



# QUARTERLY REPORT

FY26-Q3 | JAN-MAR



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# EXECUTIVE SUMMARY

Travel Nevada delivered a strong Q3 FY26, advancing both marketing, communication, and industry initiatives. Despite modest declines in website sessions driven by Google's new AI-powered search experience, the quality of traffic improved resulting in stronger engagement and key KPI gains, including a **29% rise** in accommodation referrals and gains in newsletter sign-ups and guide requests.

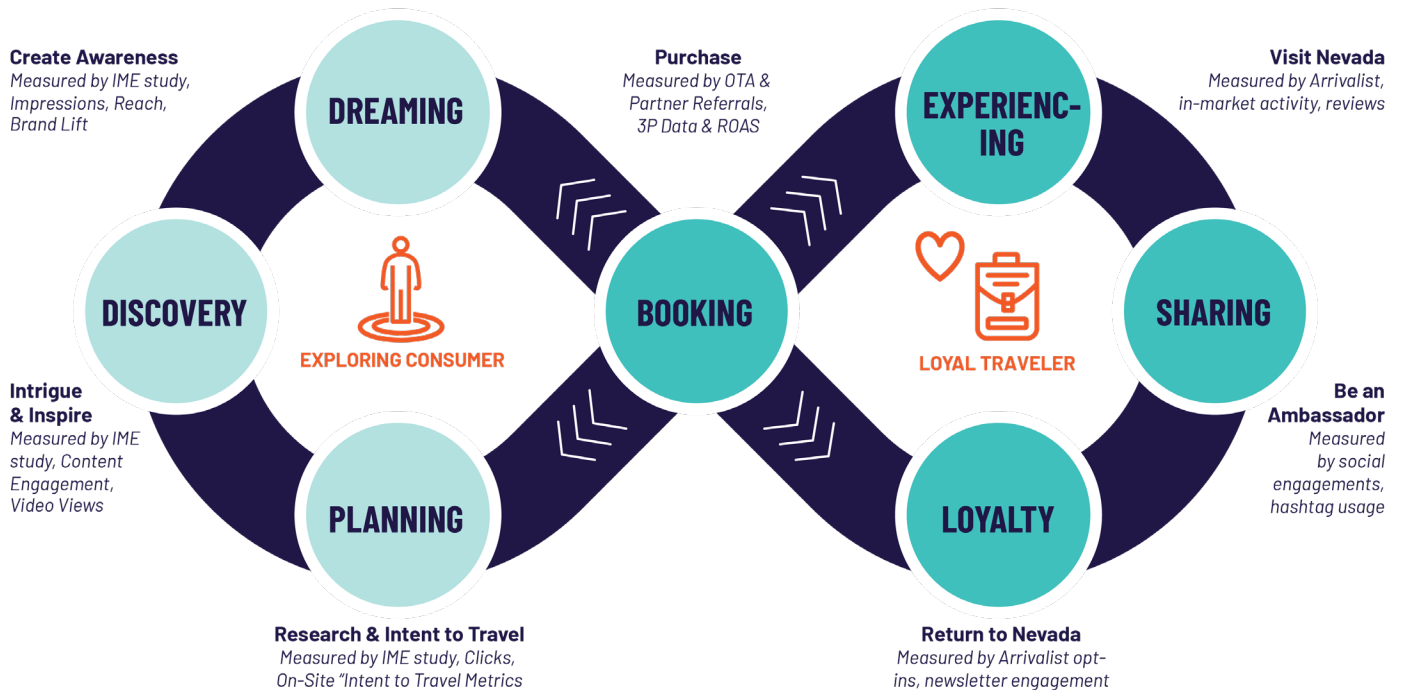
The launch of Get a Little Out There with Alex Honnold served as the quarter's primary catalyst for marketing and communications. The campaign generated **12M+ cross-channel views**, elevated Travel Nevada's authority in AI-driven search, and strengthened the state's overall awareness with over **1 billion** earned media impressions.

Paid and organic performance around the launch validated the effectiveness of integrated storytelling in driving awareness and deeper-funnel engagement.

Travel Nevada Industry Relations strengthened partner impact through record-setting community participation in the 3D Cohort 4 program, streamlined and relaunched the Rural Marketing Grants, and led high-value trade missions and fam tours across key international markets. Industry communications scaled significantly, broadening reach and improving partner alignment statewide.

Overall, Q3 performance shows that Travel Nevada's integrated marketing and industry development strategies are increasing brand awareness, strengthening partner relations, and attracting higher-intent travelers.

# DOMESTIC MARKETING & COMMUNICATIONS



## SUMMARY

Recent digital campaigns boosted awareness by highlighting Nevada’s unique experiences beyond its major city hubs. Although sessions and referrals declined due to Google’s AI-driven SERP summaries, brand visibility surged—core impressions **rose 25% YoY (+16.7M)**. This shift favored quality over quantity, with a **29% YoY increase** in accommodation referrals and gains in newsletter sign-ups and guide requests.

Email efforts pivoted to the Alex Honnold series, yielding fewer sessions but a **5.3% lift** in engagement, indicating stronger audience connection.

In Q3 2026, Travel Nevada effectively captured high-intent travelers at the booking stage, reaching broader audiences while driving more conversion-ready traffic.

## PAID

JOURNEY PHASE	DREAMING	DISCOVERY	PLANNING	BOOKING
KPIs	760K Video Completions 19M Impressions	81K Clicks and Engagements	77K Website Planning Events	3K Clicks
SECONDARY METRICS	97% VCR	2.8M Impressions	35K Clicks 21M Impressions	5M Impression

## OWNED

### Traffic Overview – YoY change in parentheses

SOURCE	ALL TRAFFIC	ORGANIC	EMAIL	PAID SEARCH + YOUTUBE
Sessions	693K (-2%)	218K (-5%)	12.7K (-20%)	127K (-11%) <i>*For YT, changed bidding, different budget, different videos affecting sessions</i>
Page Views	1.1M (-13%)	360K (-9%)	32K (-18%)	277K (-10%)
Engagement Rate	65.98% (+5%)	82.09% (+2%)	88.62% (+8%)	83.95% (+5%)

### KPI Overview – Across Organic, Paid Search, and Email

KPI	ALL PARTNER REFERRALS	ACCOMMODATION REFERRALS	NEWSLETTER SIGN-UPS	VISITOR GUIDE REQUESTS
Q3 FY24/25	71.6K	17.8K	5.5K	5.3K
Q3 FY25/26	60.7K	23.0K	6.3K	6.2K
Change	-15%	+29%	+20%	+17%

# EARNED

## Q3 FY26 PR Results by the Numbers – Domestic + In-State

- » **Overall potential impressions:** 2,548,078,413 (4,468,791,621 YTD)
- » **Top 100 potential impressions:** 1,634,243,916 (3,249,920,498 YTD)
- » **Average Connect Effect score:** 43.3 points out of a possible 50 points (42.3 YTD)

GOAL OR TACTICS	YTD RESULTS
Secure 55 placements (40 national, 15 in state) in Top 100 outlets	250 placements, or 454.6% of goal National: 120   In-state: 130
Secure 20 feature placements (15 national, 5 in state) in Top 100 outlets	78 placements, or 390% of goal National: 44   In-state: 34
Secure at least one key message in 75% of all earned coverage	At least one key message in 100% of earned coverage, or 100% of goal
Host 12 (10 national, two in-state) Top 100 journalists in state	Hosted 5 Top 100 journalists, or 41.6% of goal National: 5   In-state: 0
Engage 85 (75 national, 10 in-state) Top 100 media contacts in person or via dedicated interactions	164 dedicated interactions with Top 100 contacts, or 192.9% of goal National: 127   In-state: 37

# INTEGRATED PROGRAM(S) OVERVIEWS + PERFORMANCE



## GET A LITTLE OUT THERE WITH ALEX HONNOLD



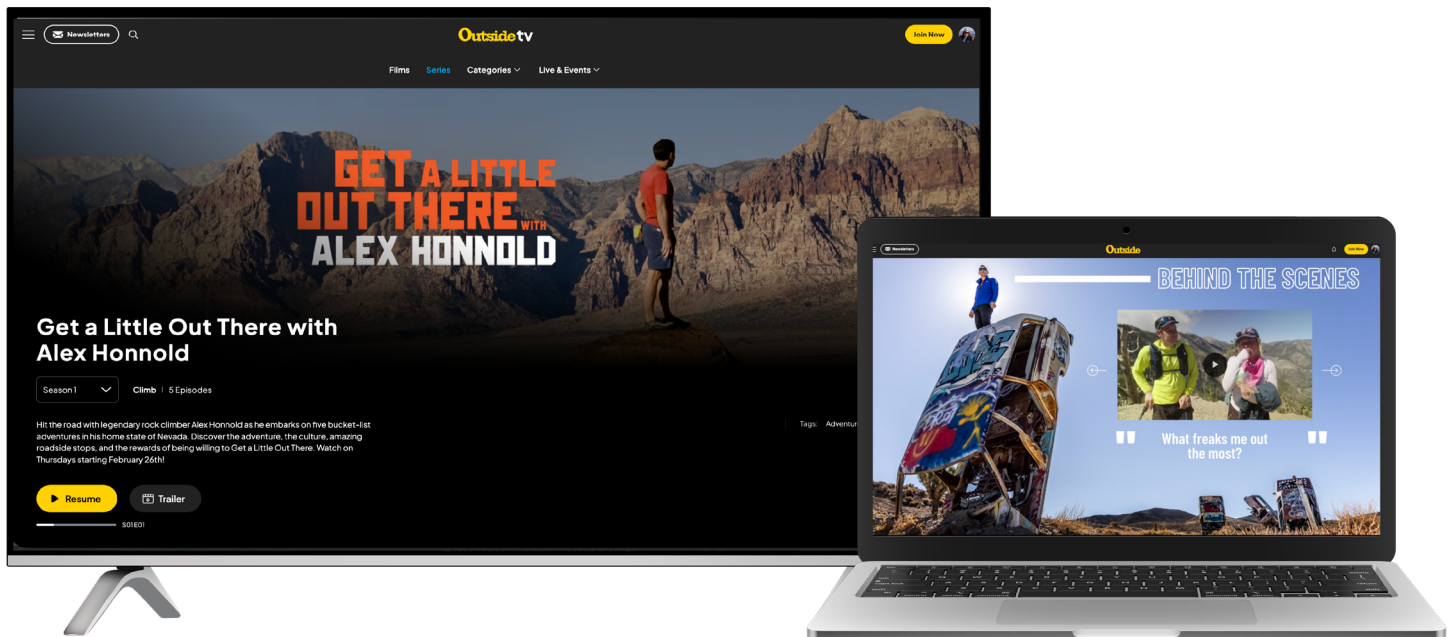
### GET A LITTLE OUT THERE WITH ALEX HONNOLD

The Alex Honnold partnership stood out as a flagship hero initiative for Travel Nevada in FY25/26, strategically anchored in the Get a Little Out There brand platform across owned, earned, and paid channels. We successfully built pre-launch momentum by tapping into timely cultural moments—most notably Honnold’s Taipei 101 climb—which generated early interest, drove traffic, and heightened anticipation ahead of the February 26, 2026 debut. This deliberate ramp-up translated into a strong launch and sustained audience engagement throughout the quarter.

