



QUARTERLY REPORT

FY26-Q4 | APR-JUN

TABLE OF CONTENTS

EXECUTIVE SUMMARY

DOMESTIC MARKETING & COMMUNICATIONS

SUMMARY

Get a Little Out There with Alex Honnold

Outside Days Summer

DREAMING: Create Awareness

DISCOVERY: Intrigue & Inspire

PLANNING: Research & Intent to Travel

BOOKING: Purchase

EXPERIENCING: In-Market

INDUSTRY DEVELOPMENT

Industry Relations

Domestic Trade

Industry PR & Communications

INTERNATIONAL MARKET DEVELOPMENT

PR Big Hits

International Trade Highlights

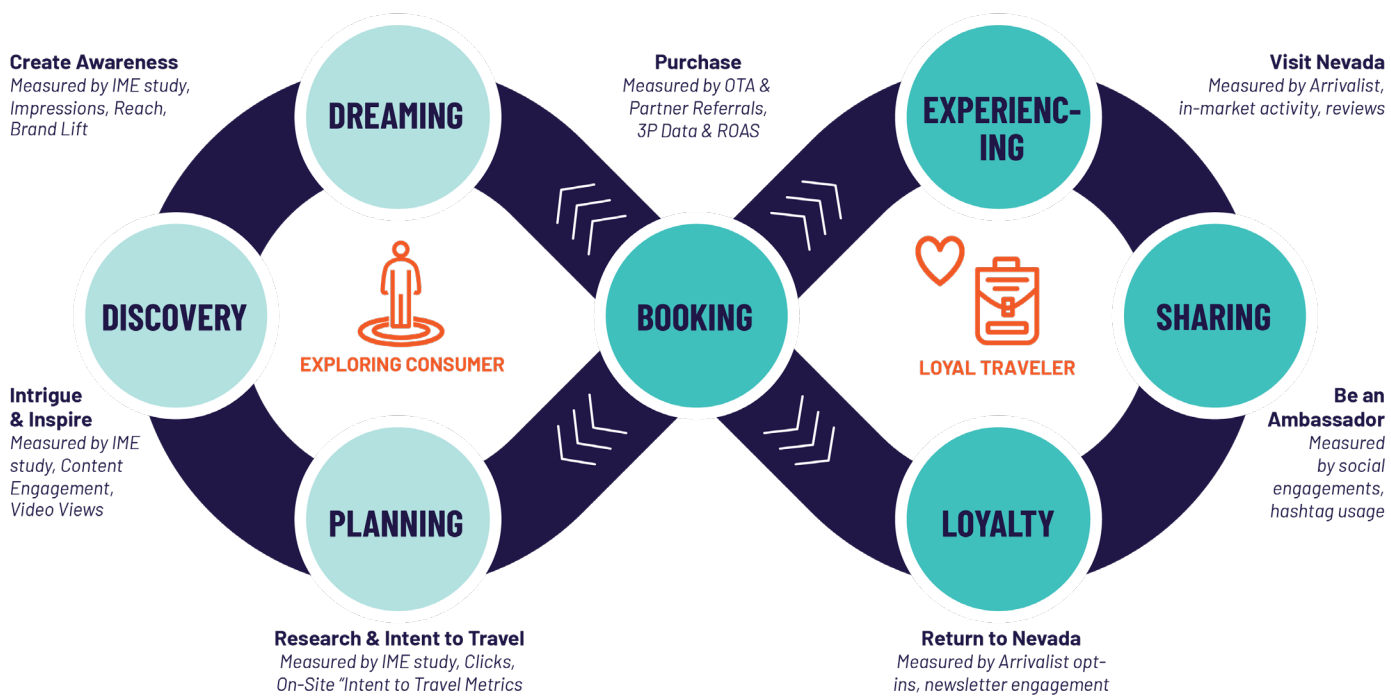
EXECUTIVE SUMMARY

Travel Nevada maintained strong momentum in Q4 FY26, leveraging paid, owned, and earned channels to build awareness, inspire travel, and drive trip planning. Paid media delivered more than **105 million impressions**, generating **7.8 million video views** and more than **249,000 clicks** across the discovery, planning, and booking stages.

