



**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

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The Australian & New Zealand Market – Population Centres

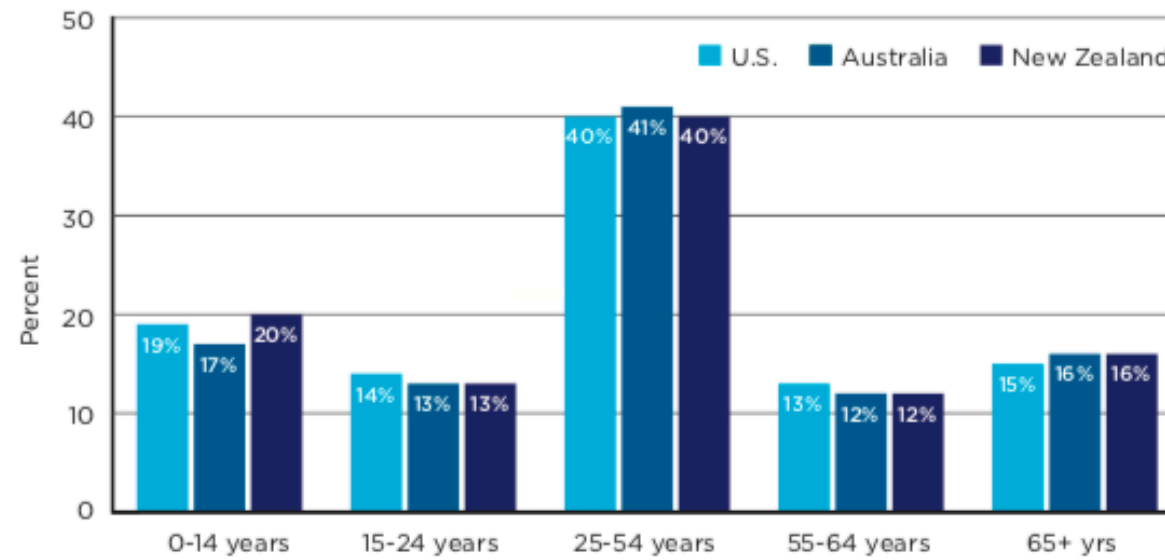


The Australian & New Zealand Market – Population by Age

Population

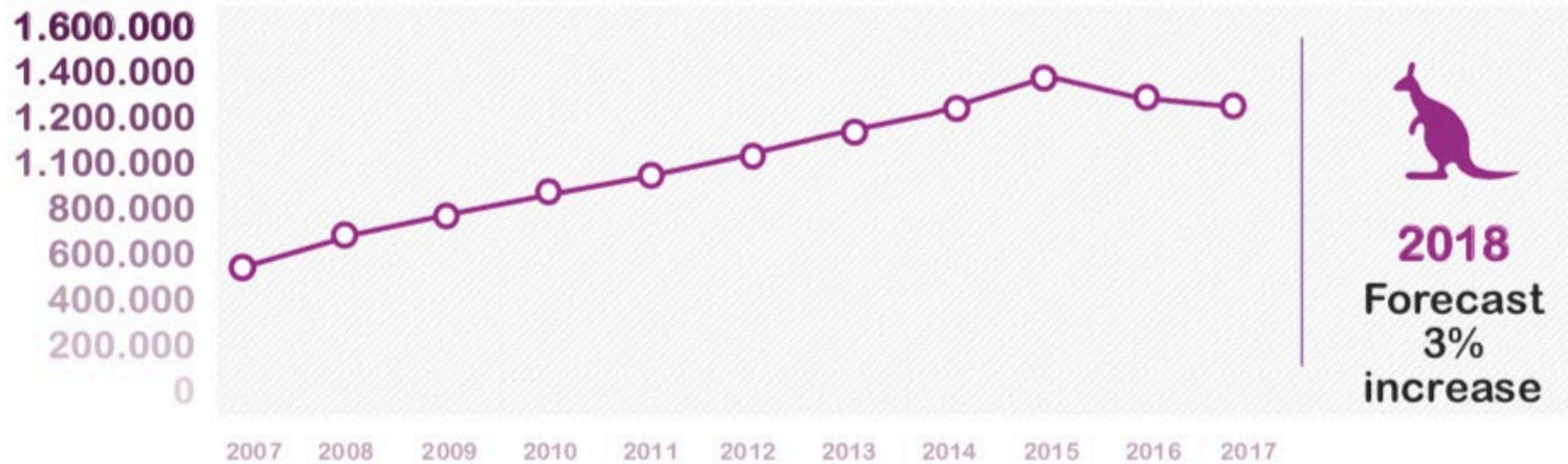
	Australia	New Zealand	USA
Population Size	23,470,145	4,545,627	329,256,465
Median Age	38.8 years	38.1 years	38.2 years
Population Growth Rate (2018 Est.)	1.01%	0.77%	0.8%

Population by Age



The Australian Traveller – Visitation to the USA

AU visitation trend

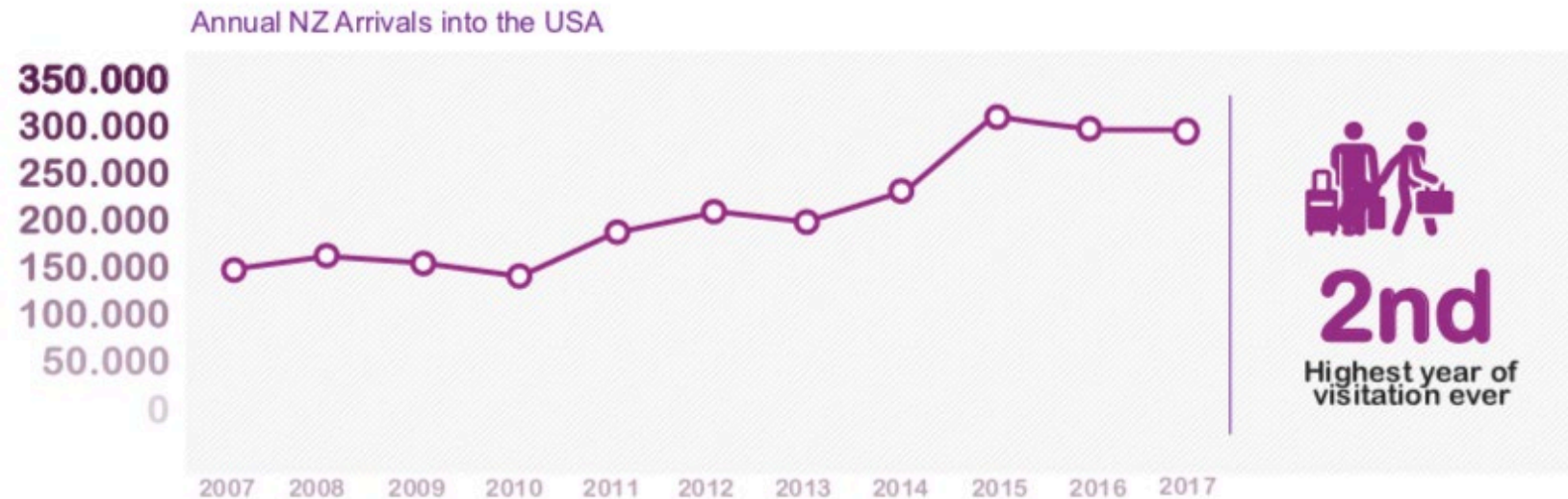


Source: National Travel and Tourism Office (NTTO)



The New Zealand Traveller – Visitation to the USA

NZ Visitation Trend



Source: National Travel and Tourism Office (NTTO)

USA
VisitTheUSA.com

The Australian Traveller – Visitation, Spend & Total Spend to Nevada

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

	1	2	3	4	5
	New Zealand	Indonesia	USA	United Kingdom	Thailand
% of Total	13.6%	12.4%	10.8%	5.8%	5.5%
Market share % change	-0.2%	+0.8%	+0.2%	-0.2%	0.0%

USA is the top long haul destination.

Year ending June 2018

Source: Australia Bureau of Statistics, 2018



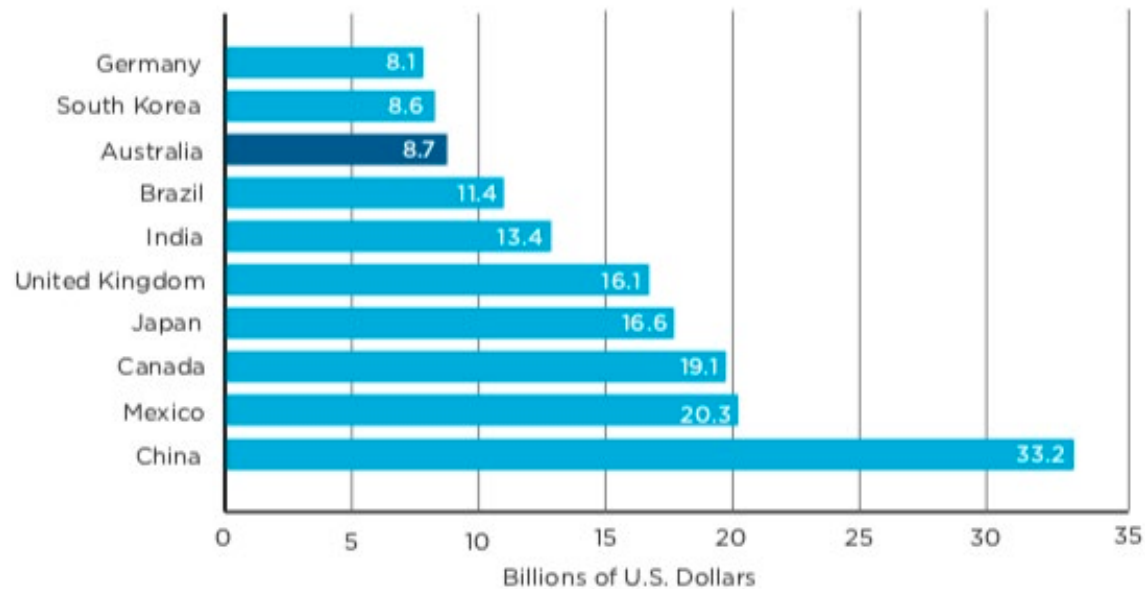
The Australian Traveller

U.S. Destinations Visited (States, Cities, and Regions)

U.S. Destinations/ Regions	2016 (%)	2017 (%)
REGIONS		
Middle Atlantic	28.03	26.25
Mountain	27.25	23.89
Pacific	52.53	48.85
Pacific Islands	27.47	26.97
South Atlantic	20.13	17.93
East North Central	11.61	10.83
STATES/TERRITORIES		
New York	27.27	24.87
Nevada	22.01	18.38
California	49.28	46.18
Hawaii	27.35	26.83
Florida	11.93	11.26
Texas	7.97	7.44
CITIES		
New York City	26.66	24.73
Las Vegas	21.06	17.76
Los Angeles	31.45	31.38
San Francisco	19.58	17.30
Honolulu/Oahu	23.4	24.43

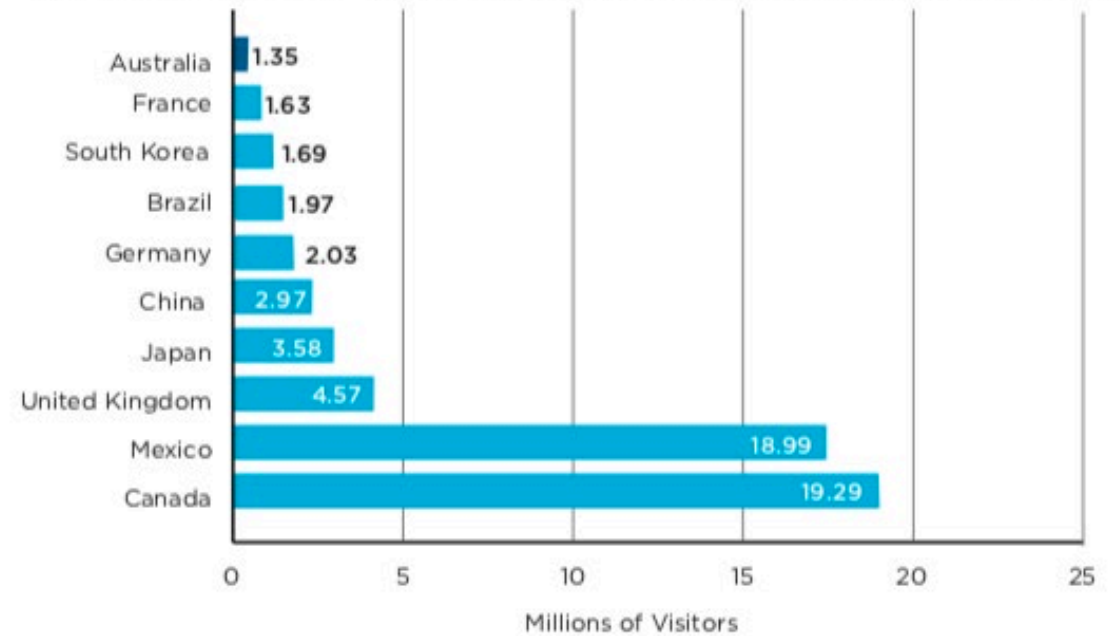
The Australian & New Zealand Traveller

Visitor Spending



International Arrivals to the USA

Top 10 Countries Generating Travel to the United States (Long-Haul Arrivals)



