

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

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

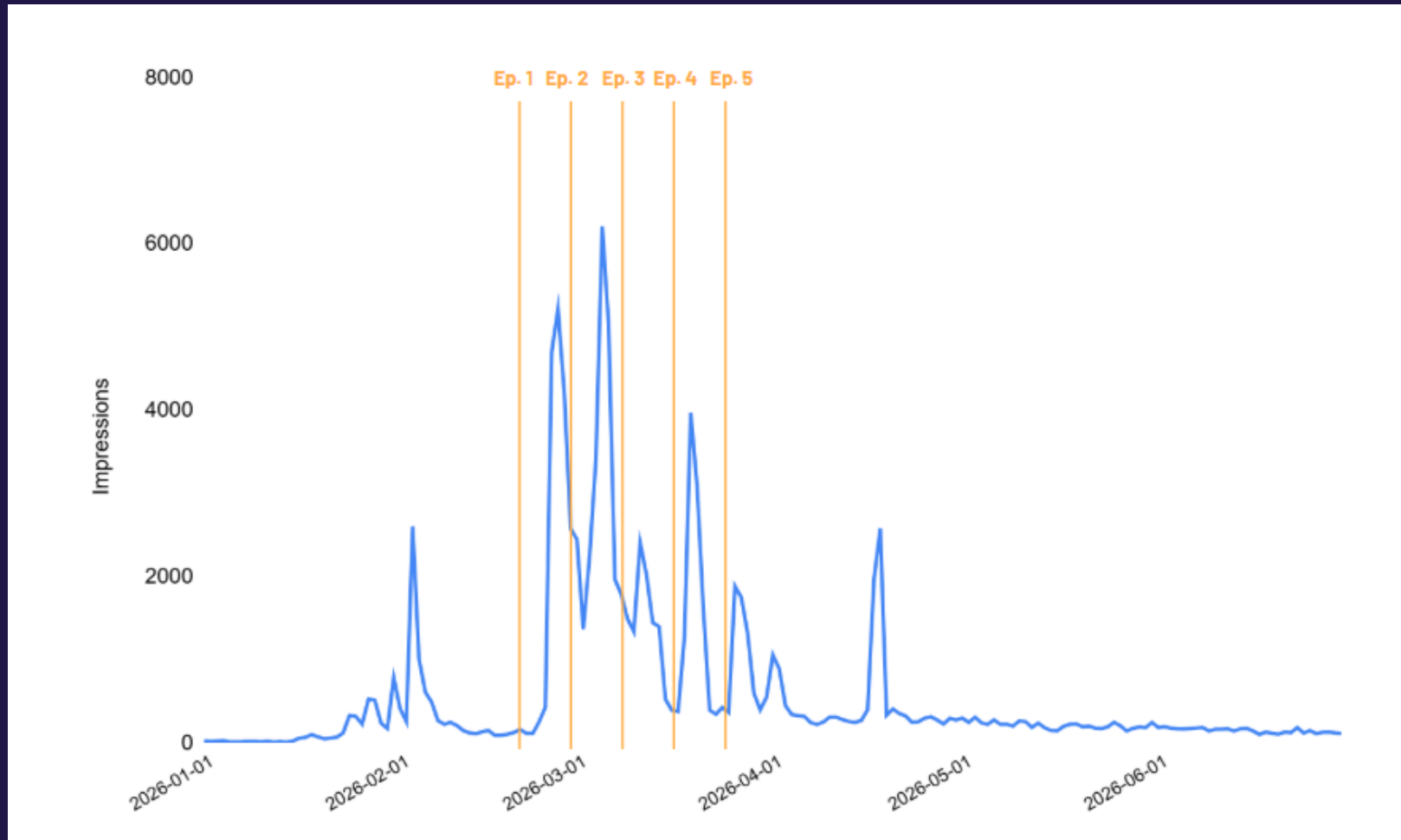
GOLD WINNER

Campaign – Travel & Tourism, for the
branded content series



GET A LITTLE OUT THERE WITH ALEX HONNOLD

TravelNevada.com Performance



OUTSIDE DAYS SUMMER

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



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

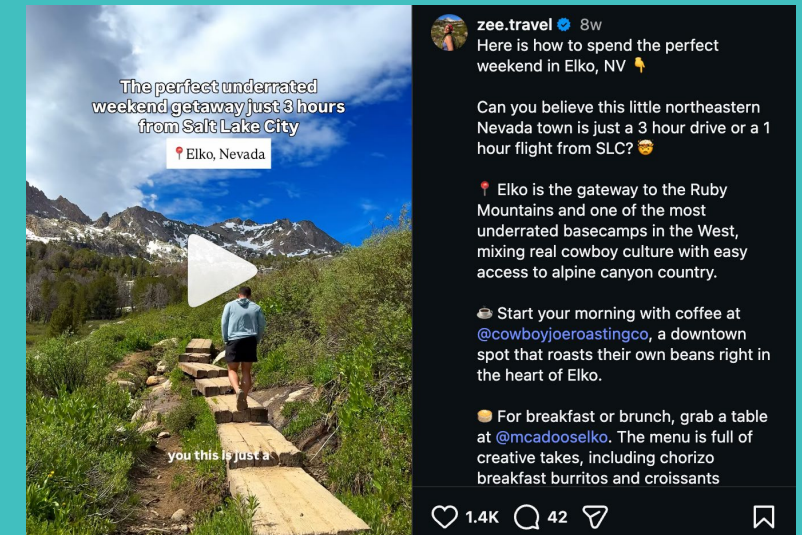
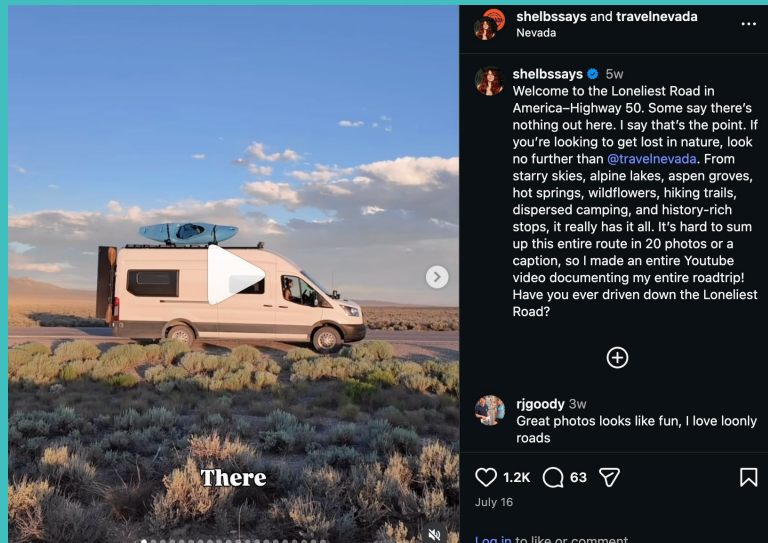
A :30 unit ran nationally in Game 6, Carolina at Vegas, on ABC on 6/14/26, plus a replay unit on ESPN.

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

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

FY26 AMBASSADOR PROGRAM TOTAL

- **3** Ambassadors
- **46** Posts
- **1,622,575** Views
- **575,294** Reach
- **77,441** Engagements
- **55,470** Likes
- **1,076** Comments
- **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 SPACE
OUT IN NEVADA 360 VR
EXPERIENCE CONDUCTED

