



QUARTERLY REPORT

FY26-Q1 | JUL-SEP

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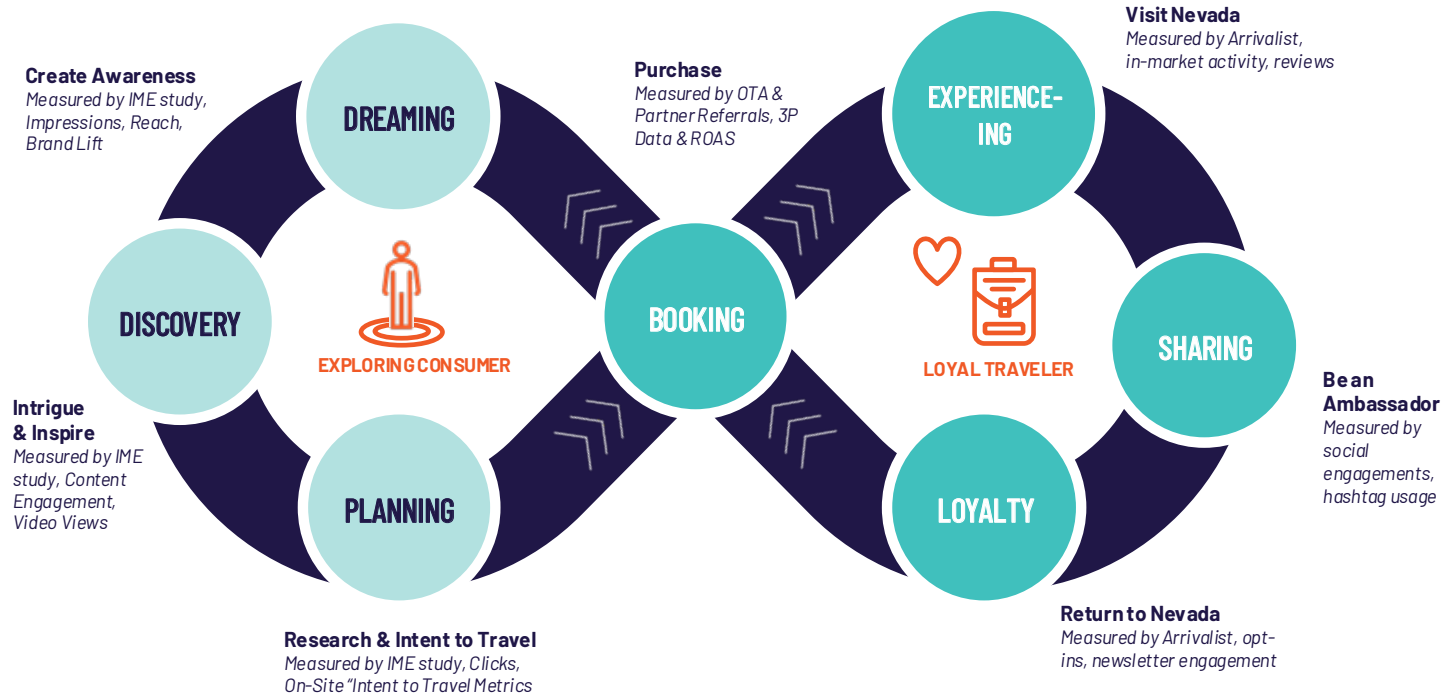
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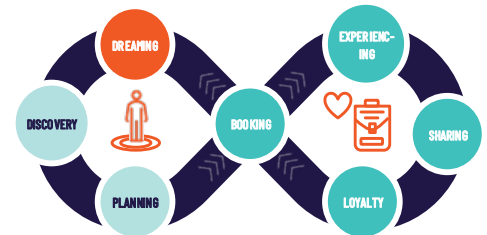
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DOMESTIC MARKETING & COMMUNICATIONS



