

**MINUTES OF THE MEETING
NEVADA COMMISSION ON TOURISM
MARKETING COMMITTEE**

WEDNESDAY, MAY 27, 2026

The Nevada Commission on Tourism's Marketing Committee was called to order by Chair Fletch Brunelle at 11:02 a.m. on Wednesday, May 27, 2026. The meeting was held virtually over Microsoft Teams. Copies of the minutes, including the Agenda [[Exhibit A](#)] and other substantive exhibits, are available and on file with the Division of Tourism (Travel Nevada) and on Travel Nevada's website at <https://travelnevada.biz/events/public-meetings/>.

COMMITTEE MEMBERS PRESENT:

Fletch Brunelle (Chair)
Christina Erny
Edward Estipona
Kyle Horvath
Bobby Stiehler
Scott Voeller

STAFF MEMBERS PRESENT:

Rafael Villanueva, Chief Executive Officer, Travel Nevada
Tracie Barnhouse, Chief Communications Officer, Travel Nevada
Keelie Cox, Chief Marketing Officer, Travel Nevada

OTHERS PRESENT:

Amy Bagner, Associate Vice President, Fahlgren Mortine
Jessica Rowland, Assistant Vice President of Marketing, Fahlgren Mortine
Claudia Dattilo, Media Director, Fahlgren Mortine
Jeff Deikis, Vice President of Strategy and Insights, Noble Studios
Gabbi Hall, Director of Brand Experience, Noble Studios
Hayley Corbett, Associate Director of Client Experience, Noble Studios
Meghan Pescio, Sales and Client Experience Professional, Noble Studios

AGENDA ITEM A—CALL TO ORDER

Chair Brunelle:

[Chair Brunelle called the meeting to order. Roll was taken and a quorum established.]

AGENDA ITEM B—PUBLIC COMMENT

Chair Brunelle:

[Chair Brunelle reviewed public comment guidelines and called for public comment. There was none.]

Keelie Cox, Chief Marketing Officer, Travel Nevada:

Also, confirming there was no public comment submitted.

AGENDA ITEM C—APPROVAL OF THE MINUTES FOR THE MARKETING COMMITTEE MEETINGS ON MAY 9, 2025, AND FEBRUARY 25, 2026 (FOR POSSIBLE ACTION)

Chair Brunelle:

Item C—the possible motion for approval of the May 9th, 2025, NCOT Marketing Committee meeting minutes [[Exhibit B](#)].

CHAIR BRUNELLE MOVED TO APPROVE THE MINUTES FOR THE MEETING ON MAY 9, 2025.

COMMITTEE MEMBER ESTIPONA SECONDED THE MOTION.

THE MOTION PASSED UNANIMOUSLY.

Second item is approval of the February 25th, 2026, Nevada Commission on Tourism Marketing Committee meeting minutes [[Exhibit C](#)].

CHAIR BRUNELLE MOVED TO APPROVE THE MINUTES FOR THE MEETING ON FEBRUARY 25, 2026.

COMMITTEE MEMBER VOELLER SECONDED THE MOTION.

THE MOTION PASSED UNANIMOUSLY.

AGENDA ITEM D—OPENING REMARKS AND MARKETING UPDATES (DISCUSSION ONLY)

Rafael Villanueva, Chief Executive Officer, Travel Nevada:

Good morning. Appreciate everyone joining us today. Wanted to touch on a few things and some of the changes that have been going on and some of the processes and work that the team has been really hard at work for the state.

To start off, as you can see, Keelie Cox has been taking a lead in beginning a lot of conversation. I do not know if you have seen her new signature, but she is now officially our new Chief Marketing Officer. We are really excited about it. She brings up a very unique dynamic, which I did not even realize yet, but she can deal with numbers and have a better sense in how quickly she understands that, as our agencies know, when she goes through billing. But, we believe now we are ready to build a team. We will be looking for a [Marketing] Manager to replace her previous position. So, if you have anyone of interest, please feel free to reach out to Keelie directly, as we will move on.

Another thing we have been going on for the last seven months is through the RFP (request for proposal) process. As you are aware, the contracts for all our agencies of record, whether it is creative, digital, PR (public relations), social, and media buying, are all up on June 30th of this year. So, through the support and work with our Procurement and Purchasing Department and a committee, we have been going through the RFP process. During this process, the system changed—the computer system through Purchasing—which added two or three months delay in the process. So, it did complicate things. But, [to] let you know, Purchasing has sent letters of intent to Fahlgren Mortine for our media buying and PR contract and to Noble Studios for our brand creative [and] our digital and our social media plan.

Over the next ten days, we will be finalizing our contracts and agreements and purchasing. We will notify everyone once that is corrected, but I think we are moving forward. We were very fortunate we had some amazing agencies bid and put presentations together, and we really appreciate that. Some really good ideas. But, at the end of the day, through the process, it was decided that the two that have been working with us will continue working with us for a number of years.

Again, I do not want to say who the Committee members are, but somewhere on this call, I want to thank them for the time that they put in, because it was not an easy process. And I want to thank a lot of the agencies. Unfortunately, they did not get it. They did outstanding work, and the work you do, you should be very proud of.

With that said, as we are still going through the contracts—unfortunately, the contracts will not make it to our Board of Examiners until July; meaning that their contracts will not start

until August 1st. [That] puts us in a really tough position for the month of July out there, but you will see, I think, that the team has put a plan together—a bridge plan to get us through September. In September, we will reach out to the Committee once again to have another meeting to go over the more extensive plan for the remainder of the fiscal year—of which, then, we will also bring it to the Commission [on Tourism]; the full plan in September for approval.

On that note, if anyone has questions for me, I am here. Again, thank you very much. I appreciate all your time and effort.

AGENDA ITEM E—FY27 Q1 MARKETING AND MEDIA BUY PLAN

Ms. Cox, previously identified:

Falgren [Mortine] and Noble [Studios] are going to take it away from here.

[There was a brief delay due to technical difficulties.]

Jessica Rowland, Assistant Vice President of Marketing, Fahlgren Mortine:

Thank you, Keelie. Thank you all for being here today. We have a pretty robust deck [[Exhibit D](#)] and some talkers on the call today. So, we are going to try our best to get through this, but the idea here is we will start with a little bit of looking back. What are some inputs that are informing the FY (Fiscal Year) '27 strategic direction? We will talk about some of our hero campaigns—what that looks like during this bridge period. And then, we will get into paid and earned media recommendations, and then, we will follow up with budget and what the next few steps are here.

So, as I mentioned, taking a look back here [[Exhibit D](#), Slide 4]. At the very core, our goal has been about shifting perception so that people spend more and stay longer. We do that by showcasing the state in these three pillars tracked by the IME (integrated marketing study) that proves Nevada has a variety of things to see and do beyond outdoor rec (recreation), offers off-the-beaten-path experiences, and welcomes diverse visitors.

