



**TRAVEL NEVADA
MARKETING COMMITTEE UPDATE**

February 10, 2021



MARKETING COMMITTEE - Update



TRAVEL NEVADA

- Consumer-facing name of the Nevada Division of Tourism, which operates within the Nevada Department of Tourism and Cultural Affairs.
- **Mission:** Effectively promote statewide tourism to enhance the economic vitality of the state
- **Vision:** Vibrant quality of life for all Nevadans
- Manages statewide tourism efforts through consistent brand integrity.
- Provides communities and businesses with development resources, training, and grant assistance that help bolster local economic bases and diversify regional economies.

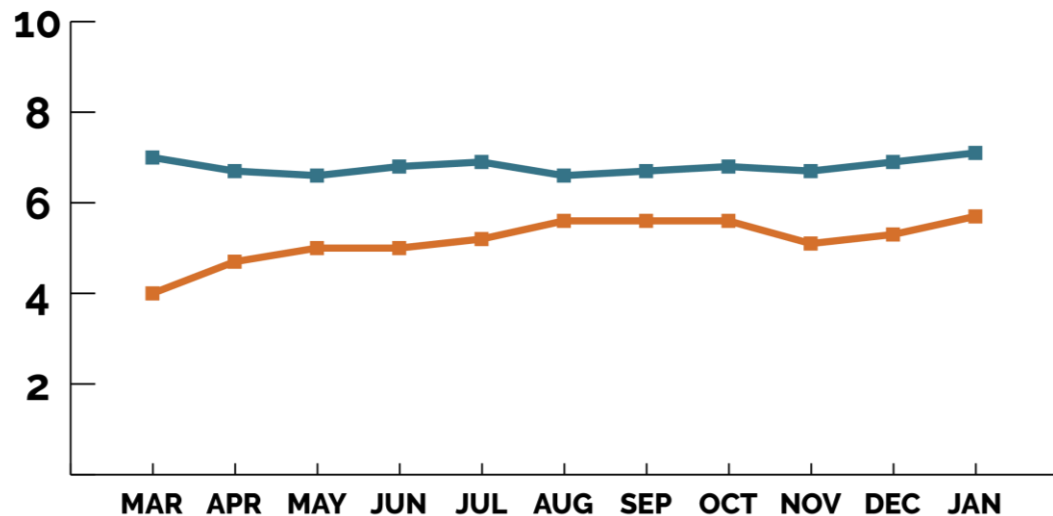
MARKETING COMMITTEE

- Serves in an advisory capacity
 - Bridges communication between the Travel Nevada marketing department and the Commission on Tourism.
 - Provides a quarterly update to the Commission on Tourism on metrics identified as best represent.
- Collaborates as a working group
 - Delivers communication from individual perspectives and generates ideas.
 - Discusses overall strategic direction on marketing initiatives.

QUARTERLY REPORT—State of the Industry

TRAVEL SENTIMENT

Source: Destination Analysts



- Personal concern about contracting virus
(0 = Not at all concerned; 10 = Extremely concerned)
- Excitement to take a weekend getaway in next month
(0 = Not at all excited; 10 = Extremely excited)

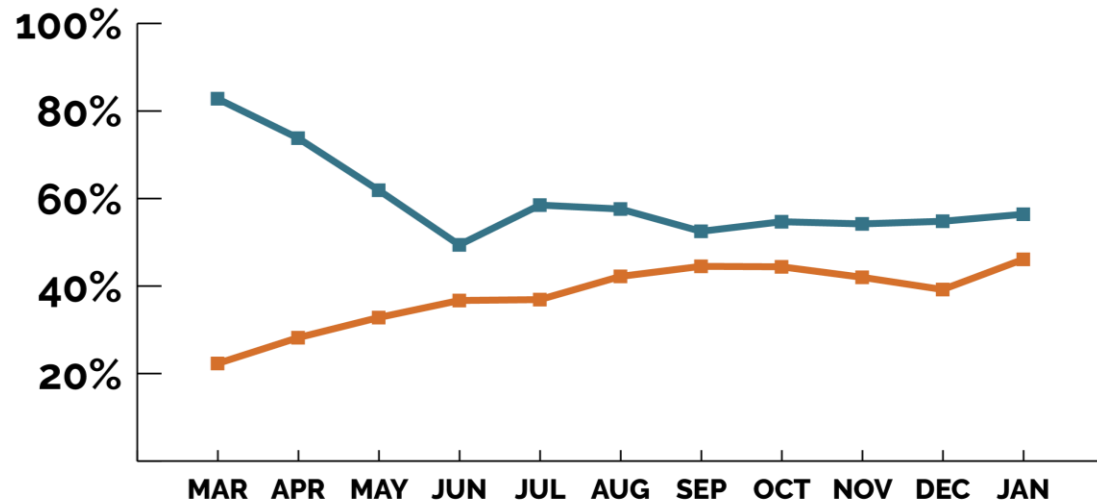
What is the current appetite for travel consideration?

- Information on sentiment is reported weekly.
- Measures concerns surrounding travel intent during the virus, future planning, and activity interest/safety importance.
- Provided quarterly, this will inform on the overall willingness to travel and where we may be most competitive in the marketplace.
- As we continue to monitor, we are looking for concern of contracting the virus to lower and metrics around trip planning/intent to increase.

QUARTERLY REPORT—State of the Industry

TRAVEL CONFIDENCE

Source: Destination Analysts

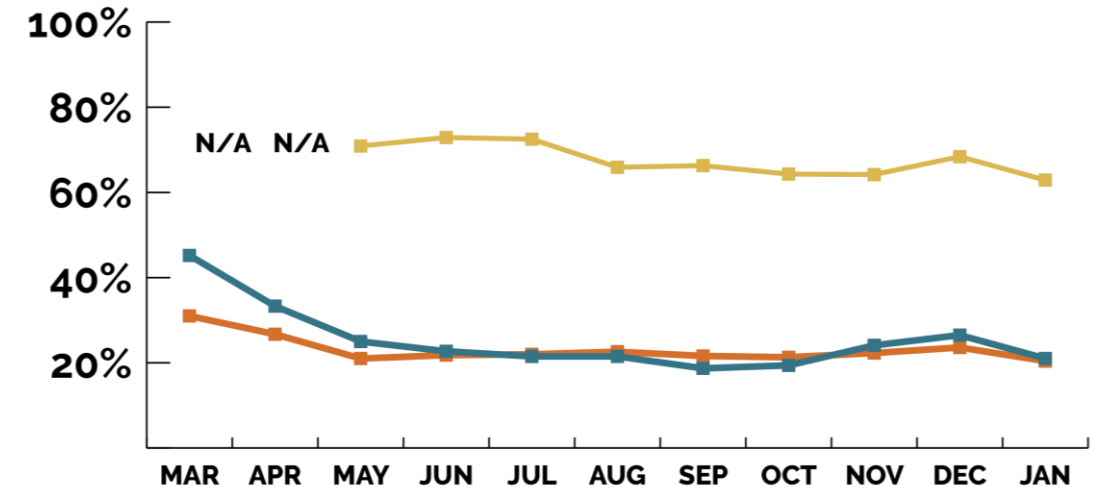


- I'm planning to avoid all travel until the coronavirus situation blows over**
(% agree or strongly agree)
- I feel comfortable going out in my community to restaurants, local attractions, and undertaking local activities**
(% agree or strongly agree)

TRAVEL ACTIVITIES

At this moment, how safe would you feel doing each type of travel activity (% somewhat unsafe or very unsafe)

Source: Destination Analysts



- Going to a casino**
- Non-team outdoor activity (biking, hiking, etc.)**
- Taking a road trip**

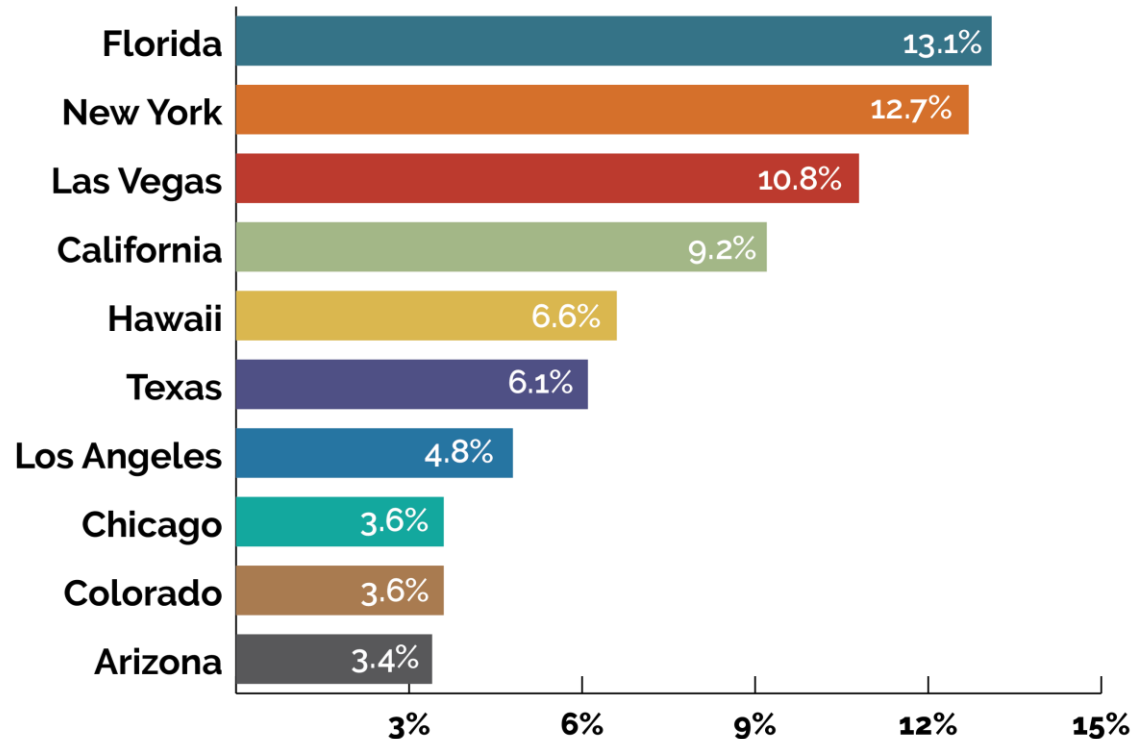
QUARTERLY REPORT—State of the Industry



DESIRED DESTINATIONS

Which domestic destinations do you want to visit this upcoming year?

Source: Destination Analysts



As people do begin to travel more widely, we will monitor their intent to stay **competitive** in the marketplace.

This data shows both **city and states** that have vastly different offerings, but we note that **Las Vegas** is in the **top three** in the consideration set.

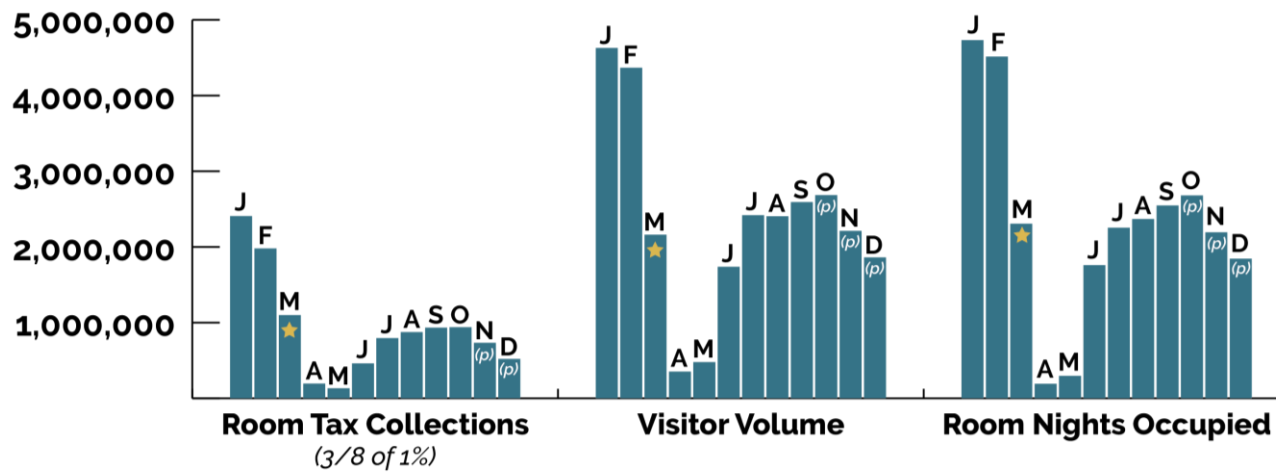
Staff will continue to monitor **comprehensive competitor information** that may be proprietary in nature. **High-level** data will be provided on a **quarterly** basis.