DREAMING: Create Awareness

Overall Measurement: IME Study | Impressions | Reach | Brand Lift

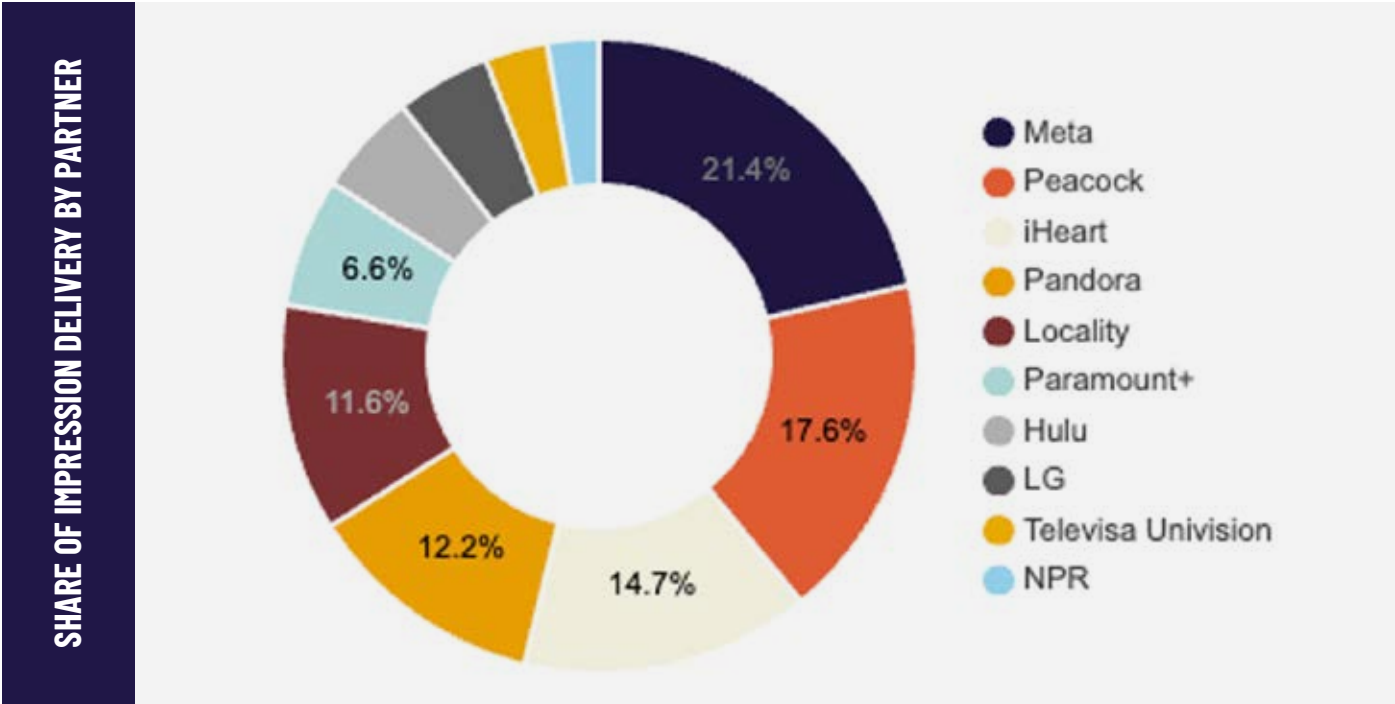


PAID MEDIA

Our paid efforts are a key component to the **Dreaming Phase**, designed to establish reach across key markets. For FY26, we'll use high-impact partners and placements to build awareness among Warm Leads (Boise, Salt Lake City, San Diego) and Momentum (Dallas, Houston, Seattle, Chicago, Portland) markets (Dallas, Houston, Seattle, Chicago, Portland), supporting visitation goals with top-of-funnel tactics.

YoY we decreased spend in the Dreaming Phase by 7% for FY26, and in Q1 we continued to see strong performance and delivery.

In Q1, our Dreaming efforts launched with a combination of video and audio partners with Hulu, LG, Peacock, Meta, NPR, Pandora and iHeart. Paid media success in this phase is primarily measured by impression delivery and video completions. **Across these partners, we have seen over 40M impressions (68% of Q1 total impressions) and over 16M video completions.**



When comparing this to FY25, Q1 FY26 total impression delivery has already exceeded the volume from both Q1 & Q2 combined– this can be attributed to continued optimizations to find efficiency and refined targeting.

