Nevada Governor's Global Tourism Summit
Australian & New Zealand Market Year In Review
December 2018 - November 2019
Your Travel Nevada Account Team – Australia & New Zealand

Yennifer Diaz
Karen McCardle
Corey Marshall
Lara Kamionka
Bethany Drysdale
Joanne Motta

Karen McCardle
Trade Director

Corey Marshall
Account Director

Lara Kamionka
Account Associate

Joanne Motta
Media Director

Yennifer Diaz

Karen McCardle

Corey Marshall

Lara Kamionka

Bethany Drysdale

Joanne Motta
The Australian & New Zealand Market – Population Centres
The Australian & New Zealand Market – Population by Age

### Population

<table>
<thead>
<tr>
<th></th>
<th>Australia</th>
<th>New Zealand</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Population Size</strong></td>
<td>23,470,145</td>
<td>4,545,627</td>
<td>329,256,465</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>36.8 years</td>
<td>38.1 years</td>
<td>38.2 years</td>
</tr>
<tr>
<td><strong>Population Growth Rate (2018 Est.)</strong></td>
<td>1.01%</td>
<td>0.77%</td>
<td>0.8%</td>
</tr>
</tbody>
</table>

### Population by Age

- **0-14 years**: U.S. 19%, Australia 17%, New Zealand 20%
- **15-24 years**: U.S. 14%, Australia 13%, New Zealand 11%
- **25-54 years**: U.S. 40%, Australia 41%, New Zealand 40%
- **55-64 years**: U.S. 13%, Australia 12%, New Zealand 12%
- **65+ yrs**: U.S. 15%, Australia 16%, New Zealand 16%
AU visitation trend

2018 Forecast 3% increase

Source: National Travel and Tourism Office (NTTO)
The New Zealand Traveller – Visitation to the USA

NZ Visitation Trend

Annual NZ Arrivals into the USA

Source: National Travel and Tourism Office (NTTO)

2nd Highest year of visitation ever
For Y/E 31 December 2018 Tourism Economics Reported the Following Nevada Specific Numbers from the Australian Market:

Visitation to Nevada: 380,300 Australians

Spend per visitor: $1678.00

Total Spend in Nevada from Australia: $638,080,499.00
## Australia’s Top Holiday Destinations

<table>
<thead>
<tr>
<th>Rank</th>
<th>Destination</th>
<th>% of Total</th>
<th>Market Share % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New Zealand</td>
<td>13.6%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>2</td>
<td>Indonesia</td>
<td>12.4%</td>
<td>+0.8%</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>10.8%</td>
<td>+0.2%</td>
</tr>
<tr>
<td>4</td>
<td>United Kingdom</td>
<td>5.8%</td>
<td>-0.2%</td>
</tr>
<tr>
<td>5</td>
<td>Thailand</td>
<td>5.5%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Note:** USA is the top long haul destination.

Year ending June 2018

Source: Australia Bureau of Statistics, 2018
# U.S. Destinations Visited (States, Cities, and Regions)

<table>
<thead>
<tr>
<th>U.S. Destinations/Regions</th>
<th>2016 (%)</th>
<th>2017 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REGIONS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>28.03</td>
<td>26.25</td>
</tr>
<tr>
<td>Mountain</td>
<td>27.25</td>
<td>23.89</td>
</tr>
<tr>
<td>Pacific</td>
<td>52.53</td>
<td>48.85</td>
</tr>
<tr>
<td>Pacific Islands</td>
<td>27.47</td>
<td>26.97</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>20.13</td>
<td>17.93</td>
</tr>
<tr>
<td>East North Central</td>
<td>11.61</td>
<td>10.83</td>
</tr>
<tr>
<td><strong>STATES/TERRITORIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>27.27</td>
<td>24.87</td>
</tr>
<tr>
<td>Nevada</td>
<td>22.01</td>
<td>18.38</td>
</tr>
<tr>
<td>California</td>
<td>49.28</td>
<td>46.18</td>
</tr>
<tr>
<td>Hawaii</td>
<td>27.35</td>
<td>26.63</td>
</tr>
<tr>
<td>Florida</td>
<td>11.93</td>
<td>11.26</td>
</tr>
<tr>
<td>Texas</td>
<td>7.97</td>
<td>7.44</td>
</tr>
<tr>
<td><strong>CITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York City</td>
<td>26.66</td>
<td>24.73</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>21.06</td>
<td>17.76</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>31.45</td>
<td>31.38</td>
</tr>
<tr>
<td>San Francisco</td>
<td>19.58</td>
<td>17.30</td>
</tr>
<tr>
<td>Honolulu/Oahu</td>
<td>23.4</td>
<td>24.43</td>
</tr>
</tbody>
</table>
Visitation Trends

