



**TRAVEL NEVADA**  
**Marketing Committee**

*June 9, 2021*



**“...A decade worth of disruption and growth in nine months”**

***Scott Galloway***



# WHAT THE DATA TELLS US

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- **Travelers want bold experiences, especially outdoor recreation, more than ever**  
[\(Longwoods International April 2021\)](#)
- **89% of Americans reveal they intend to be more spontaneous than ever in 2021**  
[\(Hotels.com February 2021\)](#)
- **Most domestic travelers' first trips post-pandemic will be via car.** [\(Skift August 2020\)](#)
- **With shorter planning windows, access to Nevada and affinity for the destination are especially important in returning to pre-pandemic travel levels.**

(Arrivalist 2020-2021)

# WHAT WE DISCUSSED

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- **Market disruption presents opportunities in new and emerging markets as well as in creative messaging to our target audiences**
- **Through multiple sources, we are able to evaluate data regarding accessibility, arrivals, perception, interest, and intent to visit Nevada**
- **Taking a step back, we can see where Nevada may fill in white space through unique offerings and attitude**
- **Recommendations will include creative evolution and media approach for FY22**

# OUR MISSION & VISION

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- **MISSION:** Effectively communicate the enriching travel experiences Nevada offers and promote statewide economic health through Tourism.
- **VISION:** Enhance the quality of life for all Nevadans.
- **OUR STRATEGY:** Every marketing touchpoint must convince our core traveler segments that Nevada is THE perfect place for their next unforgettable adventure, complete with the kind of transformative experiences and memories that can only be found here.
- **SIMPLY PUT:** We want to be top of our travelers' consideration set, to spend more, and stay longer.

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# Travel Nevada

## Creative Strategy Audit & Direction



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# Positioning Background

## BRAND OVERVIEW

### MANTRA

OUT THERE. IN THE SO-CALLED REAL WORLD.  
WE'RE PUT INTO BOXES. CONFINED. CONFORMED.  
HELD BACK BY EXPECTATIONS. TRYING TO MOLD.  
FOLD. BEND. AND BREAK US. WELL, NOT HERE. NOT  
EVER. THIS IS THE WEIRDEST, WILDEST WEST.  
WHEN THE IN-CROWDS AND YES-MEN TRY TO PUSH  
YOU DOWN, WE SAY PUSH BACK. JUST GO. DO. BE.  
HEED THE URGE TO LIVE OUTSIDE THE LINES.  
UNDAUNTED. AND UNINHIBITED. WE WON'T TELL  
YOU TO TURN IT DOWN. OR BUTTON IT UP. AND WE  
SURE AS HELL WON'T FENCE YOU IN. THAT'S THE  
BEAUTY OF FREEDOM. THAT'S THE POWER OF  
NEVADA.

### BRAND PLATFORM

Unbridled Independence

### CORE VALUE AND CRAVING

Freedom

### BRAND POSITIONING STATEMENT

Nevada inspires a sense of freedom and release that  
makes all things seem possible.

### BRAND PILLARS

- Uninhibited Space
- Inspiring Discoveries
- Rewarding Adventures
- Unexpected Diversity

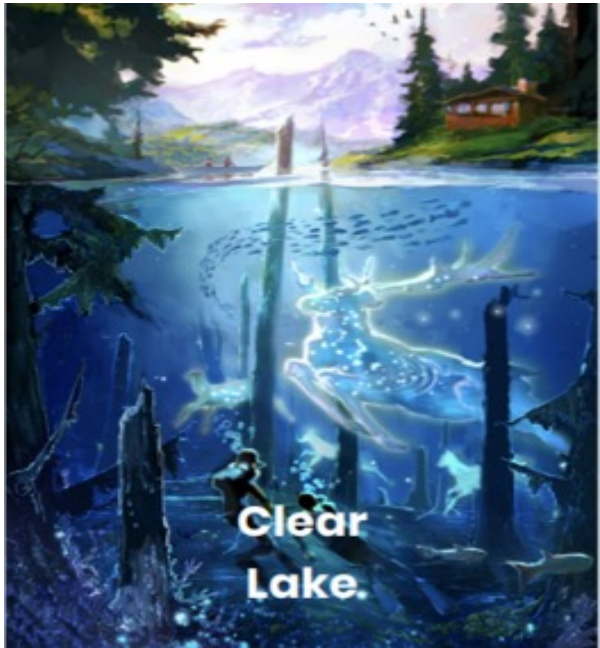
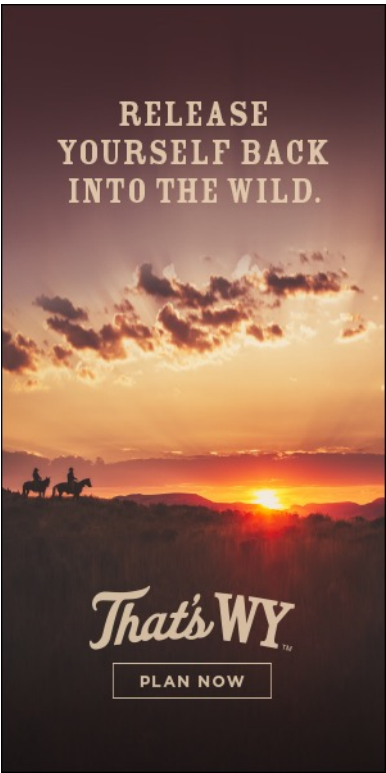
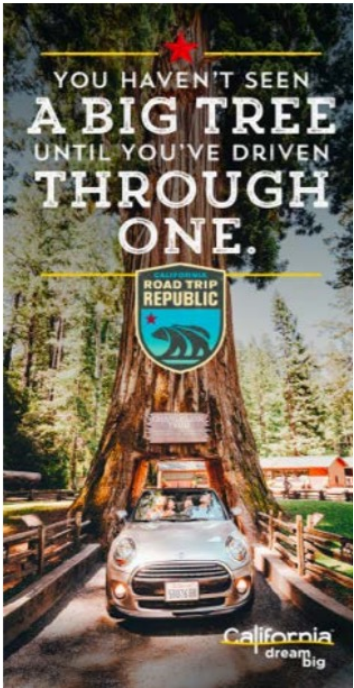
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# What We Found



SUMMARY

OUTDOOR OVERLAP





COMPETITIVE BRAND PILLARS

	CALIFORNIA	IDAHO	ARIZONA	OREGON	COLORADO	UTAH	WYOMING
Outdoors / Space	X	X	X	X	X	X	X
Culinary / Food & Drink	X		X	X			
Unreal Experiences / Surprises				X		X	X
Culture	X						
Family / Connections / People	X	X					
Luxury	X		X				
Recreation / Adventure		X			X	X	X
Accommodations			X				
Localism	X				X		
Abundance / Endless						X	
Ease						X	

# AUDIENCE OVERVIEW

AUDIENCE

BRAND  
PILLAR  
ALIGNMENT

GAPS AND  
OPPORTUNITIES



- Unexpected Diversity



- Rewarding Adventures
- Uninhibited Space



- Uninhibited Space
- Inspiring Discoveries

- Unique Local Cuisine
- Connecting with Locals
- Arts / Culture

- Other Recreation: Water sports, Skiing / Snowboarding, Rock-climbing
- Photography / Scenery

- Only in Nevada Experiences (Weird Nevada, Extraterrestrial, Ghost Towns, Hot Springs, etc.)
- Unique Places to Stay



PILLAR OVERVIEW

PILLAR

Uninhibited Space

Maverick Spirit | Anything Goes Attitude | Wide-Open Horizons

Inspiring Discoveries

DNA of Discovery | Undiscovered Beauty | Hidden Treasures

Rewarding Adventure

Active Adventures | Offbeat Journeys | Remarkable Road Trips

Unexpected Diversity

Abundant Diversity | Unique Landscapes | Eclectic Experiences

OBSERVATIONS

- |  |   |  |  |
|--|---|--|--|
| <ul style="list-style-type: none"><li>• Nearly all competitors are messaging here emphasizing outdoors and wide-open spaces</li><li>• Most effectively reaches the Experience Junkie and Outdoor Recreationalist</li></ul> | <ul style="list-style-type: none"><li>• Discovery messaging is present among about half of competitors</li><li>• Appeals most to Uncharted Experiences Junkie, and Cultural Traveler</li><li>• Aligns with Betterment trend</li></ul> | <ul style="list-style-type: none"><li>• Aligns with trends of spontaneous experiences, and family connection</li><li>• Most competitors include adventure messaging to varying degrees</li><li>• Reaches Outdoor Recreationalist</li></ul> | <ul style="list-style-type: none"><li>• Appeals most to Cultural Traveler Audience</li><li>• Aligns with trends of localism and betterment</li></ul> |
|--|---|--|--|