Owned channels continued to attract and engage prospective travelers, generating **633,815 sessions** and more than **1 million page views**. Despite declines in overall traffic, engagement strengthened, with the site's overall engagement rate increasing **22% year over year to 67.59%**. Notably, **accommodation referrals grew 22%**, signaling continued traveler interest in converting inspiration into trip planning.

Earned media further amplified Nevada's visibility, generating **816.8 million potential impressions in Q4** and an average **Connect Effect score of 41.06 out of 50**. Collectively, Q4 results demonstrate Travel Nevada's ability to reach broad audiences, deepen engagement, and generate meaningful actions across the travel journey.

DOMESTIC MARKETING & COMMUNICATIONS



PAID

JOURNEY PHASE	DREAMING	DISCOVERY	PLANNING	BOOKING
KPIs	52,968,150 Impressions 7,790,690 Video Completions 98.96% VCR	29,092,432 Impressions 112,690 Clicks 0.39% CTR (dashboard-tracked portion)	43,915,953 Impressions 130,039 Clicks 0.30% CTR	8,271,094 Impressions 6,726 Clicks 0.08% CTR
SECONDARY METRICS	7,872,317 Video Views 40,375 Clicks Top partner: Meta	668,807 Video Completions Top partners: Flipboard, Outbound	32,199,603 Video Completions 50,484 Plan-a-Trip events Top partner: Facebook	N/A in Q4 Top partner: Trip Advisor (40.2% share)

OWNED

Traffic Overview – YoY change in parentheses

SOURCE	ALL TRAFFIC	ORGANIC	EMAIL	PAID SEARCH + YOUTUBE
Sessions	633,815 (-26%)	222,798 (-18%)	15,189 (No change)	266,085 (-33%)
Page Views	1,005,336 (-25%)	373,743 (-14%)	86.55% (+6%)	438,671 (-32%)
Engagement Rate	67.59% (+22%)	82.78% (+2%)	35,397 (+6%)	67.78% (-34%)

KPI Overview – Across Organic, Paid Search, and Email

KPI	ALL PARTNER REFERRALS	ACCOMMODATION REFERRALS	NEWSLETTER SIGN-UPS	VISITOR GUIDE REQUESTS
Q4 FY24/25	73,725	17,899	5,941	5,601
Q4 FY25/26	54,696	23,645	5,050	5,950
Change	-32%	+22%	-20%	+1%

EARNED

Q4 FY26 PR Results by the Numbers – Domestic + In-State

- » **Overall potential impressions:** 816,815,251
(5,285,606,872 in FY26)
- » **Average Connect Effect score:** 41.06 / 50
(41.96 / 50 in FY26)
- » **Top 100 potential impressions:** 813,757,472
(4,063,647,970 in FY26)

GOAL OR TACTICS	YTD RESULTS
Secure 55 placements (40 national, 15 in state) in Top 100 outlets	322 placements, or 585.5% of the goal National: 146 In-state: 174
Secure 20 feature placements (15 national, 5 in state) in Top 100 outlets	90 placements, or 390% of the goal National: 52 In-state: 38
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 the goal
Host 12 (10 national, two in-state) Top 100 journalists in state	Hosted 9 Top 100 journalists, or 75% of the goal National: 8 In-state: 1
Engage 85 (75 national, 10 in-state) Top 100 media contacts in person or via dedicated interactions	192 dedicated interactions with Top 100 contacts, or 225.9% of the goal National: 155 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 partnership with Alex Honnold served as Travel Nevada's flagship hero initiative for FY25/26, bringing the Get a Little Out There brand platform to life across paid, owned, and earned channels. Pre-launch moments, including Honnold's Taipei 101 climb, generated early momentum ahead of the February 26, 2026 launch. **Season 1 exceeded contracted delivery by more than 2X**, with results now translating into industry recognition and measurable visitation lift.

PAID: OUTSIDE PARTNERSHIP PERFORMANCE

The integrated program with Outside showcased the impact of premium, long-form storytelling to deliver both scale and sustained attention. Centered on "Get a Little Out There with Alex Honnold," the five-episode, 22-minute branded content series was distributed across Outside TV (Linear + CTV), podcast, paid social, display, custom content hub and earned media, creating a broad, multi-channel platform for the Nevada story.

SEASON 1 FINAL RESULTS

The program delivered **54,091,063 impressions** against a **26,891,272 goal—101% overdelivery**, more than double what was contracted—alongside **43,361,945 video views** against a **21,380,716 goal (+103% overdelivery)** and **132,777 clicks** to Travel Nevada pages or branded content.

