

TRAVEL NEVADA

QUARTERLY REPORT

FY25-Q1 | JULY-SEPTEMBER



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EXECUTIVE SUMMARY

The start of every new fiscal year is an exciting time, as the data-backed and researched plans get to be put into motion. At the start of Q1, Travel Nevada continued the momentum from its "Space to Be" immersive stargazing popup in Chicago and took the show on the road to the Pacific Northwest, and as you'll see in this report, **the results were out of this world**. The industry team joined three highly-respected organizations: **Travel Foundation, Travel Ability's Destination Ally Club, and the Global Sustainable Tourism Council** to further develop and refine the agency's destination stewardship plans. The public relations team successfully pitched

several stories for placement in various Top 100 outlets and succeeded in **hosting four top tier media on trips** throughout the state.

Domestic paid media efforts continued—but optimized—investments in top performing channels and partners like **Atlas Obscura, SXM, and OTAs (Expedia, Priceline, TripAdvisor)**.

The success of the immersive stargazing pop-up in Chicago led to **The Space to Be Roadshow, activating in both Portland and Seattle**.

DESTINATION STEWARTSHIP



HIGHLIGHTS

Travel Nevada engaged in an initial strategy session with Travel Foundation outlining goals, objectives, barriers, and a rough timeline for the creation of the state's destination stewardship plan.

Travel Nevada became the third state from the United States to join the Global Sustainable Tourism Council which has gained Travel Nevada access to GSTC's robust resources and certification classes.

[PRESS RELEASE](#)

Travel Nevada became the third state in the US to join Travel Ability's Destination Ally Club, and attended the first session quarterly meeting of the club learning about the progress and success other destinations have had in accessible tourism.

DESTINATION DEVELOPMENT



HIGHLIGHTS

JUL

Cohort 3 application opened in Submittable and Cohort 2 received their 10-Year Destination Stewardship plans.

SEP

NCOT awards Cohort 2 participants a total of \$1 million in funding based on 3D Working Group recommendations.

AUG

Cohort 2 participants submitted their 3D grant applications and Destination Development Manager conducted pre-application site visits.

OCT

NCOT selects Cohort 3 participants based on 3D Working Group recommendations

COHORT 1 QUARTERLY REPORTS

Lincoln County

- Year one goal to develop partnerships with businesses and outdoor recreation “guides,” and create and field-test adventure packages. Goal is near the target.
- Assets are being purchased, including mountain bikes, e-bikes, and a vehicle rack system for transporting bikes to trailheads.
- Address shuttered buildings – 35 buildings have been identified and approached with 11 of them requesting to be part of the program.
- Organizational structure – Panacea Marketing has been contracted and is beginning strategy sessions

White Pine County

- Continued work with IMBA on trail interpretation signs.

COHORT 1 QUARTERLY REPORTS

Friends of High Rock Black Rock (FBRHR)

- Mural Project launched with a call for artists.
 - Contracts with Chainsaw Communication and Blueprint Collective have driven the development of brand identity assets, key messaging pillars, communication channel strategy and practical timeline for implementation of programming.
 - Contract with Blueprint Collaborative ended August 30 with the delivery of a strategic plan and road map along with messaging mapping, the development of a summer fundraising campaign
- a robust grants calendar, wealth screening of our members for future relationship building, identifying trustees and appropriate engagement strategies as well as a shared database of grant drafts and LOI's.
- Engagement of Chainsaw Communications has led to a 200% increase in engagement on social media platforms through enhanced storytelling and identifying targeted user groups.

Rural Entrepreneurial Tourism Program:

RURAL PITCH CONTEST

- September 20th was the opening day for the Lotspeich Farms Pumpkin Patch in Deeth, Nevada. This business idea was the winner of the inaugural Rural Pitch Contest, which was the culmination of Travel Nevada's Rural Tourism Entrepreneurship Project.
- As a result, Lotspeich Farm was awarded a grant of \$20,000 in seed money to expand their farm into an agritourism attraction through the creation of a pumpkin patch and hay maze, which were joined by family-friendly games, food, and live music.
- The Rural Entrepreneurial Tourism Program and Rural Pitch Contest was born out of the 3D program, which addresses the wider scope of destination development, but does not address the gap of the lack of resources available for the development of new small-medium tourism enterprises.



INDUSTRY & COMMUNITY RELATIONS



TNT CALLS & TERRITORY MEETINGS

TNT Calls

JUL

Travel Nevada review of TNT participant survey

AUG

Nevada's Division of Outdoor Recreation and OHV Nevada

SEP

Travel Nevada's Marketing Department: How to leverage and engage with Travel Nevada's marketing programs

Territory Meetings

**JUL
22**

Las Vegas Territory

**AUG
20**

Cowboy Corridor

**SEP
11**

Reno-Tahoe Territory

**SEP
24**

Las Vegas Territory

**SEP
17**

Pony Express Territory

**SEP
27**

Silver Trails Territory

CULTURAL CORRIDOR FAM

- Travel Nevada's Industry Development and PR team did a FAM trip along the Cultural Corridor (Visit Carson City, Carson Valley Visitors Authority, and Virginia City).
- The day included meeting rural partners and visiting historic and cultural attractions, eateries, and small businesses with a goal to contextualize the 3D project and show how these projects cross all Travel Nevada departments



IT'S A LITTLE OUT THERE.

- Began development of FY24 Annual Report, including writing and editing copy, developing new template to align with new brand. Deadline for this important communication piece is ahead of the legislative session in February to further demonstrate tourism's impact on Nevada's economy to elected officials.
- Planning for the Nevada Governor's Conference on Tourism is well underway, with sessions and speakers identified and outreach beginning.

IN-STATE MARKET DEVELOPMENT



INTEGRATED INITIATIVES

Public Relations

In Q1 FY25, Travel Nevada's in-state PR efforts resulted in 40,437 potential impressions and scored 44 points out of 50 on our quality rating system.

Paid Media

[@notjustabartender](#)

[@norma.geli](#)



