



# TRAVEL NEVADA

## FY27 INTEGRATED MARKETING RECOMMENDATION

August 2026

# AGENDA

**FY27 Strategic Direction**

**Integrated Hero Programs**

**Earned Media Recommendations**

**Paid Media Recommendations**

**Budgets**



# FY27 STRATEGIC DIRECTION

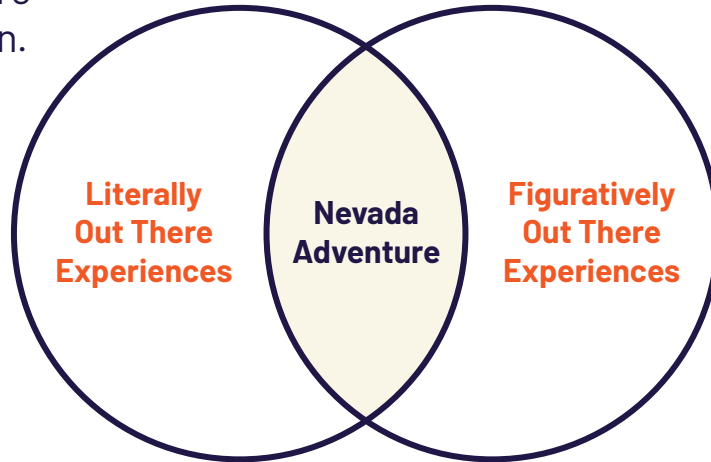
# FY27 STRATEGY

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.

Paired together, these experiences create a version of adventure unlike anything else in the market.

→  
World-class outdoor recreation, vast public lands, open space, awe-inspiring landscapes, scenic routes, trails and room to explore without the crowds



←  
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*

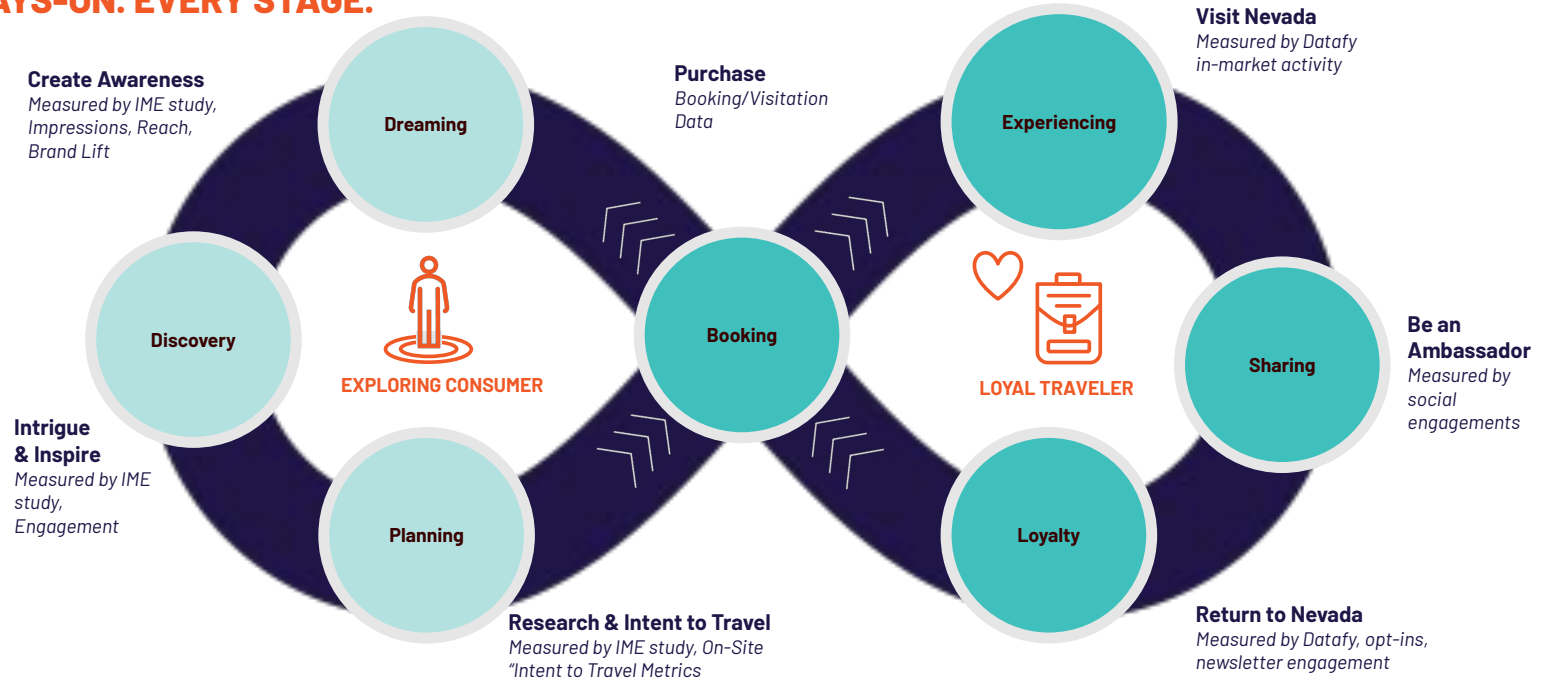
**Families**  
Mult-generational · kid-friendly

