

The background of the slide is a photograph of a desert landscape. It features prominent red rock formations with distinct horizontal sedimentary layers. The sky is a vibrant blue, filled with soft, white cumulus clouds. The overall scene is bright and clear, suggesting a sunny day.

Future Partners

Travel Nevada 2025 Rural Marketing Coop Opportunities

Opportunity powered by Insight

Future Partners

Website User and Conversion Study

Purpose: Develop a profile of travelers who use official destination and attraction websites and estimate the Return on Investment these websites bring to their respective communities.

Methodology: Dual online survey

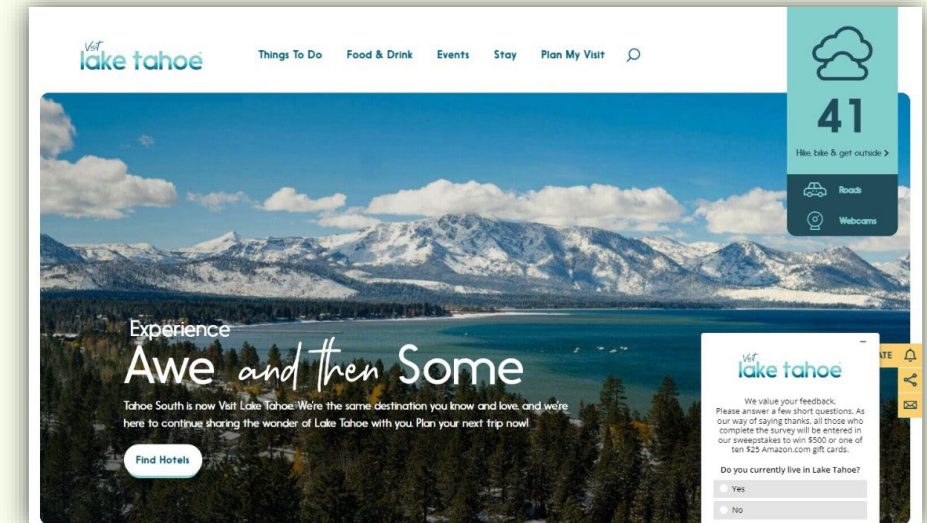
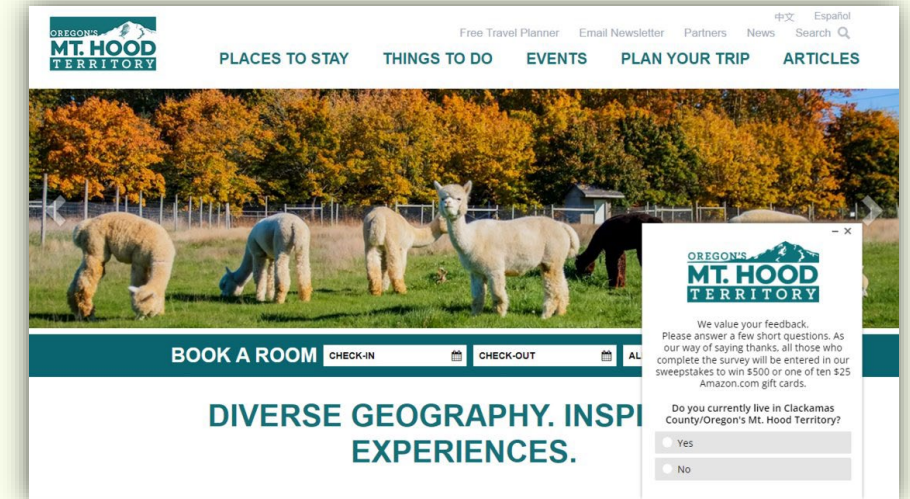
1. Website intercept survey (example shown right)
2. Follow-up email survey to those who opt-in

Timing: For the purposes of this project and to produce annualized metrics, we recommend surveying website users between **March 2025 and March 2026**.

Primary objectives:

- **Determine Website Return on Investment:** The total amount of direct visitor spending that is generated by and attributable to the DMO website. Every real, new website users results in \$X in direct visitor spending impact to the destination/attraction.
- **Develop Website User Profiles:** Demographic, psychographic, attitudinal and behavioral information about website users—including type of traveler, travel planning behaviors, residence, etc.—as well as content sought on the website.

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Pictured above: Website Intercept Survey Conducted by Future Partners on a DMO site.

