

NEVADA COMMISSION ON TOURISM

JUNE 10, 2026



FOR DISCUSSION ONLY

TRAVEL NEVADA QUARTERLY REPORT



MARKETING AND COMMUNICATIONS

GET A LITTLE OUT THERE WITH ALEX HONNOLD



Initial Results

1.75B

EARNED MEDIA IMPRESSIONS

4M

WATCH HOURS

28M

TOTAL EPISODE VIEWS
(LINEAR, CONNECTED TV
& YOUTUBE)

+14.7%

SHIFT IN TRAVEL SENTIMENT
ON SOCIAL MEDIA
(SOURCE: WALDO)



WORK COMPLETED IN PARTNERSHIP

noble
studios

SHIPYARD
FAHLGREN
MORTINE

Pre-promotion and since
launch on Feb. 26, 2026



@Jillwillrun 2 days ago

Love this! I've been here in Vegas for 20 years, and I've never done a float at the Hoover Dam before or been to the alien museum. My family doesn't really like to "get a little out there", but maybe I just need to go on my own! LOL

👍 2 🗨️ Reply



@GraverGames 1 day ago

God, this is a truly genius series. So, so hooked. Anything with Alex is already good, but put him in unique outdoor experiences with all kinds of different people alongside old friends, and that just makes for pure fun.

👍 5 🗨️ Reply



@petermorgan2104 2 months ago

Absolutely love this! So many ways to have rad adventures off the beaten track

👍 6 🗨️ Reply



@carsonlonetree9560 1 month ago

These videos do a wonderful job of showcasing the beauty and expanse of the wild American west. Big respect to the cam crew!

👍 1 🗨️ Reply



@caesarchavez5829 20 hours ago

I could watch 12 seasons of this

👍 2 🗨️ Reply



spider_savage 2h

Nevada is a treasure chest of mountains and walls to climb. Glad to see this.



@patrickw123 2 months ago

Love the Great Dune, especially at sunset when it's epic views. It's true, the wilderness areas in the center of the state have almost no visitors.

👍 1 🗨️ Reply



@cobyjones9519 2 months ago

I have never thought too much about Nevada but this series has made me fall in love. Definitely want to go spend some time there

👍 1 🗨️ Reply



@lydialeigh4 1 month ago

Totally digging this series! Nevada looks like an ultimate playscape. I had no idea there is so much beauty, nature and adventure to experience. These videos totally grabbed a hold of my imagination. Thank you for sharing this.

👍 9 🗨️ Reply



@HawaiiGirlAdventures 5 days ago (edited)

Thank you for uploading this to YouTube! Awesome episode! I enjoyed seeing this episode covering the Red Rock Canyon and Mt. Charleston areas - especially from the perspective of a drone! I live in Summerlin and it's such a short ride to both areas, where I rock climb, hike, and fly my drones! My husband and I retired to Las Vegas 4 years ago, and there's so, so much to ...

[Read more](#)

👍 1 🗨️ Reply



@carsonlonetree9560 1 month ago

These videos do a wonderful job of showcasing the beauty and expanse of the wild American west. Big respect to the cam crew!

👍 1 🗨️ Reply



@mikestang7 2 months ago

This is a great series! I hope Alex gets up to Ely or Austin, that's my favorite part of the state. Loneliest Road in America and the Pony Express trail, so much history.

👍 3 🗨️ Reply



DARIUSTWIN

39,000+
VISITORS

3 month
EXHIBIT PERIOD

13
MEDIA & CREATOR
ATTENDEES

15
RURAL TOURISM
PARTNERS

Coverage from **Vegas Reveal Podcast**,
Fox 5 Las Vegas, **KLAS-TV**, **Las Vegas Weekly** and **Essential West Magazine**



RENO ACES



LOOKING AHEAD

OUTSIDE DAYS



INDUSTRY RELATIONS

AUSTRALIA MISSION

The industry team participated in the Australia and New Zealand “Visit the USA” Expos, followed by Travel Nevada’s Sales Mission and Brand USA B2B programming.

During the week, Travel Nevada showcased the state’s rural destinations to **more than 500 trade agents** through exclusive networking receptions with NV Trailblazers and one-on-one meetings with tour operators and buyers.



CANADA SALES MISSION & CALGARY OUTDOOR ADVENTURE SHOW

Travel Nevada and partners traveled to three key cities (Toronto, Montreal and Calgary) to drive awareness and promote Nevada's tourism offerings through messaging aimed at both trade partners and consumers, highlighting that Nevada is ready to warmly welcome Canadians back to Nevada. The Calgary Outdoor Adventure Show is a two-day consumer show with **over 13,000 attendees**.



LOOKING AHEAD

RURAL ROUNDUP 2026



LOOKING AHEAD

IPW 2026



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	1,037,346.40	1,370,192.00	-332,845.60
3506	FEDERAL RECEIPTS-F	605,029.21	3,712,000.00	-3,106,970.79
3700	REGISTRATION FEES	34,600.00	57,482.00	-22,882.00
4006	CALENDAR SALES	28,788.61	57,255.00	-28,466.39
4025	MERCHANDISE SALES	6,671.29	1,388.00	5,283.29
4027	PUBLICATION SALES	3,469.77	8,838.00	-5,368.23
4029	HANDBOOK SALES	115,800.00	231,084.00	-115,284.00
4254	MISCELLANEOUS REVENUE	7,004.63	6,075.00	929.63
4517	SUBSCRIPTIONS	0	5,104.00	-5,104.00
4663	TRANS FROM COMMISSION ON TOUR	22,810,184.25	26,413,579.00	-3,603,394.75
TOTAL REVENUE: \$		24,653,819.16	\$ 31,867,922.00	\$ 7,214,102.84

EXPENDITURES				
Category	Description	Expended	Budget	Difference
1	PERSONNEL SERVICES	2,505,209.81	3,165,396.00	660,186.19
2	OUT OF STATE TRAVEL	26,696.21	29,692.00	2,995.79
3	IN STATE TRAVEL	46,018.21	53,152.00	7,133.79
4	OPERATING	394,053.72	408,252.00	14,198.28
11	MAGAZINE PRINTING EXPENSE	353,339.35	384,937.00	31,597.65
14	OUTSIDE POSTAGE	29,562.71	45,420.00	15,857.29
16	BOULDER CITY CHAMBER	40,364.72	47,240.00	6,875.28
17	CARSON CITY ADVENTURE CENTER	794.83	44,588.00	43,793.17
18	BOULDER CITY ADVENTURE CENTER	172.26	52,086.00	51,913.74
25	EDA - ARPA GRANT	496,743.96	1,370,192.00	873,448.04
26	INFORMATION SERVICES	75,337.72	81,857.00	6,519.28
27	EDA-ADVENTURE CENTERS GRANT	3,351,229.45	3,712,000.00	360,770.55
31	PROMOTION & ADVERTISING	14,163,790.70	20,512,267.00	6,348,476.30
40	RURAL MATCHING GRANTS	752,212.13	1,500,000.00	747,787.87
42	WASHINGTON OFFICE	41,633.05	254,925.00	213,291.95
82	DHRM COST ALLOCATION	13,573.50	18,098.00	4,524.50
88	ST COST PLAN RECOVERY	82,980.75	110,641.00	27,660.25
89	AG COST ALLOCATION PLAN	77,179.00	77,179.00	0
TOTAL EXPENDITURES: \$		22,450,892.08	\$ 31,867,922.00	\$ 9,417,029.92

BA 1523 (Destination Development Grants)

Category	Description	Expended	Budget	Difference
50	TOURISM GRANTS	548,142.50	1,500,000.00	951,857.50

TOURISM EXPENDITURES

FY26 Tourism Category 31 Expenditure as of 06-03-2026

Category	Description	FY26 Authority	FY26 YTD	FY26 Encumbered	Remaining Funds
31	Promotion & Advertising				
Activity	Total Expenditures				
Admin	Administrative:	\$ 513,882.00	\$ 380,898.08	\$ 132,983.92	\$ -
Marketing	Marketing:	\$ 15,469,172.00	\$ 10,916,078.46	\$ 4,553,093.54	\$ -
Industry Development	Domestic:	\$ 457,333.80	\$ 321,872.45	\$ 135,461.35	\$ -
	International:	\$ 2,127,898.20	\$ 1,290,742.89	\$ 837,155.31	\$ -
PR	Media:	\$ 938,500.00	\$ 703,138.01	\$ 235,361.99	\$ -
	Rural Roundup:	\$ 79,000.00	\$ 32,321.66	\$ 46,678.34	\$ -
Research	Research:	\$ 672,154.00	\$ 512,517.18	\$ 159,636.82	\$ -
	Unassigned:	\$ 254,327.00	\$ -	\$ -	\$ 254,327.00
	Total:	\$ 20,512,267.00	\$ 14,157,568.73	\$ 6,354,698.27	\$ -
	% Spent YTD:		69%	31%	4%

Category	Description	FY26 Authority	FY26 YTD	Encumbered	Remaining Funds
40	Rural Grants Program				
	Legislative Authority Amount:	\$ 1,500,000.00	\$ 752,212.13		
	Total Expenditures				
	Reno Tahoe Territory	\$ 332,113.00	\$ 89,327.14	\$ 242,785.86	\$ -
	Cowboy Country Territory	\$ 209,126.00	\$ 85,440.00	\$ 123,686.00	\$ -
	Pony Express Territory	\$ 295,155.00	\$ 145,184.10	\$ 149,970.90	\$ -
	Nevada Silver Trails	\$ 271,393.00	\$ 227,433.90	\$ 43,959.10	\$ -
	Las Vegas Territory	\$ 218,105.00	\$ 124,720.24	\$ 93,384.76	\$ -
	Indian Territory	\$ 135,181.00	\$ 80,106.75	\$ 55,074.25	\$ -
	Statewide	\$ 38,927.00	\$ -	\$ 38,927.00	\$ -
	Total:	\$ 1,500,000.00	\$ 752,212.13	\$ 747,787.87	
	% Spent YTD:		50%	50%	0%

BA 1523 (Destination Development Grants)

Category	Description	Expended	Budget	Difference
50	TOURISM GRANTS	548,142.50	1,500,000.00	951,857.50

PLANNED FY27 EXPENDITURES

PLANNED FY27 EXPENDITURES		
Category	Description	Budget
1	PERSONNEL SERVICES	3,156,763.00
2	OUT OF STATE TRAVEL	29,692.00
3	IN STATE TRAVEL	53,152.00
4	OPERATING	416,708.00
11	MAGAZINE PRINTING EXPENSE	384,937.00
14	OUTSIDE POSTAGE	45,420.00
16	BOULDER CITY CHAMBER	47,240.00
17	CARSON CITY ADVENTURE CENTER	9,857.00
18	BOULDER CITY ADVENTURE CENTER	17,355.00
26	INFORMATION SERVICES	75,237.00
31	PROMOTION & ADVERTISING	15,684,283.56
40	RURAL MATCHING GRANTS	1,500,000.00
82	DHRM COST ALLOCATION	18,098.00
88	ST COST PLAN RECOVERY	19,373.00
89	AG COST ALLOCATION PLAN	74,810.00
	TOTAL EXPENDITURES:	\$ 21,532,925.56

PLANNED FY27 EXPENDITURES

BA 1523 (Destination Development Grants)

Category	Description	Budget
<u>50</u>	TOURISM GRANTS	1,500,000.00

FY27 Tourism Categories 31 and 40 Budgets

Category	Description	FY27 Authority
31	Promotion & Advertising	
Activity	Total Expenditures	
Admin	Administrative:	\$ 446,740.00
	Adventure Centers:	\$ 200,000.00
Marketing	Marketing:	\$ 11,471,243.56
Industry Development	Domestic:	\$ 382,100.00
	International:	\$ 1,719,000.00
PR	Media:	\$ 731,000.00
	Rural Roundup:	\$ 85,000.00
Research	Research:	\$ 649,200.00
	Unassigned:	\$ -
	Total:	\$ 15,684,283.56

Category	Description	FY27 Authority
40	Rural Grants Program	
	Legislative Authority Amount:	\$ 1,500,000.00
	Total Expenditures	
	Reno Tahoe Territory	TBD
	Cowboy Country Territory	TBD
	Pony Express Territory	TBD
	Nevada Silver Trails	TBD
	Las Vegas Territory	TBD
	Indian Territory	TBD
	Statewide	TBD
	Total:	\$ 1,500,000.00
	% Spent YTD:	



PROJECTIONS UPDATE



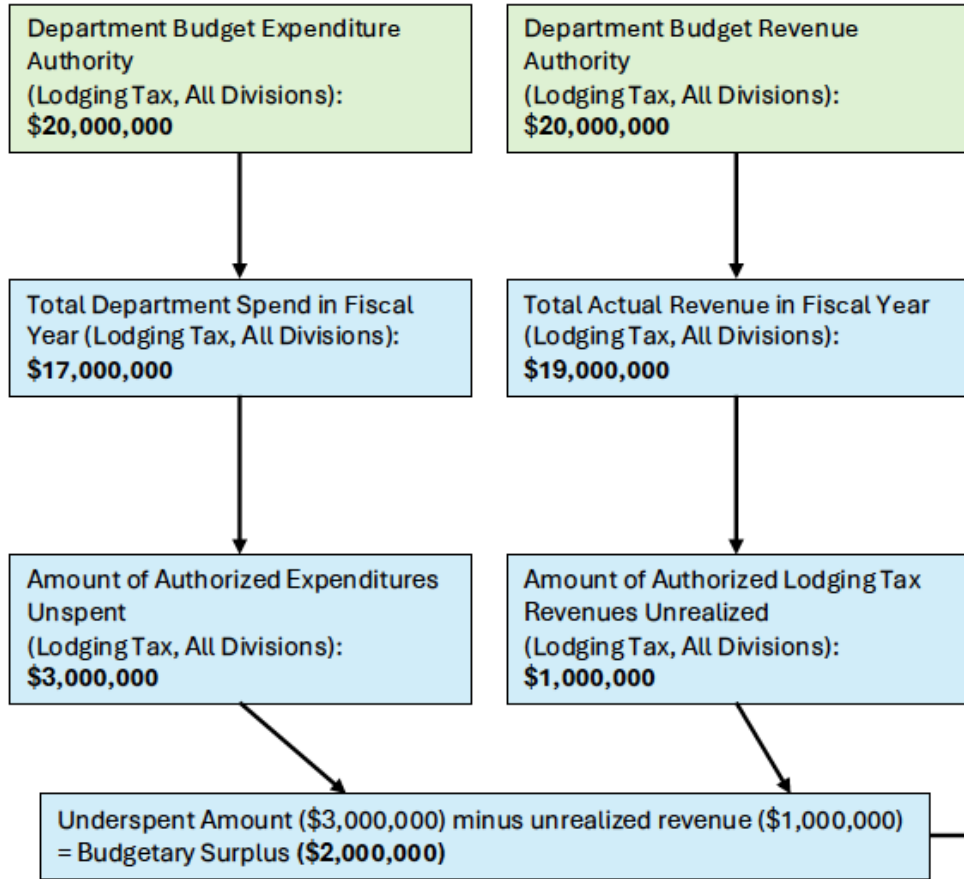
Plan (determined by Legislature)

