



QUARTERLY REPORT

FY26-Q2 | OCT-DEC



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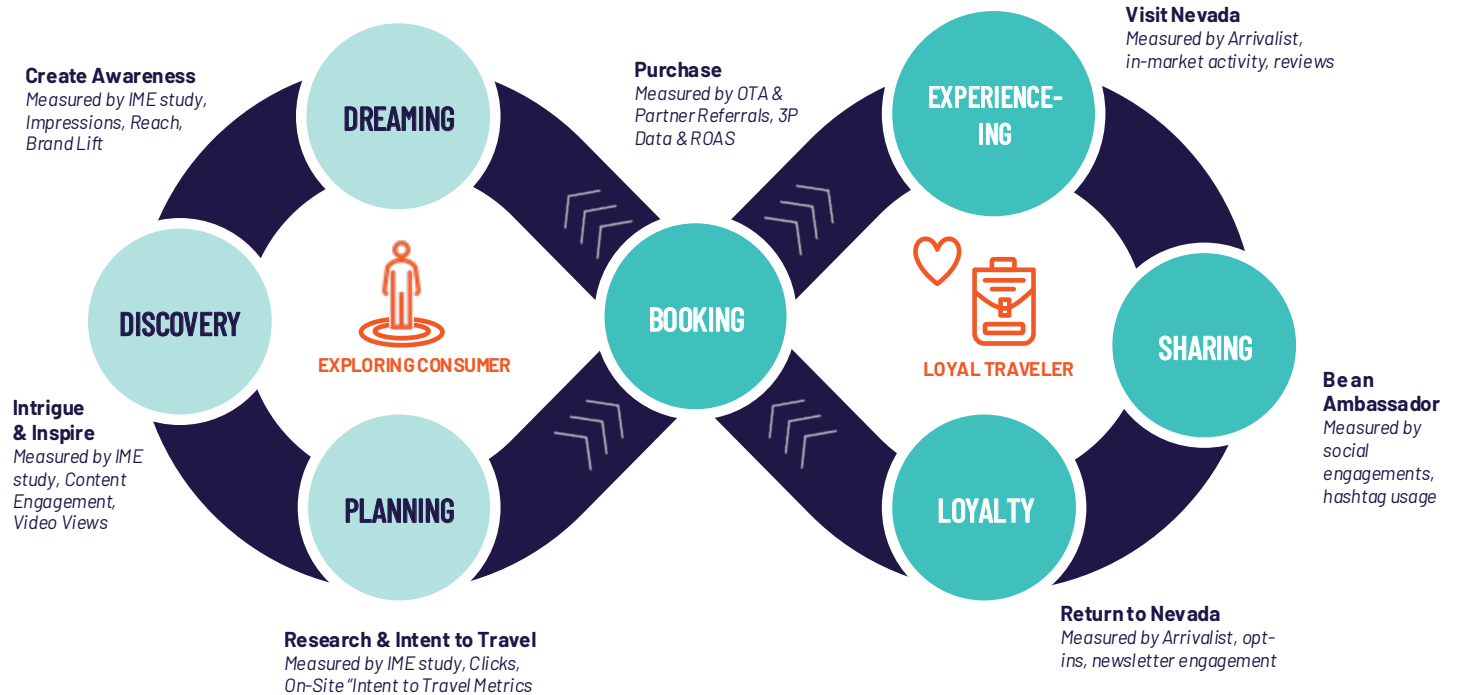
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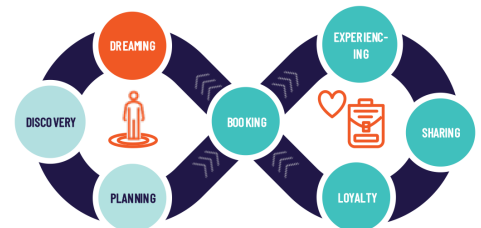
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DOMESTIC MARKETING & COMMUNICATIONS



DREAMING: Create Awareness

Overall Measurement: IME Study | Impressions | Reach | Brand Lift



PAID MEDIA

Our paid efforts are a key component to the **Dreaming Phase**, designed to establish reach across key markets. For FY26, we'll use high-impact partners and placements to build awareness among Warm Leads (Boise, Salt Lake City, San Diego) and Momentum (Dallas, Houston, Seattle, Chicago, Portland) markets (Dallas, Houston, Seattle, Chicago, Portland), supporting visitation goals with top-of-funnel tactics.

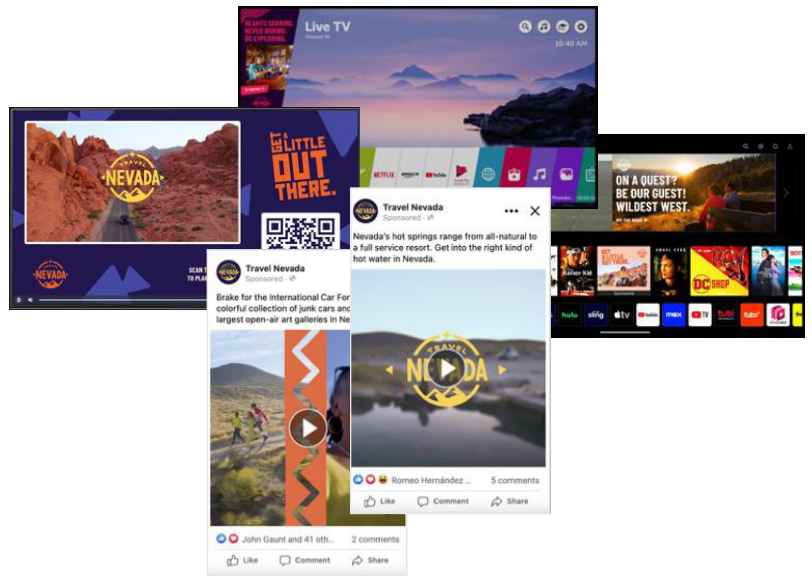
Dreaming (Awareness & Intrigue): Strong delivery and high-quality engagement

Q2 Takeaways: Nevada’s storytelling is breaking through, efficiently building awareness and intrigue in priority markets.

- » Q2 placements delivered, **22M impressions** and **560k video completions** generating a VCR of 96% for Q2, matching benchmarks and confirming strong creative resonance.

Partner Highlights (Video/CTV, Social, Streaming Audio):

- » Premium video partners (Hulu, Disney, LG) **exceeded** VCR and CTR benchmarks.
- » New creative units with Hulu/Disney and LG **met** or **exceeded** their benchmarks
- » Meta video performance **surpasses** FY25, with :06 Car Forest and Hot Springs leading that performance



SEARCH

Total search impressions (visibility) across traditional Google search and “AI Overviews” **increased by 16%** compared to Q2 2024. This growth is driven by a surge in demand for specific Nevada locations and high-interest Points of Interest (POIs). While website “clicks” face industry-wide declines, our brand impression volume is expanding. Travel Nevada is appearing more frequently in search results and AI Overviews where travelers are researching and planning.

