



TRAVEL NEVADA

Q3 Report

January – March 2023



BRAND EVOLUTION: Highlights

Brand Refinement

- Brand Workshop
- Creative testing initiated

Official State Map Released

- Partnered with NDOT
- 1MM printed for distribution over the next 2 years

Nevada Magazine & Visitor Guide

- Spring 2023 Release Feb 2023



Noble Studios

Travel Nevada Brand Strategy Update



Looking ahead:

- Summer 2023 NVM&VG release May 2023
- Concepting and testing new creative
- New campaign in Fall 2023

DESTINATION DEVELOPMENT: Highlights

3D Program: Destination Development Demonstration

- **Cohort 1:** Black Rock High Rock, White Pine County, Lincoln County
- In **March**, Travel Nevada staff and 3D consultants traveled to each **Cohort 1 destination** for an "on-the-ground" experience to inform the planning process.
- The team met in-person with each destination's **steering committee** and hosted community listening sessions to gather thoughts, **feedback** and ideas from the community at-large.
- The Project Leads in each location worked with partners to put together a **familiarization tour** experience for the consultants, including sightseeing and guided tours.



DESTINATION DEVELOPMENT: Looking ahead

Looking ahead:

- The 3D consultants will draw from the information gathered on the tour, research from Travel Nevada, and a new visitor survey to formulate a draft **10-year destination plan** for each community.
- **Draft plans** will be shared with and refined by the communities during a visit in **July**.
- **Final plans** will be presented in August, followed by **Cohort 1** communities applying for a financial award to support their plan.
- Next **3D Project Working Group** meeting on **August 2**.



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 Q4 and beyond...

- Finalize content for Battle Born Insiders
- Organize an incentive program
- Kickoff with selected communities for testing

INDUSTRY RELATIONS: Tourism Day at the Legislature

- Travel Nevada celebrated **Tourism Day in the Legislature on February 13** by "taking over" the building. Partners were invited to showcase their destinations and to celebrate how [Tourism Means More](#) in Nevada.
- Partners connected with lawmakers and attended both the **Senate and Assembly floor sessions** and heard a reading of the **Governor's Tourism Day Proclamation**. We also had fun with our Nevada Road Trip-themed photo booth.



INDUSTRY RELATIONS: Main Street Now



- Staff attended the **Main Street Conference** held in **Boston March 27-29**
- The conference focuses on **community development and revitalization.**
- Other Nevada partners in attendance included **GOED, Main Street Gardnerville, Mineral County, White Pine County, Boulder City Chamber of Commerce, Tonopah Main Street, and Esmerelda County**

INDUSTRY RELATIONS: Rural Marketing Grants

Rural Marketing Grant applications open Mar 1-Apr 28, 2023

- \$1.5M in available grant funds
- **One grant cycle** with mid-year check-ins planned
- Travel Nevada hosted three webinars to assist potential applicants through the process.
 - Part 1 – How to Apply for a Travel Nevada Rural Marketing Grant using Submittable (Feb 22, 2023)
 - Part 2 – Rural Marketing Grant Application & Evaluation Forms Explained (Feb 23, 2023)
 - Part 3 – Economic Impact Calculator and Matching Sliding Scale Update (Mar 9, 2023)
- Travel Nevada hosted **additional webinars** presenting grant **co-op opportunities** to help with media planning.

TRAVEL NEVADA RESEARCH COOPS – VIRTUAL

FEBRUARY 28, 2023



TRAVEL NEVADA COOPS – TRAVELSPIKE; MISSIONS & TRADESHOWS – VIRTUAL

MARCH 1, 2023



PRICELINE X TRAVEL NEVADA COOP PROGRAM – VIRTUAL

MARCH 13, 2023



BANDWANGO WEBINAR – VIRTUAL

MARCH 20, 2023



EXPEDIA GROUP X TRAVEL NEVADA COOP PROGRAM WEBINAR – VIRTUAL

MARCH 28, 2023



INDUSTRY RELATIONS: Looking ahead

Looking ahead:

- FY 2024 Rural Marketing Grants review and award
- **Rural Roundup** returns April 11-13, including Staff and Partner Fam. **175+ registrants, sold out conference.**
- **Territory Strategic Planning** workshop and kick off
- Western State Tourism Directors Policy Council holds **WESTO** in **Lake Tahoe** in **May**
- **Travel and Tourism Week**

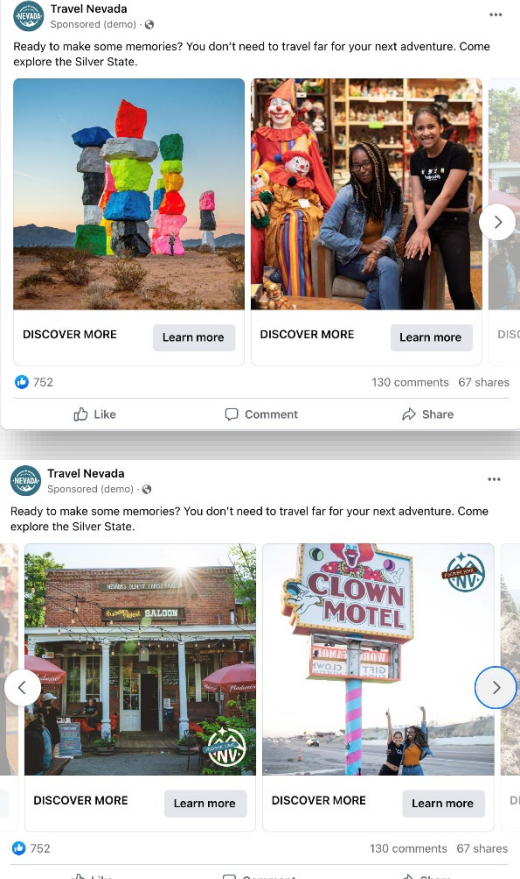


DISCOVER YOUR NEVADA: Paid Media Highlights

30 second DYN Broadcast Spot



Social Ads



Nevada Independent Newsletter Ad

BEHIND THE BAR

Behind the Bar: What died on Deadline Day

Behind the Bar is *The Nevada Independent's* newsletter devoted to comprehensive and accessible coverage of the 2023 legislative session.

In today's edition: We explain what makes bills die, take a look at a budget committee split on the governor's office proposal and dive into the details on bills that died.

Check [this link](#) to manage your newsletter subscriptions. This newsletter is published on Tuesdays and Thursdays.

We want to hear from you! Send us your questions, comments, observations, jokes, or what you think we should be covering or paying attention to. Email Tabitha Mueller, who this week has temporarily usurped Jacob's role as newsletter editor, at tabitha@thenvindy.com. Don't worry though, Jacob and his dry sense of humor will be back to grace our pages next week.

Days until:

- First house passage deadline: 7
- Second house passage deadline: 38
- Sine die: 48

Paid advertisement

Digital OOH Programmatic & Digital Display Ads



DISCOVER YOUR NEVADA: Paid Media Highlights

Sponsored Articles on RGI.com and ThisIsReno.com

MARKETPLACE
Search For & Place Classifieds

reno gazette journal

SUBSCRIBE NOW
\$1 for the first 3 months

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75°F

Subscribe Sign In

Story from NEVADA

Find your flock: Travel Nevada's 6 favorite birdwatching hotspots

Travel Nevada

Published 6:52 a.m. PT March 10, 2023

Facebook Twitter Email

This story is paid for by an advertiser. Members of the editorial and news staff of the USA TODAY Network were not involved in the creation of this content.



This article is FREE to your community. ^

THIS IS RENO
LOCAL NEWS & EVENTS


75.9° Reno

HOME NEWS EVENTS ADVERTISE STORE DONATE LOGIN SUBSCRIBE

SPONSORED

Three trip-worthy hiking hotspots every Nevadan should know (sponsored)

By: ThisIsReno Date: March 7, 2023



DISCOVER YOUR NEVADA: Looking ahead



Looking ahead:

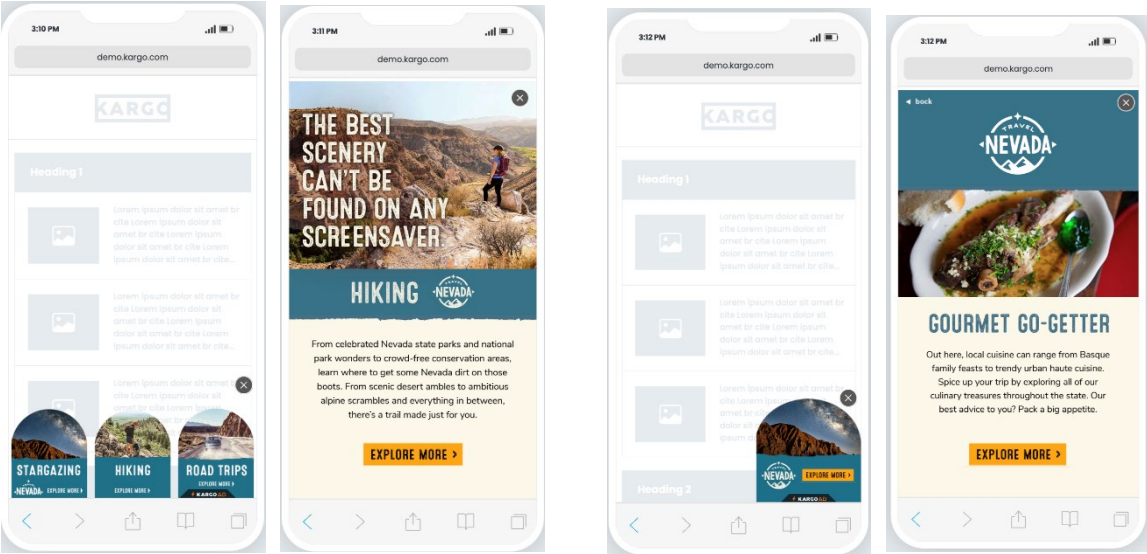
- Continue **always-on campaign** utilizing programmatic advertising, SEO and SEM paid search, social media marketing, YouTube advertising, etc.
- **Broaden** state agency partnerships to reach multiple Nevada audiences
- **FY24 planning**

DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights

- The **bridge campaign** continued to run. These are some of our highlighted partners for the quarter.