#### PAID: OUTSIDE PARTNERSHIP PERFORMANCE

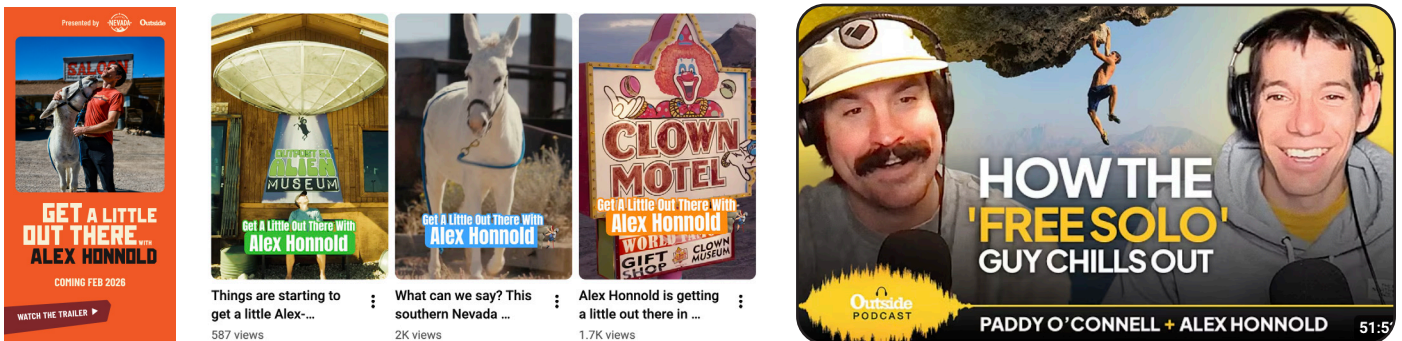
At its core, the integrated program with Outside is demonstrating the power of premium, long-form storytelling to deliver both scale and sustained attention. The partnership with

Outside is rooted in *Get a Little Out There with Alex Honnold*, the five-episode branded content series (Home Means Nevada, Wild Wild Granites, Digging Deeper, Taking a Peak, Cowboy Country).



This custom TV series was distributed across Outside TV (CTV + Linear), Outside Online's content HUB + teasers, a custom podcast, paid social (Meta), paid YouTube, and amplified with display, earned articles and organic YouTube episodes/shorts.

Through Q3 (data reflects 1/20/26 - 3/31/26), the paid partnership elements have delivered significant engagement and visibility through more than **12M views** over the first three months!



## Additional Highlights

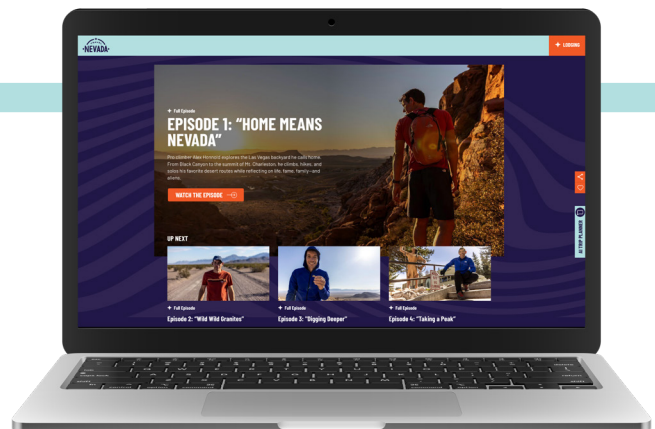
- » Beyond CTV and Linear, YouTube is a strong driver of engagement with the Shows and Shorts showing nearly **500,000 YouTube views** with an **8:18 average** watch time.
- » The HUB page currently has a **89% engagement rate** with nearly **42,000 interactions**, indicating audiences are exploring and spending time with the content.
- » The Honnold Hot Tips paid social generated a **5.04% CTR** vs. a 0.09–0.29% benchmark.
- » From a geographic perspective, views are the highest in in-state markets Las Vegas and Reno, followed by Seattle, Portland, Salt Lake City, San Francisco, San Jose as well as Chicago, Minneapolis, Charlottesville.

CHANNEL / KPI	DELIVERY
Outside TV (Linear, CTV and VOD Views)	8.75M views
YouTube Episodes & Shorts (Added Value)	494,140 views
Display Banners	2,001,433 impressions
HUB + Teaser Pageviews	47,091 pageview
Custom Podcast Downloads	20,088 downloads
Paid Social Impressions (Meta)	798,156 impressions
YouTube Hot Tips	80,355 views
Earned Article Pageviews	28,779 pageviews

Together, these efforts positioned the Alex Honnold series as a high-performing inspiration engine that has successfully combined mass reach with above-benchmark engagement. The campaign is not only elevating brand awareness, but also deepening audience interaction with the Travel Nevada ecosystem, validating the role of hero-driven storytelling in advancing the brand's adventure-led positioning.

## OWNED: Organic Halo Impact— TravelNevada.com Performance

In addition to the strong performance across the Outside ecosystem, the Alex Honnold campaign generated meaningful organic lift on TravelNevada.com. Demand for Alex Honnold-related content accelerated ahead of launch, with traffic peaking just three days prior to debut, reflecting growing anticipation driven by the partnership.

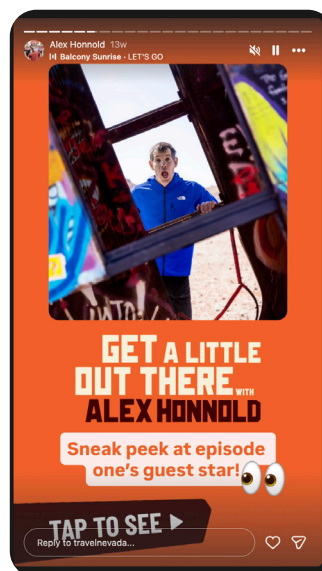
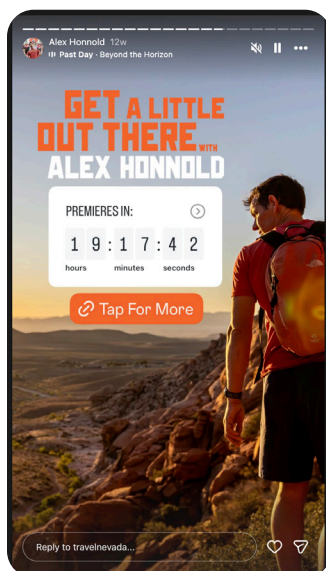


To maximize the Outside partnership, Noble Studio deployed a *Get a Little Out There with Alex Honnold* landing page and five itineraries to complement the release of each episode—capturing 8K Sessions and 9.5K Page Views, demonstrating a concentrated interest in deeper-funnel content.

» The campaign achieved a **76.75% Engagement Rate**, outperforming the sitewide average by over 10%. By pairing episode launches

with actionable itineraries, we successfully bridged the gap between "entertainment" and "travel planning."

- » **4K** on-page video views sneak peak and trailer views on TravelNevada.com.
- » Directed **2,230 high-intent clicks** back to Outside Online, maintaining a fluid user journey across the campaign ecosystem.
- » Two dedicated emails announcing the show's release, along with featuring the show as a secondary CTA in other email sends, contributed **10%** of total sessions to the Alex Honnold content.
- » Organic Search was the primary driver, accounting for **34% of sessions** driven to Alex Honnold content.
- » Generated **28.3K impressions** and **1,053 direct clicks** to the hub, itineraries, and press pages
- » The "Alex Honnold travel show" "get a little out there series" and "what is the Alex Honnold show in Nevada?" are the top three query drivers for AI mentions and citations on Google AI Overview, proving that unique, expert-led content is more likely to be referenced by AI engines than general information.
- » Organic Social drove **1,908 sessions**, with a **67.92% onsite engagement rate** and an average of **1.55 views** per session.





# EARNED

In the final stages to launch *Get a Little Out There with Alex Honnold*, the Travel Nevada team timed the show's trailer to drop almost immediately after Honnold's Taipei 101 climb, capitalizing on the pop culture conversation about the climb and "what's next" for him.

The team also worked closely with his personal PR agency to work the "what's next" question and messaging into interview opportunities they had secured for him, resulting in placements on Jimmy Kimmel Live!, CNN, as well as in People and Reuters.

To maximize Honnold's contracted 1.5 hours of



**Newsweek**  
**Climber Alex Honnold Speaks About New Challenges**

The new series is not only about climbing, though there are some serious climbs in remote, dramatic landscapes. Honnold ventures to a clown motel with a donkey in the bar, meets a turquoise miner, cowboy poets, alien enthusiasts and other Nevada characters.

"Maybe even quirkier than me, like, even less mainstream than I am, I think which is funny, because I think climbing was always viewed as pretty counter-cultural and kind of weird, a little out there," he said. "You meet all these people you know, like ranching and mining and like doing whatever else in Nevada. You're kind of like, okay, well, they're even more fringe."

**The New York Times**  
**'Free Solo' Climber Alex Honnold's 5 Favorite Places in Nevada**

Now he's bringing fans along as he explores his home state of Nevada. A new five-part series on Outside TV "Get a Little Out There With Alex Honnold" follows Mr. Honnold, 40, who lives on the western edge of Las Vegas with his wife and two young daughters, as he climbs, runs, bikes and visits ghost towns across the state.

"You can basically do whatever outdoor sport you want to do in Nevada," Mr. Honnold said in an interview with The New York Times. "The opportunity is incredible."

