

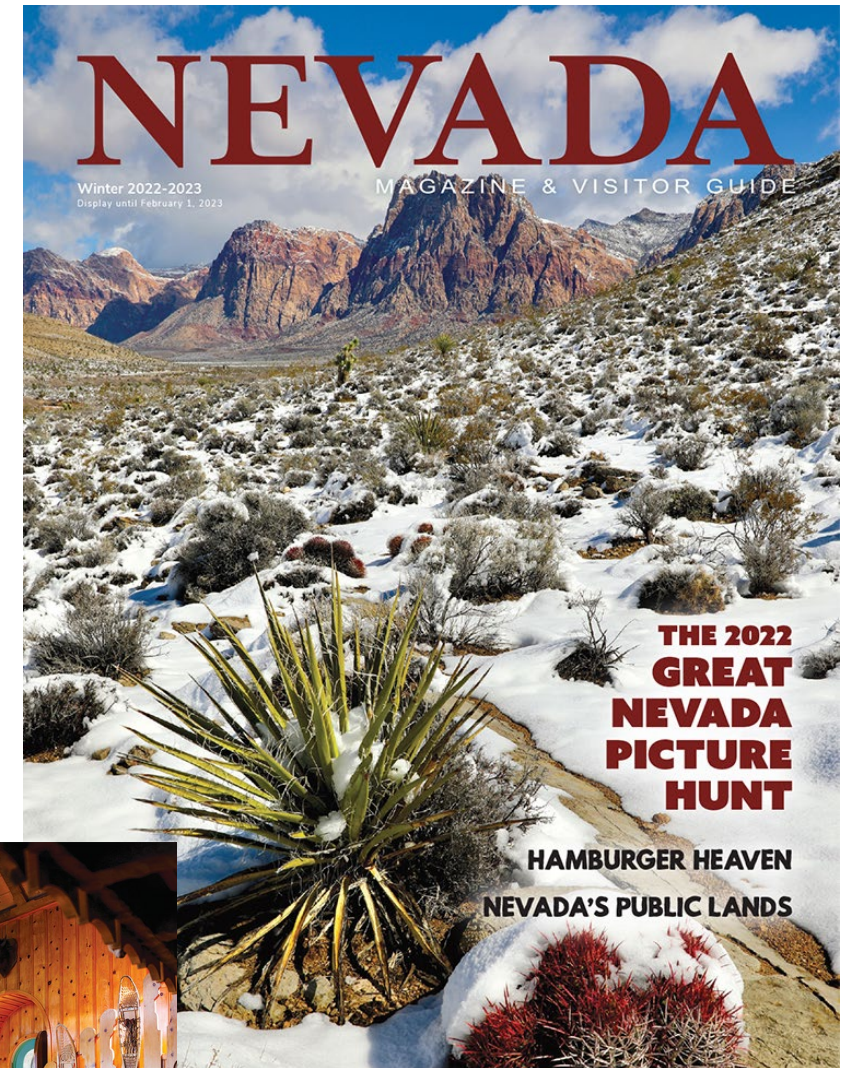


TRAVEL NEVADA
Q2 Report
October – December 2022



BRAND EVOLUTION: Highlights

- **Brand Refinement**
 - Surveyed staff and stakeholders as part of **brand development**
 - Released first wave of **bridge campaign** creative
- **Nevada Magazine & Visitor Guide**
 - **Continued** successful production of newly branded piece
 - Due to continued demand, **60,000 Winter issues** were produced, an **increase of 50%** over last year
 - Visited **Thunderbird Lodge** for Spring 2023 story on this landmark
 - Production staff traveled the state to gather assets for **Fall content** to be used in the publication and on TravelNevada.com
 - Other editorial coverage included **Austin, Boulder City, and Mesquite**



Upcoming in Q3 and beyond....

- Brand workshop
- New 2023-2025 State Map release
- Spring 2023 Magazine & Visitor Guide release Feb. 2023
- Summer 2023 release May 2023
- Concepting and testing creative
- New campaign in Fall 2023



DESTINATION DEVELOPMENT: Highlights

3D Program: Destination Development Demonstration

- 3D grant applications closed on **Oct 25**. Travel Nevada received **16 concept applications**.
- Travel Nevada convened the **3D Working Group**, made up of state and federal partners, to select six projects which were subsequently **approved** at the **Dec 8** commission meeting.
- **Friends of Black Rock High Rock, Lincoln County (LCAT)** and **White Pine County** were selected for the first cohort with kickoff meetings planned at the start of the new year.
- **Boulder City Chamber of Commerce, Nevada's Indian Territory**, and **Visit Carson City** applications were selected for second cohort, beginning in FY24.

3D Awardees, Cohort 1

- Black Rock High Rock
- Lincoln County (LCAT)
- White Pine County



3D Awardees, Cohort 2

- Boulder City Chamber of Commerce
- Nevada's Indian Territory
- Visit Carson City

DESTINATION DEVELOPMENT: Highlights

Friends of Black Rock High Rock

Objective

- **Enhance** adventure tourism in the National Conservation Area

Goals

- **Build** a Black Rock Country Welcome Center
- **Create** heritage tourism assets that lean into the area's unique and colorful history

Selection Rationale

- **Place-based concepts** focused on **improving quality of life** for both visitors and residents; **strong partnerships** with key organizations



DESTINATION DEVELOPMENT: Highlights

Lincoln County Authority of Tourism

Objective

- **Leverage** tourism to contribute to **economic sustainability** of the county by developing an **ongoing management plan**

Goals

- **Increase** community support for funding and technical assistance
- **Capitalize** on existing assets and **enhance/expand** tourism services, amenities, and wayfinding

Selection Rationale

- Presented a **clear vision** for tourism development that builds upon the pilot program; **solid support** from partner agencies with new players coming to the table



DESTINATION DEVELOPMENT: Highlights

White Pine County Tourism & Recreation

Objective

- **Enhance** and **unify** outdoor, arts and culture, and historical resources and products

Goals

- Be the **year-round basecamp** for outdoor recreation when exploring eastern Nevada
- **Create a thriving and connected community** – physically, culturally, socially – that presents a unified message that is supported and cross promoted

Selection Rationale

- **Strong inclusivity** of county-wide communities and assets; **diverse mix** of attractions and events



DESTINATION DEVELOPMENT: Highlights

Boulder City Chamber of Commerce

Objective

- **Develop** a hub and spoke model for the region from the upcoming **Boulder City Adventure Center**

Goals

- Be the **transportation hub** for visitors from Las Vegas to the region, that could be replicated elsewhere in NV
- Through **educational activities** at the Adventure Center, create new **outdoor experiences** for novice adventurers

Selection Rationale

- **Eco-tourism** focused; opportunity to **unify diverse assets** and product offerings; potential to **attract more outfitters** to the region





Nevada's Indian Territory

Objective

- **Develop** statewide eco-cultural tourism assets focused on environmental stewardship and cultural aspects of the **Great Basin Indigenous People**

Goals

- **Strengthen** cultural awareness and cultural identity
- **Establish** itineraries and tours representative of Great Basin Tribes

Selection Rationale

- State-wide effort to **unite all 28 tribes**; rich opportunity for **entrepreneurial activity**; purposeful alignment with **tribal-owned businesses**

Visit Carson City

Objective

- **Establish** a cultural corridor connecting **Carson City, Carson Valley** and **Virginia City's** cultural assets

Goals

- **Improve** visibility for arts and culture attractions, galleries, and studios
- **Create** opportunities to connect local artisans with visitors

Selection Rationale

- Great **regional collaboration** around arts & culture; opportunity to change the perception of the region



DESTINATION DEVELOPMENT: Looking ahead

Upcoming in Q3 and beyond...