KEY INTEREST DRIVERS LEADING TO IMPRESSION LIFT

Regional: High visibility for Las Vegas, Rhyolite, Rachel, Henderson, Reno, Boulder City, Elko and Mesquite.

POIs: Lift in interest for Valley of Fire, Area 51, Red Rock, and Lovelock Cave.

AI

Travel Nevada concluded Q2 with a **28% Share of Mentions** and a **15% Share of Citations** on ChatGPT.

- » **Share of Mentions (28%):** This represents how often the “Travel Nevada” brand or its specific assets are recommended by the AI in conversational responses. This indicates strong brand authority and trust within the AI’s training data.
- » **Share of Citations (15%):** This measures how often the AI specifically links back to TravelNevada.com as the official “source of truth” for its information.

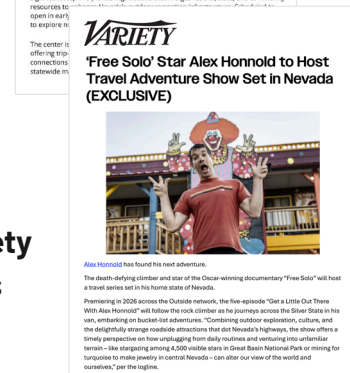
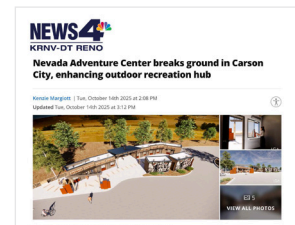
Achieving a 28% mention rate in an un-branded environment like ChatGPT suggests that when travelers ask for recommendations in the “Great Basin” or “Western US,” Travel Nevada is currently owning nearly a **third** of that conversational headspace.

Our ongoing focus on website optimizations, integration with PR and social, and expansion into different content topics and types will allow AI models to identify, trust, and feature Travel Nevada-specific travel expertise. As AI is constantly evolving and interacting, we are closely monitoring performance and results over the next few quarters to begin to develop Travel Nevada internal share of mention and share of citation benchmarks within AI.

PUBLIC RELATIONS

In Q2, the Travel Nevada PR team garnered earned media momentum for several of the agency’s initiatives, including:

- » **Nevada Adventure Center – Carson City groundbreaking** – Building on the success of the September 2025 groundbreaking of the Nevada Adventure Center in Boulder City, the team prepared for the groundbreaking and prospective tenant meeting for the Nevada Adventure Center in Carson City. The team invited local media, promoted the tenant workshop, and compiled a digital press kit to send to media after the event. Travel Nevada CEO Rafael Villanueva was interviewed on site by **KTVN-TV** and **KXRI-TV**, and the groundbreaking was widely covered in the area, with placements on all of the “big four” network affiliates, as well as **Telemundo**, **CarsonNOW**, and more.
- » **“Get a Little Out There With Alex Honnold”** – The team worked with **Variety** TV Reporter Ethan Shanfield on an exclusive story announcing the series that ran on October 7. The team also secured coverage in **Yahoo!**, **Sirius XM**, **Outside**, **KNPR**, **Las Vegas Review-Journal**, and more. In honor of Nevada Day a few weeks later, the team pitched the first series teaser and list of filming locations, earning coverage in **Climbing** and on **KOLO-TV’s “Morning Break.”**



- » **“Get a Little Out There Night Skies” exhibition at Fleischman Planetarium** – In October, Travel Nevada debuted the new “Get a Little Out There Night Skies” exhibit at Fleischman Planetarium in Reno, as well as immersive full-dome footage that brings Nevada’s wide-open landscapes and brilliant skies to life. To celebrate the partnership between the two entities, Travel Nevada hosted an in-state media event at the planetarium that brought together Travel Nevada staff, 10 statewide partners, and a curated group of eight media attendees and local influencers/content creators. Attendees had the chance to connect with each other, engage with Travel Nevada and partner organizations, and discuss story ideas inspired by Nevada’s unparalleled night skies. The event resulted in immediate coverage of the “Get a Little Out There Night Skies” exhibit on **KOLO-TV, KTVN-TV, and 7x7** and built on Travel Nevada’s ongoing efforts to foster strong relationships with journalists and content creators across the state.



In addition to the campaigns and projects above, the PR team continued to pitch storylines that align with Travel Nevada’s key messages, resulting in national and regional placements in **AAA, Yahoo! Creators, USA Today 10 Best, 7x7, SF Gate, 5280’s “Best of the West” package**, and more. For example:

- » In April 2025, Travel Nevada hosted freelance writer Karon Warron for a FAM that highlighted the state’s dark skies. Her feature, **“Fly and drive: Following the dark skies of Nevada,”** ran in AAA in October 2025. (UVM: 4,258,493)
- » Freelance writer Shoshi Parks took a **“Cowboy Core”**-inspired roadtrip along the Cowboy Corridor in June 2025, resulting in an October 2025 feature in 7x7 (UVM: 71,372), a lifestyle publication in the San Francisco Bay Area.
- » Denver-based **5280 Magazine** publishes an annual “Best of the West” package in December, highlighting the breadth of experiences in the region. Lehman Caves was included in the package’s “Adventure” winners, highlighting the state’s many levels of adventure offerings. (UVM: 170,011)

As part of its ongoing FAMs program, Travel Nevada hosted David Duran, who was on assignment from **Matador Network** for a paranormal-themed road trip. Coverage published in January 2026.



The team has already met or exceeded its goals regarding number of placements in Top 100 outlets, number of feature placements in Top 100 outlets, and key message placement.

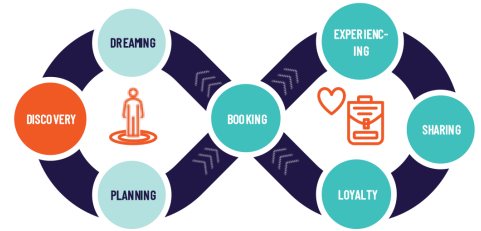
FY26 PR RESULTS BY THE NUMBERS, YTD

- » Overall potential impressions:
1,900,936,494
- » Top 100 potential impressions:
1,596,362,205
- » Average Connect Effect score: **41.08 points out of a possible 50 points**

GOAL/TACTIC	YTD RESULTS
FY26 KPI PROGRESS	<p>GOAL: Secure 55 placements (40 national, 15 in state) in Top 100 outlets</p> <p>156 placements (283.6% of goal) <i>National: 77 In state: 79</i></p>
	<p>GOAL: Secure 20 feature placements (15 national, 5 in state) in Top 100 outlets</p> <p>41 placements (205% of goal) <i>National: 27 In state: 14</i></p>
	<p>GOAL: Secure at least one key message in 75% of all earned coverage</p> <p>At least one key message in 100% of earned coverage (100% of goal)</p>
	<p>TACTIC: Host 12 (10 national, two in-state) Top 100 journalists in state</p> <p>Hosted 4 Top 100 journalists (33.3% of goal) <i>National: 4 In state: 0</i></p>
	<p>TACTIC: Engage 85 (75 national, 10 in-state) Top 100 media contacts in person or via dedicated interactions</p> <p>78 dedicated interactions with Top 100 contacts (91.2% of goal) <i>National:62 In state: 16</i></p>

DISCOVERY: Intrigue & Inspire

Overall Measurement: IME Study | Content Engagement | Views



PAID MEDIA

The paid strategy for the **Discovery Phase** focuses on driving interest in travel to Nevada by leveraging custom content that highlights all the unique things there are to see and do across the state. These placements are primarily measured by overall views and engagements, indicating how audiences are spending time with content.