[There was another brief delay due to an accidental interruption.]

So, when we look at the performance and we look at the data—just in FY25—by rooting into these core attributes, we saw that aware travelers are taking 38 percent more trips to Nevada than unaware travelers, stayed 19 percent longer, and spent 15 percent more. These are not just vanity numbers. This is real economic impact flowing directly to the rural communities we are trying to reach. These reflections give us a strong understanding of where we are today, and they also create a natural foundation for thinking about where we go next.

So, with that in mind, I am going to go ahead and shift things over to Jeff, who is going to speak about the strategy and goals for FY27.

Jeff Deikis, Vice President of Strategy and Insights, Noble Studios:

Thank you, Jess. As one of the guilty-as-charged talkers of the group here, I am going to do my best to keep this tight, but just to give you guys a good overview of what our integrated strategy is [which] is sort of guiding our work through FY27 [[Exhibit D](#), Slide 7].

So, as Jess had mentioned, our strategy is always sort of focused on broadening the state's value proposition by shifting perceptions. So, we are broadening the perception of the state of Nevada beyond just Vegas, Reno, and the desert into a place that is curious and intriguing and full of possibilities. And we have seen a lot of great results out of the Get a Little Out There brand. Looking forwards, we want to build on that platform, take advantage of the momentum that we have to help position Nevada as, specifically, a uniquely compelling adventure destination. We feel like if we can expand how the state's understood in this specific way, we can really drive greater interest in the rurals. We can help to encourage trip extensions from our urban anchors, and we can drive increased statewide length of stay and spend.

But why adventure specifically [[Exhibit D](#), Slide 8]? Well, adventure is the organizing idea that helps make rural Nevada more desirable, more understandable, and also, easier to explore. And expanding the state's appeal as a unique adventure destination—that is a meaningful way to increase statewide growth.

Outdoor recreation already is playing a huge role in Nevada's economy, especially in strengthening rural counties. Over 40 percent of economic benefits of outdoor rec are realized in Nevada's rural counties, and many of the state's most compelling adventure experiences, which includes outdoor recreation, are found outside of the urban acres.

So, adventure really gives Travel Nevada a clear way to not just drive interest in rural visitation, but also to support a high-value sector of Nevada's economy, to help layer additional meaning around the Get a Little Out There brand platform, [and] of course, to help validate the presence of Travel Nevada's Adventure Centers to help connect more meaningfully with our target audience, this adventure state of mind audience, and to help bridge curiosity into trip planning and then action.

So, Nevada is not going to win adventure by trying to be more outdoor than Utah, Colorado, or Idaho [[Exhibit D](#), Slide 9]. We are not going to just out-“outdoor” Colorado. And you guys have seen the positioning charts that we have shown before. Our competitors can really credibly own and are also currently in position around this traditional outdoor recreation value proposition.

The thing to understand here is that, for people that are drawn to adventure travel, they are drawn to places that feel open and unscripted and kind of, like, personally discovered. But a lot of those competitor destinations—those best known sort of outdoor adventure destinations—they are crowded. They feel pretty familiar. And this actually makes having an adventure there pretty difficult to find.

One of the things that we recognize with the state of Nevada is we are not a one icon destination. We are not—we do not have a Yellowstone or a Grand Canyon. This is a discovery-driven experience to experience the state of Nevada, where the route and the detours and the unexpected moments are part of what makes the adventure feel real.

And so, we have a really unique advantage, which is we do have epic, open, uncrowded, world-class outdoor recreation, but it is paired with a sense of mystery and discovery that really no other place in the market can match. So, it is this unique mix of open space, unusual landscapes, strange stories, [and] cultural intrigue that make the idea of adventure feel broader and more surprising, and again, more personally discovered.

So, what does adventure in Nevada specifically mean [[Exhibit D](#), Slide 10]? Again, it is more than just outdoor rec, but it is also what you discover along the way. So, it is the combination of literally “out there” experiences and figuratively “out there” experiences that together create a different kind of Out There adventure that is less scripted and discovered and something that feels really unmistakably ours; something that we can truly own.

So, the single-minded proposition that is sitting at the back of our minds as we are moving forward to the work is that: Nevada is not an outdoor adventure state [[Exhibit D](#), Slide 11]. It is an Out There adventure state. And this is expanding on that Get a Little Out There brand platform to help define Nevada's unique adventure-forward value proposition and successfully set the state apart from a crowded competitive set. A lot of other states are offering traditional outdoor recreation. Nevada can offer Out There adventures that pair this epic outdoor recreation with those curious detours and mysteries and unexpected discoveries that we can find here.

So, this is about expanding on the brand [[Exhibit D](#), Slide 12]. It is not an evolution of the brand; it is expanding, adding layers of meaning on top. We want to expand the meaning of Get a Little Out There, right? So, we want to make adventure its clearest and most actionable expression, and then, we need to define what “adventure” means in Nevada's own terms. So, position Nevada adventure more expansively than just outdoor recreation, but pair that with road trips and discovery and mystery and the oddities. And then, of course, make the rules easier to choose.

So, we have these great Adventure Centers that are coming into market. We can leverage credible partnerships, like with Alex Honnold (professional rock climber). We can use Las Vegas and Reno as our anchors to make those trip extensions in rural Nevada feel more credible and more accessible and, generally, just easier to picture and also easier to plan.

And so, the goal here is to move visitors from curiosity to action [[Exhibit D](#), Slide 13]. So, adventures in Nevada need to feel both inspiring, but also accessible. So first, our task is to spark curiosity, right? To use our brand platform to spark curiosity around Nevada's Out There adventures—those sort of wild, unexpected experiences that are waiting to be discovered. Then, we build belief behind that curiosity to show that the blend of outdoor rec and distinct Nevada experiences are supported by credible partners and proof points. Then, reduce friction. So, we promote the Adventure Centers as these practical on-ramps to help travelers understand where to go, what to do, how to plan with greater sense of confidence, and ultimately, then drive greater trip value by turning Vegas and Reno into these launching points for rural exploration and, generally, help travelers stay longer and spend more.

And this is all part of an integrated brand ecosystem [[Exhibit D](#), Slide 14]. So, it is many, many different touch points that are working together to help build credibility, expand the brand, and drive exploration. So, we have Our Get a Little Out There brand platform. That is like the enduring strategic idea that kind of anchors our identity and organizes that broader sense of adventure. And then, we have all of these touch points that are adventure legitimizers, and these are the programs and campaigns and partners that help build credibility and help position Nevada as a real adventure destination.

