



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

November 30, 2022



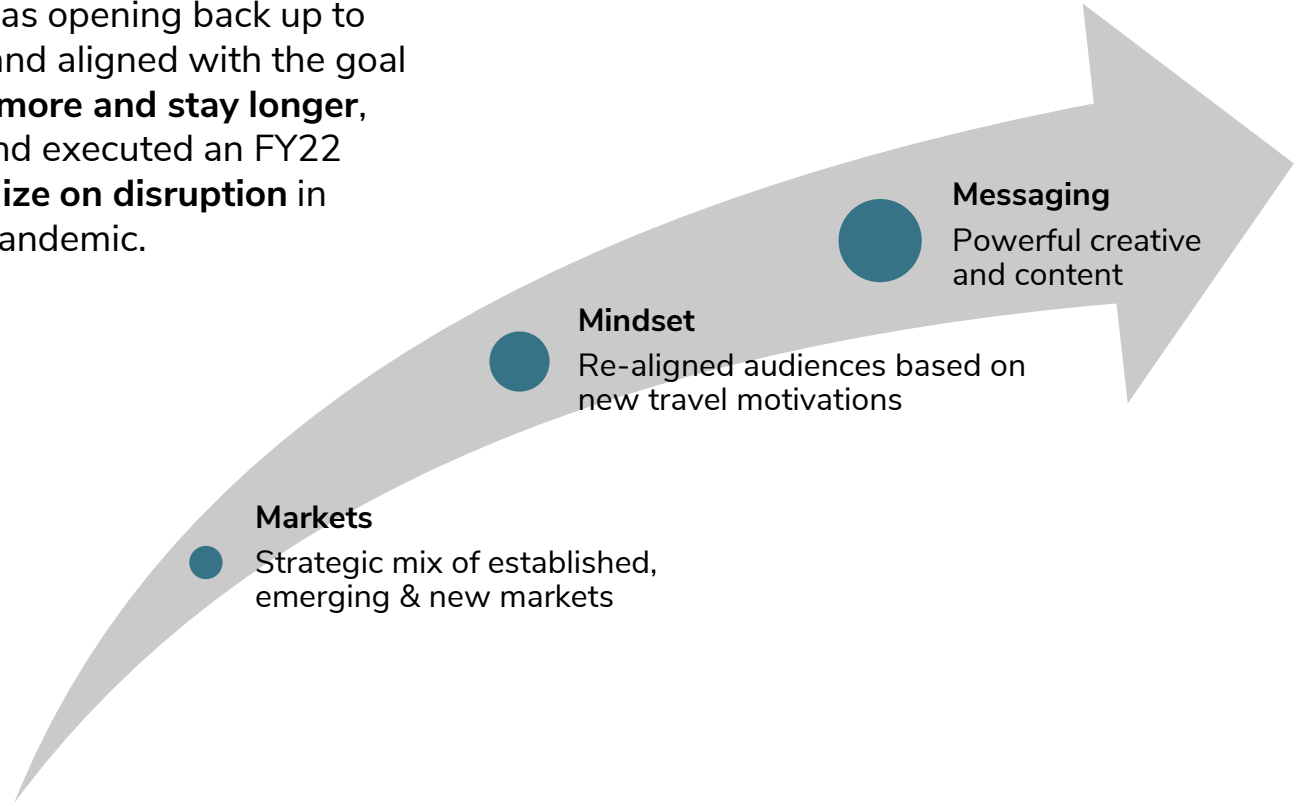


Looking Back



# FY22 Goals + Priorities

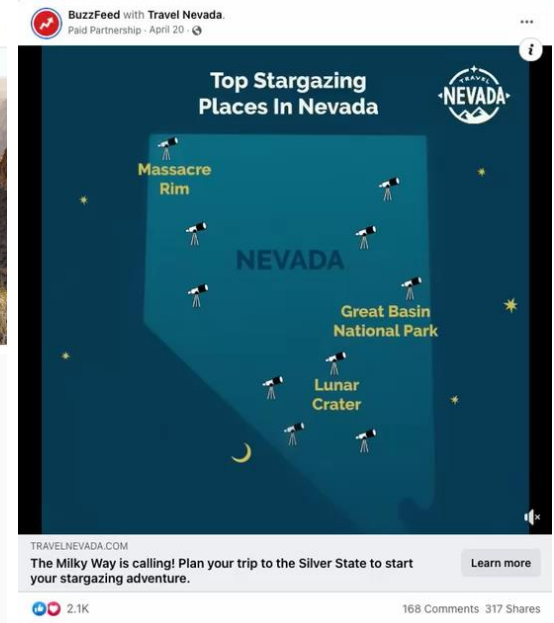
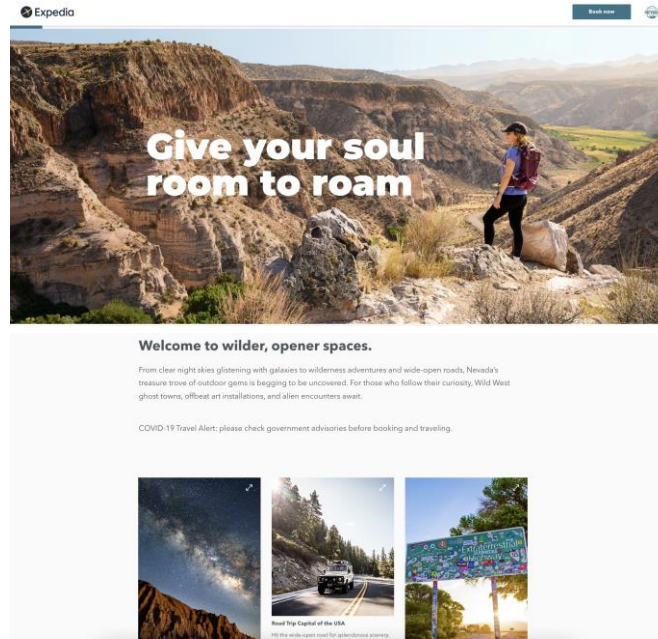
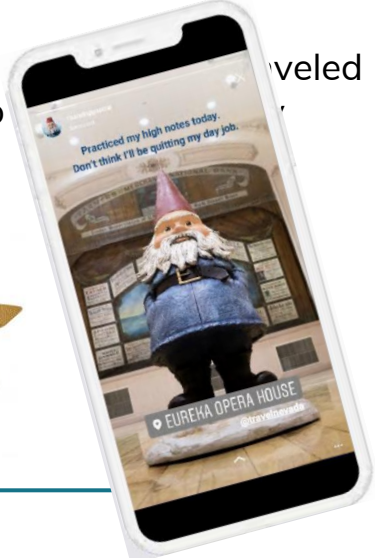
In spring 2021, the world was opening back up to travel. Backed by research and aligned with the goal of getting visitors to **spend more and stay longer**, Travel Nevada developed and executed an FY22 program intended to **capitalize on disruption** in three areas caused by the pandemic.



# FY22 Highlights



10x Writers to Nevada to



19x Unique Pieces of Content Viewed over 1 Million times

# Silver State Reset Recap



**natgeo** • Follow  
Paid partnership with [travelnevada](#)

**natgeo** Photo by Keith Ladzinski @ladzinski // Locally known as the Magic Tree, this beautiful bristlecone pine is estimated to be roughly 1,400 years old and is an icon of Nevada—so much so that it's stamped on the back of some U.S. quarters. These trees can live for well over 4,000 years, the oldest being an estimated 4,853 years old. The tree pictured here is perched high in the mountains of Nevada's

123,730 likes  
JUNE 21  
Add a comment... Post



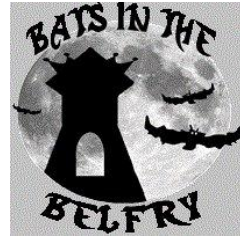


# Silver State Reset Recap



Stacey Lynn & Mike Chase  
K103 Portland

Abe Kanan  
95.5 Chicago



Paulina Roe  
103.5  
Chicago

Bob Hauer  
103.1  
Chicago



# Silver State Reset Recap



- Record website traffic & content pageviews
- 50+ million impressions in Chicago & Portland