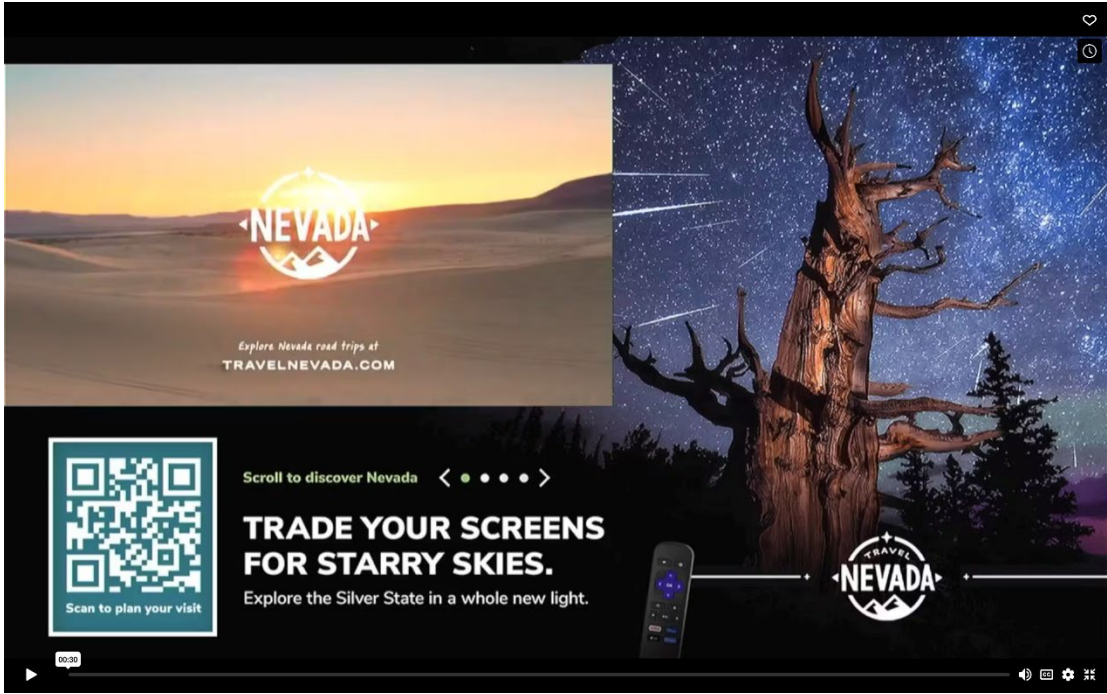


Interactive Mobile Display Banner Ads



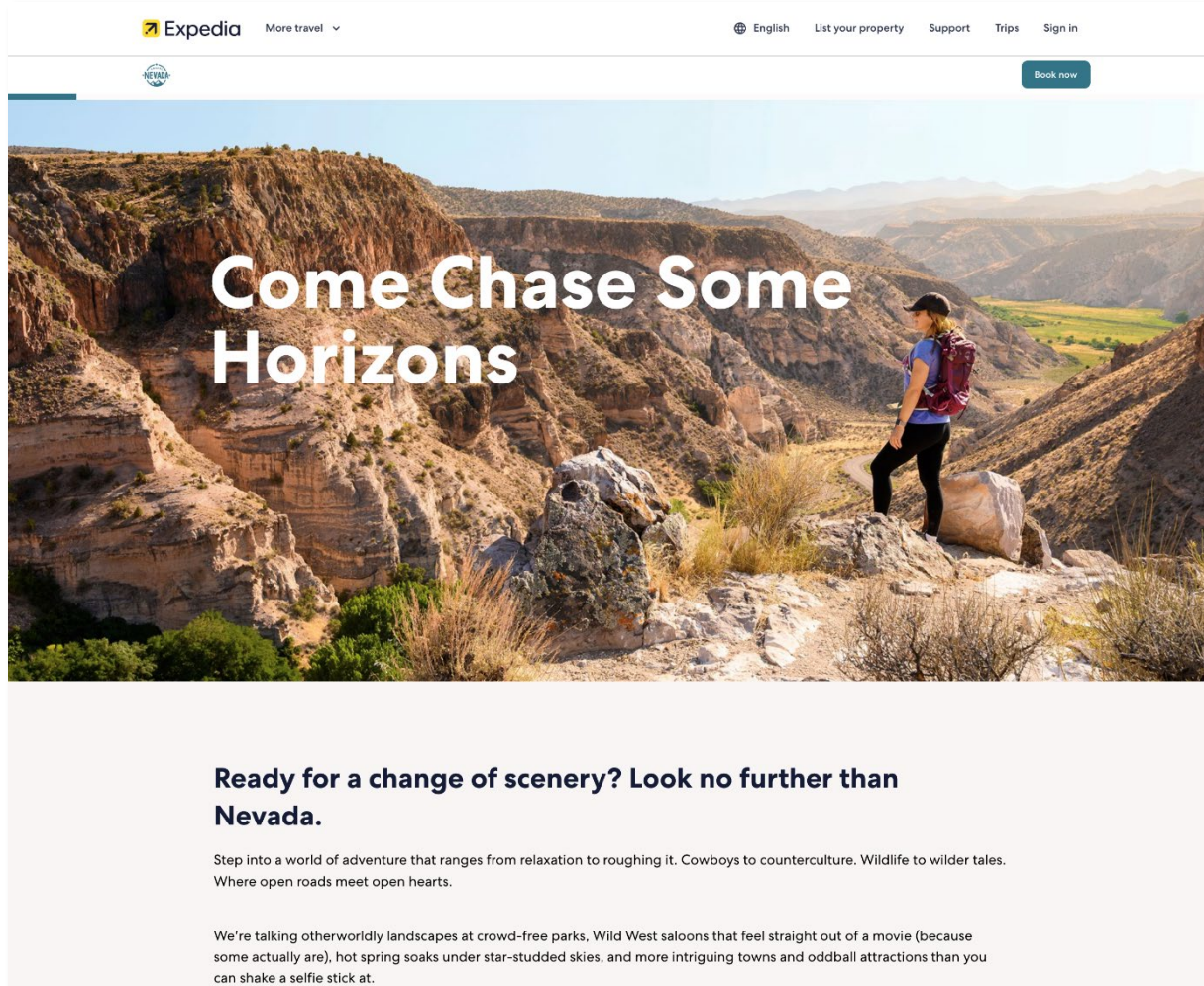
Interactive Ad Unit for Streaming and Live TV

Played our :30 sec broadcast spot with the ability to interact with four different outdoor activities that rotated while the ad plays



DOMESTIC MARKET DEVELOPMENT: OTAs

Destination Landing Pages



Expedia More travel

English List your property Support Trips Sign in

NEVADA

Book now

Come Chase Some Horizons

Ready for a change of scenery? Look no further than Nevada.

Step into a world of adventure that ranges from relaxation to roughing it. Cowboys to counterculture. Wildlife to wilder tales. Where open roads meet open hearts.

We're talking otherworldly landscapes at crowd-free parks, Wild West saloons that feel straight out of a movie (because some actually are), hot spring soaks under star-studded skies, and more intriguing towns and oddball attractions than you can shake a selfie stick at.



TRAVEL NEVADA

INYO.

