



TRAVEL NEVADA

FY26 INTEGRATED MARKETING

PAID AND EARNED RECOMMENDATIONS | MAY 2025

AGENDA

Reflections

- Goals & Priorities
- FY25 Insights

Looking Ahead

- FY26 Strategy
- Brand Positioning
- Market Approach
- Campaign Evolution
- Audience
- Measuring Success

FY26 Recommendation

- Hero Programs
- Paid Domestic + In-state
- Influencers
- Earned

Summary

- Budget
- Next Steps



REFLECTIONS

FY25 GOALS + PRIORITIES

With those goals in mind, our Markets-Mindset-Messaging approach evolved. Not only does each of these build off each other as they have the last few years, they also have a reciprocal relationship – optimizing one another to create a synergistic program.

MARKETS

Strategic mix of established, emerging & new markets, each of which has a custom blend of tactics and messages

MINDSET

Honing our audiences to speak more directly to those whose interests align with priority Nevada offerings



MESSAGING

Strategically developed creative that focuses on those specific perception shifts



FY25 INSIGHTS

Early IME findings indicate that, overall, it's working: people are **SPENDING MORE** and **STAYING LONGER**.

- Markets continue to respond differently:
 - Established markets are showing some destination fatigue.
 - Seattle and Portland are showing more sustained interest than Chicago.
- Perceptions continue to shift toward the characteristics we want Nevada to be known for, but the gains are slowing, especially in established and emerging markets, after the first full year of the new branding



LOOKING AHEAD



FY26 STRATEGY

Based on research, planning input and reporting, we believe our greatest opportunity is to remain committed to the strategy of shifting perception in a way that continues to encourage people to **spend more and stay longer in Nevada.**

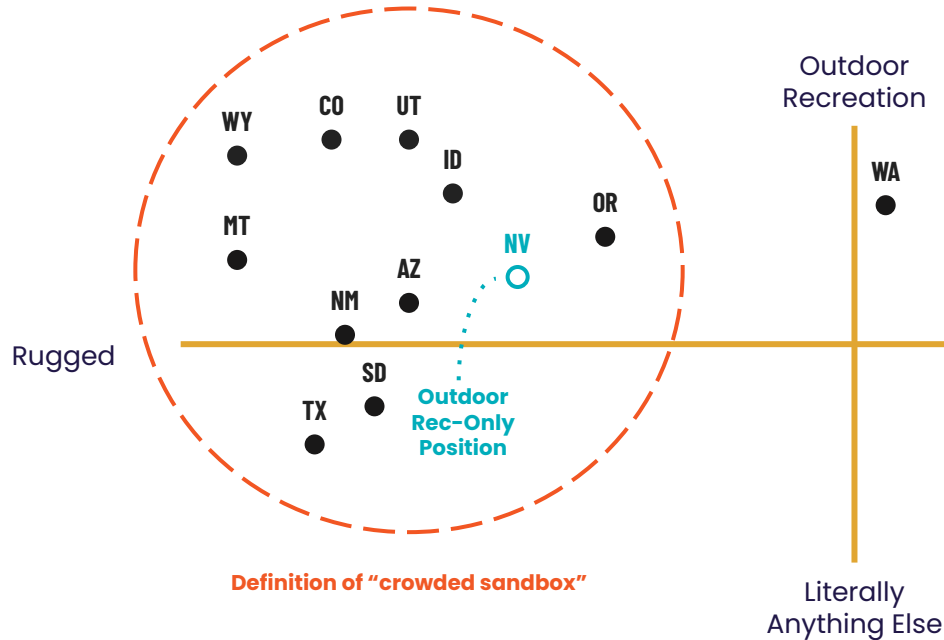
We will do that by showcasing the state in a way that proves Nevada:

- Has a variety of things to see and do beyond just outdoor recreation
- Offers off-the-beaten path experiences/local culture and history
- Offers experiences for someone like me/welcomes diverse visitors

We see opportunities to evolve this strategy by:

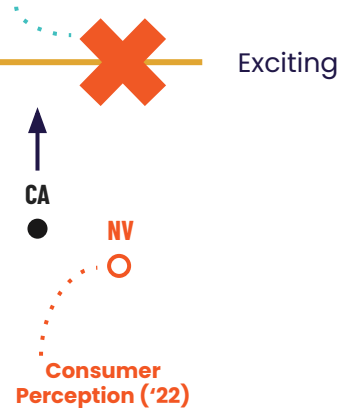
- **MESSAGING** Build off our GALOT messaging foundation with more personalized focus.
- **MINDSET** Identify high-impact opportunities that best align with our audience.
- **MARKETS** Lay the foundational groundwork for market expansion, starting with Atlanta and Denver.

BRAND POSITIONING



"Out There"

- Leverages the sense of excitement visitors *already* associate with NV
- Serves to pair NV's wide variety/diversity of experiences with NVs unexpected character, as defined within the national zeitgeist. (**Nevada is both figuratively & literally "Out There."**)
- Outdoor Recreation is a critical component of NVs offer (Outdoor rec is literally "Out There" and requires "Getting Out There" to enjoy), but only in context of the wider variety of experiences NV puts on the table.



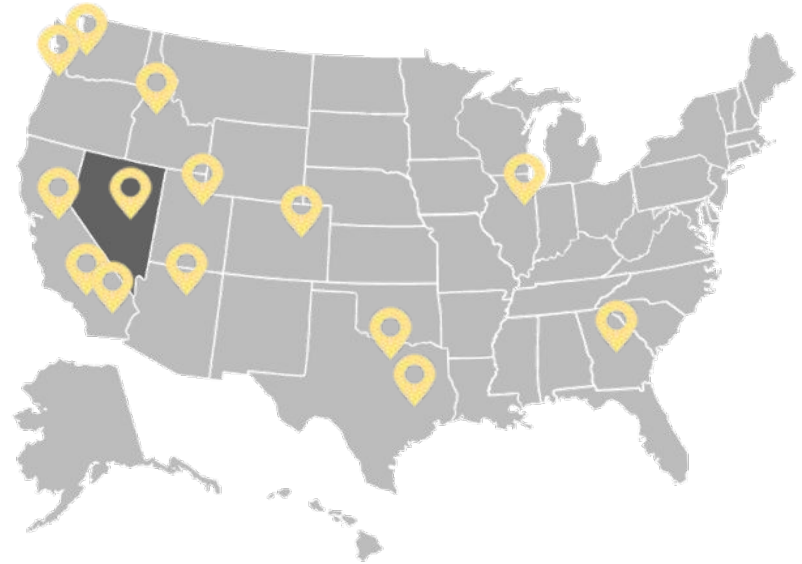
FY26 MARKET APPROACH

Same Markets. Evolved Approach.

After research and dedicated discussions with key stakeholders, we believe its most impactful to continue the course with our current domestic markets.

However, it is important that we evolve to consider budgets spent in each market and unique messaging for each based on travel behavior data.

It is also important to be strategic in how we approach any future market opportunities.