- 129,659 Total Contest Entries
- 11,927 Unique Entries

The promotional graphic for the Silver State Reset Sweepstakes features the Travel Nevada logo at the top. Below the logo is the title "Silver State Reset Sweepstakes" in a bold, blue font. The central image shows two people standing on large, smooth rocks in a clear, turquoise lake, with a forested mountain in the background. Below the image is the headline "Come hit refresh with an escape to Nevada" in bold blue text. The body text reads: "Take a break from the daily grind with an only-in-Nevada adventure. Experience your personal Silver State reset — one that will carry you to otherworldly landscapes, Wild West saloons, a few bajillion stars twinkling overhead, and other unbelievable surprises that are 1000% real." At the bottom, it says "Enter to win a trip for two to Nevada (worth \$5,000) below!"

**Silver State Reset Sweepstakes**

**Come hit refresh with an escape to Nevada**

Take a break from the daily grind with an only-in-Nevada adventure. Experience your personal Silver State reset — one that will carry you to otherworldly landscapes, Wild West saloons, a few bajillion stars twinkling overhead, and other unbelievable surprises that are 1000% real.

Enter to win a trip for two to Nevada (worth \$5,000) below!

# PR Results



- Travel Nevada earned **more than 1.4 billion impressions** as a result of its FY22 PR efforts.
- Of those, **more than 994 million** were through media outlets specifically identified as reaching **target audiences and markets**.



