

TRAVEL NEVADA

QUARTERLY REPORT

FY24-Q4 | APRIL-JUNE



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EXECUTIVE SUMMARY

Travel Nevada ended FY24 on a high note, executing a **successful integrated mission** to Chicago that spanned the paid, earned, and trade teams. **Weeks of planning** culminated in a media and trade event at the Adler Planetarium, while the consumer activation extended into downtown Chicago and provided city dwellers a look at the dark skies they could see in Nevada.

The InDe team was busy in Q4 meeting with partners and attending trade events to further get Travel Nevada's efforts top of mind with tour operators and agents. The team also saw **major strides** with its 3D program and has a solid plan moving forward to extend this into future fiscal years.

Looking ahead into FY25, the team has **exciting initiatives** planned that will focus on the agency's mission to enhance the quality of life for all Nevadans, including creative marketing campaigns, earned media visits, and a continued presence in industry events and tradeshow.

DESTINATION DEVELOPMENT



HIGHLIGHTS

During the final quarter of FY24, the 3D Project hit some important milestones.

01

The 10-Year destination plans for the Cohort 2 Destinations, the Cultural Corridor and Boulder City, were developed with the consultants.

02

Quarterly reports were received from the Cohort 1 Destinations, Lincoln County, White Pine County, and Friends of Black Rock, with exciting updates about their projects, including Lincoln County moving forward with their business plan for an Adventure/Guide Company and hiring a coordinator to lead that effort.

03

This quarter represented the end of our contract with our initial 3D Project consultants, and also the beginning of new consultant relationships as an RFQ was developed to retain new consultants for the upcoming fiscal year.

MAIN STREET

- A **delegation of Nevada tourism partners** attended the Main Street Now Conference in Birmingham, AL.
- This networking opportunity featured sessions on **economic development and small business, historic preservation, and placemaking.**
- The Nevada's delegation **increased** from 12 participants in 2023 to **30+ in 2024.**



INDUSTRY DEVELOPMENT



RURAL MARKETING GRANTS HIGHLIGHTS

The FY24 Rural Marketing Grant Cycle concluded on June 30, 2024. After an extensive evaluation process, **\$1,500,000** in FY25 Rural Marketing Grants were awarded at the Nevada Commission on Tourism meeting on June 4.

Nevada's Indian Territory (NIT)

- Nevada's Indian Territory (NIT) is dedicated to promoting authentic Indigenous tourism in Nevada.
- Through Travel Nevada's RMG program, NIT continued to enhance their digital platform and website with a high-production video on cultural awareness, a downloadable brochure of all Tribes, Dark Skies, and Powwow Calendar.
- The territory's initiatives aim to foster cultural education and responsible tourism among the Nevada Tribes.

The Lincoln County Authority of Tourism (LCAT)

- The Lincoln County Authority of Tourism (LCAT) utilize Travel Nevada's Rural Marketing Grant program to focus on rock art and photography, producing guides to help visitors discover locations and confidently explore Lincoln County.
- Their initiatives included photography guide in the time for the 4th annual photo fest, along with leveraging diverse advertising platforms and social media to maximize outreach and engagement.

The Laughlin Bullhead Air Show

- The Laughlin Bullhead Air Show showcased a safe and entertaining celebration of military and civilian aircraft, honoring aviation history and service member sacrifices.
- They utilized social media analysis, Zencity data, Placier.ai, and Mailchimp to track engagement and keep potential spectators informed and updated throughout the event.

UC Davis Tahoe Environmental Research Center

- UC Davis Tahoe Environmental Research Center produced promotional videos for the Tahoe Science Center and Underwater Lake Tahoe, resulting in increased subscription and engagement on Facebook, Instagram, and YouTube.
- The funding facilitated the creation and distribution of visual media marketing materials and promoted new exhibits through various channels, reinforcing the center's mission of fostering destination stewardship and environmental education.

TERRITORY STRATEGIC PLANS HIGHLIGHTS



All six Territories received their **Territory Strategic Plans** which were the **culmination of a year long process** which they will review at the **upcoming Territory Retreat**.



TNT CALLS

APRIL 24

Tony Manfredi,
Nevada Arts Council


MAY 22

Cortney Bloomer,
Travel Nevada
(Survey Design)


JUNE 26

Rebecca Palmer,
State Historic
Preservation Office

LOOKING AHEAD



Territory Retreat
October 2-4



FY25 Mid year check
ins with the
awardees to assess
the progress of the
grant projects,
milestones,



“Pitch Perfect Grants”:
The Travel Nevada team
will hit the road to
connect with rural
communities, providing
invaluable support to
prospective applicants as
they prepare for FY26
grant submissions.

