



**TRAVEL NEVADA**  
**Domestic & International Market Development**

*November 18, 2021*



# Domestic Travel Trade

**FY 2022**

# Domestic Strategy: Layer, Audit, Partner

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- **Extend marketing efforts**

- Tradeshows & events targeting key domestic markets
- Trade training & FAMS – agents, operators, wholesalers, receptives, airlines, OTAs
- B2B2C co-ops where possible – Costco Travel, AAA, etc.

- **Travel trade product audit and development**

- GDS platforms (Amadeus, Travelport, Saber)
- Bed Banks (Hotelbeds, Web Beds)
- OTAs (Expedia, Get Your Guide)

- **Western states partnerships**

- Multi-state itineraries

# International Travel Trade

**FY 2022**

# Nevada International Visits & Spend

## Visits

2019	Rank	2020
Canada	1	Mexico
Mexico	2	Canada
UK	3	UK
Australia	4	Australia
Japan	5	Japan
Germany	6	S. Korea
China	7	Germany
S. Korea	8	China
Brazil	9	Brazil
France	10	France

## Spend

2019	Rank	2020
Canada	1	Canada
UK	2	China
Australia	3	UK
China	4	Australia
Japan	5	Mexico
S. Korea	6	S. Korea
Germany	7	Japan
Mexico	8	India
India	9	Brazil
Brazil	10	Germany

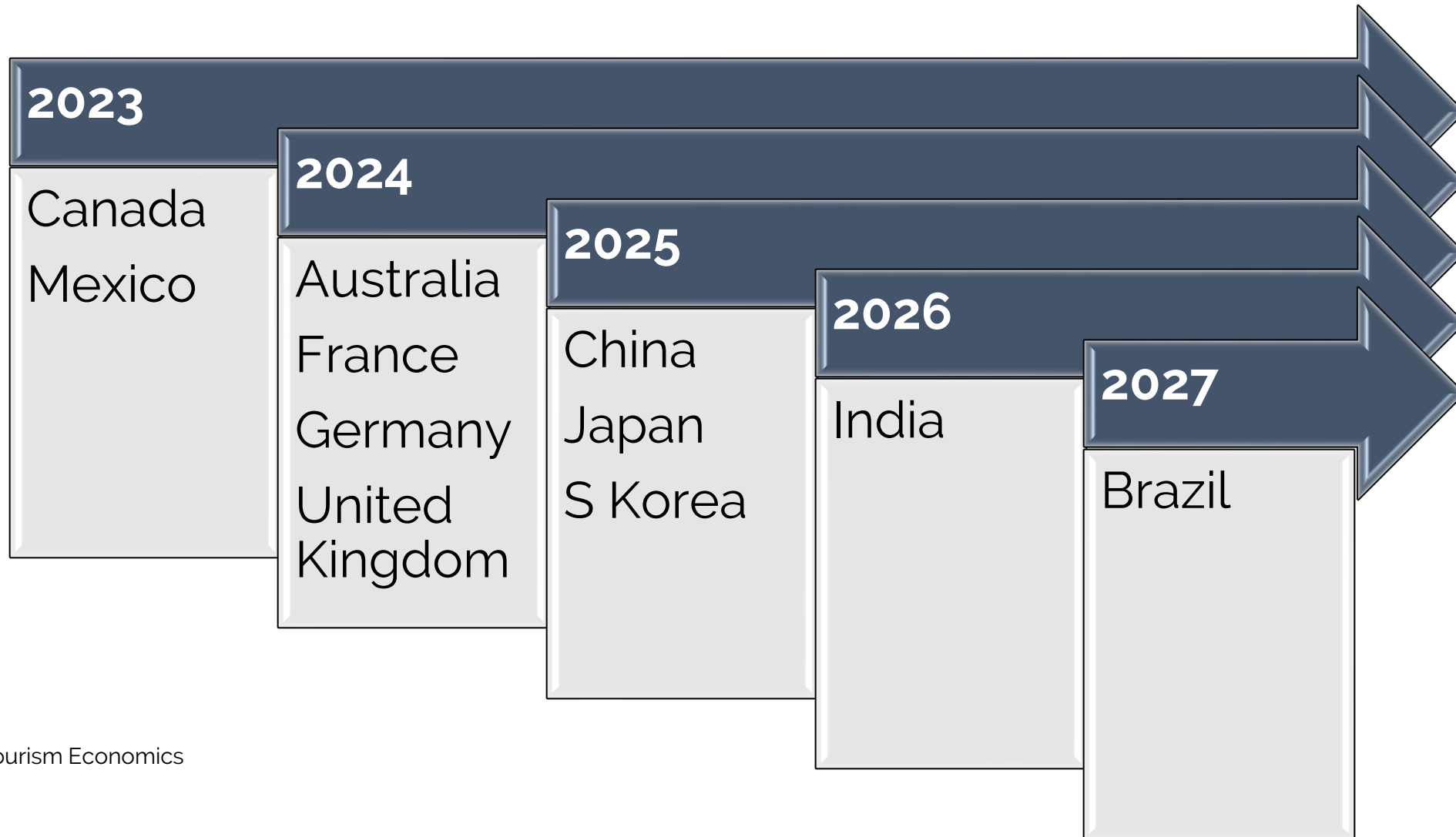
- **According to Tourism Economics, 2019 was a relatively good year for Travel Nevada**
  - International visitation represented 10 percent of total visitation
  - International spend represented 16 percent of total spend
- **Nevada saw a drop in international visitation and spend by 80% and 81% respectively in 2020**
- **Las Vegas is the driver for travel to the state**
  - An opportunity to extend length of stay, go beyond Las Vegas when travel returns