**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 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| <ul style="list-style-type: none"><li>• Develop a distribution and content strategy for the website after uploading full episodes to Travel Nevada's YouTube channel.</li><li>• Add episode itineraries to Mindtrip</li></ul> | Set Jet FAMs | <b>Repurpose</b> <ul style="list-style-type: none"><li>• Extend long-form content across partner channels</li><li>• Takeover ads driving to Travel Nevada site</li></ul> <b>Distribute</b> <ul style="list-style-type: none"><li>• Paid YouTube campaign</li><li>• CTV: Samsung, Roku, Disney+, HGTV, CNN</li><li>• ACR</li></ul> | 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

## APPROACH

- Outdoor gear content and adventure storytelling, powered by AllGear's GearJunkie network, will spotlight the new Adventure Centers as basecamps for exploring Nevada's outdoor terrain, gear needs, and rural communities as they open this fall.

## TACTICS

- "From City Center to Adventure Center" — outdoor-adventure influencers visit a Nevada Adventure Center and document their own outdoor journey from there
- Produced hero video(s) with social cutdowns, plus custom articles backlinking to TravelNevada.com, syndicated across AllGear Digital sites
- Run-of-network display and pre-roll video, geo-targeted to Nevada's Core, Warm Leads, and Momentum markets



# 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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## 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<br><br>Prepare BC digital press kit | Staff BC grand opening event and manage press (10/7)<br><br>Hold Las Vegas media mission at BC Adventure Center (10/28) | Formally announce CC tenants<br><br>Prepare CC digital press kit | Hold Reno media mission at CC Adventure Center during soft opening period<br><br>Staff CC grand opening event and manage press (2/22) | LA adventure-themed media mission featuring Adventure Centers |
|                                                                | Ongoing targeted pitching<br><br>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.