THE VEGAS VOICE
NEVADA'S MOST POPULAR LOCAL NEWS AND ENTERTAINMENT PUBLICATION

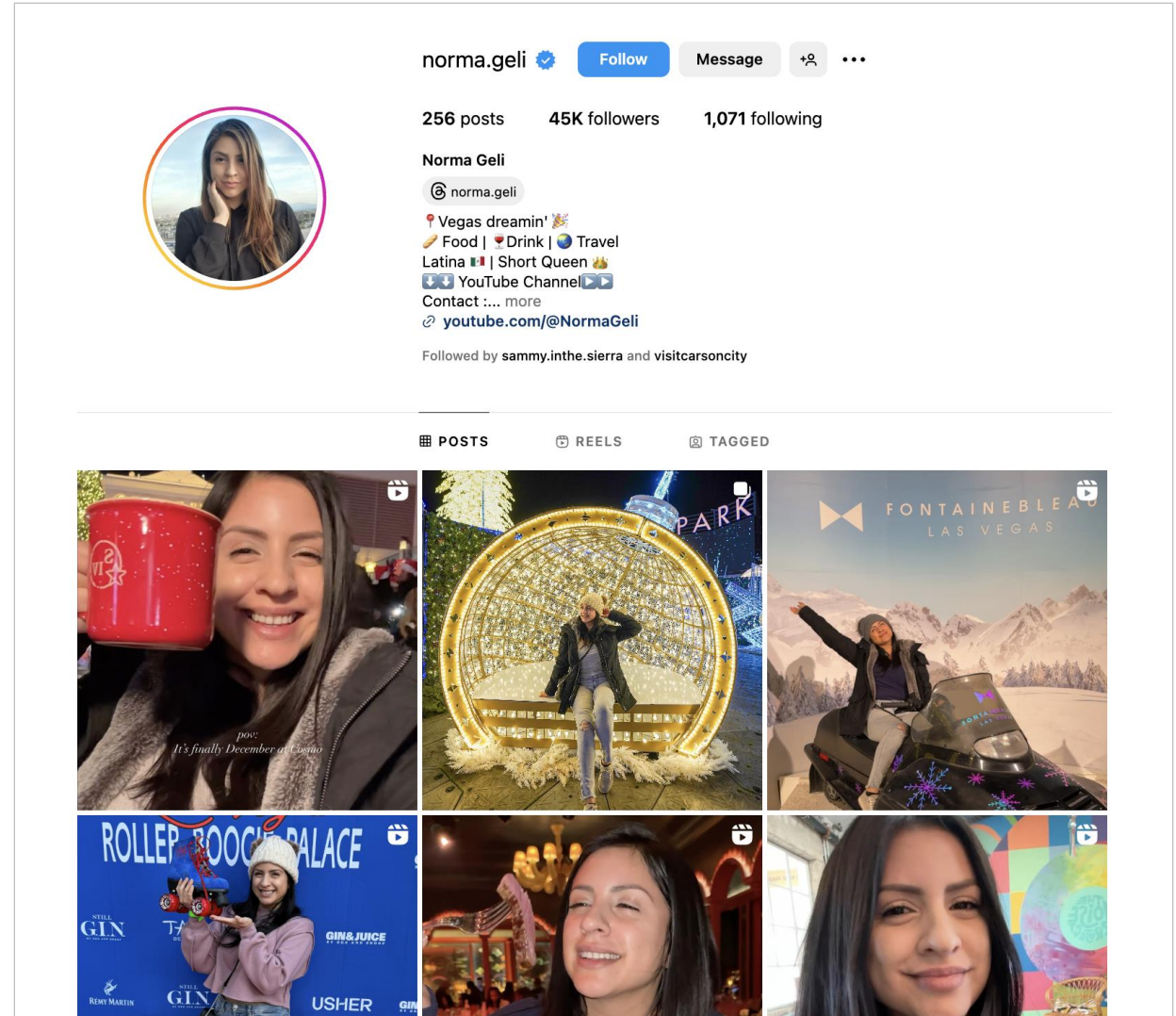
ESCAPE THE HEAT THIS SEPTEMBER

After months of sweltering heat, September signals cooler days ahead, but let's face it — Las Vegas is still hot. The nearby community of Mount Charleston in the Spring Mountains National Recreation Area offers the perfect escape with temps hovering about 20 degrees cooler than the city.

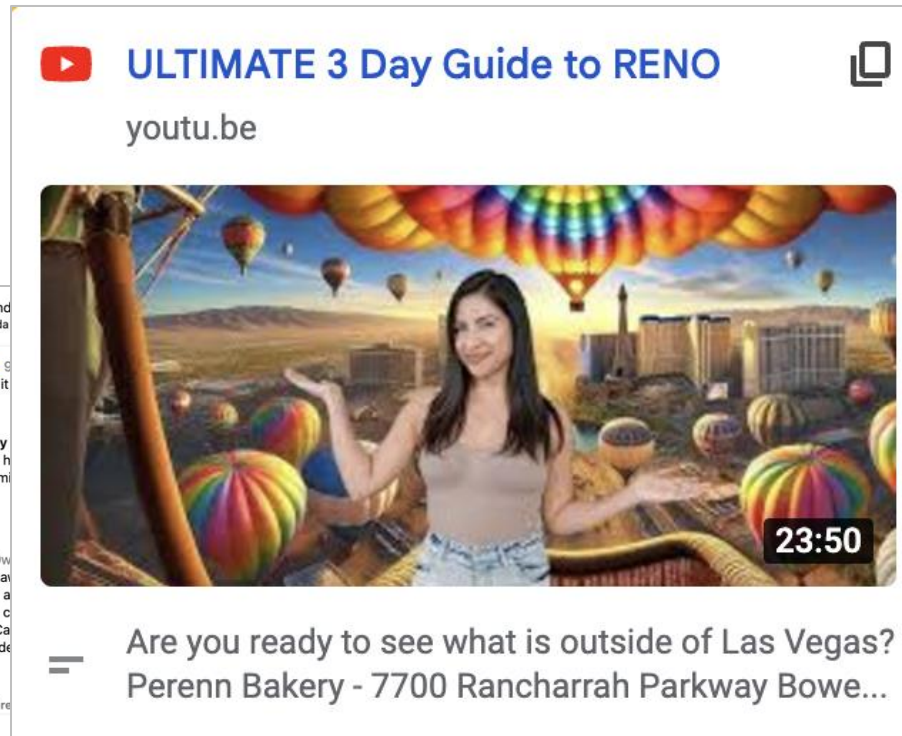
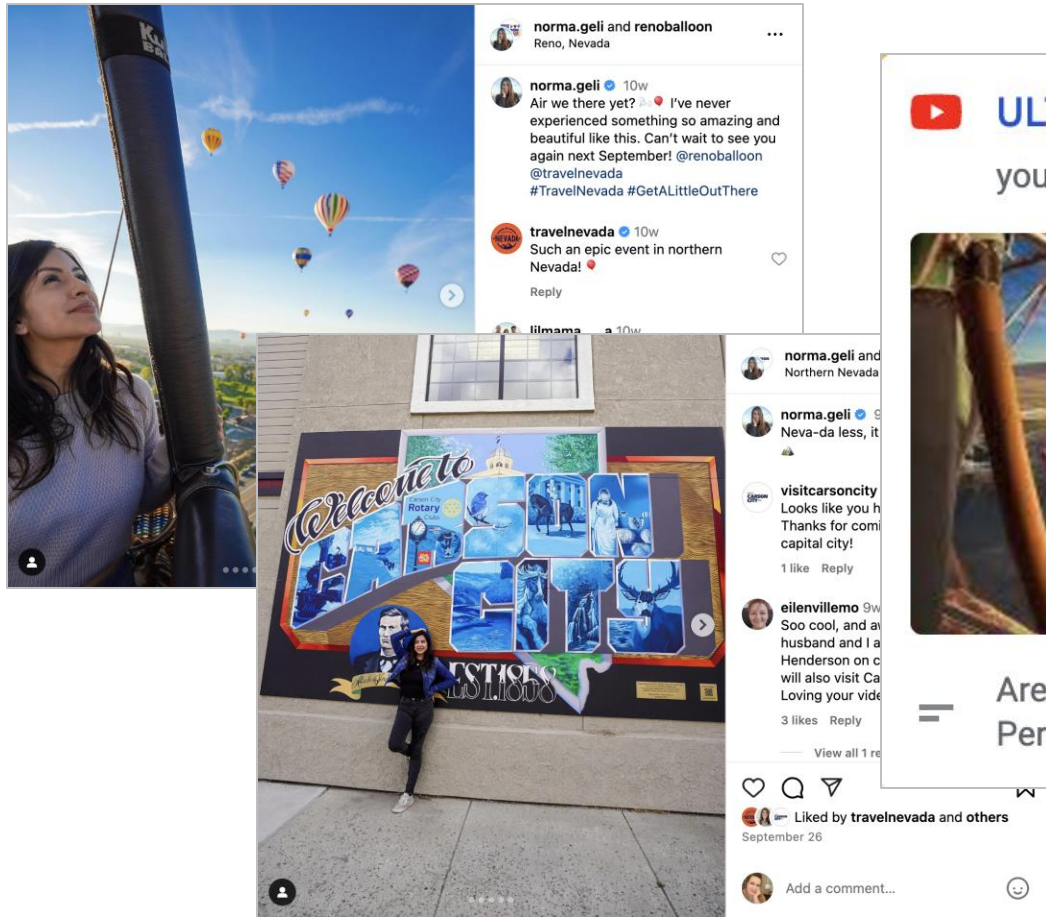
Home to Charleston Peak, the most prominent summit in southern Nevada, this peaceful high-altitude haven provides an oasis of cool air and serene landscapes, just a 45-minute drive from downtown.

