



TRAVEL NEVADA

FY27 INTEGRATED MARKETING RECOMMENDATION

May 2026

Reflections

FY27 Strategic Direction

Q1/Bridge Hero Campaign

Q1 Paid Media Recommendations

Q1 Earned Media Recommendations

Budget

Next Steps

AGENDA



REFLECTIONS

FY26 REFLECTIONS

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

We have helped to move the needle by showcasing the state that proves 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”**

A LITTLE OUT THERE WENT A LONG WAY

**AWARE TRAVELERS TOOK MORE TRIPS, STAYED LONGER,
AND SPENT MORE ON A SMALLER BUDGET.**

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 & GOAL

Our strategy has long focused on broadening Nevada's value proposition as a tourism destination by shifting perceptions of the state from one defined by Las Vegas, Reno and "empty" desert to one seen as curious, intriguing and full of possibility.

The *Get a Little Out There* brand has already shown promising results toward that shift (IME, FP, Custom Research, etc.), establishing a distinctive platform to change how the world understands the Silver State.

Looking ahead, the opportunity is to build on that momentum **to position Nevada as a uniquely compelling adventure destination.**

By expanding how the state is understood in this way, we can **drive greater interest in the rurals, encourage trip extensions and increase statewide length of stay and spend.**



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 | How Nevada Wins

Nevada does not win by trying to be more “outdoor” than Utah, Colorado or Idaho. Our competitors can credibly own—and are currently positioned around—an outdoor recreation value proposition.



Insight

Adventure travelers are drawn to places that still feel open, unscripted and personally discovered. But **many of the best-known outdoor adventure destinations now feel crowded and familiar and this makes true adventure difficult to find.**



Truth

Rural Nevada is not a one-icon destination. It is a discovery-driven experience where the route, the detours and the unexpected moments are part of what makes the trip worth taking.

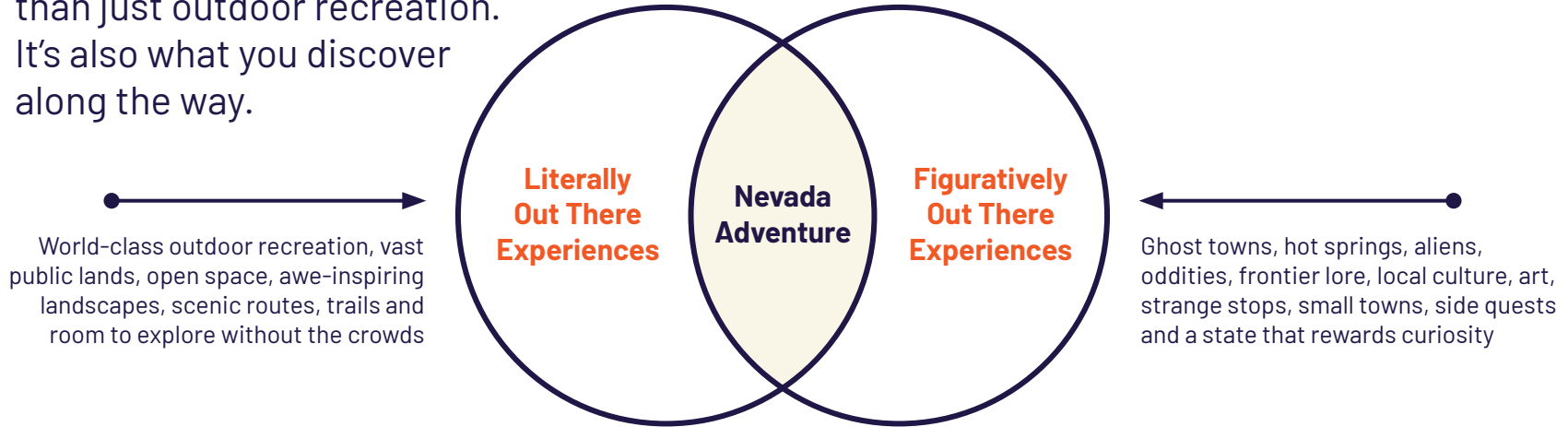


Advantage

Nevada offers something unique: **epic, open outdoor recreation paired with a sense of mystery and discovery that few places can match.** Its mix of open space, unusual landscapes, strange stories and cultural intrigue makes adventure feel broader, more surprising and more personally discovered.

FY27 STRATEGY | What NV Adventure Means

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



Together, these experiences create a different kind of "Out There" adventure: less scripted, more personally discovered and unmistakably Nevada.

FY27 STRATEGY | Single-Minded Proposition

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

For FY27, our strategy expands the *Get a Little Out There* platform to define Nevada's unique adventure-forward value proposition, successfully setting the state apart within a crowded competitive set. While many other states offer outdoor adventure, Nevada offers *Out There* adventures, pairing epic, outdoor recreation with the curious detours, mysteries and unexpected discoveries you can only find here in the Silver State.

FY27 STRATEGY | Expanding on the Brand

1

**Expand the meaning of
"Get a Little Out There"**

Build on the GALOT platform by making adventure its clearest and most actionable expression.



2

**Define adventure on
Nevada's own terms**

Position Nevada adventure more expansively than outdoor recreation alone by pairing it with road trips, discovery, mystery, oddities and off-script experiences other states cannot own.



3

**Make the rurals
easier to choose**

Use Travel Nevada's Adventure Centers, credible partnerships and Las Vegas/Reno trip extensions to make rural Nevada feel more credible, more accessible and easier to picture and plan.

FY27 STRATEGY | From Curiosity to Action

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

Spark Curiosity

Use Get a Little Out There to spark curiosity around Nevada's Out There adventures as wild, unexpected experiences still waiting to be discovered.

Build Belief

Show the blend of outdoor recreation and distinctly Nevada experiences, supported by credible partners and proof points.

Reduce Friction

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 | Integrated Brand Ecosystem

Working together across touchpoints to build credibility, expand the brand and drive exploration.

**GET A
LITTLE
OUT THERE.**

Adventure Centers

Alex
Honnold

Outside
Partnership

Brand Campaigns

Activations
(e.g. VR)

Out There With
Care

Mindtrip

Curiosity-led
Stories

Destination
Attributes

Roadtrip
Itineraries

Get a Little Out
There Month

Sports
Partnerships

Brand Platform

The enduring strategic idea that anchors Nevada's identity and organizes the broader story of adventure.

Adventure Legitimizers

Programs, campaigns partners that build credibility and help position Nevada as a real adventure destination.

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

ADVENTURE STATE OF MIND

Adventure defines how our audience experiences the world. Whether balancing family life or chasing adrenaline, they carry a mindset that transforms the ordinary into something worth exploring. Their most distinguishing quality is that they have an **adventurous and curious spirit**.



FY27 STRATEGY | AUDIENCE

FOUNDATIONAL:

ADVENTURE STATE OF MIND

... who is also a



**CULTURAL
TRAVELER**



**OUTDOOR
RECREATIONALIST**



**UNEXPECTED
EXPERIENCES
ENTHUSIAST**

... and is also ...