Discovery (Engagement & Inspiration): Engagement is exceeding expectations

Q2 Takeaways: Audiences are actively engaging with Nevada's content, indicating strong interest and positive shifts in perception.

- » **Partners are delivering strong engagements, trending positively against KPIs with strong engagement with native and custom content.**
- » **Overall CTR/Engagement Rate is 125% above the FY25 benchmark** with major content partnerships launching in the second half of the year (Nat Geo, Matador, Outside).
- » Highest engagement volume was from Flipboard, VOX (Thrillist/Eater) and Atlas Obscura.

Partner Highlights (Custom Content, Native and Social):

- » **Atlas Obscura:** both content placements showed strong engagement. Photo Essay- The Explorer's Guide to Nevada's Night Skies (**60% above benchmark**) and the Event Guide: 9 Small-Town Nevada Festivals... (**40% above benchmark**).
- » **Flipboard: Promoted Content outperformed FY25**, showing overall YoY improvements with "Beyond the Playa: Burning Man's Impact on Nevada" exceeding Promoted Content benchmarks by **220%**.
- » **VOX:** Both the "Greatest Campout Sponsorship" and "Travel, Explained" video showed strong engagement with various portions of the packages exceeding VCR and Engagement benchmarks.

INFLUENCERS

Influencers play a key role in Travel Nevada’s marketing ecosystem by helping bring the state’s wide-open experiences to life through authentic, story-driven content. By showcasing the depth of adventure, culture, and discovery found across Nevada, creators help drive awareness of the Silver State and all that’s possible on a trip here.

FY26 YTD MEASUREMENTS

- » **4** Creators
- » **36** Posts
- » **1.59M** Views
- » **937.69K** Reach
- » **79.61K** Engagements
- » **63.33K** Likes
- » **529** Comments
- » **6.56K** Saves
- » **19.23K** Saves

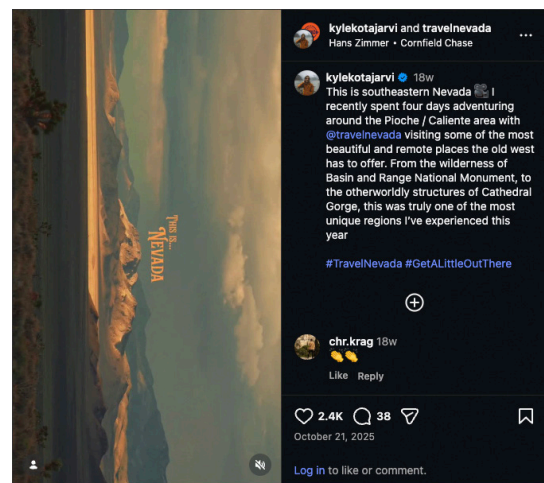
KYLE KOTAJARVI

Based in Seattle, Washington, Kyle has dedicated his art and life to the outdoors. When not summiting mountains or taking photos of wildlife, he is actively looking for new stories to tell through his lens.

FOCUS: AUTUMN IN SOUTHEASTERN NEVADA

Itinerary Highlights: Pioche, Cathedral Gorge State Park, Basin and Range National Monument

- » **25** Posts
- » **317.76K** Views
- » **196.31K** Reach
- » **10.56K** Engagements
- » **39.11K** Likes
- » **302** Comments
- » **3.6K** Saves
- » **12.71K** Shares



HEATHER SHIELDS @beforethecoffin

Heather is an alternative traveler exploring the U.S. for oddities, haunted locations, and Halloween-inspired experiences. Her knack for storytelling and spooky aesthetic is a great match for our ghost towns, Area 51, and other unique oddities. This is the second paranormal content creator Travel Nevada has partnered with after successful partnerships with Amanda Paulson (PrettyFnSpooky) in FY24 and FY25.

FOCUS: PARANORMAL TRAVEL

Itinerary Highlights: Clown Motel, Coffinwood, Area 51 Alien Center

- » 15 Posts
- » 45.58K Engagements
- » 436.9K Views
- » 39.11K Likes
- » 341.14K Reach
- » 302 Comments
- » 3.6K Saves
- » 12.71K Shares



CHRIS LEAVITT [@notjustabartender](#)

Chris is a passionate mixologist with a knack for storytelling. We partnered with him in FY25 where he experienced northern Nevada's Basque scene and developed his own take on a Picon Punch. He returned to Nevada in FY26 to highlight northwestern Nevada's unexpected and robust craft cocktail offerings.

FOCUS: CRAFT BREWING IN NORTHWESTERN NEVADA

Itinerary Highlights: Ferrino, Minden Mill, Frey Ranch, Genoa Saloon

- » **12** Posts*
- » **53.54K** Reach
- » **4** Shares
- » **62.43K** Views
- » **45.58K** Engagements

**Metrics above from Stories (Infeed content went live in Q3)*

AMBASSADOR PROGRAM

New in FY26, Travel Nevada launched a statewide ambassador program, working with trusted content creators to showcase all that the state has to offer. The program kicked off in Q2 and three ambassadors were selected to support northern and southern Nevada. To share the new partnership, Travel Nevada had the ambassadors announce it with a dedicated post during Get A Little Out There (GALOT) Month in October 2025.

Initial performance has exceeded expectations with an average engagement rate of 3.8%, exceeding industry averages. The activation also resulted in a 3% increase in TikTok searches for applying to be a Nevada ambassador.

SAMANTHA GEORGES [@sammy.inthe.sierra](#)

Samantha Georges is a content creator who highlights the best local hikes, eats, events, and scenic moments.

