



TRAVEL NEVADA

FY27 INTEGRATED MARKETING RECOMMENDATION

June 2026

AGENDA

Reflections

FY27 Strategic Direction

Q1/Bridge Hero Campaign

Q1/Bridge Paid Media Recommendations

Q1/Bridge Earned Media Recommendations

FY26 REFLECTIONS

FY26 HAS BEEN ABOUT SHIFTING PERCEPTION SO PEOPLE SPEND MORE AND STAY LONGER IN NEVADA.

1 Nevada has a **variety of things to see and do** beyond just outdoor recreation

2 Nevada **offers off-the-beaten-path experiences**, local culture, and history

3 Nevada **welcomes diverse visitors** and **offers experiences for “someone like me”**

TRIPS

2.9

trips per traveler
vs. 2.1 unaware
+38% MORE

STAY

4.3

nights on last trip
vs. 3.6 unaware
+19% LONGER

SPEND

\$2,116

per travel party
vs. \$1,836 unaware
+15% MORE



FY27 STRATEGIC DIRECTION

FY27 STRATEGY | Why Adventure?

Adventure is the organizing idea that makes rural Nevada more desirable, more understandable and easier to explore. Expanding the state's appeal as a unique adventure destination becomes a meaningful statewide growth opportunity.

- **Outdoor recreation already plays a major role in Nevada's economy, especially in strengthening rural counties.**
- **Many of the state's most compelling adventure experiences are found beyond its urban anchors, including its strongest outdoor recreation assets.**

Adventure gives Travel Nevada a clear way to:

- Drive interest in rural visitation
- Support a high-value sector of Nevada's economy
- Layer meaning on the *Get a Little Out There* platform
- Validate Travel Nevada's Adventure Centers
- Connect more meaningfully with our "Adventure State-of-Mind" target audience
- Bridge curiosity to trip planning and action