+



FAHLGREN MORTINE

**Travel Nevada**

Public Relations Highlights



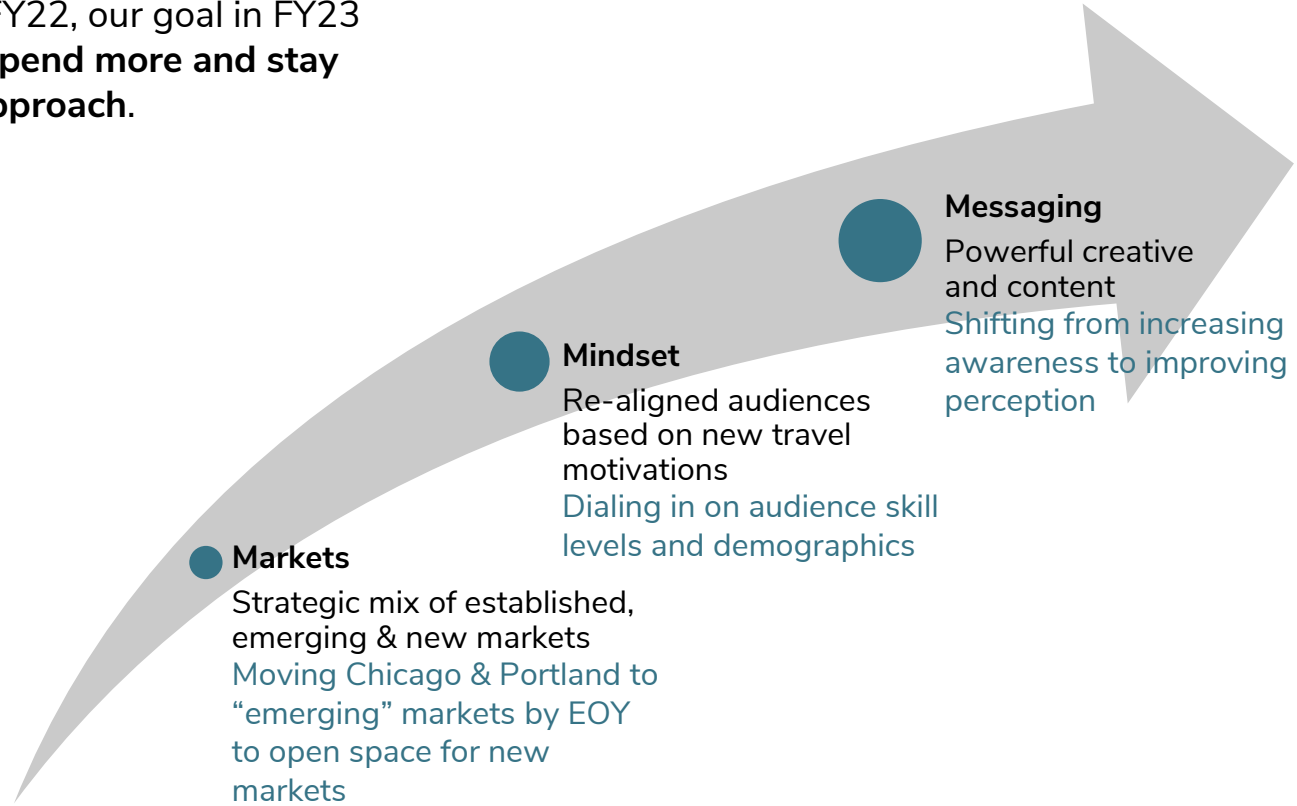


Looking Ahead



# Capitalize on Disruption

Building on the success of FY22, our goal in FY23 remains getting visitors to **spend more and stay longer** by **optimizing our approach**.



# 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 and Houston
- Capitalize on disruption in new markets
  - Continue momentum in priority markets and build brand perception to the emerging market levels
  - Seattle, Chicago, and Portland

## Cultural Traveler



## Outdoor Recreationalist



## Unexpected Experiences Enthusiast



Within our established target audiences – those whose values align with Nevada’s offerings and personality – we’ll dial in on a range of skill levels, from **everyday adventurer** to **expert explorer**, and their evolving psychographic and demographics

## CONTENT CALENDAR

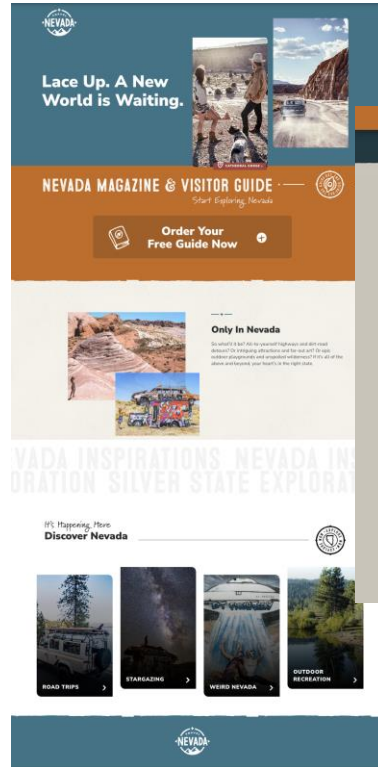
### Everyday Adventurer

Uninhibited Freedom  
Inspiring Discoveries  
Rewarding Adventures  
Unexpected Diversity





# Paid & Owned Messaging



NEVADA  
Lace Up. A New World is Waiting.

