



# INDUSTRY PARTNER TOOLKIT

[DiscoverYourNevada.com](http://DiscoverYourNevada.com)





# Welcome to Travel Nevada's *Discover Your Nevada Campaign!*

**We are excited to partner with you on this journey as we work to help support our industry partners within the state.**

The goal of the **Discover Your Nevada** campaign is to inspire Nevadans to travel within the state. We hope these resources will allow you to join a state-wide conversation to ignite Nevadans' sense of wanderlust and state pride.

Your involvement will be critical to amplifying the Discover Your Nevada campaign, developed by Travel Nevada. By sharing materials on your owned channels, you will be adding to the collective strength of our in-state travel industry and will complement a comprehensive and strategic paid and earned media campaign to reach Nevadans who are interested in traveling within the state.

We have provided a **Discover Your Nevada Toolkit** (link below) to help you motivate Nevadans to plan and book in-state travel. The Toolkit includes official logo, graphics, sample copy for multiple communication channels and more.

***We also encourage you to use your owned imagery with the Discover Your Nevada logo to tailor the campaign to your destination.***

**DOWNLOAD THE ASSETS**

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# Available Assets in the DYN Toolkit

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# MARKETING & ADVERTISING

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# Logo

The following logos may be used on advertising, email marketing, and social media.

## **FORMATS PROVIDED**

### **For Print:**

- » High Res JPG (White Background)
- » High Res PNG (Transparent Background)

### **For Web/Online/Social:**

- » Web Res JPG (White Background)
- » Web Res PNG (Transparent Background)

## **FOR PRINT ADVERTISING**



*For use on light backgrounds*



*For use on dark backgrounds*

## **FOR DIGITAL & SOCIAL MEDIA**

*(Easier to read in a smaller format)*



*For use on light backgrounds*



*For use on dark backgrounds*



# Broadcast Video :30s

A 30 second video may be shared on your social media channels.

The video is available to share from Travel Nevada's YouTube channel [\(link here\)](#).

.MOV and .MP4 files are also available in the downloadable toolkit.





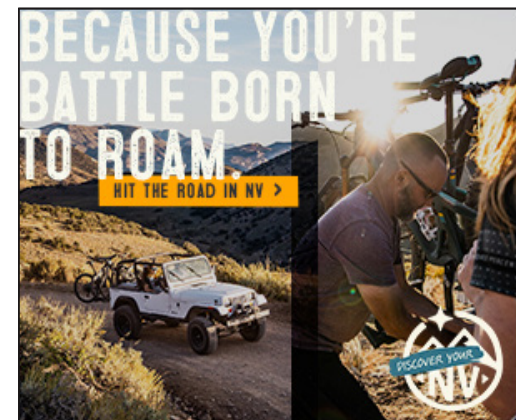
# Display Banners

The following display banners are currently being used for our digital advertising efforts. If you would like to use them on your website, please link to [DiscoverYourNevada.com](https://DiscoverYourNevada.com).

***They should not be used in any other placement or route to any other website.***

## **SIZES AVAILABLE**

» Square: 300 x 250





# SOCIAL MEDIA

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# Social Media Graphics

The following images may be used for cover images for the all social media channels. ***We encourage you to create your own Cover Image using your owned imagery with the Discover Your Nevada logo to tailor the campaign to your destination.***

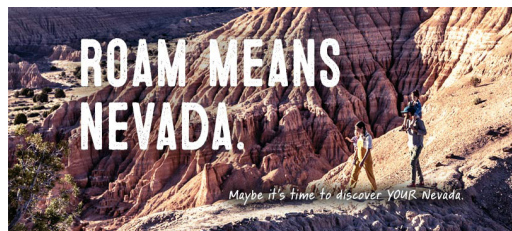
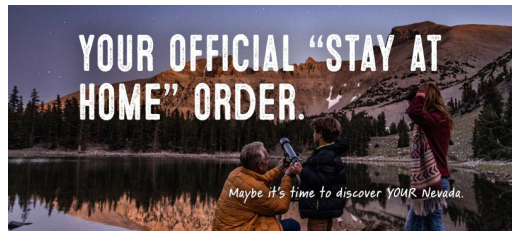
## **COVER IMAGES AVAILABLE**

### **Facebook:**

» Cover: 851px x 315px — 4 options

### **Twitter:**

» Cover: 1200px x 630px — 4 options



Facebook Cover Images

Twitter Cover Images



# Social Media Post Graphics

The following images are available for posting. ***We also encourage you to use your owned imagery with the Discover Your Nevada logo to tailor the campaign to your destination.***

## **GRAPHICS AVAILABLE FOR**

### **Facebook:**

- » Post images, 9 options
- » Photoshop Template

### **Instagram:**

- » Post images, 9 options
- » Photoshop Template



# Sample Social Media Copy

When posting to your social media platforms, use the provided sample copy for inspiration.