GAPS AND OPPORTUNITIES

- |  |  |  |   |
|--|--|--|---|
| <ul style="list-style-type: none"><li>• Opportunity to lean into the maverick spirit aspect of this pillar with a tone unique to Nevada, differentiating from the warm / friendly tone seen commonly across competitors</li><li>• COVID-19 concerns remain a top barrier to Nevada travel, opportunity to expand existing creative to include ads that could appease this.</li></ul> | <ul style="list-style-type: none"><li>• A barrier to Nevada visitation is the desire to go somewhere new. This pillar could be leveraged to encourage in-state and return visitation to discover new places within Nevada.</li></ul> | <ul style="list-style-type: none"><li>• While “variety of things to do” is a strength of Nevada’s, it currently ranks lower than competitors for “outdoor adventure” with Colorado as top of mind for this attribute</li><li>• Growth opportunity to reach an under-tapped family audience</li></ul> | <ul style="list-style-type: none"><li>• Opportunity space among competitive set with CA being one of the only competitors messaging here.</li><li>• Nevada currently under scores on perception of unique local culture and dining, both attributes valued by travelers</li></ul> |
|--|--|--|---|

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# What We Recommend

# FREEDOM has many dimensions that can be explored with each campaign.

- **Escape:** Freedom from the mundanity or pressures of everyday life.
- **Maverick Spirit:** Freedom from the status-quo, authority, expectations.
- **Self-Discovery:** Freedom to be one's truest self, unrestricted by societal pressures.
- **Space:** Feeling free of physical confinement, access to wide open space, outdoors, expansive landscapes.



# FREEDOM OF *UNUSUAL EXPERIENCES / INSPIRING LOCAL CULTURE / TRANSFORMATIVE CONNECTION* SELF-DISCOVERY

While all tenets of Freedom are inherent in the brand, Travel Nevada has an opportunity to lean into Self-Discovery with the upcoming campaign while leveraging its distinctive edge that stays true to Nevada's maverick spirit.

CAMPAIGN PLANNING / CONTENT DEVELOPMENT

BRAND POSITIONING	Freedom: Nevada inspires a sense of freedom and release that makes all things seem possible.		
CAMPAIGN STRATEGY	FREEDOM OF SELF DISCOVERY		
CONTENT BUCKETS	UNUSUAL EXPERIENCES	INSPIRING CULTURE	TRANSFORMATIVE CONNECTION
BRAND PILLARS	UNEXPECTED DIVERSITY, UNINHIBITED SPACE	UNEXPECTED DIVERSITY, INSPIRING DISCOVERIES	REWARDING ADVENTURES, INSPIRING DISCOVERIES
INSIGHT(S)	<ul style="list-style-type: none"><li>Competitive: No competitive state is utilizing unique experiences in its messaging</li><li>Brand: Hot springs, stargazing, unplugged experiences, and ghost towns were key attributes of interest for respondents in the IME</li><li>Audience: Coming out of the COVID era, consumers crave spontaneity and the ability to live in the moment</li><li>Exploring and doing new things is a key travel motivator for the target audience</li></ul>	<ul style="list-style-type: none"><li>Competitive: Saturated with outdoor recreation, the competitive landscape currently has few showcases of arts and culture</li><li>Brand: IME study found that local history, culture, and cuisine are valued by the target audience but seen as lacking in Nevada</li><li>Audience: Travelers have a reinvigorated desire to connect with the local offerings and support local businesses</li></ul>	<ul style="list-style-type: none"><li>Competitive: Connections and family is not heavily utilized by competitors</li><li>Brand: IME study showed that most Nevada visitors travel in pairs, presenting an opportunity to promote family/group travel</li><li>Audience: Coming out of a year of lost connections, travelers seek to reunite with distant loved ones or spend quality time with those closest to them</li><li>Spending quality time with family is a key travel motivator for the target audience</li></ul>
EXPERIENCES	<ul style="list-style-type: none"><li>Weird Nevada (Extraterrestrial, Republic of Molossia, Haunted Nevada)</li><li>Ghost towns</li><li>Stargazing</li><li>Uncommon Overnights (Unique stays)</li><li>Hot Springs</li></ul>	<ul style="list-style-type: none"><li>Basque culture</li><li>Outdoor art (Seven Magic Mountains, Art Cars, Goldwell Open Air Museum)</li><li>Art districts</li><li>Estate distilleries</li><li>Sagebrush saloons</li></ul>	<ul style="list-style-type: none"><li>Road trips</li><li>Mining and rockhounding</li><li>Wildlife and animal sanctuaries</li><li>Railroad history</li><li>Stargazing</li></ul>
AUDIENCE CONNECTION	Uncharted-Experience Junkie Outdoor Recreationalist	Cultural Traveler	Outdoor Recreationalist Opportunity to add a Family / Group Travel Target



The background image shows an exhibit, likely at a museum, featuring a large orange overlay. In the background, there is a display case with a sign that reads "OFFICE" and "NO ENTRY SECURITY CLEARANCE REQUIRED". To the right, a framed poster titled "THE MONUMENTS MEN" is visible, listing names like "MONUMENTS MEN", "50 YEARS OF MONUMENTS", "1947-1957", and "PLANET EARTH". In the foreground, three people are visible, wearing masks that resemble the character E.T. The person on the right is wearing a grey t-shirt with the text "AREA 51 GEOCACHER".

