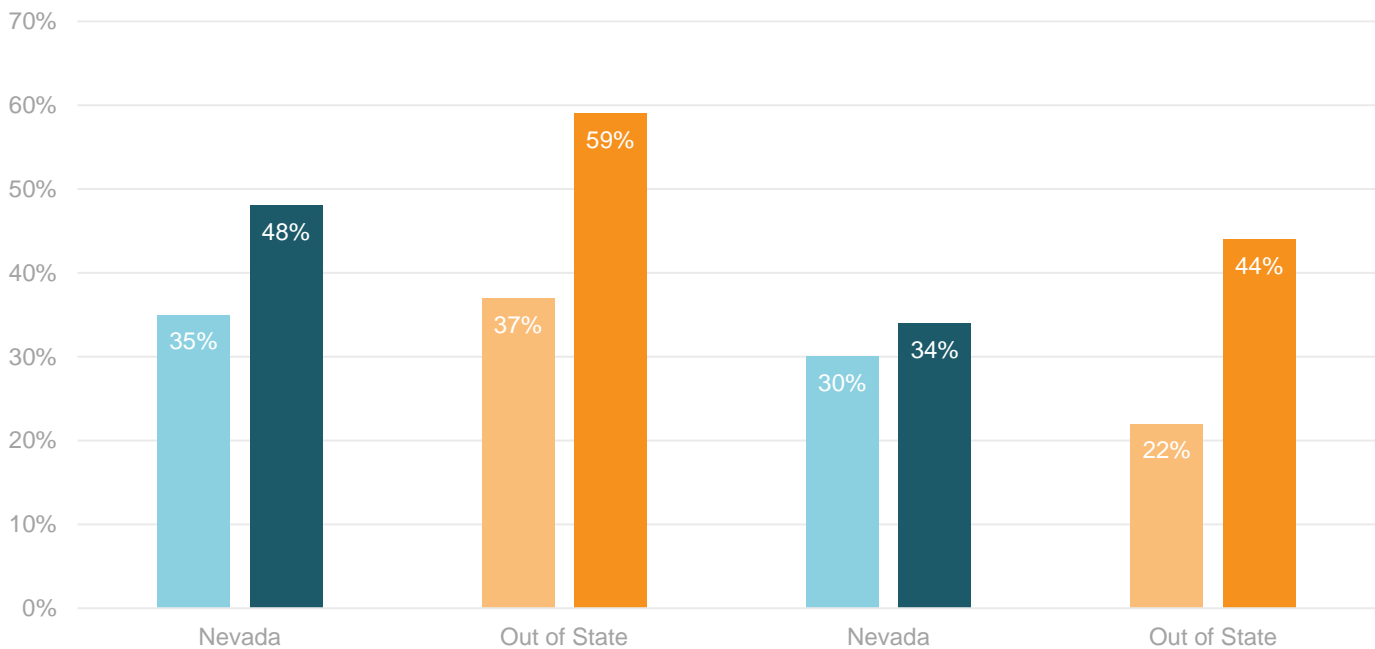


Awareness measures the percent of respondents who recall Travel Nevada's efforts. Reporting includes whether those who were aware of the Travel Nevada brand were more likely to have interest or intent to visit the state.

Why this is important: Awareness is tied to perception, which we can affect based on our creative, content, and strategy. With spending/budget levels being variable, it is important to track impacts our efforts may have on travel planning and travel interest.

Interest in Future Travel
FY22 Q1
 Source: The OmniTrak Group



Interested in visiting Nevada in the next 24 months

Planning on visiting Nevada in the next 12 months

Aware OOS	Aware NV Res
Unaware OOS	Unaware NV Res

Takeaways

- In the first quarter of FY22, those who were aware of any efforts (including owned and earned), were more likely to consider Nevada as a travel destination.
- Nevadans who were aware of any efforts had a 13 point gain in interest to visit the state in the next 24 months and a 4 point gain in planning to visit the state compared with those unaware. The gains for the out of state audience were higher with both showing 22 point gains.