- **Cohort 1** working on forming community-inclusive steering committees, stakeholder maps, and conducting a destination audit of their tourism assets
- **Quarterly meeting** with Destination Development Working Group on **Feb 17**
- Check-in meeting with **Cohort 2** on **Feb 23**
- **In-person meetings** and familiarization tours will be scheduled with **Better Destinations** and staff with **Cohort 1** in **March**
- Attending **Main Street Conference** in Boston Mar 27-29
 - Educational conference on community development and revitalization

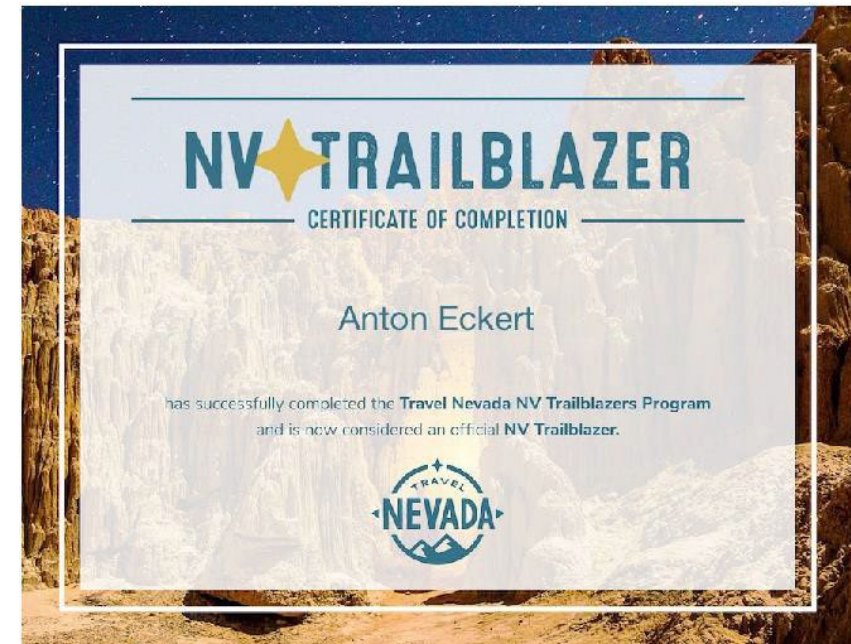


VISITOR EXPERIENCE: Battle Born Insiders

- Similar to **NV Trailblazers**, this training platform is being developed for **local tourism and hospitality employees**
- Chapters will include training materials on **Tourism Means More, Road Trips, Discover Your Nevada, and Recreate Responsibly**

Upcoming in Q3 and beyond...

- Finalize and release chapters for Battle Born Insiders
- Kickoff with selected communities for testing
- Widespread outreach throughout Nevada

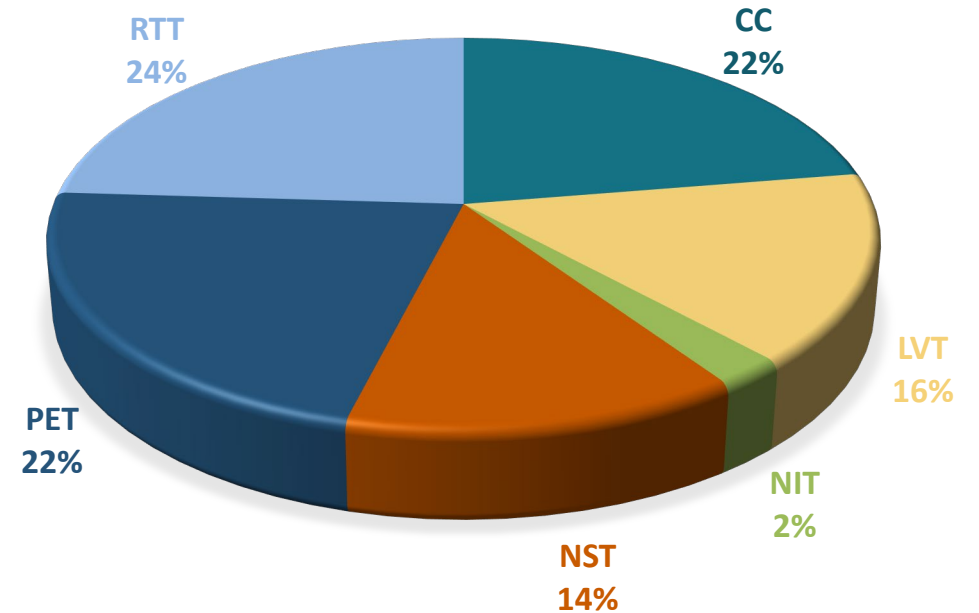


INDUSTRY RELATIONS: Rural Marketing Grants

- **Rural Marketing Grant** applications closed for Cycle 2 on Oct 14
 - **\$759K** in available funds; **\$824K** in requests
 - **23** applications; 20 recommended for awards
- Internal and TAC **application reviews** were submitted and **approved** at the Dec 8 Commission Meeting
- Remaining funds will be **reinvested** into **strategic planning** projects for territories

Territory	Total
Cowboy Country	\$150,500
Las Vegas Territory	\$105,308
NV's Indian Territory	\$15,608
NV Silver Trails	\$90,777
Pony Express Territory	\$147,662
Reno-Tahoe Territory	\$161,281
Total	\$671,136

CYCLE 2 BY TERRITORY



INDUSTRY RELATIONS: Looking ahead

Upcoming in Q3 and beyond...

- FY 2024 Rural Marketing Grants open **March 1 – Apr 28, 2023**
- **One grant cycle** in FY 2024 planned with mid-year check-ins in Jan 2024
- **\$1.5M** in available funds
 - **\$100K** will be used for Territory planning
- **Webinars** planned for FY23 Q3 with topics on:
 - Media buying, marketing opportunities, sliding scale for matching scheme, economic impact calculator, and how to use the Submittable platform
- **Tourism Day** at the Legislature, February 13
- **Rural Roundup** returns, **April 11-13**
 - Mesquite, Eureka Casino & Resort



DISCOVER YOUR NEVADA: Paid Media Highlights

- Promoted the popular “Nevada Pride Shopping Guide” to an in-state audience during the holiday shopping season
- Advertising outlets included USA Today eblasts, LV Weekly print and native promotion, Las Vegas Sun homepage takeover, and boosted social posts

NV Pride Shopping Guide Highlights:

Native Content

Pageviews	Time on Site
239	0:38

Email Inclusions

Sent to	Unique Opens	All Opens	Clicks
65,455	21,197	30,713	20

Homepage Takeover

Ad server impressions	Ad server clicks	Ad server CTR
45,937	72	0.16%



DISCOVER YOUR NEVADA: Paid Media Highlights

Supported in-state traffic through paid placements with **InPowered**.