NEVADA MAGAZINE & VISITOR GUIDE  
Start Exploring Nevada

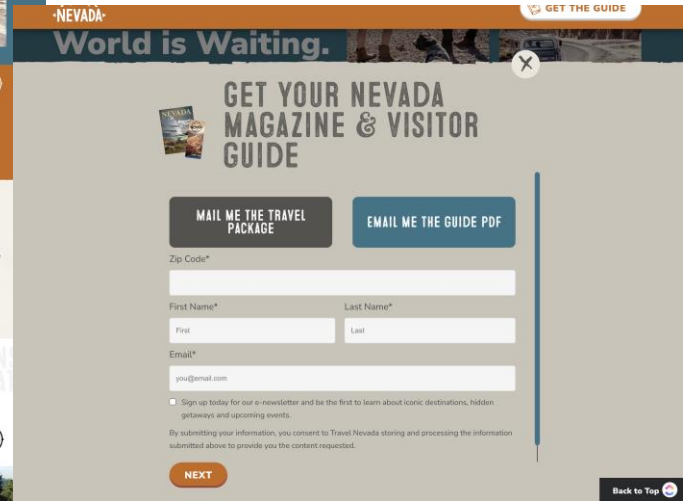
Order Your Free Guide Now

Only In Nevada

NEVADA INSPIRATIONS NEVADA INNOVATION SILVER STATE EXPLORATION

What's Happening, Now  
Discover Nevada

ROAD TRIPS > STARGAZING > WEIRD NEVADA > OUTDOOR RECREATION >



NEVADA  
World is Waiting.

GET THE GUIDE

GET YOUR NEVADA MAGAZINE & VISITOR GUIDE

MAIL ME THE TRAVEL PACKAGE

EMAIL ME THE GUIDE PDF

Zip Code\*

First Name\* Last Name\*

First Last

Email\*

you@email.com

Sign up today for our e-newsletter and be the first to learn about iconic destinations, hidden getaways and upcoming events.

By submitting your information, you consent to Travel Nevada storing and processing the information submitted above to provide you the content requested.

NEXT

Back to Top

Display ad links to landing page with specific CTA box on page

[Landing Page Link](#)

# Earned Messaging

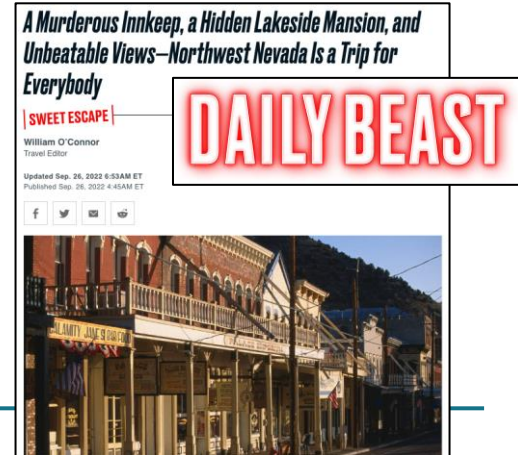
## Upcoming PR Campaigns

- Seven Weirdest Wonders: Uncommon Overnights – Building on the success of the inaugural Seven Weirdest Wonders list in 2022, we'll spotlight seven unique lodging options in Nevada and the adventure around them.
- On The Hunt: A Guide to Rockhounding in Nevada – To spotlight Nevada's unique landscapes, own its history as the mining state and align with the national trend of crystal and gem collecting, we'll launch a how-to guide for aspiring rockhounds on National Mining Day.