Ms. Rowland:

So, a lot of really meaningful discussions have happened around our market approach [[Exhibit D](#), Slide 15]. And so, our recommendation for FY27 is to really anchor our strategy in our current domestic markets, where research and stakeholder perspectives continue to support focused investment. We will, of course, refine our approach within each market through strategic budget allocation, messaging tailored to audience and travel behaviors, and really thoughtful and meaningful evaluation of future market opportunities.

You can see how each of these levers adjust within each of the market categories: Core, Warm Leads, Momentum, and On Deck markets [[Exhibit D](#), Slide 15]. We do recommend continuing dedicated earned efforts in our two On Deck markets that were introduced last year. This will allow time for investment to build momentum and generate meaningful performance before considering any changes.

In terms of our audience, there is always opportunity to evolve or refine who is our target [[Exhibit D](#), Slide 16], but—Jeff mentioned this—at our core, we want to reach a mindset. This

has been and will continue to be the adventure state of mind. Adventure is how they experience their world. Their most distinguishing quality is that they have an adventurous and curious spirit.

With the adventure state of mind as that foundation, we start to layer in these other attributes [Exhibit D, Slide 17]. They are a cultural traveler. They are an outdoor recreationalist. They are an unexpected experiences enthusiast. They can also be a family, a Spanish speaker, an urban visitor, or a trip extender. Layering these additional crosshairs lend us the opportunity to get even more precise with both our targeting and our message.

Which is a great lead-in to measurement [Exhibit D, Slide 19]. This is not a new graphic. Some of you may be tired of seeing it, but what it really represents is that the traveler journey is not linear, and we want to make sure that we are meeting travelers where they are at every stage of the journey.

So, with all of that foundational work, we will get into the really fun stuff. I am going to go ahead and kick it over to Meg, who will get us started with our integrated programs [Exhibit D, Slide 20].

Meghan Pescio, Sales and Client Experience Professional, Noble Studios:

Awesome. Thanks, Jess. So, Jeff talked a little bit about this earlier, but we are really excited, first and foremost, to support Travel Nevada's Adventure Centers initiative [Exhibit D, Slide 22]. Such an innovative new way to bring Get a Little Out There to life in tangible ways for visitors. And, as you saw, there is such an opportunity around outdoor recreation as a strong tourism driver and economic impact driver. These Centers really create that opportunity to connect those travelers to experiences, the destinations, and local businesses. So, as we move into this Q1—with Boulder City's grand opening anticipated in early October, and then Carson City expected, I think, later in the year, early 2027—we will be supporting both launches through integrated promotion and then ongoing marketing efforts that are really designed to drive awareness, visitation, and ultimately, long-term success of these awesome centers.

I will let Gabbi give a little bit more detail about how that comes to life.

Gabbi Hall, Director of Brand Experience, Noble Studios:

Thank you, Meg. One of the things that we are proposing as we get these launches is that we really need a launch campaign to get us going. And that is where this proposed campaign Out There Starts Here comes from. Obviously, [it] ties very directly to Get a Little Out There, speaks to the fact that Adventure Centers are the physical starting point where people can go and then access the rural parts of Nevada.

Visually, we are using a lot of our iconography, our fonts from the existing brand work that we have done, so that no matter if someone sees *Get a Little Out There with Alex Honnold*, sees our poem campaign, or sees this campaign, it is going to be very closely intertwined and really capture that full funnel experience.

And visually, some of the things that we are talking about is we need something, obviously, that is going to work across southern and northern Nevada. We need something that is going to work across all seasons. We also want something that is going to work for out-of-home digital advertising, web experiences. And layouts like this are not only going to allow us to show the physical spaces, as you can see on the left [[Exhibit D](#), Slide 23], but also show the types of activities that folks can access by going to Adventure Centers. We use our iconography to represent different elements like hiking, mountain biking, kayaking, and the Hoover Dam. And if you go to the next slide [[Exhibit D](#), Slide 24], you will see this will work, whether it is winter, summer, spring, or fall—allow us to show the diverse landscapes of Nevada in addition to highlighting the wide variety of activities that people can partake in through Adventure Centers. And this will be something that we will be working on with Travel Nevada staff to roll out as we get into soft launches.

I will pass it back to Meg for the gateway to adventure [[Exhibit D](#), Slide 25].

Ms. Pescio:

So, there is many ways that this comes to life, as we have said, in Q1 and beyond. We are going to kind of pass it back and forth between us and Falgren to give an idea of how that comes to life. First and foremost, through owned content [[Exhibit D](#), Slide 26], we are working on a website launch that will come to life before tenants move in—and as tenants move in—to the Boulder City location; really bringing that Out There Starts Here to life and allowing people to have access to the different tour operators. We are also looking at ways to ensure that it is discoverable and also that the partners and the tenants have a way to market themselves as they start to operate within the Centers. So, a lot going on there within that first quarter.

And then I will pass it to Jess to talk through events and activations.

Ms. Rowland:

Actually, Claudia, do you want to do this one—the next two?

Claudia Dattilo, Media Director, Fahlgren Mortine:

Yes. So as Meg mentioned, we really need to make sure that we are helping to promote these new Adventure Centers. Some concepting ideas that we have right now are to partner with a media brand to do an annual gear test at the Adventure Centers to help start getting the word out, and then tying into that adventure mindset. Additionally, working with a partner like

iHeart to do pop-up studios at the Adventure Centers to host events there, get stories from the tenants, from visitors, et cetera, and leverage that as part of a broadcast program with iHeart to reach all of our core markets. So, core momentum, warm lead markets.

And then, additionally, really focusing on initial paid media support outside of that, in state. So being able to leverage directional billboards to help people find the locations, paid social [media] to help establish reach, local broadcast partners, et cetera, partnering with influencers to amplify those messages, as well.

And then, from an earned perspective, there is additional elements, as well.

Amy Bagner, Associate Vice President, Fahlgren Mortine:

Yeah, so, we have a number of PR tactics planned to support the opening of each of the adventure centers. These include hosting our in-state media missions at each of the Centers during their soft opening period, scheduling what we are calling “Adventure Centered” media FAMs (familiarizations) that feature activities at the Centers after they formally open, providing on-site support for openings and creating media and stakeholder materials, as well as ongoing consumer and trade media pitching.

Ms. Pescio:

And then finally, it is not on this slide [Exhibit D, Slide 26], but we also see a great opportunity for brand partnership in adding in physical infrastructure that is kind of state-backed and allowing to take advantage of this outdoor rec. So, not listed here because we are still in conversation, but we are in discussion with Outside around a potential long-term strategic partnership tied to the initiative. There is really strong alignment. We see strong alignment around the opportunity—obviously, following the success of *Get a Little Out There with Alex Honnold*, which, as you know, Outside helped to produce and distribute. We also just feel like the partnership has the potential to connect Travel Nevada's leadership in outdoor and Out There kind of tourism with Outside's authority and adventure storytelling content and audience engagement. So, we see a lot of opportunity here with that partnership, and we have been working to get something together with them. So, more to come there in the next few months.