- » Additionally, through the end of Q1 FY26, video completion volume is at 65% of both Q1 & Q2 FY25 indicating we are on track to exceed.

Placement highlights include a new **LG** placement that reached audiences with a high-impact screensaver that took over home screens on LG TVs.

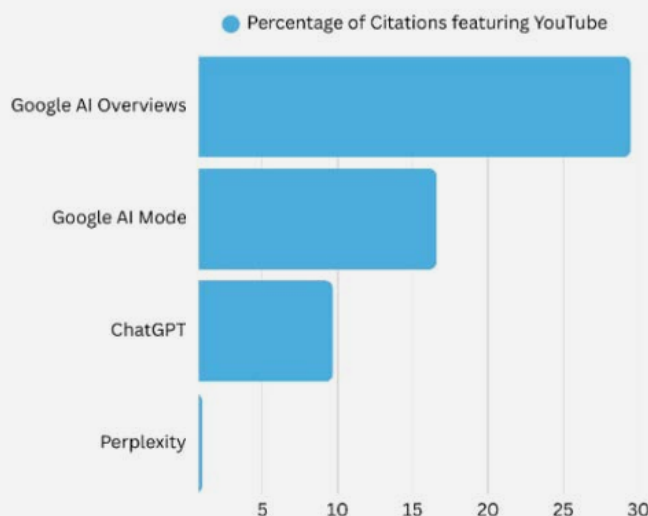
- » Overall performance with this new unit exceeded partner benchmarks: VCR: 96.28% (compared to LG 95% benchmark) and CTR: 0.11% (compared to LG 0.08% benchmark)



both metrics indicate strong engagement and interest, helping to achieve our awareness goal.

- » We also incorporated a high-impact unit with **Hulu** that includes a QR code to incrementally help our awareness efforts by giving audiences a direct way to learn more while engaging with video content. This unit's video completions exceeded benchmarks and we saw an incremental 160 QR code scans in the first two months of running (launched in Sept.)

YOUTUBE'S AI CITATION PERFORMANCE



Other placements to highlight include:

- » Continued partnerships with Spanish-language partner **Univision**, delivering strong performance with over 1.3M impressions in reaching this key demographic.
- » Streaming Video reaching audiences across top platforms and networks include **Peacock, HBO Max, Amazon Prime Discovery Channel** and more. **YouTube** presents an opportunity to optimize and expand to be seen by more audiences looking for multimedia content over written content.
- » YouTube is being cited more and more in AI results providing people with more visual options for content consumption.
- » Travel Nevada's YouTube channel has 113 total videos comprised of different styles, topics and lengths, however, the channel isn't ranking prominently for searches occurring in YouTube from audiences looking for inspiration on visiting Nevada (things to do in Nevada, stargazing in Nevada, Nevada road trips, travelling to Nevada with family).

KEY TAKEAWAY

In FY25, optimizing and creating content for organic video consumption in Organic Search/AI engines, in addition to the current Paid and organic Social strategy, will help Travel Nevada be seen by audiences in the "Dreaming" phase of trip planning.

IN-STATE PAID MARKETING HIGHLIGHTS

During Q1, Travel Nevada’s in-state efforts continued to strengthen awareness around the **“Get A Little Out There Campaign”** encouraging residents to discover the state’s rural destinations. Targeted media ran across both northern and southern Nevada, with a strategic mix of linear TV, native content, digital and print.

KEY ACHIEVEMENTS

Hispanic Outreach: The Hispanic focused campaign continued with the linear TV and coordinated print and digital placements.

Sports Sponsorship: College football season kicked off our FY’26 partnerships with the University of Nevada and the University of Nevada-Las Vegas. Las Vegas saw an

average home game attendance of close to 31,000 in Jul/Aug and Reno had an average of almost 17,000 in September.

News App Partnership: MyNews4 in Reno and News3LV in Las Vegas delivered 519,453 impressions in 1Q

PUBLIC RELATIONS

The Travel Nevada PR team continued to pitch a variety of storylines that align with our key messages, resulting in placements in such outlets as **People, AFAR, Conde Nast Traveler, National Geographic Traveler**, and many more. As part of its plans to generate deeper storytelling over time, the Travel Nevada team continued to pitch and host media familiarization trips (FAMs) featuring only-in-Nevada themes and experiences. In Q1, the PR team hosted **Jeremy Tarr, Digital Editorial Director at Fodor’s Travel**, for a paranormal-themed FAM, and **Ben Buckner, Managing Editor at Lonely Planet**, participated in a FAM centered around Nevada’s dark skies and its correlation to wellness.

