

TRAVEL NEVADA

QUARTERLY REPORT

FY24-Q2 | OCTOBER - DECEMBER



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EXECUTIVE SUMMARY

Travel Nevada continued the momentum established in Q1 with an equally productive and effective Q2 plan. While the team utilized Q1 to testing concepts and planning asset production for the new Get A Little Out There campaign Q2 was all about the execution. The marketing team itself got a little out there, covering **2,300+ miles** and visiting **24 Nevada towns and communities**, gathering photo and video content for the campaign. Meanwhile, plans were underway to utilize those newly-captured assets in new broadcast, print, and digital ads.

On the Destination Development front, the **10-year strategic plans** were completed by **three partners**, and

3D grant applications were submitted and reviewed by the working group. The Destination Development team and its advisers attended six meetings related to the various 3D projects.

Continuing with Industry Development, this quarter the team implemented the **rural marketing grant mid-year check in** to allow the opportunity to discuss the program, next steps, and look forward to future opportunities. **The meetings were well received** and will become a standard rural marketing grant procedure.

The marketing team launched its **Paranormal Passport**,

EXECUTIVE SUMMARY

designed to encourage visitation to some of the more allegedly haunted points of interest in the Silver State. There have been **818 pass signups year-to-date and nearly 2,650 landing page views**. In addition, the Paranormal Passport earned a lot of in-state media attention, with stories on **three radio stations and three TV stations statewide**.

Lt. Governor Anthony took a road trip along the Great Basin Highway and found himself in Ely during the **Annular Solar Eclipse** alongside thousands of visitors, including **four traditional domestic journalists, one influencer couple, and a group of German media**, all

hosted by Travel Nevada. To further extend the reach on this celestial event, the paid media team partnered with **Sirius XM Media** and Neil deGrasse Tyson's **Star Talk** podcast and discussed Nevada's dark skies with an **Astronomy Ranger from Great Basin National Park**.

Looking ahead to Q3, we anticipate the **3D program to award its first recipients**, to **execute compelling, actionable paid media partnerships**, and to continue **hosting both international and domestic media** throughout the state for earned coverage.

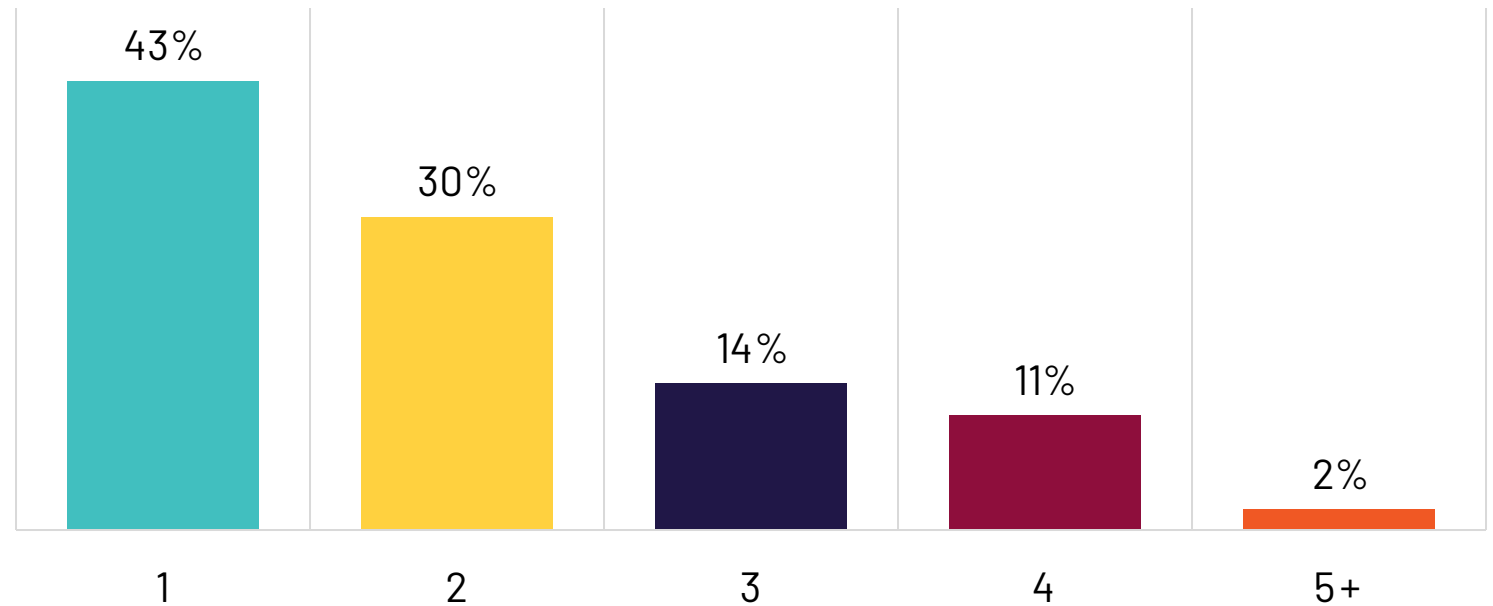
BRAND EVOLUTION



AD TESTING

Nearly 45% of out of state users exposed to media visited Nevada more than one time during Q1.

Nearly 60% of users exposed to media visited Nevada more than one time during Q1.



BRAND CAMPAIGN ROLLOUT

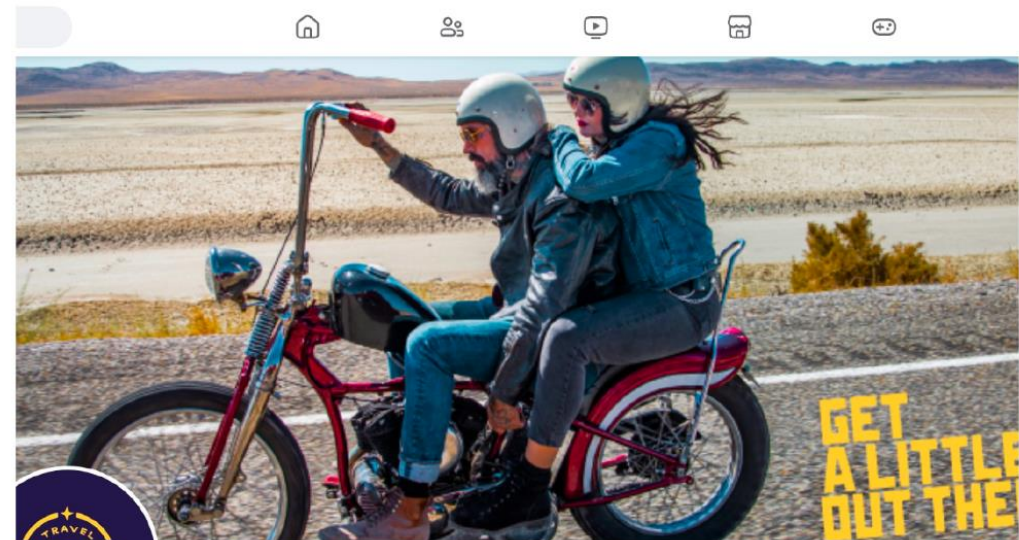
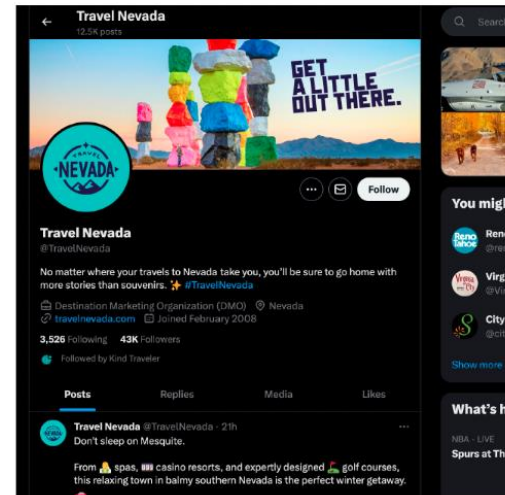
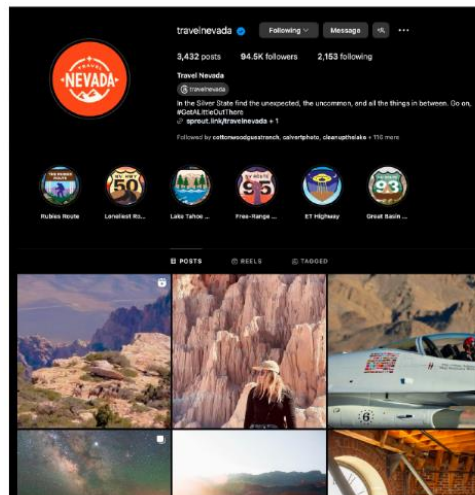
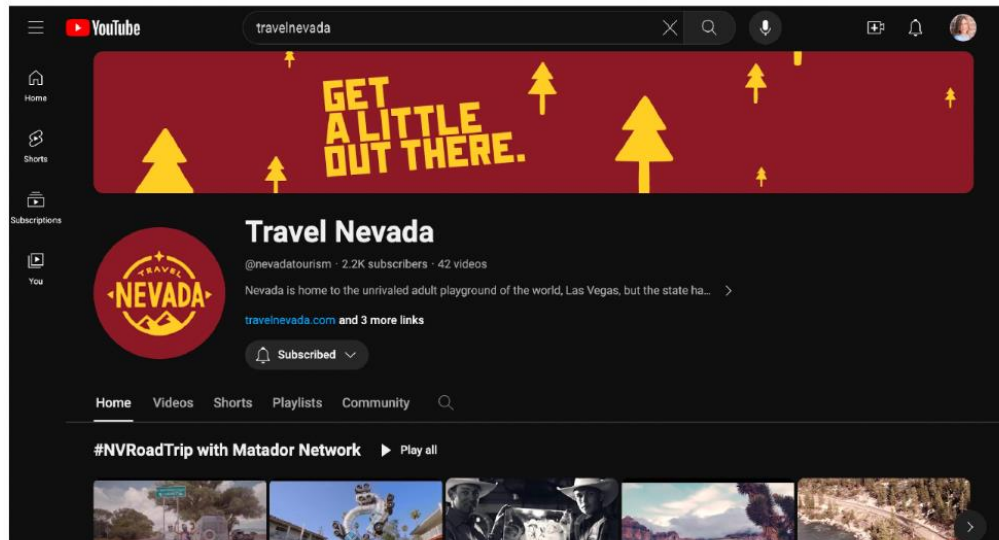
- The brand line and campaign creative was tested with Future Partners in August/September—validating our new brand direction and campaign.
- We started running ads for this campaign in early October using existing photography assets and video.
 - Raiders partnership began with podcast ads, banner ads, etc.
 - Meta and display placements
 - Tripadvisor and Expedia placements
- We launched the new brand line and campaign in-state at Nevada Day with:
 - A partnership with Great Basin Brewing to rename a beer for the day
 - Provided coasters with a QR code to our website
 - A table with Get a Little Out There swag such as t-shirts, stickers, etc.
 - Wrapped the Travel Nevada car for the Lt. Governor’s parade participation
 - Re-skinned travelnevada.com and our email template designs
- Travel Nevada's PR team returned to New York for the first time since COVID-19. The event encouraged media to “Get a Little Out There” and learn more about the outdoor recreation opportunities in the state.

