



**TRAVEL NEVADA  
FY21 MARKETING EXPENDITURES  
REVIEW**

*March 16, 2021*



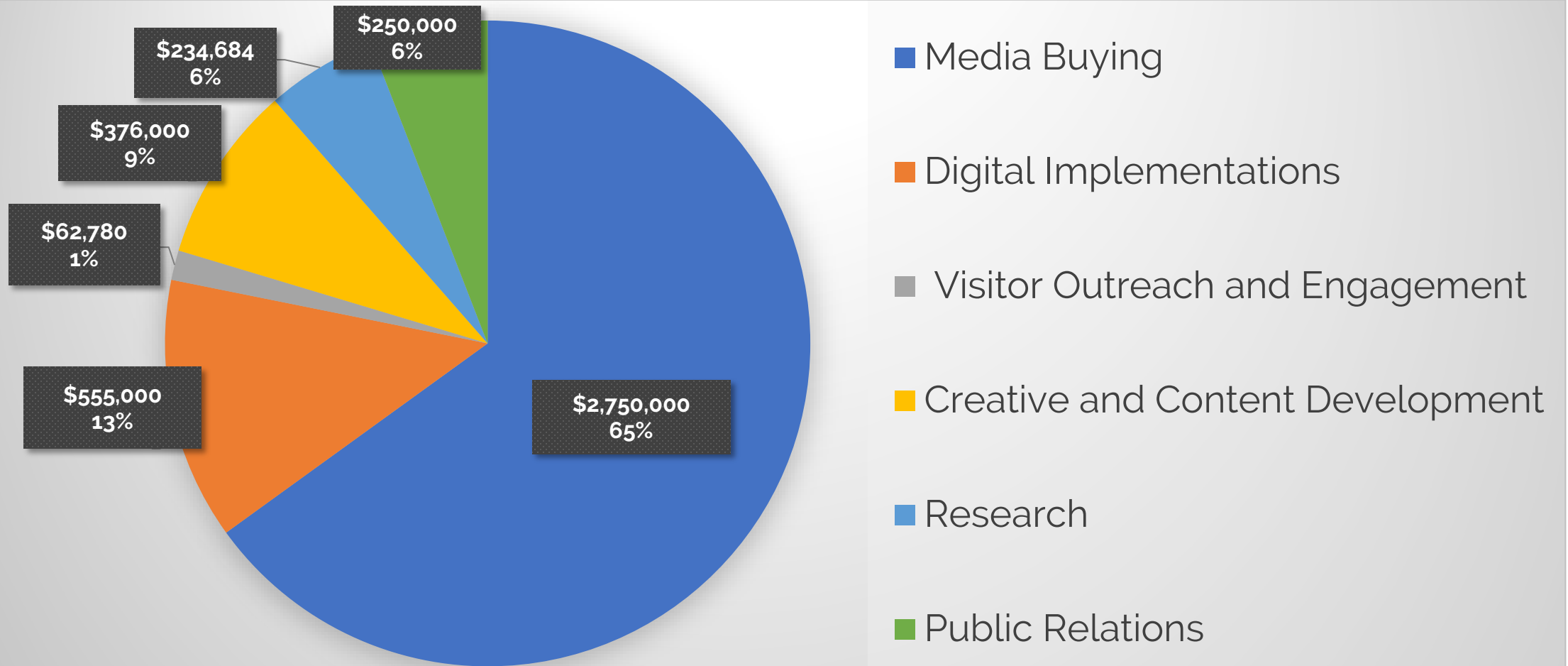


This Recovery Plan detailed Travel Nevada's strategy to compete in a travel industry that has been transformed by the COVID pandemic.

Our traditional audiences will consider a new set of needs and concerns as they make their travel decisions.

