

# TRAVEL NEVADA

## MARKETING COMMITTEE MEETING

June 1, 2023



# AGENDA

## FY24 INTEGRATED STRATEGY

- FY23 Review + Insights
- FY24 Approach

## FY24 CREATIVE RECOMMENDATION (for possible action)

- Brand Process
- Brand Platform
- Brand Campaign Concepts

## FY24 MEDIA RECOMMENDATION (for possible action)

- Paid
- Earned



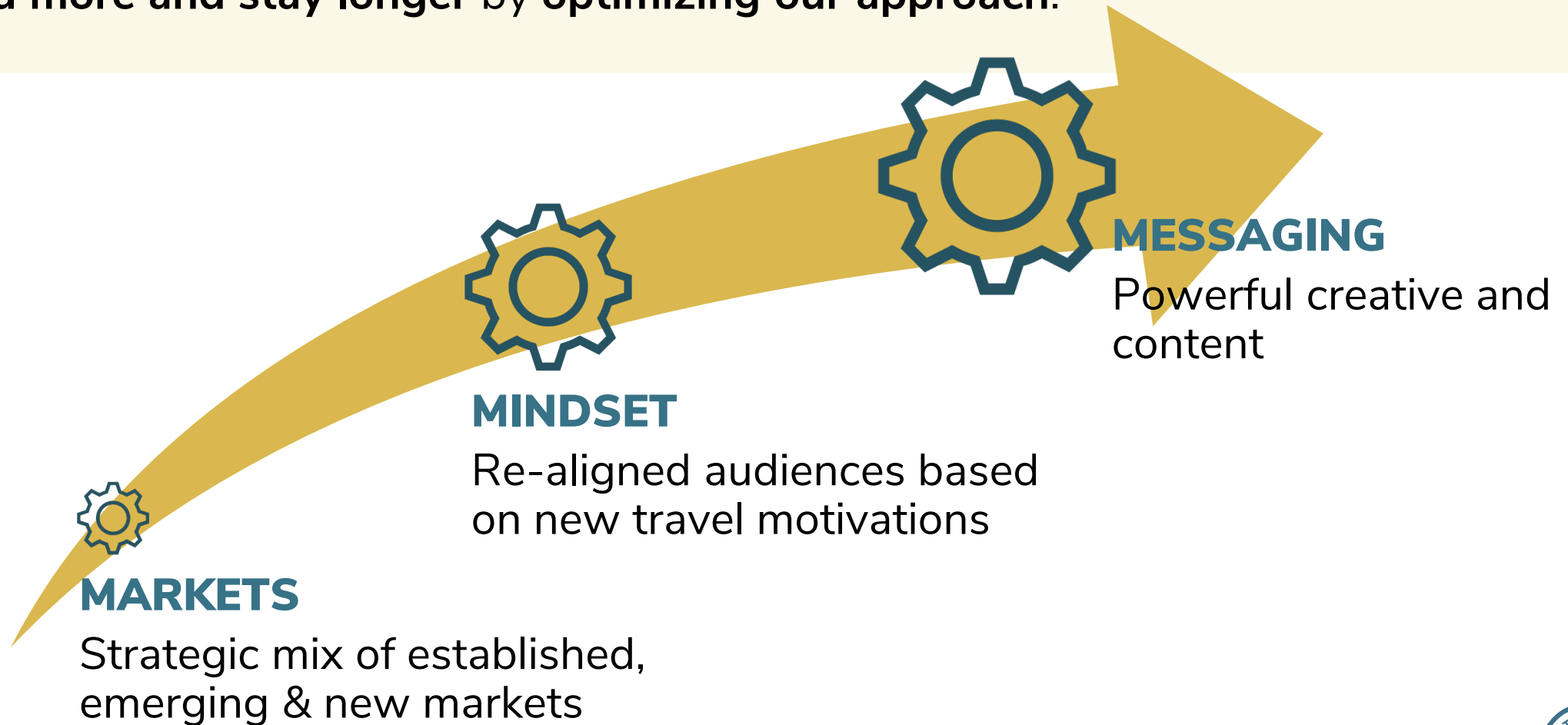
# FY24 INTEGRATED STRATEGY



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# FY23 GOALS & PRIORITIES

Building on the success of FY22, our goal in FY23 has remained getting visitors to **spend more and stay longer** by **optimizing our approach**.



# FY23 INSIGHTS

Recent IME data shows that, overall, it's working.

- People are **SPENDING MORE** and **STAYING LONGER**
- Each market is responding differently to different tactics
- Chicago and Portland are just gaining momentum

What helped us achieve this

- Strategic mix to approaching new markets
- Alignment with evolving traveler needs
- Engaging, content-first media partners & campaign-approach (SSR)

Where there is room to grow

- **EVOLVE OUR AUDIENCE PROFILES** to enable more meaningful connections
- Be more **PRECISE WITH PERCEPTION-SHIFTING** creative messaging and direction
- **INTEGRATED ALIGNMENT** on messaging and content focuses through the year

# FY24 STRATEGY

**PRIMARY OBJECTIVE: shift perception** in a way that continues to encourages people to **spend more and stay longer**

## WHICH PERCEPTIONS?

- **Has a variety of things to see and do** (outdoor recreation opportunities, and more than deserts)
- **Offers off-the-beaten path experiences/local culture & history** (beyond Reno and Las Vegas; only-in-Nevada experiences)
- **Offers experiences for someone like me/welcomes diverse visitors** (spotlighting the diversity of residents and visitors throughout the state)

Offers experiences for someone like me	+19 pts	57%  76%
Off-the-beaten path experiences	+18 pts	46%  64%
Local history and culture	+18 pts	48%  66%
Easy to explore/sightsee by car	+15 pts	58%  73%
Outdoor adventure activities	+15 pts	55%  70%
Offers road-trip opportunities	+14 pts	57%  71%
Has diverse landscapes	+15 pts	51%  66%

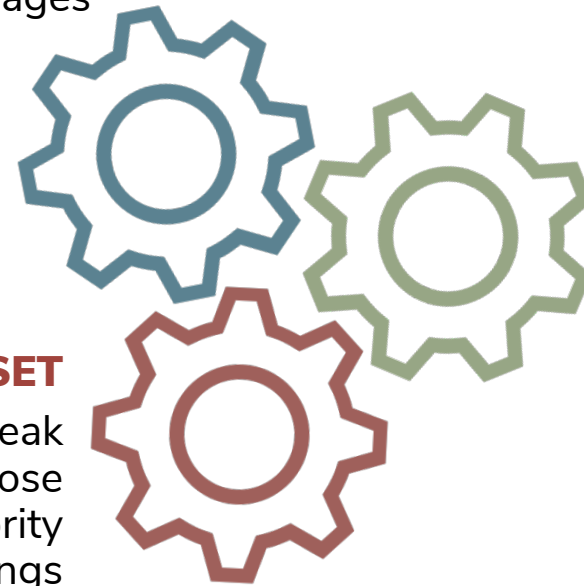
# APPROACH - CUSTOMIZATION MATRIX

## MARKETS

Strategic mix of established, emerging & new markets, each of which has a custom blend of tactics and messages

## MINDSET

Honing our audiences to speak more directly to those whose interests align with priority Nevada offerings

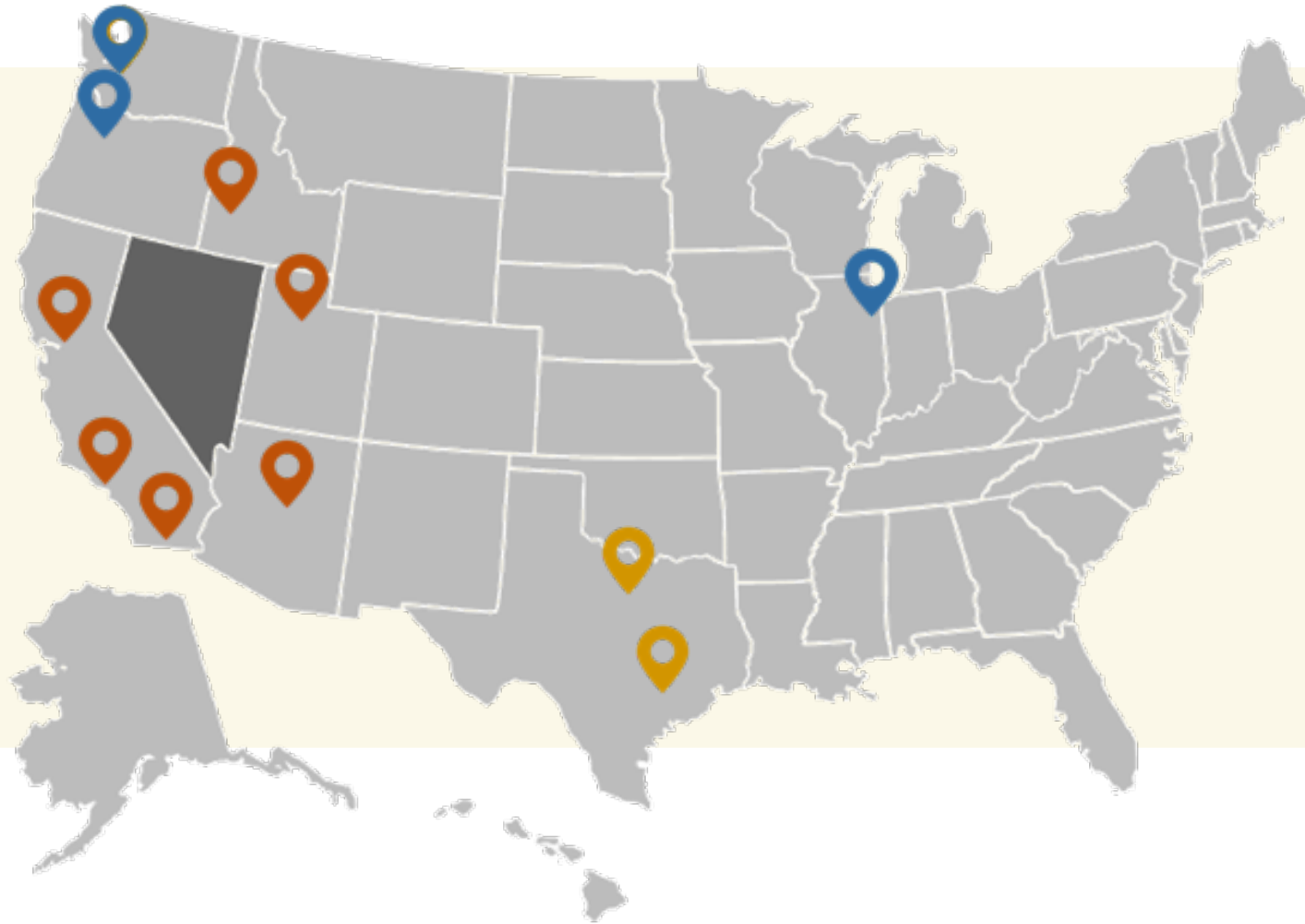





## MESSAGING

Strategically developed creative that focuses on those specific perception shifts



# DOMESTIC MARKETS



-  Established
-  Emerging
-  New



# MARKET APPROACH

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- Defend our core **ESTABLISHED** markets
  - Maintain our strong current position as a destination of choice in established markets to guarantee consistent tourism revenue; when possible, deepen our share of those markets by speaking to their multi-cultural populations
    - Sacramento, San Francisco, LA, Boise, Phoenix, Salt Lake City and San Diego
- Stake our claim in **EMERGING** markets
  - Increase our market share where travel intenders are increasingly raising their hands since pandemic
    - Dallas-Ft. Worth and Houston
- Grow our **NEW** markets
  - Continue momentum in priority markets and build brand perception to the emerging market levels
    - Seattle, Chicago, and Portland



# MINDSET - THE EVERYDAY ADVENTURER

CULTURAL TRAVELER



OUTDOOR  
RECREATIONALIST



UNCHARTED EXPERIENCES  
ENTHUSIAST



From *Everyday Adventurer* to *Expert Explorer*



# THE EVERYDAY ADVENTURER

- Leveraging key learnings from Destination Analysts, MRI-Simmons and more, we are evolving our audience profiles to ensure **more meaningful connections** between creative and media.
- Our goal is to more clearly define who each of our audience segments is so that we can speak more directly to those whose **interests align** with priority Nevada offerings.