\$1601.28

DESO X TRAVEL NEVADA
MERCH SALES



GREAT AMERICAN STATE FAIR

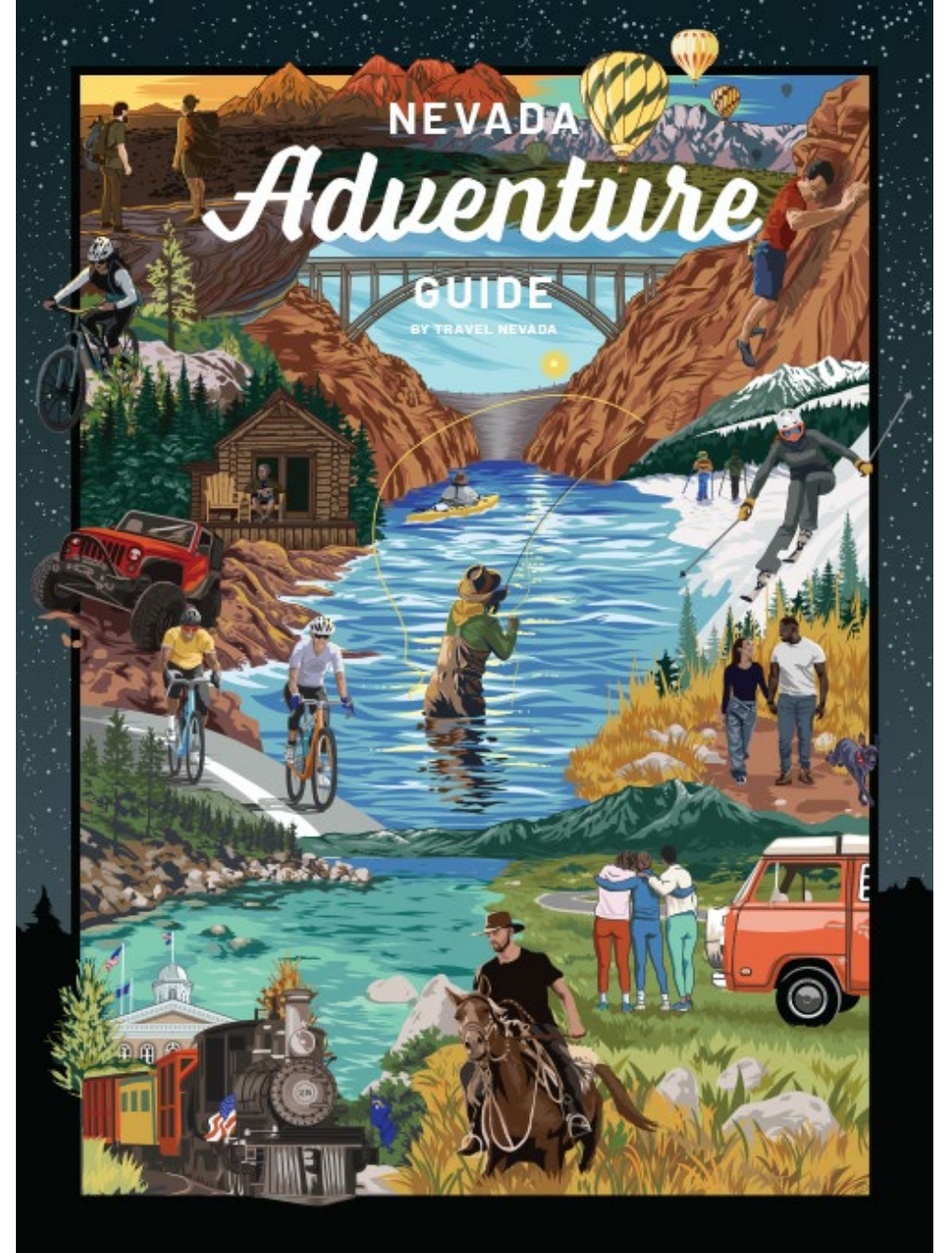


50,000
PEOPLE OVER 16 DAYS



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

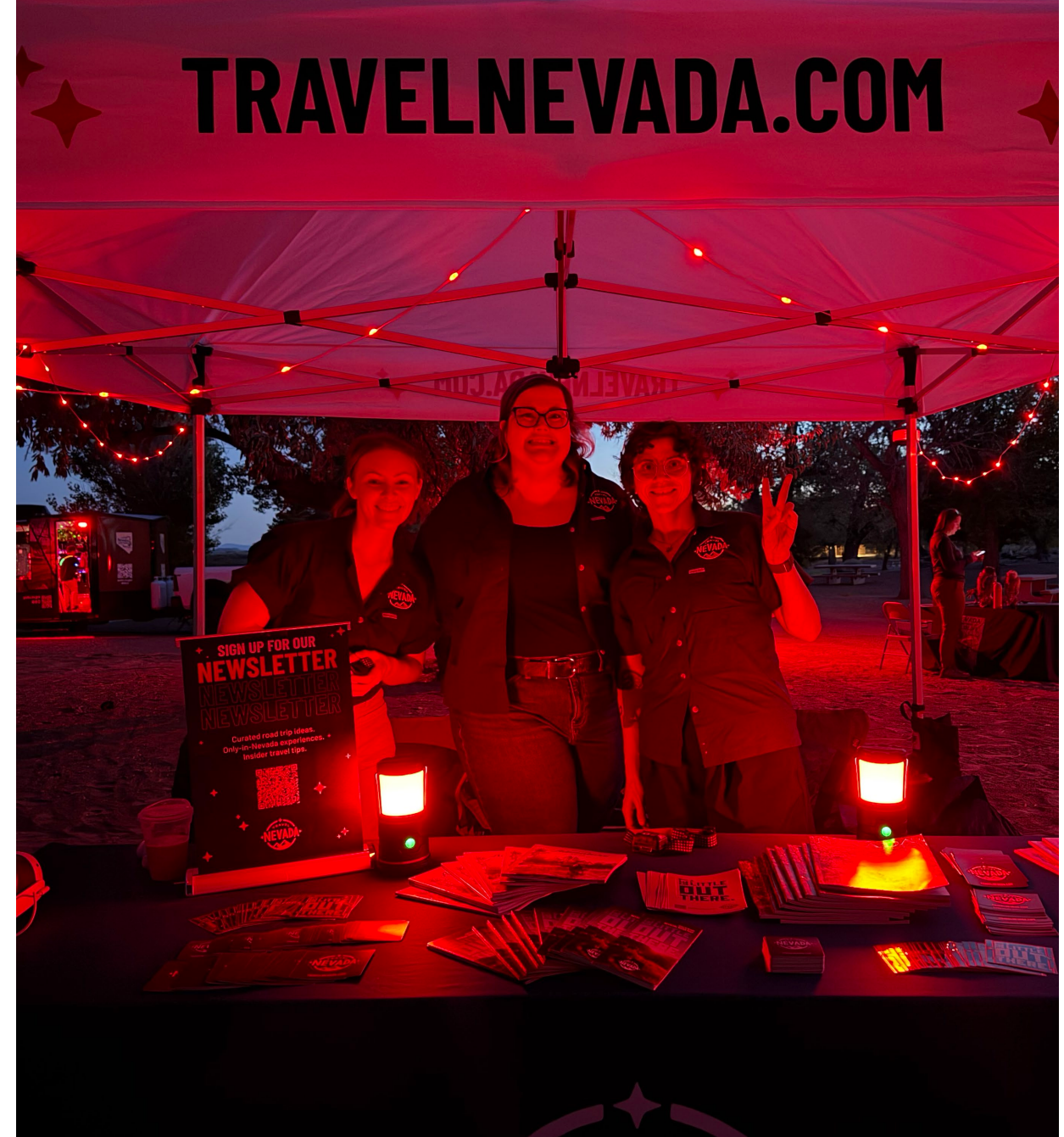
In Q4 we offered four unique passports to engage travelers and encourage stops at rural locations. The Paranormal Passport 2.0 is a fan favorite, and we also offer one on our Sagebrush Saloons, and Area 51(ish) Adventure, and of course, our Basque Adventure Challenge.

600
CHECK-INS IN Q4



QUARTER 1 HIGHLIGHTS

- Cosmos in the Desert





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. By welcoming NV Trailblazer certified advisors into our rural communities, we create firsthand experiences to sell and promote our destination to international travelers.



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

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

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.