WEBSITE & EMAIL TEMPLATE

Happy (upcoming) birthday, Nevada! In honor of the Silver State's big day, we're rollin' out our new tagline: **Get a little out there.**

This is a rallying cry and an invitation to explore our uncommon curiosities and delightful contradictions in the big-hearted heart of Nevada. Go beyond the cities you know to a place where the desert goes and goes. Where neon gleams and cowboys sing and offbeat adventures lie just off the

SOCIAL PROFILES



Travel Nevada

175K likes · 177K followers

[Learn more](#)

[its](#) [About](#) [Mentions](#) [Reels](#) [Photos](#) [Videos](#) [More](#)

ro

Find the unexpected, the uncommon, and all the things in between. Go on, #GetALittleOutThere!

Page · Local & travel website

(775) 687-4322

info@travelnevada.com

travelnevada.com

Posts

Travel Nevada

23h · 🌐

Don't sleep on Mesquite.

From 🏖️ spas, 🎰 casino resorts, and expertly designed 🏌️ golf courses balmy southern Nevada is the perfect winter getaway. 🚗



INITIAL ROLLOUT MEDIA COVERAGE



Travel Nevada Unveils New Brand Creative, Inviting Travelers to “Get a Little Out There” in the Silver State

October 25, 2023 By Good Giant



Carson City, Nev. – Nevada is sharing its huge-hearted story with the world in its new tourism campaign and renewed purpose. “Get a Little Out There” invites travelers to see the state in a new light – one that will surprise, challenge, delight, and change them through Nevada’s beautifully uncommon backyard and curious character.



“Get a Little Out There” Highway Billboard

The new brand is the culmination of extensive research, including a brand positioning study, target audience research, cultural/market studies, and a 12-state competitive analysis conducted by Travel Nevada’s creative and digital agency of record, Noble Studios. The research found that, while visitors appreciate Nevada for its outdoor recreation opportunities, their affinity for the state lies in the wide variety of activities and experiences found throughout. This diversity of exciting adventures elicits transformative travel experiences.

Travel Nevada is stepping into the limelight with their brand-new campaign, "Get a Little Out There."

This campaign is set to redefine the way we see the Silver State, and it's bound to surprise, challenge, delight, and ultimately transform travelers.

So, here's the genius behind it: Travel Nevada has recognized that their state is not just about outdoor recreation, but it's a treasure trove of diverse experiences. And that's the key – diversity.

PAID SOCIAL

 **Travel Nevada**
Sponsored

Tour the heart of Nevada's most iconic landmarks and monuments—it's all in our free guide.


**EPIC CREATIONS.
FAMOUS LOCATIONS.
GOOD VIBRATIONS.**



GET THE VISITORS GUIDE ▶


Get a Little Out There
Travel Nevada

[Learn More](#)

 **Travel Nevada**
Sponsored

Reach new heights and chase down adventure in the heart of Nevada. Get inspiration in our newsletter.


**HEARTS POUND.
ADVENTURE-BOUND.
BREAK NEW GROUND.**



GET OUR NEWSLETTER ▶


Get a Little Out There
Travel Nevada

[Learn More](#)

 **Travel Nevada**
Sponsored

Your next adventure is closer than you think. Discover more only-in-Nevada activities in our newsletter.


**LOOKING FOR STARS?
CHECK YOUR BACKYARD.
FUN'S NOT FAR.**



GET OUR NEWSLETTER ▶

Get a Little Out There
Travel Nevada

[Learn More](#)

 **Travel Nevada**
Sponsored

You don't have to wander very far to get a little out there. Get your free guide to the best of Nevada.


**THE GREAT UNKNOWN.
CLOSE TO HOME.
GO AHEAD—ROAM.**



GET THE VISITORS GUIDE ▶


Get a Little Out There
Travel Nevada

[Learn More](#)

 **Travel Nevada**
Sponsored

There's nothing quite like only-in-Nevada experiences and they're just one click away. Download now.

**SNOOZE EMAILS.
BLAZE NEW TRAILS.
GO OFF THE RAILS.**



GET THE VISITORS GUIDE ▶

Get a Little Out There
Travel Nevada

[Learn More](#)

 **Travel Nevada**
Sponsored

Your free guide to Nevada's wide-open spaces and wild-at-heart places. Download now.

**CHALLENGE-TAKERS.
60 MILLION ACRES.
IT'S GOT LAYERS.**



GET THE VISITORS GUIDE ▶

Get a Little Out There
Travel Nevada

[Learn More](#)

DISPLAY BANNER ADS

**PEDAL → FLOOR.
GONNA SOAR.
NEVER BORED.**



GET A LITTLE OUT THERE ▶



**ROAD TRIP.
FROM THE HIP.
ROLL WITH IT.**



GET A LITTLE OUT THERE ▶



**EARLY START.
WILD AT HEART.
CATCH SOME ART.**



GET A LITTLE OUT THERE ▶



ALLEGIANT STADIUM ASSETS



CONTENT PARTNERSHIPS



The screenshot shows the top of an article on the Outside website. The navigation bar includes categories like RUN, ADVENTURE, HEALTH, TRAVEL (highlighted), CULTURE, FOOD, LONG READS, VIDEOS, and PODCASTS. The article title is "How to Get a Little Out There in Northern Nevada" with a sub-headline "Whoever said 'middle of nowhere' like it was a bad thing was seriously misinformed". A large landscape photo of a person standing on a rocky shore next to a lake in a mountainous area is featured. The photo is credited to Max Djenchan.

The screenshot shows the top of an article on the Atlas Obscura website. The navigation bar includes categories like TRIPS, EXPERIENCES, COURSES, PLACES (highlighted), FOODS, and STORIES. The article title is "The Atlas Obscura Guide To Nevada" with a sub-headline "226 Cool, Hidden, and Unusual Things to Do in Nevada". It is dated "UPDATED JANUARY 1, 2024" and has a "CITIES" dropdown menu. A large banner image shows a person with a flashlight in a desert canyon at night, with a "TRAVEL NEVADA" logo overlaid. Below the banner are navigation links: "ATTRACTIONS", "FOOD & DRINK", "MAP", "LEADERBOARDS", "STORIES", and "LISTS". The article title is "9 Places Near Las Vegas For a Different Kind of Tailgate" with a sub-headline "SPONSORED BY TRAVEL NEVADA". The text describes various bars and eateries near Las Vegas. A "VIEW ITINERARY" button is visible. A photo of a person playing guitar at a bar is shown on the right.

ADDITIONAL PAID EXECUTIONS

Expedia More travel

English List your property Support Trips Sign in



Get a little out there

Need a little space? Find it in the heart of Nevada.

With more public land to explore than any other state in the lower 48, we've got enough space to go around for everyone: road trippers, Picon Punch sippers, and anyone looking for Big Dippers. (Extraterrestrials welcome, too). From deserts teeming with life to ghost towns and neon lights, you never know who – or what – you'll run into next. Dance along to Basque music, then climb up a mountain for a group pic. Follow railroad tracks to abandoned mines and visit landmarks from another time. Find the space to be you or discover a whole new side of you. There's no telling what you'll find in the heart of Nevada. So go on – get a little out there.



priceline Hotels Cars Flights Bundle + Save Cruises Experiences

Help Find My Trip Sign in Join VIP

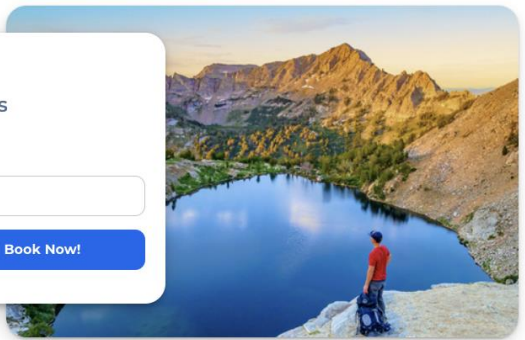
Save big on your next hotel

Great deals on hotels, resorts and private homes

HOTELS FLIGHTS

Where to?

Check-in - Check-out 2 Adults, 1 Room [Book Now!](#)



Get a Little Out There

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With more public land to explore than any other state in the lower 48, we've got enough space to go around for everyone: road trippers, Picon punch sippers, and anyone looking for Big Dippers. (Extraterrestrials welcome, too). From deserts teeming with life to ghost towns and neon lights, you never know who – or what – you'll run into next. Dance along to Basque music, then climb up a mountain for a group pic. Follow railroad tracks to abandoned mines and visit landmarks from another time. Find the space to be you, or discover a whole new side of you. There's no telling what you'll find in the heart of Nevada. So go on – get a little out there.



PHOTO & VIDEO PRODUCTION

The Travel Nevada team, Noble Studios and our selected production partner “King Abe Sticks” brought the brand and campaign vision to life. They were selected after an extensive bidding process with in-state and out-of-state production companies.

King Abe Sticks was composed of:

- Abe Froman Productions – Las Vegas, Nevada
- Three Sticks Productions – Reno, Nevada
- Jamie Kingham Photography – Reno, Nevada

They brought a proposal that would allow us to do a complete circle around the state over the course of a 9-day trip and capture stills and video for the new brand and Get a Little Out There campaign.



KINGHAM.