TRAVEL NEVADA

TODAY'S AGENDA: NOT WORRY ABOUT AGENDAS. EXPLORE MORE >

OUT THERE STARTS RIGHT HERE. EXPLORE MORE >

TRAVEL NEVADA

TRY SOMETHING TOTALLY ALIEN ORDER A GUIDE >

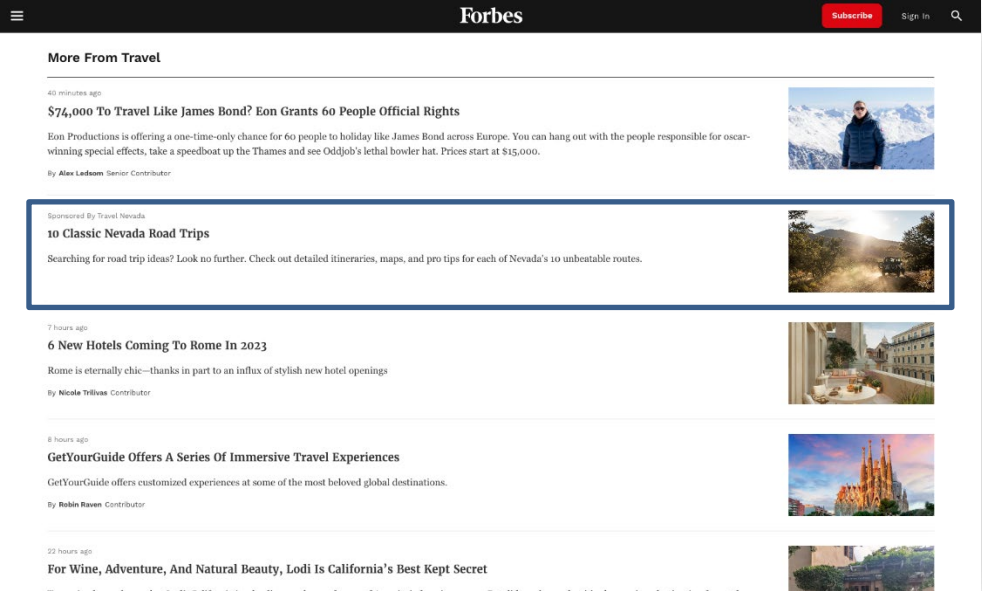
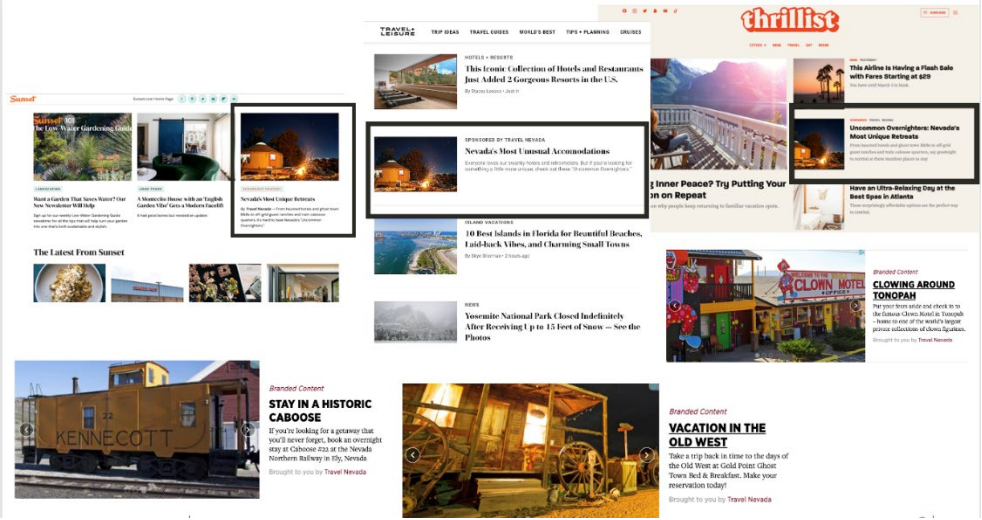
Display Banner Ads



DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights

Programmatic Display & Native Advertising

- Native ads, as part of always on strategy, drive to content on TravelNevada.com
- **10 Classic Nevada Road Trips**
- **Uncommon Overnights: Nevada's Most Unique Retreats**
- **Winter in Nevada: Where to Warm Your Spirits**



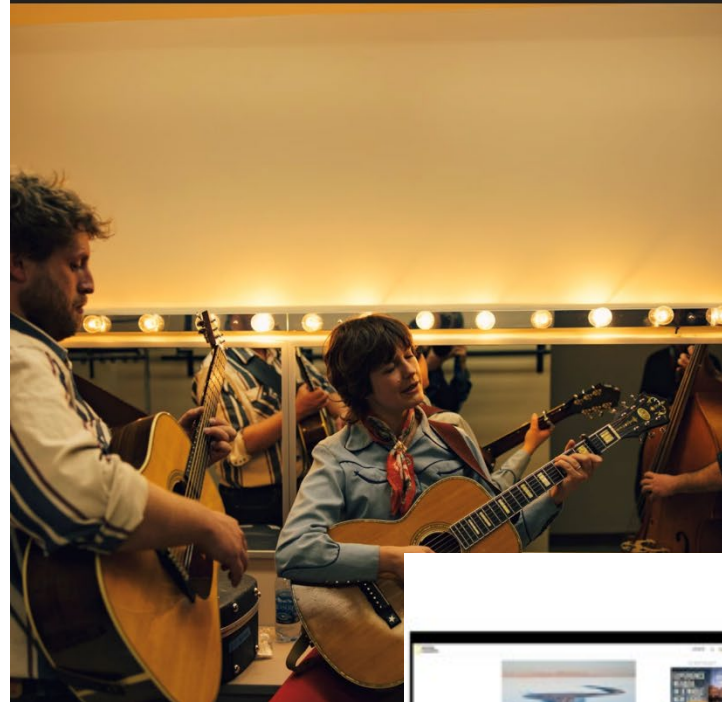
DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights

National Geographic - Sponsored Article

NATIONAL GEOGRAPHIC | CREATIVE WORKS

Atlas Obscura – Destination page and sitewide advertising

PAID CONTENT FOR TRAVEL NEVADA



TRAVEL

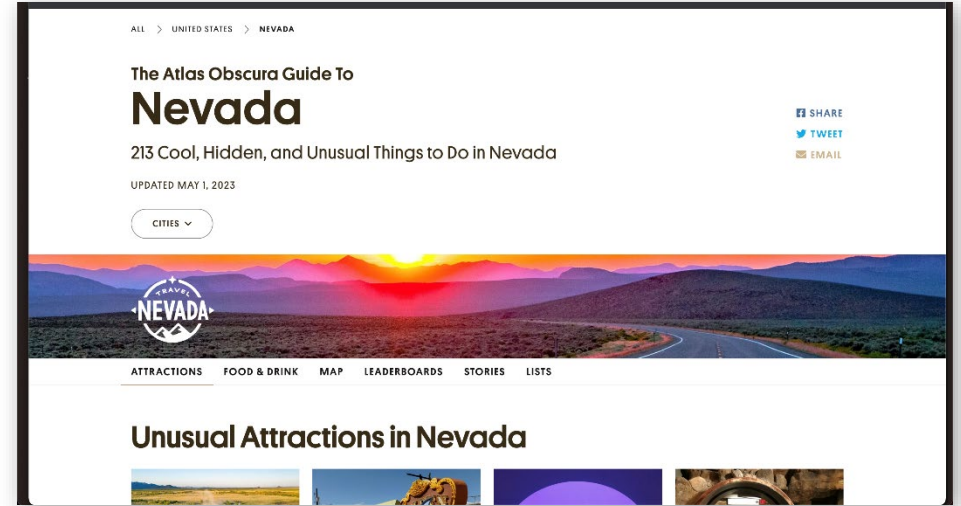
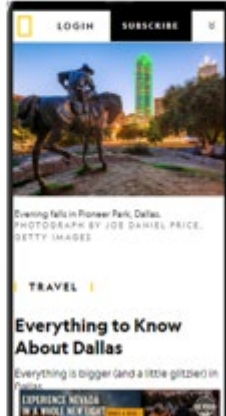
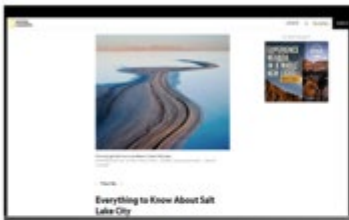
Every year the spirit of the American West is awakened in Nevada

Join National Geographic Photographer Josh Cogan as he captures the National Cowboy Poetry Gathering in the small town of Elko, Nevada.

Follow Nat Geo photographer Josh Cogan as he documents the creative spirit of the American West.



ELKO, NEVADA

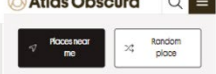


The Medieval Thieves Who Used Cats, Apes, and Turtles as Accomplices

The Book Club were asked for funning articles to lives of...



Experience Nevada in a whole new light...



Get a peek into what we're obsessed with right now.



DOMESTIC MARKET DEVELOPMENT: Social Media

Our organic engagement continues to grow.

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

Travel Nevada
Published by Sprout Social - March 16

"That'll do, burro. That'll do." - Shrek

Just like rolling mountains and bright blue skies, the wild burro is a staple of the scenic Nevada landscape. But did you know the burros' tale (OK sure, and "tail") in the Silver State is heavily "alloy-igned" with our sterling past — and so much more for that matter?

Learn all about Nevada's famous, fuzzy friends and where you can see them yours maybe even meet one face to snout.

