

# Pony Express Territory Update

Kyle Horvath, Chairperson



[LoneliestRoad.us](http://LoneliestRoad.us)





## Service Area and Geographic Boundary N

- The communities and attractions along the Hwy 50 Corridor from Dayton, Fernley, Silver Springs, Fallon, Austin, Eureka, Ely, Baker (Great Basin National Park)
- Includes 1 National Park, 4 State Parks, National Historic Landmark, Nevada State Museum, 300+ Annual Events, Countless Historic Sites, Artistic and Cultural Experiences, Biggest Mountains In The State To Recreate In

# Our Mission

- The Region's Destination Marketing Organization (DMO)
- Support the goals of our destinations and territory members through collaboration, education, and marketing support
- Generate economic benefits for the communities by driving visitation
- Monthly Marketing Meetings/  
Quarterly Membership Meetings



# Our Market

- Draw from Los Angeles, Bay Area, Salt Lake City, NorCal Gold Country, Reno/Tahoe
- Visitor Characteristics: History Enthusiast, Outdoor Adventurer, Nature Lover, Curious Explorer, Community Supporter
- Facebook, Instagram, Monthly Newsletter, Website, Podcast, Influencer Marketing, Radio, Print



# Travel Nevada's Partnership

- Territory Strategic Plan
- Territory Membership Plan
- 3D Destinations (2x)



# Travel Nevada's Partnership

- Grants- The territory has received over \$700,000 in grants since 2015
  - 98% of budget goes to marketing and promotion
  - 2% to administration
- Rural Representatives and The Territory Retreat

## Exciting Projects

- Complete territory rebranding moving beyond the loneliest road
- New images and video
- New brochures and ad designs

**Loneliest Road in America.**

**Loneliest Road in America?**





**Boundless adventures begin here.**

Explore land without limits along The Loneliest Road in America, Nevada's Highway 50.



**Wide open highway. Wide open skies.**

**Your most colorful stories begin here.**  
Explore the communities along The Loneliest Road in America, Nevada's Highway 50.

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**Wide open highway. Wide open skies.**

Explore the communities along The Loneliest Road in America, Nevada's Highway 50.

**Your most colorful stories begin here.**  
Explore the communities along The Loneliest Road in America, Nevada's Highway 50.

**Old Trails. New Tales.**

**165 years of stories made along the Pony Express Trail.**  
Explore the communities along The Loneliest Road in America, Nevada's Highway 50.

LONELIESTROAD.US

**Your next playlist begins here.**  
Explore the communities along The Loneliest Road in America, Nevada's Highway 50.

**Wide open highway. Wide open mind.**  
Explore the communities along The Loneliest Road in America, Nevada's Highway 50.



