

TRAVEL NEVADA

FY22 Strategic Plan

June 15, 2021



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MISSION

EFFECTIVELY COMMUNICATE
THE ENRICHING TRAVEL
EXPERIENCES NEVADA OFFERS
AND PROMOTE STATEWIDE
ECONOMIC HEALTH THROUGH
TOURISM.



VISION

**ENHANCE THE
QUALITY OF
LIFE FOR ALL
NEVADANS.**



AGENCY INITIATIVES

- › **INCREASE** overnight stays and spending.
- › **CONTRIBUTE** to the long-term growth and sustainability of local tourism economies.
- › **EXPAND** state partnerships to benefit Nevada residents.
- › **FOSTER** diversity, equity, and inclusion in our role in statewide marketing and with local tourism stakeholders.
- › **ESTABLISH** an understanding that local tourism products and services are fundamental to a vibrant quality of life for all Nevadans.
- › **EFFECT** awareness and perception of Nevada as a globally recognized brand.





PROGRAMS

PROGRAMS

BRAND EVOLUTION

GOAL

Continually align campaigns and programs to reinforce and inspire what distinguishes Nevada as a competitive travel destination.

STATUS

Travel Nevada's core value of freedom will hold a new meaning for audiences in the coming year. Visitors will respond well to the sentiment of freedom and what it represents physically in Nevada: urban playgrounds, open space, vast scenic landscapes, and long winding roads. Consumers will also be eager for human interaction, so messaging will need to lean in to Nevada's weird and wild side.

Additionally, branded creative and content must be consistent across all departments and mediums, accounting for specific audience segments and targets.



STRATEGIES

Focus on Nevada's unique personality to stand out among other states essentially doing the same things.

Develop creative assets and an advertising campaign that positively impacts brand perception.

Produce new content that best represents the brand, responds to audience interest, and engages to lead to ambassadorship.

TACTICS

- › *Adjust from the generic "freedom" term and more on the transformative nature of Nevada's offerings and experiences.*
- › *Blend outdoor activity content with recreate responsibly/stewardship messaging.*
- › *Incorporate the weirdest, wildest West and social activity component into messaging to best stand out among competitive set.*
- › *Enrich road trip content.*
- › *Ensure seamless creative usage in all marketing, industry, sales, and public relations efforts.*

DESTINATION DEVELOPMENT

GOAL

Destination Development is a long-range, tourism-based community planning program which enables Nevada's rural communities to be more intentional about the way their visitor economies develop over time.

Communities that create a Destination Development plan will examine the intrinsic qualities of their destination and build an economic and marketing plan around those strengths. Identifying the key strategies necessary to enhance the visitor experience will inspire economic investment and improve the quality of life for residents.

STATUS

After completing the pilot program in Lincoln County, Travel Nevada is committed to using the strategies and best practices from the pilot destination to define an annual Destination Development program to augment our rural Nevada initiatives.

Travel Nevada will establish a dedicated application and guidelines to identify two rural Nevada communities per year as candidates for the Travel Nevada Destination Development program.



STRATEGIES

Strengthen and maintain partnerships between land managers, tourism promotion officials (DMOs) and other state partners which will lead to increased productivity and avoid duplication of efforts.

Improve the quality of tourism-related infrastructure to enhance the visitor experience while expanding employment opportunities and quality of life for residents.

Engage residents and business owners to promote the positive effects tourism has on their communities.

Leverage existing grant programs and explore new opportunities for increased tourism support, funding and technical assistance.

TACTICS

- › *Establish a Destination Development stakeholder task force within the local community and conduct regular meetings.*
- › *Expand and improve brand assets for increased awareness that the selected community is a leisure travel destination worthy of visiting.*
- › *Conduct a visitor sentiment and vision survey for the local community.*
- › *Evaluate strengths and weaknesses of the community by examining existing data and new information learned through stakeholder and visitor surveys.*
- › *Establish recommendations for a long-term tourism promotion strategy with an emphasis on outdoor recreation.*
- › *Develop a ten year destination vision report with recommendations for an on-going tourism promotion strategy and timeline of destination priorities and imperatives.*
- › *Leverage the Volunteer Impact Projects (VIP) program to grow a volun-tourism task force that will facilitate improvements to tourism-related assets and mitigate the potential negative impact that over-visitation may cause.*

VISITOR EXPERIENCE

GOAL

Nevada is known as the world leader in hospitality, customer service and entertainment. As the travel mindset evolves and our state economy diversifies and grows, the tourism industry must embrace elevated standards. Travel Nevada will educate the industry in regard to fostering a workforce that understands and accommodates visitor trends and expectations resulting in return bookings and positive word-of-mouth.

STATUS

In what will be an extremely competitive post-COVID travel environment, Nevada's tourism industry will have to work harder than ever to offer the best possible visitor experience. The importance of customer service and the quality of our attractions and accommodations is crucial to our goal of achieving a strong statewide recovery.