TRAVELNEVADA.COM
Wild Burros: Saucy Symbols of the Silver State
Although the desert bighorn sheep carries the Nevada State Animal crown upon its curvy h...

Total Engagements	11,844
Reactions	8,472
Comments	187
Shares	400
Clicks	1,090

Travel Nevada
Published by Sprout Social - January 11

Northeastern Nevada's largest town combines epic outdoor action, artsy vibes, and hands-on history in ways few places can.

Colorful murals blanket old brick buildings housing buckaroo bars, Basque food joints, art galleries, museums, and more.

Meanwhile, the nearby Ruby Mountains are a recreational paradise for hikers, bikers, hennen, skiers, or simply Sunday drivers seeking solace among alpine lakes, flowing streams, and peaks that stretch up to around 13,000'.
Click the link to discover Elko and plan a visit!

TRAVELNEVADA.COM
Silver State Spotlight: Elko, Nevada
Elko NV offers a wealth of things to do, from restaurants and museums to art, culture and c...

Total Engagements	6,207
Reactions	3,873
Comments	91
Shares	182
Clicks	655

Total Engagements	3,459
Likes	2,504
Comments	33
Shares	434
Saves	488

travelnevada Original audio

travelnevada "Looking for a roadtrip this spring? The Death Valley Rally is perfect for you then!

This roadtrip highlights some of the best spots in @travelnevada and the surrounding areas! The locations included on this route

- Las Vegas
- Spring Mountain Ranch State Park
- Mt Charleston
- Death Valley National Park

During your trip you will go from the nightlife of Vegas, to the rugged beauty of Spring Mountain Ranch.

Boost post

2,504 likes
MARCH 20

Add a comment...

Why did the wild burro cross the road?
Not he didn't

#TravelNevada #ThatNev

2,855 likes
JANUARY 22

Add a comment...

travelnevada zinafashionvibe Original audio

travelnevada Why did the wild burro cross the road? lol he didn't

@shelbyholte #TravelNevada #ThatNev

16w

lwz_reno Woot woot @sh

16w 2 likes Reply See tr

shelbyholte Such a fun d Thanks for sharing!

16w 2 likes Reply

Boost post

2,855 likes
JANUARY 22

Add a comment...

Total Engagements	3,279
Likes	2,855
Comments	71
Shares	296
Saves	57

DOMESTIC MARKET DEVELOPMENT: Social Media

Travel Nevada
Published by Sprout Social · March 16 ·

"That'll do, burro. That'll do." - Shrek

Just like rolling mountains 🏔️ and bright blue skies ☀️, the wild burro is a staple of the scenic Nevada landscape. But did you know the burros' tale (OK sure, and "tail") in the Silver State is heavily "alloy-igned" with our sterling past — and so much more for that matter?

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Northeastern Nevada's largest town combines epic outdoor action, artsy vibes, and hands-on history in ways few places can.

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Meanwhile, the nearby Ruby Mountains are a recreational paradise for hikers, bikers, fishermen, skiers, or simply Sunday drivers seeking solace among alpine lakes, flowing streams, and peaks that stretch up to around 13,000'. 🏔️👉👈

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Silver State Spotlight: Elko, Nevada
Elko NV offers a wealth of things to do, from restaurants and museums to art, culture and c...

Travel Nevada
Published by Sprout Social · January 3 ·

Yeah yeah yeah... Everyone's looking to feel "resolved" right about now. Our suggestion? Start making good choices with this lineup of resolutions every Nevada adventurer should make! 🎯



TRAVELNEVADA.COM
10 Resolutions Every Nevada Traveler Should Make
Set your sights on some resolution-worthy Silver State experiences and where to find 'em.


Travel Nevada
Published by Sprout Social · February 20 ·

"Small Town. Big Adventure." That's the motto in Boulder City, NV.

Established in 1931 to house the builders of Hoover Dam, BC now brims with cute shops, killer cafés, and Art Deco vibes.

Fewer than 30 miles southeast (but an entire world away) from Las Vegas, this charming southern Nevada burg is a hub for history at Hoover Dam and the Boulder City / Hoover Dam museum, as well as for outdoor action at Lake Mead, Black Canyon, the Colorado River, and beyond.

Ever been? What's your favorite thing to do in BC? Haven't yet? Tap that link to find out what you're missin'. 😊



TRAVELNEVADA.COM
Silver State Spotlight: Boulder City
Boulder City, Nevada: "Small Town. Big Adventure." Established in 1931 to house the builder...

Throughout Q3, organic posts were boosted to further reach Nevada's target audience:

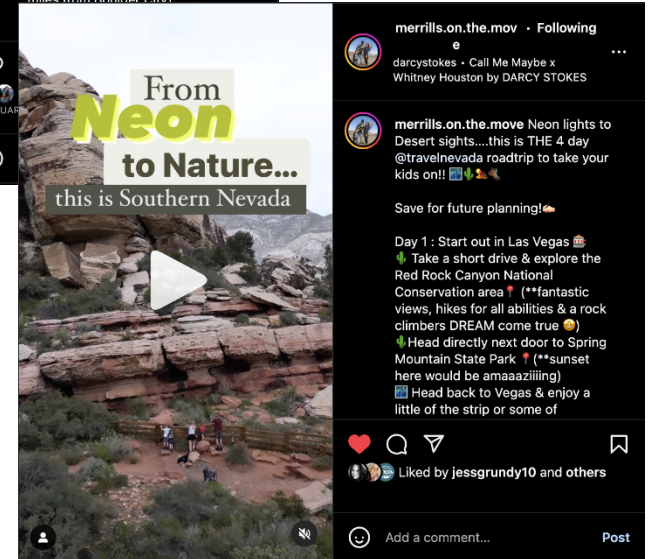
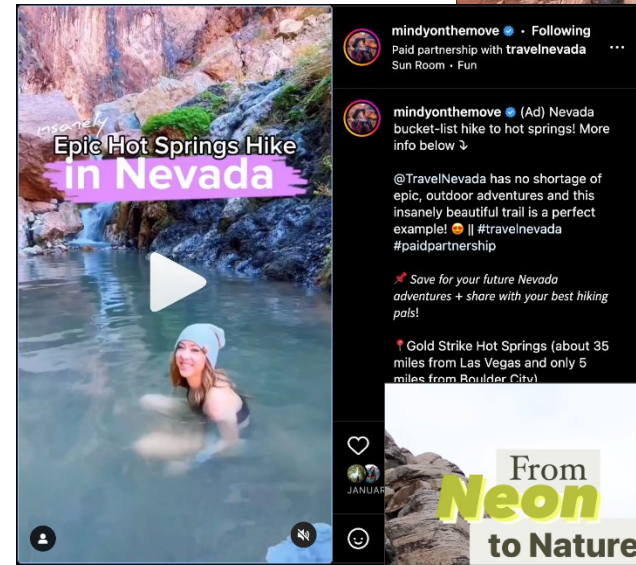
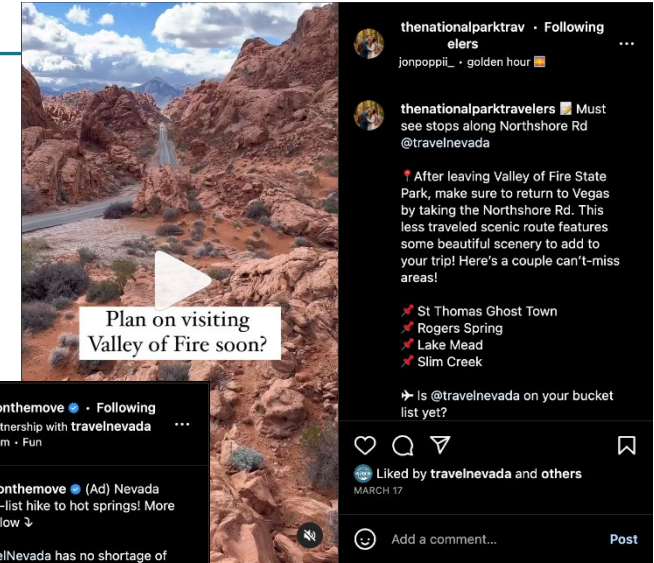
- March with a total **12K clicks** and **18K engagements**.
- Wild Burros was a top performer in March having the **most engagements at 11,844**.
- The Elko Spotlight post was also a top performer in March with **6,207 engagements**.

DOMESTIC MARKET DEVELOPMENT: Social Media



Winter Content Video Shoots for Social Reels

Influencer Collaborations




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.

