

NEVADA COMMISSION ON TOURISM

SEPTEMBER 9, 2026



FOR DISCUSSION ONLY

TRAVEL NEVADA QUARTERLY REPORT



GET A LITTLE OUT THERE WITH ALEX HONNOLD



GET A LITTLE OUT THERE WITH ALEX HONNOLD

Season 1 Final Results

Channel/KPI	Delivery
Outside TV	39,664,183 views 38,383.59 hours of viewing
YouTube Episodes & Shorts	822,663 views 115,820 hours watched 4,482 shares
Display Banners	5,943,542 impressions 7,691 clicks
HUB + Teaser Pageviews	56,550 pageviews

Channel/KPI	Delivery
Custom Podcast Downloads	23,246 downloads
Paid Social Impressions (Meta)	3,343,598 impressions 31,339 clicks 721,586 video views
YouTube Hot Tips	726,531 impressions 17,624 clicks
Earned Article Pageviews	30,026 pageviews

GET A LITTLE OUT THERE WITH ALEX HONNOLD

Brand Lift

+29.9

PERCENTAGE POINTS
AMONGST TARGET AUDIENCE

+11.1

PERCENTAGE POINTS
ON VISIT INTENT

+7.3

PERCENTAGE POINTS
ON CONSIDERATION

+3.5

PERCENTAGE POINTS
TOTAL LIFT DROVE BY MEDIA

+1.4

PERCENTAGE POINTS
CONCENTRATED IN
PREFERENCE

+2.1

PERCENTAGE POINTS
ON VISIT INTENT

GET A LITTLE OUT THERE WITH ALEX HONNOLD

Telly Awards

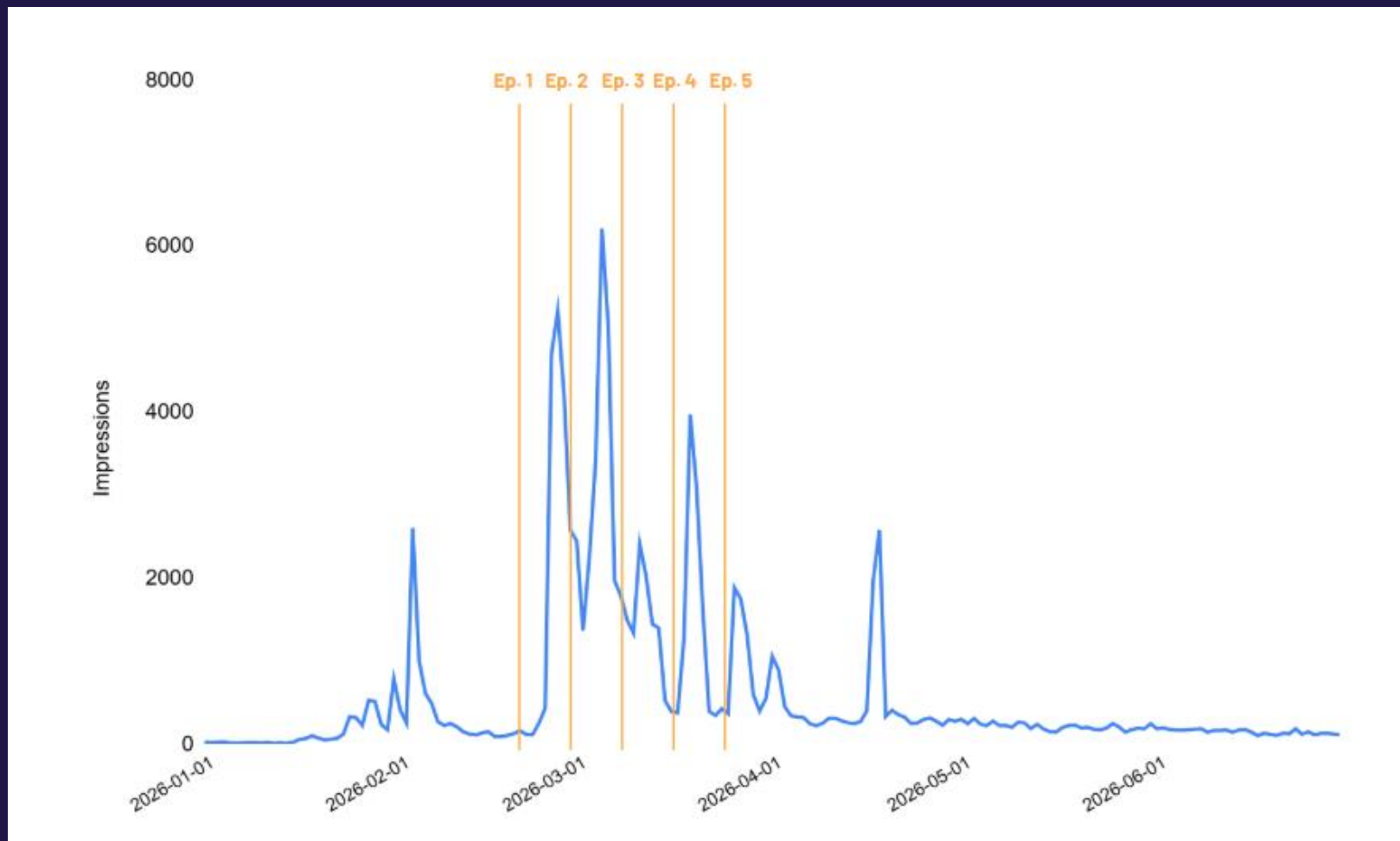
GOLD WINNER

Campaign - Travel & Tourism, for the
branded content series



GET A LITTLE OUT THERE WITH ALEX HONNOLD

TravelNevada.com Performance



MAY 28 - 31, 2026

Outside DAYS



DENVER, COLORADO

OUTSIDE DAYS SUMMER

Yurt Activation

To showcase outdoor recreation and adventure experiences, Travel Nevada partnered with Outside at Outside Days Summer, a music, film, and outdoors festival that draws more than **40,000 attendees**, in downtown Denver from May 28–31.



OUTSIDE DAYS SUMMER

Consumer Show

740

GUESTS PARTICIPATED
IN VR EXPERIENCE

600

MINUTES OF "SPACE
OUT IN NEVADA
CONTENT," CONSUMED

858

GUESTS SIGNED UP
TO WIN A TRIP TO NEVADA

80

TOTAL GUESTS
ATTENDED COWBOY
POETRY WORKSHOP



OUTSIDE DAYS SUMMER

Media Event

13

JOURNALISTS

7

TRAVEL AGENTS/
TOUR OPERATORS



SPORTS PROGRAMS

Fifa Men's World Cup

The flight ran 6/10–7/19/26 and so extends slightly past Q4. This was a strategic buy across NBCU's Spanish- and English-language properties.



98%

VIDEO COMPLETION RATE

624,621

PEOPLE REACHED

Stanley Cup Final

A :30 unit ran nationally in Game 6, Carolina at Vegas, on ABC on 6/14/26, plus a replay unit on ESPN.

A Vegas team in the Final placed Travel Nevada in front of the **highest reach hockey audience** in seven years.



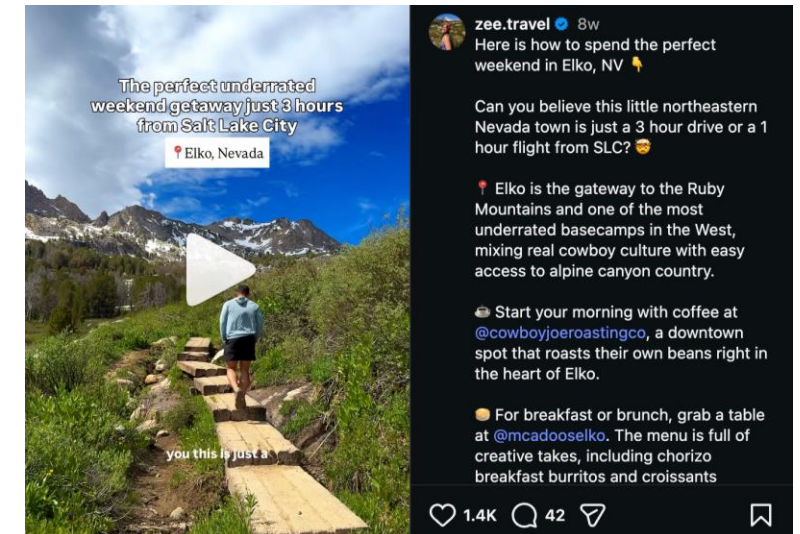
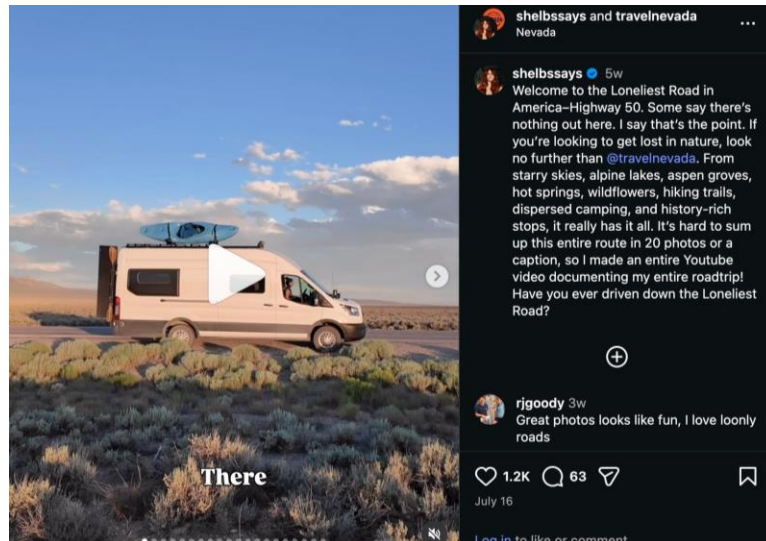
STANLEY CUP
FINAL



INFLUENCER PARTNERSHIPS

From left to right, top:
@aprettycoolhoteltour, @asyatravels

From left to right, bottom:
@shelbssays, @twogrlsoneworld, @zee.travel



Influencer & Ambassadors By The Numbers

FY26 INFLUENCER TOTAL

- **10** Creators **571,450** Engagements
- **99** Posts • **456,996** Likes
- **10,007,737** Views • **4,060** Comments
- **3,189,974** Reach • **110,394** Shares
- • **50,955** Saves

FY26 AMBASSADOR PROGRAM TOTAL

- **3** Ambassadors **77,441** Engagements
- **46** Posts • **55,470** Likes
- **1,622,575** Views • **1,076** Comments
- **575,294** Reach • **20,895** Shares
- • **12,325** Saves

NEVADA STATE FAIR

31

HOURS OF LIVE
ACTIVATION TIME

414

GUESTS PARTICIPATED
IN THE VR EXPERIENCE

3,312

MINUTES OF SPACEOUT IN NEVADA 360 VR
EXPERIENCE CONDUCTED

Over \$1600

DESO X TRAVEL NEVADA MERCH SALES



GREAT AMERICAN FAIR

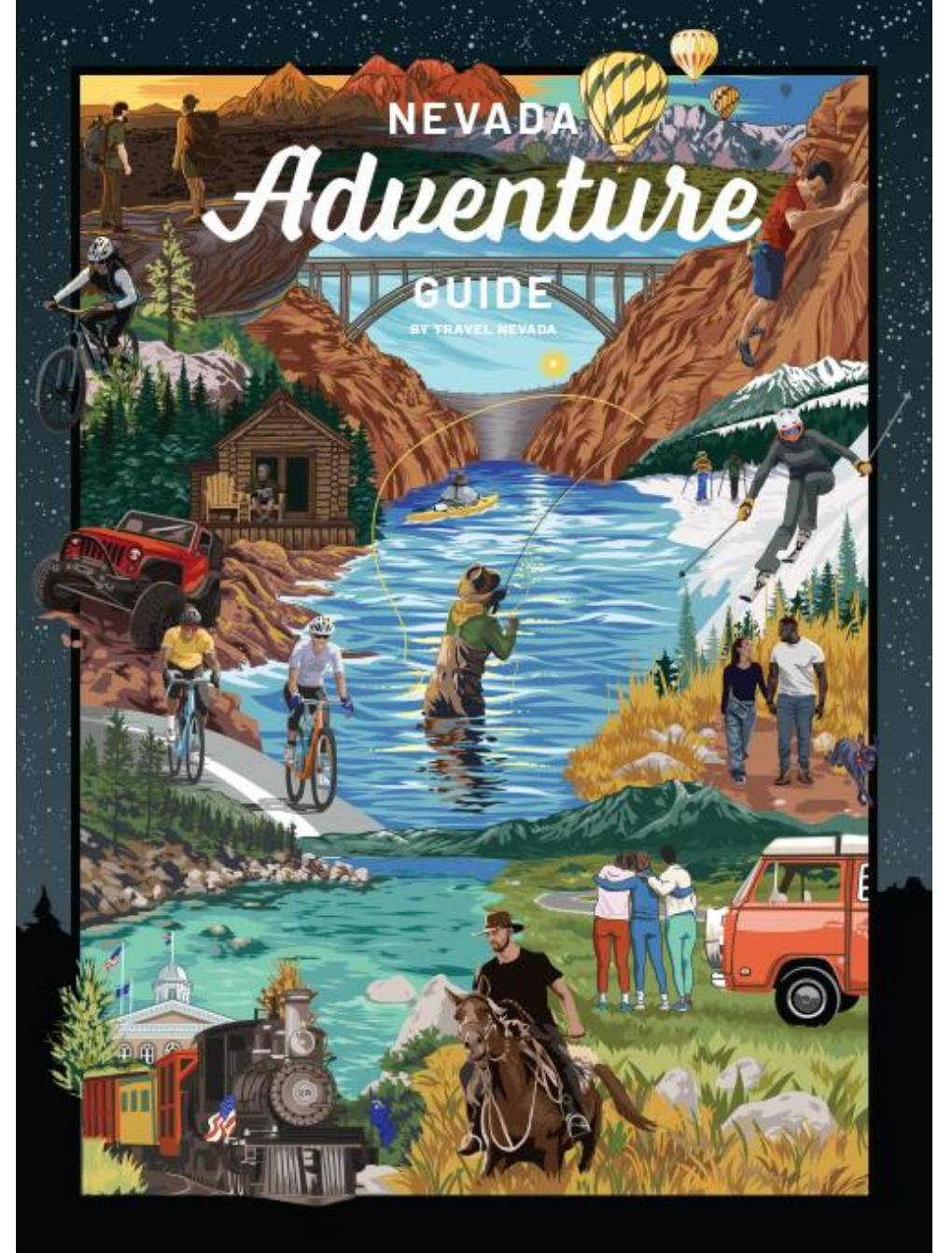


50,000
PEOPLE OVER 16 DAYS



NEVADA ADVENTURE GUIDE

The 2026 Nevada Adventure Guide is out! This year's guide focuses on adventures near our Adventure Center locations. This year's cover features a beautiful illustration by Nevada artist Braighlee Rainey, plus now the guide can be ordered for home delivery on travelnevada.com.