INFLUENCERS (PAID MEDIA)

The collaboration between Norma Geli (@norma.geli) x Travel Nevada aimed to showcase the diverse experiences Northern Nevada has to offer—from the vibrant city of Reno, natural wonders, all the way to the rural area of Carson City. Norma Geli, known for her engaging and adventurous content, was a great fit with her audience of travel enthusiasts.



TOP PERFORMING PIECES OF CONTENT



Likes

9,838

Comments

300

Shares

77

YouTube
video views

42k

DOMESTIC MARKET DEVELOPMENT



PUBLIC RELATIONS

Q1 by the Numbers

Overall potential impressions

255,432,707

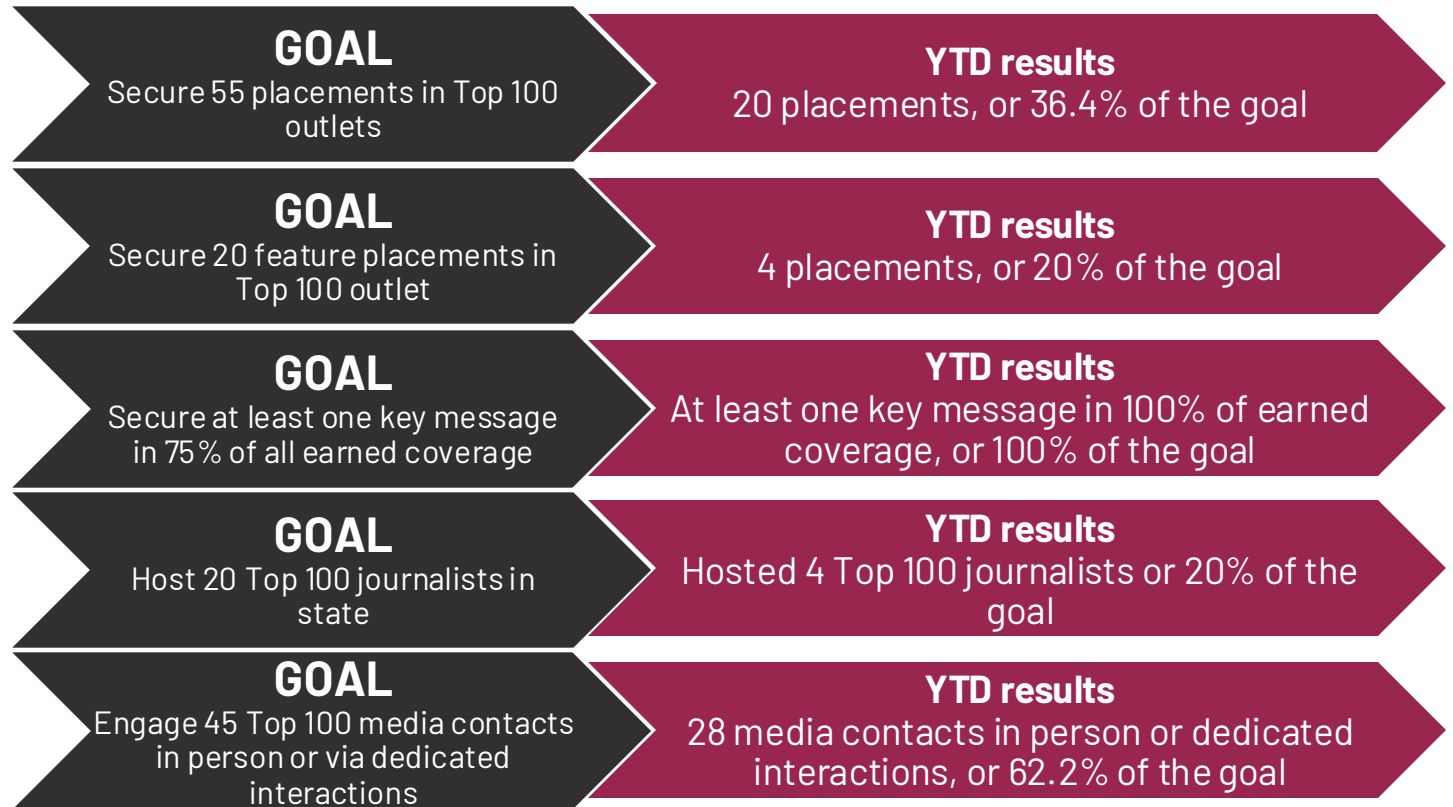
Top 100 potential impressions

255,236,995

Average Connect Effect score

**38.4 points out of
50 possible**

KPI Progress



MEDIA FAMs

"My FAM with Fahlgren and Travel Nevada was highly individualized and had opportunities for real depth and engagement. I thought the team worked well with my angle interests, arranged multiple interviews with locals that went beyond the industry norm, and took care of every detail. Ultimately, I felt great about being able to pitch this experience and know that I would not be one of a dozen others simultaneously pitching the same piece.

Greatly appreciated!"
- Rebecca Toy

Rebecca Toy

Freelance

Cowboy Corridor

"Thank you and the team so much for putting together such an amazing trip for me! It was so much fun, and I learned a lot, too! I can't imagine how much time and effort it must've taken and I wanted to ensure I extended my gratitude properly. 😊"

- Jalyn Robinson

Jalyn Robinson

Travel + Leisure, TripSavvy

Lake Tahoe Loop

"THANK YOU for organizing such a great trip! I experienced such a great variety of terrains and towns, and everyone was so welcoming!"

- James Barrett

James Barrett

Freelance

Loneliest Road in America & Neon to Nature

"Thank you so much for everything. I had a great time in Nevada."

- Erin Gifford

Erin Gifford

Freelance

**Extraterrestrial Highway
& Great Basin Highway**

Sunset

From a Natural Wine Bar to a Historic Saloon, Here's Where to Drink in the West Right Now

Enjoy cocktails, wine, and more at these spots.



Genoa Bar and Saloon

Nestled in the heart of historic Carson Valley, the Genoa Bar and Saloon is the oldest bar counter in the Silver State. Since first opening in 1853 (an impressive 11 years before Nevada even officially became a state), this Sagebrush Saloon has poured strong whiskeys, cold beers, legendary Bloody Marys, outlasted prohibition under the guise of being a soda fountain, and served countless celebrities, politicians, locals, and visitors alike.



Sunset

These Attractions Will Ensure Your Next Trip Will Be Far from Boring



Great Basin Astronomy Festival

Boasting one of the darkest, quietest skies in the Lower 48, Great Basin National Park is the perfect place for an astronomy festival. Unbelievable stargazing takes center stage over the course of three event-packed days (and nights), featuring everything from star parties and constellation talks to astrophotography workshops and Art in the Dark creations.