PRODUCTION DETAILS

- 2,300+ miles driven
- 9 days
- 12,000+ photos captured
- 12 TB of footage captured
- 24 locations (and even more setups), including:
 - Fly fishing in Verdi
 - Strolling through Virginia City
 - Dining in Elko
 - Mountain biking in Ely
 - Sightseeing at Rhyolite
 - Rock climbing at Red Rock
 - Rockhounding in Goldfield
 - Ghost hunting in Tonopah
- Focused on casting diverse ages, races and body types
- Chose activities reflective all types of adventure levels and interests







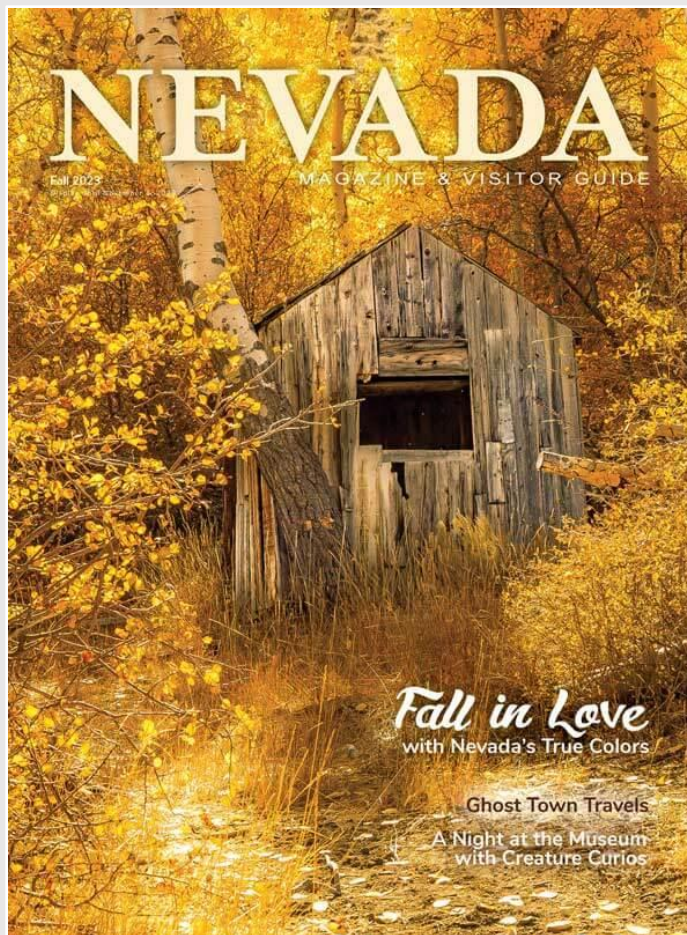






NEVADA MAGAZINE & VISITOR GUIDE

Out of over 600 survey respondents that received the Nevada Magazine & Visitor Guide in 2023, **84% of them said that it "inspired them to visit anywhere, or want to visit anywhere, they would not have otherwise visited"**.



Fall Issue ran from August 1 - October 31, 2023



Winter Issue launched November 1, 2023.

DESTINATION DEVELOPMENT



HIGHLIGHTS

- Completion of 10 Year Strategic Plans for Cohort One participants: The Friends of Black Rock High Rock; White Pine County; and Lincoln County.
- Cohort One participants submitted their 3D Grant Applications for review by the 3D Working Group.
- Nevada's Indian Territory withdrew their participation.
- December 1st - 3D Cohort One participants 3D Grant Applications were due.

3D MEETINGS



November 6-8, 2023
Cultural Corridor Site Visit



November 7, 2023
Cultural Corridor Steering Committee Meeting



November 7, 2023
Cultural Corridor Community Meeting



November 9, 2023
NIT Steering Committee Kick-Off Meeting



December 3, 2023
Boulder City 3D Zoom Meeting



December 18, 2023
Cultural Corridor Steering Committee Meeting

INDUSTRY DEVELOPMENT



HIGHLIGHTS

- Implementation of the rural marketing grants FY24 mid-year check-in.
- Grantees completed a mid-year check-in form through Submittable, giving Abby the opportunity to setting up office hours for grant recipients to meet with her to discuss progress, next steps, and even begin to look forward at future opportunities.
- The meetings were well received and will become a staple of the rural marketing grants procedures.
- October Guest DMO Speaker: Travel Nevada Research and Resources – Kyle Shulz, Travel Nevada Research Manager.

TERRITORY MEETINGS



November 3, 2023
Nevada Silver Trails
Pahrump Tourism Visitor Center



November 13, 2023
Pony Express Territory Strategic Plan Meeting



November 8, 2023
Reno Tahoe Territory Strategic Plan Meeting



PRESENTATIONS & CONFERENCES

Moapa Valley Revitalization Project (MVRP)

October 25, 2023

Travel Nevada attended and presented to the Moapa Valley Revitalization Project (MVRP) special tourism meeting on ways that Moapa Valley communities can leverage state resources to draw tourism visitation to the area.

The entire day was spent touring the community with visits to the Lost City Museum, Old Logandale School Heritage Museum an afternoon on an OHV tour. Local small businesses in downtown Overton, were also visited and speaking with their owners about business conditions.



BATTLE BORN INSIDERS



Complete re-write of Chapters 1-9 and re-edited Chapters 10 – 18.



Digital assets for new content submitted to TravPro.



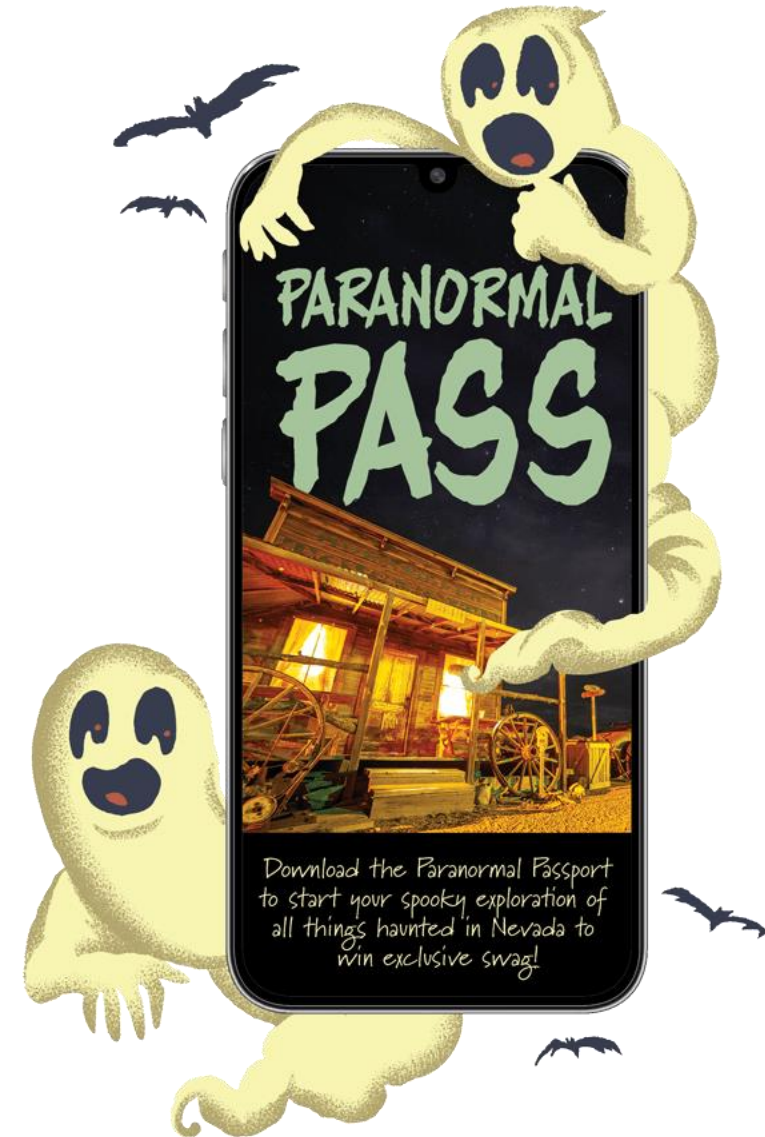
Soft launch at Rural Round Up April 2024.

DISCOVER YOUR NEVADA



PARANORMAL PASSPORT

- Travel Nevada developed an interactive digital passport to help visitors explore all things “paranormal” in the state. Users can check in at different locations all across the state to collect points and redeem prizes.
- We have had **818 total pass sign ups YTD** and **~2,650 landing page views**.
- The Paranormal Passport received a lot of attention with in-state media, including interviews on radio stations KOH, KBUL, and KUNR, Reno TV stations KTVN, KOLO, Las Vegas station 8 News Now, and nationally with Frommer’s.



MEDIA COVERAGE

<< Back to Passportable



Travel Nevada

Visit Nevada Ghost Towns and Alien Sites with New Paranormal Passport

By **Zac Thompson**
10/26/2023, 5:00 PM



Asked to name the most ghoulish places in the United States, you might come up with



3 NEWS NOW.com
News Weather & Traffic Sports Las Vegas Now More Search

LOCAL NEWS

These are the spookiest places in Nevada according to new 'Paranormal Passport'

by: **Stephanie Overton**
Posted: Oct 10, 2023 / 04:25 PM PDT
Updated: Oct 11, 2023 / 11:05 AM PDT

Zak Bagans' The Haunted Museum at 600 E. Charleston Blvd. in Las Vegas. (Greg Haas / KLAS-TV)

2 NEWS NEVADA NEWS WATCH WEATHER SPORTS FEATURES EVENT CALENDAR 59° Search

FEATURED TOP STORY

Travel Nevada's Paranormal Passport Offers Tricks, Treats All Year Long

Chris Buckley Oct 26, 2023 Updated Oct 26, 2023

LIVE

HEADLINES | HOUSE GOP UNANIMOUSLY ELECTS REP. MIKE JOHNSON OF LOUISIANA AS 56TH

Adobe Creative Cloud for teams
Easily manage licenses. Set your team up fast.
Buy now

1 Weather Alert See All >

Currently in Reno
59° 61° / 29°

6 PM	7 PM	8 PM	9 PM	10 PM
54°	52°	49°	45°	43°

NEVADA DAY LAUNCH EVENT



NEVADA DAY LAUNCH EVENT



LIEUTENANT GOVERNOR OUTREACH

In October, the Lt. Governor traveled along the **Great Basin Highway**, ending in Ely for the **Annular Solar Eclipse**. His trip took him from Las Vegas to Caliente, Pioche, and Ely, with stops along the way to meet with tourism partners.