BANDWANGO PASSPORTS



In Q4 we offered four unique passports to engage travelers and encourage stops at rural locations.

The **Paranormal Passport 2.0** is a fan favorite, and we also offer our **Sagebrush Saloons**, and **Area 51(ish) Adventure**, and of course, our **Basque Adventure Challenge**.

600

CHECK-INS IN Q4

Q1 Highlight: Cosmos in the Desert

August 14-15, 2025





SHIPYARD
FAHLGREN
MORTINE



RURAL ENTREPRENEURIAL PROGRAM

PITCH CONTEST WINNER

Fiscal Year 2026 winner of the third annual **Rural Pitch Contest, Galaxy HQ**—a new business component being added to the existing **Stargazer Inn & Bristlecone General Store** dedicated to astrotourism and dark sky preservation.

“Stargazer Inn guests will have access to stargazing binoculars, zero gravity chairs, red light headlamps, compasses, star charts and cultural literature to aid them in their stargazing pursuits. We will offer events and workshops throughout the year that focus on stargazing, astrophotography and dark sky preservation. Guests and customers will have access to astrotourism destination itineraries throughout Nevada.”



IPW 2026

FORT LAUDERDALE, FLORIDA

5,000+ Attendees from Travel Buyers, Travel Media, US Receptives, Airline Partners and US Suppliers all come together under one conference. IPW is the leading inbound travel marketplace where global demand meets U.S. travel supply.

132

APPOINTMENTS

175

NEVADA
BREAKFAST



MULTI MARKET INTERNATIONAL NV TRAILBLAZER

The NV Trailblazer Multi-Market Familiarization welcomed two trade representatives from each of our key international markets: Canada, Mexico, United Kingdom/Ireland, and Australia. This visit presents an important opportunity for our rural tourism partners to connect with travel advisors who are certified Nevada sellers through the NV Trailblazer program.



International Trade By The Numbers

	SALES CALLS <i>Calls</i>	TRADESHOWS/ EVENTS/ ROADSHOWS <i>Events/People</i>	TRAINING/ WEBINARS	CO-OPS CAMPAIGNS/ PARTNERSHIPS <i>Per Quarter</i>	NV TRAILBLAZERS <i>Registrations</i>	PRODUCT OFFERINGS <i>Offerings</i>	FAM TRIPS
AUSTRALIA	39	1/39	0	3	0	19	2/6
CANADA	23	1/200	6	6	8	6	2/6
MEXICO	7	2/120	5	2	22	8	3/13
UK & IRELAND	10	0	2/80	1	54	1	5

RURAL ROUNDUP 2026

SURVEY RESULTS

Overall, the results of the conference survey point to continued satisfaction with the conference, as Rural Roundup did well across many different indicators surveyed. But there were some suggestions made throughout responses that can help improve the conference as well.

Following are some of the themes that emerged across survey results.



RURAL ROUNDUP 2026 SURVEY RESULTS

Overall Themes

OVERALL PERFORMANCE



The 2026 Rural Roundup performed well across many dimensions surveyed. The overall value of the conference, likelihood to attend next year, changes planned based on learnings from the conference and session ratings largely maintained the high scores that the conference has received after the pandemic period. For the third year in a row, all general sessions were rated 4.0 or above in value and only one breakout session was rated below 4.0, signaling satisfaction from the session content.

NETWORKING IMPORTANCE



As has been the case with previous surveys, the importance of networking available at the conference was evident in the survey results. Connecting with partners was cited most often for why a respondent attended the conference, the networking “sessions” were all rated 4.0 or above on average, and many comments throughout the survey noted the importance that networking had for the respondent.

CONFERENCE ATTRIBUTES



The survey asked respondents to rate the importance of attributes when attending a conference generally and how satisfied they were with Rural Roundup this year. Respondents reported higher levels of satisfaction compared to importance on things like cost, convenience, and networking but scored lower on elements such as learning about trends / best practices or gaining job-related knowledge.

RURAL ROUNDUP 2026 SURVEY RESULTS

Overall Themes

CONFERENCE LENGTH



When asked directly about the length of the conference, most responses indicated that the conference was the right length while a few indicated that it was too long. Across the comments in the survey, there was a similar divergence, where a few responses noted the length of the conference was bit too long while others enjoyed the additional day. Additionally, there were some suggestions for trimming time, such as condensing the breaks allotted at the conference.



VENUE

Sentiment for Elko and the conference venue was largely positive, as ratings for the convention center staff and perception of Elko were rated highly. However, there were some comments surrounding the access to the convention center from hotels. The ratings for the conference food were relatively muted as well, as there were several comments about displeasure with the food that was served and lack of dessert at the Awards Dinner.



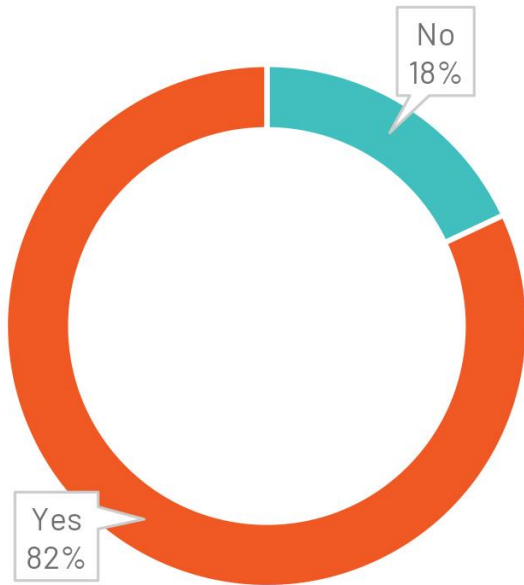
FUTURE CONTENT

When asked about topics for future conferences, respondents noted a desire for things such as additional (non-Travel Nevada) grant opportunities, content on AI, an "Ask the Territory" session, and content on cultural / indigenous tourism among others.

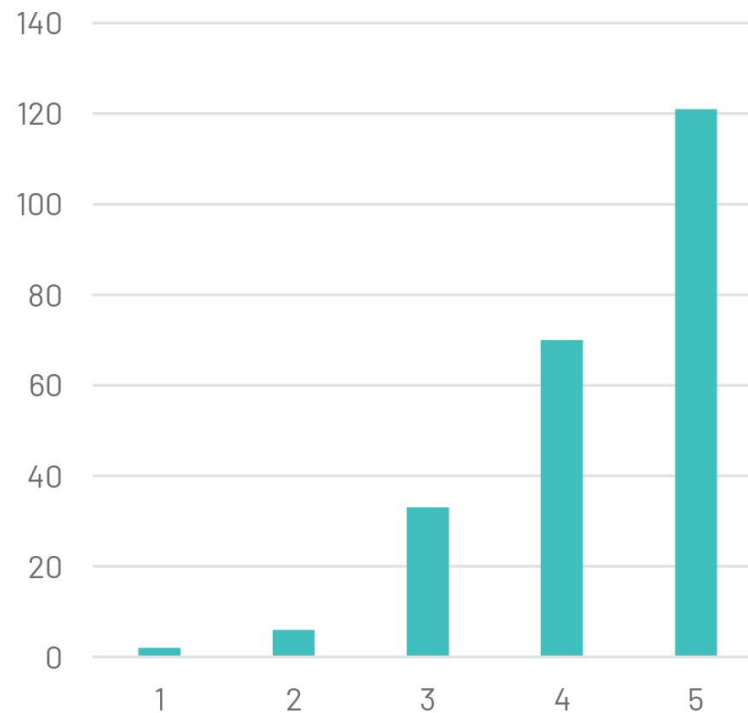
RURAL ROUNDUP 2026 SURVEY RESULTS

KPIs Received Solid Ratings for 2026 Conference

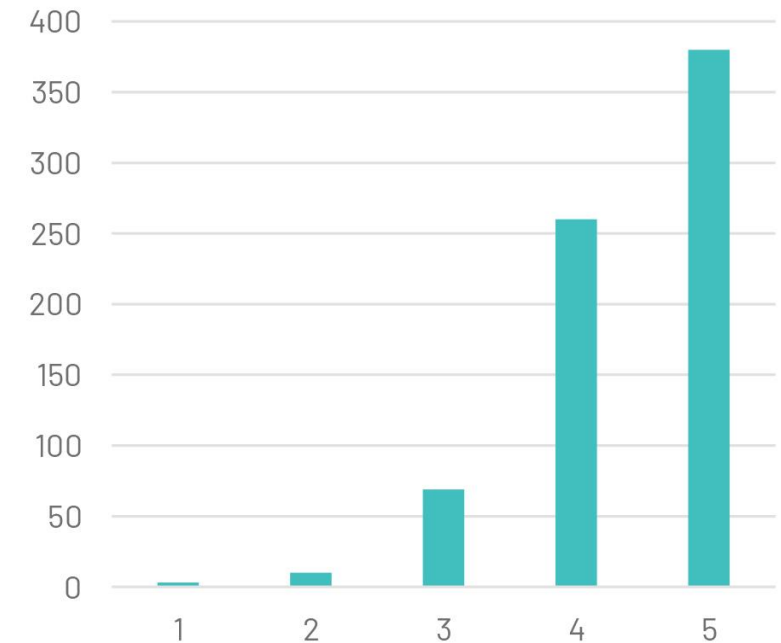
Plans to implement changes based on learnings



General session ratings (average: 4.3)



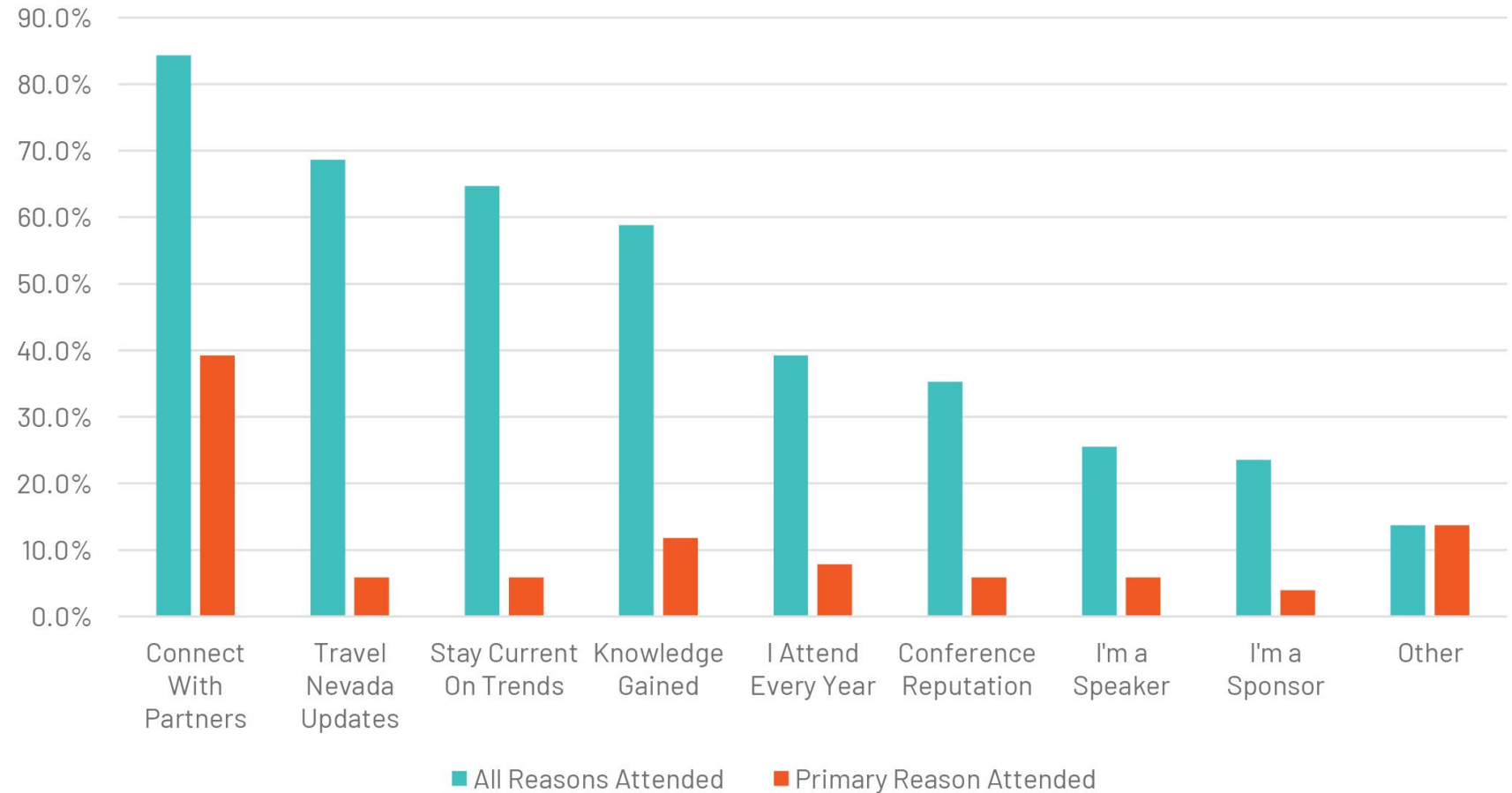
Breakout session ratings (average: 4.2)



