



TRAVEL NEVADA

FY27 INTEGRATED MARKETING RECOMMENDATION

September 2026

AGENDA

FY27 Strategic Direction

Integrated Hero Programs

Earned Media Recommendations

Paid Media Recommendations

Budgets



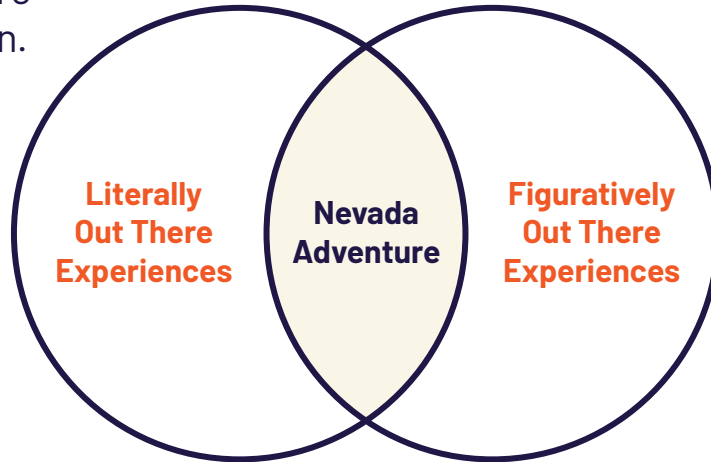
FY27 STRATEGIC DIRECTION

FY27 STRATEGY

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.

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.

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.

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

WHO IS ALSO...

AND IS ALSO...

OUT THERE ADVENTURE STATE OF MIND



CULTURAL TRAVELER

Art · History · Cuisine · Local Culture



OUTDOOR RECREATIONALIST

Trails · Landscapes · Dark Skies



UNEXPECTED EXPERIENCES ENTHUSIAST

Hidden Gems · Strange Stories

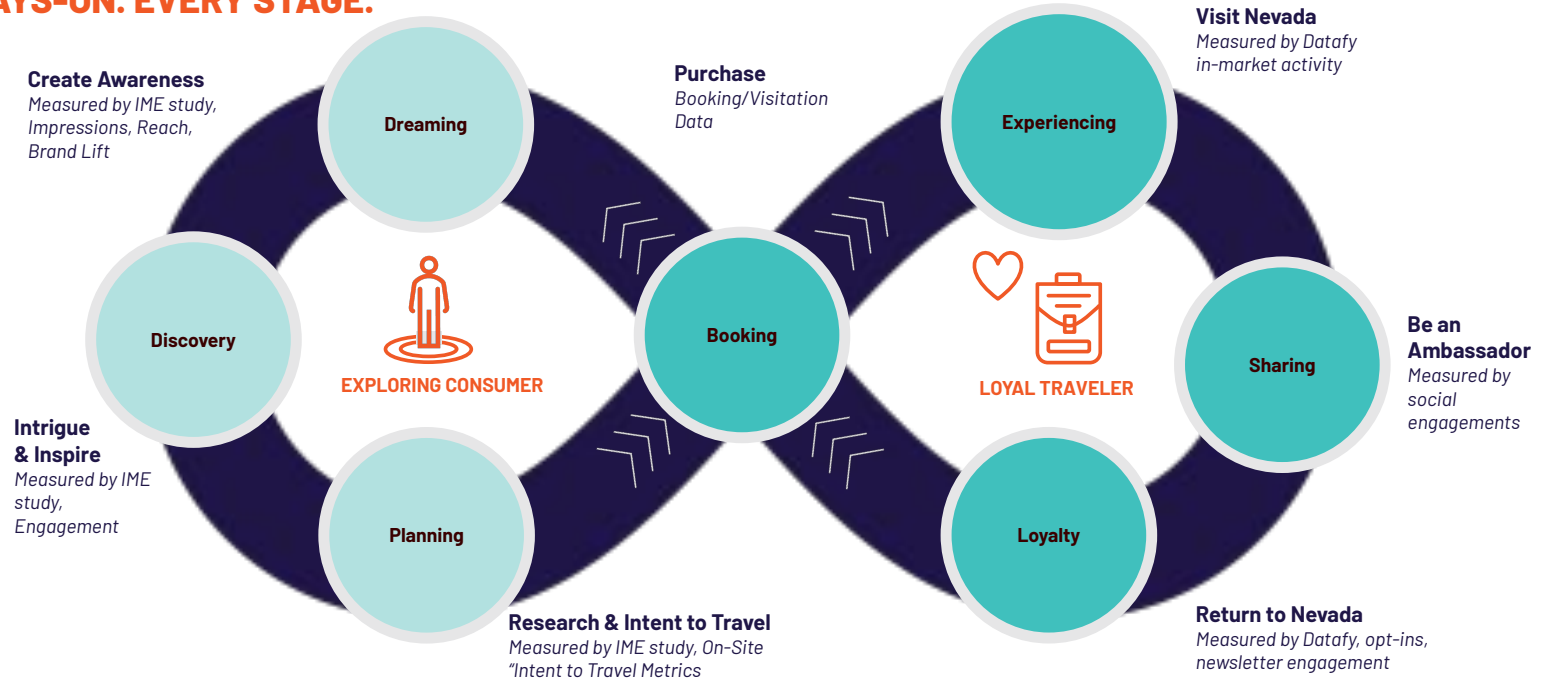
Families
Mult-generational · kid-friendly

