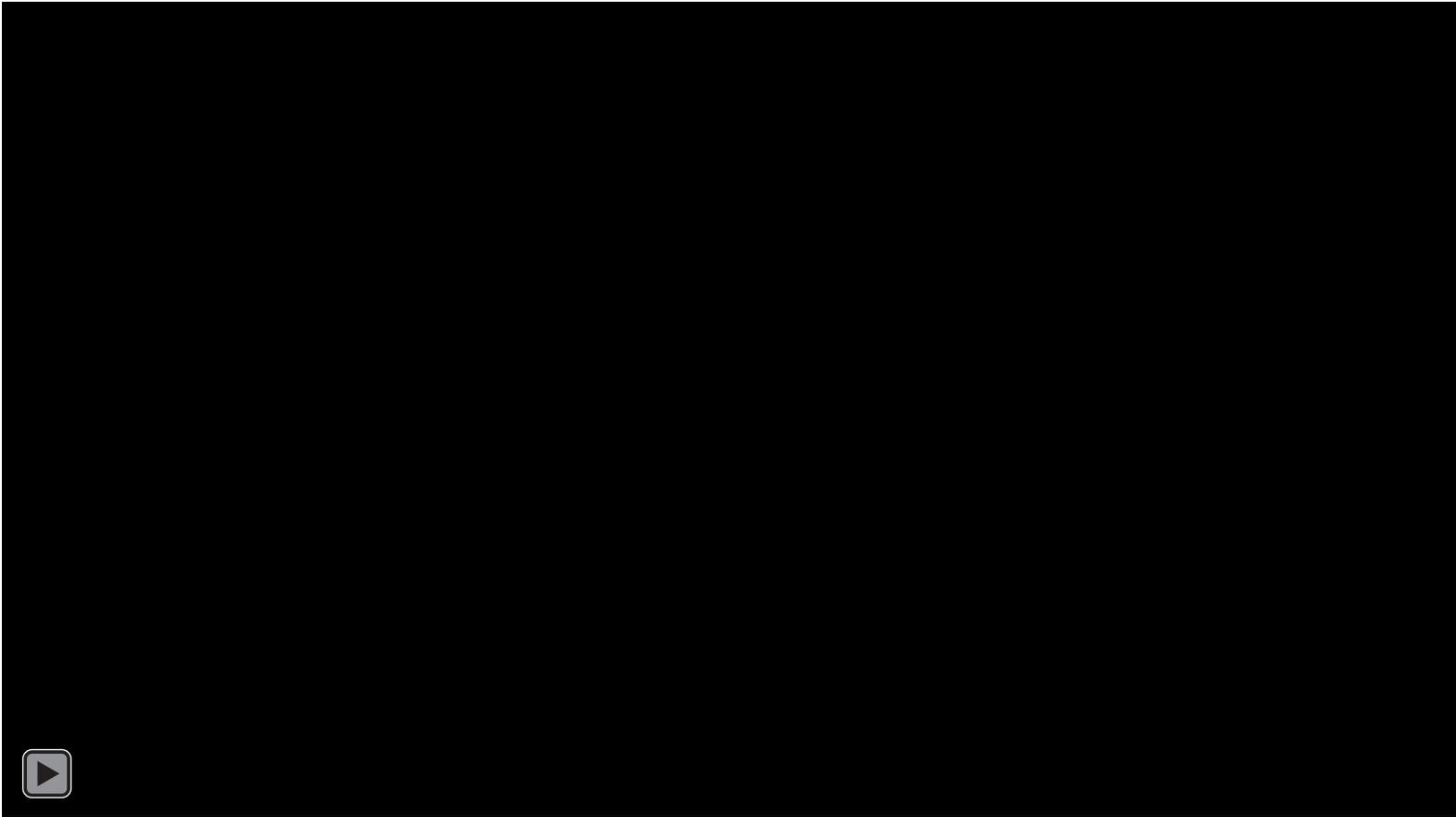




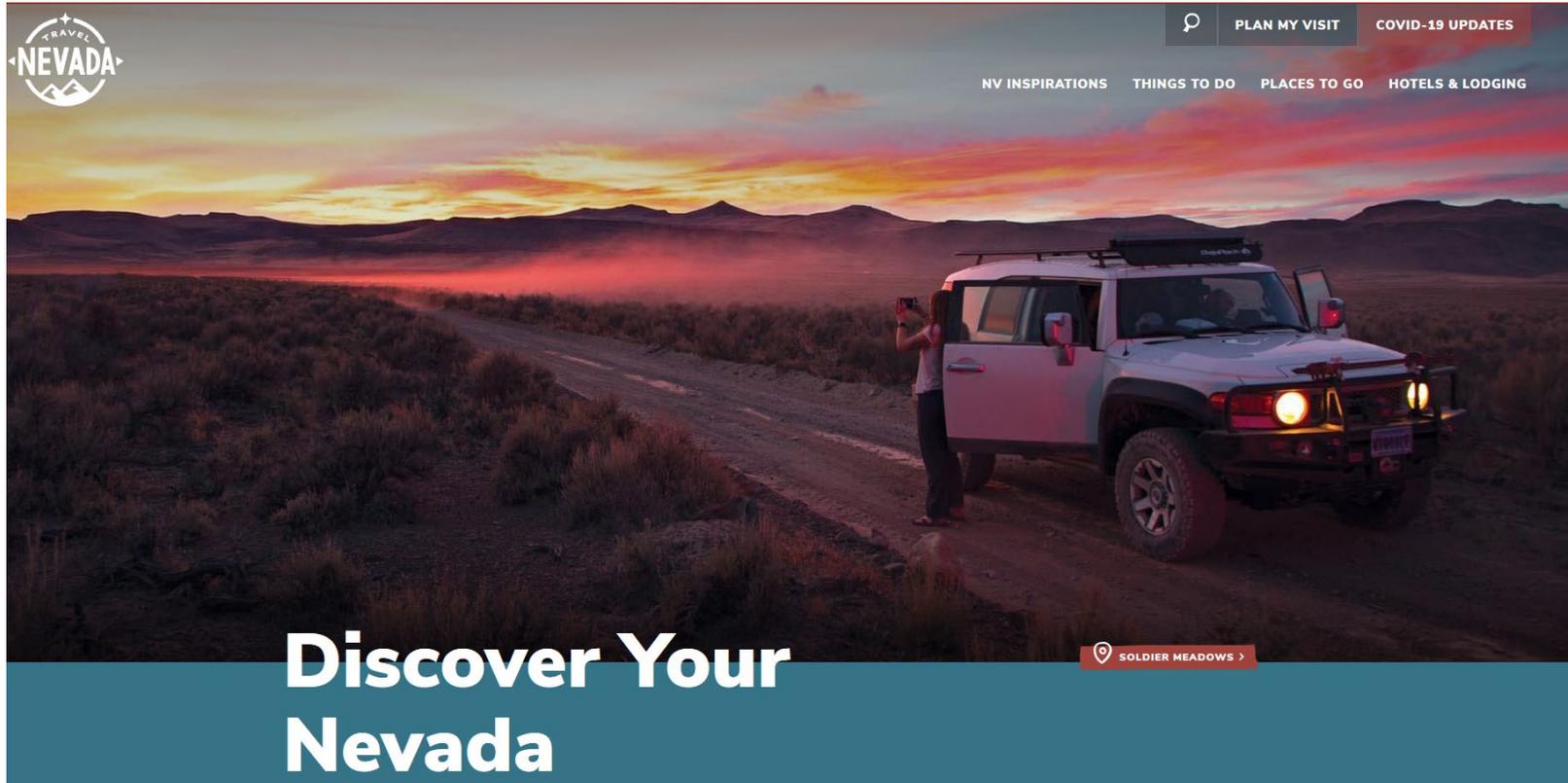
**TRAVEL NEVADA
MARKETING COMMITTEE UPDATE
OCTOBER 26, 2020**