Website User and Conversion Study

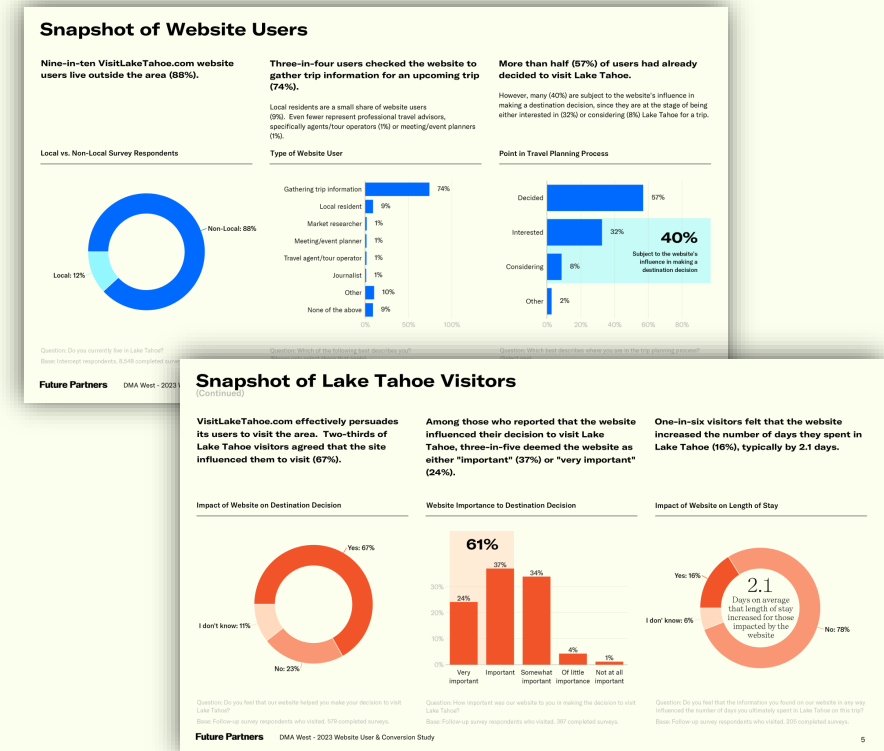
Deliverables:

- Comprehensive report of findings, including
 - detailed survey findings
 - website analytics insights
 - executive summary of ROI estimates
- Review of final findings with Future Partners staff member via video conference
- Interim Summary of Website Intercept Survey Findings

Cost to participate:

\$16,000 (Total cost)

- Total cost will be billed to the co-op participant, half of the project fee will be reimbursed back to the organization through Travel Nevada



Pictured above: Website User and Conversion Study Reporting Examples

Owned Audience Profile

Purpose: Develop a profile of your most loyal customer base through your owned audience channels.

Methodology: Email survey invitation, distributed by the partner organization. You will be responsible for sending the survey link to your audiences and Future Partners will collect and analyze the data.

Primary Objectives:

- Develop extensive profiles of your owned audiences
- Identify trip specific data including visitor origin, purpose of visit, mode of transportation, in-market accommodations and detailed in-market spending
- Evaluate what motivates visitors to travel to your destination/attraction and what these visitors seek from the experience
- Assess the travel planning process, including resources used and travel planning windows for different visitor segments
- Assess satisfaction and likelihood to recommend your destination to other travelers

Please note:

The total number of completed surveys will be dependent on the response rate, but Future Partners will offer an attractive sweepstakes package to encourage responses.



Owned Audience Profile

Deliverables:

- Comprehensive report of findings, including
 - Executive summary
 - Detailed survey findings

Cost to participate:

\$12,000 (Total cost)

- Total cost will be billed to the co-op participant, half of the project fee will be reimbursed back to the organization through Travel Nevada



Creative Assessment

Purpose: Gather direct and actionable feedback from consumers on your creative assets and your market messaging.

Methodology: Qualitative, in-depth interviews moderated by Future Partners research team. Future Partners will develop a discussion guide for these interviews that will feature conversation points and exercises designed to thoroughly explore leisure travelers' reactions to and feelings evoked from your creative.

Screening Requirements:

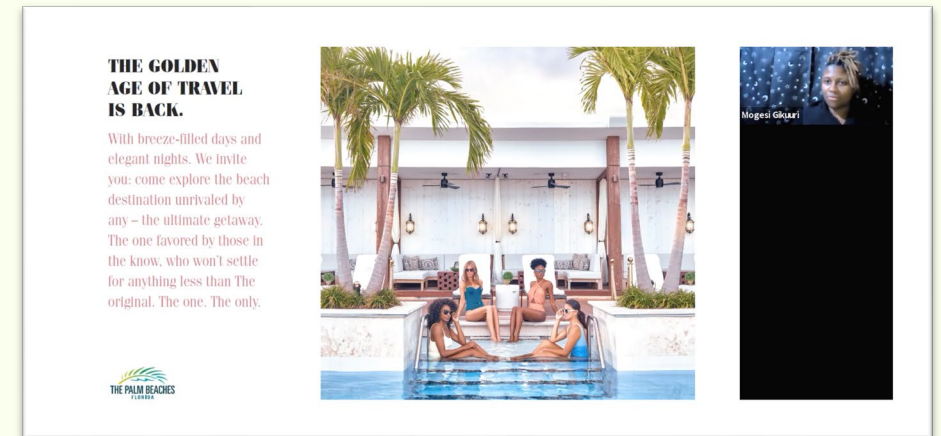
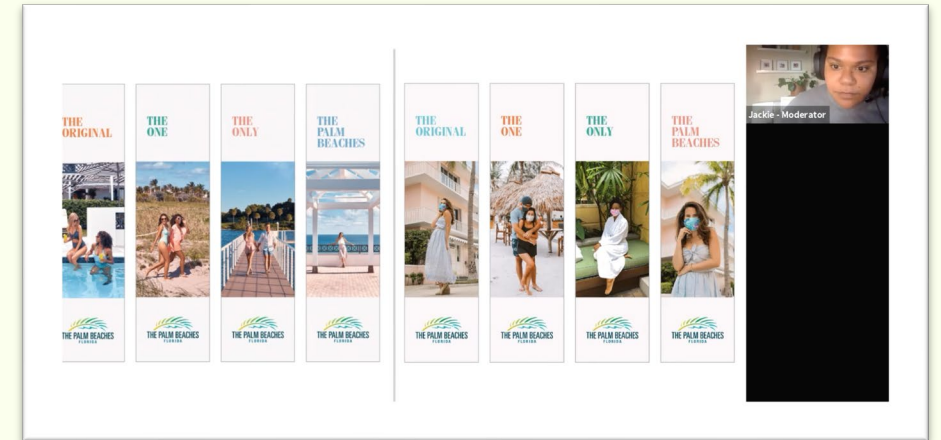
- In-depth Interview participants will be required to have taken at least one leisure trip of at least 50-miles or more away from home in the past 12 months
- Express interest in visiting Nevada in the next three years