Which is a nice segue to our next Hero program, as Jeff also alluded to [Exhibit D, Slide 27]. We see a ton of potential with *Get a Little Out There with Alex Honnold*. Hopefully, you all have watched season one. I will move into, first, a little bit about celebrating the success of this first season.

So, success has been swift and continuous [Exhibit D, Slide 28]. So, we have seen right off the bat, it was about, I think, Claudia, ten times the view goal that we had with Outside within five days of launching season one. Obviously, I think this was supported and bolstered by

Alex's Taipei [101] climb just before, but the team also has done an incredible job of harnessing that. As you can see here, with pre-promotion and since the launch, which was February 26th of this year, we have 1.75 billion earned media impressions. We have 4 million hours of engagement—so about 4 million hours watched, and that was calculated just by view through rates on YouTube—20 million total episode views, and this is growing. We get these numbers every couple of weeks updated, and this continues to grow in a really impressive way. That is linear CTV (connected TV) and YouTube.

And then, finally, it has not been in market long enough to really show—numbers-wise—behavior change, but we do see directional things. So, a source that we have—Waldo—has compared all social media comments with comments that show a visible shift in positive travel sentiment on social media, and we are seeing just with that preliminary data about 14.7 percent bump. And if you go to the next slide, we also have anecdotal evidence of that. If you go and look at the comments around the episodes, they really are phenomenal. And they are not only talking about the quality and how entertaining the show is, but also showing travel intent, talking about how they did not know about certain points of interest, talking about how they do not get a little out there, but really should—actually using those terms, which is just so awesome to see.

So, while directional, we are also seeing this meaningful change in an influence, in behavior. I am not going to go into these, but I really encourage when you get this deck [[Exhibit D](#), Slide 29]. We have a couple of links, as well. We have been reaching out to some of the points of interest that have been featured on *Get a Little Out There with Alex Honnold*. Liz [Woolsey], who many of you know from the Bristlecone General Store, has amazing things to say about people coming in weekly, having really built their itinerary, and go to the Bristlecone General Store because they saw it on the show. And same with Dr. Chris Martinez from The Wild Granites. He is saying there is a 200 percent increase in visitation out there with all people who are actually really, really good stewards. I want to add that in, as well, to The Wild Granites, which is not easy to get to. Many, many of them talking about having seen it on the show. So, just really incredible this first time around. And so we—and this will lead into the rest of the slides—we really do see an incredible opportunity to expand this.

Now, we also know that there is some budget constraints, and we really want to be considerate of that. And we are thinking about a lot of different ways that we can, first and foremost, continue on to extend the life of season one. So, you will see that that, first and foremost, in FY27, that is what we are looking at doing, and the team will go into more detail.

However, we do really want to look at what it could—and see how we could figure out a season two and a longer term ambassadorship in FY 27, FY28, and beyond. So, we will get into a little bit more detail, but we have a short-term vision for, really, kind of getting all the

juice that is in the squeeze, but also making sure that we can continue on knowing that Alex has other things lined up and will continue to gain in popularity, and there is a lot of opportunity here still to be leveraged.

So, I will pass it off to Claudia to talk a little bit more about what that looks like [[Exhibit D](#), Slide 30].

Ms. Dattilo:

Thanks, Meg. We know we need to continue to stay with the momentum of season one, and we have exclusivity with Outside through August 26th. So, we want to make sure that we are leveraging that relationship through that date, but also finding ways to repurpose the content. Travel Nevada will have ownership of all of the content and the ability to repurpose it for social, for website. We will host the show on YouTube, be able to drive traffic to that platform.

So, making sure that we have strategic ways that we are doing that to make sure that we are driving traffic and visibility to not just the shows, but also to the Travel Nevada website [[Exhibit D](#), Slide 31], leveraging connected TV platforms to, again, reach audiences with repurposed versions of the content, target people who have watched the show with booking messages, retarget people who have watched any of the other Alex programming with directional ads to come and watch *Get a Little Out There with Alex Honnold*. So, there is a lot of ways that we are thinking about the life of the current season as we think through how a season two can come to life.

Ms. Hall:

That extension also extends, of course, to creative. In line with those really positive comments that we saw and have seen on social media, we really want to pull those through because there is nothing like seeing a poster where you have seen *Variety* or *The New York Times* go like, "This is five stars; must watch." But, what better way to say that than with people who have actually watched it, viewed it, who are locals.

You will see that we are exploring creative iterations [[Exhibit D](#), Slide 32]. Over time, that can include some of these testimonials. So, we can kind of scroll through these, but you have comments like, "I could watch 12 seasons of this," "I had no idea there is so much beauty, nature and adventure to experience," and then, "This is heartwarming and fun to watch." And it is those kinds of comments, too, right? People know Alex Honnold, and they know him from an adrenaline rush, climbing Taipei [101] where we all have anxiety watching that. And there is so much opportunity to use that other side of him, that family side of him, that approachable side of him. This show does that, and people have reacted really well to that.

So, we can take multiple angles to entice people to watch the show and get to know Nevada more, and that is how we are looking to extend season one, as well.

And then, in terms of that continued expansion, we mentioned social channels [[Exhibit D](#), Slide 35]. We have so much footage, so much amazing content that we have not used or have not used in different capacities. So, we see a ton of opportunity to drive impact across additional channels. So, working with the social media team at Travel Nevada to create different episodic series, like “Out There Adventures for People Who Aren't Outdoorsy.” You know, there is a ton of opportunity to use some of the more Out There [YouTube] comments and create content or responses to those on social and TikTok. We can cross[-promote] from out on the website with badges that designate Out There experiences from the show. So, we give a little more love to those POIs (points of interest), as well. So, we are looking at how do we take that investment that this team has made and really keep extending that and getting the most bang for our buck, if you will.

Ms. Pescio:

And I will round this out and how we are looking at what this looks like in our relationship with Alex and the different scenarios that we are envisioning [[Exhibit D](#), Slide 36]. First and foremost, as I mentioned, we still do have a contract with Alex, and that still includes another appearance. And that is yet to be decided what it is, but there is another appearance, and we still have—and we retain rights to Alex's image through February 26, 2027. So, again, as we mentioned in the past, everything that we can do to continue on that promotion, we will.