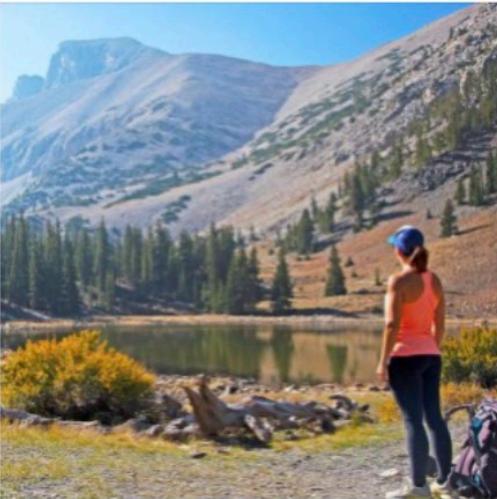


FORM ON FACEBOOK
Add some NV to your inbox

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**

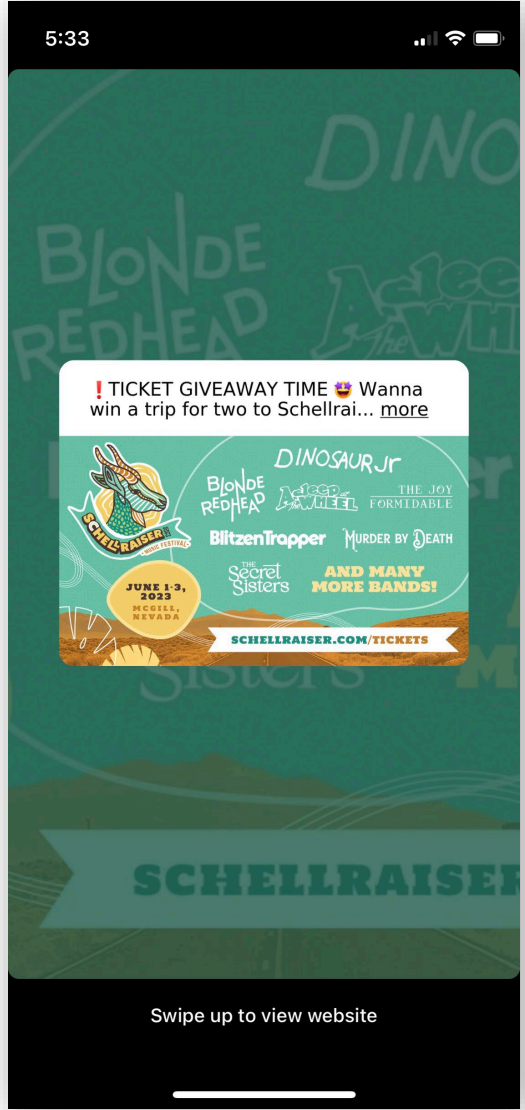
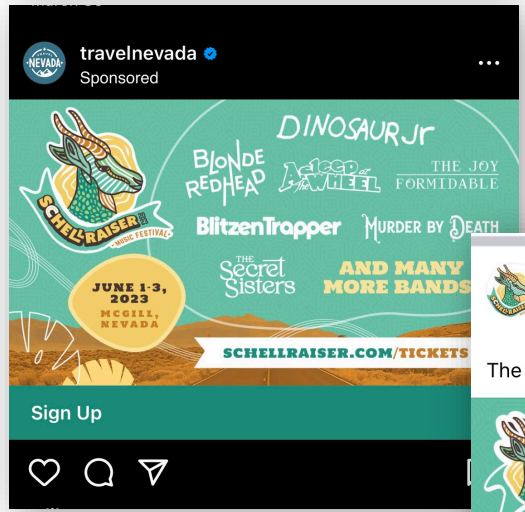
- Our Target Audience was more likely to engage with (and complete) the **Newsletter ad**
- **Visitor Guide ad** performance was not far behind

DOMESTIC MARKET DEVELOPMENT: Social Contest

Schellraiser Event Contest

We ran a contest where we gave away 2 tickets to the new Schellraiser Music Festival in McGill, Nevada and a free camping spot at the festival.

Total Submissions	831
From Social Ads	140
From E-Blast	650
Conversion Rate	27.44%



DISCOVER YOUR NEVADA: Paid Media Highlights

Homepage Takeovers on ReviewJournal.com and LasVegasSun.com



The screenshot shows the Las Vegas Sun homepage takeover on ReviewJournal.com. The background is a dark, starry night sky with a mountain range in the foreground. The main headline reads "INFINITE MEMORIES AWAIT" with an "EXPLORE MORE" button. Below this is the Las Vegas Sun logo and a navigation menu with categories like NEWS, BUSINESS, SPORTS, POLITICS, OPINION, ENTERTAINMENT, CALENDAR, HEALTH, PODCASTS, LAS VEGAS WEEKLY, and SUBSCRIBE. A search bar is located at the bottom right of the navigation menu. The main content area features several articles:

- Police: Suspect in custody after employee shot outside Las Vegas school** (UPDATED 1:22 PM) - The suspect in the shooting of a campus security monitor Monday at a northeast Las Vegas middle school is being held on 24 felony counts, including four counts of attempted murder, authorities say. Metro Police announced ...
- ESPN anchor mocks Golden Knights' Whitecloud on SportsCenter** (UPDATED 18 MINS AGO) - A longtime ESPN anchor is under fire after mocking Golden Knights defenseman Zach Whitecloud's name on Monday night's SportsCenter. John Anderson, who ...
- YOUR WEEKEND IS LOOKING UP.** (EXPLORE MORE) - A photo of a person taking a picture of a sunset over a lake.
- Start mammograms at 40, not 50, a U.S. health panel recommends** (POSTED 10:59 AM) - Mammographer Alma Garcia, right, demonstrates the process of a mammogram on marketing liaison Dalilah Garcia of the Neighbors Emergency Center in Brownsville, Texas, on Monday, Sep. 18, 2017, inside a Mammos on the Move (MOM) mobile mammogram trailer.
- SCENE ON THE SUN** - A photo of a person taking a picture of a sunset over a lake.
- WE'LL LEAVE THE LIGHTS ON FOR YOU. ALL ONE BILLION OF THEM.** (EXPLORE MORE)



The screenshot shows the ReviewJournal.com homepage takeover. The background is a scenic view of a river flowing through a rocky landscape with mountains in the background. The main headline reads "EXPERIENCE NEW ADVENTURES AROUND EVERY CORNER." with an "EXPLORE NOW" button. The ReviewJournal.com logo is visible in the top right corner. The navigation menu includes categories like NEWS, LOCAL, SPORTS, BUSINESS, OPINION, CRIME, LIVE WELL, ENTERTAINMENT, INVESTIGATIONS, and OBITS. A search bar is located at the bottom right of the navigation menu.

GOLDEN KNIGHTS QUEST FOR THE 2023 STANLEY CUP

New booking photo taken of Henry Ruggs ahead of expected plea deal
The 31-year-old former Raiders wide receiver is expected to plead guilty to DUI resulting in death and vehicular manslaughter.

Celine Dion not likely to return until 2024
Celine Dion is in the rom-com "Love Again," but her stage career is still uncertain.

Brown, Usher reportedly in skirmish at Mayweather's skate center
Chris Brown and Usher have been friends for years, but were reportedly in a Vegas altercation on Friday night.

A guide to this summer's loaded lineup of movies
For the first time in over a decade, there are enough big-ticket summer movies to go to load some weekends.

3 takeaways from Knights' loss: Oilers' fast start evens series



Leon Draisaitl scored two of the Edmonton Oilers' four first-period goals against the lifeless Golden Knights in Game 2 of their Stanley Cup playoff series.

RELATED
Undisciplined Knights show little fight in loss to Oilers
The Golden Knights fell to the Edmonton Oilers in Game 2 of their best-of-seven series, never pushing back much in a lopsided defeat Saturday at T-Mobile Arena.

THE LATEST

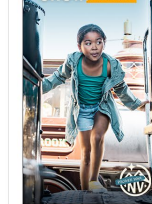
9 deaths, 7 injuries reported in shooting at Dallas-area mall
By Jane Hribar/The Associated Press May 6, 2022 - 1:48 PM
"I pray it wasn't kids, but it looked like kids," witness Fortynya Patton said. The bodies were covered in white towels, slung over bags on the ground, he said.

'Open Pandora's box': Prep coaches concerned about transfer bill
By Alex Wright / RJ May 6, 2022 - 1:48 PM
Senate Bill 111 could create a one-time transfer rule, similar to college athletes, for Nevada high school athletes. Local coaches are concerned about its potential effects.

Alabama case offers another lesson as sports betting grows
By Adam Hill / RJ May 6, 2022 - 1:48 PM
A sloppy attempt at voting insider information to win a college baseball bet showed the power and safety of regulation, but there is still much work to do.

Mage wins 149th Kentucky Derby; 2 horses euthanized in early races
By Adam Hill / RJ May 6, 2022 - 1:48 PM
The death dealt further blows to a sport already reeling from a series of doping suspensions and break downs.

LET YOUR CURIOSITY GROW. (EXPLORE NOW)



MOST READ
1. Mattorneo's plan to make massive bet on Kentucky Derby

2. How a music desert became a major festival destination

3. How to get \$35 tickets for dozens of Strip headliners

4. Lewski: Wells Fargo should have known about Las Vegas Ponzi scheme

5. Brown, Usher reportedly in skirmish at Mayweather's skate center

LET YOUR CURIOSITY GROW. (EXPLORE NOW)

DOMESTIC MARKET DEVELOPMENT: Paid Performance

Paid Search Performance YoY Overview

- All campaign CTR and Conversion Rate are surpassing travel industry benchmarks.
- Sessions and partner referrals are up compared to last year.
- We saw the largest decrease in conversions due to changes made keyword targeting, cost/conversion increases, and some campaigns were not running in FY 22/23 that were running in FY 21/22.