Ad • Travel Nevada

Why These Nevada State Parks Have the Best Camping

Get in the know on some of our favorite places to stake your very own Nevada camping spot.

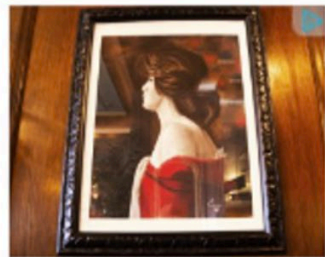


Ad • Travel Nevada

Check out these 9 Nevada Hot Spring Pairings

Read on for 9 Nevada hot spring pairings that you'll have a hard time refusing.

SPONSOR CONTENT ⓘ



Meet the Lady in Red: Nevada's Most Famous Ghost

■ SPONSOR CONTENT BY TRAVEL NEVADA

InPowered Takeaways

- Overall, there were **85 Next Action clicks** for the DYN campaign.
- Why the Mizpah was Voted the #1 Most Haunted Hotel had the highest number of clicks at **3K**.
- Meet the Lady in Red: Nevada's Most Famous Ghost kept our audience engaged the longest with an avg. engagement time of **over 1.75 minutes**.

Impressions	Clicks	CTR	Engagements
2,507,691	11,964	0.48%	5,056

DISCOVER YOUR NEVADA: Looking ahead

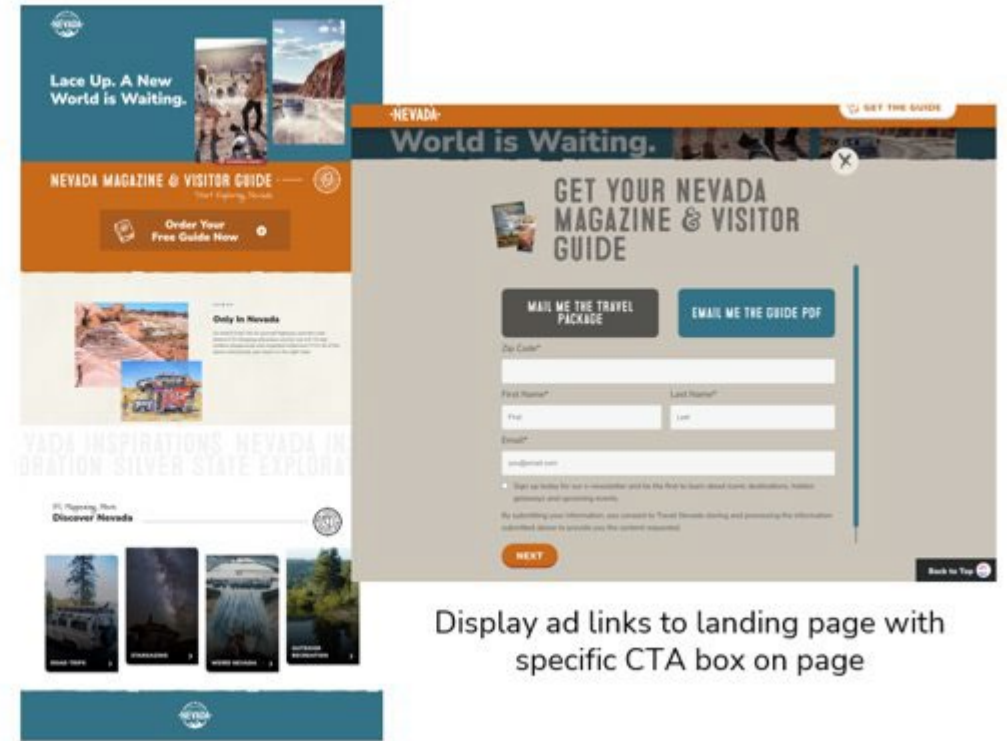
Upcoming in Q3 and beyond...

- **Develop always-on campaign** utilizing programmatic advertising, SEO and SEM paid search, social media marketing, YouTube advertising, etc.
- **Develop** content for **Spanish-speaking** audiences and media outreach
- **Expand** other **state agency partnerships** to reach multiple Nevada audiences
- Create itineraries geared towards different **adventure levels**, from the more casual adventurer to those highly skilled, including **specific itineraries** for families, seniors, solo travelers, etc.
- As part of partnership with PBS's **Wild Nevada**, create a video series titled "Discover Your Nevada Moments" to provide a **deeper look** into the history and wonders of Nevada
- Work with local influencers to **harness local perspectives**



DOMESTIC MARKET DEVELOPMENT: Paid Media

- With the **bridge campaign** continuing, Travel Nevada worked with creative and digital agencies to create campaign-specific **landing pages** for a seamless user experience
- The media plan for January through June 2023 was **approved** at the December Commission meeting



Display ad links to landing page with specific CTA box on page



WARNER BROS. DISCOVERY

priceline

lonely planet

SXM MEDIA



hulu



Booking.com

TRAVELZOO

((SiriusXM))

pandora



travelspike

DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights

Sunset

- Tactics consisted of **standard display, newsletters, eblasts, and custom social posts** that promoted custom content on Sunset.com
- Custom editorial placement generated more than **11,300 page views** while users spent an average of **1:12** viewing the content
- Social placements received more than **350 engagements** with **1.56% CTR**
- Newsletter and Eblasts had a nearly **40% open rate**
- Logo and banner clicks generated more than **4K**



Explore the Silver State's stunning, less-traveled corners with incredible journeys to suit every taste



Uncrowded wilderness within your reach at Cathedral Gorge and Beaver Dam State Parks

TRAVEL + ROAD TRIPS

The Best Road Trips Are Located Right in Nevada

Explore the state's stunning lesser-traveled corners with three incredible journeys to suit every taste.

Courtesy of Travel Nevada

Written by Sunset Magazine in Partnership with Travel Nevada

With travel back in full swing and everyone hitting the road, it's time to get out there and make the most of what this season has to offer. Luckily for us in the West, easy-to-get-to Nevada's wide open spaces, accessible wilderness, and welcoming backroad communities offer everything you would want for a memorable trip.

FAVORITE FINISHES

Sunset with Travel Nevada
Paid Partnership · 6d

The best road trips are located right in Nevada. Explore the state's stunning lesser-traveled corners with three incredible journeys to suit every taste.
<https://www.sunset.com/...nevada-road-trip-planner-off...>

18

2 Shares

Like Comment Share

DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights

inPowered

- Native ads, as part of always on strategy, **drive to content** on TravelNevada.com
- See *Why Nevada is the Desert Bighorn Sheep Capital* had the highest average engagement, at **58 seconds**
- See *Why Nevada is the Road Trip Capital of the USA* was the top performing article, generating **20K clicks and 4K engagements**

Adara

- Standard display, **targeting** specific audience segments
- Uses **first-party data** to specifically target those currently in the market for **travel**
- After ad exposure, there were **17,018 hotel searches** resulting in **993 bookings**
 - Bookings represent 1,853 total travelers and 2,194 room nights

Paid Post

▶ WHAT'S THIS?