# TRAVEL NEVADA FY22

## domestic market media recommendation



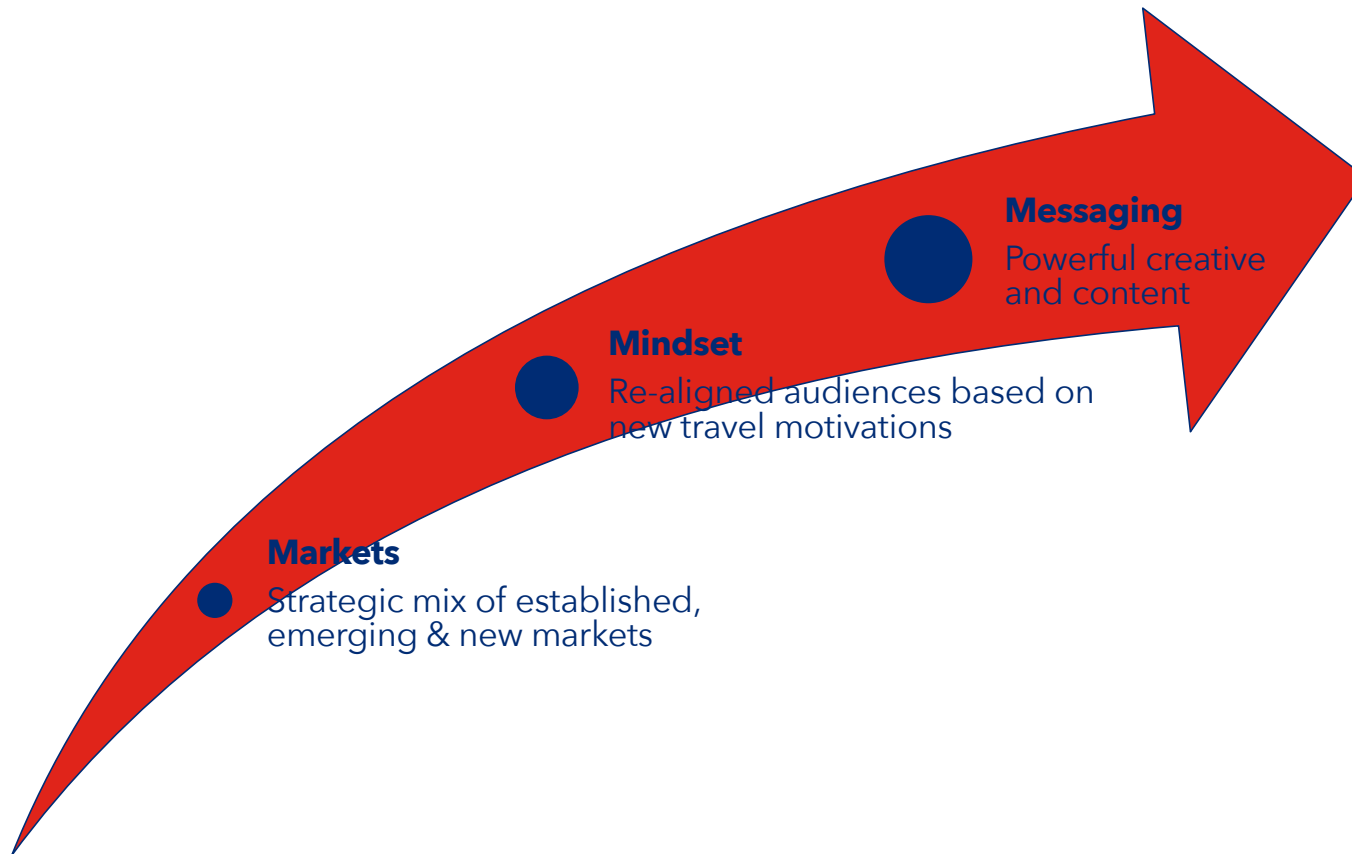
## DOMESTIC MEDIA RECOMMENDATION

- **Strategic Overview**
- **Tactical Approach**
- **Required Asset Summary**
- **Content Production Summary**
- **Scaling Budget Additions**

## DISCOVER YOUR NEVADA OVERVIEW

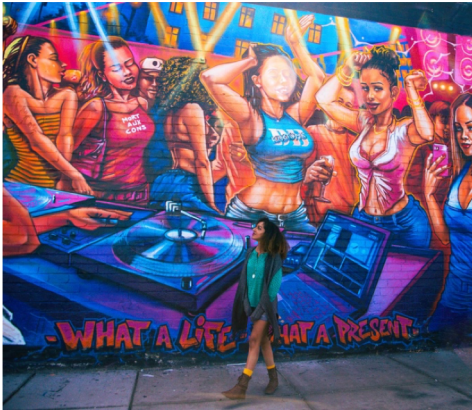


## capitalize on disruption



## our mindset approach

### The Adventure State-of-Mind



**Cultural Traveler**



**Outdoor  
Recreationalist**



**Uncharted  
Experiences  
Junkie**

## our market approach

- Defend our core **established** markets
  - Maintain our strong current position as a destination of choice in established markets to guarantee consistent tourism revenue.
    - Sacramento, San Francisco, LA, Boise, Phoenix, Salt Lake City and San Diego
- Stake our claim in **emerging** markets
  - Increase our market share where travel intenders are increasingly raising their hands since pandemic
    - Dallas-Ft. Worth, Portland and Houston
- Capitalize on disruption in **new** markets
  - Strategically invest in markets where pandemic disruption has created opportunity for Nevada to enter the consideration set
    - Seattle, Chicago and Minneapolis-St. Paul or Denver (flight availability?)
    - High audience index + avg length of stay + competitive separation + access

DOMESTIC MARKET MEDIA RECOMMENDATION

# markets + mindset + messaging

## DREAMER



### Intrigue & Inspire

Marketing objective:  
Spark inspiration by connecting  
audience interest with  
Nevada experience

KPIs:

- Reach
- Video Views/Completions
- Engagements/ER%

## PLANNER



### Research & Discovery

Marketing objective:  
Highlight unique points of  
interest to ensure Nevada  
experience stays top of mind

KPIs:

- Publisher Content Engagement
- Landing Page Engagement
- Action Rate

## ADVENTURER



### Booking & Experiencing

Marketing objective:  
Drive conversion by reinforcing  
Nevada where intenders make  
travel decisions

KPIs:

- OTA & Partner Referrals
- 3P Studies & ROAS

## AMBASSADOR



### Sharing & Engagement

Marketing objective:  
Encourage engagement, amplify  
influencers and content (always  
on)

KPIs:

- Social Engagement
- Newsletter Engagement



# DOMESTIC MARKET TACTICAL APPROACH

## RECOMMENDED MEDIA TACTICS

# targeted digital video + audio + paid social

### Connections Strategy

### Partners/Platforms

#### Advanced TV

Maximize reach and inspire consideration with highly-targeted video across platforms that saw surges in consumer adoption during 2020



#### Publisher Direct Streaming Video

Supplement overall video buy with direct buys on high indexing networks that offer unique executions for Travel Nevada



#### Podcast Promotion

Drive downloads, listens and subscriptions of Travel Nevada's Existing podcast content



#### Stories

Inspire new audiences to learn more in the visually engaging format



#### Paid Social

Utilize detailed interest & travel-intent targeting to drive engaged website traffic



#### Lead Generation

Continue to develop Travel Nevada newsletter database with this successful program



RECOMMENDED MEDIA TACTICS

# targeted digital video + audio + paid social

	Primary Phase	Target Markets	KPIs
<b>Advanced TV</b>	Dreamer	Emerging + New	Reach Video Views/Completions
<b>Publisher Direct Streaming Video</b>	Dreamer	Emerging + New	Reach Video Views/Completions
<b>Podcast Promotion</b>	Dreamer	All	Listens/Downloads Engagements
<b>Stories</b>	Dreamer	Emerging + New	Reach Engagements
<b>Paid Social</b>	Planner	All	Landing Page Engagement Action Rate
<b>Lead Generation</b>	Adventurer	All	Leads Generated



## RECOMMENDED MEDIA TACTICS

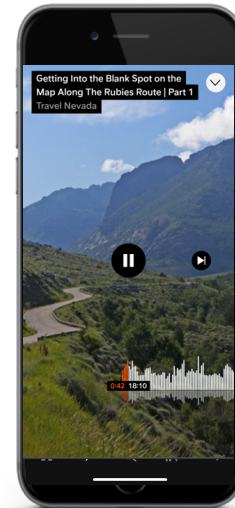
# new & notable

### Advanced TV



- Leverage :30 spot
- In addition to accepting Arrivalist tracking, we can place conversion pixels on key actions on TravelNevada.com
  - Partner can attribute digital action back to previous living room video-exposure
- Furthermore, our partner will geofence 20-30 key locations for a foot traffic analysis

FY2022 TRAVEL NEVADA | FAHLGREN MORTINE



- Opportunity to drive engagement of Travel Nevada podcasts on SoundCloud.
- Promoted podcast placement encourages the Travel Nevada target audience to **listen now** or, to **download the podcast** so their “glovebox” is stocked
  - 34-50k Travel Nevada plays estimated
  - Demo + Geo targeted

## RECOMMENDED MEDIA TACTICS

# essential traveler journey vehicles

	Connections Strategy	Partners/Platforms
<b>OTAs</b>	Deliver targeted messaging to users actively in the planning mindset, encouraging them to choose Nevada	  
<b>1<sup>st</sup> Party Travel Data Providers</b>	Leverage advanced data providers to efficiently drive qualified site-traffic and generate intent-to-travel actions	  
<b>Endemic Travel Publishers</b>	Reach our target and inspire further action with high-impact content and placements within Travel specific publishers	 
<b>Adventure State-of-mind</b>	Encourage travelers at other parks to download Nevada content they can listen to on their current journey, helping make Nevada their next destination	

## RECOMMENDED MEDIA TACTICS

# essential traveler journey vehicles

	Primary Phase	Target Markets	KPIs
<b>OTAs</b>	Adventurer	All	Engagements OTA Booking reporting
<b>1<sup>st</sup> Party Travel Data Providers</b>	Planner	All	Action Rate Proprietary ROAS reporting
<b>Endemic Travel Publishers</b>	Planner	All	Publisher content engagement Engagement on TN.com
<b>Adventure State-of-mind</b>	Adventurer	All	Video Views Engagements

## RECOMMENDED MEDIA TACTICS

### new & notable



- Inspire Travel Nevada's target audience with 3x custom articles featuring unique Nevada experiences.
- Capture attention with 1x "Text Led" video
  - On-site video production (+photography for 3x articles)
  - 3 years of content licensing



- Custom content hub on *TripAdvisor*:
  - 3x editorial pieces featured
  - 3x curated trips
  - 3x custom Instagram story promotions

## RECOMMENDED MEDIA TACTICS

# partner with key publishers

	Connections Strategy	Partners/Platforms
<b>Travel</b>	Reach Travel Nevada's target audience(s) in the early stages of planning and highlight Nevada's unique experiences to inspire additional exploration	  
<b>Lifestyle</b>	Expand our audience's connection to Nevada with a Western lifestyle publisher	
<b>Content Production</b>	Continue to build out a library of fantastic content by working with established partners that can also distribute content to their relevant audiences	
<b>BIG Idea</b>	Elevate Nevada's position as a dark sky destination by combining celestial content within traveler friendly itineraries and road trips.	