FAMILIES

Multi-generational · kid-friendly



SPANISH SPEAKERS

Growing across core &
momentum markets



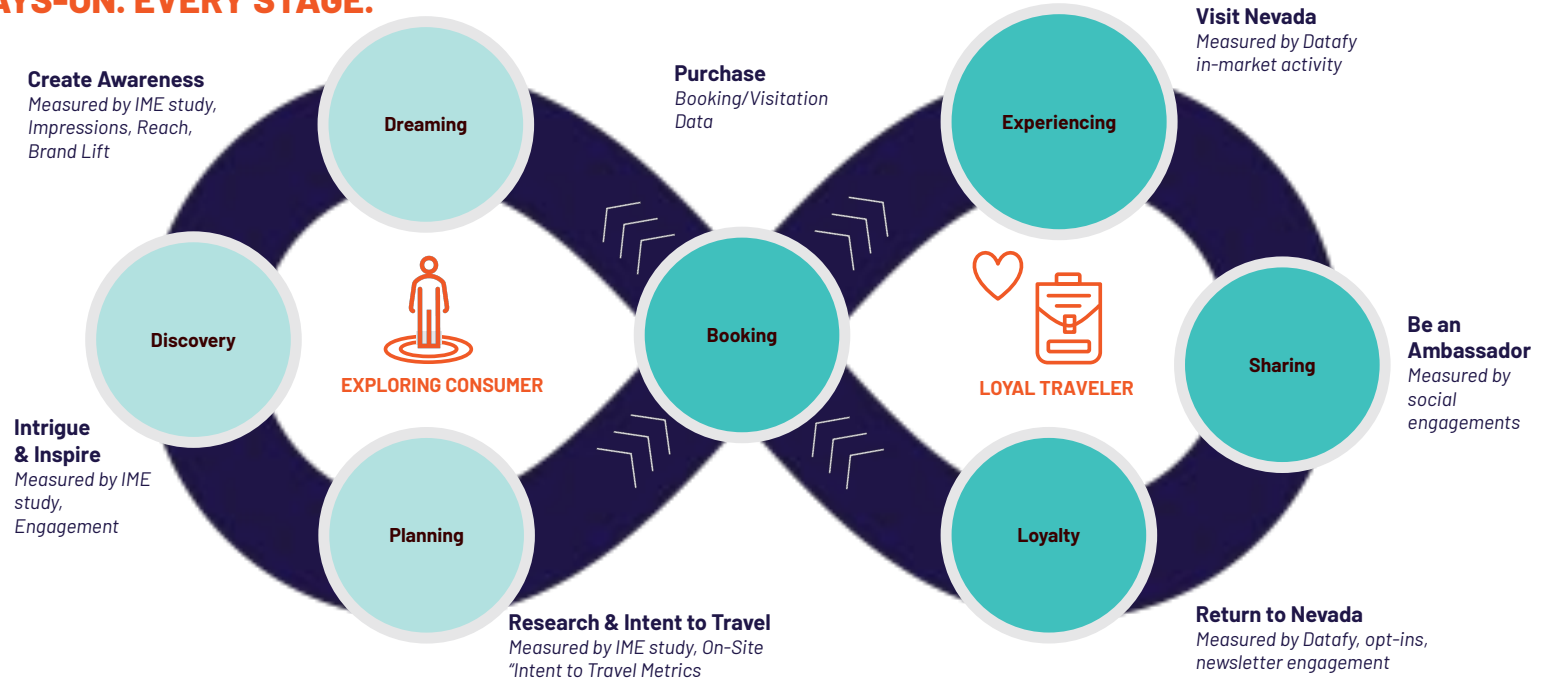
URBAN VISITORS

Bleisure · trip extenders

FY27 STRATEGY | DIGITAL

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

 **OUT THERE
STARTS HERE** 



KAYAKING



HOOVER DAM



MOUNTAIN BIKING



HIKING


**OUT THERE
STARTS HERE** 



SNOWSHOEING



STARGAZING



SKIING



HOT SPRINGS

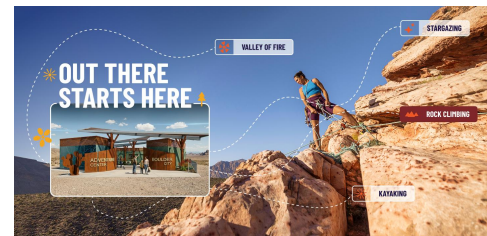
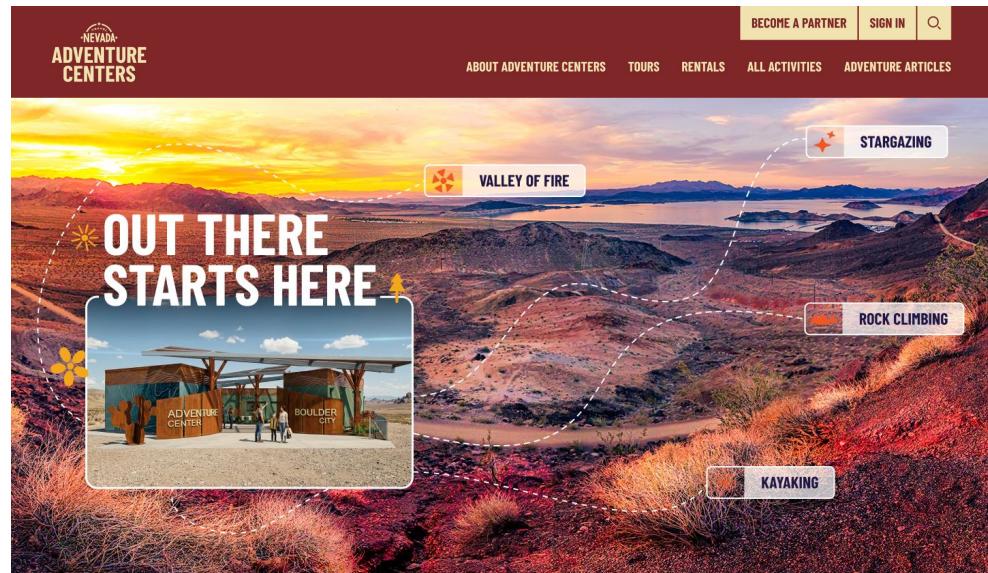

**ADVENTURE
CENTERS**

The Digital Gateway to Adventure

We've translated 'Out There Starts Here' into a digital gateway built for discovery. Through interactive pathing and playful animations, the UI mirrors the spirit of exploration and cements Adventure Centers as the catalyst for offbeat experiences.

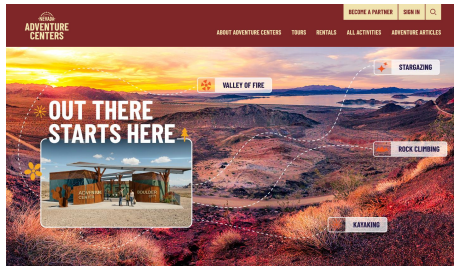
This hero block doesn't just show Nevada, it points the way by featuring Adventure Centers as the undeniable starting line for every 60-million-acre story.