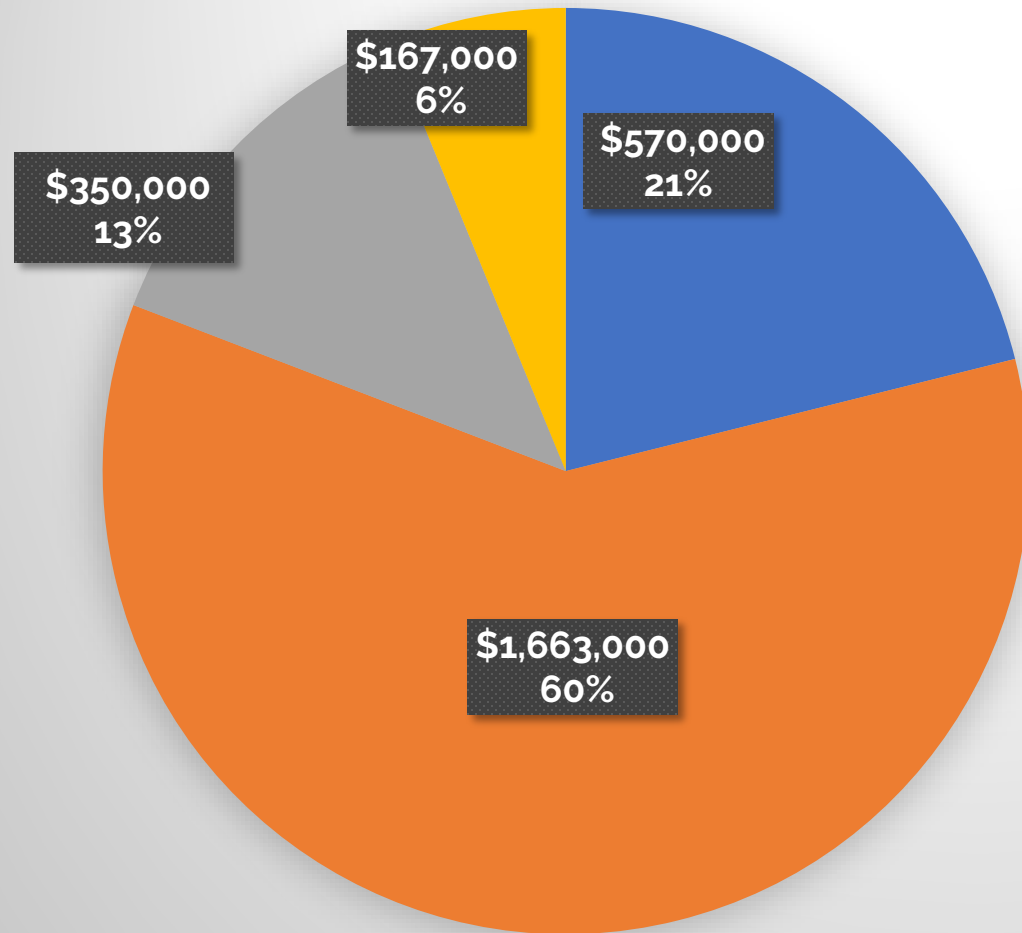
The strategies detailed here reflect our attention to the well-being of the domestic traveler, the economic downturn in the global economy, and limitations placed on international visitation.

# MARKETING SPENDING – FY21 Q4



Total: \$4,228,464

# MEDIA BUY– FY21 Q4



■ Existing FY21 Buys

■ National and Regional Buy - new

■ Discover Your Nevada

■ Search, social, special placement

Total: \$2,750,000



**Goal:**

Engage Nevada residents to inspire in-state travel.

**Status:**

As travel restrictions are lifted, travelers will be looking for staycations first. Travel within the state can prove to be less costly and feel safer for people who do not want to travel great distances. Road trips will become the preferred method of travel for the near future.