DYN INFLUENCER

Susan Kikuli
@mama_and_minis_adventures

Our in-state influencer road tripped up to Carson City for Nevada Day.

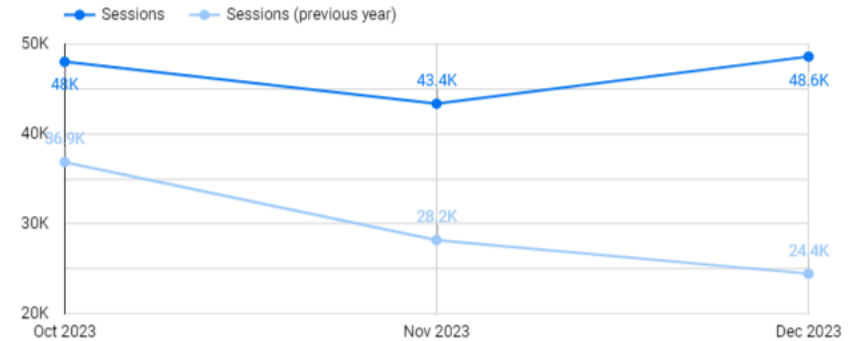
Total Reach: 83,508
Total Engagements: 1,382



DYN WEBSITE TRAFFIC

- Nevada sessions to the website from Oct-Dec 2023 are up from 2022 by +55%.
 - Returning users are up by 36% from 2022.
 - All channels driving Nevada traffic are up from the previous year with the exception of just a few including Paid Social (-2.5K sessions) and Email (-908 sessions).
- Paid Search and Organic Search drove the majority of sessions to the website from Nevada.
 - A lot of growth in Paid Search from the previous year came from the "Discover Your Nevada - Brand" campaign where specific keywords including las vegas such as "places to visit in las vegas" which points searchers to the /cities/las-vegas landing page.
 - Future efforts are in works to test and see if we can't capitalize on this search volume and better expose searchers to the Travel Nevada brand/site as a solution to their queries.

Q2 Organic Sessions vs Prev. Year



Q2 Sessions per Content Category

Content group	Sessions	Δ
Cities	24,903	19,652 ↑
Discover Your Nevada	11,984	43 ↑
Outdoor Recreation	7,425	3,886 ↑
Parks & Recreational Areas	6,538	2,327 ↑
Hotels	5,808	839 ↑
Ghost Town	5,229	-115 ↓
Hot Springs	4,447	-1,370 ↓
Travel Guides	4,128	1,887 ↑
Museums	3,926	1,250 ↑
Weird Nevada	3,635	-2,494 ↓

Data: Google Ads / GA4 10/1/2023 - 12/31/2023

DOMESTIC MARKET DEVELOPMENT



PERFORMANCE SUMMARY

Partner	Delivered Imps	Clicks	CTR
WBD	3,929,688	--	--
SiriusXM Media	19,534,600	--	--
Atlas Obscura	5,255,147	12,202	0.23%
National Geographic	43,659	73	0.20%
Outside Online	4,409,389	21,454	0.48%
LonelyPlanet	1,401,893	3,576	0.26%
TravelSpike	--	53,453	
Simpli.fi	8,351,110	8,236	0.10%
Flipboard	8,779,184	60,995	0.69%
Bidtellect	4,423,825	14,700	0.33%
Expedia	2,580,743	1,871	0.07%
Priceline	4,133,176	2,301	0.06%
Trip Advisor	1,796,189	1,479	0.09%
Sojern	1,303,574	825	0.06%
Adara	1,598,349	568	0.04%
Meta - Lead Gen	608,260	3,712	0.61%
Meta - Boost	2,389,224	22,909	0.96%
TOTAL	71,285,536	207,786	.33%

PAID MEDIA HIGHLIGHTS



Sirius XM Media – Star Talk Podcast

Our team partnered with **Neil deGrasse Tyson** on a custom episode of his podcast **Star Talk**. The hour-long podcast was all about Dark Skies and the hosts were joined by an Astro photographer and Bradley Mills, Astronomy Ranger at Great Basin National Park.

>150k

Total downloads

>140k

**Total views on
YouTube**

PAID MEDIA HIGHLIGHTS

Outside Magazine Sponsored Content

Our Partnership with Outside brought athlete and adventure travel influencer Max Djenohan to Northern Nevada. His photography and custom article were featured on Outside Online and promoted through social media, newsletters and display.

- “How to Get a Little Out There in Northern Nevada” was viewed over 19k times in Q2
- Readers spent an average of 1 minute and 16 seconds (well above Outside’s 39 second benchmark)
- Over 2,600 readers (4%) clicked out to TravelNevada.com (again, well above 2.25% benchmark)
- The article, social promotions, and targeted banners combined for over 5 million impressions on Outside in Q2

[LINK TO ARTICLE](#)



Scenic Lamolle Canyon Road looks even more beautiful in the fall. (Photo: Max Djenohan)

Sponsor Content: Travel Nevada

How to Get a Little Out There in Northern Nevada

Whoever said “middle of nowhere” like it was a bad thing was seriously misinformed



Downtown Elko is full of murals. Many of these works of art were painted at the 2019 Elko Mural Expo—an event that brought 40 artists to paint more than 50 murals in just a few days. (Photo: Max Djenohan)



Outside Magazine with Travel Nevada.

Paid Partnership · December 19, 2023 ·

For adventurous travelers who want to explore beyond the expected, there's much more to Nevada than meets the eye.



OUTSIDEONLINE.COM

How to Get a Little Out There in Northern Nevada

Whoever said “middle of nowhere” like it was a bad thing was seriously misinformed

383

41 comments 52 shares

SOCIAL MEDIA INFLUENCERS

Amanda Paulson | @prettyfnspooky

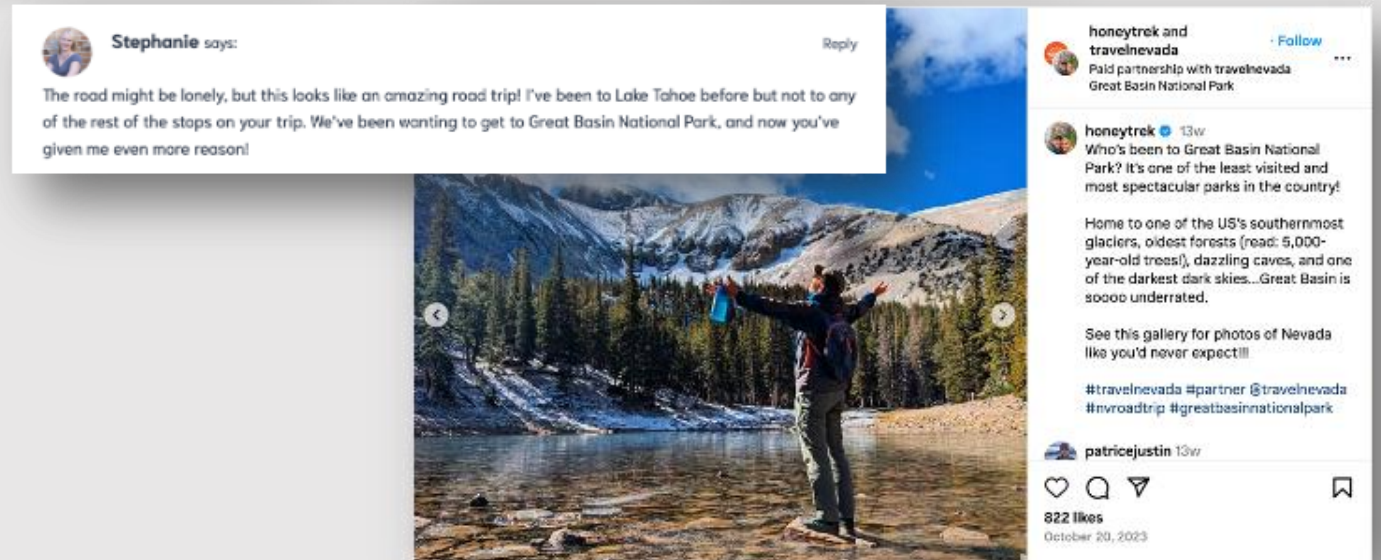
Visited spooky sites along the Free-Range Art Highway.

- Total reach: 1,338,358
- Total engagements: 117,619

Mike and Anne Howard | @honeytrek

Traveling along the Loneliest Road in America.

- Total reach: 158,510
- Total engagements: 10,979



SOCIAL MEDIA PERFORMANCE

Top Performing Posts

01



travelnevada • Global Genius • Giving Thanks

travelnevada • 9w

"If you want to feel like you are in a literal Hallmark Christmas movie this holiday season, take a trip to Carson City! Some of my favorite activities + holiday events are listed below 📌

•Start your morning outside: Carson City is surrounded by world class outdoor adventures. Enjoy a ski day at a nearby resort such as Mt.Rose or Heavenly or, grab your snowshoes and take a hike up to Chickadee Ridge to soak in the beautiful views of Lake Tahoe + to feed the local chickadees!

•Grab hot cider at So Juicy downtown


View insights Boost post

5,619 likes December 11, 2023

Add a comment...

12/11/2023: Carson City Hallmark Town (IG)
 Likes: **5,619** | Shares: **3,413**
 Comments: **63** | Saves: **952**

02



travelnevada • Bad Bunny • MONACO

travelnevada • 12w

This is definitely a little out there. 📌

↑: @nevada_northern_railway in @visitynevada

wildscalling 12w

Love this train ride!

1 like Reply

View all 1 replies

ghosttownfinejewelry 12w

Yessss 🥰👏

1 like Reply


View insights Boost post

1,952 likes November 21, 2023

Add a comment...

11/21/2023 Northern Nevada Railway (IG)
 • Likes: 1,952
 • Shares: 170
 • Comments: 23
 • Saves: 134

04



Travel Nevada

Published by Sprout Social • October 21, 2023 •

From otherworldly oddities to haunted hot spots — just call us the spookiest state of them all. 🎃

Check out these 🌟 must-see Nevada sights that are sure to give you the chills.

