

TRAVEL NEVADA

# QUARTERLY REPORT

FY25-Q4 | APRIL-JUNE



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# DESTINATION DEVELOPMENT

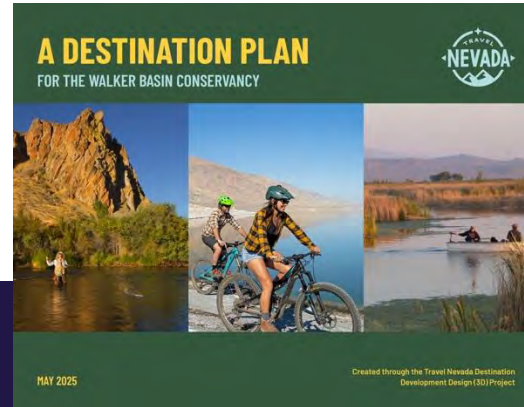


# 3D PROJECT

**Cohort 3** participants completed their consultation period and were presented with their multi-year strategic plan and awarded funds through the 3D Project grant program.

**\$504k**  
TO WALKER BASIN  
CONSERVANCY

**\$493k**  
TO FRIENDS  
OF SUTRO TUNNEL



A **\$504,389** award was granted to **Walker Basin Conservancy** to develop a 10-year sustainability-focused destination plan to link the communities connected by the Walker River (Topaz, Smith, Yerington, Schurz, and Hawthorne) with a unified sense of place and an immersive, educational visitor experience.



**Friends of Sutro Tunnel** was awarded a **\$493,323** grant to develop a 10-year destination plan to support cultural and heritage tourism in Dayton through the development of amenities and attractions that link the town's history with neighboring Virginia City through their shared Comstock history.

# RURAL ENTREPRENEUR PROGRAM & RURAL PITCH CONTEST

## Rural Pitch Contest Winner: **POSH (PIOCHE OLD SCHOOL HOUSE)**

The second **Rural Pitch Contest** was held at April's Rural Roundup. Four contestants were selected to participate in the pitch, from which a winner was selected by a panel of judges. This year's competition aimed to support new or expanding **outdoor recreation businesses** in rural Nevada. **POSH** will be the only boutique hotel within proximity to five state parks in the area including Cathedral Gorge, Echo Canyon, and Kershaw Ryan State Park.



## **BADER RANCH** VOTER'S CHOICE WINNER





# GERLACH MURAL OPENING RECEPTION

## Gerlach Mural Project and Open Air Art Gallery Opening

As part of Friends of Black Rock High Rock's Cohort One 3D Project Award, artists from around the world were commissioned to develop murals showcasing the Gerlach community and highlighting local culture.

**10 murals** made their debut during the event, with **2 murals yet to come**. These works of public art are the foundation of Gerlach's new Open Air Art Museum walking tour.



# INDUSTRY & COMMUNITY RELATIONS



# FY26 RURAL MARKETING GRANT HIGHLIGHTS



**\$1.5M**  
DOLLARS  
AWARDED

**50**  
RURAL  
COMMUNITIES  
& TOURISM  
TERRITORIES

## FY26 RURAL MARKETING GRANT CYCLE

Travel Nevada was extremely impressed by not only the quantity of applications, but also their quality.

The increase in applications and quality is attributed to the year-long educational programming conducted by our Industry Development Specialist. Programming included instructional videos, grant writing training at Rural Roundup, and the Grant Road Show.

A total of **\$1.5 million dollars** was awarded amongst **50 rural communities** and tourism territories.




### ABBY ROAD. KNOWLEDGE UNLOAD. GRANT DECODE.

Our Industry Development Specialist, Abigail Bernabe, working alongside with the territory chairs will be traveling to a town near you for in-person meetings with the Travel Nevada departments to assist with FY26 grant application.

Join us for food, networking opportunities, raffle prizes, and more.

For more information on Rural Marketing Grants and how to submit your application, visit [travelnevada.biz/programs/grants](https://travelnevada.biz/programs/grants)



MARCH 24	MARCH 25	MARCH 26	MARCH 27	MARCH 28
<b>Fallon</b> 10:00 a.m. Churchill County Placemart 1550 S Main St	<b>Elko</b> 10:30 a.m. Elko Convention Center 730 Marion Way	<b>Caliente</b> 10:30 a.m. State Track Community Center 901 Clover St	<b>Pahrump</b> 10:00 a.m. Bob Road Community Center 901 Highway 93S	<b>Carson City</b> 10:30 p.m. Travel Nevada Carson City Office 1440 US Richards Blvd, Suite 202-035
<b>Ely</b> 6:00 p.m. Mr. Cinos Restaurant & Bar (Ph. 52) 484 E. Kuttman St	<b>Las Vegas</b> 5:00 p.m. Fairfield Inn & Suites and Townsquare Suites 395 E. Warm Springs Rd	<b>Tonopah</b> 4:30 p.m. Tonopah Convention Center 301 Brougher Ave		



# FY25 RURAL MARKETING GRANT HIGHLIGHTS

## 01 OM NAMO

OM NAMO organized two successful cultural events that celebrated Great Basin heritage, attracting 3,397 attendees and significantly enhancing community engagement, tourism, and economic impact in the region through effective marketing and partnerships.

**Moving Forward Together SOCIAL POWWOW** **FREE & OPEN TO ALL!**

RAFTER 3G ARENA, 227 SHECKLER RD, FALLON • FALLONPOWWOW.COM • FALLONPOWWOW@GMAIL.COM

**May 30: Indigenous Arts Market, Fine Arts Exhibit, & Food Vendors (Doors Open 5 PM)**

**May 31: Social Powwow (Grand Entry 12 PM & 6 PM)**

**June 1: Social Powwow (Grand Entry 12 PM)**

**HEAD STAFF**  
Master of Ceremonies: Hank Johnson  
Head Dancer: Jerry Bear  
Host Drum: Black Lodge  
Special 10: Special 10  
Head Woman: Head Woman  
Head Man: Head Man

**SPECIALS**  
Luna George  
Brasserie Vivre Special  
Buckaroo Traditions Gathering  
Brew & Eat Social  
All About's Traditional Special

**VENDORS**  
Food & Beverage  
Lemonade • Frozen Treats  
MM Tacos • Burgers • Burritos  
MM Tacos • Aaaa Tacos

**Resources**  
Jobs, Careers & Labor Unions  
Mental Health Wellness  
Crisis Support Services  
Substance Prevention  
Arts & Museums

**Arts & Crafts**  
Native Made Wares  
Jewelry & Clothing  
Dresses & Boutiques  
Photography & Fine Art  
Natural Self-Care Products

## 02

### Austin Chamber of Commerce

From July 2024 to June 2025, the Chamber partnered with Townsquare Ignite to deploy a targeted geofencing strategy that monitored consumer foot traffic and boosted social media marketing, effectively engaging potential customers within a 400 mile radius of Austin, Nevada particularly those interested in local events.



## 03

### Esmeralda County

Esmeralda County successfully updated its organizational assets by redesigning a 20-year-old brochure and creating a new rack card to promote the area as "The Gem of Nevada." These materials provide essential information and resources for travelers, including QR codes for quick access to links, helping enhance connectivity and visibility among potential visitors exploring the region between Las Vegas and Reno.

**Explore the Extraordinary! Esmeralda County, Nevada**

Nestled between Las Vegas and Reno, boasts historic sites, ghost towns, mining towns, and lush farmland. With stunning landscapes and endless opportunities, it's a perfect blend of leisure and business. Visit Esmeralda County for an unforgettable experience. Plan your trip and share the adventure with friends!