The Australian & New Zealand Traveller

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



The Australian & New Zealand Traveller

Activity Participation While in the USA



94%

Shopping



90%

Sightseeing



51%

National parks/
Monuments



43%

Historic
locations



43%

Small towns/
Countryside



43%

Guided tours



39%

Art gallery/
Museum



36%

Amusement/
Theme parks



34%

Experience
fine dining



10%

Nightclub/
Dancing

The Australian & New Zealand Traveller

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

The Australian & New Zealand Traveller

Increasing Airlift

In past 3 years, incremental services:



Melbourne to San Francisco

(Launched September 2018)



Auckland to Los Angeles

(Launched June 2016)



Auckland to San Francisco
(Launched July 2016)

Sydney to Houston
(Launched January 2018)

Melbourne to San Francisco

(To launch October 2019)



Melbourne to Los Angeles

(Launched April 2017)



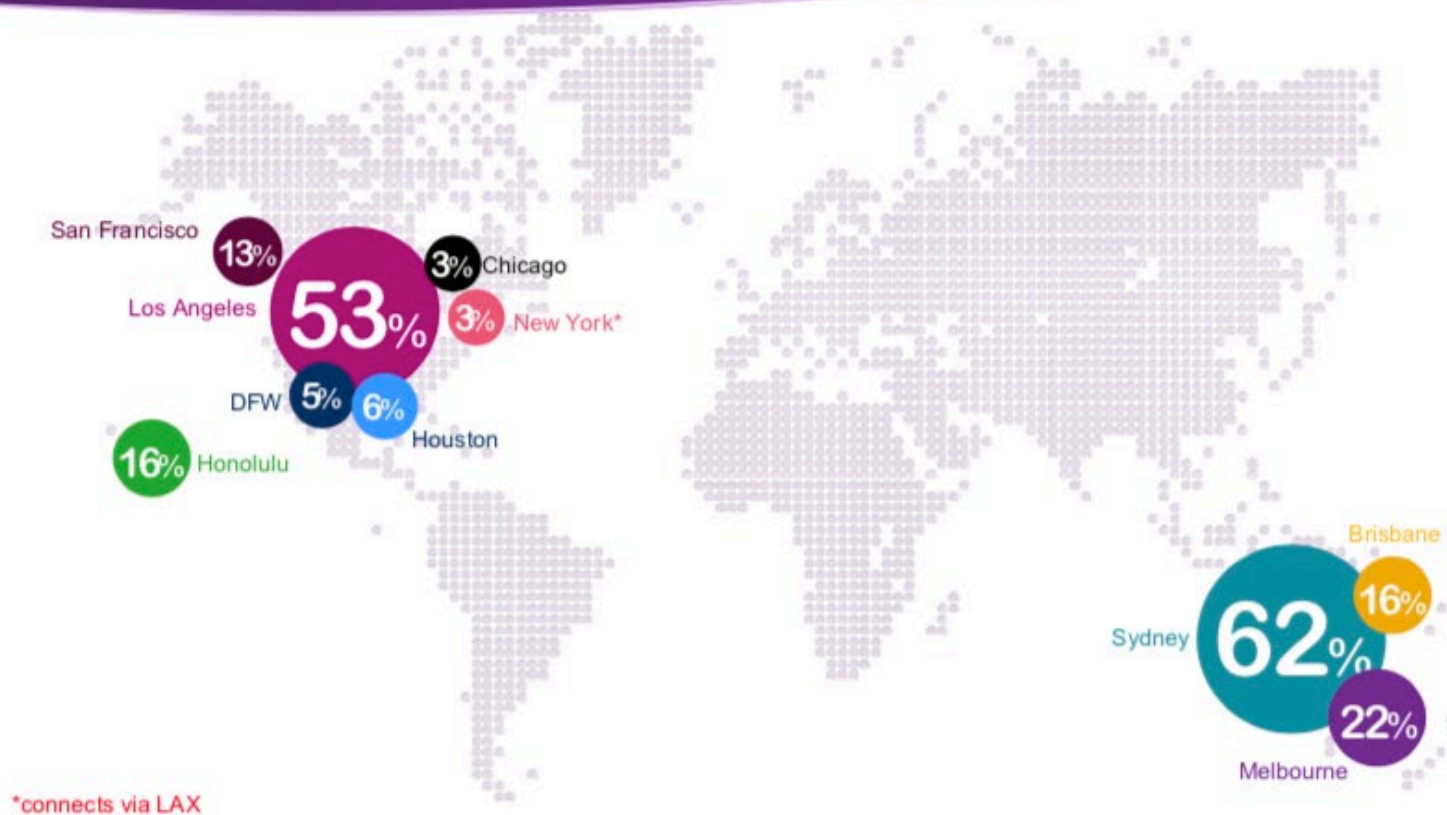
Auckland to Chicago

(Launched December 2018)



The Australian & New Zealand Traveller

Direct Flight Capacity from Aus



AIRLINES WITH
DIRECT FLIGHTS:



The Australian & New Zealand Traveller

Non-Stop Flights from Australia to the USA

Flights To	Flights From	Airline
Dallas Fort Worth (DFW)	Sydney (SYD)	Qantas
Honolulu (HNL)	Brisbane (BNE)	Hawaiian Airlines
Honolulu (HNL)	Melbourne (MEL)	Jetstar
Honolulu (HNL)	Sydney (SYD)	Jetstar
Honolulu (HNL)	Sydney (SYD)	Qantas
Honolulu (HNL)	Sydney (SYD)	Hawaiian Airlines
Houston (IAH)	Sydney (SYD)	United Airlines
Los Angeles (LAX)	Brisbane (BNE)	Qantas
Los Angeles (LAX)	Brisbane (BNE)	Virgin Australia
Los Angeles (LAX)	Melbourne (MEL)	Qantas
Los Angeles (LAX)	Melbourne (MEL)	United Airlines
Los Angeles (LAX)	Melbourne (MEL)	Virgin Australia
Los Angeles (LAX)	Sydney (SYD)	American Airlines
Los Angeles (LAX)	Sydney (SYD)	Delta
Los Angeles (LAX)	Sydney (SYD)	Qantas
Los Angeles (LAX)	Sydney (SYD)	United Airlines
Los Angeles (LAX)	Sydney (SYD)	Virgin Australia
San Francisco (SFO)	Melbourne (MEL)	Qantas
San Francisco (SFO)	Sydney (SYD)	Qantas
San Francisco (SFO)	Sydney (SYD)	United Airlines

Non-Stop Flights from New Zealand to the USA

Flights To	Flights From	Airline
Chicago (ORD)	Auckland (AKL)	Air New Zealand
Chicago (ORD)	Auckland (AKL)	United Airlines
Honolulu (HNL)	Auckland (AKL)	Air New Zealand
Honolulu (HNL)	Auckland (AKL)	Hawaiian Airlines
Houston (IAH)	Auckland (AKL)	Air New Zealand
Los Angeles (LAX)	Auckland (AKL)	Air New Zealand
Los Angeles (LAX)	Auckland (AKL)	American Airlines
San Francisco (SFO)	Auckland (AKL)	Air New Zealand
San Francisco (SFO)	Auckland (AKL)	United Airlines

The Economy

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



AUD - Australian Dollar USD - US Dollar

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



NZD - New Zealand Dollar USD - US Dollar

The Australian & New Zealand Traveller – Media Trands

Media trends



Source: PWC 2018 media report



Booking and Trade Trends

Sources for Planning



Airlines
(directly)

44%



Travel
Agency Office

42%



Online Travel
Agency (OTA)