The PR team also facilitated media attendance and in-state media coverage of the **Nevada Adventure Center-Boulder City groundbreaking**. This coverage reinforced messaging about the economic impact of outdoor recreational activities, as well as reminding Nevada residents about tourism opportunities within their state.

FY26 PR RESULTS BY THE NUMBERS, Q1

» Overall potential impressions:
550,761,345

» Top 100 potential impressions:
550,761,345

» Average Connect Effect score: **41.9 points out of a possible 50 points**

FY26 KPI PROGRESS

GOAL/TACTIC

Q1-YTD RESULTS

GOAL: Secure 55 placements (40 national, 15 in state) in Top 100 outlets

56 placements (101.8% of goal)
National: 36 | In state: 20

GOAL: Secure 20 feature placements (15 national, 5 in state) in Top 100 outlets

20 placements (100% of goal)
National: 13 | In state: 7

GOAL: Secure at least one key message in 75% of all earned coverage

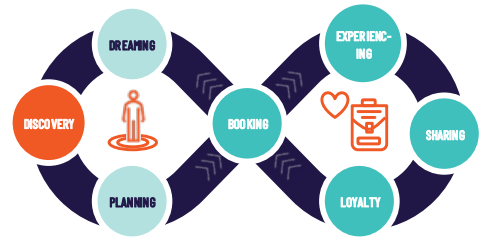
At least one key message in 100% of earned coverage (100% of goal)

TACTIC: Host 12 (10 national, two in-state) Top 100 journalists in state

Hosted 12 Top 100 journalists (16.7% of goal)
National: 2 | In state: 0

TACTIC: Engage 85 (75 national, 10 in-state) Top 100 media contacts in person or via dedicated interactions

38 dedicated interactions with Top 100 contacts (44.7% of goal) National: 31 | In state: 7



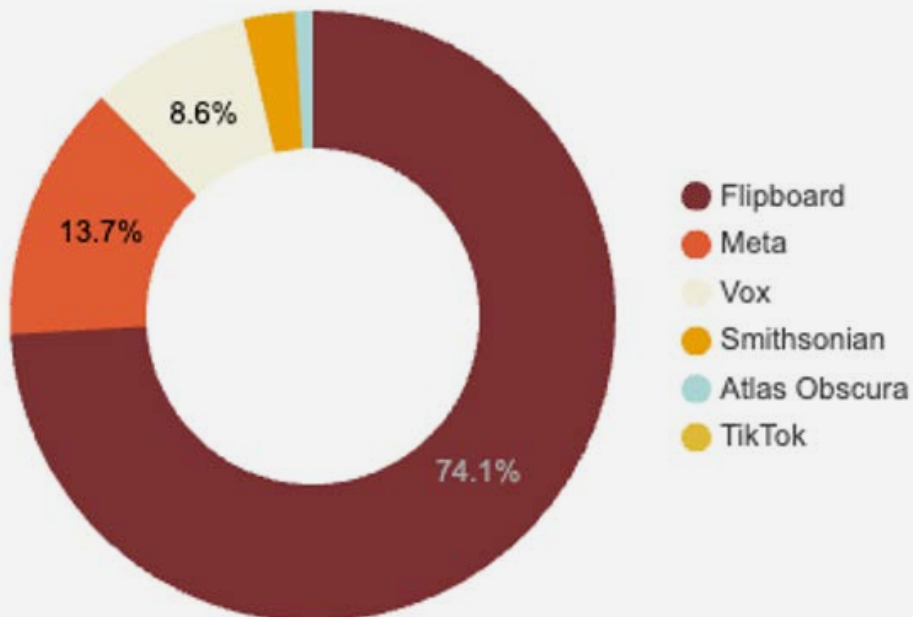
DISCOVERY: Intrigue & Inspire

Overall Measurement: IME Study | Content Engagement | Views

PAID MEDIA

The approach inspire travel to Nevada within the **Discovery Phase** is to incorporate custom content opportunities that allow us to showcase all the unique things there are to see and do across the state. These placements are primarily measured by overall views and engagements, indicating how audiences are spending time with content.