All Great Basin Astronomy Festival events are free, and volunteers set up telescopes near the Astronomy Amphitheater to show off Nevada's dazzling night sky to anyone interested in seeing far-off galaxies, nearby planets, and an endless number of dark sky objects. Expert guest speakers discuss astrophysics and astronomy, and rangers help teach visitors how to identify constellations visible to the naked eye in the Great Basin night skies and beyond. Art in the Dark invites visitors of all ages to create and paint in low-light conditions, experimenting with how our eyes see color.

Address:
100 Great Basin National Park
Baker, NV 89311



HGTV



Discover the Best Mountain Town Resorts in the US

Edgewood Tahoe Resort, Tahoe, Nevada

No need to choose between a vacation at the lake or the mountains at the **Edgewood Tahoe Resort**. This boutique lodge sits on the shores of Lake Tahoe, the largest alpine lake in the US, surrounded by the majestic Sierra Mountains. World-renowned golf architect Tom Fazio designed its top-rated course, which has hosted various national golf tournaments, including the Century Championship. Choose from luxury accommodations in the **ledge** or reserve a **villa suite**, available with two to five bedrooms, near the lodge and the eight and ninth fairways. Request a curated, private dining experience or visit the on-site restaurants and bar. In the winter, hit the slopes with rented



Top 10 non-Las Vegas casinos in Nevada

GAMING GURU



Nevada's gaming scene extends far beyond the dazzling lights of the Las Vegas Strip.

Across the Silver State, there are a plethora of casinos paired with picturesque locations and unique local charm, offering exceptional experiences for both seasoned gamers and casual travelers. So, when planning your next trek to Nevada, think beyond the iconic names like **Casars Palace** and **Belagio** and consider these 10 somewhat hidden gems.

For more information on all that Nevada has to offer, visit TravelNevada.com.

10. Cactus Pete's Resort Casino (Jackpot)
Located in the high plateau country of Northeast Nevada in the appropriately named city of Jackpot, Cactus Pete's Resort Casino has a rich history that extends five decades.

Recipient of the coveted AAA Four Diamond designation, this charming PEW Entertainment property features luxurious hotel rooms, signature restaurants, a Las Vegas-style showboat, an outdoor entertainment venue, and several bars and lounges featuring live music. A salon and gift shop are also on-site. Gaming amenities include slot machines, a variety of table games, keno, and a sportsbook.

Adjacent to the resort is an RV Park for guests to utilize. In addition, guests can also take advantage of the pool which is open daily from 6 a.m. to 10 p.m.

TimeOut

18 spooky ghost towns in America you can actually visit



12. Goldfield, NV

This was your authentic **Gold Rush** mining camp, es once the largest city in Nevada. The mines went bu town's decline 10 years before a fire put things to a

TRAVEL+ LEISURE



iding where to retire, there are many things to consider, including costs, access to healthcare, recreation, and tax benefits. One of the s retirees will want to know about moving to Nevada is that there is ncome tax. Plus, Nevada's property tax is about half of the national at 0.48 percent, according to SmartAsset).

cial benefits, coupled with Nevada's natural beauty and amenities, y Silver State an enticing option for active retirees. "Nevada offers a end of natural beauty, diverse recreational opportunities, and ltural scenes, making it an attractive destination for those looking said Tracie Barnhouse, chief communications officer for Travel

eight of the best places to retire in Nevada, according to local

Forbes

Discovering America's Hidden National Parks: 15 Lesser-Known Wonders



Located in eastern Nevada, Great Basin National Park is a study in contrasts, featuring ancient bristlecone pine trees, expansive caves, and Nevada's second-highest peak, Wheeler Peak. It's one of the darkest parks in the U.S., making it perfect for stargazing. This park offers a serene experience for nature lovers who appreciate solitude and natural beauty.

Top Activities:

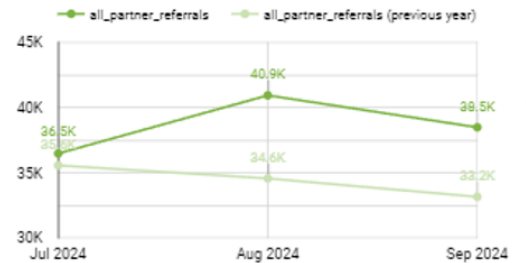
- **Tour Lehman Caves:** Explore underground limestone formations.

DIGITAL HIGHLIGHTS

Email Engagement: Email-driven sessions have declined, but while email fundamentals remain strong (send condense is the same, consistent subscriber growth, increase in partner referrals (+29% YoY) and site engagement rate (+9% YoY), the decrease in overall sessions from consumer emails suggests an opportunity to refine messaging and targeting by incorporating more personalization such as surveys or polls or including names in Subject lines in addition to testing the new template for optimization opportunities.

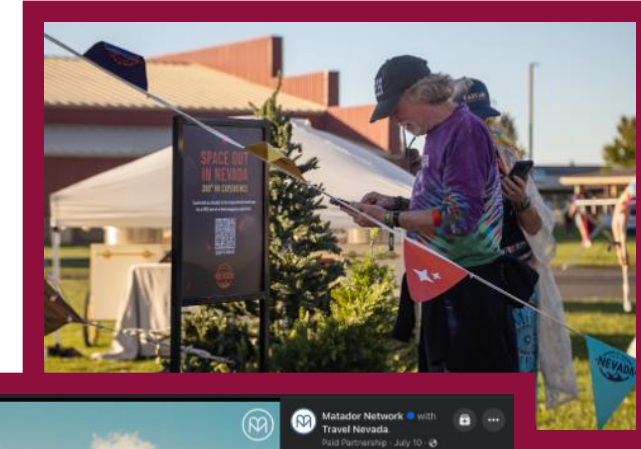
Organic Traffic: We saw a decline YoY in traffic from Organic, largely attributed to the removal of AMP pages, which were retired to improve partner referrals and boost overall site engagement. AMP pages accounted for 134,646 sessions in 2023, and when removed, organic traffic is up 29% YoY, and partner referrals are up 45% YoY!

Partner Referrals and Engagement: Substantial year-over-year referral growth, particularly from paid channels like social and video, indicates targeting and onsite experience are resonating and driving engagement.



PAID MEDIA

- Seattle & Portland Activations
- Matador Hero Video



SEATTLE & PORTLAND ACTIVATIONS

Objective

Following our successful VR activation in Chicago, we expanded to Seattle and Portland, two additional emerging target markets, to engage residents through interactive experiences that inspire travel to the state of Nevada.

Goal

Our activations aimed to challenge perceptions by showcasing Nevada's diverse attractions beyond the expected, from mountain peaks to dark skies, through immersive experiences.



SEATTLE & PORTLAND ACTIVATIONS

Bumbershoot Music Festival – Seattle, WA

- Dates: August 31 – Sept 1 (Labor Day Weekend)
- 17 Hours of live activation time on VR headsets
- 3,856 Minutes experienced of Nevada 360 VR content
- 1,500 Guests connected with Brand Ambassadors
- 482 Guests experienced the VR activation

Cascade Music Festival – Redmond, OR

- Dates: September 20-22
- 27 Hours of live activation time on VR headsets
- 2,984 Minutes experienced of Nevada 360 VR content
- 1,300 Guests connected with brand ambassadors
- 373 Guests experienced the VR activation
- Influencer content 7,420 Instagram Story Views

Audience Feedback

(applicable to both locations)

“I have never been to Nevada, and I can’t wait to visit”

“We didn’t even know there was so much Nevada could offer”

“I’m from Nevada and this reminded me of the beauty of my home state”

“I’m going to book a trip tomorrow!”