**Esmeralda County Ghosts Towns**

- Alkali
- Artemont
- Coaldale
- Columbus
- Gilbert
- Fish Lake Valley
- Gold Point
- Blair Junction
- Silver Peak
- Goldfield
- Lida
- McLeans
- Millers
- Palmetto

**Esmeralda County Attractions**

**FISH LAKE VALLEY**

- History & Heritage Museum
- Lodging
- Food & Groceries
- Fuel

**GOLD POINT**

- Park
- Hiking
- Dining
- Off-road
- Rock/Fossil Hunting

**GOLDFIELD**

- Hot Springs
- Historic Mining Town
- Bottle
- Hunting
- Visitor Center
- Lodging
- Food & Saloons

**SILVER PEAK**

- Park
- Food & Bars
- Hiking
- Biking
- Off-road
- Rock/Fossil Hunting

**Like and Follow to Learn More**

[www.accessesmeralda.com](https://www.accessesmeralda.com)

Sponsored by Travel Nevada's Rural Marketing Grant

# IN-STATE MARKET DEVELOPMENT



# INTEGRATED INITIATIVES

## DESO LAUNCH PARTY

Deso Flagship Store, Reno  
April 25

To spotlight Nevada’s rural communities and reinforce the “Out There” brand, Travel Nevada partnered with **Deso** and local artist Kylie Souza to launch a custom apparel line featuring artwork inspired by towns like **Verdi, Winnemucca, Mesquite, and Jarbidge**. This initiative reimagined rural Nevada as both aspirational and culturally relevant, turning local pride into wearable art, **supporting conservation** efforts through donations to the Great Basin Institute, and

empowering **Nevadans to serve as ambassadors** for the state’s lesser-known destinations.

The April 25 launch event at Deso’s Reno store brought together locals, media, and partners to celebrate the new collection through immersive storytelling, VR experiences, a gallery of custom artwork and a Travel Nevada trip giveaway.



LAUNCH EVENT

**79**  
E-NEWSLETTER  
SIGN-UPS

**\$8.7k**  
TOTAL  
SALES

**2,166**  
CLICKS

**\$875**  
RAISED FOR  
CONSERVATION

**2M**  
IMPRESSIONS

PERFORMANCE

**1,579**  
VIEWS ON DESO  
LANDING PAGE

**74.7%**  
AVERAGE  
% VIEWED

**920**  
IMPRESSIONS

**0:55**  
AVERAGE VIEW  
DURATION

**204**  
YOUTUBE VIEWS



# IN-STATE MEDIA MISSIONS

In FY25 Q4, Travel Nevada hosted **two** in-state media events.

## LAS VEGAS

Red Rock  
Climbing Center

[WATCH VIDEO >](#)

## RENO

Mesa Rim  
Climbing Center

[WATCH VIDEO >](#)

12

### MEDIA & CREATOR ATTENDEES

These interactive, climbing-themed events brought together a total of **12 media and creator attendees** with Travel Nevada staff and partners from across the state.



## IN-STATE PUBLIC RELATIONS

2,563,496

OVERALL POTENTIAL IMPRESSIONS

2,216,819

TOP 100 POTENTIAL IMPRESSIONS



# PAID MEDIA

During Q4, 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, print, and out-of-home placements.





## KEY ACHIEVEMENTS INCLUDE:



**1.7MM**  
IMPRESSIONS

### ELEVATED HISPANIC OUTREACH

The Hispanic-focused campaign continued to gain momentum, with a programmatic digital out-of-home campaign targeting predominantly Hispanic neighborhoods in both the north and south. The goal was to encourage residents to explore the state and make new discoveries about the place they call home. The campaign resulted in **almost 1.7 million impressions**. This campaign complemented the existing linear TV and coordinated print and digital placements.





**402k**  
IMPRESSIONS

**17k**  
ENGAGEMENTS

## UNIVERSITY OF NEVADA, LAS VEGAS PARTNERSHIP

The Travel Nevada and **University of Nevada, Las Vegas** partnership wrapped up with promoted videos across their social channels. The videos received **402,839** impressions and **17,262** engagements.

UNLV



ACES HOME  
OPENER GAME

**4/1**

MICHELADAS GAME

**4/26**

**244k**  
COMBINED  
ATTENDANCE FOR  
APRIL-JUNE

## RENO ACES PARTNERSHIP

Reno baseball season kicked off with the Aces home opener on April 1st and the first Micheladas game on April 26th. Combined attendance for April-June was 244,171.



# LAS VEGAS CHICAS

Las Vegas-based content creators **Lluvia** and **Velia** (@lasvegaschicas and @its.veliaa) teamed up to showcase an unforgettable girls' trip highlighting hidden gems and must-visit spots just beyond the Vegas city lights.

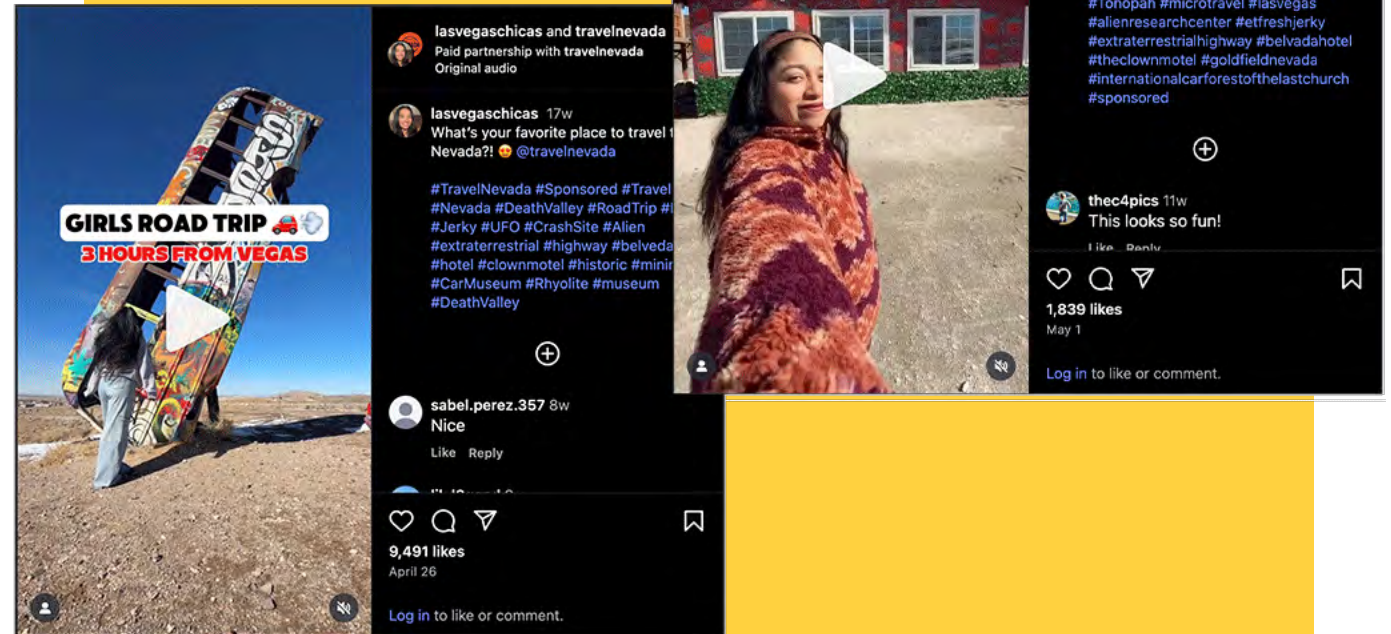
\*Lluvia and Velia are based in Las Vegas. They traveled in Q3, but the content didn't go live until Q4.