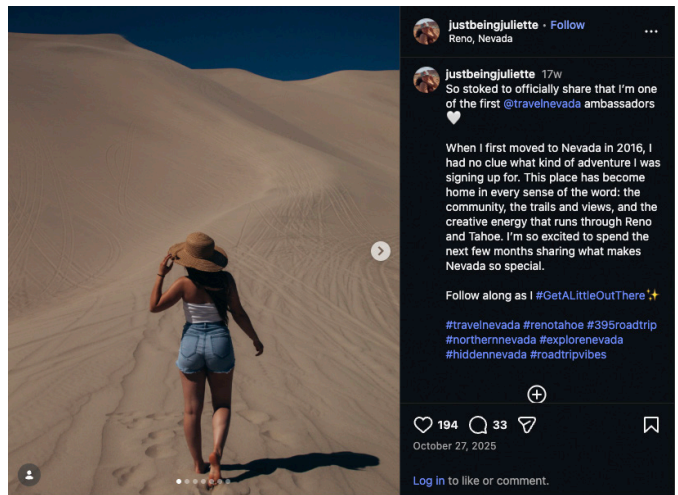
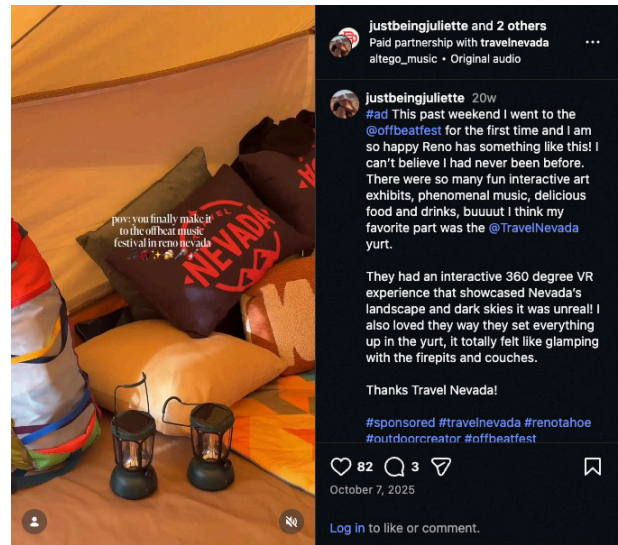
- » **7** Posts
- » **36,520** Views
- » **4,864** Engagements



JULIETTE LANGARI @justbeingjuliette

Jules is a UGC creator who shares vibrant travel, lifestyle, and outdoor content, blending adventure with authenticity to connect with fellow explorers.

- » **3** Posts
- » **19,490** Views
- » **12,469** Reach
- » **701** Engagements
- 521** Likes
- 38** Comments
- 69** Shares
- 75** Saves



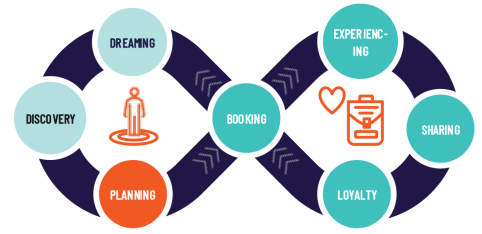
LLUVIA @lasvegaschicas

Lluvia Cristal is a lifelong Las Vegas local who shares vibrant travel videos and lifestyle content—bringing insider access, Latina flair, and curated city experiences to her audience.

- » **4** Posts
- » **324,245** Views
- » **97,208** Reach
- » **10,006** Engagements
- 5,351** Likes
- 225** Comments
- 2,408** Shares
- 2,079** Saves



PLANNING: Research & Intent to Travel



Overall Measurement: IME Study | Click Volume
Onsite "Intent To Travel" Metrics

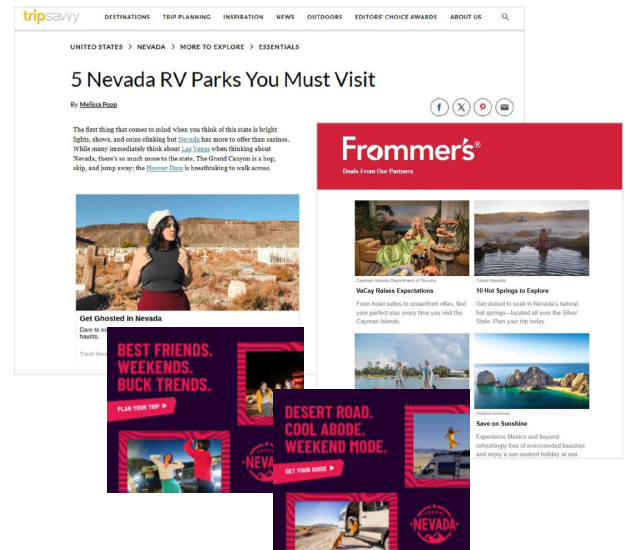
PAID MEDIA

To support the **Planning Phase**, paid media efforts are focused on traffic-driving elements and partners to encourage site visits and on-site engagement- ultimately supporting interaction with "intent to travel" metrics. Performance is primarily measured by overall website activity, which includes actions such as Visitor Guide or eNewsletter signups and beyond.

Planning (Research & Intent to Travel): Healthy site activity and strong intent signals

Q2 Takeaways: Performance indicates that audiences are actively researching and planning trips to Nevada, delivering on our key goals.

- » The Planning partners are delivering towards key KPIs, generating about **50%** of total site traffic and **87%** of campaign "Plan a Trip" website events.
- » Currently, Adara accounts for **64%** of the "Plan a Trip" events.



Travel Content, Display and Social Partner Highlights:

- » Meta Lead Gen is already at **86%** of our FY25 lead number
- » While the overall CTR is lower than the FY25 goal, it is still strong and within range to meet it by end of the fiscal year
- » Currently, **Adara, The Trade Desk** and **Travel Spike** have driven the highest site traffic

WEBSITE

Website traffic saw a 19% variance compared to Q2 2024. This is primarily driven by the fundamental shift in the search landscape (increase in "zero-click" results), reducing the necessity for some users to click through to the site. We also noticed a decline in select paid placements (Paid Social, Simplifi). Despite the volume decline, the quality of remaining traffic is higher, as users arriving at the site are seeking deeper, authoritative content that cannot be found in a quick search snippet (detailed lodging information, 1:1 chat engagement or the trip planning favorite "shoppable" experience).

Traditional conversion metrics, such as partner referrals (-33%) and newsletter signups (-47%), showed a decline. This decline is influenced by two primary factors: the decline in overall website visitors and user experience evolution on the website. We introduced new high-engagement tools in FY25 (Mindtrip AI Chat and Trip Planning) that did not exist last year. Users are engaging with Travel Nevada in new ways. With 4,300 Mindtrip interactions and nearly 900 trip "favorites" logged, we are capturing intent through modern planning tools rather than traditional link-clicks.

SEARCH

While Organic Search traffic declined by 14%, Travel Nevada continues to outperform the industry average for Destination Marketing Organizations (DMOs), which saw a 16% decline. Our content strategy has mitigated some of the industry-wide downturn caused by search experience changes.

We implemented a "Quality over Quantity" initiative, merging 13 high-intent pages to eliminate content cannibalization (where multiple pages compete for the same keyword).

- » Success Point: By restructuring the /winter-sports page, we achieved a **1,751% increase** in traffic (over 1,000 additional visitors) in December 2025 compared to the previous year

Organic search visitors showed a **21% increase** in lodging referrals, proving that our SEO efforts still remain strong in attracting "interest-to-book" audiences.

AI

Traffic originating from AI engines **increased by 9%** year-over-year. AI platforms (like ChatGPT and Perplexity) prioritize "deep" content. We saw 300 different landing pages cited in AI prompt responses, the majority of which were highly specific, niche topics. Travel Nevada's investment in long-form, authoritative editorial content is paying off by ensuring Nevada is the primary source cited in personalized AI travel recommendations.