[View Prototype In Figma](#)



GATEWAY TO ADVENTURE

OWNED & CONTENT	EVENTS & ACTIVATIONS	PAID MEDIA SUPPORT	EARNED & PR
- Website launch - SEO + content updates - Partner toolkits	- Annual Gear Test - 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

Initial Results

1.75B

EARNED MEDIA IMPRESSIONS

4M

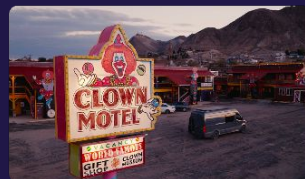
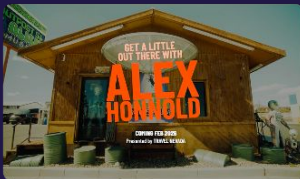
WATCH HOURS

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



@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



@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



@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

[Watch a Testimonial from Liz @ Stargazer Inn >](#)

[Watch a Testimonial from Chris @ Wild Granites >](#)

THE EVOLUTION OF GALOTWAH



FY27

Promote Season 1,
Take Alex from
Host to
Ambassador



FY27 & 28

Season 2,
Featuring
Adventure
Centers



FY29 + Beyond

Additional
Ambassadors,
Cultural
Exploration **Focus**

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

CACAPEEPEEPOO



@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, such:

- **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 to promote Adventures Centers, Always-On Ambassador, Qantas Flight, Shoot Season 2
 - Advertising, PR, Social, Production, Appearances
 - Negotiate 12 TBD 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

Q1 PAID MEDIA | Strategic Focus

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

With only two paid months in Q1, focus on scale and reach (Dreaming) and conversion (Booking).
The mid-funnel layers in beginning Q2.

DREAMING

Build awareness at scale

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

BOOKING

Capture active demand

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

DISCOVERY → Q2

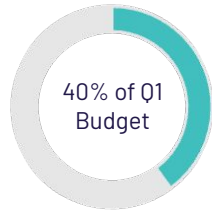
PLANNING → Q2

EXPERIENCING → Q2

Q1 PAID MEDIA | Dreaming

Awareness and Intrigue

Premium video, streaming audio, podcasts — plus the Alex Honnold season 1 halo



HERO AMPLIFIER

Get a Little Out There with Alex Honnold

Amplify Season 1 as it continues to create a credibility halo that earns attention everywhere, helping everything else work harder.

OUTSIDE EXCLUSIVITY THROUGH AUG

Video

Streaming video across high-profile CTV platforms to maintain visibility and awareness.

SIGHT · SOUND · MOTION

Audio

Streaming & podcasts to align with long-form storytelling.

HIGH-ATTENTION MOMENTS

Social Video

Visually-driven placements on high-use platforms
Influencer integration

EXTEND REACH

Sample Partners:

hulu

SiriusXM



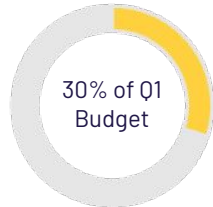
Outside



Q1 PAID MEDIA | Booking

Drive Bookings

Defend competitive share with leading OTAs while travelers are actively shopping.



Show up at the decision window.

Convert intent into committed travel.

- Q1 booking investment supports the active shopping window; the highest-intent traffic
- Intercept consideration with Nevada-forward placements before the click goes to a competitor.



OTA-PARTNER PLACEMENTS – PRESENT END-TO-END

Sample Partners:



FY27 PAID MEDIA | Q2 and Beyond

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

Sample Tactics/Partners

Video
Audio

Custom Content,
Native

Programmatic,
Travel-endemic
partnerships, Social

OTA Partnerships

In-state sponsorships,
Activations





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

KEY MESSAGES

IN NEVADA, ADVENTURE IS...				
CURIOSITIES	ART	FRONTIER LORE	OUTDOOR RECREATION	SCENIC BEAUTY
▪ Area 51/Extraterrestrial ▪ Paranormal (e.g., Mizpah Hotel) ▪ "City" ▪ Republic of Molossia ▪ Hot springs	▪ Local artists and artisans ▪ Goldwell Open Air Museum ▪ International Car Forest ▪ Burning Man ▪ Seven Magic Mountains	▪ Ghost towns ▪ Sagebrush saloons ▪ Cowboy poetry ▪ Trains ▪ Basque culture/food	▪ Mountain biking, hiking, climbing, kayaking, paddling, birding, off-roading, rockhounding, etc. ▪ Road-tripping	▪ Night skies ▪ State parks, Great Basin National Park, Lake Tahoe, etc. ▪ Open (public) lands

Evolved lens: Use AI visibility insights, media coverage patterns, and partner insights to sharpen where we lead, where we defend, and where we grow.

PR GOALS + KPIs

OBJECTIVE 4: ACTIVATE NEVADA'S STORY

STRATEGIES	PR GOAL OR TRACKED TACTIC	PR KPIs
4.1 Amplify brand messaging	GOAL: Secure 25 feature placements (15 national, 10 in state) in Top 100 outlets	- Top 100 feature placements - Potential Reach
4.2 Diversify storytelling and storyteller voices	GOAL: Secure 100 placements (75 national, 25 in-state) in top 100 outlets	- Top 100 placements - Potential Reach
4.3 Build from outdoor recreation	GOAL: Secure at least one key message in 75% of all earned coverage	Key message inclusion
4.4 Refine adventure messaging for audiences	TRACKED TACTIC: Host 8 Top 100 journalists (7 national, 1 in state)	Media FAMs
4.5 Extend single-purpose visits	TRACKED TACTIC: Engage 75 Top 100 media contacts (65 national, 20 in state) in-person or via dedicated 1:1 interactions	Media engagements
4.6 Collaborate on marketing to niche audiences	TBD: Additional goals based on outcome of AI audit	- Mention rate for key prompts? - Changes in how AI describes Nevada (e.g., increasing "adventure")?

MEDIA TARGETS

NATIONAL TRAVEL

Approach will be determined on a case-by-case basis, considering trends, recent coverage, and writers' areas of focus. Pitches will be customized to include these considerations and ensure maximum opportunity for coverage.

lonely planet

Outside

TRAVEL+
LEISURE

Smithsonian
MAGAZINE

AFAR

The New York Times



NATIONAL CONSUMER

NATIONAL TRADE

Approach will focus on industry thought leadership + destination development angles, including Adventure Centers.



TRAVEL WEEKLY



REGIONAL

Approach will be a combination of seasonal angles and trending travel topics.

Sunset

SFGATE

5280

IN-STATE

Approach will include seasonal + cultural moments, events and new developments.

LAS VEGAS
REVIEW-
JOURNAL

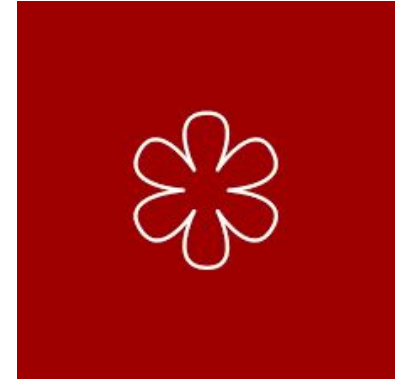
rgj



MICHELIN GUIDE + CULINARY SUPPORT

The MICHELIN Guide is coming to the Southwest in early FY27. We'll execute a multi-pronged program that celebrates Nevada's participation and recognizes the state's culinary scene.