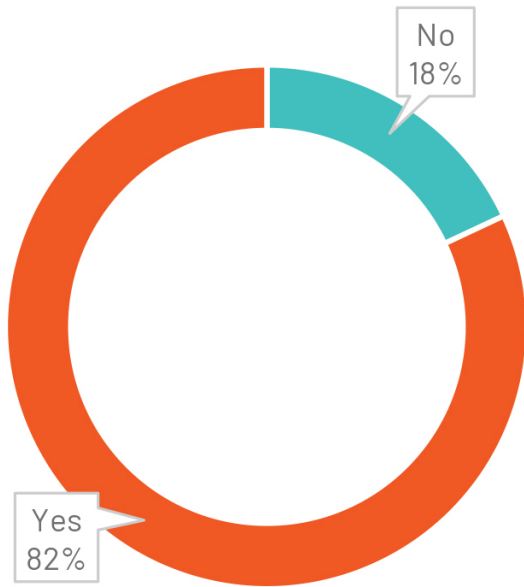
FUTURE CONTENT

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.

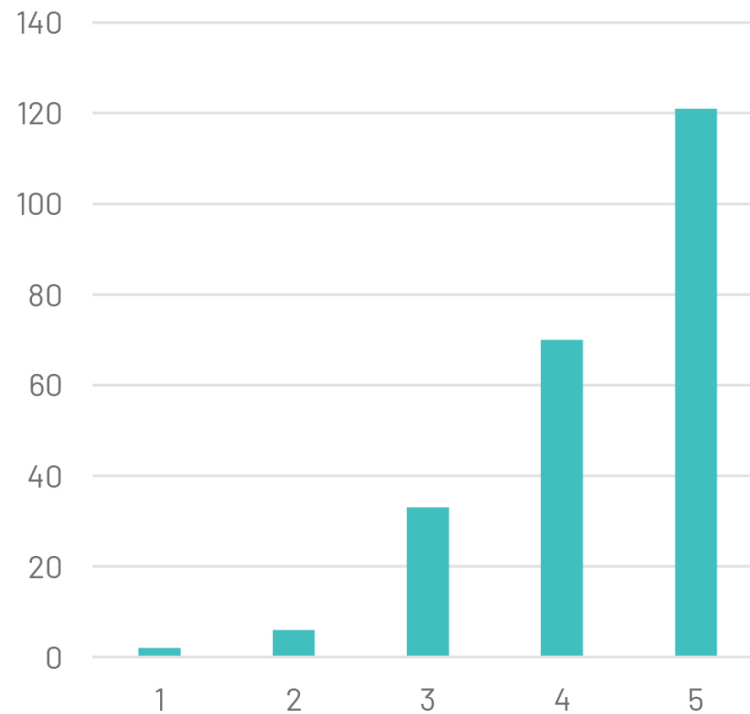
RURAL ROUNDUP 2026 SURVEY RESULTS

KPIs Received Solid Ratings for 2026 Conference

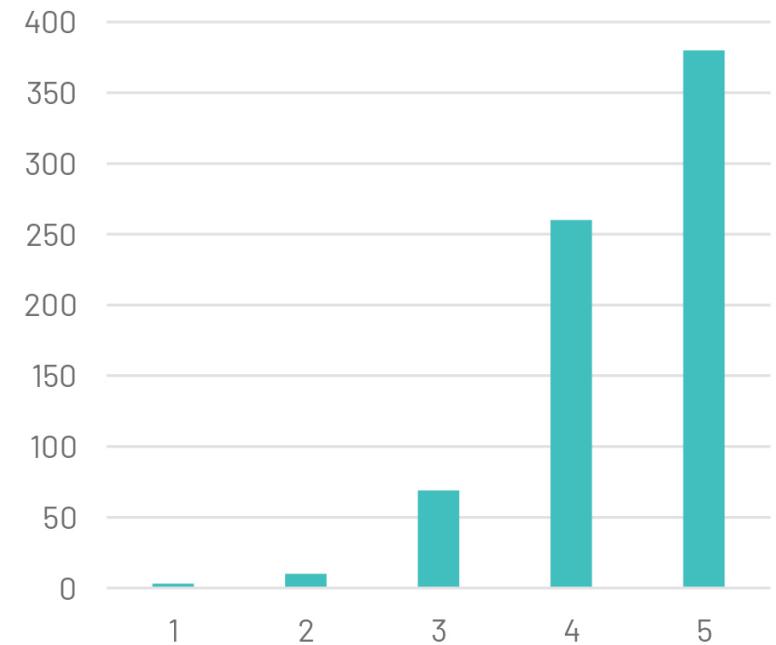
Plans to implement changes based on learnings