EMAIL

Lifecycle program capture:

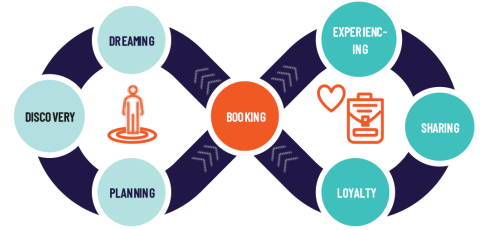
- » Onsite email capture for newsletters and visitor guides has slowed. In addition to lower site traffic, the introduction of new interactive tools (Mindtrip, Trip Planner) and changes in user behavior and engagement with websites vs last year has created a shift in prior year's performance for email capture on the site. In Q3, we are launching a "Subscription Method Optimization" initiative. This will consolidate the signup experience, making it easier for users to opt-in to all Travel Nevada resources through a single, streamlined interface.

Lifecycle program engagement:

- » While sessions increased from consumer emails, a planned shift in email strategy led to an intentional decrease in partner referrals for the quarter. We prioritized first-party data collection via consumer surveys over standard POI features.

BOOKING: Purchase

Overall Measurement: OTA Referrals | Partner Referrals
3P Data (Arrivalist/Datafy) | ROAS



PAID MEDIA

To support the **Booking Phase**, paid efforts focused on partnerships with leading Online Travel Agents (OTAs) to drive purchase and bookings where potential travelers actively shop.

Booking (Drive Bookings): Strong booking influence despite softer CTR

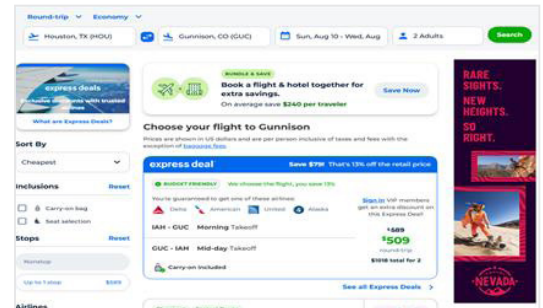
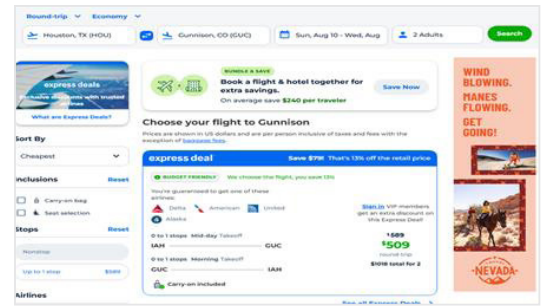
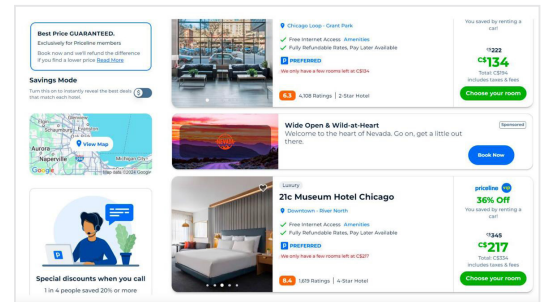
Q2 Takeaways: The OTA partnerships are influencing travel decisions; optimizations will focus on Expedia to increase key metrics.

- » The primary KPI for Booking partners is the influence on trips to Nevada, as measured by partner provided booking metrics*
- » Currently, we are at **87%** towards the FY26 goal

*DISCLAIMER: *Flights, lodging, car rentals attributable trips, as provided by OTA partners. Cadence of when they can provide varies and the above data only includes Priceline and TripAdvisor

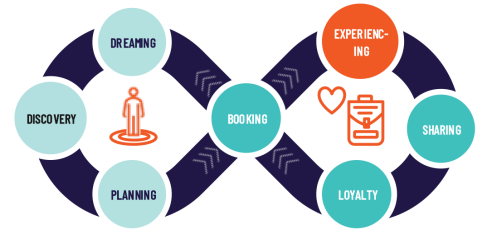
OTA Partner Highlights:

- » While overall click volume and CTRs are down YoY, we are still able to optimize those through the end of the fiscal year, while still focusing on booking metrics.
- » Both TripAdvisor and Priceline are on track to outperform FY25
- » The largest performance difference YoY has been with Expedia. FM will continue to work with them to identify opportunities to adjust performance across their portfolio



EXPERIENCING

Overall Measurement: Visits to Nevada | 3P Data (Arrivalist/Datafy)
In-market Activity | Reviews



PAID MEDIA

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

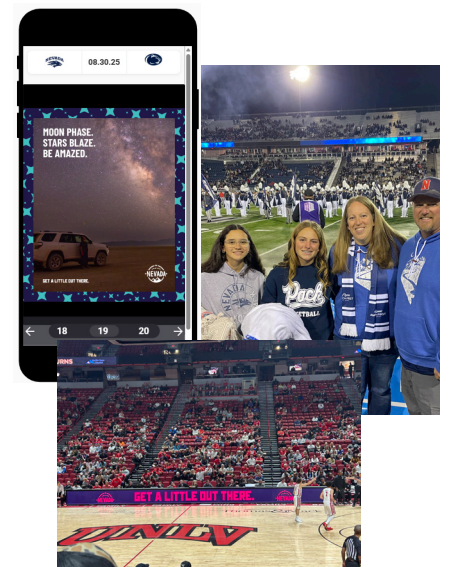
IN-STATE

During Q2, Travel Nevada’s in-state efforts continued to strengthen awareness around the “Get A Little Out There” campaign, encouraging residents to discover the state’s rural destinations. Targeted media ran across both northern and southern Nevada, with a strategic mix of linear TV, native content, digital and print.

PARTNER HIGHLIGHTS

- » **Hispanic Outreach:** The Hispanic focused campaign continued with the linear TV and coordinated print and digital placements.
- » **Sports Sponsorship:**

- College football season concluded with the UNLV Rebels making it to the Mountain West Championship, placing 2nd. Their home games averaged 32,000 in October/November. The University of Nevada Wolfpack saw an average home game attendance of close to 17,500 in October/November. College basketball season started in November with the teams averaging between 5,000 and 7,000 in attendance.



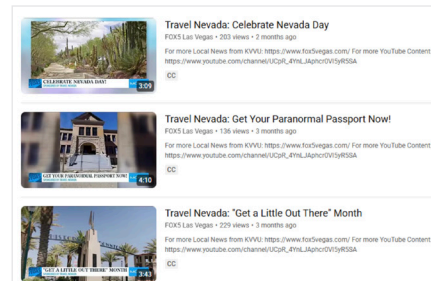
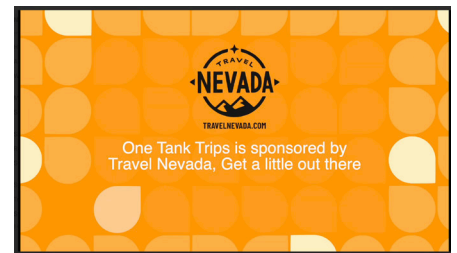
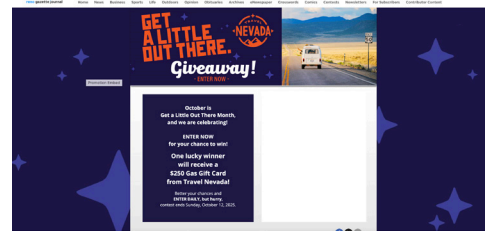
Travel Nevada’s partnership with the Wolfpack included a “Gameday Giveaway” for football tickets, dinner and a hotel stay prize package. The contest received **846 entrants, 316 opted** in for more information from Travel Nevada. Overall, the month-long campaign received **208,606 Impressions**.