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

***HUFFPOST***

**What Is ‘Deadzoning’? The 2026 Travel Trend All About Logging Off For Real**



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

**Reader's Digest**

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



# 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<br>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

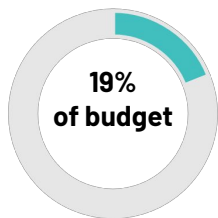
## DREAMING

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

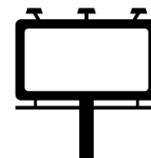
## Video



## Social Video



## OOH



# FY27 PAID MEDIA | Discovery

TRAVELER  
JOURNEY

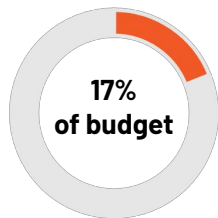
## DISCOVERY

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

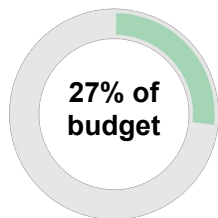


## Native



# 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

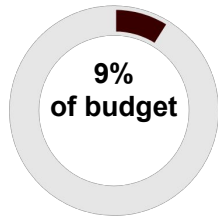


## Paid Search



# 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

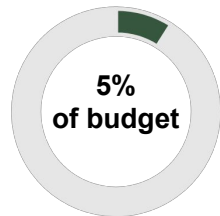
## EXPERIENCING

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

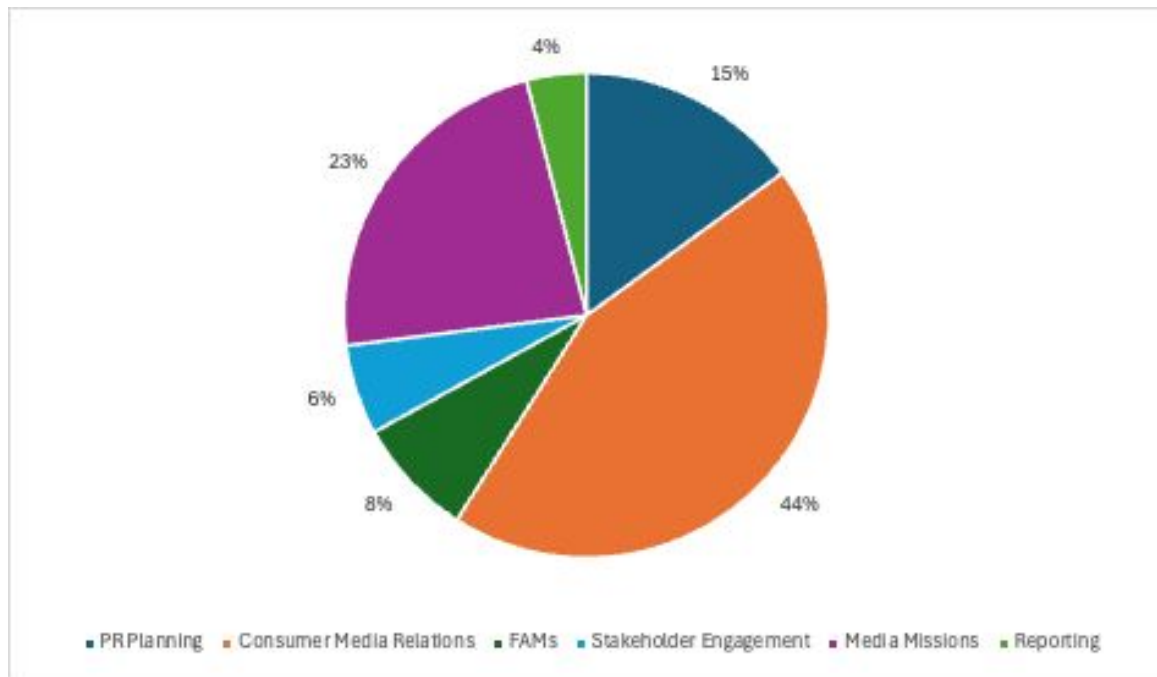




# BUDGET

# FY27 MED02 BUDGET (\$700,000)

- **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 MKT02 BUDGET (\$9,000,000)

## Strategy + Account Management: 17%

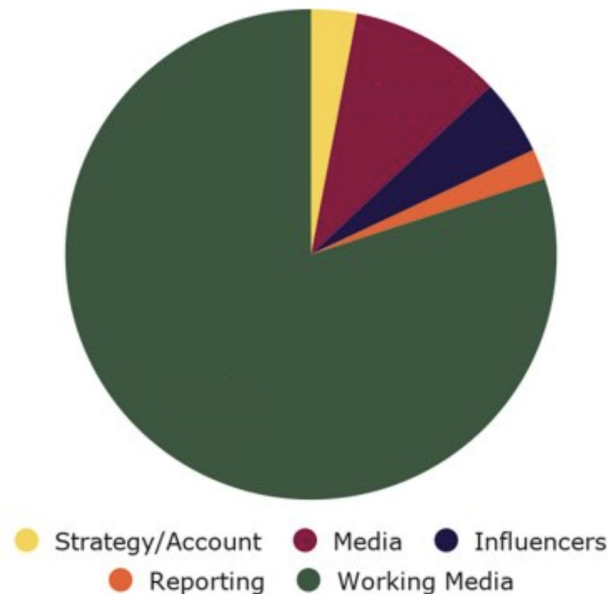
- Planning, managing, and trafficking all media
- Ongoing external partner management
- Influencer planning, vetting, itinerary development, and contract creation/negotiations

## Working Paid Media: 80%

- Domestic Paid Media - 67%
- In-State Media - 28%
- Influencer Program - 5%

## Reporting + Analytics: 3%

- Reporting



**THANK YOU!**