RURAL ROUNDUP 2026 SURVEY RESULTS

Reasons to Attend Conference

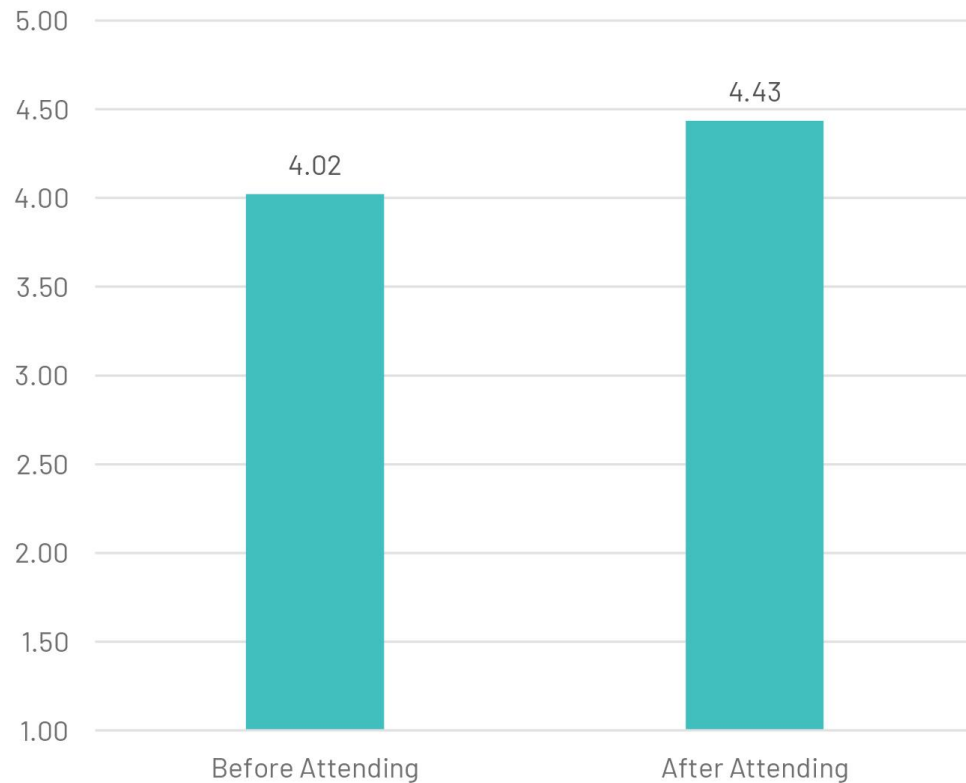
Whether it was primary reason for attendance or answering for all reasons attended, **connecting with partners** was the top answer choice for attending Rural Roundup.



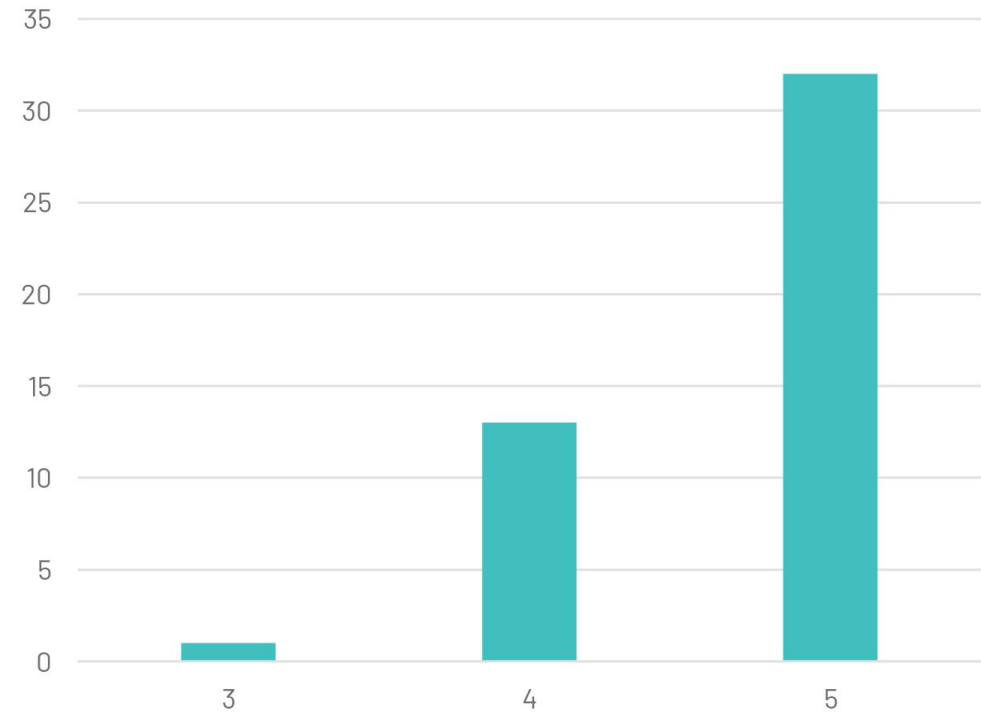
RURAL ROUNDUP 2026 SURVEY RESULTS

Elko had Positive Impression on Attendees

Overall Impression of Elko, Nevada



Likelihood to return to Elko for leisure (average: 4.7)



RURAL ROUNDUP 2026 SURVEY RESULTS

New Rural Roundup Initiatives

BANDWANGO

This year Travel Nevada leveraged one of its existing marketing tools, the Bandwango passport program, to encourage RRU attendees to experience Elko as a tourist destination. Travel Nevada created a scavenger-hunt style digital passport. **39 people** signed up at RR, and that resulted in **282 check-ins** at locations around Elko!

DESO MERCH SALES

The Travel Nevada x Deso collaboration created a capsule collection that captures Nevada's spirit by highlighting some of the state's rural destinations. Merchandise was sold at Rural Roundup for attendees' own personal wardrobe or wholesale to re-sell in their home destination. **\$2,455** in sales during Rural Roundup!

RURAL ROUNDUP 2027



FOR DISCUSSION ONLY

FINANCE REPORT



BUDGET SUMMARY

RECEIPTS & FUNDING				
GL	Description	FY26 Actuals	FY26 Budget	Difference
47	BEGINNING CASH	4,925.00	4,925.00	0
3505	FEDERAL RECEIPTS-E	1,181,340.55	1,370,192.00	-188,851.45
3506	FEDERAL RECEIPTS-F	2,588,854.84	3,712,000.00	-1,123,145.16
3700	REGISTRATION FEES	34,600.00	57,482.00	-22,882.00
4006	CALENDAR SALES	28,802.61	57,255.00	-28,452.39
4025	MERCHANDISE SALES	8,531.68	1,388.00	7,143.68
4027	PUBLICATION SALES	3,527.51	8,838.00	-5,310.49
4029	HANDBOOK SALES	120,300.00	231,084.00	-110,784.00
4254	MISCELLANEOUS REVENUE	7,039.12	6,075.00	964.12
4517	SUBSCRIPTIONS	0	5,104.00	-5,104.00
4663	TRANS FROM COMMISSION ON TOUR	28,329,019.87	28,791,579.00	-462,559.13
TOTAL REVENUE: \$		32,306,941.18	\$ 34,245,922.00	\$ (1,938,980.82)

EXPENDITURES				
Category	Description	Expended	Budget	Difference
1	PERSONNEL SERVICES	2,767,095.78	3,165,396.00	398,300.22
2	OUT OF STATE TRAVEL	28,735.95	29,692.00	956.05
3	IN STATE TRAVEL	49,276.92	53,152.00	3,875.08
4	OPERATING	398,772.76	408,252.00	9,479.24
11	MAGAZINE PRINTING EXPENSE	354,966.97	384,937.00	29,970.03
14	OUTSIDE POSTAGE	32,923.83	45,420.00	12,496.17
16	BOULDER CITY CHAMBER	44,326.15	47,240.00	2,913.85
17	CARSON CITY ADVENTURE CENTER	794.83	44,588.00	43,793.17
18	BOULDER CITY ADVENTURE CENTER	436.5	52,086.00	51,649.50
25	EDA - ARPA GRANT	665,960.84	1,370,192.00	704,231.16
26	INFORMATION SERVICES	81,048.00	81,857.00	809
27	EDA-ADVENTURE CENTERS GRANT	2,873,161.37	3,712,000.00	838,838.63
28	ADVENTURE CENTERS	1,915,440.87	2,378,000.00	462,559.13
31	PROMOTION & ADVERTISING	19,177,217.00	20,512,267.00	1,335,050.00
40	RURAL MATCHING GRANTS	1,467,290.63	1,500,000.00	32,709.37
42	WASHINGTON OFFICE	246,183.68	254,925.00	8,741.32
82	DHRM COST ALLOCATION	18,098.00	18,098.00	0
88	ST COST PLAN RECOVERY	110,641.00	110,641.00	0
89	AG COST ALLOCATION PLAN	77,179.00	77,179.00	0
TOTAL EXPENDITURE: \$		30,309,550.08	\$ 34,245,922.00	\$ (3,936,371.92)

TOURISM EXPENDITURES

Category	Description	FY26 Authority	FY26 YTD	FY26 Encumbered	Funds Reverting to Lodging Tax Reserves
31	Promotion & Advertising				
Activity	Total Expenditures				
Admin	Administrative:	\$ 513,882.00	\$ 396,647.94	\$ -	\$ 117,234.06
Marketing	Marketing:	\$ 15,469,172.00	\$ 15,235,843.19	\$ -	\$ 233,328.81
Industry Development	Domestic:	\$ 457,333.80	\$ 367,659.49	\$ -	\$ 89,674.31
	International:	\$ 2,127,898.20	\$ 1,537,612.38	\$ -	\$ 590,285.82
PR	Media:	\$ 938,500.00	\$ 927,562.99	\$ -	\$ 10,937.01
	Rural Roundup:	\$ 82,457.85	\$ 82,457.85	\$ -	\$ -
Research	Research:	\$ 672,154.00	\$ 629,996.43	\$ -	\$ 42,157.57
	Unassigned:	\$ 250,869.15	\$ -	\$ -	\$ 250,869.15
	Total:	\$ 20,512,267.00	\$ 19,177,780.27	\$ -	\$ 1,334,486.73
	% Spent YTD:		93%	0%	7%

Category	Description	FY26 Authority	FY26 YTD	Encumbered	Funds Reverting to Lodging Tax Reserves
40	Rural Grants Program				
	Legislative Authority Amount:	\$ 1,500,000.00	\$ 1,467,290.63		
	Total Expenditures				
	Reno Tahoe Territory	\$ 332,113.00	\$ 331,967.83	\$ -	\$ 145.17
	Cowboy Country Territory	\$ 209,126.00	\$ 195,798.19	\$ -	\$ 13,327.81
	Pony Express Territory	\$ 295,155.00	\$ 292,833.38	\$ -	\$ 2,321.62
	Nevada Silver Trails	\$ 271,393.00	\$ 271,057.44	\$ -	\$ 335.56
	Las Vegas Territory	\$ 218,105.00	\$ 205,652.63	\$ -	\$ 12,452.37
	Indian Territory	\$ 135,181.00	\$ 131,054.16	\$ -	\$ 4,126.84
	Statewide	\$ 38,927.00	\$ 38,927.00	\$ -	\$ -
	Total:	\$ 1,500,000.00	\$ 1,467,290.63		\$ 32,709.37
	% Spent YTD:		98%	0%	2%

BA 1523 (Destination Development Grants)

Category	Description	Expended	Budget	Funds Reverting to Lodging Tax Reserves
50	TOURISM GRANTS	858,273.34	1,500,000.00	951,857.50

PLANNED FY27 EXPENDITURES

Category	Description	Budget	Obligated
1	PERSONNEL SERVICES	3,156,763.00	\$ 316,004.87
2	OUT OF STATE TRAVEL	29,692.00	\$ 2,899.45
3	IN STATE TRAVEL	53,152.00	\$ 5,966.59
4	OPERATING	416,708.00	\$ 114,306.21
11	MAGAZINE PRINTING EXPENSE	384,937.00	\$ 3,916.44
14	OUTSIDE POSTAGE	45,420.00	\$ 22.67
16	BOULDER CITY CHAMBER	47,240.00	\$ 10,766.90
17	CARSON CITY ADVENTURE CENTER	9,857.00	\$ -
18	BOULDER CITY ADVENTURE CENTER	17,355.00	\$ 331.23
26	INFORMATION SERVICES	75,237.00	\$ 15,346.47
27	EDA - ADVENTURE CENTERS GRANT	838,839.00	\$ 14,371.50
31	PROMOTION & ADVERTISING	15,684,283.56	\$ 625,230.57
40	RURAL MATCHING GRANTS	1,500,000.00	\$ 291,849.63
82	DHRM COST ALLOCATION	18,098.00	\$ 4,524.50
88	ST COST PLAN RECOVERY	19,373.00	\$ -
89	AG COST ALLOCATION PLAN	74,810.00	\$ 18,702.50
	TOTAL EXPENDITURES:	\$ 22,371,764.56	\$ 1,424,239.53

BA 1523 (Destination Development Grants)

Category	Description	Budget
50	TOURISM GRANTS	1,500,000.00

FOR POSSIBLE ACTION

MESQUITE GRANTS



RURAL MARKETING GRANT MESQUITE OPPORTUNITIES REGIONAL FUND

- Website landing page with event calendar
- Digital asset development (photography, videography, and drone)
- Printed collateral (city map and brochure)

FUNDING RECOMMENDATION

Grant	Ask	Recommended
RMG	\$69,107	\$34,174



3D GRANT AWARD MESQUITE OPPORTUNITIES REGIONAL FUND

The Mesquite 3D Strategic Plan strives to set the destination up as a premier location for youth, senior, and amateur sports tourism by building supportive infrastructure and human capacity.