These are his five favorite places in Nevada — and no, they're not all rock walls.

**lonely planet**  
**Get a little out there with climber Alex Honnold**

At 40, Honnold's latest adventure is a new show on Outside TV called *Get a Little Out There with Alex Honnold* (premiering in partnership with Travel Nevada). If they seem decidedly more tame than his usual expeditions, but as a self-described introvert, says Honnold, the project feels as risky as his free-climbing. In a recent conversation with Quartz, Honnold shares how over the course of five episodes, he discovers hidden corners of his adopted home state of Nevada, soaks a day and embraces small town culture. And, he's already talking about season two.

**WHAT SURPRISED YOU MOST ABOUT NEVADA WHILE FILMING THE SHOW?**

I was most surprised by the cultural elements, meeting people in small towns and seeing the richness of those communities. The adventures are what I'm done for the last 20 years, but spending time in places like *Laughlin* and *Goldfield*, and getting to know the people there, felt unexpectedly meaningful.

press time for *Get a Little Out There with Alex Honnold*, the Travel Nevada PR team set up a virtual press tour and coordinated interviews with a group of highly vetted national and

in-state media just ahead of the series premiere, resulting in placements in The New York Times, Forbes, Newsweek, The Frommer's Travel Show, Lonely Planet, Adventure.com, Fox 5 Las Vegas, Las Vegas Review-Journal, and the Reno Gazette Journal.

## TOTAL PLACEMENTS

In total, the team secured more than **1.1 billion impressions** across 98 placements to support *Get a Little Out There with Alex Honnold* in Q3 alone. The average quality score of all placements was 41.25 of a possible 50 points.

# "THE NEON IN NATURE SERIES" EXHIBITION: A DARIUSTWIN X TRAVEL NEVADA PARTNERSHIP



The **DARIUSTWIN** collaboration successfully transformed a physical experience at the Nevada State Museum, Las Vegas into a digital journey.

By partnering with artist **DARIUSTWIN**, Travel Nevada created a branded experience that connected art enthusiasts and adventure-minded travelers with the state through the medium of light painting photography.

More than **39,000 people** visited the Nevada State Museum, Las Vegas during the exhibition's on-view period (January 15–April 6, 2026) compared to 37,000 people from the year before.

To extend engagement beyond the gallery, each light painting had a corresponding write-up about the inspiration behind that specific piece, the location on a map, and any applicable information about the location as well as a QR code for the visitor to scan to read more about the location.



The hub page also featured a giveaway form, giving museum visitors the chance to win a print of their choice. This added incentive helped capture audience data and reinforced the connection between in-person attendance and ongoing digital engagement.

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## RESULTS:

- » By creating QR codes for seven individual POI pages and the central hub, the campaign transformed 10 original light painting prints into interactive gateways to designated Dark Sky destinations, **driving 568 tracked views to rural Nevada locations.**
- » Achieved a **3% partner referral conversion rate**, driving traffic directly to local Nevada businesses.
- » Captured a **51% newsletter conversion rate** (95 form submissions + 48 new newsletter subscribers).
- » The automated follow-up achieved a **22.92% open rate and a 5.21% click rate**—above travel industry benchmarks of 2.09%.

## WEEKLY

### LIGHT PAINTER DARIUSTWIN ILLUMINATES ROADS LESS TRAVELED FOR 'THE NEON IN NATURE SERIES'



*The Neon in Nature Series*, Pearson's first museum exhibition in the United States, combines his playful light painting process with the barren beauty of the Nevada desert. By using long exposure photography, he's able to draw detailed figures, from electric green aliens to glowing dinosaurs, with LED light, immortalizing them in the photograph.

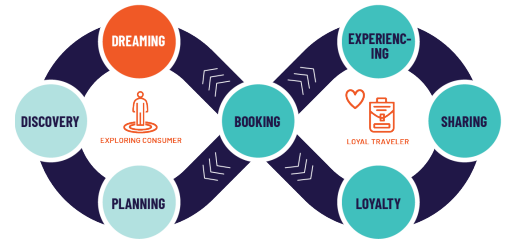
Pearson's light paintings pop up in many unexpected places. His trek to the Extraterrestrial Highway near Rachel led him to draw a technicolor cow levitating above asphalt in mid-abduction. And in the historic mining town of Nelson, he paints two skeletal lovers locked in an eternal embrace within a western chapel.

To launch The Neon in Nature Series exhibition and give Travel Nevada and its partners an opportunity to engage with local journalists and creators, Travel Nevada hosted an in-state media event at the Nevada State Museum, Las Vegas on January 14, 2026.

Thirteen attendees, including media, creators, and representatives from 15 rural tourism partner organizations connected with each other and discussed story and partnership ideas while previewing the exhibit. Travel Nevada CEO Rafael Villanueva gave remarks about how the partnership came about, and artist Darren Pearson offered insights about his trip to Nevada during which he created The Neon in Nature Series.

Coverage resulting from the event and additional earned media outreach about the exhibition ran on the Vegas Revealed podcast, FOX 5 Las Vegas, KLAS-TV, and in Las Vegas Weekly and Essential West Magazine.

# DREAMING: CREATE AWARENESS



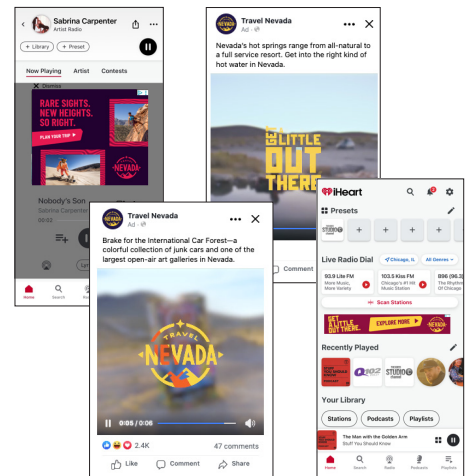
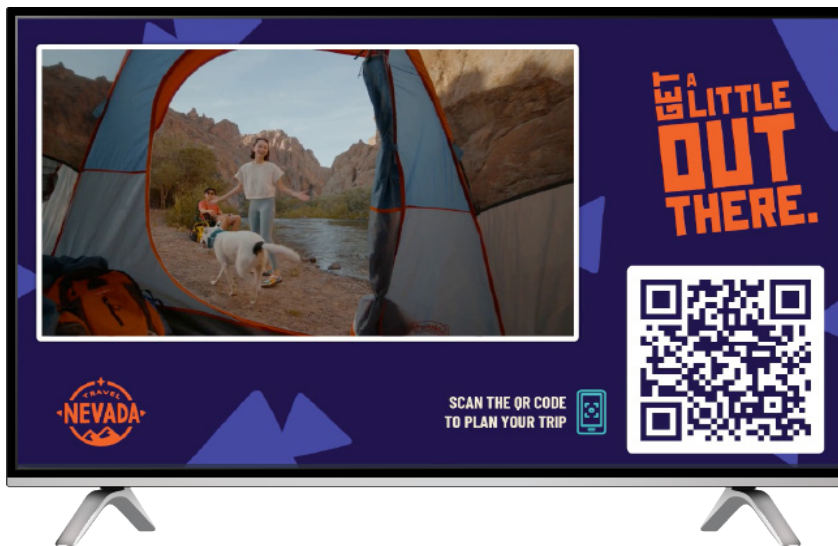
Overall Measurement: IME Study, Impressions, Reach, Brand Lift

## PAID MEDIA

Dreaming Phase paid efforts focused on building broad reach across Warm Lead markets (Salt Lake City, Boise, San Diego) and Momentum markets (Dallas, Houston, Seattle, Chicago, Portland). Most partners were paused for the majority of Q3; when live, they carried strong momentum from Q1-Q2 premium video, audio, and CTV delivery—reinforcing the “Get A Little Out There” narrative.

### Q3 Takeaways

- » High-quality reach held strong; paid social, audio and CTV/Premium Video partners are pacing above VCR benchmark YTD.
- » Q3 Dreaming delivery: **19M Impressions** and a **97% VCR**.
- » YTD FY26 Dreaming: **84M Impressions, 19M Video Completions**, and **98% VCR**, this is meaningfully above the VCR benchmark and confirming strong creative resonance.



### Partner highlights

- » Meta, Hulu, Univision, and iHeart had the most activity in Q3, with most other partners relaunching in March. Meta’s “Car Forest :06” and “Hot Springs :06” topped performance in clicks and completions, validating short-form creative.
- » iHeart extended audio reach across key geographies, while Televisa Univision maintained cultural reach with Spanish-speaking audiences.

## SEARCH

Travel Nevada achieved a significant expansion in both traditional search and AI visibility this quarter. Total search impressions **surged to 33.8M** (up from 8.29M YoY), while clicks **grew 156%** (from 71.5K to 183K)—driven largely by the Alex Honnold partnership.

When isolating for core brand growth (excluding Honnold-specific queries), the baseline remains healthy: impressions **increased by 16.7M** (+25%), though clicks saw a modest YoY decline to 98.2K (-13%). In a landscape increasingly defined by AI and zero-click results, Travel Nevada has successfully scaled its footprint across both traditional and emerging search ecosystems.

- » **High Impression Queries:** Broad searches for Area 51, Lake Tahoe, Las Vegas, Death Valley, Reno, Hoover Dam, Las Vegas, and Burning Man are keeping the brand at the top of the AI "discovery" funnel.
- » **Drove Clicks:** Niche POIs such as Valley of Fire, Great Basin National Park, Fremont Street and Las Vegas are performing above expectations, driving more direct traffic than broad state-level terms.
- » **Downstream Conversion Journey:** These POIs are acting as a gateway that pushes traffic to other pages on the website transitioning from general interest to logistical planning. Most notably, these visitors move directly to the Scenic Byway page, the Travel Guide, or high-conversion sections like Hotels and Things to Do, proving that niche POI content is successfully "feeding" our broader partner network.
- » **The "Lore" Factor:** Clicks on the Nevada Magazine story on Kenny Veach due to a few videos in March 2026 about the investigation contributed to increased interest in the Area 51 region.

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## AI Visibility

Travel Nevada is competitively strong in the AI results that pull into Google's search results (AIO and AI Mode) which is where we focused a lot of our optimization efforts in 2025. Moving into 2026, we'll layer in improvements to non-search engine AIs like ChatGPT and Gemini to improve visibility in these areas as well.