FY26 MARKET APPROACH

	CORE	WARM LEADS	MOMENTUM	ON DECK
Markets	In-state LA San Francisco Sacramento Phoenix	Boise Salt Lake City San Diego	Chicago Portland Seattle Dallas-Ft. Worth Houston	Denver Atlanta
Consumer Behavior	High awareness, frequent visitation, but short stays and low spend.	High awareness, infrequent visitation, but high-spend and longer stays	Moderate to low awareness and lower visitation, but high-spend and longer stays	Based on partner feedback we know that audiences are coming into Reno and Vegas from these markets
Messaging Approach	Focus on the Rurals and extending trips	Full funnel messages to shift perceptions, demonstrate state's variety of offerings	Overall awareness and full funnel messages to showcase all there is to do and see in Nevada	Build overall awareness and curiosity, supporting partners' marketing efforts in these market, specifically through third-party validation
Paid Targeting Approach	Lower-funnel tactics, focused on planning and booking to encourage longer trips into the Rurals	Full funnel targeting, reaching audiences from dreaming through to booking		Earned only



CURIOSITIES

- Area 51
- “City”
- Republic of Molossia
- Hot springs
- Haunted Places (e.g., Mizpah Hotel)

ART

- Local artists and artisans
- Goldwell Open Air
- Car forest
- Burning Man
- Seven Magic Mountains

FRONTIER LORE

- Ghost towns
- Sagebrush saloons
- Cowboy poetry
- Trains
- Basque culture/food

OUTDOOR RECREATION

- Mountain biking, hiking, climbing, kayaking, paddling, birding, climbing, off roading, etc.
- Road Tripping

SCENIC BEAUTY

- Night Skies
- Lake Tahoe, Great Basin National Park, Valley of Fire, etc.
- Open (Public) lands

Functional Destination Attributes
What we feature to bring truth to our brand

FY26 BRAND CAMPAIGN EVOLUTION



FY26 AUDIENCE

ADVENTURE STATE OF MIND

Adventure is a part of our target audience's way of life – it is how they view the world. Whether they are a parent with young children, or an extreme athlete, their outlook on the world is one in which even life's little things can be an adventure. Their most distinguishing quality is that they have an *adventurous and curious spirit*.

CULTURAL
TRAVELER



OUTDOOR
RECREATIONALIST



UNEXPECTED
EXPERIENCES ENTHUSIAST



FY26 AUDIENCE

ADVENTURE STATE OF MIND

CULTURAL
TRAVELER

OUTDOOR
RECREATIONALIST

UNEXPECTED
EXPERIENCES ENTHUSIAST

FAMILIES



SPANISH SPEAKERS

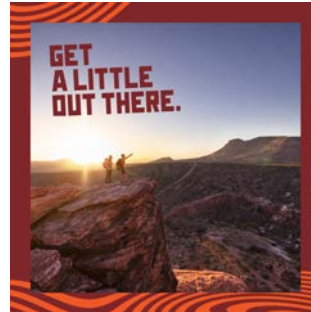


URBAN VISITORS

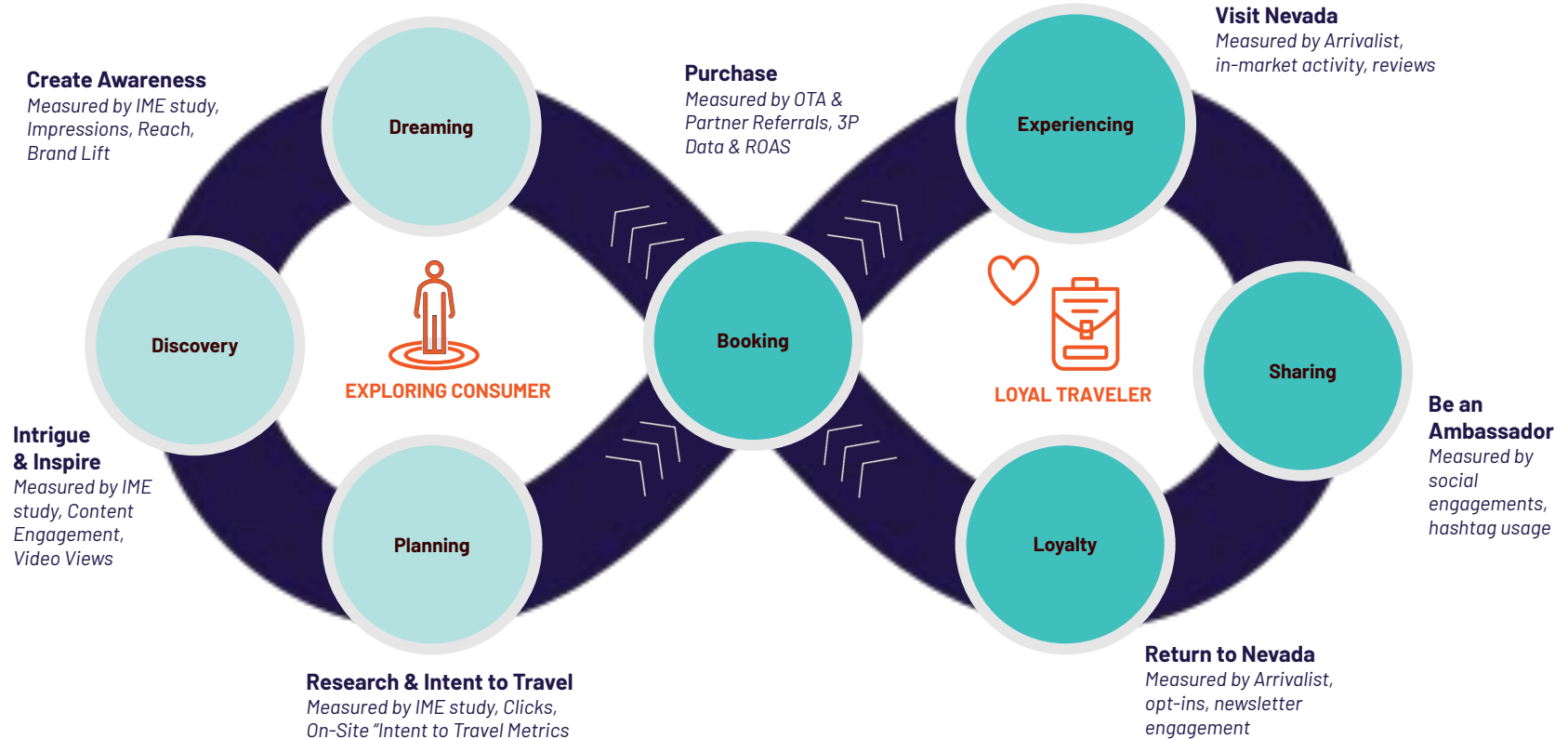


FY26 AUDIENCE SPECIFIC MESSAGING EXAMPLES

Messaging will be **personalized** for our Adventure State of Mind audiences (depending on specific personas, geos and language preferences) **striking a balance** between “Literally Out There” and “Figuratively Out There” with “Welcoming & Accessibility” as a non-negotiable theme that can be pulled through everything.



FY26 MEASUREMENT + KPIS





HERO PROGRAM



THE FY26 HERO PROGRAMS

The following programs are larger than life opportunities to act on Travel Nevada's brand position in ways that drive visitation.

Once budgets are finalized, Fahlgren Mortine and Noble Studios will finalize recommendations on which programs can move forward and how – some may be fully integrated efforts while others may be smaller efforts with only paid media or PR amplification.

We also recognize that Travel Nevada's priorities may shift throughout FY26 and/or new opportunities may present themselves. As a result, further adjustments may need to be made to enable a greater focus on initiatives like Adventure Centers, Leave No Trace and more.