Repeat visitation: 72% (-1 % YOY)
Number of states visited: 2.0
Average length of stay: 18.7 nights
Advance trip decision: 162 days

Source: U.S. Department of Commerce, International Trade Administration, National Travel and Tourism Office
Activity Participation While in the USA

- Shopping: 94%
- Sightseeing: 90%
- National parks/ Monuments: 51%
- Historic locations: 43%
- Small towns/ Countryside: 43%
- Guided tours: 43%
- Art gallery/ Museum: 39%
- Amusement/ Theme parks: 36%
- Experience fine dining: 34%
- Nightclub/ Dancing: 10%
Transportation Used in the USA

- **55%** Air travel between U.S. cities
- **44%** Taxicab/Limousine
- **39%** City subway/Tram/Bus
- **38%** Auto, private or company
- **32%** Auto, rented
- **28%** Ride-sharing service
Increasing Airlift

In past 3 years, incremental services:

- **Qantas**
  - Melbourne to San Francisco
    - (Launched September 2018)

- **American Airlines**
  - Auckland to Los Angeles
    - (Launched June 2016)

- **United**
  - Auckland to San Francisco
    - (Launched July 2016)
  - Sydney to Houston
    - (Launched January 2018)
  - Melbourne to San Francisco
    - (To launch October 2019)

- **Qantas**
  - Melbourne to Los Angeles
    - (Launched April 2017)

- **Air New Zealand**
  - Auckland to Chicago
    - (Launched December 2018)
Direct Flight Capacity from Aus

*connects via LAX
# Non-Stop Flights from Australia to the USA

<table>
<thead>
<tr>
<th>Flights To</th>
<th>Flights From</th>
<th>Airline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas Fort Worth (DFW)</td>
<td>Sydney (SYD)</td>
<td>Qantas</td>
</tr>
<tr>
<td>Honolulu (HNL)</td>
<td>Brisbane (BNE)</td>
<td>Hawaiian Airlines</td>
</tr>
<tr>
<td>Honolulu (HNL)</td>
<td>Melbourne (MEL)</td>
<td>Jetstar</td>
</tr>
<tr>
<td>Honolulu (HNL)</td>
<td>Sydney (SYD)</td>
<td>Jetstar</td>
</tr>
<tr>
<td>Honolulu (HNL)</td>
<td>Sydney (SYD)</td>
<td>Qantas</td>
</tr>
<tr>
<td>Honolulu (HNL)</td>
<td>Sydney (SYD)</td>
<td>Hawaiian Airlines</td>
</tr>
<tr>
<td>Houston (IAH)</td>
<td>Sydney (SYD)</td>
<td>United Airlines</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Brisbane (BNE)</td>
<td>Qantas</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Brisbane (BNE)</td>
<td>Virgin Australia</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Melbourne (MEL)</td>
<td>Qantas</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Melbourne (MEL)</td>
<td>United Airlines</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Melbourne (MEL)</td>
<td>Virgin Australia</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Sydney (SYD)</td>
<td>American Airlines</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Sydney (SYD)</td>
<td>Delta</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Sydney (SYD)</td>
<td>Qantas</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Sydney (SYD)</td>
<td>United Airlines</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Sydney (SYD)</td>
<td>Virgin Australia</td>
</tr>
<tr>
<td>San Francisco (SFO)</td>
<td>Melbourne (MEL)</td>
<td>Qantas</td>
</tr>
<tr>
<td>San Francisco (SFO)</td>
<td>Sydney (SYD)</td>
<td>Qantas</td>
</tr>
<tr>
<td>San Francisco (SFO)</td>
<td>Sydney (SYD)</td>
<td>United Airlines</td>
</tr>
</tbody>
</table>