**HASHTAG:**

**#ThatNevadaLife**

**URL:**

**DiscoverYourNevada.com**

Get out and Discover Your Nevada.  
#ThatNevadaLife

Hit the road and Discover Your Nevada.  
#ThatNevadaLife

Wide open roads await. #ThatNevadaLife

Reignite your sense of wonder and  
Discover Your Nevada. #ThatNevadaLife

Swap your vacation for an only-in-  
Nevada near-cation. #ThatNevadaLife

Nevada's backyard is vast, and awesome.  
When's the last time you explored a slice  
of the Silver State? #ThatNevadaLife

Got a weekend? We've got a  
#ThatNevadaLife adventure with your  
name allllll over it.

With our breathtaking scenic byways  
and endless dirt road horizons, "taking  
the road less traveled" isn't just an idea...  
it's practically a guarantee. See what  
adventures await in every corner of the  
Silver State and Discover Your Nevada.  
#ThatNevadaLife

A memory-making staycation right  
in your backyard that supports the  
Silver State economy at the same  
time? Talk about hitting the jackpot.  
#ThatNevadaLife

Tourism is vital to our economy,  
generating billions of dollars in federal,  
state, and local taxes. Consider  
staycationing right here in the Silver  
State and discover more of your Nevada!  
#ThatNevadaLife



# Tips for handling negative responses

Regularly monitor feedback and comments on all your posts.

***It is not necessary to respond to every negative comment. If an account appears to be baiting responses with very few followers, there is no need to respond. But watch for any increase in negative comments and trends and adjust the tone if needed.***

Follow official accounts for the latest local COVID-19 news in your area and adjust messaging as needed to reflect developments and have a source to provide updated information to your followers.

## SAMPLE RESPONSES TO NEGATIVE COMMENTS

**Comment:** It is irresponsible to promote travel right now...

**Response:** The safety of residents, employers and visitors is a top priority for all travel businesses in DESTINATION. We are encouraging Nevadans to make plans to come to DESTINATION when the time is right for them. Plus, it's never too early to brainstorm or daydream about your next getaway!

**Comment:** Is it safe to travel?

**Response:** We are closely monitoring safety trends in DESTINATION. Learn more about what is open and relevant travel restrictions. [LINK TO WEBSITE.](#)

**Comment:** Why are you telling people to travel to my hometown?

**Response:** There is no better time to explore our own backyard and support the local businesses that make up our community. We are also here to remind people all that DESTINATION has to offer and to inspire future travel plans when the time is right.



# PUBLIC RELATIONS

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# Sample thought leadership piece (Op-Ed)

## TRAVEL AND TOURISM STIMULATES ECONOMY, EMPLOYS RESIDENTS

There's a collective pride in the place we call home. When we discover that someone we know is visiting from out of town, we inundate them with tips and suggestions on places to eat, things to do, and sites not to be missed. While the COVID-19 crisis has made travel more challenging than in the past, it's important to remember that visitors are an essential part of our state's ecosystem and vital to our economic health.

In Nevada, odds are you know someone either directly or indirectly employed by tourism. It's our top industry, supporting over one in four jobs, and is responsible for a significant portion of Nevada's General Fund revenue. According to Tourism Economics, when taking all impacts into account, visitors generated over \$20 billion in personal income, \$4.9 billion in state and local taxes (such as sales taxes, gross gaming taxes, live entertainment taxes and room taxes) and \$65.5 billion in business sales in Nevada in 2018.

Here, you don't have to go very far, or look very hard, to witness the importance that travel and

tourism has on the state. From the Las Vegas Strip and the ski slopes of Lake Tahoe, to the historic hotels, like the Mizpah Hotel in Tonopah or the Hotel Nevada in Ely, the travel and tourism industry is more evident in Nevada than most anywhere in the world.

In addition to the direct benefits tourism brings to our communities, there are also other vital benefits that come from Nevada's tourism industry. Tourism means visitors spending money in Nevada communities, supporting local businesses and creating jobs that support Nevada families. Tourism also means school support for Nevadan children. It means funding for important community needs, such as the police force, fire department, public works, and transportation, to name a few. It means increased quality of life through the funding of parks and recreation opportunities, support for economic development projects, and arts and cultural support in communities throughout our state. These benefits from tourism to local communities come through the lodging tax,

a percentage that visitors pay when they spend the night in our state. In addition to these lodging tax benefits, the latest study found that tourism generates \$4,630 in state and local taxes for every household in Nevada.

When we think of tourists, we typically think of people coming in from out of state, but when's the last time you ventured out beyond your own backyard? While we pride ourselves on being a destination with global appeal, part of our charm is maintaining an authenticity that you can't find in many other places. Get out and discover some of our rural communities and meet your neighbors to the north, south, east and west, and live #ThatNevadaLife.