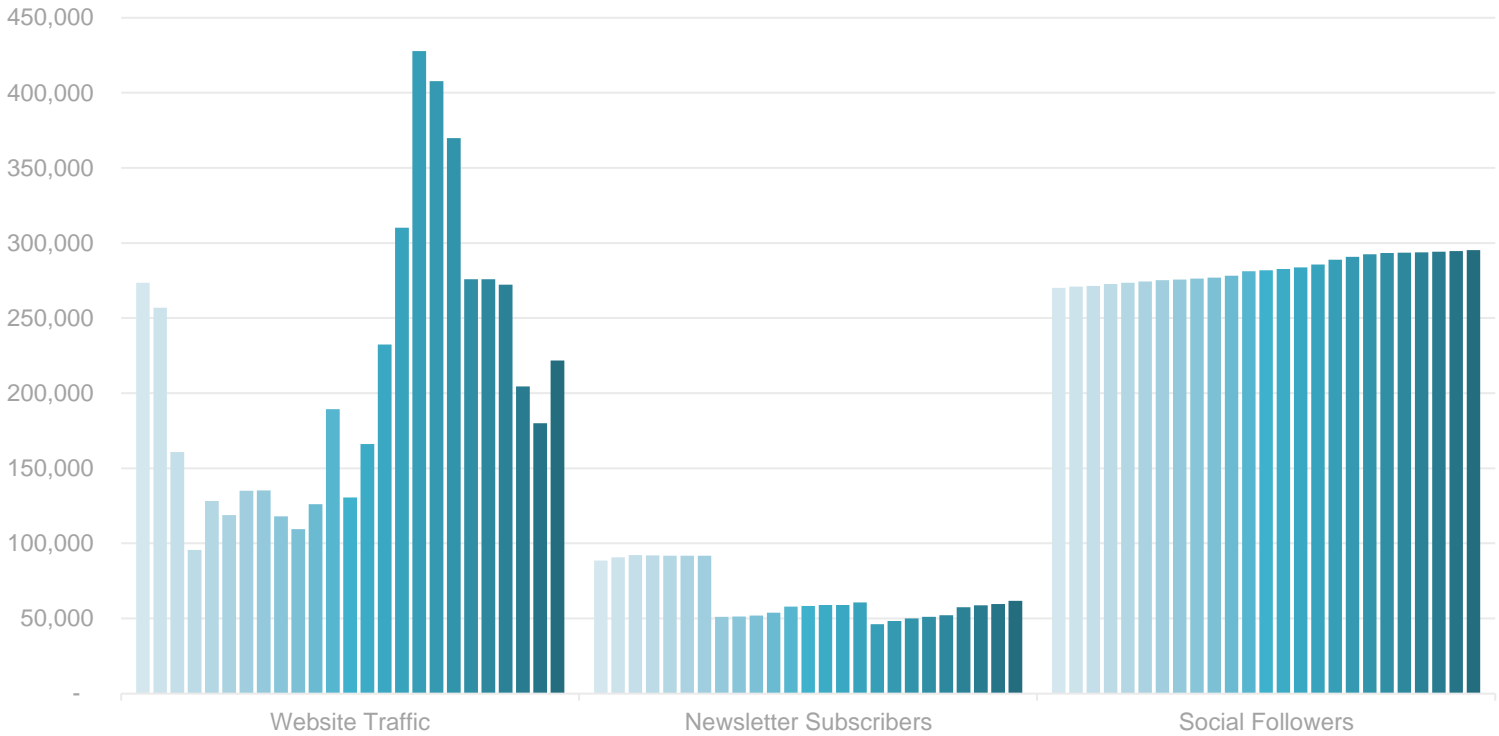


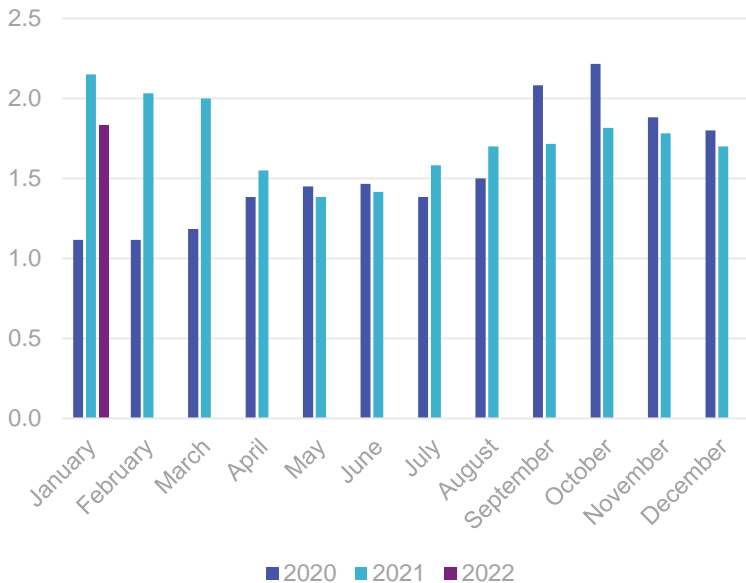
How are consumers engaging with Travel Nevada?

Why this is important: These metrics have been identified as consistent measures of ways we can be