DISCOVER YOUR NEVADA – Broadcast update



DISCOVER YOUR NEVADA – Website



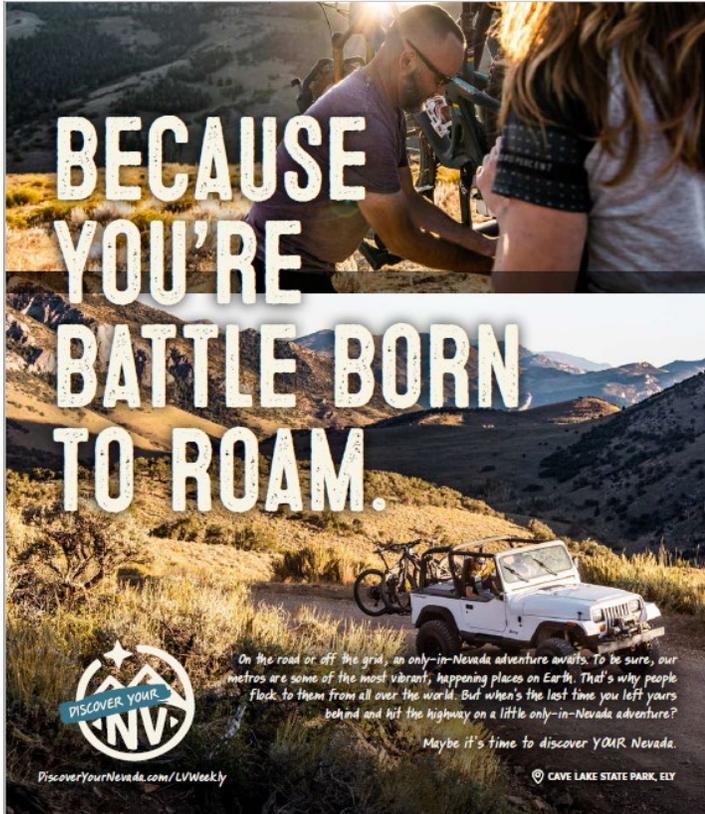
[DiscoverYourNevada.com](https://www.discoveryournevada.com)

- Featured itineraries
- Newsletter signup
- Deals
- Social Follows
- Activities
- Local links
- [DescubrasuNevada](https://www.descubrasunevada.com)

DISCOVER YOUR NEVADA – Digital ads reboot



DISCOVER YOUR NEVADA — Print ads update



BECAUSE YOU'RE BATTLE BORN TO ROAM.

On the road or off the grid, an only-in-Nevada adventure awaits. To be sure, our metros are some of the most vibrant, happening places on Earth. That's why people flock to them from all over the world. But when's the last time you left yours behind and hit the highway on a little only-in-Nevada adventure? Maybe it's time to discover YOUR Nevada.