## Itinerary Highlights:

- [Alien Research Center](#)
- [Little A'le'Inn](#)
- [Pahrump](#)

## Posts:

- [Instagram Post 1](#)
- [Instagram Post 2](#)



**14**  
POSTS

**2**  
CREATORS

**2.76M**  
IMPRESSIONS

**1.91M**  
REACH

**26.65k**  
ENGAGEMENTS

**6.5k**  
SHARES

**4.69k**  
SAVES

**20.23k**  
LIKES

**194**  
COMMENTS



**12%**  
Traffic Decline  
versus Q4 '24

**50%**  
INCREASE PAID  
SEARCH & MEDIA

**67k**  
VISITORS  
TO WEBSITE

**47%**  
PARTNER  
REFERRAL  
INCREASE Q4 '24

## Overall Site Traffic

(In State Visitors Only)

With less natural (unpaid) traffic coming to the site due to changing search behavior, we're seeing less traffic come from top-of-funnel visitors in their "dreaming" phase, but steady traffic coming from people in planning, booking, and loyalty phases. This steady traffic from mid- to low-funnel visitors increases the rate of conversion to partner referrals onsite, making the web experience more effective.

- Traffic to travelnevada.com **declined 12%** versus Q4 '24, influenced by nearly all channels outside of Paid. Paid Search & Media **increased 50%** (driving **67k** visitors to the website). Although traffic declined, partner referral volume **increased by 47%**.



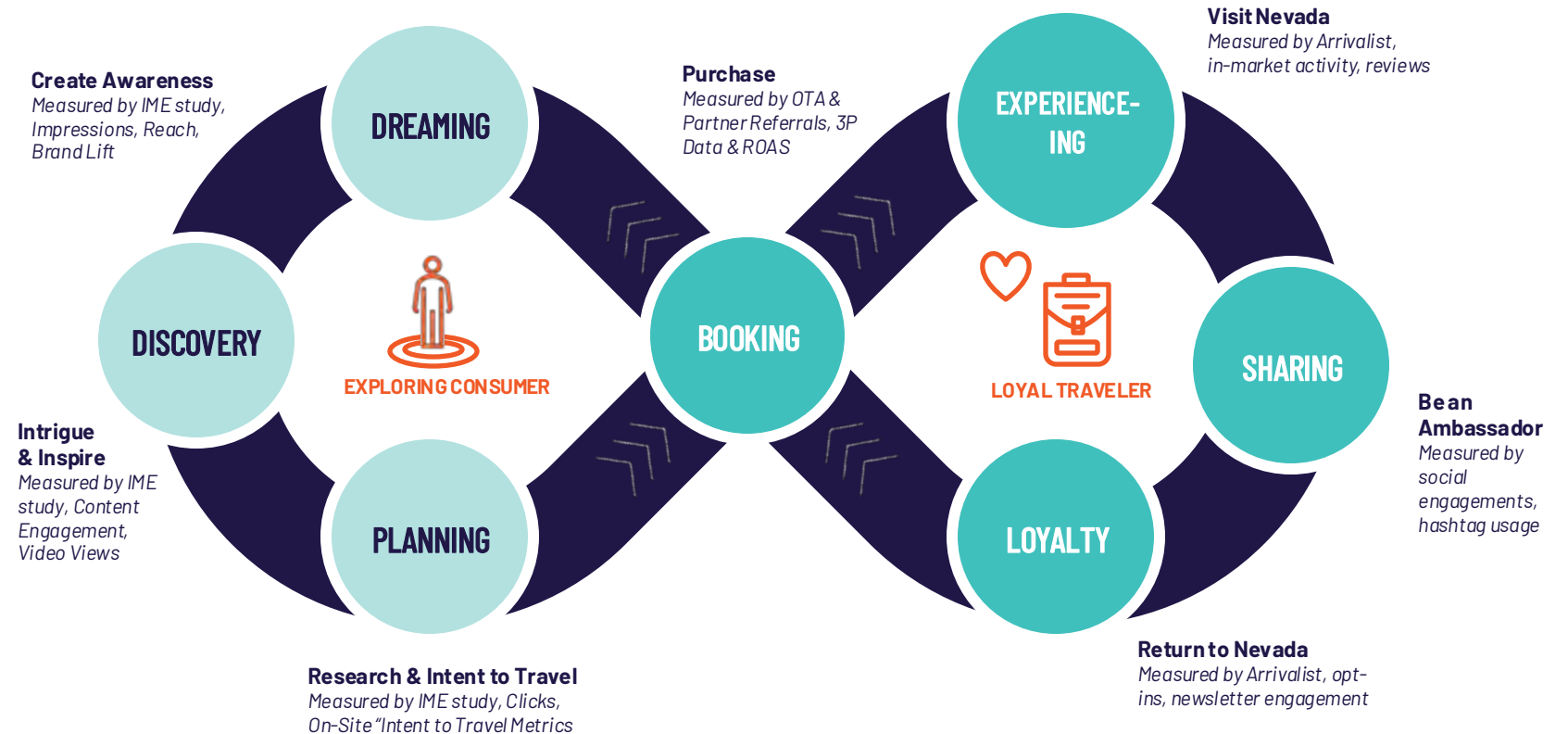
# DOMESTIC MARKET DEVELOPMENT





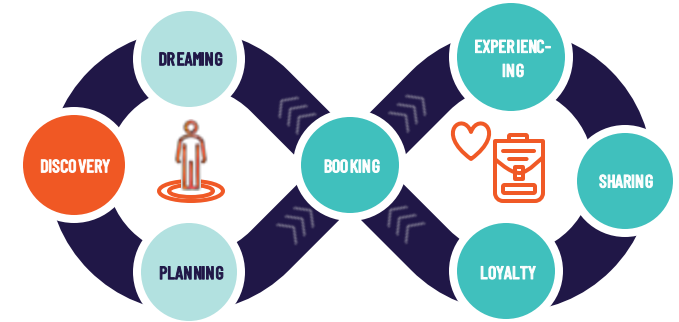
# INTEGRATED INITIATIVES OVERVIEW

Q4 marketing efforts continued to support the overall goals and priorities for FY24/25 which is to shift perception in a way that continues to encourage people to **spend more and stay longer in Nevada.**



# DISCOVERY PHASE

Build awareness and intrigue with **video, streaming audio** and **podcasts**.



**10M**  
IMPRESSIONS

**97%**  
VIDEO  
COMPLETION  
RATE

The streaming video partners continued to gain strong visibility for Travel Nevada throughout Q4. The combination of premium, full-episode video partners delivered over **10M impressions** and a **97% Video Completion Rate**.

Delivery in Q4 also included Spanish-language video with **Univision** and **Telemundo**, helping to reach Spanish-speaking audiences. These two partners saw strong VCR performance with this audience.

All partners met or exceeded video completion rate benchmarks, indicating strong engagement with messaging and placements.

Some key programming where the Travel Nevada message ran included: **Paradise, Abbott Elementary on HULU**, and **Soccer, 1923, Mobland, and Survivor on Paramount+**.



**68M**  
IMPRESSIONS

Audio placements delivered **63M** impressions across partners like: **NPR, iHeart** and **Pandora**.

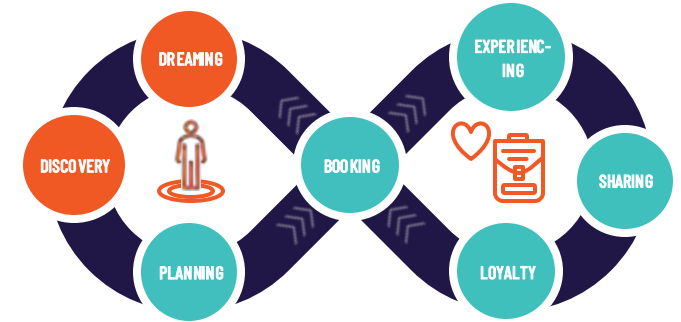
In Q4, **iHeart** continued to run the custom Podcast placements and showed strong delivery, reaching audiences in key markets. Key podcasts placements include host read spots from **Gill Alexander on 'Beating the Book', The Bobby Bones Podcast, and Betrayal with Andrea Gunning**. Additionally, **iHeart** saw over 20k entries into the Travel Nevada Sweepstakes

Additionally, **Pandora** placements saw strong delivery in podcasts such as **Crime Junkies, Freakonomics, Pod Save America, and Mel Robbins Show**.