SEATTLE & PORTLAND ACTIVATIONS

The Seattle and Oregon sweepstakes landing pages generated the highest traffic overall and had the highest engagement rate.

Seattle Activation - Fri, Aug 31, 2024 – Sun, Sept 1, 2024

	Campaign	QR Code Placement	Landing Page	Sessions	Engagement rate
1.	seattle_activation	sweepstakes	/landing-page/enter-seattle/	589	70.46%
2.	seattle_activation	trains	/landing-page/seattle/	5	100%
3.	seattle_activation	sweepstakes	/	5	80%
4.	seattle_activation	sweepstakes	/travel-guides/	3	66.67%
5.	seattle_activation	displays	/landing-page/seattle	3	33.33%
6.	seattle_activation	sweepstakes	/outdoor-recreation/finding-fall-colors-in-northern-nevada/	2	50%
7.	seattle_activation	displays	/landing-page/enter-seattle/	1	100%
8.	seattle_activation	sweepstakes	/event/halloween-events/	1	100%
9.	seattle_activation	sweepstakes	/extraterrestrial/alien-research-center/	1	100%
10.	seattle_activation	sweepstakes	/ghost-town/nevada-ghost-towns/	1	100%
Grand total				603	70.15%

1 - 24 / 24 < >

Portland Activation - Fri, Sept 20, 2024 – Sun, Sept 22, 2024

	Campaign	QR Code Placement	Landing Page	Sessions	Engagement rate
1.	portland_activation	sweepstakes	/landing-page/enter-oregon/	369	63.14%
2.	portland_activation	sweepstakes	/travel-guides/	4	100%
3.	portland_activation	trains	/landing-page/portland/	2	100%
4.	portland_activation	sweepstakes	/privacy-policy/	2	100%
5.	portland_activation	displays	/landing-page/portland/	1	100%
6.	portland_activation	dooh	/landing-page/portland/	1	0%
7.	portland_activation	trains	/Users/amanda.kashmitter/Downloads/Oregon Sweepstakes T+Cs_Final.docx.pdf	1	100%
8.	portland_activation	sweepstakes	/camping/camping-in-nevada/	1	100%
9.	portland_activation	trains	/hoover-dam-history/	1	100%
10.	portland_activation	trains	/hoover-dam/history-and-construction/	1	100%
Grand total				374	63.64%

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SEATTLE & PORTLAND ACTIVATIONS



MATADOR HERO VIDEO

Objective

We partnered with Matador Network to amplify our new "Get a Little Out There" brand campaign, which aims to inspire people to venture beyond Reno and Las Vegas and discover Nevada's diverse attractions by hitting the open road. This custom hero video takes viewers on the Great Basin Highway Road Trip, showcasing the state's highlights along the 355-mile route.

Goal

The goal of this video was to take a unique, personality-driven approach to showcase Nevada's diverse attractions beyond the typical tourism video, using a free-spirited travel host character to lead viewers through the state's unexpected sights and experiences.

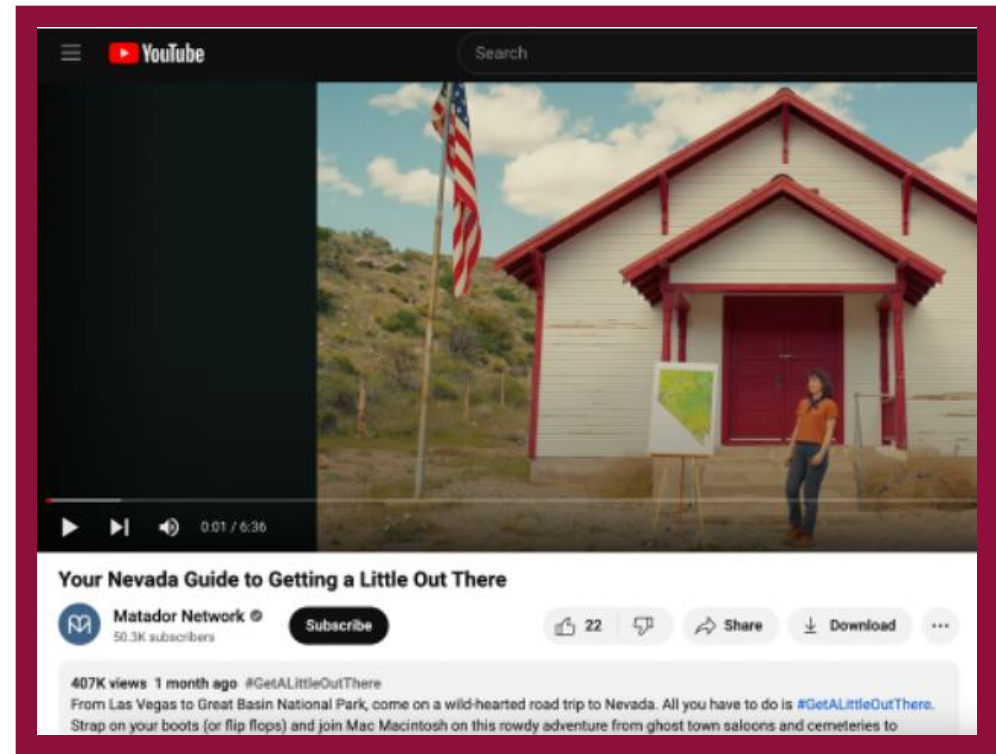
MATADOR HERO VIDEO

- Over 400k views on YouTube
- 2.9 million views on social (FB and IG)

Comments

"It's hard to break through the online clutter, but that video is great."

"This is a well presented whimsical video. I live in the Mojave Desert of California and this video has piqued my interest in Nevada."