Economic Impact of Outdoor Recreation

\$24B

Industry in Nevada

\$13.7B

Total economic output

75K+

Jobs supported

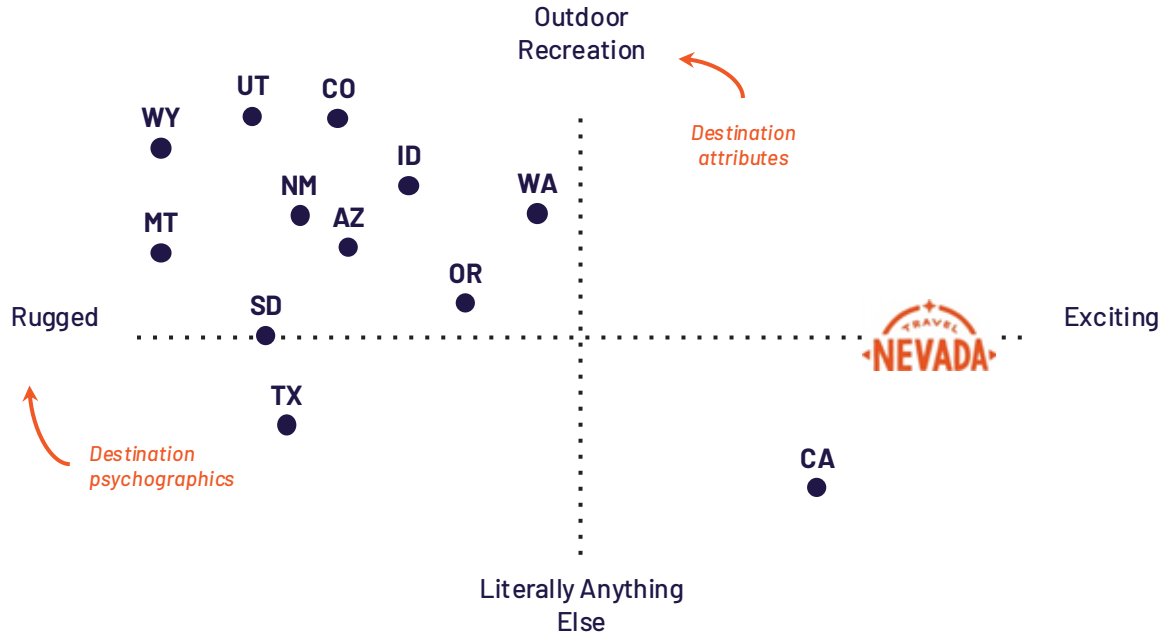
\$8.8B

Contribution to state GDP

Nearly 40% of economic benefits are realized in rural counties

Source: Nevada Division of Outdoor Recreation (NDOR), *Economic Impact Analysis, November '25*

FY27 STRATEGY | “Outdoor Rec” vs “Adventure”



Our competitors credibly own a “traditional” outdoor recreation value proposition. **Nevada does not win by trying to be more “outdoor” than Utah, Colorado or Oregon.**

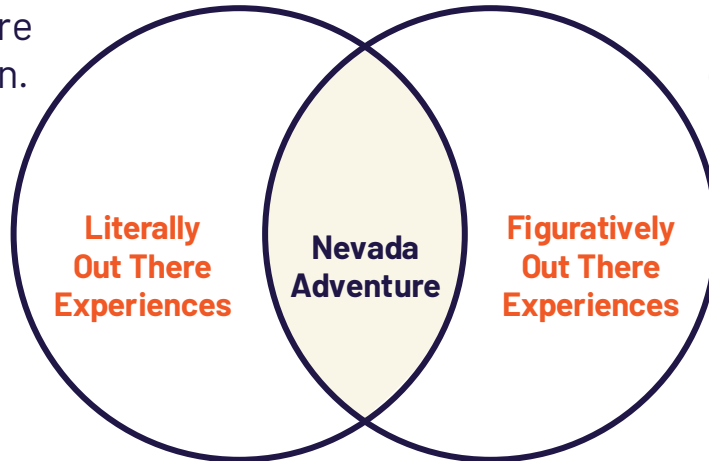
Nevada wins by offering a broader, more unique sense of adventure that is unlike anything else in the market.

FY27 STRATEGY | What NV Adventure Means

Nevada isn't an outdoor adventure state. It's an **Out There** adventure state.

In Nevada, adventure is more than just outdoor recreation. It's also what you discover along the way.

World-class outdoor recreation, vast public lands, open space, awe-inspiring landscapes, scenic routes, trails and room to explore without the crowds



Paired together, these experiences create a version of adventure unlike anything else in the market.

Ghost towns, hot springs, aliens, oddities, frontier lore, local culture, art, strange stops, small towns, side quests and a state that rewards curiosity

FY27 STRATEGY | From Curiosity to Action

Nevada adventures must feel both inspiring *and* accessible. Our task is to:

Spark Curiosity

Make **adventure** the clearest and most actionable expression of our *Get a Little Out There* platform to spark curiosity and interest in exploring and recreating in Nevada.

Make the Rurals Easier to Choose

Promote Adventure Centers as practical on-ramps that help travelers understand where to go, what to do and how to plan with confidence.

Build Belief

Define adventure on Nevada's terms and show the blend of outdoor recreation and distinctly Nevada experiences, supported by credible partners and proof points.

Drive Trip Value

Turn Las Vegas and Reno into launching points for rural exploration, helping travelers stay longer and spend more statewide.