**CULTURAL TRAVELER**

The CULTURAL TRAVELER craves rich, fulfilling travel experiences that lead to stories of their own after they leave the Silver State. These folks favor part of traveling is taking to an area's residents and learning about their culture. These people want to invest themselves in authentic activities and ways of life in their vacation destination.

Age: 25-34  
Gender: Male  
Income: \$10,000-\$14,999  
Education: High School  
Location: Nevada

**OUTDOOR RECREATIONALIST**

The OUTDOOR RECREATIONALIST someone who travels primarily to see the landscapes of a destination. They choose to avoid the crowded city and head straight for the outdoors to hike, climb, bike, run or otherwise push themselves to explore. They range from nature photographers to experienced explorers, but their focus is always on the outdoors.

Age: 25-34  
Gender: Male  
Income: \$10,000-\$14,999  
Education: High School  
Location: Nevada

**UNCHARTED EXPERIENCES ENTHUSIAST**

The UNCHARTED EXPERIENCES ENTHUSIAST is someone who loves to travel and explore new places, seeking out hidden gems and unmet experiences. They are looking for places that are off the beaten path and are not typically tourist destinations.

Age: 25-34  
Gender: Male  
Income: \$10,000-\$14,999  
Education: High School  
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# FY24

## INTEGRATED STORYTELLING

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- An integrated content calendar ensures alignment on priority messaging throughout the year.
- While Travel Nevada is covering **all priority topics year-round**, there are opportunities to spotlight topics through hero content or campaign pushes at certain moments in time.
- Our recommendation is to lean into those big moments that align with our audience mindset, but then layer in content themes that support our overall strategy of shifting perception.

June-Sept./Oct.

**OFF THE  
BEATEN PATH**

Oct.-Dec.

**ARTS &  
CULTURE**

Jan./Feb.

**SPORTS**

March - June

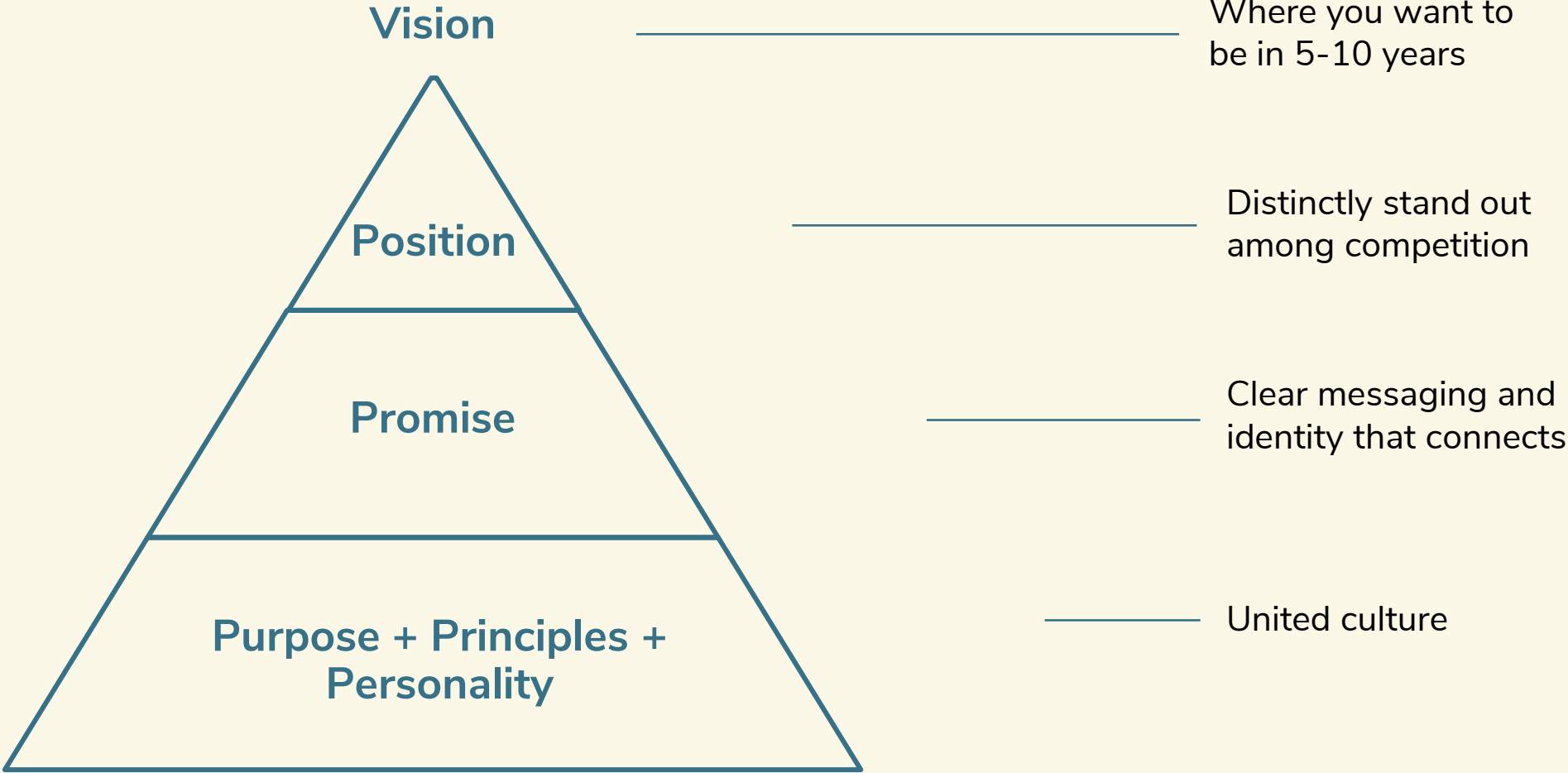
**OUTDOOR**

# BRAND PROCESS

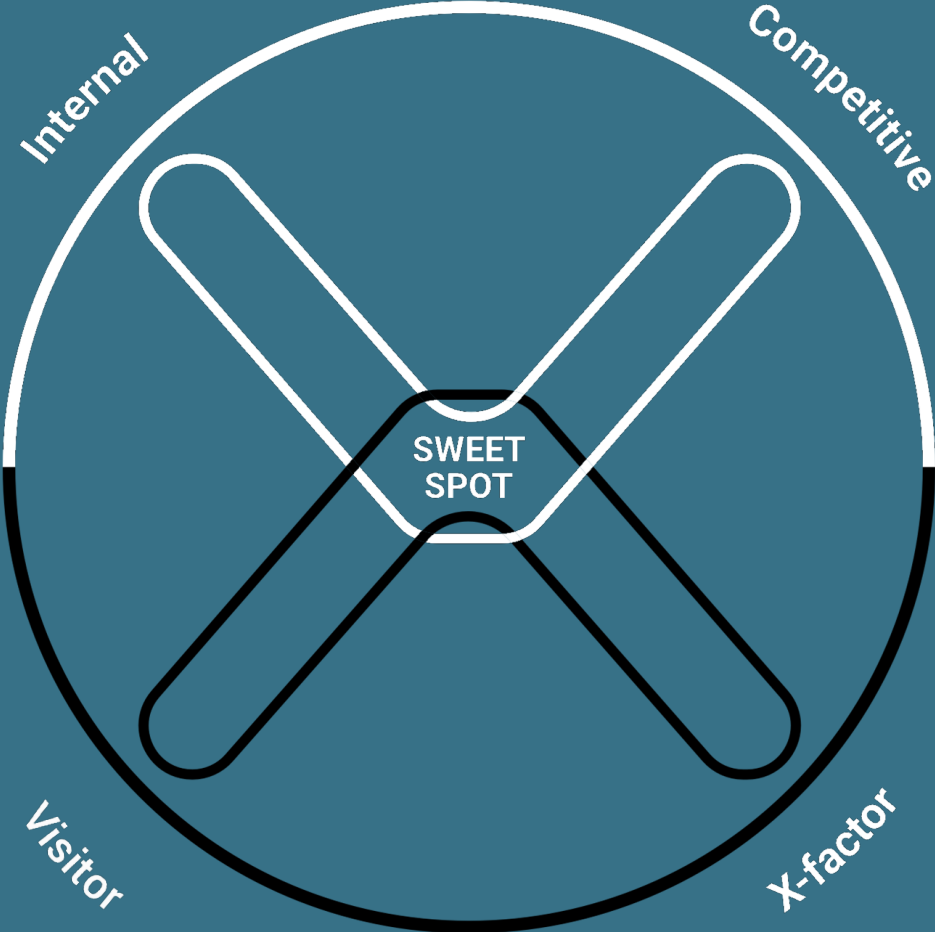
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# NOBLE BRAND PLATFORM



# NOBLE DISCOVERY MODEL



YOU-X

# DISCOVERY SOURCES

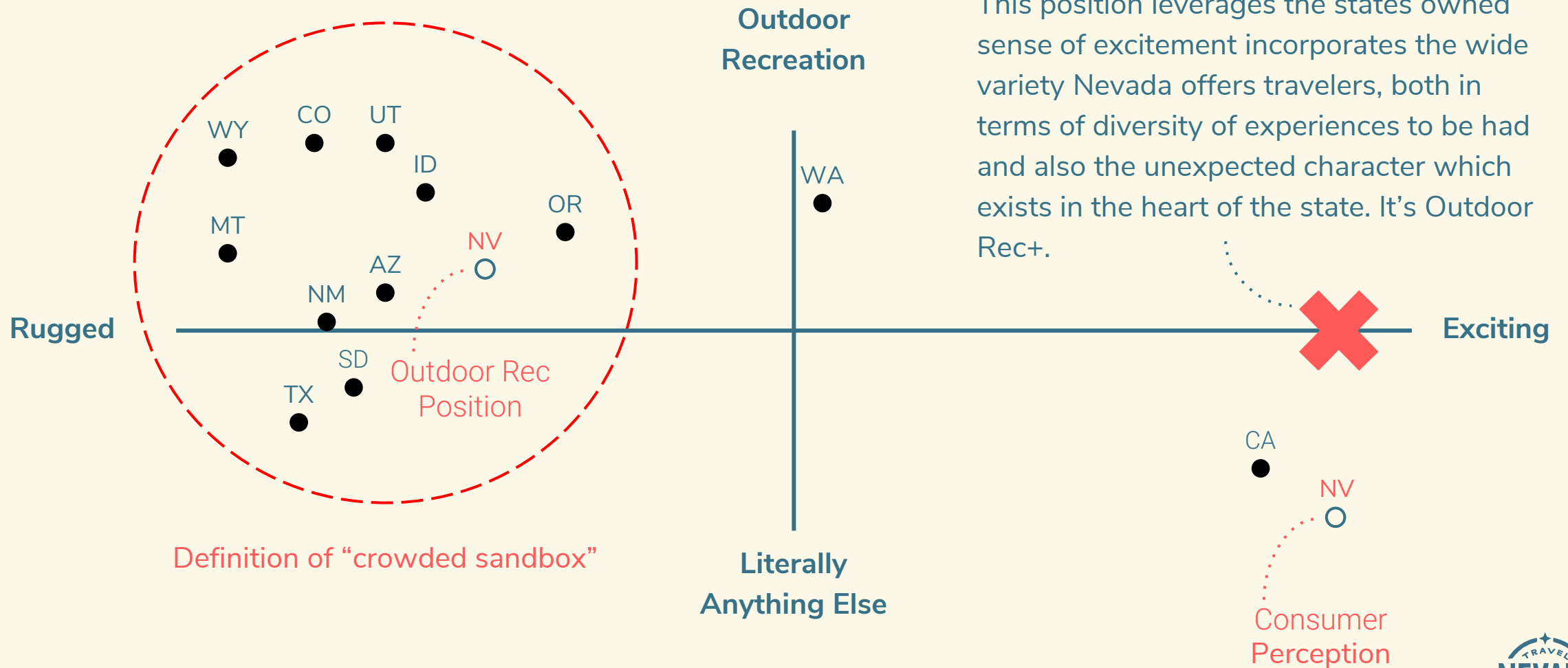
- DTCA Strategic Plan
- Destination Analysts Website Usability Study
- Destination Analysts Brand Position Study
- Omnitrack IME Report
- TN Stakeholder Brand Survey
- Competitor Analysis of Western/Intermountain States: OR, CA, UT, ID, WY, CO, AZ, NM, MT, SD +TX, FL
- BVK, Green Rubino & TN Brand Audit
- MRI-Simmons Target Audience Research
- Resonate Audience Profile Data
- TN Stakeholder Brand Workshop
- Wiser Insights Quant Research Studies
- Various academic Research Studies on cultural, market and industry trends
- Experience from serving as Travel Nevada's digital agency since 2018
- First hand knowledge from living, working and recreating in Nevada ourselves