- » **Mentions (6K):** The frequency of brand references in AI-generated prompts.
- » **Citations (34.4K):** The number of times LLMs link to the Travel Nevada domain as a source of truth.
- » **Cited Pages (8.8K):** The volume of individual site pages utilized to build AI responses. Travelnevada.com grew from 1.09K keywords ranking in AIOs to 8.82K in just one year—a **709% increase YoY**.

## Takeaway

LLMs are turning into conversational engines and are where the "Dreaming" is initially happening. We have successfully built the quantity of our AI presence (8.8K page rankings), but we still have room to build on authority for specific planning queries like "Best family hotels in Nevada" or "Nevada road trip itineraries".



## Email

Email sessions from consumer emails were 41.5% less in Q3 2026 vs previous year (from 12,726 to 7,438), while the engagement rate **improved by 5.3%**. This was due to a strategy shift to promote the Alex Honnold show by dedicating two of our five email sends announcing the show's release. In addition, the Spring/Summer Nevada Magazine + Visitor Guide announcement email also supported the shows release by featuring the show as a secondary CTA following the main Visitor Guide content. *For comparison, Travel & Tourism Industry averages: 20.5% Open Rate / 8.5% Click Through Rate / 1.5% Click Rate.*



## Audience Performance

While the In-State audience's open rate (**17.01%**) sits slightly below the industry average, the CTR (15.91%) is nearly double the industry standard and the 2.71% Click Rate (vs. 1.5% industry avg) proves that Nevada residents are highly receptive to taking action by clicking and converting (212 partner referrals).

This group views an average of **3 pages per session**, indicating that once they click, they are diving deep into partner pages. Nevada residents are not just browsing; they are "action-oriented" travelers who use email content to plan and connect with local partners.

The Out-of-State audience serves as a top-of-funnel inspiration engine. Even though the Open Rate (13.26%) is low, the CTR (**10.92%**) still beats the industry average. This tells us the content inside the email is strong, but the emails may be competing with a crowded inbox or relevance at the moment.

Despite the lower Click Rate (1.45%), this group still drove **172 partner referrals** out of 3,956 sessions (4% CVR). For an audience in a "long-term planning phase," this level of conversion is healthy. This audience is focused on research and inspiration. To bridge the gap to industry open rates, our subject lines must continue to pivot to "bucket list" "Must See" and "only-in-Nevada" topics.

## Other Key Email Campaigns in Q3

- » **Spring/Summer Nevada Magazine + Visitor Guide:** The release of the Spring/Summer Nevada Magazine + Visitor Guide was the quarter's "hero" moment. It outperformed all other emails by a **4.5x** (6.86% Click Rate) from the in-state subscribers and **2.4x more engagement** (3.64% Click Rate) from out-of-state subscribers, indicating that subscribers are interested in comprehensive, "all-in-one" planning resources.
- » **Bonus:** The timing of the Spring/Summer guide allowed us to maximize visibility for the Alex Honnold travel show via a secondary CTA.

By leveraging this email's high engagement, we successfully broadcast the show's release on our highest-performing asset, ensuring maximum reach without requiring a third dedicated blast.

- » **Adventure Center–Email #1:** The "It's Getting Real" campaign delivered the highest open rate of the quarter at **24.71%**, with a **2.86% click rate**. Sent to a targeted group of 1,473 industry and consumer contacts, this performance shows that smaller, high-intent lists consistently drive the most meaningful engagement.



## Takeaway

This quarter our focus was heavily driven by "inspiration" pieces like the Alex Honnold series and the Spring/Summer travel guide release, which seemed to resonate more deeply with our subscriber base, resulting in longer, more meaningful site interactions. In 2025, traffic was more evenly distributed across specific dining, things to do, and lodging pages while in 2026 traffic was highly concentrated on promoting Alex Honnold which drove **high engagement (+90%)**, but very few partner referrals.

In FY27 Q1, we want to start testing subject lines to evaluate whether optimizing for different messaging approaches can help improve open rates while maintaining strong engagement.

# PUBLIC RELATIONS

## Atlanta Media Mission

In addition to its work on *Get a Little Out There with Alex Honnold* and The Neon in Nature Series exhibition, Travel Nevada hosted its first media mission in Atlanta to generate earned media interest and support potential future marketing efforts. The rise of the “Cowboy Core” trend presented a timely opportunity to spotlight Nevada’s authentic Western roots in the city through the “Wild Westival” media event.

On February 25, Travel Nevada hosted the gathering for media, content creators, and influencers, highlighting the state’s cowboy heritage alongside outdoor recreation, arts and culture, and road trip experiences. Ten partners joined staff and agency representatives, engaging with 18 media attendees from outlets including USA Today, The Atlanta Journal-Constitution, Fodor’s, and Lonely Planet, to inform coverage, inspire visitation, and cultivate future story opportunities. While in market, the team also conducted a deskside meeting with a representative from Atlanta Magazine, Cobb Life Magazine, and The Alcohol Professor to build a relationship and drive future earned media coverage.



via

### Road-trip Through Nevada’s High Desert

Between Reno and Las Vegas, Highway 95 unfolds into a gallery of ghost towns, desert art, haunted hotels, and star-crowded skies.



In between the glittering lights of Reno and Las Vegas, the landscape sparkles with its own unique beauty. A sea of sagebrush reaches toward low-slung peaks and striated plateaus, spiky Joshua trees twist beneath an endless blue sky, and mustangs run wild. Nevada’s high desert may seem unforgiving at first, but its arid climate has helped protect the remains of numerous mining towns as well as some surprising outdoor art. As spring begins to brighten the Great Basin, take a gamble on this route and discover all the prizes it holds.

## Media FAMs

Travel Nevada hosted two journalists for press trips in Q3. April Kilcrease, a senior editor for VIA Magazine, participated in a FAM along the Free-Range Art Highway that featured several of Nevada’s roadside art POIs. Her feature story ran in VIA in March.

Zach Mack, a freelance travel writer for Best Life, participated in a FAM along the Lake Tahoe Loop with his wife that featured skiing, small towns, Basque and cultural POIs; he is pitching stories in Best Life and other outlets.




## Ongoing media outreach

As part of its ongoing domestic and in-state media outreach efforts, the team developed additional pitch angles that originated from Storytreks (storymining missions), trend themes, and more, securing extensive coverage about Travel Nevada’s new Area 51(ish) Adventure in The Travel, Yahoo Creators, KRXI-TV and KLAS-TV, and road trips to see the Death Valley Superbloom in KSNV-TV, KVCW-TV, and the Reno Gazette-Journal.

Additional standout placements this quarter that helped generate awareness and intrigue included an episode about Nevada on PBS’ Culture Quest, a Matador article about a haunted road trip along the Free-Range Art Highway, and a Good Morning America segment shot at Hoover Dam as part of the show’s America250 series.



### This Nevada Road Trip Is Atmospheric, Supernatural, and Surprisingly Human



Nevada has a way of making straightens and the radio f

Once you leave the interstate, the mining towns cling to the landscape headstones, saloons with bullet— that Nevada’s paranormal rep. The state’s haunted towns aren’t

My partner and I flew into Reno a storied towns: Virginia City, Tonop greatest hits list for ghost hunter bust past, best experienced with

Traveling this route by car allows rose where they did and why so there’s something grounding ab history takes center stage. Paran stories etched into it that linger



### Nevada Just Launched a Free Area 51-Themed Road Trip — and Yes, It Includes Alien Stops

The new "Area 51(ish) Adventure" takes travelers to 10 alien-themed stops across Nevada, from UFO museums to the Little A'Le'Inn.



Nevada has decided to lean all the way into its extraterrestrial reputation, and honestly, I love that for them.

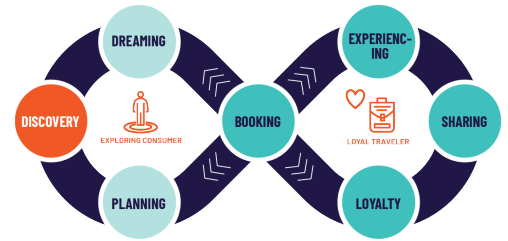
Travel Nevada recently launched the [Area 51\(ish\) Adventure](#), a free digital experience that sends travelers to 10 alien-themed and otherworldly stops around the state. The idea is simple: sign up, pull up the pass on your phone, and check in at locations as you go.

And yes, this includes some of the stops you would probably hope for.

## RESULTS

Travel Nevada secured more than **2.5 billion** overall potential impressions in Q3; more than **1.6 billion** of these were in Top 100 outlets.

# DISCOVERY: INTRIGUE & INSPIRE



Overall Measurement: IME Study, Content Engagement, Views

## PAID MEDIA

Similar to the Dreaming Phase, Discovery partners had limited live time in Q3. When active, Discovery paid media drove meaningful interest in Nevada through custom content spotlighting the state’s unique experiences—measured primarily by views and time-with-content engagement.

These placements are primarily measured by views and engagements, indicating how deeply audiences spend time with the content.

### Q3 Takeaways

Engagement continues to exceed benchmark; custom and native content partners remain the primary drivers of quality time-with-content.

- » **Q3 Discovery delivery: 2.2M Impressions and 16K Clicks**
- » **YTD FY26 Discovery: 43.1M Impressions, 190.3K Clicks, 0.45% CTR**; also tracking above benchmark and outperforming FY25 engagement.
- » In Q3, Atlas Obscura was a top-performer by click volume with the continuation of the photo essay and itinerary content.

### Partner Highlights

- » **Atlas Obscura:** Standout CTRs including “9 Small-Town Nevada Festivals” (8.79%), “The Ghosts that Haunt Tonopah” (5.67%), and “Nevada National Security Site” (5.11%). “The Explorer’s Guide to Nevada’s Night Skies” drove **10.4K clicks**.



- » **Nativo:** Paranormal Stories launched in Q3 and have seen strong initial engagement.
- » **Meta:** “Area 51ish” (**1.37% CTR**) and “Darius Twin with the Ichthyosaur” (**1.62% CTR**) placements drove efficient engagement on unique Nevada storytelling.