General session ratings (average: 4.3)



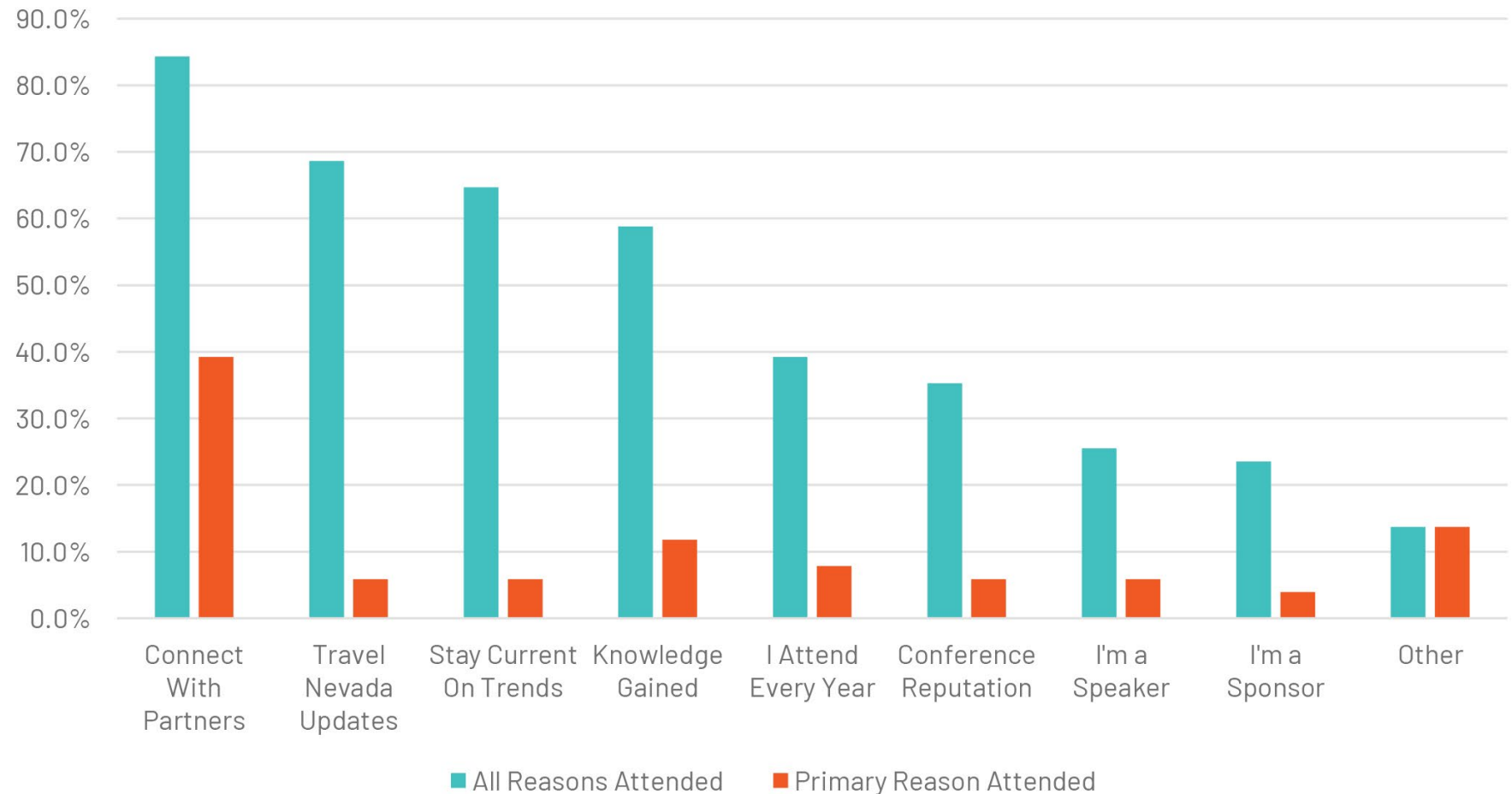
Breakout session ratings (average: 4.2)