QUARTERLY REPORT—State of the State



MONTHLY REPORT DATA

January thru December 2020



Room tax collections (directly impacts our budget)

Visitor volume (economic impact)

Room nights occupied (percentage of total inventory)

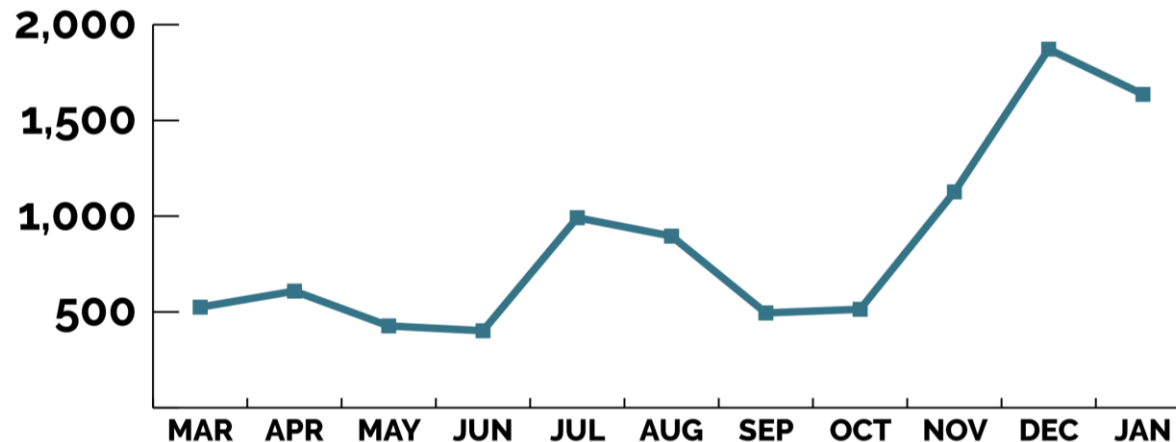
We began to see an upward trend, after closures in the spring.

Unfortunately, the projected drop in November continued into December to account for the lowest month since re-openings in June.

NEVADA COVID HOSPITALIZATIONS

Daily Average

Source: Nevada HHS



Nevada COVID-19 hospitalizations have been tethered to state restrictions and the ability and desire for consumers to **travel safely**.

As hospitalizations increase, so do restrictions, and subsequently, we see a **drop in room nights, visitor volume, and general traveler confidence**.

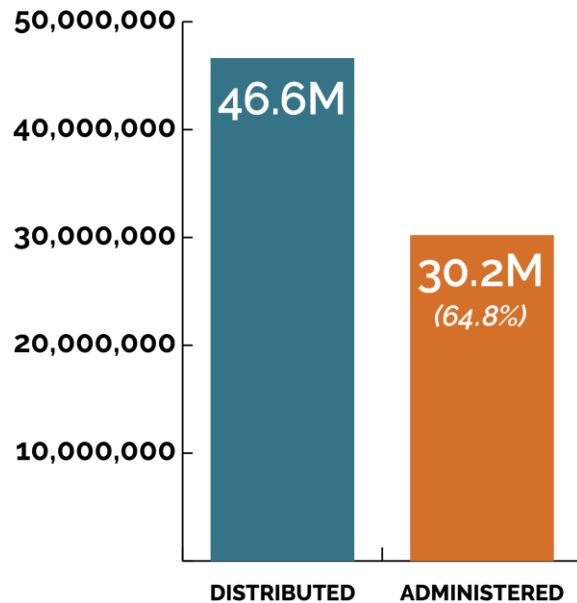
As the **vaccine rollout** continues, we hope to see **progressive improvement** across COVID-19 health metrics.

QUARTERLY REPORT—State of the State

TOTAL VACCINATIONS IN U.S.

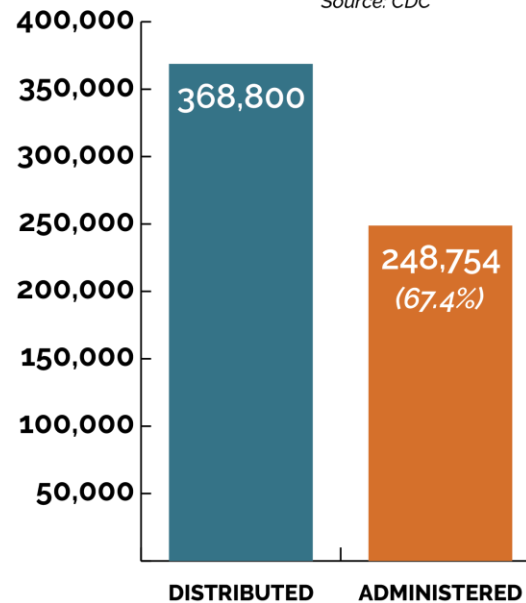
U.S. includes all 50 states and D.C.

Source: CDC



TOTAL VACCINATIONS IN NEVADA

Source: CDC



Nevada's rank for % of shots administered
(out of all 50 states plus D.C.)

22

Vaccination data shown as of 2/1/21.

These numbers will be monitored regularly by staff. The quarterly report will be less relevant, as we hope vaccine administration will be swift.

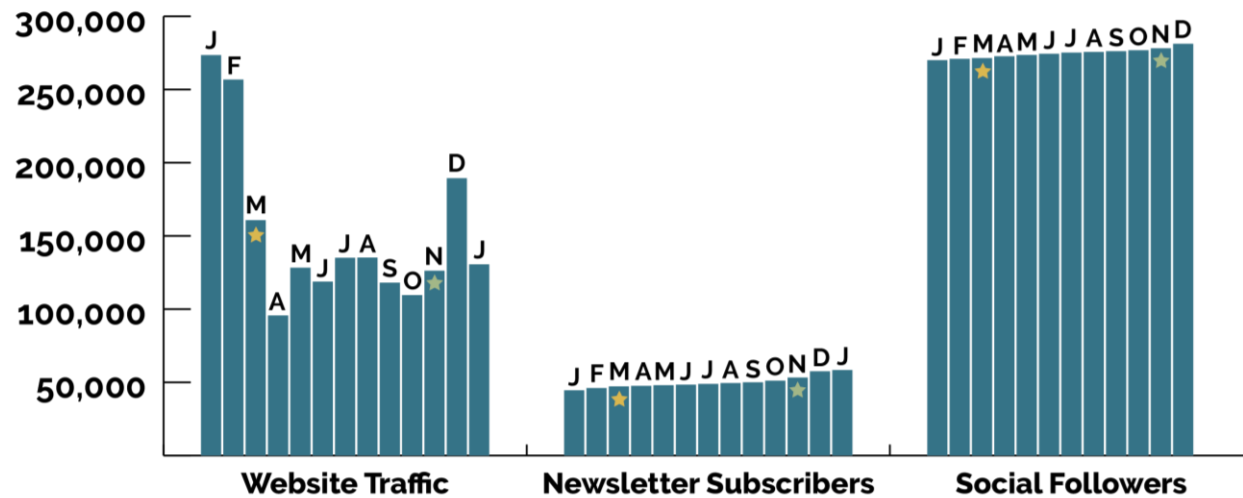
Moving forward, this is a strong metric to gauge traveler confidence.

Key markets will also be monitored, as we determine our media buys.

QUARTERLY REPORT—State of Travel Nevada



JAN 2020-JAN 2021



- ★ Full paid media paused in March
- ★ In-State (DYN) paid media resumed in November

The Marketing Committee identified key metrics that are most **directly tied to marketing efforts**.

Supporting metrics are reviewed and updated frequently by staff.

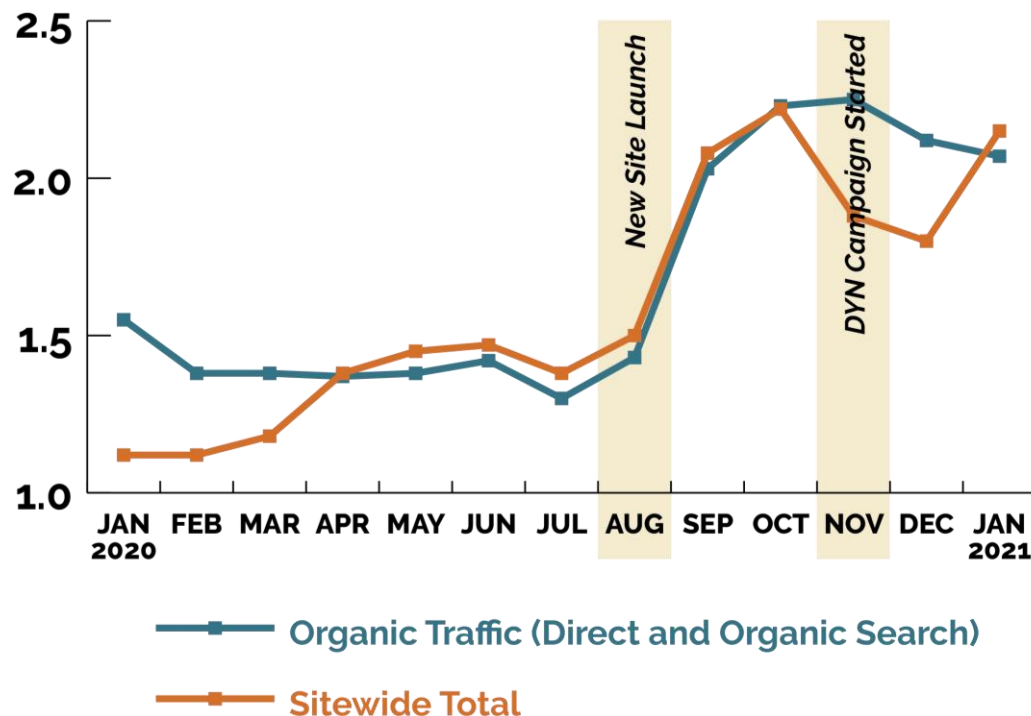
While these performance measures can reflect organic efforts, smaller budgets will impact the most high-level data, so we will be looking at **monthly and quarterly growth** as well as **engagement**.

QUARTERLY REPORT—State of Travel Nevada



WEBSITE ENGAGEMENT

Average Session Duration in Minutes



Engagement is a nuanced metric in that the rate tends to be higher for organic and direct traffic rather than from paid efforts, where users may be responding to a singular call-to-action. When **paid efforts increase**, although site traffic increases, time on site tends to decline.

The redesign of TravelNevada.com resulted in a large **jump in overall engagement**.