# BRAND INSIGHTS

- **Public Lands**  
Nevada's land is the people's land, to explore and discover.
- **The Desert**  
Nevada is one, and deserts are magical, surprising places.
- **Excitement > Rugged**  
People perceive Nevada as exciting first.
- **Doing**  
To truly do Nevada, you first have to be willing to do.
- **Las Vegas & Reno**  
Vegas and Reno dominates visitors minds, and that's ok.
- **Outdoor Rec +**  
Nevada is appreciated for outdoor recreation, but it is loved because those activities play into a larger theme of variety—a key characteristic for the state.
- **Awe & Adventure**  
Nevada's assets are highly motivating for visitors who seek awe and reflection and a diversity of exciting adventures.
- **Contrasts & Transformations**  
Nevada's uncommon, contrasting character spark elicits transformative travel experiences.

# BRAND INSIGHTS



# BRAND PLATFORM

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## BRAND PURPOSE

**TO SHARE THE  
HEART OF  
NEVADA.**

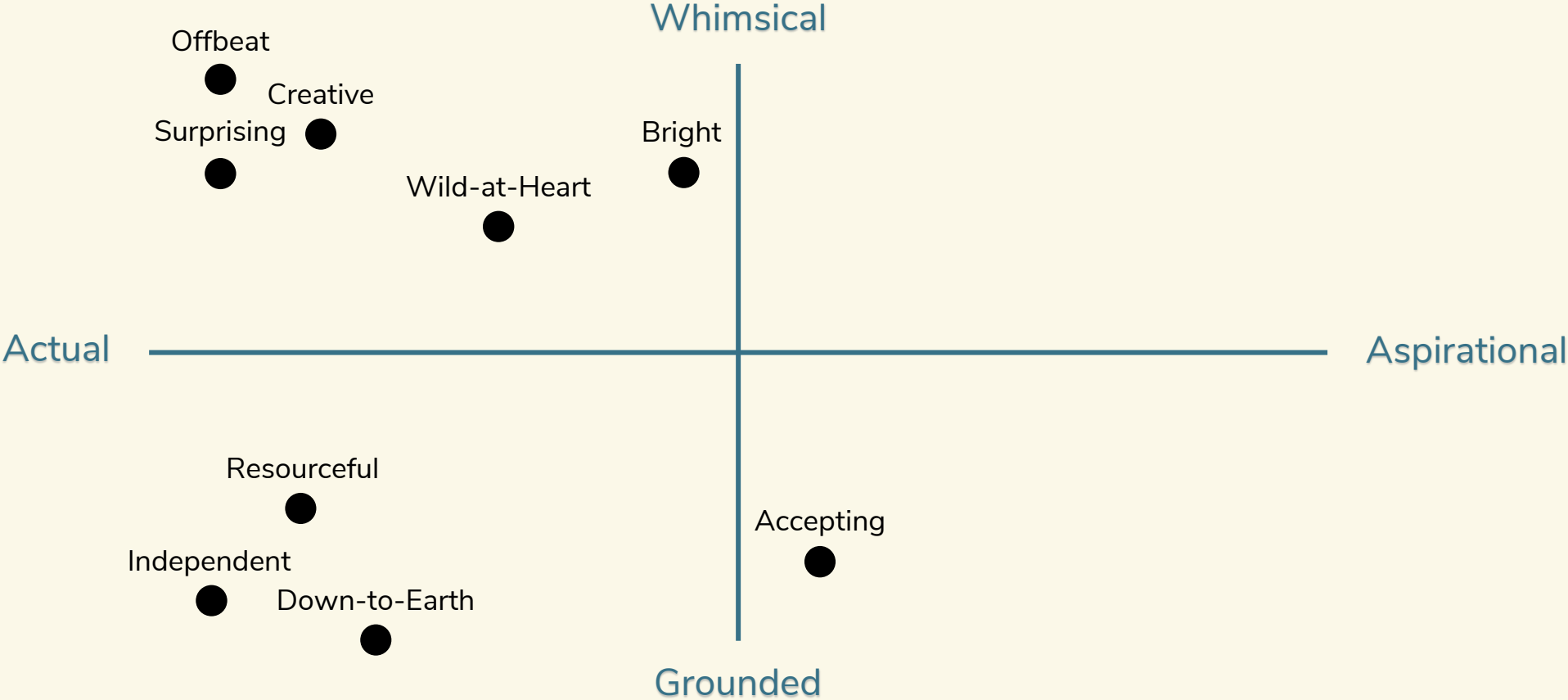
To share the heart of Nevada is to share our huge-hearted story with the world, inviting others in to be surprised, to be challenged, to be delighted and to leave changed.

It's to inspire the world to explore our beautifully uncommon backyard and discover our curious character—and characters—in their own time, in their own way.

To share Nevada's heart is to draw the world in, welcoming new ideas and new perspectives, new resources and new opportunities, which enrich our communities and brighten our future.

The Heart of Nevada is our everything—our passion, our pride, our land and our people—and in sharing it we welcome the world to see our Nevada in a new light.

# BRAND PERSONALITY



## BRAND POSITION

# NEVADA IS A LITTLE OUT THERE.

The heart of Nevada, literally and figuratively, is a little out there. It lives out in the wild open landscape, beyond the neon glow, where the state's inspiring scenery, rich history, outdoor recreation and hidden gems can be explored and uncovered, and—being a little out there—it requires a willing spirit and a sense of adventure to experience. Similarly, Nevada's heart is a little odd, a little offbeat and a little out there, too, and it demands an uninhibited sense of curiosity to love and appreciate the uncommon variety—the character and characters—that make the Silver State a surprising place to explore. In this land of anything and everything, to truly do Nevada you have to be willing to get a little out there.

# BRAND PROMISE

## THE SPACE TO BE

Nevada is a space to explore and adventure, to take risks and try something new, to meet someone interesting or to discover something strange, to feel intrigued and to feel alive—and to be left forever better for it. Out in Nevada’s heart is a space both historic and here-and-now, down-to-earth and out-of-this-world, neon-lit and starlit, too, with cities erupting from the wide-open nowhere. Nevada is a space for the wild-of-heart and the curious-of-mind, for those who wonder and those who wander, for the night owls and the early birds. It’s the space to express yourself and to be who you want to be—in your own way and in your own time. Out there amongst towering peaks and valleys of fire is a different kind of space, awe-inspiring and exciting, and when you get a little out there, it’s yours to explore.

# BRAND PROMISE

## THE SPACE TO BE / PROOF POINTS

- The state's awe-inspiring natural spaces means lots of space to breathe, move and to take it all in.
- 60 million acres of public land offer an openness to enjoy the space in your own way.
- Nevada features a diversity of outdoor adventure playgrounds—hiking, climbing, skiing, OHV, road trips, horseback, and more—activities which require space in their own right.
- The state's sense of scale—feeling small amidst an expansive landscape—evokes a sense of awe and provides the space for reflection.
- Nevada's you-do-you attitude offers an accepting space and the freedom to be yourself.
- If it wasn't for the state's space, our hidden gems wouldn't be hidden—meaning there's lots to explore and discover.
- Nevada is filled with unexpected contrasts and uncommon variety, lending the power to create transformational travel experiences.
- To explore Nevada's space requires a willing, committed spirit—when one commits themselves they become open to new experiences and open to change.



# BRAND CAMPAIGN CONCEPT

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BRAND CAMPAIGN CONCEPT

# CREATIVE BRIEF

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# CREATIVE BRIEF

## OVERVIEW

The Nevada Dept. of Cultural Affairs (DTCA) and Travel Nevada (TN) wants to change perceptions surrounding the state of Nevada—to show there is more to the Silver State than just Las Vegas and Reno and that it is a destination full of adventures and uncommon character(s). You want to share your Nevada story with the world and show that there is more to Nevada than the world realizes.

## OBJECTIVES

1. Conceptualize creative campaigns which support the integrated brand strategy and work effectively to show Nevada in a whole new light (aka, change perception)
2. Develop a brand line which emphasizes the awe, reflection, excitement, adventures, and wide variety of activities that Nevada offers visitors, and also serve as a call to action for the wild-at-heart and the doing spirit which the state requires

# CREATIVE BRIEF

## GUIDING CONCEPTS

1. Nevada's **uncommonness** elicits a sense of curiosity, and its **curiosities** are what make it uncommon.
2. One exponent of this relationship is the **contradictions** and contrasts which exist in the state (i.e. hidden gems are gems only because they are hidden across a vast **space**, ski slopes + sand dunes, authentic + offbeat, outdoor rec + clown motels, Las Vegas + wild horses, etc.)
3. The result is **variety** (Outdoor Rec +) and this is what lends NV a unique sense of **excitement**, **awe** and **reflection**.
4. But to experience and enjoy the variety that's out there, you have to get out there yourself which takes an adventurous, **doing** spirit.



# BRAND LINE AND CAMPAIGN CONCEPT

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# WHAT WE'LL SEE TODAY

We'll show you a new brand line and a launch campaign concept. These are rough mockups, so they are using photography that is merely inspiration, whether it's existing photography or stock photography that may not be Nevada. We will finalize these ads once the campaign is approved with photo and video shoots, when existing assets aren't adequate.

**GET A LITTLE OUT THERE**

# GET A LITTLE OUT THERE

- This line speaks to our number one goal of getting people out of the cities to explore the heart of Nevada.
- It's an invitation, encouragement and call to action to seek our uncommon variety, curious contradictions and to go do and explore—all highlighted by the DA research.
- It's very flexible and can play with odd, sentimental and inspirational.
- It accesses our personality traits: Offbeat, Wild-at-heart, Creative, Independent, Bright, Surprising, Resourceful, Accepting and Down to Earth
- It has an undeniable Nevada voice to it. And feels very ownable for Nevada. Because if one of these western states is doing its own thing, marching to its own offbeat rhythm, it's Nevada, and this line highlights that in the best way.



# BRAND MANTRA

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# GET A LITTLE OUT THERE.

## Mantra

Go on, get a little out there.

Into the big-hearted heart of Nevada.

Beyond the neon glow, where the stars sparkle and the desert goes and goes.

A place the wild things call home and the wild-hearted roam.

March to your own offbeat rhythm.

Or walk or bike or hike or meander or wander.

There's always something new over yonder.

A place where you can be you.

Or explore a new side of you.

And do the things you never thought you'd do.

Change your POV. Ride an ATV. Tell reality, "BRB."

Ghost sightings? Who knows. Maybe.



Find unexplained art, have a Picon Punch to fill your heart.

See the sunset from a hidden spring.

Dance in the desert, listen to birds sing.

Find the unexpected, the uncommon and all the things in between.

Here, you'll find anything and everything.

Go on, get out of your routine. out of your comfort zone and out of your box.

Strap on your boots, maybe some scoots, or just wear your dirt socks.