STRATEGIES

Ensure that Nevada's world-renowned hospitality excellence is embodied throughout the state's tourism industry by addressing each individual community's contribution to a better visitor experience.

Facilitate hospitality and diversity training programs in Nevada's rural communities.

Honestly and critically address each community's readiness for a promotable tourism product, taking into consideration each community's attractions, accommodations and capacity.

Communicate with local Destination Management Organizations (DMO) to develop strategies to mitigate negative feedback and address common challenges.

TACTICS

- › *In an effort to educate hospitality industry/concierge staff, partner with local businesses to package excursions building a strong brand ambassador base; this is both a Discover Your Nevada (DYN) tactic and hospitality education tactic.*
- › *Provide industry training to emphasize informative cross-promotion of surrounding destinations and attractions at every opportunity.*
- › *Develop sensitivity training workshops for local communities.*
- › *Assist communities with conducting visitor sentiment studies to gauge consumer satisfaction.*
- › *Provide front-line employees training and information to assist them with educating travelers.*

INDUSTRY RELATIONS

GOAL

Travel Nevada depends on strong state stakeholder and travel trade relationships in order to accomplish its mission of creating a diverse tourism economy. We will advance measurable engagement by creating new collaborations, new platforms for outreach, and focused industry public relations.

STATUS

The pandemic has prioritized the need for mutually beneficial partnerships and communication opportunities. Travel Nevada will take a leadership role in advancing industry communication and access to resources.



STRATEGIES

Assist partner organizations to evolve into Destination Management Organizations to improve the long term sustainability and stewardship of their tourism related assets.

Invest in state and federal partnerships with land management organizations such as the Bureau of Land Management, Nevada State Parks, U.S. National Forest Service, Nevada Office of Outdoor Recreation and tribal lands to advance mutual goals.

Continue support of sister agencies within the Department of Tourism and Cultural Affairs (Nevada Indian Commission, Nevada Arts Council Nevada Division of Museums and History), ensuring they communicate upcoming quarterly programs for promotion and marketing consideration.

Expand partnerships with agencies that receive funding from Tourism (State Parks, Film Commission) to leverage dollars and implement mutually-beneficial programs.

Collaborate with Nevada Magazine to provide greater audience reach for Nevada's leisure and adventure opportunities.

Engage domestic travel trade professionals and organizations to identify new opportunities. Expand partnerships with agencies that receive funding from Tourism (State Parks, Film Commission) to leverage dollars and implement mutually-beneficial programs.

TACTICS

- › Assist the six all-volunteer territory organizations (Las Vegas Territory, Reno-Tahoe Territory, Cowboy Country Territory, Nevada Silver Trails Territory, Pony Express Territory and Nevada's Indian Territory) to grow their membership and continue to be viable regional travel/trade promotion organizations.
- › Lead industry communication efforts with various organizations and partners such as the Nevada Main Street program, the Convention and Visitors Bureau directors group, The Governor's Office of Economic Development and special event organizers through video calls, webinars and in-person meetings.
- › Maintain membership and board level support of the Reno Air Service Corporation (RASC) meetings and continue to promote Reno Tahoe International Airport (RNO) and align our domestic efforts with their marketing strategy whenever possible.
- › Host a rural tourism conference to provide educational and networking opportunities.
- › Administer the Rural Marketing matching grant program to assist non-profit organizations with their out-of-market advertising projects.
- › Administer the Projects Relating to Tourism (Destination Development) infrastructure grant program to assist with the development of attractions and points of interest.
- › Update and distribute the Travel Nevada Industry newsletter.
- › Maintain Travelnevada.biz to inform our travel industry partners about upcoming opportunities.
- › Continue to engage our Nevada tourism industry community through the use of social media channels.

DISCOVER YOUR NEVADA

GOAL

Engage Nevada residents to inspire in-state travel.

STATUS

During the pandemic, Travel Nevada engaged Nevada residents to explore their home state with a regional overnight stay or road trip. Itinerary ideas and local products became inspirations for trip-planning. As travel comfort rises and restrictions ease, we will continue to address the resident audience to inspire travel loyalty and ambassadorship.



STRATEGIES

Maintain and lift engagement within the newly-obtained in-state audience.

Increase reach to encourage more Nevadans to travel throughout the state, ultimately becoming loyal brand ambassadors.

Continue to build partnerships with Nevada businesses beyond traditional tourism products, as discovering Nevada is, by extension, “buying local.”

Educate Nevadans about their state and reinforce a sense of pride while being respectful and safe in their home state.