Explore

My Plan



Points of Interest

Travel Stations

Eat & Drink

Stay

Outdoor Rec

Events

Sort

Region

Filters

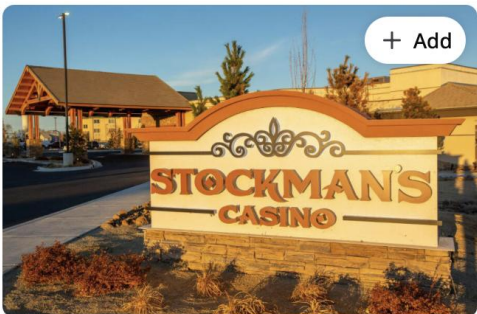
+ Add



### Garnet Hill

Points Of Interest  
Pole Line Rd, Ruth, NV 89319

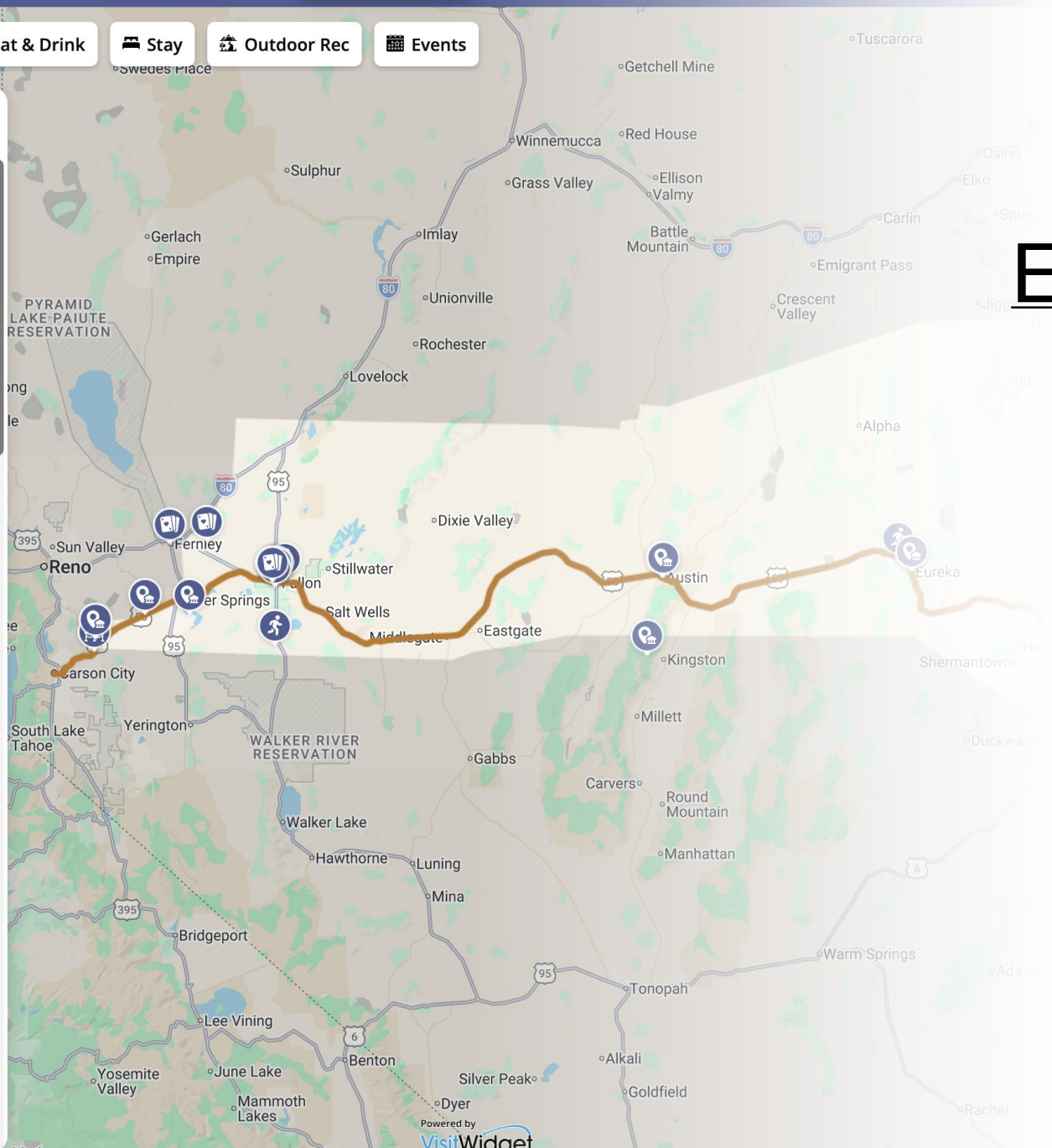
+ Add



### Stockman's Casino & Cafe

Casinos  
1560 W Williams Ave, Fallon, NV 89406

+ Add



# Exciting Projects

- New Website Design
- Social Venue
- Visit Widget

# Exciting Projects

- The Loneliest Road Passport
- Inclusion of Visit Widget

**Collect at least 5 stamps here!**

Get your Highway 50 Survival Guide stamped in:  
Carson City, Dayton, Silver Springs, Fernley, Fallon, Austin,  
Eureka, Ely, and Baker

Please send my certificate to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