# Non-Stop Flights from New Zealand to the USA

<table>
<thead>
<tr>
<th>Flights To</th>
<th>Flights From</th>
<th>Airline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago (ORD)</td>
<td>Auckland (AKL)</td>
<td>Air New Zealand</td>
</tr>
<tr>
<td>Chicago (ORD)</td>
<td>Auckland (AKL)</td>
<td>United Airlines</td>
</tr>
<tr>
<td>Honolulu (HNL)</td>
<td>Auckland (AKL)</td>
<td>Air New Zealand</td>
</tr>
<tr>
<td>Honolulu (HNL)</td>
<td>Auckland (AKL)</td>
<td>Hawaiian Airlines</td>
</tr>
<tr>
<td>Houston (IAH)</td>
<td>Auckland (AKL)</td>
<td>Air New Zealand</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Auckland (AKL)</td>
<td>Air New Zealand</td>
</tr>
<tr>
<td>Los Angeles (LAX)</td>
<td>Auckland (AKL)</td>
<td>American Airlines</td>
</tr>
<tr>
<td>San Francisco (SFO)</td>
<td>Auckland (AKL)</td>
<td>Air New Zealand</td>
</tr>
<tr>
<td>San Francisco (SFO)</td>
<td>Auckland (AKL)</td>
<td>United Airlines</td>
</tr>
</tbody>
</table>
Economic Overview

- **GDP growth**: +2.8% (+1)
- **Inflation**: 1.9% (+0.3)
- **Share market**: 5900 (+1.7%)
- **Unemployment rate**: 5.4% (-0.4)
- **Australian dollar vs USD**: 0.71c (-0.8c)
- **Wage Growth**: +2.3% (0.3)
- **Retail sales**: +3.6%
The Economy – Exchange rates

AUD to USD Chart
17 Oct 2017 00:00 UTC - 17 Oct 2019 20:58 UTC  AUD/USD close: 0.68259 low: 0.66737 high: 0.81151

NZD to USD Chart
17 Oct 2017 00:00 UTC - 17 Oct 2019 20:57 UTC  NZD/USD close: 0.63476 low: 0.62058 high: 0.73978
Booking and Trade Trends

Sources for Planning

- Airlines (directly): 44%
- Travel Agency Office: 42%
- Online Travel Agency (OTA): 38%
- Personal Recommendation: 33%
- Travel Guides: 14%

Multiple responses

Source: U.S. Department of Commerce, International Trade Administration, National Travel and Tourism Office
Booking and Trade Trends

Retail Market Share

- Flight Centre Group: 35%
- Helloworld: 30%
- Personal travel managers (Travel Counsellors, Travel Managers, MTA etc): 15%
- STA: 5%
- Others: 15%

Market data 2017
### Spend on next trip

**Expected household travel spend for next intercontinental trip (US$)**

<table>
<thead>
<tr>
<th>Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $2,500</td>
<td>20%</td>
</tr>
<tr>
<td>$2,500 - $5,000</td>
<td>31%</td>
</tr>
<tr>
<td>$5,000 - $7,500</td>
<td>22%</td>
</tr>
<tr>
<td>$7,500 - $10,000</td>
<td>10%</td>
</tr>
<tr>
<td>$10,000+</td>
<td>16%</td>
</tr>
</tbody>
</table>

*HIGHEST GLOBALLY!*³

- **Global average:** 32%
- **Mean:** $6,396
- **Median:** $4,836
### Duration of the next trip

<table>
<thead>
<tr>
<th>Country</th>
<th>3 nights or less</th>
<th>4-6 nights</th>
<th>7-13 nights</th>
<th>14-20 nights</th>
<th>21+ nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>2%</td>
<td>7%</td>
<td>28%</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>UK</td>
<td>3%</td>
<td>9%</td>
<td>31%</td>
<td>45%</td>
<td>13%</td>
</tr>
<tr>
<td>Germany</td>
<td>6%</td>
<td>23%</td>
<td>31%</td>
<td>48%</td>
<td>20%</td>
</tr>
<tr>
<td>France</td>
<td>8%</td>
<td>23%</td>
<td>40%</td>
<td>38%</td>
<td>11%</td>
</tr>
<tr>
<td>Canada</td>
<td>5%</td>
<td>14%</td>
<td>45%</td>
<td>24%</td>
<td>12%</td>
</tr>
<tr>
<td>Japan</td>
<td>10%</td>
<td>15%</td>
<td>46%</td>
<td>39%</td>
<td>4%</td>
</tr>
<tr>
<td>Korea</td>
<td>3%</td>
<td>16%</td>
<td>30%</td>
<td>50%</td>
<td>13%</td>
</tr>
<tr>
<td>China</td>
<td>14%</td>
<td>30%</td>
<td>30%</td>
<td>58%</td>
<td>3%</td>
</tr>
<tr>
<td>India</td>
<td>6%</td>
<td>14%</td>
<td>30%</td>
<td>40%</td>
<td>7%</td>
</tr>
<tr>
<td>Brazil</td>
<td>4%</td>
<td>19%</td>
<td>37%</td>
<td>35%</td>
<td>12%</td>
</tr>
<tr>
<td>Mexico</td>
<td>4%</td>
<td>25%</td>
<td>42%</td>
<td>22%</td>
<td>8%</td>
</tr>
</tbody>
</table>
A) - Travel Trade Co operative programs and trainings