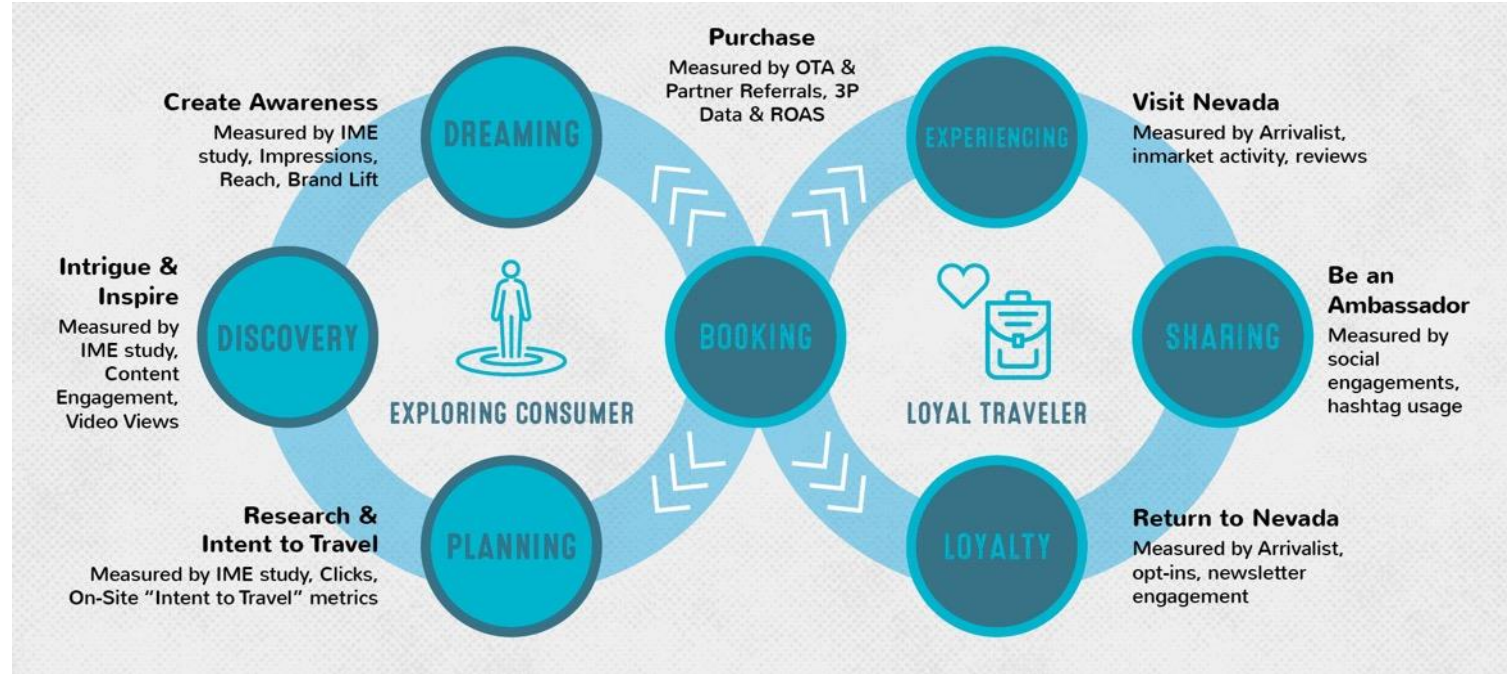


## Target Market Media Missions/Events

- LA (March) – We'll host 25-30 LA area media, who live in a concrete jungle, at an experiential media event spotlighting all the unique outdoor experiences in the Silver State.
- Portland (May) – Travel Nevada will sponsor Portland's annual UFO Festival with a virtual trip on the ET Highway to remind these ET believers that that famous route, and the infamous Area 51, are in Nevada.



# Traveler Journey & Measurement



# Measurement & Reporting

---



- Setup complete:
  - Zartico / GCM linked
  - Arrivalist pixels
  - IME - ongoing
- Additional setup:
  - New landing page tracking
  - Partner pixels
  - Mobile attribution
- Campaign reporting schedule:
  - Monthly - "new & notables" for industry newsletter
  - Quarterly – detailed recap presentation
  - Always on – interactive dashboard



Domestic Market Paid  
Recommendation





# Targeted Digital & Paid Social



	Primary Phase	Target Markets	KPIs
<b>Content Distribution</b>	Discovery	Emerging + New	CTR Landing Page Engagement
<b>Impact Mobile</b>	Discovery/ Planning	All	On-Banner Engagements Landing Page Engagement
<b>Social Inspo</b>	Dreaming	Emerging + New	Reach Engagements
<b>Social Content</b>	Planning	All	Landing Page Engagement
<b>Lead Generation</b>	Loyalty	All	Leads Generated





We will activate, test, and optimize our own custom datasets across digital tactics