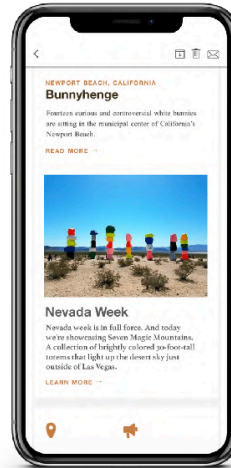
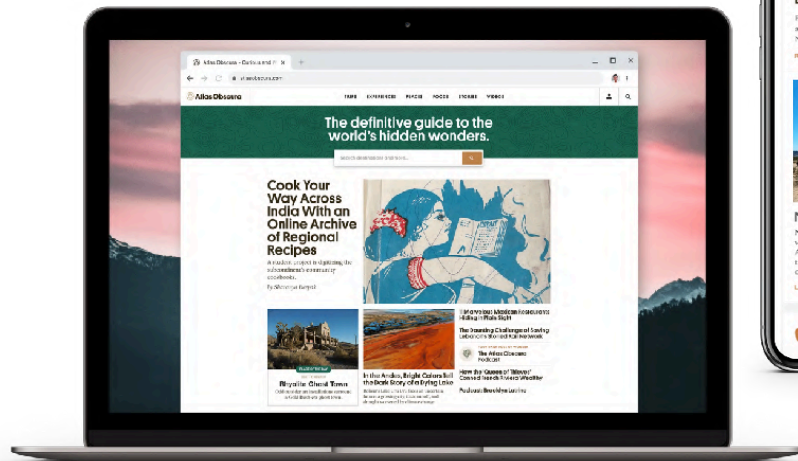
## RECOMMENDED MEDIA TACTICS

# partner with key publishers

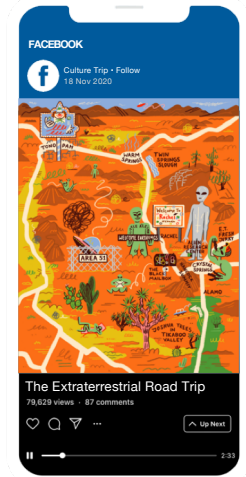
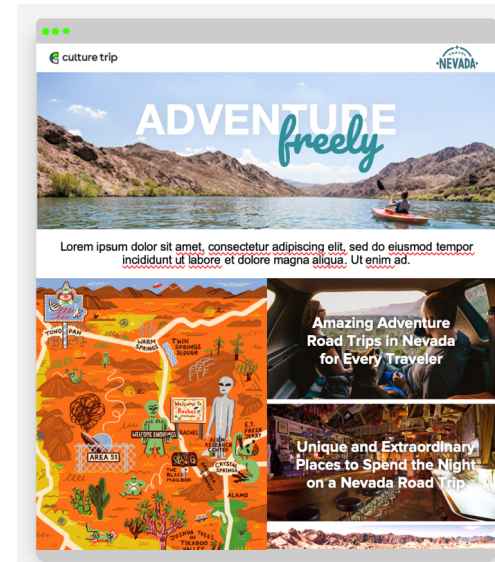
	Primary Phase	Target Markets	KPIs
<b>Travel</b>	Planner	Emerging + New	Publisher content engagement Landing page engagement
<b>Lifestyle</b>	Planner	Emerging + New	Publisher content engagement Landing page engagement
<b>Content Production</b>	Dreamer	Emerging + New	Content creation & usage rights Content engagement
<b>BIG Idea</b>	Dreamer	All + National	Reach Content engagement

## RECOMMENDED MEDIA TACTICS

### new & notable



- “Nevada Week” takeover
  - 5 days of homepage, social and newsletter promotion
- Opportunity to re-amplify strong content already created to new + emerging markets.
  - 2019 [Virginia City video](#)



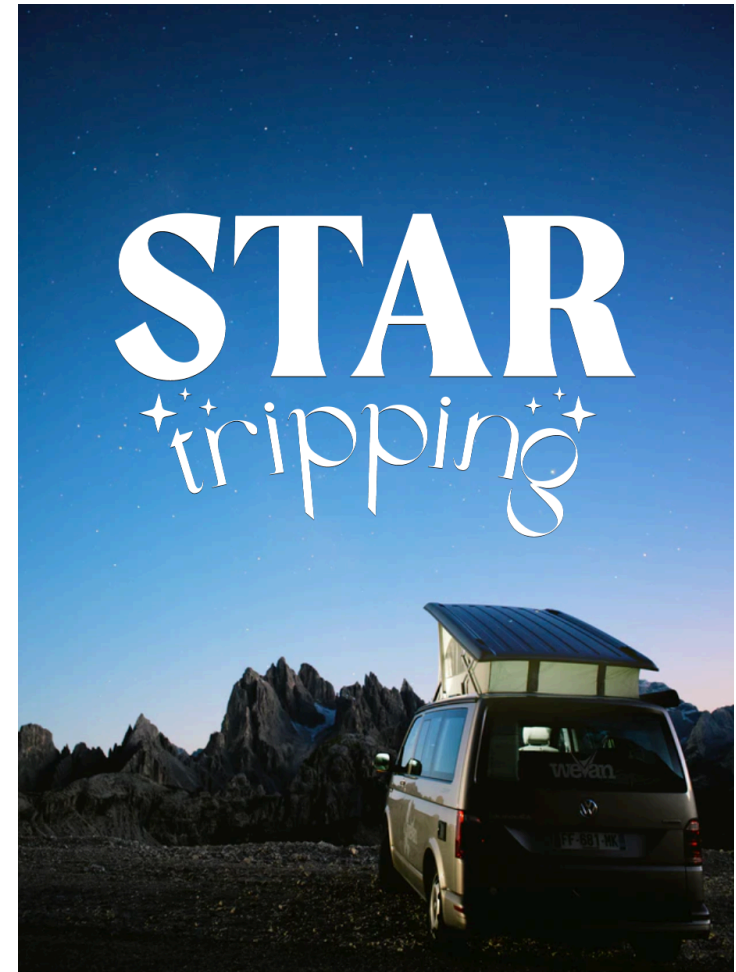
- Production of another highly successful illustrated map
- New Spotlight Hub to house 3x new articles, existing content and both maps
  - Travelers can click to book directly from the hub



## RECOMMENDED MEDIA TACTICS

### thrillist

- In 2020, Nevada's audience(s) came to *Thrillist* for Road Trip & Stargazing Content like never before.
  - 60% increase in YOY engagement with road trip content
  - **513%** increase in YOY engagement with stargazing and astronomy content
- To keep up with demand, *Thrillist* has doubled down on content for 2021 and 2022 and is proposing Travel Nevada be the **launch sponsor** of a brand-new **content vertical** "Star Tripping" country.
  - *Star Tripping* combines two of *Thrillist*'s most engaged content themes to deliver a unique take on travel and outdoor recreation, with Travel Nevada at the forefront.
  - This pop-up vertical under *Thrillist* Travel will feature a dynamic mix of interactive itineraries and editorial deep-dives delivering space news in a format that anyone can use.