DISCOVERY PERFORMANCE BY PARTNER



- » Q1 Discovery performance was led by **Flipboard**, a content platform that has been a proven partner over the years.
- » Current placements continue to exceed both partner benchmarks and Travel Nevada YoY performance.
- » A creative variation that stood out in Q1 was 'Beyond the Playa: Burning Man's Impact on Nevada' which **generated the strongest overall CTR of 1.77%, 3.54X above benchmark.**



At the end of Q1, the partnership with **VOX** also launched. This custom content included a video series that focused on the history and story behind Nevada's ghost towns. This included social videos and written content. Initial results look promising after the launch on 9/29.

The second content feature highlighted both the food scene and outdoors with a partnership between **Eater and Thrillist: The Greatest Campout Sponsorship**



INFLUENCERS

Influencers play a key role in Travel Nevada's marketing ecosystem by helping bring the state's wide-open experiences to life through authentic, story-driven content. By showcasing the depth of adventure, culture, and discovery found across Nevada, creators help drive awareness of the Silver State and all that's possible on a trip here.

FY26 YTD MEASUREMENTS

- | | | |
|------------------------|-----------------------------|-----------------------|
| » 2 Creators | » 447.5K Reach | » 302 Comments |
| » 36 Posts | » 49.54K Engagements | » 3.6K Saves |
| » 556.53K Views | » 39.11K Likes | » 12.74K Saves |

KYLE KOTAJARVI

Based in Seattle, Washington, Kyle has dedicated his art and life to the outdoors. When not summiting mountains or taking photos of wildlife, he is actively looking for new stories to tell through his lens.

FOCUS: AUTUMN IN SOUTHEASTERN NEVADA
Itinerary Highlights: Pioche, Cathedral Gorge State Park, Basin and Range National Monument
» **21** Posts » **106.37K** Reach » **37** Shares
» **119.63K** Views » **3.96K** Engagements
**Metrics above from Stories (Infeed content went live in Q2)*

HEATHER SHIELDS [@beforethecoffin](#)

Heather is an alternative traveler exploring the U.S. for oddities, haunted locations, and Halloween-inspired experiences. Her knack for storytelling and spooky aesthetic is a great match for our ghost towns, Area 51, and other unique oddities.

FOCUS: PARANORMAL TRAVEL
Itinerary Highlights: Clown Motel, Coffinwood, Area 51 Alien Center
» **15** Posts » **45.58K** Engagements » **3.6K** Saves
» **436.9K** Views » **39.11K** Likes » **12.71K** Shares
» **341.14K** Reach » **302** Comments
**Metrics above from Stories (Infeed content went live in Q2)*

INFLUENCER AMBASSADOR PROGRAM

To support the “**Become an Ambassador**” portion of the consumer journey, Travel Nevada launched a brand new ambassador program that works with trusted content creators to showcase all that the State has to offer. The program was set up in Q1 and three ambassadors were selected to support Northern and Southern Nevada. To share the new partnership, Travel Nevada had the ambassadors announce it with a dedicated post during Get A Little Out There (GALOT) Month in October 2025. Each quarter the ambassadors will share a unique town to increase year-round awareness and visitation.

PLANNING: Research & Intent to Travel

Overall Measurement: IME Study | Click Volume
Onsite "Intent To Travel" Metrics



PAID MEDIA

To support the **Planning Phase**, paid media efforts are focused on traffic-driving elements and partners to encourage site visits and on-site engagement- ultimately supporting interaction with "intent to travel" metrics. Performance is primarily measured by overall website activity, which includes actions such as Visitor Guide or eNewsletter signups and beyond.

The vast majority of planning partners will launch in Q2, with the only Q1 placement running across Facebook and Instagram.