Now, what it could look like going forward, and we have maintained a really great relationship with Alex's team. We have been continuing to talk to him to keep that relationship warm, especially as he gains popularity. And they have alluded to the fact that they are willing to work with us on payment across fiscal years and know that budget is a serious consideration. But Alex is genuinely excited. He really, really loved this, and he is genuinely excited to continue on with this relationship. So, we feel confident that we will be able to figure out something.

What we have been discussing is a small bridge contract with him to really get us through that Q1, and that could look something like an additional press session, social posts, and really kind of like, moving him into more of an ambassador [role] for Nevada versus just appearances. And that is the real vision here—is to get him into more of an ambassadorship. But, as we look to determine what that could look like after February, that is something that we could negotiate, and then, starting in March, we would really want to potentially mirror the success that we had in the first relationship and the first contract with him. So, that could be establishing a new agreement that uses Alex to promote Adventure Centers, has him as

more of that always-on ambassador—gives international rights. We know that Australia, for example, Qantas Airlines is flying into Vegas, and that starts in December.

Things like that are things that we would absolutely look to potentially use Alex to support in promotion. Social production, PR, and then, obviously, looking to shoot that season two. What we have been talking about, currently, is shooting that season two in spring of FY27 and having that launch in the fall. And again, a lot of conversation around that—but we have been keeping that warm, and that is the ultimate vision for how that could come to life going forward in the upcoming fiscal years.

Ms. Dattilo:

All right, now we will dive into paid media [[Exhibit D](#), Slide 38]. So, we have heard a lot about these great Hero and Integrated programs, but we also know that there is a lot of effort that needs to continue to just support our messaging and our overall strategy throughout, not just Q1, but the year overall. But, we will start with talking a little bit about the overarching approach.

As Jess mentioned, everything that we are doing is rooted in that traveler journey—so, helping to get people from that “awareness and intrigue” state into that “extend and enrich their visit” mentality. So, we are working through different strategies through each phase and, ultimately, different tactics and different messaging, as well.

So, we will look at the FY27 paid media overall through this lens, but we first want to kind of focus in on Q1 [[Exhibit D](#), Slide 39]. As Rafael mentioned, we are going to focus on kind of a bridge campaign through September. So, in Q1, we are recommending really focusing on more of that Dreaming, “building awareness” portion of the journey and capturing Bookings with that active demand. So, making sure that we are kind of capturing users when we are able to build and build that inspiration, but also, making sure that we are there in the moment that they are showing interest in booking a trip so we are not missing out on capturing active travelers. The other phases of the journey will really start to come into play Q2 and beyond. Again, we want to make sure that we are focused for those two months—August, September—on kind of these two areas, to make sure that we have that visibility and keep that momentum.

And as we think about what the Dreaming phase will look like [[Exhibit D](#), Slide 40], this is really about amplifying Alex Honnold, as we mentioned, but also streaming video, social elements that includes influencer integrations, streaming audio. So, a lot of these high-profile partnerships that we have continued to have to maintain that visibility, leveraging connected TV and all of those great platforms, to reach audiences for that through storytelling and inspiration. This, for Q1, will account for approximately 40 percent of the

budget. A lot of these more high-profile elements have a higher cost. So, it does take more to do some of these things, but we feel as though it is really important to maintain that.

And then, from a booking perspective [[Exhibit D](#), Slide 41], again, really making sure that we are showing up at that decision time, making sure that we are converting those intentional travelers into committed trips. So, again, partnering with our traditional OTA (online travel agency) partners to make sure that we are present as people are acting on those platforms, researching, booking, et cetera. This would be about 30 percent of the Q1 budget. This is, again, a lot more efficient in this category. So, we are able to get a lot more with a lower investment here.

And then, beyond that, while we are focused on Q1, the team and I have been already thinking about what Q2 and beyond looks like [[Exhibit D](#), Slide 42]. And this is really where we will start to bring in the full scope of all of our partners and tactics. So, we would start to continue looking at custom content partnerships—things like our relationship with National Geographic—going into Planning, where we have display and programmatic partnerships to help drive people to the website and influence those planning intent actions, whether that is using the Mindtrip platform, et cetera. And then, also in market relationships that we have, we have the VGK (Vegas Golden Knights) relationship for one more year, as well as a partnership with the Ace's. So again, as we think about what beyond Q2 will look like, this is how it will come to life.

Ms. Bagner:

All right, well, I will take earned media—if we could go to the next slide [[Exhibit D](#), Slide 44].

And just to set up the earned media portion of this presentation, there are two big shifts in how we see our work being done this year. So, the first is that we plan to layer in intelligence from LLMs (large language models) and AI (artificial intelligence) visibility into our program. We are currently conducting an AI visibility audit that will show us how Nevada is showing up within the different AI platforms, and using the results of that, we will see what gaps exist in content and messaging compared to our competitors. We can also see if there are any media outlets that we should be targeting but currently are not.

And the second big evolution is that, while our primary audience does remain potential visitors, we plan to develop strategies that also reach our stakeholders. So, that includes partners and elected officials, as well as residents, when planning our Hero programs and major initiatives. So, this will help build advocacy for our programs and ensure that everyone's messaging is aligned.

Going on to the next slide [[Exhibit D](#), Slide 45]. So, our content pillars—which are curiosities, art, frontier lore, outdoor recreation, and scenic beauty—have not changed, but the way that

we talk about them is changing. And that is that everything ladders up to that lens of adventure—Out There adventure in Nevada. So, people might experience adventure in different ways on their own terms. It is not only free-soloing and Red Rocks like Alex, or heliskiing in the Ruby Mountains, and adventure could be exploring hot springs, stargazing in Great Basin National Park, or road trips to parts of the state where few people have explored. So, as I mentioned earlier, we will be using AI visibility insights to determine how we shape our messaging and media pitches.

Going on to the next slide [[Exhibit D](#), Slide 46], as for our PR goals and KPIs (key performance indicators), most of the work that is done on the consumer end is tied to traditional goals and track tactics that ladder up to the fourth objective of Travel Nevada's strategic plan, and that is activating Nevada's story. These goals reflect both past actual results and the projected budget for FY27. And additionally, as I mentioned, based on the results of our AI visibility audit, we will work with Travel Nevada to develop additional goals with improving AI visibility in mind.

Going on to media targets on the next slide [[Exhibit D](#), Slide 47], you are probably familiar by now with the idea of our Top 100 list, and that is a list that we build and vet of national travel, national consumer, key regional, trade, and in-state media outlets where coverage of Nevada most vitally enhances the state's reputation and reaches our target audience and inspires visitation. So, our approach differs slightly for each of these groups and buckets so we can maximize our coverage opportunities. In years past, we have relied on audience data, outlook credibility, and their reach to really thoroughly vet and narrow down this list—which is really 100-plus publications and media outlets—to ensure that we are getting our messages in front of the most engaged travelers. And as I have mentioned, we will now be vetting outlets by LLM visibility, as well.