CHANNEL / KPI	DELIVERY
Outside TV (Linear, CTV and VOD Views)	» 39,664,183 views—Linear TV 39,488,400 (vs 16,000,000 goal, ~2.5x); CTV 175,783 (vs 175,000 goal) plus 38,383.59 hours of CTV viewing » Episode 3 led Linear at 9,172,800 views » Episode 2 led CTV at 45,067 views » VOD added 38,631 plays and 9,430 completes
YouTube Episodes & Shorts (Added Value)	» 822,663 views, 115,820 hours watched, 17,915 likes, 4,482 shares and 752 comments across five episodes and four shorts » Ep 1 Home Means Nevada led at 281,045 views » Paid YouTube Hot Tips Shorts delivered 340,323 views at 15s average view duration
Display Banners	» 5,943,542 impressions (+25% against goal) and 7,691 clicks at a 0.13% CTR » Run of Site drove the most scale and Run of Network Display generated a CTR of 0.22% » The six Skywalker Prestitial takeovers delivered the highest CTRs
HUB + Teaser Pageviews	» 56,550 pageviews vs 50,000 goal (+13%) » Engaged time on page 0:46 vs 0:39 network benchmark » 1.22% average LCTR vs 2.62% benchmark; 690 direct clicks to Travel Nevada pages; 46,130 interaction clicks across hub and teaser widgets, led by episode thumbnails. » Top teasers: Epic Trail Running (1,084 pv) and Loves Great Basin NP (933 pv)

Custom Podcast Downloads	» 23,246 downloads plus 27,360 episode pageviews. » Social promotion delivered 541,852 impressions, 175,353 video views and 29,378 link clicks at a 5.42% CTR (6.36% engagement rate).
Paid Social Impressions (Meta)	» Outside native social delivered 3,343,598 impressions vs a 3,223,483 goal (+3.71%), with 31,339 clicks and 721,586 video views at a 1.04% CTR.
YouTube Hot Tips	» 726,531 impressions vs a 700,000 goal, 17,624 clicks at a 2.43% CTR — the single strongest click driver in the native mix and 56% of all native clicks.
Earned Article Pageviews	» 30,026 pageviews across three independently written editorial articles at 1:23 average engaged time » Outside "Alex Honnold Announces New Travel Show" (16,178 pv / 0:58), Outside "Alex Honnold's Latest Adventure" (6,988 / 2:16) and Climbing "How Does Alex Honnold Manage" (6,860 / 0:57). » Broader earned contribution totalled 4.4M impressions, also including 1,790,876 bonus social impressions and views and 1,821,568 email sends generating 272,497 opens and 10,803 clicks across six episode-launch newsletters.

Additional Highlights

Brand Lift was the strongest outcome in the program. The content portion of the campaign drove a **total brand lift of +26.9 percentage points** among the target audience, including **+11.1 pp on visit intent** and **+7.3 pp on consideration**.

- » The media portion drove **+3.5 pp total lift**, concentrated in **preference (+1.4 pp)** and **visit intent (+2.1 pp)**. Notably, Outside's audience began at 87% awareness of Nevada as a vacation destination but only 10% intent to visit, so the gains came in the part of the funnel with needed impact and delivered.
- » Earned media substantially outperformed its role as a value-add, contributing **4.4M impressions** with no incremental cost: three independently written editorial articles (**30,026 pageviews, 1:23 engaged time**), **1,788,848 bonus social impressions** with **1,589,746 video views, 29,911 thin-banner clicks** across Outside, Backpacker, Climbing, RUN, SKI, Triathlete, Velo and Yoga Journal, and GALOTAH placed in the top slot of Outside TV's programming emails every week an episode went live (**1,821,568 sends / 272,497 opens / 10,803 clicks**).
- » Linear TV was the scale driver, delivering **39,488,400 views against a 16,000,000 goal**—overdelivery of **23,488,400 views**, roughly **2.5x**. CTV performance was consistent, with every episode clearing **33K+ views**.