Discover Nevada's 7 Must-See Scenic Byways

A Message from Travel Nevada

Nevada is the Road Trip Capital of the USA. And we've carved out 10 classic slices of the Silver State into official Nevada road trips.

[See More](#)

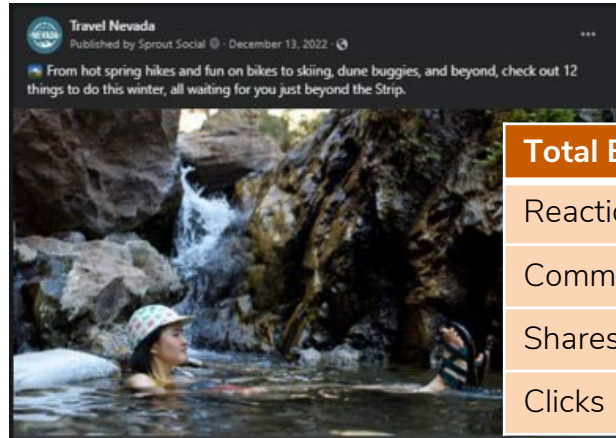
The collage displays multiple instances of the 'GIVE YOUR SOUL ROOM TO ROAM' campaign across different publications and formats. Key elements include:

- San Francisco Chronicle:** A dark header with navigation links (Subscribe, Sign In) and a banner for the campaign.
- THE SACRAMENTO BEE:** A white header with a large portrait of a man and a smaller campaign banner on the right.
- Los Angeles Times:** A white header with a large campaign banner and a smaller one on the right.
- Travel Section:** A dark header with 'Travel' in large white text and 'More Sections' below it.
- Small Ad Units:** Various smaller images and text blocks, including a 'Head to Joshua Tree to buy these native plants before' headline and a 'NEVADA' logo.

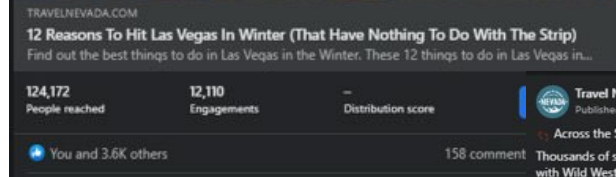
DOMESTIC MARKET DEVELOPMENT: Social Media

Our organic engagement continues to grow.

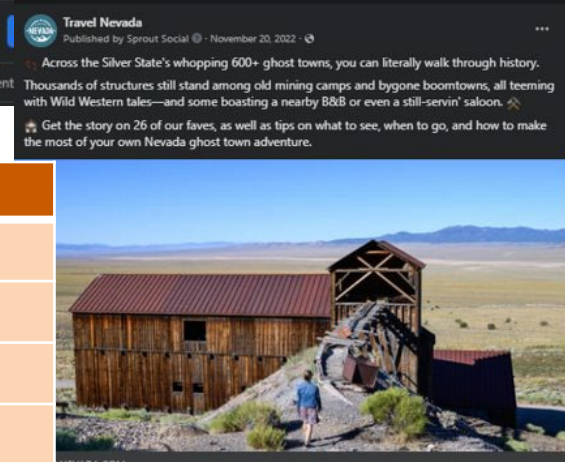
- Below are some of our top engaged posts from Facebook and Instagram:



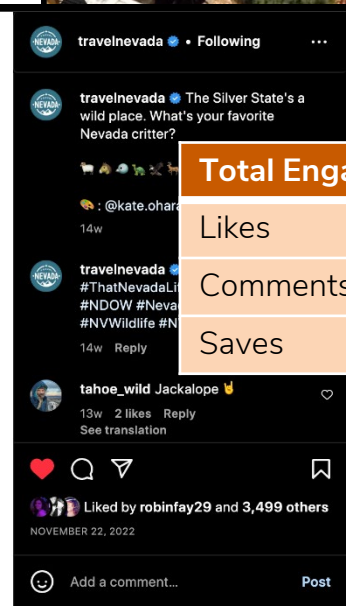
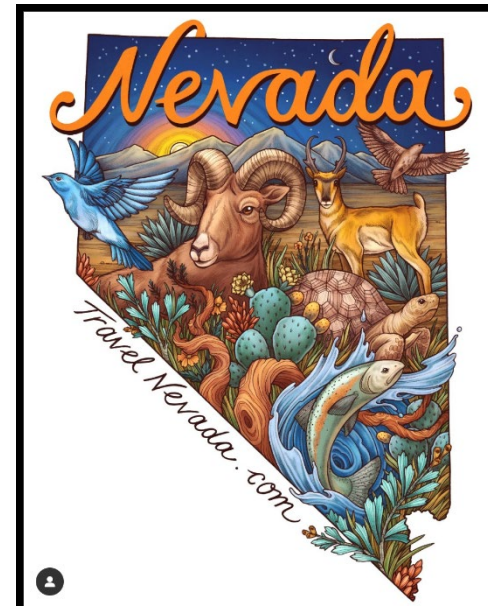
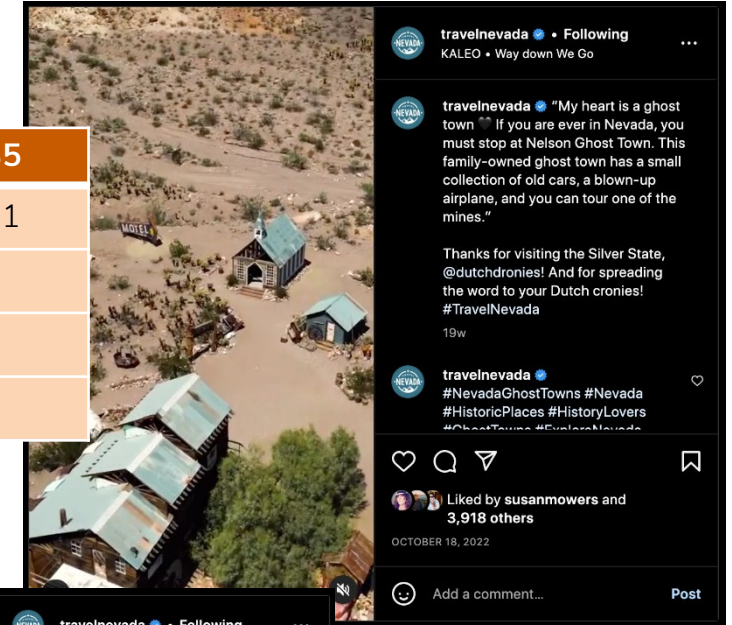
Total Engagements	12,082
Reactions	3,785
Comments	164
Shares	390
Clicks	4,836



Total Engagements	10,702
Reactions	4,744
Comments	365
Shares	596
Clicks	2,703




Total Engagements	5,035
Likes	3,911
Comments	98
Shares	550
Saves	468




Total Engagements	3,760
Likes	3,502
Comments	92
Saves	166

DOMESTIC MARKET DEVELOPMENT: Social Media

 **Travel Nevada**
Sponsored · 🌐

🔥 In Nevada, "swimsuit season" just means every season, thanks to some seriously soak-tacular hot spring resorts.