So now, moving on to our Q1 programs [[Exhibit D](#), Slide 48], the *MICHELIN Guide* is coming soon to the southwest. So, we plan to celebrate Nevada's participation with outreach that is aimed at consumer awareness and stakeholder support. So, most immediately, we will compile our stakeholder toolkits with information about the program and its economic impact. And while we do not know how many or which restaurants will be honored in year one, we will help maximize visibility for those restaurants in tandem with MICHELIN. One of our ideas for a media-friendly program perhaps is to bring a well-known food creator to one of Nevada's winning restaurants for photo opportunities and the opportunity to cook in its kitchen.

Going on to our media FAM approach on the next slide [[Exhibit D](#), Slide 49], there is truly no better way to get a sense for Nevada's offerings than to experience them firsthand. So, coordinating press trips remains a really important part of our media relations strategy. A lot

of our media visits have led to in-depth coverage and journalist relationships that continue to pay off over many, many years. So, we will continue to offer press trip opportunities that align with tourism and cultural trends and our content pillars. I have outlined two of them here that go back to the Hero programs that we have discussed.

The first is [set-jetting], and is such a trend where people visit locations that they have seen in the movies or on TV. And we want to use this trend to inspire a FAM that builds on *Get a Little Out There with Alex Honnold* season one and follows Alex's [outdoor adventures and] cultural experiences featured in the series. So, routes could include a combination of Neon to Nature, Great Basin Highway, Free Range Art Highway, and the Rubies Route. [It] would include different POIs like Great Basin National Park, Boulder City, International Car Forest, and the Ruby Mountains.

And we also will develop an astrology-themed FAM. So, there is actually a lot of research showing that younger generations are very heavy believers in astrology, something like 80 percent of Gen Z and Gen Alpha. So, we want to capitalize on this to continue the conversation about Nevada's Dark Skies, as well as POIs that could align with their signs. So, we will invite journalists to literally see their zodiac sign in Nevada's stars, and we will align their itineraries by these signs. So, if you are a fire sign, you might experience the Neon to Nature route or the Burner Byway. And we will begin pitching these in Q1 and hope to do them throughout the year. So, our targets for all FAMs are Top 100 media and freelancers across national, key regional, and in-state markets. We may potentially expand these to include emerging media platforms and other people with influence.

And just to note, while we do plan themed FAMs, we also work with journalists whose needs may not align with these themes exactly, but they still align with our content priorities.

On the next slide [[Exhibit D](#), Slide 50], I will discuss our media mission approach. We had three very successful media missions this year and one this week; our last one. And we have given Travel Nevada staff and partners the opportunity to mingle with local journalists and creators, and that often leads to long-term relationships, as well as coverage. So, next year, we would like our media missions to focus on the concept of adventure, putting Travel Nevada's Adventure Centers and other adventures around the state at the forefront.

So, in Q1, this would come to life through our Las Vegas media mission, which we are proposing holding at the Adventure Center in Boulder City during the soft opening period in September. This will help build excitement for the Centers, as well as provide an interactive way for our partners to engage with our guests.

I think that is all. I will toss it back to Jess to discuss budget [[Exhibit D](#), Slide 52].

Ms. Rowland:

Yeah, so, a couple more slides here to wrap things up—budget. You know, Rafael started at the top of the call talking about letters of intent just going out last week. So, [the] budget is still being finalized. What you are going to see here are budget numbers that we are—we are using the numbers as a way to support [that] this is what it will take to do the things we said we would do.

This number at the top where it says, “\$715k”—this is less important than the actual percentages you are seeing below it. The thing to take away here is that, from the paid media stuff that Claudia was talking about, our plan is to take 80 percent of whatever budget we have for Q1 and [put] it towards actual working media.

That breaks down to 67 percent in domestic efforts, 28 percent in-state efforts, and then 5 percent to our influencer program. And then, the other numbers you are seeing—17 percent is supporting, “How do we get those programs live?” and then 3 percent in, “How do we then report on those programs?” So, that is the paid media that Claudia spoke about.

And I will kick it back to Amy to talk about the earned budgets.

Ms. Bagner:

Yeah, so, the budget that you see here is proportionally divided for Q1 [[Exhibit D](#), Slide 53]. The largest portion of our budget always goes to consumer media relations—that includes both national, regional, and in-state outreach, as well as special activations and campaigns. Media missions are also a significant part of the budget due to hard costs and planning time. FAM coordination is a significant part, also, due to hard costs and planning time. That is about 10 percent.

Ms. Rowland:

So, where we are in terms of what is next [[Exhibit D](#), Slide 54]—we are obviously presenting to you all today. I am looking forward to your input before we go to Commission on June 10th. And then, as Rafael mentioned at the top of the call, our campaign efforts would begin on August 1st.

That is what we got.

Ms. Cox:

Thank you, yeah. We want to open the floor to any questions, comments.

Chair Brunelle:

Sure. So, thanks, team. That was a great recap of things.

I actually have several questions. I will start with one, and then we can go around and then go from there. I am glad to see that we are doing the LLM intelligence and visibility AI audit. I

was at the Expedia Explore meeting last week, and a lot of the conversation was about AI; how platforms need to be prepared for that. My question to the team is, are we doing the same type of audit for the web properties? Because I know that that is something that, as we went through the process of doing the agency of record, I was one of the Committee members. There were a couple of observations about how we need to score higher on that, and I am curious as to what we are doing in that regard.

Ms. Pescio:

Haley, do you want to take that? Or I am happy to, as well.

Hayley Corbett, Associate Director of Client Experience, Noble Studios:

Yeah, absolutely. So, from an SEO (search engine optimization) and AI perspective, we are absolutely optimizing the website content, as well as, essentially, the schema and technical infrastructure of how the site is supported to make sure that we are maximizing Travel Nevada's visibility within AI search results.

We have also been working really closely with the Mindtrip team. As you know, we have the Mindtrip AI trip planning experience tool on the website. And so, really making sure that we are optimizing, not just showing up in the search results, but also optimizing the on-website experience for Travel Nevada, because what we are seeing is that, essentially, people are doing more trip planning in searches—in AI searches—and then, when they do get to the Travel Nevada website, they are further along in their trip planning journey. They are showing more intent; they are engaging with our content more. And so, by continuing to enhance that website experience, enhance those tools like Mindtrip, we are really maximizing our ability to meaningfully engage with our audiences.