TELLY AWARDS GOLD WINNER, CAMPAIGN—TRAVEL & TOURISM

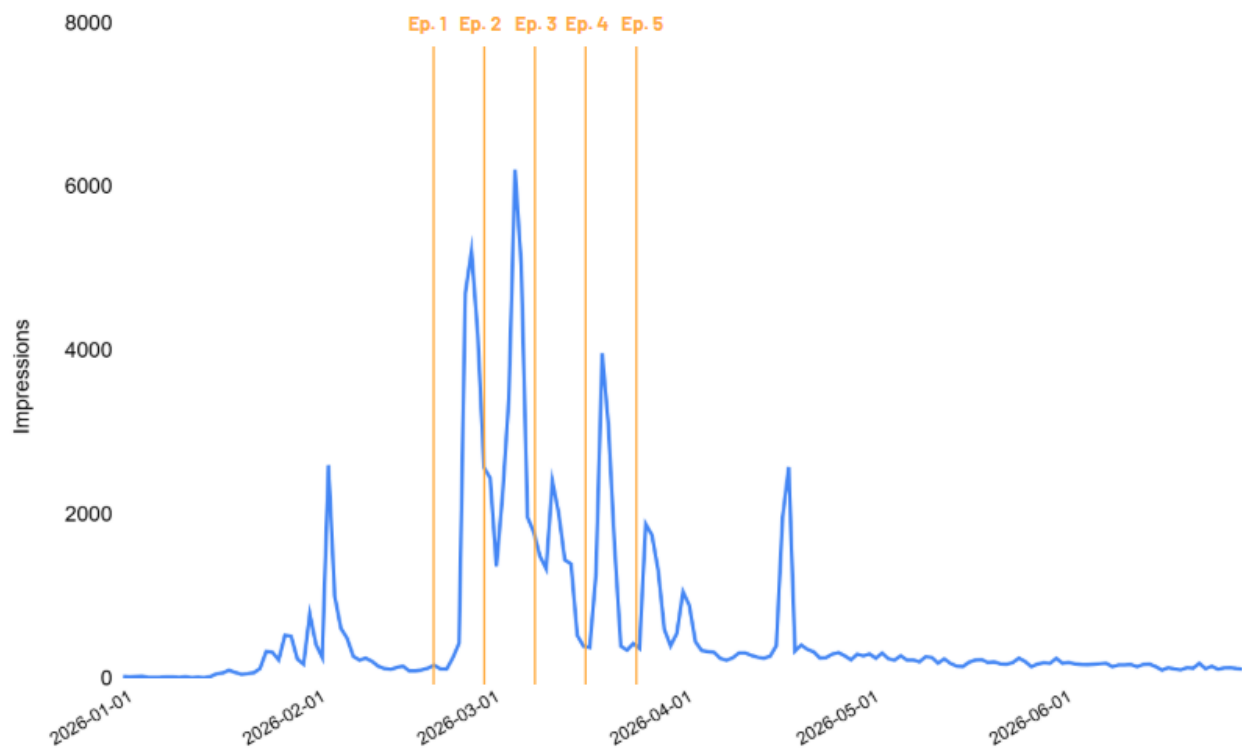
for the branded content series. Outside also reports that visitation to the places the series highlighted is increasing.



- » YouTube proved a genuine growth channel: **815,167 organic episode and short views generating 114,691 hours watched and 17,813 likes, with Ep 1 alone at 277,220 views**. Outside's recommendation for next year is to build a broader short-form distribution plan from the start, tailoring episodic cut-downs for Shorts, TikTok and Reels.
- » Added value beyond the contract also included Outside-provided guest stars **Tommy Caldwell, Cedar Wright and Peyton Thomas**, plus collaboration posts from Honnold and supporting-cast main-feed posts.

OWNED: Organic Halo Impact—TravelNevada.com Performance

After each episode launched on Outside there was a ripple impact on organic search interest on the series as a whole and highlighted stakeholders/regions within the series.



STRATEGIC INSIGHT

After the series completion, the organic interest in finding the content has lessened. This attention curve is expected. The initial spikes from paid/PR reach lessen as we shift into a smaller, steadier pool of organically engaged interest.

MAY 28 - 31, 2026

Outside DAYS



DENVER, COLORADO

OUTSIDE DAYS SUMMER

To showcase outdoor recreation and adventure experiences, Travel Nevada partnered with Outside at Outside Days Summer, a music, film, and outdoors festival that draws more than **40,000 attendees**, in downtown Denver from May 28–31. Travel Nevada used the partnership to highlight the unique offerings that make the Silver State a premier destination for adventure in three different ways:



IMMERSIVE “SPACE OUT IN NEVADA” ACTIVATION.

