

FY25 STRATEGIC PLAN



JULY 2024



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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.**

INITIATIVE GOALS



INCREASE overnight stays and spending.

CONTRIBUTE to the long-term growth and sustainability of local tourism economies.

LEAD the expansion of state partnerships to benefit communities.

FOSTER welcoming and accessible rural destinations.

ESTABLISH an understanding that tourism products and services are a fundamental and important part of local economies.

AFFECT awareness and perception of Nevada as a globally recognized brand.

PROGRAMS



DESTINATION STEWARDSHIP

The development and implementation of Travel Nevada's Destination Stewardship Plan to support its vision to enhance all Nevadans quality of life through preserving Nevada's cultural heritage, stimulating Nevada's tourism economy, and respecting Nevada's outdoor landscapes.



STRATEGIES

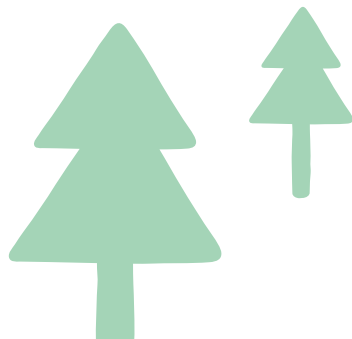
Engage top industry experts to help guide the formation and implementation of Travel Nevada's first Destination Stewardship plan, specifically the Travel Foundation and Leave No Trace.

Incorporate destination stewardship and responsible tourism methodologies into Travel Nevada's short-term and long-term strategies, marketing, public relations, destination development, industry relations, and trade sales and marketing programming.

Leverage existing relationships Leave No Trace has with industry partners to enhance Travel Nevada's messaging.

TACTICS

- Partner with The Travel Foundation's Critical Friend coaching program to develop a balanced plan with short and long term destination stewardship goals and KPIs.
- Utilize the Travel Foundation's prioritization framework to identify goals, strengths, barriers, risks and opportunities within the state of Nevada in terms of capacity-building, stewardship, and regeneration.
- Develop Nevada's "Leave No Trace" language.
- Work with Leave No Trace to develop, plan and execute responsible visitation activations at the new Carson City and Boulder City Adventure Centers.
- Partner with Leave No Trace to create a Nevada-specific educational program for Travel Nevada's stakeholders, industry and community partners, as well as in-market, domestic and international visitors.



DESTINATION DEVELOPMENT DESIGN

The Destination Development Design program (3D) is a long-range, community-based tourism strategy program that enables Nevada's rural communities to be more intentional about the way their visitor economies develop.





STRATEGIES

Development of a multi-year Destination Development Design Strategic Plan for participating communities.

Strengthen and maintain partnerships between land managers, tourism promotion officials (DMOs) and other state partners to increase productivity, avoid duplication of efforts, leverage existing grant programs and explore new opportunities for increased tourism support, funding and technical assistance.

Improve the quality of life for residents through development of strategies that boost the destination's resilience and capacity through improved/increased tourism-related infrastructure, workforce, services, and tourism products to enhance the visitor experience while expanding employment opportunities.

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

TACTICS

- Honestly and critically address each community's readiness for a promotable tourism product, taking into consideration each community's attractions, accommodations, and capacity.
- Development of a destination-specific steering committee that is reflective of the destination's local community. Conduct community meetings to engage the local residences and business owners in the development of the destination development strategy.
- Continue the use of the 3D Working Group, a multidisciplinary advisory group
- Develop location-specific project goals, SMART objectives, and key performance indicators for the destination's multi-year destination development strategic plan.
- Identify a diversity of funding programs (both federal and state) to ensure the longevity of the destination development design strategic plan.
- Increase community knowledge and enthusiasm for destination development through attending rural community events and the 3D Program Road Show.



INDUSTRY & COMMUNITY RELATIONS

Travel Nevada depends on strong state stakeholder, travel and trade industry, and community 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 engagement, and focused industry public relations.



STRATEGIES



Identify and categorize Travel Nevada’s vast network of stakeholders, industry partners, and community partners for the use of more focused communication and engagement.