TRAVELNEVADA.COM

Paranormal Nevada | Haunted Nevada | Travel Nevada

We don't bill Nevada as "The Weirdest, Wildest West" for nothing. Between multiple haunte...


10/21/2023 Paranormal Nevada (FB)
 • Reactions: 1,173
 • Shares: 191
 • Comments: 148
 • Post Link Clicks: 2,658

03



11/15/2023: ET Highway Post (FB)
 • Reactions: 1,659
 • Shares: 153
 • Comments: 210
 • Post Link Clicks: 719

05

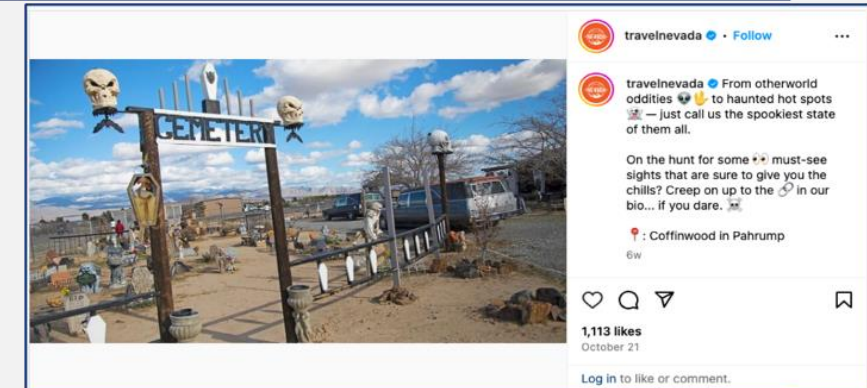
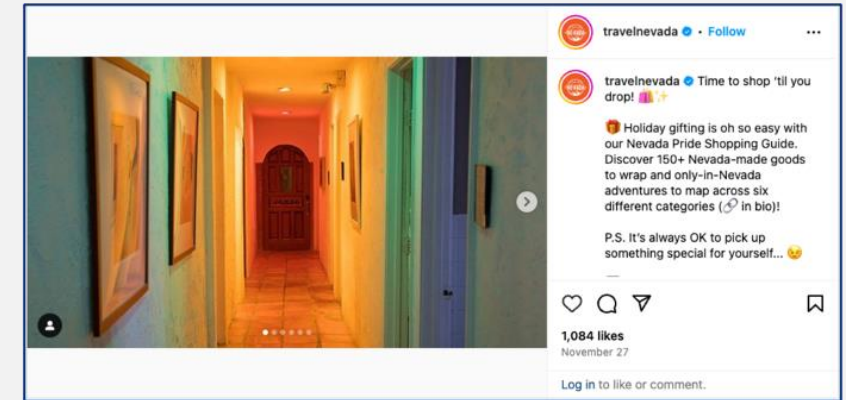


10/27/2023 Nevada Day Balloon (X)
 • Likes: 84
 • Retweets: 24

PAID SOCIAL PERFORMANCE

Boosted Posts

- Throughout Q2, organic posts were boosted on Meta platforms to further reach Nevada's key target audiences.
- While there were more boosts in Q2, click performance is up 61% from Q1 reporting.
- From a click perspective the Uncommon Overnights post was the most clicked on and garnered a very strong **CTR of 2.11%**.
- Carson City generated the most engagement for the Travel Nevada page at **67K engagements**.
- Overall, boosted organic posts are seeing strong performance in audiences and confirming users are interested in taking a further step when coming across these posts with over **22K clicks and 219K page engagements**.

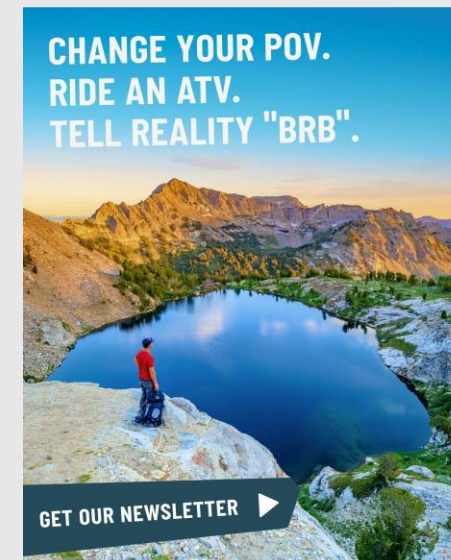
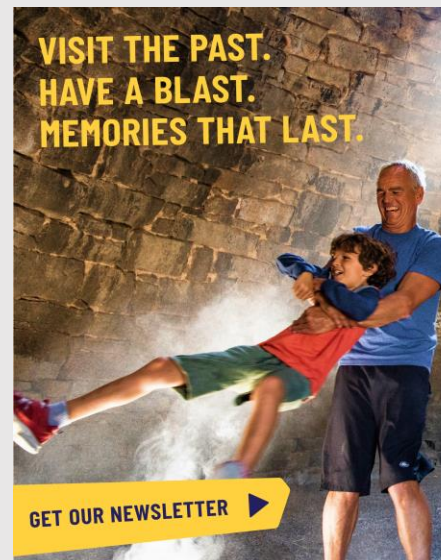


PAID SOCIAL PERFORMANCE

Lead Gen

In Q1 Meta lead generation campaigns highlighted getting users to sign up for the Travel Nevada newsletter and downloading the Visitor Guide.

- Both the VG and Newsletter generated over **1,358 Meta Leads**.
- Our audiences showed more engagement with content regarding the newsletter carousel ads.
- Cultural Traveler Newsletter Carousel attracted the most **link clicks, 1.8K and meta leads at 636**



PAID SOCIAL PERFORMANCE

YouTube Performance

- Our YouTube performance has increased across the board with the campaign Hiking video leading with a **+2.36% to CTR**.
- Efficiency has also increased with all Video campaigns decreasing in **CPM by -9.27%**. We are getting more engagement for less cost which is a testament to the ad creative.

+11.4%

YOUTUBE IMPRESSIONS
1,137,695 vs 1,267,391

+7.12%

YOUTUBE VIEW RATE
15.6% vs 22.72%

+1.94%

YOUTUBE CTR
1.28% vs 3.22%



Data: Google Ads 7/1/2023 - 9/30/2023

PAID SEARCH PERFORMANCE

Paid Search Performance

- All campaign CTR and Conversion Rate are **surpassing travel industry benchmarks**.
- Paid search conversions for accommodation referrals are up **+168.9%** from 2022.
- The campaign "Things to Do - Drive Markets" has seen a notable improvement from 2022 with is driving **+9.2K** more conversions.
 - Some keywords from this campaign include: [best places to visit in nevada], "must see in nevada", "things to do around las vegas", etc.

+9.8%
*PPS CLICKS
125,944 vs 138,281

+1.4%
*PPS CTR
13.7% vs 15.05%

+71%
*PPS CONVERSIONS
15,618 vs 26,831

*PPS = Pay Per Search

Data: Google Ads 7/1/2023 - 9/30/2023

NEWSLETTER

Email Performance

- Overall, email as a channel drove less sessions (-49% YoY) due to sending two less emails than in 2022.
- As result of less emails sent, we also see a correlated decrease in Visitor Guide Downloads and views (-20% YoY). However, we have plans to recoup in upcoming quarters.
- With less overall emails sent from Oct-Dec in 2023 we see less absolute values for metrics like sessions generated and partner referrals. However, the rate of partner referrals grew 1.5X (+4 percentage points) while email visitors to the website increased their pages per session by +6.07%. Both speak to the enhanced user experience of the website and the quality of the email content linking to these areas.

Email Overview Out-of-State

OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
11.59%	1.12%	9.66%
-27% YoY	-56% YoY	-39% YoY

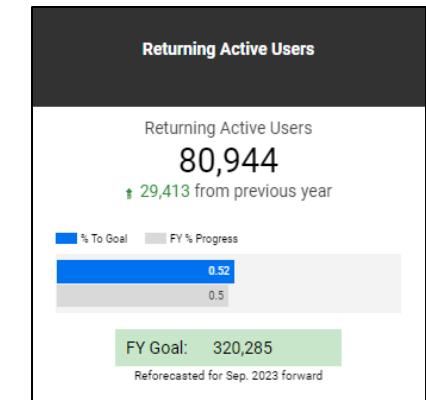
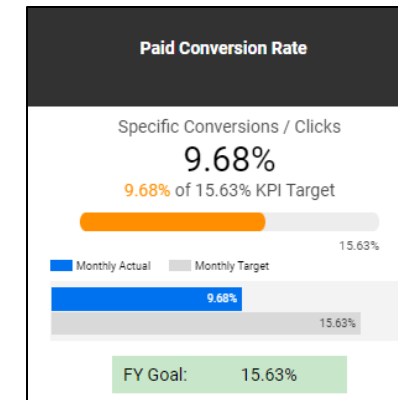
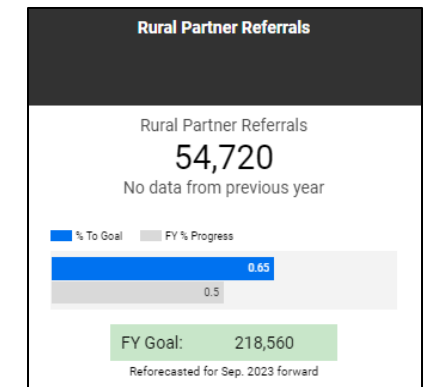
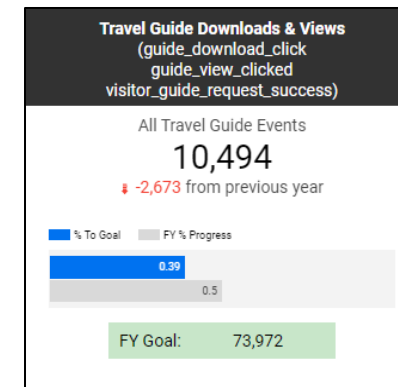
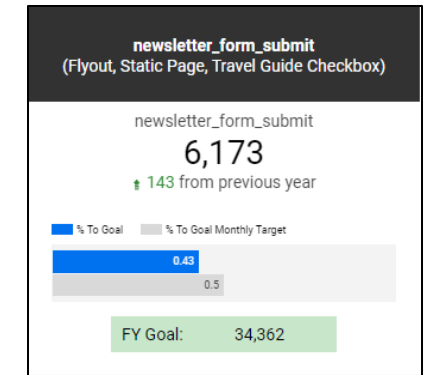
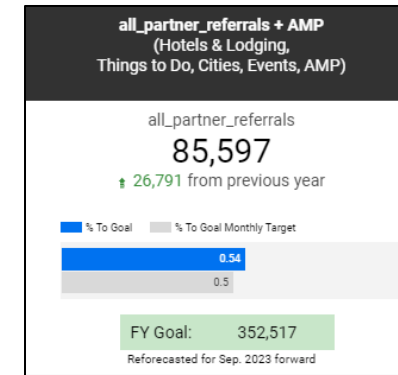
Email Overview In-State

OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
16.05%	2.98%	18.54%
-22% YoY	-42% YoY	-1% YoY

Data: GA4 7/1/2023 - 9/30/2023

TRAVELNEVADA.COM KPIs

- We are doing well for key metrics; most notably with partner referrals which are up **+27K** from Oct-Dec 2022 (+46%)
- We validated our previous findings showing +25% to partner referrals after turning off Accelerated Mobile Pages (AMP) on select sections of the site by scaling the test across the full site.
 - We found that, from a sitewide impact of turning off AMP, we see a **+18% lift** to all partner referrals with statistical significance.
- Both newsletter sign ups and travel guide requests are down due to more dedicated emails in 2022 vs the same period in 2023. We are working on timing for emails and website-specific updates to help boost these KPIs for the remainder of the Fiscal Year.
- Facilitating trip planning on www.travelnevada.com is also on the horizon for website updates and we hypothesize that it will produce a significant increase in overall site engagement and returning users.

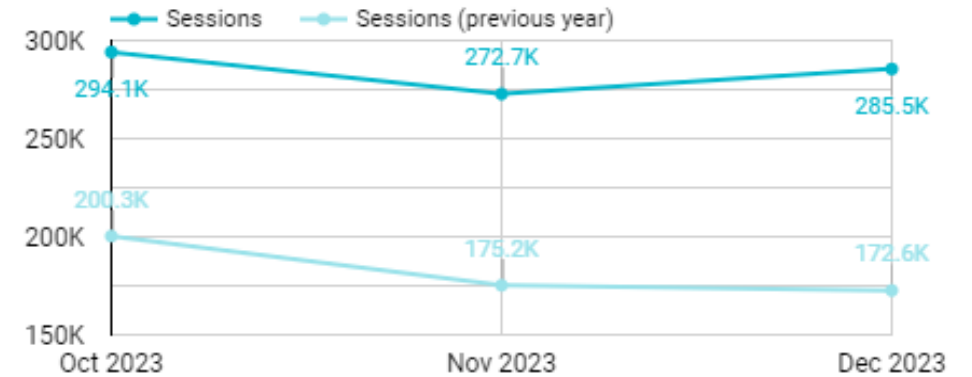


Data: GA4 7/1/2023 - 9/30/2023

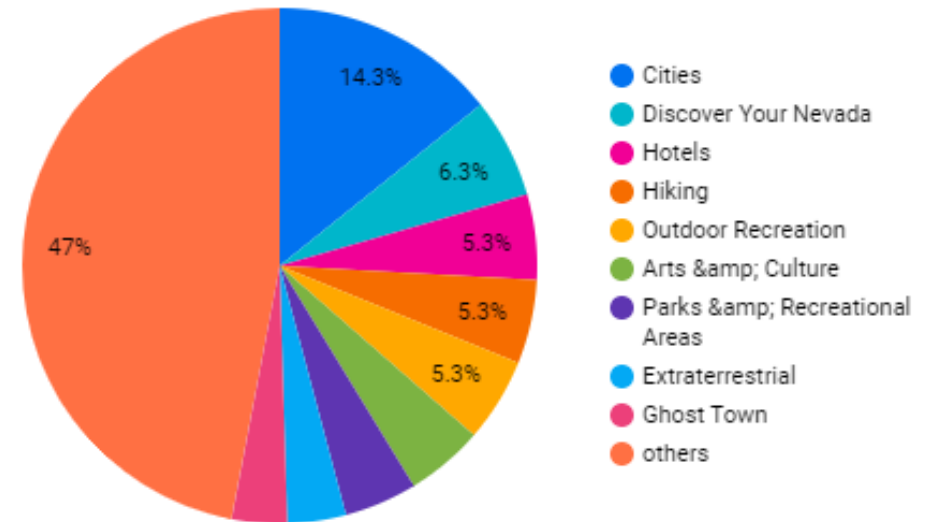
WEBSITE TRAFFIC

- Sessions to the website from Oct-Dec in 2023 are up from 2022 by **+56.2%**.
- Engagement metrics such as Average Engagement Time and Pages per Session are down compared to 2022. This reflects intentional changes this Fiscal Year continued into Oct-Dec:
 - We're working to make our website more user-friendly for quick information access. While this might reduce immediate engagement time, we aim for increased repeat visits. If we prove our site's value in-the-moment, users are more likely to return, especially with upcoming features.
- Externally, information is being shown to visitors outside of our website. We see this trend continued with the advent of AI in search results. We are intercepting this development and proactively making changes to boost and diversify exposure where possible and ensure web visitors are given exactly what they need when they do visit.

Oct-Dec Organic Sessions vs Prev. Year



Oct-Dec Sessions per Content Category



Data: GA4 10/1/2023 - 12/31/2023

EARNED MEDIA HIGHLIGHTS

GOAL
Secure 40 placements in Top 100 outlets

Achieved **21** Top 100 placements, **52.5%** of the overall goal

GOAL
Host 8 Top 100 journalists in state

Hosted **10** Top 100 journalist, **125%** of our goal

GOAL
Secure 15 feature placements in Top 100 outlets

Secured **6** features in Top 100 outlets, **40%** of the overall goal

GOAL
Host 8 influencers in state

Hosted **5** influencers in Q1, **62.5%** to our goal, with 3 influencers expected in Q3

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

Secured at least one key message in **100%** of earned coverage

GOAL
Engage 40 Top 100 media contacts in-person or via dedicated interactions

24 media contacts in person or dedicated interactions, or **60%** of the goal

EARNED MEDIA HIGHLIGHTS

MEDIA HOSTED
in Q2



MEDIA CONFIRMED TO HOST
IN Q3



MEDIA PLACEMENTS IN Q2



CUSTOM BROADCAST SEGMENT

The team worked with A-1 Broadcast to produce a secured placement package with retired Vegas Golden Knights player and outdoor recreation enthusiast Deryk Engelland. While filming in Boulder City, Deryk discussed his favorite activities to do along the Neon to Nature road trip. The segment aired in January and early February, prior to the influx of visitors to Las Vegas for Super Bowl LVII. Markets included:

- Boise
- Dallas
- Fresno
- Houston
- Los Angeles
- Phoenix
- Portland
- Sacramento
- Salt Lake City
- San Diego
- Nationally syndicated (2)



ECLIPSE FAM

Brett Tingley, Space.com

- Space.com coverage reached 11,572,785

Tiana Attride, AFAR

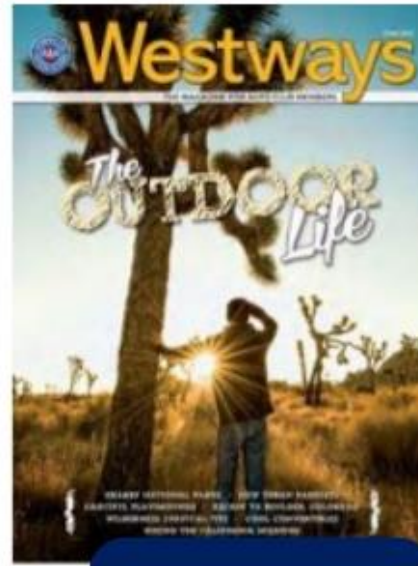
- Coverage of The Clown Motel for a reach of 1,712,151, with additional coverage expected
- AFAR also posted a Reel about the Nevada Northern Railway, reaching 283,000

Laura Motta, Lonely Planet

- Prior to her trip, Laura wrote a preview story, with a reach of 17.25 million with additional coverage expected

Edmund Vallance, AAA Westways

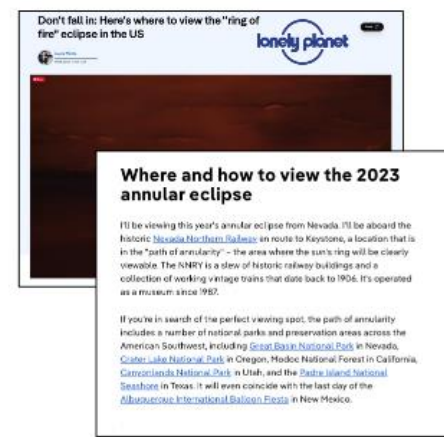
- Coverage expected in the print magazine. Circulation of 4.65 million.