- **Building resident and stakeholder advocacy for the program by communicating MICHELIN's economic impact.** Just prior to the restaurant announcement in August, tactics will include:
 - Compiling stakeholder toolkits containing information, Q&As, and shareable content about the program and its economic impact
 - In-state media pitching about economic impact
- **Maximizing visibility for Nevada's recognition and the restaurants that are honored.** After the announcement, tactics can include:
 - Budget permitting, partnering with a well-known food creator for a press-friendly tour of one of Nevada's winning restaurants and the opportunity to cook in its kitchen
 - Working with the MICHELIN team to secure badges, decals, etc. for recognized restaurants



MEDIA FAM APPROACH

Media FAM trips are essential for generating authentic coverage and compelling storytelling – and in many cases, Travel Nevada continues to see a steady stream of stories placed as a result of a single FAM. In Q1, the team will pitch the following content themes:

- Set Jet: “Get a Little Out There with Alex Honnold”-themed FAM
 - Builds on the momentum of season 1, we’ll coordinate outdoor adventures and cultural experiences like those Honnold undertook in the series.
- “See Your Sign” Astrological FAM
 - We’ll leverage the magic of Nevada’s dark skies and top-tier stargazing locations, allowing attendees to explore the state through the strongest traits of their zodiac signs and experience a true adventure in connection with their star sign.

The team will build FAMs around personalized editorial needs as well.



MEDIA MISSION APPROACH

Media missions are an important tactic in connecting Travel Nevada and its partners with journalists, influencers and creators, and people of influence in the community. The relationships formed and nurtured during Travel Nevada's media missions have led to media visits, influencer partnerships, and coverage in the long term.

In Q1, we'll hold our one of our **in-state media mission for Las Vegas** – one of our core markets - at the Travel Nevada Adventure Centers—Boulder City, offering an opportunity for partners to meet with Vegas-based media and creators, while highlighting how the Centers serve as a gateway to Nevada's outdoor experiences.



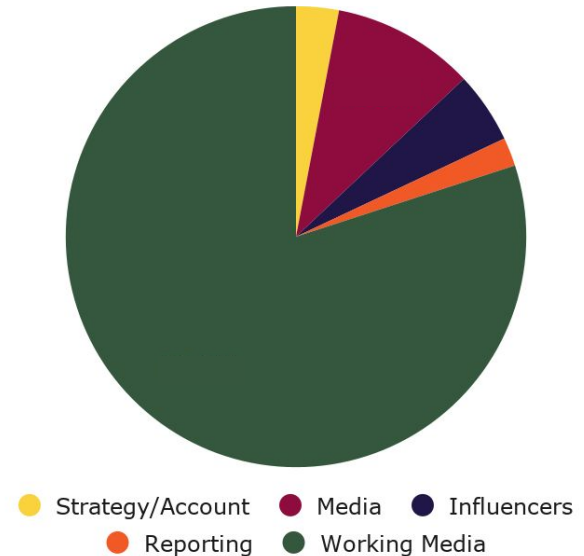


BUDGET SCENARIOS

Q1 MKT02 BUDGET (\$715K)

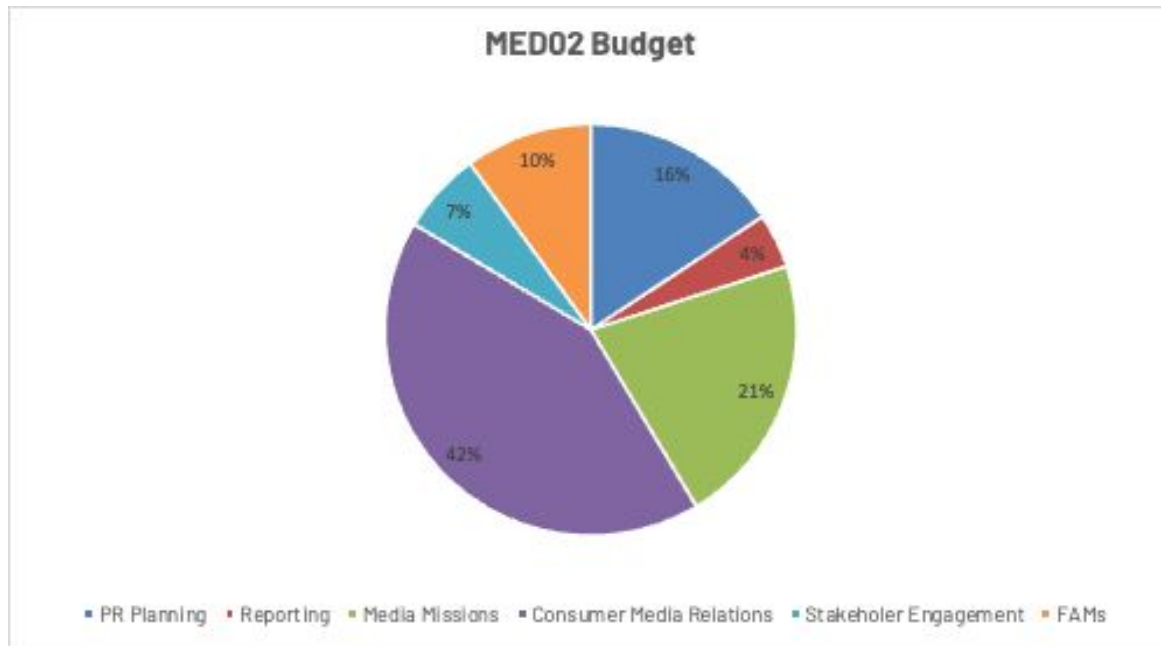
- **Strategy + Account Management: 17%**
 - Planning, managing, and trafficking all media
 - Ongoing external partner management
 - Influencer planning, vetting, itinerary development, and contract creation/negotiations
- **Working Paid Media: 80%**
 - Domestic Paid Media - 67%
 - In-State Media - 28%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

MKT02 - Q1 BUDGET



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



W May 27	Present to Marketing Committee
W June 10	Present to Commission
AUGUST 2026	Campaign launch - August 1

NEXT STEPS

THANK YOU!

SLIDES FROM 5/25 PRESENTATION



PAID MEDIA & INFLUENCERS

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BOOKING

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DISCOVERY → Q2

PLANNING → Q2

EXPERIENCING → Q2

Q1 PAID MEDIA | Dreaming

Awareness and Intrigue

Premium video, streaming audio, podcasts — plus the Alex Honnold season 1 halo

Sample Partners:

hulu



Outside



SiriusXM



HERO AMPLIFIER

Get a Little Out There with Alex Honnold

Amplify Season 1 as it continues to create a credibility halo that earns attention everywhere, helping everything else work harder.

OUTSIDE EXCLUSIVITY THROUGH AUG

Video

Streaming video across high-profile CTV platforms to maintain visibility and awareness.

SIGHT · SOUND · MOTION

Audio

Streaming & podcasts to align with long-form storytelling.

HIGH-ATTENTION MOMENTS

Social Video

Visually-driven placements on high-use platforms

EXTEND REACH



Q1 PAID MEDIA | Booking

Drive Bookings

Defend competitive share with leading OTAs while travelers are actively shopping — intercept active demand at the moment of decision.

Sample Partners:

priceline

expedia group
media solutions

Show up at the decision window.

Convert intent into committed travel.

- Q1 booking investment supports the active shopping window; the highest-intent traffic on the journey.
- Intercept consideration with Nevada-forward placements before the click goes to a competitor.