+14%
CLICKS

117,619 vs. 103,118

+14%
CTR

13.19% vs. 11.53%

-30%

PAID CONVERSIONS

18,900 vs. 27,036

YouTube Performance Overview

- Video impressions are slightly lower in Q3 2023 because we were running three additional Video campaigns in the previous period
- Video ads generated 11,810 sessions (+18 PoP) with an increase in spend of 14%
- The Hiking video campaign was the stronger of the two campaigns running and received an average of 8 second of watch time per impression.

-3%

IMPRESSIONS

1,054,806 vs. 1,082,930

+42%

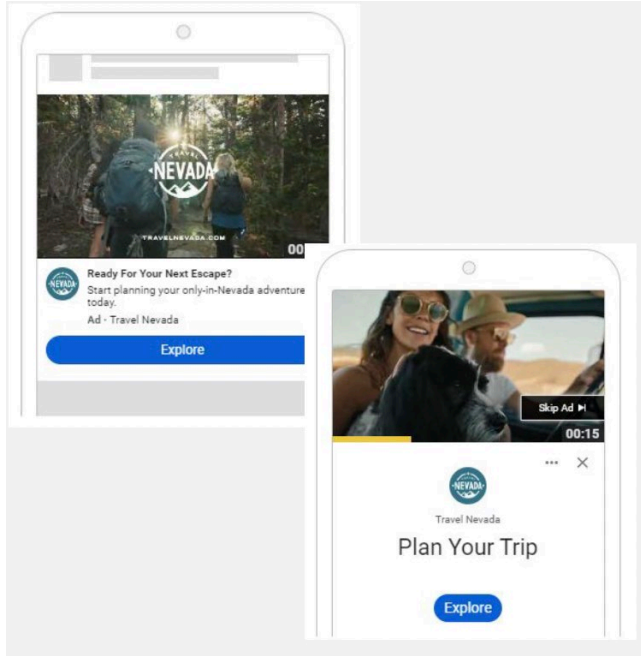
VIEW RATE

25.06% vs. 17.65%

+26%

CTR

2.09% vs. 1.66%



DOMESTIC MARKET DEVELOPMENT: Newsletter

Email Highlights

- In Q3, email drove less sessions but **dropped our site bounce rate**.
- **Partner referrals are lower** (-34% YoY), which could be attributed to sending two less emails to 11,471 less subscribers, as we continue to clean our lists. The stronger content block for getting subscribers to click through to the website includes strong CTAs.
- The **Visitor Guide emails** received the highest engagement across both in-state and out-of-state visitors.
- Emails generated over **290% Visitor Guide Downloads** from the previous year.
- Overall, **list growth is up** compared to this time last year.
- Newsletter signups grew **+44% YoY**
- Subscribed contacts grew **+70% YoY**

Email Highlights Overview

-5%

SESSIONS

11,790 vs. 12,369

-2%

PARTNER REFERRALS

941 vs. 956

-2%

BOUNCE RATE

40.97% vs. 41.86%

Email Overview Out-of-State

-5%

OPEN RATE

16.37% vs. 17.19%

-14%

CLICK RATE

2.59% vs. 3.00%

-10%

CTR

15.81% vs. 17.49%

Email Overview In-State

+10%

OPEN RATE

21.25% vs. 19.27%

+4%

CLICK RATE

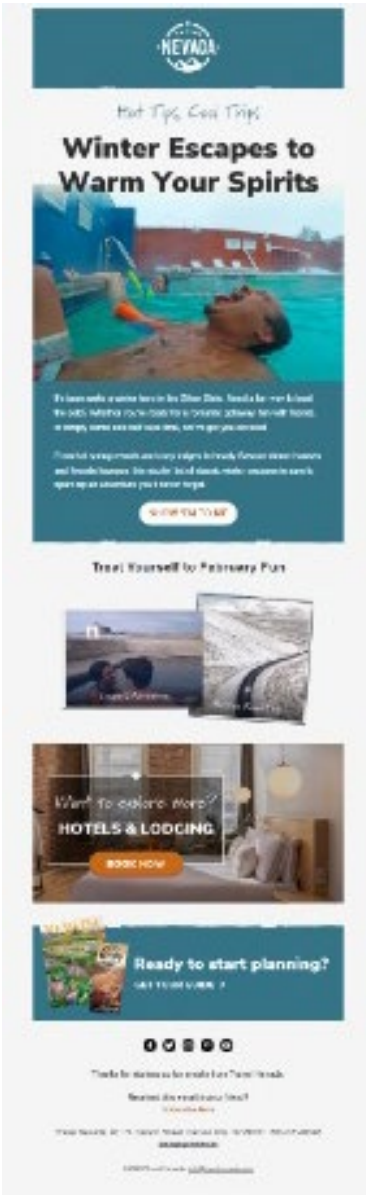
5.44% vs. 5.24%

-6%

CTR

25.60% vs. 27.18%

DOMESTIC MARKET DEVELOPMENT: Newsletter



Out-of-State

MONTH	Type	Email Theme	Sent	Open Rate	Click Rate	CTR	Unsubscribe Rate	Partner Referrals
January	Thematic	Winter Events Roundup	48,188	16.78%	1.48%	8.8%	0.37%	55
January	Standard	Après Everything	48,912	15.04%	1.5%	9.98%	0.41%	260
February	Thematic	Warm Your Spirits	49,391	16.04%	2.53%	15.76%	0.31%	90
February	Standard	Quarterly Visitor Guide	49,697	17.6%	4.79%	27.22%	0.35%	86

In-State

MONTH	Type	Email Theme	Sent	Open Rate	Click Rate	CTR	Unsubscribe Rate	Partner Referrals
January	Thematic	Winter Events Roundup	17,640	21.85%	3.27%	15%	0.2%	42
January	Standard	Après Everything	17,848	19.13%	3.11%	16.27%	0.21%	217
February	Thematic	Warm Your Spirits	18,001	20.6%	5.75%	27.93%	0.15%	119
February	Standard	Quarterly Visitor Guide	18,117	23.42%	9.54%	40.74%	0.15%	72

DOMESTIC MARKET DEVELOPMENT: TravelNevada.com



- During Q3 we saw a **higher ratio of website visitors** who then visit Nevada
- Q3 saw a boost in website and we see strong growth in **established** and **emerging** markets.
- Sessions to the website are lead in order by Organic, then Paid, and then Direct
- We can see the effects of increased engagement from the **“Discover Your Nevada”** campaigns
- We are **above industry benchmark** for the website’s ADA score

Main KPIs

KPI	FY to Date (Q3)	YoY Change	% to Goal	FY Goal Targets
Partner Referrals	117,833	+52.3%	78.15%	225,000
Newsletter Signups	21,857	+35.9%	87.43%	25,000
Visitor Guide Downloads/Views	48,749	-8.5%	68.66%	71,000

Supporting Metrics

KPI	FY to Date (Q3)	YoY Change	% to Goal	FY Goal Targets
Rural Pageviews	1,204,959	+9.8%	73.03%	1,650,00
Page Conversions (SEM + YouTube)	48,914.04	-18.4%	74.11%	66,000*
Nevada Traffic	560,404	-32.2%	70.05%	800,000*
Visitors with 10+ min sessions	99,383	-1.3%	66.26%	150,000
Visitors with 5+ pages/session	96,948	+8.0%	312.80%	30,994

*Reforcasted

DOMESTIC MARKET DEVELOPMENT: Big Earned Media Hits

By the end of Q3, we have achieved placements in **22 outlets**, setting us at **55%** of the overall goal.

Coverage included:

- Roadtrippers – [The Top Things to Do On an Extraterrestrial Highway Road Trip](#)
- TripSavvy – [The 'Neon to Nature' Routes Should Be a Must-Do on Your Next Vegas Trip](#)
- Travel + Leisure – [The Best Waterfall in Every U.S. State](#)
- Forbes – [The 15 Most Visited National Parks In America \(And The Least\)](#)

Roadtrippers



Have you ever secretly dreamed of a close encounter of the third kind? Or are you just a big far

TRAVEL+ LEISURE

The Best Waterfall in Every U.S. State

The tall, the small, the powerful, and the pretty – these are America's best waterfalls.

By **Carrie Dennis** | Published on February 26, 2023

28 of 50 | **Tamarack Peak (Galena Creek) Falls, Nevada**



PHOTO: DIANA ROBINSON PHOTOGRAPHY/GETTY IMAGES

Forbes

The 15 Most Visited National Parks In America (And The Least)

Laura Begley Bloom Senior Contributor
Transformative Travel: I look at how travel can

Follow

trip savvy

DESTINATIONS > UNITED STATES

The 'Neon to Nature' Routes Should Be a Must-Do on Your Next Vegas Trip

Go from the Strip to petroglyphs, and be back in time for dinner.