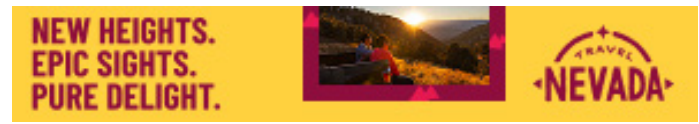
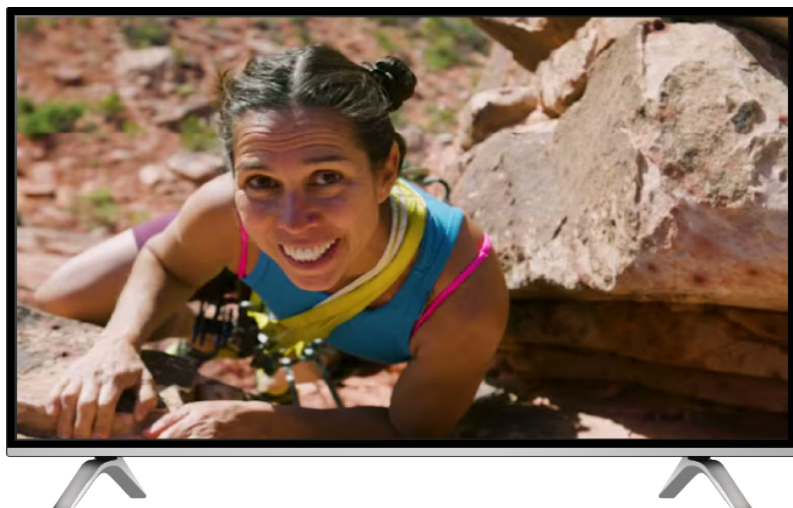
## YouTube Performance

The “Get a Little Out There” video campaign effectively captured audience attention by showcasing Nevada’s unique assets, including the International Car Forest, natural hot springs, and world-class stargazing. These evergreen YouTube ads were targeted to key audience segments—Outdoor Enthusiasts, Travel Buffs, Family Vacationers—as well as retargeting all visitors and users actively researching travel to Nevada.

- » **Total Reach:** Delivered **2.37M impressions**.
- » **High Engagement:** Generated **1.2M TrueViews**, demonstrating strong creative resonance and intentional viewer engagement.

## Strategic Outlook

We will continue to leverage high-engagement video content to position Nevada as a premier destination for “off-the-beaten-path” adventure. By refining our targeting within drive and fly markets, we aim to capitalize on the strong **50% TrueView rate** to convert passive viewers into active trip planners.



Travel Nevada Ad

Under the wide-open skies of Nevada, mystery awaits.

Download our FREE Area 51(ish) Adventure passport (📄 in our bio) to digitally check in at 10 out-of-the-world locations and rack up points towards exclusive UFOs (Uncommon Free Objects).

travelnevada.com  
Area 51(ish) Adventure | Visit Nevada's... [Learn more](#)

👍❤️👍 6.2K 108 comments 374 shares

👍 Like 🗨️ Comment ➦ Share

Our strategy will focus on expanding the “Get a Little Out There” narrative by using immersive storytelling around unique rural assets—such as stargazing and hidden hot springs—to maintain high brand recall and sustain interest in Nevada’s diverse landscapes beyond the traditional city hubs.

## Q3 INFLUENCERS

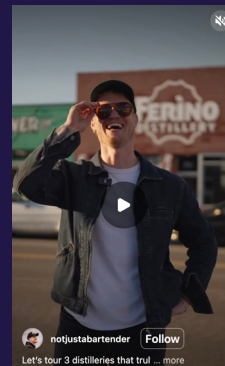
Influencers play a key role in Travel Nevada’s marketing ecosystem by helping bring the state’s wide-open experiences to life through authentic, story-driven content. By showcasing the depth of adventure, culture, and discovery found across Nevada, creators help drive awareness of the Silver State and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

### Chris Leavitt **Not Just a Bartender** **@notjustabartender**

Chris is a passionate mixologist with a knack for storytelling. We partnered with him in FY25 where he experienced northern Nevada’s Basque scene and developed his own take on a Picon Punch. He returned to Nevada in FY26 to highlight northwestern Nevada’s unexpected and robust craft cocktail offerings.

**FOCUS: Craft brewing in northwestern Nevada**  
*Itinerary Highlights: Ferrino, Minden Mill, Frey Ranch, Genoa Saloon, Cranberry Cottage*

- » 2 posts » 100,605 Views » 69,483 Reach
- » 5,075 Engagements » 3,967 Likes
- » 148 Comments » 609 Shares » 285 Saves

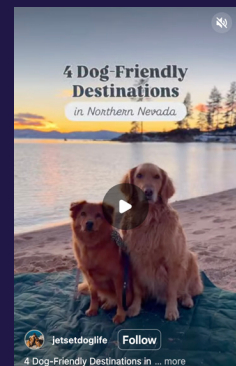
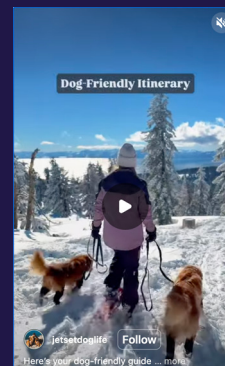


### Alyssa Seman **Jet Set Dog Life @jetsetdoglife**

Alyssa and her two rescue dogs, Zoey and Otto love showcasing dog-centric travel adventures across the U.S. She and her furry travel companions showcased the dog-friendly opportunities for those who travel the Lake Tahoe Loop.

**FOCUS: Dog-friendly travel**  
*Itinerary Highlights: Zephyr Cove, Virginia City, Historian Inn*

- » 2 posts » 425,375 Views » 5,238 Reach
- » 396 Engagements » 244 Likes
- » 61 Comments » 33 Shares » 54 Saves



## Alexa Moore

### Lil Miss Awkward @lilmsawkward

Alexa is a travel creator and writer who's always on the go whether that be with friends or solo. She featured ways travelers can save while traversing the Neon to Nature route.

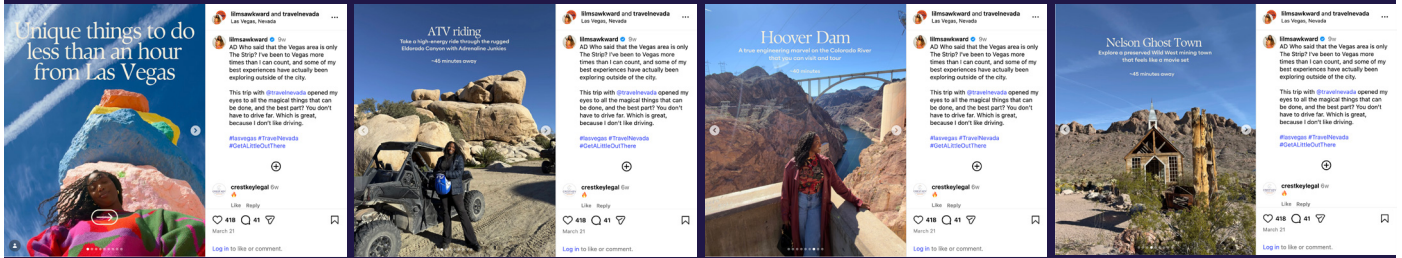
## FOCUS: Budget-friendly travel

Itinerary Highlights: Seven Magic Mountains, Vegas Glamping, Nevada State Railroad Museum

» 4 posts » 37,368 Views » 21,712 Reach

» 2,279 Engagements » 1,145 Likes

» 118 Comments » 386 Shares » 602 Saves



## INFLUENCERS: AMBASSADOR PROGRAM

New in FY26, Travel Nevada launched a statewide ambassador program, working with trusted content creators to showcase all that the state has to offer. Three ambassadors were selected to support northern and southern Nevada. In Q3 ambassadors traveled to Virginia City, Lake Tahoe, and Ely.

## Samantha Georges

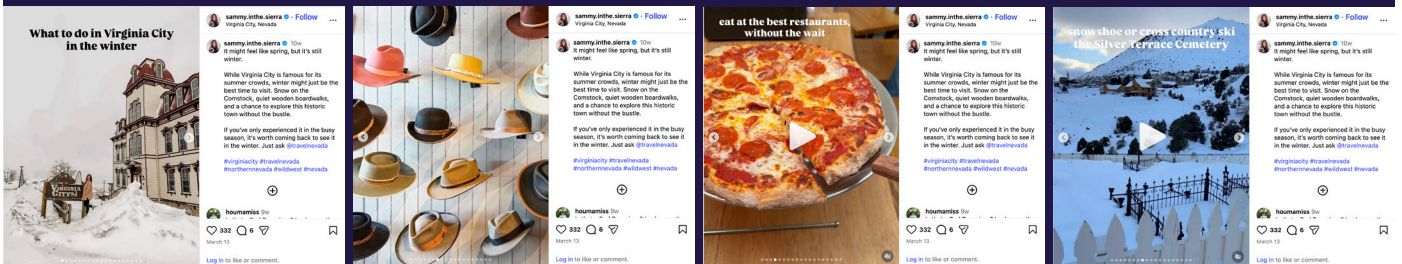
### Sammy in the Sierra @sammy.inthe.sierra

Samantha Georges is a content creator who highlights the best local hikes, eats, events, and scenic moments.

## FOCUS: Winter day around Virginia City

» 1 Carousel Post » 336 Engagements

» 5,483 Views » 1.23% Engagement Rate



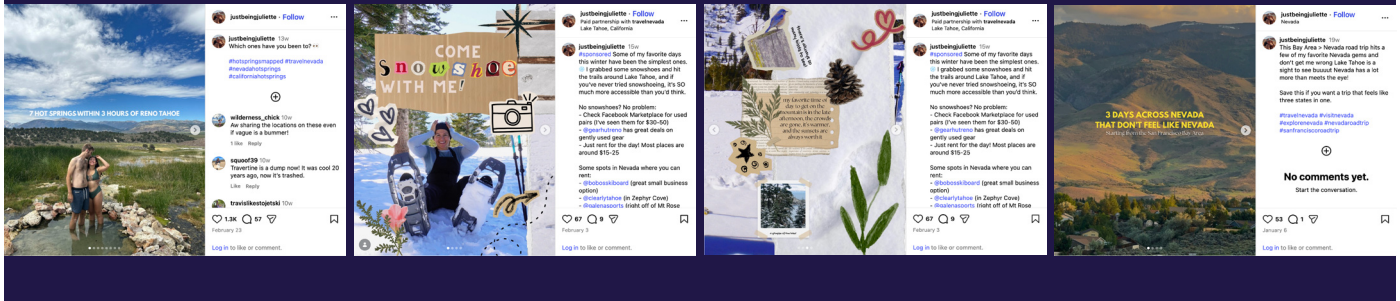
## Juliette Langari

### Just Being Juliette @justbeingjuliette

Jules is a UGC creator who shares vibrant travel, lifestyle, and outdoor content, blending adventure with authenticity to connect with fellow explorers.

