



STRATEGY PLANNER-

Program Buy	Run Dates	Countries	Description	Medium/Channel (distribution, circulations, impressions)	Web Property	Call To Action	Cost	Value
Tripadvisor	Sept 2023 - June 2024	UK, Canada & Australia	Expanding the successful domestic Tripadvisor campaign to English speaking international audience: Nowhere Like Nevada	To be negotiated	https://www.tripadvisor.com/	https://travelnevada.com/	\$ 75,000.00	\$ 90,000.00
USA-Reisen.de	TBD	Germany	Create new package tours, update Nevada microsite, 1 podcast edition, banner ads, destination newsletter and social media presence.	Newsletter reach: 60,000 customers Training event - 50-90 agents Consumer Virtual Event: 300 attendees max Social Media: 14 Facebook and Instagram posts	https://www.usareisen.de/nevada	https://www.usareisen.de/nevada	\$ 23,000.00	\$ 26,450.00
Hotelbeds	4 months TBD	Canada, Mexico, UK	Refreshing Nevada landing page for Hotelbeds, adding sub-destination pages for partners who requested grant funds to participate in the co-op.	Monthly Agents Reached: 124,887 Monthly Pageviews: 2.85M Bespoke Newsletter: 29.8% Open rate Sponsorship Newsletter: 29.8% open rate	https://promo.bedsonline.com/en/nevada/gowest/campaign/2023/deals/	Hotelbeds distribution channels	\$ 14,000.00	\$ 16,100.00
Brand USA Missions	Sept 2023 - June 2024	TBD	Registration fee to participate				\$ 11,500.00	\$ 11,500.00
Travelzoo	Sept 2023 - June 2024	UK, Canada & Australia	Destination showcase expanding domestic campaign to English speaking international markets. KPIs included ad contents, trackable UTM	To be negotiated	https://www.travelzoo.com/custom/the-nevada-you-dont-know-but-should/	https://travelnevada.com/	\$ 75,000.00	\$ 90,000.00
Destination Video	Sept 2023 - June 2024	Int'l & Domestic	A destination video that will provide a glimpse of everything Nevada has to offer. The video will be created by Brand USA's media agency (Miles).	Video will be used for webinar presentations, co-op partnerships, consumer facing campaigns and social media.			\$ 80,000.00	\$ 80,000.00
Total							\$ 278,500.00	\$ 314,050.00
Rollover amount							\$ 7,788.53	
FY24 LOA amount							\$ 270,711.47	