GET A LITTLE OUT THERE

WITH ALEX HONNOLD

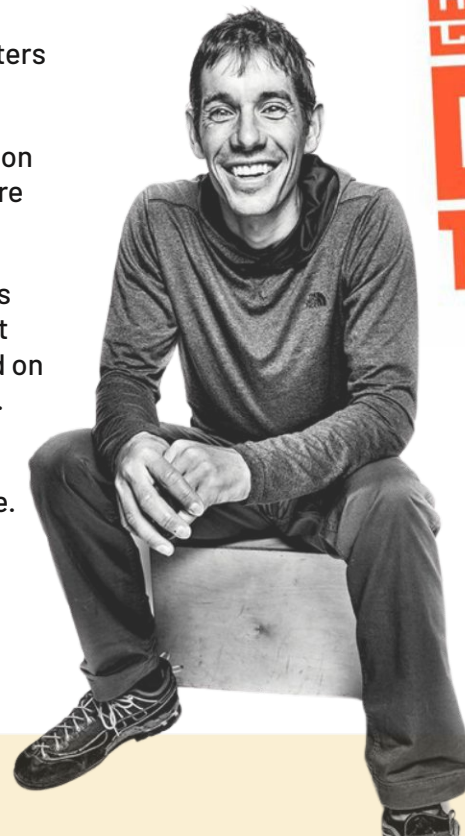
GOALS Invite people to “Get a Little Out There” literally and figuratively to shift perceptions about the state and strongly support the launch of Adventure Centers by highlighting Nevada’s Outdoor+ offerings.

THE IDEA Alex Honnold, famous outdoor adventurer, will host a series focused on exploring Nevada’s rural outdoor activities, food and drink scene, offbeat culture and colorful characters—showing it’s accessibility.

WHY THIS MAKES SENSE Alex and his family live in Las Vegas and love Nevada’s outdoor offerings. His own quirky and charming persona is in perfect alignment with our “Get a Little Out There” spirit. And the “Set Jetting” travel trend, based on long-form content like shows and movies, has proven to effectively drive visits.

HOW THIS COMES TO LIFE Five 22-minute episodes would be developed and promoted through the Outside network to our *Adventure State of Mind* audience. Additionally, Alex would help promote the show and Nevada through media interviews, social posts and appearances.

INTEGRATION EFFORTS Paid, Earned, Owned



GET A LITTLE
OUT
THERE.

With ALEX HONNOLD

CREATED BY



Outside



WHY OUTSIDE

THE RIGHT AUDIENCE



CREATIVE PARTNERSHIP

TRAVEL CHANNEL HOST ■
NATIONAL GEOGRAPHIC
CORRESPONDENT ■ EXPLORER'S
CLUB FELLOW ■ EXPEDITIONS IN
120 COUNTRIES AND SEVEN
CONTINENTS



Appalachian Trail thru-hiker ■ Biked
the length of Alaska ■ Journeyed the
full length of India's Ganges River
■ Five expeditions in the Congo ■
Extended travel in Antarctica ■
Deadliest Catch ■ Exclusive
coverage for the unsealing of the
Tomb of Christ ■ Alaska to Seattle in
a homemade kayak



[JJ Kelley](#) as the director

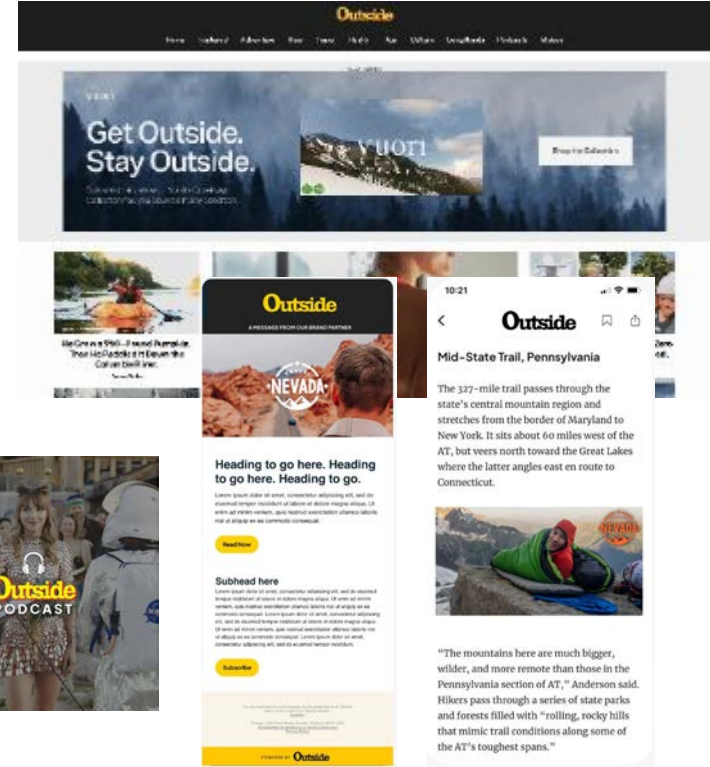
TravelNevada.com

WHY OUTSIDE

Cross-platform distribution and delivery

- Episodes distributed across Outside Linear, CTV, and social channels, custom video landing page, distribution across Outside's Youtube, social channels etc.
- Full usage rights for Travel Nevada O&O channels and Youtube channel and distribution Podcast extensions, digital support with custom display, video and email
- Added Value impressions and research

Over 26M+
views and impressions



CHICAGO: 4500-STAR EXPERIENCE

Last year, we brought the Space to Be Roadshow to Chicago, positioning Nevada as the destination for stargazing and capitalizing on the astro-tourism trend. We'll bring Nevada's dark skies back to the Windy City while also spotlighting another Nevada offering that isn't as well known – cultural culinary.

Potential executions could include:

- A drone show that mimics the stars that can be seen in Nevada
- A unique food experience through a partnership with Eater, Vox, etc. showcasing the culinary offerings around the state – from Basque restaurants in rural Nevada to high-end dining on the Strip



SPACE TO BE ROADSHOW, CONTINUED

During a city-wide event like the Offbeat Music Festival, we'll remind Renoites of the stargazing experiences available in their own state with our physical Space to Be pop-up situated in the event and an ongoing planetarium show at Fleischmann.

During the city-wide festival, our pop-up will be situated in a high-traffic location, and we would incentivize passersby to visit with an in-state trip giveaway. Simultaneously, we'll partner with Fleischmann to host a short-term sky show in the planetarium showcasing Nevada's own skies, leveraging our dark skies footage. If the planetarium agrees, admission to that show could be free for anyone willing to sign-up for Travel Nevada's newsletters.



ACTIVATING NEVADANS DURING NEVADA DAY + GALOT MONTH

THE IDEA Leverage GALOT Month to focus on driving in-state visitation to rurals with Nevada Day as the culmination.

WHY THIS MAKES SENSE Many businesses around the state will be participating in some sort of Nevada Day activities. The best way Travel Nevada can support is to activate at businesses around the state and amplify their efforts.

HOW THIS COMES TO LIFE

Event partnerships, new content (itineraries/road trips), state ambassadors, etc.

INTEGRATION EFFORTS Paid, Earned, Owned



BRINGING GHOST TOWNS BACK TO LIFE FOR AM250

Nevada has more ghost towns than populated towns because of the state's important role in America's history, primarily during the mining boom. To celebrate America's 250th birthday in 2026, what if we brought those ghost towns back to life through AR?

Pending budget, we could place a weather-proof marker with a QR code in a few of Nevada's historic mining towns, when scanned, shows that town in its prime. This buzzworthy effort would be supported with an itinerary marking all the AR experiences and shareable photos and videos of the experience that could be posted on owned social channels and pitched to media.