FY27 STRATEGY | Market Approach

	CORE	WARM LEADS	MOMENTUM	ON DECK
MARKETS	LA, San Francisco, Sacramento, Phoenix, Nevada (In-State)	Boise, Salt Lake City, San Diego	Chicago, Portland, Seattle, Dallas-Ft. Worth, Houston	Denver, Atlanta
CONSUMER BEHAVIOR	High awareness, frequent visitation, short stays and low-spend.	High awareness, infrequent visitation, longer stays and high-spend.	Moderate to low awareness, low visitation, longer stays and high-spend.	Showing preliminary travel intent with no aided awareness
MESSAGING APPROACH	Focus on the rurals and extending trips.	Full funnel messages to shift perception, 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 markets, specifically through third-party validation

FY27 STRATEGY | AUDIENCE MINDSET

FOUNDATIONAL

OUT THERE ADVENTURE STATE OF MIND

WHO IS ALSO...



CULTURAL TRAVELER

Art · History · Cuisine · Local Culture



OUTDOOR RECREATIONALIST

Trails · Landscapes · Dark Skies



UNEXPECTED EXPERIENCES ENTHUSIAST

Hidden Gems · Strange Stories

AND IS ALSO...

Families

Multi-generational · kid-friendly

Spanish Speakers

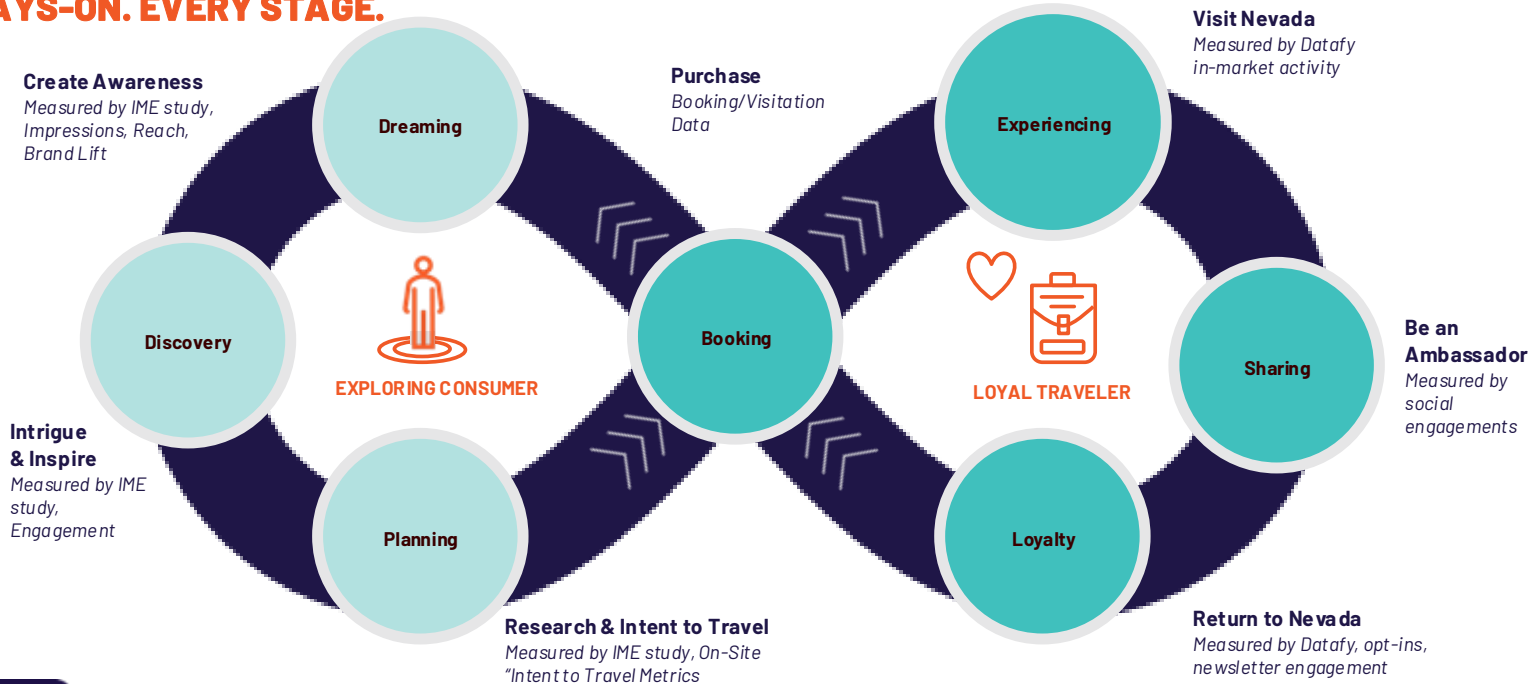
Growing across core + momentum markets

Urban Visitors

City escapers seeking contrast

FY27 STRATEGY | MEASUREMENT + KPIS

ALWAYS-ON. EVERY STAGE.





INTEGRATED HERO PROGRAMS



TRAVEL
NEVADA

ADVENTURE CENTERS

OUT THERE STARTS HERE

Out There Starts Here introduces Travel Nevada Adventure Centers as the gateway to Nevada's 60 million acres of possibility. A place where travelers unlock hidden hot springs, ghost towns, stargazing routes, and roads paved by the spirit of adventure.

It's a rally cry and a rally point all in one. It stirs the soul and points the way—making the logical first step obvious, safe, and story-worthy.

If the gateway moment is the most concentrated point of leverage—where intent can be converted into action, revenue, reviews, and responsible use—then it's only natural that we should name it, design for it, and measure it.