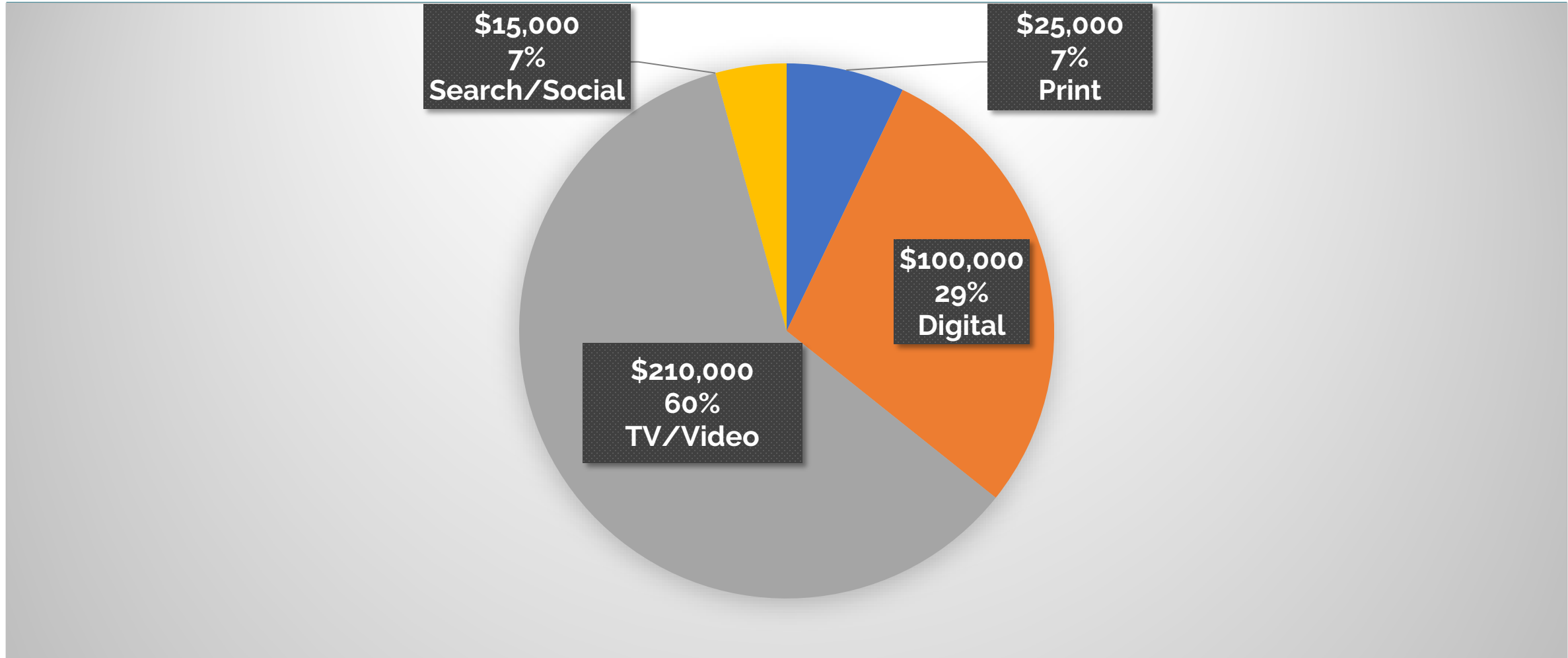
**Strategies:**

- Encourage Nevadans to travel throughout the state, ultimately becoming loyal brand ambassadors.
- Discovering Nevada is, by extension, “buying local,” which has become very important through the COVID crisis.
- Educate Nevadans about their state and reinforce a sense of pride while being respectful and safe in their home state. The organic and authentic tone we have established on social will allow us to maintain an ongoing conversation around #ThatNevadaLife.

**Tactics:**

- Build Nevadan-specific stories and content, including “to-go” itineraries.
- Include “buy local/support local” call-to-action.
- Launch lead generation and social campaigns.
- Develop in-state e-mail program.
- Place paid media as budget allows.
- Establish earned opportunities on seasonal activities that is centered around safe and responsible travel.

# DISCOVER YOUR NEVADA– FY21 Q4



Total: \$350,000



**Goal:**

Strategic planning to identify and grow travel markets.