DiscoverYourNevada.com/LVWeekly

CAVE LAKE STATE PARK, ELY

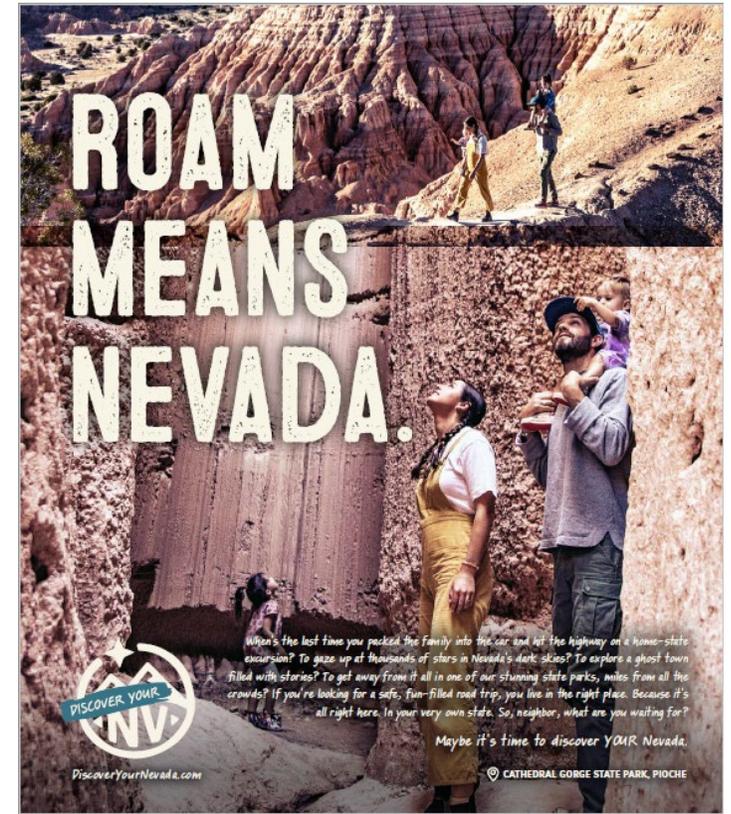


NEW FRONTIERS. YOUR OWN BACKYARD.

When was the last time you left your own backyard? Got away from it all in one of our stunning state parks, miles from all the crowds? If you're looking for a safe, fun-filled adventure, you live in the right place. Because it's all right here. In your very own state. So, neighbor, what are you waiting for? Maybe it's time to discover YOUR Nevada.

DiscoverYourNevada.com/LVWeekly

MOUNT CHARLESTON, SPRING MOUNTAINS NATIONAL RECREATION AREA



ROAM MEANS NEVADA.

When's the last time you packed the family into the car and hit the highway on a home-state excursion? To gaze up at thousands of stars in Nevada's dark skies? To explore a ghost town filled with stories? To get away from it all in one of our stunning state parks, miles from all the crowds? If you're looking for a safe, fun-filled road trip, you live in the right place. Because it's all right here. In your very own state. So, neighbor, what are you waiting for? Maybe it's time to discover YOUR Nevada.

DiscoverYourNevada.com

CATHEDRAL GORGE STATE PARK, PIOCHE

DISCOVER YOUR NEVADA



RENO GAZETTE-JOURNAL

- Insert to 22,000 RGJ subscribers
 - Featured road trips and safety messages/ stewardship
 - Included partner advertising
 - Overruns at visitor centers and distribution with Nevada News Group on Nevada Day
- Contest – 500,000 email subscribers
 - Included Pony Express Territory as contest sponsor, Virginia City, and Carson City
- Digital/paramount advertising
- Holiday wrap – Thanksgiving issue
- Added value : ~\$45,000

DISCOVER YOUR NEVADA



LAS VEGAS REVIEW JOURNAL

- Spadea to 80,000 LV-RJ subscribers
- Sponsored content: Park-Packed Weekend
- Digital advertising
- Contest upcoming with Las Vegas Territory
- Magazine – Holiday Guide
- Newspaper – Guide to the Holidays/Las Vegas Territory
- Pre-roll
- Homepage Takeover week of Thanksgiving
- Terrible's partnership
- Added value: ~\$15,000

DISCOVER YOUR NEVADA

20 LVN NATIVE CONTENT 10.22.20

SOUTHERN NEVADA'S SURPRISING AUTUMN ADVENTURES

Nevadans are blessed with a home state like no other—from natural wonders to man-made marvels, there are few places more special to call home. It's rich in history and ripe for adventure, and with Nevada that quickly approaching, there is no better time to get out and explore some of our state's wilder locales. Here is a list of fun and surprising fall adventures in Southern Nevada that may not be on your radar—yet.

HAUNTED HOTELS AND GHOST TOWNS
Whether you're an aspiring ghost hunter, a skeptic of the paranormal, or just looking for an eerie experience to get the Halloween mood, check out these notoriously haunted locations.

GOODSPRINGS GHOST TOWN AND THE PIONEER SALOON
Just 45 minutes from the Strip, the Pioneer Saloon is the oldest bar in Southern Nevada and is located in folklore. Enjoy a self-guided walking tour around the town before settling down at the Pioneer Saloon, where you can grab a burger and make catch a ghostly apparition.

THE OVERLAND HOTEL & SALOON (PICOCHE)
When you think of the Old West, Picoche may not come to mind, but it should. In 1870, the small mining town was the site of the first hydraulic mine, the site of 60% of all mercury in the state. Today, the Overland Hotel & Saloon is the location of several themed cafes, including a few removed by the hydraulic mine. It's and it has been the site of several and unexplained events. For more hauntings in Picoche, be sure to visit the Spirit Hill Cemetery.