**OUT THERE
STARTS HERE**



KAYAKING



HOOVER DAM



MOUNTAIN BIKING



HIKING

STARGAZING

SNOWSHOEING

SKIING

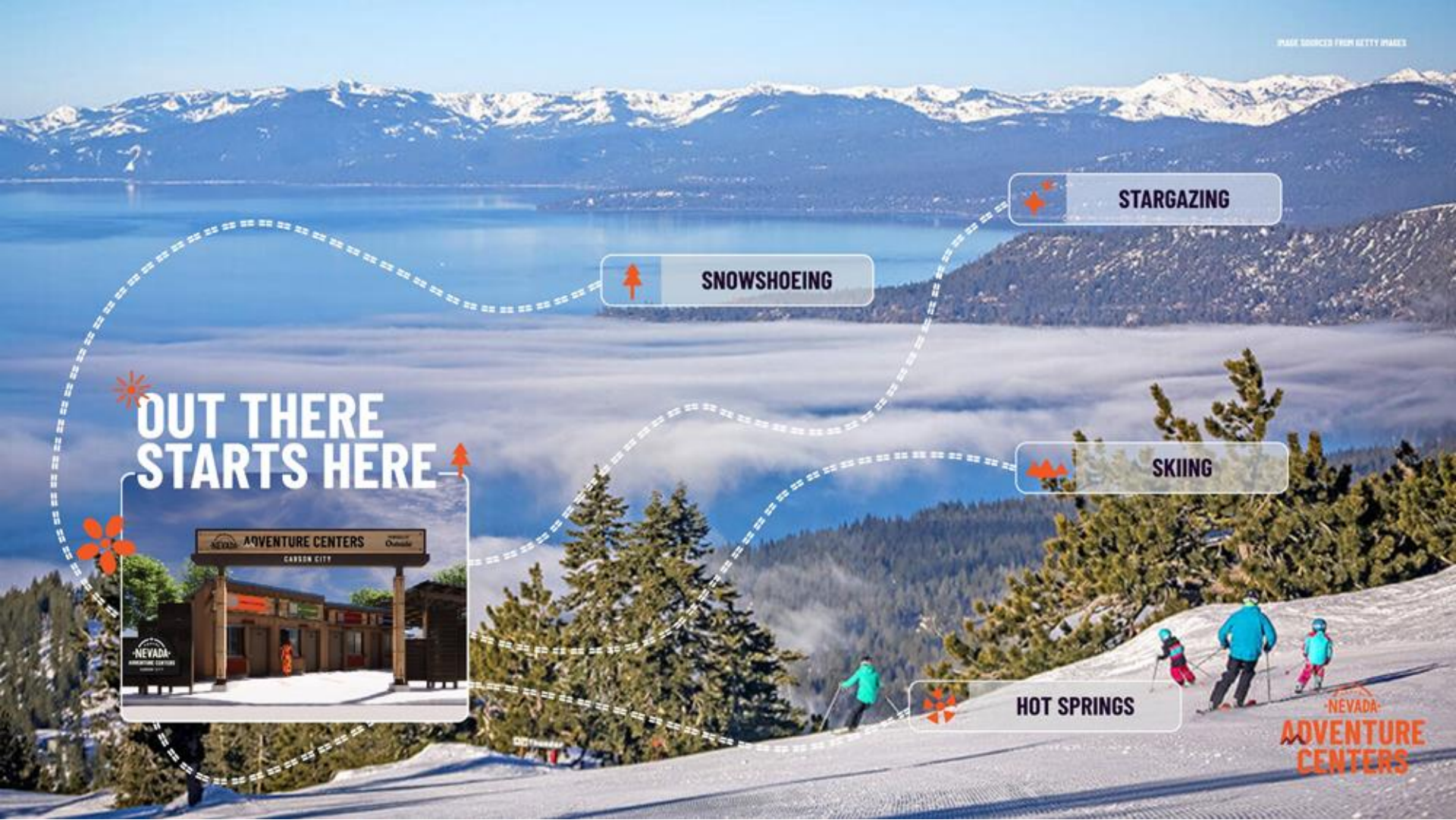
HOT SPRINGS

OUT THERE
STARTS HERE

ADVENTURE CENTERS
CARSON CITY

NEVADA
ADVENTURE CENTERS

NEVADA
ADVENTURE
CENTERS



GATEWAY TO OUT THERE ADVENTURE

OWNED & CONTENT	EVENTS & ACTIVATIONS	PAID MEDIA SUPPORT	EARNED & PR
<ul style="list-style-type: none"> • Website launch • SEO + content updates • Partner toolkits 	<ul style="list-style-type: none"> • Annual Gear Test • Pop-up Studios • GALOTWAH Screenings 	<p>Potential tactics:</p> <ul style="list-style-type: none"> • Directional OOH boards • Outside partnership assets (TBD) • Paid social • Local broadcast partnership • Creator amplification 	<ul style="list-style-type: none"> • In-state media missions • “Adventure Centered” FAMs • Media press kits • Stakeholder toolkits • Targeted pitching





GET A LITTLE OUT THERE WITH ALEX HONNOLD



Outside



**FAHLGREN
MORTINE**
THE SHIPYARD COLLECTIVE

EXTEND MOMENTUM OF SEASON 1

Expand Get a Little Out There with Alex Honnold across every screen

Repurpose

- Turn long-form content into additional assets to use with other partners
- Takeover ads driving to Travel Nevada's site

Distribute

- Paid YouTube campaign
- Connected TV: Samsung, Roku, Disney+, HGTV, CNN
- ACR Retargeting



GET A LITTLE OUT THERE WITH ALEX HONNOLD

ONLY ON **Outside**

WATCH ALL 5 EPISODES NOW

CACAPEEPEEPOO



@caesarchavez5829



I could watch 12
seasons of this.

👍 209

GET A LITTLE OUT THERE WITH ALEX HONNOLD

ONLY ON **Outside**

WATCH ALL 5 EPISODES NOW



@lydialeigh4



I had no idea there is so much beauty, nature and adventure to experience.

👍 193

GET A LITTLE OUT THERE WITH ALEX HONNOLD

ONLY ON **Outside**

WATCH ALL 5 EPISODES NOW



@YoCowHowNow



This is heart warming
and fun to watch.