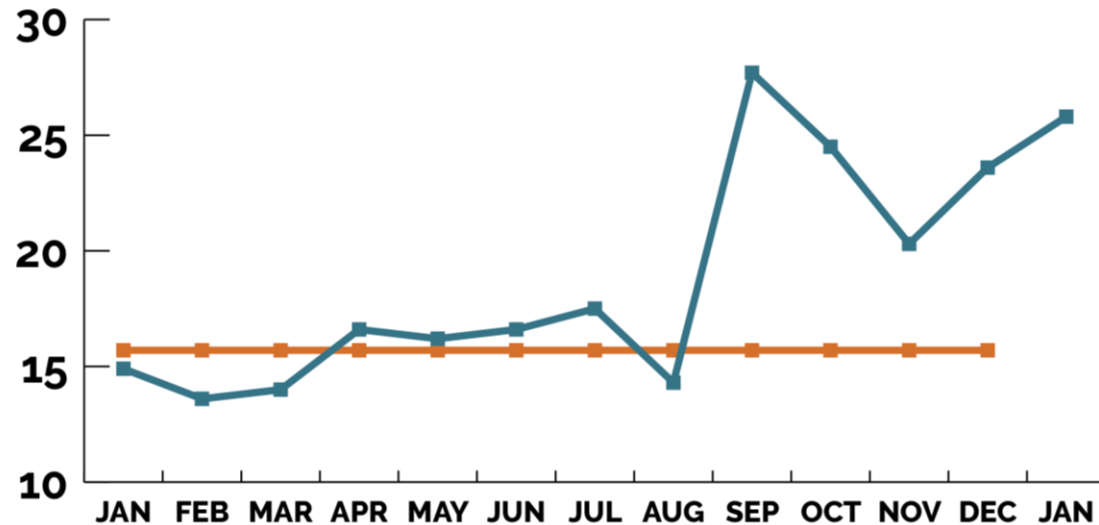
When **paid efforts** resumed, there was an **expected loss**, though the rate is noticeably higher than before the relaunch.

QUARTERLY REPORT—State of Travel Nevada



EMAIL ENGAGEMENT

Open Rate



2020 benchmark (per Campaign Monitor)

Our email audience has continued to **engage well** with our content.

Subscribers have signed up to hear about Nevada because they are **interested**, so a **deeper engagement** is always the goal.

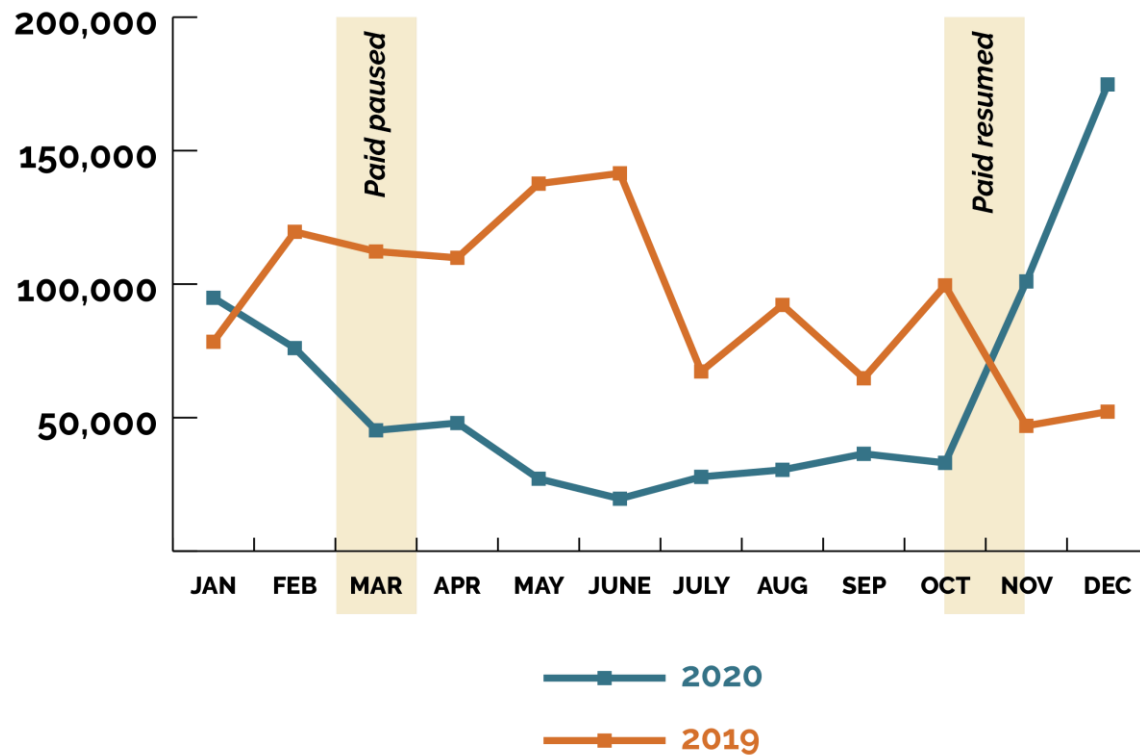
By **cleaning and segmenting lists**, obtaining **new subscribers**, and presenting content in a **new layout**, we are able to improve on the engagement metric.

QUARTERLY REPORT—State of Travel Nevada



SOCIAL ENGAGEMENT

Likes, Comments, Shares



Social media behavior continues to **evolve** as more features and restrictions come into play.

2020 was not only impacted by a **global pandemic**, but the volatile **socio-political** environment.

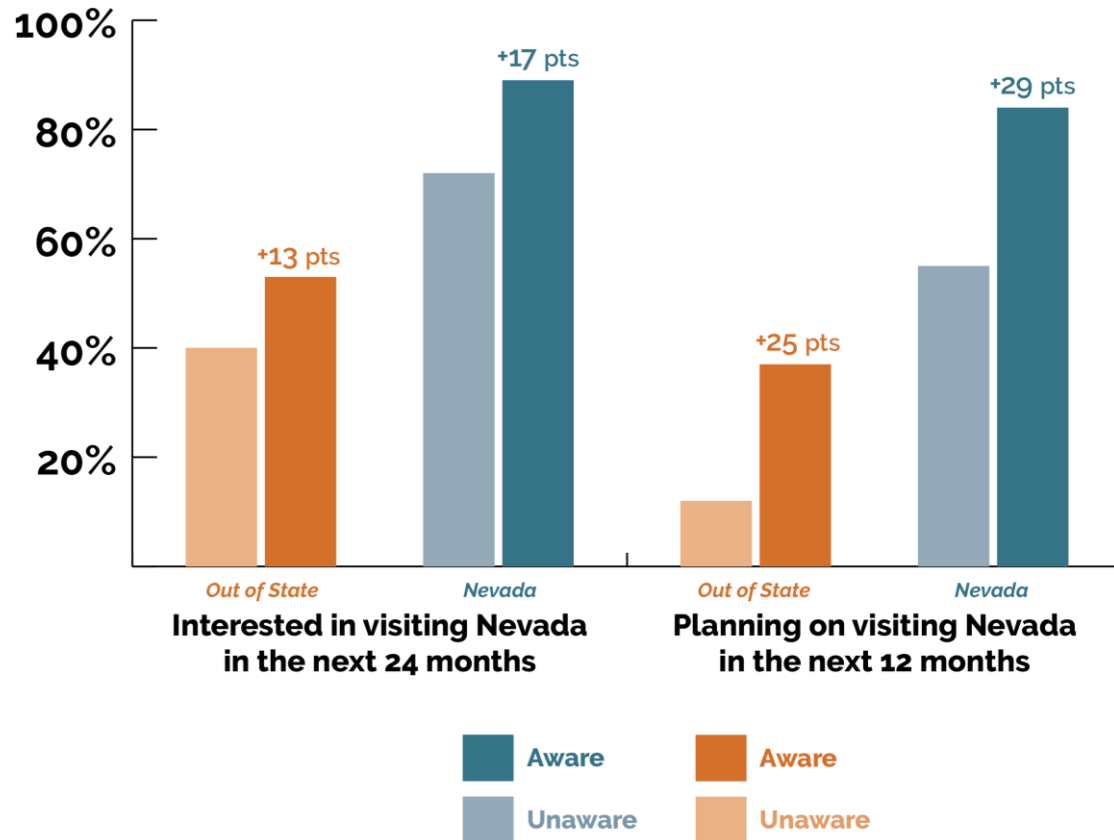
Social efforts had to be **timed appropriately** and hit the **right tone**, as any online communications could be misperceived, result in argumentative conversation, or **damage brand reputation**.

When **paid efforts** did resume (October/November), more people could be reached, resulting in **better engagement**.

QUARTERLY REPORT—State of Awareness

INTEREST IN FUTURE TRAVEL Q1–FY21

Source: OmniTrak Group



Awareness measures the percent of respondents who **recall** Travel Nevada’s efforts.

Awareness is tied to **perception**, which we can affect based on our creative, content, and strategy.

Even with little to no spending in Q1, those who were **aware** of any efforts (including owned and earned), were still **more likely to consider Nevada** as a travel destination. The impact was **greater among Nevada residents** than out-of-state residents.

QUARTERLY REPORT—Approval

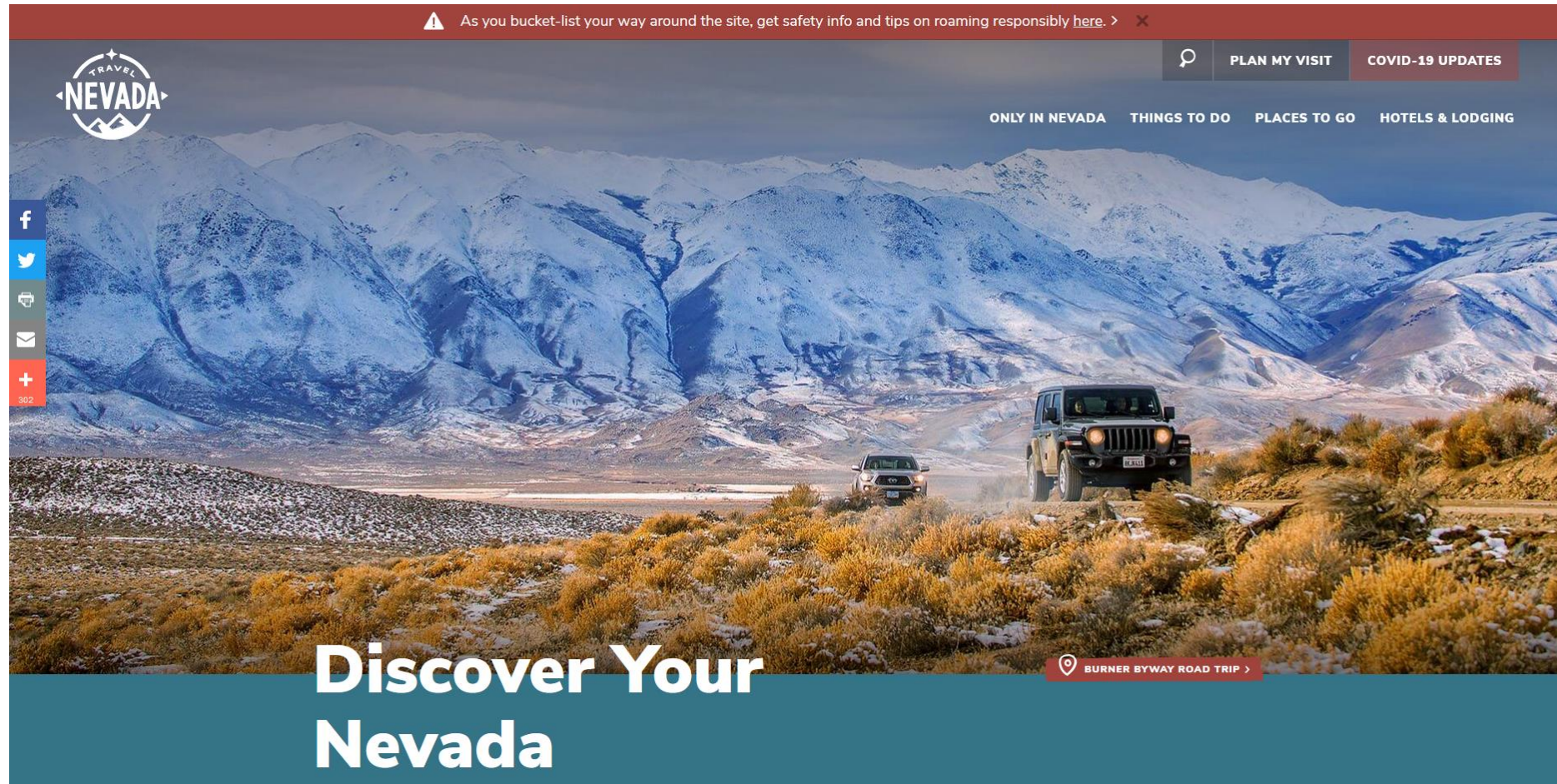


Any questions?