OTA-PARTNER PLACEMENTS — PRESENT END-TO-END

Q1 PAID MEDIA | Support Hero Bridge Efforts

Expand GALOTWAH across every screen

Repurpose & Distribute

- Turn long-form content into additional assets
- Ads driving to Travel Nevada's site
- Promote the series through paid YouTube campaign
- ACR Retargeting to reach audiences who have watched other AH content to

Initial promotion and support of Adventure Center opening

Paid Promotions: 4 - 6 weeks ahead of open date

- In-state focus to reach locals to drive initial traffic
- Potential tactics:
 - Directional OOH boards
 - Outside partnership assets (TBD)
 - Paid Social
 - Local broadcast partnership

Q1 PAID MEDIA | Timing

JUL	AUG	SEP
WORLD CUP	DREAMING	
OUTBOUND PARTNERSHIP		
MATADOR PARTNERSHIP		
	BOOKING	
GALOT WITH ALEX HONNOLD		
	ADVENTURE CENTER PROMOTION	

FY27 PAID MEDIA | Q2 and Beyond

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

Sample Tactics/Partners

Video
Audio

Custom Content,
Native

Programmatic,
Travel-endemic
partnerships, Social

OTA Partnerships

In-state sponsorships,
Activations



Q2 AND BEYOND | Support Hero Bridge Efforts

Annual Gear Tests

- Adventure Centers as the central hub for the outdoor industry's biggest gear stress-tests.

allgeardigital

I RUN FAR

GEARJUNKIE

BIKEJUNKIE

Pop-Up Adventure Center Studios

- Mobile broadcast studios on-site in Boulder City and Carson City—capturing authentic Nevada stories at the source.

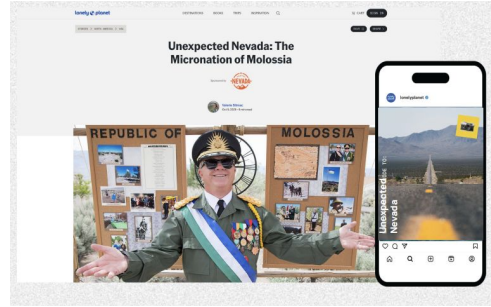


Q2 AND BEYOND | Custom Content Ideas



Exploring A New Side of Nevada

Highlighting Ghost Towns, Outdoor Adventure and Culinary experiences: Concept Idea: Boulder City - a mix of water, desert, and history that feels distinctly Nevada, with stops including: Hoover Dam & the Colorado River, Black Canyon, Valley of Fire State Park, Lake Mead, Nelson Ghost Town



Ultimate 7 Days In Nevada

A narrative that uncovers the state's "Unexpected Nevada" through the eyes of a Lonely Planet contributor. Experiencing Nevada beyond the usual hotspots, the journey is captured in an itinerary-style article and a visually rich social carousel featuring original in-destination photography



Epic Studios Storyhunt (Thrillist)

Sharing the stories of unique Nevada locals in docu-style social videos. Samples Ideas: A Rodeo Announcer Who's Seen It All. Someone like legendary Nevada rodeo announcer Bob Tallman with an interesting career who was raised in the state could be an interesting profile of how true locals experience adventure in Nevada

FY27 PAID MEDIA | Measurement

TRAVELER JOURNEY	DREAMING	DISCOVERY	PLANNING	BOOKING	EXPERIENCING
CAMPAIGN SUCCESS	Spending more and staying longer - as measured by IME data				
SUCCESS KPIs	Video completions, Impression delivery	Engagement, views	Website Activity	Booking Metrics	Attendance*
OPTIMIZATION METRICS	VCR/CPCV, CPM	Engagement Rate/CPE, Clicks, CTR/CPC	Clicks, CTR/CPC Video views, Landing Page views, CPLPV	Clicks, CTR/CPC	N/A
ADDITIONAL MEASUREMENT	Brand Lift Study		Datafy		Newsletter Sign-ups*

PAID MEDIA

INFLUENCERS



THE ROLE OF INFLUENCERS

Objective: Drive measurable travel intent and visitation by partnering with culturally relevant creators to generate high-performing content, shift perception, and convert inspiration into visitation.

Increase Awareness: Focus on high-performing formats to maximize completion rate and discoverability.

Drive Travel Consideration: Direct viewers to plan their trips with clear calls to action linked to Travel Nevada web pages and possible Mindtrip itineraries.

Strengthen Brand Perception: Track sentiment and qualitative feedback to measure perception shift over time.

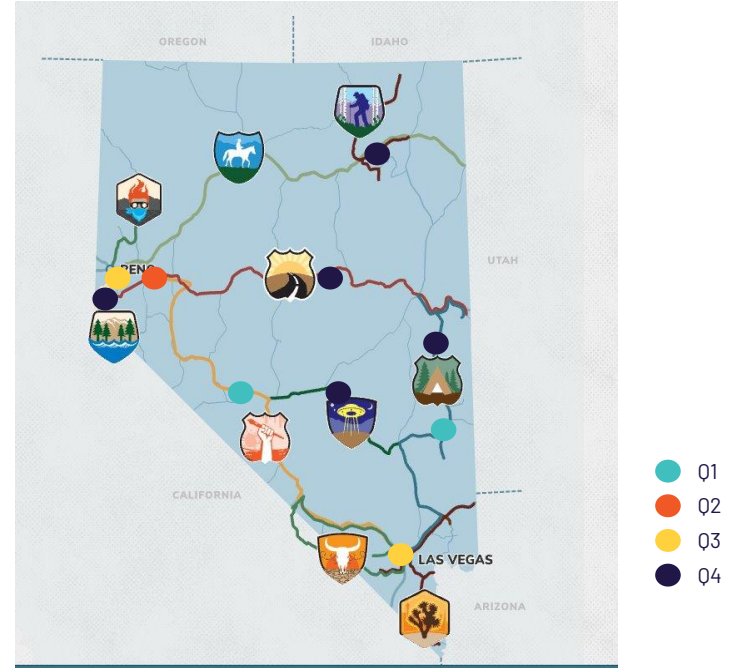


INFLUENCER APPROACH

Overview: Influencer FAMs in FY27 will continue to support the goal of shifting traveler perceptions of Nevada with greater emphasis on drive-market creators. These creators allow us to position the state as an accessible adventure destination, helping elevate awareness of Nevada's diverse offerings.

Hosting Goal: 4 per quarter (1 niche, 1 travel, 1 drive market, 1 content creator), aligned with needs/priorities.

Locations: Statewide; some FAMs are aligned with specific events and/or weather patterns.



FY26 Influencer FAMs

Q1 POTENTIAL PARTNERSHIPS

Many of our FAMs focus on outdoor adventure, and we'll continue to prioritize travelers interested in culture, recreation, and the unexpected.

- Timing: Q1 FY27
- Activities to include: Road trips, outdoor adventures, curiosities, art and culture
- Potential influencer targets:



[@rockmanethan](#)

Explore Nevada's mining story through hands-on experiences at Virginia City, the Elko Gold Mine, UNR, and Wonderstone Mountain.



[@nationalparksguide](#)

Amanda provides insider tips, expert guides, and practical advice about the national parks. We'd like to tap her for Great Basin's National Park's 40th Anniversary this September



[@ghoul_please](#)

Paranormal content continues to perform really well for us. Our last paranormal influencer had a 5.5% ER compared to the average 2.3% for the year. We see continued interest in this topic and want to highlight the unique novelties around Nevada.



[@flyandfoto](#)

Focused on stargazing and dark skies this duo reached out via HubSpot about a potential partner and proposed route. Could be a good way to highlight dark skies and gather new content for the brand.