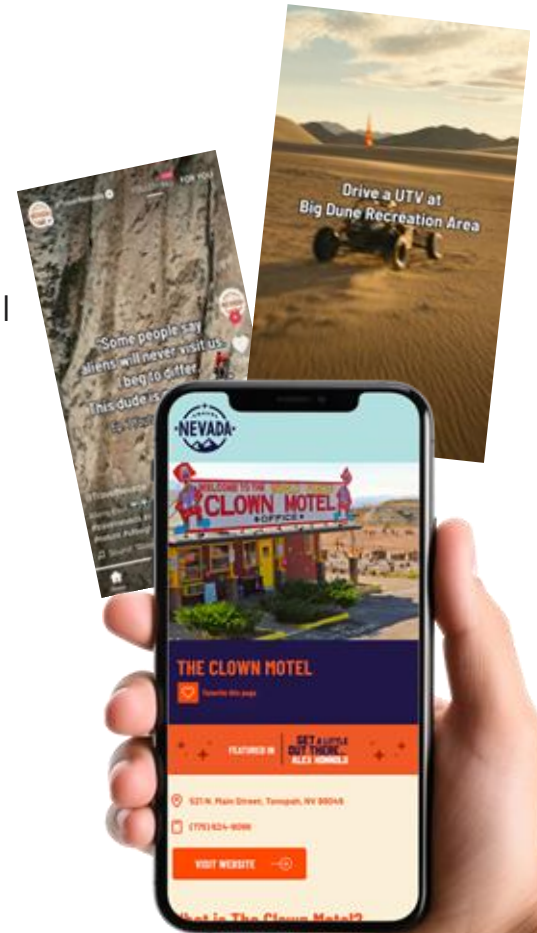
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EXPANDING THE IMPACT ACROSS CHANNELS

Repurpose our show footage into snackable, saveable and shareable social media content that inspires trip planning, such:

- **A series of “Out There Adventures For People Who Aren’t Outdoorsy”**
- **A series featuring the most Out There Youtube comments to continue promoting the series.**

Additionally, we can cross-promote the show across the website with badges that designate an Out There Experience from the show.



GET A LITTLE OUT THERE WITH ALEX HONNOLD 2.0

Establishing the framework for what's next

- **Maximizing existing agreement to promote Season 1**
 - Advertising and appearances
- **Establishing a new agreement**
 - Promote Adventure Centers, Always-On Ambassador, Qantas Flight, Shoot Season 2
 - Advertising, PR, Social, Production, Appearances
 - Negotiate TBD number of things that extend current agreement and explore a new long-term agreement.





PAID MEDIA

FY27 PAID MEDIA | Overarching Approach

Shift perceptions to encourage people to **spend more and stay longer in Nevada**

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 & Intrigue	Shift Perception and Inspire	Research & Intent	Drive bookings	Extend and Enrich the Visit
MEDIA STRATEGY	Plant Nevada in the imagination through immersive, sight-sound-motion storytelling	Reshape perception through trusted voices and original storytelling	Convert curiosity into commitment by showing up where research happens	Remove friction at the moment of decision	Deepen the visit and turn travelers into Nevada advocates

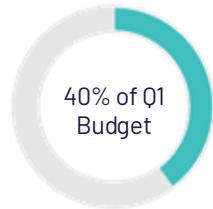
FY27 Q1 PAID MEDIA | Strategic Focus

Two pillars in Q1. Build the brand. Capture the booking.

DREAMING

Build awareness at scale

High-impact, visually-driven placements that make Nevada the place worth imagining. Amplified by the Alex Honnold integrated partnership



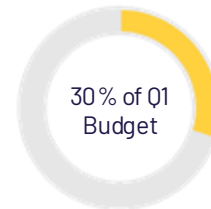
SAMPLE PARTNERS:



BOOKING

Capture active demand

Defend competitive share with leading OTAs at the moment travelers are actively shopping, converting consideration into committed bookings.