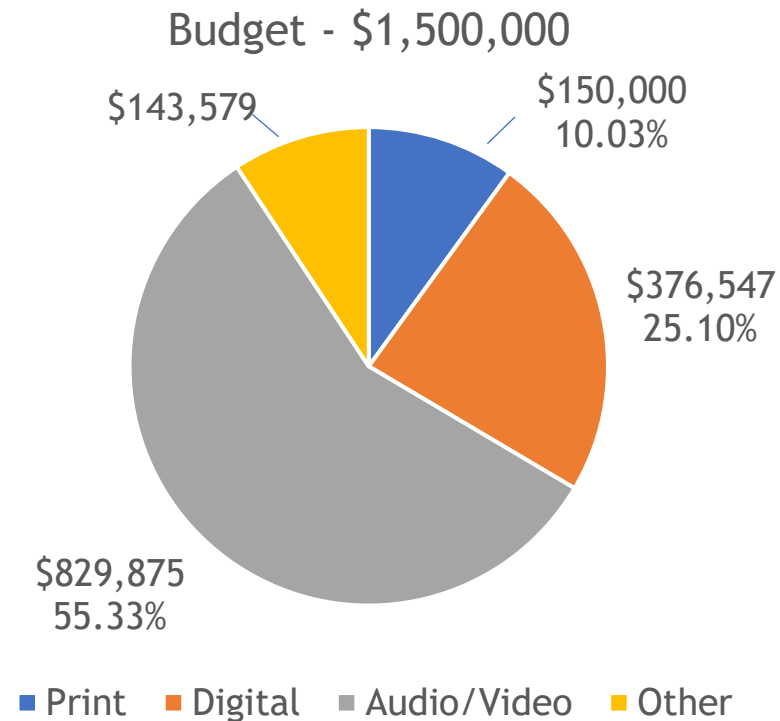
Need for edits in this report?

Will provide consistent reporting to the Commission quarterly.

DISCOVER YOUR NEVADA—Campaign



DISCOVER YOUR NEVADA—Budget



- Print - includes newspaper, magazines, and digital enhancements for each
- Digital programs - includes search and social efforts as well as online travel agencies (OTA), and other online companies
- Audio/Video - includes full broadcast and online streaming for tv and radio
- Other - includes printed collateral and specialty items, as well as services and influencer hosting

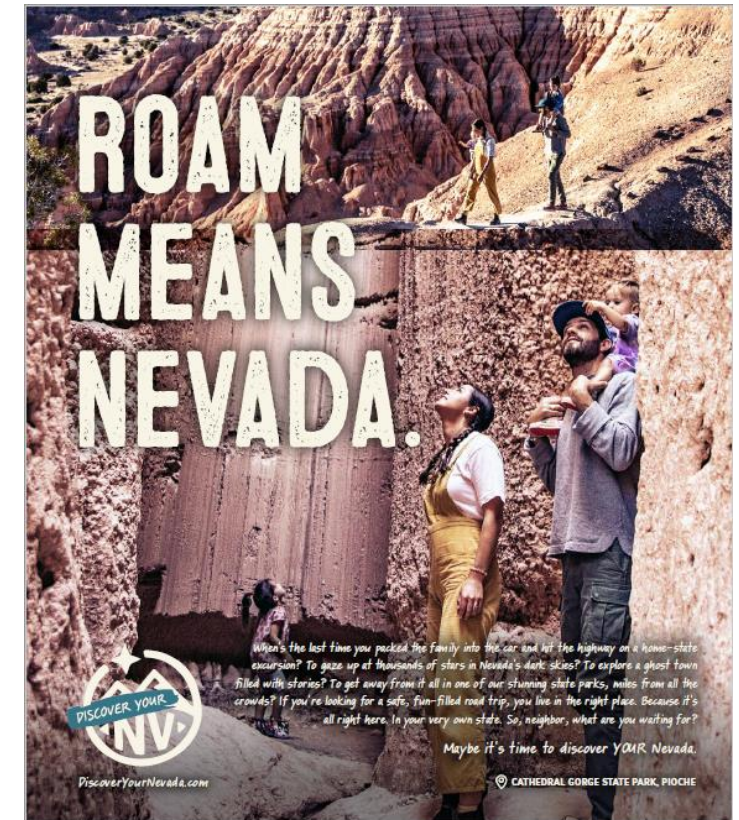
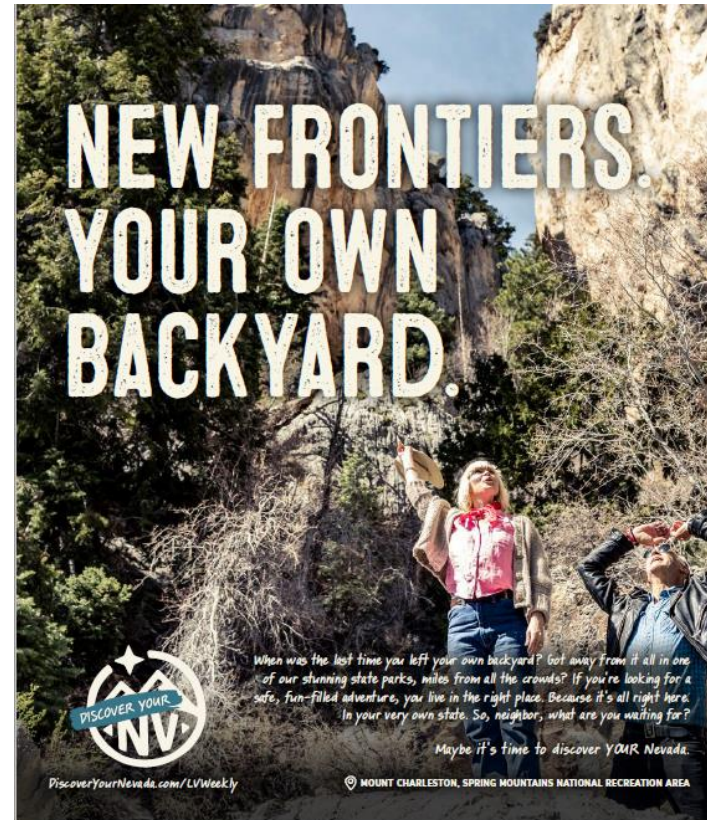
DISCOVER YOUR NEVADA—Broadcast Spot



DISCOVER YOUR NEVADA—Digital ads, 1st wave



DISCOVER YOUR NEVADA—Print ads, 1st wave



DISCOVER YOUR NEVADA—2nd wave



ROAM MEANS NEVADA.

When's the last time you packed the family into the car and hit the highway on a home-state excursion? To gaze up at thousands of stars in Nevada's dark skies? To explore a ghost town filled with stories? To get away from it all in one of our stunning state parks, miles from all the crowds? If you're looking for a safe, fun-filled road trip, you live in the right place. Because it's all right here. In your very own state. So, neighbor, what are you waiting for?

Maybe it's time to discover YOUR Nevada.

DiscoverYourNevada.com

GREAT BASIN NATIONAL PARK, BAKER

HOME MEANS NEVADA FOR THE HOLIDAYS.

Life may look and feel a little different this holiday season. However, lucky for us, Nevada won't. In fact, perhaps this year presents the perfect opportunity for an unforgettable right-here excursion. To stay "home" and venture out—safely—among some stunning Silver State scenery to make the kind of lifelong, only-in-Nevada memories that your family will cherish. (Plus, of course, to snag a few made-in-Nevada goodies along the way.)

This year, give your family the gift of Nevada.

DiscoverYourNevada.com/gifts

SOLDIER MEADOWS HOT SPRINGS, FEATURING MUDPOT NATURAL MUD MASK, FROM BLACKROCKMUD.COM

UNWRAP THE GIFT OF NEVADA

We live in the state where the sagebrush glistens, and this holiday season is the perfect time to share some shining Silver State spirit. Need some inspo? Check out our inspired gift ideas—from wrappable, made-in-Nevada goodies to mappable, only-in-Nevada excursions—for foodies, adventure junkies, history buffs, and all the other Nevada-lovers in your life. This year shop small, dream big, and create some unforgettable home-state memories.

Because home means Nevada for the holidays. Please mask up in all public areas in Nevada. For current guidelines, visit [TravelNevada.com/Covid-19](https://travelnevada.com/covid-19).

DiscoverYourNevada.com/gifts

PLANET X POTTERY, GERLACH

WHERE THE SAGEBRUSH GLISTENS

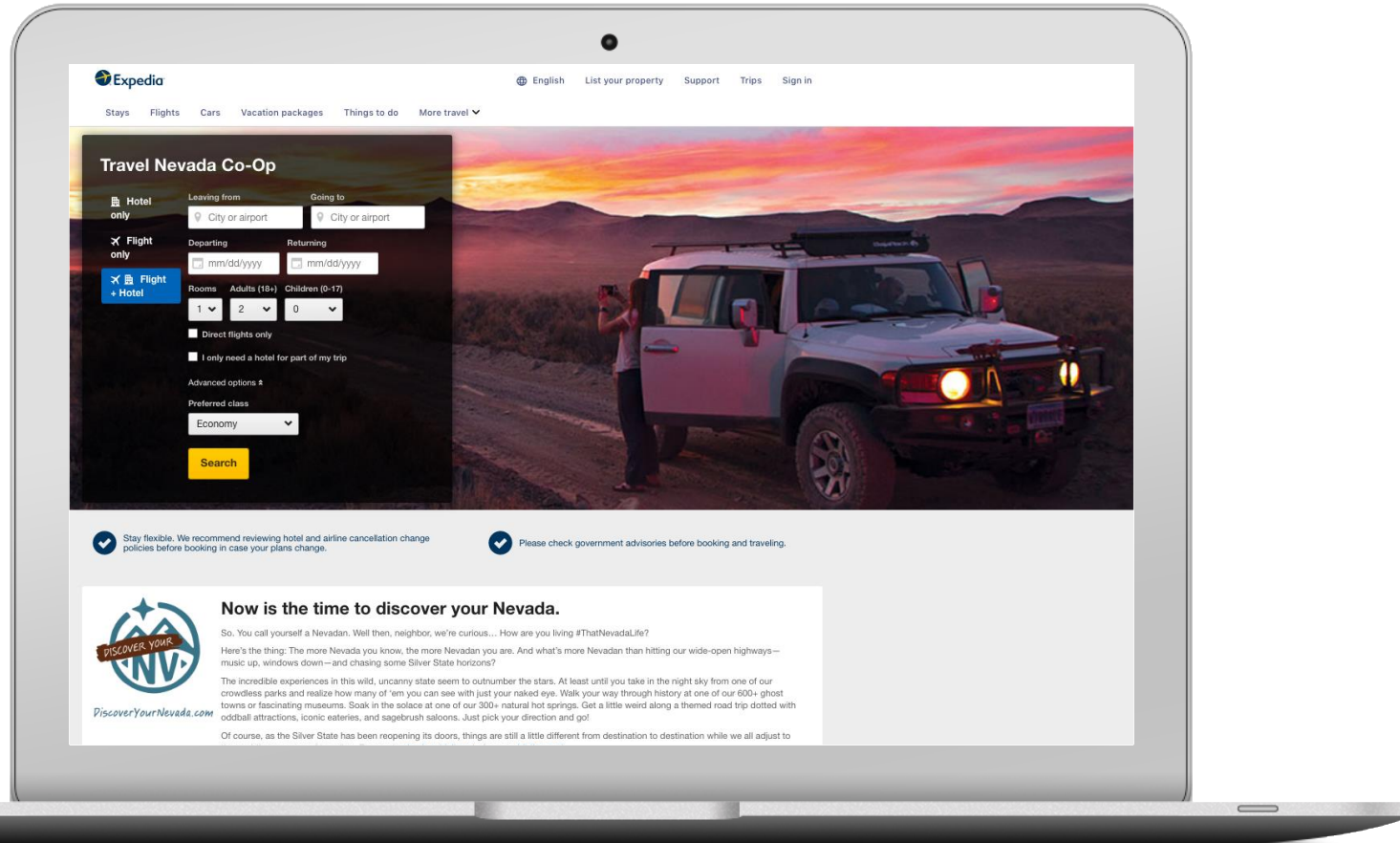
This year's been a little... different. But here's the thing: Nevada always has been. In the best of ways. Dreaming of a change of scenery? Truth be told, there's nowhere with more room to roam than right here—your very own state. Just hop in the adventure-mobile and let the Silver State do the rest. Your next Nevada near-ation awaits. And when you're ready for a wander, Nevada will be waiting for you.