** The development of the AR experience and physical markers will require further feasibility and budget investigation to finalize this activation.*

TravelNevada.com



PAID MEDIA

DOMESTIC + IN-STATE

FY26 OVERARCHING APPROACH

Deploy an always-on, omnichannel campaign designed to inspire our target audience(s) to
Get A Little Out There



Surround audiences throughout the traveler journey, with a combination of tactics and channels, with the primary focus being *Dreaming, Discovery, Planning and Booking*



Build on proven partnerships to reach Travel Nevada's target audiences with various messages and content



Identify **opportunities to test and learn** (new tactics, creative testing etc.) and establish a clear measurement plan aligning paid media efforts directly to KPIs



Align budget allocation with market priorities, ensuring New and Emerging markets are a key focus

FY26 PAID MEDIA APPROACH

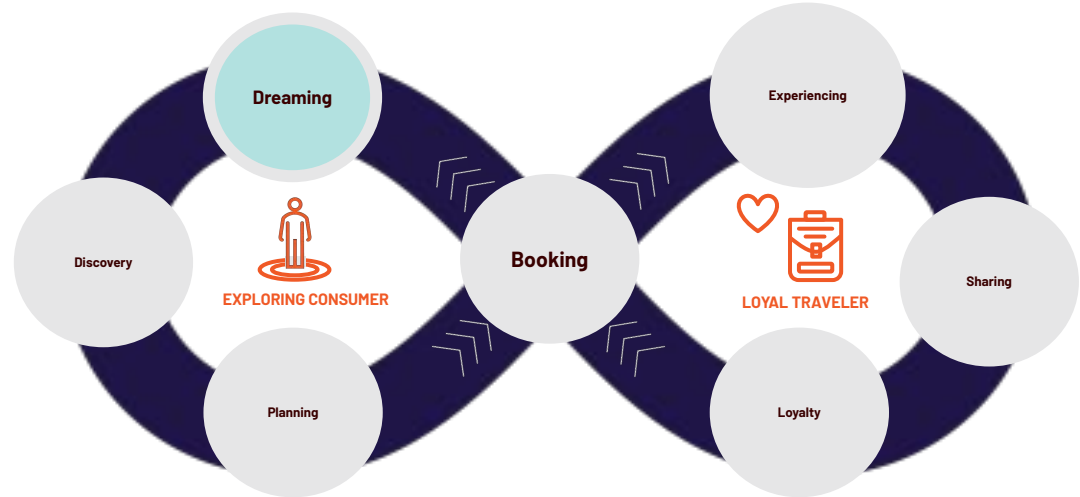
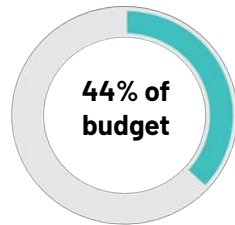
OVERARCHING GOALS	Shift perceptions to encourage people to spend more and stay longer in Nevada				
TRAVELER JOURNEY	DREAMING	DISCOVERY	PLANNING	BOOKING	EXPERIENCING
MARKETING OBJECTIVES	Awareness and intrigue	Shift perception and create inspiration	Research and Intent to travel	Drive bookings	Visit
MEDIA STRATEGY	Focus on high impact placements to build awareness of Nevada and spark curiosity	Utilize custom content and partnerships to showcase all that there is do see and do in Nevada	Incorporate traffic-driving elements to encourage web visits and site engagement	Digital partnerships drive purchase	Sports partnerships to connect with ppl in market
CHANNEL	Video (CTV, Social/influencers), Streaming Audio	Custom Content, Native, Social, Influencers	Travel Content, Display, Social	OTA partnerships	In-state activations

FY26 PAID MEDIA- DREAMING

Awareness and Intrigue

Leverage **data driven video, streaming audio and podcasts.**

Target audiences across key geographies with :30 spots and integrated content across premium TV and audio content.



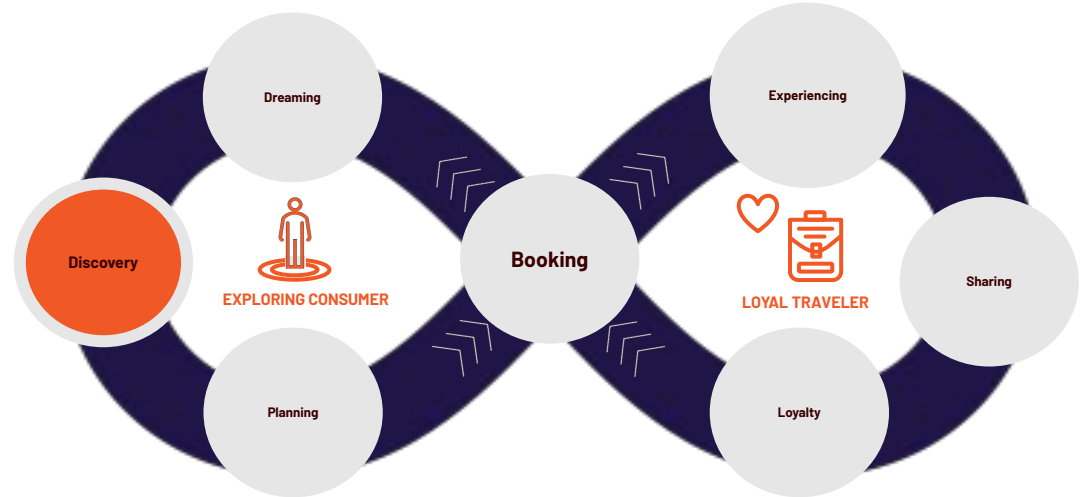
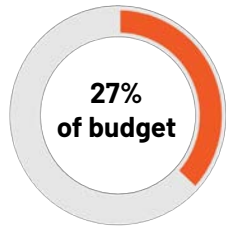
Sample Partners:



FY26 PAID MEDIA- DISCOVERY

Shift Perception and Create Inspiration

Targeted digital placements and **custom content partnerships** with publications to highlight how audiences can experience Nevada, aligning with our audience interests



Sample Partners:

thrillist
EATER



**NATIONAL
GEOGRAPHIC**

**Atlas
Obscura**
lonely planet

TRAVELZOO

**WARNER BROS.
DISCOVERY**

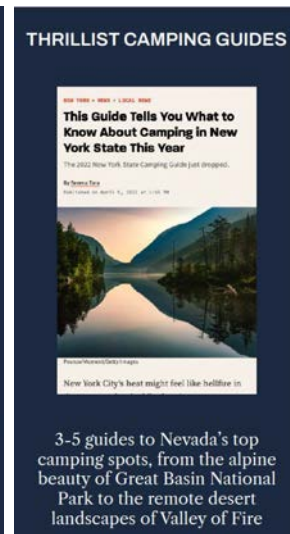
edible RENO-TAHOE

DISCOVERY SAMPLE CONTENT IDEAS

The Great Eater x Thrillist Campout

In The Great Campout, Eater and Thrillist would bring editorial expertise to Nevada — **creating a first-of-its-kind hub focused on outdoors and camping** that inspires travelers to stay longer and fully embrace the state's wild side.

- 100% SOV of Cross-Brand Hub, housing:
 - 4-5 Eater recipes, including one from a NV chef
 - 2-3 Eater shopping guides
 - 3-4 Eater How-Tos
 - 3-5x Thrillist Nevada Camping Guides



DISCOVERY SAMPLE CONTENT IDEAS

Travel, Explained

In a special three-part edition of **Travel, Explained**, VOX would focus entirely on Nevada.