Get our hot tips for action-packed day trips featuring steamy dips. 🌊



travelnevada.com
4 Nevada Hot Spring Day Trips that Clearly Hold Water | NV Hot Springs

👍❤️😬 Ernesto ... 102 comments 214 shares

👍 Like 💬 Comment ➦ Share

 **Travel Nevada**
Sponsored · 🌐

👻 Spooky season is here! From famous ghosts to haunted museums, discover where to get in touch with the more spook-tacular side of Nevada's past. 🐼



travelnevada.com
13 Ways to Creep into Nevada's Haunted History

👍😬😬 Crystal K... 86 comments 412 shares

👍 Like 💬 Comment ➦ Share

 **Travel Nevada**
Sponsored · 🌐

🤪 Southern Nevada is a lot of things—including gloriously weird.

If you're the kind of traveler who feels no trip is complete without saying, "Well, THAT was a little odd!" then we've got your next eccentric adventure covered with this lineup of must-experience #WeirdNevada wonders in and around Las Vegas.



travelnevada.com
Weird Nevada: Oddball Attractions In and Around Las Vegas

👍❤️😬 Jose M... 114 comments 303 shares

👍 Like 💬 Comment ➦ Share

 **Travel Nevada**
Sponsored · 🌐

🏔️ From hot spring hikes and fun on bikes to skiing, dune buggies, and beyond, check out 12 things to do this winter, all waiting for you just beyond the Strip.



travelnevada.com
12 Reasons To Hit Las Vegas In Winter (That Have Nothing To Do With The Strip)

👍❤️😬 Randy ... 158 comments 384 shares

👍 Like 💬 Comment ➦ Share

Throughout Q2, organic posts were boosted to further reach Nevada's target audience


- October was the top performing month overall, generating **10K clicks & 35K page engagements.**
- Hot Springs was a top performer, having the most clicks out of all October posts at **3,914.**
- Haunted History was also a top performer, bringing in the most page engagements at **10,159.**

DOMESTIC MARKET DEVELOPMENT: Social Media

Visitor Guide Leads

 **Travel Nevada**
Sponsored · 🌐

Plan an adventure your family will remember forever. Get your free Nevada visitor guide today!



FORM ON FACEBOOK
Download our free guide

Sign up

 **Travel Nevada**
Sponsored · 🌐


Plan a Nevada vacation to experience ghosts & ghost towns, outdoor art, stargazing, recreation and more. Get the guide.




FORM ON FACEBOOK
Download our free guide

Sign up

Newsletter Leads


 **Travel Nevada**
Sponsored · 🌐

Ghosts & ghost towns. Outdoor art. Trails, dunes & hot springs. Get the inside scoop on Nevada — sign up for our newsletter.

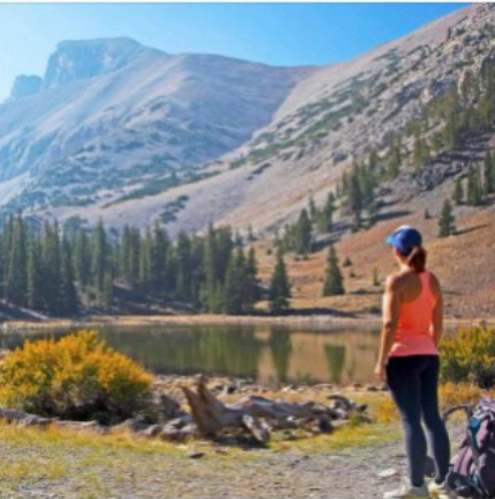


FORM ON FACEBOOK
Add some NV to your inbox

SIGN UP

 **Travel Nevada**
Sponsored · 🌐

Unique places to stay. Unexpected experiences. Unexplored horizons. Explore Nevada's best-kept secrets in our newsletter.



FORM ON FACEBOOK
Sign up and discover NV


SIGN UP

- Lead-generation promotion continued on Meta (Facebook) for Visitor Guide requests and e-newsletter signups
- The Q2 Meta Lead Generation campaign generated **2,376 leads**

- Our Target Audience was more likely to engage with (and complete) the **Newsletter ad**
- **Visitor Guide ad** performance was not far behind

DOMESTIC MARKET DEVELOPMENT: Newsletter

View in browser



Count Your Cornucopia!

The Silver State's Tastiest Plates

Comfort-food season is here!

Whether you're taking a winter road trip or simply traveling for the holidays, it's one of the most delicious times of the year to cafe-crawl, eaton-hop, and taste-four your way around our flavor-packed state.

From hearty Basque family feasts to over-the-top sweet treats (and plenty in between) help yourself to our roundup of some of the Silver State's signature eats — and, of course, drinks 🍷 — as well as where to find 'em all.

[LET'S DIG IN](#)

Middlegate Monster

This multi-pound beast lurks at 1890-built Middlegate Station, a real deal "legionnaire Saloon" on the Loneliest Road in America. Slay it all and both a t-shirt and bragging rights are yours forever.

[LEARN MORE +](#)

Picon Punch

"One's plenty, two's too much and three's... not enough!" This boozy-than-bitter-than-sweet amber liqueur-based cocktail is both a Basque joint staple and our officially unofficial state drink.

[LISTEN TO OUR PODCAST +](#)


Journey before DESTINATION

[VIEW ROAD TRIPS](#)

Ready to start planning?

[GET YOUR GUIDE >](#)

View in browser



Happy Birthday to the Silver State

Celebrate Nevada Day!

Don't get us wrong: Halloween is awesome and the Silver State definitely comes out in force for Spooky Season. (More on that next time!) But for us Nevadans, October 31 means something bigger...

That's because, back in 1864, that's when Nevada was officially welcomed into the Union — setting the stage for us to combine two reasons to get festive into one weekend: 156 years later, Highball it to Carson City on the weekend of October 29-30 to discover dozens of ways to show off your state pride.

From live bands to block parties, chili feeds to fire-blasting art cars, beard contests to the Single-Jack Rock Drilling World Championships, one seriously massive parade, and more, there's something for everyone at the biggest, best state birthday bash in the nation.

[JOIN THE PARTY](#)

Legendary Nevadans

From Wild West gunmen and mining-era millionaires to Mark Twain and Howard Hughes, come face-to-face with the larger-than-life personalities who helped shape Nevada's own.

[MEET THEM HERE +](#)

NV Historical Sites

There's no better way to get into Nevada's wild, unusual past than to walk through it yourself. Get the lowdown on fascinating historical sites all over the Silver State.