DISCOVER YOUR NEVADA



SAGEBRUSH SALOON PASSPORT

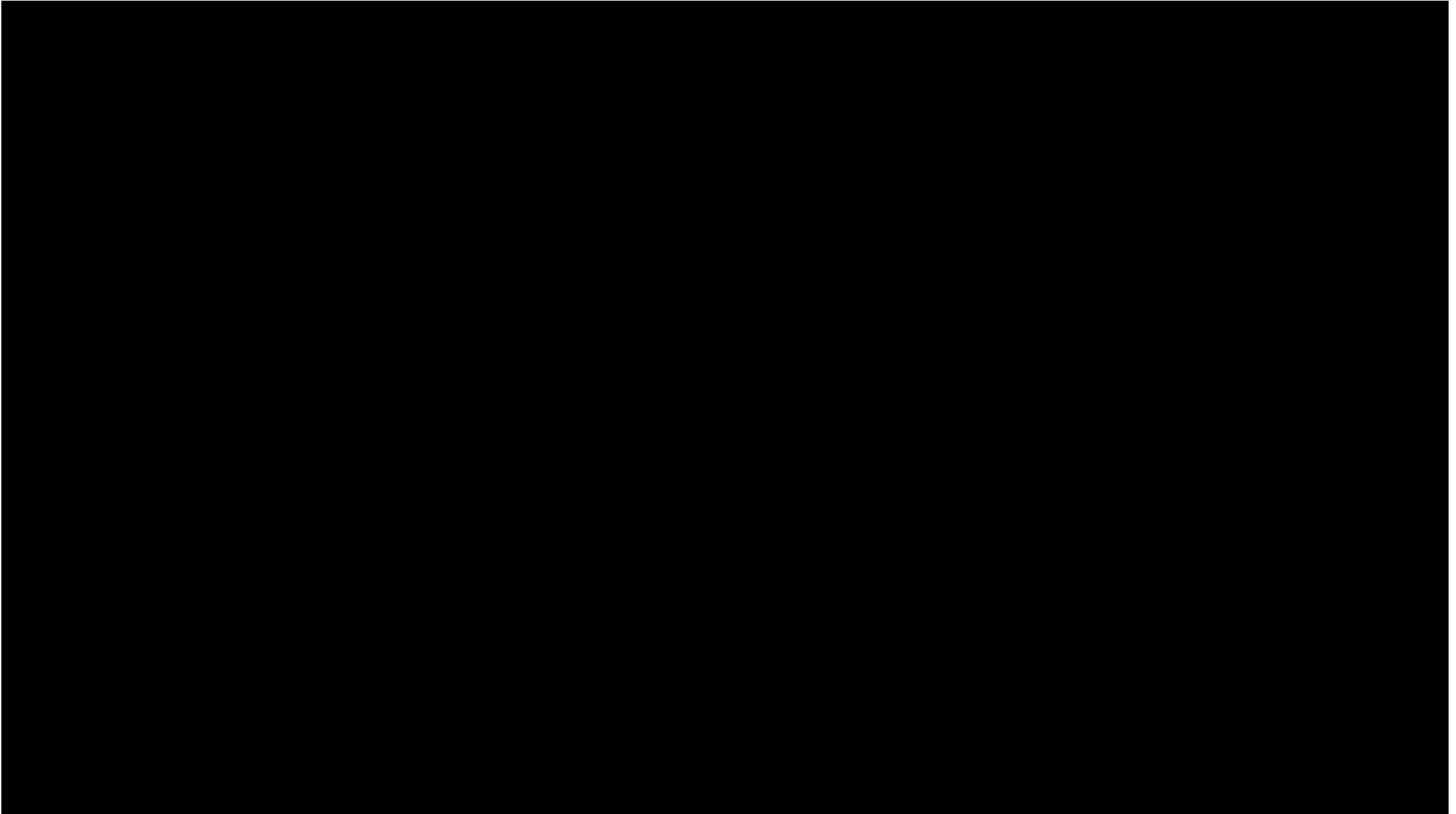
- In April, Travel Nevada launched a **Sagebrush Saloon Passport**, allowing travelers to digitally check in at **nearly 30 featured saloons statewide**.
- The press release garnered coverage nationally in **AAA Via** and **Thrillist**, but also with in-state media, with appearances on **KOLO** and online on **KRNV**.