EARNED MEDIA

PR'S GROWING ROLE

**THIRD-PARTY
VALIDATION**



**ELEVATING BY
CONNECTING
TO CULTURE**

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

KEY MESSAGES

IN NEVADA, ADVENTURE IS...				
CURIOSITIES	ART	FRONTIER LORE	OUTDOOR RECREATION	SCENIC BEAUTY
▪ Area 51/Extraterrestrial ▪ Paranormal (e.g., Mizpah Hotel) ▪ "City" ▪ Republic of Molossia ▪ Hot springs	▪ Local artists and artisans ▪ Goldwell Open Air Museum ▪ International Car Forest ▪ Burning Man ▪ Seven Magic Mountains	▪ Ghost towns ▪ Sagebrush saloons ▪ Cowboy poetry ▪ Trains ▪ Basque culture/food	▪ Mountain biking, hiking, climbing, kayaking, paddling, birding, off-roading, rockhounding, etc. ▪ Road-tripping	▪ Night skies ▪ State parks, Great Basin National Park, Lake Tahoe, etc. ▪ Open (public) lands

Evolved lens: Use AI visibility insights, media coverage patterns, and partner insights to sharpen where we lead, where we defend, and where we grow.

PR GOALS + KPIs

OBJECTIVE 4: ACTIVATE NEVADA'S STORY

STRATEGIES	PR GOAL OR TRACKED TACTIC	PR KPIs
4.1 Amplify brand messaging	GOAL: Secure 25 feature placements (15 national, 10 in state) in Top 100 outlets	- Top 100 feature placements - Potential Reach
4.2 Diversify storytelling and storyteller voices	GOAL: Secure 100 placements (75 national, 25 in-state) in top 100 outlets	- Top 100 placements - Potential Reach
4.3 Build from outdoor recreation	GOAL: Secure at least one key message in 75% of all earned coverage	Key message inclusion
4.4 Refine adventure messaging for audiences	TRACKED TACTIC: Host 8 Top 100 journalists (7 national, 1 in state)	Media FAMs
4.5 Extend single-purpose visits	TRACKED TACTIC: Engage 75 Top 100 media contacts (65 national, 20 in state) in-person or via dedicated 1:1 interactions	Media engagements
4.6 Collaborate on marketing to niche audiences	TBD: Additional goals based on outcome of AI audit	- Mention rate for key prompts? - Changes in how AI describes Nevada (e.g., increasing "adventure")?

MEDIA TARGETS

NATIONAL TRAVEL

Approach will be determined on a case-by-case basis, considering trends, recent coverage, and writers' areas of focus. Pitches will be customized to include these considerations and ensure maximum opportunity for coverage.

lonely planet

Outside

TRAVEL+
LEISURE

Smithsonian
MAGAZINE

AFAR

The New York Times



NATIONAL CONSUMER

NATIONAL TRADE

Approach will focus on industry thought leadership + destination development angles, including Adventure Centers.



TRAVEL WEEKLY



REGIONAL

Approach will be a combination of seasonal angles and trending travel topics.

Sunset

SFGATE

5280

IN-STATE

Approach will include seasonal + cultural moments, events and new developments.

LAS VEGAS
REVIEW-
JOURNAL

rgj



EARNED MEDIA

Activations + Campaigns



ADVENTURE CENTER SUPPORT

AUG 2026	SEP 2026	OCT 2026	BEYOND
Formally announce naming rights (TBD) Pitch Adventure Centers/BC/CC/ Nevada for key media franchises (e.g. The New York Times' "52 Places to Go," AFAR's "Best Places to Travel in ...", the Sunset Travel Awards, etc.)	Hold Las Vegas media mission at BC Adventure Center during soft opening period Formally announce BC tenants	Prepare BC digital press kit Prepare BC digital toolkits for partners and elected officials Staff BC grand opening event and manage press	Assess and adjust tactics for CC opening support Hold Reno media mission at CC Adventure Center during soft opening period LA adventure-themed media mission featuring Adventure Centers
	Ongoing targeted pitching Ongoing booking "Adventure Centered" FAMs		

MICHELIN GUIDE + CULINARY SUPPORT

The MICHELIN Guide is coming to the Southwest in early FY27. We'll execute a multi-pronged program that celebrates Nevada's participation and recognizes the state's culinary scene – MICHELIN starred or not.

- **Building resident and stakeholder advocacy for the program by communicating MICHELIN's economic impact.**
Just prior to the restaurant announcement in August, tactics will include:
 - Compiling stakeholder toolkits containing information, Q&As, and shareable content about the program and its economic impact
 - In-state media pitching about economic impact
- **Maximizing visibility for Nevada's recognition and the restaurants that are honored.** After the announcement, tactics can include:
 - Budget permitting, partnering with 7-year-old influencer "Chef Kobe," (social media following: 3M+), for a press-friendly tour of one of Nevada's winning restaurants and the opportunity to cook in its kitchen.
 - Working with the MICHELIN team to secure badges, decals, etc. for recognized restaurants
- **Elevating non-awarded restaurants through visitor voices.** When the dust settles from the MICHELIN announcement, we'll develop the first-ever "Out There Eats" awards program, supported with a press release, in-state media outreach, and social media content. We'll ask our social media followers to vote for their favorite Nevada culinary adventures, that, like Nevada, are iconic but also a little out there ... think Middlegate Station, Louis' Basque Corner, or the Pioneer Saloon. We'll make a March Madness-style bracket of the top nominees and supply the restaurants with digital toolkits to help rally votes. Eventually, voters will crown a winner, and Travel Nevada will offer the winning restaurant Yelp-style badges, decals, etc.



EXIT THE ALGORITHM

Some of Nevada's most beloved road trip routes take travelers into wide-open parts of the state, far beyond the typical places that show up in our social media feeds. Tapping into the [desire from younger travelers to escape social media](#), we'll take each of Nevada's road trips a step further by installing "Exit the Algorithm" signs along these routes near off-the-grid (or almost off-the-grid) POIs that don't get as much attention on social media. Examples include:

- Kershaw-Ryan State Park and Pahrnagat National Wildlife Refuge along the Great Basin Highway
- Guru Road and Planet X Pottery along the Burner Byway
- Jarbidge Trading Post along the Rubies Route

We'll install a plaque or marker at each of these locations and encourage visitors to take a picture in front of it and send it to Travel Nevada. The first 50 people to do so will receive a branded swag bag with goodies for their next Nevada trip.

In tandem with earned media outreach (including offering media FAMs), we'll work with Travel Nevada's social media and digital teams on this campaign to get potential visitors into the state, off their phones, and beyond the algorithm to chart their own Out-There Adventure.



ADOPT A PUPFISH FOR VALENTINE'S DAY

Gifting someone a dog for Valentine's Day is a growing—yet controversial—trend. So, we'll encourage people to gift each other a *pupfish* instead of a pup: Travel Nevada will partner with the Desert Fishes Council to coordinate pupfish "adoptions" for loved ones (or themselves, of course) in time for Valentine's Day.

We would set up a page on TravelNevada.com with an explanation of the program, information about the Devils Hole Pupfish and Ash Meadows National Wildlife refuge, and a form that takes a small donation for the Desert Fishes Council along with the recipient's information. The pupfish recipient would then receive an branded email notifying them that they have received a pupfish for Valentine's Day, along with digital adoption certificate and a CTA to start planning their Ash Meadows adventure on TravelNevada.com.