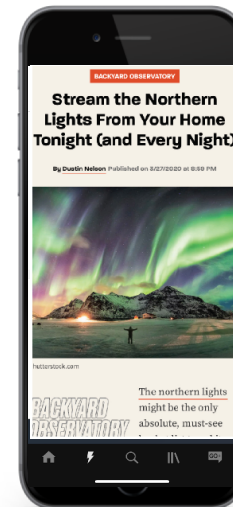
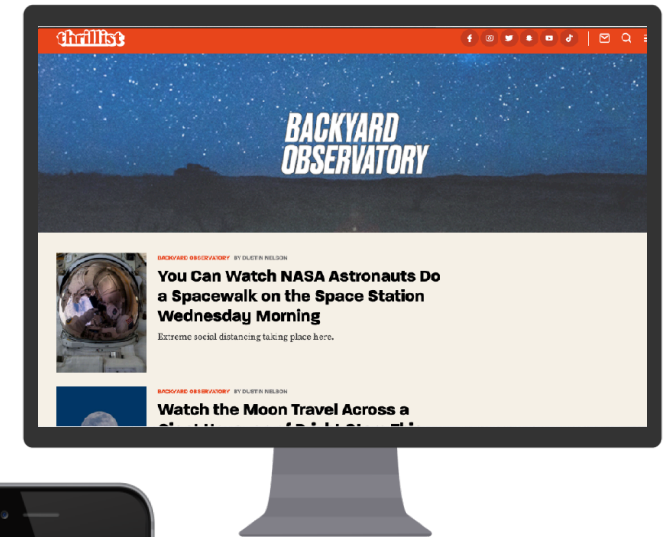




## RECOMMENDED MEDIA TACTICS

# thrillist

- *Star Tripping* Sponsorship includes:
  - 100% SOV of the *Star Tripping* pop-up vertical for (3x) months
  - Fixed alignment with 12x editorial features
  - 3x Episodes of *Thrillist Explorers*
  - 1x Custom article with interactive map feature
  - Sponsor in all organic promotion
- 5 million impressions (guaranteed minimum)
- 575,000 video views (guaranteed minimum)
- 35,000 custom article views (guaranteed minimum)

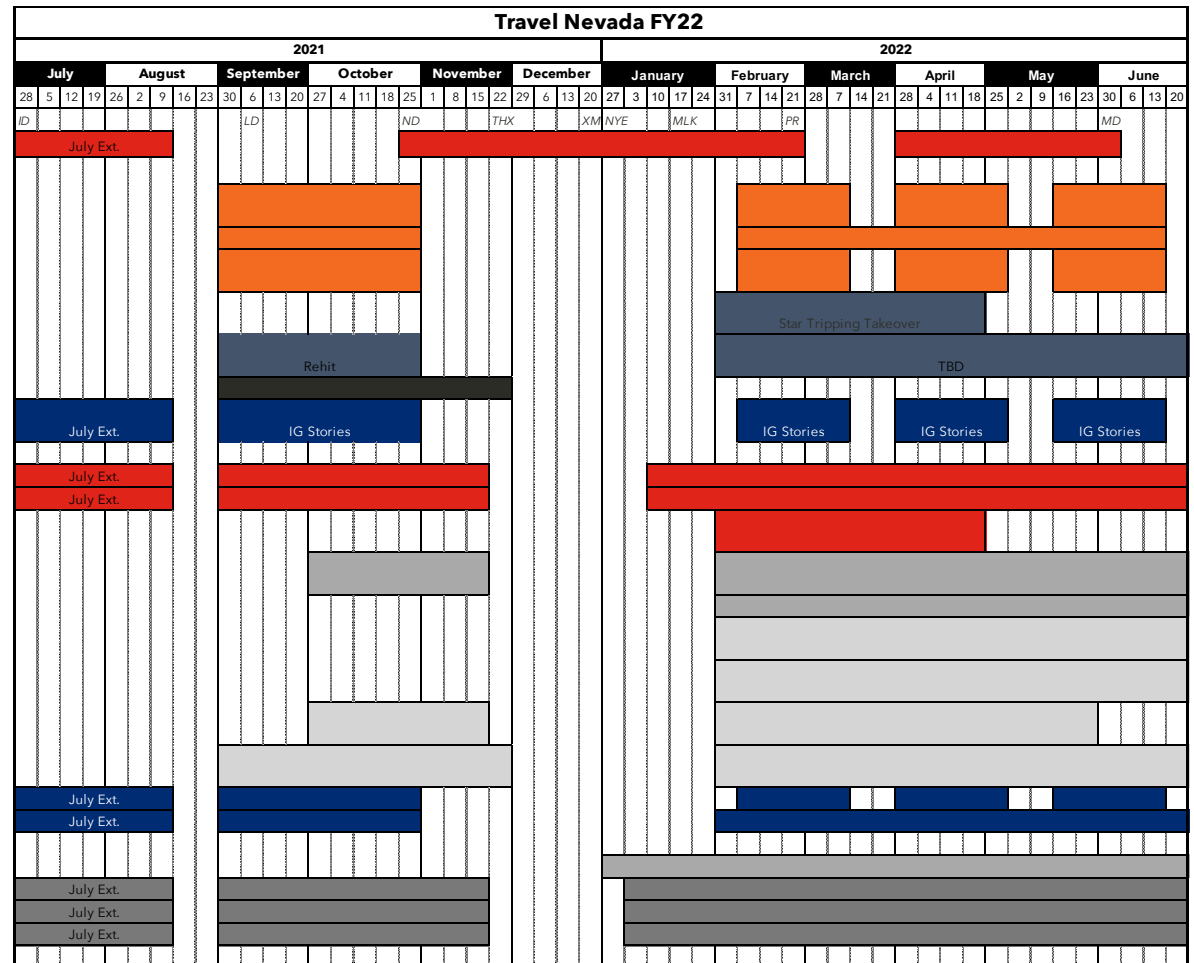


**Discover Your Nevada Paid Media**  
**Domestic Market Paid Media**

<b>Advanced TV</b>	Dallas-Ft. Worth, Portland, Houston & Seattle
<b>DiscoveryGo</b>	Seattle
<b>Hulu</b>	Dallas-Ft. Worth, Portland, Houston & Seattle
<b>Thrillist</b>	All Paid Markets + National Organic
<b>Matador</b>	Dallas-Ft. Worth, Portland, Houston & Seattle
<b>Soundcloud/Pandora</b>	All Paid Markets
<b>Facebook/Instagram</b>	Dallas-Ft. Worth, Portland, Houston & Seattle

<b>Adara</b>	All Paid Markets
<b>inPowered</b>	All Paid Markets
<b>Epsilon</b>	Dallas-Ft. Worth, Portland, Houston & Seattle
<b>Lonely Planet</b>	All Paid Markets + National Organic
<b>TravelZoo</b>	All Paid Markets
<b>Atlas Obscura</b>	Dallas-Ft. Worth, Portland, Houston & Seattle
<b>Buzzfeed</b>	Dallas-Ft. Worth, Portland, Houston & Seattle
<b>Culture Trip</b>	Dallas-Ft. Worth, Portland, Houston & Seattle
<b>Sunset</b>	Dallas-Ft. Worth, Portland, Houston & Seattle
<b>FB/IG - Traffic</b>	All Paid Markets
<b>FB/IG - Lead Gen</b>	All Paid Markets
<b>American Park Networks</b>	All Paid Markets
<b>Expedia</b>	All Paid Markets
<b>Priceline</b>	All Paid Markets
<b>TripAdvisor</b>	All Paid Markets












Video
Audio
Content/Influencer
Digital
OTAs
Travel
Publisher
Social



RECOMMENDED MEDIA TACTICS

## mid-level budget scenario

+ Chicago in all tactics

Additional Tactics	Potential Partners/Platforms
Addressable TV	 DIRECTV  
Custom Video Engagement Spot	 
High Impact Mobile	  Bidtellect
Custom Video & Influencer	 NATIONAL GEOGRAPHIC  TRAVEL MINDSET
Streaming Audio	
Additional Travel Publishers	