Spanish Speakers
Growing across core + momentum markets

Urban Visitors
City escapers seeking contrast

FY27 STRATEGY | Measurement + KPIs

ALWAYS-ON. EVERY STAGE.





INTEGRATED HERO PROGRAMS



GET A LITTLE OUT THERE WITH ALEX HONNOLD



Outside



**FAHLGREN
MORTINE**
THE SHIPYARD COLLECTIVE

GALOTWAH - EXTENDING SEASON 1

OWNED & WEB	EARNED & PR	PAID MEDIA	EVENTS & ACTIVATIONS
• Develop a distribution and content strategy for the website after uploading full episodes to Travel Nevada's YouTube channel. • Add episode itineraries to Mindtrip	Set Jet FAMs	Repurpose • Extend long-form content across partner channels • Takeover ads driving to Travel Nevada site Distribute • Paid YouTube campaign • CTV: Samsung, Roku, Disney+, HGTV, CNN • ACR	GovCon appearance

GET A LITTLE OUT THERE WITH ALEX HONNOLD 2.0

ESTABLISHING THE FRAMEWORK FOR WHAT'S NEXT

Maximizing existing talent agreement to promote S1

Finalize a new talent agreement

- Promote Adventure Centers, Always-On Ambassador, Shoot Season 2
- Advertising, PR, Social, Production, Appearances

Continue partnership with Outside as the production, distribution, and anchor paid-media partner for S2

- **Audience alignment** — Provides access to a highly relevant, engaged outdoor travel audience
- **Proven partner** — Delivered on flexibility, collaboration, and willingness to go above and beyond.
- **Strong S1 results** — Exceeded S1 contractual commitments, demonstrating strong investment in the partnership.

BRAND LIFT STUDY: KEY FINDINGS

The campaign drove a +2.1 percentage-point lift in visit intent—**more than 2X the +0.9-point industry average**—helping close the gap between awareness and intent among Outside's audience.

The content portion of this campaign drove strong lifts in all purchase funnel metrics, with particularly strong movement in consideration (+7.3 PP) and visit intent (+11.1 PP)



TRAVEL NEVADA ADVENTURE CENTERS

STRATEGIC ROLE BY CHANNEL (PESO)

To activate our plan, each channel is assigned a strategic job that reflects how we will activate the consumer audience through pre-opening, soft-opening, opening day and post opening. This ensures that we aren't just distributing messaging but actively using each channel to build trust, define the category and drive physical visitation.

PAID

Accelerated, Targeted Reach

Since organic discovery takes time, paid media will accelerate momentum, putting the Adventure Centers in the minds of outdoor recreation visitors, to build awareness and creating visitation demand.

EARNED

Message Development and Third-Party Credibility

Create messaging for the Adventure Centers that connects to culture. Build awareness and excitement for the Centers through third-party validation.

SOCIAL

The Experience Catalyst

Create hype, share experiences and activities, and educate our existing fans (and new ones) on the Adventure Center experience.