DOMESTIC MARKET DEVELOPMENT



CHICAGO ACTIVATION



MEDIA/VIP EVENT PHOTOS



MEDIA/VIP EVENT DECOR



OTHER PARTNERSHIP ELEMENTS

Beyond the private media event, the **Adler Planetarium partnership** includes:

- Travel Nevada branding in the **Chicago Night Sky Exhibit through December**
- **A spot before the Adler's Sky Shows through December**
- And a sponsorship of **Astronomy Conversations** (2-3 events/week through August).

The museum is enjoyed by more than **half a million visitors** each year.



Chicago Night Skies



Sky Shows



Astronomy Conversations

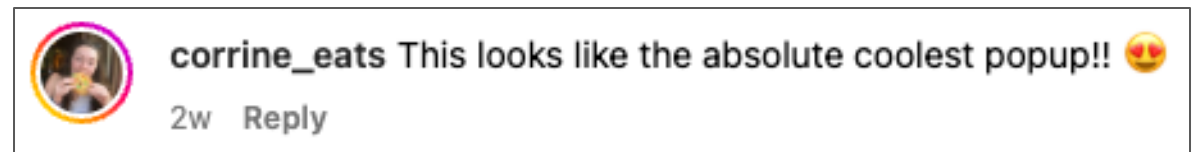
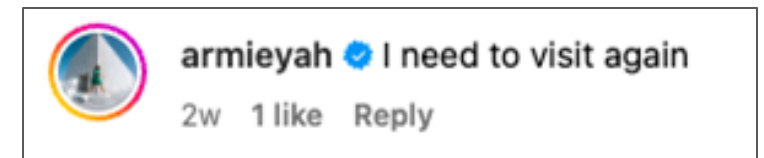
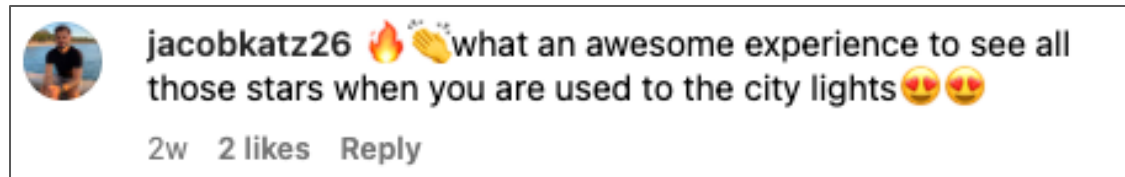
OUT OF HOME ADVERTISING



RESULTS SUMMARY

While Travel Nevada's presence in Chicago is far from over, preliminary findings suggest that the physical activations in June 2024 accomplished the intended goal of **shifting perceptions** in a way that would **drive travel intent** specifically in from Chicago. Our efforts reached Chicagoans through multiple touchpoints, including personal, 1:1 interactions with potential travelers.

- **24.5 million total impressions** between paid and earned tactics, including the Adler partnership
- Nearly **60,000 people** in Pioneer Court during the activation days
- **400+ activation participants** who each spent at least 10+ minutes engaged with Travel Nevada



SOCIAL MEDIA INFLUENCERS

Three influencers/content creators in market:

- Total Posts: 58
- Total Reach: 217,290
- Total Engagements: 23,259

Travis Layton | @trav_in_the_bush

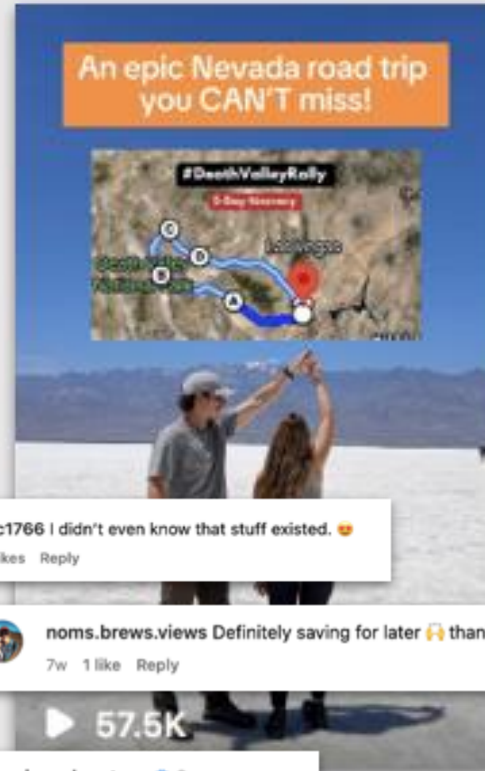
- Total reach: 90,282
- Total Engagements: 9,983