In this past calendar year Travel Nevada ran programs with:
- Excite Holidays
- Adventure World
- Expedia Media Solutions
- Travel Associates / Flight Centre
- Ski Max Winter Campaign / Travel Managers
- House of Travel
- Helloworld
- United Trivia Sponsorships
- Sales Mission (LVCA)
- 7 Visit USA Regional and National Shows
- 38% increase in wholesale product and expansion YOY
A) - Travel Trade Co-operative programs and trainings – sample creative
A) - Travel Trade Co operative programs and trainings – sample creative
A) - Travel Trade Co operative programs and trainings –
upcoming partnership for Helloworld TV

- Helloworld Campaign Proposal
- $20 000 USD Investment  - $381 180 AUD Media Return for TV and advertising
- Campaign runs Live on from Feb – March 2020. Filming will take place in Nov 2019
- Promoting Road Trips in the US with a TV travel shoot on Nevada.
United Trivia NZ events 17, 18 & 19 September – Gold Sponsorship
Christchurch – 60 Top Producers. Wellington - 90 Top Producers. Auckland – 120 Top Producers
We received a 3 minute introduction, video inclusion and then 8 trivia questions (full round) at each show

A) - Travel Trade Co operative programs and trainings – United Airlines Top Producer Events.
LVCVA Sales Mission – 18 – 23 Aug 2019


Plus additional office trainings for Travel Nevada only across all cities with: Flight Centre, Adventure World, Travel & Co, Helloworld, Intrepid & Ski Max
A) - Travel Trade Co operative programs and trainings – VUSA, Brand USA B2B and IMM

Visit USA AU & NZ Shows. Feb 17 – Feb 26 2019

Melbourne (220 Agents), Brisbane (220 Agents), Sydney (320 Agents), Wellington (90 agents) & Auckland (300 agents)

Sydney B2B - 20 appointments with Product managers
IMM – 30 appointments with Media
A) - Travel Trade Co operative programs and Trainings

Visit USA Hamilton 3 Dec 2018 - Major prize sponsor with American Airlines
Visit USA Christchurch 11 April - 75 Agents in attendance. 1.5 hour pre event free flow for agents to come to your table. Each supplier had 1 minute presentation followed by 2 of their own trivia questions on their product / destination

A) - Travel Trade Co-operative programs and Trainings
B - Travel Trade FAMs – multiple hosted in year including.

Sell Your Way – American Airlines. 25 Sep – 30 Sep 2019 – Lake Tahoe Loop FAM

Natasha Walsh, Glenn Butcher Brittany Day – all from Flight Centre won spots to participate in this fam.

Created #sellyourway2019Nevada for social media competition
IPW – Trade and Media Appointments

• Online Republic - Phil Wright
• Vanessa Richards – Excite Holidays
• iTavel Writer Media – Shane Boocock
• Seven Network – Brett Massingham
• Flight Centre – Kathy Clifford
A – Media pitches, press releases and coverage

Total Media Coverage
July 1st 2018 – June 30th 2019

- Gross Impressions of 489,775,608
- $2,340,668USD in earned media value
Discover Tahoe
South’s Craft Beer

The art of craft beer has taken the US by storm within the last few years, and Lake Tahoe has joined the ranks.

In recent years, new breweries have been popping up all over town, displaying unique and signature taps, and Lake Tahoe Visitors Authority has put together some of its favourite spots.

First up is South Lake Brewing Co, which features a line of taps inspired by the natural beauty and essence of Lake Tahoe. Recommended beers include the Angus IPA, with hints of such as Mosaic, a mango hazy nero white ale, and the Nutella, a chocolate hazelnut amber ale.

Lake Tahoe’s Alchemists is also very high-quality; the taproom offers a selection of beers where visitors can pour your own pint. Flavours to try include the Cali Common, a citrusy pilsner hopped with hops from Lake Tahoe water.

Also recommended is The Brewery at Lake Tahoe, Stateline Brewery & Restaurant and South of North Brewing Co. See southshoremag.com

How to spot UFOs in Nevada

Leaving Las Vegas

David Whitley is on a trip to search for adventures through Nevada’s neighbouring states.