# DREAMING | DISCOVERY

Shift perception and create inspiration through **targeted digital placements** and **custom content partnerships**.



**70M**  
IMPRESSIONS

**200k**  
CLICKS

The dreaming–discovery partners delivered **70M** impressions in Q4 and generated over **200k clicks**, helping to build awareness and inspire audiences.

Top-performing partners in Q4 were **Nat Geo**, **Flipboard**, and **TravelZoo**, helping to generate the vast majority of engagement.

With **Nat Geo**, the momentum of the new hub and content continued into this quarter, gaining even more engagement than Q3.

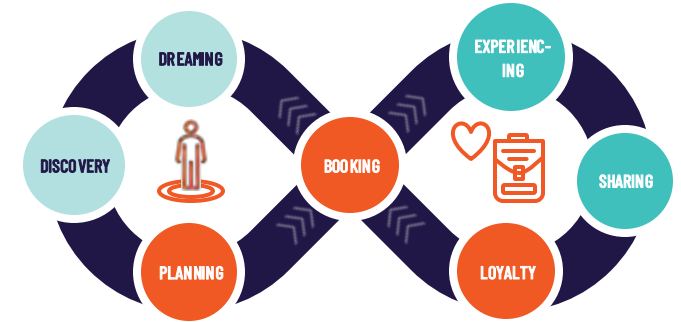
Flipboard continued to see strong performance across all audiences, but the top-performing placement this quarter was an editorial sponsorship featuring Hidden Gems in Nevada.

A top-performing partner in Q4 was **TravelZoo**. They developed custom article content showcasing spring trips. While the content only ran for a short time, it generated strong engagement across email, social, and the **TravelZoo** website.



# PLANNING | BOOKING | LOYALTY

Partner with leading **Travel Content** partners to influence planning and **OTAs** to **drive bookings, defend competitive share, and engage potential travelers as they actively shop.**



**33k**

Click Thru Rate  
(CTR)

**5,700**

VISITOR GUIDE &  
EMAIL SIGN-UPS

**114k**

TRAVEL  
ENGAGEMENTS

In Q4, native placements with **Simpli.fi** and social with **Meta** were two of the top planning partners, helping to influence travel.

- Native with **Simpli.fi** generated over **33k clicks** and exceeded CTR benchmarks and helped to drive traffic.
- **Meta** generated over **5,700 Visitor Guide and eNewsletter sign-ups** in Q4, indicating audiences are interested in taking the next step in planning their trip.



**Tripadvisor**



**Expedia**

**priceline**

All OTA partners (**TripAdvisor, Expedia, and Priceline**) ended the year with strong performance, and these partners generated over **114k travel engagements** (flight bookings or hotel purchases) in Q4.

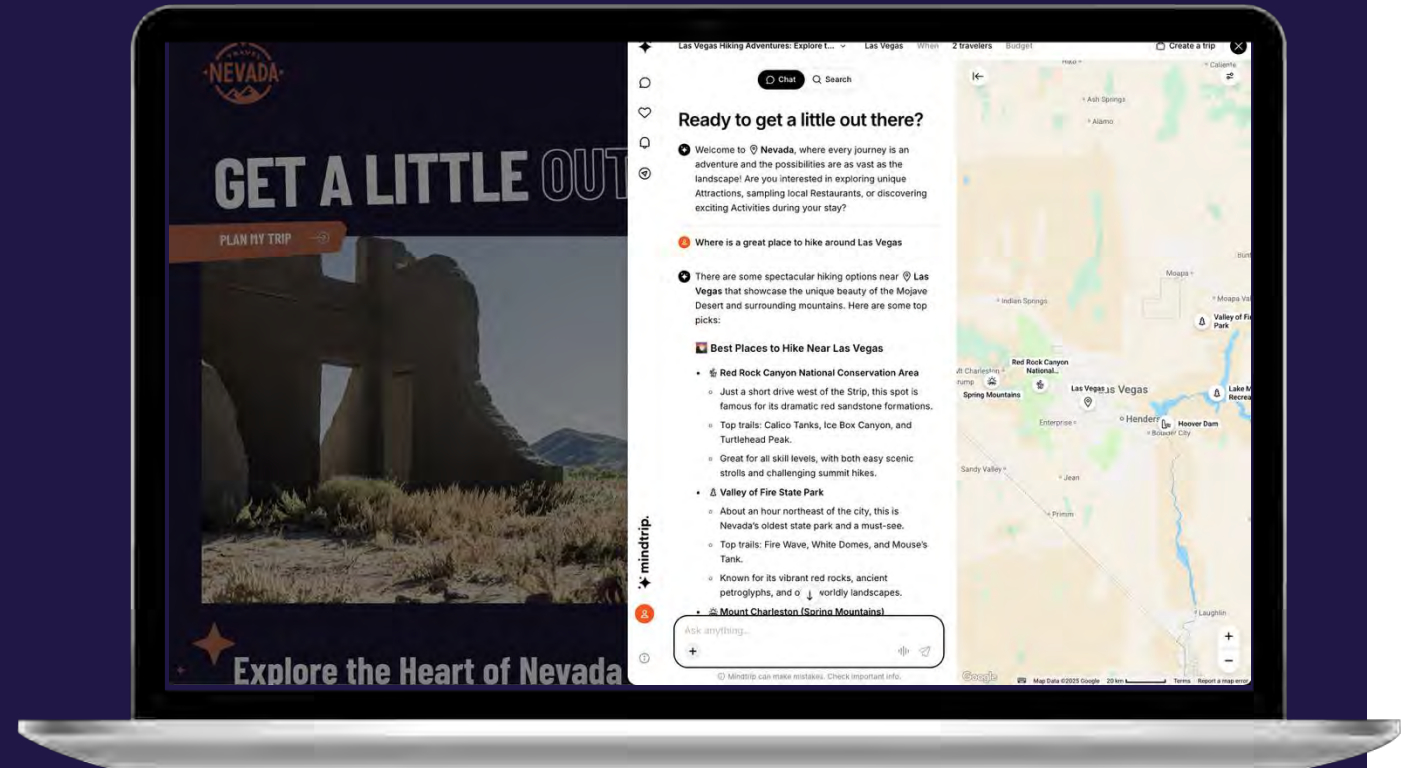


## WEBSITE: MINDTRIP AI USAGE

After launching AI chat on the website in Q4, we've seen positive usage in the volume of chat interactions.

**98%** of all chats performed in Q4 were personalized and unique to the user.

Only 2% of the remaining chats were duplicated with another user, meaning when people engage 1:1 with AI chat they are looking for personalized and specific content to their trip planning experience.