38%



Personal
Recommendation

33%



Travel
Guides

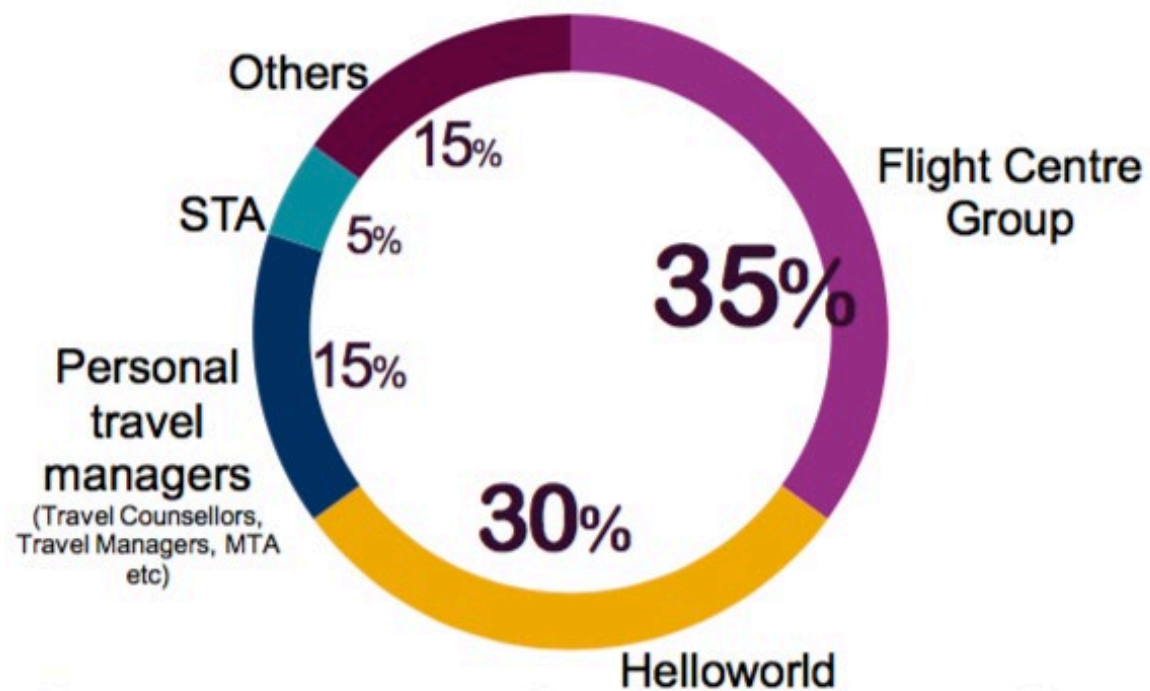
14%

Multiple responses

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



Retail Market Share

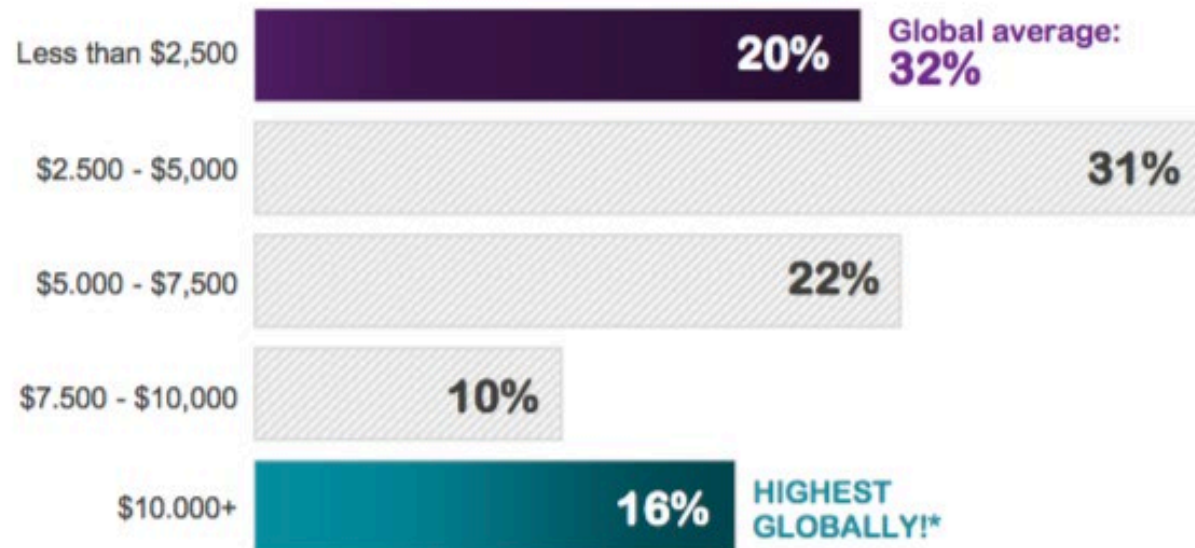


Market data 2017



Spend on next trip

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

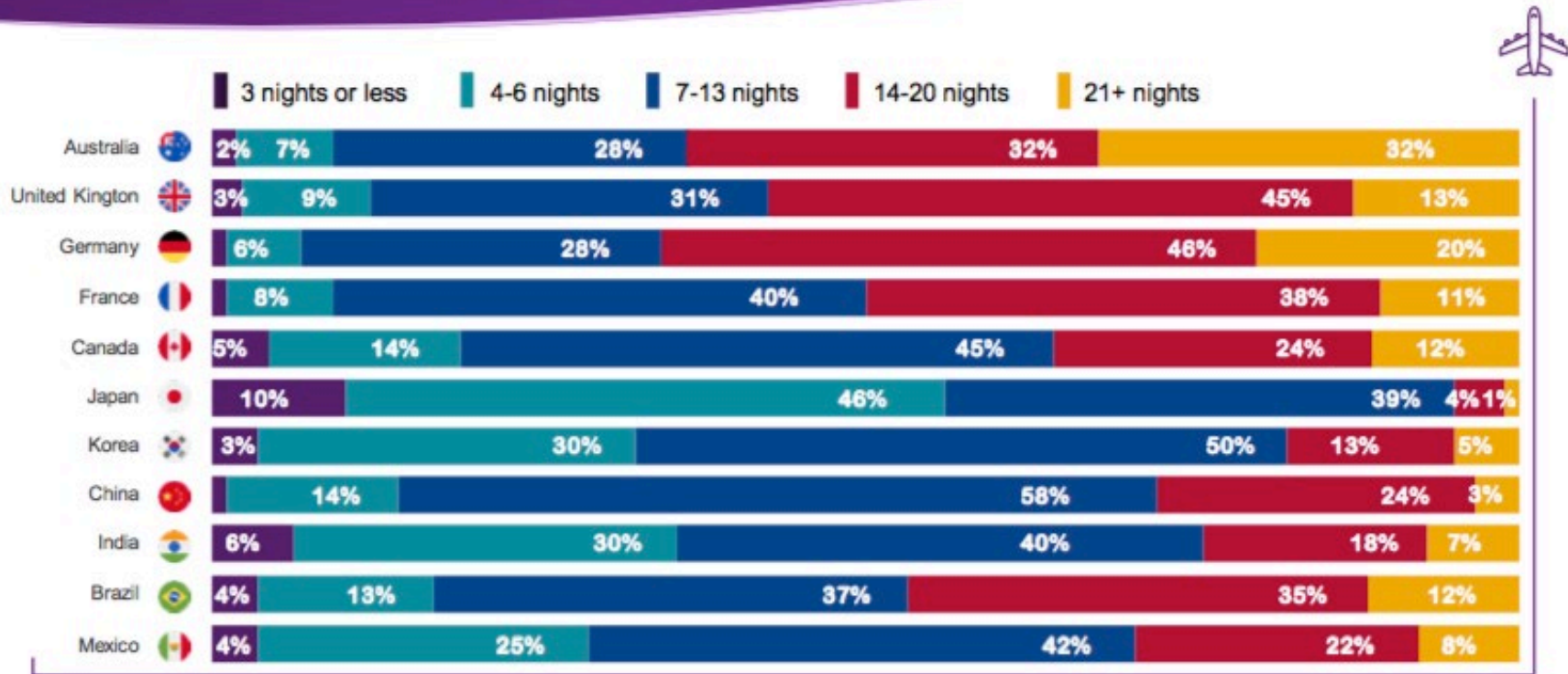


*together with India

Mean:
\$6,396
Median:
\$4,836



Duration of the next trip



A) - Travel Trade Co operative programs and trainings

In this past calander 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

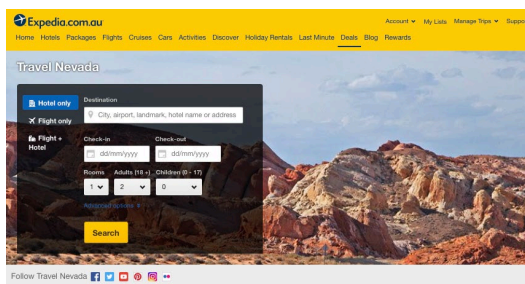
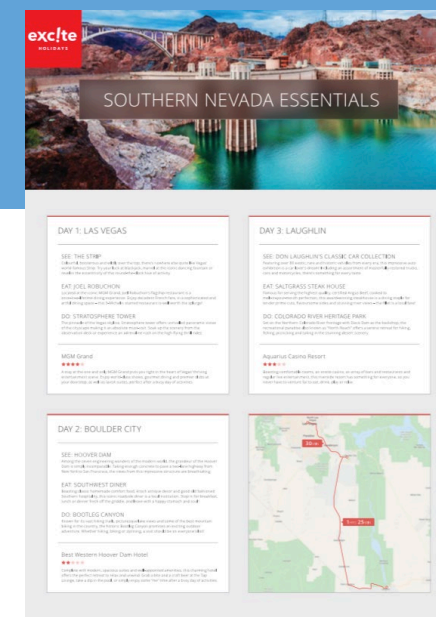
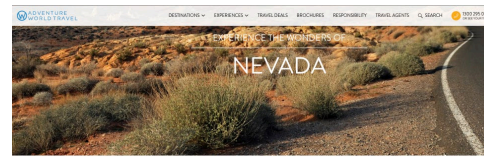
Helloworld

United Trivia Sponsorships

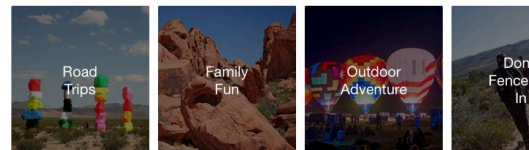
Sales Mission (LVCVA)

7 Visit USA Regional and National Shows

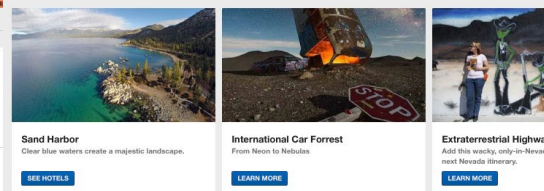
38% increase in wholesale product and expansion YOY



It's about time you checked Nevada off your bucket list
What type of traveler are you?



Nevada: Go Home With More Stories Than Souvenirs



EXPLORE NEVADA



LAS VEGAS & BEYOND
4 DAYS / 3 NIGHTS

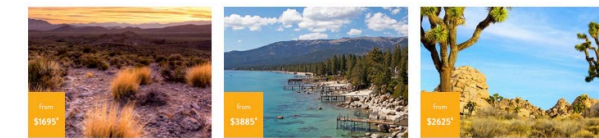
Experience Las Vegas visiting highlights such as Colorado River and the Strip on this 4 day tailor-made journey.

EXPERIENCE LAS VEGAS
3 DAYS / 2 NIGHTS

Explore the foodie culture and desert landscapes of Las Vegas on this three day experience.

LAS VEGAS TO THE NATIONAL PARKS
5 DAYS / 4 NIGHTS

Discover the city of Las Vegas and explore the natural wonders of nearby national parks on this 5 day tailor-made journey.



BACKROADS OF NEVADA
11 DAYS / 10 NIGHTS

Take in the breathtaking landscapes of Nevada on this fascinating 11 day self driving journey.

WESTERN DISCOVERY
15 DAYS / 14 NIGHTS

From Lake Tahoe through Yellowstone to Bryce Canyon, discover western USA on this 15 day tailor-made journey.

THE GREAT WEST
21 DAYS / 20 NIGHTS

From bustling cities to breathtaking coastlines, discover the highlights of Southwest USA on this 21 day tailor-made journey.



A) - Travel Trade Co operative programs and trainings – sample creative

WEST COAST

BACKROADS OF NEVADA

11 DAYS / 10 NIGHTS FROM \$1,695*

TRAVEL SCALE **DISCOVERY**

DEPARTS **DAILY, 29 MAY - 15 SEP '19**

TRAVEL STYLE **TAILOR-MADE**

Discover the scenic beauty and fascinating history of Nevada on this unique driving adventure. From the bright lights of Las Vegas to ghost towns and spectacular National Parks, this trip is sure to surprise.

HIGHLIGHTS

- Wild west history
- Death Valley National Park
- Great Basin National Park

INCLUSIONS

Twilight accommodation, 10 days car rental and a National Parks Pass.

TRAVEL NEVADA

DISCOVER Nevada

A spirit of discovery runs deep in Nevada. From the adventures of the northlands to the shimmering desert of Las Vegas, unlimited experiences await you.

DAY 1 LAS VEGAS

The city that glitters so, leaves a day ready to be discovered.

DAY 2 LAS VEGAS - BEATTY

Visit Death Valley National Park, home to the lowest point in the Western Hemisphere, before continuing to the western town of Beatty at the heart of Hooper Valley.

DAY 3 BEATTY - TONOPAH

The community of Tonopah began when a prospector panned a rock to find an ore mine, but instead the rock was unusually heavy. He had stumbled upon the world's richest silver mine in Nevada history.

DAY 4 TONOPAH - YOSEMITE

Enter Yosemite National Park where the road system will take you to spectacular viewpoints.

DAY 5 YOSEMITE - LAKE TAHOE

Travel through California's great north country and on to Sacramento. Continue on to Lake Tahoe, the largest alpine lake in North America.

DAY 6 LAKE TAHOE - RENO

Take a scenic drive around the lake to fully appreciate its beauty. You'll find up in the Incline Village from where a little resort town is taking you to Reno.

DAY 7 RENO - EUREKA

Head out along the Pony Express Trail - a trail through the "Golden State" of Nevada.

DAY 8 EUREKA - ELY

A scenic drive brings you to the town of Ely, where you can witness the art and then rise over the canyon.

DAY 9 ELY

Drive to Great Basin National Park, suitable for the growth of ancient bristlecone pines.

DAY 10 ELY - BRYCE CANYON

Head to spectacular Bryce Canyon National Park, where you can witness the art of the desert, and discover the world's most beautiful national parks.

DAY 11 BRYCE CANYON - LAS VEGAS

As you National Park, rocks colored in white and pinks of orange and red have been carved into hundreds of fantastic shapes, etched through time with odd patterns, cracks and grooves. Traveling through the beautiful Hooper Valley Range takes you back into the Nevada Desert - and back to civilization!

ATLANTIS CASINO RESORT & SPA, RENO

Nestled at the base of the majestic Sierra Nevada mountain range and connected via Sky Bridge to the Reno-Sparks Convention Center, the Atlantis Casino Resort & Spa is ideally located in the heart of Reno's lively restaurant, shopping and casino area, and offers its guests a magnificent case created for relaxation, celebration and rejuvenation. Discover the city from this great base. Stay 3 nights in a Luxury Double Room. From \$399 for 3 nights.

*Valid for travel dates 1 March - 31 May '19

LAS VEGAS CANYONS & VALLEY SELF-DRIVE

Explore all that Las Vegas has to offer at your own pace, before discovering the Hoover Dam and Nevada's Mojave Desert. Then drive out to Mount Charleston, venture out to the impressive Death Valley and see the Mesquite Flat Sand Dunes.

Your 4-day self-drive holiday from Las Vegas includes 3 nights at the Park MGM Las Vegas in a King Strip View Room and 4 days car hire with pick-up and drop-off at Las Vegas Airport.

From \$449 for 4 days.

*Valid for travel dates 1 June - 31 Dec '19. Offer open to residents.

BELLARIO

Set behind the famous Fountains of Bellagio, this hotel offers the perfect blend of beauty and elegance. Award-winning dining, world-class art gallery, the exquisite Conservatory & Botanical Gardens, Cirque du Soleil's stunning performance of 'O', sumptuous spa and luxury shopping add to the symmetry that is Bellagio.

Stay 4 nights in a Fourteen View King Room.

From \$1,169 for 4 nights.

*Valid for travel dates 1 June - 31 Dec '19. Offer open to residents.

Discover more of Nevada. Call 13 70 71 or talk to your Travel Associates adviser.

Family Ski Holiday

Lake Tahoe

from **\$6,299*** per family

SKI MAX HOLIDAYS

INCLUDES 7 NIGHTS AT THE RIDGE RESORTS + 5 DAY EPIC PASS!

SKI HOLIDAYS

SKI NEVADA

from **\$1,899*pp**

SAVE 20% ON LODGING!

EDGEWOOD SUITES Tahoe Luxury

from **\$2,755*pp**

7 nights twin share in a deluxe room at Mont Bleu Resort.

6 day Epic pass at Heavenly (can also be used at nearby Northstar & Kirkwood).

550 daily breakfast voucher

Conditions apply. Valid for travel 4 January - 15 February 2020. Higher rates apply 15 Jan - 31 Jan 2020. Book by 30 August 2019.

THE RIDGE RESORT Family Package

from **\$6,299* per family**

7 nights in a two bedroom suite at The Ridge Resort for a family of 4.

5 day Epic pass for 2 adults & 2 kids at Heavenly (can also be used at nearby Northstar & Kirkwood).

Conditions apply. Valid for travel 4 January - 15 February 2020. Higher rates apply 15 Jan - 31 Jan 2020. Book by 30 August 2019.

It's about time you checked Nevada off your bucket list
What type of traveler are you?

Road Trips

Family Fun

Outdoor Adventure

Don't Fence Me In

Nevada: Go Home With More Stories Than Souvenirs

Sand Harbor

Clear blue waters create a majestic landscape.