**Status:** While growth in new markets is highly unlikely in the first half of FY21, we will rely on research to tell us when visitors are ready to travel, and which markets may be viable.

**Strategies:**

- Use sentiment research and real numbers to gauge which markets are the most cost-effective and results-driven for marketing Nevada in the post-COVID world.
- Continue to build audiences in target markets to better focus affordable, owned marketing efforts.
- Utilize content on website to best serve drive markets through personalized messaging, resuming CRO tests as budget allows.

**Tactics:**

- Work with multiple research partners at local, regional and federal levels to monitor willingness and ability to travel.
- Determine which DMAs may have best ability to travel, both physically and financially, through the remainder of calendar year.
- Monitor performance of paid media by market, assessing interest level as they come back online.
- Focus any paid efforts in drive markets first and hold longer-haul, staggering release.
- Focus domestic spending based on new re-targeting audiences via owned channels and search efforts first.

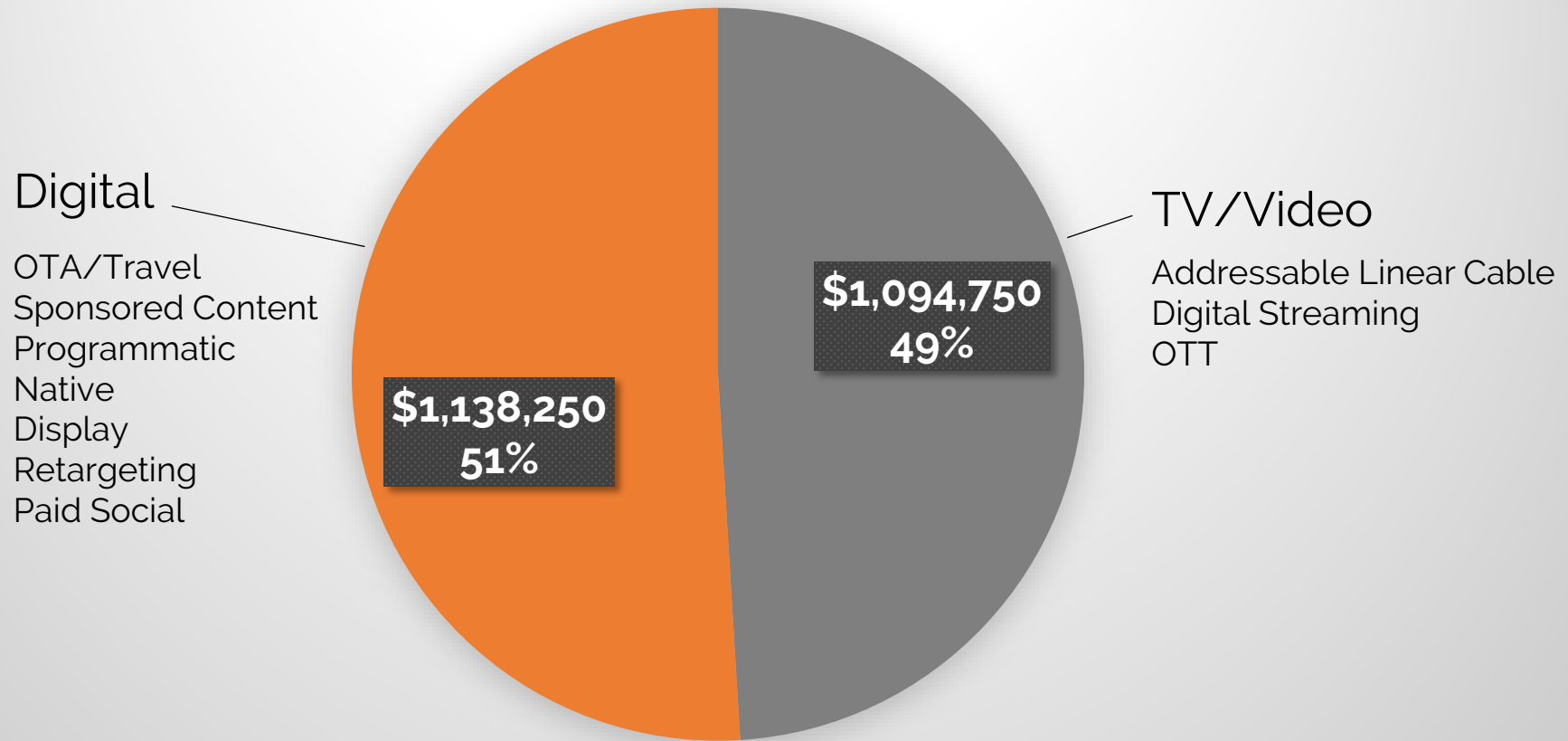
## Paid Media Priorities



<b>OBJECTIVES &amp; MEDIA STRATEGY</b>	<p><u>Overarching:</u> <b>Drive awareness, consideration and visitation for the state of Nevada</b></p> <p><u>Paid Media:</u></p> <ul style="list-style-type: none"> <li>Incorporate action-driven messaging through both OTAs and travel-endemic partners to capitalize on potential visitors looking to plan a trip and travel now</li> <li>Utilize intent-to-travel and historical travel data to identify potential visitors from key markets and inspire discovery or reengage them with the Travel Nevada brand</li> <li>Leverage Nevada's strong road trip content and existing content partnerships across display, native, social amplification and targeted digital video to both reach and inspire audiences to take a trip to Nevada when the time is right for them</li> </ul>		