REVOLTE GHOST TOWN
While Revolte isn't known for being haunted, it may well be the most interesting ghost town on the list. Don't miss the Caliente Steam Air Museum in Beatty, an eight-acre scenic hike park.

CLOWN HOTEL (TONOPAH)
Few images conjure fear like a remote desert motel filled with creepy clown figurines. Add a well-known haunting on the property and an actual cemetery next door, and you have all the elements of a truly chilling evening.

THE MIZPAH HOTEL (TONOPAH)
Renovated in recent years, the Old West style remains in this pioneer historic home. The Lady in Red, the Mizpah Hotel's resident ghostly dweller.

OUTDOOR ADVENTURES
Surrounded by world-class national parks, Southern Nevada is loaded with our outdoor recreation options. While we trust you're familiar with the big names, here are a few state parks off the beaten path that you have to see to believe.

CATHEDRAL GORGE (CALIENTE/PICOCHE)
The stunning views and experience of Cathedral Gorge State Park can only be found in Nevada. Thousands of years of geological activity have left the area with a labyrinth of seemingly never-ending slot canyons. Put this trip on your bucket list—there's nothing quite like it.

KERSHAW-RYAN (CALIENTE)
This lush, forest-like canyon offers beautiful and easy hikes. It's also a great spot to take kids.

BEAVER DAM (CALIENTE)
For a true get-away, Beaver Dam is one of the Silver State's most remote and quiet spots. With canyons, streams, waterfalls, forests and incredible trout fishing, this state park is a hidden gem.

FAMILY FUN TECHUTT/COURTNEY (NELSON)
Created in the name of Eldorado Canyon, the Techutt/Courtney area is another beautiful place to go. It's as scenic as it is relaxing. Get into some of Nevada's earliest mining history.

BLACK CANYON WATER TRAIL/COLORADO RIVER (ACCESS VIA BOULDER CITY)
There are several guided tours for the Black Canyon of the Colorado River, as well as the option for solo exploration. Bring or rent a kayak and hit the water along the way. You'll find beautiful beaches, pristine caves, hot springs, wildlife, and more.

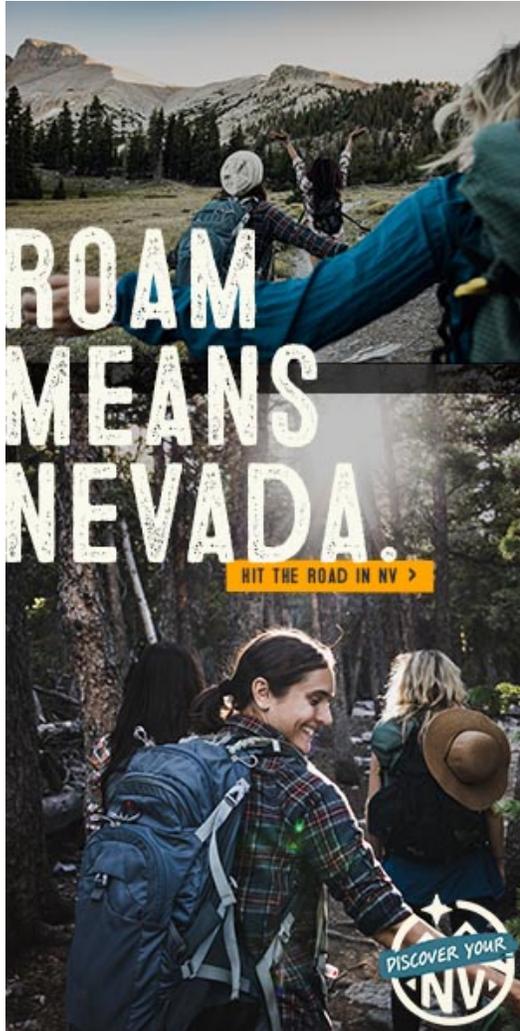
MAKE A TRIP OUT OF IT
Here in Boulder City for a river trip down the Colorado, head over to the Lake Mead Recreational Area. After checking into the Boulder Dam Hotel, a beautiful, classic hotel with some ghost stories of its own. The next day, hit the Techutt/Courtney area. Head out to Lewisville for more exploration. Be sure to stop at Campy, the ghost town just off Boulder City for one of the best Dole whip you've ever had.