Actuals (what happened in the real world)

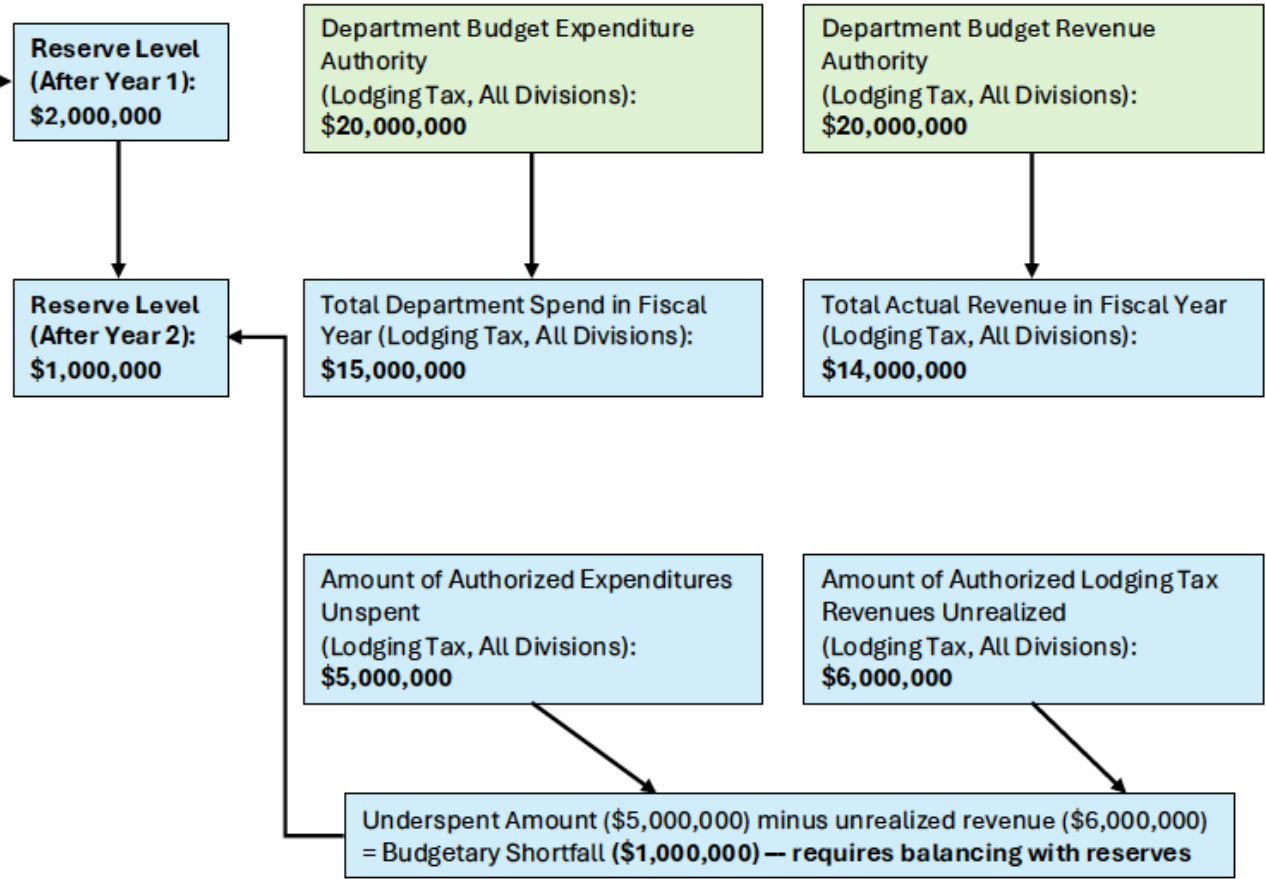
DTCA – Budgetary Reserves Flowchart

Dollar Figures are Demonstrative Only

Year 1 of Biennium



Year 2 of Biennium



FOR POSSIBLE ACTION

AGRICULTURAL TOURISM PLAN



AGRITOURISM...

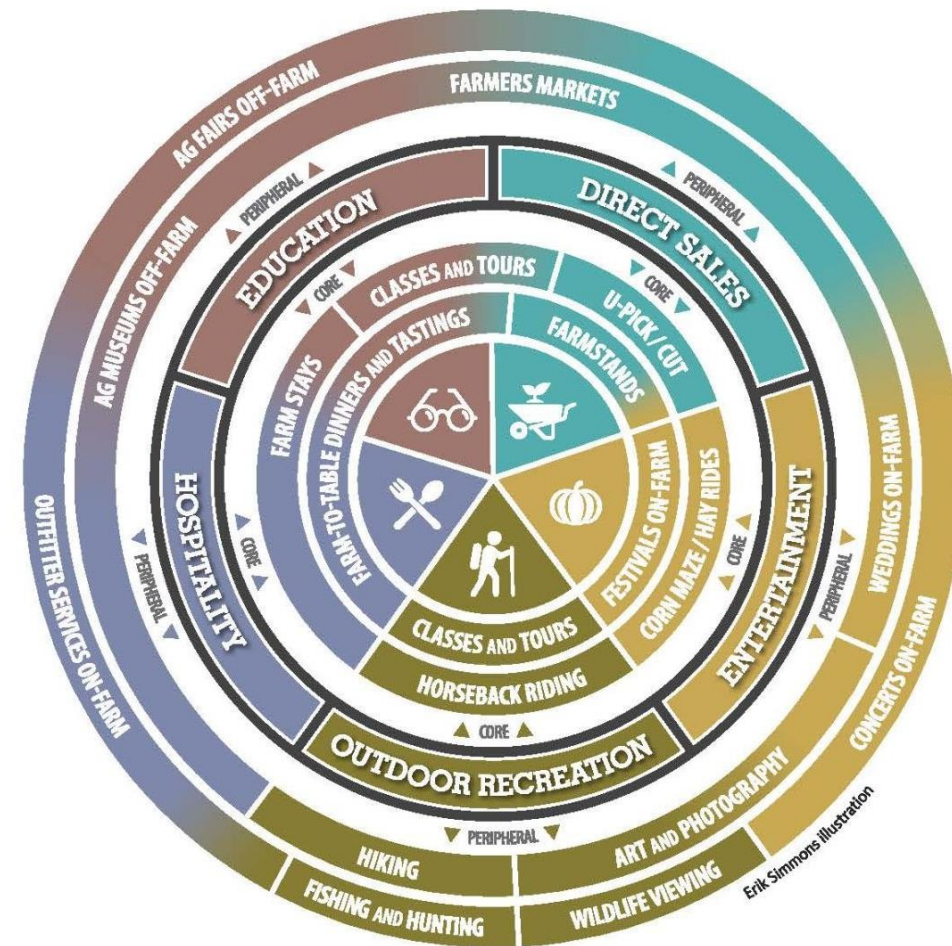
...is a form of commercial enterprise that links **agricultural production and/or processing with tourism** to attract visitors onto a farm, ranch, or other agricultural business for the **purposes of entertaining or educating** the visitors while **generating income** for the farm, ranch, or business owner.

—*National Agricultural Law Center*

AGRITOURISM ECOSYSTEM

Oregon State University's recent study of the economic impact of agricultural tourism in the Willamette Valley, categorizes agricultural tourism into five categories:

- Hospitality
- Education
- Direct Sales
- Entertainment
- Outdoor Recreation



EXAMPLES OF AGRITOURISM IN NV



Farm Stays

*Tarantula Ranch,
Amargosa Valley*



Seasonal Attractions

Lotspeich Farm, Deeth



You Pick

Lattin Farms, Fallon

...AND MORE!

- **Products & Experiences:** Produce stands, value-added products, cut-your-own Christmas trees, B&Bs, on-farm camping, guest ranches, farm tours, cooking or food craft classes, sheep shearing demos, artisan workshops, ranch experiences, gardening workshops, photography sessions, exhibits.
- **Recreation & Entertainment:** Corn mazes, hayrides, goat yoga, haunted trails, petting zoos, horseback riding.
- **Special Events:** Farm weddings, corporate events, farm to table dinners, farm holidays, races and competitions, concerts and harvest festivals.



WHY AGRITOURISM?



Agritourism strengthens rural economies. By adding income streams, agritourism helps family farms diversify income and supports livelihoods in rural communities.

Hands-on experiences connect visitors to meaningful experiences, **preserving culture** and **deepening understanding** and appreciation of food systems and farm life.



Agritourism highlights **local traditions**, heritage and **sustainable** farming practices while encouraging authentic engagement and community development.



STUDY PURPOSE

- **Identify opportunities** for growth of agritourism as a tourism asset, visitation driver, and economic development tool in rural Nevada
- **Identify practical, economic, and legal barriers** that currently constrain the development of agritourism in Nevada
- **Set the stage for partnerships** with private and public entities who may be able to accelerate the growth of agritourism in Nevada



INPUTS TO THE RESEARCH

INDUSTRY ENGAGEMENT

Interviewed participants included farmers, ranchers, academics, government agencies, and legislators.

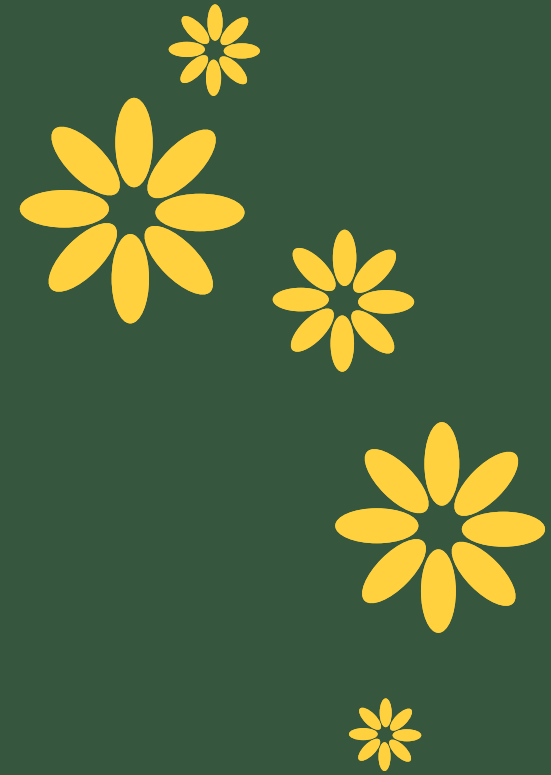
DATA & DOCUMENT REVIEW

- Existing Nevada programs and reports
- Academic studies and reports
- Past agritourism surveys
- National and international resources

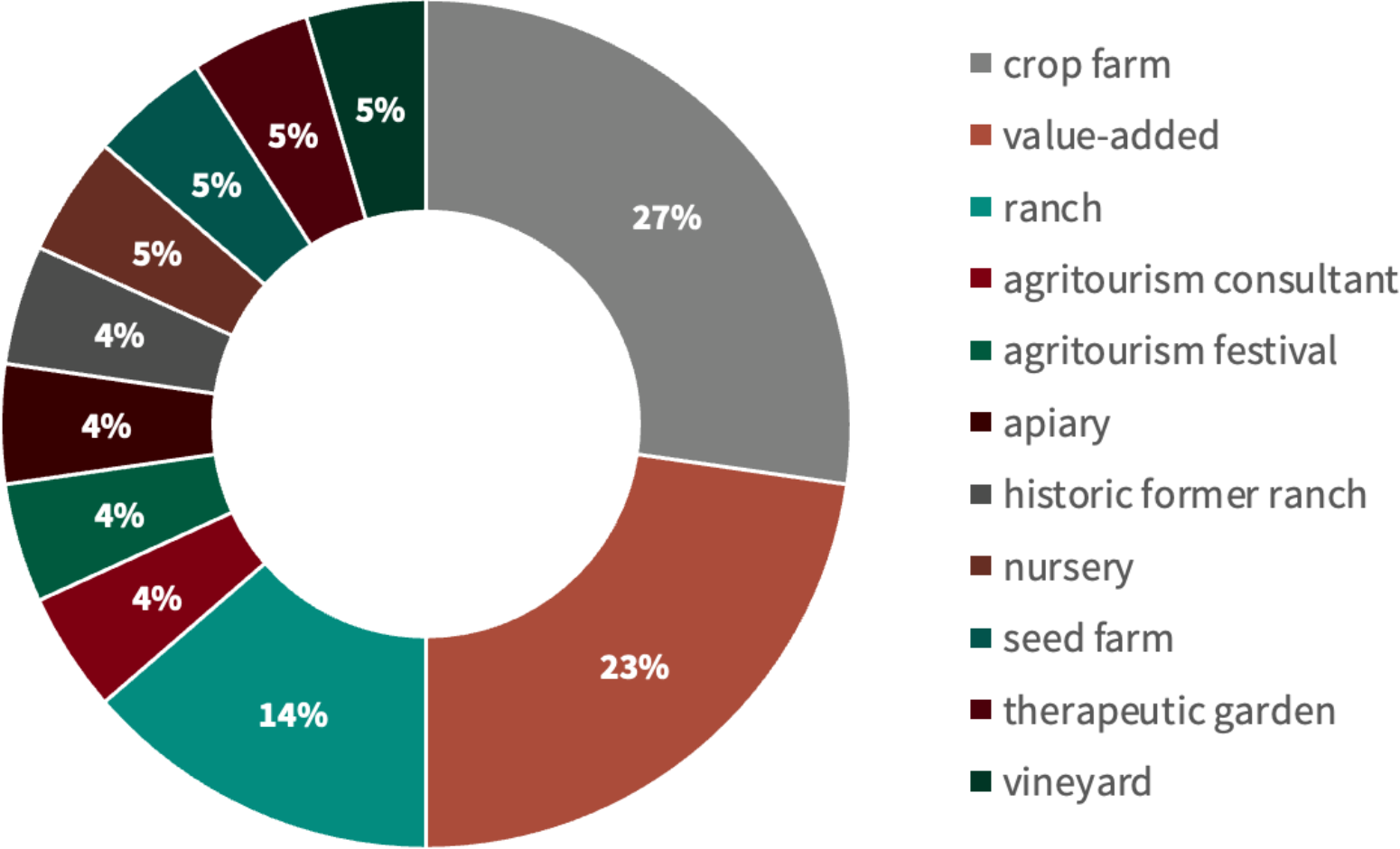
BENCHMARKING

- Asset inventory
- Benchmarking against competitor states
- Audience alignment
- Market potential