OWNED

The Source of Truth and Anchor

In a multi-channel campaign, users need a North Star. Owned channels will be used as the definitive source of truth for all things Adventure Centers related.

ALL GEAR ANNUAL GEAR TEST - OVERVIEW

MULTI-DAY GEAR TESTING AT EACH ADVENTURE CENTER

- GearJunkie testers will spend multiple days at each Adventure Center stress-testing outdoor gear—from local Nevada brands to camping, biking, hiking, climbing, watersports and more—while showcasing the surrounding recreation and positioning Nevada as a multi-sport adventure playground.

CONTENT PACKAGE – PER ADVENTURE CENTER

- **Hero + Social:** 1 hero video, 2–3 cutdowns, 5 Reels + 30 Stories
- **Editorial:** 2 custom articles across GearJunkie channels
- **Brand + Rights:** Travel Nevada integration + perpetual rights to final content, b-roll and photography

BOULDER CITY CONSUMER EVENT

Experience: Future of Gear showcase + film premiere(s) + food, music and gear giveaway, with optional brand partnerships.

Promotion: Geotargeted social, Eventbrite/Facebook and live event coverage via GearJunkie.

Timing: Fall 2026, aligned to the Boulder City Adventure Center launch.

iHEART - POP-UP ADVENTURE STUDIOS

BOULDER CITY & CARSON CITY POP-UPS (DATES TBD)

On-Site Broadcasts: Branded mobile studio + hangout at each Adventure Center, with 2 broadcast days/ market

Local Storytelling: iHeart talent interviews local businesses, outdoor experts, guides and visitors to bring each destination to life

- Travel Nevada to select 1-2 iHeart personalities based on market and audience fit

Content Amplification: 16 custom :60 storytelling vignettes (8 per market), produced and distributed by iHeart



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To activate our plan, each channel is assigned a strategic job that reflects how we will activate the consumer audience through pre-opening, soft-opening, opening day and post opening. This ensures that we aren't just distributing messaging but actively using each channel to build trust, define the category and drive physical visitation.

PAID

Accelerated, Targeted Reach

Since organic discovery takes time, paid media will accelerate momentum, putting the Adventure Centers in the minds of outdoor recreation visitors, to build awareness and creating visitation demand.

EARNED

Message Development and Third-Party Credibility

Create messaging for the Adventure Centers that connects to culture. Build awareness and excitement for the Centers through third-party validation.

SOCIAL

The Experience Catalyst

Create hype, share experiences and activities, and educate our existing fans (and new ones) on the Adventure Center experience.

OWNED

The Source of Truth and Anchor

In a multi-channel campaign, users need a North Star. Owned channels will be used as the definitive source of truth for all things Adventure Centers related.

ADVENTURE CENTER PR SUPPORT

AUG 2026	SEP 2026	OCT 2026	JAN 2027	FEB 2027	MAR/APR 2027
Pitch Adventure Centers/BC/CC/ Nevada for key media franchises	Formally announce grand opening date and BC tenants Prepare BC digital press kit	Staff BC grand opening event and manage press (10/7) Hold Las Vegas media mission at BC Adventure Center (10/28)	Formally announce CC tenants Prepare CC digital press kit	Hold Reno media mission at CC Adventure Center during soft opening period Staff CC grand opening event and manage press (2/22)	LA adventure-themed media mission featuring Adventure Centers
	Ongoing targeted pitching Ongoing booking "Adventure Centered" FAMs				



EARNED MEDIA

MEDIA TARGETS

TOP 100 LIST: 120 NATIONAL + REGIONAL OUTLETS, TIERED BY AI INFLUENCE

TIER 1

Strong AI visibility and already surfacing for Nevada.

lonely planet

AFAR

Outside

Other examples: National Geographic, Condé Nast Traveler, Smithsonian, Travel + Leisure, SF Gate

TIER 2

High AI authority + low Nevada citations, *or* AI cannot read the outlet.

The New York Times

Sunset

TRAVEL WEEKLY

Other examples: NPR, Associated Press, Newsweek, Vogue, national broadcast

TIER 3

Outlets have limited AI visibility but the readership/relationships earn the place in the Top 100

5280



Other examples: Backpacker, Saveur, Reader's Digest, city and regional magazines

ALSO IN TOP 100 LIST: IN-STATE OUTLETS (LAS VEGAS REVIEW-JOURNAL, RENO GAZETTE-JOURNAL, FOX 5, KOLO, ETC.)