- Development of a Director position
- Development of a Grant and Fundraising Strategist position
- Purchase and installation of indoor and outdoor tourism kiosks
- Exterior development/renovation a new hub for visitors and residents alike.

FUNDING RECOMMENDATIONS

Grant	Ask	Recommended
3D	\$743,115	\$563,685



FOR DISCUSSION ONLY

KEY TOURISM INDICATORS AND RESEARCH OVERVIEW



**We've all seen the
headlines**



2025

TRAVEL WEEKLY
BY NORTHSTAR

SAVE ON
BUSINESS CLASS AIR
ON SELECT EUROPE
& EXOTIC SAILINGS
[LEARN MORE](#)



[News & Featured Destinations](#) [Our Voices](#) [Resources](#) [Hotel & Cruise Search](#)

Site Search

HOTELS

Las Vegas hotels grapple with steep occupancy decline

By Christina Jelski   | Jul 21, 2025

 | A+ A-

SFGATE

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TRAVEL

'Has hell frozen over?': Las Vegas tourism is in trouble

Is Las Vegas becoming too expensive for a middle class traveler to enjoy anymore?

yahoo/finance Search for news, tickers or companies

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 GlobalData.

The real reasons Las Vegas is losing visitors

2026

TRAVEL WEEKLY

BY NORTHSTAR

News & Featured Destinations

Our Voices

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Hotel & Cruise Search

INSIGHT ■ USA INSIGHT

Is Las Vegas' luck changing?

LAS VEGAS
REVIEW-JOURNAL



**Las Vegas visitation faces headwinds,
but new flights offer reason for
optimism**

8 NEWSNOW.com

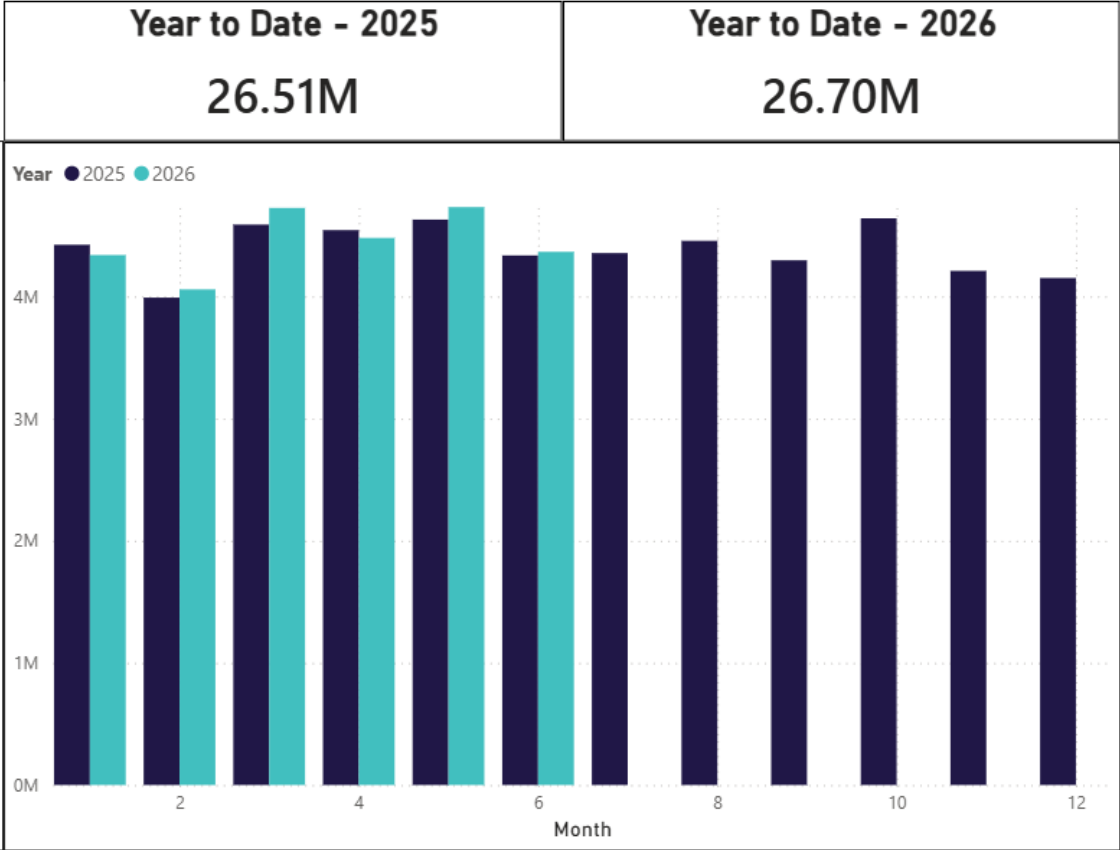
Live. Local. Now.

LOCAL NEWS

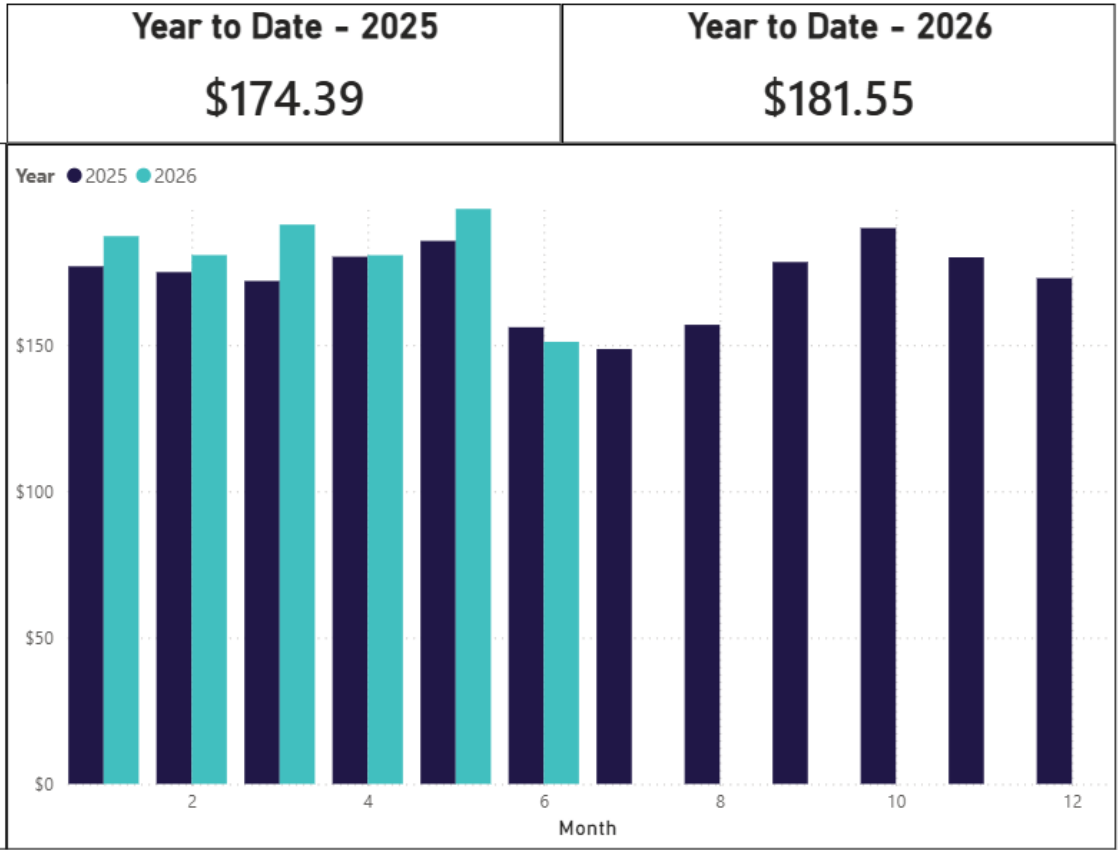
**Is Las Vegas tourism stuck?
LVCVA visitor report shows no
improvement on a slow year**