# International visits beyond Las Vegas 2019



Source: Tourism Economics

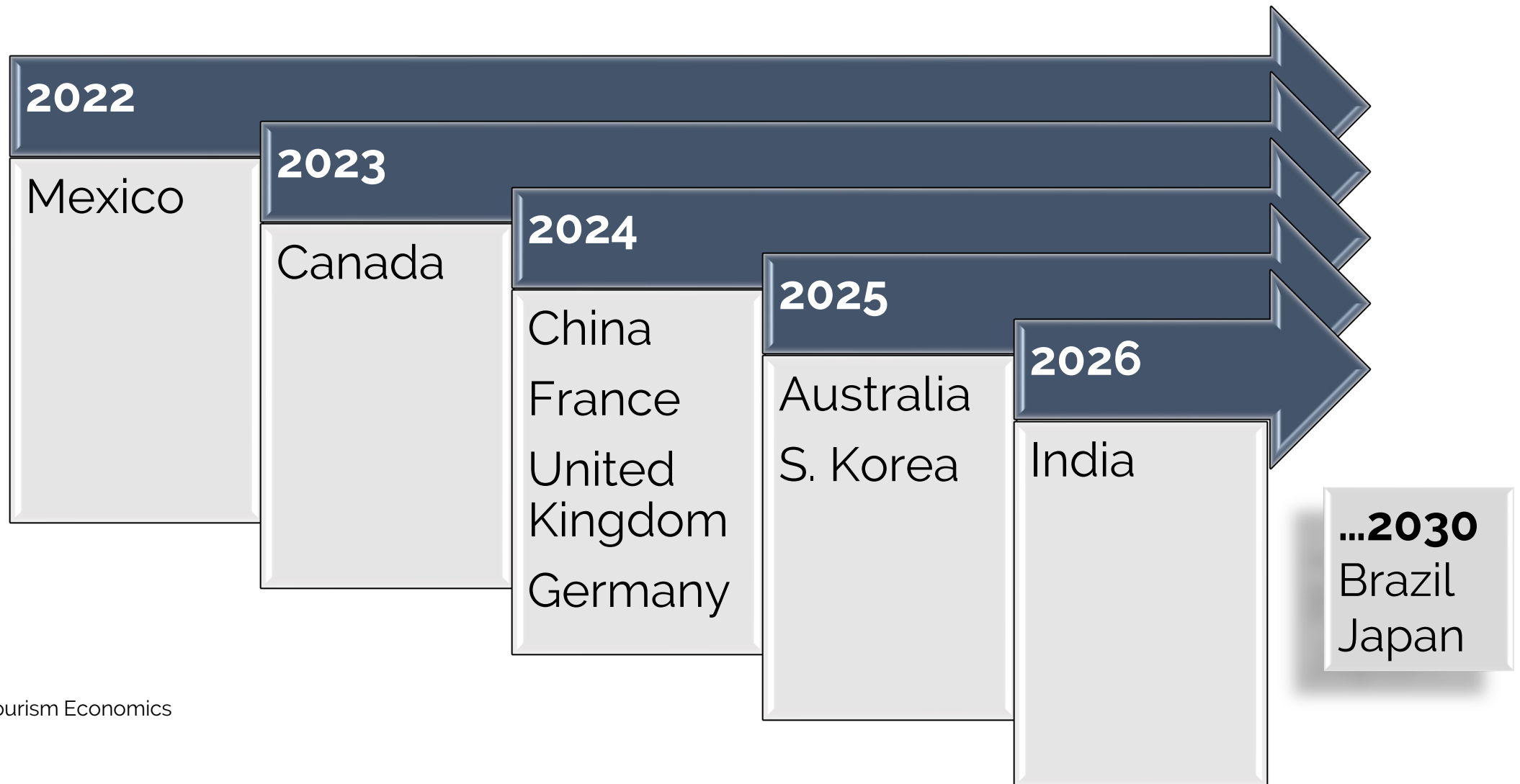
# NV recovery: projected VISITS, compared to 2019



Source: Tourism Economics



# NV recovery: projected SPEND, compared to 2019



Source: Tourism Economics

- **Phased approach as we build back budgets, borders reopen, travelers adjust to travel protocols in a COVID-tolerant world**
  - Global recovery in a state of flux as travel becomes more normalized and familiar again
- **Reevaluate markets and changes in travel attitudes & booking preferences**
  - Develop short-and long-term strategies to welcome visitors back
  - Seek out new target audiences
- **Look for partners to help extend reach and exposure in what's expected to be a very competitive marketplace**
  - Increase B2B2C activities where possible
  - Maximize partnerships with neighboring states

## Tier 1

- Early projected recovery
- Convenient and direct airlift from RNO & LAS
- High familiarity of NV
- High propensity for repeat travel
- Desire to visit rural destinations

Mexico & Canada

## Tier 2

- Multi-state trips
- Convenient connections from gateway airports
- Some familiarity of NV
- High spend per visitor
- Propensity to extend travel beyond Las Vegas

Europe & Australia

## Tier 3

- Risk-adverse travelers
- Low visitor numbers but high spend per visitor
- Low familiarity with the state
- Potential for growth if positioned correctly

Asia & India

# Recommended Office Reopening

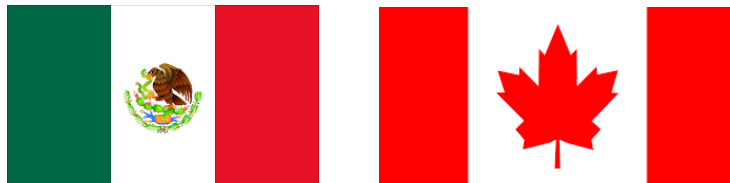
*\*Timing subject to change pending COVID and funding recovery*

## Phase 1



**FY 2022**

Oct 2021 – Jun 2022



## Phase 2



**FY 2023\***

Jul 2022 – Jul 2023



## Phase 3



**FY 2024\***

Jul 2023 – Jun 2024



- **Opportunity to grow visitation**
  - Visitation and spend numbers too low to devote to in-market office
- **Leverage partnership with Brand USA to drive inspirational message**
- **Engage with U.S.-based Receptive operators serving these countries on product development and promotion**
- **Look for cost-effective opportunities to reach targets**
  - Social media (i.e. Facebook)
  - Focus on VFR (visiting friends & relatives) through existing marketing efforts

## Goals

- Re-establish relationships
- Encourage travel beyond the gateways
- Help NV partners expand their reach and increase bookings

## Objectives

- Increase NV inventory across distribution channels
- Expand Road Trips with more bookable assets/packaging
- Increase familiarization of NV



# FY 2022 Travel Nevada Tradeshows & Events



*Pending incremental funds*

*ABA Marketplace  
Jan 8-11, 2022  
Grapevine, TX*

*Connect/RTO East  
Jan 31-Feb 1, 2022  
New York City*

*LA Receptive Event  
Jan 25-27, 2022  
Los Angeles*

*IITA Summit  
Feb 6-9, 2022  
San Diego*

*Go West Summit  
Feb 13-17, 2022  
Reno*

*Connect/RTO West  
Mar 21-23, 2022  
Los Angeles*

*Travel Nevada Canada  
Mission  
Spring 2022  
Western Canada*

*Travel Nevada Mexico  
Mission  
Spring 2022  
Mexico City,  
Guadalajara, Monterrey*

*East Coast Receptive  
Event  
Spring 2022  
New York City*

*Rural Round Up  
April 27-29, 2022  
Virginia City*

*IPW  
Jun 4-8, 2022  
Orlando, FL*

# Industry Development



## Travel Trade

- **Audience**

- Tour operators, wholesalers, travel agents, airlines and receptives

- **Goals**

- Extend domestic & international sales efforts
- One-stop digital resource, 24/7
- English & Spanish