Travel Nevada staff and partners welcomed guests while they donned VR headsets and were transported to Nevada’s epic landscapes and dark skies.

- » **740 guests** participated in VR experience
- » **6,000 minutes** of “Space Out in Nevada content,” consumed
- » **858 guests** signed up to win a trip to Nevada.

OUTSIDE DAYS SUMMER PROGRAMMING INTEGRATION.

Cowboy poet Forrest VanTuyt served as a featured Travel Nevada's talent, leading cowboy poetry workshops and delivering a live performance.

- » **40 total guests** attended each workshop (80 total), with dozens attending the basecamp stage performance.



VIP EVENT.

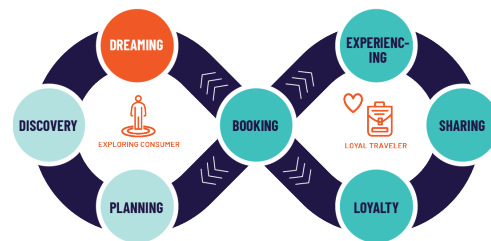
The team held an exclusive VIP preview of "Space Out in Nevada" just prior to the start of the festival, where guests enjoyed the VR experience and engaged with Travel Nevada staff and partners.

- » **13 journalists** from outlets including **5280**, **Business Insider**, **Outside**, and **The New York Times**; creators, and influencers
- » **7 travel agents/tour operators**

Travel Nevada's sponsorship of the event provided an opportunity to connect with a travel-ready audience, increase awareness, and inspire future visitation.

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). Dreaming was the largest phase of the quarter at **37%** of all campaign delivery. The quarter also added two high-profile live sports moments to the plan—the FIFA Men's World Cup and a Stanley Cup Final Game 6 unit—both covered as highlights below. Dreaming delivered **53.0M impressions** and **7.79M video completions at a 98.96% completion rate**, with every video partner at or **above 98.5%**—the strongest video quality of any phase.

- » **Meta** drove **98% of phase clicks** on an all-static rotation, led by the Outdoor and Families creative, with the Spanish-language pair close behind. Peacock and Hulu carried completion volume.
- » On the video and CTV side, **Peacock** carried the strongest VCR (**99% VCR**), followed by **Hulu (98%), Paramount+ (98%), and Locality (98%).**
- » **NPR Display** was the top non-social click driver at **2,922 clicks**, and **iHeart** extended audio reach across key geographies with **7,321,493 impressions.**

Highlight—Fifa Men's World Cup

- » The flight ran 6/10–7/19/26 and so extends slightly past Q4. This was a strategic buy across NBCU's Spanish- and English-language properties that over delivered on the impression goal and generated a **98% video completion rate, reaching 624,621 people.**
- » Publisher research reported gains of **20%** in brand memorability and **13%** in purchase intent.
- » Notably, **55%** of all World Cup social engagement came from Spanish-language coverage.

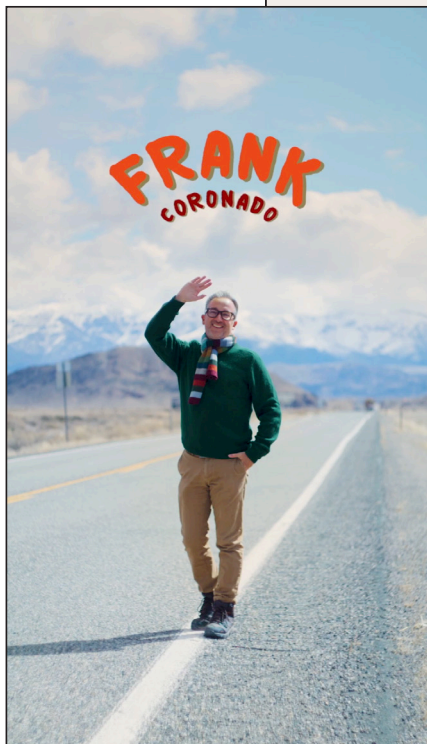
Highlight—Stanley Cup Final

- » A 0:30 unit ran nationally in Game 6, Carolina at Vegas, on ABC on 6/14/26, plus a replay unit on ESPN.
- » As a broadcast buy, delivery is measured in viewership: the game averaged **5.9M viewers** and peaked at **7.2M**, the most-watched Stanley Cup Final Game 6 since 2019 and **up 114% year over year.**
- » A Vegas team in the Final placed Travel Nevada in front of the highest reach hockey audience in seven years.