SEE HOTELS

International Car Forest

From Neon to Nebulas

LEARN MORE

Extraterrestrial Highway

Add this wacky, only-in-Nevada experience to your next Nevada itinerary.

LEARN MORE

NATURAL HIGHLIGHTS OF CALIFORNIA

9 DAYS / 8 NIGHTS FROM \$3,449*

TRAVEL SCALE **DISCOVERY**

DEPARTS **19 MAY, 21 JUL, 01 & 29 SEP, 20 OCT, 10 NOV '19**

TRAVEL STYLE **SMALL GROUP TRIP**

From 'Sin City' to the 'City by the Bay', this National Geographic Journey takes you through California's most beautiful national parks.

HIGHLIGHTS

- Sequoia Park's Conservancy stargazing experience
- Exclusive Monterey Bay Aquarium tour
- Hiking in Yosemite National Park

INCLUSIONS

Eight nights accommodation, meals as indicated, sightseeing and transportation as specified and services of a tour leader.

DAY 1 LAS VEGAS
Join a welcome meeting this evening.

DAY 2 DEATH VALLEY
Leave the glitz and glamour behind and travel to the lowest, hottest, and driest place in North America. (B)

DAYS 3-4 YOSEMITE NATIONAL PARK
Cross the Sierra Nevada Mountains along the famed Tioga Pass as you travel to Yosemite National Park. Explore the park to view majestic waterfalls, crystal clear lakes, pristine groves and towering granite walls. Day 3 - (B)(D) Day 4 - (B)

DAY 5 SEQUOIA NATIONAL PARK
Join a naturalist led walk through Sequoia National Park to learn about the impressive giant trees. Later, join an expert from the Parks Conservancy for an evening of stargazing. (B)

DAYS 6-7 MONTEREY
Marvel at the beautiful coastline and mountain ranges of Big Sur along the Pacific coast. Enjoy an exclusive insiders tour of the Monterey Bay Aquarium. Day 6 - (B)(D) Day 7 - (B)

DAYS 8-9 SAN FRANCISCO
Continue north along the coast to San Francisco for a final night before your adventure concludes. (B)

Equipto MediaSolutions

MESOG-17277-Travel Nevada Feb 2019 AU Campaign_New_Advs_1POS

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Go Home With More Stories Than Souvenirs

BOOK NOW

Go Home With More Stories Than Souvenirs

BOOK NOW

Go Home With More Stories Than Souvenirs

BOOK NOW

A) - Travel Trade Co operative programs and trainings – sample creative

SELF DRIVE USA PARKS & NATURE IN NEVADA

Sales: to 09 Sep 19

From extraordinary landscapes, culinary curiosities and historic locations, Nevada offers limitless destinations for you to experience. Explore ghost towns and national parks and discover a state that will have you telling some unforgettable stories.

TOUR HIGHLIGHTS

- Explore Rhyolite – a ghost town with character built in 1904/1905
- Step back in time in Virginia City where you can take a tour of a mine where the Comstock Lode was struck
- Enjoy the beautiful scenery of Lake Tahoe, the largest alpine lake in North America
- Discover Reno – “The Biggest Little City in the World”
- Hike up to the Battlecave Pines, the oldest living organism on earth in Great Basin National Park
- Take a walk through the Moon Caves in Cathedral Gorge State Park

SUGGESTED ITINERARY

Day 1: Las Vegas – Death Valley National Park (228km)
Depart Las Vegas and head into Death Valley National Park. Stop at Zabriskie Point for a scenic view across the park before heading to Furnace Creek. After lunch head to Badwater – the lowest point in the Western Hemisphere.

Day 2: Death Valley National Park – Rhyolite – Tonopah (221km)
Today enjoy a stop at Rhyolite Ghost Town and explore the Golden Gate Open Air Museum to enjoy some ghostly sculptures, unique outdoor art and historic buildings.

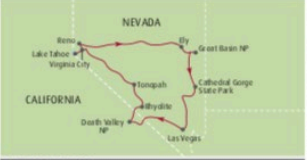
Day 3: Tonopah – Lake Tahoe (373km)
Enjoy your afternoon in the Lake Tahoe area with a ride up the Heavenly Gondola or end your day with a sunset cruise to stunning Emerald Cove.

Day 4: Lake Tahoe – Virginia City – Reno (107km)
After leaving Lake Tahoe stop at Genoa, Nevada's oldest town before heading to historic Virginia City and take in one of the oldest mines in Nevada.

Day 5: Reno – Ely (154km)
Stock up on fuel and snacks and discover the ‘loneliest Road in America’. You'll see quirky characters, charming towns and hidden treasures along the way.

Day 6: Ely – Great Basin National Park – Ely (264km)
Spend the day at Great Basin National Park exploring the Lehman Caves, discovering wildlife and enjoying some of the many hikes around the park.

Day 7: Ely – Cathedral Gorge State Park – Las Vegas (499km)
Drive to Potosi, a historic mining town and then head on to Cathedral Gorge State Park where you can walk through dramatic sandstone formations and enjoy the scenic overlook before heading to Vegas.



7 Days / 6 Nights Self Drive	Taxes (per person)
08-24 Sep 19	\$1039
01-01 Oct 19	\$926
01-23 Nov 19	\$939
01-08 Dec 19	\$926
17-31 Jan 20	\$919
07-29 Feb 20	\$1005
01-11 Mar 20	\$1049

*Taxes & Lake Tahoe accommodation is based on 2 adults per room.

INCLUSIONS: 6 nights accommodation • 7 day mid-size Hertz rental car (1600cc)

CONDITIONS: Sale ends 09 Sep 19 • Pricing has been based on demand. Total payment is correct as at 02 Aug 19 • Prices are therefore subject to change without notice without compensation. Please note you must be 21 years of age to rent a car and must have a valid driver's license and a credit card. • Prices are per person NZ dollars for cash or cheque purchase only • Full payment is required no later than 43 days 09 Sep 19 • Prices are per person NZ dollars for cash or cheque purchase only • Booking is non-refundable • All prices are subject to change without notice • Accommodation is subject to availability • All flights are confirmed and confirmed as specified • Some surcharges and discounts may apply • Group prices are not applicable on these packages • Amendment and cancellation fees apply • Please ask your travel agent for full conditions • Airfare and hotel are included in the package price • Hotel is a 3-star hotel • All flights are confirmed and confirmed as specified • Taxes, hotel surcharges, airport fees, and other relevant fees are included in the package price • Please ask your travel agent for full details • *IN CASE YOU WANT TO BOOK YOUR TRIP, CHECK BACK FOR THE BEST VALUE. AIRFARE • Hertz Code: 0000000000

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HOUSE OF TRAVEL

ROAD TRIPPING IN THE U.S.A.

PARKS & NATURE IN NEVADA

7 DAYS/6 NIGHT SELF DRIVE

from
\$919 pp
share twin. Flights additional

TAKE ME TO THE USA

T&Crapply. TAANZ. NEVADA. AIR NEW ZEALAND. HOUSE OF TRAVEL

TravelManagers

As individual as you are

What is a personal travel manager? Find a personal travel manager

About Inspire me Deals E-newsletter

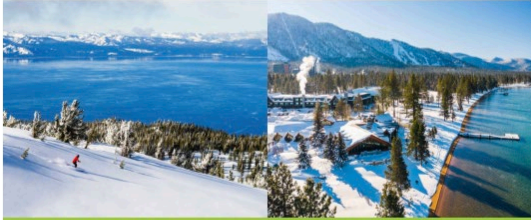
Deal

Ski Nevada

8 days | 7 nights From **\$2,619** pp

Exclusive extras valued at \$475 pp

Nevada goes way beyond the bright lights, roulette tables and giant cocktails. This 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.



Your package Includes:

- 7 nights at the Edgewood Tahoe Resort in a Tahoe King Room
- 6-day Epic Pass at Heavenly Mountain Resort*

Exclusive TravelManagers bonus:

- \$50 daily breakfast credit, per room, per day
- Complimentary bottle of Vesuvio Cigarolet
- Complimentary upgrade to a lake view room (subject to availability)

Valid for travel 04 Jan - 17 Jan, 19 Jan - 13 Feb 2020, subject to availability.

Offer 30 Sep 2019 unless sold prior

expires

Ask a personal travel manager about this deal. [Search](#)

SKI MAX HOLIDAYS

DEALS DESTINATIONS REQUEST A QUOTE

Road Trip Guide to Ski Nevada

Nevada goes way beyond the bright lights, roulette tables and giant cocktails. This 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.

Our tip is to fly into Vegas and take a seven-hour road trip to Tahoe via the very best of Nevada. Home to stunning landscapes and some of the most unique destinations in the country, it's well worth immersing yourself in it all.

Vegas baby!

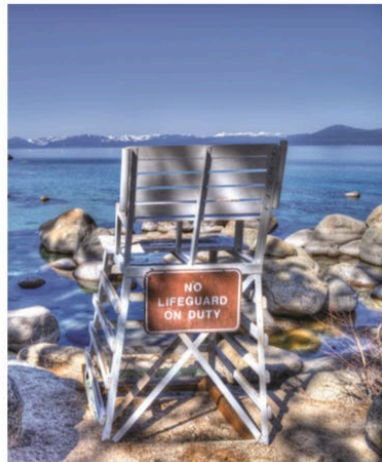
Fly into Las Vegas and get a red-hot start to your trip in Sin City. When you're not lounging in hotel pools, taking in every show on the Strip or lining up for an In-N-Out burger, you might drop into Lee Canyon ski area. Just an hour's drive from the city, there are only 445 acres to explore at this ski resort, but it makes for a fun day trip – and it's well worth it, just for the sake of saying you skied in Vegas.



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.

Summary



Overview

This document aims to outline a marketing agreement between Helloworld Travel, Travel Nevada to be run through-out the proposed campaign live dates.

Live Dates

February – March 2020 (final dates to be confirmed)

Mediums

Traditional: TV
Online: eDM, Onsite Display
Social: Facebook, Instagram and Twitter
Agent Support: In-store (Digital Screens), Agent Portal (Campaign, Social Tile, Custom Campaign Signature)

Partners

Brand alignment across the Helloworld Travel network with Travel Nevada

*Fee All Inclusive, specifically:

- Fixer, Permits, Editing and Production Costs
- All Travel Costs for Presenter and Crew (Accommodation, Flights, Meals, Transfers, Additional Baggage, and WIFI)
- All Marketing Mediums including the development



	\$20,000 USD
Travel Nevada c/- Canuckiwi	
Investment	
<hr/>	
MEDIA VALUE BY CHANNEL	
	\$306,180 AUD
TV	
	\$75,000 AUD
Other Marketing Channels	
	\$381,180 AUD
Total Media Value	

Marketing Medium – Travel Nevada



CHANNEL	DETAILS	REACH & FREQUENCY
Hello World TV	2 x 4.5min segment on Hello World Season 2 (airing Feb – Mar 2020) *	589,948 average reach per show (season 1)
Helloworld.com.au	Onsite Display: Feature Tile + Carousel Ad on the homepage + Dedicated landing page for the campaign	Average of 140,000 Unique Visitors per month
Helloworld Social Media	1x Organic Facebook, Twitter and Instagram post	177,000 Facebook followers 14,400 Instagram followers 2,421 Twitter followers
In-store Material and Agent Support	Agent Portal, Custom Campaign Signature, Campaign Social Tile, Recorded Webinar, Digital Screens	Portal Page Views: 65,000 per month
Helloworld Travel eDM	Online eDM x 1 Feature Tile (share of voice) Agent eDM 1 x Feature Tile (share of voice)	380,000 customers reached per send



A) - Travel Trade Co operative programs and trainings – United Airlines Top Producer Events.