## FOCUS: Snowshoeing around Lake Tahoe

- » 4 Posts
- » 74,568 Views
- » 46,008 Reach
- » 2,972 Engagements
- » 1.51K Likes
- » 73 Comments
- » 1.39K Shares
- » 6.48% Engagement Rate



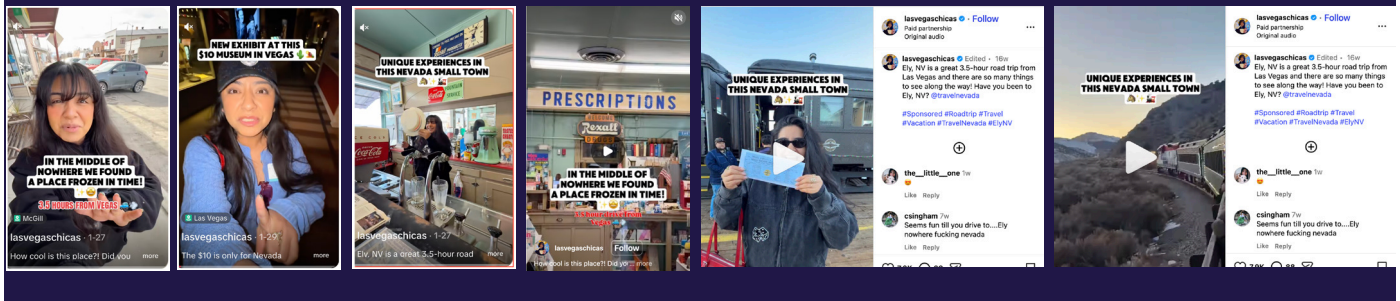
## Lluvia

### Las Vegas Chicas @lasvegaschicas

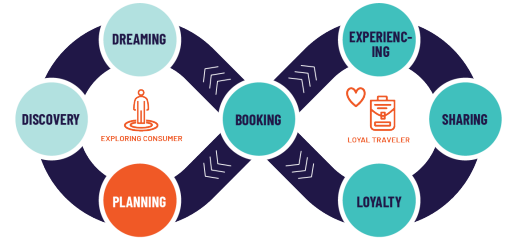
Lluvia Cristal is a lifelong Las Vegas local who shares vibrant travel videos and lifestyle content—bringing insider access, Latina flair, and curated city experiences to her audience.

## FOCUS: Fire & Ice Winter Festival Train Ride in Ely

- » 6 Posts
- » 263,054 Views
- » 14,930 Likes
- » 23,164 Engagements
- » 8,062 Shares
- » 172 Comments
- » 3.18% Engagement Rate



# PLANNING: RESEARCH & INTENT TO TRAVEL



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

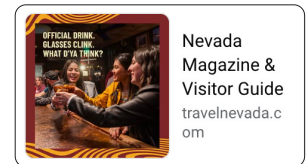
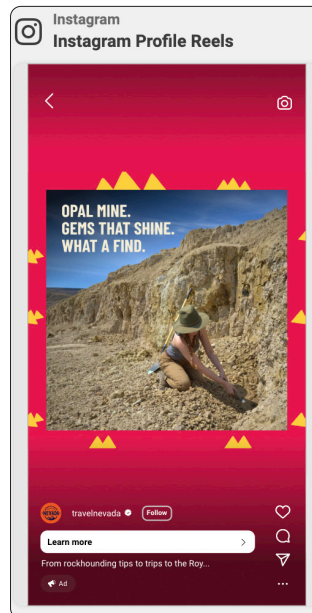
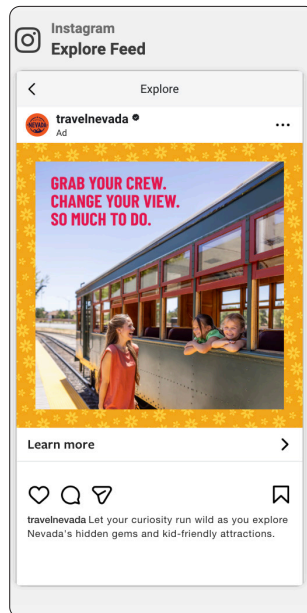
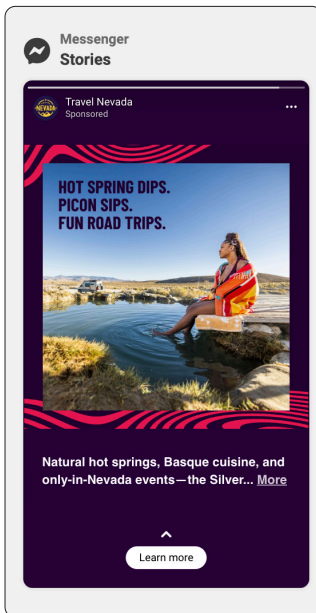
## PAID MEDIA

### Q3 Takeaways

Planning Phase paid efforts continue to focus on traffic-driving partners that support on-site engagement and "intent to travel" actions – signals such as Visitor Guide requests, newsletter sign-ups, Mindtrip interactions, and Trip Planner activity. The Planning partners are delivering towards key KPIs, generating about **50% of total site traffic** and **87% of campaign** "Plan a Trip" website events.

### Partner Highlights

- » Q3 Planning drove the bulk of the campaign delivery in Q3, it delivered **21.7M impressions** and **35,775 clicks**.
- » Additionally these partners generated **77,627** total planning events on the website— 67,177 Plan-a-Trip events, 670 Visitor Guide Requests, 769 Newsletter Form Submissions, 288 Partner Referrals, and 116 Accommodation Referrals.
- » Top-performing partners included Facebook, Travelzoo and Lonely Planet



## SEARCH

Our search strategy successfully targeted "drive and fly" markets, effectively bridging the gap between initial travel interest and concrete bookings. This approach yielded double-digit growth across all primary conversion metrics. This performance increase was driven by a pivot toward value-based conversions, keyword and ad-group refinements, and adjusted bidding strategies.

- » **Traffic Volume:** Generated **126K clicks** from 985K impressions.
- » **Lead Generation:** **2,592** newsletter sign-ups (+49%). **2,281** visitor guide requests (+73%).
- » **Accommodations:** Facilitated **6,050 referrals**, a **37% increase** year-over-year.

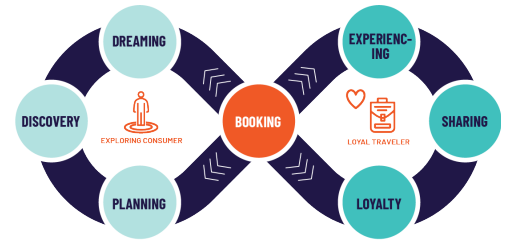
### Strategic Outlook

By continuing to focus on our successful drive-market segmentation, we will use ad creative that emphasizes the ease of access to our non-city experiences to capture travelers seeking alternatives to crowded urban hubs. Our focus will remain on optimizing first-party data collection through newsletter sign-ups and guide requests, ensuring we build a direct pipeline to high-value visitors who demonstrate clear intent to book and explore rural Nevada.

Overall traffic remained largely stable year over year, with only a 2% decline in sessions. However, a 10% onsite conversion rate suggests that despite slightly lower volume, the traffic is more engaged and higher quality. Paid Search campaigns drove increased traffic as well as increased lodging referrals. Paid Search alone **increased 58% YoY** in driving accommodation referrals. In a landscape dominated by AI and zero-click, a strong Paid Media strategy can offset some of the losses and we're seeing that here with efforts driving more users to book stays.

The Mindtrip data in Q3 reveals a clear shift toward AI-driven exploration, as Mindtrip Opens (1.1K) outpace traditional planner logins and signups. This high volume of interaction, paired with **166 partner referrals**, demonstrates that users are engaging with Mindtrip. While high engagement with Trip Favorites (960) shows strong intent, users may benefit from clearer guidance on how to leverage those saved actions to finalize their future travel plans by signing up for a login.

# BOOKING: PURCHASE



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

## PAID MEDIA

### Q3 Takeaways

Booking Phase efforts continued to target active shoppers through Online Travel Agents (OTAs). In Q3, OTA partners delivered **5.4M impressions** and **3,146 clicks**. This performance reflects the nature of bottom-funnel OTA partnerships, volume and referral quality remain the primary success indicators.

Paid Search drove a **58% YoY** lift in accommodation referrals in Q3, reinforcing OTA efforts as a key contributor toward overnight stays in Nevada.

### Partner Highlights

- » Priceline led Q3 clicks with **61.3% share** (1,927 clicks / 3.8M impressions / 0.05% CTR), CTR), and Expedia **6.2%** (196 clicks / 257K / 0.08% CTR).
- » TripAdvisor **32.5%** (1,023 clicks / 1.4M / 0.07%

## OWNED

While Organic Traffic was responsible for the bulk of KPI completions, Email drove the most Visitor Guide Requests suggesting that those in our ecosystem are most likely to want to travel. Paid Media was a close second with strong Newsletter Sign-Ups and Visitor Guide Requests. By continuing to run strong campaigns and send out relevant emails, leveraging our 1st party data is the surest way to continue to grow overnight stays in Nevada.