We Do Pay Attention To Visitation Numbers

Room Nights Occupied

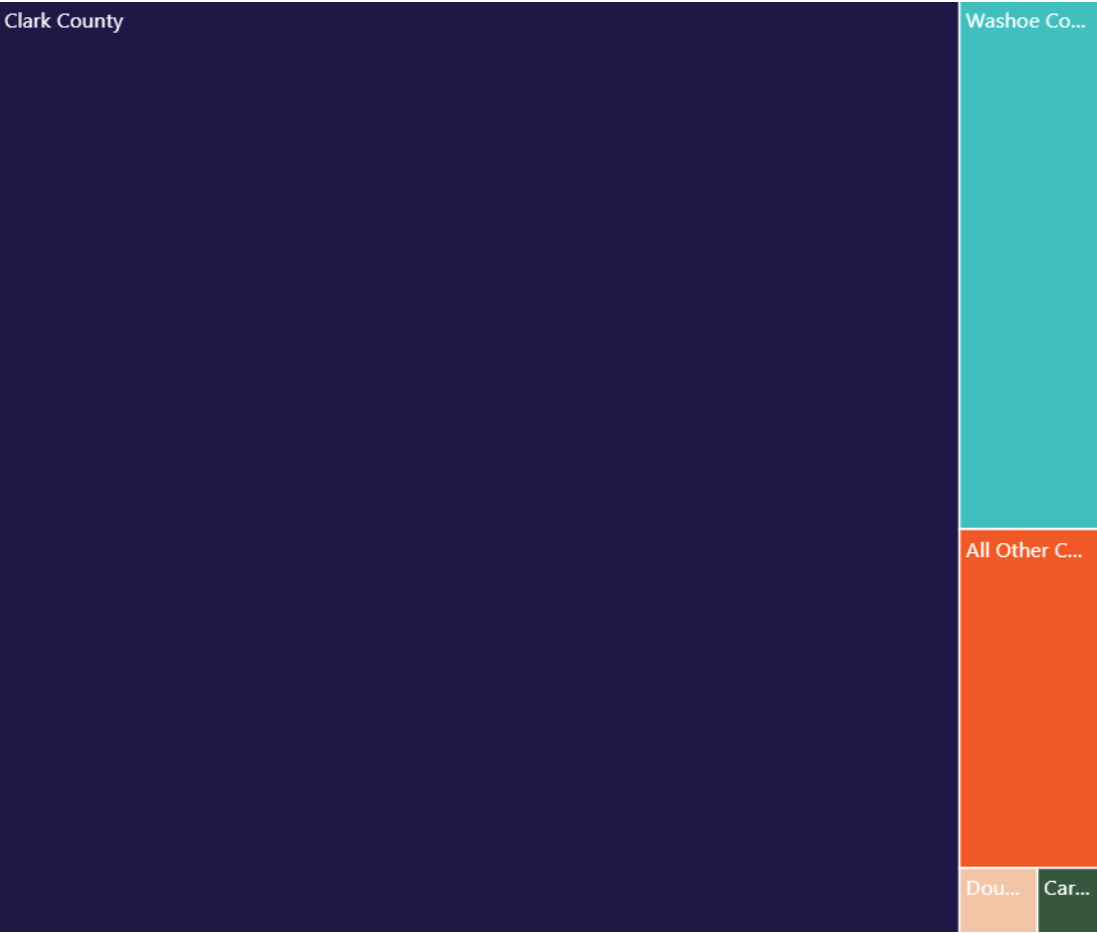


Average Daily Rates

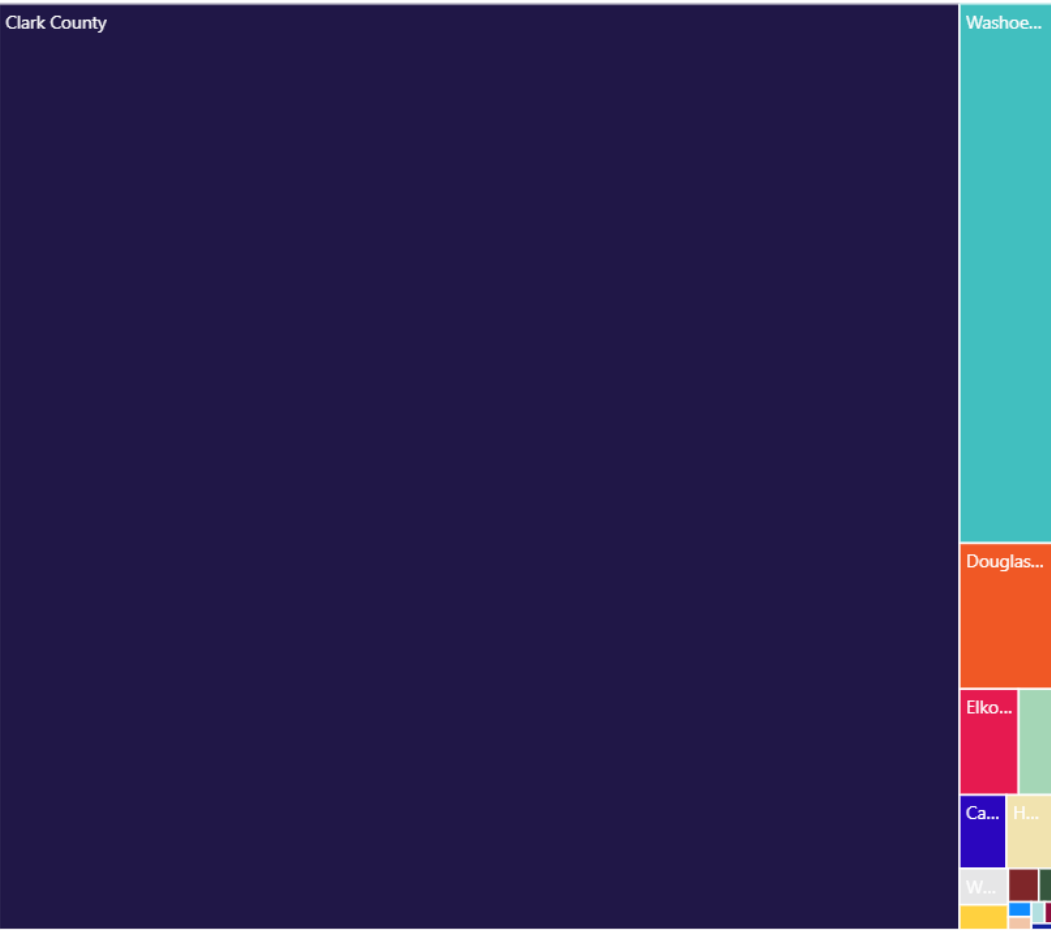


State Stats Shaped by Las Vegas

Room Nights Occupied



Room Tax Collections



**So how do we look at
marketing performance?**

Like A Quilt



DATA SOURCES

IME Study



Paid Media



Website



Social Media



CRM

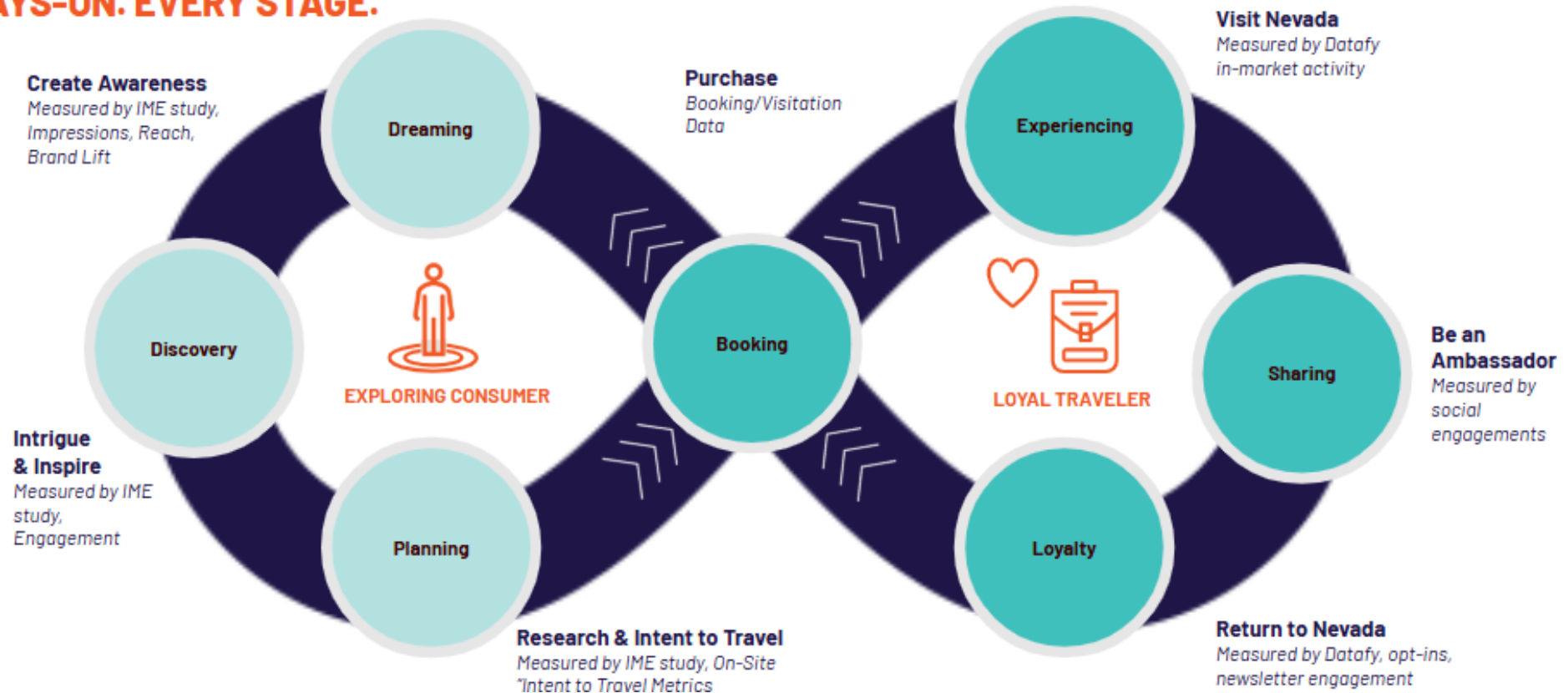


Attribution



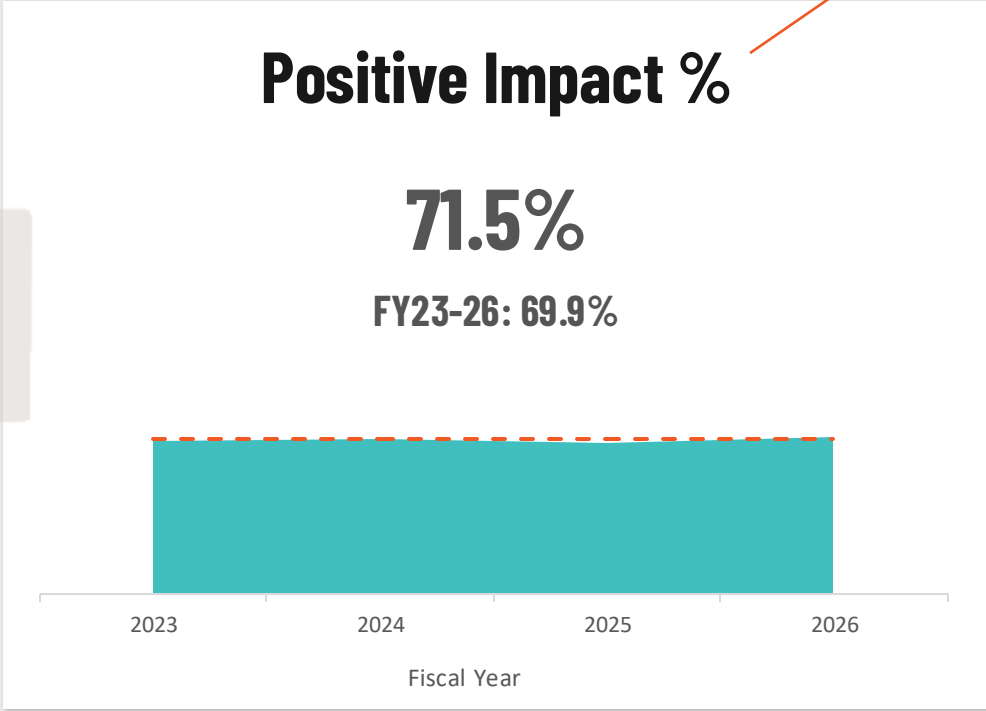
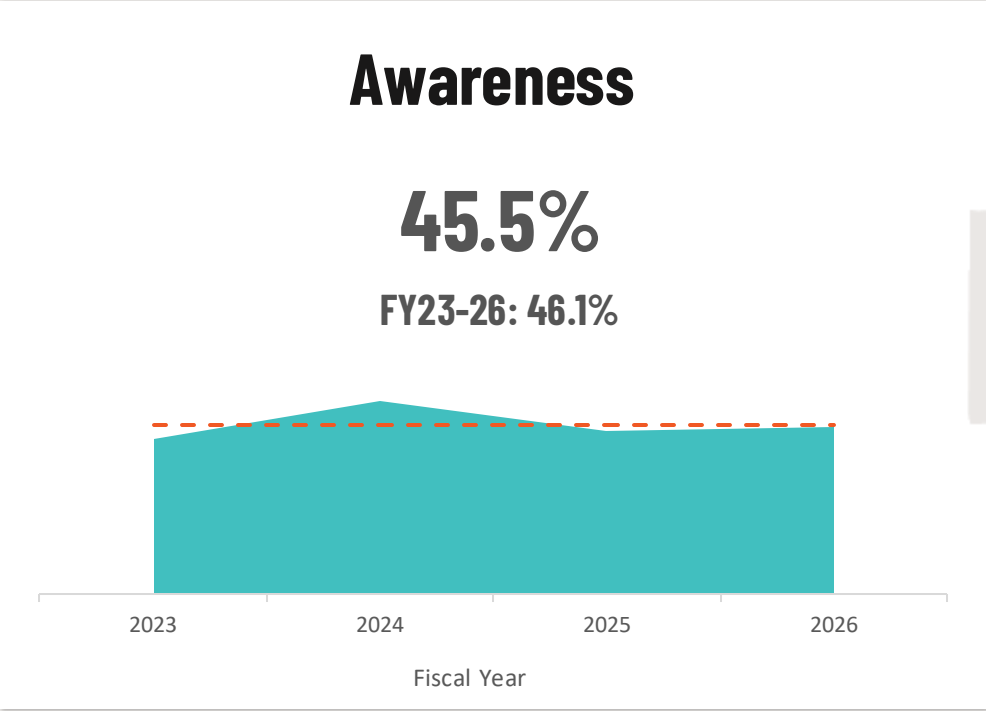
The Traveler Journey – FY27

ALWAYS-ON. EVERY STAGE.



KPIs by Source

% of those who recalled seeing any paid, owned or earned efforts and say that it had some positive impact on them (such as added attractions, convinced to take a trip, etc.)



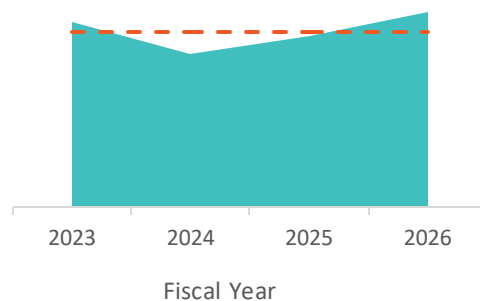
IME Study

Awareness lower than FY24 peak, but most “impact” numbers are up

Net Brand Attributes

+14.9 pts

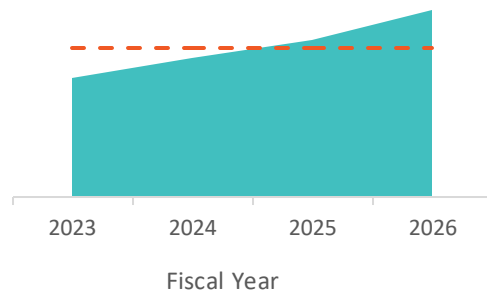
FY23-26: +13.4 pts



Net Intent to Travel

+17.9 pts

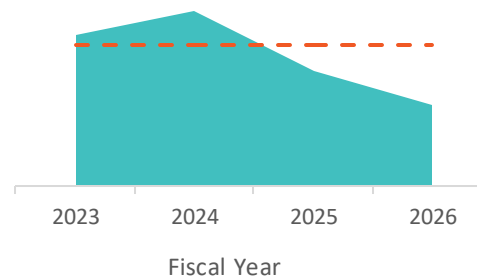
FY23-26: +14.2 pts



Net Spending

+\$194

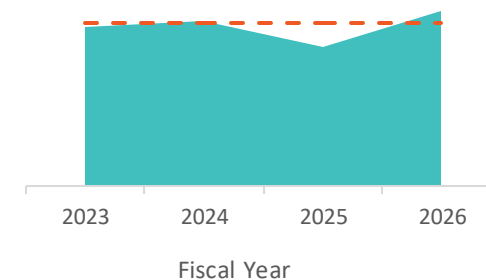
FY23-26: +\$336



Net Length of Stay

+0.6 days

FY23-26: +0.5 days



IME Study

Awareness lower than FY24 peak, but most “impact” numbers are up

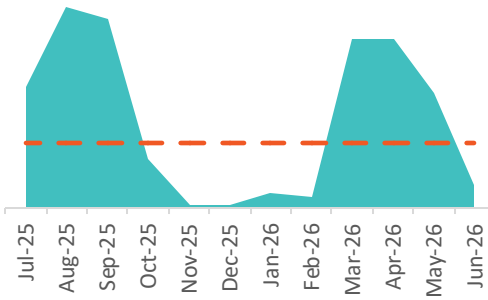
What Do We Mean by “Net”