Discover the unknown and uncover the curious.

Only the heart of Nevada can give you this.

So go on, get a little out there.



CAMPAIGN

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CAMPAIGN



**EARLY START.  
WILD AT HEART.  
CATCH SOME ART.**

**GET A LITTLE OUT THERE.**



International Car Forest, Goldfield



**ROAD TRIP.  
FROM THE HIP.  
ROLL WITH IT.**

**GET A LITTLE OUT THERE.**



# BUCKET LIST. NEW TWIST. FIRST KISS.

GET A LITTLE OUT THERE.



**BE A GAZER.  
SEE A GEYSER.  
FEEL ALIVE HERE.**

**GET A LITTLE OUT THERE.**



Fly Ranch Geyser



**PEDAL MEET FLOOR.  
TIME TO SOAR.  
NEVER BORED.**

**GET A LITTLE OUT THERE.**



Sand Mountain





# FIRST CUP. OLD PUP. CUDDLE UP.

GET A LITTLE OUT THERE.



Spoooner Lake



GET  
A LITTLE  
OUT THERE.

 Red Rock Canyon





GET  
A LITTLE  
OUT THERE.



Black Rock Desert



GET  
A LITTLE  
OUT THERE.




Angel Lake

GET  
A LITTLE  
OUT THERE.




Overton


# FACEBOOK CAROUSEL

 **Travel Nevada**  
Sponsored

Get a little out there. Into the wide-open. Into the huge-hearted heart of Nevada, where you'll find uncommon variety and curious contradictions.

**ROAD TRIP...**



 Pahrump

**Plan your road trip.**  
Travel Nevada

[Learn More](#)

**FROM THE HIP...**



 Black Rock Desert

**ROLL WITH IT.**



 I-80 Nevada

**GET A LITTLE OUT THERE.**



**Explore 10 unique routes.**  
Travel Nevada

**Get a little out there.**  
Travel Nevada

**Into the Heart of Nevada.**  
Travel Nevada

# DISPLAY STATIC ADS

GET A LITTLE OUT THERE.

LEARN MORE ▶

TRAVEL NEVADA

Pahrump

GET A LITTLE OUT THERE.

LEARN MORE ▶

TRAVEL NEVADA

Red Rock Canyon

GET A LITTLE OUT THERE.

Angel Lake

LEARN MORE ▶

TRAVEL NEVADA

# ANIMATED AD

# ROAD TRIP...



 Pahrump





 Pahrump

**GET  
A LITTLE  
OUT THERE.**





**ROAD TRIP.  
FROM THE HIP.  
ROLL WITH IT.**

**GET A LITTLE OUT THERE. ▶**



SWAG



**FY24 MEDIA RECOMMENDATION  
PAID + EARNED**

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# FY24 MEDIA STRATEGY

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**PAID:** Deploy an always-on, omnichannel campaign that reaches potential travelers in the **moments that matter**

- Evolve and optimize high-performing tactics from FY23
- Expand successful partnerships and follow consumer media habits
- Capitalize on a major year of cultural events hosted in Paradise, NV
- Localize “Get a Little Out There” in new & emerging markets through activations and unique placements

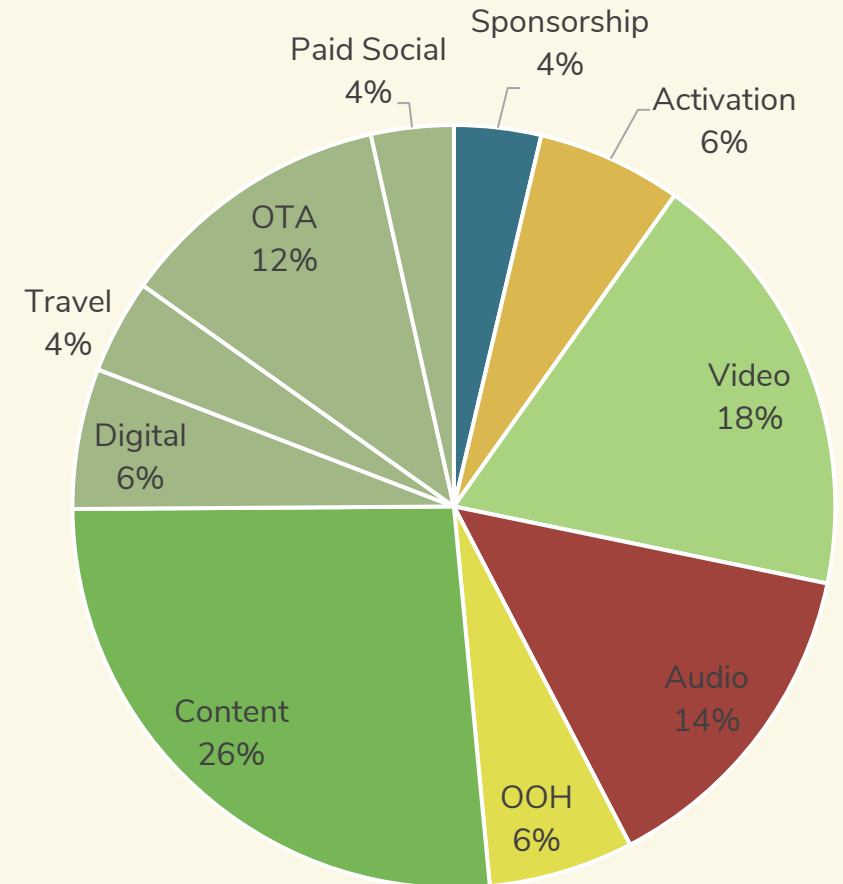
**EARNED:** Generate buzz for travelers, primarily those in the dreaming and planning phases of the travel journey, with **trusted third-party channels** using key messages that **shift the perception** of Nevada

- Execute perception-shifting PR/social campaigns
- Secure third-party testimonials
- Customize story-lines and messages for media by audience/market
- Conduct always-on storytelling/media outreach to stay top-of-mind

# MEDIA - PAID

- \$10.5mm MKT02
  - \$408k Account Mgt
  - \$200k Travel Nevada Co-Op
  - \$1mm Discover Your Nevada Campaign
  - \$250k Influencer Marketing
  - \$95k Arrivalist
- \$8.546mm domestic paid media

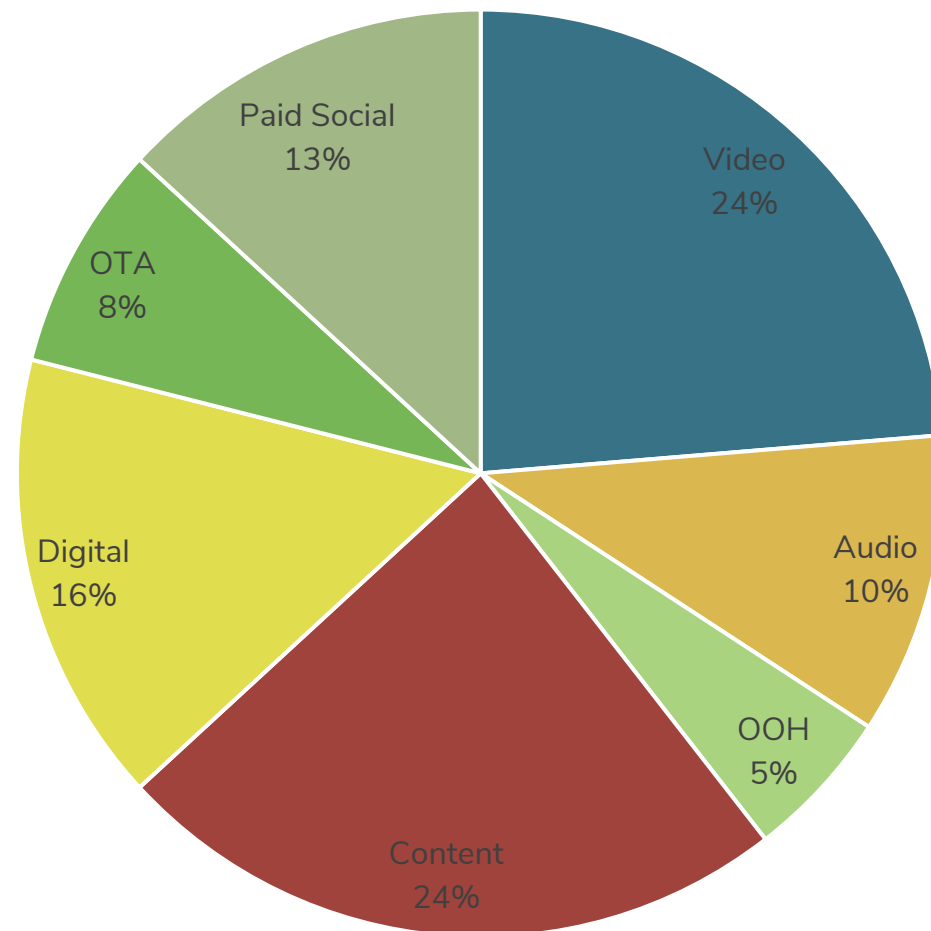
## Planned Domestic Media Mix



# DISCOVER YOUR NEVADA 2.0

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- Deploy an always-on, omnichannel campaign that inspires Nevadans to explore, cherish, and celebrate their state outside its major metros
  - Continue local media partnerships
  - Utilize the purchasing power of our Domestic media buy to partner with national publications
  - Localize what “Get a Little Out There” means to both Northern and Southern Nevadans and their perceptions of Everyday Adventure



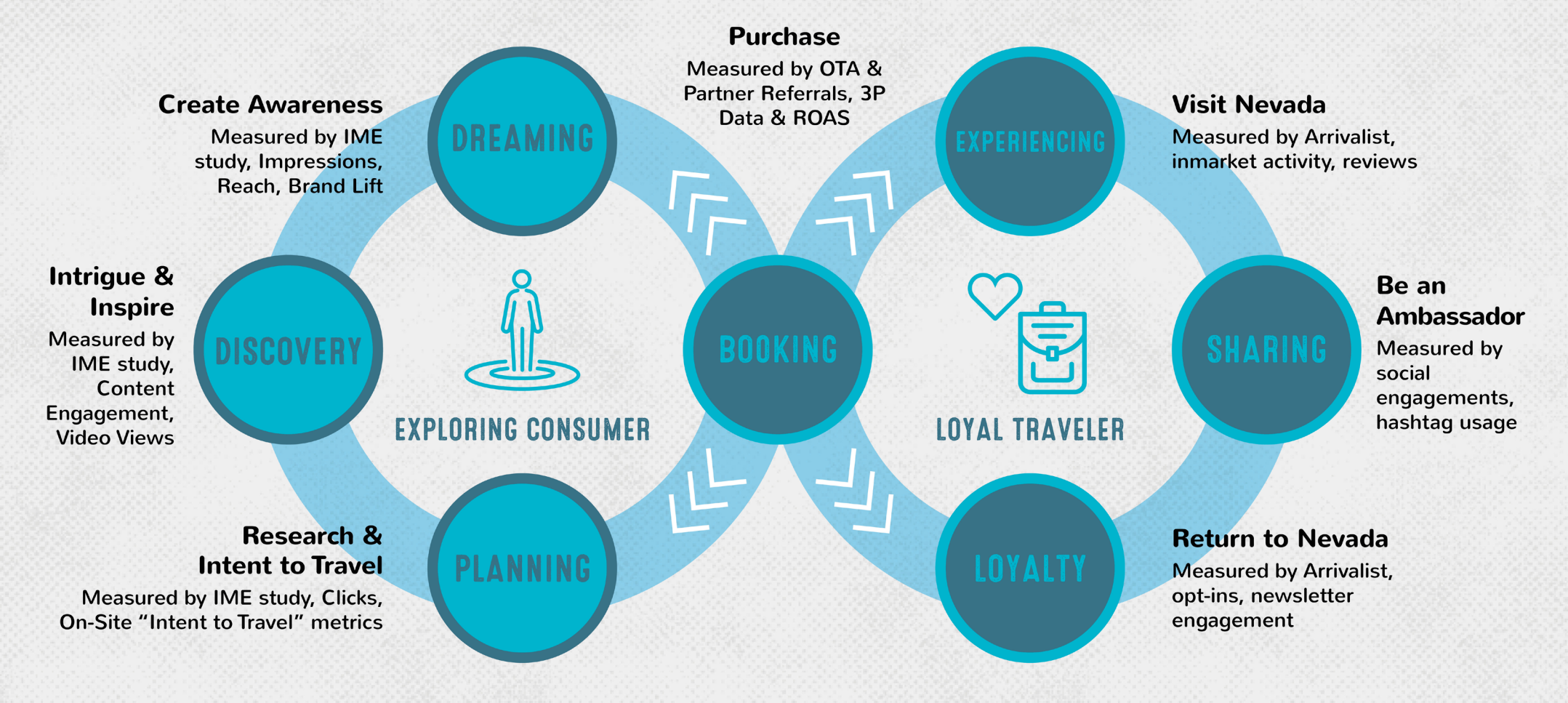
# FY24 PAID STRATEGY



Q1	Q2	Q3	Q4
Asset Bridge	New Campaign Soft Launch	New Campaign Full Launch	
		New Markets Campaign	
		New Video Assets	
Continue FY23 Momentum	New Content Partnerships & Tactics		
Always On Tactics			

# TRAVEL JOURNEY

Integrated storytelling that moves consumers through the decision journey and builds the brand. With our campaign and media strategy defined we produce advertising and content across the ecosystem in a cohesive, integrated way that surrounds the consumer in compelling ways, driving to engagement and conversion.