- » Facebook/Instagram placements generated over 8,00k visitor guide downloads and eNewsletter sign-ups across our domestic and in-state efforts; a 293% increase in lead volume YOY (comparing to Q1 FY25).
- » The paid social lead gen efforts are currently seeing the highest engagement from Core markets (43% of leads) followed by Momentum markets (23%), in-state (19%) and Warm Leads (15%). We have yet to see any leads from our Spanish-language lead gen ads.

ZERO-CLICK (ORGANIC & AI) VISIBILITY

In Q1, there was noticeable growth in zero-click result types on traditional search and AI engines, particularly with results that were more visual or provided quick answers to queries or prompts. Travel Nevada was featured on **7,800 AI Overview** and **30,300 images** for various Nevada travel-related queries.

- » Images saw a 20% YoY increase and AI Overviews saw a 92% increase in Q1 FY25.
- » Image results commonly appeared for broad, informational queries such as Lake Tahoe, Hoover Dam, Virginia City, and Heavenly (these placements boost brand visibility on Page 1, but typically do not drive higher CTR to the website).
- » The increase in AI Overview volume continues to increase as more AIO result types are featured on additional searches (as of September 2025 just over 40% of travel-related Google queries yielded an AI Overview result).

BOOKING: Purchase

Overall Measurement: OTA Referrals | Partner Referrals
3P Data (Arrivalist/Datafy) | ROAS



PAID MEDIA

To support the **Booking Phase**, paid efforts focused on partnerships with leading Online Travel Agents (OTAs) to drive purchase and bookings where potential travelers actively shop.

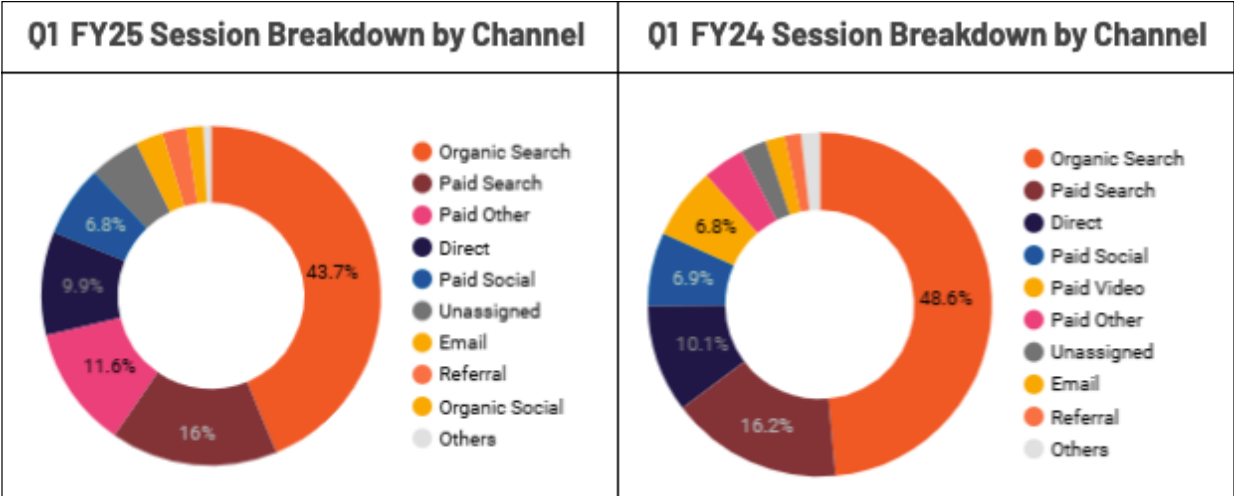
- » Current OTA partnerships include Expedia, Priceline and TripAdvisor- three partners that have the vast majority of OTA usage.
 - » Through Q1, Priceline has been the leader
- from overall reach/delivery perspective but the campaign has seen the most click engagement from Expedia.
- » **NEED BOOKING INFO**

WEBSITE TRIP PLANNING ACTIONS

Traffic, Partner Referrals | Trip Planner Engagement | Mindtrip Conversations | Signups

While seasonal traffic patterns remained consistent with last year, overall traffic volume declined 36% YoY in Q1 FY25 influenced by fewer people needing to visit Travel Nevada’s website to consume content and more people reading Travel Nevada content within AI results, social and other sources. **While the quantity of website visitors declined, the quality of traffic among users who did engage improved:**

- » Total partner referral conversation rate decreased only 3% YoY, though Lodging Partner Referral conversion rate increased 20% YoY, signaling significantly stronger booking-related intent.
- » Visitor Guide Request CVR increased 18% YoY and Newsletter Signup CVR increased 16% YoY.