impactful, even as budgets may fluctuate.

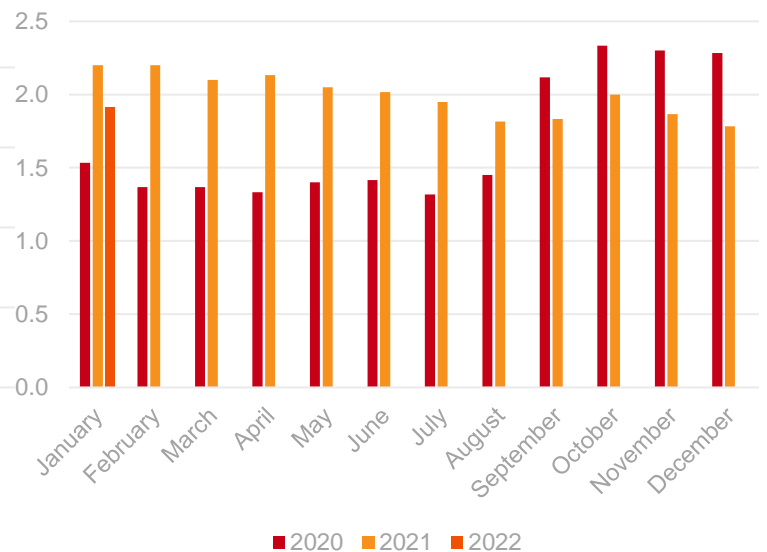
January 2020 - January 2022



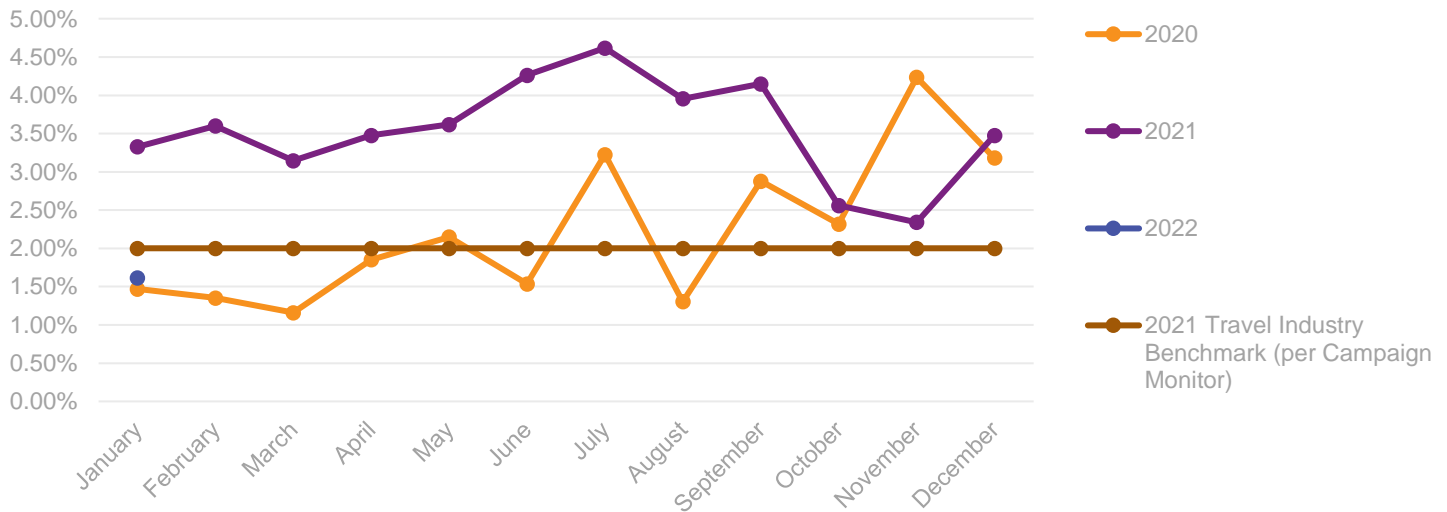
Website Engagement
 Sitewide Total Average Session Duration
 In Minutes