10.22.20 21
CREATED AND PRESENTED BY TRAVEL NEVADA

LAS VEGAS SUN/ WEEKLY (GREENSPUN)

- Six print ads
- Two sponsored content (print/digital)
- Three “Weekly Fix” emails
- Las Vegas Sun website takeover
- Las Vegas Weekly Sliding billboard digital package
- Bounceback email offer and opt-ins
- Six Full Page Ads in Las Vegas Monthly
- Added value: ~\$45,000 value

DISCOVER YOUR NEVADA



OTHER LOCAL MEDIA

- Audio
 - Reno: Lotus, Cumulus, Reno Media Group, KUNR
 - Las Vegas: Beasley, Entercom, iHeart, Lotus
 - Hispanic in both markets: Lotus, La Tricolor, La Suevacita
- Video
 - Charter/Special Placements (Walking Dead, UNR Games)
 - KTVN – Exploring Our Backyard
- Print
 - Nevada News Group: Nevada Appeal, Record Courier, Tri-County, Lahontan Valley News
 - Pahrump Valley Times
 - Fallon Post
 - Elko Daily Free Post
 - Sierra Nevada Media Group
 - Edible Reno Tahoe
 - HOAs
- Digital
 - Local print news
 - Carson Now
 - This is Reno

DISCOVER YOUR NEVADA – Press Coverage

Travel Nevada launches new campaign to encourage in-state travel

by News 4 and FOX 11 Digital Team | Wednesday, September 16th 2020

AA



Discover Your Nevada

- [The Center Square](#)
- [KARNV](#)
- [The Mountain, Las Vegas](#)
- [KOH](#)
- Alice 96.5
- [KTVN](#)
- KARNV, DYN: aired 9/22 and 9/23 (No links)
- [KOZZ](#)
- [KDOT](#)

Dept. of Tourism and Cultural Affairs

- [KTVN - Exploring Nevada's Ghost Towns](#)
- KOH – Ghost Town Book
- KOLO – Ghost Town Book
- [KTVN – Suffrage Train Preview \(Nevada State Railroad Museum, Carson City\)](#)
- [KOLO – Suffrage Train Preview \(Nevada State Railroad Museum, Carson City\)](#)
- [KTVN – Suffrage Train Event \(Nevada State Railroad Museum, Carson City\)](#)
- [KTVN – Nevada State Museum Carson City Coin Press No. 1 special press of medallion](#)
- [KVVU Fox Las Vegas – Clint Brill exhibit at Lost City Museum](#)

DISCOVER YOUR NEVADA

HOME MEANS NEVADA FOR THE HOLIDAYS

Life may look and feel a little different this holiday season. However, lucky for us, Nevada won't. In fact, perhaps this year presents the perfect opportunity for an unforgettable right-here excursion. To stay "home" and venture out—safely—among some stunning Silver State scenery to make the kind of lifelong only-in-Nevada memories that your family will cherish. (Plus, of course, to snag a few made-in-Nevada goodies along the way.)

This year, give your family the gift of Nevada.