Grayson + Ashleigh Levy | @ourfulltimeadventure

- Total reach: 65,119
- Total engagements: 3,247

Shelby Burns | @shelbssays

- Total reach: 61,559
- Total engagements: 10,012

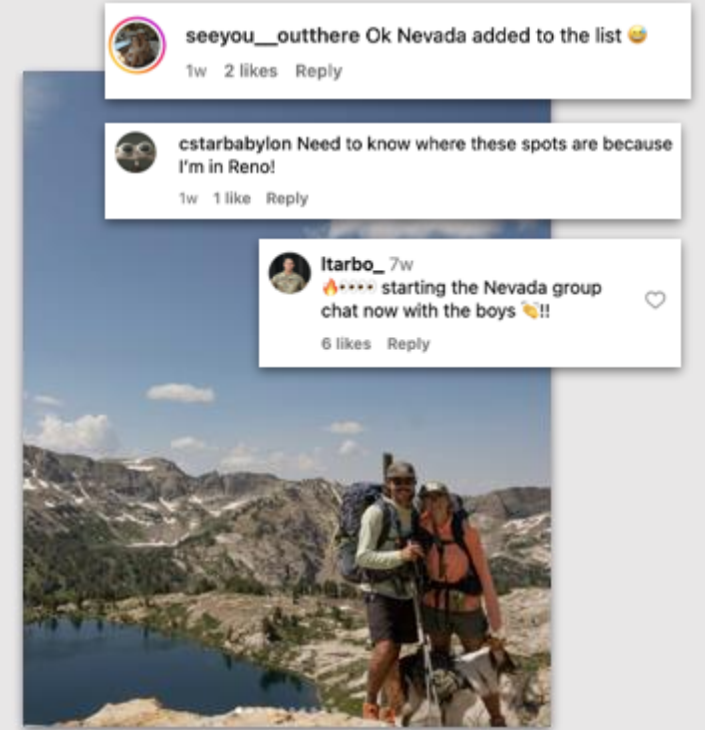


eyedoc1766 I didn't even know that stuff existed. 🤔
7w 2 likes Reply

noms.brews.views Definitely saving for later 🙌 thank you!
7w 1 like Reply

pagingadventure 6w
We definitely want to see more of Nevada!
1 like Reply

57.5K



seeyou__outthere Ok Nevada added to the list 🤔
1w 2 likes Reply

cstarbabylon Need to know where these spots are because I'm in Reno!
1w 1 like Reply

Itarbo_ 7w
🔥 starting the Nevada group chat now with the boys 🤔!!
6 likes Reply



brendan.martin 7w
I need to book a trip to Nevada ASAP! ➡️ who wants to come??
@travelnevada @trav_in_the_bush
2 likes Reply

circelli54 7w
Nevada 2025 here we come! Can't wait!
4 likes Reply

EARNED MEDIA HIGHLIGHTS

END OF FISCAL RESULTS



BIG HITS IN Q4

AFAR

lonely  planet



THE TRAVEL

PHOENIX
M A G A Z I N E

Backpacker

SMARTERTRAVEL

TRAVEL+
LEISURE

thrillist

Smithsonian
MAGAZINE

PureWow

TRADESHOWS, MISSIONS & FAMS



In June we partnered with RSCVA to host Travel Advisors from Pleasant Holidays. One of the largest travel companies in the USA, Pleasant Holidays offers customizable vacation packages including flights, hotels, tours and activities, and car rentals. We are participating in a trade co-operative campaign with Pleasant Holidays in 2024 which was leveraged by hosting key agents in market.