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

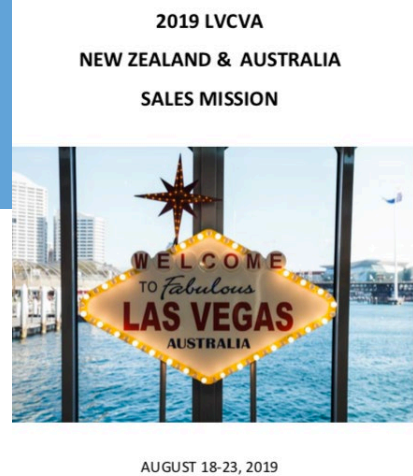


A) - Travel Trade Co operative programs and trainings – sales mission

LVCVA Sales Mission – 18 – 23 Aug 2019

Auckland – Agent event and B2B (80 agents). Melbourne – Lunch and evening event (90 agents) . Sydney – Lunch and evening event & B2B (90 agents)

Plus additional office trainings for Travel Nevada only across all cities with: Flight Centre, Adventure World, Travel & Co, Helloworld, Intrepid & Ski Max



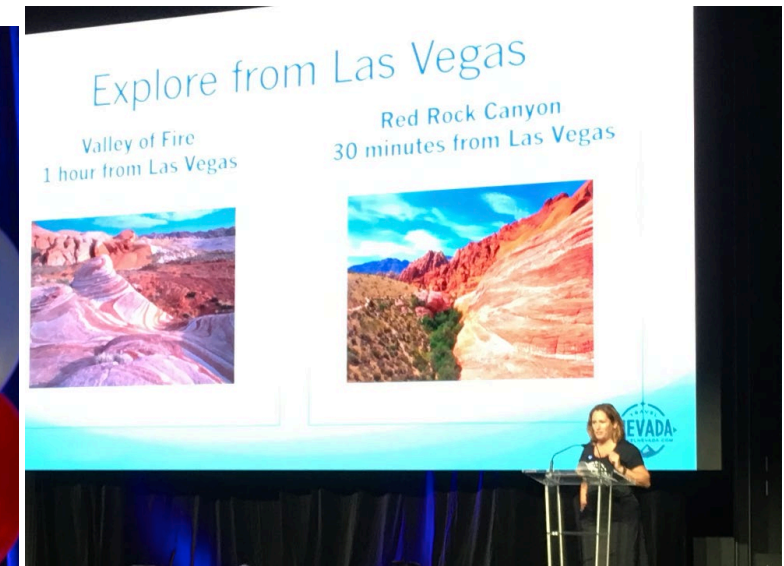
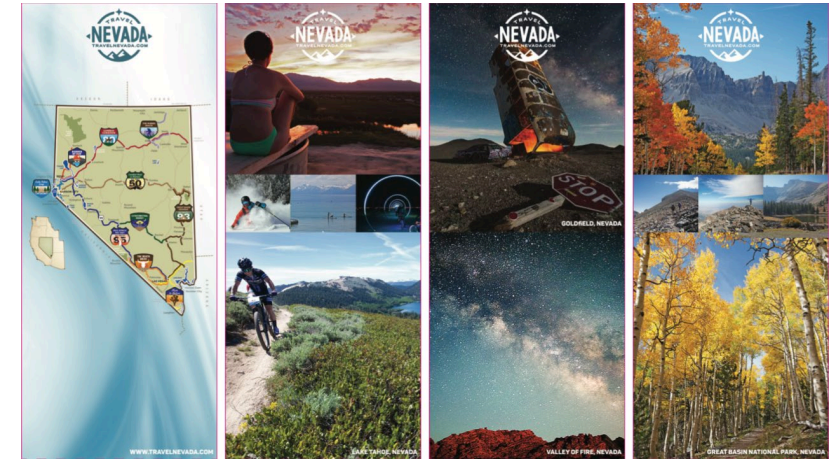
A) - Travel Trade Co operative programs and trainings – VUSA, Brand USA B2B and IMM

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

rsvp by tabs on travel today [CLICK HERE to unsubscribe](#)

  **Visit USA NZ Regional Roadshow 2018**
Visit USA will be heading to Hamilton for the final regional roadshow of 2018

Total USA arrivals from New Zealand for 2017 was 292,000 Kiwis visiting!
There are 21 suppliers of USA product offering that will be showing front liners how they can capitalise on this growing market... so is your agency getting its share of that growing business to the US?

Hamilton: Monday 03 December
City Co-op Function Room, Skycity, 346 Victoria Road, Hamilton

5.30-6.00pm: Arrival – mix and mingle with the suppliers.
6.00pm: Educational trivia round. Each supplier will have a three minute presentation followed by two trivia questions.
8.00pm: Wrap up and prizes

GRAND PRIZE
Flights for two courtesy of American Airlines flying AKL/LAX/LAS return and 7 nights' accommodation in Nevada for two including:

- 1 night stay in Las Vegas area with a One Hour Vintage Walking Photo Tour from Photo Tours Vegas for 2, Guided zipline tour with Flightlinez Bootleg Canyon for 2 and Vegas Hot Air Sin City Balloon Rides for 2
- 1 night stay between LV and Reno/Tahoe area at Tahoe Biltmore Lodge & Casino.
- 2 night stay in Reno area with 2 nights at Atlantis Casino, Certificate for 2 tickets to each of the following: Ponderosa Mine Tour, Way It Was Museum, and Piper's Opera House.
- 2 night stay in Lake Tahoe Area with 2 nights accommodation at The Ridge Tahoe, MS Dixie II Sightseeing Cruise passes on Lake Tahoe, Tahoe Adventure Company – Discover Kayak or SUP tour for two on Lake Tahoe.
- 1 night stay in Carson City/Carson Valley area with 1 night at Carson Valley Inn.
- Another 1 night stay in Las Vegas area with Terry Fator Hypnotic show, Eldorado Mine or Hoover Dam day tour from Detours of the West, Mama Wranglers and dinner at the Smokehouse BBQ, Scenic flight from Grand Canyon Helicopters and Grand Canyon Scenic Airlines courtesy of the Papillon Group.

[CLICK HERE to register](#)

Proudly sponsored by Brand USA

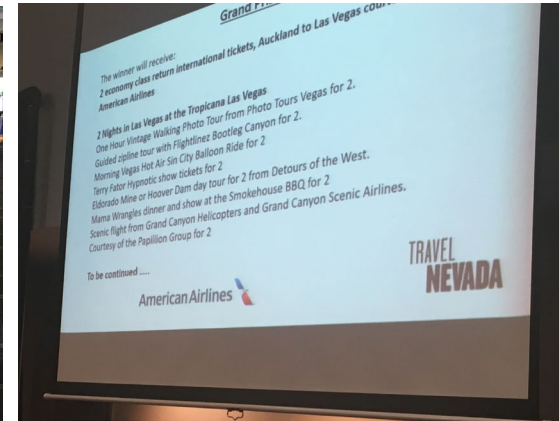

- Francis Travel Marketing
- Alamo Rent A Car
- Aqua-Aston Hospitality
- Visit Anaheim
- United Airlines
- Great American West
- Brand USA
- Hawaiian Airlines
- Air Tahiti Nui
- Travel Oregon
- Travel Nevada
- Anchorage
- DL/VA
- Hawaiian Tourism
- Avis
- Hertz
- Expedia TAAP
- Caesars Entertainment
- Air NZ
- AA
- Ugo Transfers

AIR NEW ZEALAND **DELTA** **KEEP CLIMBING** **AIR TAHITI NUI** **australia** **HAWAIIAN ISLANDS** **FRANCIS TRAVEL MARKETING**

American Airlines **Hertz** **UGO** **UNITED AIRLINES** **A STAR ALLIANCE MEMBER**

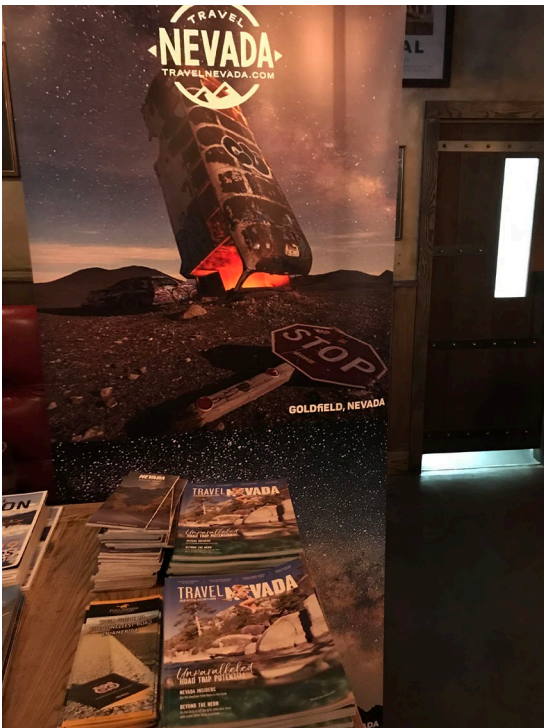
TRAVEL OREGON **AVIS** **HAWAIIAN AIRLINES** **ANCHORAGE ALASKA** **Alamo** **Anaheim**

CAESARS ENTERTAINMENT **THE GREAT AMERICAN WEST** **TRAVEL NEVADA** **EXPEDIA TAAP** **AQUA-ASTON HOSPITALITY**



A) - Travel Trade Co operative programs and Trainings

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



RSVP by tabs on travel today [CLICK HERE to unsubscribe](#)

 **Visit USA NZ Regional Roadshow 2019**
Visit USA will be heading to Christchurch for the second regional roadshow of 2019

Christchurch: Thursday 11 April
The Bog Irish Bar
50 Victoria St, CBD Christchurch

5.30-6.15pm: Free flow trade show. Meet the USA suppliers and destinations to get your "hints" for the Kahoot Quiz.
6.15-7.15pm: Welcome; Brand USA update along with supplier presentations
7.15-7.30pm: Kahoot quiz and winners prize
7.30-7.45pm: Wrap up and Grand Prize Draw

PRIZES

- 2 x economy class tickets to the USA with NZ/UA
6 night Oregon Prize Package
7 day car hire courtesy of Hertz in Oregon
- 2 x economy class tickets to Honolulu
4 nights courtesy of Aqua Aston

[CLICK HERE to register](#)

Proudly sponsored by Brand USA

- Air New Zealand
- Alaskan Dream
- Aqua-Aston
- Visit Anaheim
- Avis
- Brand USA
- Caesars
- Carnival
- Delta
- Expedia
- Francis Travel Marketing
- Hawaii Tourism
- Hawaiian Airlines
- Hertz
- Holland America Line
- Travel Nevada
- Travel Oregon
- United Airlines
- Virgin
- Visit Anchorage

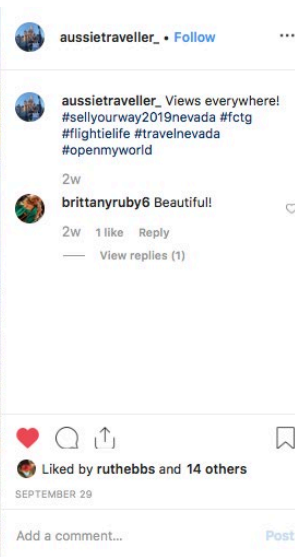
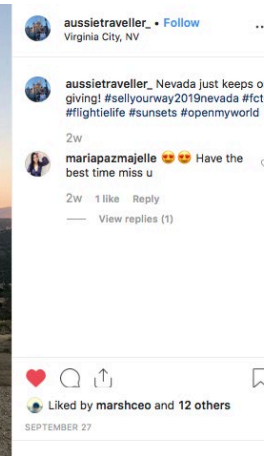
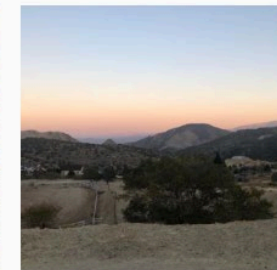
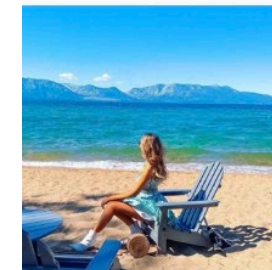
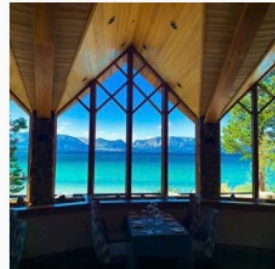
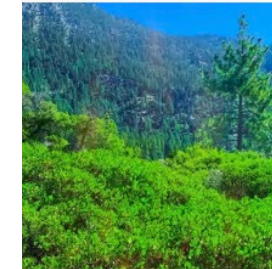
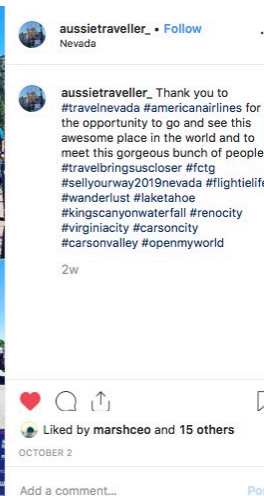


B - Travel Trade FAMs – multiple hosted in year including.

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
- iTravel Writer Media – Shane Boocock
- Seven Network – Brett Massingham
- Flight Centre – Kathy Clifford



Clients looking for family friendly accommodation in Lake Tahoe are recommended to stay at Forest Suites Resort at the Heavenly Village. Lake Tahoe Visitors Authority says the resort offers oversized suites that sleep four to six adults as well as high-speed wireless internet, a hot American style breakfast buffet, mid-week nightly wine and cheese receptions, weekend child activities, movie nights and more. The property is located less than 90 metres away from Heavenly Ski Resort Gondola and only a few blocks away from Lake Tahoe. See forestsuites.com

The new Nevada Visitor's Guide has been released with an icon-based format for ease of use, a new Nevada Inspirations section and a QR code linking to a video of rock climbing in Rainbow Canyon.

The free, 124-page guide can be found at visitor centres, airports and hotels throughout the state.
TravelNevada.com



BEYOND THE STRIP

THE OLD LAS VEGAS CONTINUES
TO CHARM DREAMERS AND
RACONTEURS TO THE DESERT CITY

Las Vegas is a place where the past meets the future.