DISCOVER YOUR NV

DiscoverYourNevada.com/Holiday

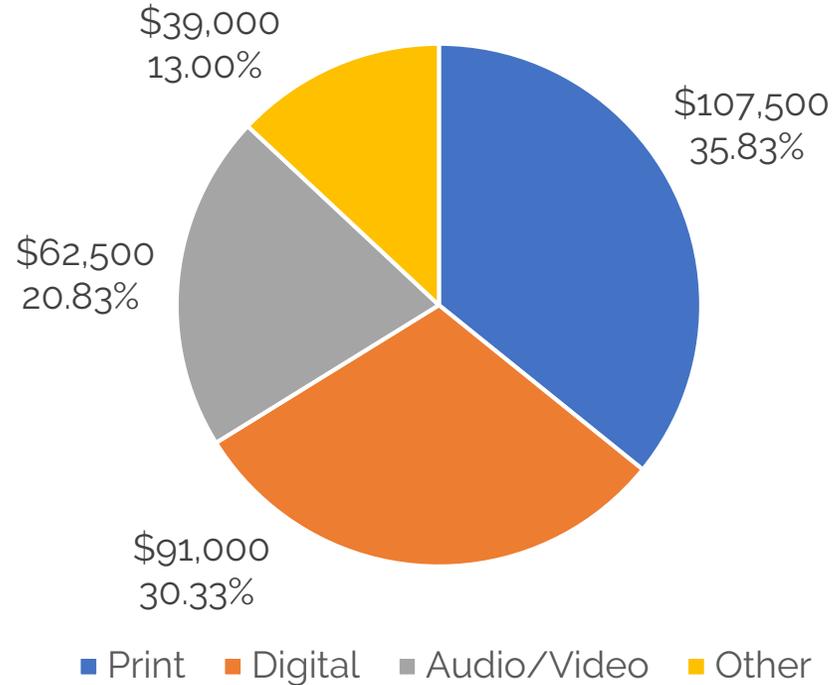
BLACK ROCK HOT SPRINGS, FEATURING MUDPOT NATURAL MUD MASK, FROM BLACKROCKMUD.COM

SEASONAL TRANSITION

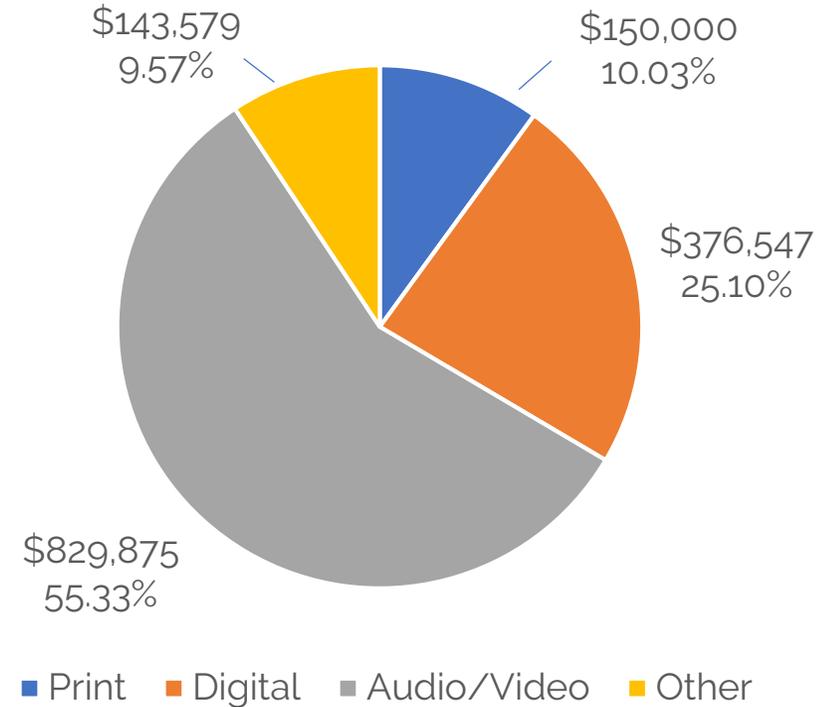
- Home Means Nevada For the Holidays
 - Packages
 - Gift Guide
 - Local Business inclusion
 - Winter activities
- Creative
 - Mask shoot
 - Winter shoot

DISCOVER YOUR NEVADA

Base Budget - \$300,000



Current Budget - \$1,500,000



- Print – includes newspaper, magazines, and digital enhancements for each
- Digital programs – includes search and social efforts as well as online travel agencies (OTA), and other online companies
- Audio/Video – includes full broadcast and online streaming for tv and radio
- Other – includes printed collateral and specialty items, as well as services and influencer hosting





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