- **Metrics**

- Registrations & certifications
- Engagement (quality over quantity)

# Online Training Platforms

## Travel Trade



- **Audience**

- Tour operators, wholesalers, travel agents, airlines and receptives

- **Goals**

- Extend domestic & international sales efforts
- One-stop digital resource, 24/7
- English & Spanish

- **Metrics**

- Registrations & certifications
- Engagement (quality over quantity)

## Ambassadors



- **Audience**

- NV industry: hospitality front line staff, volunteers, DMOs, Chambers and more

- **Goals**

- Education and updates, focused on welcoming visitors
- Knowledge based resource, access to latest information

- **Metrics**

- Certifications
- Event & activity participation
- Engagement, incentive redemptions

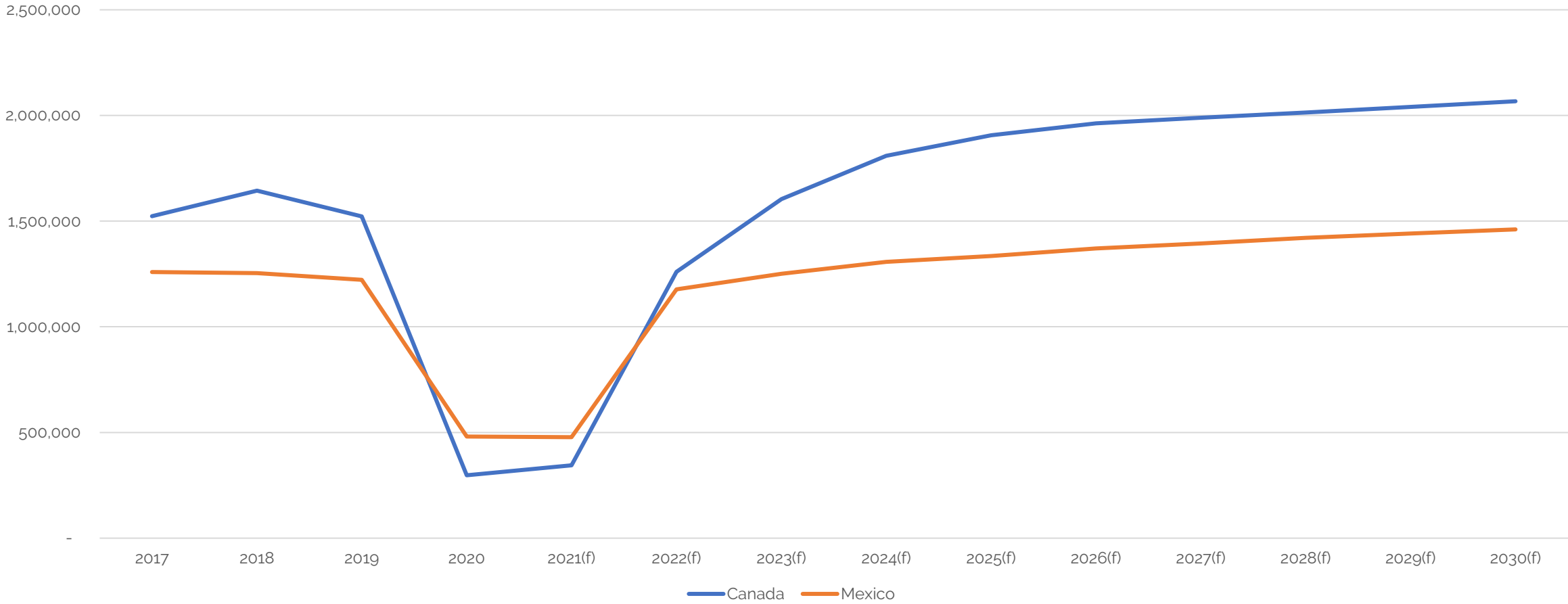
Design and content curation – Nov-Jan  
Test & launch – Feb  
Dashboard reporting – Mar