STEP ONE

With the尼斯 often covering an area, it’s hard to find out where to look. However, George Harris and Linda Lovelock run the Allen Research Centre in Crystal Springs, Nevada. The centre is 32 kilometres from the US military base known as Area 51, on the 257-kilometre Extra-terrestrial Highway. See alienresearchcenter.com

SHARE

Abandoned ship in Great Basin National Park, Nevada. Photo: Shutterstock

SHARE

George Harris and Linda Lovelock run the Allen Research Centre in Crystal Springs, Nevada. The centre is 32 kilometres from the US military base known as Area 51, on the 257-kilometre Extra-terrestrial Highway. See alienresearchcenter.com

NEVADA TRAVELNEVADA.COM

THE LONELIEST ROAD IN AMERICA (NEVADA)

The Loneliest Road in America is the section of US 50 that stretches across Nevada. The best way to experience it is to start in Carson City and spend three days making your way to Great Basin National Park. Along the way, visit by Upper Ranch Distillery, Sand Mountains and the Nevada Northern Railway Museum.

ESCAPE

NORTH AMERICA + USA

US road trips you’ll never forget

SHARE

Abandoned ship in Great Basin National Park, Nevada. Photo: Shutterstock

20 best road trips in the USA. Route 66 and beyond | Photos: Landscape

ESCAPE

12018

SHARE

Abandoned ship in Great Basin National Park, Nevada. Photo: Shutterstock

20 best road trips in the USA. Route 66 and beyond | Photos: Landscape

ESCAPE

12018

SHARE

Abandoned ship in Great Basin National Park, Nevada. Photo: Shutterstock

20 best road trips in the USA. Route 66 and beyond | Photos: Landscape

ESCAPE

12018

SHARE

Abandoned ship in Great Basin National Park, Nevada. Photo: Shutterstock

20 best road trips in the USA. Route 66 and beyond | Photos: Landscape

ESCAPE

12018

SHARE

Abandoned ship in Great Basin National Park, Nevada. Photo: Shutterstock

20 best road trips in the USA. Route 66 and beyond | Photos: Landscape

ESCAPE

12018

SHARE

Abandoned ship in Great Basin National Park, Nevada. Photo: Shutterstock

20 best road trips in the USA. Route 66 and beyond | Photos: Landscape

ESCAPE

12018
ON THE ROAD

A – Media pitches, press releases and coverage
A – Media pitches, press releases and coverage

Nevada - the USA’s secret snow destination

Nevada goes way beyond the bright lights, roulette tables and giant cocktails. The US state could very well be the country’s best-kept secret for skiing and snowboarding. Home to some seriously big mountains and some epic terrain, you won’t find any lift lines here – just great snowfall and unforgettable views.

Choose to fly into Vegas and take a road trip to Tahoe via the best of Nevada, or fly into Reno and be in the mountains in less than an hour. From there, explore Heavenly

The Ridge Resorts Tahoe
7 nights from $6299* per family

The Ridge Resorts offers up free ski studios to 44 different ski areas, along with incredible amenities. This deal includes 7 nights in a Two Bedroom Suite for a family of 4, a 5 day Epic pass for 2 adults and 2 kids (12 yrs & under), Valid for travel 6 January – 12 February 2020. Book & pay by 31 August 2019.

Tell me more about it

Edgewood Suites Tahoe
7 nights from $2819* pp twin share

Includes 7 nights twin share in a Tahoe King Room at the Edgewood Sutles Tahoe, a brand new hotel where classic refinement meets casual comfort. Plus a 6 Day Epic Pass and $50 daily breakfast credit, per room, per day. Valid for travel 1 January – 16 February 2020. Book & pay by 31 August 2019.

Learn more about Edgewood HERE

ROAD SNOW TRIPPING IN NEVADA
FROM BRIGHT LIGHTS TO BIG MOUNTAINS
Las Vegas: Transitioning beyond the gaming floor

A continued move towards promoting attractions beyond gaming was highlighted by Las Vegas when the city’s tourism spokespeople and a number of suppliers visited New Zealand this week.

‘Of course, the gambling is still important but we are now much more about culinary experiences, offered by celebrity chefs, and by new entertainment options,’ says Zachary Smith, international market executive of the Las Vegas Convention and Visitors Authority.

He points to the new Eataly, a ‘culinary combo’ at Park MGM and the new Park Theatre in the same complex – able to take 5000, and attracting performers such as Bruno Mars, Lady Gaga and Cher.