RECOMMENDED MEDIA TACTICS

## reach-level budget scenario

includes all mid-level additions

+ Minneapolis or Denver in all tactics

### Additional Tactics

### Potential Partners/Platforms

Video Production & Streaming



Custom Podcast Partnership



Custom Video & Influencer



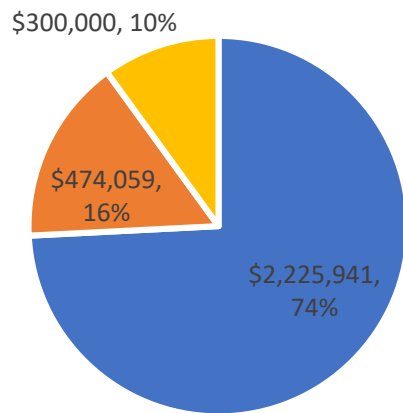
Additional Travel & Lifestyle Publishers



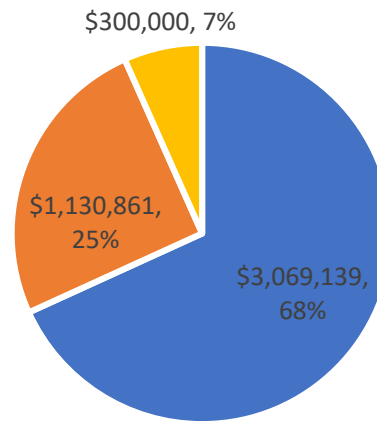
DOMESTIC MARKET MEDIA RECOMMENDATION

# paid media budget levels

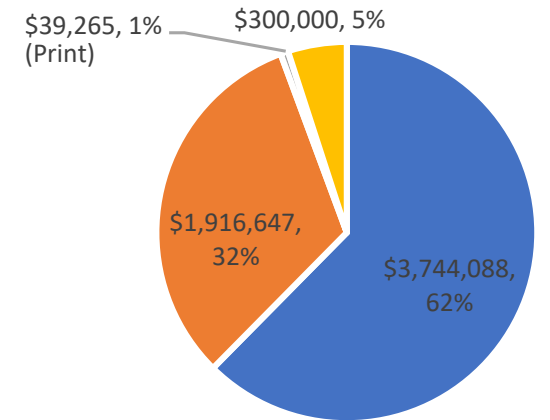
Base Level \$3,000,000



Mid-Level \$4,500,000



Reach Level \$6,000,000



■ Digital ■ Audio/Video ■ Print ■ Other





■ Digital ■ Audio/Video ■ Print ■ Other

■ Digital ■ Audio/Video ■ Print ■ Other

- Print - includes magazines and digital enhancements with those publications
- Digital Programs - includes social, online travel agencies (OTA) and other online companies
- Audio/Video - includes streaming video, digital video and podcasts
- Other(account management and other fees)

## RECOMMENDED MEDIA TACTICS

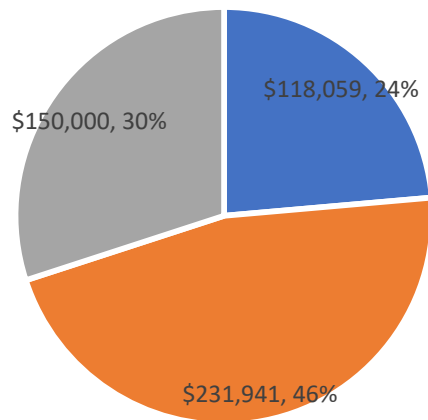
# discover your nevada

	Connections Strategy	Partners/Platforms
<b>Broadcast &amp; Cable Television</b>	Inspire Nevadans to find the Nevada they didn't know	
<b>1<sup>st</sup> Party Travel Data Providers</b>	Drive traffic and generate intent-to-travel actions on DiscoverYourNevada.com by showcasing how Nevadans can explore their state	
<b>Instagram Stories</b>	Inspire new audiences to learn more in the visually engaging format	
<b>Local Print Partners</b>	Connect with Nevadans in their go to local sources of news and entertainment	
		Other local partners on a seasonal basis



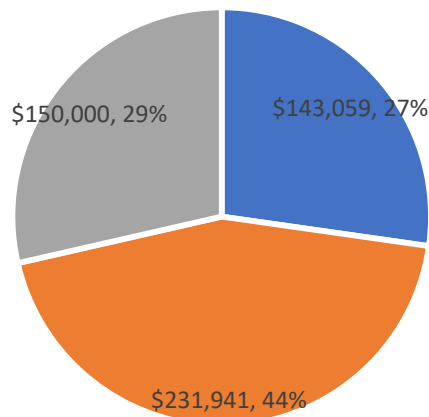
## DISCOVER YOUR NEVADA budget levels

Base Level \$500,000



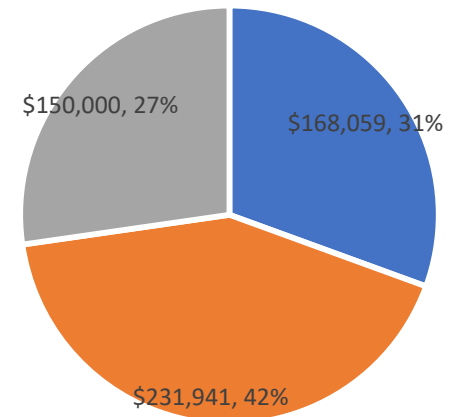
■ Digital ■ Audio/Video ■ Print

Mid-Level \$525,000



■ Digital ■ Audio/Video ■ Print

Reach Level \$550,000



■ Digital ■ Audio/Video ■ Print

- Print - includes local newspapers, magazines and digital enhancements with those publications
- Digital Programs - includes social and other online companies
- Audio/Video - includes local broadcast and cable television

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# Travel Nevada

Creative Execution



:30 TV SPOT



## :30 TV Spot – “Welcome to Nevada - Just the Place”



<https://www.youtube.com/watch?v=78kSBW6vYQA>



# DISPLAY BANNERS

Brand Awareness Banners

Additional lines:

- Turn “We’ll see” into “We saw.”
- Hunt for rocks. Find truth.
- More civil than civilization.
- Sand is good for the soul.
- Play hide and thrill seek.

OPTION 1



OPTION 2



OPTION 3





## Unique Points of Interest Banners

### Additional lines:

Need a strange of scenery?

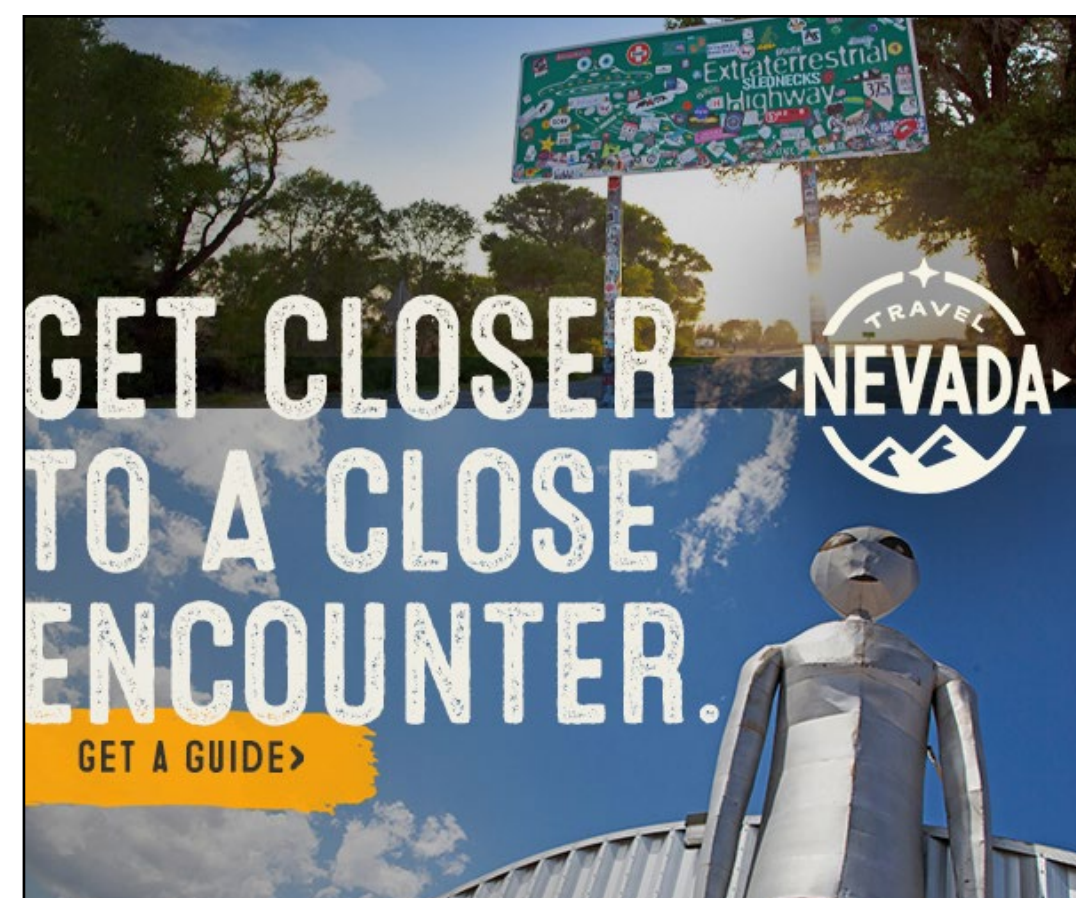
Live it up in a Ghost Town

Aliens, comets & stars, oh my!