# Appendix

# Canada & Mexico VISITS



Visits to Nevada

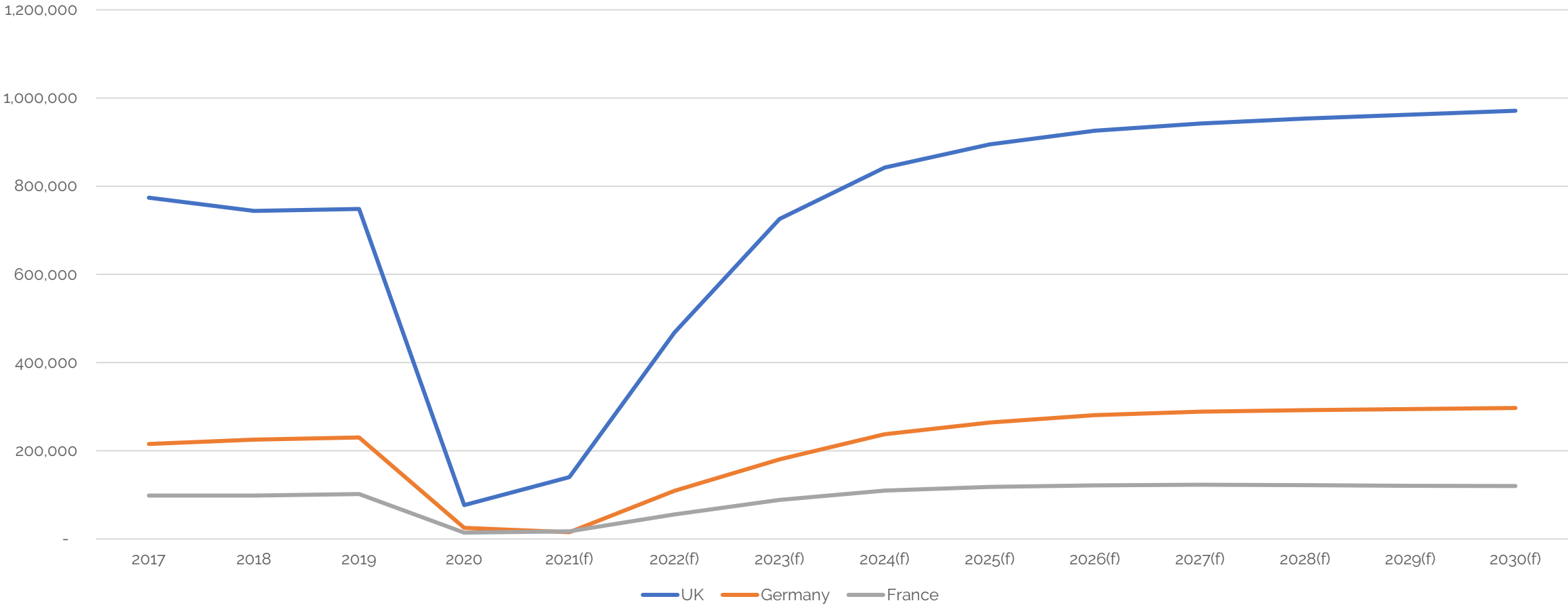


Source: Tourism Economics

# Europe VISITS

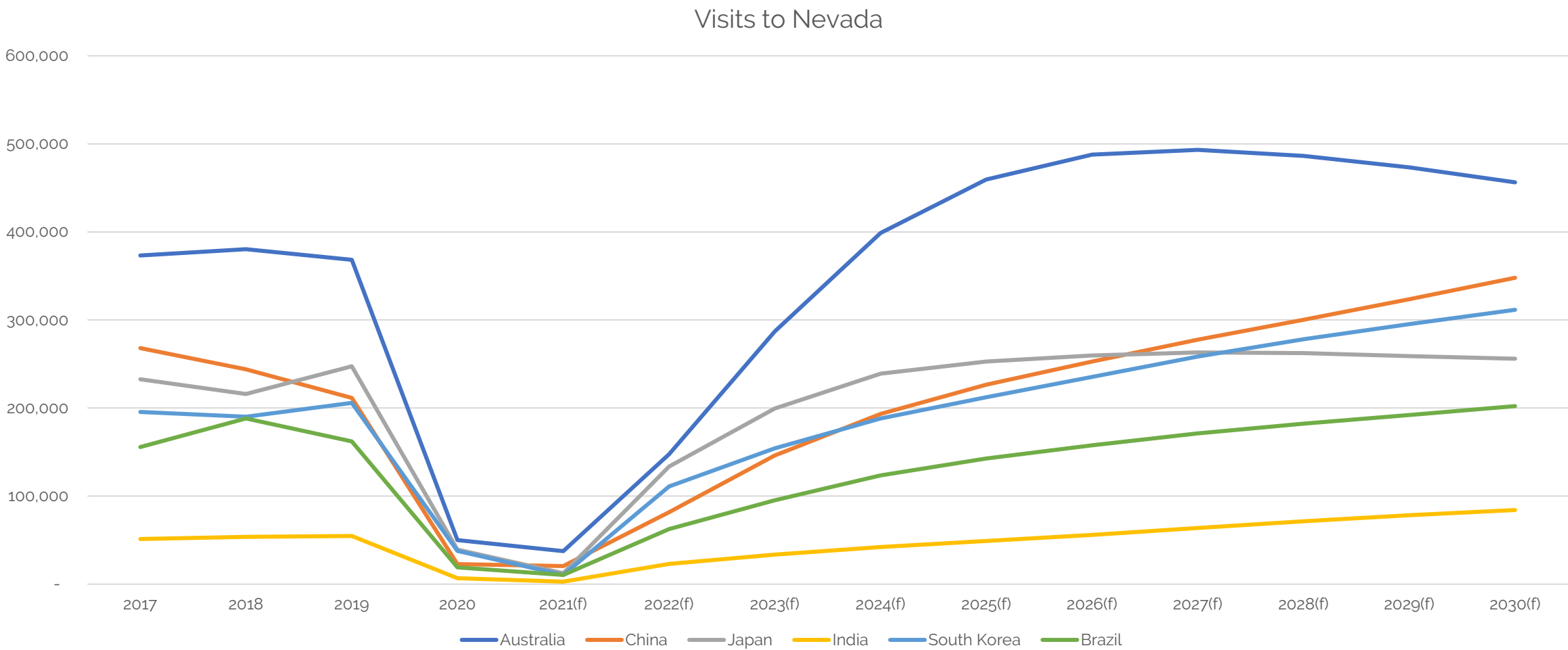


Visits to Nevada



Source: Tourism Economics

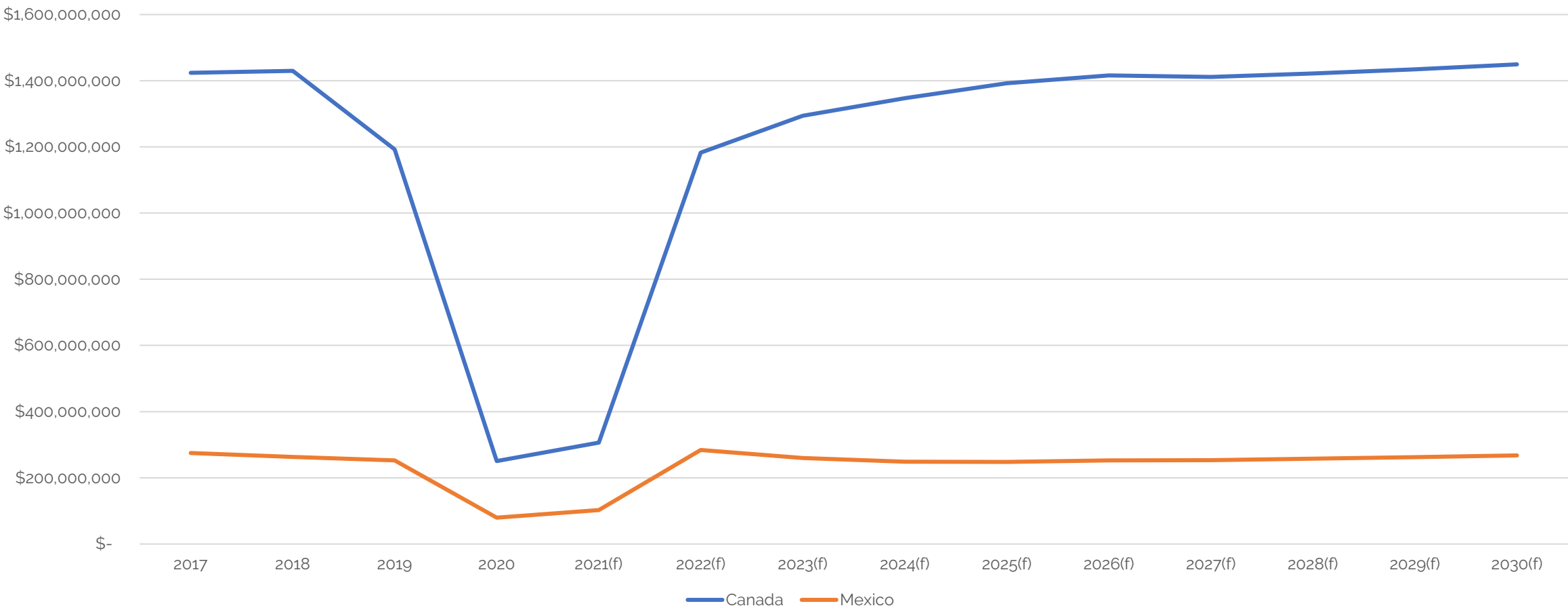
# Australia, Asia, Brazil VISITS



Source: Tourism Economics

# Canada & Mexico SPEND

Spend in Nevada

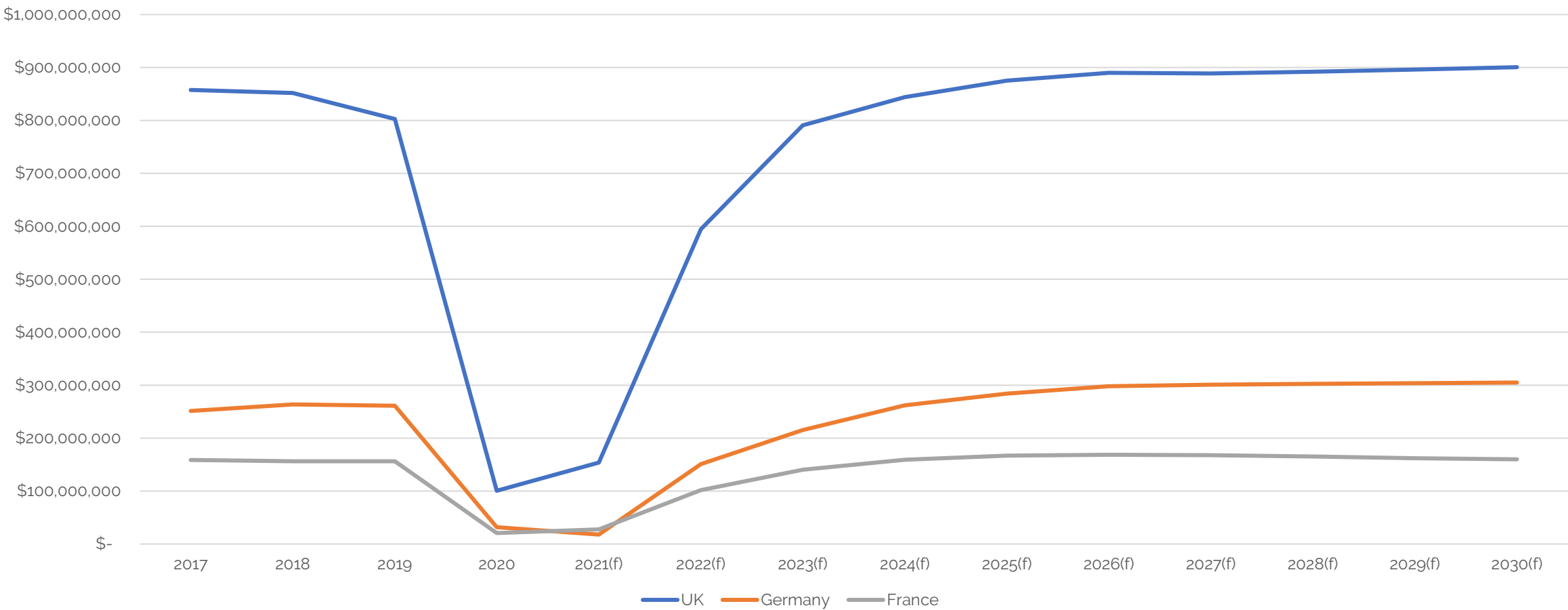


Source: Tourism Economics

# Europe SPEND



Spend in Nevada



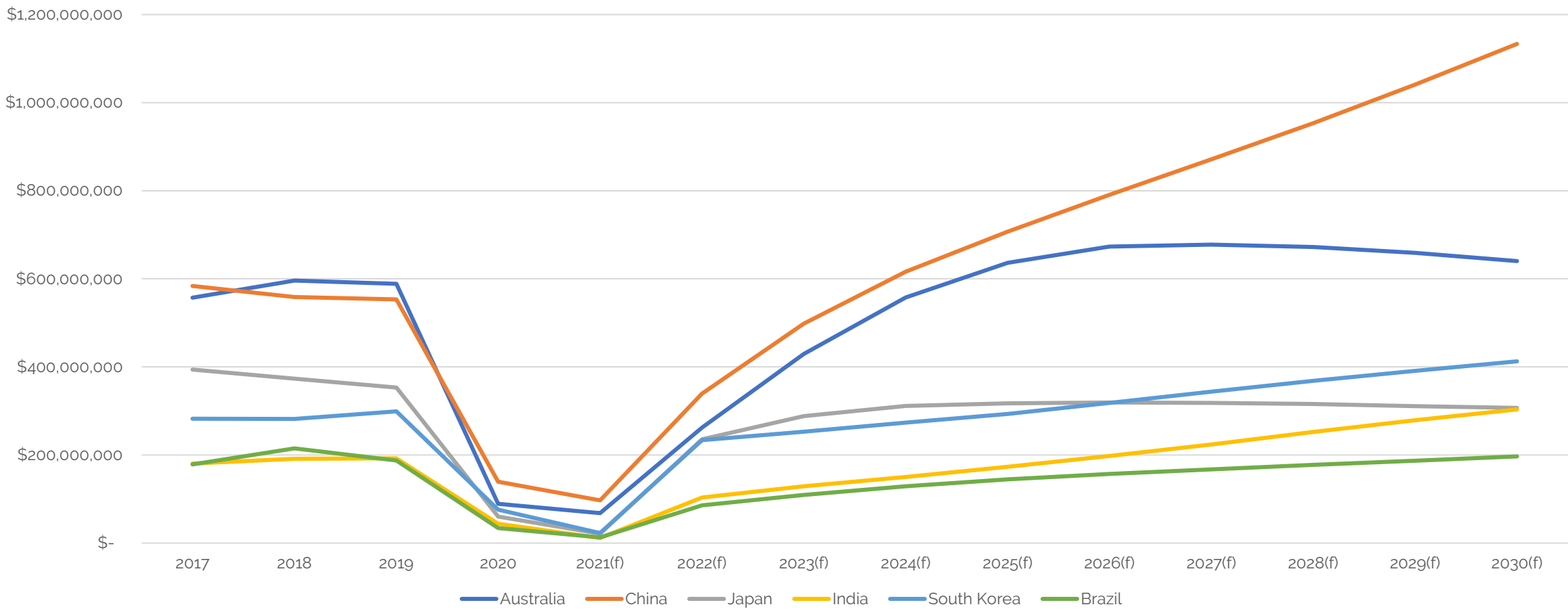
Source: Tourism Economics



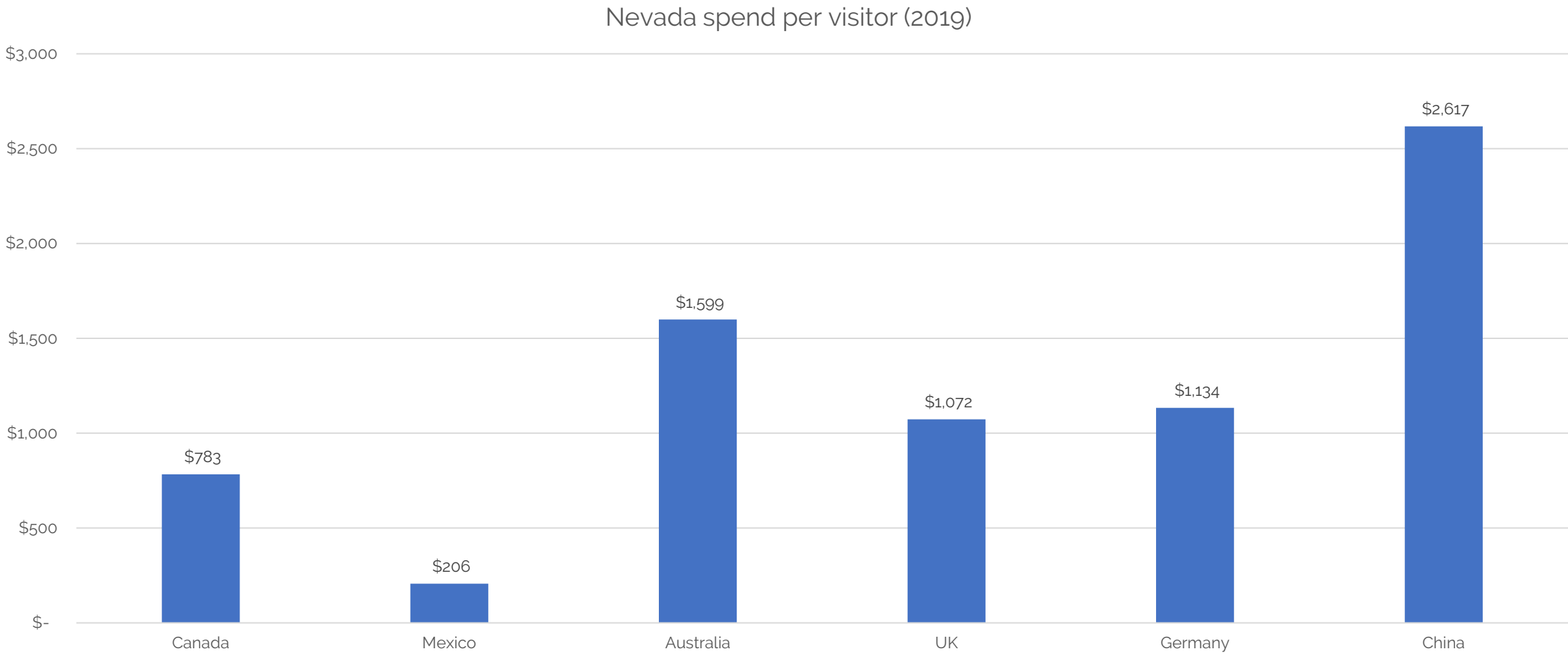
# Australia, Asia, Brazil SPEND



Spend in Nevada



# Spend per Visitor – top markets



Source: Tourism Economics

## Market Attributes

- Early projected recovery in visitation and spend to Nevada
- Convenient and direct airlift from RNO & LAS and gateway airports
- High familiarity with Nevada brand and its product attributes
- High propensity for repeat travel
- Desire to visit rural destinations

## Objectives

- Remind travelers why they love Nevada
- Inspire repeat travel by introducing new and updated products
- Introduce Nevada to new target segments
- Partner with car/RV rentals to promote fly/drive itineraries



# Tier 2: Australia, Germany, UK [France]

## Market Attributes

- Convenient connections from gateway airports