# Overall Site Traffic

Out-of-State Visitors Only

21%

Traffic  
Decline YoY

23%

Partner Referrals  
Decline YoY

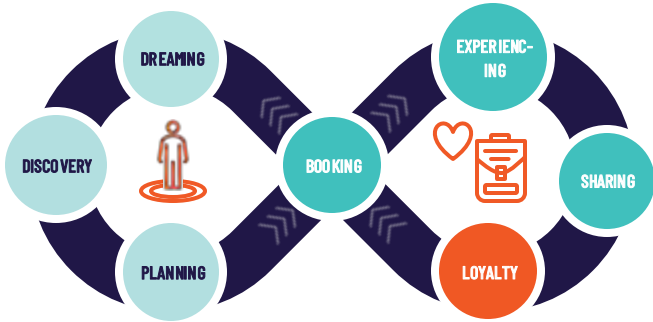
With less natural (unpaid) traffic coming to the site due to changing search behavior, we're seeing fewer visitors from top-of-funnel users in their "dreaming" phase, but steady traffic from those in the planning, booking, and loyalty phases. This steady traffic from mid- to low-funnel visitors increases the rate of conversion to partner referrals onsite, making the web experience more effective.

- Traffic to travelnevada.com declined **21%** versus Q4 '24 influenced by nearly all channels outside of Paid. Paid Search & Media increased **56%** (driving 314k visitors to the website). **Although traffic declined, partner referral volume increased by 44%.**
- The top 5 cities people were interested in learning more about while on travelnevada.com were: Laughlin, Boulder City, Virginia City, Tonopah, and Elko (making up about **86%** of the total city traffic).



# LOYALTY

Increase email engagement, generate partner referrals, drive website traffic, and strengthen brand loyalty by keeping Travel Nevada top of mind.



CHANNEL	EMAIL SESSIONS	% Δ	ENGAGEMENT RATE	% Δ	RETURNING USERS	% Δ	VIEWS / SESSION	% Δ	ALL PARTNER REFERRALS	% Δ	ALL PARTNER REFERRAL RATE	% Δ	LODGING REFERRALS	% Δ	LODGING CVR	% Δ
Email	15,186	4% ↑	81.83%	6% ↑	2,535	15% ↑	2.21	-16% ↓	1,931	-16% ↓	8.49%	-4% ↓	508	-21% ↓	2.09%	-30% ↑



4%  
Traffic  
Increased YoY

23%  
Guide Requests  
Increased YoY

Email remains a strong channel for building audience loyalty and engagement, with sessions up **4%** year-over-year. Engagement rate also rose **6%**, reinforcing email’s role in keeping Travel Nevada top-of-mind. A **23%** rise in guide requests further indicates growing trip-planning intent.

However, partner referral metrics reveal opportunities for improvement. Partner referrals dropped by **16%**, and lodging-specific actions saw

the steepest drop—referrals fell **21%** influenced by a lower conversion rate.

While email continues to generate interest, the email strategy in Q1 didn’t drive as many partner conversions as it did during FY24’s strategy. Optimizing CTA placement, refining partner content framing, and testing email layouts can help boost click-through and referral effectiveness.

# PUBLIC RELATIONS

## FY25 KPI PROGRESS

### FY25 BY THE NUMBERS: Q4

**876.7M+**

OVERALL POTENTIAL IMPRESSIONS

**866.5M+**

TOP 100 POTENTIAL IMPRESSIONS

<b>01</b>	<b>TOP 100 PLACEMENTS</b>	GOAL NATIONAL: 40 IN-STATE: 15  SECURED NATIONAL: 79 IN-STATE: 19  YTD RESULTS 98 PLACEMENTS  <b>178.2%</b>
<b>02</b>	<b>TOP 100 FEATURE PLACEMENTS</b>	GOAL NATIONAL: 15 IN-STATE: 5  SECURED NATIONAL: 16 IN-STATE: 9  YTD RESULTS 25 PLACEMENTS  <b>125%</b>
<b>03</b>	<b>KEY MESSAGES IN EARNED COVERAGE</b>	GOAL AT LEAST ONE (1) IN 75% OF COVERAGE  SECURED ONE (1) KEY MESSAGE  YTD RESULTS <b>100%</b>
<b>04</b>	<b>HOST TOP 100 JOURNALISTS</b>	GOAL NATIONAL: 18 IN-STATE: 2  SECURED NATIONAL: 11 IN-STATE: 1  YTD RESULTS 12 JOURNALISTS  <b>60%</b>
<b>05</b>	<b>ENGAGE TOP 100 MEDIA CONTACTS</b>	GOAL NATIONAL: 35 IN-STATE: 10  SECURED NATIONAL: 143 IN-STATE: 22  YTD RESULTS 165 INTERACTIONS  <b>366.7%</b>

# BIG HITS

**People**

### 3 All-American Road Trips to Take This Summer — From Chasing the Stars to Living the Cowboycore Dream

Whether hunting for celebrity sightings in Big Sky country, reuniting with the Wild West, or staying quiet on the coast in Cape Cod, these itineraries are sure to make for the trip of a lifetime.



**Cowboycore in the Southwest**

Leave the bright lights behind and head southwest from the Strip toward the ghost town of Goodspring, home of the **Pioneer Saloon**, one of the oldest such establishments in Nevada with a colorful history including a poker match that ended in a shootout. It's also been a frequent filming location and appears in *Fear and Loathing in Las Vegas* and fittingly, several episodes of *Ghost Adventures*.

**LAS VEGAS EATER**

### The Best Restaurants and Bars in Reno, Nevada

Reno has something for everyone, from Beijing duck to steaks raised on regional ranches and served with a shot of whiskey.



Between the mountainous scenery, street art, and Truckee River that runs through the center of town, Reno has charm to spare. But does it have a dining scene? Northern Nevada's largest city is picking up some serious momentum as a true culinary destination, from the gritty casino center of downtown to up-and-coming neighborhoods like Midtown and the surrounding suburbs.

**LAS VEGAS SUN**

### State resource aims to preserve night skies, support dark sky tourism



The digital resource targets everyone from individual homeowners to municipal governments, offering guidance on implementing dark sky-friendly practices. The toolkit supports Nevada's broader Starry Skies Certification Program that was established through Senate Bill 52 in the 2021 Nevada Legislature to encourage statewide participation in night sky conservation.

**PHOENIX**

### Five Getaways for Summer 2025

PHOENIX AND SURROUNDING AREAS  
Linda Yablum



The May-September season in the Colorado Rockies and across the United States typically has one goal for a summer getaway: the outdoors. In the heart of the West, there's a lot to be enjoyed, from the mountains to the desert, from the lakes to the rivers, from the mountains to the desert, from the mountains to the desert.