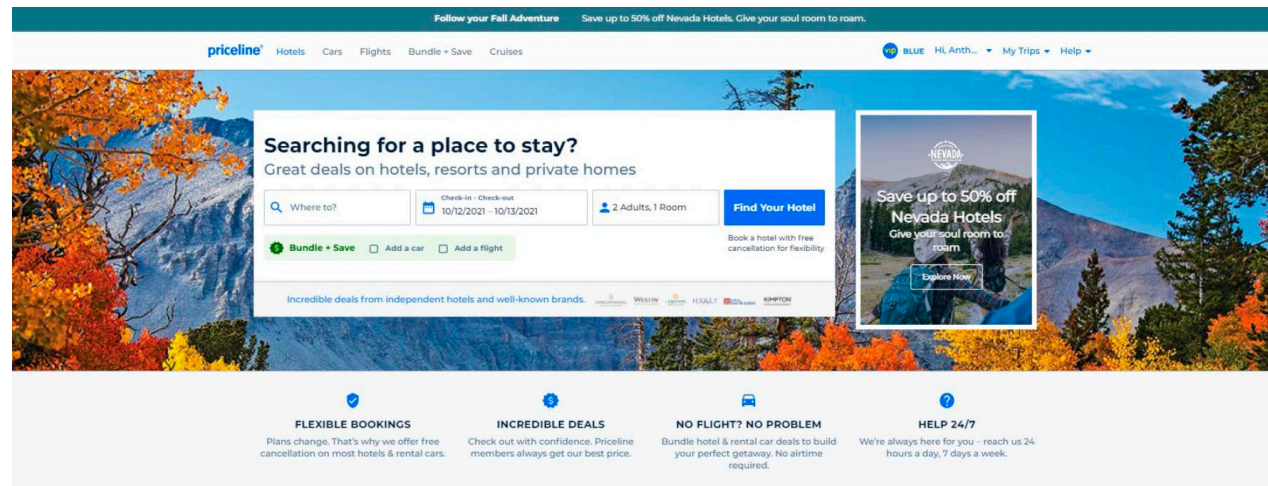






## OTAS

In FY22, travelers exposed to Travel Nevada’s marketing booked over \$139mm with our OTA partners. Throughout our campaign, we work with our OTA partners to optimize individual placements by their effective ROAS on each partner’s platform. We also direct booking traffic to branded destination pages, where Nevada messaging is reinforced, and competitive destinations cannot advertise.



March 2024: Nevada Week

June 2024: Choose Your Summer Adventure, Sponsored by Travel Nevada

# PAID SOCIAL

Our Paid Social strategy has 2x core always on components: lead generation and content promotion. To Date, Meta has generated 8,850 leads and we've reduced our CPL by 42%. Monthly organic boosts have reached over 1.7mm within our target audience.



**Travel Nevada**  
Sponsored · 🌐

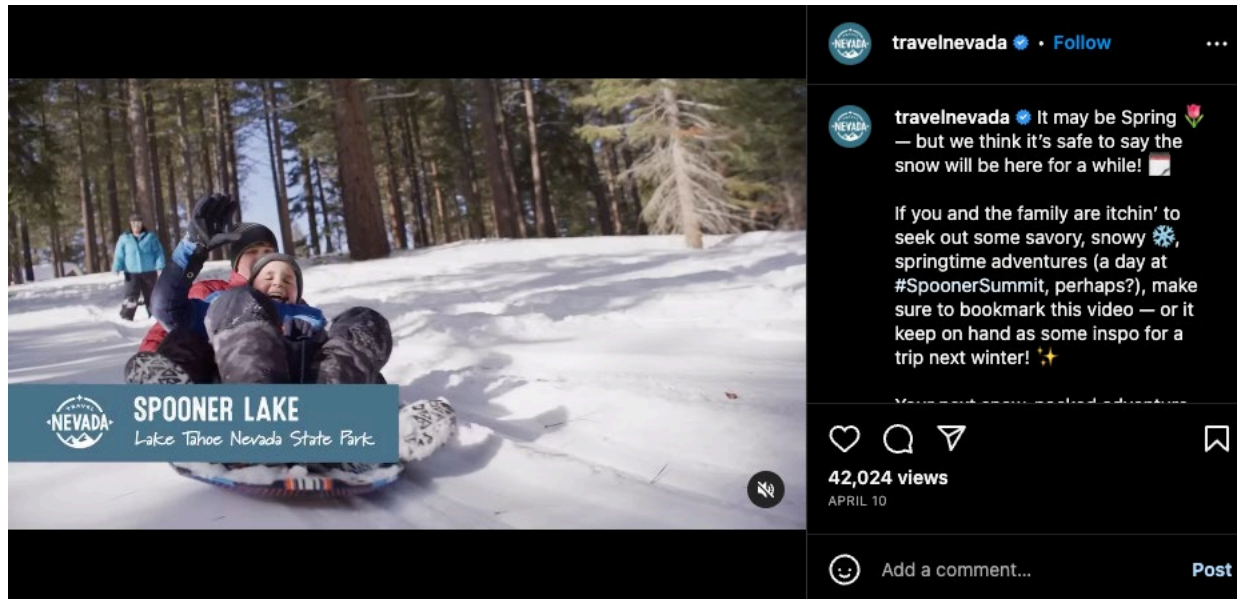
Seeking a "star-fari?" Gravitare over to our newsletter and prepare to blast off on 🚀 a memorable adventure that's sure to leave you starry-eyed. 🌟



FORM ON FACEBOOK  
**Get Our Stellar Trip Tips** [Sign up](#)

👍❤️👤 Isaac Pina and 64... 16 comments

👍 Like    💬 Comment



**travelnevada** · Follow


travelnevada 🌟 It may be Spring — but we think it's safe to say the snow will be here for a while! ❄️

If you and the family are itchin' to seek out some savory, snowy ❄️, springtime adventures (a day at #SpooSummit, perhaps?), make sure to bookmark this video — or it keep on hand as some inspo for a trip next winter! ✨

👍💬🔗

**42,024 views**  
APRIL 10

😊 Add a comment... [Post](#)



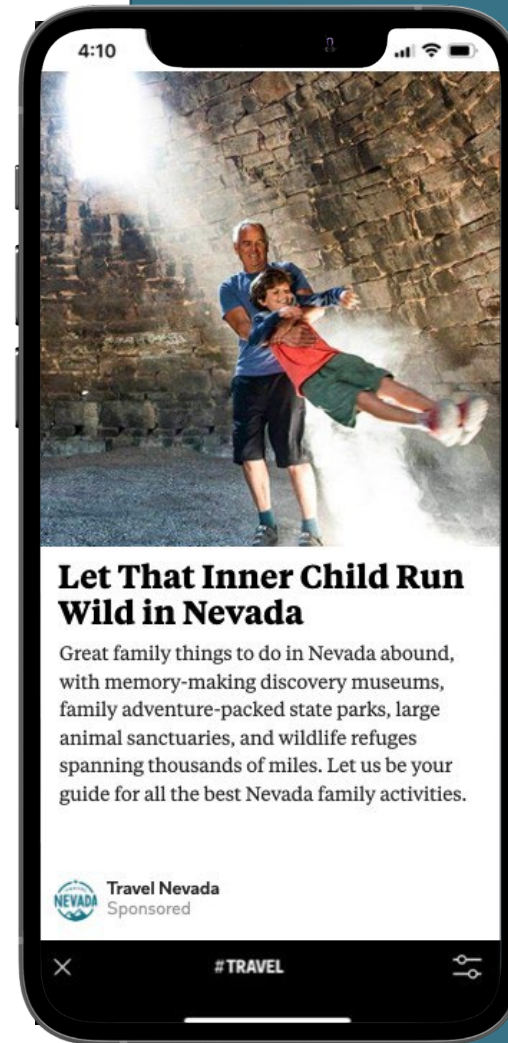
**SPOONER LAKE**  
Lake Tahoe Nevada State Park



# NATIVE

## New Tactics - Flipboard

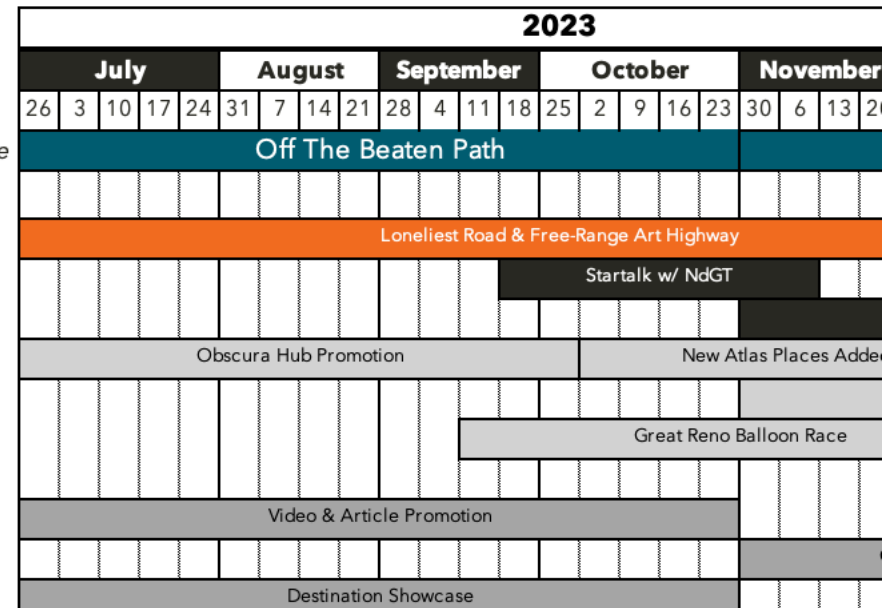
- Turn-key TravelNevada.com content
- Also able to promote our 3P content
- Travel content takeover
- Wanderlust newsletter integration



# BRIDGE

Continue FY23 momentum through September, utilizing the amazing assets recently created to their fullest. Expand our impact with a select few partnerships that don't require new creative production.