- General familiarity with NV brand and iconic locations
- High spend per visitor
- Propensity to extend travel beyond Las Vegas

## Objectives

- Reinforce easy access to Nevada
- Educate travel trade to help inspire and recommend products
- Partner with car/RV rentals to promote fly/drive itineraries
- Partner with nearby states to increase length of stay and spend
- Introduce Nevada to new target segments



# Tier 3: China [Japan, Korea]

## Market Attributes

- High risk-adverse travelers; slower recovery projected
- Low visitor numbers but high spend per visitor
- Low familiarity with the state and its product offerings
- Potential for growth and extend travel beyond Las Vegas, if positioned correctly
- Tour Operators tend to work with receptives who speak their language

## Objectives

- Promote easy access to rural Nevada for group travel
- Introduce multi-day trips to extend beyond Las Vegas
- Engage with U.S.-based Receptive operators to develop product, based on market nuances

Travel Trade Training

PR pitches

Receptive Events &  
FAMs

Product Development



**TRAVEL NEVADA**  
**Q1 Earned Media**

*November 10, 2021*



# Q1 PR Activities



- Immersive box mailers to 40 national media
- Engaged 70+ Top 100 media targets to reconnect them with Nevada
- Storyline development aligned with three content buckets
- Partnered with Divergent Travelers to encourage summer Las Vegas visitors to extend their trip by diverging outside the city; nearly 2,500 engagements
- Secured interest with seven national outlets for in-state visits



ShermansTravel

AARP

NATIONAL  
GEOGRAPHIC

lonely planet

TRAVEL+  
LEISURE

DAILY BEAST

thrillist

U.S. News & WORLD REPORT

# Q1 Big Hits & Results

- 31 placements, including two Top 100 features
- 70 million+ impressions
- 50% key message inclusion in all placements
- Average placement SEO score of 63 (goal is 55)

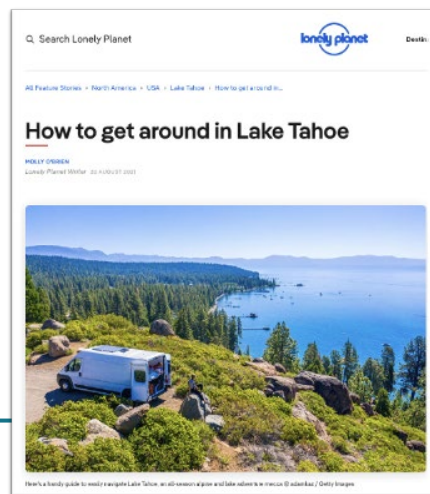
## Phoenix Magazine – [3 New Places to Visit in Reno This Month](#)



## AAA Via – [5 Cozy Fall Destinations in the West](#)



## Lonely Planet – [How to Get Around in Lake Tahoe](#)



## AARP – [An Otherworldly Four-Day Road Trip through Nevada](#)





# FY22 Earned Media - What's Next

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## **PENDING FAMs**

- Tamara Gane – freelancer
- Keith Langston – Passport Magazine
- Matt Samet – Climbing
- Nora Tarte – Phoenix Magazine
- Josh Laskin – Conde Nast Traveler

## **CONFIRMED FAMs**

- Matt Crossman, Cowboys & Indians – November 2021
- Jaymie Degaetano, ShermansTravel – November 2021

## **UPCOMING BRIEFINGS**

- National Geographic
- AAA Via
- Outdoor Sports Guide
- Thrillist
- Freelancers for Forbes, USA Today, CNN, Reader's Digest, etc.