in paid partnership with



Si sientes el llamado de la aventura, pero te preocupa que el costo de tus vacaciones se salga de control, no temas: las carreteras rurales de Nevada están llenas de experiencias inolvidables y atracciones a las que puedes acceder con un presupuesto limitado. Si te interesa el arte, la historia, las aventuras al aire libre, el coleccionismo de rocas, la vida salvaje, el cielo nocturno, o salir en búsqueda de extraterrestres y fantasmas, siempre encontrarás algo a lo largo de las carreteras US 95 y 50, sin importar la época del año. Lo mejor de todo es que la mayoría de experiencias cuentan con admisiones que van de gratuitas a menos de USD\$15. Así que prepara una hielera con refrescos y botanas, llena el tanque de gasolina y lánzate a la carretera.



La Ruta 95: La Carretera del Arte en Estado Salvaje Las Vegas → Carson City

1: El viaje comienza en Beatty



MATADOR NETWORK

GUIDES ▾

VIDEOS ▾

CREATORS

SIGN IN



Nevada Está Hecho Para Viajeros Que Cuidan Su Presupuesto. Estos 2 Itinerarios Lo Demuestran.

NEVADA | ROAD TRIPS | BUDGET TRAVEL

by NATASHA BOURLIN



Matador Network's Post



Matador Network with Travel Nevada

Paid partnership · March 4 ·

Las rutas 95 y 50 en Nevada son el escenario perfecto para un viaje por carretera con presupuesto limitado. Te explicamos cómo planear tu ruta y todo lo que encontrarás en el camino. See translation



SEARCH

Search Visibility & Engagement

Travel Nevada continued to expand in both traditional search and AI visibility in Q4. Total search impressions grew **30% to 35M (up from 27M YoY)**, while clicks dropped **(from 204K to 187K)**.

- » **278K impressions** driven by Electric Daisy Carnival Las Vegas event (May 13 - 19, 2026) by the queries 'edc' and 'edc las vegas'
- » However, **3,857** of those impressions were for the query "alex honnold scaled the las vegas sphere for a film project."
- » **6.55K impressions** and **259 clicks** were driven by searches such as "get a little out there with alex honnold," "alex honnold series," and "get a little out there with alex honnold episodes."
- » GALOT specific queries pulled in **2.54K** impressions

High Impression Queries

Broad searches for Area 51, Lake Tahoe, Nevada, Burning Man, Death Valley, Hoover Dam, Las Vegas, Reno, are keeping your brand at the top of the AI "discovery" funnel.

Drove Clicks

Niche POIs such as Area 51, Lake Tahoe, Virginia City, Black Mailbox, Death Valley, Valley of Fire, Fremont Street Las Vegas, Travel Nevada and Great Basin National Park, Reno, Elko Nevada are 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.

AI Visibility

AI TOTAL RANKING ANALYSIS

Brand mentions increased quarter over quarter for both Google AIO and ChatGPT

AI VISIBILITY VS COMPETING DESTINATION STATES

Within the Hybrid Search Engine (Google AIO) Travel Nevada is in the middle ground for quantity of citation and visibility within AIOs. Travel Oregon and Visit California are the top DMOs with Travel Nevada in position 3. On the LLM engine, ChatGPT, Travel Nevada is the top performing state destination for both mentions and citations.

AI Visibility vs ending of prior quarter (March 2026)

GOOGLE AIO HYPERID (AI + Traditional) Search engine	TRAVEL NEVADA	VISIT CALIFORNIA	VISIT ARIZONA	TRAVEL OREGON	VISIT IDAHO
MENTIONS	969 ↑ 27%	1.6k ↑ 26%	585 ↑ 42%	1.5k ↑ 23%	345 ↑ 48%
CITATIONS	11.4k ↑ 27%	19.3k ↑ 22%	7.1k ↑ 45%	18k ↑ 18%	3.8k ↑ 39%