Don't ask why. Ask what's next?  
(Car Forest)

What goes up, must be art.  
(Shoe Tree)

OPTION 1 (UNUSUAL EXPERIENCES)



OPTION 2 (INSPIRING CULTURE)



OPTION 3 (TRANSFORMATIVE CONNECTION)





## Booking Banners

### Additional lines:

Find your secret hiding place.

Nevada's ready. Are you?

Come hear yourself think. And feel.

Give inner peace a chance.

Get into being out of bounds

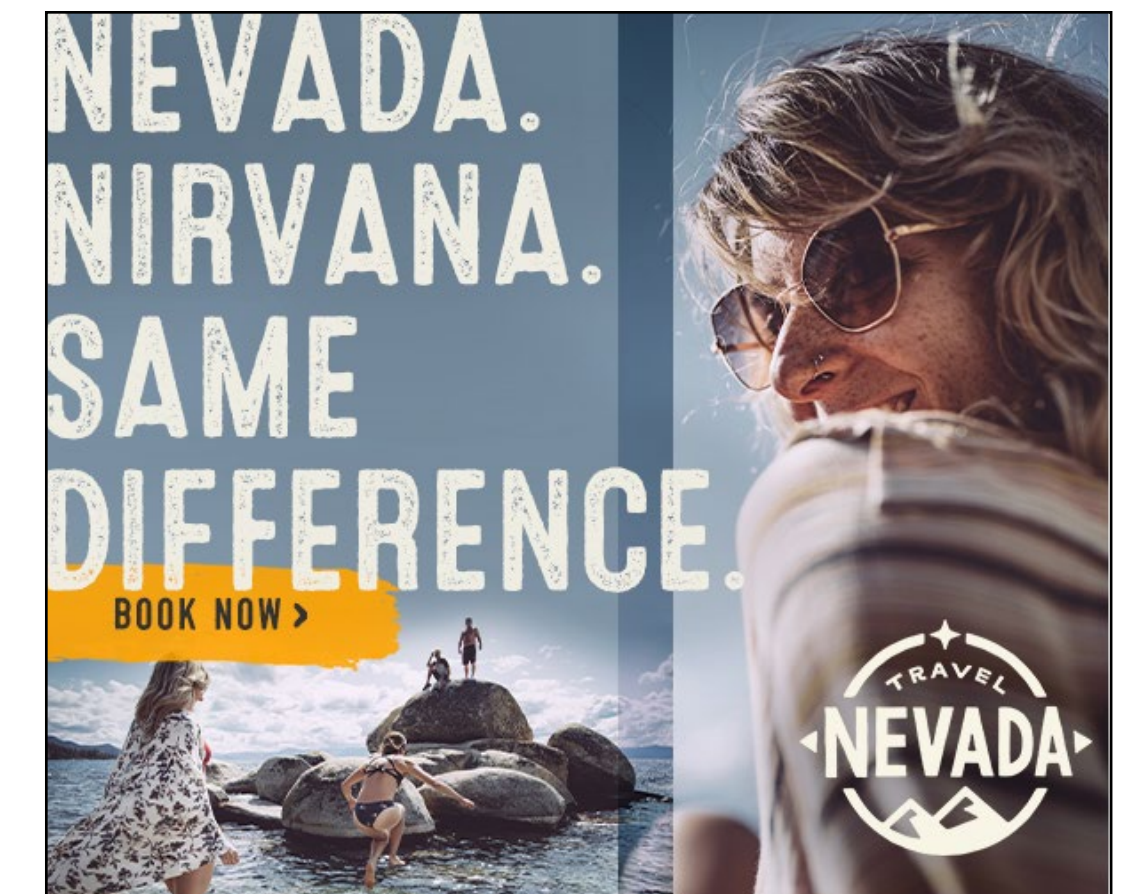
OPTION 1



OPTION 2



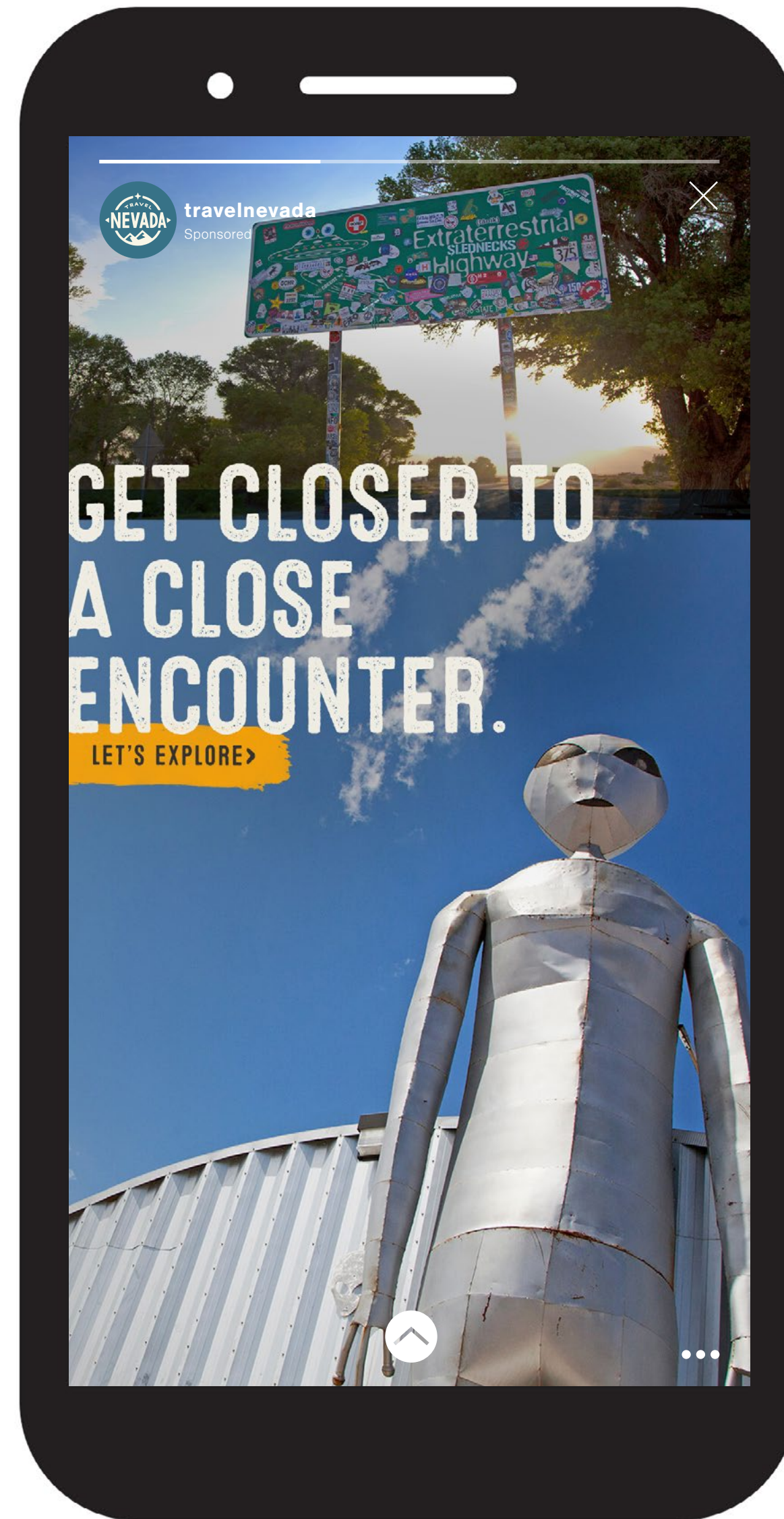
OPTION 3



# PAID SOCIAL



## Instagram Story–Unusual Experience



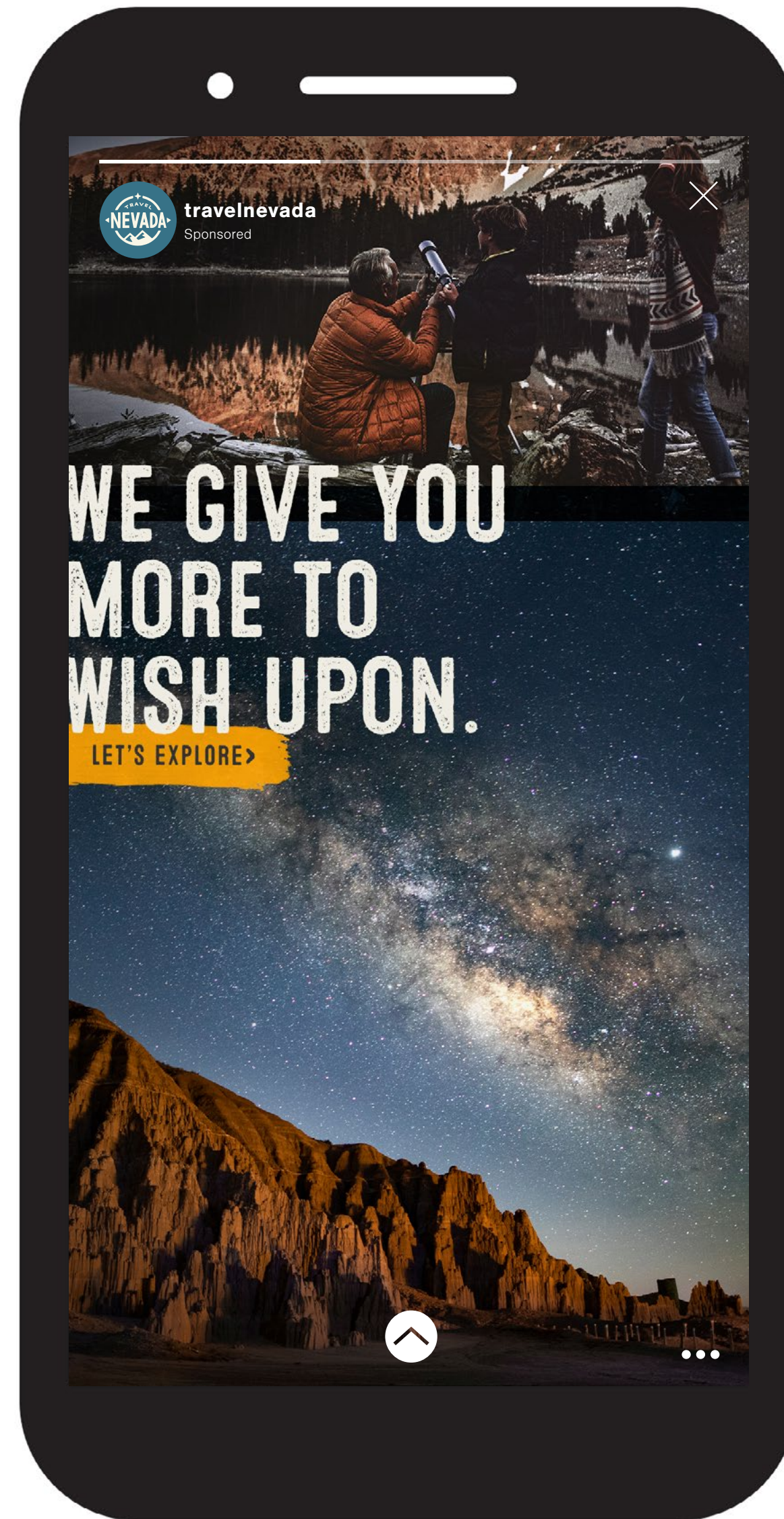


Instagram Story–Inspiring Culture





## Instagram Story–Transformative Connection








Instagram Story (multiple)





**Thank you**



objectives & KPIs	<p><u>Overarching Goal:</u> <b>Drive visitation, primarily overnight, throughout Nevada</b></p> <p><u>PR Goals:</u></p> <ul style="list-style-type: none"> <li>Secure feature placements in 10% of Top 100 outlets <ul style="list-style-type: none"> <li>KPIs: Top 100 features, potential reach</li> </ul> </li> <li>Secure coverage in 25% of Top 100 outlets with at least one key message included <ul style="list-style-type: none"> <li>KPIs: Top 100 mentions, key message inclusion, potential reach</li> </ul> </li> <li>Maintain 50% key message inclusion in all placements <ul style="list-style-type: none"> <li>KPIs: Total placements, key message inclusion</li> </ul> </li> <li>Host eight traditional journalists in-state from Top 100 outlets <ul style="list-style-type: none"> <li>KPIs: FAMs, media briefings, one-on-one correspondence</li> </ul> </li> <li>Maintain an SEO average of 55+ in earned coverage log <ul style="list-style-type: none"> <li>KPIs: Domain rank authority, link inclusion</li> </ul> </li> </ul>
strategies & tactics	<p>Our efforts will continue to focus on both <b>immediate and future visitation</b> by pitching actionable travel information to in-state and drive-market media/influencers and inspirational, reputation-building travel experiences to national media. Pitch angles and topics will align with key storylines and journalist editorial plans and will be mapped on a PR calendar.