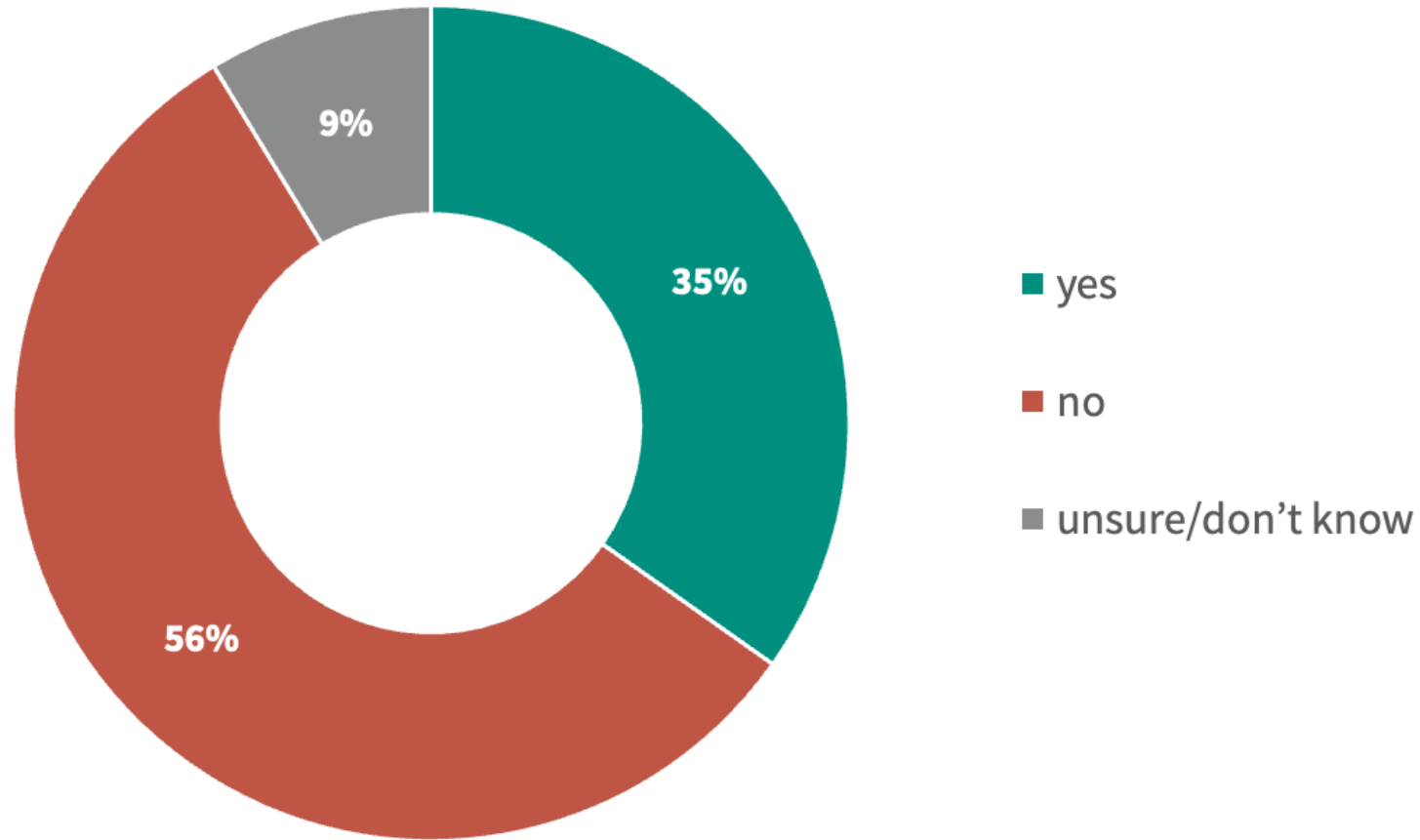
STUDY FINDINGS



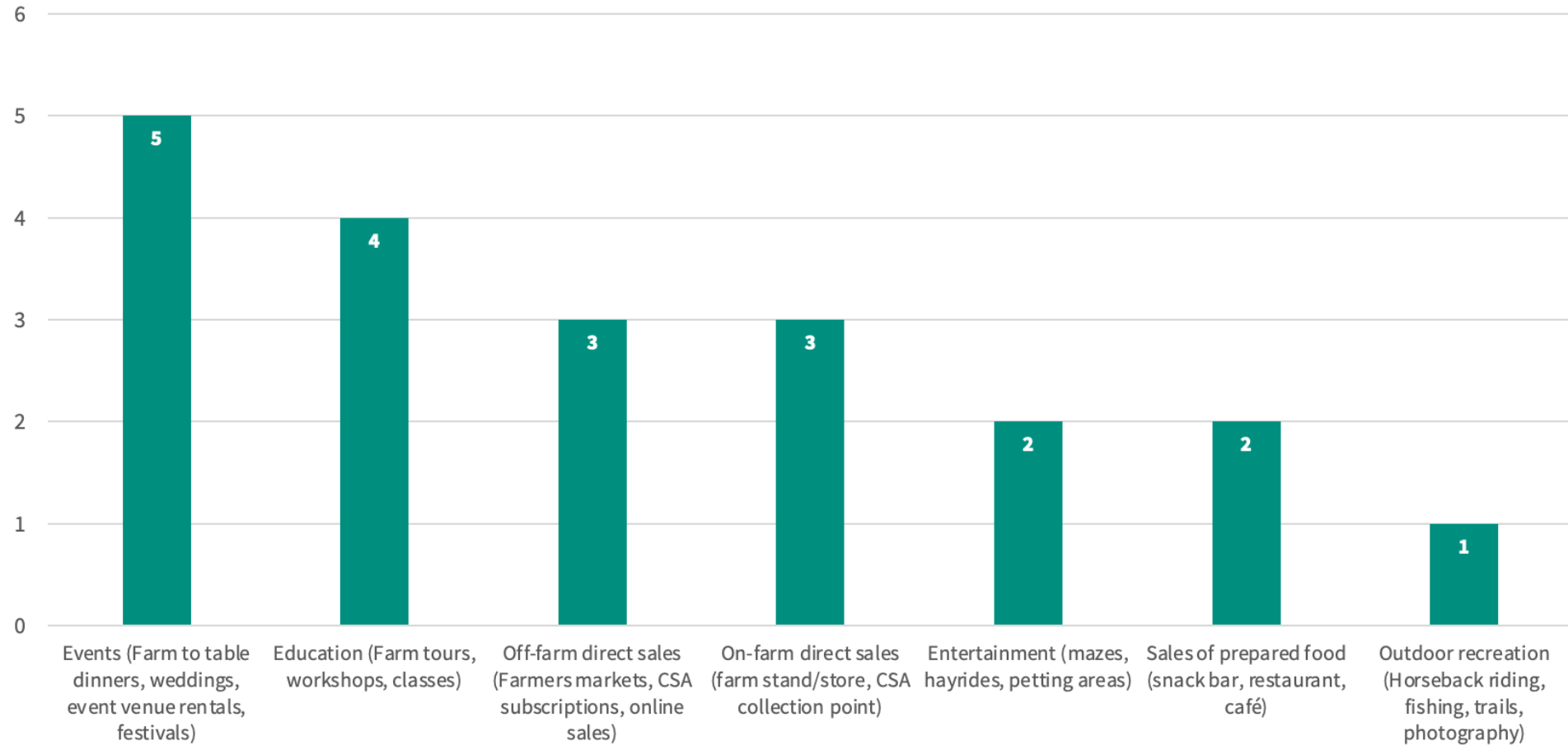
WHAT TYPE OF OPERATION DO YOU RUN?



DO YOU CURRENTLY HAVE AGRITOURISM OFFERINGS AT YOUR AGRICULTURAL OPERATION?



WHAT AGRITOURISM ACTIVITIES DO YOU CURRENTLY OFFER?



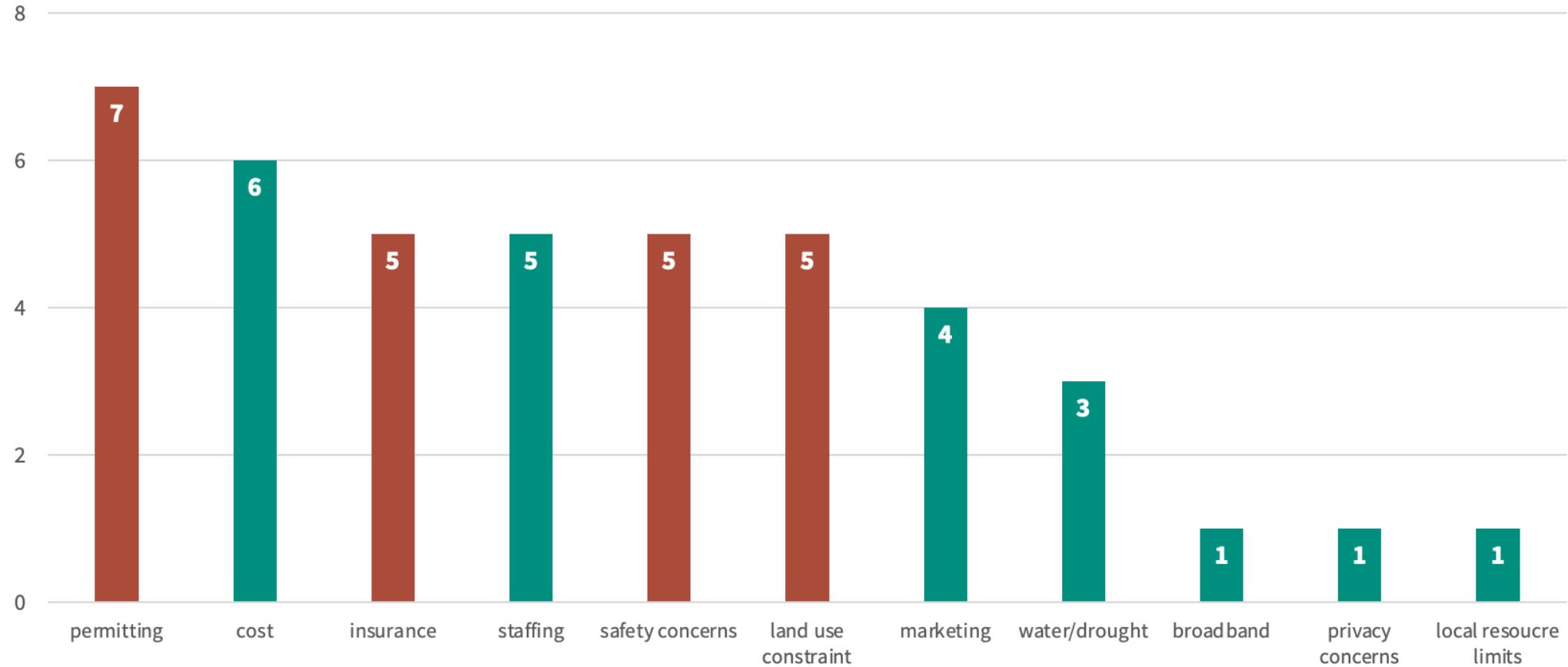
N=6

BARRIERS RELATED TO RISK AND REGULATION

There is a need for state-level **liability protections, affordable and accessible insurance,** and **regulatory clarity** between state agencies.



WHAT ARE THE TOP BARRIERS PREVENTING YOU FROM STARTING OR EXPANDING AGRITOURISM?



// I think we're one of six states that does not have that **law to protect farmers for Agritourism...**
We could have lost our whole farm over an incident. So that's a big risk right there.

// We were ... **dropped by our insurance company** ... simply because we were getting into having people on our ranch and tourism on there.

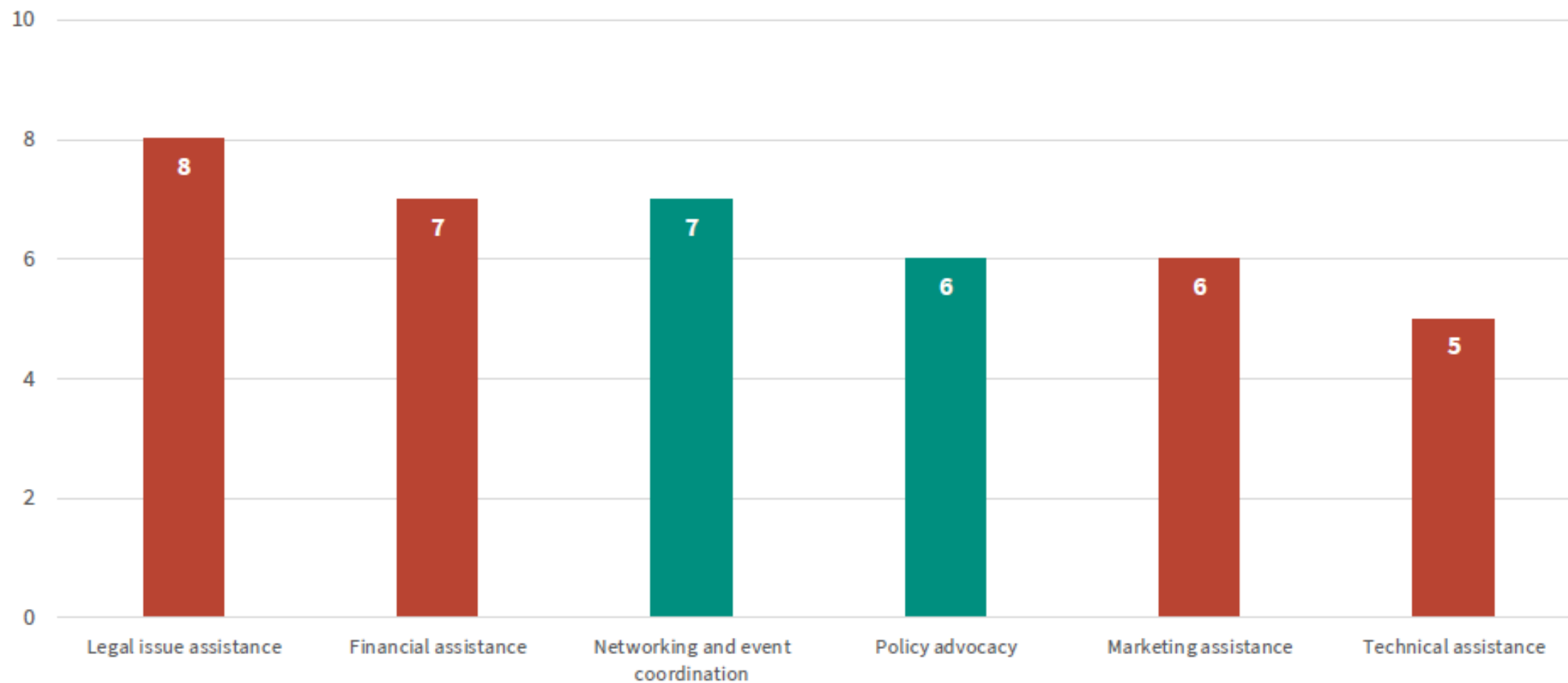
// **Insurance is big and it's very expensive,** and we still carry all of our insurance... And actually, [we] were just talking the other day, going, '**Man, do we do enough business to warrant \$18,000 worth of insurance?**

OPPORTUNITIES FOR TECHNICAL ASSISTANCE AND CAPACITY BUILDING

A **centralized resource** to farmers and ranchers **to support business planning, liability management, and visitor experience** design could accelerate the development of new assets.



WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



// We've had to pioneer a lot of things ourselves... But like, if you **have somebody to help you with those resources and to match you up**—whether it's the insurance or the permits or the marketing—that would be really nice.

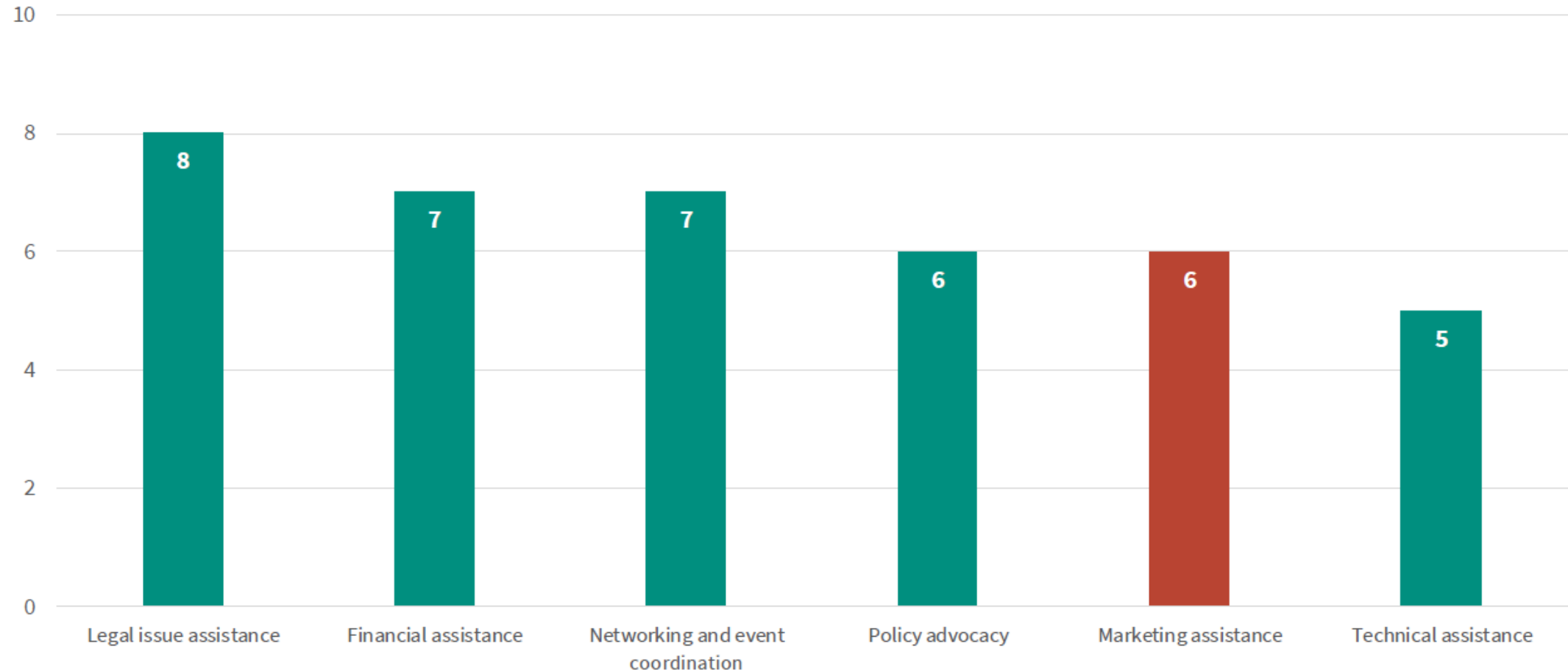
// Some kind of **mentorship** would be helpful for someone getting started. **There's a lot to learn.** If there were some kind of group, with people who had time, they could mentor other farms—that would be useful.

MARKETING, STORYTELLING, AND CONSUMER AWARENESS GAPS

There is broad support for state-level marketing of **agritourism assets**, but also a recognition that individual operations could use **education** and **training** to **bolster their own marketing**.



WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



// Marketing is very expensive and not knowing how to do it—if somebody really wants to do this, that would probably be the biggest thing you could do, is help them with marketing.

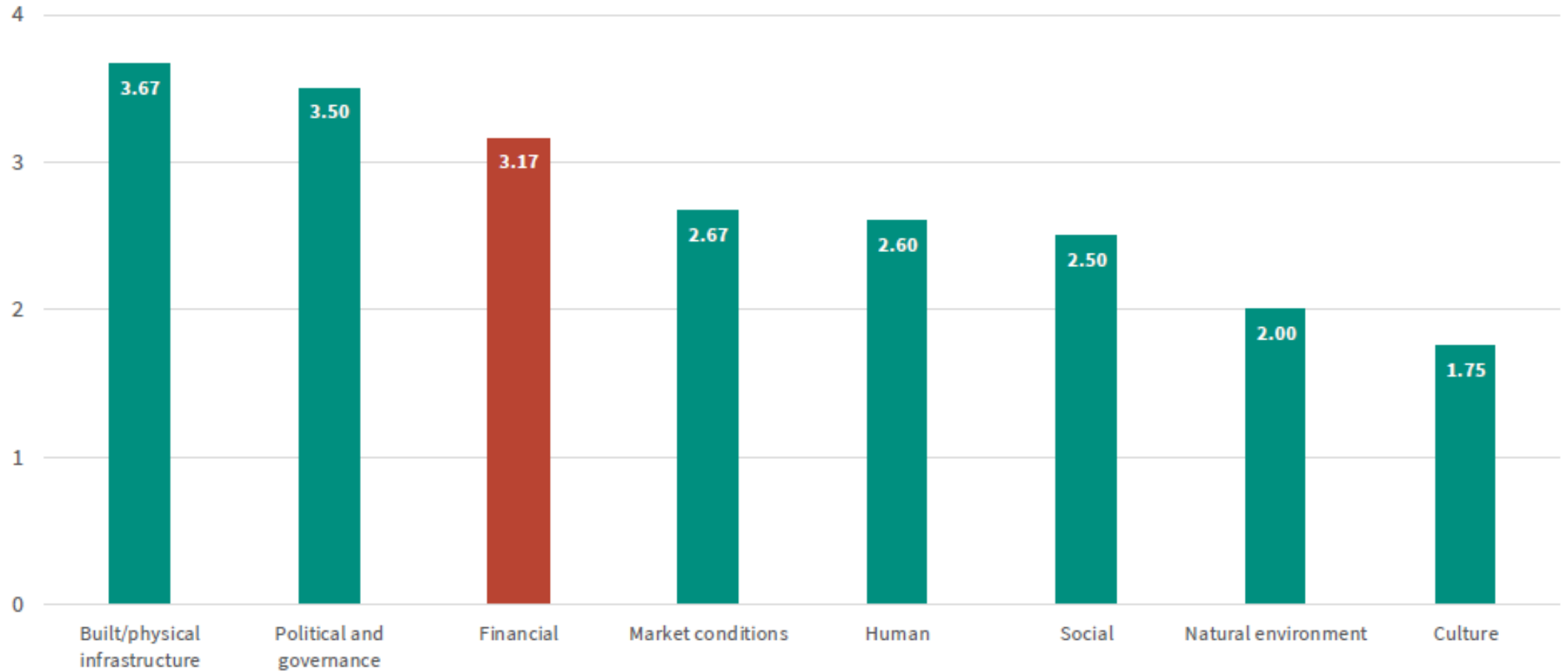
// Marketing and helping with the marketing side—a lot of farmers don't understand it because they're so caught up in the **process and the growing that they don't have that creative aspect.**

FINANCE AND ACCESS TO CAPITAL

Agritourism is seen as a way to stabilize farm/ranch income and reduce dependence on commodity prices, but access to capital is a significant constraint for some.



HOW CHALLENGING HAVE EACH OF THE FOLLOWING BEEN TO YOU IN DEVELOPING YOUR AGRITOURISM OFFERINGS?



*“ I think there's some role there for the private farm and agricultural lending institutions—can we build capacity within them so that their **lending officers know how to work with Agritourism operations?***

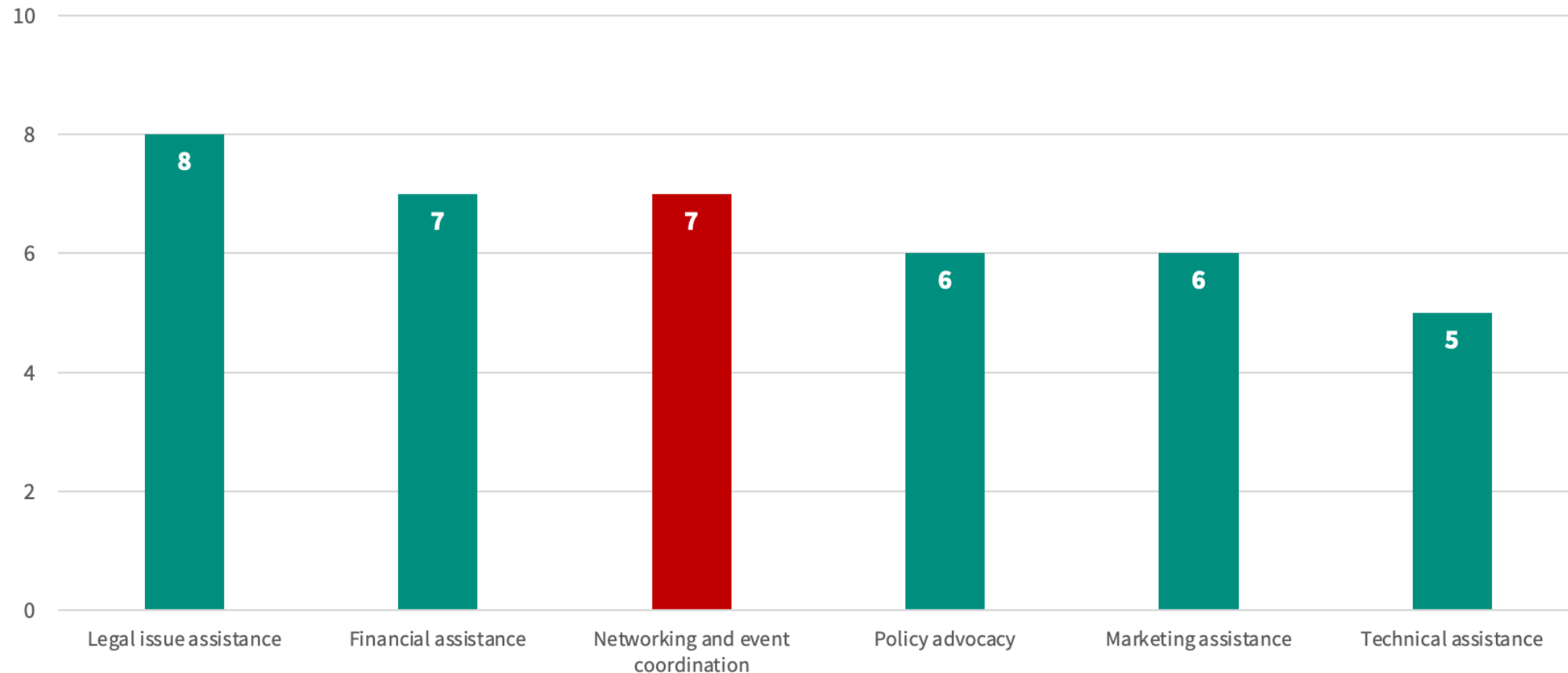
*“ Access to **low-cost capital** would be super helpful. We're fortunate to have a bit of money, but we have to contribute our own savings to build it up.*

CONNECTING A NETWORK OF FARMS

Because of Nevada's vast and varied geography, finding opportunities to connect and cross-promote agritourism operations is an important need—this may include such strategies as **festivals, trails, and passports.**



WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



// Our ultimate goal would be to **create a map... and have a couple weekends a year** where everyone agrees to be open and we really promote those weekends, because that's one of the hardest parts: **not knowing when people are open.**

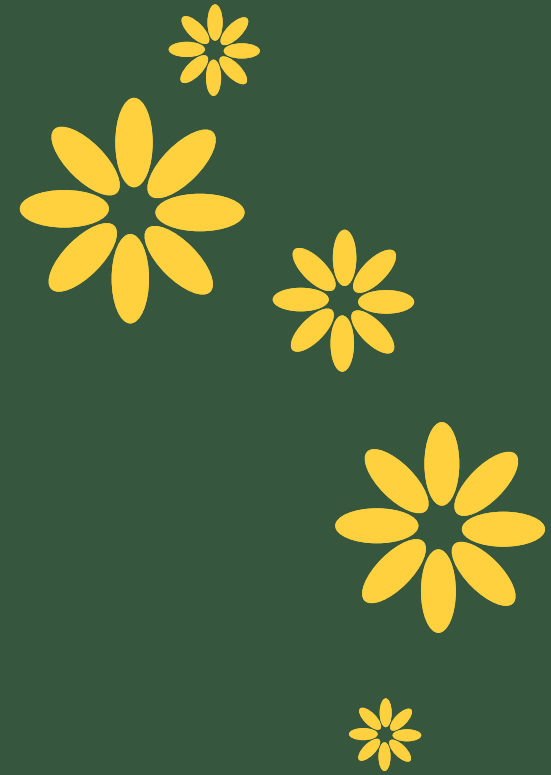
// I do think there are a couple of pockets where geography makes sense—the Carson Valley, Yerington–Fallon, maybe Pahrump Valley where visitors are leaving Las Vegas for a day or two. Statewide trails don't make much sense, but there could be **regional clusters.**

//

We've partnered with the Department of Agriculture to create this fun little passport. It's got some 72 breweries, distilleries, tap houses, all throughout the state. So you can kind of see the map. And then every establishment gets its stamp. **Every year, by April, we get somebody turning in the whole state, which just blows my mind. Every year.** That's a lot of miles, and we have them in every corner of the state.