[PLAN YOUR WALK +](#)

Journey before DESTINATION

[VIEW ROAD TRIPS](#)

Out-of-State

Month	Email Theme	Lists	Sent	Total Opens	Click Rate	CTR	Unsubscribe Rate (%)
October	Wildlife	Out-of-State	45,468	15.7%	2.45%	15.6%	0.38%
November	Quarterly Visitor Guide	Out-of-State	46,073	16.67%	4.53%	27.2%	0.34%
November	Hot Springs	Out-of-State	46,586	16.74%	2.85%	17%	0.4%
November	No Zip	No Zip List Segment	1,061	13.01%	1.79%	13.8%	0.28%
December	Signature Dishes	Out-of-State	47,491	16.08%	1.89%	11.8%	0.4%

In-State

Month	Email Theme	Lists	Sent	Total Opens	Click Rate	CTR	Unsubscribe Rate (%)
October	Nevada Day	In State	16,734	19.86%	3.72%	18.7%	0.14%
November	Quarterly Visitor Guide	In State	17,020	22.42%	9.4%	41.9%	0.16%
November	Hot Springs	In State	17,191	21.68%	6.05%	27.9%	0.26%
December	Signature Dishes	In State	17,415	19.59%	4.58%	23.4%	0.18%

DOMESTIC MARKET DEVELOPMENT: TravelNevada.com



- TravelNevada.com continues to perform well, with many goals **on track** or **exceeding pace**
- **Optimizations** are in progress for metrics not on pace
- **UX improvements** began, based on web usability study findings
- **GA4** was implemented **ahead of** Google's schedule

Main KPIs

KPI	FY to Date (Q2)	YoY Change	% to Goal	FY Goal Targets
Partner Referrals	114,645	+72.0	50.95%	225,000
Newsletter Signups	13,392	+84.6%	53.57%	25,000
Visitor Guide Downloads/Views	26,925	-30.6%	37.92%	71,000

Supporting Metrics

KPI	FY to Date (Q2)	YoY Change	% to Goal	FY Goal Targets
Rural Pageviews	819,834	+20.5%	49.69%	1,650,00
Page Conversions (SEM + YouTube)	30,084	-14.5%	29.79%	101,000
Nevada Traffic	396,397	-27.8%	33.03%	1,200,00
Visitors with 10+ min sessions	67,392	-0.5%	44.93%	150,000
Visitors with 5+ pages/session	67,399	+17.1%	217.46%	30,994

DOMESTIC MARKET DEVELOPMENT: Media Fams

- In October, Taylor McIntyre, a visual editor at **TripSavvy**, visited the **Neon to Nature Road Trip** to refresh the outlet's information about the area. During the trip, she also covered **Boulder City**, which will result in new coverage for the destination.
- Also this fall, Valerie Stimac, freelance journalist for **Valerie & Valise** and **Space Tourism Guide**, explored the **E.T. Highway**. The FAM resulted in a five placements total.



As a travel writer, I'm perhaps not supposed to have favorites. But the more I explore Nevada, the more it becomes one of my favorite places – and it's especially great for those activities surrounding the night sky: there are almost countless great places for stargazing.

You see, Nevada is among the ten least densely-populated states, and the vast majority (3.14 million) live in the Las Vegas metropolitan area (2.8 million). This means that the generally speaking – quite empty and has limited light pollution to interfere with the stars.



The 13 Best Things to Do in Baker: Gateway to Great Basin

November 23, 2022 / No Comments

My blog posts likely contain affiliate links, including for the Amazon Associates program. If you click, book, or buy from one of these links, I may earn a commission. Read more in my Privacy Policy.

There's something special about those towns that find themselves in the shadow of a national park. Think of Bar Harbor in Maine – Gateway to Acadia – or Seward in Alaska – Gateway to Kenai Fjords. To be a small town with a big attraction is tough; it's easy to transform into a place that loses the character that made it special in the first place. Baker, Nevada, is one of those places too; it's both the "Gateway to Great Basin National Park" while trying to stick to its Silver State heritage as a rural community in Nevada.

I've visited Baker and Great Basin National Park twice in the past few years: once at the beginning of the season in May 2021 as part of our cross-country move from California to Ohio, and again at the end of the season in October 2022. Both trips gave me an opportunity to experience a lot of what the national park has to offer – as well as to discover what things to do in Baker in addition to visiting the park.



FEATURED, SPACE ON EARTH

How to Drive the Extraterrestrial Highway in Nevada

January 14, 2023

There are a lot of great road trips across America, but there's only one that seems specifically designed for fans of space and astrotourists like us: the Extraterrestrial Highway.

Whether you believe that alien life exists (obviously), are sure that they've visited us on earth (questionable, but let's talk), or just need a change of scenery and have never explored Nevada before, the Extraterrestrial Highway is a great road trip for fans of space. Even if you don't spot any UFOs, the skies above this route are also perfect for stargazing.





DOMESTIC MARKET DEVELOPMENT: Big Earned Media Hits

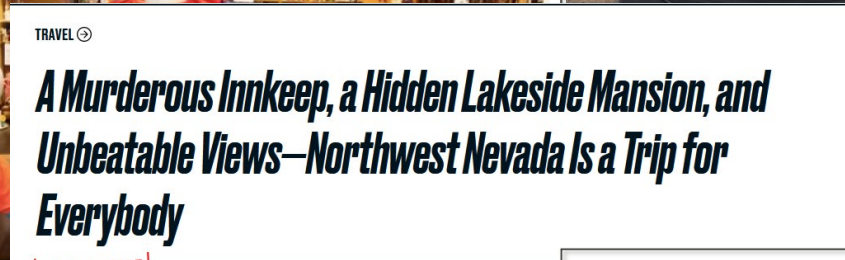
Earned media placements continue to exceed goals, with **six** additional pieces of coverage on the **Top 100** list, which is a **60% increase** over last FY.

Coverage included:

- Thrillist – [This Fifth-Generation Ranch in Nevada is Making Some of America’s Best Whiskey](#)
- AFAR – [The Underrated States of America](#)
- Travel + Leisure – [The 50 Best Places to Travel in 2023](#)
- Thrillist – [Haunted Places Near Las Vegas to Totally Creep You Out](#)
- The Daily Beast – [Northwest Nevada is a Trip for Everybody](#)
- Travel + Leisure – [Best Museums in the U.S.](#)