**reno gazette journal**  
PART OF THE USA TODAY NETWORK

**The New York Times.**

**LAS VEGAS  
REVIEW-JOURNAL**

**TRAVEL+  
LEISURE**

**AFAR**

**TRAVEL WEEKLY**

Condé Nast  
**Traveler**  
**thrillist**

**People**

  
**MATADOR  
network**

**seattle  
magazine**

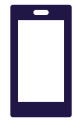
**7x7**

 **USA  
TODAY**



# INFLUENCERS

## YTD Metrics



**483**  
POSTS



**11.93M**  
IMPRESSIONS



**8.86M**  
REACH



**64.42k**  
SHARES



**51.76k**  
SAVES



**547.31k**  
LIKES



**7.29k**  
COMMENTS

**23**

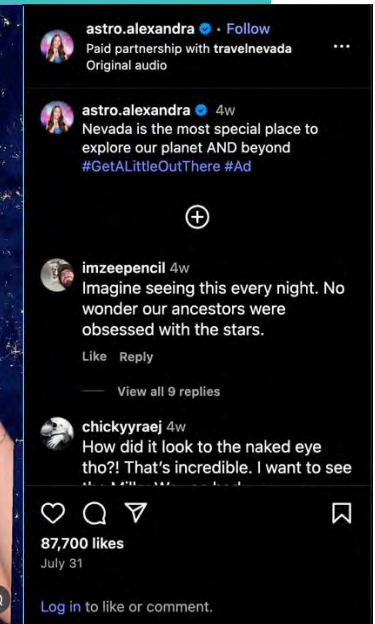
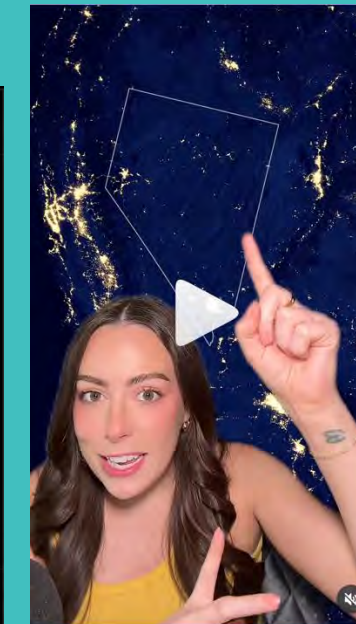
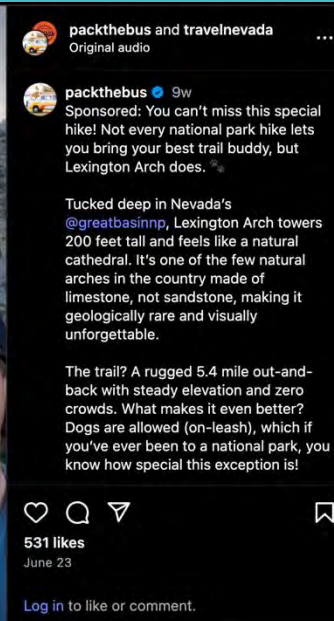
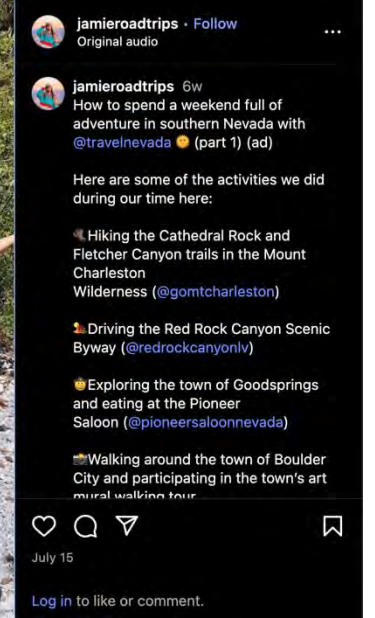
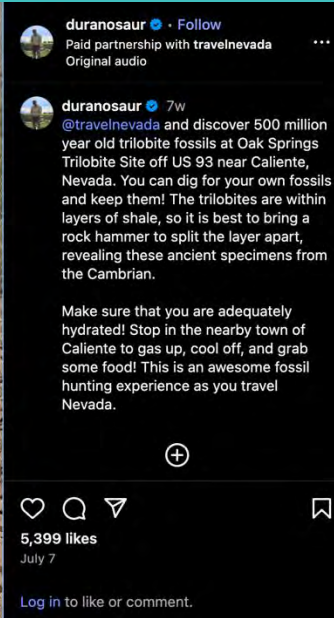
CREATORS

**686.91k**

TOTAL ENGAGEMENTS

**165**

PARTNER ENGAGEMENTS





# TRADESHOWS, FAMS & MISSIONS

## 01

### MEDIA MISSION

#### NYC Media Mission | [WATCH VIDEO >](#)

In a rapidly changing media landscape where getting the attention of earned media is more difficult than ever, the team sought new, innovative ways to conduct media missions.

To capitalize on attendance and efficiencies in New York City, the team partnered with Conde Nast, one of the premier print and digital publishers in the world, to host an event open to its 1,900 employees. About 400 Conde Nast employees attended, including 41 editorial staff.

## 02

### PR MISSION

#### Storymining Mission

To develop fresh pitch ideas and angles about Nevada's points of interest, new developments, and lesser-known gems, Travel Nevada's PR team embarked on a 'storymining mission,' visiting partners along the Burner Byway, Free-Range Art Highway, Cowboy Corridor, and Rubies Route.

Next steps include a robust report highlighting new pitchable story ideas, emerging trends, stakeholder insights, challenges and opportunities.

# 03

## TRADESHOW

### Spotlight Nevada

April

*Las Vegas*

Spotlight NV debuted in Las Vegas with a new appointment-based event that combined activities, site visits, education, networking, and a mega FAM with local entertainment for nearly 50 Nevada suppliers and 78 pre-vetted domestic tour operators and agent buyers

# 04

## FAM

### Jackpot Jamboree

*Las Vegas Territory and Reno-Tahoe Territory*



Las Vegas Territory and Reno-Tahoe Territory co-hosted and curated the first Jackpot Jamboree Mega FAM, welcoming 18 top travel agents, tour operators, and airline partners.

The FAM showcased both southern and northern Nevada, featuring destinations such as downtown Las Vegas, Mesquite, Henderson, Boulder City, and Laughlin. Participants then

flew north to experience Reno/Sparks, Lake Tahoe, Virginia City, Genoa, Minden and Carson Valley.

This FAM was supported by Travel Nevada through the Rural Marketing Grant program.

# 03

## MEDIA FAMs

### Q4 Hosted Media

**Shoshi Parks, Freelance, 7X7**  
Cowboy Corridor  
June 26-29, 2025

**Therese Iknoian, Matador Network**  
Dark skies/Burner Byway  
June 16-21, 2025

**Rob Kachelriess, Freelance, Eater Las Vegas**  
Reno food highlights  
April 18-20, 2025

**Terry Ward, Freelance**  
Lake Tahoe Loop  
April 3-8, 2025



**Ian Grant, PBS Culture**  
Cowboy Corridor/Great Basin Highway/Neon to Nature  
May 5-10, 2025

**Shayla Martin, Conde Nast Traveler**  
Stewart Indian School/Lake Tahoe Loop  
June 1-6, 2025

**Karon Warren, Freelance, Atlanta Journal-Constitution**  
Dark skies/Great Basin Highway  
April 25-28, 2025

# NV TRAILBLAZER PROGRAM

**Q4 Totals:**

Registrations

**264**

**FY25 Totals:**

Registrations

**949**



# INTERNATIONAL MARKET DEVELOPMENT





# TRADESHOWS, FAMS & MISSIONS

## 01

### TRADESHOW

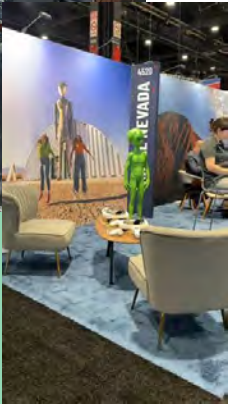
### IPW

Chicago, IL

June 14-18

IPW 2025 took place in Chicago, Illinois, from Saturday, June 14 to Wednesday, June 18, 2025. The U.S. Travel Association's annual inbound travel trade show connects travel buyers and media with U.S. travel suppliers and destinations at the McCormick Place Convention Center.

IPW facilitates business, networking, and the exchange of information between international and domestic travel buyers and U.S. travel exhibitors.