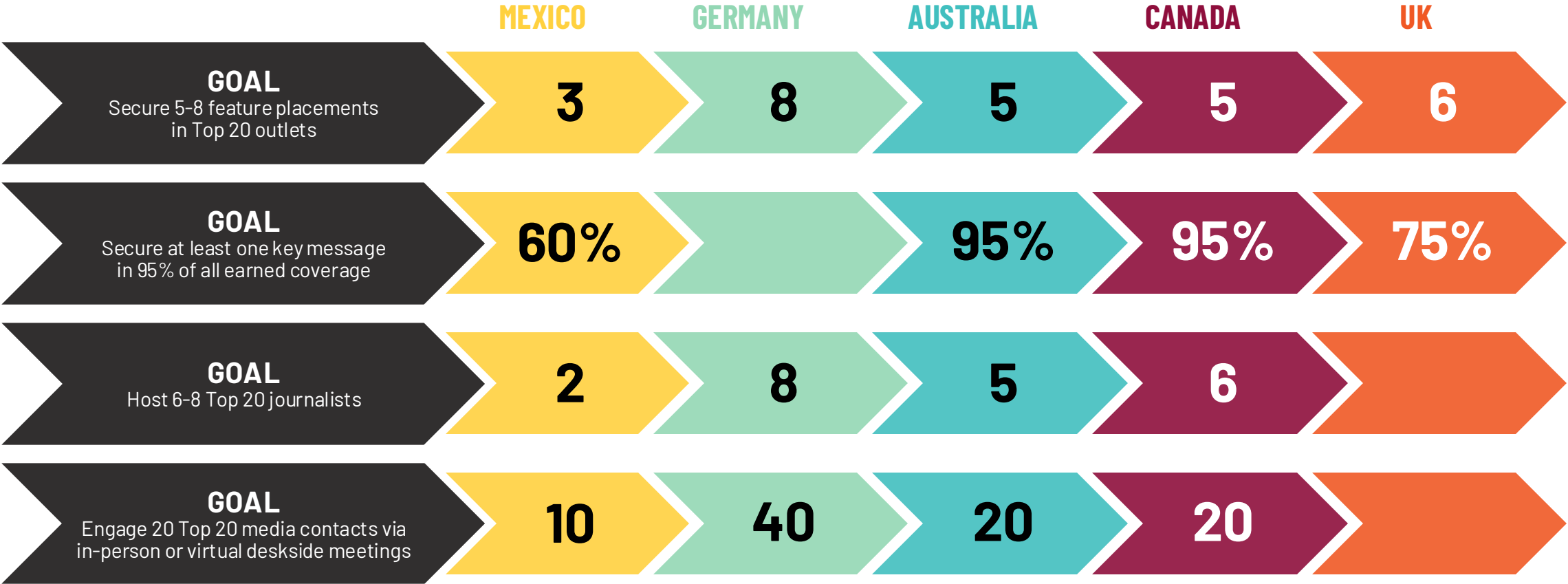


Southern California Sales Mission was conducted in partnership with the LVCVA and RSCVA. 20 tourism partners representing more than 50 Nevada hotels, shows, attractions, and destinations attended and interacted with over 195 travel agents and tour operators in San Diego, Anaheim and Los Angeles.

INTERNATIONAL MARKET DEVELOPMENT



INTERNATIONAL EARNED MEDIA HIGHLIGHTS - Q4



Abteil: ... Seite: ... Rubrik: ...

Nervenkitzel in Nevada

Roadtrip durch die Wüste und zu Orten, wo der Wilde Westen noch spürbar ist

Bei einem Roadtrip durch Nevada fühlt man endlose Highways, sieht kuriose Felsformationen, verlassene Geisterstädte und hört bizarre Aienngeschichten. Eine solche Reise ist pure USA.

Las Vegas Die Mojave Spring Saloon ist eine sehr Coquette - zumindest sieht es so aus. Der Haart ist ebenfalls aus Leder - schwarz. An der Decke, dem Fensterrand und an jedem freien Winkel der Wand kleben ein Scherz und andere Bannere. Zwei Zeichen für den Weg hier zu haben und sie zu Geschichte, die der Saloon wurde im 19. Jahrhundert. Das Museum gehörte die Spielautomaten sind nicht mehr und die Museum kommen Böden. In der ersten Die Tour die Wand an jeder dieser Zeit. "Wer hier ist und eine sein verengtes "geordnet", sagt es ist die "Schöne ist aus die wart denken." Sie ist insgesamt rund 30 "So gibt auch ein strom 300-Halter! Der Saloon aus befindet sich ganz Back Canyon. Weisung Westen sind einmal einen huck Samsack und mit nur von einer gut 247 Unterhaltung schoneles Was hat nicht bei ganz der Canyon ist bei 2 Kilometern befindet vorher registriert schick in gepolstert Kutschen und Dreh schone aus vier mal Die Fahrt ist opt

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SHARING icons

MARIE-EVE BLANCHARD

18.05.2024, 10:00

I just got back from a short but fabulous road trip to Nevada. Far from the casinos, the excess and the exuberance of Las Vegas, and yet nearby, a vast, wild and magnificent playground unfolds that it would be a shame to neglect during a trip to Sin City.