<b>MEDIA APPROACH</b>	<p>Our efforts will focus on both <b>immediate and future visitation</b>, connecting Nevada with audiences who are current planning and booking travel, while also capturing the attention of audiences showing interest in travel and outdoor content to encourage further engagement with Travel Nevada via road trips, visitor's guide and their eNewsletter to encourage future visitation.</p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><u>Immediate visitation tactics</u></p> <ul style="list-style-type: none"> <li>OTA placements driving to booking engines</li> <li>Retargeting real-time travel searchers</li> </ul> </div> <div style="width: 45%;"> <p><u>Future visitation tactics</u></p> <ul style="list-style-type: none"> <li>Targeted TV/digital video</li> <li>Road trip content distribution</li> </ul> </div> </div>		
<b>AUDIENCES</b>	<ul style="list-style-type: none"> <li>Potential travelers, including those actively planning travel, in Nevada's key regional drive markets: California (Los Angeles, Sacramento/Fresno/Chico, San Diego, San Francisco/Bay Area,) Arizona (Phoenix,) Utah (Salt Lake City) and Idaho (Boise)</li> <li>Those actively planning travel in regional air service markets, including Dallas, Houston, Portland</li> </ul>		
<b>PROGRAM HIGHLIGHTS</b>	<p><u>OTAs</u></p> <p>Travel Nevada will not only utilize OTA platforms to drive bookings across the state, but they can also reach audiences considering a competitive destination and encourage them to consider all that Nevada has to offer.</p>	<p><u>Paid Social</u></p> <p>Leveraging a proven mix of tactics across Nevada's top social channels – including awareness-driving video, regionally targeted road trip content, and lead forms to re-engage users while encouraging them to sign up for the eNewsletter and Visitor's Guide – ensures Travel Nevada is connecting with audiences at all points in their travel planning.</p>	<p><u>Targeted TV/ Digital Video</u></p> <p>Utilizing key audience data layered with zip code targeting, a mix of addressable linear cable and comprehensive OTT/ digital TV ensures reach across all screens while eliminating waste within key markets.</p>
<b>KPIs</b>	<ul style="list-style-type: none"> <li>Campaign reach and engagement</li> <li>eNewsletter sign-ups</li> <li>Visitor's Guide requests/downloads</li> <li>Road trip content engagement</li> <li>OTA booking data/ROAS metrics</li> </ul>		