- › The Tahoe Knight Monster’s 2nd season began in October with an average home game attendance of 3,500. In honor of GALOT, Travel Nevada sponsored their Nevada Day Flash Sale, which gave away Travel Nevada branded pucks and clear fanny packs with any four-pack ticket purchase.



Content Sponsorship:

- » News App Partnership: MyNews4 in Reno and News3LV in Las Vegas delivered **780,959 impressions** in 2Q. The KOLO Traffic sponsorship delivered **240,431 digital impressions** in addition to the linear TV promotion.
- » To celebrate GALOT, the Reno Gazette Journal once again hosted a “Get A Little Out There Gas Card Giveaway” where one winner received \$250 to go explore Nevada over Nevada Day Weekend. The contest received **685 entrants**, with **151 new opt-ins** to the Travel Nevada database. Overall, the month-long contest received **976,546 impressions**
- » KTNV ran four segments during their “One Tank Trips” promotion, showcasing destinations you could reach within one tank of gas from Las Vegas. Topics covered included: Beatty, Boulder City, Moapa Valley and the ET Highway. These segments aired during their “Morning Blend” show, were also promoted via web and social.
- » KVVU also ran three segments on their “MORE” morning TV show during October. The topics included Paranormal Passport, Get a Little Out There Month and Nevada Day. The segments were also promoted via web and social



In addition to the in-state partners, efforts with broader digital, targeted to the state are showing strong performance.

The current mix of partners has already out-paced full year FY25, despite an 18% decrease in the In-State budget YoY.

Of the partners that were leveraged in FY25, current performance is at or above benchmarks as well:

- » Locality (new in FY26), Pandora and Spectrum are delivering on pace, and VCR is **at or above benchmarks**.
- » Kargo is exceeding the FY25 benchmark by **33%**
- » Meta is supporting awareness and lead gen, with over **2,100 leads** to-date, this is at 85% of the FY25 total at the half-way mark of the campaign
- » Expedia is performing well in state, with a CTR that is **28% higher** than FY25

GALOT MONTH

Landing Page Performance Results

Digitally, the GALOT month landing page had just under **6k sessions** and a **7.8% event completion rate** (Mindtrip opens, store clicks and referrals). Most traffic was attributed from Paid and Email sources coming from intentional GALOT month messaging. Outside of the GALOT month hub page, in-state traffic to travelnevada.com sitewide **increased 24%** from non-paid or email influenced sources vs the month prior (last year growth from Sep > Oct only 14%). This data provides a helpful baseline for GALOT Month 2026 forecasted performance and initiative prioritization.

GALOT Mindtrip UX Enhancements

During Get a Little Out There Month we leveraged two different Mindtrip blocks (Quiz and Image Itineraries) to optimize the chat rate and learn what gets people to engage with the tool, beyond the chat CTA. The Open Rate was **8%** on the hub vs 0.72% open rate sitewide indicating people engaged more often with Mindtrip when placed as blocks within the page.

UX Insights

- » Audiences were more likely to engage in the Image prompt experience over the Quiz experience.
 - *Image*: Great for people who want to quickly engage in generalized prompts.
 - *Quiz*: Great for people who want to get a more curated experience.

Planning Insights

- » There was a strong preference for short trips vs longer trips
- » Most popular destination of origin was southern Nevada
- » People were most interested in learning more about History and the Wild West.

GALOT Email Results

All three GALOT emails outperformed the travel benchmark CTR of 8.5%, resonating especially well in northern Nevada, where open and click rates were particularly strong. While out-of-state subscribers had lower open and click rates likely due to timing relative to planning. For future campaigns, consider sending earlier to give potential out-of-state travelers more time to plan a trip.

Compared to our standard emails, the northern GALOT email outperformed typical results for in-state subscribers, which is 3.98% click rate, 20.32% CTR, and 19.58% open rate.

	List Size	Open Rate	Click Rate	CTR	Session	Page Views	Engagement Rate	Partner Referrals	Notes
Northern Email (Galot Month & Nevada Day)	8,555	20.91%	4.44%	21.24%	417	860	81.5%	26	Email open-rate above 19% travel benchmark and CTR above 8.5% travel benchmark.
Southern Email (GALOT Month & Nevada Day)	12,917	18.76%	2.93%	15.6%	459	866	79.5%	36	Solid CTR despite slightly lower open rate. CTR above 8.5% travel benchmark
Out-of-State GALOT Email	50,985	14.31%	1.59%	11.13%	903	1,974	85.3%	56	Out-of-state reached larger volume, strong engagement despite lower open rate

OFFBEAT MUSIC FESTIVAL

On October 4, Travel Nevada brought its “Space to Be” interactive dark-sky activation to the OffBeat Music Festival. The installation featured our signature glamping-style yurt where guests could touch and feel the environment while VR headsets transported them to Nevada’s iconic landscapes and night skies—encouraging longer, more frequent travel to the state.

Activation Performance:

- » **8 hours** of live, on-site engagement at the festival
- » **240 attendees** participated in the VR activation
- » **1,920 minutes** of 360 VR experience delivered



RAIDERS - DECEMBER GAME

On December 7, Travel Nevada activated its second Raiders home game at Allegiant Stadium, with a focus on the International Car Forest. The activation footprint featured window panels from a retired Raiders-branded bus, inviting fans to sign the panels before they are re-installed on the vehicle. Nearly life-size cutouts of cars from the Car Forest and informational signage rounded out the experience.

RAIDERS CAR FOREST GIVEAWAY RESULTS

- » **195** Submissions
- » **65%** of submissions converted to new subscribers
- » **524** Sessions
- » **941** Page Views
- » **~37%** Conversion Rate (form fills per session)

PARANORMAL PASSPORT 2.0

After the success of the first Paranormal Passport, Travel Nevada decided to revamp the passport adding new locations, new prizes and an all new look.

Since launching in September, the passport has seen over **850 downloads** and over **1,000 check-ins** at various locations within the state.



INDUSTRY DEVELOPMENT

Updates on Travel Nevada's Industry Development Programs, including: destination development, sales missions and conferences, partner communications, and public relations and international trade statistics.

Industry Relations

3D PROJECT COHORT 4 GOLDFIELD & MESQUITE

Destination Development Manager Cortney Bloomer conducted the first rounds of 3D Cohort 4 participating communities site visits, community meeting and in-person Steering Committee meeting in Q2. These in-person meetings are an integral part of what makes Travel Nevada's destination development program so special, as it is community-lead.