Primary Objectives:

- Gather feedback on imagery used
- Measure inspiration factor and clarity of market messaging
- Synthesize recommended changes/additions to the creative to make future ad iterations more effective in converting your target audience

Please note:

Participating organizations may test up to two (2) different creative pieces which can include print, digital banner, social posts, and/or 1-minute video spots.



Pictured above: Screenshots of a creative testing interview environment from the moderator's perspective.

Creative Assessment

Deliverables:

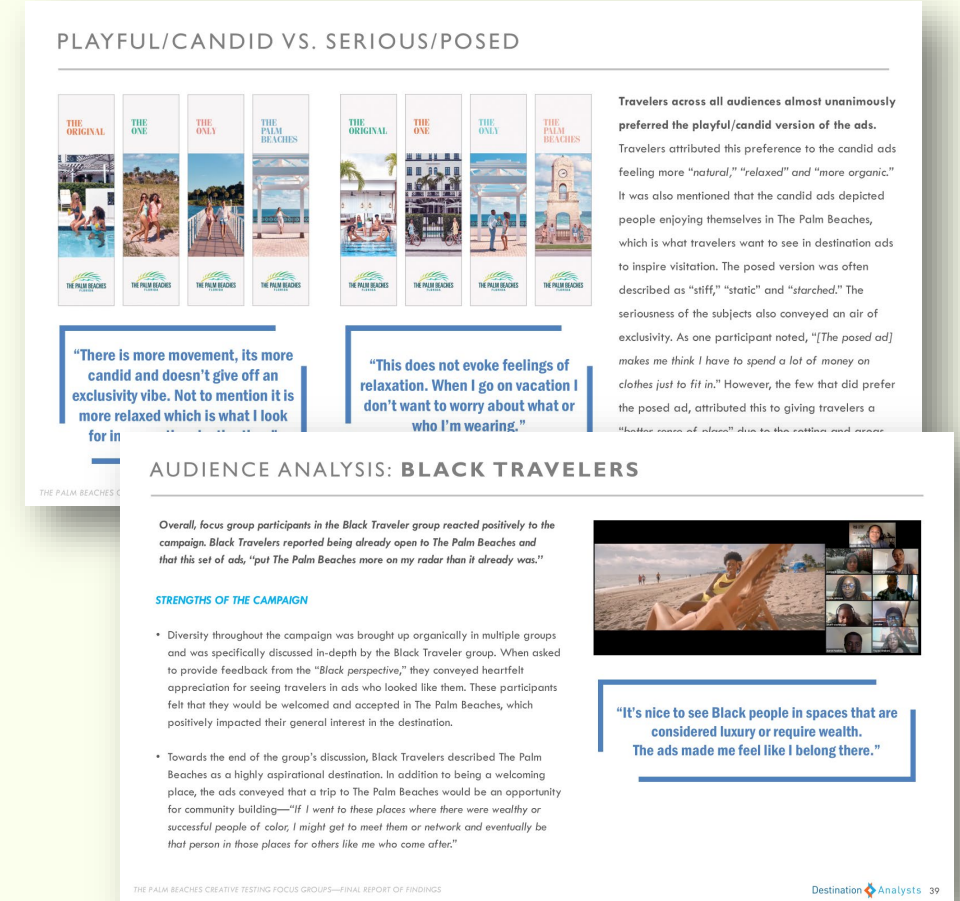
- Comprehensive report of findings, with actionable recommendations to inform future marketing and campaign strategy.

Cost to participate:

\$7,000 (Total cost)

- Total cost will be billed to the co-op participant, half of the project fee will be reimbursed back to the organization through Travel Nevada

Important Note: This co-op option is only available if there is a minimum of five (5) organizations that buy in.



Pictured above: Creative Testing Reporting Examples

Questions?

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