Knowing that media has covered quirky Valentine's Day campaigns from brands (see headlines at right), we would promote this campaign through a press release, targeted media pitching, and organic social media.

Domino's Released a Pepperoni Perfume Just in Time for Valentine's Day

Doritos Roses Ensure Elegantly Bad Breath This Valentine's Day



SEASONAL AND CULTURAL MOMENTS

Q1

We'll leverage several seasonal and cultural moments to keep Nevada in domestic and in-state headlines, such as:

- **Lehman Caves reopening:** When Lehman Caves reopens in summer 2026, we'll highlight this better-than-ever attraction – along with the 40th anniversary of GBNP – as the centerpiece of a GBH road trip.
- **CFP National Championship Game:** Similar to how we pitched extending your Las Vegas trip Las Vegas hosted the Super Bowl in FY24, we'll use the biggest college football game in the country – which Las Vegas will host in January 2027 – as a springboard to discuss extending your stay for adventures along the Neon to Nature Route or Extraterrestrial Highway.
- **Celestial events:** We'll use major meteor showers with peak viewing conditions – the Perseids in August 2026 and the Quadrantids in January 2027 – as a springboard to remind domestic and in-state media that Nevada is an optimal place to stargaze and offer viewing locations.



EARNED MEDIA

FAMs

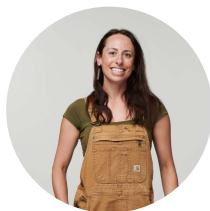


SET JET: GALOTWAH-INSPIRED FAM

Building on the momentum of season 1 of *Get a Little Out There With Alex Honnold*, this press trip will allow select Top 100 journalists to follow in Alex Honnold's footsteps, coordinating outdoor adventures and cultural experiences like those he undertook in the series. Participants will gain firsthand experience of a selection of the show's activities, deeper engagement with local culture, and, for in-state journalists, a greater appreciation for exploring their own backyard.

If our relationship with Alex allows, we'd love to coordinate a meet and greet experience with Alex at a local indoor or outdoor climbing area. This would make the trip a group FAM that originates in Las Vegas. If not, these can be executed as individual FAMs.

- Timing: Ongoing, depending on location
- Route/Activities: Choice of three different routes: Neon to Nature and Great Basin Highway (Boulder City, Mt. Charleston, Great Basin National Park, Ely), Free-Range Art Highway (Wild Granites, International Car Forest of the Last Church, The Royston Mine), or Rubies Route (Ruby Mountains, The Star Hotel, J.M. Capriola's)



Maya Silver, EIC

CLIMBING



Adam Roy, EIC

Backpacker



Suzie Dundas, Outdoor Editor

MATADOR  **NETWORK**



Michael Capetta, Contributor

TRAVEL+
LEISURE

"SEE YOUR SIGN" ASTROLOGICAL FAM

It's rare to witness the grandeur of the world's darkest skies and brightest stars, but even more uncommon to see your astrological sign up close and feel the inherent energies and frequencies it may possess. Leveraging the magic of Nevada's dark skies and top-tier stargazing locations, attendees will explore the state through the strongest traits of their zodiac signs and experience a true adventure in connection with their star sign.

- **Timing:** Varies by the journalist (recommended around their half-birthday, where their sign's constellation will be lowest in the eastern sky after sunset)
- **Route/Activities:** Dependent on journalist's birthday/star sign. For example, Fire signs will experience the Neon to Nature route or Burner Byway, Water signs will experience the Lake Tahoe Loop, Earth signs will experience the Great Basin Highway, etc. All routes will include a dark sky POI. When possible, activities can also include meeting with a local astronomer.



Krista Simmons,
Travel Editor

Sunset



MaKayla McRae,
Managing Astrology Editor

Parade



Stephanie Vermillion,
Freelance Travel Journalist

**TRAVEL+
LEISURE**
 **NATIONAL
GEOGRAPHIC**



Lisa Stardust, Freelance
Astrologer and Writer



TODAY



ADVENTURE “CENTERED” FAM

Nevada’s road trips have always been legendary and now they’re getting a new starting line. We’re reimagining where the journey begins by anchoring three of the state’s most iconic routes in something tangible: a true basecamp. For first-time visitors, these stops lower the barrier to entry of Nevada’s wild spaces into something inviting, and achievable. For seasoned explorers, they unlock deeper access and the kind of local insights that elevates a good trip into the trip of a lifetime.

By building this FAM around routes that already resonate, we’re reframing Nevada with *adventure centered*.

- Timing: After the grand opening of each Adventure Center
- Route/Activities: Free-Range Art Highway, Lake Tahoe Loop, Neon to Nature - centered around visiting the Adventure Centers and doing 1-3 activities, plus other “adventurous” activities of interest along the routes.



Frederick Drier,
Articles Editor

Outside



Miguel Melendez,
Contributing Writer

MEN'S JOURNAL



Anna Halkidis,
Senior Editor

Parents



Kassondra Cloos,
News Editor

Adventure.com

EARNED MEDIA

MEDIA MISSIONS



APPROACH

Domestic and in-state media missions are an important tactic in connecting Travel Nevada and its partners with journalists, influencers and creators, and people of influence in the community. The relationships formed and nurtured during Travel Nevada's media missions have led to media visits, influencer partnerships, and coverage in the long term.

This year's media missions will be rooted in finding adventure in Nevada, with heavy messaging about the Travel Nevada Adventure Centers, as well as other ways to find adventure around the state. The execution will come to life differently in state vs. domestic markets, but the core message will remain that **in Nevada, you can find adventure on your own terms**. When possible, we can leverage our relationship with Alex Honnold (virtually or in person) to help communicate this message to attendees.

In addition to in-state media missions in Las Vegas and Reno, a domestic media mission will be held in Los Angeles, an important drive market for Travel Nevada. Individual meetings will be scheduled with journalists not able to attend the media mission.



LAS VEGAS

We'll work with Las Vegas-based media and creators to preview the Travel Nevada Adventure Centers—Boulder City and highlight how it serves as a gateway to outdoor experiences just beyond the Strip, with a hands-on, experience-driven approach.

Attendees will depart from Las Vegas via the Center's shuttle service, reinforcing ease of access from the urban core to nearby outdoor experiences. They'll tour the Center and connect with local outfitters and partners, demonstrating how the it facilitates trip planning and guided experiences. Then, they'll participate in a guided outdoor activity offered by the Center, such as a guided Hoover Dam rafting experience or biking along the River Mountain Loop Trail, to bring the Adventure Center experience to life.

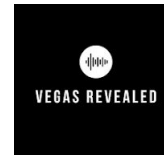
The media mission offers an opportunity for live broadcast segments or taped coverage in a highly visual outdoor setting.

Timing: Late September 2026, during the soft open period prior to the grand opening.



LAS VEGAS WEEKLY

LAS VEGAS REVIEW-JOURNAL



RENO

We'll engage Reno-based media by positioning the Travel Nevada Adventure Center—Carson City as a resource for discovering new ways to explore familiar landscapes through a hands-on, locally rooted experience.

Journalists and creators will tour the Center and meet with regional partners, highlighting how it connects visitors to guided trips and local expertise. Then, they will participate in a guided outdoor activity—such as a Carson River paddle, a hike in Ash Canyon, or a Lake Tahoe-adjacent e-bike or trail experience—showcasing deeper ways to experience northern Nevada.