RURAL MARKETING GRANTS

Travel Nevada opened the Fiscal Year 2027 Rural Marketing Grants with a kick-off instructional webinar led by our Industry Development Specialist **Abigail Bernabe**. Applicants can access the webinar recording as well as guidelines, grant match explanation, and the grading rubric.

Travel Nevada has committed to its partners to fine tune the grant process. Feedback was taken into consideration and Ms. Bernabe removed duplicative questions, expanded explanation on what is not eligible, and developed a new matched funds explanation and spreadsheet built by our research team. All applicable documents can be found on [Rural Marketing Grants - Travel Nevada](#).

Domestic Trade

ABA MARKETPLACE 2026 & FAMILIARIZATION TOURS

Travel Nevada was proud to be the state sponsor for ABA Marketplace in Reno in January. Domestic Market Manager Robert Graff took part in 1:1 appointment while the rest of the team manned a shared booth with Reno-Tahoe Territory. The team engaged in networking with key trade industry partners, inspiring operators and to include Nevada locations. After the tradeshow concludes the team hosted Post-Familiarization Tours (FAM) for ABA attendees. The Northern NV Hidden Gems FAM took participants into Reno, Fallon, Virginia City, Dayton, Carson City & Valley, and Lake Tahoe and the Cowboy Corridor FAM showcased Pyramid Lake, Fernley, Lovelock, Winnemucca, Battle Mountain, and Elko.



IITA SUMMIT 2026

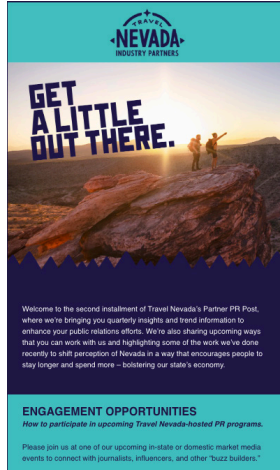
Domestic Market Manager Robert Graff attended the IITA Summit in Niagara Falls where he will meet 1:1 with Destination Management Companies (DMC) and Receptive operators that service inbound and domestic travelers to the United States. At the conference he will connect with inbound operators that are U.S.-based companies who market and sell US travel products to visiting foreign travel buyers, including tour operators, wholesalers, travel agents, and other travel producers. Services include Group, FIT (independent travelers), and MICE (meetings, incentive conferences, and exhibitions) markets.



Partner Communications

PARTNER PR POST

Travel Nevada disseminated the second edition of its new “Partner PR Post,” a quarterly e-newsletter designed to keep partners informed about industry trends, how Travel Nevada can assist them, and broaden communication channels between the DMO and the industry. The e-newsletter was sent to 395 people and had an open rate of 26.08%.



INTERNATIONAL PUBLIC RELATIONS BY THE NUMBERS

AUSTRALIA/ NEW ZEALAND	EARNED MEDIA COVERAGE YTD			HOSTED MEDIA TRIPS YTD		ENGAGEMENTS YTD
	KEY MESSAGE INCLUSION IN TOP 20 OUTLETS	KEY MESSAGE INCLUSION IN ALL OUTLETS	KEY MESSAGING MESSAGE IN 75% OF ALL EARNED MEDIA	INDIVIDUAL TRIPS	PARTICIPANTS ON GROUP FAMS	IN-PERSON OR VIA DEDICATED MEETINGS
OCTOBER	6	107	107	0	0	59
NOVEMBER	3	3	3	0	0	20
DECEMBER	2	2	2	0	0	4

CANADA	EARNED MEDIA COVERAGE YTD			HOSTED MEDIA TRIPS YTD		ENGAGEMENTS YTD
	FEATURE PLACEMENTS IN TOP 20 OUTLETS	ADDITIONAL PLACEMENTS ACROSS ALL OUTLETS	KEY MESSAGE INCLUSION IN ALL EARNED COVERAGE	JOURNALISTS	CONTENT CREATORS	MEETINGS WITH TOP 20 OUTLETS
OCTOBER	0	0	0	0	0	5
NOVEMBER	0	0	0	1	0	4
DECEMBER	1	0	1	0	0	4

MEXICO	EARNED MEDIA COVERAGE YTD		MEDIA TRIPS YTD		ENGAGEMENTS YTD
	FEATURE PLACEMENTS IN TOP 100 OUTLETS	PRESS RELEASES & NEWSLETTERS	INDIVIDUAL TRIPS	GROUP FAMS	MEDIA MEETINGS/ ENGAGEMENTS
OCTOBER	12	2	0	0	3
NOVEMBER	4	2	0	0	2
DECEMBER	7	2	0	0	-

UK/IRELAND	EARNED MEDIA COVERAGE YTD		MEDIA TRIPS YTD		ENGAGEMENTS YTD
	KEY MESSAGE INCLUSION IN TOP 100 OUTLETS	KEY MESSAGE IN OF ALL EARNED MEDIA	INDIVIDUAL TRIPS	GROUP FAMS	IN-PERSON OR VIRTUAL DESKSIDE MEETINGS, EVENT ATTENDANCE, ETC.
OCTOBER	20	100%	0	0	3
NOVEMBER	11	100%	0	0	10
DECEMBER	5	100%	1	0	4

PR Big Hits



Garden of uncanny delights

In Nevada, a trip through Death Valley National Park is not just about the scorching heat and the stark, otherworldly landscape. It's also about the uncanny, the mysterious, and the downright weird. One of the most intriguing spots is the Garden of the Ghouls, a ghostly garden of petrified remains that has captivated visitors for decades.

The garden is a hauntingly beautiful sight, with the skeletal remains of animals and humans scattered across a dark, volcanic landscape. The bones are so well-preserved that they look almost lifelike, a testament to the extreme conditions of the desert.

Visitors to the garden are often struck by the eerie atmosphere and the sense of being in a place where time seems to have stopped. The garden is a true marvel of nature, and a must-see for anyone visiting Death Valley.

Uncanny valley

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COWBOY CORRIDOR

Ghost towns and postcard scenes on a road trip

By [Author Name]

There's a certain magic to driving down the Cowboy Corridor, a stretch of road that winds through some of the most beautiful and historic landscapes in Nevada. From the rugged mountains of the west to the vast, open plains of the east, the journey is a true adventure.

One of the highlights of the trip is the chance to visit some of the most famous ghost towns in the state. Places like Bodie and Calico offer a glimpse into the past, with their well-preserved buildings and streets. It's a fascinating experience to walk through these towns and imagine the lives of the people who once lived there.

For those who love a good story, the Cowboy Corridor is a treasure trove of history. From the days of the gold rush to the era of the cowboy, there's always something new to discover. So grab your cowboy hat and get ready for an unforgettable journey.

Slow down in down the Cowboy Corridor

By [Author Name]

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Neva' a dull moment...