Chair Brunelle:

So, let me rephrase it. One of the observations from one of the other companies went into LLMs and found that Nevada was not showing up; Travel Nevada was not showing up in their content. So, I went back and talked to my team here at the LVCVA (Las Vegas Convention and Visitors Authority), and we have engaged with a company called Profound that has helped us in terms of tracking our share of voice through Profound on AEO (answer engine optimization) to see where our strength is. So, it is not—I am not asking the question about the website in particular, but how we are showing up in LLMs. I am concerned that we are not where we need to be. So, if we do not have that on the roadmap, I would suggest that we add that.

Ms. Corbett:

Absolutely. Yep. And we are looking at those things, too, like share of voice and those details, but we will be sure to provide some additional details and clarity there for what the next steps are.

Chair Brunelle:

Thank you.

I will turn it over to the other members to ask questions. I have more, but I am guessing they have similar questions.

Committee Member Erny:

Just to piggyback off of what—because I was going to ask something very similar, Fletch. Have you guys—what have you seen with your web traffic, and what are you seeing with trends as it relates to AI, and what shifts are you making there?

Ms. Corbett:

Yeah, so, as mentioned, I think we are definitely—as most tourism destinations, we are seeing declines in traffic, just because, as I mentioned, people are doing more of those search results. There is a zero-click SERP (search engine results page), but once they do get to the website, we are seeing that the quality of traffic is improving; that we are getting people that want to engage more with the content and spend longer on the site.

And so, those are kind of the general trends that we are seeing, but we can certainly provide a deeper analysis and follow-up details on that for you all, as well.

Ms. Hall:

One thing I wanted to layer on, sort of in conjunction with the last two questions, is—our teams across Noble, the Falgren Mortine team, and the Travel Nevada team are really focused on an integrated content strategy to support this, because the reality as we know is that, yes, the Travel Nevada website is important for LLMs. ER (engagement rate) is also critically important. Optimized social media content is also critically important. TikToks are being sourced; Instagram reels are being sourced. All of that is part of the content ecosystem that is feeding an LLM and looking for, “How do we tell the story of Nevada?”

So, success is, you know, share of voice from the Travel Nevada site. It is also being sourced by articles that Tracie and Amy and their teams are getting placed. It is also about the influencers that we are working with; the social media content we are creating. And we are thinking about that on a quarterly basis, on what are our priorities—whether it is MICHELIN, Adventure Centers, Alex Honnold, key staples like ghost towns and Sagebrush Saloons. And we are working through that. And that is a key point of how we are looking at the success and

also the strategy around the work that we are doing for AIO (artificial intelligence optimization).

Chair Brunelle:

Thank you.

Committee Member Estipona:

Tying back to the website—did I hear it right that you are building either an addition to the website with Adventure Centers, or you are building a new website for the Adventure Centers? Is that correct?

Ms. Corbett:

Yes, that is correct.

Committee Member Estipona:

Okay. Are you building it in a different way again? I mean, this is the challenge we are going to all be faced with for the next two, three years until a new structure is established. I mean, we are seeing that even with the announcement of Google—what they are doing with their search is going to pretty much blow up their model they have now. But, are we doing anything different to structurally build these sites so that the LLMs can find them a little bit different? I mean, I know it is one thing to address an existing site and have to decide whether you are going to remediate that existing site or start new, or because you are in a new site here. There is an opportunity that maybe you can take advantage and use that as a testing ground for the bigger site later on.

Ms. Corbett:

Yep, absolutely. I think we are definitely taking AI into consideration as we are building out the Adventure Center website experience and certainly taking from what is performing well on travelnevada.com from [an] infrastructure build perspective, too, to build off of.

But we are also just thinking about some of the basics as we are getting Adventure Centers up and running and making sure that, for example, when we talk about tenants and how do we onboard tenants, making sure that we have the right content on the site, helping our tenants make sure that their Google My Business listing is updated so that they are appearing in those, you know, “tours near me” when somebody is in Boulder City or Carson City. And so, there is definitely a lot of work and due diligence going into the technical onboarding for those tenants and how that site will come together.

Chair Brunelle:

Okay, so, another question I have going back to—there was a slide that talked about the market approach—Core, Warm Leads, Momentum, and On Deck [[Exhibit D](#), Slide 15]. Based upon the budget cuts that are anticipated—or, Rafael, I am guessing that they have

happened because our budgets have been approved. I am guessing yours have, as well. Do we actually have enough funding for the momentum in terms of the Momentum and On Deck markets?

Mr. Villanueva, previously identified:

We could always have more. We have been restructuring the budget, which still will be presented to the Commission, but has already been given to us from the Governor's Finance Office to work within. But, the agencies have been working on how they can build it, continue those programs, add certain elements that we need, eliminate some second and third tier programs that we are doing so we can focus on the bigger projects. And I think, Jesse, you were going to add more to that.

Ms. Dattilo:

Yes, from a paid perspective, we are being very mindful about what tactics and elements we utilize in each of those kind of market groupings. And On Deck, just a point of clarity, will not be something we would spend paid media dollars in quite yet, especially related to the budget adjustments. But we do feel that we do have budget to continue to stay in the Chicago, Seattle, Portland markets where we have seen that momentum, as well as supporting all of the other markets, as well.

Chair Brunelle:

Thank you.

And I get the earned media. I get the earned media side. It is the paid that I would be more concerned about, so.

Ms. Dattilo:

Yeah, yep, nope, we will not be spending in any new markets because of that, yeah.

Mr. Villanueva:

And to add to that, just so I can clarify to the Committee—we will be presenting to the Commission a 25 percent cut in our budget. It is substantial. It is considered—we also cut 12 percent last year. So, the teams have been working on it. When we went through the RFP process, just to let you know, the agencies were told the new numbers. So, everybody, hopefully we are on the same playing field when they are making the pitch, but it is a substantial cut. You will hear quite a bit of “maximizing the less” from us, trying to be a lot more focused, a lot more geared on those areas that can make an impact. And though there is some programs that could be done and, you know, [we] would like to do, we reconsider.

And then, as Meg mentioned earlier, we are working on a partnership. We should hopefully have it finalized over the next ten days with Outside to be a key partner, which will add a lot of tools and elements for us to help, especially, with our Adventure Center. So, we are trying

to be as conscious [as we can be] of this cut that we have. Hopefully, projections—or collections are different than projections, and halfway through the year, we can come back to the Committee with additional funds that we can reinvest.

Chair Brunelle:

Excellent, then.

Just a general comment—I like the approach of the “adventure being a state of mind,” so that when you think about people that do not want to go out and climb a mountain like Alex Honnold or do some of those things, being able to go and do other things, the cultural traveler, the outdoor recreationalist, the unexpected experience. I think that is a really good approach to expand or extend that brand. So, I think it is great work.