</p> <div> <div> <p><u>Immediate visitation tactics</u></p> <ul style="list-style-type: none"> <li>Proactive/reactive media outreach</li> <li>Regional influencer road trip route extensions</li> <li>Regional media briefings</li> </ul> </div> <div> <p><u>Future visitation tactics</u></p> <ul style="list-style-type: none"> <li>Immersive custom media boxes</li> <li>Media missions in target markets</li> <li>National/regional media/influencer FAMs</li> </ul> </div> </div>
audiences	<p><u>Geography:</u> Nevada, Drive-markets, Domestic travelers (primarily in air service markets like Charlotte, Houston, Atlanta, etc.)</p> <p><u>Mindsets:</u> Media outreach will be targeted at publications whose audiences fall into at least one of the following segments.</p> <div> <div> <p><b>Cultural Traveler</b></p>  </div> <div> <p><b>Outdoor Recreationalist</b></p>  </div> <div> <p><b>Uncharted Experiences Junkie</b></p>  </div> </div>
key storylines	<p>PR messaging will reinforce paid/creative messaging, creating consistency and synergy along the traveler journey.</p> <div> <div> <p><u>Inspiring Culture</u></p> <p>Mixed among the landscapes that are common throughout the region are elements of a culture unique to Nevada, like Basque history, ghost towns, public art and more.</p> </div> <div> <p><u>Transformative Connection</u></p> <p>After 15 months of isolation, people are craving interactions and experiences that help them feel fully alive, and Nevada has plenty to offer, like stargazing among the darkest skies or exploring untouched lands.</p> </div> <div> <p><u>Unusual Experiences</u></p> <p>Celebrating and showcasing the people, places and things throughout Nevada that are weird, out-there, spontaneous – and leaning into those adjectives to describe them.</p> </div> </div>

# NEXT STEPS

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- **Seeking approval from Marketing Committee to advance recommended media plan to the Nevada Commission on Tourism**
- **Nevada Commission on Tourism meeting June 15**
- **Upon approval, proceed at base budget level**
- **With NCOT approval, will implement plans as budget allows**
- **Updates provided to Committee/Commission quarterly**