"ADVENTURE-CENTERED" FAMs

Reframes Nevada as adventure *centered* by building around road trip routes that already resonate.



MEDIA MISSIONS

GOAL: ENGAGEMENT WITH TRAVEL NEVADA AND PARTNERS

Reno

*Adventure Center-Carson City
February 2027*



Los Angeles

*Location TBD
March or April 2027*



OFFICIALLY OUT THERE

Nevada will tap into “deadzoning” by fully embracing its dead zones, showing travelers how to get “Officially Out There” and rewarding them for doing it.

Reader's Digest

Burned Out and Looking to Truly Disconnect? It's Time to Try Deadzoning



Burned out? This travel trend wants you to lose cell service.



Off the Grid: 'Deadzoning' Becomes Travel's Latest Wellness Trend





PAID MEDIA

FY27 PAID MEDIA | Overarching Approach

Deploy an always-on, omnichannel campaign designed to inspire our target audience(s) to
Get A Little Out There

Align tactics with each Phase of the Traveler Journey

Weight the plan toward lower funnel

Extends Travel Nevada's bigger investments with paid media

Test new opportunities

More deeply integrate in-state efforts into the plan

FY27 PAID MEDIA | Core Initiatives

Support the core initiatives with paid media

Domestic + In-State

Engage target audiences across key markets through an always-on, omnichannel approach while inspiring Nevadans to explore more of their state.

In-State ONLY

Targeted media investment to encourage residents to experience more of what's right in their own backyard.

Alex Honnold

Continued Season 1 promotion, production of Season 2, and ongoing ambassador opportunities that span across initiatives and help us redefine adventure.

Adventure Centers

Consumer-facing support of the grand openings and beyond.

FY27 PAID MEDIA | Journey Framework

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 PAID MEDIA | Measurement

TRAVELER JOURNEY	DREAMING	DISCOVERY	PLANNING	BOOKING	EXPERIENCING
CAMPAIGN SUCCESS	Spending more and staying longer - as measured by IME data				
SUCCESS KPIs	Video completions, Impression delivery	Engagement, views	Website Activity	Booking Metrics	Attendance*
OPTIMIZATION METRICS	VCR/CPCV, CPM	Engagement Rate/CPE, Clicks, CTR/CPC	Clicks, CTR/CPC Video views, Landing Page views, CPLPV	Clicks, CTR/CPC	N/A
ADDITIONAL MEASUREMENT	Brand Lift Study (Dreaming); Referral Traffic to TravelNevada.com (Discovery)		Datafy (Planning); Looker-Based Priceline/Kayak Comparison (Booking)		Newsletter Sign-ups*, Datafy Visitation Lift

*Data gathered in partnership with TN and Noble based on final activation details

FY27 PAID MEDIA | Dreaming

TRAVELER
JOURNEY

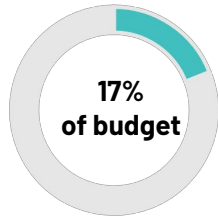
DREAMING

MARKETING
OBJECTIVES

Awareness & Intrigue

MEDIA
STRATEGY

Plant Nevada in the
imagination through
immersive,
sight-sound-motion
storytelling



APPROACH

Surround audiences across premium video content

Layer in paid social to extend reach and support multiple messages

Reach in-state audiences with directional OOH and local broadcast partnerships to promote Adventure Centers

CORE INITIATIVES

- Domestic
- In-State
- Adventure Centers
- GALOTWAH S1

Video



Social Video



OOH



FY27 PAID MEDIA | Discovery

TRAVELER
JOURNEY

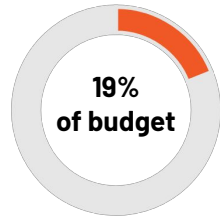
DISCOVERY

MARKETING
OBJECTIVES

Shift Perception
and Inspire

MEDIA
STRATEGY

Reshape perception
through trusted voices
and original
storytelling



APPROACH

Pair trusted third-party storytelling
with native and paid social to extend
that story to broader audiences