RURAL ROUNDUP 2026 SURVEY RESULTS

Reasons to Attend Conference

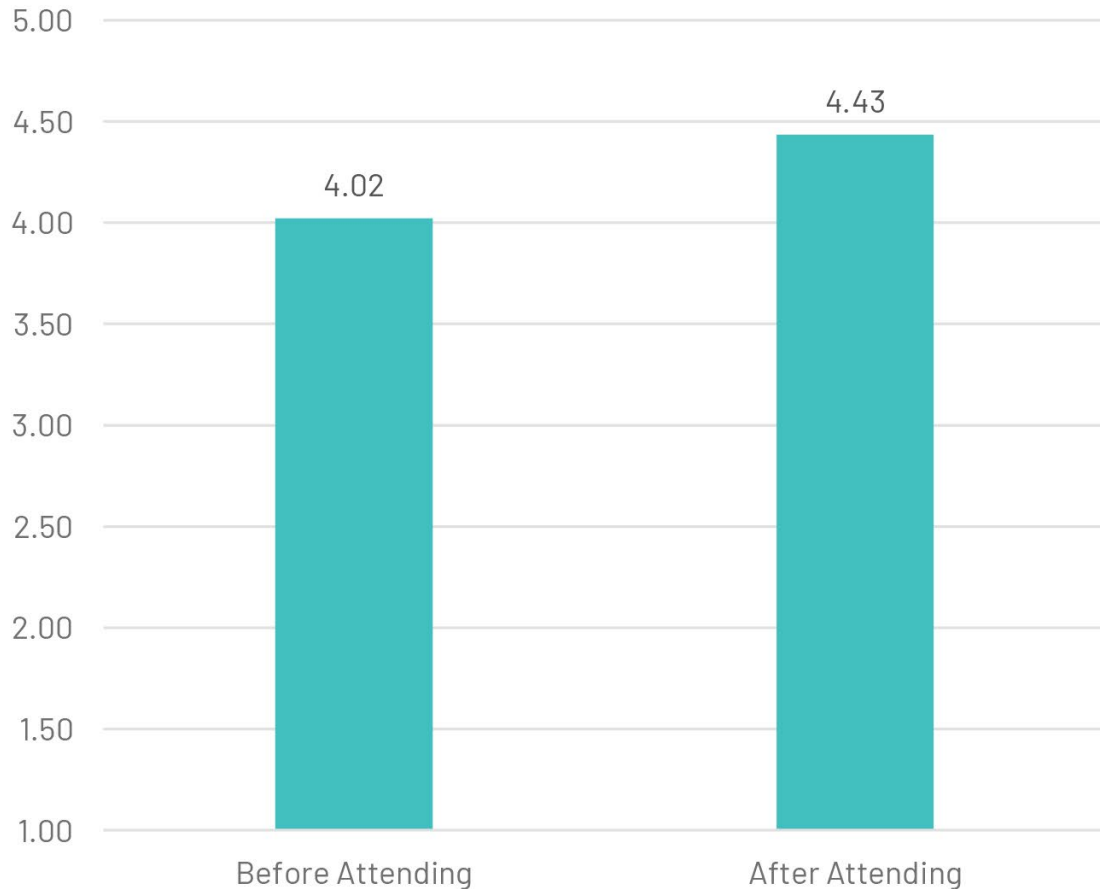
Whether it was primary reason for attendance or answering for all reasons attended, **connecting with partners** was the top answer choice for attending Rural Roundup.