Ready to Discover Your Nevada? Your future memories are calling.

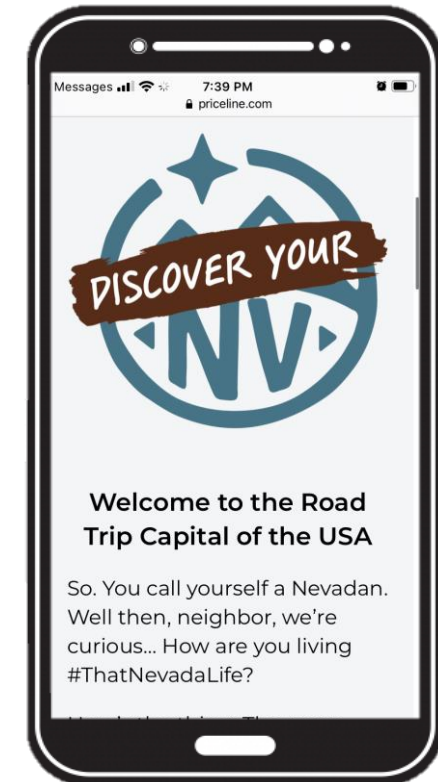
DiscoverYourNevada.com

PYRAMID LAKE

DISCOVER YOUR NEVADA—OTAs



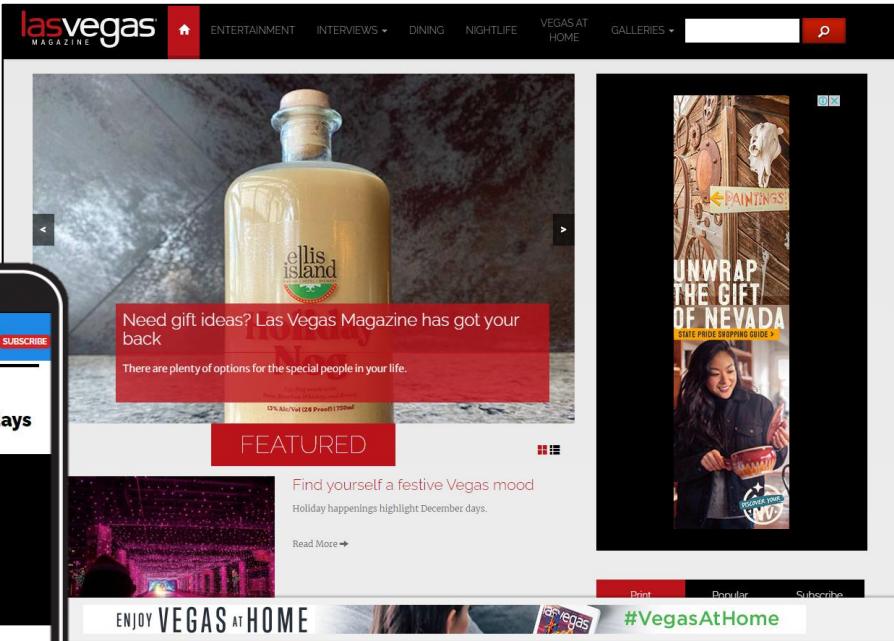
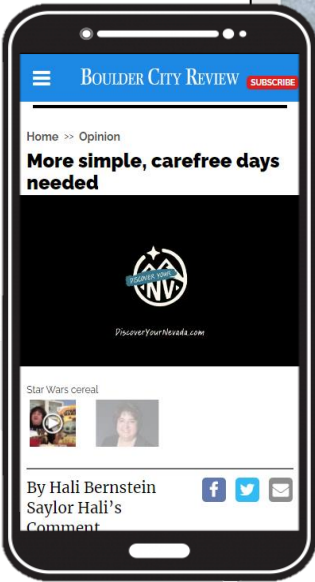
Expedia



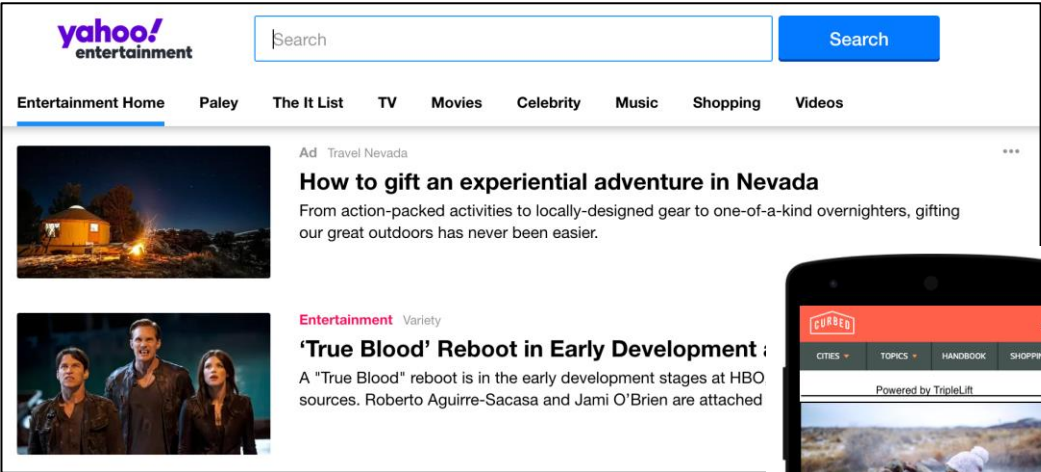

Priceline

DISCOVER YOUR NEVADA—Programmatic



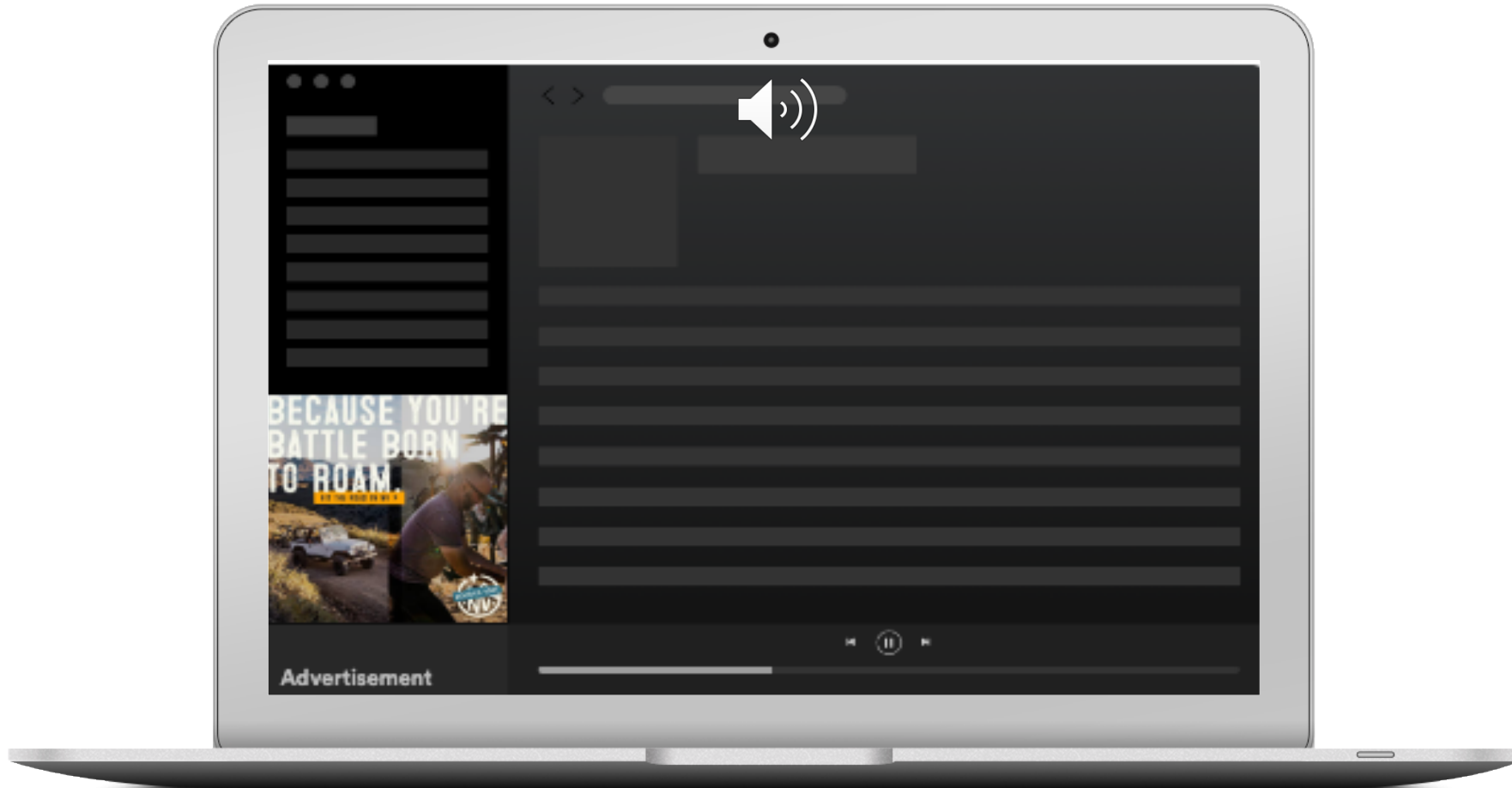


Adara

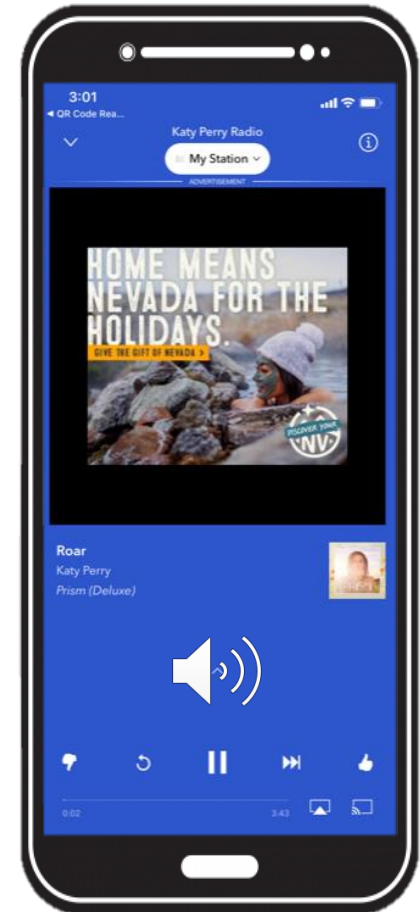


inPowered

DISCOVER YOUR NEVADA—Digital Audio



Spotify



Pandora

Click the Sound Icons  to Hear Each Audio Spot from the DYN Campaign

DISCOVER YOUR NEVADA—Digital Video



Hulu

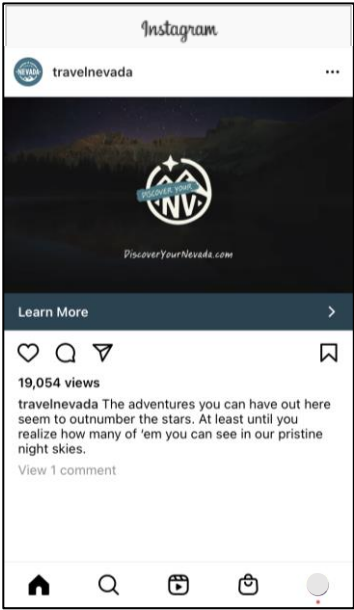


Gas Station TV

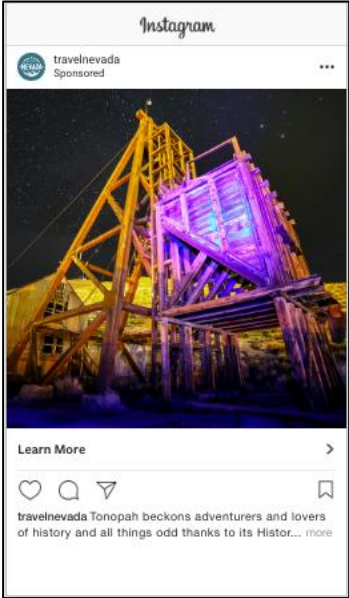
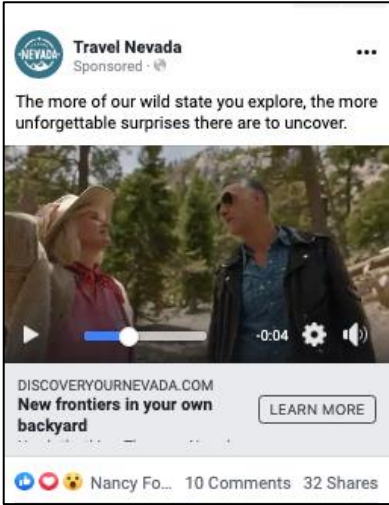