<b>Domestic Paid Media</b>		
<b><u>WBD</u></b>	<i>All Paid Markets</i>	<i>Custom Films</i>
<b><u>SXM Media</u></b>	<i>National</i>	<i>Themed Episode</i>
<b><u>Atlas Obscura</u></b>	<i>All Paid Markets</i>	<i>Podcasts</i>
<b><u>Matador</u></b>	<i>New &amp; Emerging</i>	<i>Custom Content</i>
<b><u>NatGeo</u></b>	<i>National</i>	<i>Custom Content</i>
<b><u>Smithsonian</u></b>	<i>All Paid Markets</i>	<i>Custom Content</i>
<b><u>Lonely Planet</u></b>	<i>New &amp; Emerging</i>	<i>Custom Content</i>
<b><u>TravelSpike</u></b>	<i>New &amp; Emerging</i>	<i>Custom Content</i>
<b><u>TravelZoo</u></b>	<i>National</i>	<i>Contextual Content Ads</i>
	<i>New &amp; Emerging</i>	<i>Destination Showcase</i>



# BRIDGE



## Nevada Obscura

### Explore the Weirdest, Wildest West

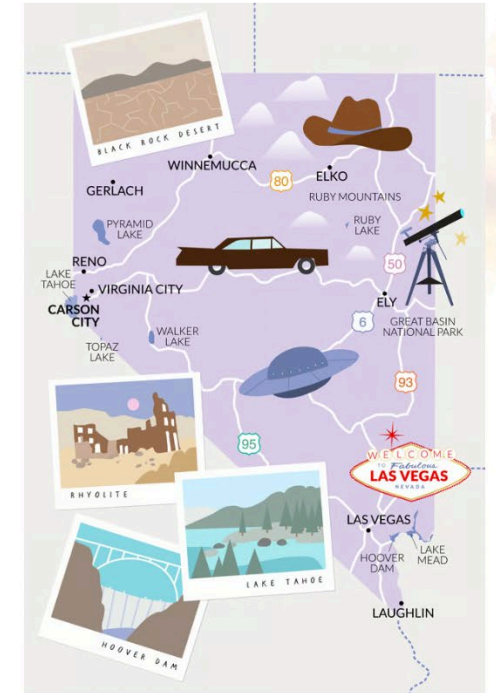
At Atlas Obscura, we believe there is something new to discover every day, all over the world—especially in Nevada. Explore the Weirdest, Wildest West and enjoy unique off-the-beaten-path places, curious finds, and wondrous stories from the Silver State.

SPONSORED BY



**S**ure, Las Vegas will always have a few tricks up its sleeve — after all, every blockbuster magician on earth takes up residence there or passes through. Still, you’ve got a pretty solid idea of what the city’s got in store for visitors. The rest of the state, though? Not so much. Odds are, if you’ve never been to **Nevada** (or you’ve only ever been to Vegas), everything else is a bit of a mystery. And actually, that’s not a bad take.

Mystery defines a lot of the state’s top travel experiences in the best possible ways, whether you’re into ghost towns, aliens or just the mysteries of the universe (the local astro-tourism scene is, well, stellar). Then again, the wild beauty of the terrestrial landscapes is enough to make you wonder at the power of nature. And the adventures that these environments foster can be truly transformative. So by all means, spend some time on the Strip, but consider that just the starting point of an epic journey. The rest of Nevada beckons — and here’s how to heed that call.



# CUSTOM PODCAST

## **The Great American Eclipse & The Darkest Skies in the USA**

- Science-themed topic
- Nevada experts can be guest interview

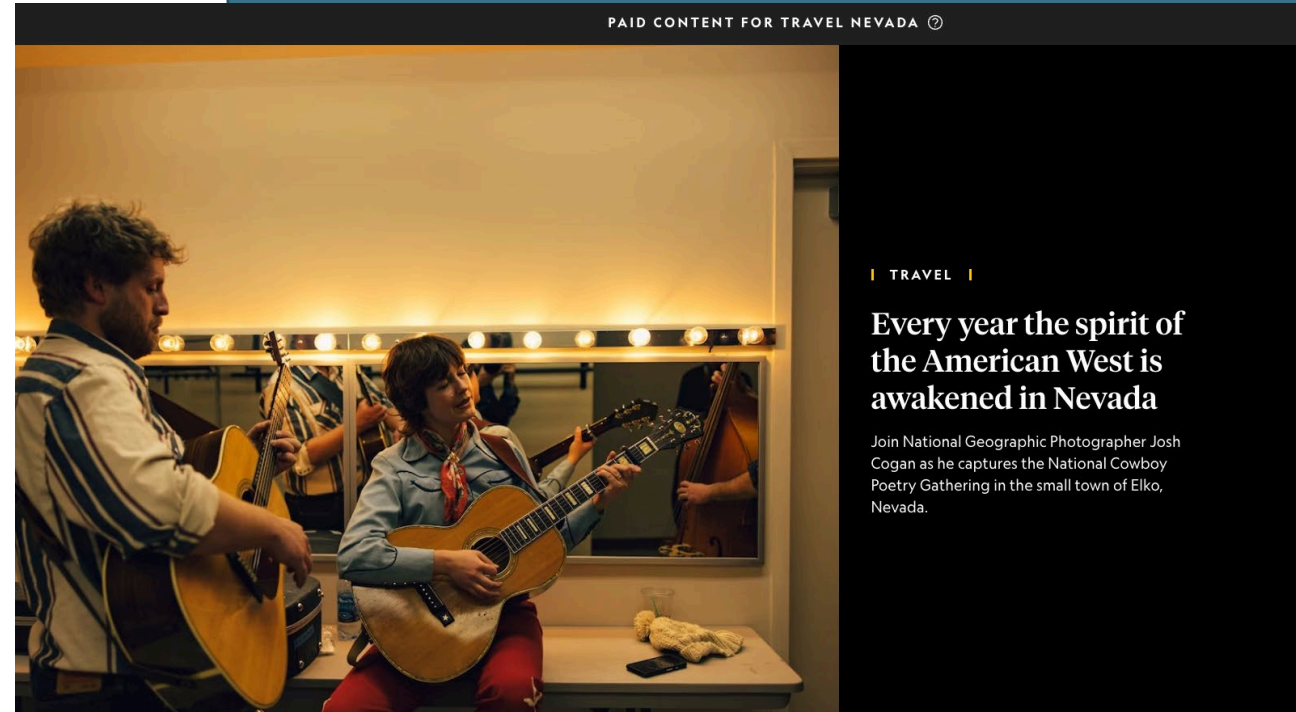


# CUSTOM CONTENT

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## Josh Cogan Returns to Nevada

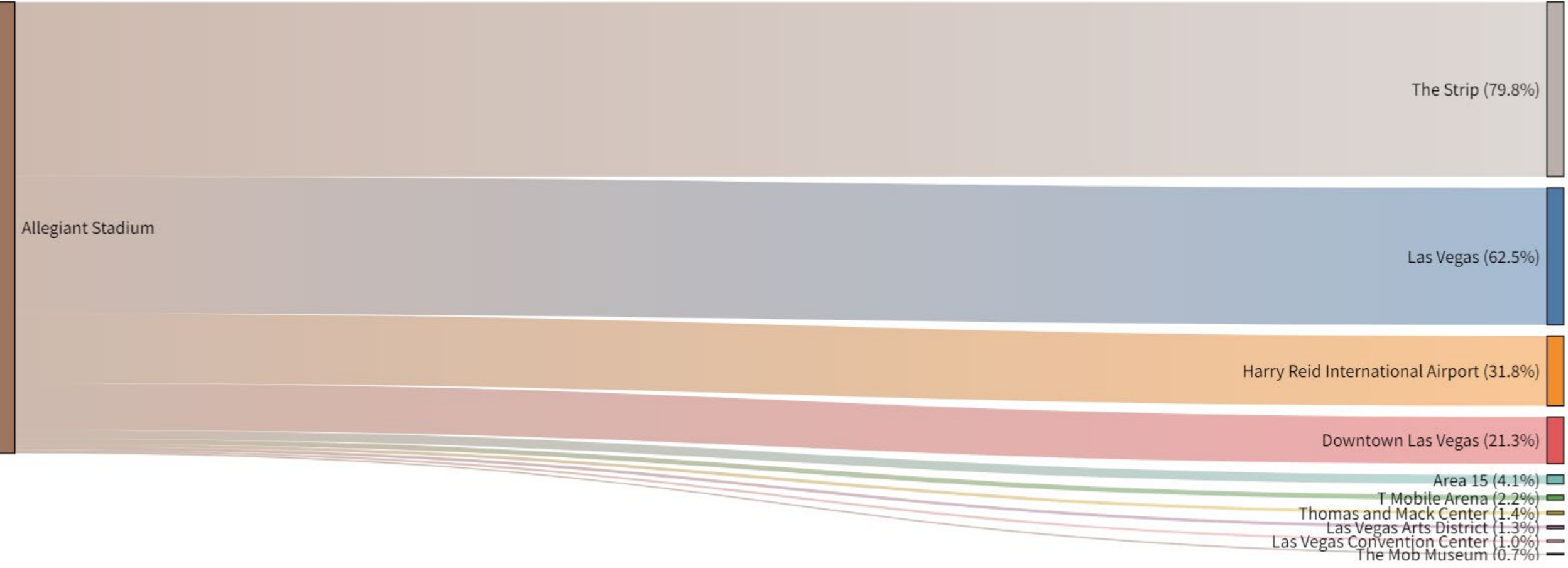
- With his wife and two kids to experience The Great Reno Balloon Race
- They'll also spend a few days enjoying & showcasing the family-fun adventures perfect for our target audience





DISCOVERY

# SPORTS



Allegiant Stadium

# SPORTS

Paradise Nevada will attract the sporting world’s attention in FY24. Bookended by the cultural spectacles of F1 and SBLVIII, travelers will flock to Southern Nevada all winter for regular season games. Travel Nevada can capitalize on this increased attention to change perceptions and highlight POIs outside of Vegas.

<b>Domestic Paid Media</b>		
<b>Multiple</b>	<i>New &amp; Emerging</i>	<i>Activation</i>
<b>SXM Media</b>	<i>National</i>	<i>Satellite Radio</i>
<b>Multiple</b>	<i>New &amp; Emerging</i>	<i>Streaming Music</i>
<b>Atlas Obscura</b>	<i>New &amp; Emerging</i>	<i>Custom Content</i>
<b>Simpli.fi</b>	<i>All Paid Markets</i>	<i>Display</i>
<b>Las Vegas Raiders</b>	<i>National</i>	<i>Sponsorship</i>

2023																																					
July					August					September					October					November					December					January				February			
26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19			
Off The Beaten Path														Arts & Culture										SBLVIII													
																								Watch Event													
														SPEED CITY F1																							
Obscura Hub Promotion														New Atlas Places Added & Promoted										Regional Guide: A Different K													
														Dynamic Sports Targeting																							
Las Vegas Raiders Partnership																																					



# LAS VEGAS RAIDERS

## Get a Little Out There at Allegiant Stadium

- 2023 season partnership that includes standard media elements and sponsorship of an away game, but is focused around a sponsorship activation during a Raiders home game



# DYNAMIC DISPLAY

## Follow The News Cycle

- Reach our regular target audience before, during, and after their team plays Vegas
- Also during peak F1 & SBLVIII coverage
- Creative & Landing Page focused on hub & spoke

ROAD TRIP.  
FROM THE HIP.  
ROLL WITH IT.

GET A LITTLE OUT THERE. ▶



Black Rock Desert



# SUPER BOWL WATCH PARTIES

Capitalize on Super Bowl excitement and additional media exposure to reach potential visitors in select new and emerging markets.

Three execution options are below:



## IN-MARKET WATCH PARTIES

- Host "Virtual Vegas Watch Parties" in new/emerging markets
- Experiential elements throughout event mirroring Neon to Nature road trip POIs
- Leveraging a media partner for incentives (sweepstakes to win trip) and promotion

or

## WIN A WATCH PARTY IN VEGAS

- Execute contest for target market residents to win trip to Las Vegas for a Super Bowl Watch Party
- Experiential elements throughout event mirroring Neon to Nature road trip POIs
- Opportunity for in-state partners, commissioners, etc. to attend as Nevada experts
- Leveraging a media partner for incentives (sweepstakes) and promotion

or

## INFLUENCER FAM

- Invite a small group of travel influencers to Las Vegas for a Super Bowl watch party then take the Neon to Nature road trip
- Gather assets for future efforts targeting sporting event attendees coming to Las Vegas
- Option to create a sweepstakes where one winner in each new and emerging market can win their trip

# NEW CAMPAIGN

## STREAMING VIDEO

Showcase the Silver State on the largest screen in the home.