- Through a series of episodes, they will showcase:
 - Off-the-beaten-path experiences, deep cultural histories, unexpected wonders
- 100% of 3x Nevada-Themed Episodes



HOW VOLUNTEER STARGAZERS ARE PROTECTING OUR NIGHT SKY

Great Basin National Park is one of about 200 places in the entire world designated as a "Dark Sky Place," a protected area with so little light pollution that the night sky is perfectly visible. These places are few and far between in our electrified world, and they help preserve one of our biggest natural wonders: the night sky. We'll stay overnight in the park to capture some beautiful sky footage, all while explaining how light pollution has changed our world — and how we can protect some of the few dark places left.



HOW THIS NICHE EUROPEAN CULTURE LANDED IN NEVADA

Hailing from the northern border between Spain and France, the Basques are a unique ethnic group with a long history in Europe. But they've also made Nevada a culture outpost — the Basques immigrated to the US during the gold rush, but stuck around to work as sheepherders in the American West's mountainous region. Through archival photos, interviews, and maps, Vox producers will trace the history of this culture, how it came to America, and what the Basque people are up to now both in the US and in Europe.



HOW THESE GHOST TOWNS ROSE AND TRANSFORMED

In this video, Vox producers will travel to some of the most remote ghost towns that dot Nevada's map, explaining how people were able to build towns so quickly during the gold rush, and abandon them just as fast. Footage shot on location, paired with captivating archival photographs and expert interviews, will paint a picture of a unique time in America's past — and what's still left standing.

DISCOVERY SAMPLE CONTENT IDEAS

Photo & Social Stories

Custom package sharing stories from Nevada leveraging the power of Nat Geo's social and digital platforms.

Concept example: Tara Kerzhner embarks on a captivating journey to Nevada's Black Rock Desert, a remote and otherworldly expanse where the unexpected is always just around the corner.

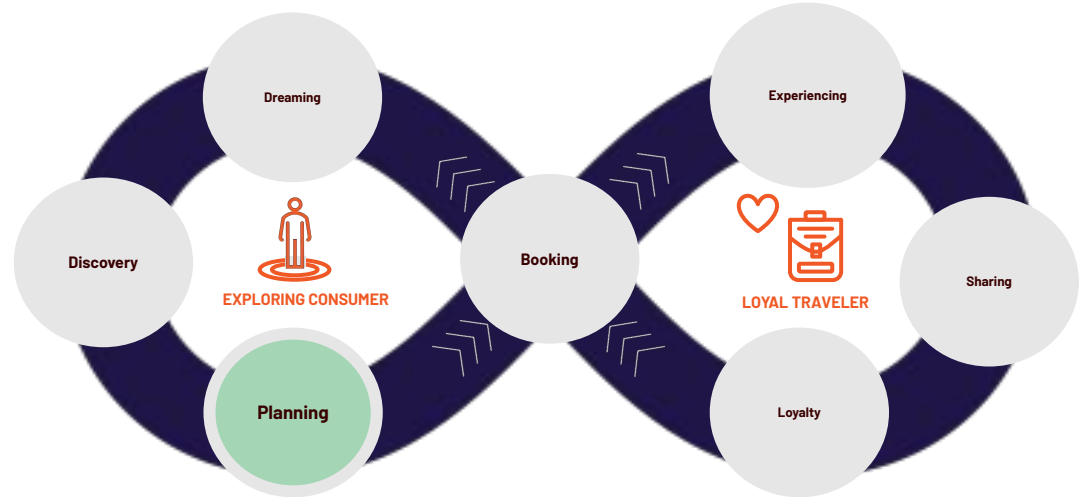
- Custom shoot with Nat Geo Photographer talent, supplying content for the custom articles and Vertical Videos on social.
- Refreshed custom digital hub on NatGeo.com



FY26 PAID MEDIA- PLANNING

Research and Intent to travel

Focus on channels and tactics that **drive web traffic and help to support on-site travel intent metrics** such as Visitor Guide or eNewsletter sign ups and beyond



Sample Partners:



SOJERN



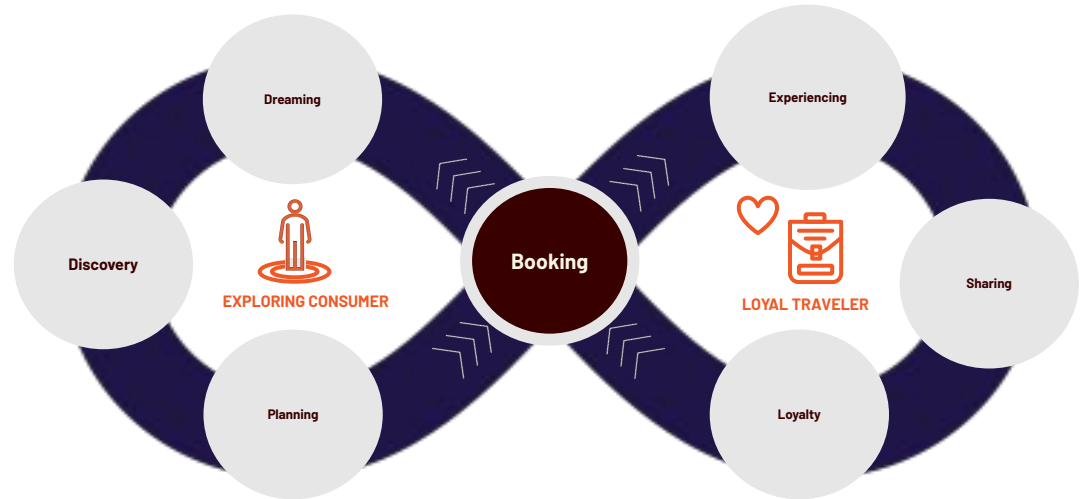
TravelSpike



FY26 PAID MEDIA- BOOKING

Drive Bookings

Continue to partner with the leading **OTAs** to defend competitive share, and engage potential travelers as they actively shop.



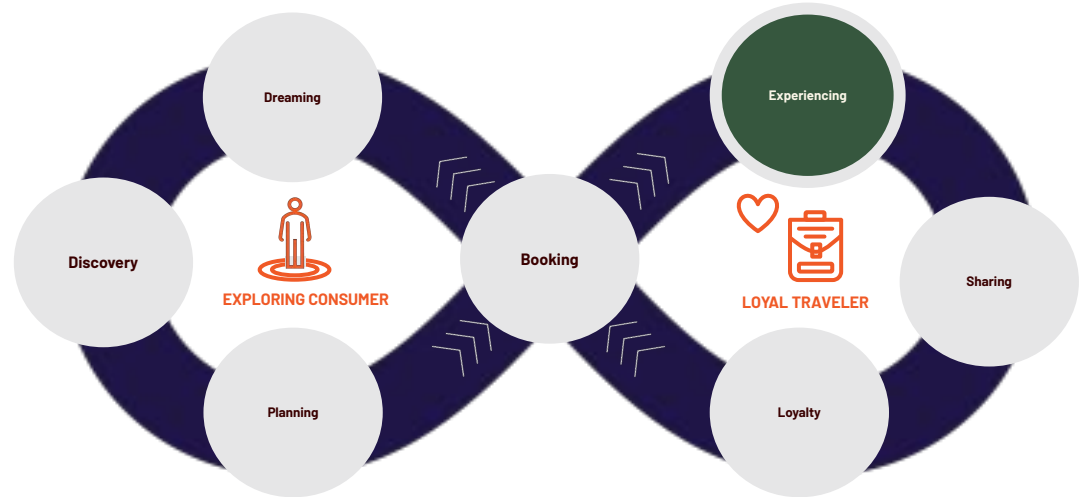
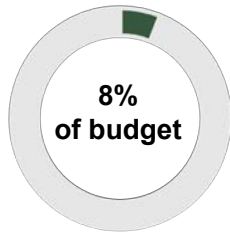
Sample Partners:



FY26 PAID MEDIA- EXPERIENCING

Visit

Engage with audiences **while they are in-market** to showcase how they can expand their trip beyond the metro markets



Sample Partners:



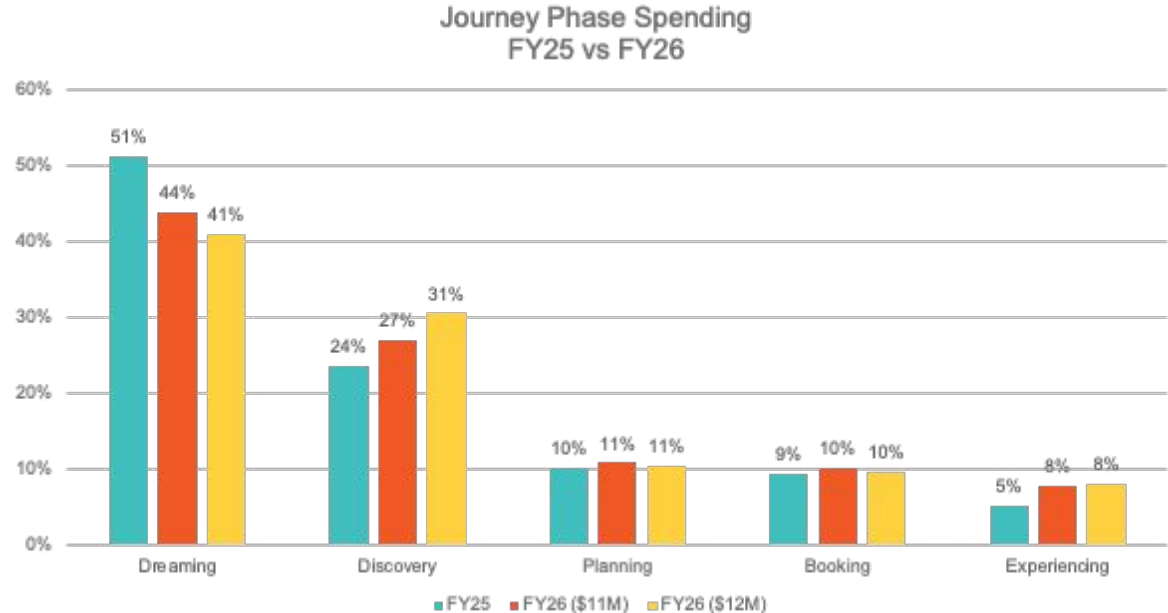
FY26 PAID MEDIA MEASUREMENT

	DREAMING	DISCOVERY	PLANNING	BOOKING	EXPERIENCING
Campaign Success	Spending more and Staying Longer- as measured by IME Data				
Success KPIs	Video completions, Impression delivery	Engagement, views	Website Activity	Booking Metrics	Attendance*
Optimization Metrics	VCR/CPCV, CPM	Engagement Rate/CPE, Clicks, CTR/CPC,	Clicks, CTR/CPC Video view, Landing Page views, CPLPV	Clicks, CTR/CPC	N/A
Additional Measurement	Brand Lift Study		Arrivalist/Datafy Data		Newsletter Sign ups*

*Data gathered in partnership with TN and Noble based on final activation details

FY26 PAID MEDIA BUDGET ALLOCATION

The largest YoY shift in allocation is moving more dollars down the funnel from **Dreaming**, to shift more support to **Discovery - Experiencing**.





INFLUENCERS

FY26 INFLUENCER APPROACH

TRAVELER JOURNEY	DREAMING	DISCOVERY	PLANNING	LOYALTY	SHARING
MARKETING OBJECTIVES	Awareness and intrigue	Shift perception and create inspiration	Research and Intent to travel	Return to Nevada	Be an Ambassador
INFLUENCER STRATEGY	Drive awareness about the Nevada region and all that you can accomplish on a trip.	Create highly engaging content to inspire trip consideration and show what all there is to offer in Nevada.	Convert influencer itineraries into downloadable pdfs for easy trip planning on travelnevada.com.	Tap trusted creators again to scale success and deepen audience trust.	Establish a local ambassador program for repeated touch points throughout the year.
CHANNELS	Instagram, TikTok, YouTube Shorts	Instagram, TikTok, YouTube Shorts, Blogs	Instagram, TikTok, YouTube Shorts, Blogs	Instagram, TikTok, YouTube Shorts	Instagram, TikTok, YouTube Shorts

PROGRAM OPTIMIZATIONS



NICHE INFLUENCERS

These influencers are less focused on travel and more on specific topics where they can be subject matter experts for their highly engaged audiences.

Goal: Aim to tap one niche influencer a quarter.



AMBASSADOR PROGRAM

By layering in local influencers to help highlight the state, they will be a lower investment cost and can provide a more robust influencer strategy.

Goal: Work with a 2-5 local influencers through an ambassador program with one dedicated post per quarter.



ITINERARY EXTENSION

Share influencer itineraries to help drive trip consideration. This will connect our social audience to the specific business partners and they can book the experience for themselves.

Goal: Share 50% (starting out) of our influencer trip itineraries to TravelNevada.com.

FY26 POTENTIAL PARTNERSHIPS

Many of our FAMs focus on outdoor adventure, and we'll continue to prioritize travelers interested in culture, recreation, and the unexpected.

- Timing: Throughout FY26
- Activities to include: Road trips, outdoor adventures, curiosities, art and culture
- Potential influencer targets:



[@andrewfisher7](#)

Potential local ambassador program influencer to consider.



[@jhamilbader](#)

Based in Portland, OR can highlight a FAM to one of our new markets. Note that he did post Stories for us at Cascade Music Festival.



[@aliceadventuresonearth](#)

Solo hiking and backpacking with a strong YouTube presence. Also a Stuntwoman, TV host for PBS's "Alice's Adventures on earth."



[@pierrejwilson](#)

Known as the "Best Dressed Cowboy," Pierre blends high fashion with authentic cowboy culture.



EARNED MEDIA



EARNED APPROACH + STRATEGY

In Travel Nevada's marketing ecosystem, PR continues to play an important role in attracting travelers in the dreaming, discovery and planning stages of their travel journey. We do that by showing up in **trusted third-party channels** with key messages that **elevate their perception** of Nevada.

DOMESTIC + IN-STATE

BREAKTHROUGH MOMENTS

- Integrated Activations + Campaigns
- Brand Partnerships
- Accolades

ALWAYS-ON STORYTELLING

- FAMs
- Media Missions + Engagements
- Ongoing Outreach
- Storymining Missions

FY26 EVOLUTIONS

Travelers trusted sources continue to evolve. So too, does our strategy. In FY26, there will be five key strategic shifts to our PR program.