MATADOR HERO VIDEO



TRADE

Connect Marketplace

Aug 27-29, Milwaukee, WI

- 45 one-on-one appointments with leisure domestic buyers
- 50 Nevada suppliers



INTERNATIONAL MARKET DEVELOPMENT

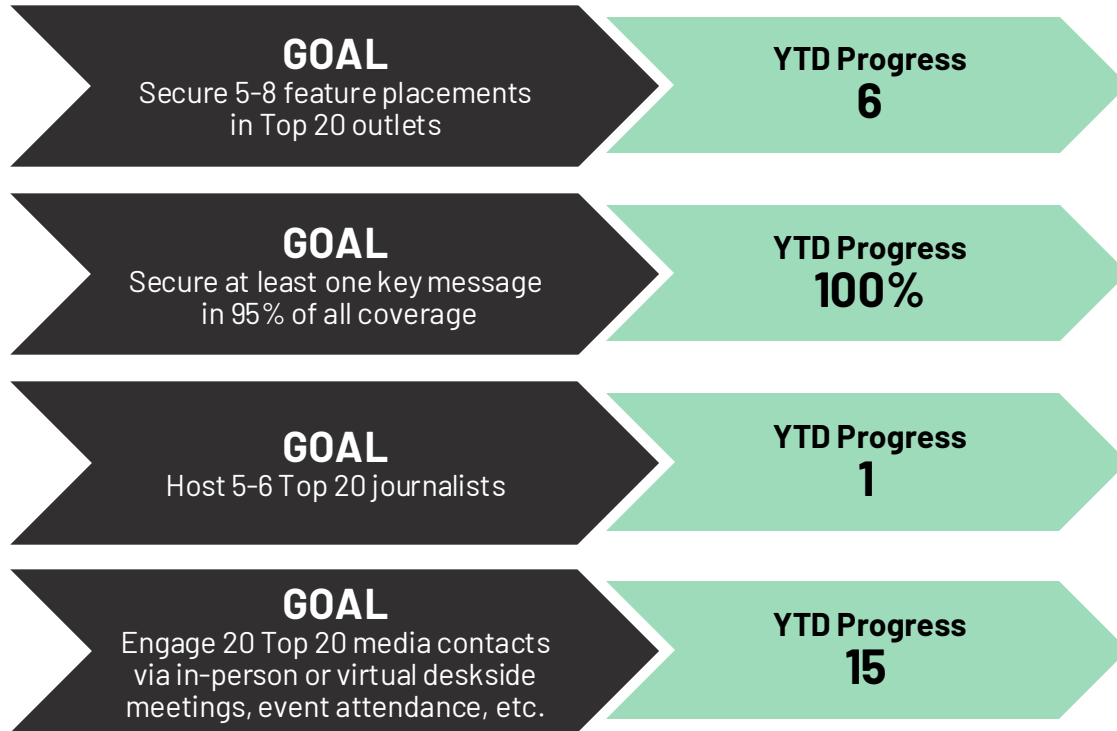


TRADE BY NUMBERS

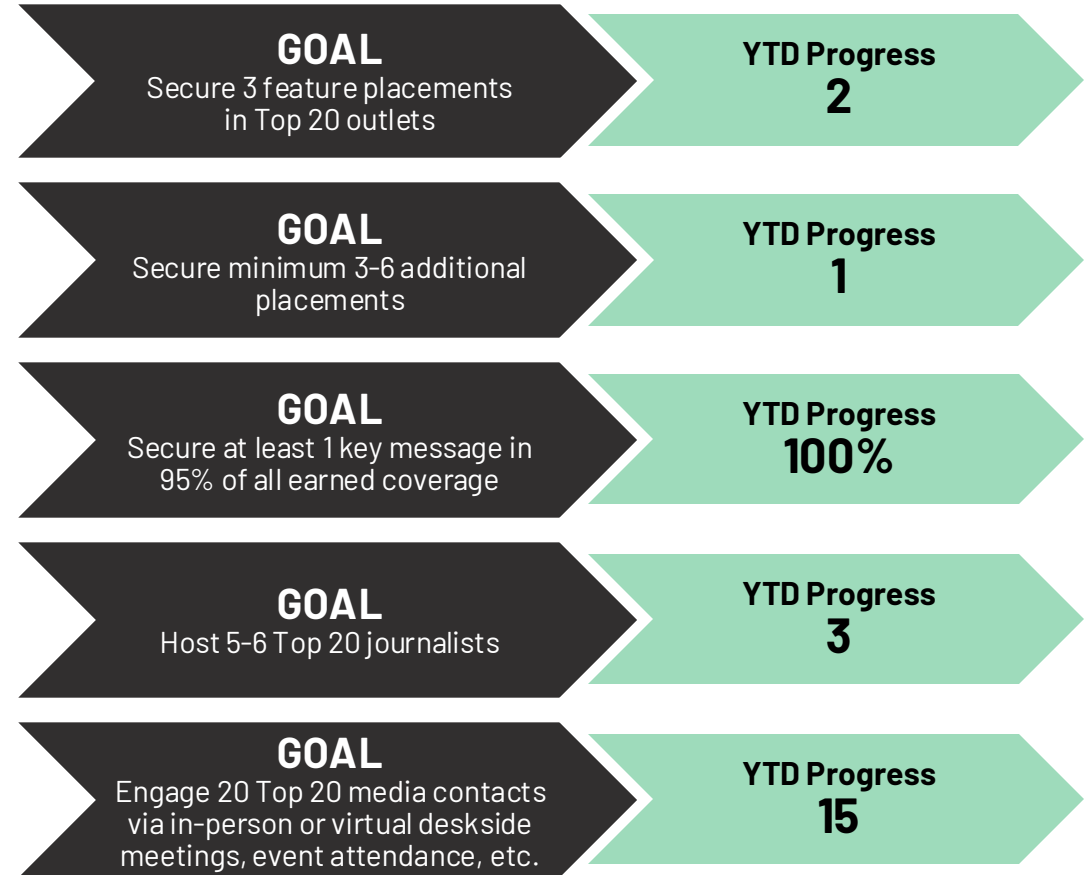
	SALES CALLS	TRADESHOWS/EVENTS/ROADSHOWS		TRAINING/WEBINARS		CO-OP CAMPAIGNS OR PARTNERSHIPS	NV TRAILBLAZER REGISTRATIONS	PRODUCT OFFERINGS	FAM TRIPS
	<i>Number of calls</i>	<i>Number of events</i>	<i>Number of people</i>	<i>Number of companies</i>	<i>Number of people</i>	<i>Number per year</i>	<i>Number of registrants</i>	<i>Number of offerings</i>	<i>Number of trips</i>
AUSTRALIA	9	1	3	0	0	4	0	0	1
CANADA	4	1	N/A	0	0	2	0	1	1
GERMAN SPEAKING	40	4	180	0	0	1	0	0	0
MEXICO	8	3	326	0	0	5	0	27	0
UK & IRELAND	15	1	N/A	1	72	1	0	N/A	2