## AUDIO

Inspire & intrigue within our audience's favorite podcasts and playlists.



## CUSTOM CONTENT

Continue to produce amazing content, distributed where our target audience spends their time.



# CUSTOM CONTENT

## ATLAS OBSUCURA

- 5x places added to the Atlas
- Custom themed podcast episode

## MATADOR

- “Adventure Made Easy” custom video series (hero + short form)

## NATGEO

- Tara Kerzhner @tarakerzhner showcases “Outdoor+” in the Ruby Mountains
- Custom article, photography and social videos

## OUTSIDE

- 2x creators travel to Nevada (North & South) for “Only in Nevada Experiences”
- Social promotion of trips
- 2x custom articles using creator photography

## SMITHSONIAN

- 2x custom articles
- Custom virtual event

## TEXAS MONTHLY

- Choose your Nevada Adventure experience interactive article
- Travel Guide Sponsorship
- Polybaged Nevada Magazine & VG

## TRAVELZOO

- 1x custom article added to the destination showcase
- Family Outdoor themed

DREAMING – DISCOVERY – PLANNING – LOYALTY

# GET A LITTLE OUT THERE, CHICAGO

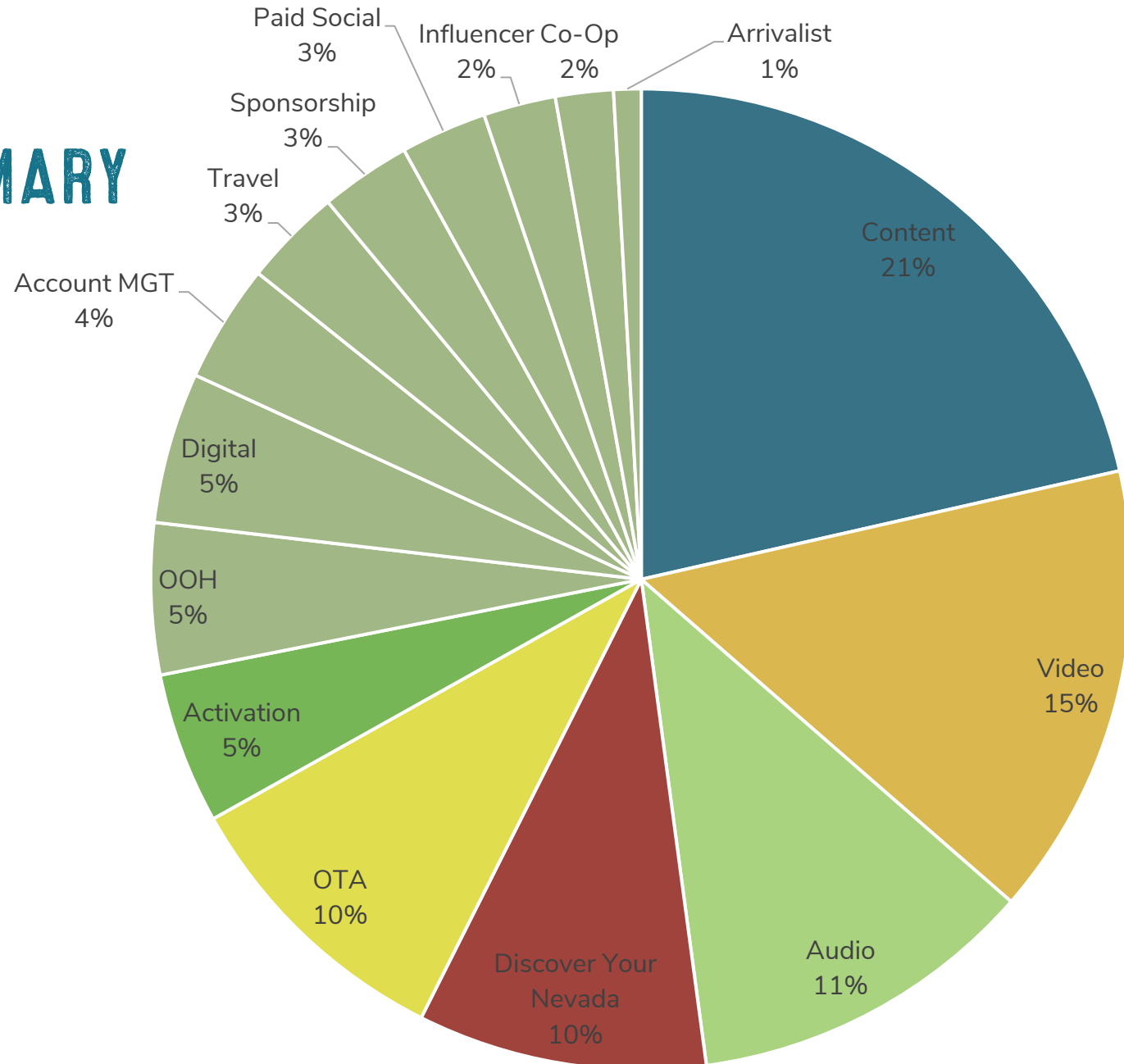




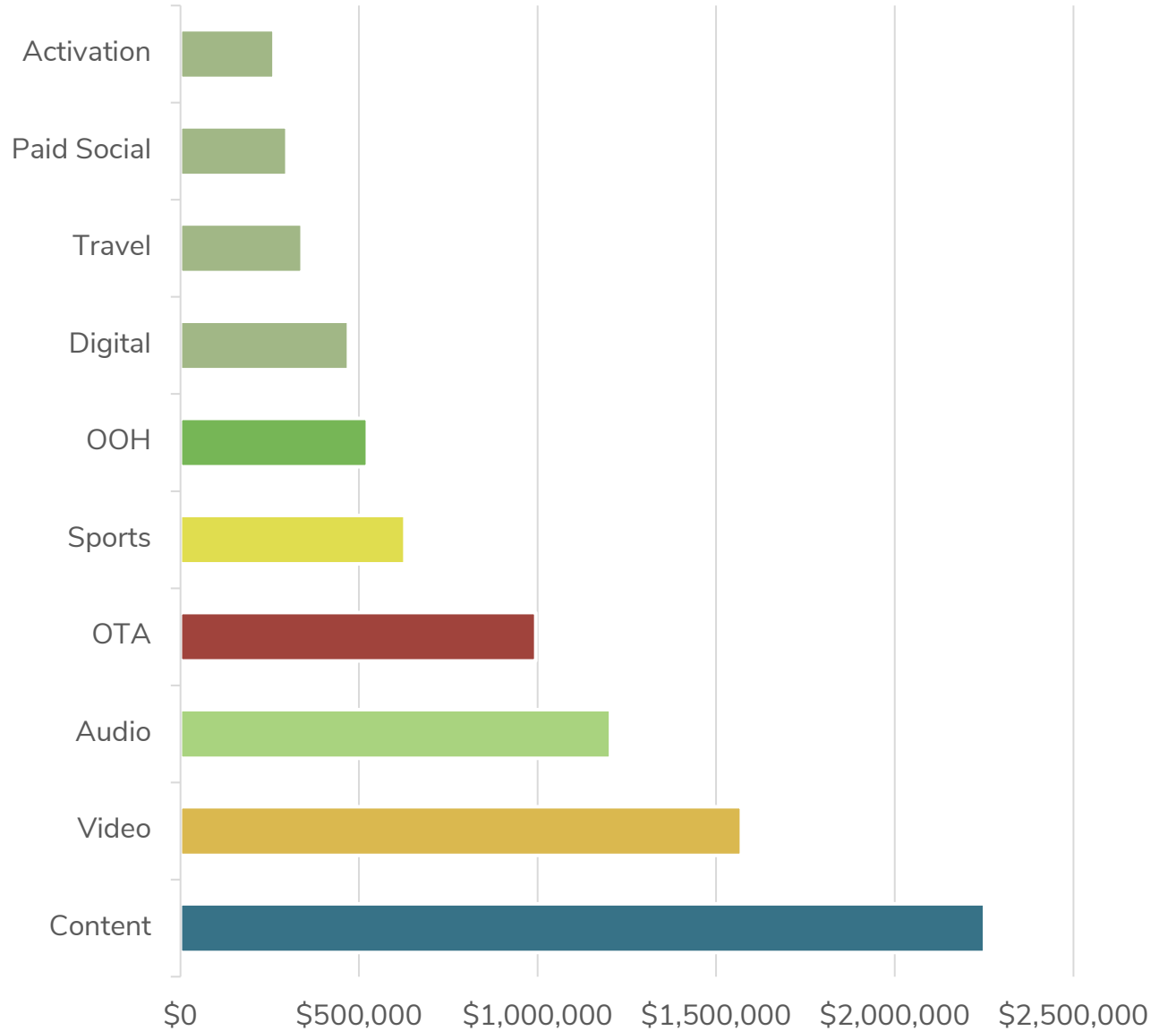
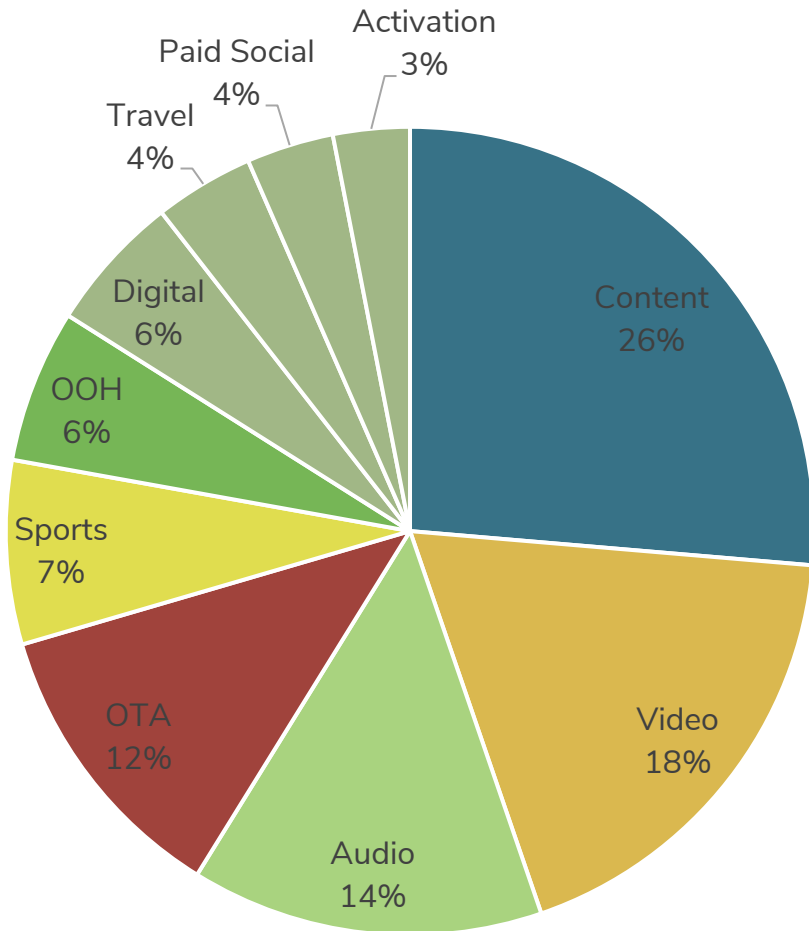


# MKT02 BUDGET SUMMARY

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# DOMESTIC PAID BUDGET SUMMARY



# FY24 EARNED STRATEGY

Generate buzz for travelers, primarily those in the dreaming and planning phases of the travel journey, with **trusted third-party channels** using key messages that **shift the perception** of Nevada

## PERCEPTION-SHIFTING CAMPAIGNS

- Activations around key messages, events, etc.