New Media Targets

Adding new media, like podcasts and Substacks, to our Top 100

Earned-Only Markets

Strategically investing in Denver & Atlanta, target markets for some of our in-state partners

Earned-Led Activations & Campaigns

Having PR at the table for hero campaign ideation, as well as developing some earned-led campaigns

New Media Mission Formats

Building on changes we've started in FY25 to explore evolved engagement strategies for media in target markets, in-state and domestic

Enhanced Storymining

Executing Storymining Missions to engage partners and uncover untold Nevada stories

PR GOALS + KPIs

The IME study measures earned media's impact on perception. We have three PR goals that support the "Awareness" phase of the traveler journey. We also track the success of certain tactics we use to reach these goals.

GOALS

- Secure 20 feature placements (15 national, 5 in state) in Top 100 outlets
 - KPIs: Top 100 features, potential reach
- Secure 55 placements (40 national, 15 in state) in Top 100 outlets
 - KPIs: Top 100 mentions, potential reach
- Secure at least one key message in 75% of all earned coverage
 - KPI: Key message inclusion

TRACKED TACTICS

- Host 12 Top 100 journalists (10 national, 2 in state)
 - KPIs: Media FAMs
- Engage 85 Top 100 media contacts (75 national, 10 in state) in-person or via dedicated one-on-one interactions (virtual briefings, desksides, media missions, etc.)
 - KPIs: Media engagements

PRIORITY STORYLINES

We'll apply our earned lens to the key messages that help shift perceptions in order to bring those messages to life and give them layer.

OUTDOOR: "Great Outdoors Month: Five outdoor activities all Nevadans must check off their list"

SCENIC BEAUTY: "My kids had never seen the Milky Way. This was their reaction"

CURIOSITIES: "I took a haunted road trip through Nevada - here's what freaked me out the most"

FRONTIER LORE: "Meet the Nevada-based cowboy poet who's pushing boundaries"

ART: "Check out some of the state's most out-there art installations on World Art Day"

In addition to pre-planned pitches that offer story ideas within these buckets, our team is constantly looking for "newsjacking" opportunities that insert Nevada POIs into the news where and when appropriate.

MEDIA TARGETS

Our audience values trusted media outlets for travel inspiration and information. We'll prioritize coverage in more than 100 of these outlets, including:

NATIONAL TRAVEL

Pitch approach and angles will be determined on a case-by-case basis, considering trends, recent coverage and writers' areas of focus. Pitches will be customized to include these considerations and ensure maximum opportunity for coverage.



NATIONAL CONSUMER



NATIONAL TRADE

Pitch approach will mostly focused on industry thought leadership and destination development angles.



REGIONAL

Pitch approach will be a combination of seasonal angles and trending travel topics. Pitches will be customized to ensure story angle is relevant to the



IN-STATE

Pitch approach will mostly be seasonal, with a focus on events and new developments.



MEDIA TARGETS

New for FY26, as traditional media continues to contract, we will explore opportunities to engage with alternative media platforms including podcasts and newsletters/Substacks.

Pitch approach will be customized but mostly expert and spokesperson driven to contribute to thought leadership- and travel-driven content.



PR-LED CAMPAIGN: ALIENFLUENCER

An extraterrestrial has landed in Nevada and has decided to stay, tour the state, and become an “alienfluencer,” creating quirky content about his adventures. He catches the eye of Travel Nevada, and the organization announces it has awarded him a year-long contract to be its first official ET Ambassador.

The PR team will lead this program, including:

- Concepting the alienfluencer and finding talent to execute it
- Supervising content creation throughout the state
- Promoting this first-of-its-kind program, with outreach to in-state, national consumer, and trade media.

**'Ideal for extraterrestrial travelers:'
Kentucky city beams tourism pitch
to distant planets**

**Desert nights, UFO lights: Extraterrestrial
enthusiasm is booming in the Coachella Valley**



MEDIA FAMs APPROACH

Media FAM trips remain essential for generating authentic coverage and compelling storytelling. In FY26, the team will explore pitching the following FAM content themes:

NATIONAL MEDIA

- Cowboy Core
- Supernatural Sightseeing
- Dark Skies, Sweet Dreams

IN-STATE MEDIA

- Experience Nevada Across the Seasons
- Art Across Nevada
- Nevada Foodways



The team will build FAMs around individualized editorial needs as well.

MEDIA MISSION APPROACH

To connect with a variety of journalists and offer partners options that meet their needs, we will investigate holding media missions in up to four markets:

- Denver (On deck / Domestic)
- Atlanta (On deck / Domestic)
- Las Vegas (Core / In State)
- Reno (Core / In State)



STORYMINING MISSIONS

To generate pitch ideas and angles about Nevada's points of interest, new developments, and lesser-known gems, the PR team will continue its storymining mission in FY26 to explore:

- Loneliest Road in America
- Great Basin Highway
- Death Valley Rally
- Extraterrestrial Highway



EARNED - ALWAYS-ON STORYTELLING

RECAP





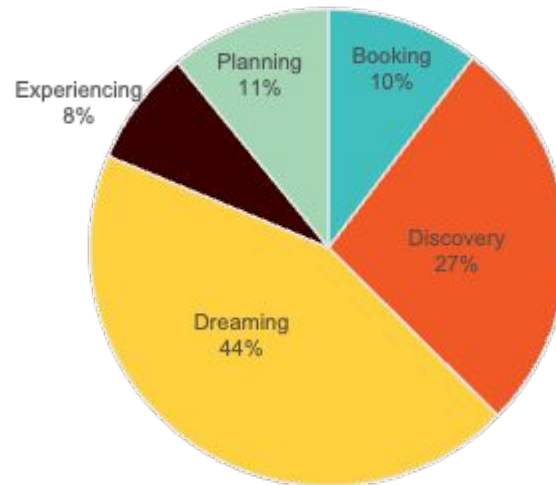
BUDGET SCENARIOS

\$11M MARKETING BUDGET

\$11mm Marketing Budget

- **\$660k Account Management**
 - Planning, managing, and trafficking all FY26 media
 - Ongoing external partner relations (Noble Studios, Good Giant)
 - Influencer planning, vetting, itinerary development, and contract creation/negotiations
 - Reporting
- **\$10.3mm Working Paid Media**
 - \$9mm Domestic Paid Media
 - \$950k In-State
 - \$150k Travel Nevada Marketing Co-Ops
 - \$350k Influencer Program

\$11M Marketing Budget



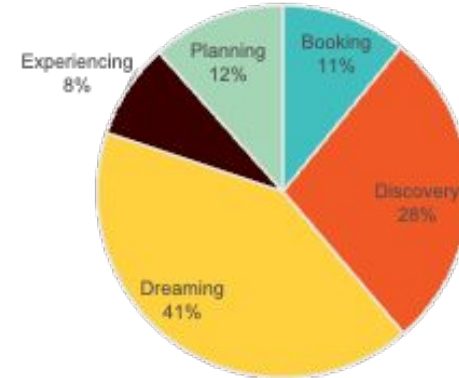
The largest YoY shift in allocation is moving more dollars down the funnel from **Dreaming**, to shift more support to **Discovery - Experiencing**.