Craft a focused Industry and Community Relations Communication Strategy to inform Travel Nevada’s industry platforms, and reflect Travel Nevada’s diverse audiences and ensure information on the site is up-to-date and relevant to each audience.

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

Continue to evolve the Rural Marketing Grant program to incentivize innovation and collaboration.

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 training programs

in Nevada’s rural communities through the implementation of the Battle Born Insider training program.







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 nations to advance mutual goals.

In an effort to educate the hospitality industry of trade opportunities, partner with local businesses and third-party industry partners to create bookable experiences and build a strong brand ambassador base.



TACTICS



- Expand the Travel Nevada stakeholder, industry partner, and community partner distribution databases. Database audit will create a benchmark to measure networking efforts to grow a robust database.
 - Continue to evolve the Travel Nevada Industry newsletter and social media channels content to increase engagement.
 - Evolve Travelnevada.biz to reflect Travel Nevada's diverse audiences and increase engagement.
 - Host the first Territory Retreat, at which Territory board members come together to share knowledge, leverage resources, and address common challenges for the betterment of Nevada's rural community's tourism economies.
 - Assist and support Nevada's territory organizations implement their Strategic Plans efforts to ensure territory success and longevity through strategies that may include but are not limited to organizational restructuring, membership drive, and financial growth.
 - Develop and execute a Rural Marketing Grants Roadshow, grant resources, and educational opportunities to increase the number of applicants and innovative approaches to rural destination marketing.
 - Implement and promote Battle Born Insiders, an online educational platform for front line hospitality and tourism staff.
 - Develop "bleisure" campaigns with LVCVA and RSCVA to promote extended group stays, leveraging the new Adventure Centers.
 - Work with local hospitality businesses and identified third-party industry partners to build packaged excursions and increase bookable product in Rural Nevada; this is both an in-market development and industry relations tactic.
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IN-STATE MARKET DEVELOPMENT

The 2020 Covid pandemic put a spotlight on Nevada's residents showing their proclivity for exploring their own backyard. Travel Nevada's in-state market development program is aimed at engaging our residents to educate and inspire travel within the state.



STRATEGIES

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

Target urban residents and Spanish speaking in-state audiences to promote exploration of our rural communities.

Continue to build partnerships with Nevada businesses beyond traditional tourism products (ie. "buying local").

Further develop in-state visitation opportunities through our urban event sponsorship grants aimed at seeding new events and growing established events to reach new audiences.

TACTICS

- Continue targeted in-state search, social, paid, and earned media efforts.
- Develop enriching educational content for Nevada students.
- Distribute Travel Nevada Adventure Guide to residents and in-state retail stores and local businesses.
- Foster relationships with local media to build Travel Nevada branding within travel/leisure covered stories.
- Maintain a robust in-state influencer program to showcase the state from a resident's perspective and lay the foundation for an influencer ambassador program.
- Support industry partners working within their communities to inform residents 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."



TACTICS (CONT'D)

- Collaborate with other state agencies to incorporate local products and content into their local outreach programs.
- Work with local hospitality businesses and identified third-party industry partners to build packaged excursions and increase bookable product in Rural Nevada; this is both an in-market development and industry relations tactic.
- Have a presence at popular local events in our more urban destinations with tabling, brand activations or “mobile visitor center” experiences to further engage residents.



DOMESTIC MARKET DEVELOPMENT

Continually align consumer-facing campaigns and programs to reinforce and inspire what distinguishes Nevada as a competitive travel destination while also focusing on executing successful travel trade programs domestically, resulting in an increase in bookable product available on third-party sites, and an increase of bookings to rural Nevada.



STRATEGIES



Focus on Nevada's unique personality to stand out among other western states and grow consideration of Nevada visitation among strategically targeted new and emerging markets.

Develop creative assets and advertising campaigns that positively impact brand perception and inspire and engage travelers in target markets through social, paid and earned media placements.