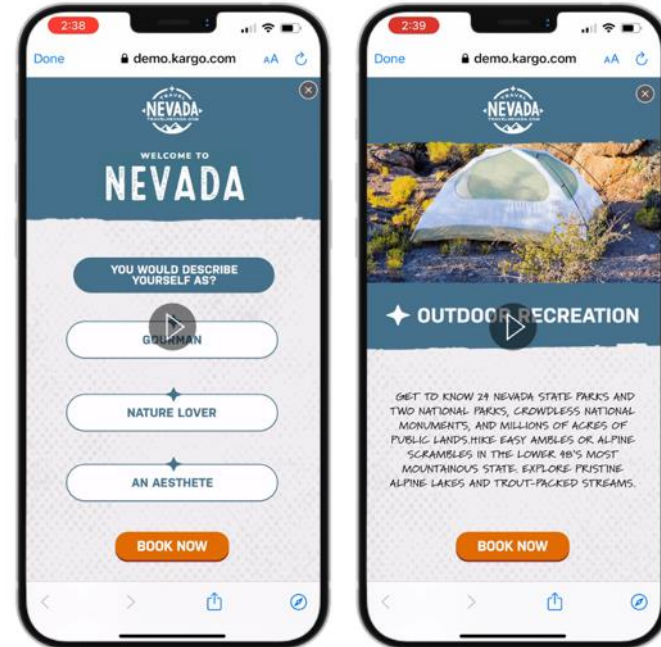
Expand our successful content strategy to include new distribution partners and placements  
Cinemagraph & Gallery formats





Capture attention and drive engagement with high-impact mobile banners

- Poll & Tri-Plex concepts recommended for new “Skill Levels” approach



# New & Notable



Expanding on our successful Lead Generation campaign, we will activate Nevada's social media content calendar with paid



**Travel Nevada**  
Sponsored · 

Get up close and personal with some **Legendary Nevadans** who helped shape the Silver State's wild story forever. ...See more



travelnevada.com  
**Legendary Nevadans: Shapers of the Silver State Story**

   Travis Sall... 42 Comments 88 Shares

 Like  Comment  Share



**Travel Nevada**  
Sponsored · 

 Meet Nevada's friendly former-host ghost with the most at Tonopah's swanky, 1907-built Mizpah Hotel — USA TODAY's voted ...See more



travelnevada.com  
**Meet the Lady in Red: Nevada's Most Famous Ghost**

   Walter ... 167 Comments 360 Shares

 Like  Comment  Share

# Immersive Digital Video & Audio



	Primary Phase	Target Markets	KPIs
<b>Custom Video</b>	Dreaming	National Emerging + New Promotion	Reach Extension Engagement
<b>Advanced TV</b>	Dreaming	Emerging + New	Reach Video Views/ Completions
<b>Podcast Integration</b>	Dreaming	National Emerging + New Promotion	Reach Website Engagement





## WELCOME TO NEVADA, BE FREE

*Two cinematic journeys along two iconic Nevada roads to learn about the beauty and the bizarre that awaits adventurers.*

In this film series we'll hit the road with a modern-day explorer – someone who has everything from the outdoor chops, to the cultural curiosity – to take our audience on two distinct adventures across the beautiful state of Nevada.

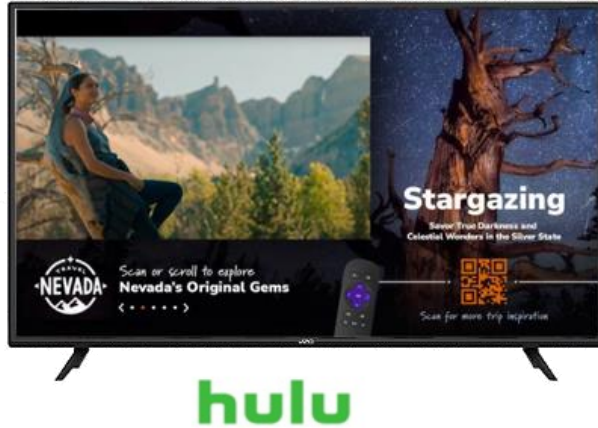
Our first film will orient itself around the great Nevada outdoors, exploring the iconic climbing, hiking, hot springs, and dark skies that Nevada offers its trippers.

The second film will dig into the weird and the wonderful as we visit extraterrestrial sites, ghost towns, and rock mines full of mystery and mythology in addition to beautiful stones. Together our two films will create a cinematic language in which the state of Nevada plays the leading role.



V2024

# New & Notable



Take existing assets to the next level with interactive video

## sxm MEDIA

((SiriusXM)) pandora STITCHER



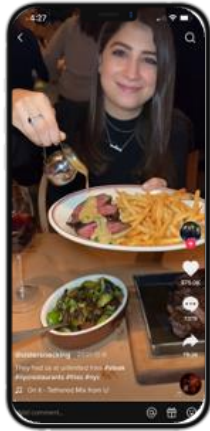
Spark inspiration and engagement with website content by reaching our target audiences in the podcasts they love

# Essential Traveler Journey Vehicles



	Primary Phase	Target Markets	KPIs
OTAs	Booking	All	Engagements OTA Booking reporting
Custom Video	Discovery	Emerging + New	Video/Article Views Social Engagement
Custom Content	Planning	Emerging + New	Publisher content engagement Engagement on TN.com





Reach new audiences with TikTok creators experiencing and writing our branded trips



Episode Concept: Tell the stories of three travel influencers as they experience Nevada in their own unique way. From rockhounding turquoise, stargazing in natural hot springs, or attempting to capture footage of extraterrestrials and ghostly apparitions - there are adventures for every explorer's interest and ability.