Clown Motel | Travel Nevada

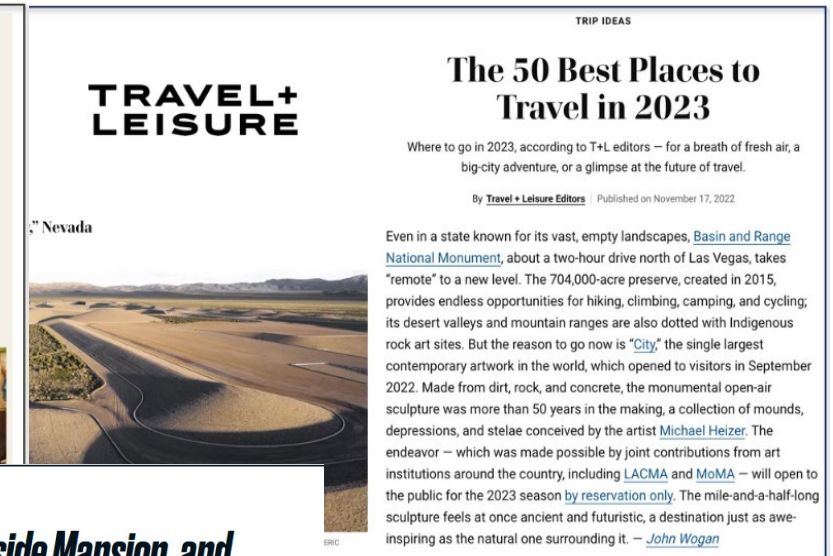


TRAVEL ☺

A Murderous Innkeep, a Hidden Lakeside Mansion, and Unbeatable Views—Northwest Nevada Is a Trip for Everybody

| SWEET ESCAPE |

It could be the colorful history or it could be the spectacular landscape, but this slice of Nevada is a trip for everybody.



TRIP IDEAS

The 50 Best Places to Travel in 2023

Where to go in 2023, according to T+L editors — for a breath of fresh air, a big-city adventure, or a glimpse at the future of travel.

By [Travel + Leisure Editors](#) | Published on November 17, 2022

Even in a state known for its vast, empty landscapes, [Basin and Range National Monument](#), about a two-hour drive north of Las Vegas, takes “remote” to a new level. The 704,000-acre preserve, created in 2015, provides endless opportunities for hiking, climbing, camping, and cycling; its desert valleys and mountain ranges are also dotted with Indigenous rock art sites. But the reason to go now is “City,” the single largest contemporary artwork in the world, which opened to visitors in September 2022. Made from dirt, rock, and concrete, the monumental open-air sculpture was more than 50 years in the making, a collection of mounds, depressions, and stelae conceived by the artist [Michael Heizer](#). The endeavor — which was made possible by joint contributions from art institutions around the country, including [LACMA](#) and [MoMA](#) — will open to the public for the 2023 season [by reservation only](#). The mile-and-a-half-long sculpture feels at once ancient and futuristic, a destination just as awe-inspiring as the natural one surrounding it. — [John Wogan](#)



TRAVEL INSPIRATION - WHERE TO TRAVEL NEXT

AFAR

The Underrated States of America

The '90s called and it wants its New Jersey jokes back.

BY ASHLEA HALPERN
October 21, 2022

Nevada

How many tourists travel to Las Vegas and never get off the Strip, let alone leave city limits? Those who do might make it to [Red Rock Canyon](#), [Death Valley National Park](#), [Hoover Dam](#), [Lake Mead](#), or the surreal [Valley of Fire State Park](#). All worthwhile destinations for sure, but Nevada is the seventh-largest state in the nation, covering some 110,000 square miles. There's a lot to see here.

Let's start with Reno and its umsung food scene: [Perenn Bakery](#) is a go-to for breakfast plates (try the egg soufflé with bacon jam on a housemade croissant); [Estrella](#) for mezzal and street tacos piled high with regionally sourced, farm-fresh ingredients; and [Rice Box Kitchen](#) for that staples like [khaos soi gai](#) (a coconut curry egg noodle soup popular in the North) and an all-you-can-eat shabu-shabu experience. The best way to close out a DIY food tour is with an inventive cocktail at the [Emerson](#). The Stardust, ginned up with Japanese Roku, yuzu liqueur, and Junmai Ginjo sake, makes a swell nightcap.

DOMESTIC MARKET DEVELOPMENT: Tradeshows

- **Texas Sales Mission**

- Joint event with LVCVA and RSCVA
- **October 2-7, 2022**
- **Dallas, Houston, and Austin**
- **Five partners** registered under Travel Nevada
 - RSCVA, Reno-Tahoe Territory, Atlantis Casino Resort Spa, Las Vegas Territory, City of Fallon
- **Six Las Vegas hotels** also participated
- **490 attendees** across three cities

- **NTA Summit and FAM Tour**

- November 13-16, 2022 in **Reno**
- **600+ attendees**, **55 1x1 appointments** with operators
- Travel Nevada **co-hosted** Welcome Reception
- Pre-conference FAM tour with **11 receptive operators** through **Cowboy Country**



DOMESTIC MARKET DEVELOPMENT: Looking ahead

Industry Development

- **International Inbound Travel Association (IITA) Summit – San Diego**
 - February 12-15
 - Connects inbound operators and receptives with U.S. suppliers
- **Go West Summit – Anchorage**
 - February 26 – March 2
 - Opportunity to meet with domestic and international tour operators to design, develop and maintain American West Tourism products
- **Southeast Joint Mission – Miami, Atlanta, Charlotte**
 - March 6-10
 - Co-host with LVCVA and RSCVA
- **SoCal Joint Event – Los Angeles**
 - March 22
 - Co-hosted with LVCVA, Las Vegas Territory and Spirit Airlines
 - In conjunction with Media event

Marketing

- **2023 Media Buy execution**
 - Host National Geographic at Cowboy Poetry
 - Develop new OTA landing pages (seasonal)
 - Execute content partnerships
 - Launch media landing pages (TN.com)
- **2024 Media Buy planning**
 - Facilitate inter-agency coordination
 - Research new market/audience strategy
 - Approval at June Commission meeting
- **TravelNevada.com**
 - Add SSO (Single Sign-On) and Favoriting
 - Improve UX
 - Develop itinerary content specific to adventure level and demographics
- **Social Media**
 - Include more Instagram Reels
- **Newsletters**
 - Continue to A/B test and optimize

Public Relations

- **Press releases/pitches**
 - Uncommon overnights
 - National Plan for Vacation Day (Jan)
 - Travel & Tourism Week (May)
- **Sub-campaigns**
 - Catalog of Curiosities
 - Top 100 media inspiration for “Weird Nevada” experiences
- **FAMs**
 - Cowboy Poetry
 - Five confirmed media from Top 100 list
 - Influencer fam
 - Focus on authentic video content
- **Los Angeles Media Mission and Event**
 - Outdoors/dark skies focus
 - At least 10 partners participating
 - In conjunction with InDe event

INTERNATIONAL MARKET DEVELOPMENT: NV Trailblazers

- **Training platform** for tour operators, wholesalers, agents and receptives
- Launched in **September 2022**
- **Spanish** version went live in **December 2022**
- 348 registered and 108 certified as of end of Q2
 - **Increase** of 49% registered over last quarter
 - **Increase** of 48% certified over last quarter
 - **Completion rate** currently ~31%
 - **Goal** completion rate is 85%
- **Promotion** of program begins in Q3