"Thanks so much for organizing such a fabulous trip to Nevada."
- Edmund Vallance



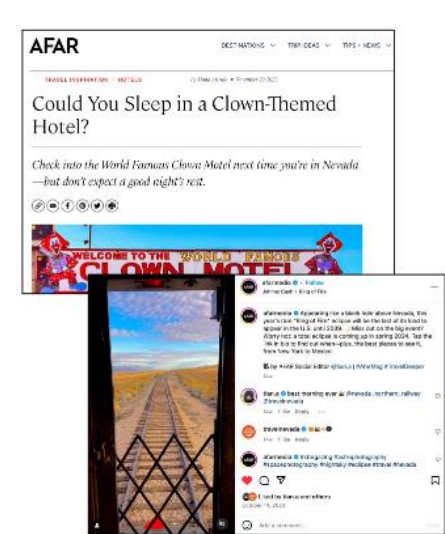
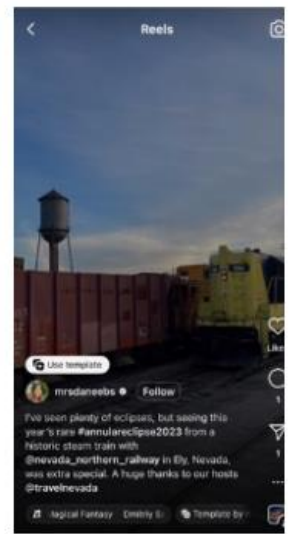
"I wanted to extend my most sincere thanks for putting this trip together. The itinerary and suggestions were perfect, and I enjoyed every second of it. Ely is such a charming town, and Great Basin National Park was breathtaking. I'll never forget this weekend." - Brett Tingley



"...the trip was amazing."
- Laura Motta



Thanks again for a really great experience, and for all the hard work that went into building this itinerary!"
- Anne Kim-Dannibale



PRESS TRIPS

Lydia Martinez, Salt Lake Magazine

- Coverage expected in early 2024, highlighting outdoor activities and dining in southern Nevada. Anticipated reach: 28,747

T.J. Olwig, Freelance/Men's Journal

- Coverage expected in early 2024. Anticipated reach: 7,819,799

Rob Kachelriess, Thrillist

- Coverage expected in early 2024. Anticipated reach: 3,115,477

Molly O'Brien, Freelance

- Molly included Lake Tahoe in a round-up for Fodor's. Reach: 1,794,292



"I really enjoyed the Techatticup Mine tour and everything from my trip went so great. I thoroughly loved my time in Nevada!"
- Lydia Martinez



"My trip was great: great golf, outdoor activities scenery, and food. I appreciate everything [the team] did to put it all together on such short notice."
- T.J. Olwig



"I wanted to say a BIG thank you for taking the time to set up such an exciting trip for me and Conner, around Nevada. Virginia City was a seriously unforgettable experience. So much paranormal activity... I believe in spirits -- and I definitely feel like the ones in VC are out to play BIG time ;) And Tahoe is always a stunning spot to spend time. I didn't want to leave!"
- Molly O'Brien

NEW YORK MEDIA MISSION

Travel Nevada returned to New York to host its first media event since before the onset of the COVID-19 pandemic.

The event's theme was "Get a Little Out There," and in line with the new brand campaign, the creative elements educated attendees about travel opportunities in the heart of the state.

In particular, the event highlighted outdoor recreation through four areas of the room: Hike + Bike, Rockhounding, Snow Sports, and Stargazing.

Travel Nevada staff and 11 partners held productive conversations with 19 journalists and content creators.

While in New York, the team also held three 1:1 meetings with media, including Travel + Leisure/ TripSavvy, and NBC News.



NYC MEDIA EVENT



Fodor's Travel

SAVEUR

TRAVEL+ LEISURE

Condé Nast Traveler

NBC NEWS



TRADESHOWS, MISSIONS, & EVENTS

RENO-TAHOE EXPERIENCE OCT 10-12

- Robert and Nicole were excited to join the RSVCA's Reno-Tahoe Experience FAM.
- The event educated both domestic and international buyers on all the Reno-Tahoe and surrounding areas have to offer.
- The event's theme was "Beyond the Arch", showcasing the destinations within an hour (or so) drive from the Reno-Tahoe Airport.
- Travel Nevada extended that radius by all that rural Nevada has to offer.

IMEX LAS VEGAS OCTOBER 17-20 IN LAS VEGAS

- IMEX is a premier event for the top domestic and international meeting planners.
- This year the show welcomed 3,500 attendees to Las Vegas providing an opportunity for Nevada's tourism industry leaders to network with domestic and international meeting planners.



INTERNATIONAL MARKET DEVELOPMENT

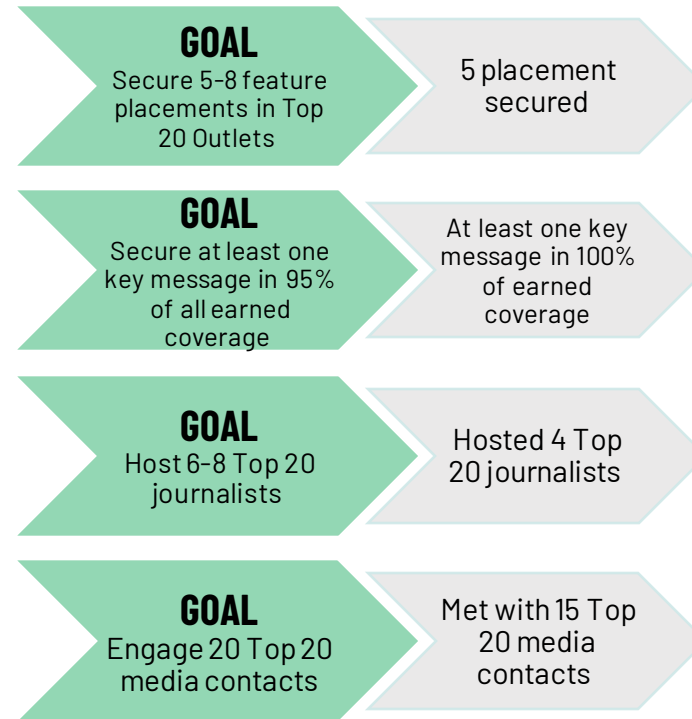


EARNED MEDIA KPI TRACKING

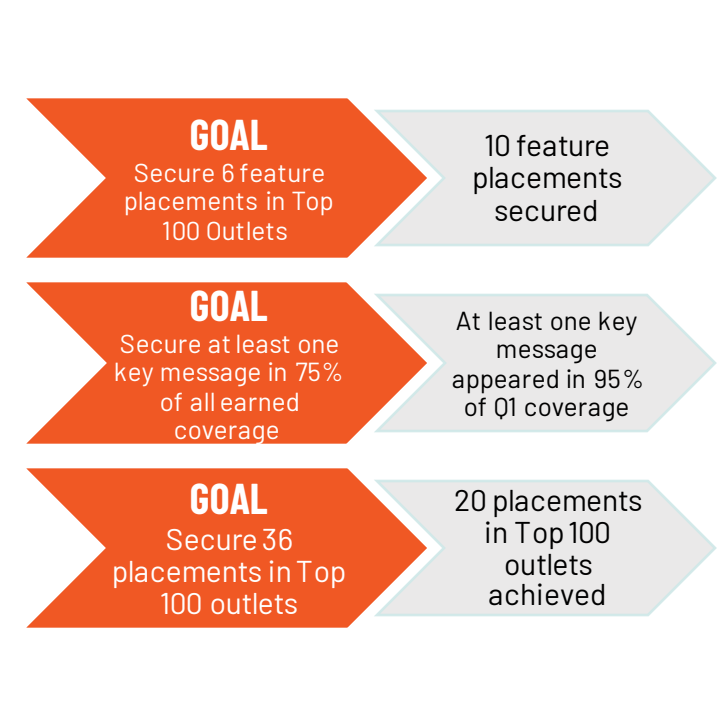
AUSTRALIA



CANADA

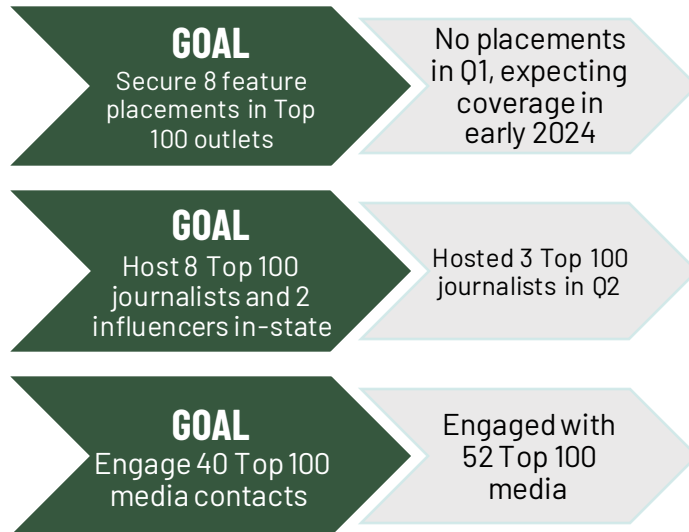


UNITED KINGDOM

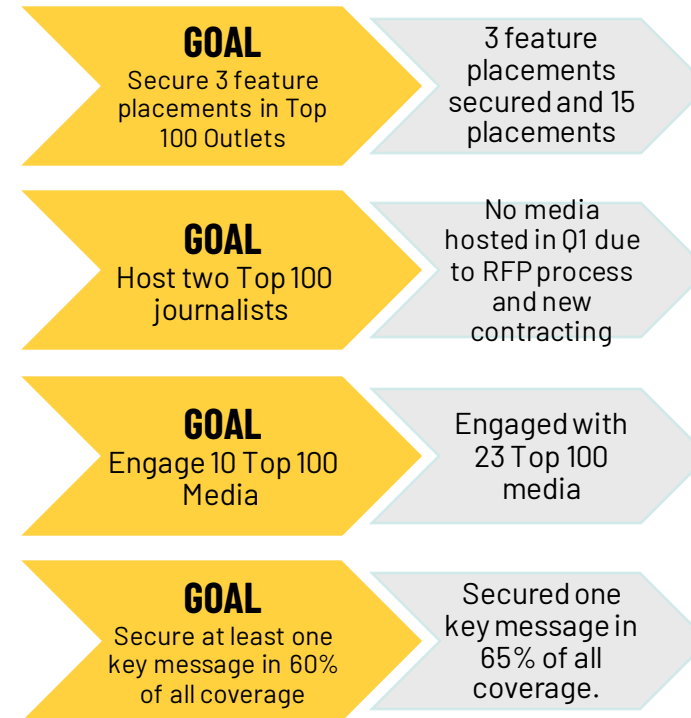


EARNED MEDIA KPI TRACKING

GERMANY



LATIN AMERICA



INTERNATIONAL EARNED MEDIA HIGHLIGHTS

CANADA

Goal: Secure 5 placements in Top 100 outlets

- YTD Progress: 4 placements

Goal: Host 6 media in state

- YTD Progress: Hosted 4 media

Goal: Secure at least one key message in 95% of all earned coverage

- YTD Progress: At least one key message in 100% of earned coverage

Goal: Engage 40 Top 100 media contacts in person or via dedicated interactions

- YTD Progress: 15 media contacts in person or via dedicated interactions



INTERNATIONAL EARNED MEDIA HIGHLIGHTS

AUSTRALIA

Goal: Secure 5 placements in Top 100 outlets

- YTD Progress: 9 placements

Goal: Host 5 media in state

- YTD Progress: Hosted 6 media

Goal: Secure at least one key message in 95% of all earned coverage

- YTD Progress: At least one key message in 100% of earned coverage

Goal: Engage 20 Top 100 media contacts in person or via dedicated interactions

- YTD Progress: 13 media contacts in person or via dedicated interactions



INTERNATIONAL EARNED MEDIA HIGHLIGHTS

GERMANY

Goal: Secure 8 placements in Top 100 outlets

- YTD Progress: 0
- Note: expecting coverage in early 2024

Goal: Host 8 media in state

- YTD Progress: Hosted 3 media

Goal: Engage 40 Top 100 media contacts in person or via dedicated interactions

- YTD Progress: 52 media contacts in person or via dedicated interactions

UNITED KINGDOM

Goal: Secure 6 placements in Top 100 outlets

- YTD Progress:

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

- YTD Progress:



INTERNATIONAL EARNED MEDIA HIGHLIGHTS

MEXICO

Goal: Secure 3 placements in Top 100 outlets

- YTD Progress: 18 placements

Goal: Host 2 media in state

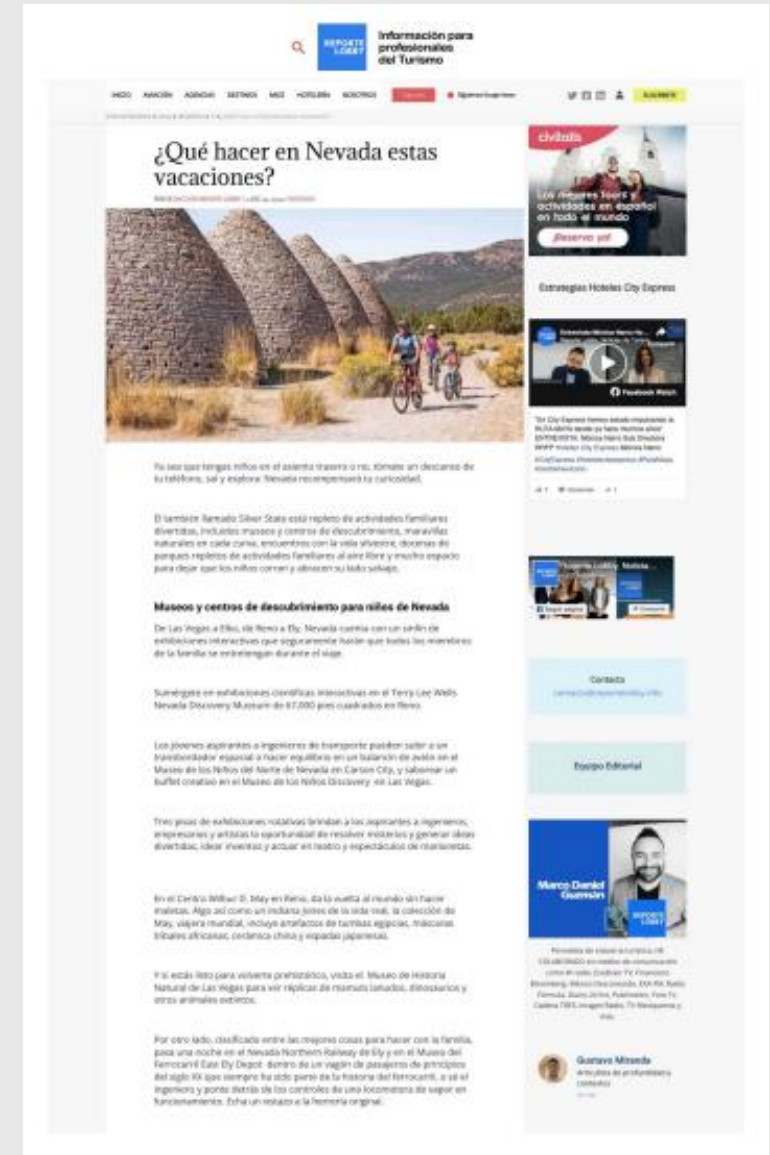
- YTD Progress: 0
- Note: this is due to RFP process and new contracting

Goal: Engage 10 Top 100 media contacts in person or via dedicated interactions

- YTD Progress: 23

Goal: Secure at least one key message in 60% of all earned coverage

- YTD Progress: 60%



TRADE INITIATIVES

AVIAREPS

GERMANY, AUSTRIA, AND SWITZERLAND

- Cooperative campaign with Explorer November – December targeted campaign to new and existing Explorer clients.
- Consumer campaign with Komoot: two Nevada collections for the Komoot App, a route planner, navigation, tour directory, and social network for outdoor enthusiasts. Call to Action to German Travel Nevada website.

BLACK DIAMOND

UK

- Travel Gossip New to USA Bootcamp: 3,200 agents trained, 83 new NV Trailblazer registration, 36 NV Trailblazer graduates. Planning and promotion of the Trailblazer graduation ceremony, which will take place at God's Own Junkyard on March 7, 2024.
- Trailfinders selected as a trade call to action along with Accidentally Wes Anderson social media campaign.

TRADE INITIATIVES

CANUCKIWI

AUSTRALIA/NEW ZEALAND

- Product development: CTA partnerships with Helloworld (Oct-Dec) and Viva (December) secured for the Nine/Traveller campaign.
- Travel Agent Finder Specialist Campaign (Oct 1 – Dec 31) with NV Trailblazer CTA. Early results: 2 EDM sent out to 700 agents w/ 55% open rate and 18-20% CTR. 173 views of promo page inside Travel Trade Connect.
- Travelinc. Memo (NZ) Co-Op NV Trailblazer Program (Sep 15 – Nov 24). Series of NV Trailblazer advertisements ran in Travelinc. Memo's Friday editions promoting the program with mini quizzes for a chance to win a spot on a Trailblazers FAM. Travelinc. Memo is distributed to 3,500 agents.

- Sell your way to the USA: 170 agents registered, 68 graduates, 68 in process (Oct-Dec).
- Expedia Travel Nevada Road Trips Campaign (Oct 9 – Nov 30). Campaign summary pg. 45. Campaign has received 36.8 ROAS, captured 1,283 room nights in NV, and \$354k USD in gross booking revenue. +26.2% growth in overall gross booking was observed during the campaign period (numbers include all of NV, including LV and Reno – Tahoe).
- Luxury Escapes Co-Op Road Trips Campaign, with Brand USA (Sept – Dec). Video views 1,065. Travel guide had 365 unique page views, with 252,190 social media impressions, and 700 ad clicks.

TRADE INITIATIVES

CANUCKIWI

CANADA

- TravelWeek Co-Op Travel Nevada Trailblazer Program and Stats
- Baxter Meida Co-Op Trailblazer Campaign
- NV Trailblazer Update

TRADESHOWS, MISSIONS & FAMS

GERMANY

- Visit USA Halloween Event
- LVCVA Breakfast Seminars: Cologne on October 18 in partnership with Discover Airlines – 21 travel agents in attendance. Zurich on October 20 – 21 travel agents in attendance. TravelNews covered the event.
- AviaREps Leisure Market (ALM 2023) the second edition of this annual event took place in Maria Alm Austria October 10 – 12, 16 total 1:1 meetings took place.
- Visit USA Seminar in Vienna 8 November.

AUSTRALIA/NEW ZEALAND

- Visit USA New Zealand Expo Series held in Wellington on Nov 21 with 65 participants and Hamilton on Nov 22 with 75 participants. (page 45 – 53)

CANADA

- LVCVA / Travel Nevada Eastern Canada Sales Mission October 1-6 (Canada pages 47 & 48)

LOOKING AHEAD



UPCOMING INITIATIVES

BRAND EVOLUTION

- GALOT Brand Guideline training presentations to all International Agencies
- “Transcreating” GALOT campaign from non-English speaking markets (Mexico, Germany)

DESTINATION DEVELOPMENT

- 3D Cohort One 3D Grant Application funds awarded January *
- Cohort Two destination’s Boulder City and Carson Cultural Corridor community and steering committee meetings.
- Lincoln County Tourism Expo February 18
- Nevada Silver Trails 3D

INDUSTRY DEVELOPMENT

- Rural Marketing Grants Webinar
- Pony Express Territory Strategic Plan Workshop
- Reno-Tahoe Territory Strategic Plan Meeting
- Las Vegas Territory survey, focus groups, and Board Strategic Plan Meeting
- Rural Roundup prep and communication

UPCOMING INITIATIVES

DOMESTIC MARKET DEVELOPMENT

Trade:

- American Bus Association's (ABA) 2024 Marketplace, Nashville TN
- International Inbound Travel Association Summit 2024, Memphis TN
- Go West Summit 2024 at South Lake Tahoe
- Neon to Desert: Las Vegas Territory Go West Pre-Fam
- Cowboy Country: Cowboy Corridor Go West Pre-Fam
- Hwy 50, the Loneliest Road in America: Pony Express Go West Pre-Fam

PR and Paid:

- Secured placement package airing in select key markets
- Media hosting: Bike magazine, NerdWallet, San Diego Magazine
- Influencer Hosting: World of Wanderer, Apollo in the Wild, Fish Like Mike
- "Big Game" Initiatives - Host Committee, Watch Parties
- Paid partnerships with Outside, Nat Geo, Smithsonian

UPCOMING INITIATIVES

INTERNATIONAL MARKET DEVELOPMENT

Trade:

- Calgary Outdoor Adventure Show & Travel Trade Appointments (Canada)
- Southern Nevada Trade FAM (AviaReps, Germany)
- Trailblazer graduation ceremony – London (Black Diamond, UK)
- Visit USA Expo – Melbourne, Brisbane, and Sydney (Canuckiwi, Australia)
- The great partnership between GMS Mexico and Travel Nevada continues with GMS winning the Mexico agency contract.
- LVCVA Mexico Mission (GMS, Mexico)

PR:

- International media hosting: (Canada) Classic car journalist, (UK) Accidentally Wes Anderson, (Australia) arts and tourism journalist

THANK YOU

THANK YOU

THANK YOU

TravelNevada.com