Head to Death Valley National Park, a valley in the Mojave Desert that stretches across the border between Nevada and California. But first, a stop is essential in the Amargosa Valley, two hours from Las Vegas, at the amazing Ash Meadows National Wildlife Refuge. This protected reserve is the last oasis in the Mojave Desert. It has a surprising biodiversity of birds, mammals and reptiles as well as several endemic species, including the famous pupfish, small, extremely rare blue fish that are nicknamed "living fossils" that have adapted to the transformation of the landscape, from subtropical, into desert.



ASH MEADOWS NATIONAL WILDLIFE REFUGE (BLANCHARD)

Travel guide for Nevada titled 'Roll the dice on Downtown'. It features a large image of a guitar-shaped sign for 'Casino Hard Rock' and lists various activities and places to visit in Las Vegas.

Advertisement for 'le journal de montreal' featuring a headline 'Nevada differently, beyond Las Vegas!' and an image of a desert landscape. It also includes a small ad for ORCA titled 'Protect Your Loved Ones with Orca!'.

A collage of images related to Nevada travel, including a neon sign for 'PUNKER SALOON', a 'COCKTAIL' sign, and various desert scenes.

PRESS TRIPS HOSTED

AUSTRALIA

5 Journalists

CANADA

6 Journalists

GERMANY

**Group FAM trip
+ One Journalist**

MEXICO

**Two
Journalists**

UK

Group FAM Trip



TRADESHOWS, MISSIONS & FAMS

IPW Pre-FAM

Canada, May 1-3

Travel Nevada partnered with RSCVA to host top agents from Canada (and one American!) to explore North Lake Tahoe, Reno, and Virginia City before heading to the IPW Tradeshow in Los Angeles.

IPW

Los Angeles, May 3-7

We attended U.S. Travel Association's IPW conference in early May. This is the travel industry's premier international marketplace, bringing together international and domestic buyers, media, and the worldwide tourism industry for three days of appointments and networking.

We met with over 120 tour operators, travel agencies, and travel trade professionals and 40 media.

Travel Nevada, alongside its partners at the RSCVA and LVCVA, also hosted a supplier breakfast to further connect with representatives in key markets.

IPW

By Numbers

6 days

| 120 trade appointments

| 100+ breakfast attendees

40 media appointments

| **5,700 delegates**





LOOKING AHEAD

FY25 Q1 (July 2024- September 2024)



DESTINATION STEWARDSHIP

Travel Nevada will begin partnerships with Travel Foundation and Leave No Trace in the creation of the state's destination stewardship plan and messaging for in-state partners and to our consumer audience.

DESTINATION DEVELOPMENT DESIGN

Travel Nevada will kick-off Cohort 3 of the 3D Project, which name has been officially updated to Destination Development Design program as the Demonstration of Cohort 1 and Cohort 2 has concluded.

Cohort 2 destinations will receive their 10-Year Strategy and submit grant applications for the 3D Grant Funds.

Staff will make themselves available for pre-application site visits for destinations that desire to apply to be part of Cohort 3.

Travel Nevada will invite tourism consultants and consulting firms the opportunity to participate in an RFP to select Cohort 3 Consultants.

INDUSTRY & COMMUNITY RELATIONS

Travel Nevada will attend US Travel Association's Educational Seminar for Tourism Organizations (ESTO) in Columbus Ohio in August, the leading annual and knowledge-sharing forum for destination marketing professionals.

Destination Development Manager Cortney Bloomer will hit the road conducting pre-application site visits, to help destinations prepare for applying to FY25's 3D Project.

DOMESTIC MARKET DEVELOPMENT

We will host at least four journalists on individual FAMs in Q1 including: Rebecca Toy (freelance, Nat Geo/Fodor's), James Barrett (freelance, Hearst), Jayln Robison (editor, Travel + Leisure/TripSavvy), Erin Gifford (freelance, AAA Via)

Travel Nevada will be taking our brand activation on the road with our first stop in Seattle, WA in August and Redmond, Oregon (Portland DMA) in September.