## IPW BY THE NUMBERS

**5**  
**DAYS**

**5000+**  
ATTENDEES FROM  
60+ COUNTRIES

**1800**  
INTL & DOMESTIC BUYERS  
& MEDIA PROFESSIONALS

**132+**  
TRADE  
APPOINTMENTS

**40**  
MEDIA  
APPOINTMENTS

**175**  
NEVADA BREAKFAST  
ATTENDEES



# 02

**SALES MISSION**

**Ireland & UK**

Dublin, Manchester,  
London

*April 22 - May 2*

# 03

**SALES MISSION**

**Germany +  
Switzerland**

Dusseldorf, Hannover,  
Hamburg, Zurich and  
Munich

*May 4-9*



# 04

**FAM**

**Multi-Market**

Reno, Fallon, Virginia  
City, Carson Valley,  
South Tahoe, North  
Tahoe and Carson City

*May 26-31*

# 05

**FAM**

**Volaris-Mexico**

Las Vegas, Tonopah,  
Carson City, Virginia  
City, North Tahoe, Reno

*June 24-27*



# TRADE BY NUMBERS

	SALES CALLS <i>Number of calls</i>	TRADESHOWS/EVENTS/ ROADSHOWS <i>Number of events</i> <i>Number of people</i>		TRAINING/ WEBINARS <i>Number of companies</i> <i>Number of people</i>		CO-OP CAMPAIGNS OR PARTNERSHIPS <i>Number per year</i>	NV TRAILBLAZER REGISTRATIONS <i>Number of registrants</i>	PRODUCT OFFERINGS <i>Number of offerings</i>	FAM TRIPS <i>Number of trips</i>
AUSTRALIA	24	1	7	0	0	6	17	10	5
CANADA	12	4	6	0	0	4	57	9	5
GERMAN SPEAKING	39	4	31	7	35	1	11	3	1
MEXICO	12	1	1000	4	659	1	0	3	1
UK & IRELAND	35	4	180	64	180	2	40	NA	1

# PUBLIC RELATIONS KPIs

All FY25 international PR KPIs were either met or exceeded in each international market! These include media hosted, key message inclusion, and feature placements.

UNITED KINGDOM	01	TOP 100 OUTLETS GOAL: 42 YTD RESULTS: 107	02	KEY MESSAGES IN EARNED COVERAGE GOAL: AT LEAST ONE (1) IN 75% OF COVERAGE YTD RESULTS: 100%	03	HOST MEDIA IN MARKET GOAL: 8 YTD RESULTS: 5
	01	KEY MESSAGES IN EARNED COVERAGE GOAL: AT LEAST ONE (1) IN 75% OF COVERAGE YTD RESULTS: 100%	02	HOST TOP 100 JOURNALISTS GOAL: 8 YTD RESULTS: 12	03	ENGAGE TOP 100 MEDIA CONTACTS GOAL: 40 YTD RESULTS: 143

## AUSTRALIA

**Q1**

TOP 20 FEATURE  
PLACEMENTS  
GOAL: 5-8  
YTD RESULTS: 26

**Q2**

KEY MESSAGES IN EARNED  
COVERAGE  
GOAL: AT LEAST ONE (1) IN  
95% OF COVERAGE  
YTD RESULTS: 100%

**Q3**

HOST TOP 20 JOURNALISTS  
GOAL: 5-6  
YTD RESULTS: 8

**Q4**

ENGAGE TOP 100 MEDIA  
CONTACTS  
GOAL: 20  
YTD RESULTS: 115

## CANADA

**Q1**

TOP 20 FEATURE  
PLACEMENTS  
GOAL: 3  
YTD RESULTS: 4

**Q2**

SECURE ADDITIONAL  
PLACEMENTS  
GOAL: 3-6  
YTD RESULTS: 6

**Q3**

HOST TOP 20 JOURNALISTS  
GOAL: 5-6  
YTD RESULTS: 6

**Q4**

ENGAGE TOP 20 MEDIA  
CONTACTS  
GOAL: 20  
YTD RESULTS: 37

## MEXICO

**Q1**

TOP 100 FEATURE  
PLACEMENTS  
GOAL: 3  
YTD RESULTS: 162

**Q2**

KEY MESSAGES IN EARNED  
COVERAGE  
GOAL: AT LEAST ONE (1) IN  
60% OF COVERAGE  
YTD RESULTS: 100%

**Q3**

HOST TOP 100 MEDIA  
OUTLETS AND 2  
INFLUENCERS IN STATE  
GOAL: 3  
YTD RESULTS: 3

**Q4**

ENGAGE TOP 100 MEDIA  
CONTACTS  
GOAL: 10  
YTD RESULTS: 86



# LOOKING AHEAD

FY26 Q1 (July-September)



## DESTINATION STEWARDSHIP

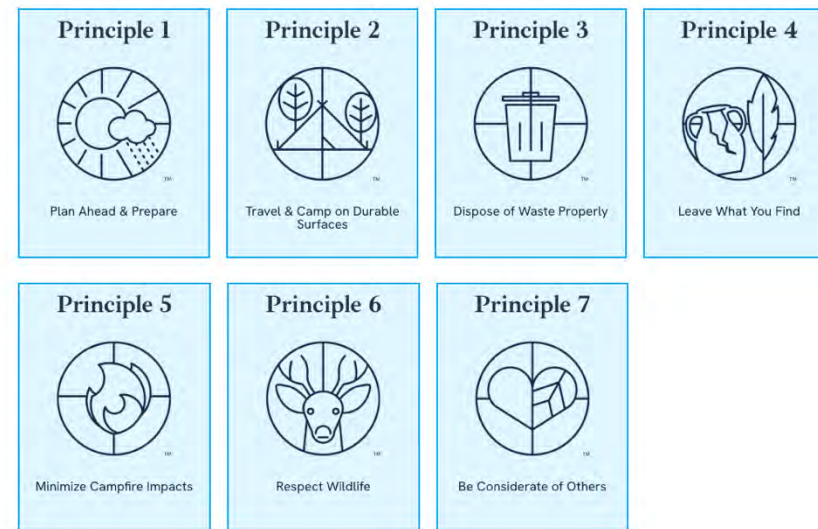


Travel Nevada is partnering with Leave No Trace, an international nonprofit organization dedicated to protecting the outdoors through science-based education that inspires responsible recreation.

A custom program for Nevada is currently in development, utilizing Leave No Trace's established 7 Principles, and will roll out this fiscal year. This partnership adds credibility to Nevada's commitment to responsible recreation.

### The 7 Principles

The 7 Principles of Leave No Trace provide an easily understood framework of minimum impact practices for anyone visiting the outdoors. The Principles can be applied anywhere — from remote wilderness areas, to local parks and even in your backyard. Each Principle covers a specific topic and provides detailed information to empower you to minimize your impacts. The 7 Principles are well-established and widely known but not static. Leave No Trace continually examines, evaluates, and reshapes the Principles and conducts research to ensure that they are up to date with the latest insights from biologists, land managers, and other leaders in outdoor education.



## DESTINATION DEVELOPMENT

### Adventure Centers

Travel Nevada was awarded a \$3.7 million grant to build two Adventure Centers, one in Boulder City and one in Carson City.

The state-of-the-art Adventure Centers will serve as gateways to outdoor exploration, connecting visitors with local experiences and businesses. Adventure Centers will be designed to inspire, educate and equip visitors with everything they need for safe, memorable outdoor adventures.

A full brand for the Adventure Centers is in development; this brand will live under the overarching Travel Nevada brand umbrella.

Travel Nevada is seeking out partnerships with brands that align with outdoor adventures. This partnership will capitalize on both brands' equity and add significant weight to the

Adventure Centers. Partners will gain visibility and engagement at multiple touchpoints - onsite, online, and through immersive programming.

A full, integrated website experience supporting the Adventure Centers and tenants within is being conceptualized and developed to coincide with groundbreaking efforts, tenant development, and the overall Adventure Center visitor experience upon completion of the centers



### Other Highlights

#### 3D Pre-Application Site Visits

- Lovelock, Fernley, Beatty, Goldfield, Mesquite and Tonopah | July

#### Radically Rural Conference

- October | Keen, NH

#### Second Annual Territory Retreat

- October | Aravada Springs

## INDUSTRY & COMMUNITY RELATIONS

### .biz Refresh

In FY25-26, Travel Nevada will launch the refreshed TravelNevada.biz to enhance the user experience for industry partners.

This new iteration builds on FY24-25 efforts and features a modern website theme with flexible content blocks to better communicate Travel Nevada's value.