KEY TAKEAWAY

These conversion rate lifts show that although fewer users reached the site, those who did were more motivated and closer to action. Lodging referrals, in particular, demonstrated rising intent among high-value audiences.

PARTNER REFERRAL INTERACTIONS

Despite the 41% drop in referral volume, the conversion rate stability (-3% YoY) suggests partner traffic remains efficient and continues to send qualified users deeper into the funnel to the website. The improvements in lodging, visitor guide, and newsletter conversion rates indicate that users who click through to the site were more likely to take meaningful next steps.

KEY TAKEAWAY

Even with broader declines in traffic volume, the site is attracting higher-intent users, particularly in areas tied directly to planning and booking. Strength in lodging referrals and guide requests highlights growing readiness to convert among the audience that is still reaching the site.

MINDTRIP

After being onsite for five months, we're seeing that people using Mindtrips' AI chat are in the Discovery phase (getting inspiration to learn more about Nevada).

USAGE STATS

1,147 messages were exchanged with Mindtrip's AI Chat (1.7% of audiences opened Mindtrip to begin a chat). **12%** of opens resulted in a successful chat resulting in the following conversational trends:

- » **4.7%** of the conversations were interested in Things To Do/Activities
- » **4.5%** of the conversations were interested in Camping
- » **4.7%** of the conversations were interested in Family-based recommendations
- » **21%** of conversations begin with "What, I or How". A smaller percentage, but people who begin their conversation with "Where" at **4.7%** are showing interest in location-based recommendations.

STARTING WORD	# OF PROMPTS	CONVERSION RATE
what	97	8.46%
i	91	7.93%
how	57	4.97%
where	54	4.71%
can	39	3.40%
is	29	2.53%
plan	24	2.09%
best	19	1.66%
are	18	1.57%

KEY TAKEAWAY

While we are seeing interesting conversations occur with the AI chat, the adoption and engagement rate is still below benchmarks. In Q2 FY25 we are optimizing Mindtrip's digital experience (testing CTA language, creating quizzes and customized prompts) to increase AI chat open and conversation rate.

TRIP PLANNING

Though this tool wasn't highly promoted after Mindtrip launched in May 2025, people are still engaging with Trip Planning tool (favoriting and creating an account) during their natural exploration of the website.

KEY TAKEAWAY

As Mindtrip and Trip Planner serve different intents and functions onsite and are experiencing different performance levels, we will be better integrating these two tools in Q2 FY25. Our focus will be to reintroduce promotion of the trip planner experience while creating more clarity around how to use Mindtrip and Trip Planner to discover and plan our audience's trip to Nevada.

USAGE STATS

- » **89** trip planner profile signups
- » **993** POI favorites

POST-SIGN UP EXPERIENCE:

- » **1,555** dashboard pageviews
- » 6 minutes and 22 seconds spent on the dashboard page

TOP CHANNEL INSIGHTS

- » **Organic Search** remains the largest traffic driver to the website; however, it experienced a 41% YoY decrease in sessions. Despite this decline, engagement rate held steady, dropping only 2% YoY, and lodging partner referral conversion rate increased 29%. **This strong lodging referral growth indicates that a higher percentage of organic visitors are in-trip or ready-to-book, even as top-of-funnel traffic softens.**
- » **Paid Search** is the second largest driver of traffic to the site and saw a decline in traffic primarily influenced by a 25% reduction in budget vs Q1 FY24 and higher industry cost-per-clicks.
- » There was a 35% decrease in traffic YoY decline in sessions and a 38% increase in cost per conversion

EXPERIENCING: In-Market Activity

Overall Measurement: Visits to Nevada | 3P Data (Arrivalist/Datafy)
In-market Activity | Reviews



PAID MEDIA

Engage with audiences **while they are in-market** to showcase how they can expand their trip beyond the metro markets.