Paul Glenchroft, Travel Media Manager, Lebara Australia, travelled to Las Vegas the week before the Eataly opened.

“You have to be innovative and attract other types of visitors to the city. Eataly is a great example of that,” he said.

Smith says the enthusiastic support of hotels and tour operators for the roadshow in Auckland, which then headed across the Tasman, showed how important the market and the trade here are to the destination.

‘Australia and New Zealand combined as the number one international market without a direct flight to Las Vegas’.

TRAVELinc Magazine is with Corey Marshall.

3 hrs ·

Las Vegas is in Auckland this week with the city’s tourism office and a number of suppliers meeting face to face with the travel trade here. We caught up with these two at a retailers function in the Seafarer’s Building... Zachary Smith, Las Vegas Convention and Visitors Bureau, Corey Marshall, Travel Nevada. Much more in Friday’s @TRAVELincMemo Travel... See more
A – Media pitches, press releases and coverage

1. CARSON CITY

This Nevada state capital is in a modern metropolis built to blend old with the new, boasting great restaurants, shops, and museums.

2. VIRGINIA CITY

This western town was once the Nevada silver boom town, with many reminders of the old boom era. It’s a great place to hike and explore.

3. LAMBERT

This is the “Gateway to Death Valley” where you can experience outdoor activities like hiking, mountain biking, and hot air balloon rides.

4. FYI

A popular spot for outdoor activities, it’s perfect for mountain biking, hiking, and flying in hot air balloons.

5. FLAM

This western town is a great place for hiking and exploring the surrounding mountains.

6. BEAVER

Located in the heart of Nevada, this historic town is a great place to stop and experience the local culture.

7. BOULDER CITY

A community established during the Great Depression to house workers building the Hoover Dam, one of the world’s great engineering projects.

8. LAUGHLIN

An exciting city with casinos and a vibrant nightlife. It’s a great place to relax and unwind.

9. AUSTIN

A charming town with a laid-back atmosphere, perfect for outdoor activities like hiking and kayaking.

10. TONOPAH

Nevada is the home of the famous Bonneville Salt Flats, where speed records are set.

Did you know that if you link all the neon tubes in Las Vegas the line will stretch 120,000km? Or that 170,000 people work in casinos and the average visitor’s daily betting budget is almost $800?

BOOK WITH EXCITE HOLIDAYS AND WIN...

Now is the time to make arrangements for your next trip on a Nevada road trip adventure with every paid booking made with Excite Holidays between October 9 and November 4 in the chance to win 100,000 reward points.

For more information, visit https://www.excitetours.com/mandalaybay
A – Media pitches, press releases and coverage

Lake Tahoe is a gem in the Sierra Nevada mountain range straddling both states of California and Nevada. This stunning region is an outdoor haven and there are plenty of things to do all year round.

Winter in Lake Tahoe is a white winter wonderland of fun while summer in Lake Tahoe offers activities like kayaking, swimming, hiking and mountain-biking in beautiful countryside.

The slopes have breathtaking views of Lake Tahoe’s stunning alpine lake framed by snow-capped peaks.

To top it off, 300 days of sunshine and an average annual snowfall of 10.67 metres just about guarantees a fantastic time on the snow.

One of the unique things about Lake Tahoe is it is spread across two US states.
Brand USA and Nine Media Campaign
Runs from 15 Sep – Dec 31 2019
Focus on Road trips. Neon to Nature
$10K USD Investment for $174 655 USD Media Value return

A – Media pitches, press releases and coverage
B – Media TV Broadcast
Chris Singh – AU
Review Instagram posts
Slopes and Spas Media Fam
14 – 18 Jan 2018
Helen Hayes

helenhayesmedia • Follow
South Lake Tahoe, California

helenhayesmedia The Edgewood Tahoe is an excellent property near Heavenly. We checked it out yesterday... very impressive. #violestdreams #heavenlyskiresort #skichef #slopes #southlake Tahoe #skiTahoe #hotelesouth #hotwater #hotspa

10w

imperialshuionofficial Beautiful

10w Reply

moon.occenb.13 World of fantasy

10w Reply

69 likes

JANUARY 18

Add a comment...
@NevadaDownunder

- Total Posts – 117
- Total Interactions – 20,874
- Total reach this quarter - 288,797
- Total post impressions – 441,977
- Total Fans – 9,160 as at 18 Oct
Who is at GTTS 2019

House of Travel
Gabrielle Brown

Traveller
Matt Ragghianti

Kate Flynn
Helloworld

New Zealand Herald
Belinda Feek
Thank you!