## **MEDIA MISSIONS**

- NYC -- March/April 2022
- Denver/Boulder -- April/May 2022

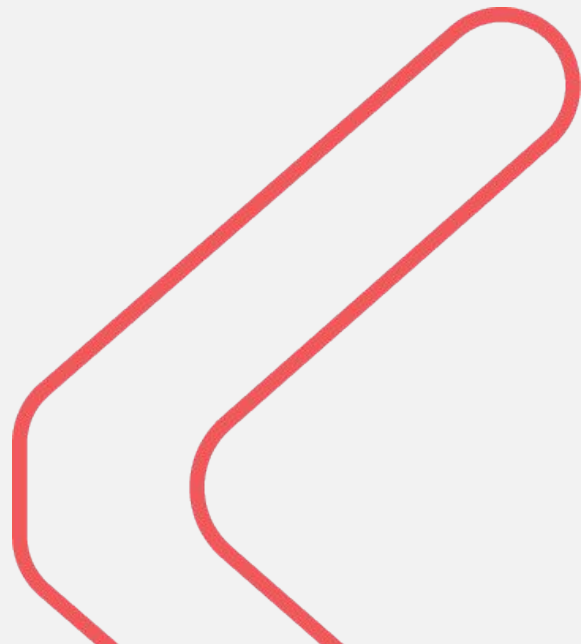
# Travel Nevada Marketing Committee Meeting

November 18, 2021



# What We'll Cover

- TravelNevada.com Q1 Performance
- Q1 Website Updates & Accomplishments
- New Agreement & Upcoming Priorities





# Travel Nevada Quarterly Update

**Q1 2021**

# Q1 '21 Overview

- **YoY**

- Sessions up 137%
- Users up 138%
- Average session duration increased by 1%
- Pages per session dropped by 14%

- **PoP**

- Users were down 19%
- Sessions were down 20%
- Average session duration increased by 15%
- Pages per session dropped by 2%

- **Paid Search sessions**

- 44% PoP increase
- 218% YoY increase

- **Organic sessions**

- 18% PoP increase
- 101% YoY increase

- **Email sessions**

- 17% PoP decrease
- 267% YoY increase

# Q1 KPIs

Goal	Q1 '21 Should be at 25%		FY 2022   KPI Goals and Targets
<b>Primary KPIs</b> Partner Referrals	<b>37,567</b>	<b>36%</b>	<b>104,935</b> Accommodations, Things to Do, Outbound Partner Links, and Places
	<b>Supporting KPIs</b>		
Website Newsletter Signups	<b>1,626</b>	<b>25%</b>	<b>6,500</b>
Visitor Guide Form & e-Guide Downloads/Views	<b>27,353</b>	<b>27%</b>	<b>101,000</b>
	<b>Supporting Metrics</b>		
Rural Pageviews	<b>352,951</b>	<b>26%</b>	<b>1,383,893</b>
Paid Search Conversions	<b>15,928</b>	<b>29%</b>	<b>55,000</b>
Nevada Traffic	<b>300,095</b>	<b>42%</b>	<b>703,412</b>
	<b>Baselining</b>		
DYN Users	<b>51,445</b>	<b>21%</b>	<b>250,000</b>
Internal Links from Stories	<b>21,523</b>		Pure Baseline
Event Conversions	<b>12,006</b>		Pure Baseline, Tickets, Website Links, Phone Calls, and Emails

The background of the slide is a light gray color, overlaid with a repeating pattern of red L-shaped icons. These icons are stylized, resembling a corner bracket or a simplified 'L' shape, and are scattered across the entire surface. In the lower-left quadrant, the text "Channel Wins" is displayed in a red, sans-serif font.

Channel Wins

# Q1 Site Performance – All Channels

YoY, all main channels saw marked improvement. Direct and Referral saw double digit increases, whereas all others saw at least triple digit increases.

PoP both Organic and Paid Search saw increases. Other Paid, Social, and Email all saw losses.

## Site Performance PoP

	Default Channel Grouping	Sessions ▾	% Δ
1.	Organic Search	529,495	17.5% ↑
2.	Social	123,233	-58.6% ↓
3.	Direct	105,508	-0.8% ↓
4.	Paid Search	92,868	43.5% ↑
5.	Referral	21,649	-43.1% ↓
6.	Email	19,183	-17.4% ↓
7.	Display	17,498	-69.0% ↓
8.	Native	7,698	-92.7% ↓
9.	Content	3,025	-46.3% ↓
10.	Video	1,037	-63.5% ↓

## Site Performance YoY

	Default Channel Grouping	Sessions ▾	% Δ
1.	Organic Search	529,495	100.6% ↑
2.	Social	123,233	1,740.1% ↑
3.	Direct	105,508	68.3% ↑
4.	Paid Search	92,868	218.4% ↑
5.	Referral	21,649	19.4% ↑
6.	Email	19,183	267.2% ↑
7.	Display	17,498	15,807.3% ↑
8.	Native	7,698	1,082.5% ↑
9.	Content	3,025	154.6% ↑
10.	Video	1,037	3,140.6% ↑





# Q1 Organic Keyword Growth Summary

^ **8.7%**

Quarterly Organic Page  
1 Keyword Growth

3,516 Keywords ranked on  
Page 1 of Google.

^ **3.5%**

Quarterly Organic  
Position 1 Keyword  
Growth

9 New keywords ranks in Position 1  
of Google in the last quarter.

**92%**

SEO Site Health Score

15% better than the top 10 Travel  
websites, and 4% better than we were  
at at the end of last quarter.

# Q1 '21 Paid Search Performance

CPA

5.41

↑ 55.0%

Conversions

15,956

↑ 13.4%

CTR

7.0%

↓ -23.0%

Clicks

91,959

↑ 47.6%

Conversions are up 13% and Clicks are up 48%. Overall Partner referrals went up compared to last quarter:

## Partner Referrals

Accommodation

1,235

Things to do

4,711

Regions

120

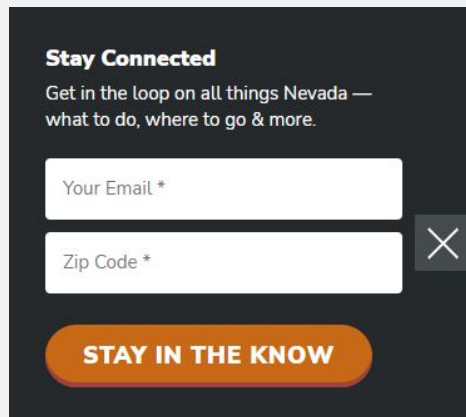
Outbound Partner Link

1,092

Accommodations were up 25% and Things to Do were up 4%.