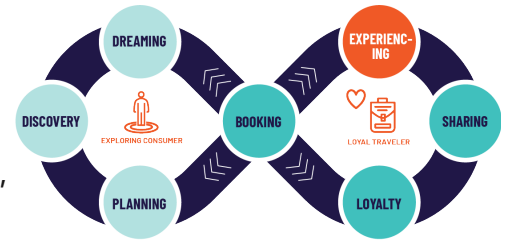


### KPI Overview

KPI	ACCOMMODATION REFERRALS	NEWSLETTER SIGN-UPS	VISITOR GUIDE REQUESTS
Organic	16.8K	1.6K	1.3K
Email	298	2.5K	2.8K
Paid Search + YT	6.0K	2.5K	2.2K

# EXPERIENCING: IN-MARKET

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



## PAID MEDIA: IN-STATE

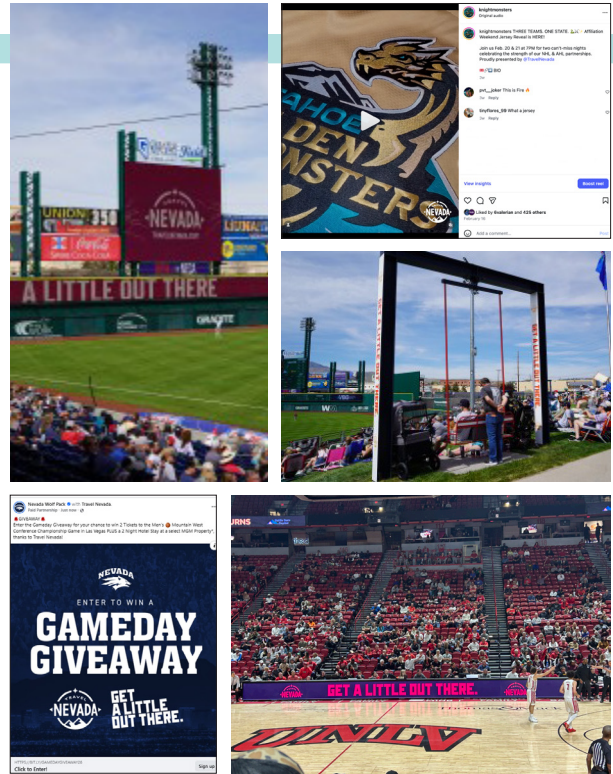
### Q3 Takeaways

During Q3, 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.

### Partner Highlights

#### Sports Sponsorship:

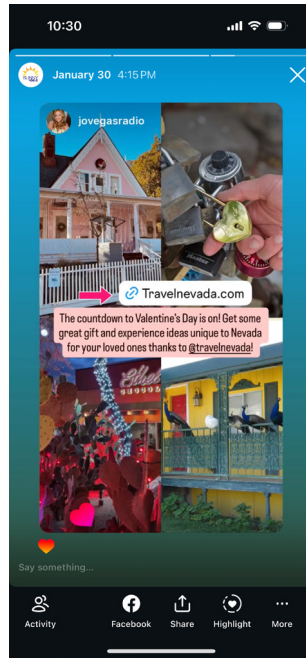
- » The college basketball season concluded with the two Nevada teams placing 5th (Reno) and 8th (Las Vegas) in the Mountain West Conference.
- » UNLV’s home games **averaged 6,000** and the University of Nevada Wolfpack saw an average home game **attendance of 9,500** January through March.
- » Travel Nevada’s partnership with the Wolfpack included a “Gameday Giveaway” for tickets to the Mountain West Championship basketball game in Las Vegas, and a two-night hotel stay prize package.
- » The contest received **567 entrants**, 203 of which opted in for more information from Travel Nevada. Overall, the month-long campaign received **219,717 Impressions**.



- » The Tahoe Knight Monsters had multiple sell-out crowds in Q3, with an **average home game attendance of 3,700**. In February, Travel Nevada was the presenting sponsor of “Affiliation Weekend”, which celebrated their partnership with the Golden Knights.
- » The Reno Aces broke their 2015 opening weekend record and welcomed over **16,400+ fans in three days** (3/27-3/29) and are seeing numbers trend up over the next few months. The new Foul Ball Trigger and Get A Little Out There Outfield Experience were unveiled during opening weekend.

## Content Sponsorship:

- » News App Partnership: MyNews4 in Reno and News3LV in Las Vegas delivered **866,029 impressions** in 3Q. The KOLO Traffic sponsorship delivered **240,589 digital impressions** in addition to the linear TV promotion.
- » KTNV kicked off the spring installment of their “One Tank Trips” promotion in March, showcasing destinations you could reach within one tank of gas from Las Vegas. Topics covered

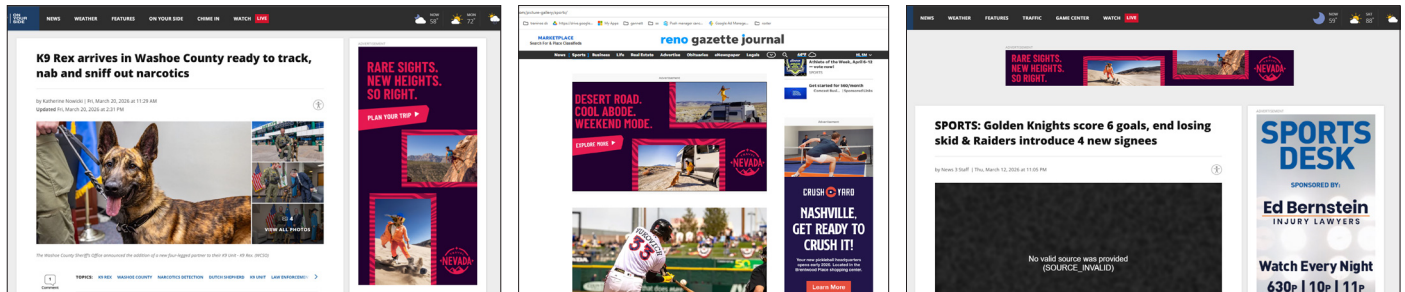


included Alex Honnold (3/13) and Cathedral Gorge State Park (3/27). These segments aired during their “Morning Blend” show, were also promoted via web and social.

- » iHeart Radio’s KSNE continued their Nevada Gift Guide series, expanding into Valentine’s Day. The promotion included on-air talent discussing her favorite Valentine’s gifts, :05. :30 & :60 radio spots (486,000 impressions) and social channel posts.

## OWNED: IN-STATE

When looking at in-state traffic, we see it follow a similar pattern as the entire site. Most metrics were down YoY, save for engagement rate. And engagement rates of in-state users are higher than those of general traffic with Email breaking **90%**.



## In-State Traffic Overview – YoY change in parentheses

SOURCE	ORGANIC	EMAIL	PAID MEDIA
Sessions	40.4K (-5%)	3.6K (-8%)	30.0K (-8%)
Page Views	70.8K (-7%)	10.8K (+3%)	71.4K (-3%)
Engagement Rate	85.66% (+2%)	91.85% (+6%)	87.56% (+1%)

# INDUSTRY DEVELOPMENT

## INDUSTRY RELATIONS

### 3D PROJECT COHORT 4 GOLDFIELD & MESQUITE

Destination Development Manager Cortney Bloomer conducted the second rounds of 3D Cohort 4 communities meetings and in-person Steering Committee meetings in Q3. These in-person meetings are an integral part of what makes Travel Nevada's destination development program so unique, as it is community-lead. Mesquite's community meeting broke record attendance with over 200 attendees.

In January, the three Cohort 1 awardees - Friends of Black Rock-High Rock, Lincoln County, and White Pine County - completed their 2-year award period. Each had notable successes in their implementation, including capacity building, visitor infrastructure, and improved knowledge of tourism in their communities.

### RURAL MARKETING GRANTS

Travel Nevada opened the FY27 Rural Marketing Grants with a kick-off instructional webinar led by Industry Development Specialist Abigail Bernabe. Applicants are able to access the webinar recording as well as guidelines, grant match explanation, and the grading rubric on [TravelNevada.biz](https://TravelNevada.biz).

Travel Nevada has committed to its partners to fine tune the grant process. Feedback was taken into consideration, resulting in the removal of duplicative questions, expanded explanations of ineligible items, and the development of a new matched funds explanation and spreadsheet built by Travel Nevada's research team. All applicable documents can be found on [TravelNevada.biz](https://TravelNevada.biz).

## DOMESTIC TRADE

### ABA MARKETPLACE 2026 & FAMILIARIZATION TOURS

Travel Nevada was proud to be the state sponsor for ABA Marketplace in Reno in January. Domestic Market Manager Robert Graff took part in 1:1 appointments while the rest of the

team manned a shared booth with the Reno-Tahoe Territory. The team engaged in networking with key trade industry partners, inspiring operators and encouraging them to include Nevada locations. After the tradeshow concluded, the team hosted the Northern NV Hidden Gems familiarization tour, which took participants to Reno, Fallon, Virginia City, Dayton, Carson City, Carson Valley, and Lake Tahoe, while the Cowboy Corridor familiarization tour showcased Pyramid Lake, Fernley, Lovelock, Winnemucca, Battle Mountain, and Elko.

## IITA SUMMIT 2026

Domestic Market Manager Robert Graff attended the IITA Summit in Niagara Falls where he met 1:1 with Destination Management Companies (DMC) and Receptive operators that service inbound and domestic travelers to the U.S. At the conference, he connected with inbound operators who market and sell U.S. travel products to visiting international travel buyers, including tour operators, wholesalers, travel agents, and other travel producers. Services include Group, FIT (independent travelers), and MICE (meetings, incentive conferences, and exhibitions) markets.

# INDUSTRY PR & COMMUNICATIONS

## PARTNER PR POST

Travel Nevada disseminated the third edition of its “Partner PR Post,” a quarterly e-newsletter designed to keep partners informed about industry trends and upcoming Travel Nevada PR opportunities. In Q3, the e-newsletter was sent to **1,299 people** (more than quadrupling the distribution from Q2) and had an **open rate of 24.79%**.

## MONTHLY HIGHLIGHTS NEWSLETTER

On the first Monday of each month, except during months when the quarterly updates newsletter is distributed, Travel Nevada sends a Monthly Highlights newsletter to partners that showcases the previous month’s activities, including team travel and departmental efforts to promote the Silver State. The January and February 2026 Monthly Highlights newsletters were each delivered to **1,332 recipients** and had an **open rate of 16.97%**.

## FY26, Q3 QUARTERLY UPDATES

At the beginning of each quarter, Travel Nevada distributes an Industry Quarterly Updates newsletter featuring department highlights, important announcements, and upcoming industry events. The FY26 Q3 edition was sent to **394 recipients** and had an **open rate of 27.74%**.