Travel Nevada will attend Connect Marketplace August 27 – 29, in Milwaukee and will conduct one-on-one appointments with receptive tour operators.

BUMBERSHOOT
ARTS & MUSIC FESTIVAL, AUG 31 & SEPT 1, 2024
LABOR DAY WEEKEND AT SEATTLE CENTER
SATURDAY, AUG 31
PAVEMENT • CYPRESS HILL • CARL COX • FREDDIE GIBBS
CUNNINGHAM / BIRD • Aiy & AJ • ST. PAUL AND THE BROKEN BONES
UND ME • LAUREN MAYBERRY • HELADO NEGRO
ED LEO AND THE PHARMACISTS • PINK SIIFU
KNOW - NO THINGS • CORRIDOR • TEKE:TEKE
• PSYMON SPINE • NAVVI • THE DIVORCE
GROOVY NOBODY • LINDA FROM WORK

SEPT 1
ACRED SOULS • COURTNEY BARNETT
ADBADNOTGOOD • KIM GORDON
ES • ALL THEM WITCHES • NEAL FRANCIS
FFALO • LOL TOLHURST X BUDGIE • BALTHVS
SQUAD • ACID TONGUE • MOOR MOTHER
ON BENDERS • KULTUR SHOCK • REPOSADO
ARREN DUNES • GOLD CHISME • LEMON BOY

RSHOOT.COM

Microsoft STARBUCKS
seattlecenter theStranger 2024

CASCADE
EQUINOX FESTIVAL
SEPTEMBER 20-22, 2024 • REDMOND, OR

JUNGLE • CLOZEE • STS9
LIQUID STRANGER • MARC REBILLET

IN ALPHABETICAL ORDER
BARCLAY CRENSHAW • DAILY BREAD
DELTRON 3030 • DIRTWIRE • THE FLOOZIES • JUSTIN JAY
JOHN CRAIGIE & SHOOK TWINS PLUS ADDITIONAL SHOOK TWINS SET • KITCHEN DWELLERS
THE MOTET • NEIL FRANCES DUO SET • POOLSIDE • RAVENSCOON
SOL • SUNSQUABI • WRECKNO

IN ALPHABETICAL ORDER
ASSEMBLY OF DUST • CLICHE • CYTRUS • DIZCO • FREE CREATURES
GOODNIGHT TEXAS • GOOPSTEPPIA • HÅANA • HIGH STEP SOCIETY
KARINA RYKMAN • LATE NIGHT RADIO • LIVING ROOTS • MADELINE HAWTHORNE
NOETIK THE ALCHEMIST • PARKBREEZY • RYAN MONTBLEAU BAND • SPUNJ
SUGARBEATS • TALKING DEAD • WILLDABEAST • WOLFCHILD • ZACK DARLING

IN ALPHABETICAL ORDER
BILLY & THE BOX KID • BLACKSTRAP BLUEGRASS • CALL DOWN THUNDER • DJPK
FEATHERED INDIANS • THE FLYING SKULLS • FRACTAL • GONZOFUZE • THE HASBENS
HEAVEN ZEST • JOEL CHADD • LEADBETTER BAND • MAJITOPE • QUATTLEBAUM
SKILLEHEAD • SMOKESTACK LIGHTNING • SMOKOVICH • STEALHEAD • SUNSEI
TAKIMBA • TEB • TONYINORBIT • TYLER SPENCER

PLUS MANY MORE TO COME...

CASCADEEQUINOX.COM

INTERNATIONAL MARKET DEVELOPMENT

Internationally, the team is hosting a wide variety of travel journalists across all of our global agencies.

In July travel advisors from Canada's AMA will participate in a 7-day joint FAM by Travel Nevada, North Lake Tahoe, and RSCVA. The advisors will visit: North and South Lake Tahoe, Genoa, Hawthorne, Tonopah, Rachel, Caliente, Cathedral Gorge, Great Basin National Park, and Ely before heading back to Reno!

In September Travel Nevada will host UK trade representatives on a FAM tour of Southern Nevada and Australian trade representatives on a FAM tour of Northern Nevada.

IN-STATE MARKET DEVELOPMENT

Travel Nevada will be hosting @notjustabartender on a "Picon Punch" tour across the Cowboy Corridor.

THANK YOU

THANK YOU

THANK YOU

TravelNevada.com