Brand Attribute	Aware Audience	Unaware Audience	Net ▼
Excites me with wide range of adventures	77.6%	56.1%	21.5
Provides experiences that quench/spark my curiosity	80.7%	60.9%	19.7
Is great for adventurous road trips	83.7%	67.3%	16.4
Is full of surprising contrasts	80.1%	64.1%	16.0
Offers experiences for people like me	82.5%	67.1%	15.4
Offers unique experiences	83.7%	68.4%	15.3
Is an outdoor playground for hiking, biking, skiing, off-roading, and more	74.7%	60.1%	14.6
Has a sheer variety of experiences that makes it unique	83.2%	69.1%	14.0
Is a destination that's a little out there (figuratively & literally)	75.6%	62.1%	13.5
Its natural scenery fills me with awe and reflection	82.0%	69.4%	12.6
Is a place that I can actively experience rather than just seeing it	85.0%	72.7%	12.4
Is welcoming to all	81.8%	69.5%	12.3
Has wide open landscapes	83.8%	73.3%	10.5

Video Completions*

31,226,642

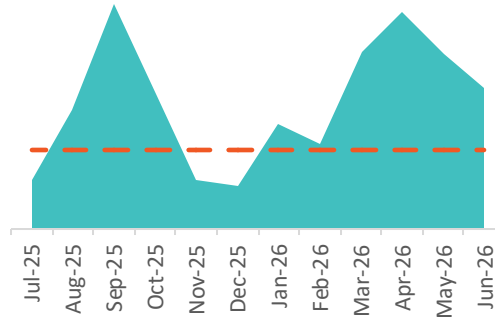
Benchmark: 22,846,520



Impressions*

158,560,284

Benchmark: 98,607,010



Engagements / Views**

353,795 Engagements

1,791,829 Views

FY26 = Benchmark

Booking

1,043,960 rooms and flights booked through OTAs

FY26 = Benchmark

Paid Media

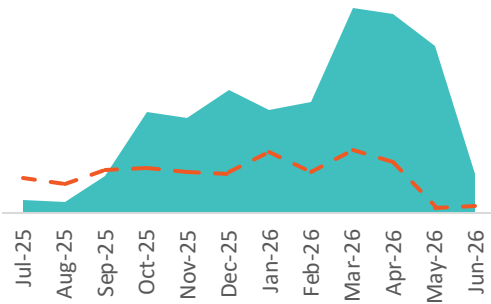
Video completions and impressions outpacing benchmark, other metrics using FY26 to benchmark

Sessions that lasted more than 10 seconds, or had a conversion event, or two or more pageviews

Plan A Trip Events

182,546

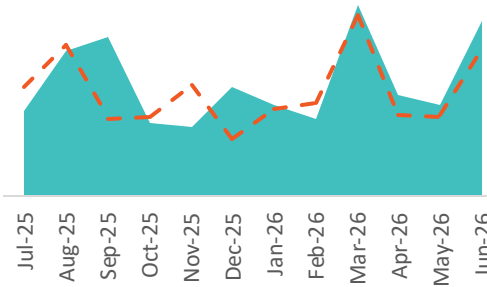
FY25: 82,345



VG Requests

25,113

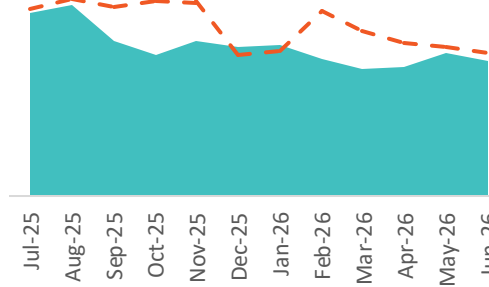
FY25: 29,489



Partner Referrals

261,201

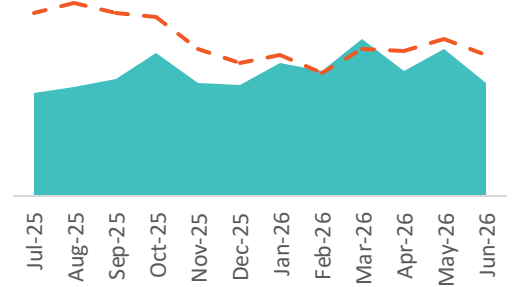
FY25: 381,410



Engaged Sessions

1,647,761

FY25: 2,063,929



Website Data

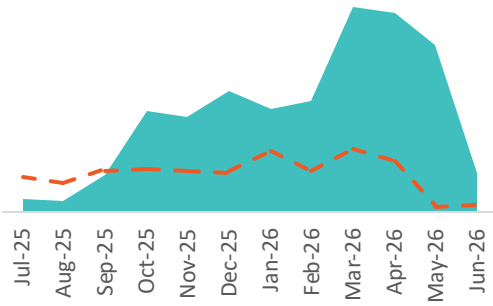
“Plan a Trip” events on site driven by paid media

VG requests, partner referrals, and engaged sessions below FY25

Plan A Trip Rate

7.3%

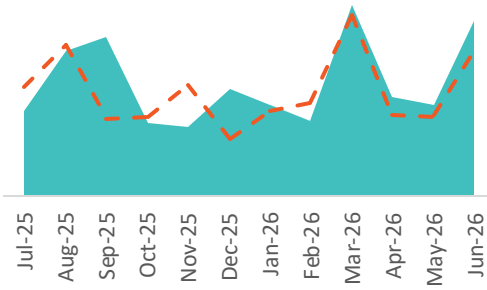
FY25: 2.7%



VG Request Rate

1.0%

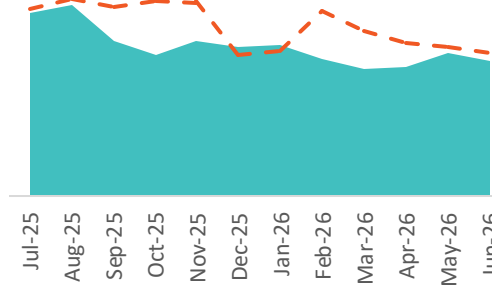
FY25: 0.9%



Partner Referral Rate

10.5%

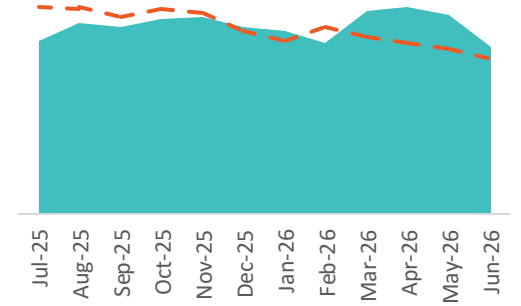
FY25: 12.0%



Engagement Rate

66.1%

FY25: 65.1%



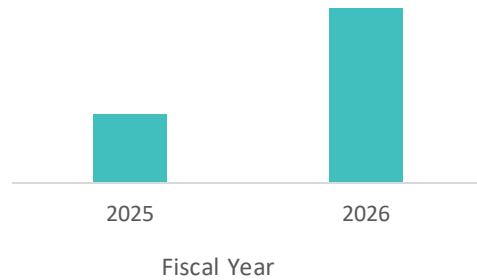
Website Data

Taking sessions into account shows a different story

Facebook Engagements

290,547

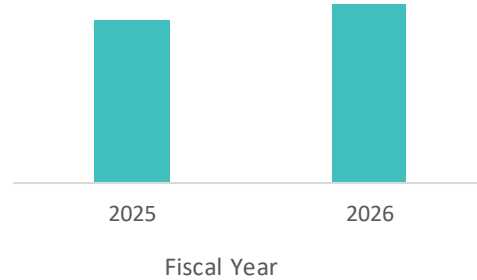
FY25: 115,894



Instagram Engagements

135,816

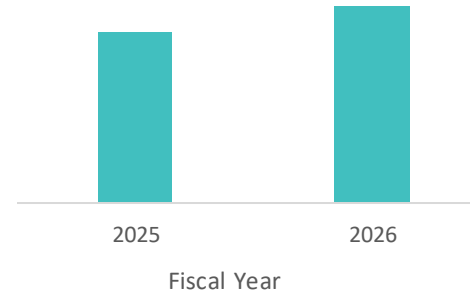
FY25: 124,181



TikTok Engagements

36,480

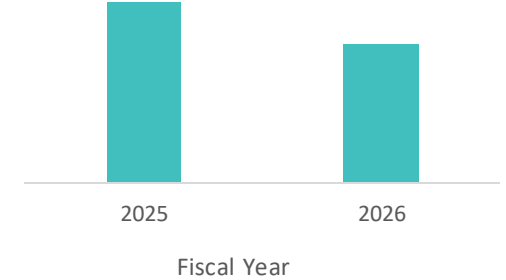
FY25: 31,594



X Engagements

3,953

FY25: 5,159



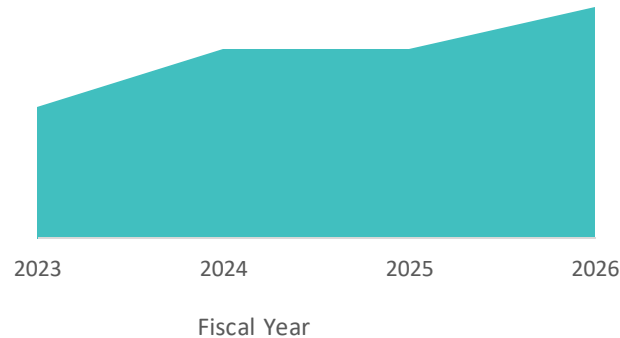
Social Media

Engagements were up across nearly all platforms in FY, particularly from Facebook

Newsletter Subscribers

93,522

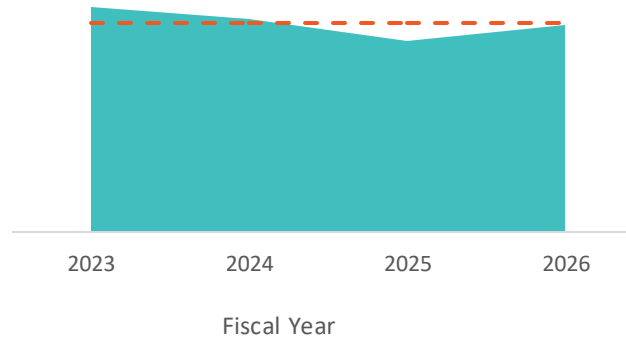
(as of last day of FY)



Newsletter Open Rate

15.5%

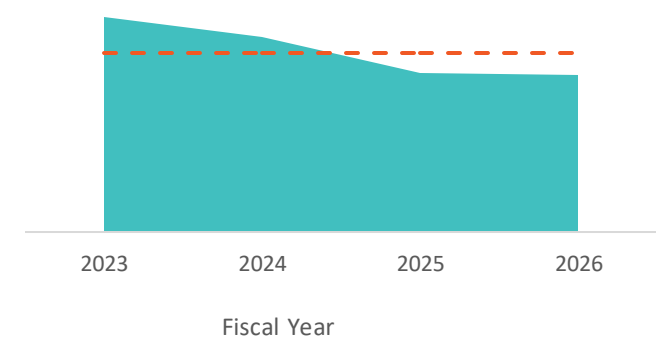
FY23-26 avg: 15.5%



Newsletter Click Rate

2.3%

FY23-26 avg: 2.6%



CRM

Subscribers show upward trajectory, open rate at historical average, click rate maintaining from FY25

**Visitation Rate -
Control Group**

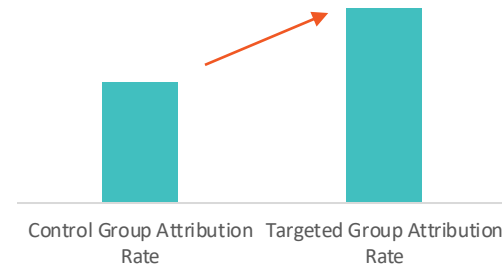
2.40%

**Visitation Rate -
Target Group**

3.85%

**Visitation Rate
Lift**

1.61x



Attributable Trips

1,008,600

FY26 = Benchmark

Attribution

Benchmark data from FY26 shows that targeted group visited Nevada at a higher rate than control group; over 1,000,000 attributable trips from campaign

What does it all mean?

KEY TAKEAWAYS



Volume Down

Awareness is lower than peak levels, though impressions for our dreaming phase is up overall paid media impressions are down, and website sessions have dipped from prior fiscal year.



Impact Up

IME "net" metrics are largely up year-over-year as is positive impact percentage, most key website "rate" KPIs are performing well, social media engagement is up.



Travel Gains Strong

Net intent to travel from IME is up year-over-year and benchmarked visitation rate lift from attribution data was also strong.



FOR POSSIBLE ACTION

**INTEGRATED MARKETING
EFFECTIVENESS STUDY REQUEST
FOR PROPOSALS**



IME STUDY RFP

Anticipated Amount:
\$225,000 Annually

Anticipated Term:
July 2027 – June 2031

Project Overview

- The principal goal of this study is to measure the Division of Tourism's (Travel Nevada) paid, owned and earned marketing/media efforts to report the awareness and impact these efforts have on impacting perception and interest in travel to the state as well as driving visitation and spending.
- The approach of this study is to secure a representative sample of panelists in the Division of Tourism's target markets to address the advertising methods of TV, print, and digital among others.
- The Division of Tourism is looking to secure a minimum of 5,000 responses per fiscal year across specified marketing areas with reach into markets to be determined in conjunction with its ad agency.
- The Division of Tourism is seeking a vendor that can field a minimum of four (4) times per year: once for each quarter of the fiscal year.