## THIRD-PARTY TESTIMONIALS

- Influencer partnerships
- Media FAMs

## TARGET MEDIA RELATIONSHIP BUILDING

- Media missions/events
- Briefings

## ALWAYS-ON OUTREACH

- Weekly Top 100 pitching
- Seasonal event wire releases

# MEDIA TARGETS

## NATIONAL TRAVEL

TRAVEL+  
LEISURE

the  
POINTS  
GUY

Fodor's Travel

Condé Nast  
Traveler

AFAR

## NATIONAL CONSUMER

Forbes

USA TODAY

Reader's  
Digest

Smithsonian  
MAGAZINE

NATIONAL  
GEOGRAPHIC

## REGIONAL

Westways  
THE MAGAZINE FOR AUTO CLUB MEMBERS

PHOENIX

The Seattle Times

The Washington Post

San Francisco Chronicle

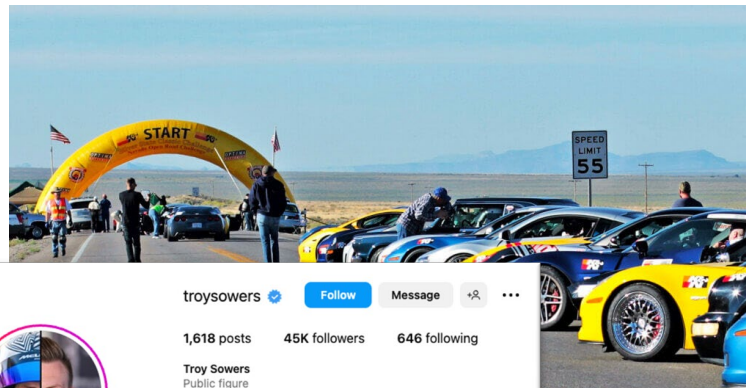
## ALLEGIANT TAILGATE TAKEOVER

At a key home Raiders’ game, Travel Nevada will create a custom, immersive experience that encourages attendees to “Get A Little Out There” in the rural parts of the state that are just off the strip.



## FORMULA 1

Partner with racing influencers for a content creation trip during the Silver State Classic and other Nevada experiences along that route, then promote that content (in partnership with Paid) to Formula 1 fans in target markets.



## HOW [VEGAS ATHLETE] DOES “NEON TO NATURE”

Engage a Las Vegas-based pro athlete for a custom broadcast segment that would be distributed to target markets and nationally.



AJ Cole

Deryk Engelland



Andre Agassi

## OUTDOOR REC

Develop media-genic content that will both support travelers looking for outdoor rec offerings and be engaging for media.

### OUTDOOR REC ITINERARY BUILDER QUIZ

Develop a quiz that uses existing Travel Nevada road trips, our identified outdoor rec offerings and input from a user on their adventure level to develop a “custom” itinerary.

### NEVADA OUTDOOR REC CHALLENGE

An outdoor recreation bucket list spotlighting 5-10 of the greatest outdoor recreation experiences in the state and issue a challenge that encourages visitors to complete all of them.

## EDUCATIONAL + DIVERSE ITINERARIES

Develop and release three different educational itineraries to be shared on TravelNevada.com and pitched to media; proposed as media and journalist FAM trips; and used as the basis of social media content from Travel Nevada.

- Basque POIs (Q2)
- Sustainable POIs (Q3)
- BIPOC & women’s-owned businesses and POIs (note: Indigenous-owned businesses/POIs might merit their own itinerary) (Q4)



# MEDIA + INFLUENCER FAMS

## MEDIA

## INFLUENCERS

Themed group FAMs + themed individual FAMs for writers with diverging interests.

Themes:

- Annular Solar Eclipse
- Super Southern Nevada (Super Bowl/Neon to Nature)
- Basque

Influencer partnerships to reach national and target regional audiences and audiences with niche interests, while also gathering important assets for other Travel Nevada marketing efforts

Hosting priorities:

- Recreate Responsibly messaging
- Diverse representation
- Content rights/video
- Subject matter experts



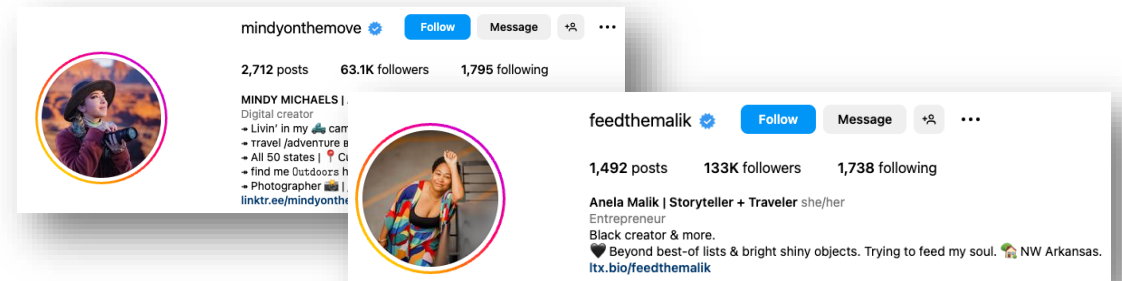
**TIANA ATTRIDE**  
Social Media Editor, AFAR. Covers unique travel experiences and destinations



**JON PERINO**  
Senior Editor, Men's Journal. Covers food, travel, outdoor activities



**TERRY WARD**  
Freelance, CNN, Nat Geo, Thrillist, Travel + Leisure. Covers food, travel, culture, outdoor activities





# MEDIA MISSION APPROACH

Media missions offer us the opportunity to engage with multiple journalists at one time. These in-person connections are invaluable for relationship building over time and eventually placing stories with media.

In FY24, FM recommends approaching media missions in two key markets:

- **New York (major media market):** Media event; deskside meetings
- **Chicago (new consumer market for Travel Nevada):** Consumer event with earned media amplification; deskside meetings



## TOP 100 WEEKLY OUTREACH

- Weekly outlet targets
- Power Hour pitch strategy sessions
- Pitch Bank

... > PR > Pitch Library

Name	Owner	Last modified
2023 Updated Road Trips Pitch	Alec Charron	Apr 19, 2023 Anna Manthey
HARO_Nevada_Best State Parks Summer 23...	Kyle Staten	Apr 11, 2023 Kyle Staten
Great American Eclipse Invite Pitch DRAFT	Kyle Staten	Mar 31, 2023 Kyle Staten
TravelNevada_Great American Trip Itinerary...	Kyle Staten	Mar 28, 2023 Kyle Staten
Carson City pitch	Emily Creighton	Mar 16, 2023 Emily Creighton
Basque Boarding Houses Pitch	Kimberly Miles	Feb 8, 2023 Kimberly Miles
Astro Tourism pitch	Emily Creighton	Jan 11, 2023 Emily Creighton
Pantone Color of the Year - Viva Magenta.d...	Amy Bagner	Dec 9, 2022 Amy Bagner
2022-23 Winter Pitch	Emily Creighton	Nov 3, 2022 Kimberly Miles
NV public art installations	Emily Creighton	Oct 18, 2022 Emily Creighton

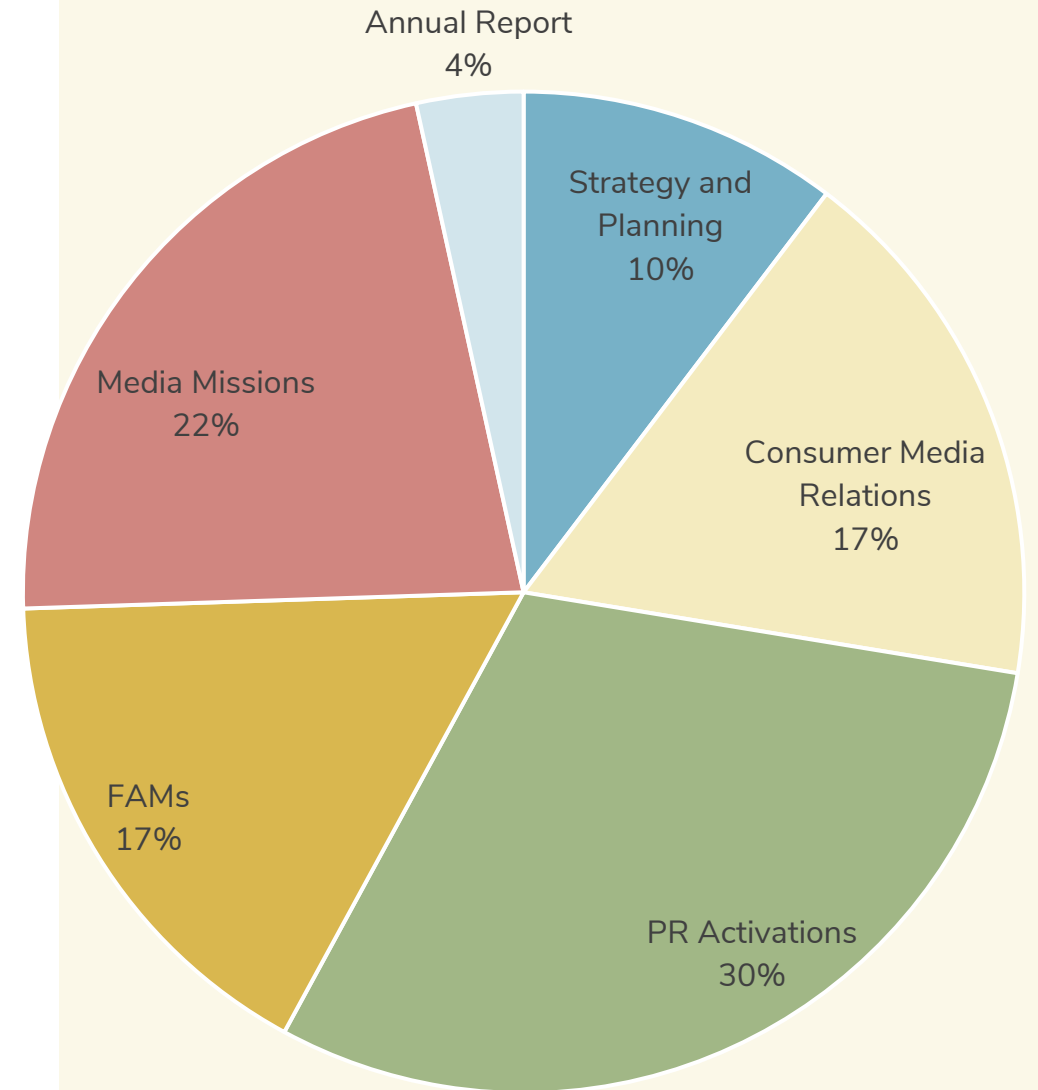
## SEASONAL EVENT RELEASES

Quarterly events releases to be distributed to target drive markets encouraging short-lead visitation from those audiences.



# BUDGET LEVELS

- Strategy & Planning
- Consumer Media Relations
  - National media outreach
  - Media/Influencer vetting & partnerships
  - Wire releases
  - Reporting & analysis
- PR Activations
  - Allegiant execution/staffing
  - Formula 1 influencer program
  - Super Bowl watch parties
  - Athlete SMT
  - Educational itineraries
  - Outdoor Rec content
- FAMs
  - Media hosting/press visit
  - Influencers hosting, negotiations, etc.
- Media Missions – NYC + Chicago
- Annual Report



# SUMMARY

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# SUMMARY



# TIMELINE

## NEXT STEPS

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### JUNE

- Marketing Committee approval
- IFC approval
- “Bridge” campaign work

### JULY - OCTOBER

- Shoot/execute new brand creative
- "Sports" campaign work

### NOVEMBER - JANUARY

- "Chicago activation" work
- “Outdoor” campaign work

**THANK YOU!**

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**THANK YOU!**