COMPETITOR BENCHMARKING: NEVADA VS PEER STATES

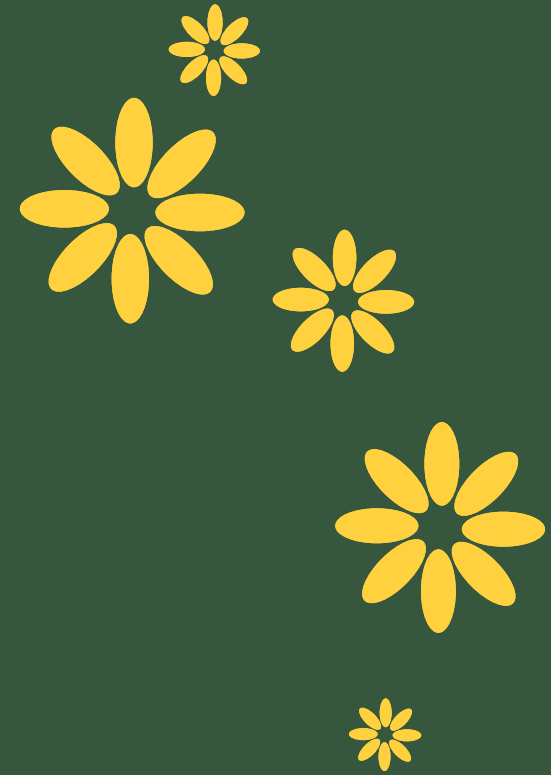


Summary Scorecard

Tier values for scoring: Leading = 4, Active = 3, Emerging = 2, Nascent = 1. Averages are illustrative and should be read alongside the narrative detail above. No weighting is applied across categories.

Category	Nevada 1.6/4.0	Oregon 3.0/4.0	New Mexico 2.0/4.0	Arizona 2.1/4.0	Utah 3.2/4.0	Colorado 3.2/4.0
1. Statutory & Regulatory Framework	Nascent	Active	Emerging	Emerging	Active	Active
2. State Agency Roles & Coordination	Emerging	Active	Emerging	Emerging	Leading	Active
3. Insurance Availability & Accessibility	Nascent	Active	Emerging	Emerging	Active	Active
4. Technical Assistance & Capacity Building	Emerging	Active	Emerging	Emerging	Leading	Active
5. Marketing & Promotion Infrastructure	Emerging	Active	Emerging	Emerging	Active	Leading
6. Enabling Legislation (Beyond Liability)	Emerging	Active	Emerging	Active	Active	Active
7. Financing & Incentives	Nascent	Active	Emerging	Emerging	Active	Active
8. Industry Organization & Network Development	Emerging	Active	Emerging	Emerging	Active	Leading
9. Scale & Economic Impact	Nascent	Active	Emerging	Emerging	Active	Active 
Overall Average	1.6 / 4.0	3.0 / 4.0	2.0 / 4.0	2.1 / 4.0	3.2 / 4.0	3.2 / 4.0

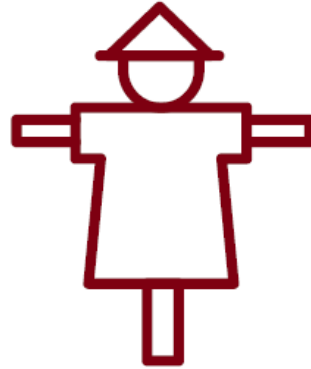
AGRITOURISM FRAMEWORK



PROPOSED FRAMEWORK FOR SUPPORTIVE AGRITOURISM INFRASTRUCTURE



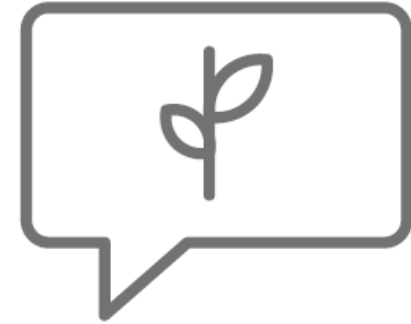
**Enabling
Legislation**



**Risk Assessment
& Mitigation**



**Technical
Assistance**



**Educational
Resources**



**Product
Development**

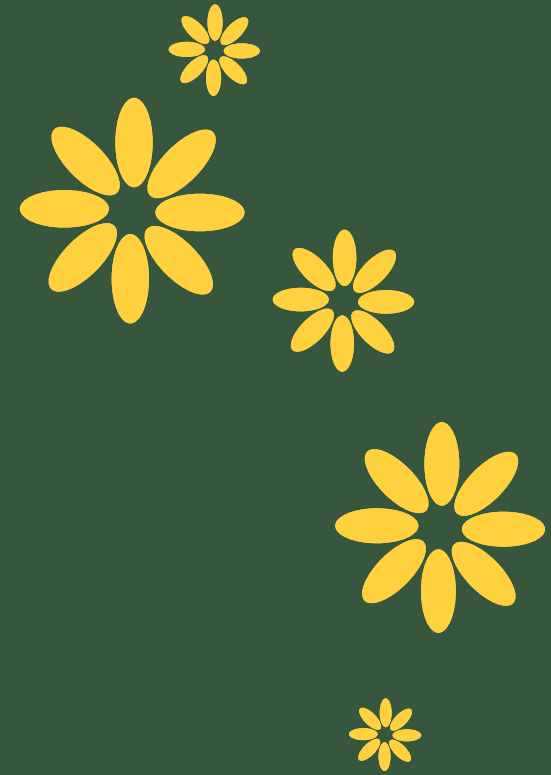


**Marketing
Support**



**Operator
Networks**

NEVADA AGRITOURISM PLAN



PHASE ONE

Creation of a NV
Agritourism Working Group
(AWG)*

AWG define state agency
roles and coordination

AWG work through
agriculture framework
barriers

Travel Nevada asset audit,
relationship building, and
incorporation into existing
marketing/promotional
programming

Travel Nevada existing
programs available

PHASE TWO

AWG address framework
barriers to close gaps
identified in study

AWG build educational
programming that guides
agricultural businesses on
how to diversify into
agritourism

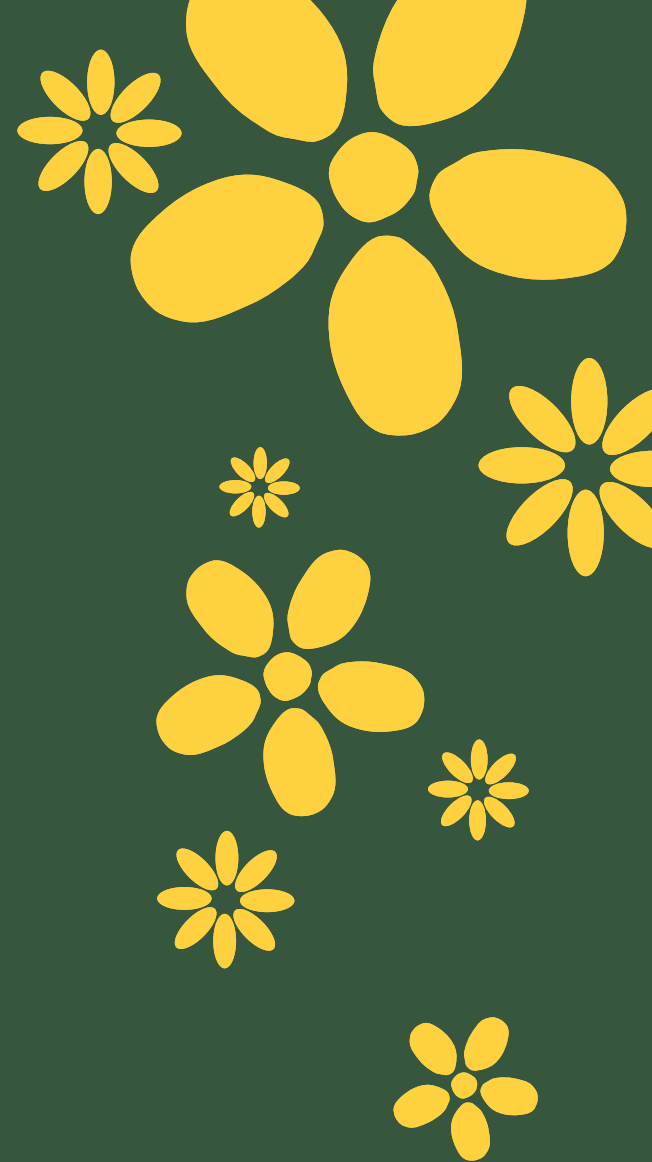
AWG Create educational
programming assets
(i.e. handbook and/or toolkit)
which Travel Nevada designs
and publishes

PHASE THREE

Launch Nevada Agritourism
Development programming



THANK YOU!



FOR POSSIBLE ACTION

GOVERNOR'S CONFERENCE INTER- LOCAL AGREEMENT WITH RSCVA



Interlocal Agreement between Travel Nevada and RSCVA

- Purpose: Define roles and responsibilities for successful planning and execution.
- Date: December 2026
- Location: Reno-Sparks

RSCVA Responsibilities

- Identify and recommend venue; contract upon approval
- Pay for venue rental, hotel rooms, F&B (breakfasts, lunches, dinners)
- Host Opening Reception reflecting Reno-Tahoe identity
- Submit invoices for reimbursement (up to \$150,000)

Travel Nevada Responsibilities

- Lead conference planning, agenda, content and logistics
- Develop and manage marketing and registration
- Contract directly with speakers and manage related logistics
- Secure and manage event sponsors
- Reimburse RSCVA for pre-approved expenses (up to \$150,000)

Financial Summary

- Total reimbursement cap: \$150,000
- RSCVA to submit detailed invoices with documentation
- Travel Nevada to process reimbursements upon review
- RSCVA hosts and covers all Opening Reception costs

Request for Commission Approval

Travel Nevada respectfully requests Commission approval to:

- Enter into an Interlocal Agreement with the Reno-Sparks Convention and Visitors Authority (RSCVA)
- Proceed with collaborative planning and execution of the 2026 Governor's Conference on Tourism
- Authorize reimbursement of pre-approved expenses not to exceed \$150,000

FOR POSSIBLE ACTION

FY2027 RURAL MARKETING GRANT RECOMMENDATIONS



FY27 RURAL MARKETING GRANT PROGRAM OVERVIEW

- One Year Grant Cycle
- Submittable Platform
- Rural Grants Webinar
- Rubric Overview
- Territory Organizations
- Quarterly Reporting
- Mid Year check ins
- Forms and Materials
- Final Evaluations and Reporting

RURAL MARKETING GRANT OVERVIEW

**Total
Applications
Received**

42

**Total
Awards
Recommended**

34

**Total
Amount
Requested**

\$2,711,724

**Total
Amount
Awarded**

\$1,500,000

TERRITORY ADVISORY COMMITTEE

Rural Commissioner

Cowboy Country Territory Chair

Nevada's Indian Territory Chair

Pony Express Territory Chair

Frontier Territory Chair

Reno-Tahoe Territory Chair

Las Vegas Territory Chair

Jane Moon

Michelle Cromwell

Bethany Sam

Kyle Horvath

Kat Galli

David Petersen

Michael Printy

TERRITORIES**REQUESTED AMOUNT****RECOMMENDED AWARD AMOUNT**
***(Pending Commission Approval)**

Cowboy Country Territory	\$417,724	\$168,225
Frontier Territory	\$494,369	\$324,249
Nevada's Indian Territory	\$200,582	\$171,108
Reno-Tahoe Territory	\$555,621	\$327,939
Pony Express Territory	\$356,879	\$284,429
Las Vegas Territory	\$686,549	\$224,050
Total	\$2,711,724	\$1,500,000



THANK YOU!



FOR POSSIBLE ACTION

FY2027 Q1 MARKETING PLAN AND MEDIA BUDGET



AGENDA

Reflections

FY27 Strategic Direction

Q1/Bridge Hero Campaign

Q1/Bridge Paid Media Recommendations

Q1/Bridge Earned Media Recommendations

FY26 REFLECTIONS

FY26 HAS BEEN ABOUT SHIFTING PERCEPTION SO PEOPLE SPEND MORE AND STAY LONGER IN NEVADA.

1 Nevada has a **variety of things to see and do** beyond just outdoor recreation

2 Nevada **offers off-the-beaten-path experiences**, local culture, and history

3 Nevada **welcomes diverse visitors** and **offers experiences for “someone like me”**

TRIPS

2.9

trips per traveler
vs. 2.1 unaware
+38% MORE

STAY

4.3

nights on last trip
vs. 3.6 unaware
+19% LONGER

SPEND

\$2,116

per travel party
vs. \$1,836 unaware
+15% MORE



FY27 STRATEGIC DIRECTION

FY27 STRATEGY | Why Adventure?

Adventure is the organizing idea that makes rural Nevada more desirable, more understandable and easier to explore. Expanding the state's appeal as a unique adventure destination becomes a meaningful statewide growth opportunity.