Tremor Video

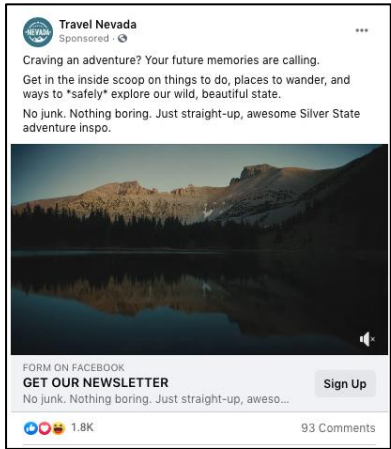
DISCOVER YOUR NEVADA—Paid Social



Awareness Video Campaign
Optimized toward
ThruPlay Video Views



Traffic Campaign
Optimized toward Driving
Landing Page Views



Travel Nevada

GET IN THE KNOW

Sounds like someone's ready to come chase some horizons. Subscribe now and we'll help you make it happen.

Sign up for our newsletter.

First name

Last name

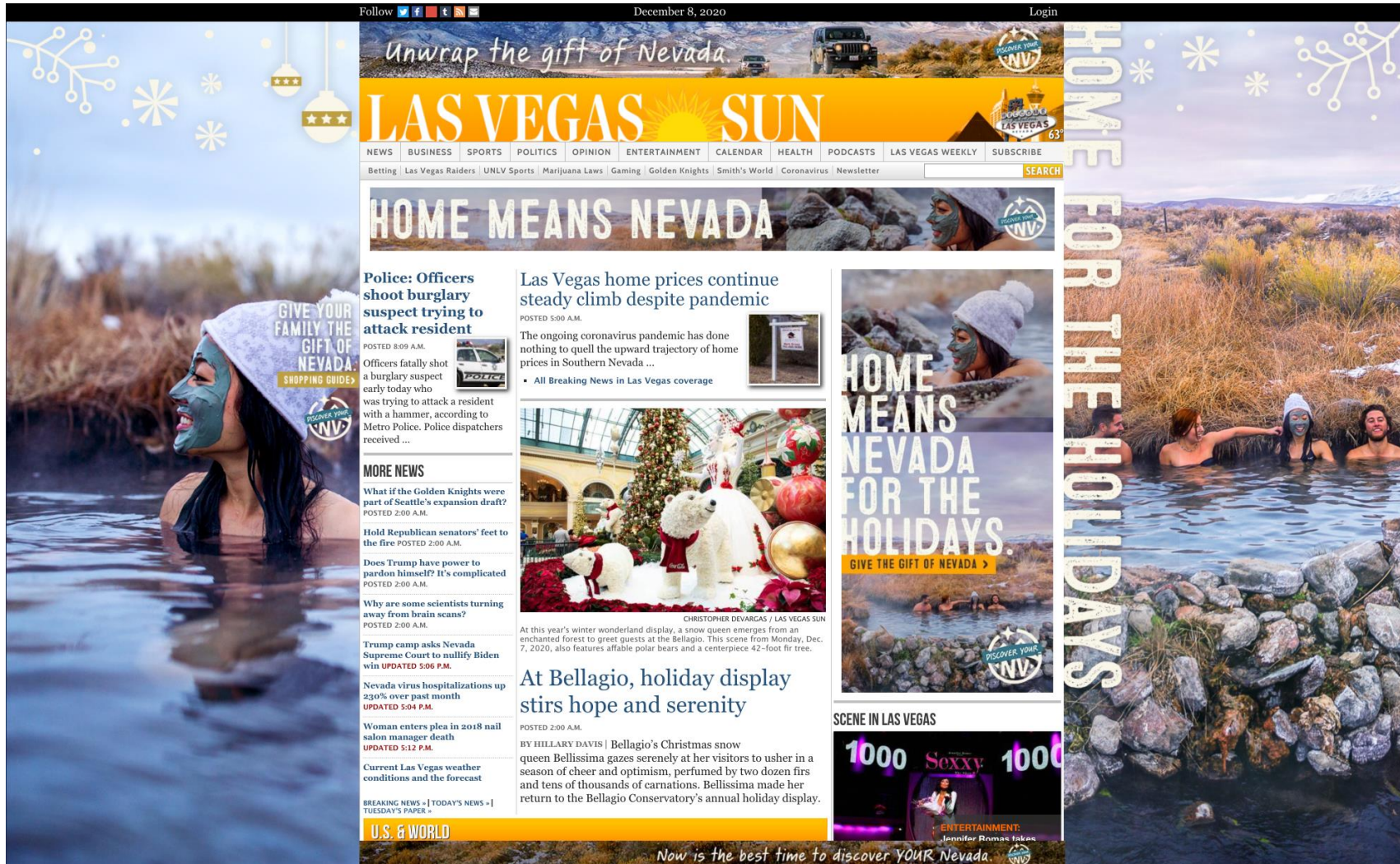
Email

US ZIP code

Next

Lead Generation Campaign
Optimized toward
In-Platform eNews Sign-Ups

DISCOVER YOUR NEVADA—Local specialty



Follow [social media icons] December 8, 2020 Login

Unwrap the gift of Nevada.

LAS VEGAS SUN

NEWS BUSINESS SPORTS POLITICS OPINION ENTERTAINMENT CALENDAR HEALTH PODCASTS LAS VEGAS WEEKLY SUBSCRIBE

Betting Las Vegas Raiders UNLV Sports Marijuana Laws Gaming Golden Knights Smith's World Coronavirus Newsletter SEARCH

HOME MEANS NEVADA

Police: Officers shoot burglary suspect trying to attack resident
POSTED 8:09 A.M.
Officers fatally shot a burglary suspect early today who was trying to attack a resident with a hammer, according to Metro Police. Police dispatchers received ...

Las Vegas home prices continue steady climb despite pandemic
POSTED 5:00 A.M.
The ongoing coronavirus pandemic has done nothing to quell the upward trajectory of home prices in Southern Nevada ...
• All Breaking News in Las Vegas coverage

HOME MEANS NEVADA FOR THE HOLIDAYS
GIVE THE GIFT OF NEVADA >

At Bellagio, holiday display stirs hope and serenity
POSTED 2:00 A.M.
BY HILLARY DAVIS | Bellagio's Christmas snow queen Bellissima gazes serenely at her visitors to usher in a season of cheer and optimism, perfumed by two dozen firs and tens of thousands of carnations. Bellissima made her return to the Bellagio Conservatory's annual holiday display.

U.S. & WORLD

Now is the best time to discover YOUR Nevada.

DISCOVER YOUR NEVADA—Local specialty

22 LVW NATIVE CONTENT 12.3.20

THE ULTIMATE NEVADA GIFT GUIDE



Shop local is our motto and 2020 has been an especially important reminder to focus our attention back home to Nevada. Support local businesses, makers and artisans, and let your home-state pride power your holiday shopping list. Whether gifting to a spa connoisseur, adventurer, history buff or some other kind of Nevada-lover, give the gift of a once-in-a-lifetime experience. All of these options allow you to schedule in advance or purchase gift cards for services.

SILK CARE

Nevada is full of natural, geothermal hot springs, but for the ultimate place to pamper, check out **Steamboat Hot Springs** in Reno. Known for healing properties, enjoy a soak in these mineral-rich springs while also indulging in the spa's signature packages. It's also the ideal place for an après-ski escape.

Can't make it up north? Check out these Nevada companies that you can buy from online:

- **PurewithJoy on Etsy:** Las Vegas-based candles, body butters and scrubs. [purewithjoy.com](https://www.purewithjoy.com/)
- **Black Rock Mud Company:** 100% natural, eco-friendly and hand-harvested, this Black Rock Desert business sells purifying and restorative mud masks for all skin types. blackrockmud.com
- **Pantry Products:** Based in Reno, this all-natural, female-owned skincare company caters to everyone with products for women, men, babies and even pets. shoppantryproducts.com



STEAMBOAT HOT SPRINGS



WEAR YOUR STATE PRIDE
Hoff Goods has some of our favorite Nevada-focused apparel and swag. hoffgoods.co

For more Nevada gift ideas, visit travelnevada.com/nevada-gift-guide/

HISTORY

For the love of all things Nevada—gift your favorite history buff an experience that turns back the clock. Tours at the **Teachettcup Mine** in Nelson or the **Thunderbird Lodge** in Indian Village are great places to start. Another option is the **Nevada Southern Railway Tour in Boulder City**, one of three remaining scenic Nevada railroads. You can also snag a **Nevada State Museums membership** for access to all seven sites statewide.



STARRY NIGHTS AT GREAT BASIN

ETSY SHOPS

There are many Vegas-based makers and artisans, and here are some of their Etsy shops to put on your radar.

- **NeonCactusVintage:** Handmade jewelry, stained glass and rare vintage finds. NeonCactusVintage has it all. etsy.com/shop/NeonCactusVintage
- **HappyNAdventures:** This shop is packed with Nevada-centric apparel, stickers, prints, pins, DIY craft boxes and more. etsy.com/shop/HappyNAdventures
- **WuWeHandmade:** Las Vegas-based funky, colorful jewelry that will put a smile on anyone's face. etsy.com/shop/WuWeHandmade

Fuel up for your next adventure with plans-based **Tahoe Trail Bars**. tahoe-trail-bars.com, and grab a **Rowdy Bars**. rowdybars.com



GARNET MERCANTILE



HONEY AND GOLDIES

ADVENTURES

With no shortage of adrenaline-inducing options across the state, consider gifting your loved one an adventure they'll never forget. **Las Vegas UTV Tours** is one fun option for an action-packed day, and if you really want to get out of town, head to **Adventure Time Tours**. If you're looking to get out of town, head to **Adventure Time Tours** offers overnight trips to the Grand Canyon North Rim, or for a luxe glamping experience, **Ruby High Yurt** in Lamolite is unlike any other backyard adventure.

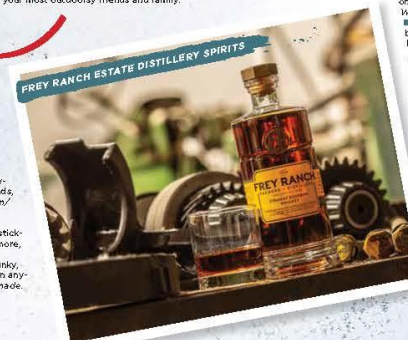
Another idea? A **Nevada State Parks Pass** is the gift that keeps on giving for your most outdoorsy friends and family.

Pro tip: Grab a Nevada State Parks Passport at any state park—where you have their "passport" stamped at 10 different parks will earn a free annual pass!