Founded in 1905, the original city footprint, now known as Downtown Las Vegas, is located just north of Las Vegas Boulevard aka the Strip. It's the oldest part of town, and a walk down historic Fremont Street taught me that this city has witnessed more than just showgirls and slot machines in its time. Scratch beneath the shiny surface and you'll leave with a newfound appreciation for the city.

THE NEON MUSEUM
The Neon Museum and Neon Boneyard, outside is a fascinating curated sign graveyard. A stroll took me past signs that once advertised drycleaners, piano bars, hotels and casinos. If cats have nine lives, these signs have had at least 14. Designed to mesmerise and attract guests, the sign game became highly competitive, each vendor trying to outdo their neighbour with signage and flashing lights. A mix of Art Deco, kitsch and baroque styles, it truly gave me a glimpse into that glamorous existence. **Tip:** Don't miss the nightly *Brilliant Light Show* where signs come alive through the power of laser, bouncing away to retro Las Vegas show tunes.

The New Museum and Neon Boneyard outside is at a fascinating curated sign graveyard. A stroll took me past signs that once advertised drycleaners, piano bars, hotels and casinos. If cats have nine lives, these signs have had at least 14. Designed to mesmerise and attract guests, the sign game became highly competitive, each vendor trying to outdo their neighbour with signage and flashing lights. A mix of Art Deco, kitsch and baroque styles, it truly gave me a glimpse into that glamorous existence. **Tip:** Don't miss the nightly *Brilliant Light Show* where signs come alive through the power of laser, bouncing away to retro Las Vegas show tunes.



- Gross Impressions of 489 775 608
- \$2 340 668USD in earned media value

Lake Tahoe
diamonds

Diamond Peak and Heavenly are just two of the resorts around pretty Lake Tahoe, and the views from both are out of this world, writes [HELEN HAYES](#).

I am still basking in the beauty of the blue-than-blue Lake Tahoe as we head up the mountain from Incline Village and pull up at **Diamond Peak**. For more than 50 years, locals have loved this community-owned resort in Nevada, and it doesn't take long for me to understand why.

There are some absolute first-time, never-ever beginners in our group — two on skis and one on a snowboard — and they are whisked off with their instructors to the School Yard beginner-friendly run down from the base building. We wave goodbye

Express chairlift to the very top of the mountain – the views over the lake stop us in our tracks. Lake Tahoe is 35 kilometres long and 19 kilometres wide, and the fact it never freezes is due to its depth: it is to an incredible 501 metres. But the snow and the beautiful runs snap of our reverie, and we keep going. We skip down The Great Flume and come back up to do Crystal Ridge.

ing at the amount of more difficult runs through gorgeous glades. No locals have kept this place a secret, interrupt our day of joy on the slopes eat lunch at **Snowflake Lodge**, its aw and deck overlooking the lake, I

patient, though, and head back out as possible to swoop down some of those fun runs.

its 265 hectares of skiable terrain, the longest run of 3.4 kilometres. But it's a lot to love about it. There is a variety of terrain to keep you challenged, the terrain park is challenging and very pretty, and the ski school is

labulous; our beginners were all up the chairlifts by the end of the day. We toasted their success in the bar at the base of the mountain before taking the short drive from the resort to our accommodation, the

Hyatt Regency Lake Tahoe Resort.
Sitting in the heated pool after dinner,
snow bucketing down on our heads, is the
perfect end to a perfect Diamond Peak day.

Heavenly is big — so big that it spreads its snowy goodness into two states, Nevada and California. It's located in South Lake

Tahoe, which is a wonderland for those who love being outdoors all year round. We pick up our gear here in Heavenly Village, right by the gondola that carries skiers, snowboarders and sightseers up to the centre of the mountain playground.

As there is a winter storm approaching, the gondola is on wind hold, so we skip around to the California Lodge base and head up the Cumbarel Express for our first

And I mean enormous. Heavenly covers 1942 hectares with 28 chairlifts including the gondola and an aerial tram that carries

50 people. There are 97 named trails, not to

mention a slew of glades, chutes and backcountry. The resort has plenty of terrain for all levels, with just under half catering to intermediates.

We barely scratch the surface of what Heavenly has to offer, but what we do see is incredible. A highlight is the view that unfolds when we ski down the Ridge Run, and we just have to stop for the quintessential selfie with that magnificent

Kids are well catered for at Heavenly, with one of the most popular areas being Adventure Peak. Here, kids aged three and

up (as well as their brave parents!) can ride the Ridge Rider Mountain Coaster. Kids 35 and over can even drive it. Also, up at Adventure Peak is Bear Cave — the kids' ski

school lodge and the beginner area, with

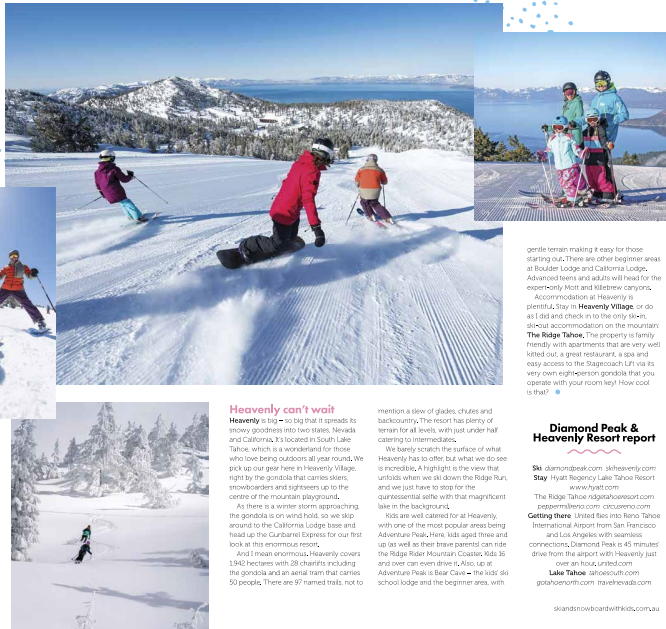
heavenly Resort report

Hyatt Regency Lake Tahoe Resort
www.hyatt.com

ing there United flies into Reno Tahoe International Airport from San Francisco

and Los Angeles with seamless connections. Diamond Peak is 45 minutes' drive from the airport with Heavenly just over an hour. united.com

Lake Tahoe: tahoesouth.com
otahoenorth.com travelnevada.com
skiandsnowboardwithkids.com.au

skiandsnowboardwithkids.com.au

CLOCKWISE FROM TOP-LEFT: Vintage signs at the Nixon Bar/nap; the neon lights of Foxworth Tavern; the amazing colored landscapes in Valley of Fire State Park; the facade of the Mob Museum.



Visit the Valley of Fire State Park, one hour's drive from Las Vegas. Haunting and alien-like, the beauty of the raw desert landscape is a sight **!!!** never forget.

Kristin Bonnes, creative director, Flight Centre

A – Media pitches, press releases and coverage

IPW 2019 News

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 Angora IPA, with hints of

such as Mangoana, a mango habanero white ale, and the Nut'Hella, a chocolate hazelnut amber ale. Lake Tahoe AleworX is also highlighted; the taproom displays a selection of brews where visitors can pour their own pints. Flavours to try include the Cali Common, a citrusy pilsner handcrafted with fresh Lake Tahoe water.

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

New Hotel in Reno

THE US SOUTHWEST US DESTINATIONS

Leaving Las Vegas

David Whitley skips the Strip in search of adventures through Nevada's neighbouring states



Las Vegas is a genuine one-off. Nowhere matches it for scale or spectacle. The city of giant casino resorts, blockbuster shows and any activity you can think to shake a stick at is justifiably a major holiday destination in its own right. But with numerous flight routes from the UK, and plenty to do beyond the bright lights

of the Strip, Vegas tends to be surprisingly undersold as a gateway to the US. Yet it's incredibly well positioned for exploring the rugged canyons, spectacular deserts and national parks of the American west. Harness the city's potential as a hub, and the whole complexion of a break changes - clubs, pool parties and artificial absurdity

can be mixed in with all things outdoorsy, epic and historic.

NEVADA

Red Rock Canyon provides a handy reminder of what Las Vegas was built on: desert. Just 17 miles west of the Las Vegas Strip, saw-toothed peaks jut upwards, fiery red colours betray the presence of iron in the rock

beds that were once on the sea floor, and slowly eroding chunks of the mountainsides look as if they're ready to break away and stand alone as finger-like towers. It is possible to hike around it, but for those who want the fun and a little less of the hard work, e-bikes are an excellent option. Red E Bike Tours sells fully guided itineraries around the

31 January 2019 travelweekly.co.uk 97

How to spot UFOs in Nevada



Belinda Jackson



Abandoned shop in Ghost town Rhyolite, Nevada. Photo: Shutterstock

SHARE



George Harris and Linda Looney run the Alien Research Centre in Crystal Springs, Nevada, in the US. The centre is 32 kilometres from the US military base known as Area 51, on the 157-kilometre Extra-terrestrial Highway. See alienresearchcenter.com

STEP ONE

<http://www.traveler.com/author/belinda-jackson>

7/2019

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



ESCAPE

NORTH AMERICA ▶ USA

US road trips you'll never forget



ESCAPE



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, swing by Frey Ranch Distillery, Sand Mountain and the Nevada Northern Railway Museum.

A – Media pitches, press releases and coverage

38
PLUG INTO
THE NEVADA
ELECTRIC
HIGHWAY

DRIVE A SLEEK EV ALL THE WAY
FROM LAS VEGAS TO RENO

Heidi Camacho/Lobby editor, Travel Advisor



With the neon lights of Las Vegas in your rear-view mirror, road trippers can now put pedal to the metal along the Nevada Electric Highway (NEH). Publicly available fast-charging stations will allow drivers to power their electric cars for long-distance road trips by using Nevada's renewable energy resources.

It's a win-win – an electric vehicle (EV) is more environmentally friendly and a lower-cost fuel option for motorists. Plus driving into the arid desert landscape in a sleek EV is like a *Mad Max* glimpse into the future.

From Las Vegas to Reno, five charging stations will be available along the US 95. Beatty, Tonopah, Hawthorne and Pahrump plug-in stations are already operational with the Indian Springs charging station due to be completed by the end of 2018.

Each station has at least one Direct Current (DC) Fast Charger, which typically charges a vehicle in less than an hour, while Level 2 chargers take up to several hours for a full charge.

The NEH also doubles as a road trip for art enthusiasts and photographers as it follows the US 95, part of which is dubbed the Free Range Art Highway. The 300km route between Las Vegas and Tonopah (around a 3.25-hour drive) is studded with eclectic art displays and open-air galleries worth pulling over for.

Leaving Las Vegas, it's not long 'til you're in the middle of nowhere. The highway flattens into dusty desert and arid scrub – the phone reception is just as patchy. Take a detour south from the strip to Seven Magic Mountains – seven 11-storey-high, fluorescent-stacked boulders rising like colorful sentinels against the mountains, before heading north for two hours on US 95 to the tiny town of Beatty, where you'll come across the Goldwell Open Air Museum that displays seven life-size sculptures in the desert created by a series of Belgian artists in the 1960s. Nearby Shipline is the shattered setting of a Wild West ghost town that was abandoned more than a century ago.

Continue on to Goldfield and venture east down a dirt road to the International Car Forest of the Last

GLITCHES FROM HEAVEN (15) can catch a peek through Nevada and stretch through the region's vast, free-range desert landscapes. Photo credit: Heidi Camacho for the Nevada Electric Highway Initiative.

CHURCH, the final resting spot of more than 40 heavily graffitied and named vehicles planned some day or stacked vertically in the desert. You can wander around and inside the colorful trailers where artists have left their mark on these abandoned trucks.

For more of the sights along US 95, check out the Nevada episode of Flight Center's TV series *The 48 Hour Destination* on imgmag.com.au.


ELECTRIC DREAMS
GET YOUR LOCAL FLIGHT CENTRE FOR MORE INFORMATION ON TRAVELING TO NEVADA AND THE LATEST DEALS GO TO FLIGHTCENTRE.COM.AU OR CALL 1800 495 495.

FLIGHT CENTRE TRAVEL DEAL 73



Greer Gardiner
January 19 at 11:47 AM · 🌐



I woke up this morning dreaming of Nevada...
I guess it's time to go back 😊



You, Nicole Laurie and 269 others · 18 Comments · 3 Shares

Like · Comment · Share

A – Media pitches, press releases and coverage

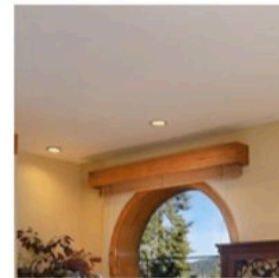


Nevada - the USA's secret snow destination

Nevada goes way beyond the bright lights, roulette tables and giant cocktails.

This 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.

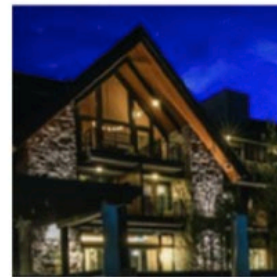
Choose to fly into Vegas and take a road trip to Tahoe via the best of Nevada, or fly into Reno and be in the mountains in less than an hour. From there, explore Heavenly



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

The Ridge Resorts offers up free ski shuttles to 14 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 5 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 Suites 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 – 14 February 2020. Book & pay by 31 August 2019.