CORE INITIATIVES

- Domestic
- In-State
- Adventure Centers

Custom Content



Boosted Social

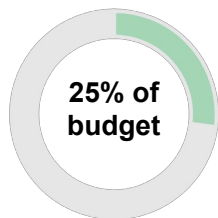


Native



FY27 PAID MEDIA | Planning

TRAVELER JOURNEY	PLANNING
MARKETING OBJECTIVES	Research & Intent
MEDIA STRATEGY	Convert curiosity into commitment by showing up where research happens



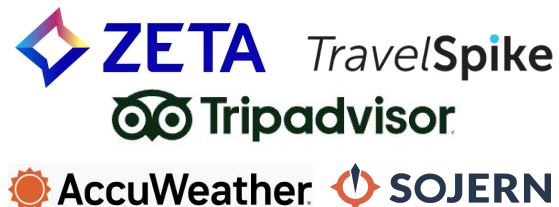
APPROACH

Show up as travelers research, build itineraries, and search for things to do — via paid search, social, and cross-platform digital driving site traffic, Visitor Guide/eNewsletter sign-ups, and placements spotlighting rural Nevada and only-in-Nevada experiences

CORE INITIATIVES

- Domestic
- In-state
- Adventure Centers
- GALOTWAH S1

Cross Platform Digital



Paid Social

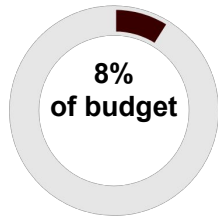


Paid Search



FY27 PAID MEDIA | Booking

TRAVELER JOURNEY	BOOKING
MARKETING OBJECTIVES	Drive bookings
MEDIA STRATEGY	Remove friction at the moment of decision



APPROACH

Continue to partner with the leading **OTAs** to defend competitive share, and engage potential travelers as they actively shop.

CORE INITIATIVES

- Domestic
- In-state
- Adventure Centers

Display, Native, Video



FY27 PAID MEDIA | Experiencing

TRAVELER
JOURNEY

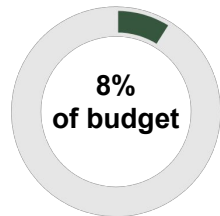
EXPERIENCING

MARKETING
OBJECTIVES

Extend and Enrich
the Visit

MEDIA
STRATEGY

Deepen the visit and
turn travelers into
Nevada advocates



APPROACH

Continue two multi-year sports partnerships to sustain in-market visibility across southern and northern Nevada

Engage fans and travelers while they're already in-state, showcasing how to expand their trip beyond the metro markets

CORE INITIATIVES

- In-state
- Adventure Centers

In-Venue Signage, Digital/Social, Hospitality + Ticketing





AI ANALYSIS

Travel Nevada's FY27 AI Visibility Plan

Technical

Building a Strong Foundation

Implement advanced and scalable schema architecture across travelnevada.com to improve Travel Nevada's brand and citation volume within AI platforms

Content

Quality Content for our Audience

Development of new content to close identified visibility gaps with people looking for a vacation destination but aren't already decided on Nevada

Experience

Optimize Experience for Humans

Activate video and social media content strategy to improve off site discoverability

Optimize onsite multimedia experience and cross linking

Offsite Authority

Building Your Digital Reputation

Offsite optimization across YouTube, social media and reference platforms

Facilitate PR & AI strategy with Fahlgren to align towards top 100 list or identify new opportunities for coverage

Analysis

Analyze citation patterns and develop a performance benchmark to identify where Travel Nevada is visible, missing, or being outperformed