FOOD AND DRINK

Not only is Southern Nevada home to some of the most revered restaurants in the world, there are also plenty of ways to enjoy some of the area's finest offerings—even from home. Send a pal five-star take-out or purchase gift cards from some of your favorite restaurants. For a fun and adventurous option, check out **Up Smoking Foodie Tours** and their self-guided sister option, **Finger Licking Foodie Tours**, both of which allow you to try a variety of offerings throughout Las Vegas. For a foodie gift you can wrap:

- **Ethel H:** A Southern Nevada favorite, Ethel H sells online or in-store, including at their Henderson factory and cactus garden. ethelh.com
- **MotherShip Coffee:** The only thing better than a hot cup of coffee on a chilly morning? A hot cup of sustainably grown, ethically sourced coffee from a family-owned local shop. mothershipcoffee.com
- **Las Vegas Distillery:** This Henderson-based distillery offers on-site tours and sells at locations across the state. lasvegastillery.com
- **Frey Ranch Estate Distillery Spirits:** This Fallon-based distillery is gaining national attention for its award-winning vodka, gin, absinthe and recently released bourbon, which was named one of the 10 Best Whiskeys in the World by Whiskey Advocate. freyranch.com
- **Nevada Brining Company:** The Sparks-based brining company sells some of the best pickled veggies you can find. nevadabrining.com
- **Pahump Honey Company:** Raw desert honey, bee pollen, propolis and more. pahumphoney.com



FREY RANCH ESTATE DISTILLERY SPIRITS

12.3.20 23
CREATED AND PRESENTED BY
TRAVEL NEVADA

JEWELRY AND ACCESSORIES

- **Bottle Born:** The most Vegas-centric pins, stickers and accessories around. bottleborn.shop
- **Nevada Museum of Art:** This spot offers an exciting gift shop full of antique jewelry, home-wares, books, toys and games that you won't find anywhere else. nevadamuseumofart.org
- **NativeArts:** For new and vintage Native American jewelry and art, NativeArts has you covered. nativearts.com
- **Honey and Goldies:** Based in Reno, this handcrafted, fine jewelry studio offers ready-to-ship pieces, as well as custom-made options. Many of the dreamy, contemporary designs are made with Nevada-mined materials and will be on any jewelry-lover's wishlist. honeyandgoldies.com
- **Garnet Mercantile:** Community-owned and located in a historic building in Ely, this 1920s-style store features handcrafted gifts from local artisans and Native American jewelry.

DISCOVER YOUR NEVADA—Local specialty



DISCOVER YOUR NV

HOME MEANS NEVADA FOR THE HOLIDAYS.

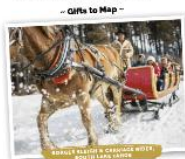
Look inside for ideas on how to save some silver, support your home state, and give the gift of Nevada.

Flip for Holiday Gift Tips >
DiscoverYourNevada.com/Gifts

NEVADA PRIDE SHOPPING GUIDE

Perfect Pairs: Made-in-Nevada goodies to gift and only-in-Nevada experiences to share.

Anyone who's lived in Nevada—whether they're a native or "Nite Bird"—knows we've got some seriously made-in-Nevada treasures. So when it's time to shop for the holidays, we've got you covered. From locally sourced and handcrafted goods to unique experiences, we've got you covered. From locally sourced and handcrafted goods to unique experiences, we've got you covered.



Gifts to Wrap



Gifts to Wrap

As you wrap up the holiday season, you'll want to make sure you've got the perfect gifts for the people who mean the most to you. This season, wrap up some of the best of Nevada in your gifts. From locally sourced and handcrafted goods to unique experiences, we've got you covered.

This holiday season may look a little different, but that's why it's so special. Now is the perfect time to share some Silver State love with family and friends.



THE SPA INDULGER

Spa day: Nevada style! Hot spring resorts and self-care specialties.

Relaxation has been a part of Nevada's history since the first settlers arrived. Today, there are over 100 hot spring resorts across the state, each offering a unique experience. From the historic **Steamboat Hot Springs** to the modern **Black Rock Hot Springs**, there's something for everyone. And if you're looking for a more luxurious experience, the **Spa at the Flamingo** in Las Vegas is a top choice.



THE ADVENTURE JUNKIE

For those who prefer adrenaline over frankincense and myrrh.

Nevada is a state of adventure. From the rugged mountains of the Sierra Nevada to the vast, open plains of the Great Basin, there's something for everyone. For the adventure junkie, Nevada offers a wealth of opportunities. From hiking and fishing to off-roading and hunting, there's something for everyone.



THE BLING-OHOLIC

When it comes to bling-worthy requests, Nevada is literally full of gems.

Nevada is a state of gems. From the famous **Black Rock Desert** to the **Sierra Nevada**, there are many places where you can find rare and valuable minerals. The **Sierra Nevada** is particularly famous for its **Sierra Nevada** gemstones, which are highly valued for their beauty and rarity.



THE ART AFICIONADO

Nevada is a state of art. From the famous **Sierra Nevada** to the **Black Rock Desert**, there are many places where you can find rare and valuable art. The **Sierra Nevada** is particularly famous for its **Sierra Nevada** art, which is highly valued for its beauty and rarity.



THE FOODIE

For those with great taste or who simply love that holiday "spirit".

Nevada is a state of food. From the famous **Sierra Nevada** to the **Black Rock Desert**, there are many places where you can find rare and valuable food. The **Sierra Nevada** is particularly famous for its **Sierra Nevada** food, which is highly valued for its beauty and rarity.



THE HISTORY BUFF

For the one whose perfect present is a piece of the past.

Nevada is a state of history. From the famous **Sierra Nevada** to the **Black Rock Desert**, there are many places where you can find rare and valuable history. The **Sierra Nevada** is particularly famous for its **Sierra Nevada** history, which is highly valued for its beauty and rarity.



THE COWBOY CONNOISSEUR

Nevada is a state of cowboy culture. From the famous **Sierra Nevada** to the **Black Rock Desert**, there are many places where you can find rare and valuable cowboy culture. The **Sierra Nevada** is particularly famous for its **Sierra Nevada** cowboy culture, which is highly valued for its beauty and rarity.



Christmas on the Comstock

RELIEVE IN THE MAGIC OF CHRISTMAS AGAIN! ALL DECEMBER LONG!



DISCOVER YOUR NEVADA (plus)—Press Coverage



Travel Nevada recommends road trips for fall break

In the time of COVID, road trips to rural Nevada are becoming as popular as ever before



Discover Your Nevada

KOLO: [Fall Break, DYN](#)

KOLO: [S'Scorro's Burger Hut](#)

This is Reno: [Fall Getaway](#)

KOLO: [Ghost Town Guide](#)

About Town Deb's live radio show: Nevada Gift Guide

Other Tourism (pitched + earned)

Daily Mirror: [Rhyolite](#)

Sacramento Magazine: [Explore Carson Valley](#)

KRNV/Fox 11: [Nevada Day celebration](#)

RGJ: [Coin Press](#)

The Telegraph: [Ski resorts](#)

Thrillist: [Fly Geyser](#)

Travel + Leisure: [Best Vacations](#)

KOLO: [Silver State Sights](#) (The Eureka Opera House and Sentinel Museum)

MSN Lifestyle: [The Most Stunning Scenic Byway in every state](#)

Las Vegas Review Journal: [National Parks, Outdoor Recreation Generate Big Bucks for Nevada](#)

Dept. of Tourism and Cultural Affairs

KTVN: [Stewart Indian School Reopening](#)

KTNV: [Indigenous People's Day](#)

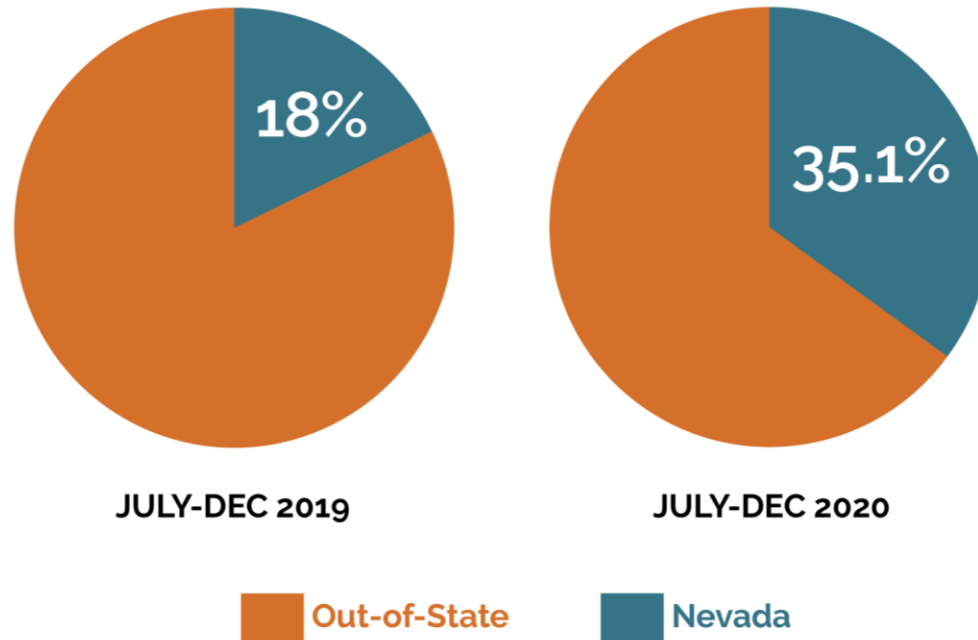
Carson Now: [Indigenous People's Day](#)

Fox5 news clips: [Indigenous People's Day](#)

Pahrump Valley Times: [Arts & Humanities Month](#)

DISCOVER YOUR NEVADA—Reporting

TARGET: INCREASE IN-STATE SITE TRAFFIC



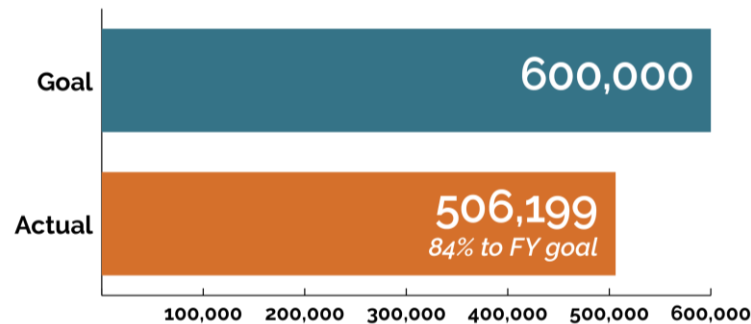
The Discover Your Nevada campaign was intended to **generate economic activity** while out-of-state visitation was low due to pandemic restrictions.

Content was curated to **educate Nevadans** about activities within their own state and offering suggestions on **responsible recreation**. Advertising enticed them to explore their state through branding efforts.

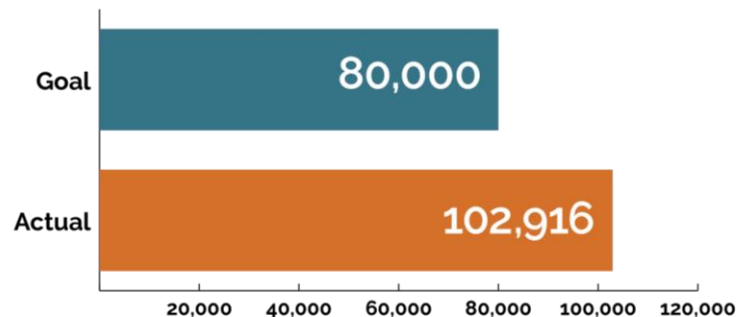
To date, the in-state traffic share has **nearly doubled** on TravelNevada.com.

DISCOVER YOUR NEVADA—Reporting

TARGET: INCREASE IN-STATE PAGEVIEWS *(Within Nevada borders)*



TARGET: 80K USERS TO DYN PAGES



This level of **in-state efforts** in a very different environment was a **new challenge**, and we established goals based on **assumed behavior**.

Both **sitewide page views** within Nevada and **user metrics** to DYN pages have been strong, as halfway through the year we anticipate **exceeding both targets**.