# Content First Partnerships



	Primary Phase	Target Markets	KPIs
<b>Inspirational</b>	Dreaming	Emerging + New	Publisher content engagement Landing page engagement
<b>Lifestyle</b>	Dreaming	Emerging + New	Publisher content engagement Landing page engagement
<b>Travel</b>	Dreaming	Emerging + New	Content creation & usage rights Content engagement
<b>Content Creators</b>	Dreaming	National	Reach Content engagement





Extend our content hub with new custom video, articles, and an integration with the Atlas Obscura podcast



The "Only In Nevada" story, as only a National Geographic writer/photographer can frame it



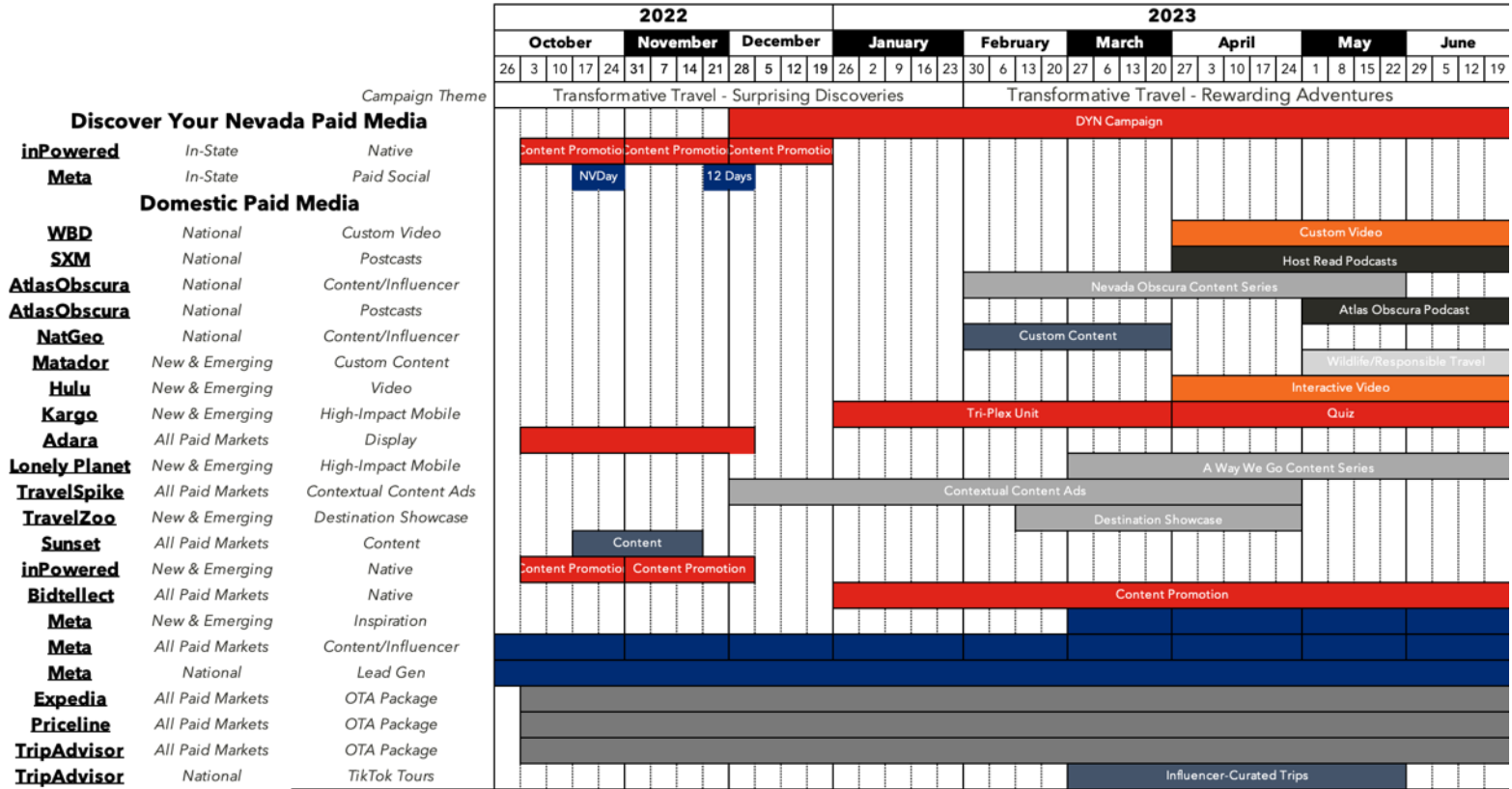




Summary

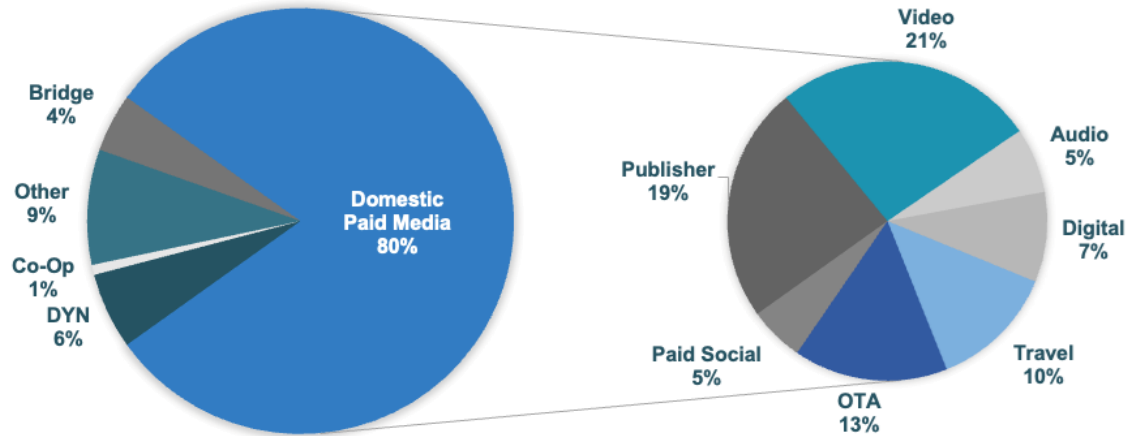


# Flowchart



# Budget Summary

Budget Line Item	Total Investment
Bridge Campaign	\$305,689
Today's Recommendation	\$5,540,311
Content Creator Budget	\$100,000
Campaign Management + Execution	\$554,000
<b>TOTAL</b>	<b>\$6,500,00</b>



# Content Production Summary

---



## WBD – **Video Shoot**

- Uninhibited Freedom - outdoor