Goals and Objectives:

- Determine the awareness and impact of the Division of Tourism's paid, owned and earned marketing/media efforts on interest in travel to the state
- Assess how these efforts work together to position Nevada as a leisure destination
- Determine the perception of Nevada and impact of the Division of Tourism's paid, owned and earned marketing/media efforts on how consumers perceive the state
- Evaluate differences in responses among varying segments of importance to the Division of Tourism, such as geographic markets, respondents who are aware or not aware of the division's efforts, respondents' travel interests, and the like

FOR POSSIBLE ACTION

ECONOMIC IMPACT STUDY REQUEST FOR PROPOSALS



IME STUDY RFP

Anticipated Amount:
\$110,000 Annually

Anticipated Term:
July 2027 – June 2031

Project Overview

The study will act as the foundation for any impacts related to tourism and is essential for the Division of Tourism and its statewide partners to gain insights into:

- Direct and Secondary (indirect and induced) Visitor Spending Impacts
- Direct and Secondary (indirect and induced) Employment Impacts
- Direct and Secondary (indirect and induced) Income Impacts
- Direct and Secondary (indirect and induced) Gross Domestic Product Impacts
- Direct and Secondary (indirect and induced) Tax Generation Impacts
- Impacts by Industry Sector
- Visitor Spending by Spending Category

Goals and Objectives:

- Describe the economic benefits of travel and tourism throughout the State, including spending, employment, earnings and tax receipts
- Show impacts at the county, region and legislative district level
- Accurately describe trends
- Break out findings by industry sector
- Describe the secondary impacts to show travel and tourism connections with the remainder of the Nevada economy
- Analyze gross domestic product to allow comparisons with other important Nevada industries
- Make findings as accessible as possible throughout the State by using interactive dashboard reporting in addition to an economic impact report
- Provide comparable findings to those of a minimum of the past five (5) years

FOR POSSIBLE ACTION

FY2027 Q2-Q4 MARKETING PLAN AND MEDIA BUDGET



FOR DISCUSSION ONLY

GOVERNOR'S CONFERENCE ON TOURISM (GOVCON)



GOVCON

RENO

FOR DISCUSSION ONLY

INTERNATIONAL UPDATE: PREPARATION FOR QANTAS FLIGHT LAUNCH



SYDNEY TO LAS VEGAS



Destinations ▾

Flight deals ▾

Plan ▾

Book ▾

Fly ▾

Qantas for

News Room

HOME

MEDIA RELEASES

ROO TALES

QANTAS RESPONDS

SPEECHES

GALLERY

QANTAS MAKES HISTORY WITH FIRST-EVER DIRECT FLIGHTS FROM AUSTRALIA TO LAS VEGAS

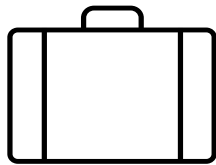
PUBLISHED ON 26TH FEBRUARY 2026 AT 8:33



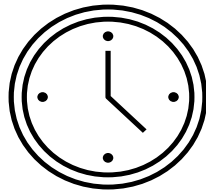
AUSTRALIA BY NUMBERS

In 2024, visitation from Australia to Nevada was 271.6k
and was ranked 4th in visitation to the USA.

In 2024, spending from Australia to Nevada was \$406.2M
And was ranked 3rd in spending in the USA.



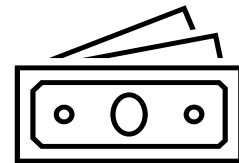
**20 ANNUAL
VACATION DAYS**



**3.4 DAYS
AVERAGE LOS**



**LIKELY TO VISIT
2+ DESTINATIONS**



**HIGHER SPEND WITH
WIDER REACH**

Australia & New Zealand: Fiscal Year 2027 Q1 – Q3 Programming

Australia & New Zealand FY27	August	September	October	November	December	January	February	March
Inagural Qantas direct flight from Sydney to Las Vegas								
Qantas Best of North America Day 2026								
Silver Sponsor of event								
Launched in partnership with Qantas								
6 minute presentation to 200+ travel agents								
Certification courses to be completed: TN, RSCVA and Qantas to apply								
Media exposure								
Winners announced								
Paid Media: Qantas Travel Insider September Press Visit (Hannah Ralph)								
In market								
Article published								
Expedia Campaign								
Burst One								
BUSA Opti Campaign								
Burst Two								
Qantas Hotels and Holidays Campaign								
eDM camapaign								
Web: Homepage, campaign landing page, promo tiles								
Social: Paid social (Insta/FB) and Digital Display								
Alex Honnald Episodes - Inflight Entertainment!								
Nevada Grand Prix								
6 winners race eachother while exploring Travel Nevada's signature roadtrips								
Grand Prix winner annouced at GovCon								
Qantas FAM with LVCVA								
Helloworld Summit + FAM								
Visit USA + Brand USA B2B + IMM Australia								

BEST OF NORTH AMERICA TRADE MEDIA



Travel Nevada and Qantas launch specialist challenge

INCENTIVES / DAILY NEWS / USA

AUTHOR: Sponsored | 06/08/2026 | 2 min read



TRAVEL DAILY

Friday 14th August 2026

Qantas hosts Best of North America Day 2026

QANTAS hosted Best of North America Day 2026 on 05 Aug, welcoming more than 200 travel advisors and industry partners from across Australia and New Zealand to the Qantas Campus for its flagship North America trade event.



Presented in partnership with American Airlines, the event brought together leading tourism organisations and industry experts to showcase the latest destination updates, travel trends and opportunities across the USA and Canada.

Attendees enjoyed a program featuring presentations, interactive activations, networking opportunities and exclusive behind-the-scenes experiences.

Brand USA's Brand Ambassadors were also in attendance, following Qantas' appointment as the program's exclusive airline partner this year for Australia and New Zealand.

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Brand USA's Brand Ambassadors were also in attendance, following Qantas' appointment as the program's exclusive airline partner this year for Australia and New Zealand.

Direct flights create new sales opportunity



The new direct Sydney-Las Vegas service creates a new sales opportunity for travel advisors to connect through another US gateway, potentially reducing total journey times by up to five hours.

The service will operate three times a week and remove the need for Australians to connect through another US gateway, potentially reducing total journey times by up to five hours.

For the trade, the route provides a new opportunity to sell Nevada as both a standalone destination and the starting point for wider road trips through the American West.

Travel Nevada said the improved access made destination touring increasingly important as advisors respond to interest in Las Vegas city breaks, regional touring, outdoor adventure and immersive city holidays.

"With Qantas' new direct Sydney-Las Vegas service creating a major uplift in access and visibility for the destination, there has never been a better time for Australian travel agents and frontline staff to specialise on Nevada," Travel Nevada account director Corey Marshall said.

"The Nevada Specialist Challenge is designed to reward engagement, support trade education and help agents confidently convert new interest into bookings."

Six Nevada itineraries up for grabs



The six prize itineraries have been designed to demonstrate the breadth of the state beyond its best-known tourism gateway.

While Las Vegas remains central to Nevada's appeal, the itineraries will also showcase destinations including Reno, scenic driving routes, regional communities and the state's expansive outdoor landscapes.

The challenge is open to agents and frontline staff who are not currently destination specialists, while those who have already completed Nevada training can apply to host one of the journeys.

"Whether they're new to the destination or already established Nevada Specialists, this initiative gives the trade a valuable reason to get closer to the product," Marshall said.

The incentive is intended to help advisors match different Nevada experiences to their clients, from entertainment-led short breaks to longer well-drive holidays showcasing cities, desert landscapes and lesser-known regional attractions.



Travel Weekly > Destinations > Travel Nevada and Qantas partner on fresh opportunity for Australian travel trade

DESTINATIONS / PARTNER CONTENT / SPONSORED CONTENT

TRAVEL NEVADA AND QANTAS PARTNER ON FRESH OPPORTUNITY FOR AUSTRALIAN TRAVEL TRADE

Edited by [Staff Writers](#)
Published on: 5th August 2026 at 10:00 AM

Share f X in

Travel Nevada, in partnership with Qantas, has launched the Nevada Specialist Challenge, a new trade incentive designed to help Australian travel agents and front-line staff strengthen their destination knowledge and better sell Nevada to clients, as demand for USA travel continues to evolve.



NEVADA SPECIALIST CHALLENGE



BECOME A NEVADA SPECIALIST →

BECOME RENO TAHOE CERTIFIED →

QANTAS LEARNING HUB →

APPLY TO HOST A TRIP →



EARN YOUR PLACE ON THE OPEN ROAD.

Become the Expert. Experience the Extraordinary.

Complete the Nevada Specialist Program, Reno Tahoe Certified Travel Advisor course and the Qantas Learning Hub module - 'The Spirit of Travel: Las Vegas' between 6 August and 30 September for the chance to secure one of 12 exclusive Travel Nevada hosted FAM spots across six road trip itineraries. Experience Nevada beyond the neon, exploring iconic road trips, hidden gems and unforgettable landscapes across the Silver State. Already a Nevada Specialist? Existing Specialists can also apply to host an itinerary.

COMPLETE THREE SIMPLE STEPS +



BECOME A NEVADA SPECIALIST

Complete the Nevada Specialist Program between 6 August and 30 September. Once certified, you'll be one step closer to earning a 2026 FAM place.

BECOME A RENO TAHOE CERTIFIED ADVISOR

Complete the 10-minute Reno Tahoe Certified Travel Advisor course as part of your Challenge entry. You'll be another step closer to earning a chance at a FAM place.

COMPLETE QANTAS LEARNING HUB MODULE

Visit the Content Library and search for 'The Spirit of Travel: Las Vegas' learning module to learn more about Qantas' new seasonal route to Las Vegas.

BE IN THE RUNNING FOR ONE OF 12 FAM PLACES

Complete all requirements between 6 August and 30 September for your chance to earn one of 12 places on the 2026 Travel Nevada Specialist FAM.

BECOME A NEVADA SPECIALIST

COMPLETE THE PROGRAM →

RENO TAHOE CERTIFICATION

COMPLETE THE PROGRAM →

QANTAS LEARNING HUB MODULE

COMPLETE MODULE HERE →

APPLY TO HOST A TRIP

SUBMIT YOUR APPLICATION →

THE JOURNEY'S GRAND FINALE

DISCOVER RENO TAHOE →

QANTAS LAUNCHES DIRECT FLIGHT TO LAS VEGAS

DIRECT FROM SYDNEY - LEARN MORE →



QANTAS HOTEL & HOLIDAY CAMPAIGN & IN FLIGHT ENTERTAINMENT NOVEMBER - MARCH



9:11 4G

QANTASPOINTS
Posts

WHERE NEXT? QANTAS HOLIDAYS

Save up to
22%
Jackalope Hotel

MacBook Pro

Home Search Add Favorites Share

Social

PREMIER QANTAS HOLIDAYS

Home Gift Certificates Hotel Deals Luxury Holidays Airfare

LAST 10 SECONDS ONLY! (offer for members)

Log in

TASMANIA

Visit Tasmania: Earn Triple Qantas Points

Discover all that Tasmania has to offer this QT season.

Whether you are travelling to experience Dark Holes, take a scenic hike through the forest, or simply in style, until 4 May, you'll earn triple points on Qantas Hotel bookings in Tasmania. That's 3 Qantas Points per dollar spent.**

From Hobart, Launceston and Devonport to all the hidden gems in between, Qantas Hotels has a range of stays for you to choose from including a selection of shop-only Qantas Luxury Hotels packed with value and pamper and so much more.

Book your Tasmanian winter escape today.

MacBook Pro

Landing Page

Explore these limited time offers in WA

Save 27% Cave 27%

Save 39% Cave 39%

Perth CBD Perth CBD

Pan Pacific Perth

For your ultimate city getaway, indulge in the luxury of chef-hat dining and captivating Swan River / Darling Vertigan views.

Your stay includes:

- Daily buffet breakfast for two guests
- \$100 food and beverage credit
- A glass of wine and Chef-crafted canapés at Maa Vino
- Guaranteed room upgrade from a Deluxe Room to a Premier Riverview Room

Offer ends 30 June 2025

2 nights for two adults from \$699*

View offer

QT Perth

Find fun, character and quirk at this designer oasis that warmly welcomes you to Western Australia's capital.