With more ghost towns than living ones, it's a spooky affair year-round in the Silver State of Nevada—and now Aer Lingus' direct flight from Dublin to Las Vegas has returned us in time for Halloween.

Lovers of spirits, haunted histories and the downright weird will be right at home in Nevada—considered by paranormal experts as one of the most supernaturally active corners of the USA.

For guests that want a little more than a good night's rest, the state is home to several hotels said to be inhabited by ghosts.

As a result of its macabre past, Pöche is now known as Nevada's "freakiest ghost town", and its main hotel, the Overland, is a paranormal magnet. Hotel employees will happily share their experiences with visiting guests and will also cater to requests for non-haunted rooms.

Meanwhile, The Clown Motel is a unique property that will have even the bravest of travellers looking over their shoulder. The motel houses a collection of more than 2,000 clown figurines donated from all around the globe. Opened in 1985 by Leona and Leroy David in memory of their father, Clarence, a clown lover who left a collection of 500 clowns in his home, all 31 rooms feature two to three custom clown art pieces.

Home to the mysterious Area 51, Nevada has long attracted believers in UFOs and Martian life and the road that runs closest to the infamous (and fully active) US military base has been officially dubbed the Extraterrestrial Highway. This route stretches from Alamo to Tonopah with plenty of UFO-themed attractions to keep visitors busy along the roadside.

Brave road trippers can stay the night at the iconic Littlefield. Here also lies The Black Mailbox, a decades-long meeting and communications spot for the extraterrestrial obsessed.

In 2017, the host of Travel Channel's Ghost Adventures, Zac Bagners, converted a 1930s mansion reputedly afflicted with spirits from dead residents and an array of basement-based occult rituals into a paranormal enthusiast's paradise. The Haunted Museum in downtown Las Vegas houses 30 chambers packed with cursed ephemera from around the world.

Return flights from Dublin to Vegas start from €337 with Aer Lingus.



WHO KNEW THE SILVER STATE WAS A PARADISE FOR SKIERS?

By [Author Name]

When you think of Nevada, you probably think of the vast, open desert landscape, the rugged mountains, and the ghost towns. But there's another side to the Silver State that's often overlooked: skiing. Nevada has a variety of ski resorts that offer world-class skiing and snowboarding experiences.

One of the most popular resorts is Lake Tahoe, which is a true gem for winter sports enthusiasts. The resort offers a variety of trails for all skill levels, and the views are absolutely stunning. It's a great place to enjoy the beauty of the Sierra Nevada mountains.

For those who want a more unique skiing experience, there's the Snake Valley Ski Area. This resort is located in a remote area of the state, and it offers a truly one-of-a-kind skiing experience. The trails are well-maintained, and the views are breathtaking.

So if you're looking for a new winter destination, Nevada is definitely worth a visit. With its beautiful scenery, world-class skiing, and rich history, there's always something new to discover in the Silver State.

INDEPENDENT

Forget Route 66: Five under-the-radar road trips that get to the heart of America

3. U.S. Route 50 — "The Loneliest Road in America"



Length and route: The full coast-to-coast Route 50 trip is over 3,000 miles, but the "loneliest road" section in Nevada is around 600 miles and is usually driven east from Baker to Carson City in the west. Non-stop, that's a six-and-a-half-hour trip. Take five days or so to let the isolation work its stress-busting magic.

Key sights: Linger in the extraordinary Great Basin National Park. It's home to 5,000-year-old bristlecone pines, the spectacular Lehman Caves and the 13,000-foot Wheeler Peak. It's also a world-class stargazing spot.

Then head to Elko in Pinyon Express Territory and take a ride in the 1900s-era Nevada Northern Railway. Explore an 1860s station in Austin featuring original Wild West-style false-front architecture that hides the building's true role.

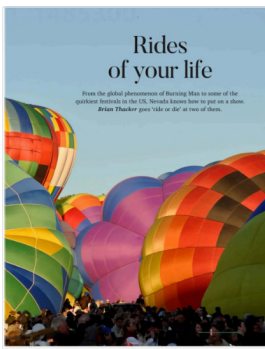
Take lots of detours in the territory around these towns, as it's peppered with those fascinating lost-in-time ghost towns.

At Sand Mountain, a vast Sahara-style dune 25 miles east of Fallon, a tranquil sunset with beckons. Afterwards, stop for coffee or a bite to eat at Middlegate Station, a rustic one-stop dining in 1959.

A few miles away is the Blaine Shoe Tree, a cottonwood adorned with hundreds of pairs of shoes dangling from its branches.

Before reaching Carson City, visit Frye Ranch Distillery, where all the whiskey ingredients are grown on the premises.

Where to stay along the way: The charmingly creaky Hotel Nevada & Gambling Hall dates to 1929. Rooms are themed after famous guests, from Gary Cooper to Jimmy Stewart, and the hotel operates a 24-hour casino.



From the global phenomenon of Burning Man to some of the quietest hot air balloons in the US, Nevada knows how to get up in the air. From the Burning Man festival to the quietest hot air balloons in the US, Nevada knows how to get up in the air.

One of the most popular ways to enjoy the beauty of the Nevada desert is by taking a hot air balloon ride. The experience is truly magical, as you float over the vast, open landscape and witness the beauty of the desert from a unique perspective.

For those who want a more adventurous experience, there's the Burning Man festival. This annual event is a true celebration of art, music, and community. It's a place where people come together to create a unique and unforgettable experience.

So if you're looking for a new way to enjoy the beauty of Nevada, there's always something new to discover. From hot air balloons to Burning Man, the Silver State has it all.

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International Trade by the Numbers

	SALES CALLS <i>Calls</i>	TRADESHOWS/ EVENTS/ ROADSHOWS <i>Events/People</i>	TRAINING/ WEBINARS	CO-OPS CAMPAIGNS/ PARTNERSHIPS <i>Per Quarter</i>	NV TRAILBLAZERS <i>Registrations</i>	PRODUCT OFFERINGS <i>Offerings</i>	FAM TRIPS
AUSTRALIA	161	5/226	0	5	1	0	0
CANADA	1	2/1050	2	5	11	0	0
MEXICO	4	9/250	5	3	9	2	1
UK & IRELAND	14	1/44	0	0	20	0	0

International Big Hits

The collage features several key elements:

- Reno Rodeo Event Page:** A promotional page for the Reno Rodeo, highlighting activities like Casino de Class, Mountain Range Research, and local food and drink.
- Expedia Advertisement:** A screenshot of an Expedia travel package offer for Reno, featuring a bus tour and hotel stays.
- Social Media Contest:** A Facebook-style post for a contest where users can win a spot on a family trip to Nevada by completing a training program and filling out an entry form.
- ACTA Website:** A screenshot of the ACTA website, listing various travel agencies such as Anguilla Experts, Costa Rica Specialist Program, and Cuba.
- Influencer Partnership Extension:** A document titled "Influencer Partnership Extension: @alongdustystroads" detailing a collaboration with a travel influencer.
- Travel Nevada Website:** A screenshot of the Travel Nevada website, showing navigation menus and promotional content for Nevada travel.

THANK YOU