- Rewarding Adventures – weird & wonderful

## Lonely Planet – **Video Shoot**

- Rewarding Adventures – 3x influencer's stories

## Atlas Obscura – **Video Shoot**

- Surprising Discoveries – Nevada's Forgotten Corner

## Trip Advisor – **Content Creator Travel**

- tbd content

## NatGeo – **Photographer Travel**

- Surprising Discoveries – Cowboy Poetry

# Content Production Summary

---



## Trip Advisor – **3x Branded Trips**

- tbd

## Atlas Obscura – **3x Feature Articles**

- Surprising Discoveries – tbd content

## Travel Zoo – **Destination Showcase**

- Surprising Discoveries – NV History

## Lonely Planet – **3x Trip Itineraries**

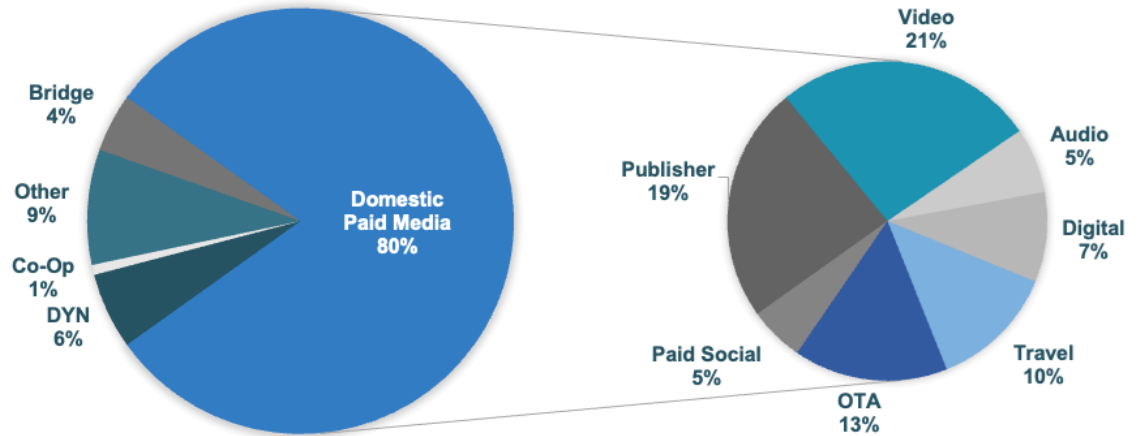
- Rewarding Adventures – based on videos

## Matador – **1x Custom Article**

- Rewarding Adventures – wildlife / responsible travel

# Budget Summary

Budget Line Item	Total Investment
Bridge Campaign	\$305,689
Today's Recommendation	\$5,540,311
Content Creator Budget	\$100,000
Campaign Management + Execution	\$554,000
<b>TOTAL</b>	<b>\$6,500,00</b>







Thank You