Produce new content that best represents the brand, responds to audience interest, and engages users in a way that will lead visitors toward ambassadorship.

Align domestic marketing, media/public relations and trade efforts through city activations, thereby saturating key domestic markets with Nevada messaging.

Ensure Nevada is top of mind for domestic travel trade industry partners to increase bookings and revenue spend in Nevada's rural destinations.

Develop key performance indicators for domestic trade initiatives, using customer journey mapping and sales funnel management in measuring success.

Increase the number of NV Trailblazer registration and completion rates through strategic engagement and account management of key travel trade industry partners.

Create opportunities for Nevada tourism industry organizations to partner with Travel Nevada at travel trade shows, webinars, trainings and presentations, as well as sales and media missions.

Enhance ongoing efforts to support regional air service to Reno Tahoe International Airport. (RNO). This is both a Domestic and International strategy.



TACTICS

- Evaluate categorization of new and emerging markets and create standardization around how new and emerging markets are defined.
- Leverage the transformative nature of Nevada's urban and rural offerings and experiences.
- Blend outdoor activity content with recreate responsibly/stewardship messaging.
- Incorporate the "space to be" and outdoor exploration component into messaging to best stand out amongst the competitive set.
- Enrich road trip content.
- Ensure seamless creative usage in all marketing, industry, sales, and public relations efforts.
- Encourage repeat visitation by offering multiple itineraries and diverse activity options to travel professionals and consumers.
- 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 posts and campaigns per market.
- Enrich relationships with earned media.
- Streamline and revise a database of current domestic travel agents and tour operators. Develop "Top Trade List" of travel agents, tour operators, booking platforms and receptive tour operators to engage with and move through the sales funnel.
- Partner with the RSCVA and LVCVA on domestic sales efforts, familiarization tours and trade show opportunities.
- Develop a receptive tour operator strategy to leverage domestic and international trade sales and marketing efforts.
- Promotes the online trade training tool NV Trailblazers through webinars, training, and tradeshow. Create engagement ideas to increase completion rates.
- Development of a receptive tour operator strategy to educate US-based receptive operators of Travel Nevada products and packaging, this is both a Domestic and International tactic.

INTERNATIONAL MARKET DEVELOPMENT

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



STRATEGIES



Educate and inform potential international visitors about our unparalleled outdoor recreation opportunities, unique urban experiences, authentic historic towns and inspiring state and national parks that are ready to explore through strategic trade, public relations, sales and marketing efforts that utilize the expertise of the in-country international representative companies for market-specific priorities.

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

Increase market share of international visitors as compared to other western states (excluding California).

Enhance ongoing efforts to support international and regional air service to Reno Tahoe International Airport. (RNO). This is both a Domestic and International strategy.

Strategic engagement with Nevada's emerging markets in order to better understand visitor sentiment, connectivity, traveler profiles, trade partners to engage with.

TACTICS



- Task each international office to provide updated research, benchmarks, travel patterns, airline activity and a revised strategic plan to maximize new opportunities.
- Create collateral and campaigns that will reflect the appropriate cultural nuances and travel tendencies of each individual international market and provide fulfillment of collateral.
- 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 and Reno Sparks Convention and Visitor Authority on international sales and media efforts for the top tier international travel trade shows and related in-market opportunities.
- 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.



TACTICS (CONT'D)



- Conduct familiarization tours to provide a firsthand experience to decision makers to assist in developing new business opportunities for Nevada tourism industry partners.
- Evaluate international trade shows that Travel Nevada should participate in, both in key markets and emerging markets.
- Resume webinars and travel agent training sessions in targeted international markets.
- Maintain culturally appropriate resources (guides, pop-ups, etc.) for each market and provide fulfillment to in-market tour operators.
- Leverage Brand USA Partnership and US Commercial Services to engage with emerging markets to evaluate if the market warrants an in-market representation in future years.
- Maintain membership with professional organizations such as Skai, Visit USA committees and other international travel trade organizations.
- Develop a receptive tour operator strategy to leverage domestic and international trade sales and marketing efforts.