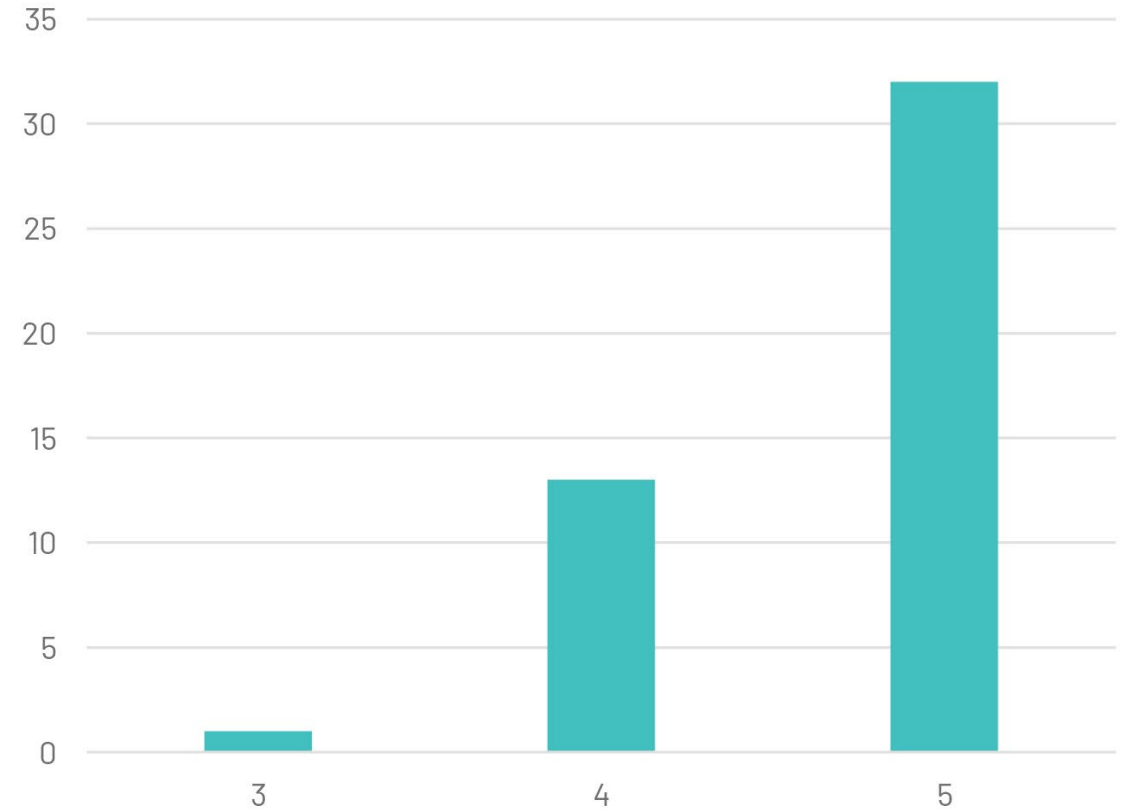
RURAL ROUNDUP 2026 SURVEY RESULTS

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



FY27 Q1 INDUSTRY HIGHLIGHTS

FOR DISCUSSION ONLY

FINANCE REPORT



BUDGET SUMMARY

TOURISM EXPENDITURES

PLANNED FY27 EXPENDITURES

FOR POSSIBLE ACTION

MESQUITE GRANTS





MESQUITE OPPORTUNITIES REGIONAL FUND (MORF) Grant Recommendations



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 community engagement role
- Purchase and installation of indoor and outdoor tourism kiosks
- Exterior development/renovation of the unused Mesquite Visitor Center to be reimagined as a 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



FOR POSSIBLE ACTION

**INTEGRATED MARKETING
EFFECTIVENESS STUDY
REQUEST FOR PROPOSALS**



FOR POSSIBLE ACTION

ECONOMIC IMPACT STUDY REQUEST FOR PROPOSALS



FOR POSSIBLE ACTION

FY2027 Q2-Q4 MARKETING PLAN AND MEDIA BUDGET



FOR DISCUSSION ONLY

GOVERNOR'S CONFERENCE ON TOURISM (GOVCON)



TRAVEL
NEVADA

GOVCON

RENO

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INTERNATIONAL UPDATE: PREPARATION FOR QANTAS FLIGHT LAUNCH



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