This format offers strong opportunity for feature storytelling and broadcast segments tied to “what to do this season” angles.

Timing: TBD, depending on when the Center will open. We suggest doing the event during a soft open period to allow media to preview the Center.



LOS ANGELES

Travel Nevada and its partners will venture to Los Angeles to connect with journalists and other people of influence. Our “Out There Starts Here” event will allow guests to learn about adventure in Nevada through the lens of the Nevada Adventure Centers in Boulder City and Carson City – and everywhere in between.

Upon arrival, attendees will choose one of three paths: to Boulder City, to Carson City, and beyond, learning about the guest experience at the Adventure Centers, previewing activities, and meeting with partners in each area. Two grand prize winners will win a trip to experience the Adventure Centers in person.

As an added layer of messaging for one of our top drive markets, we'll nod to the proximity of L.A. to the state as the 2028 summer Olympics approaches, highlighting that after the medals are awarded, you can try out some of your favorite Olympic sports – like climbing, paddling, and cycling – right next door in Nevada.

Timing: Spring 2027, after Carson City has opened



Los Angeles Times

Los Angeles
MAGAZINE

Westways

LA
ist

Fodor's Travel

MATADOR
network



PARTNER EDUCATION

To help elevate partners' marketing and communications strategies and execution, we will continue to help educate partners as our industry evolves. Touchpoints we'll use to facilitate partner education in FY27 include:

- **Partner PR Post:** We'll do a deep dive into Hubspot insights for the Partner PR Post and seek feedback from partners about what elements of our quarterly newsletter are most useful for them, and tailor our FY27 editions accordingly.
- **Presentations and panel discussions:** We've been honored to share insights on case studies, best practices, and industry trends to partners at GovCon, Rural Roundup, and territory meetings and will continue to do so.



TOURISM MEANS MORE: 2027 LEGISLATIVE SESSION PREPARATION

As tourism evolves to more prominently include outdoor recreation *and* as the economy changes, understanding tourism's impact is critical to sustained legislative support. We propose the following tactics to keep Nevada's tourism story visible before, during and between sessions.

Tourism Means More Fact Sheets

- State-level and district-level data
- Customized by legislator
- Ready-reference tool for stakeholders and staff

Thought Leadership

- Bylines and op-eds drafted by Travel Nevada and partners
- State-wide and regional publications
- Encourages resident support

Tourism Pulse Quarterly Brief

- Year-round touchpoint with legislators
- Share tourism wins, facts and impacts
- Builds familiarity with Travel Nevada and its positive impacts

EARNED MEDIA

PARTNER + STAKEHOLDER ENGAGEMENT



ANNUAL REPORT

Travel Nevada's annual report provides valuable information about the division's activities to support Destination Development; Destination Stewardship; Domestic, In-State, and International Market Development; and more. In FY27, we'll redesign the annual report so its visuals and content align with the FY26-28 strategic plan, demonstrating progress against key indicators and how the division's strategies are coming to life—all while continuing to communicate that Tourism Means More.

Additionally, we will work with Travel Nevada on a rollout plan for the annual report, leveraging the report as a marketing and communications tool to highlight positive momentum and showcase the division's work. This plan may include:

- Pitching key takeaways to in-state media
- Creating tailored fact sheets
- Creating snackable content for industry social channels
- Hosting a webinar to walk through content and key wins



FY27 AT A GLANCE

View on Google Drive
[here](#)

	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27
Campaigns & Projects	Michelin - Winner recognition, Chef Kobe partnership		Boulder City Adventure Center grand opening		Exit the Algebrin		Adopt a Pupfish for Valentine's Day	Out There Eats	Carson City Adventure Center grand opening		
Key Storytelling/ Pitch Development or refresh	Supernatural Sightseeing	Adventure Centers (Consumer + Trade)		Extending your CFP Vegas trip			National Dark Sky Week	Adventure Centers (Consumer + Trade)			
Priority Media Outreach (National only: dark orange; In State only: light orange)	Lehman Caves reopening	Paranormal Sightseeing			Extending your CFP Vegas trip						
	Media awards - Adventure Centers		Adventure Centers (Consumer + Trade)		Holiday Light Displays/Train ride and railway experiences		Snowy Getaways		Adventure Centers (Consumer + Trade)		Road Trips
	Astrotourism: Pierside Meteor Shower		GALOT Month		Astrotourism: Quarantide Meteor Shower			Astrotourism: National Dark Sky Week			
Media Missions		Las Vegas						Reno		Los Angeles	
Themed FAMs	Set Jet/ GALOTWAH										
	"See Your Sign"										
		Adventure Centered (Boulder City)							Adventure Centered (Carson City)		
Wire releases	Fall/Winter Experiences Release		Boulder City Adventure Center grand opening			TBD: GALOTWAH \$2 announcement	Adopt a Pupfish for Valentine's Day	Spring/Summer Release	Boulder City Adventure Center grand opening		
Notable In-State Events	Burning Man (8/30 - 9/7)	Virginia City Camel + Ostrich Races (8/11-13)				National Cowboy Poetry Gathering (Elko, 1/25-30)					Reno Rodeo (8/17-26)
		Great Basin Astronomy Festival (8/10-12)									
Stakeholder Engagement	Michelin toolkits		BC Adventure Center toolkits		GovCon - partner education	Legislative Session prep	Annual report rollout		CC Adventure Center toolkits		
	Annual report redesign + preparation								RRU - partner education		
Industry	ESTO US Travel (8/23-26, Philly)					IMM Marketplace (1/20-21, NYC)				IPW (New Orleans, 5/3-7)	PRSA Travel & Tourism (First week June)

EARNED MEDIA

Additions at a \$900K budget



FAMILY ROADTRIP, 90s STYLE

We're bringing back the 90s – millennial parents' favorite decade and an era that their children are fascinated by – to reach families attending youth sports tournaments in Nevada **to encourage them to return to the state for further adventure.** At select youth sports tournaments, we'll create a pop-up experience where families hop in a stationary minivan. In place of a windshield, the van will have a screen showing a Nevada road trip simulation. Each family will receive a custom Viewfinder toy featuring Nevada landscapes and family-friendly outdoor recreation opportunities, as well printed materials and maps to guide their trip planning.

We'd build the activation in fall/winter 2026. Potential tournaments where we can execute this in 2027 include:

- Jam On It (Basketball in Las Vegas and Reno)
- Youth Baseball Nationals (Reno-Tahoe)

We will work with the RSCVA and LVCVA to identify other tournaments that could be a good fit.



NEW YORK MEDIA MISSION

In an effort to visit the country's largest media market biannually, Travel Nevada and its partners will venture to New York to connect with journalists and other people of influence. Our "Out There Starts Here" event will allow guests to learn about adventure in Nevada through the lens of the Nevada Adventure Centers in Boulder City and Carson City – and everywhere in between.

Upon arrival, attendees will choose one of three paths: to Boulder City, Carson City, and beyond, learning about the guest experience at the Adventure Centers, previewing activities, and meeting with partners in each area. Two grand prize winners will win a trip to experience the Adventure Centers in person.

Timing: Spring 2027



People AFAR Forbes

CNN TRAVEL+ LEISURE Condé Nast Traveler