REDUCTION SCENARIO 1: 5% REDUCTION

\$10.4mm Marketing Budget

- Reduction of:
 - Outside/Alex Honnold hero contribution*
 - Content partnerships
 - in-state budget allocation
 - paid impressions across Video and Digital
- Removal of:
 - Spanish-language CTV/video
- **\$9.7mm Working Paid Media**
 - \$8.6mm Domestic Paid Media
 - \$800k In-State
 - \$150k Travel Nevada Marketing Co-Ops
 - \$250k Influencer Program

REDUCTION SCENARIO 1:
5% REDUCTION



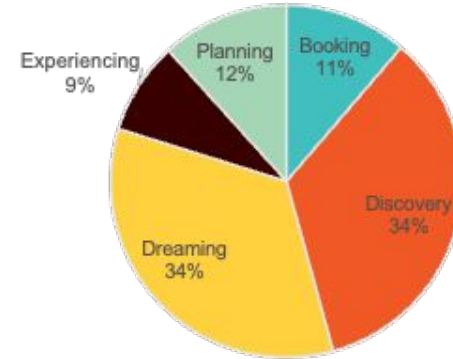
*Portion of the budget would have to come from Production

REDUCTION SCENARIO 2: 7% REDUCTION

\$10.2mm MKT02

- Removal of Outside/Alex Honnold Hero Idea
- Further reduction of:
 - Content partnerships
 - In-state budget allocation
 - Paid impressions across Video and Digital
- **\$9.5mm Working Paid Media**
 - \$8.5mm Domestic Paid Media
 - \$700k In-State
 - \$150k Travel Nevada Marketing Co-Ops
 - \$250k Influencer Program

REDUCTION SCENARIO 2:
7% REDUCTION

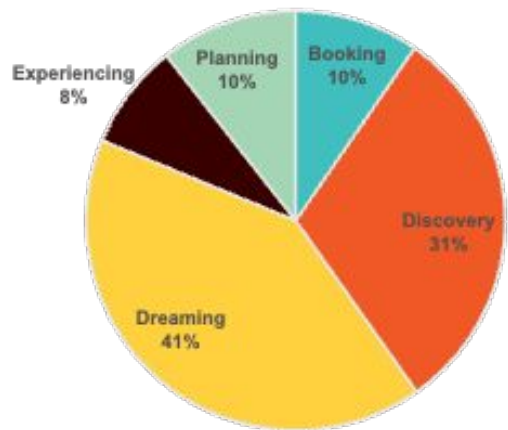


\$12M MARKETING BUDGET

\$12mm Marketing Budget

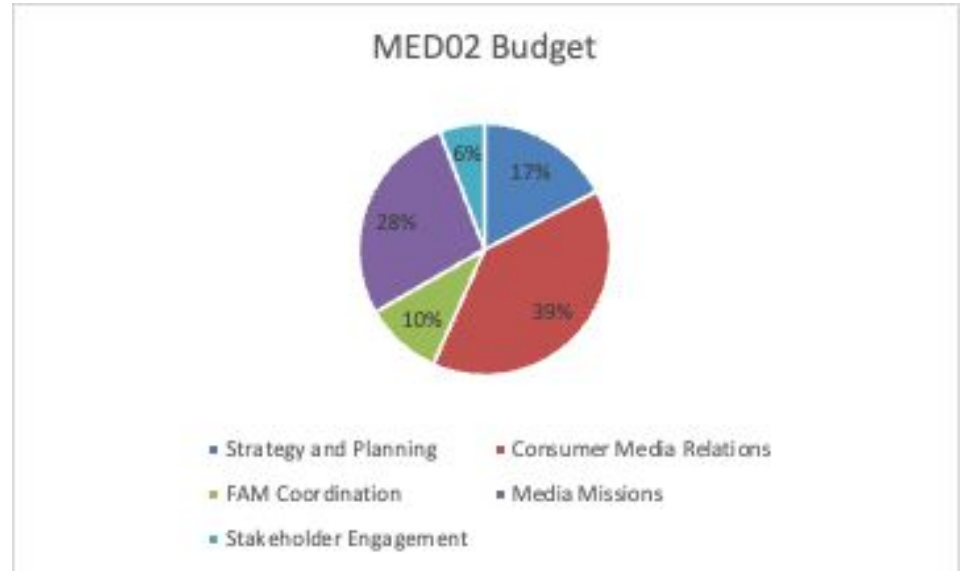
- **\$773k Account Management**
 - Planning, managing, and trafficking all FY26 media
 - Ongoing external partner relations (Noble Studios, Good Giant)
 - Influencer planning, vetting, itinerary development, and contract creation/negotiations
 - Reporting
- **\$11.2mm Working Paid Media**
 - \$9.5mm Domestic Paid Media
 - \$1.1mm In-State
 - \$150k Travel Nevada Marketing Co-Ops
 - \$350k Influencer Program

\$12M Marketing Budget



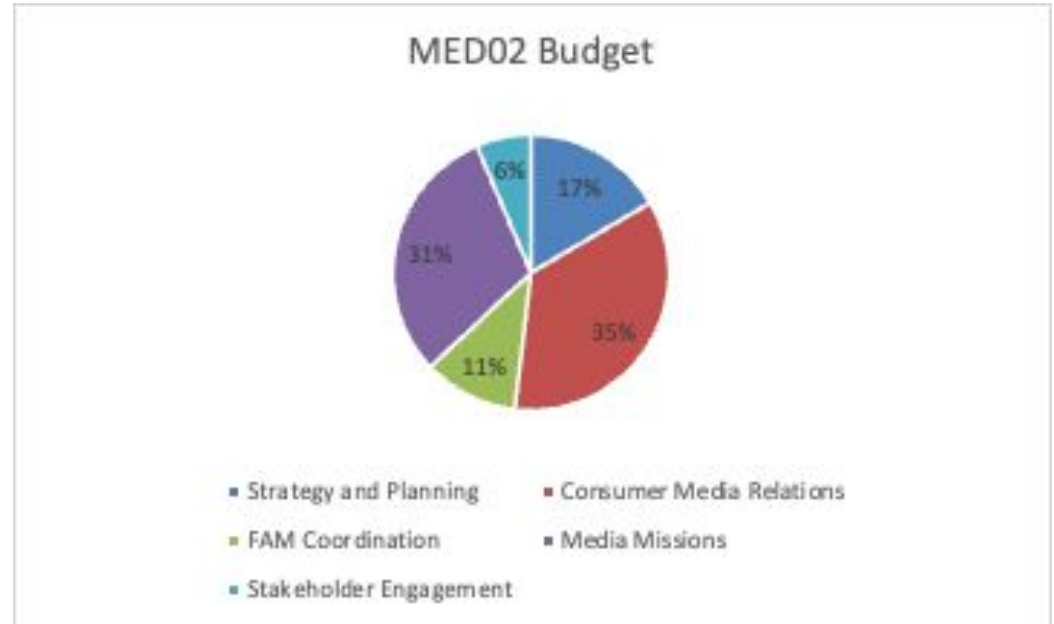
\$1M PUBLIC RELATIONS BUDGET

- **PR Planning + Strategy: 17%**
- **Consumer Media Relations: 39%**
 - National outreach
 - In-state outreach
 - Reporting + analysis
 - Highlight reels
 - Activations + campaigns
- **FAM Coordination: 10%**
- **Media Missions: 39%**
 - Denver
 - Atlanta
 - Las Vegas
 - Reno
- **Stakeholder Engagement: 6%**
 - Annual report
 - Storymining missions



REDUCTION SCENARIO: 10% REDUCTION TO PR BUDGET

At \$900,000, we would reduce the PR activations + campaigns line, as well as the strategy + planning line. This means we would have to significantly scale back on PR-led hero programs and likely only support creative/paid-led activations with remaining dollars.





NEXT STEPS



NEXT STEPS

- **May 9**
Marketing Committee
feedback/approval
- **June 4**
Commission approval
- **July 1**
FY26 media plans launch

THANK
YOU!