# INTERNATIONAL MARKET DEVELOPMENT

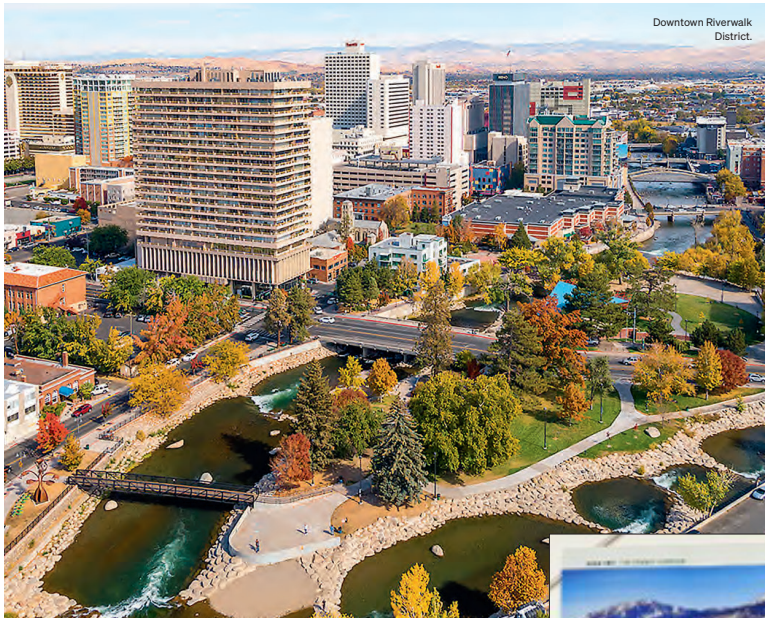
## PR BIG HITS

Travel IQ Reno

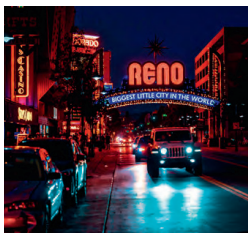
### That's entertainment

Outdoor adventures, culture, delicious eats and casinos – the biggest little city in the world hit the jackpot.

STORY SHARON STEPHENSON



Downtown Riverwalk District



RENO, TUCKED INTO the foothills of the Sierra Nevada range, is a city that smiles on excess. Nevada's second largest city was built on gambling, bootlegging, quickie weddings and even quicker divorces. Despite big sister Las Vegas taking over the crown as America's entertainment capital since the 1950s, Reno is no slacker when it comes to rolling the dice – there's no shortage of casinos.

But there is so much more to do there. Start with a stroll along the The Riverwalk District, all green spaces, boutiques, galleries and live theatre

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## PUBLIC RELATIONS BY THE NUMBERS

AUSTRALIA/ NEW ZEALAND	EARNED MEDIA COVERAGE			HOSTED MEDIA TRIPS		ENGAGEMENTS
	Key Message Inclusion In Top 20 Outlets	Key Message Inclusion In All Outlets	Key Messaging In 75% Of All Earned Media	Individual Trips	Participants On Group Fams	In-Person Or Via Dedicated Meetings
JANUARY	0	0	0	0	0	7
FEBRUARY	8	12	12	1	0	70
MARCH	11	12	12	0	0	5

CANADA	EARNED MEDIA COVERAGE			HOSTED MEDIA TRIPS		ENGAGEMENTS
	Feature Placements In Top 20 Outlets	Additional Placements Across All Outlets	Key Message Inclusion In All Earned Coverage	Journalists	Content Creators	Meetings With Top 20 Outlets
JANUARY	0	1	1	0	0	5
FEBRUARY	0	1	1	1	2	4
MARCH	9	0	9	0	0	1

MEXICO	EARNED MEDIA COVERAGE		MEDIA TRIPS		ENGAGEMENTS
	Feature Placements In Top 100 Outlets	Press Releases & Newsletters	Individual Trips	Group Fams	Media Meetings/Engagements
JANUARY	8	0	0	0	5
FEBRUARY	4	0	0	0	3
MARCH	8	0	0	3	10

UK/IRELAND	EARNED MEDIA COVERAGE		MEDIA TRIPS		ENGAGEMENTS
	Key Message Inclusion In Top 100 Outlets	Key Message In Of All Earned Media	Individual Trips	Group Fams	In-Person Or Virtual Deskside Meetings, Event Attendance, Etc.
JANUARY	11	100%	1	0	10
FEBRUARY	5	100%	0	0	8
MARCH	6	100%	0	0	13

# INTERNATIONAL TRADE HIGHLIGHTS



## INTERNATIONAL TRADE BY THE NUMBERS

	SALES CALLS	TRADESHOWS/ EVENTS/ ROADSHOWS	TRAINING/ WEBINARS	CO-OPS CAMPAIGNS/ PARTNERSHIPS	NV TRAILBLAZERS	PRODUCT OFFERINGS	FAM TRIPS
	<i>Calls</i>	<i>Events/People</i>		<i>Per Quarter</i>	<i>Registrations</i>	<i>Offerings</i>	
<b>AUSTRALIA</b>	585	5/1270	4	7	48	35	3
<b>CANADA</b>	1	5/154	2	5	101	0	0
<b>MEXICO</b>	19	1/1000	23	4	45	11	1
<b>UK &amp; IRELAND</b>	25	2/44	67	1	54	3	0

## **Brand USA–Air Canada–Spain FAM**

**February 2026**

In partnership with Air Canada, Las Vegas Convention and Visitors Authority, and Arizona partners, Travel Nevada hosted **nine tour operators** to experience the “Beyond Las Vegas” Southern Loop, featuring Eldorado Canyon Techatticup Mine Tour, historic Boulder City, and Hoover Dam as part of the Neon to Nature Loop.

## **Australia**

**February 2026**

The industry team participated in the Australia and New Zealand “Visit the USA” Expos, followed by Travel Nevada’s Sales Mission and Brand USA B2B programming. During the week, Travel Nevada showcased the state’s rural destinations to **more than 500 trade agents** through exclusive networking receptions with NV Trailblazers and one-on-one meetings with tour operators and buyers.

## **Canada Sales Mission & Calgary Outdoor Adventure Show**

**March 2026**

Travel Nevada and partners traveled to three key cities (Toronto, Montreal and Calgary) to drive awareness and promote Nevada’s tourism offerings through messaging aimed at both trade partners and consumers, highlighting that Nevada is ready to warmly welcome Canadians back to Nevada. The Calgary Outdoor Adventure Show is a two-day consumer show with **over 13,000 attendees**.

## **Mexico–Content Creator/Media/Tour Operator Basque Cooking & Network Event**

**March 2026**

The Mexico City immersive event brought together **40 content creators**, tour operators, and media to spotlight Nevada’s Basque culture through culinary tourism. The program positioned Nevada as a rich cultural destination and encouraged visitation to rural Northern Nevada by showcasing its history, outdoor recreation, and cultural heritage. Guests left with deeper insight into the region, strengthening international interest and tourism engagement.

## **UK–Sales Mission with LVCVA**

**March 2026**

Travel Nevada participated in the Las Vegas Sales Mission in the UK and Ireland, which included trade events and training sessions, along with key one-on-one meetings with tour operators and airline partners, leveraging Las Vegas as a primary gateway from the UK market. The state’s focus continues to be on showcasing and sharing the diverse offerings and experiences beyond Las Vegas.

## Q3 Brand USA Campaigns & Certified Specialists

### Mexico-Price Travel, Regio Operadora

Brand USA is the official destination marketing organization for the USA created to promote US destinations to international audiences. Travel Nevada engaged in a Co-Op campaign with Brand USA and PriceTravel, one of the most recognized OTAs in Mexico, which executed a multi-platform campaign to the discovery, planning, and booking phases of the customer's trip planning journey. The campaign ran from January - March 2026 and included bookings in Las Vegas, Reno, Lake Tahoe, Carson City, Ely, and Fallon.

BRAND USA		CAMPAIGN RESULTS		
OVERALL CAMPAIGN REACH – MEDIA CAMPAIGN 3				
CHANNEL	AD UNIT	CAMPAIGN DATES	DELIVERED IMPRESSIONS	REACH/ENGAGEMENT RATE/OPEN RATE/CTR
Third Party Media	Digital banners on external websites	January 12 – March 15, 2026	579,661	Clicks: 43,142 CTR: 7.4%
	Display campaign on Google ads network	January 12 – March 15, 2026	301,720	Clicks: 6,133 CTR: 2%
Owned Assets	PriceTravel.com website display ads	January 12 – March 15, 2026	2,068,024	Clicks: 191,549 CTR: 9.2%
	3 e-newsletters on Pricetravel.com	January 20	195,744	Clicks: 27,404 Open Rate: 13%
		February 11	195,993	Clicks: 27,243 Open Rate: 13.8 %
		March 3	195,152	Clicks: 24,589 Open Rate: 12.5%
	1 social media organic post (Facebook)	February 22	6,869	Engagements: 43
	80 sales kiosk screens	January - February	1,200,000	-
	B2C landing page on PriceTravel.com	January 12 – March 15, 2026	4,821	-
	Magazine blog, +1,000 words	February 3	3,482	-
	Training/travel agents - 1 day webinar	March 10	70	-
	PriceAgencies.com display ads – trade focused	January 12 – March 15, 2026	56,667	Clicks: 7,088 CTR: 12.5%
	2 e-newsletters on PriceAgencies.com – trade focused	February 5	13,168	Clicks: 2,570 Open Rate: 19.5%
		March 4	13,968	Clicks: 2,703 Open Rate: 19.3%
B2B landing page on PriceAgencies.com – trade-focused	January 12 – March 15, 2026	4,915	-	
<b>TOTAL ESTIMATED IMPRESSIONS –</b>		<b>TOTAL ESTIMATED IMPRESSIONS –</b>	<b>CLICKS 332,421</b>	
<b>4,700,000</b>		<b>4,840,254</b>		

## BOOKING SUMMARY

METRIC	2025 CAMPAIGN WINDOW (January 12 – April 15, 2025)	2026 CAMPAIGN WINDOW (January 12 – April 15, 2026)	YoY
Number of Room Nights	36,472	70,781	<b>+94%</b>
Number of PAX	41,825	58,908	<b>+41%</b>
Number of Flights	1,824	2,507	<b>+37%</b>
Number of Hotel Bookings	19,771	27,257	<b>+38%</b>
Booking Revenue \$	\$7,809,999	\$10,346,604	<b>+32%</b>

## Brand USA Discovery Certified

The USA Discovery Program is the USA's official learning and sales resource program for global travel agents. This comprehensive platform includes deep training and a range of sales enablement tools to help agents retain knowledge, promote USA travel to their clients, create itineraries, and make bookings with targeted sales support.

Since going live **over 3,300 global agents** have been trained to become Nevada Specialists, receiving their badge of completion. In FY26 Q3 over **120 agents completed** the training program and received their badge.

MONTH	BADGE STARTS	BADGE COMPLETIONS
Mar 2026	30	30
Feb 2026	39	37
Jan 2026	56	56

**THANK YOU**