[Learn more about Edgewood HERE](#)

ROAD SNOW TRIPPING IN NEVADA
FROM BRIGHT LIGHTS TO BIG MOUNTAINS



A TASTE OF THE WILD WEST

Kathryn Webster takes a few days out in Nevada, USA.

The guy in the lift asked where I was from. He'd heard my accent.

"New Zealand? Oh, that's a dream of mine," he said. "I want to shoot one them red stage you've got there."

I was on my way to the 3rd floor of the Silver Legacy, one of the three massive casino resorts that make up The Row in the centre of Reno. I dropped my bags then went downstairs to the casino, walking past restaurants and bars with live bands and karaoke - all interior, windowless, a town inside a town.

Outside, Reno was almost deserted. Seemed everyone was in the casinos. I meandered past pawn shops, browsed second hand book stalls then found a sunny spot on a terrace overlooking the river for a lunch of bean soup.

Reno is full of public sculptures, murals, original creations bought into town from the site of Burning Man, an alternative cultural festival held in nearby Black Rock Desert each year.

Early one morning I walked to a park full of Burning Man sculptures and fell into conversation with a super polite homeless couple, fallen on hard times, in need of money. It's an interesting, real sort of town, Reno. It has swagger.

But I was happy to leave it behind, to see beyond. On the road to Carson Valley the dry brown hills lay still, waiting for snow. A clear blue sky was zig-zagged with vapour trails. The state of Nevada is a big wide country, with few trees. In the purple distance the Sierras ranged between the plains and Lake Tahoe. It's easy to imagine wagons, horses and caravans moving across the landscape, dusty cowboys looking for a drink.

At Bentley we found one: a distillery based in an elegant old creamery, where they use locally grown grains and very pure water from a granite-based source to make vodka and whisky.

We stopped for a while at a fascinating little museum in Minden's former school where stories of Carson Valley ranchers, pioneer towns and the Washo tribe were told with colour and energy.

While there, we met a wildlife photographer John Humphrey and heard about close encounters with bobcats, brown bears, mountain lions, snakes, owls, eagles and wild horses. He told us there are lots of hiking and cycling trails in the area and many opportunities to see wildlife.



76 [adirections.co.nz](#)

A – Media pitches, press releases and coverage

News



At the Las Vegas function in the Seafarer's Building this week... Paige Myoevich, Air New Zealand; Corey Marshall and Yennifer Diaz, both Travel Nevada; Hayley Price, Air New Zealand



Chris Jones, Caesars Entertainment; Zachary Smith, Las Vegas Convention and Visitors Authority; Man Nghi Luong, Aspire Travel Group



Carissa Davies, Intrepid Travel; Tracy Patching, Infinity Holidays; Katey Rayner, Intrepid Travel

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 gaming is still important but we are now much more about culinary experiences, often led 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.

Smith says the enthusiastic support of hoteliers 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 are the number one international market without a direct flight (to Las Vegas).'



Virender Bakshi, Sky Travel; Michael Fernandes, Beyond 2000 Travel



Amber Woods, House of Travel Milford; Raul Maza, Elite Tatus Group, Las Vegas; Janet Tucker, World Travellers, Milford



Paul Gilchrist, Iesha Sachdevaa, Melissa Kensington, all Infinity; Natasha Chand, Flight Centre Queen Street



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



You, Thomas Gentz and 2 others



Wednesday, 20th September 2019

World Australia Asia New Zealand Americas Europe India Middle East Africa

ETB Travel News

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ETB Travel News > America > Las Vegas makes its way Down Under

Las Vegas makes its way Down Under

July 26, 2019 | America, Asia, Australia, New Zealand, Tourist Bureau News | No comments

Las Vegas makes its way Down Under

The Las Vegas Convention and Visitors Authority's (LVCA) Sales Mission is set to kick-off next month, with the tourism board and thirteen key industry partners on hand to showcase the destination's latest and greatest, across three cities with a mix of agent training and wholesaler product events.

The 2019 Sales Mission gets underway in Auckland on Monday 19 August, followed by Melbourne on Wednesday 21 August, with celebrations culminating in Sydney on Thursday 22 August.

In true Vegas style, each of the agent events will feature entertainment and delicious food and beverage, as well as provide the opportunity for agents to improve their destination knowledge and build one-on-one relationships with Las Vegas' top resort and attraction providers.

Agents will also gain further local insight into the destination via an interactive Q&A session with industry representatives, as well as get a sneak peek into what's to come for Las Vegas - 2020 is shaping up to be one of the destination's biggest years yet.

Register interest by contacting clubshope@visitasvegas.com

Auckland
Date: Monday, 19 August 2019
Time: 6:00pm - 9:00pm
Location: Seafarers Club, 52 Tyler Street

Melbourne
Date: Wednesday, 21 August 2019
Time: 6:00pm - 9:00pm
Location: Eureka!89, Level 89, Eureka Tower, 7 Riverside Quay, Southbank

Sydney
Date: Thursday, 22 August 2019
Time: 6:00pm - 9:00pm
Location: Restaurants Hubert, 15 Bligh St

The LVCA will be joined by representatives from: Caesars Entertainment, MGM Resorts International, The Cosmopolitan of Las Vegas, TravelNevada, Elite Status Group, Wynn / Encore Las Vegas, Maverick Helicopters & Airlines, My Ultimate Vegas, Machine Guns Vegas, Indigo, Brainer Tours USA, Birdiesoff Tours and Bliss Wedding Chapel / Bliss Beyond the Neon.

For more information visit: www.visitasvegas.com.au

About the Las Vegas Convention and Visitors Authority

The Las Vegas Convention and Visitors Authority (LVCA) is charged with marketing Southern Nevada as a tourism and convention destination worldwide, and also with operating the Las Vegas Convention Center. With nearly 150,000 hotel rooms in Las Vegas alone and more than 11 million

<https://australia.etbtravelnews.global/385512las-vegas-makes-its-way-down-under/>


A – Media pitches, press releases and coverage

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BUCKLE UP: Your Guide to De Nevada for self-drive holidays

Destination

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?

BY SPONSORED STORIES

08 OCT 2018

While the numbers paint a picture of life in Las Vegas, they don't share secrets about **Nevada which is a quiet achiever evolving into one of America's most fascinating states.**

There's something to satisfy every travel whim – outdoor activities, charming towns, magnificent landscapes, ghost hunting, cowboy culture, pioneering history – in the destination that boasts 300 days of sunshine every year.

The best way to explore Nevada is on a self-drive adventure, with **Excite Holidays producing a helpful handbook** that has the good oil on five scenic routes with everything from essential experiences to hotel recommendations.

Each page focuses on three locations, from the far north to central Nevada and deep south, to explain why discovering the state should be on every curious traveller's wish list.

Here are **10 hidden gems worth seeing on a road trip** that puts the bright lights of Las Vegas in the rear-view mirror.



1. CARSON CITY



Image: Chris Talbot/ TravelNevada

The **Nevada state capital is a modern metropolis** that's maintained its old-world charm with the downtown boasting great restaurants, shops and museums.

2. VIRGINIA CITY



Image: TravelNevada

This settlement popped up almost overnight when gold was discovered in 1859 and while it was one of America's wealthiest locations it **now provides insights into the old west.**

3. LAKE TAHOE



Image: Rick Gunn/ TravelNevada

A **famous place for outdoor activities** with skiing powder snow the favourite winter activity and swimming, fishing, mountain biking and hiking popular during the warm months.

4. ELY



Image: Sydney Martinez/ TravelNevada

A hamlet that started as a stage-coach stop boomed when copper was uncovered and today boasts an inventory of historic buildings and the **Nevada Northern Railway Museum.**

5. ELKO

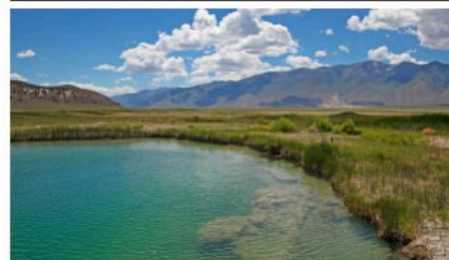


Image: Sydney Martinez/ TravelNevada

Cowboy culture rules in this **"true western town"** and visitors can enjoy the great outdoors hiking the trails around the neighbouring Ruby Mountains.

6. BEATTY

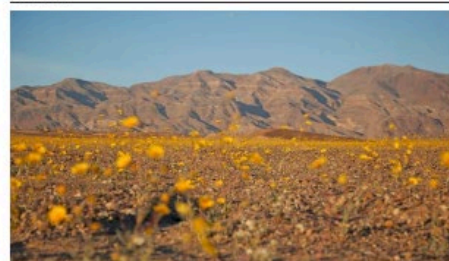


Image: Sydney Martinez/ TravelNevada

This spot is known as the **"Gateway to Death Valley"** where travellers stock up before venturing into the national park or stay local to explore ghost towns on Beatty's outskirts.

7. BOULDER CITY



Image: Sydney Martinez/ TravelNevada

A community established during the Great Depression to house workers building the **Hoover Dam** where anti-gaming laws established in the 1930s continue today.

8. LAUGHLIN



Image: Sydney Martinez/ TravelNevada

Occupying a plot in the **Colorado River Valley** – where Nevada, Arizona and California meet – makes Laughlin tops with those looking to survey a waterway flanked by desert.

9. AUSTIN



Image: TravelNevada

Located in the heart of Nevada, and a stop on US Highway 50 which is called **"The Loneliest Road in America"**, this hamlet lets visitors step back in time to the silver-mining boom.

10. TONOPAH



Image: TravelNevada

Geology buffs come to see the turquoise mine and Monte Christo's Castle rock formations, astronomers gaze at the Milky Way, and the **Tonopah Historic Mining Park** draws historians.

BOOK WITH EXCITE HOLIDAYS AND WIN ...

Now is the time to make arrangements for customers to embark on a Nevada road-trip adventure with every paid booking made with **Excite Holidays** between October 8 and November 4 in the running to win 100,000 reward points.

The three agents with the most improved Nevada sales numbers during the incentive period will win reward points and 50,000 will go to first place, 30,000 for the runner-up, and third gets 20,000.

Agents will also receive double bonus reward points for every **Nevada night booked and paid for between October 8 and 21.**

For more information, visit: <https://engage.exciteholidays.com/nevada>

- **READ: BORN IN THE USA:** Experience the music that made America with Excite Holidays
- **READ: Open your mind and get off the beaten track in Nevada**

What's YOUR best way to explore Nevada?

Written by Sarah Nicholson, KARRYON contributor

This article is brought to you by:



A – Media pitches, press releases and coverage

Things to do in Lake Tahoe in Winter - 17 Incredible Attractions

17 THINGS TO DO IN LAKE TAHOE

By Christine Pfeiffer - September 12, 2019 | Updated September 21st, 2019 - This post may contain affiliate links. Read our [disclosure](#).



The most amazing things to do in Lake Tahoe.

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 in Lake Tahoe 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 guarantee a fantastic time on the snow.

One of the unique things about Lake Tahoe is it is spread across two US states.

Things to do in Lake Tahoe in Winter - 17 Incredible Attractions

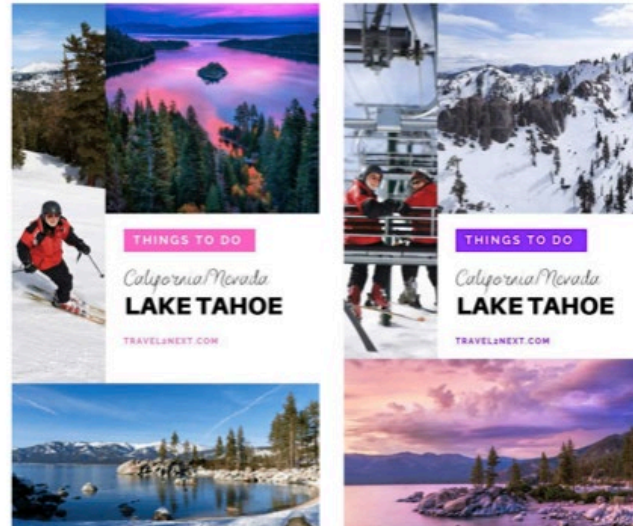
There's nothing more rewarding than plunging into a heated jacuzzi after an active day out in the snow.

The only problem is that I'm so warm and snug in the water I can't bring myself to get out.

For more things to do in California see:

- [4-Day San Francisco Itinerary](#)
- [15 Things to do in San Jose CA](#)

Lake Tahoe is 780 kilometres from Los Angeles, around eight hours driving time.