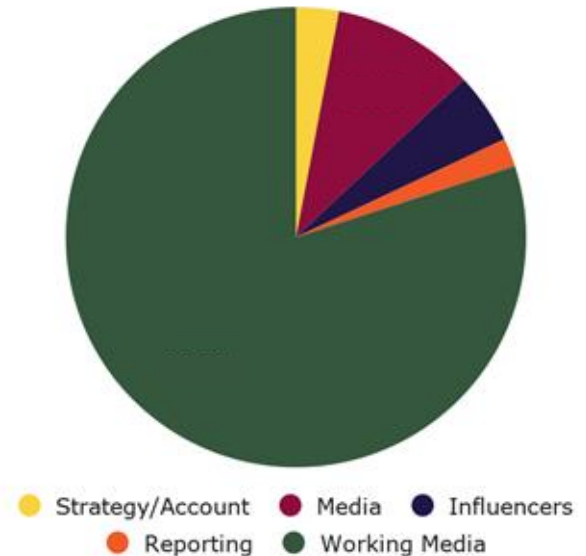
SAMPLE PARTNERS:



FY27 Q1 MKT02 BUDGET (\$715K)

- **Strategy + Account Management: 17%**
 - Planning, managing, and trafficking all media
 - Ongoing external partner management
 - Influencer planning, vetting, itinerary development, and contract creation/negotiations
- **Working Paid Media: 80%**
 - Domestic Paid Media - 67%
 - In-State Media - 28%
 - Influencer Program - 5%
- **Reporting + Analytics: 3%**
 - Reporting

MKT02 - Q1 BUDGET





DIGITAL

FY27 STRATEGY | DIGITAL

Optimization

Website

Enhance user experience post multimedia and content and UX strategic audits

Awareness & Demand Channels (Email, Paid Search, Organic Search)

Optimize channels to capture intent-to-travel demand

Expansion

Organic Social

Kickoff Organic Social strategy and collaboration with Travel Nevada & Fahlgren

Evergreen Multimedia Creation

Develop roadmap and consistent evergreen multimedia assets to fuel search, AI and social discovery

AI Visibility & Offsite Authority Audit

Finalize AI brand visibility performance and analysis among LLM models



EARNED MEDIA

FY27 PROGRAM EVOLUTIONS

As the way our team works and the media world evolves, our strategy evolves, too. Below are two key shifts you'll see this year.

LLM Intelligence and Visibility

Using outcomes of an AI audit to sharpen our PR program, as well as incorporate LLM visibility into Top 100 list consideration and alongside traditional reporting

Audience-Centric Strategies

Expanding our work from visitor-centric to ensure that we consider stakeholders and residents when planning and executing hero programs and major initiatives

MEDIA TARGETS

NATIONAL
TRAVEL

lonely planet

Outside

TRAVEL+
LEISURE

Smithsonian
MAGAZINE

AFAR

The New York Times

THE TRAVEL

USA
TODAY

NATIONAL
CONSUMER

NATIONAL
TRADE



TRAVEL WEEKLY



THE
GROUP
TRAVEL LEADER

REGIONAL

Sunset

SFGATE

5280

AJC

IN-STATE

LAS VEGAS
REVIEW-
JOURNAL

rgj

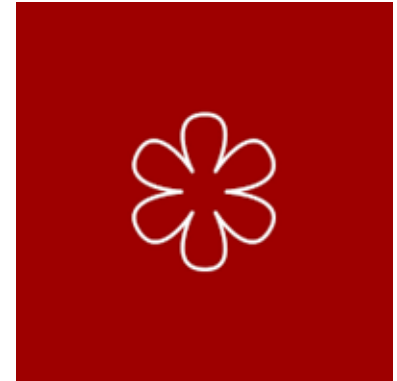
FOX 5
KVVU-TV
Henderson - Las Vegas

KOLO 8
newsNOW abc

MICHELIN GUIDE + CULINARY SUPPORT

We'll execute a multi-pronged program that celebrates Nevada's participation in the Southwest MICHELIN Guide and recognizes the state's culinary scene by:

- Building resident and stakeholder advocacy for the program by communicating MICHELIN's economic impact.
- Maximizing visibility for Nevada's recognition and the restaurants that are honored.