Source: Google Ads & Bing Ads

# Q1 CRO Key Wins



**Stay Connected**

Get in the loop on all things Nevada — what to do, where to go & more.

Your Email \*

Zip Code \*

**STAY IN THE KNOW**

**+385.37%**

**Newsletter Submits**

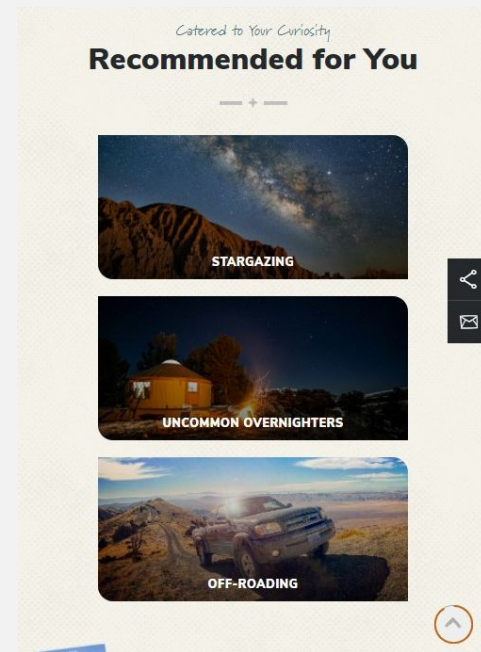
Source - VWO | "Direct Newsletter Subscription | 09-21" Test



**+8.07%**

**Partner Referrals**

Source - VWO | "Highlight Link Styling | 09-21" Test



**+6.88%**

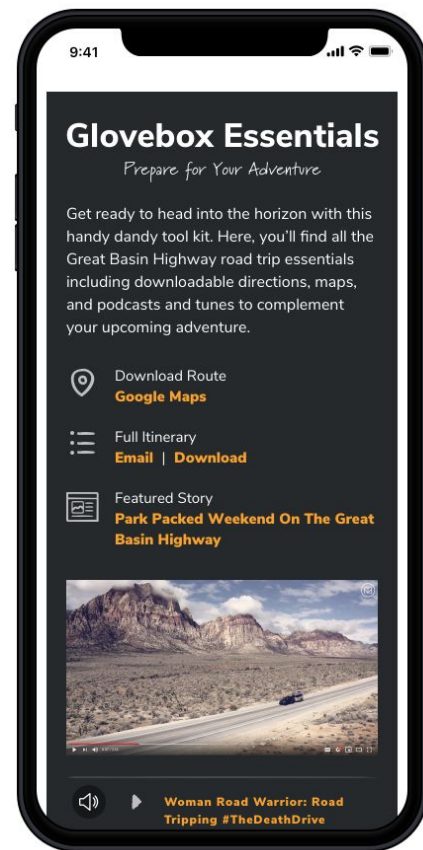
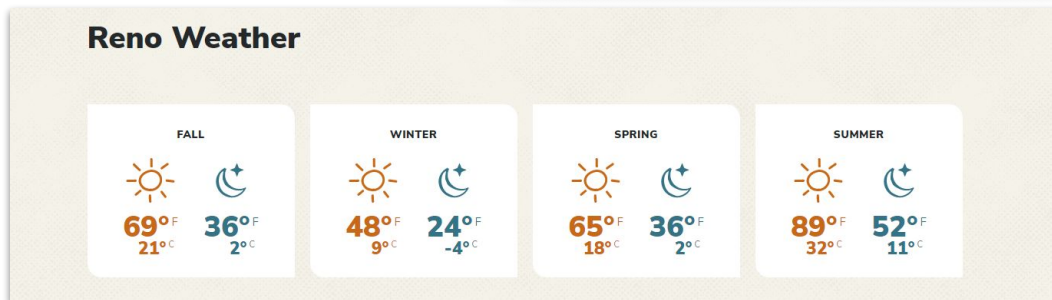
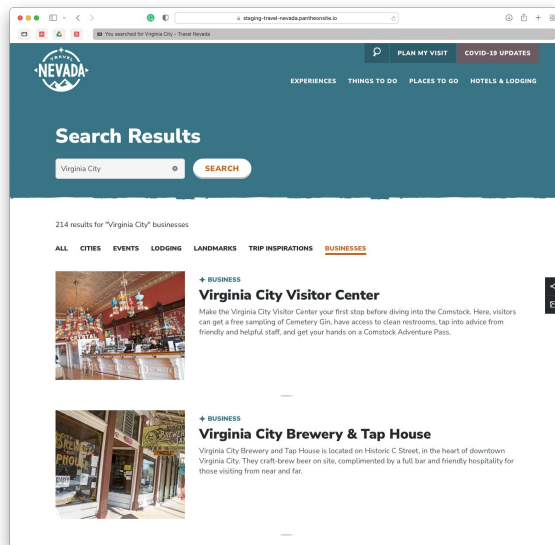
**Avg. Session Duration**

Source - VWO | "Category Tracking and Page Recommendations | 06-21" Test

# Web Services

## Current Initiatives

- New Weather Widget
- Improved Site Search
- Integrated MultiMedia Content
- Interactive Mapping 1.0 - Regional Awareness Focus



# New Agreement & Upcoming Initiatives

**2022 & Beyond**



# Digital Agency of Record RFP

Over the last 3.5 years we've focused on building Travel Nevada a solid **digital foundation**. As we look forward, we are shifting focus to the **innovation & personalization** of Travel Nevada's digital strategy.

We will be partnering with the TN team to develop a **digital roadmap** in early 2022 that will include our ongoing digital efforts and layer on planning for new initiatives.



# Upcoming Initiatives



## Interactive Mapping

Mapping of the entirety of the state, specific regions, road trips, etc



## Offline Web Solution

Website content and information that is accessible without wifi in rural areas



## Free to Roam Zones

Zones where there is no wifi or cell service and we encourage roaming the vastness of Nevada



## MyNV User Profiles

Personalized accounts where users can store trip planning information



## Personalization

Enhanced personalized experiences & content across digital channels



## DTCA Website Management

Taking over the management of all DTCA websites

# Thank you!



/company/noble-studios



@noblestudios



/noblestudios

noble  
studios™

LET'S  
BE  
BETTER  
EVERY  
DAY