Core messaging will center around the strategic priority of "Tourism Means More," emphasizing the broad impact of tourism on the state and local businesses while helping users quickly understand how they can benefit from

Travel Nevada's programs and resources.

### NV Magazine & Visitor Guide

To further integrate Nevada Magazine & Visitor Guide—a historic publication dating back to the 1930s and operated by the Nevada Division of Tourism—Travel Nevada began migrating all digital content from NevadaMagazine.com to a new dedicated section on TravelNevada.com/Nevada-Magazine.

More than a technical migration, this effort lays the groundwork for expanded advertising opportunities and a more unified digital ecosystem under the Travel Nevada brand.

### America 250 Grants

Travel Nevada's America 250 grants will open in July and close in August. Funding recommendations will be brought to Nevada's Commission on Tourism at the September commission meeting.





## IN-STATE MARKET DEVELOPMENT

### **GALOT Month + Nevada Day**

Using Get A Little Out There Month (October) as a springboard to reintroduce the state to itself, harnessing the pride Nevadans have for the Silver State to remind them of the unexpected adventures that lie just beyond their daily commute.

Get A Little Out There Month is our opportunity to tie together all our hero programs and cross-promote with our partners.

Programming will include a weekly consumer giveaway, activations at significant events throughout the month of October, and support on Travel Nevada's social channels, website, and email distribution.

GALOT Month will culminate with activations in Northern and Southern Nevada on Nevada Day.





## DOMESTIC MARKET DEVELOPMENT

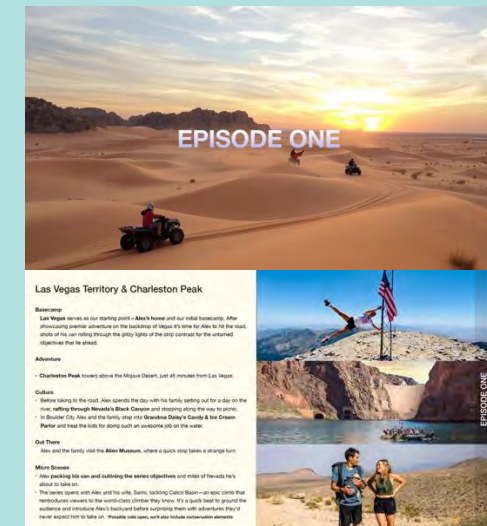
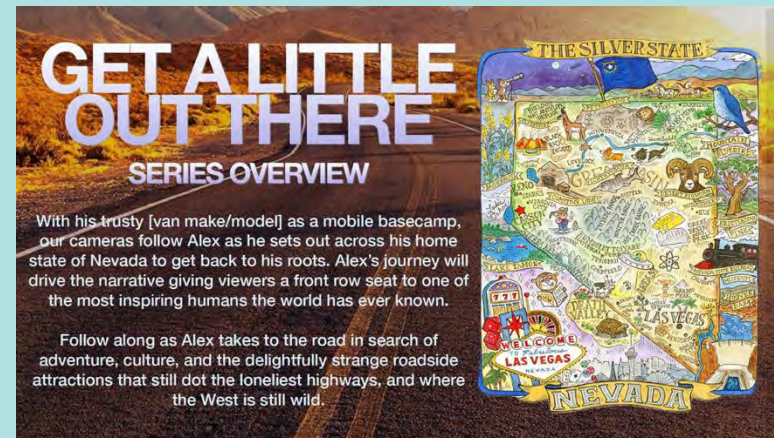
### Alex Honnold x Outside Interactive

In partnership with Outside Interactive and renowned rock climber Alex Honnold, Travel Nevada is creating a video series that shows people how to “Get A Little Out There” in Nevada.

The series will highlight the state’s

unique blend of outdoor activities and offbeat and surprising adventures – “out there” literally and figuratively. Alex Honnold, who lives in Las Vegas and loves Nevada’s outdoor offerings, will host the show. The series will feature five episodes and one 30-minute podcast.

Alex Honnold rose to worldwide fame in 2017 when he became the first person to free solo a full route on El Capitan in Yosemite National Park. His experience was the subject of the 2018 biographical documentary Free Solo.



## DOMESTIC MARKET DEVELOPMENT

### Chicago: 4500-Star Experience

To keep Nevada in the travel consideration set for Chicagoans, we'll bring Nevada's dark skies back to the Windy City while also spotlighting another Nevada offering that isn't as well known—Michelin-rated and cultural culinary. This enables Nevada to continue to own dark skies, specifically in Chicago, where that message seems to resonate, and introduces yet another reason for Chicagoans to travel to Nevada—for the food.

### Bringing Ghost Towns Back To Life for AM250

To celebrate America's 250th birthday, we would place QR codes in a few of

Nevada's historic mining towns, which, when scanned, show that town in its prime. This buzzworthy effort would be supported with an itinerary marking all the AR experiences and shareable photos and videos of the experience that could be posted on owned social channels and pitched to the media.

### America's Cup 2025

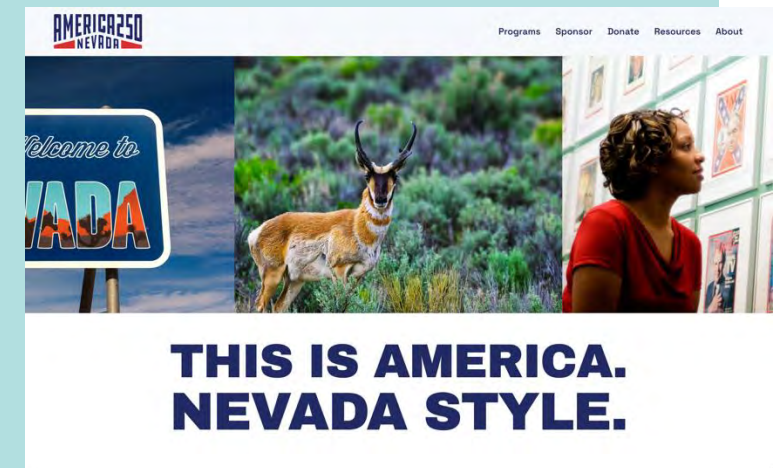
*August 23-29th, 2025*

America's Cup 2025 is an invitation-only travel industry event that brings senior level decision makers from selected travel sellers, airlines, and media agencies around the world together with travel industry suppliers from across the US for an extended period of personal

engagement, destination learning and product development.

### Other Highlights

Hosting media throughout Q1, focusing on dark skies and paranormal tourism.



## INTERNATIONAL MARKET DEVELOPMENT

### Multi-language Efforts

New multi-language efforts are underway to make the website more accessible to global audiences.

Leveraging state grant funds through the Language Access Plan, Spanish transcreation efforts began in late FY25, with full Spanish-language content set to launch across TravelNevada.com in FY26.

This initiative ensures transcreated content aligns with the Travel Nevada brand voice while resonating authentically with Spanish-speaking travelers.

To scale these efforts efficiently, Travel

Nevada is also exploring AI-powered translation tools to support a broader rollout of Spanish content site-wide.

While Spanish is the immediate focus, future plans include expanding content offerings in other key international languages, such as German, to position TravelNevada.com as a truly global resource for trip planning and destination discovery.



### International Market Development

#### Mexico Sales Mission, *October*

- Mexico City, Guadalajara, and Monterrey

#### Brand USA UK & Europe Week, *October*

- London

### Other Highlights

Hosting media throughout Q1, including two journalists from Australia - one who is attending Virginia City's Ostrich & Camel Races and Great Reno Balloon Race, and another embarking on the Free-Range Art Highway.

**THANK YOU**

THANK YOU

THANK YOU

[TravelNevada.com](https://TravelNevada.com)