- **Outdoor recreation already plays a major role in Nevada's economy, especially in strengthening rural counties.**
- **Many of the state's most compelling adventure experiences are found beyond its urban anchors, including its strongest outdoor recreation assets.**

Adventure gives Travel Nevada a clear way to:

- Drive interest in rural visitation
- Support a high-value sector of Nevada's economy
- Layer meaning on the *Get a Little Out There* platform
- Validate Travel Nevada's Adventure Centers
- Connect more meaningfully with our "Adventure State-of-Mind" target audience
- Bridge curiosity to trip planning and action

Economic Impact of Outdoor Recreation

\$24B

Industry in Nevada

\$13.7B

Total economic output

75K+

Jobs supported

\$8.8B

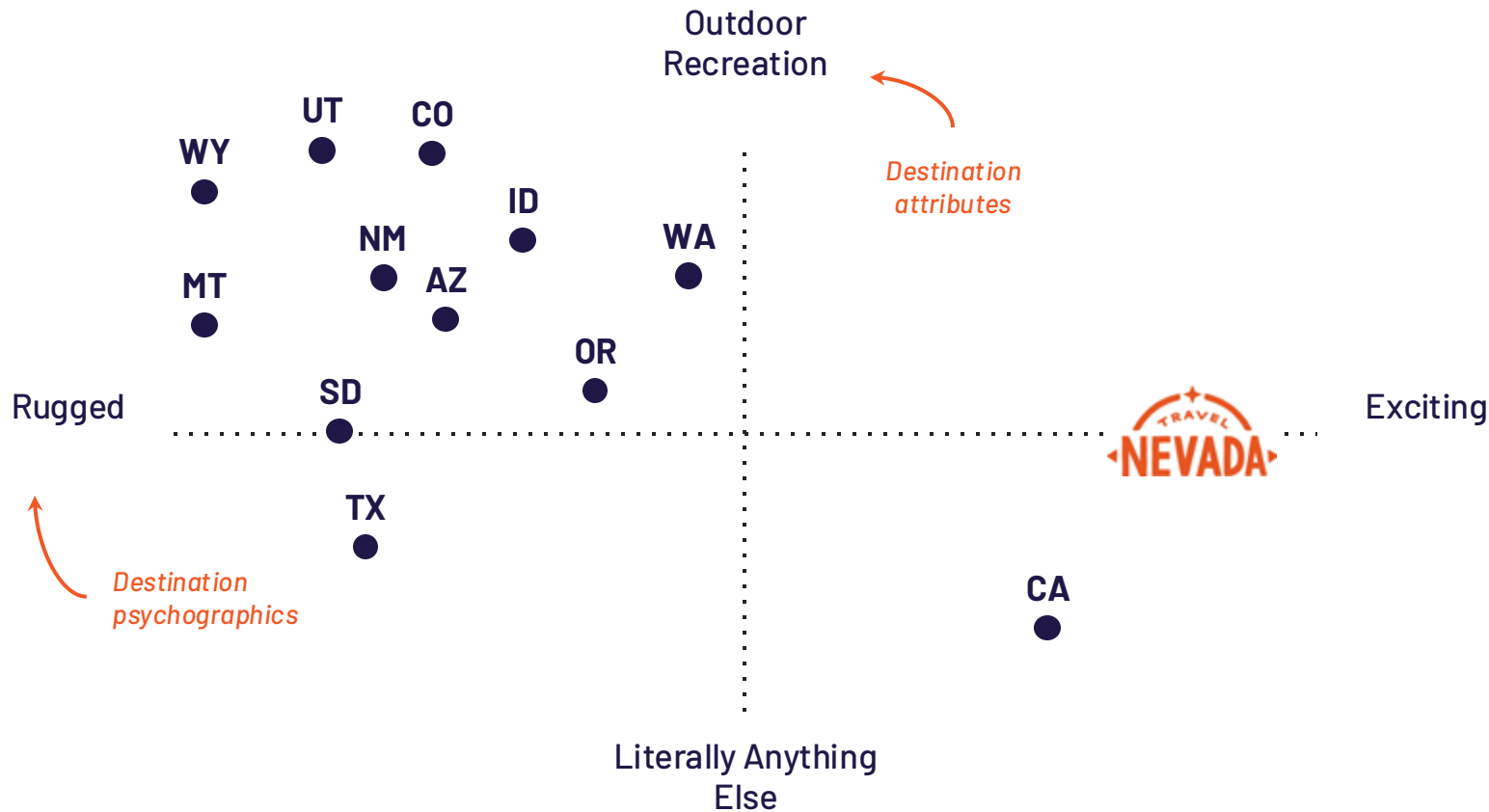
Contribution to state GDP

Nearly 40% of economic benefits are realized in rural counties

Source: Nevada Division of Outdoor Recreation (NDOR), *Economic Impact Analysis*, November '25



FY27 STRATEGY | “Outdoor Rec” vs “Adventure”



Our competitors credibly own a “traditional” outdoor recreation value proposition. **Nevada does not win by trying to be more “outdoor” than Utah, Colorado or Oregon.**

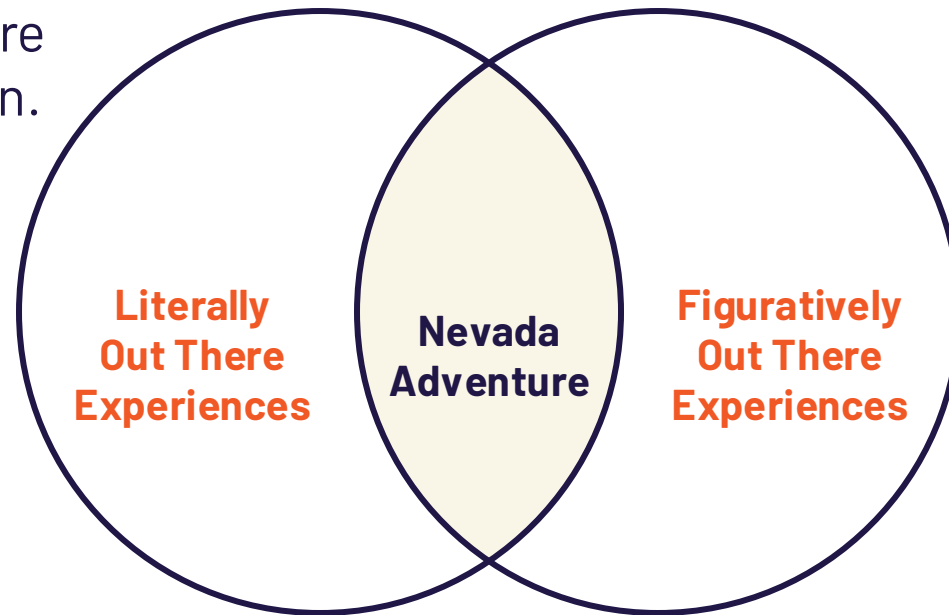
Nevada wins by offering a broader, more unique sense of adventure that is unlike anything else in the market.

FY27 STRATEGY | What NV Adventure Means

Nevada isn't an outdoor adventure state. It's an **Out There** adventure state.

In Nevada, adventure is more than just outdoor recreation. It's also what you discover along the way.

World-class outdoor recreation, vast public lands, open space, awe-inspiring landscapes, scenic routes, trails and room to explore without the crowds



Paired together, these experiences create a version of adventure unlike anything else in the market.

Ghost towns, hot springs, aliens, oddities, frontier lore, local culture, art, strange stops, small towns, side quests and a state that rewards curiosity

FY27 STRATEGY | From Curiosity to Action

Nevada adventures must feel both inspiring *and* accessible. Our task is to:

Spark Curiosity

Make **adventure** the clearest and most actionable expression of our *Get a Little Out There* platform to spark curiosity and interest in exploring and recreating in Nevada.

Build Belief

Define adventure on Nevada's terms and show the blend of outdoor recreation and distinctly Nevada experiences, supported by credible partners and proof points.

Make the Rurals Easier to Choose

Promote Adventure Centers as practical on-ramps that help travelers understand where to go, what to do and how to plan with confidence.

Drive Trip Value

Turn Las Vegas and Reno into launching points for rural exploration, helping travelers stay longer and spend more statewide.

FY27 STRATEGY | Market Approach

	CORE	WARM LEADS	MOMENTUM	ON DECK
MARKETS	LA, San Francisco, Sacramento, Phoenix, Nevada (In-State)	Boise, Salt Lake City, San Diego	Chicago, Portland, Seattle, Dallas-Ft. Worth, Houston	Denver, Atlanta
CONSUMER BEHAVIOR	High awareness, frequent visitation, short stays and low-spend.	High awareness, infrequent visitation, longer stays and high-spend.	Moderate to low awareness, low visitation, longer stays and high-spend.	Showing preliminary travel intent with no aided awareness
MESSAGING APPROACH	Focus on the rurals and extending trips.	Full funnel messages to shift perception, demonstrate state's variety of offerings.	Overall awareness and full funnel messages to showcase all there is to do and see in Nevada.	Build overall awareness and curiosity, supporting partners' marketing efforts in these markets, specifically through third-party validation

FY27 STRATEGY | AUDIENCE MINDSET

FOUNDATIONAL

WHO IS ALSO...

AND IS ALSO...

OUT THERE ADVENTURE STATE OF MIND



CULTURAL TRAVELER

Art · History · Cuisine · Local Culture



OUTDOOR RECREATIONALIST

Trails · Landscapes · Dark Skies



UNEXPECTED EXPERIENCES ENTHUSIAST

Hidden Gems · Strange Stories

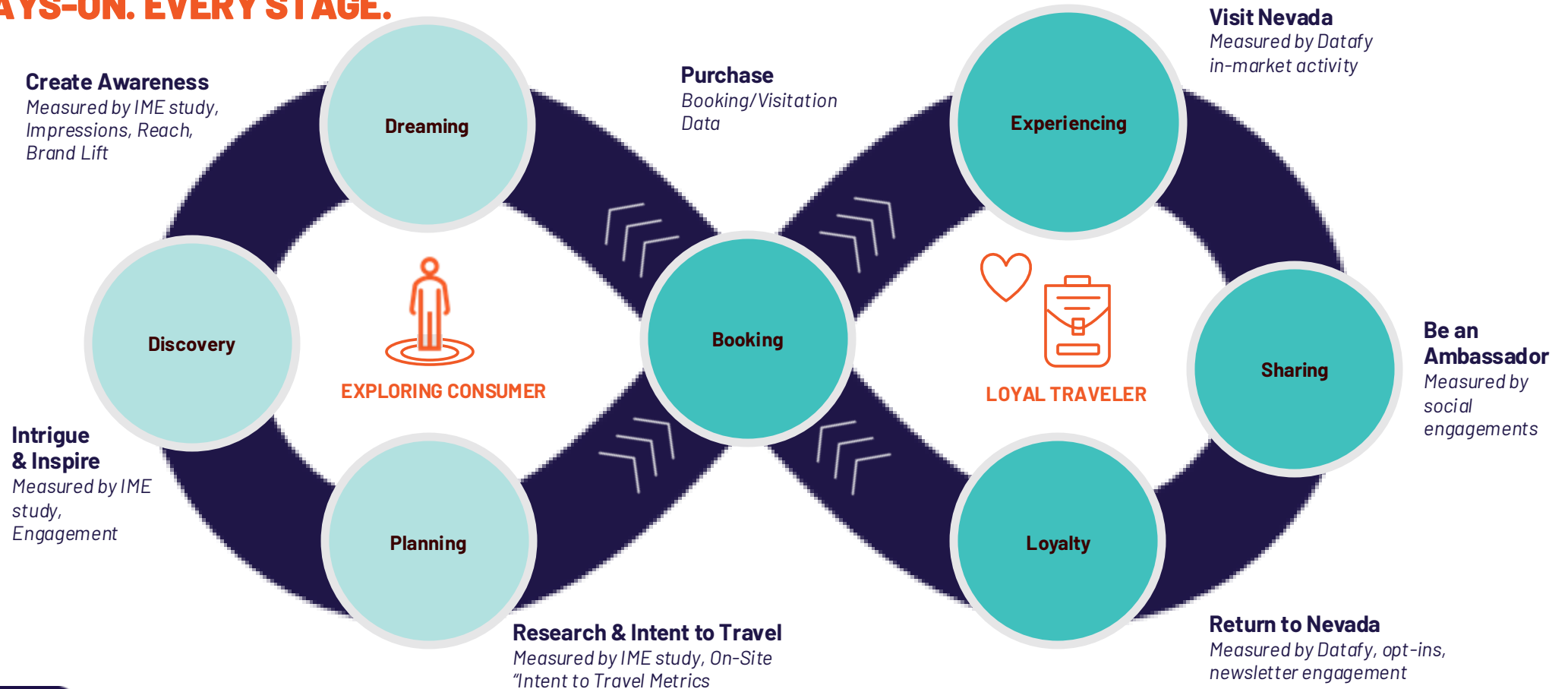
Families
Mult-generational · kid-friendly

Spanish Speakers
Growing across core + momentum
markets

Urban Visitors
City escapers seeking contrast

FY27 STRATEGY | MEASUREMENT + KPIS

ALWAYS-ON. EVERY STAGE.





INTEGRATED HERO PROGRAMS



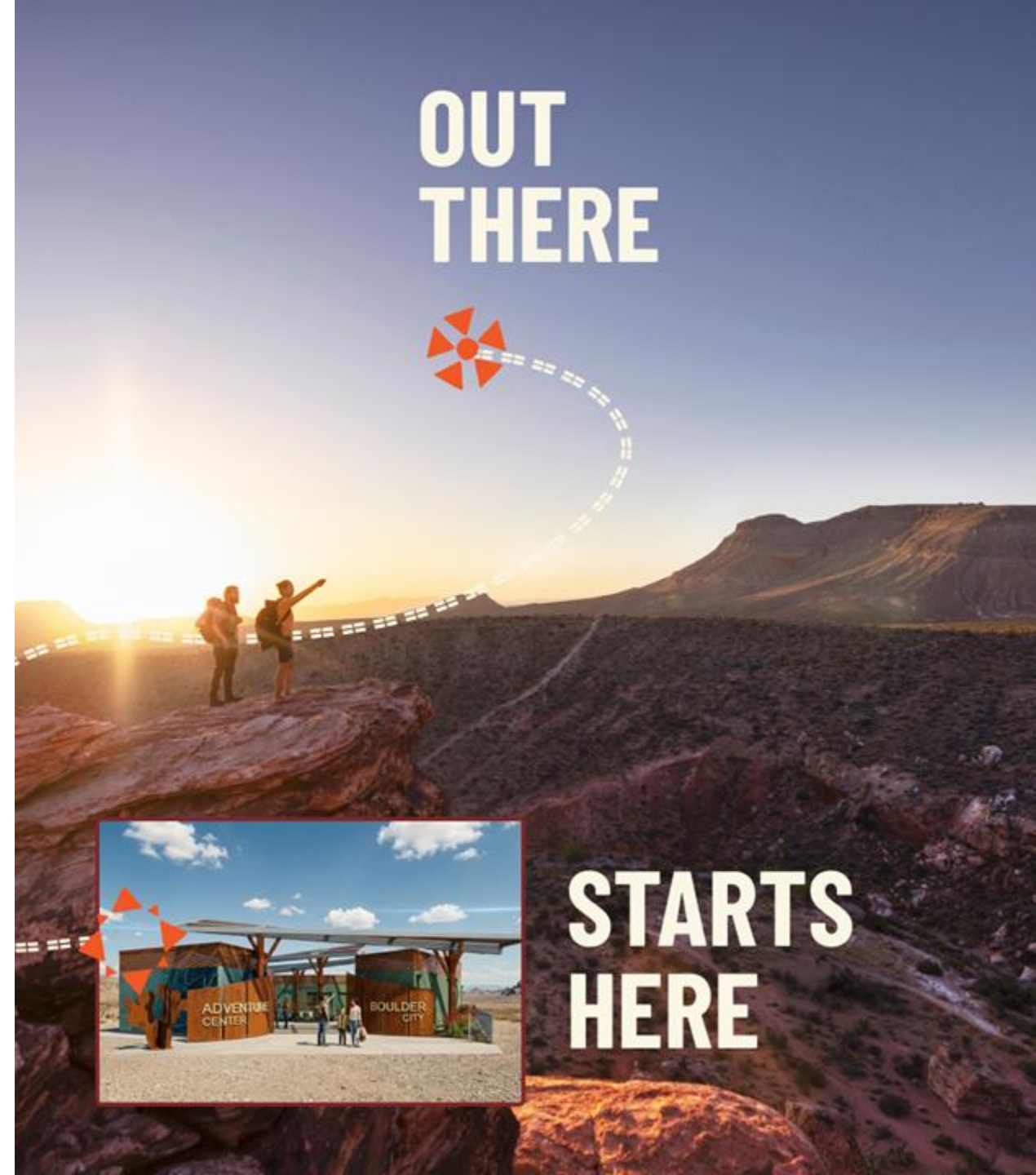
ADVENTURE CENTERS

OUT THERE STARTS HERE

Out There Starts Here introduces Travel Nevada Adventure Centers as the gateway to Nevada's 60 million acres of possibility. A place where travelers unlock hidden hot springs, ghost towns, stargazing routes, and roads paved by the spirit of adventure.

