



Discover Your Nevada (DYN)

Nevadans are hungry.

They're longing for travel. For adventure. To go off the beaten path (and off the Zoom screen) and into the great outdoors.

What better time to continue inviting them to explore their own backyards — the sights, experiences and destinations to behold throughout our spectacular state?

Background

In the latter half of 2020, Travel Nevada recognized the benefits of inspiring in-state travel during the pandemic, launching the “Discover Your Nevada” campaign (DYN) — with amazing results! The awareness effort drove in-state traffic to the DYN website to build engagement (and long-term brand ambassadorship) among Nevadans. The goals:

- *Generate economic activity*
- *Inspire fellow Nevadans to learn more about destinations and experiences throughout our state*
- *Support and promote responsible recreation throughout Nevada*

CRF (Coronavirus Relief Fund via CARES Act) allowed Travel Nevada to invest the DYN campaign, which exceeded expectations:

- *Nevada saw an 8.8% increase in multiple night stays by residents, with a 38% longer stay among those exposed to the DYN website in 2020.*
- *Overall, there was a 122% lift in arrivals (defined as 50 miles or more from their home) for those exposed to the DYN website.*
- *[Click here](#) for the first wave of DYN results.*

Clearly, residents responded to the call to Discover Your Nevada. And with such incredible results, Travel Nevada will continue DYN efforts with a \$600K media budget in FY21. Through 12,000 new in-state newsletter subscribers and 35,000 new Facebook followers, we have additional opportunity for further outreach to our newly engaged audience.

We want to partner with you to further incentivize Nevadans to explore in-state travel with exclusive, locals-only deals. This is your chance to increase visibility to Nevada audiences who are actively looking to book overnights by featuring your Nevada-only deals and packages on the DYN website!

How To Submit Your Nevada Deal

- *Deals can be any package, deal, coupon, or discount offer that exists **on your website**. See the [Deals Page](#) for how we format deals/links.*
- *Deals should be exclusive for and targeted to Nevadans.*
- *Deals will be promoted through the end of the fiscal year and will be updated as we receive them. Please let us know if the expiration date is sooner than June 30, 2022.*
- *Submit your deal to [Devon Blunden](#) with the subject line “DYN Deals.”*