

INTEGRATED MARKETING EFFECTIVENESS (IME) STUDY CONTRACT INFORMATION				
Anticipated Contract Amount:	\$225,000 annually			
Anticipated BOE Date:	June 2027			
Anticipated Contract Term:	From:	7/1/2027	To:	6/30/2031
Identify the names and titles of the individuals who will sign the contract:				
Name		Title		
Rafael Villanueva		Chief Executive Officer		
Stewart Terry		Chief Fiscal Officer		
Identify the name of the individual to whom the insurance documents should be sent:				
Name	Title		Email Address	
Stewart Terry	Chief Fiscal Officer		s.terry@dtca.nv.gov	

PROJECT OVERVIEW: The principal goal of this study is to measure the Division of Tourism's (Travel Nevada) paid, owned and earned marketing/media efforts to report the awareness and impact these efforts have on impacting perception and interest in travel to the state as well as driving visitation and spending. The Division of Tourism is soliciting proposals from qualified vendors to provide a measurement of the effectiveness of its paid, owned and earned marketing/media efforts. The approach of this study is to secure a representative sample of panelists in the Division of Tourism's target markets to address the advertising methods of TV, print, and digital among others. A web-based survey should be used for data collection. The web-based methodology provides for fast data collection, for skip pattern control, and allows for recall testing of specific print ads, television commercials, digital advertising and any other advertising the division may use. The Division of Tourism is looking to secure a minimum of 5,000 responses per fiscal year across specified marketing areas with reach into markets to be determined in conjunction with its ad agency. The Division of Tourism is seeking a vendor that can field a minimum of four (4) times per year: once for each quarter of the fiscal year. The Division of Tourism is looking to receive quarterly updates on the metrics that are determined to be key indicators along with a more comprehensive full year report at the end of each fiscal year. The questionnaire is estimated to consist of about 60-80 questions and the survey length is estimated at around 20-25 minutes; this will include showing multiple images of paid, owned, and earned assets including commercials of varying length. GOALS AND OBJECTIVES: Determine the awareness and impact of the Division of Tourism's paid, owned and earned marketing/media efforts on interest in travel to the state; Assess how these efforts work together to position Nevada as a leisure destination;
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Determine the perception of Nevada and impact of the Division of Tourism's paid, owned and earned marketing/media efforts on how consumers perceive the state; and

Evaluate differences in responses among varying segments of importance to the Division of Tourism, such as geographic markets, respondents who are aware or not aware of the division's efforts, respondents' travel interests, and the like.