Committee Member Horvath:

Yeah, I am actually really curious to see what kind of itineraries you come up [with] for the astrological signs. That is pretty creative. We just got done doing a visitors quiz for all of our personas, and it was a pretty fun project. So yeah, I am kind of excited to see what you guys think Virgos are going to like out in Nevada.

Ms. Bagner:

We will let you know. It should be fun.

Committee Member Erny:

I had just one question—kind of coming off of the On Deck markets, as well—because, I think Atlanta, if I am remembering correctly, has been On Deck since, like, 2024. And I was just curious how long it is going to be in—I was just curious how you guys are strategizing that, because I feel like they have just been On Deck for the last several years, and there hasn't been a lot of change there. And I understand that there is budget cuts and needing to shift some things around, but when is that anticipated to help support that nonstop air service, at least especially to this northern part of the state, as well? And I have noticed it has been On Deck for the past couple years and curious what that strategy is.

Ms. Rowland:

Yeah, I can jump in and start. If I am remembering, because I—if I am being honest, what is time after 2020? It all just kind of bleeds together. But if I am remembering, it was last planning cycle when we had you all in a room, and we were throwing pages on a wall, and we were figuring out what makes sense. I believe it was at that time that we actually reestablished Core, Warm [Leads], Momentum, and On Deck and had the discussion about Denver and Atlanta.

I am looking at my chart over here on my other screen, establishing Denver and Atlanta as part of last year's planning cycle. And we did know that with them being brand new,

introduced that Tracie and her team would take the first pass at introducing that market to Travel Nevada—which, you know, they can speak to the success that they saw through those efforts in this past fiscal. But, you know, we are still new. We are still very new. It has been one fiscal year since we have been in those two markets, and we think that there is still value in showing up in that same way from an earned perspective, especially with budget cuts, to not play in that space from a paid [media perspective].

But, we are continuously watching, and we are continuously having the conversations about evaluating our markets and figuring out when they shift from one of the categories to another. So, it is very much on our mind this upcoming fiscal [year] to see if they are in fact ready to move into a different category, and that is something that will be ongoing and part of the discussions for next year's planning.

Ms. Dattilo:

And to just dive a little bit deeper into that—we are looking at, obviously, IME data where we are tracking these On Deck markets, but also looking at our DataFi data to see what travel intent and what travel we are seeing from those markets. So, we are looking at those, as well.

I think from a paid media perspective, specifically, the shift, I think, from what we can see there—some of them, Denver, I think, is on the cusp of really kind of moving into a Momentum market. But again, with budget cuts, we do not have that—we are not in the position to necessarily start going into a new market. I would have to dive a little bit deeper into the specifics around Atlanta, as well, but from what we can see, we are looking at that data to show those indicators.

And then also, Chicago definitely still needs love compared to Seattle and Portland. So, as we are thinking about how that bucket of markets is working, we are seeing those shifts. We are seeing people coming and staying longer from Seattle and Portland on a more frequent basis. So, those are the things that we are keeping an eye on. And I think, unfortunately, budget is an impact to that, currently.

Mr. Villanueva:

If I could add to that, too—as you know, we have been looking at—the question always is, “When does On Deck move up? When does ‘emerging’ become another market?” And we were looking two years ago—it was for the efforts of the RSCVA (Reno-Sparks Convention and Visitors Authority) and the Reno-Tahoe Airport to change that model in Atlanta to go from the seasonal flight—they kept on coming and going to now a consistent flight out there. So, we will continue doing it.

We made that attempt knowing that we were putting the airport and you guys—RSCVA was putting dollars into that market. We would focus on the earned side of it and hoping as that

goes, but there is other markets of need that have had consistent and more seats coming to northern Nevada, as well as southern Nevada, which is, you know, the Denver area and the Chicago area. So, Atlanta is still a positive. We had a really good attendance and interest when we did the media mission that we had there this past year.

So, it is just a question [of] when we get to that point and when we are looking at “should get to that point,” then we deal with the budget constraints that we have been given. But, hopefully, that will change and change soon.

Chair Brunelle:

Any other questions?

Committee Member Voeller:

Yeah, just one clarification, because I do not know that I have seen how it has actually been. In your presentation, you talked about the awareness and all of that building as part of the Get Out There Nevada, but then you talked about the booking and the conversion side of it. You mentioned the ongoing partnership relationship with the OTAs. Is that just so that, as people are going to the OTAs to continue their discovery journey and research and such, that we are just present? Or do we have some mechanism where we are actually allowing someone to figure out a way to convert with product and that sort of thing? I would just [be] interested to [know] how that actually is taking place.

Ms. Dattilo:

It is a little bit of both. There are different levers that we can pull with the different OTAs where we can influence—well, we cannot, you know, press the purchase button for them. We can make sure that certain destinations or lodging is visible on these content pages that we build. We are driving traffic through different placements to those pages specific to the state of Nevada, where we have different hotels being featured or POIs or whatever it might be, but also tracking flights being booked and all of those things, as well. So, it is a combination of the two, of promotional elements, but also these content focus, where we can make it easy for someone to book a specific hotel in Reno or Ely or wherever it might be.

Committee Member Voeller:

Okay. Thank you.

Chair Brunelle:

Any other final thoughts from the Committee members?

Committee Member Voeller:

Just go overall and make a comment. I think it is very comprehensive and well done. It is always a challenge. I have sat in those seats before when it comes to the budgets and the realities of those budgets. So, I give you guys a lot of credit for having to remain flexible and,

also, in a situation where you do not have everything completely finalized, at the moment. So, got a good job on that.

AGENDA ITEM F—PUBLIC COMMENT

Chair Brunelle:

All right, so if there are no other questions or comments on Item E, we can then move to public comments for the closing of the meeting. So, do we have anyone that would like to talk about anything for three minutes? [*There was none.*]

Hearing none, I believe we can adjourn the meeting. I do not think we have to do a vote. I think we just adjourn the meeting.

Committee Member Voeller:

Okay, great.

Chair Brunelle:

Anything else, Rafael?

Mr. Villanueva:

I think we are good. Thank you. Thank you, everybody, for your time and your intended great questions. Appreciate that.

Ms. Cox:

Thank you.

Committee Member Voeller:

I appreciate it. Thank you, everyone.

Chair Brunelle:

Thanks, all. Have a great day. See you later. Thanks. See you all. Bye.

[*The meeting was adjourned at 12:10 p.m.*]

EXHIBITS

Exhibit	Description
Exhibit A	Agenda for the May 27, 2026, NCOT Marketing Committee meeting
Exhibit B	Draft minutes of the May 9, 2025, NCOT Marketing Committee meeting (for approval)
Exhibit C	Draft minutes of the February 25, 2026, NCOT Marketing Committee meeting (for approval)
Exhibit D	Travel Nevada's master presentation for the May 27, 2026, meeting