# REGIONAL/NATIONAL MEDIA BUY– FY21 Q4



Total: \$2,233,000



# March-June 2021 PR Priorities

<b>OBJECTIVES</b>	<p><u>Overarching:</u> <b>Drive visitation, primarily overnight, throughout Nevada</b></p> <p><u>PR:</u></p> <ul style="list-style-type: none"> <li>• Connect with 40 in-state and regional media contacts in one-on-one conversations (virtual meetings, calls, in-person desk-sides as appropriate, etc.) to communicate the unique and safe experiences in Nevada, specifically focused on overnight offerings</li> <li>• Engage 20 in-state and regional social media influencers to promote Nevada experiences</li> <li>• Secure 20 targeted national media member's participation in an immersive virtual experience showcasing Nevada</li> </ul>				
<b>STRATEGIES &amp; TACTICS</b>	<p>Our efforts will 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.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><u>Immediate visitation tactics</u></p> <ul style="list-style-type: none"> <li>• "What's new" press release</li> <li>• Drive-market road trip route extensions</li> <li>• Regional/in-state desk-sides/meetings</li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <p><u>Future visitation tactics</u></p> <ul style="list-style-type: none"> <li>• Immersive custom media boxes</li> <li>• Long-lead editorial planning/media outreach</li> <li>• Virtual Top 100 briefings</li> </ul> </td> </tr> </table>	<p><u>Immediate visitation tactics</u></p> <ul style="list-style-type: none"> <li>• "What's new" press release</li> <li>• Drive-market road trip route extensions</li> <li>• Regional/in-state desk-sides/meetings</li> </ul>	<p><u>Future visitation tactics</u></p> <ul style="list-style-type: none"> <li>• Immersive custom media boxes</li> <li>• Long-lead editorial planning/media outreach</li> <li>• Virtual Top 100 briefings</li> </ul>		
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<b>AUDIENCES</b>	<ul style="list-style-type: none"> <li>• Nevadans</li> <li>• Drive-market travelers</li> <li>• Domestic travelers, primarily in air service markets (Charlotte, Houston, Atlanta, etc.)</li> </ul>				
<b>KEY STORYLINES</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 25%; vertical-align: top;"> <p><u>Health &amp; Safety</u> How Nevada is limiting the spread of COVID-19, even as vaccines are distributed, to protect residents and visitors, both in our major cities and rural communities.</p> </td> <td style="width: 25%; vertical-align: top;"> <p><u>Responsible Recreation &amp; Stewardship</u> Exploring Nevada's untouched landscapes while preserving the natural elements that make them worth the visit.</p> </td> <td style="width: 25%; vertical-align: top;"> <p><u>Road Trips</u> Just like you crawl before you walk, travelers will drive before they fly, and Nevada has road trip itineraries ready for you.</p> </td> <td style="width: 25%; vertical-align: top;"> <p><u>Wide-Open Wonders</u> Ghost towns, deserts, The Loneliest Road in America – Nevada is full of places where social distancing has always been part of the experience.</p> </td> </tr> </table>	<p><u>Health &amp; Safety</u> How Nevada is limiting the spread of COVID-19, even as vaccines are distributed, to protect residents and visitors, both in our major cities and rural communities.</p>	<p><u>Responsible Recreation &amp; Stewardship</u> Exploring Nevada's untouched landscapes while preserving the natural elements that make them worth the visit.</p>	<p><u>Road Trips</u> Just like you crawl before you walk, travelers will drive before they fly, and Nevada has road trip itineraries ready for you.</p>	<p><u>Wide-Open Wonders</u> Ghost towns, deserts, The Loneliest Road in America – Nevada is full of places where social distancing has always been part of the experience.</p>
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<b>KPIs</b>	<ul style="list-style-type: none"> <li>• Top 100 targets</li> <li>• Media engagements</li> <li>• Influencer engagements</li> <li>• Key message inclusion</li> <li>• Virtual briefings/experiences</li> </ul>				