It's a rally cry and a rally point all in one. It stirs the soul and points the way—making the logical first step obvious, safe, and story-worthy.

If the gateway moment is the most concentrated point of leverage—where intent can be converted into action, revenue, reviews, and responsible use—then it's only natural that we should name it, design for it, and measure it.




**OUT THERE
STARTS HERE** 



KAYAKING



HOOVER DAM



MOUNTAIN BIKING



HIKING

**OUT THERE
STARTS HERE**



SNOWSHOEING



STARGAZING



SKIING

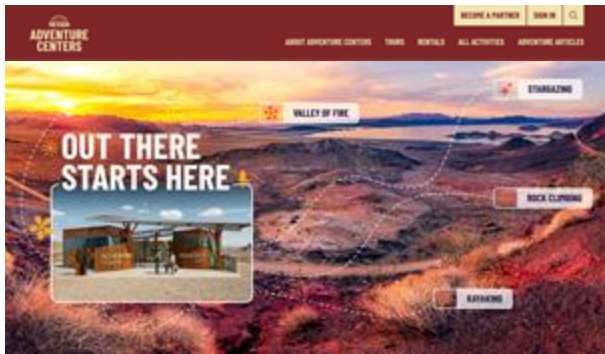


HOT SPRINGS

**NEVADA
ADVENTURE
CENTERS**

GATEWAY TO OUT THERE ADVENTURE

OWNED & CONTENT	EVENTS & ACTIVATIONS	PAID MEDIA SUPPORT	EARNED & PR
- Website launch - SEO + content updates - Partner toolkits	- Annual Gear Demo - Pop-up Studios - GALOTWAH Screenings	Potential tactics: - Directional OOH boards - Outside partnership assets (TBD) - Paid social - Local broadcast partnership - Creator amplification	- In-state media missions "Adventure Centered" FAMs - Media press kits - Stakeholder toolkits - Targeted pitching





**GET A LITTLE
OUT THERE** WITH
ALEX HONNOLD



Outside



**FAHLGREN
MORTINE**
THE SHIPYARD COLLECTIVE

EXTEND MOMENTUM OF SEASON 1

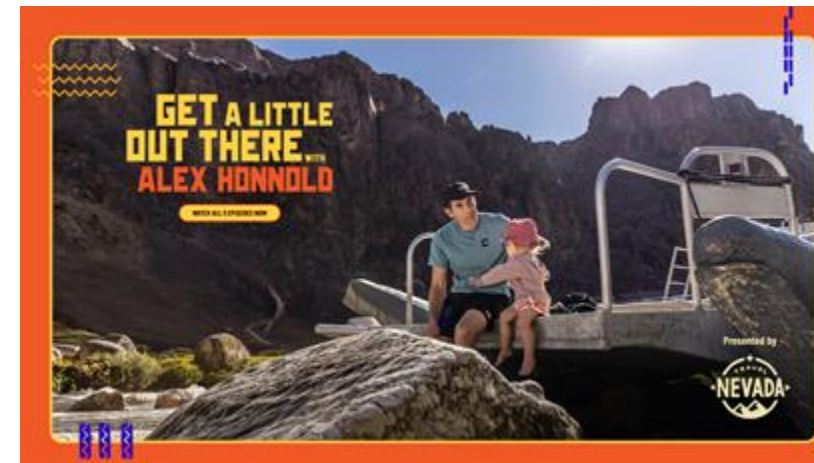
Expand Get a Little Out There with Alex Honnold across every screen

Repurpose

- Turn long-form content into additional assets to use with other partners
- Takeover ads driving to Travel Nevada's site

Distribute

- Paid YouTube campaign
- Connected TV: Samsung, Roku, Disney+, HGTV, CNN
- ACR Retargeting



GET A LITTLE OUT THERE WITH ALEX HONNOLD

ONLY ON **Outside**

WATCH ALL 5 EPISODES NOW



@caesarchavez5829



I could watch 12
seasons of this.

👍 209

GET A LITTLE OUT THERE^{WITH} ALEX HONNOLD

ONLY ON **Outside**

WATCH ALL 5 EPISODES NOW



@lydialeigh4



I had no idea there is so much beauty, nature and adventure to experience.

👍 193

GET A LITTLE OUT THERE WITH ALEX HONNOLD

ONLY ON **Outside**

WATCH ALL 5 EPISODES NOW



@YoCowHowNow



This is heart warming
and fun to watch.

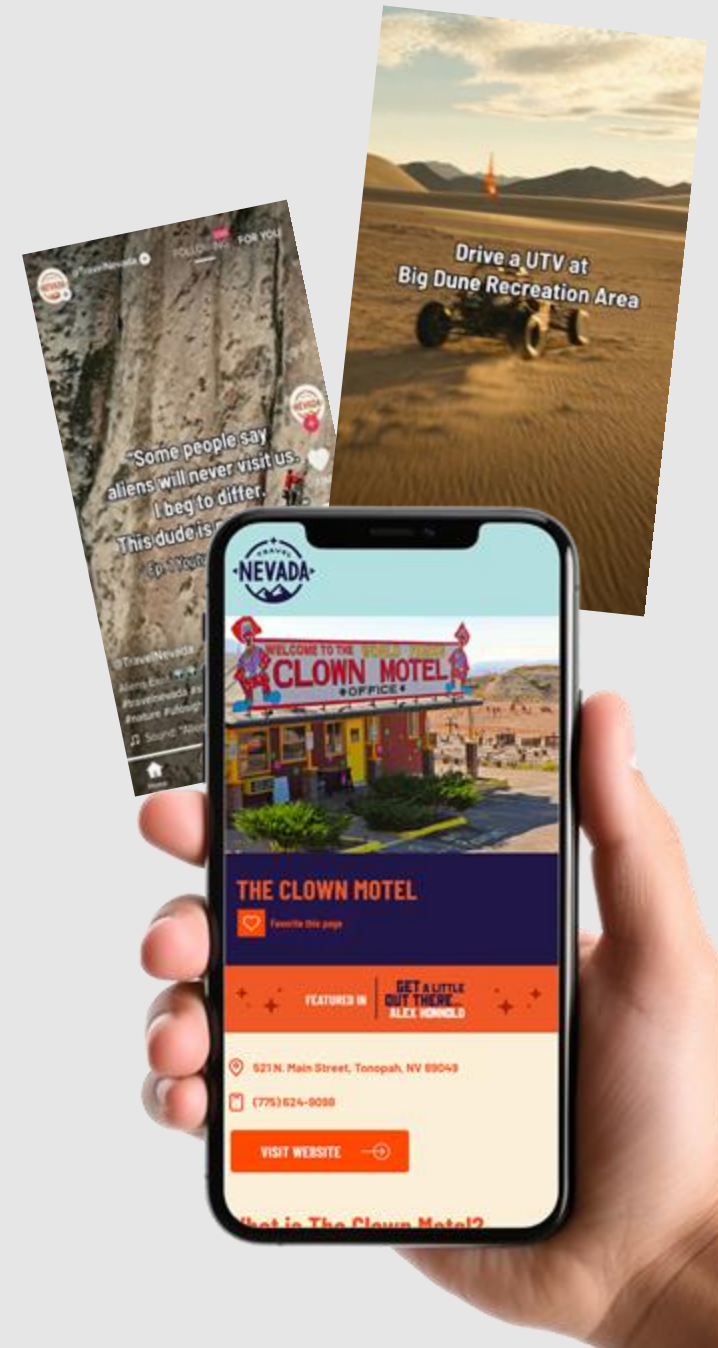
👍 147

EXPANDING THE IMPACT ACROSS CHANNELS

Repurpose our show footage into snackable, saveable and shareable social media content that inspires trip planning:

- **A series of “Out There Adventures For People Who Aren’t Outdoorsy”**
- **A series featuring the most Out There Youtube comments to continue promoting the series.**

Additionally, we can cross-promote the show across the website with badges that designate an Out There Experience from the show.



GET A LITTLE OUT THERE WITH ALEX HONNOLD 2.0

Establishing the framework for what's next

- **Maximizing existing agreement to promote Season 1**
 - Advertising and appearances
- **Establishing a new agreement**
 - Promote Adventure Centers, Always-On Ambassador, Qantas Flight, Shoot Season 2
 - Advertising, PR, Social, Production, Appearances
 - Negotiate TBD number of things that extend current agreement and explore a new long-term agreement.





PAID MEDIA

FY27 PAID MEDIA | Overarching Approach

OVERARCHING GOALS	Shift perceptions to encourage people to spend more and stay longer in Nevada				
TRAVELER JOURNEY	DREAMING	DISCOVERY	PLANNING	BOOKING	EXPERIENCING
MARKETING OBJECTIVES	Awareness & Intrigue	Shift Perception and Inspire	Research & Intent	Drive bookings	Extend and Enrich the Visit
MEDIA STRATEGY	Plant Nevada in the imagination through immersive, sight-sound-motion storytelling	Reshape perception through trusted voices and original storytelling	Convert curiosity into commitment by showing up where research happens	Remove friction at the moment of decision	Deepen the visit and turn travelers into Nevada advocates

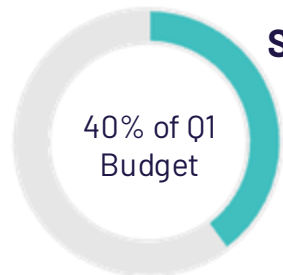
FY27 Q1 PAID MEDIA | Strategic Focus

Two pillars in Q1. Build the brand. Capture the booking.

DREAMING

Build awareness at scale

High-impact, visually-driven placements that make Nevada the place worth imagining. Amplified by the Alex Honnold integrated partnership



SAMPLE PARTNERS:

hulu

SiriusXM



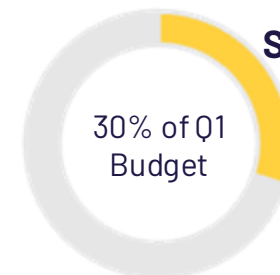
Outside



BOOKING

Capture active demand

Defend competitive share with leading OTAs at the moment travelers are actively shopping, converting consideration into committed bookings.



SAMPLE PARTNERS:

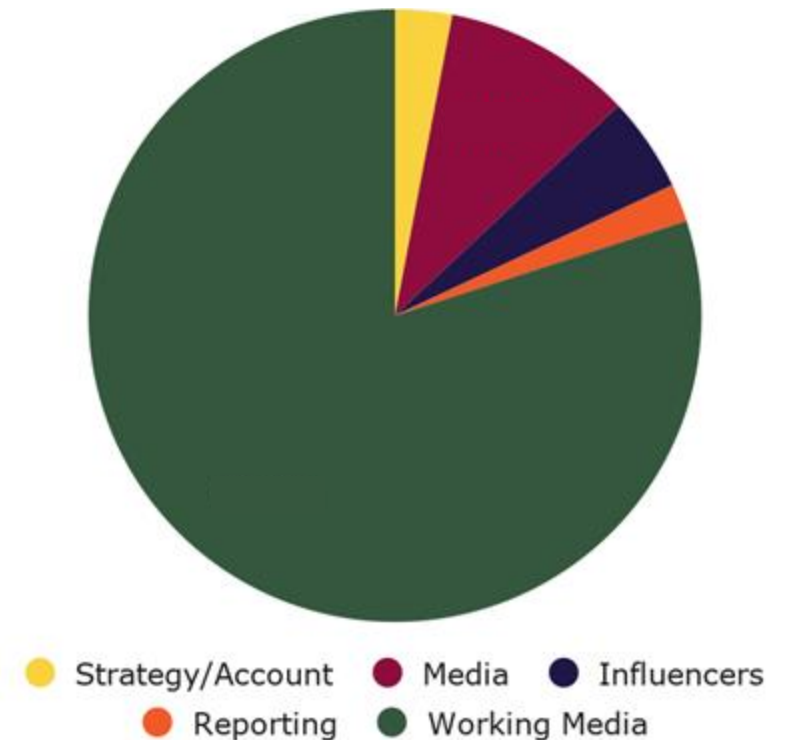
expedia group
media solutions

priceline

FY27 Q1 MKT02 BUDGET (\$715K)

- **Strategy + Account Management: 17%**
 - Planning, managing, and trafficking all medi
 - Ongoing external partner management
 - Influencer planning, vetting, itinerary development, and contract creation/negotiations
- **Working Paid Media: 80%**
 - Domestic Paid Media - 67%
 - In-State Media - 28%
 - Influencer Program - 5%
- **Reporting + Analytics: 3%**
 - Reporting

MKT02 - Q1 BUDGET





DIGITAL

FY27 STRATEGY | DIGITAL

Strengthen the Foundation



Expand Discovery



Deepen Engagement



Measure & Optimize

Ongoing site enhancements

- Accessibility
- Proactive Maintenance, Repair & Optimization
- Technical Site Enhancements
- Adventure Center Website Build + Tenant Digital Onboarding

Improve visibility across search, social and AI-assisted discovery

- SEO & AI
- Advanced Schema Audit
- Multimedia Optimization
- Integrated Content Planning
- Organic Social Strategy
- Paid Search Optimization

Enhancing user experience to help travelers move from inspiration to planning

- Multimedia Content
- Adventure Center Promotion
- Website Badges for Hero Programs
- Email Subscription Optimization
- UX Enhancements

Driving traveler actions that matter

- Strategic Plan Measurement Framework
- KPI Alignment
- CRO Testing



EARNED MEDIA

FY27 PROGRAM EVOLUTIONS

As the way our team works and the media world evolves, our strategy evolves, too. Below are two key shifts you'll see this year.