By **TAYLOR MCINTYRE** | Published on 02/13/23



TripSavvy / Taylor McIntyre

It's easy to see why Vegas, with all its lights and vice, is Nevada's number one tourist destination. But just a short drive out of the city can lead visitors to spectacular landscapes, deep history, and adventure that you can only experience by stepping outside the Las Vegas Strip.

DOMESTIC MARKET DEVELOPMENT: Media Fams

After a two-year hiatus due to the COVID-19 Pandemic, the **Cowboy Poetry Festival** returned in Elko this year. To position the town as the quintessential cultural expression of the **American West**, we invited four writers from **Top 100 outlets** to experience the event and explore other attractions in Elko.



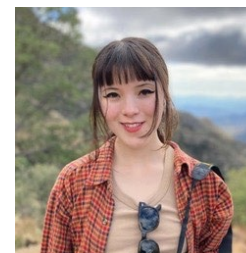
Brian Kluepfel
Lonely Planet
Contributor



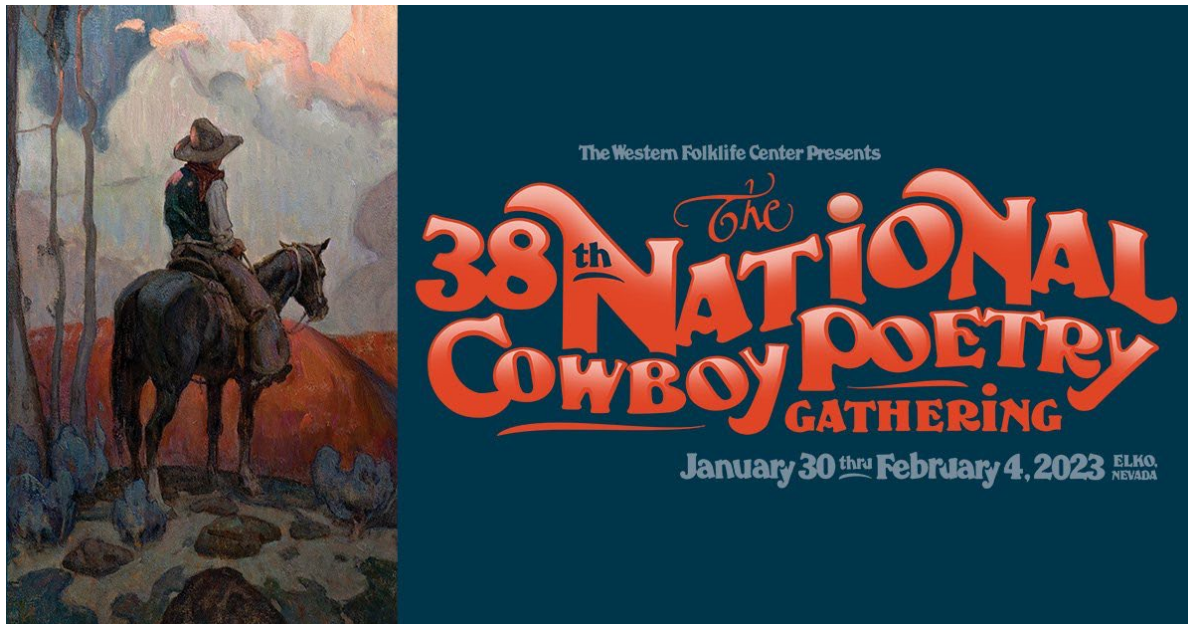
Kailey Sullins
Managing Editor,
Western Horseman



Johnny Motley
Matador Contributor



Mae Hamilton
Arts and Culture
Assistant Editor,
AFAR



Results to date:

TRAVEL INSPIRATION • ART • CULTURE • HISTORY • CULTURE By Alac Hamilton • March 09, 2023

Why the Unofficial Cowboy Capital of Nevada Should Be Your Next Trip

Everything you need to know to have a rootin' tootin' time in Elko, Nevada.





Though it's most famous for the National Cowboy Poetry Gathering, there's much more to Elko, Nevada. Photo by TLF Images/Shutterstock.

AFAR

In the northeastern corner of Nevada, hundreds of miles from the neon lights of Reno and Las Vegas, a cowboy sits on stage with a Stetson on his head and a poem tucked in his shirt's front pocket. As the lights dim, he clears his throat and begins to recite a ballad about the greatest love of his life—a horse. It's the middle of January and Elko, Nevada, is buzzing with people from all over the world who have coalesced here for one purpose: to attend the annual [National Cowboy Poetry Gathering](#).


Elko is the unofficial cowboy capital of Nevada. Hugged by the Ruby Mountain Range, the former railroad town of 20,000 has long been a hotbed of agricultural activity, from sheep herders who move their flocks across the Ruby Mountains with the seasons to generations-old cattle ranching operations. Founded in 1868, Elko was established in the wake of the unstoppable advancement of the Central Pacific Railroad. Legend has it that the town was named by [Charles Crocker](#), superintendent of the CPRR, who was fond of animals and simply added an "o" to the end of "elk."


AFAR – Why the Unofficial Cowboy Capital of Nevada Should Be Your Next Trip




Adventure.com

ROAD TRIPS

How to explore Spanish Basque country—in America



 **Johnny Motley**
March 29, 2023

Travel writer Johnny Motley takes an unexpected journey—literally and historically—through the northern Spanish-influenced Basque country of the American West.

At least since Pliny the Elder's accounts of enigmatic mountaineers on the Roman Empire's fringe, the Basques of northern Spain have mystified historians. Their language, Euskara, is unrelated to any other tongue on earth, and genetic analysis shows Basques, long isolated in the deepest reaches of the Pyrenees Mountains, might be descendants of Europe's earliest human inhabitants. Many are surprised to learn Basques were among the first Europeans to explore the Americas. Juan Sebastian Elcano, a Basque ship captain, completed the first circumnavigation of the globe with the Magellan expedition and later became the first European to systematically map the coast of South America.

Adventure.com – How to explore Spanish Basque country – in America

Uncommon Overnights

To build off the success of last year's **Seven Weirdest Wonders** release, Travel Nevada wrote a release about **Uncommon Overnights** throughout the state. This includes anything and everything from luxurious **yurts** to **ghost town** stays. The release went live in **January**, and we are continuing to use content from the release in pitches where appropriate.



PLACES TO STAY
The Coolest Airbnb in Every State, from Floating Tiki Huts to Desert Marvels



The Atlanta
Journal-Constitution

[Local News](#) [Georgia Politics](#) [Things To Do](#) [Opinion](#) [Sports](#) [EPaper](#) [Newsletters](#)

Stay informed and know what's really going on. [Subscribe for 99¢.](#)

6 truly unusual places to stay on vacation

DOMESTIC MARKET DEVELOPMENT: LA Mission

- On March 21, 2023, Travel Nevada held a “Find Something Fascinating” media reception that included **11 partners** from around the state.
- Despite an “atmospheric river” (intense rain), **25 media** attended the event.
- Travel Nevada also had meetings with three journalists from our **top 100 outlet list** and the team is working to schedule another virtual meeting.
- Guests were able to experience several different outdoor recreation activities that the state has to offer including **rockhounding, hiking & biking, stargazing** and **winter sports**.
- Guests were also able to **connect** with our partners and **learn** more about the unique outdoor recreation and other attractions in the state.



DOMESTIC MARKET DEVELOPMENT: LA Mission



MEDIA LEADS

- Angela Fairhurst, Freelance Writer - Won the southern Nevada trip
- Molly O'Brien, Fodor's Contributor - Won the northern Nevada trip
- Kinya Claiborne, Founder and Editor-in-Chief, Style & Society Magazine - Interested in a ski trip
- Jim Benning, Travel Editor, AAA – Interested in fall Great Basin Highway Trip

Interested in receiving Nevada news:

- Deborah Shadovitz – Blogger & Freelance Writer
- Emily Kaufman – Editor-in-Chief, The Travel Mom, TV Contributor, CBS
- Kinya Claiborne – Founder and Editor-in-Chief, Style & Society Magazine
- Nailah Hayward - Blogger, There's so much to see
- Susan Hornik – Freelance Writer



MEDIA FEEDBACK

“Thank you so much for the hospitality; I learned so much about all the great things Nevada has to offer, and I'm hoping I can partner with a CVB soon to share some travel stories with my audience!” – **Alicia Chew, Freelance**

“I did enjoy the event. Nice group of people.” - **Angela Fairhurst, Freelance**

“Thank you for inviting me to such a cool event last night. I was really impressed with all of the super neat setups showcasing all Nevada has to offer! I love Nevada and if I had more time in my life I'd be there a lot more often ;)” - **Molly O'Brien, Fodors Contributor**

DOMESTIC MARKET DEVELOPMENT: Tradeshow

- **IITA Summit**

- February 12-15
- San Diego
- Annual summit connects **inbound operators** and **receptives** with U.S. suppliers
- Travel Nevada conducted **27 1:1** appointments