Your stay includes:

- Daily buffet breakfast
- A welcome aperitif cocktail on arrival
- Late checkout until 12pm
- Guaranteed room upgrade from QT King to Deluxe King

Offer ends 30 June 2025

2 nights for two adults from \$590*

View offer

eDM

FOR POSSIBLE ACTION

AGRICULTURAL TOURISM NEXT STEPS



FOR DISCUSSION ONLY

ADVENTURE CENTERS UPDATE





FOR DISCUSSION ONLY

FUTURE NCOT MEETING DATES



FOR DISCUSSION ONLY

RENO-TAHOE TERRITORY





RENO-TAHOE

— **TERRITORY** —

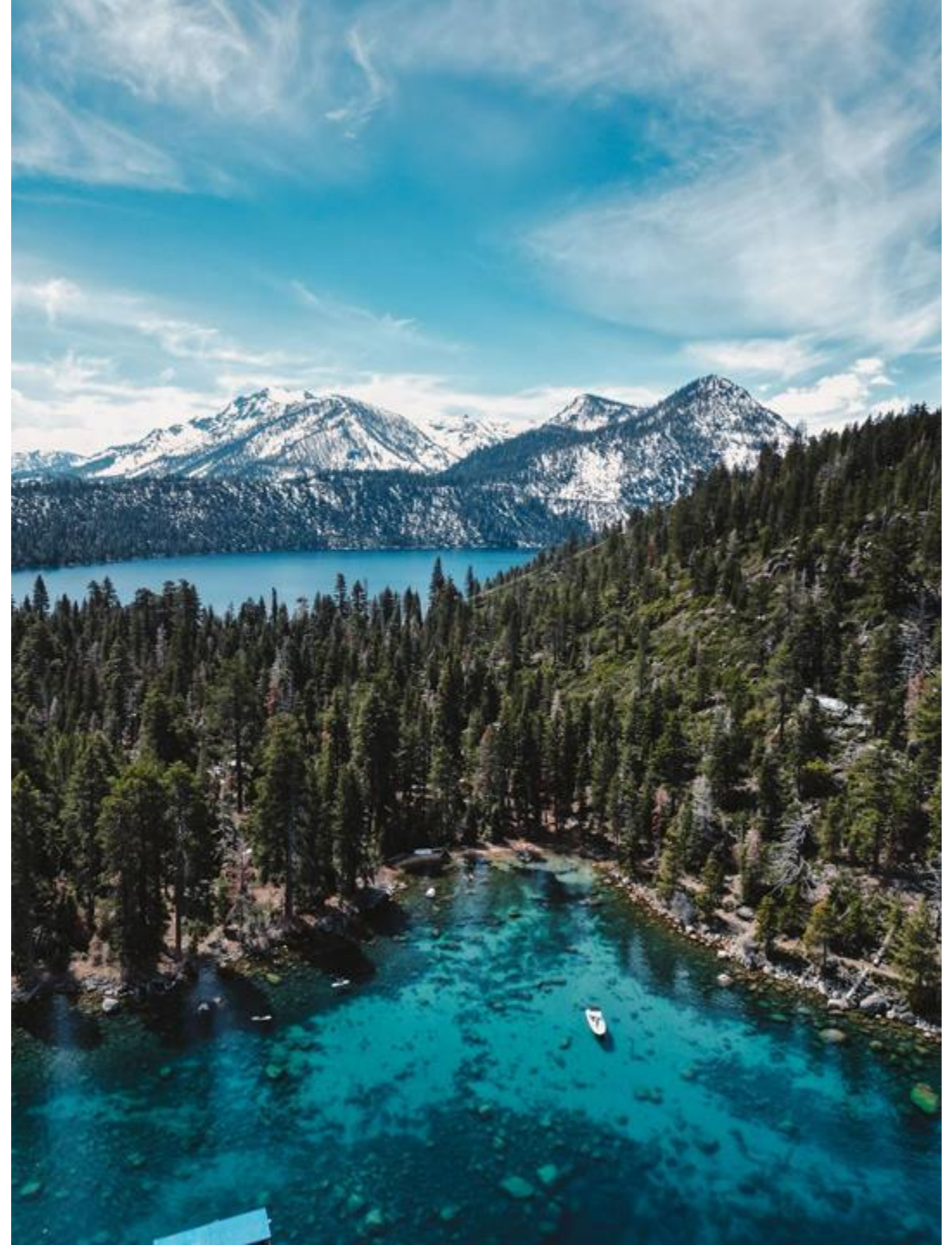
Reno-Tahoe Territory

Mission Statement

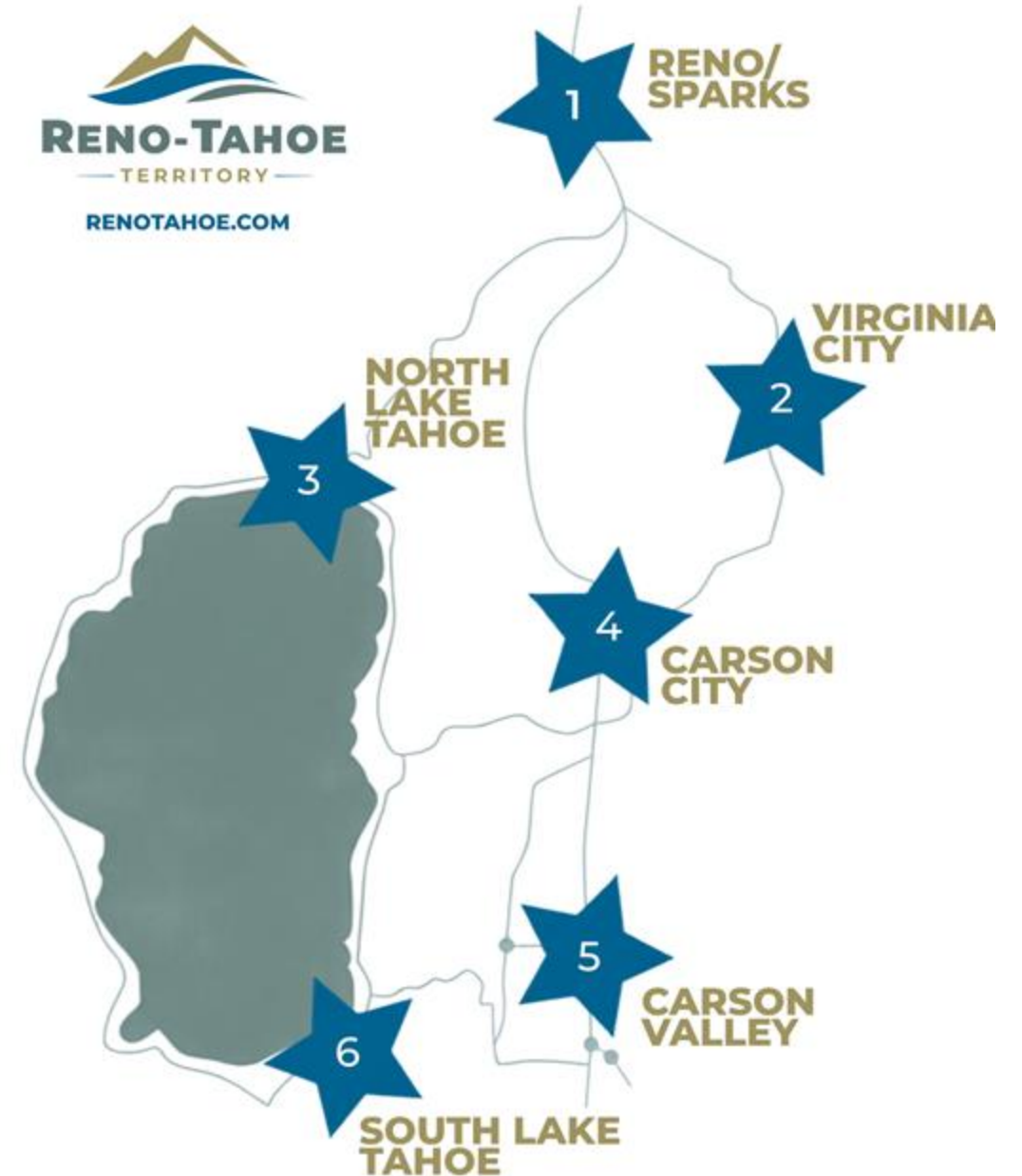
To promote and elevate the Reno-Tahoe region as a premier year-round destination, fostering economic growth and community prosperity by highlighting our unique blend of vibrant urban experiences and world-class outdoor recreation.

Vision Statement

To be recognized globally as a leading destination that creates unforgettable visitor experiences while ensuring the long-term sustainability, cultural integrity, and economic vitality of our communities and natural environment.



- 1 Reno/Sparks
- 2 Virginia City
- 3 North Lake Tahoe
- 4 Carson City
- 5 Carson Valley
- 6 South Lake Tahoe



Reno-Tahoe Territory Membership



Reno-Tahoe Territory

Overview of FY 26 Grant Award



- **Grant Award Invested Across the Territory**

Awarded amount of \$156,422 was fully utilized, creating a coordinated regional program supporting marketing, PR, Travel trade and collaborative initiatives across the territory.

- **Strong Regional Collaboration**

FY 26 initiatives consistently connected multiple RTT destination and partners, creating opportunities that individual communities could not achieve as effectively on their own. FAMs, trade activities and collaborative programs helped extend benefits throughout the territory.

- **Investment Creating Impact Beyond FY 26**

The grant strengthened a long-term pipeline for future visitation. Previous RTT sales efforts are already converting into future group business, demonstration that the grant's impact extends beyond a single fiscal year.

Sales Efforts

Building Relationships. Generating Leads. Driving Visitation.

SALES MISSIONS



INTERNATIONAL

- Mexico
- Canada



DOMESTIC

- Denver / Salt Lake City
- Chicago / Nashville

Maintaining RTT's presence in priority domestic and international markets.

3 MAJOR TRADE SHOWS



- ABA Marketplace
- Go West Summit
- IPW

FY26 Expansion: RTT partnered with RSCVA to add IPW to its trade show presence.

717 LEADS GENERATED



- Shared with RTT membership
- Qualified buyer contacts
- Direct partner follow-up
- New relationship opportunities

Turning RTT's collective sales investment into actionable opportunities for our members.

2 MULTI-DMO FAMS



- Go West Summit Pre-FAM
- RTX Elevated FAM
- Buyers experienced multiple RTT destinations
- Building future group & international business



FY 26 FAM → FY 27 GROUP TOUR BUSINESS

KPS3

KPS3 Agency Efforts

PR, MEdia Relations & Territory-Wide Storytelling



40 MEDIA PLACEMENTS

Goal: 15–20 | Actual: 40

- 27 National placements
- 13 Regional placements
- 37 Features
- 3 Mentions



2X+ THE FY26 GOAL



854.6M MEDIA REACH

- USA Today – 66M
- AOL – 30.8M
- Travel + Leisure – 12.9M
- Print + Digital + Broadcast + Podcasts



NATIONAL EXPOSURE FOR RTT



90% PRIORITY MEDIA

Goal: 50% | Actual: 90%

- RTT Top Media Hit List
- High-value national outlets
- Strategic placement over volume



QUALITY + QUANTITY



5 MEDIA FAMS

Goal: 3 | Actual: 5



Reno



Carson City



Carson Valley



Virginia City



North Lake Tahoe



South Lake Tahoe



EVERY FAM ENGAGED MULTIPLE RTT PARTNERS



ONE FAM. NATIONAL IMPACT.

Michael Patrick Shiels FAM



USA TODAY



Aol.
yahoo!
travel



GO WORLD TRAVEL



Lansing State Journal



9-STATION RADIO

Spotify



ONE FAM → MULTI-PLATFORM NATIONAL COVERAGE

Reno-Tahoe Territory Coverage

HOME » BLOG

Capturing the Charm and Cuis Capital

For a capital city with a part-time legislature Carson City, Nevada, is f

By Michael Patrick Shiels



Carson City "Howdy" says "Hi". Image Michael S

An arrow on an old sign for the Overland Stagecoach pointed fr Nevada's capital was in the same direction as the listings for Ada Reno. Van Sickle Station, Edgewood, Meyers, and the ominously-signposted in the other direction.

The sign was on the brick building, which was named, more than Exchange. It was a "gentleman's saloon" allowing no rough stuff Nevada's oldest thirst parlor, still operating now as Old Genoa Ba for both of those.

HOME » BLOG

Wolf By Lisa Vanderpump Prowls into the Reno/Tahoe Territory Crawling with Celebrities

Get a taste of Tahoe and Reno at the many unique and delicious eateries featuring experiences like Wolf themes and "Menu Burgers."

By Michael Patrick Shiels

May 6, 2026



Wolves overlook Wolf restaurant. Photo by Tony Cuthbert

I flew into Reno, known as the "Biggest Little City in the World," and drove immediately up to the largest alpine lake in North America. Lake Tahoe, with a surface area of 192 square miles and depths of nearly 1000 feet, trails only the Great Lakes in terms of volume.

The topic of volume, in a very different context, came to mind as I looked over the lake and the menu at Fox & Hound Smokehouse, Grill & Bar, at 7,380 feet elevation, atop Kingsbury Grade, adjacent to Heavenly Ski Resort. It was a voluminous item I spotted: "The Menu Burger Challenge," which has also drawn coverage on the "Man vs. Food" television show.

Fox & Hound's owner Matt Grime set the stipulation: eat the "Menu Burger" in 60-minutes or less, and its \$65.99 price is waived. Molly Schuyler's name is listed on the menu as the record-holder because she swallowed it in three minutes and 44-seconds. Can't be that much of a challenge, then, right?

Well...the listed ingredients on the juicy bacon cheeseburger are: a personal pepperoni pizza; BBQ pulled pork; two fried eggs; chili cheese garlic fries; smoked cheesesteak; chicken teriyaki; pineapple; jalapenos; one pound of boneless hot wings; and a "healthy" side salad.

I ate lightly, instead, in the casual setting to preserve my appetite for the dazzling dinner down-mountain that night.



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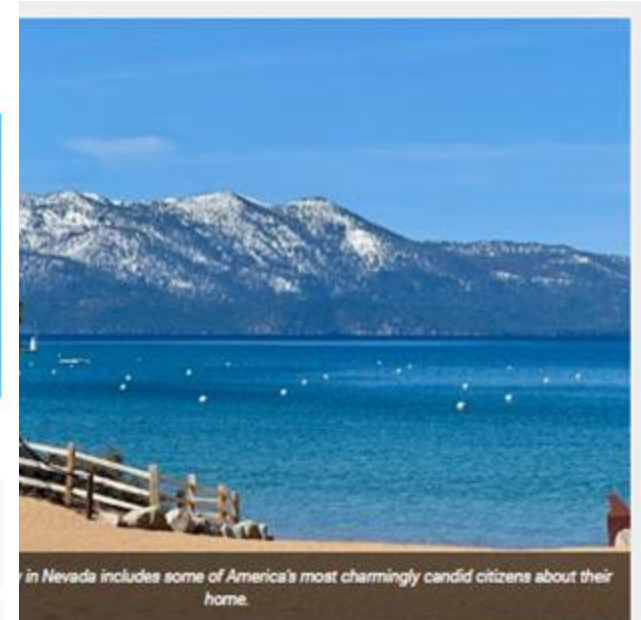
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