MEDIA FAMS

MEDIA FAM CONTENT THEMES

“Set Jet”: “Get a Little Out There with Alex Honnold”-themed FAM



“See Your Sign”: Astrology-themed FAM



MEDIA MISSION

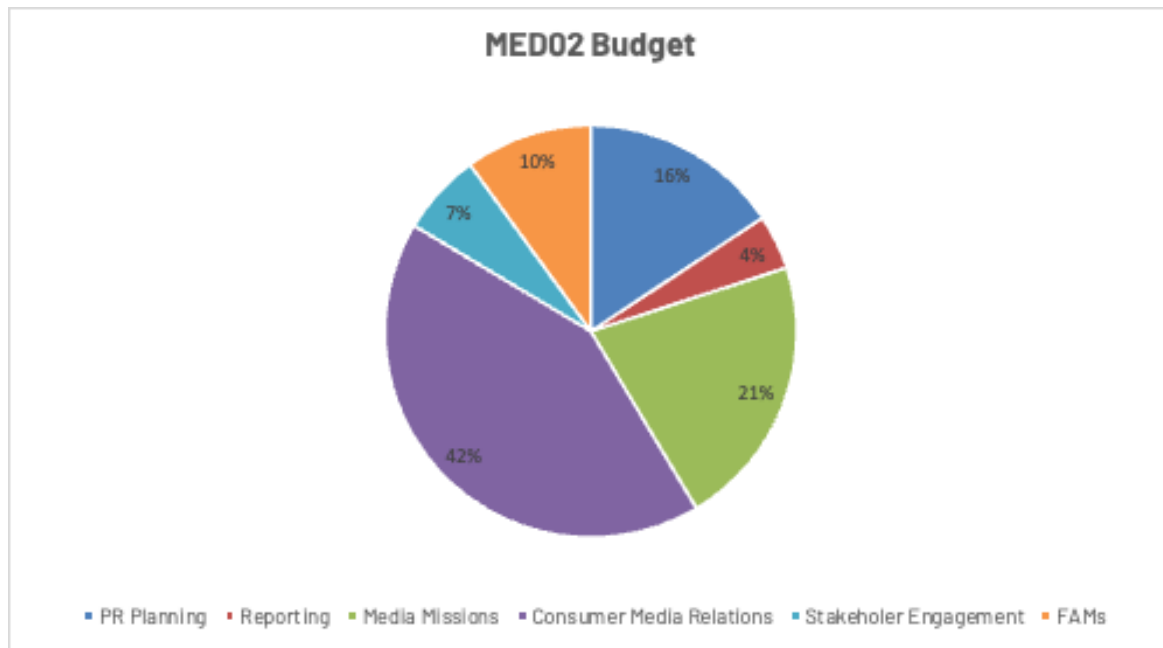
CORE MARKET MEDIA MISSION: LAS VEGAS

- Proposed location: Travel Nevada Adventure Centers—Boulder City
- Goals:
 - Give partners an opportunity to engage with Las Vegas-based media and influencers
 - Build buzz and excitement for the Centers prior to its grand opening



Q1 MED02 BUDGET (\$127,272)

- **PR Planning + Strategy: 16%**
- **Consumer Media Relations: 42%**
 - National outreach
 - In-state outreach
 - Activations + campaigns
- **FAM Coordination: 10%**
- **Media Missions: 21%**
 - Las Vegas
- **Stakeholder Engagement: 7%**
 - Annual report
 - Partner engagement
- **Reporting: 4%**
 - Reporting
 - Highlight reels



THANK YOU!