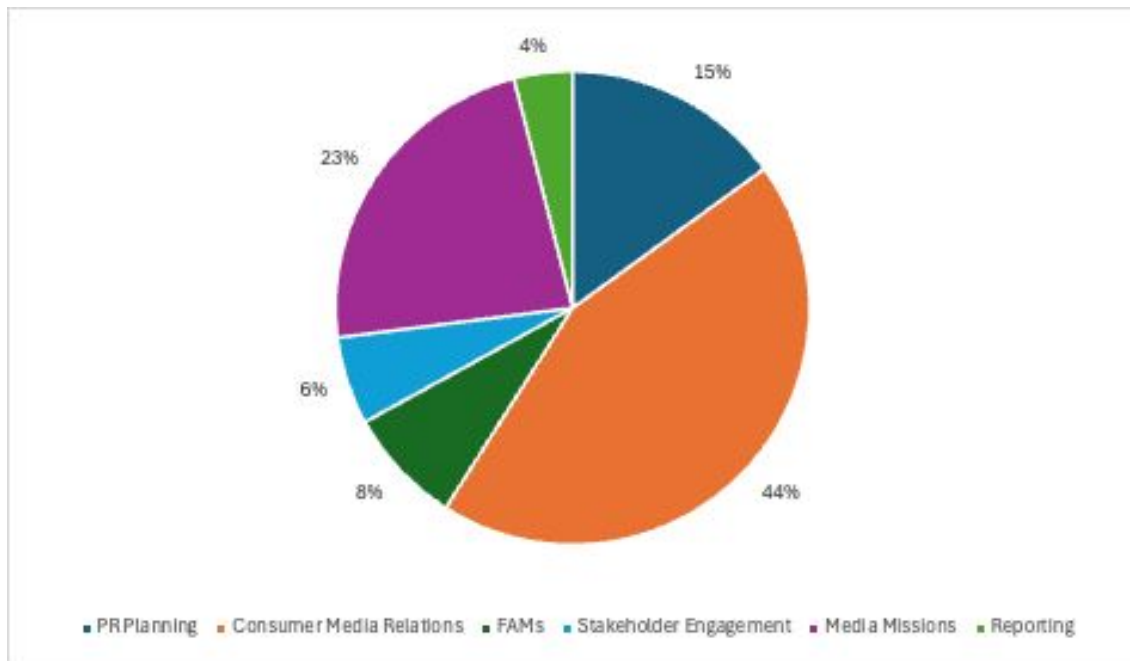


BUDGET

FY27 Q2-Q4 MED02 BUDGET (\$572.7K)

(Total FY27 budget: \$700K)

- **PR Planning + Strategy: 15%**
- **Consumer Media Relations: 44%**
 - National outreach
 - In-state outreach
 - Activations + campaigns
- **FAM Coordination: 8%**
- **Media Missions: 23%**
 - Las Vegas
 - Reno
 - Los Angeles
- **Stakeholder Engagement: 6%**
 - Annual report
 - Partner engagement
- **Reporting: 4%**
 - Reporting
 - Highlight reels



FY27 Q2 – Q4 MKT02 BUDGET (\$8,285,000)

(Total FY27 budget: 9M)

Strategy + Account Management: 10%

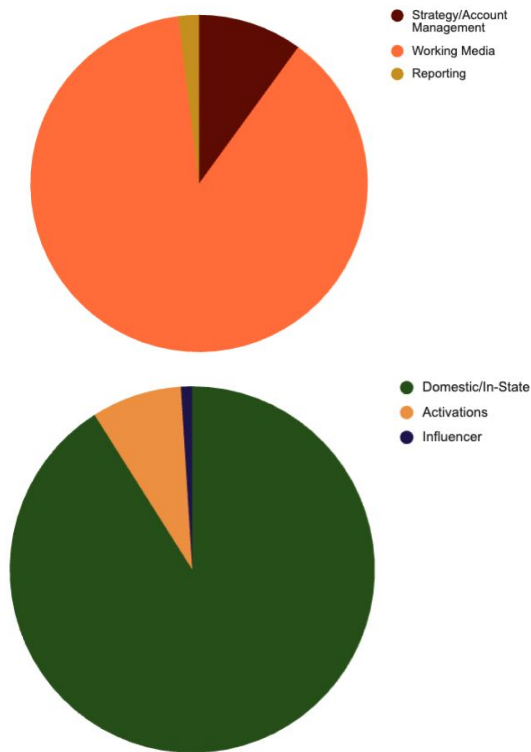
- Planning, managing, and trafficking all media
- Ongoing external partner management
- Influencer planning, vetting, itinerary development, and contract creation/negotiations

Working Paid Media: 88%

- Domestic/In-State Media - 91%
- Activation - 8%
- Influencer Program - 1%

Reporting + Analytics: 2%

- Reporting



THANK YOU!