PR KPIs

AUSTRALIA

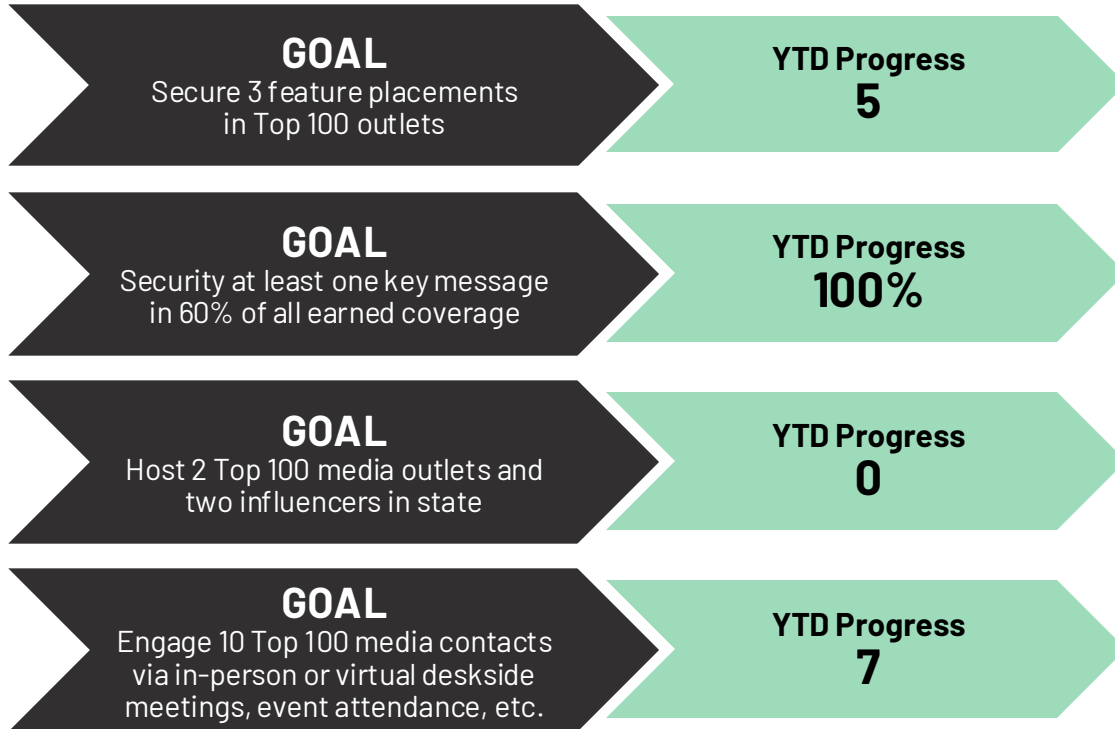


CANADA

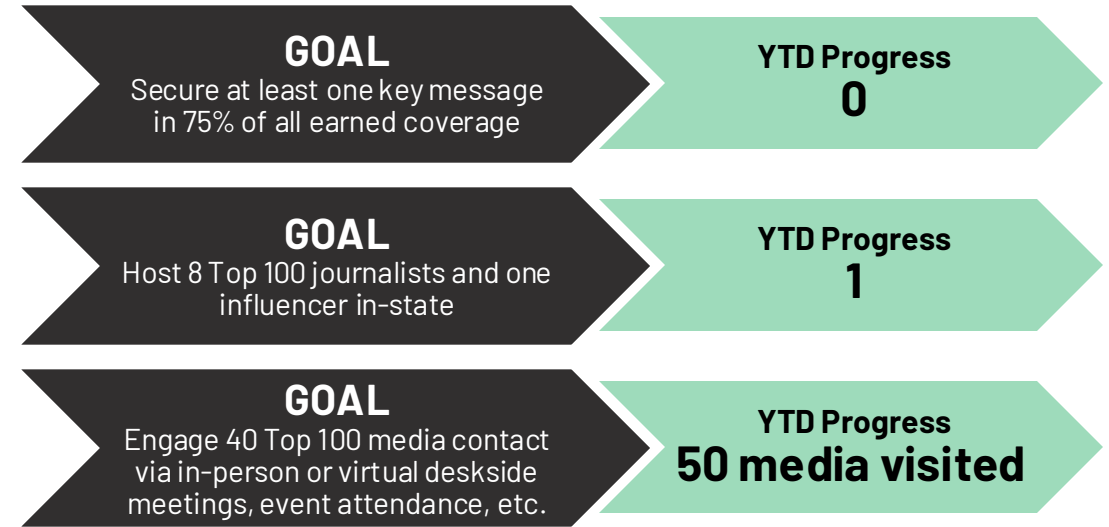


PR KPIs

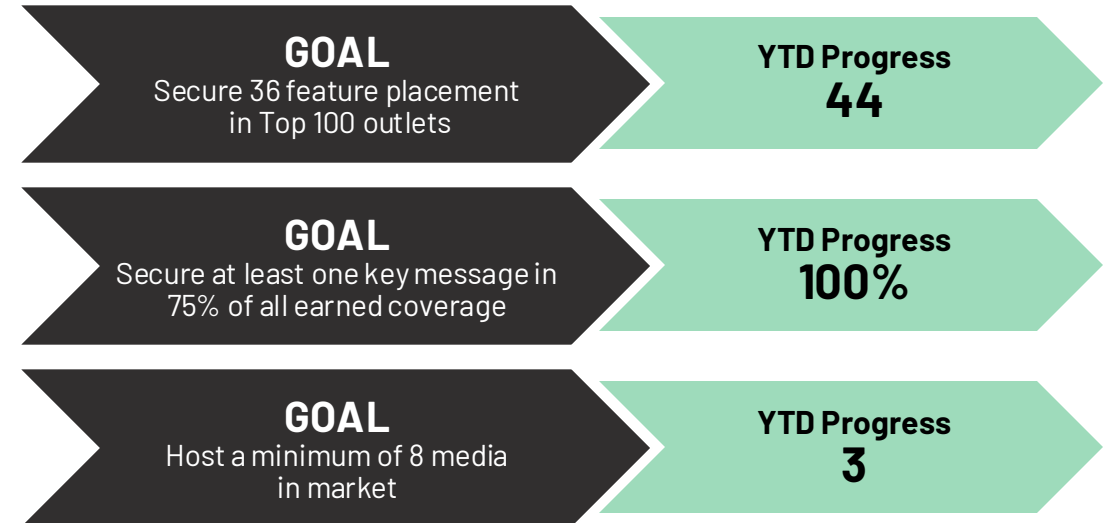
MEXICO



GERMANY



UNITED KINGDOM



Trade + Media FAMs

Country

AUSTRALIA

Month

SEPTEMBER

Attendees

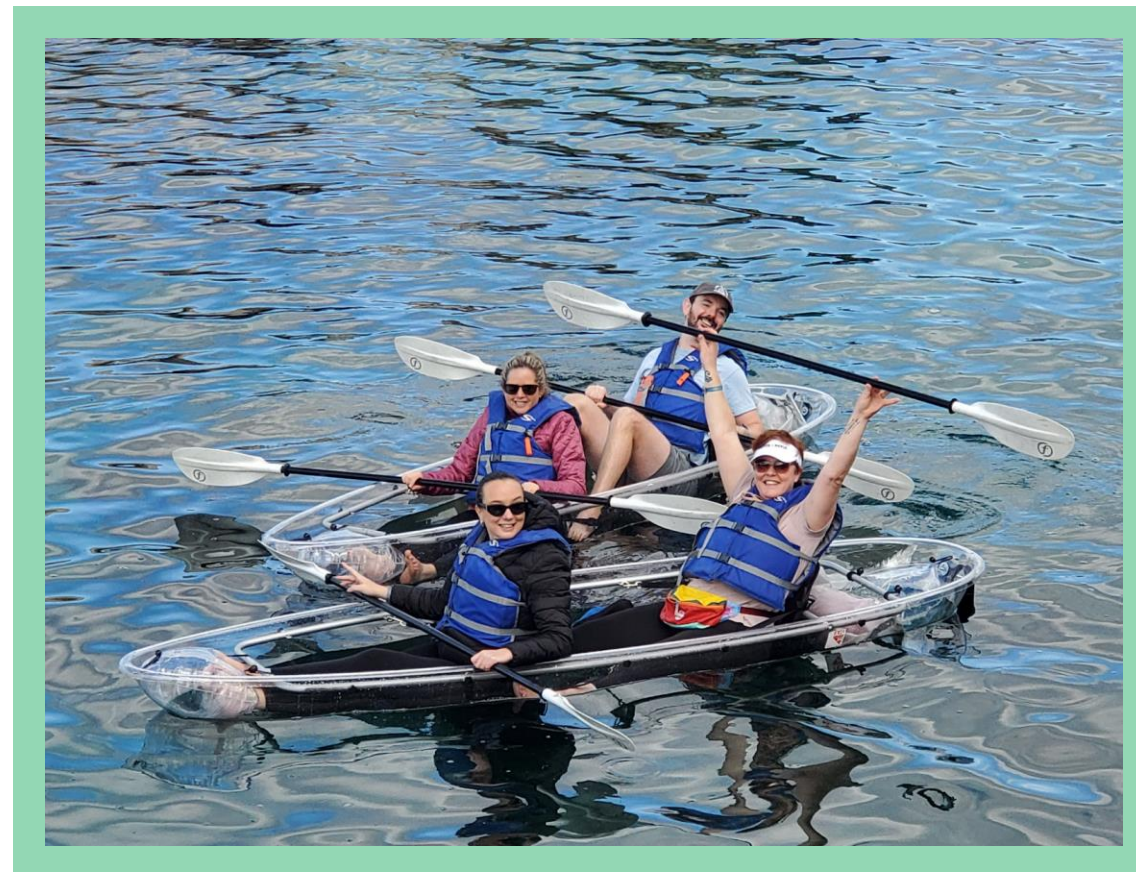
**Helloworld Travel, Flight Centre and
Travel Partners**