LLM Intelligence and Visibility

Using outcomes of an AI audit to sharpen our PR program, as well as incorporate LLM visibility into Top 100 list consideration and alongside traditional reporting

Audience-Centric Strategies

Expanding our work from visitor-centric to ensure that we consider stakeholders and residents when planning and executing hero programs and major initiatives

MEDIA TARGETS

NATIONAL
TRAVEL

NATIONAL
CONSUMER

NATIONAL
TRADE

REGIONAL

IN-STATE

lonely planet

Outside

TRAVEL+
LEISURE

Smithsonian
MAGAZINE



Sunset

LAS VEGAS
REVIEW-
JOURNAL

AFAR

The New York Times

TRAVEL WEEKLY

SFGATE

rgj

THE TRAVEL

USA
TODAY



5280

FOX 5
KVVU-TV
Henderson - Las Vegas

THE
GROUP
TRAVEL LEADER

AJC

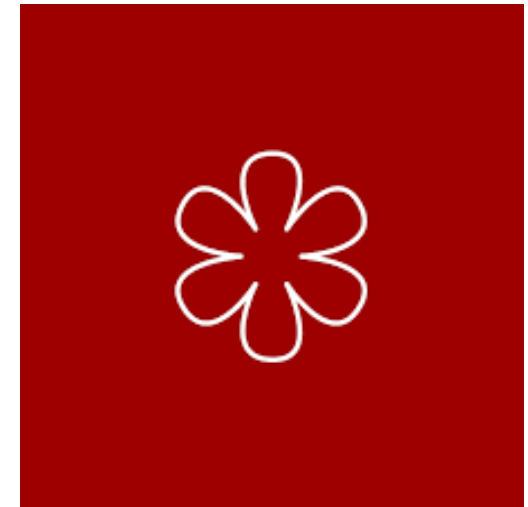
KOLO 8
newsNOW abc



MICHELIN GUIDE + CULINARY SUPPORT

We'll execute a multi-pronged program that celebrates Nevada's participation in the Southwest MICHELIN Guide and recognizes the state's culinary scene by:

- Building resident and stakeholder advocacy for the program by communicating MICHELIN's economic impact.
- Maximizing visibility for Nevada's recognition and the restaurants that are honored.



MEDIA FAMS

MEDIA FAM CONTENT THEMES

"Set Jet": "Get a Little Out There with Alex Honnold"-themed FAM



"See Your Sign": Astrology-themed FAM



MEDIA MISSION

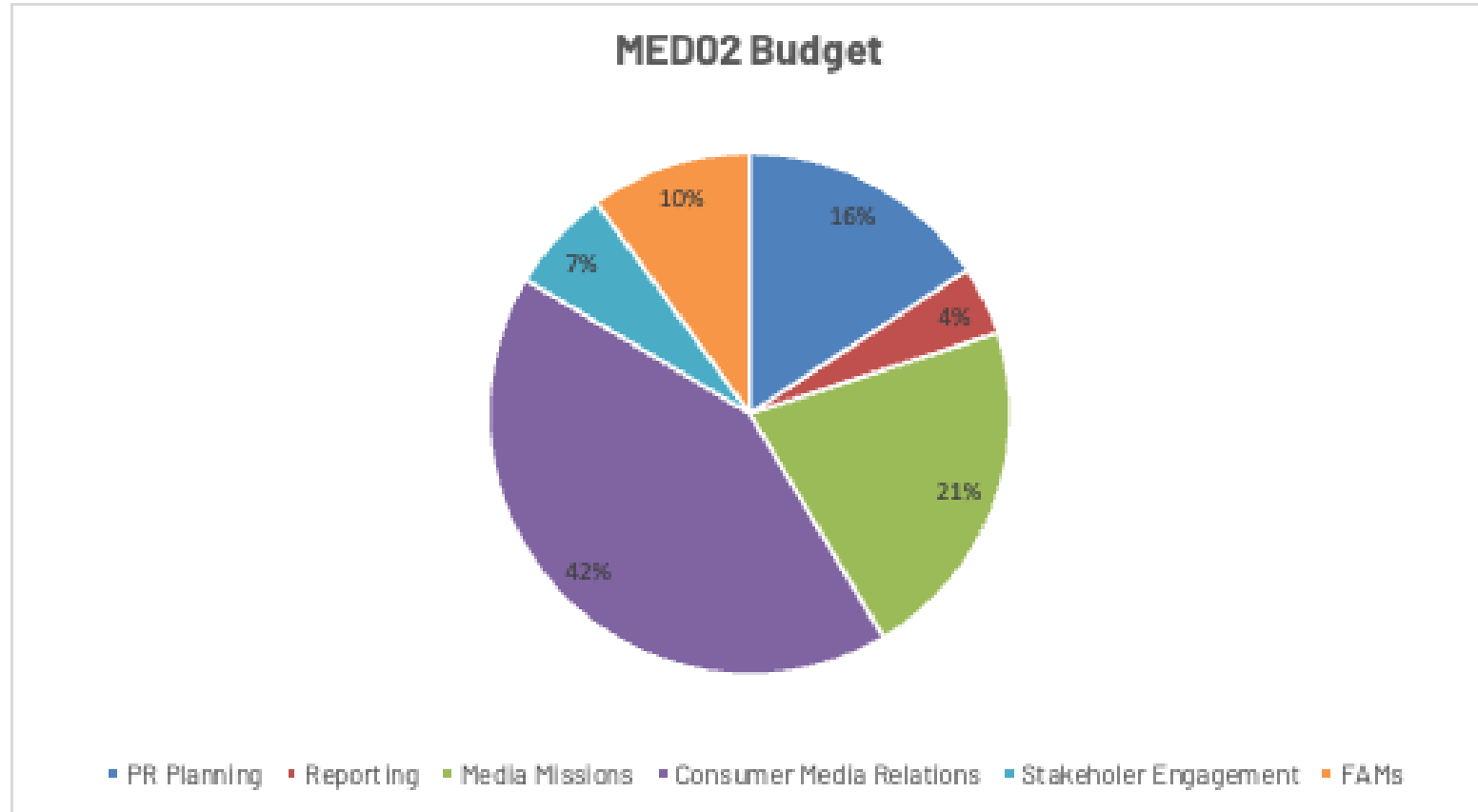
CORE MARKET MEDIA MISSION: LAS VEGAS

- Proposed location: Travel Nevada Adventure Centers—Boulder City
- Goals:
 - Give partners an opportunity to engage with Las Vegas-based media and influencers
 - Build buzz and excitement for the Centers prior to its grand opening



Q1 MED02 BUDGET (\$127,272)

- **PR Planning + Strategy: 16%**
- **Consumer Media Relations: 42%**
 - National outreach
 - In-state outreach
 - Activations + campaigns
- **FAM Coordination: 10%**
- **Media Missions: 21%**
 - Las Vegas
- **Stakeholder Engagement: 7%**
 - Annual report
 - Partner engagement
- **Reporting: 4%**
 - Reporting
 - Highlight reels



THANK YOU!

FOR DISCUSSION ONLY

TRAVEL NEVADA ADVENTURE CENTERS UPDATE



TRAVEL NEVADA ADVENTURE CENTERS—BOULDER CITY



TRAVEL NEVADA ADVENTURE CENTERS—CARSON CITY



FOR POSSIBLE ACTION

3D DESTINATION DEVELOPMENT COHORT 4 GRANT FUNDING RECOMMENDATION





3D PROJECT

COHORT UPDATES

June 10, 2026

COHORT ONE: COMPLETE!

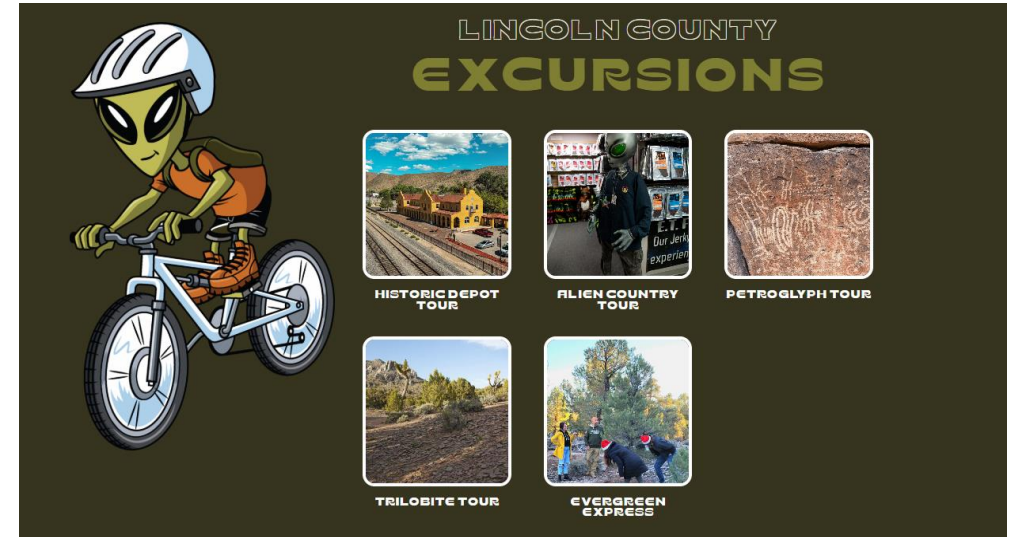
- **Lincoln County:** Launch of new tour operator – Lincoln County Excursions (LCX)!
- **Friends of High Rock Black Rock:** Launch of new tours including Outdoor Air Art Gallery walking tour, bike/hiking/camping group tours.
- **White Pine County :** New educational interpretation trail signs installation spring and summer 2026.

COHORT TWO: ONE QTR. TO GO!

- **Boulder City** Best Dam 411 Infomobile + LED Welcome Sign success!
- **Dust & Wonder Trail** Platform development, organizational development, and art installations

COHORT THREE: HALFWAY POINT

- **Walker River:** Project manager hired, mural unveiled in Yerington, and kayak rental station will be open end of June.
- **Dust & Wonder Trail:** Platform development, organizational development, and art installations progressing.





3D PROJECT

COHORT FOUR GRANT RECOMMENDATION

June 10, 2026

CONSULTATION PROCESS

- October 2025- March 2026
- Monthly meetings with Steering Ctte. and Project Leads
- Two Community Meetings in Goldfield
- Site Visits with contracted consultants and partners
- Deb Brown and Maree Forbes Gaughan of National Travel Center and Carl Ribaud of SMG Consulting



3D GRANT PROCESS

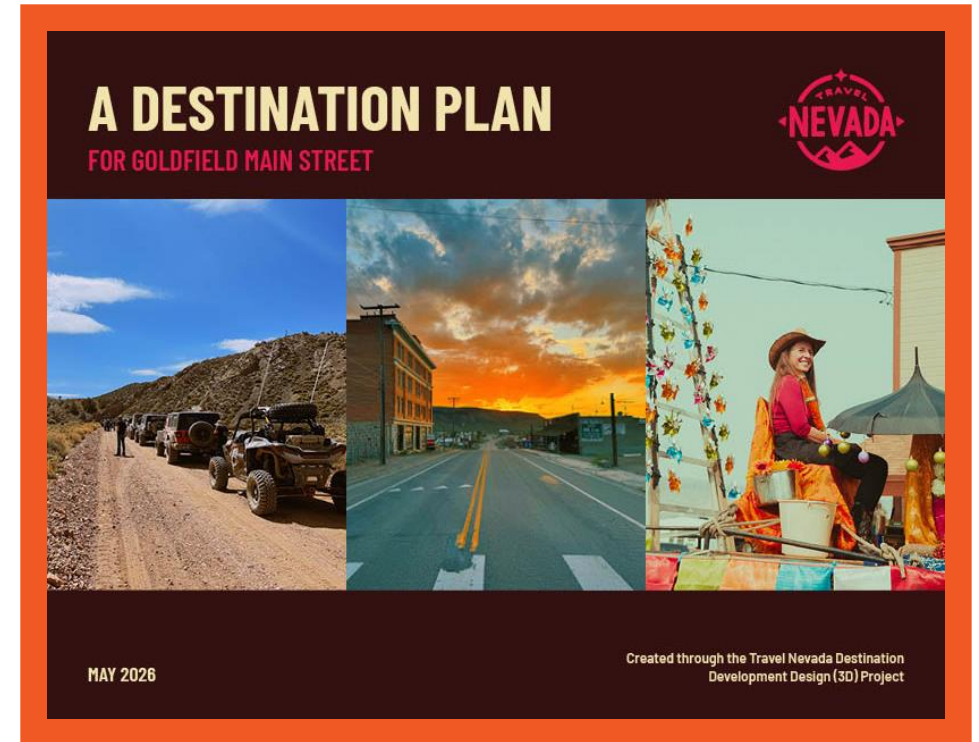
1. 3D Project awardees, upon completion of their plan, apply to Travel Nevada for funding to support the initiatives included in the plan.
2. The Travel Nevada 3D Working Group, made up of representatives from The University Center for Economic Development, Nevada Division of Outdoor Recreation, the Nevada Small Business Development Center, the Nevada Arts Council, the Bureau of Land Management, and the Governor's Office of Economic Development, review the grant proposals and make award recommendations for the Nevada Commission on Tourism.
3. Nevada's Commission on Tourism votes to approve or deny 3D Working Group funding recommendation.
4. Grantees receive an award letter and contract stipulating terms and conditions of award.
5. Upon execution of the contract the first half of awarded funds are disbursed to grantees.
6. Grantees are required to submit quarterly reports to Travel Nevada, including:
 - Progress Report
 - Disbursement Tracking Report (with receipts for all programming expenses)
 - Work Plan (with updates)
7. Grantee may request further disbursements throughout the 2-year project period with proof of expenditures until award is fully expended.

PLAN HIGHLIGHTS

Goldfield Main Street

The Goldfield 3D Project will boost the visitor experience by:

- Cleaning up and enhancing the appearance of downtown;
- Working with the Nevada Land Trust to prepare the site of the historic Gans-Nelson Fight and Goldfield Railroad Depot to transition to a heritage park;
- Augmenting the International Car Forest by improving ingress/egress and “planting” additional cars;
- Creating an historic walking tour voiced by Radio Goldfield, “The Voice of the Old West”;
- Developing a committee to foster local collaboration and providing a stipend to a project manager to oversee implementation and reporting.



Funding Recommendations

Participant	Ask	Recommended
Goldfield Main Street	\$591,767	\$436,315