<https://travpro-nevada.netlify.app/main>

INTERNATIONAL MARKET DEVELOPMENT: Trade FAM

- First post-COVID Mega FAM **Nov 14-20**
- **17 buyers** from Australia, Germany, Mexico & UK from American Airlines, Flight Centre, Gold Medal, Virgin Atlantic, CRD Touristik GMBH, and NAO Travel Collection
- FAM trip covered **Las Vegas & Neon to Nature** itinerary, followed by **Great Basin Highway and ET Highway**
- Focus on **outdoor recreation and parks**: Valley of Fire, Cathedral Gorge, Ward Charcoal Ovens, Kershaw Ryan, and Great Basin National Park
- Stops in **rural destinations** – Mesquite, Pioche, Ely, Rachel, and Boulder City
- For some participants, this FAM was their first post-COVID FAM, which puts **Nevada as a leader** in international efforts



INTERNATIONAL MARKET DEVELOPMENT: Mexico Mission

- Travel Nevada-led **Mexico Mission**
- **Oct 17-21, 2022**
- **Secondary markets** – Guadalajara, Leon, Querétaro
- Partners registered: Reno-Tahoe Territory, Las Vegas Territory, City of Fallon, Reno-Sparks Convention & Visitors Authority, Caesars Entertainment, Red Lion Consulting, TROTA receptive
- Mission focused on **building product** and **destination awareness** for holiday bookings
- Met a collective **128 contacts** at 1x1 travel trade meetings and extensive networking events
- Consumer media interviews were conducted and aired on **Televisa**, a national TV channel for Mexico & Latin America



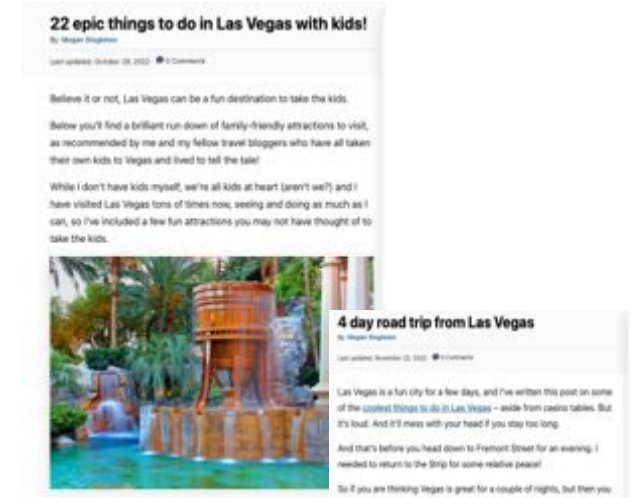
INTERNATIONAL MARKET DEVELOPMENT: Earned Media, UK and Australia

United Kingdom:

- Hosted a five-person press trip from Las Vegas to Great Basin National Park
- Coverage so far:
 - [LoveEXPLORING](#)
 - Circulation: 350,000
 - [Nevada's Most Beautiful Sights and Attractions](#)
 - Circulation: 3,024,868
 - [The Sun: UFOs, Aliens, and Ghostly Cowboys](#)
 - Circulation: 1,013,777

Australia:

- Hosted journalist Megan Singleton on the Neon to Nature Road Trip
 - Impressions: 589,000



Road tripping in Nevada on America's 'loneliest road'



Journey along US Route 50 in Nevada – nicknamed 'America's loneliest road' – and you'll discover spectacular natural wonders, Wild West history and close encounters of the third kind...



INTERNATIONAL MARKET DEVELOPMENT: Earned Media, Germany

Reisen



- **Freelance Journalist and Radio Broadcaster, Tom Noga** drove the **Loneliest Road in America**
 - In Q2, Tom has produced two radio shows:
 - [USA: Highway-Geschichten zu den Midterms - WDR 5 Neugier genügt - Das Feature - WDR 5 - Podcasts und Audios - Mediathek - WDR](#)
 - Impressions: 850,000
 - [Highway 50: Die einsamste Straße Amerikas | Breitengrad | Bayern 2 | Radio | BR.de](#)
 - Impressions: 580,000
 - Note: two additional shows forthcoming
- **Influencer [Elisa Deustchmann](#)** took an RV trip around **southern Nevada**
- Our German office also hosted a five-person media trip including:
 - Reisen: 95,000 circulation
 - Tagesspiegel: 380,000 daily readers and 10.5 million web visitors
 - Augsburgener Allgemeine: 730,000 daily readers and around 20 million web visitors
 - Süddeutsche Zeitung: 1.28 million daily readers and 70 million web visitors
 - Connoisseur Circle: 81,000 circulation

INTERNATIONAL MARKET DEVELOPMENT: Looking ahead



Coming in Q3 and beyond...

- **Staggered RFPs for international offices**
 - Australia and Canada RFPs
 - Contracts to start April 2023-June 2024 (1 year, 3 mo)
 - UK and Germany RFPs
 - Contracts to start July 2023-June 2025 (2 years)
- **Visit USA Australia Mission and International Media Marketplace**
 - February 20-24 in Sydney, Melbourne, Brisbane
- **Travel Nevada-led Canada Mission**
 - March 15-21 in Toronto, Calgary and Edmonton
- **Planning for IPW 2023 – San Antonio, TX**
 - Partners participating – Reno-Sparks CVA, Visit Carson City, Elko CVA, North Lake Tahoe

TRAVEL NEVADA: Q2 Initiatives - Completed

Brand Evolution

- Brand values surveys ✓
- Bridge campaign release ✓
- Brand workshop (Jan) ✓

Destination Development

- Review 3D concept applications ✓
- Convene working group for recommendations ✓
- Select six destinations for implementation ✓

Visitor Experience

- Develop chapters in Battle Born Insiders program (in-progress)

Industry Relations

- Evaluate grant applications ✓
- Award rural grants ✓

Discover Your Nevada

- Promote Fall travel opportunities ✓
- Promote Nevada Pride Shopping Guide ✓

Domestic Market Development

- Extend bridge campaign, continue in new markets ✓
- Connect Marketplace (Aug) ✓
- Connect RTO Summit (Oct) ✓
- Joint TX Sales Mission (Oct) ✓
- NTA Summit & FAM (Nov) ✓

International Market Development

- Mexico Mission (Oct) ✓
- International Trade FAM (Nov) ✓
- Canada & Germany Media FAM ✓
- UK & Germany Group Press trips ✓

TRAVEL NEVADA: Q3+ Initiatives - Upcoming

Brand Evolution

- Brand positioning testing
- Concept development and refinement
- New campaign in Fall 2023

Destination Development

- Steering committee meetings for Cohort 1
- Cohort 1 site visits and community events
- Continued research and gap analysis for Cohort 1 destinations
- Cohort 2 kickoffs

Visitor Experience

- Develop brand ambassador trainings

Industry Relations

- Conduct TAC strategy sessions
- Work with 2023 grant awardees
- Rural Roundup 2023

Discover Your Nevada

- Launch new website itineraries
- Promote spring/summer travel
- Develop FY24 campaign

Domestic Market Development

- Launch 2023 half-year paid media campaign
- Top 100 Fams
- Develop FY24 campaign

International Market Development

- Release and award contracts in four of five international markets
- Australia mission and International Media Marketplace
- Canada mission
- IPW, San Antonio