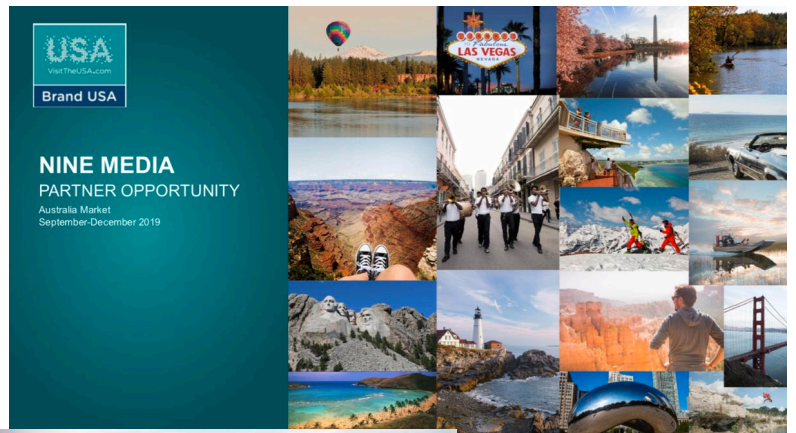
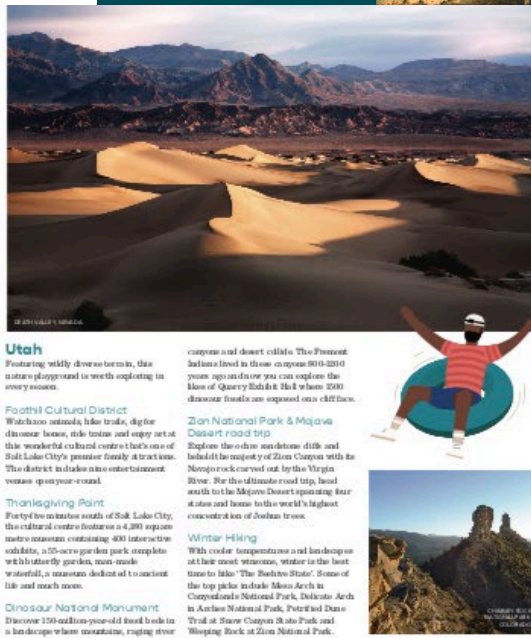


Brand USA and Nine Media Campaign

Runs from 15 Sep – Dec 31 2019

Focus on Road trips. Neon to Nature

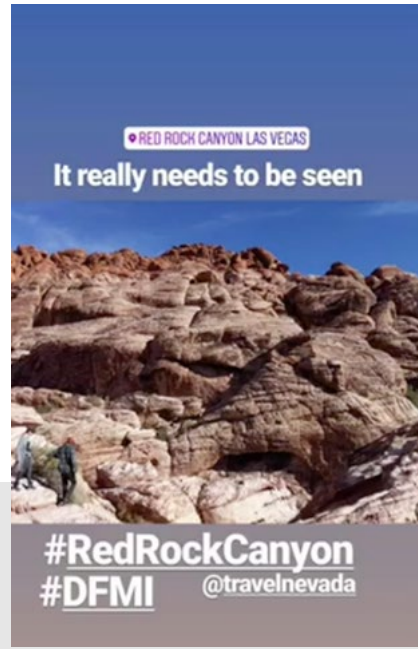
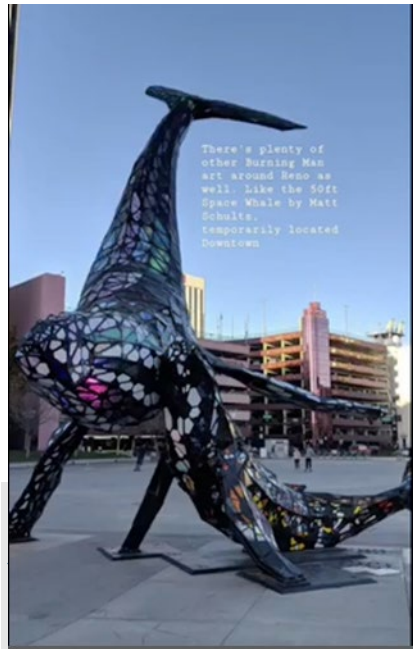
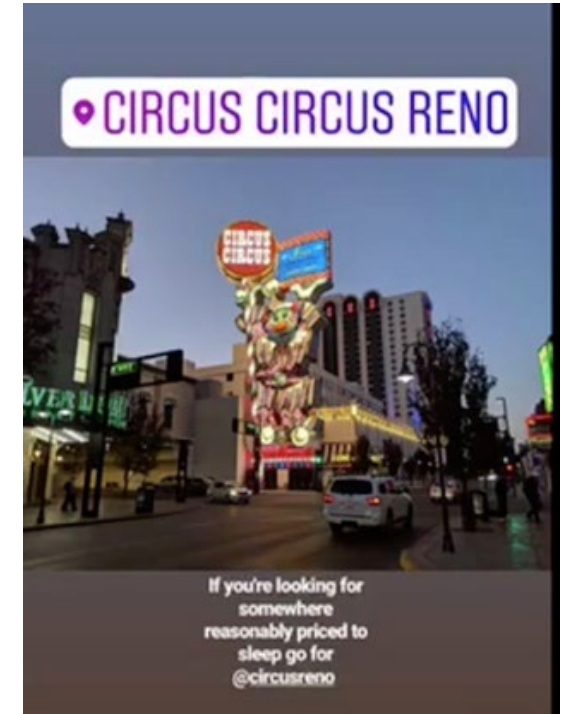
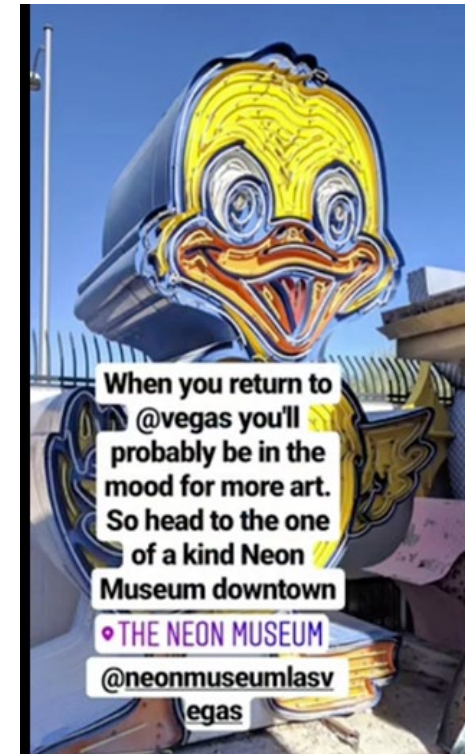
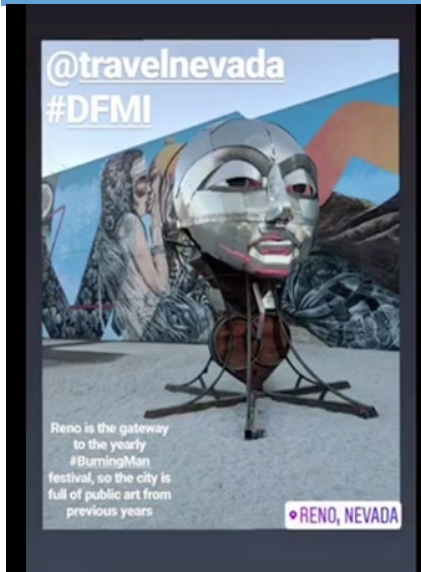
\$10K USD Investment for \$174 655 USD Media Value return



B – Media TV Broadcast

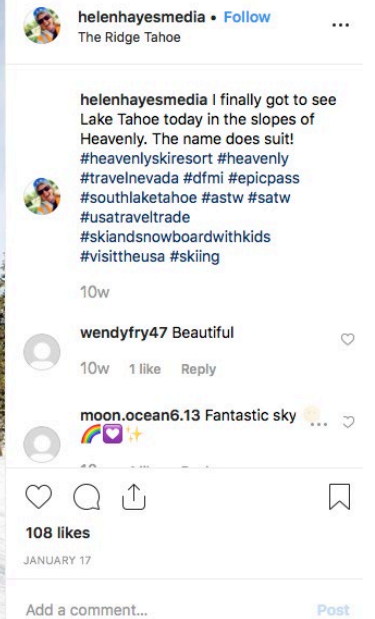
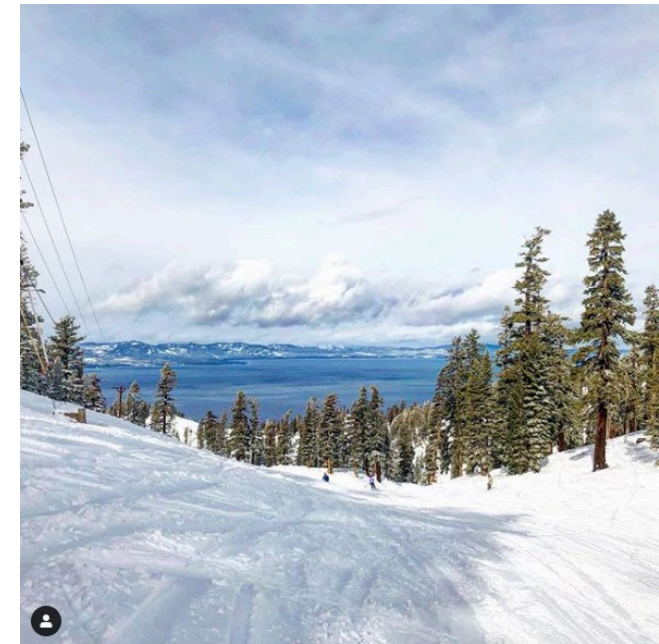
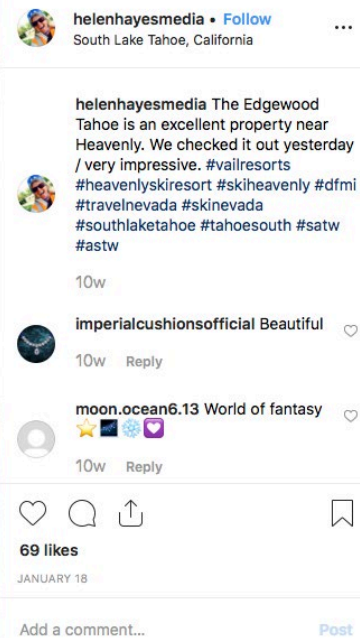


C – Media FAMS



Chris Singh – AU
Review Instagram
posts

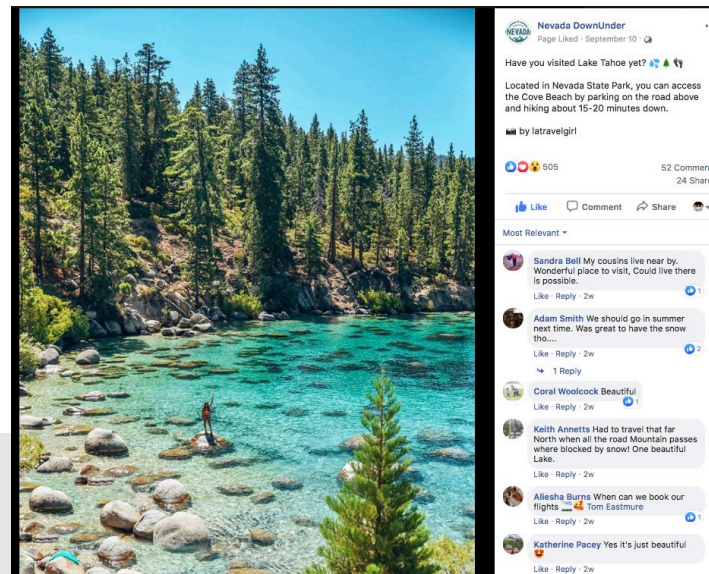
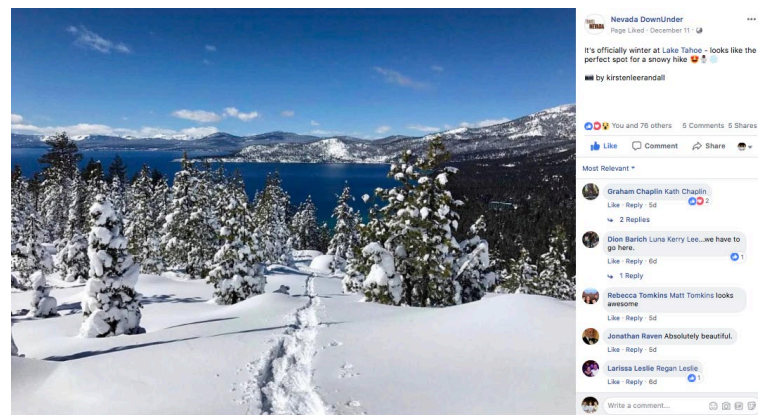
Slopes and Spas Media Fam 14 – 18 Jan 2018 Helen Hayes



Social Media

@NevadaDownunder

- Total Posts – 117
- Total Interactions – 20 8743
- Total reach this quarter - 288 797
- Total post impressions – 441 977
- Total Fans – 9160 as at 18 Oct



Who is at GTTS 2019

House of Travel
Gabrielle Brown



Traveller
Matt Ragghianti

Traveller

Kate Flynn
Helloworld



New Zealand Herald
Belinda Feek



Thank you!