Location

**Northern Nevada FAM—
Virginia City and Lake Tahoe**

Hosted Media Visits

David Whitley, Traveller



Trade + Media FAMs

Country

CANADA

Month

JULY

Attendees

AMA

Location

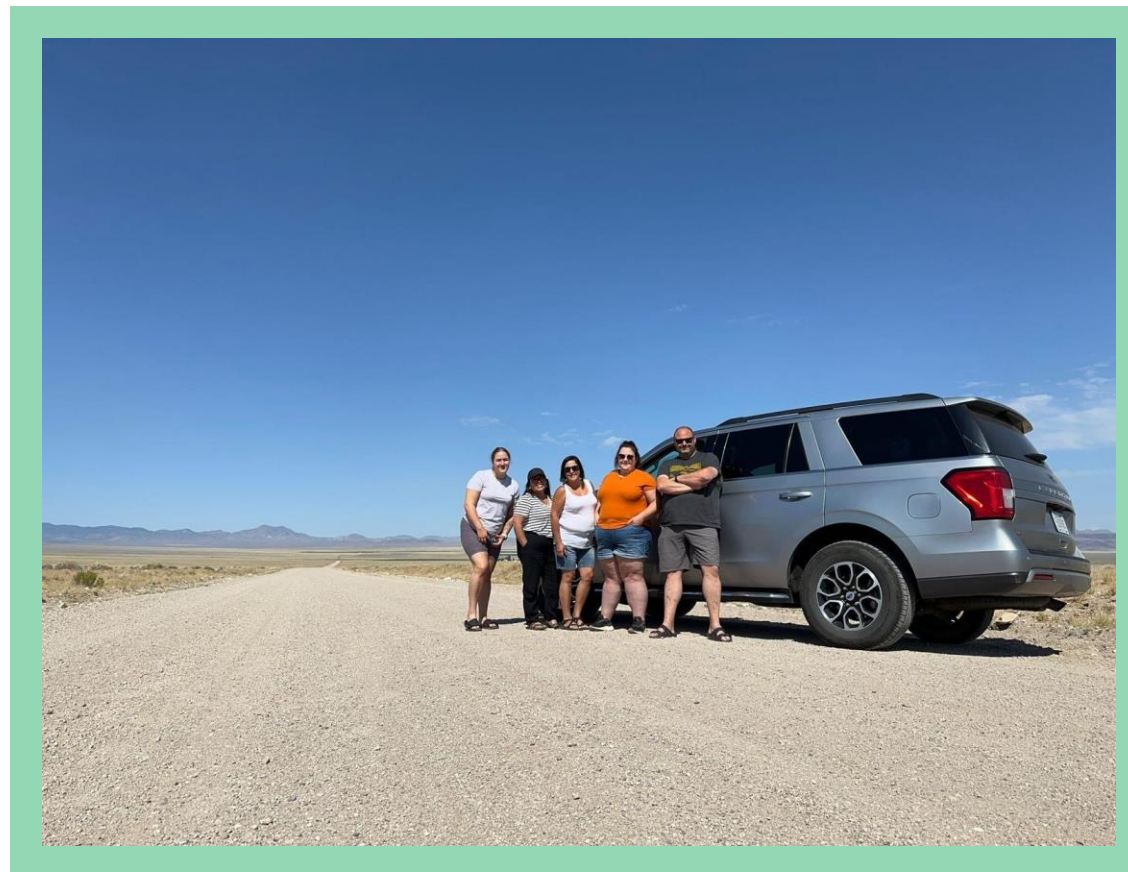
**North Lake Tahoe, Carson City, Genoa, Tonopah,
Rachel and Caliente, Cathedral Gorge, Great Basin
National Park, Ely, Middlegate, and Reno**

Hosted Media Visits

Leigh McAdam, *HikeBikeTravel*

Andre Laroche, *La Presse*

Randy Sharman, *The Informed Traveler*



Trade + Media FAMs

Country

UK

Month

SEPTEMBER

Attendees

AMA

Location

Las Vegas, Moapa Valley, Mesquite, Pahrump, Goldwell, Goldsprings and Boulder City Attendees: Bon Voyage, Dialaflight/Lotus, Ocean Holidays

Highlighted

Norse Air launch of its new route from London Gatwick to Las Vegas

Hosted Media Visits

BBC Gardeners' World

I cannot thank you enough for what was one of the most amazing trips I have ever been on. I feel so fortunate to have gone and I hold TravelNevada with the upmost regard. Thank you Nina and Charlotte. They deserve pay rises.



Thank you for inviting us on this trip, I have come back with some great new ideas to share. We had a wonderful guide Nina and driver Earl from Sweet tours who really made the trip special. Norse Atlantic was a new airline to experience, and we are looking into using their services to Las Vegas in the future too. I also gained a great contact for wedding/renewal of vows etc., which we are excited about. All round the trip was very educational and really enjoyed it. Thank you again

Cheryl



LOOKING AHEAD

FY25 Q2 (October 2024 - December 2024)



DESTINATION STEWARDSHIP

Announcement of partnerships with Travel Foundation and Leave No Trace in the Destination Stewardship panel at GovCon

Assembly of Steering Committee and Task Force

Attending Travel Ability Summit November

DESTINATION DEVELOPMENT

Cohort 3 kicks-off in November!

IN-STATE MARKET DEVELOPMENT

DESO Launch/Nevada Day Raiders

INDUSTRY & COMMUNITY RELATIONS

Inaugural Territory Retreat will take place October 3 & 4 in Virginia City, sponsored by Reno-Tahoe Territory.

Governor's Conference on Tourism, Oct. 29 & 30 at the Rio Hotel + Casino

Crisis Communications Plan in development

INTERNATIONAL MARKET DEVELOPMENT

Volaris FAM with RSCVA: North Nevada | October 4-6

Multi-Market FAM: LV, Boulder City, Pahrump, Laughlin | December 3-8

Brand USA UK & Europe Travel Week: London | October 21-24

Hosting Toronto Sun (Canada); Cote Magazine (Germany); Die Welt (Germany);

Mexico Sales Mission: Mexico City & Guadalajara | November 10-15

Germany Group FAM; Craig Tansley (Australia); Postmag (Mexico); Tim Wild (UK)

DOMESTIC MARKET DEVELOPMENT

@prettyfnspooky

National Tour Association Travel Exchange: Huntsville Alabama | November 17 - 20

@kylekotajarvi

@notjustabartender

Hosting journalist Bill Newcott from The Saturday Evening Post

East Coast Sales Mission: New York & Philadelphia | October 7 - 11 with LVCVA

THANK YOU

THANK YOU

THANK YOU

TravelNevada.com