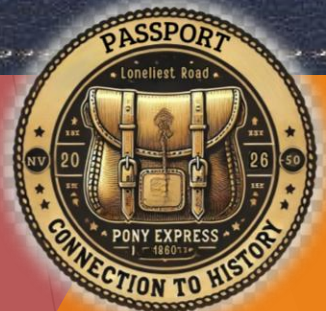
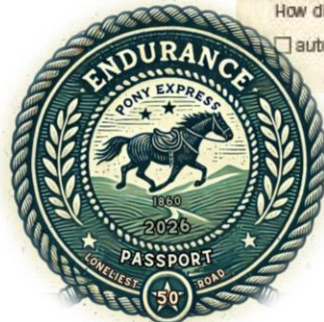
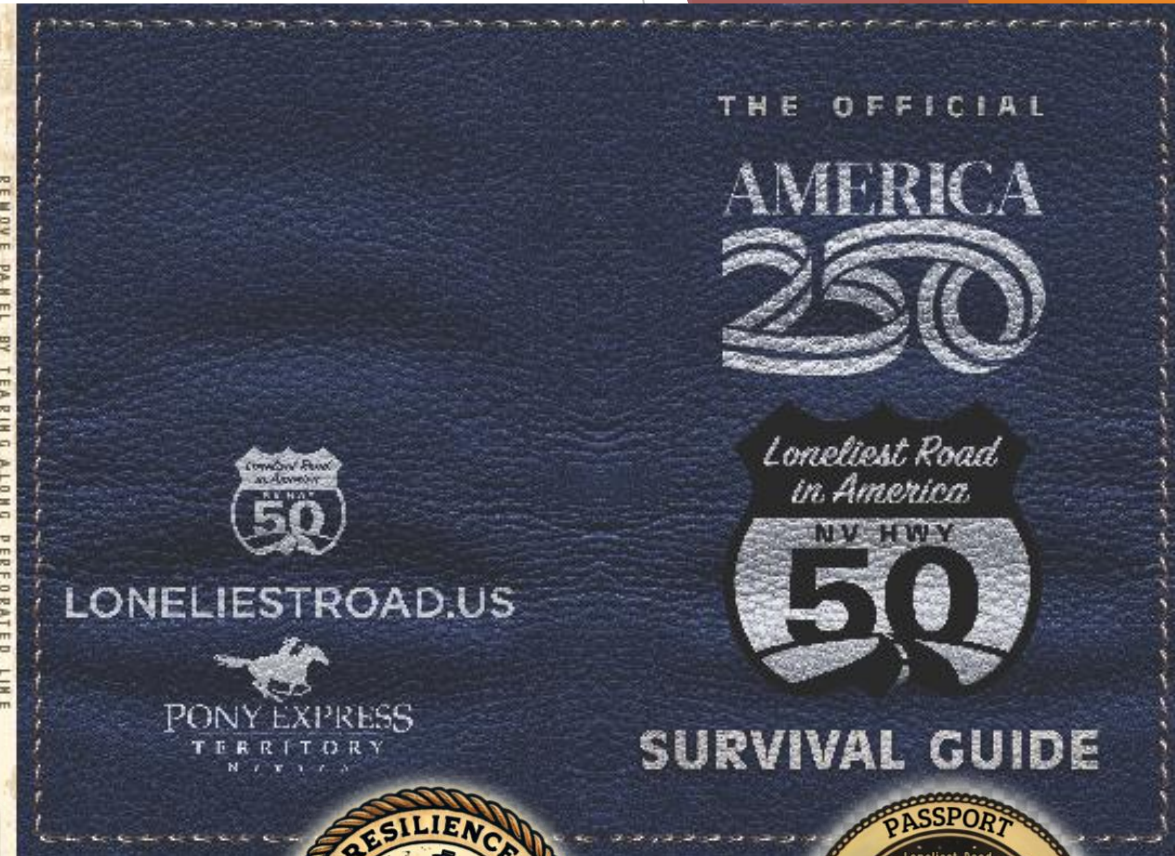
email address \_\_\_\_\_

Congratulations on surviving Nevada's Highway 50!  
There is so much more of Nevada to explore.  
Let us send you a FREE e-newsletter.

OK!  No Thanks

How did you travel Highway 50?  
 auto  RV  motorcycle

REMOVE PANEL BY TEARING ALONG PERFORATED LINE



# Exciting Projects

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- America 250 Pony Express Re Ride Celebration
- America 250 American Discovery Trail Relay





# Questions?

Kyle Horvath, Chairperson  
Pony Express Territory



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