

## **Discover Your Nevada**

In-state travel is the current focus for Travel Nevada marketing efforts. Financially, more can be accomplished in-state; it directly impacts local economies, and it creates brand ambassadorship for future promotion. This campaign dovetails well into the Public Affairs campaign of Tourism Means More, which is an educational campaign intended to inform legislators about Travel Nevada and our role in Nevada's largest industry.

The following Key Performance Indicators (KPI) have been identified to measure our success with in-state marketing efforts:

- Increase of in-state visitation to website
- Increase of in-state room occupancy
- Increase in social media engagement among Nevadans
- Increase of brand awareness within the state
- Increase in newsletter subscribers within the state

The main goal is to encourage locals to choose a staycation, or a vacation in their own state, but Travel Nevada nor tourism partners track where overnight visitors come from. We will rely on data from Arrivalist to report on in-state movement, but ultimately, our indicators must be tethered to metrics that we can affect.

## **Scenarios**

The scenarios may be considered as steps. We are confident we can spend \$300,000 through the calendar year based on income projections, and the Commission has identified that Discover Your Nevada is an important component of activating the economy as part of the FY21 Recovery Plan. If Division of Tourism finds that lodging tax projections are adjusted to be lower in the coming months, we must scale down our spend accordingly. The goal is to accomplish the highest impact within the most conservative budget. Therefore, the smallest budget includes the largest funnel, and more targeted efforts are included with the largest budget.

## **Considerations**

The recommended budget scenario allows Travel Nevada to develop the DYN program to continue for several months over 2-3 waves. Depending on actual income, a third wave could expand through the winter months, allowing promotion of the seasonality of the state, and would be timed alongside the resumption of further domestic efforts. By being in the market longer, we can better scale efforts, have better insights for success and optimization, and cast a wider net with multiple opportunities for re-marketing.

This recommendation also addresses the in-state visitation KPI, which is difficult to track. By having a solid OTA partnership in place, we can have direct bookings available to visitors and offer co-ops to partners. Other in-state efforts are needed to really harness the Nevadan traveler, so the OTA piece cannot stand alone.

In partnership, we would offer at least one statewide giveaway with the goal of increasing our Nevada database and social followers to additionally engage these new contacts. Broadcast efforts would be

expanded in audience and scope, with audience giveaways and other engagement-directed programs, which would also provide leverage on the earned side. Print efforts would include local and regional publications, as well as newspaper inserts in both Las Vegas and Reno. Each medium segment would have multi-level co-op opportunities for partners.

In the mid-range plan, we would be able accomplish one large wave that would include inserts in both the north and south and a statewide giveaway. Broadcast would be reduced to only one wave, and radio would be targeted to those audiences with the highest propensity to explore their own state, but we would lose some volume. This funding level would allow for co-op and advertorial opportunities but somewhat limited visibility with an OTA partner and does not include a booking engine. In this scenario, we would not be able to address any measurement for room occupancy and would lose some underlying support efforts.

With a minimum spend, marketing efforts would be more spread out, creating lighter impact and awareness. This scenario would concentrate on one large push surrounding a giveaway and inserts in north and south publications, with limited TV, an advertorial spread with Nevada magazine, and concerted search and social efforts where volume would be low but audiences would be targeted. Though we can still be effective with the basics presented in this scenario, we would not be able to address all of the KPIs identified by the committee.