- **GoWest**

- February 25-March 2
- Anchorage
- Due to weather conditions, Travel Nevada was unable to attend, but other **partners represented the state**
- In FY24, **Lake Tahoe will host** Go West and Travel Nevada will **co-sponsor** the conference



DOMESTIC MARKET DEVELOPMENT: Missions and Events

- **Southeast Joint Sales Mission**

- March 6-10
- Events held in **Miami, Atlanta, and Charlotte**
- **183 attendees**
- Part of a series of joint missions held with **RSCVA and LVCVA**
- Other partners included Circa, Virgin Hotel, Resorts World, Station Casinos, Indigo Show tickets, Illuminarium (Area15), Las Vegas Territory and Reno-Tahoe Territory



- **SoCal Joint Sales Mission**

- March 22
- Co-hosted with Las Vegas Territory, LVCVA, and Spirit Airlines
- **18 Nevada partners**
- **70 Attendees**



DOMESTIC MARKET DEVELOPMENT: Looking ahead

Industry Development

- **Accent West**
 - May 10-12
 - Laughlin, NV
 - In-depth Nevada product training and itinerary planning
 - Anticipated attendance: **22 tour operators, 12 Nevada partners**
- **Midwest Joint Sales Mission**
 - June 4-9
 - Chicago, St. Louis, Minneapolis
 - Fifth in a series of missions co-hosted in partnership with **LVCVA** and **RSCVA**
 - Anticipated attendance: **260**

Marketing

- **2023 Media Buy execution**
 - Warner-Bros/Discovery Video Series
 - Lonely Planet Articles and Video Series
 - SXM Media Podcast Host reads
 - Trip Advisor Branded Trips
 - Travel Zoo Destination Showcase and newsletter
 - Atlas Obscura Video Series and designated Podcast
 - Podcast Ads Read by Hosts
 - Continuing OTAs, Native, and Programmatic advertising
- **2024 Media Buy planning**
 - Inter-agency coordination
 - New market research/discussion
 - RFPs going out
 - Approval at June Commission meeting
- **TravelNevada.com**
 - Trip Planning Tools
 - Improve UX overall on site
 - Itinerary content specific to adventure level and demographics

Public Relations

- **Northwest Mission**
 - Portland and Seattle
 - Virtual Desksides
- **Influencer FAMs**
 - Merrills on the Move (Neon to Nature)
 - Gwyn and Ami (Neon to Nature)
 - Austin Pederson (Death Valley Rally)
 - Becky Nesel (Rockhounding)
 - Lauren Clarridge (Lake Tahoe Loop)
 - Alec Sills-Trausch (Great Basin Highway)
 - Kristin Addis (Burner Byway)
- **Stargazing Top 100 FAM**
 - Travel + Leisure
 - Forbes
 - Space.com

INTERNATIONAL MARKET DEVELOPMENT: Missions

Visit USA Australia Mission and International Media Marketplace

- February 20-24
- **Sydney, Melbourne, Brisbane**
- Travel Nevada presented to nearly **700 front-line travel agents**.
- In addition to these presentations, the team conducted VIP receptions in partnership with **LVCVA**. These receptions were for agents who have received their **NV Trailblazer certification**.
- Intimate media luncheons for **12-15 top tier journalists** were held in Brisbane and Melbourne
- Key meetings and trainings were held with **Helloworld, Luxury Escapes and Flight Centre**.
- **30 1:1** business meetings were conducted with key market tour operators at Brand USA marketplace.
- Travel Nevada met 1:1 with **25 Australian journalists** during **TravMedia's International Media Marketplace**



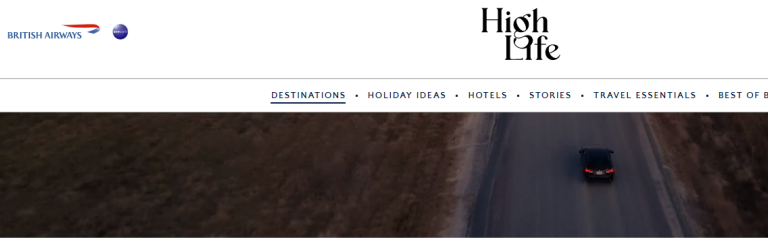
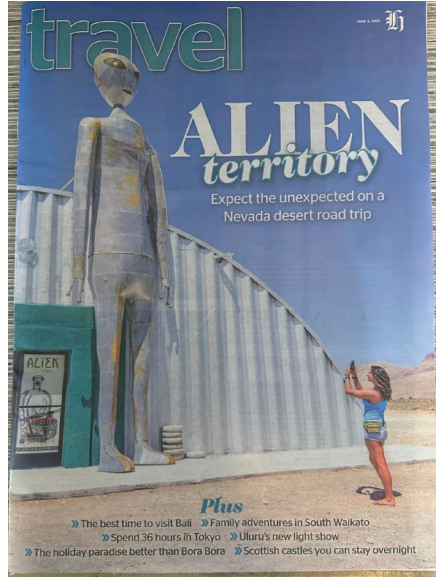
INTERNATIONAL MARKET DEVELOPMENT: Missions



Canada Mission

- March 14-21
- Toronto, Calgary, and Edmonton
- **Eight Nevada partners** participated: RSCVA, Reno-Tahoe Territory, North Lake Tahoe, Pony Express Territory, Nevada Silver Trails, Las Vegas Territory, Bramer Tours and Attraction Group Las Vegas.
- Travel Nevada and statewide partners met with more than **100 clients**, including Canada Jetlines, Swoop Airlines, Air Canada Vacations, AMA Travel, Alberta Motorcoach Association, Travel Brands and Flight Centre.
- The sales mission included participation at the **Calgary Outdoor Travel and Adventure** consumer show, which welcomed **10,000 attendees**.

INTERNATIONAL MARKET DEVELOPMENT: Press Trips



Hit the road and see a different side to the Las Vegas Strip

We take a road trip to the ghost towns and vast desert highways of Death Valley, which provide a welcome, low-octane counterpart to the city's neon hedonism

01/03/2023

Reach: 12,000,000
Media Value: \$160,000 USD

Hosted Media in Q3 included:

Canada:

- Andrew Penner: Calgary Herald & Post Media
- Rob Longley: Toronto Sun

UK:

- British Airways High Life in-flight magazine – UVM: 5.8M

Latin America:

- Group Press Trip with Donde Ir, Reforma, viveUSA. Coverage forthcoming
- TV Capsule: Al Extremo – TV Azteca – Reach: 12M

Australia:

- NZ Herald – EMV: \$44,350

INTERNATIONAL MARKET DEVELOPMENT: Looking ahead

- **Brand USA UK & Ireland Mega FAM April 19-27**
 - Total of **12 travel advisors** approved by American Airlines
- **IPW 2024 – San Antonio May 20-24**
 - Shared booth space with RSCVA, Visit Carson City, North Lake Tahoe
 - Travel Nevada had a total of **88** buyer appointments
 - Hosted joint breakfast event for **100 buyers** with RSCVA and LVCVA on May 23
- **Multi-national FAM June 1 – 7**
 - Total of **11 travel advisors** from: Australia, Canada, Mexico & Switzerland.
- **Brand USA Australia Mega FAM June 9 & 10**
 - Total of 13 travel advisors approved by Hawaiian Airlines.
- **International Press Trips**
 - UK: Alejandra Rubio for Wanderlust Magazine: Burner Byway, April 14-16
 - Latin America: NatGeo, May 1-6
 - Canada: TravelZoo influencer, April 26-30
 - Michael Morcos for World Traveller Magazine, June 26-July 1
 - Australia: Marie Barbieri for Escape, May 28-June 3
 - Australia: Melissa Mason for Pedestrian Magazine, June 5-10

TRAVEL NEVADA: Q3+ Initiatives - Completed

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 (kicked off)
- 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 ✓

TRAVEL NEVADA: Q4+ Initiatives - Upcoming

Brand Evolution

- Summer 2023 NVM&VG release May 2023
- Concepting and testing new creative
- New campaign in Fall 2023

Destination Development

- Cohort 1 10-year draft plans in Q1 FY24
- Cohort 2 kickoffs

Visitor Experience

- Finalize and release brand ambassador trainings

Industry Relations

- FY 2024 Rural Marketing Grants review and award
- Rural Roundup
- Territory Strategic Planning awards
- WESTO

Discover Your Nevada

- Launch new website itineraries
- Complete FY24 plan

Domestic Market Development

- Accent West
- Midwest Sales Mission
- FY23 media plan completion
- FY24 media planning and approval
- Website itineraries and trip planning launch
- Northwest virtual desksides
- Influencer FAMs (7)
- Stargazing FAM

International Market Development

- Release final international RFP
- Onboard Australia, Canada, and Germany for FY24-25
- Brand USA UK & Ireland Mega FAM
- Multi-national FAM
- Brand USA Australia Mega FAM
- Press trips (7)