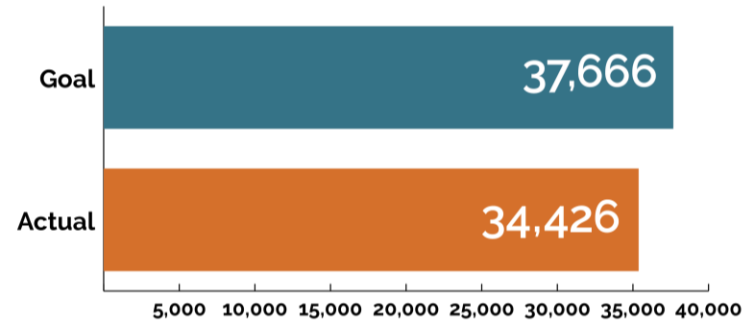
We have **reset our user goal** to 200,000 and will adjust the goal of page views once we exceed it. The **greater our audience reach** and **more engagement** we see, the greater our ability to **influence travel behavior**.

DISCOVER YOUR NEVADA—Reporting



TARGET:

GROW IN-STATE AUDIENCE—FACEBOOK FOLLOWERS

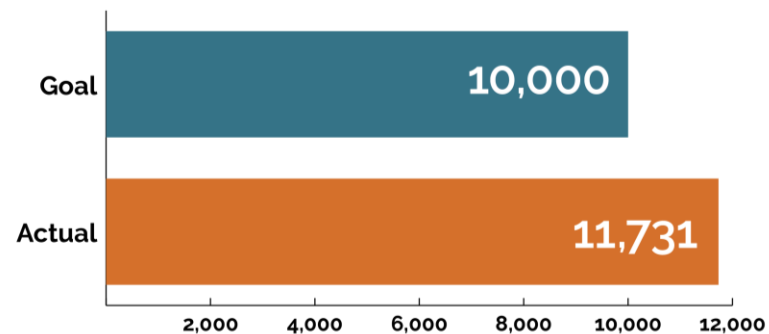


We have **solid audiences** in the **social space** and in our **e-newsletter subscribership**, though our efforts have mainly targeted out-of-state markets.

The **Discover Your Nevada** campaign shifted that focus, and we made efforts to **grow our in-state following**.

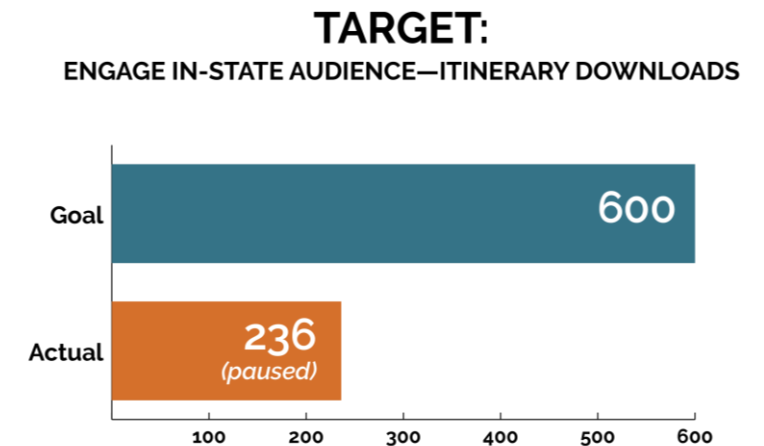
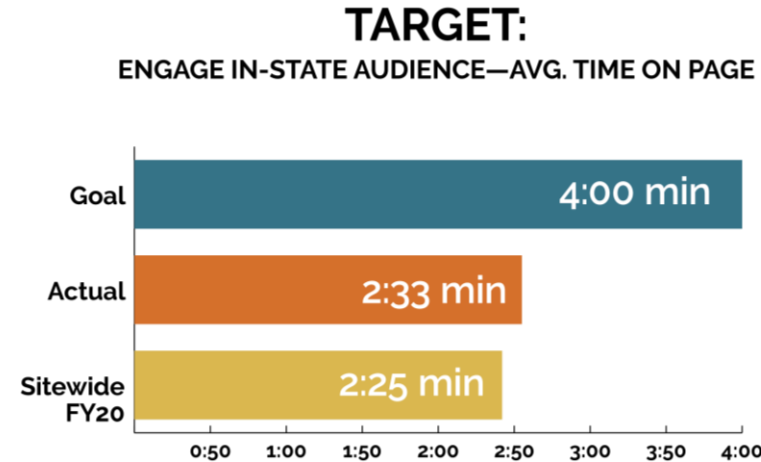
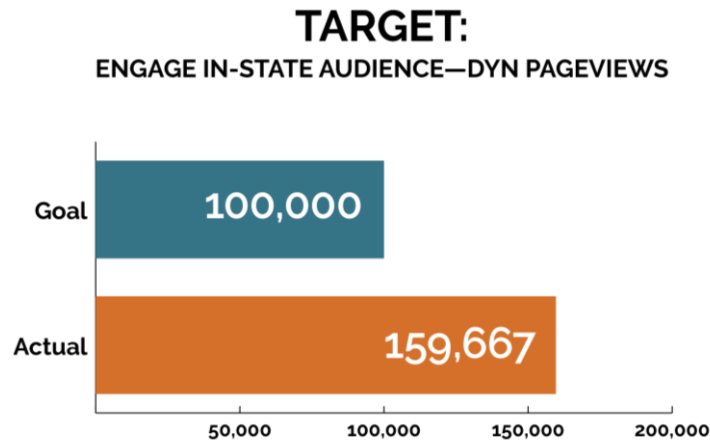
TARGET:

GROW IN-STATE AUDIENCE—NEWSLETTER SUBSCRIBERS



Our **e-newsletter subscribership** goal has been **reset to 15,000**. As the environment on social media improves, we anticipate reaching our Fiscal Year goal for Facebook followers while we monitor other platforms for increased activity.

DISCOVER YOUR NEVADA—Reporting

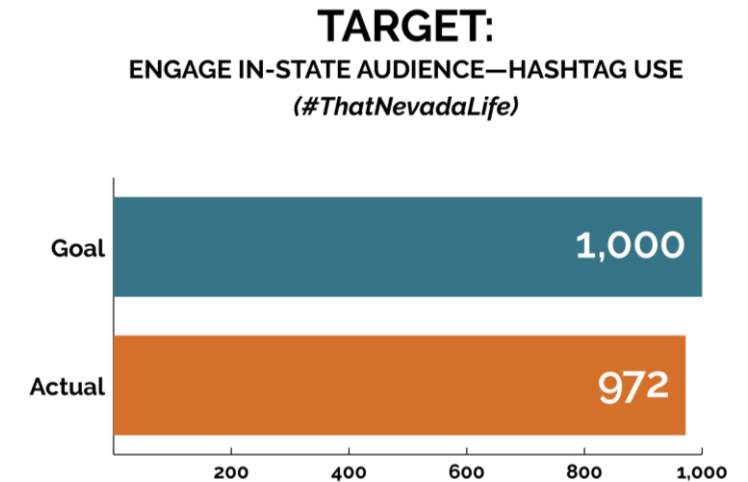
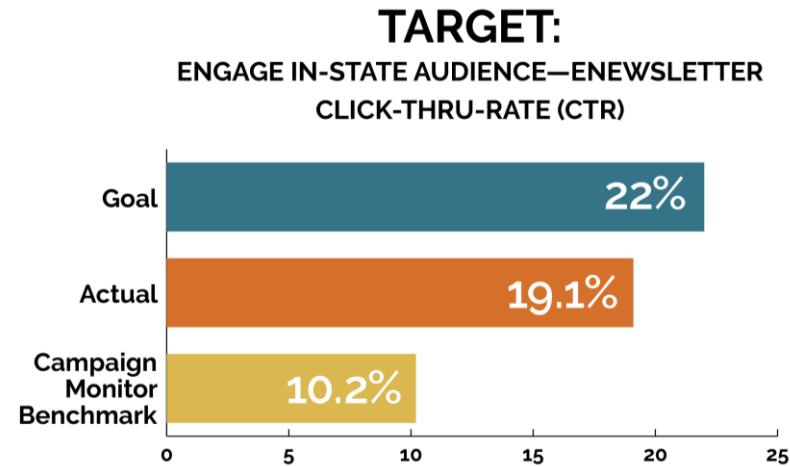
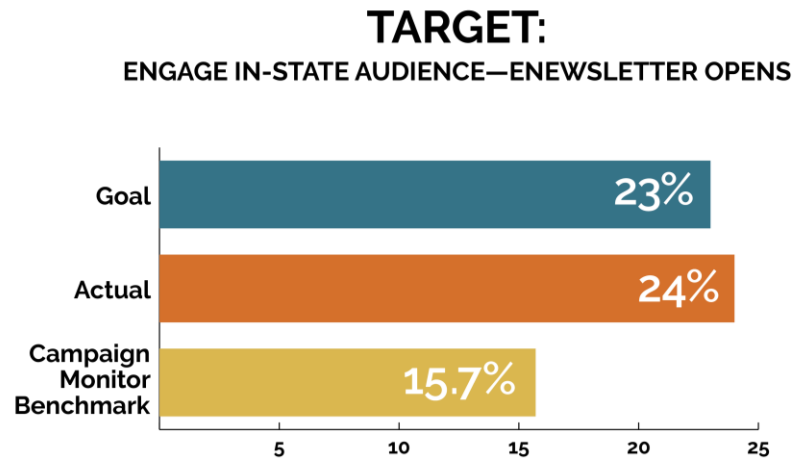


Once our **budget was expanded**, we sought to cast the widest net to **increase awareness** within Nevada. A slight drop in engagement was anticipated, but we kept our goals in place.

We found that audiences that were targeted for awareness purposes did move **further down the funnel**, and explored the Discover Your Nevada website. The time on site **exceeded the average** for the rest of TravelNevada.com, but **we did not meet our goal**.

We **paused our itinerary availability** due to the variable closures and resulting **statewide pause**. We will work towards our **original goal** as these come back online.

DISCOVER YOUR NEVADA—Reporting



We established lofty goals for our more engaged audiences, targeting well above benchmarks.

The e-newsletter open rate exceeded goal and click-through rate came very close. The metrics are encouraging, and with new e-newsletter design and fresh content, we continue to strive for the 22% CTR.

As we focused on the shopping guide for the last 6 weeks of 2020, hashtag use lost some of its momentum. Social content will continue to include the hashtag and encourage use through 2021, and we anticipate to reach our goal.

DISCOVER YOUR NEVADA—Highlights



- Shift to Nevada Pride Shopping Guide allowed for new partnerships with local businesses.
- Partners responded well to collaboration efforts, allowing for stronger community messaging, positive results and awareness, and fostering future opportunities.
- Sponsored content pieces performed well in the Las Vegas market, with audiences spending 528 hours with the Park-Packed Weekend content.
- Digital video efforts drove more than 6.9 million completions, which translates to 2,402 days or 6.6 years worth of our brand video being viewed digitally during this campaign.
- Upper funnel awareness tactics like digital video and audio also drove high quality site traffic with higher-than-average time on site and e-Newsletter signups in comparison to past brand campaigns.
- Paid social drove high quantity and high-quality site traffic, resulting in more than 63,000 site sessions and an extremely low bounce rate of 3.51%, more than 87% lower than the site average during this timeframe.

DISCOVER YOUR NEVADA—Takeaways



- Contests in south were very successful, garnering strong engagement rates and opt-ins. These audiences showed an interest in Road Trips and exploration in the northern areas of the state.
- While much of the DYN campaign aimed to generate awareness, Nevadans positively responded to the messaging - demonstrated through strong on-site engagement metrics and lower-funnel actions like subscribing to the e-Newsletter.
- Audiences showed specific interest in content around itineraries and activities curated for them, indicating an appetite for expanded Road Trip content tailored for both in-state and smaller drive markets.
- Consistent with platform usage habits, Nevadans 45 and older showed the highest engagement across paid social efforts - generating stronger engagement, consuming more video content and indicating wanting more information more than any other segment.
- When campaign efforts include upper-funnel awareness tactics that increase reach and drive site traffic volume, on-site metrics like time on site can decrease as a result. Despite this, the overall campaign still generated a strong time-on-site, and continued retargeting and reengagement efforts will continue to improve this metric in the future.