RAIDERS ACTIVATION

On September 15th, Travel Nevada hosted an event activation in the Modelo Tailgate Zone for the Las Vegas Raiders vs Los Angeles Chargers game at Allegiant Stadium in Las Vegas.

The Silver & Black Saloon activation transformed the Raiders game day tailgate into an immersive showcase of rural Nevada, successfully achieving its objectives of creating authentic experiences, driving measurable engagement and bridging urban and rural Nevada.

ACTIVATION PERFORMANCE

- » Tailgate Zone Visitation: **10,500**
- » Estimated Activation Attendees: **350-400**
- » Emails Collected: 357
- » Drinks Distributed: **300**

INDUSTRY DEVELOPMENT

Updates on Travel Nevada's Industry Development Programs, including: training, destination development, sales missions and conferences, territory retreats and roadshows, and international trade statistics.

Training Programs

BATTLE BORN INSIDERS

Travel Nevada's new ambassador training program, Battle Born Insiders, was officially launched to Nevada's rural tourism and hospitality industry. (Insert images of collateral/campaign)

Destination Development

3D PROJECT

Cohort 4 of the 3D Project kicked-off with the Travel Nevada team and hired consultants conducting site visits, community meetings, and steering committee meetings in both Goldfield and Mesquite. Community participation levels were high in both communities (relative to their population size).

Sales Missions & Conferences

MEXICO TRADE SALES MISSION

- » Travel Nevada along with 12 delegates completed a successful Sales Mission. The week was filled with trade shows, B2B meetings, and high-impact networking events, at which the delegation showcase the best of Nevada to travel trade professionals, including travel agents, tour operators, content creators, and trade media representatives in Mexico. This year's mission included Mexico City, Guadalajara and added Monterrey as a third destination..

BRAND USA UK & EUROPE TRAVEL WEEK IN LONDON

- » This conference connects U.S. tourism professionals with key leaders from the UK & European Travel Buyers, Media and Industry Partners. Participation in this event is a vital component of Nevada's continued efforts with International Market Development strategies. Over the course of four days, more than (44) B2B-Business to Business 15-minute meetings scheduled appointments were held with top tour operators, along with participation in various enrichment and networking events. Travel Nevada attended both the CEO track and the Trade track.

Territories

TERRITORY RETREAT

Representatives from each of Nevada’s tourism territories came together at beautiful Aravada Springs in Bunkerville for this year’s Territory Retreat. Hosted by Travel Nevada and the Las Vegas Territory, the retreat brought participants together to collaborate, share strategic plans, and exchange best practices. Attendees also learned about Travel Nevada’s latest grants and programs and heard from industry experts on key tourism topics such as stewardship, accessibility, and communication. It was an inspiring few days filled with connection, creativity, and collaboration!

NATC & TN TEAM UP FOR A GRANTS ROADSHOW

Travel Nevada and Nevada Arts Council collaborated on a grant roadshow across rural Nevada from November 3-7, visiting Eureka, Caliente, Moapa, Henderson, and Boulder City. This initiative focused on promoting the arts and tourism in these communities and exploring ways to boost local tourism. The roadshow successfully attracted a total of 138 participants, including tourism partners and artists interested in applying for grant programs related to arts and marketing. By joining forces, both agencies connected with new groups that may be eligible for the grant opportunities we offer, creating a significant impact in the communities we serve. We look forward to continuing this roadshows and our collaborative efforts in the

International Trade By Numbers

TRAVEL TRADE		SALES CALLS <i>Calls</i>	TRADESHOWS/ EVENTS/ ROADSHOWS <i>Events/People</i>	TRAINING/ WEBINARS <i>Companies/ People</i>	CO-OPS CAMPAIGNS/ PARTNERSHIPS <i>Per Quarter</i>	NV TRAILBLAZERS <i>Registrations</i>	PRODUCT OFFERINGS <i>Offerings</i>	FAM TRIPS <i>Trips/ Participants</i>
	AUSTRALIA	23	3/200	1/10	1	84	5	2/5
	CANADA	7	1/350	1/40	1	7	8	0/0
	MEXICO	25	3/1800	5/111	4	8	0	1/11
	UK & IRELAND	12	0/0	0/0	3	3	5	0/0

THANK YOU