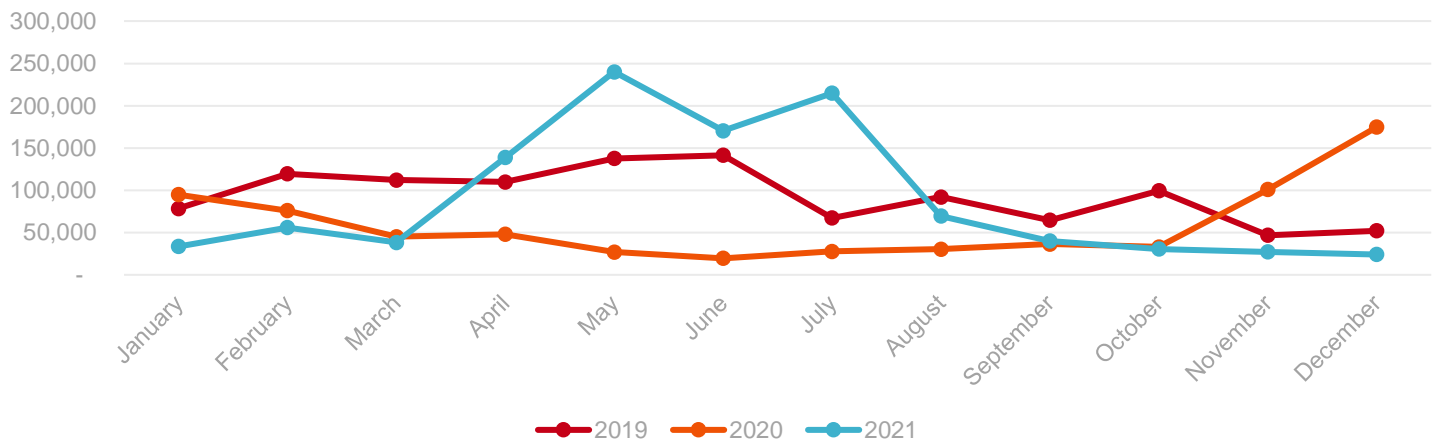
Website Engagement
 Organic Traffic (Direct & Organic Search)
 Average Session Duration
 In Minutes



Email Engagement Click Rate %



Social Engagement Likes, Comments, Shares



Takeaways

- When paid efforts increase, although site traffic increases, time on site tends to decline. We've seen this relationship at work once paid advertising resumed in the Spring of 2021, though average session duration has still tended to be above levels from before the launch of the new site.
- Average time on site from organic sources have remained fairly constant and above levels from prior to the launch of the new website, which is an indicator that the new website is more engaging.
- Our email audience has continued to engage well with our content, performing well above benchmark levels.
- The social media space was challenging to navigate in 2020, as we were not only impacted by a global pandemic, but the volatile socio-political environment. When paid efforts did resume (in the Fall of 2020 and Spring/Summer of 2021), more people could be reached, resulting in better engagement.