TACTICS

- › *Continue to maintain the DYN website with excellent and fresh content.*
- › *Continue search, social, paid, and earned media efforts.*
- › *Develop enriched content across mediums and micro-audiences within the state.*
- › *Foster relationships with local media and influencers to build Travel Nevada branding within travel/leisure content covered stories.*
- › *Work with industry partners to work within their communities to inform them of leisure and recreation opportunities “just down the road.”*
- › *Work with rural tourism partners to develop local-only deals or packages within communities to further encourage “buying local.”*
- › *Collaborate with other state agencies to incorporate Discover Your Nevada content into their local outreach programs.*
- › *In an effort to educate hospitality industry/concierge staff, partner with local businesses to package excursions building a strong brand ambassador base; this is both a DYN tactic and hospitality education tactic.*
- › *Incorporate responsible recreation in all efforts, building on a sense of state pride.*

DOMESTIC MARKET DEVELOPMENT

GOAL

Strategic planning to identify and grow travel markets and segments within the United States.

STATUS

As travel restrictions lift and vaccinations become widely administered, more Americans are ready to travel for the first time in more than a year. After experiencing a decade's worth of disruption in a single year, Nevada will re-enter the marketplace as a new consideration for many markets. Travelers are looking for bold experiences, with 89% of Americans looking to be spontaneous in their travel.



STRATEGIES

Grow Nevada visitation consideration in new and emerging markets.

Increase length of stay and spending per visitor, per trip.

Focus Sales and Industry Partners efforts on domestic markets as long-haul air travel resumes.

Encourage repeat visitation by offering multiple itineraries and diverse activity options to travel professionals and consumers.

Inspire and engage travelers in target markets through social and earned media placements.

TACTICS

- › *Using tactics identified in FY21, assess market viability through the end of FY21, collaborating with integrated marketing agencies and research partners to enter the paid media marketplace in August 2021.*
- › *Strategically segment audiences by marketing, with the goal of increasing positive brand perception, which is shown to increase both length of stay and overall trip spend.*
- › *Personalize and improve website user experience.*
- › *Execute unique social media and social campaigns per market.*
- › *Enrich relationships with earned media base.*
- › *Create opportunities for Nevada tourism industry organizations to partner with Travel Nevada at travel trade shows, virtual travel shows and sales and media missions.*
- › *Streamline and revise a post-COVID 19 database of current domestic travel agents and tour operators.*
- › *Partner with the Reno Sparks Convention and Visitors Authority (RSCVA) on domestic sales efforts, familiarization tours and trade show opportunities.*
- › *Enhance ongoing efforts to support regional air service to Reno Tahoe International Airport. (RNO)*

INTERNATIONAL MARKET DEVELOPMENT

GOAL

Increase the awareness in targeted international markets to consumers, travel trade and media that the state of Nevada is a world class vacation destination. Re-establish engagement with international markets with highest propensity for statewide visitation.

STATUS

Travel Nevada will maintain representation for trade and public relations primarily in Canada, Latin America and the United Kingdom. Travel Nevada will monitor conditions and make adjustments to take advantage of new opportunities as international and long-haul travel normalizes.



STRATEGIES

Educate and inform potential international visitors regarding our unparalleled outdoor recreation opportunities, unique urban experiences, authentic historic mining towns and awe-inspiring state and National Parks ready to explore.

Increase the number of visitors and visitor spending in each international market.

Increase market share of international visitors as compared to other western states.

Utilize the expertise of the in-country international representative companies for market-specific priorities.

TACTICS

- › *Task each international office to provide updated research, benchmarks, travel patterns, airline activity and a revised strategic plan to maximize post-COVID 19 travel resurgence and new opportunities.*
- › *Create collateral, sales tools and campaigns that will reflect the appropriate cultural nuances and travel tendencies of each individual international market and provide fulfillment of collateral.*
- › *Travel Nevada will create compelling travel itineraries to and from primary, world-class attractions and provide relevant collateral to assist travel professionals in selling Nevada to their customer base.*
- › *Maintain a presence in-market and re-engage with international tour operators who specialize in selling packaged travel to North American destinations by attending travel trade shows in key markets.*
- › *Partner with the Las Vegas Convention and Visitors Authority (LVCVA) on international sales and media efforts for the top tier international travel trade shows such as, ITB Berlin (ITB), World Travel Market, London (WTM), International Media Marketplace (IMM) and related in-market opportunities.*

TACTICS (CONTINUED)

- › *Attend sales and media missions in key markets with partner organizations and conduct Travel Nevada-led sales and media missions to provide opportunities for our partners to showcase their destinations and attractions.*
- › *Conduct familiarization tours to provide a firsthand experience to decision makers to assist in developing new business opportunities for Nevada tourism industry partners.*
- › *Attend U.S. Travel Association's IPW international buyer/supplier conference to conduct one-on-one business meetings with international tour operators and media looking for new itineraries, destinations and attractions to offer.*
- › *Resume webinars and travel agent training sessions in targeted international markets.*
- › *All international websites will be refreshed with new post COVID-19 branding and messaging.*
- › *Maintain language and culturally appropriate collateral, guides, sales tools (pop-ups, etc.) unique to each market and provide fulfillment to in-market tour operators.*
- › *Leverage Brand USA Partnership Cooperative Marketing opportunities to tap into a wider international audience and maximize resources.*
- › *Maintain memberships with professional organizations such as Skai, Visit USA committees and other international travel trade organizations.*