CHAT GPT LLM ENGINE	TRAVEL NEVADA	VISIT CALIFORNIA	VISIT ARIZONA	TRAVEL OREGON	VISIT IDAHO
MENTIONS	114 ↑ 30%	67 ↑ 415%	60 ↑ 50%	83 ↑ 34%	20 ↑ 300%
CITATIONS	1.5K ↑ 30%	973 ↑ 423%	814 ↑ 50%	1.2k ↑ 41%	259 ↑ 241%

EMAIL

In Q4, the overall email channel generated **15.1K sessions** across core consumer sends, the Nevada Magazine campaign, the Welcome Series, and the Matador Newsletter. Content was driven by a balance of regional storytelling (Ghost Towns, Summer Events, Basque, All About Water) and high-converting assets (Spring/Summer 2026 Nevada Magazine & Visitor Guide Reminder).

Travel & Tourism Industry Averages

- » **20.5%** Open Rate
- » **8.5%** Click Through Rate
- » **1.5%** Click Rate



Key Metric Comparison vs. Travel & Tourism Industry Benchmarks

METRIC	IN-STATE PERFORMANCE	OUT-OF-STATE PERFORMANCE	INDUSTRY AVERAGE
OPEN RATE	18.06% <i>(Below)</i>	13.63% <i>(Below)</i>	20.50%
CLICK-THROUGH RATE	21.22% <i>(Above)</i>	13.61% <i>(Above)</i>	8.50%
CLICK RATE	3.83% <i>(Above)</i>	1.85% <i>(Above)</i>	1.50%
UNSUBSCRIBE RATE	0.28% <i>(Healthy)</i>	0.47% <i>(High)</i>	0.2% - 0.5%

IN-STATE AUDIENCE

- » Sessions Driven: **5,333**
- » Onsite Engagement: **88.62%**
- » Partner Referrals: **508**

While the In-State open rate (18.06%) is slightly below the industry benchmark (20.5%), subscriber interaction post-open is exceptionally strong. The 21.22% CTR (more than 2.4x the industry baseline) and 3.83% Click Rate confirm that local residents are engaging with email content and using it as an active planning tool, resulting in 508 direct partner referrals.

Top Performer:

The Spring/Summer Visitor Guide Reminder email was the quarter's standout, hitting a **23.81% Open Rate** (beating the industry standard) and a massive **7.96% Click Rate** (over 5x the industry average).

OUT-OF-STATE AUDIENCE

- » Sessions Driven: **5,500**
- » Onsite Engagement: **89.54%**
- » Partner Referrals: **475**

Out-of-State open rates (13.63%) reflect strong inbox competition among travelers. However, once opened, the content performs well above industry norms with a 13.61% CTR and a 1.85% Click Rate. High onsite engagement (~90%) and 475 partner referrals demonstrate that this group also engages with these communications for research and travel inspiration.

Top Performer:

Mirroring the in-state audience, the Spring/Summer Visitor Guide Reminder email led out-of-state performance with an **18.68% Open Rate** and a **4.52% Click Rate** (3x the industry benchmark).

DATABASE HYGIENE & RE-ENGAGEMENT PUSH

To ensure we are sending to engaged lists and protecting domain deliverability, a dedicated 2-email re-engagement series was deployed to identify subscribers who were unengaged for a over 24 months:

- » Sends: Email #1 (**25,847 contacts**), email #2 (**25,501 contacts**)
- » Engagement: **1.19% Open Rate, 0.12% Click Rate**
- » Key Outcome: **Pruned ~25,000** inactive contacts from the active database

Value Addition:

Despite identifying unengaged contacts, the re-engagement series captured **121 sessions, a 76.03% engagement rate**, and **15 partner referrals**.

TAKEAWAYS

Across both audiences, the Visitor Guide Reminder dramatically outperformed the other four emails (Ghost Towns, Summer Events, Water, Basque) sent in Q4. While engagement and CTRs remain well above industry averages, open rates (18.06% In-State / 13.63% Out-of-State) leave room for growth against the 20.5% industry standard. Optimizing subject lines, preview text, and send-time scheduling in Q1 will be critical to bringing open rates in line with the high quality of the body content.

PUBLIC RELATIONS

Media FAMs

Travel Nevada hosted **four journalists** for press trips in Q4:

- » **Freelance writer Nora Tarte** became interested in **exploring Nevada's dark skies** following the FY26 Reno media mission; she took a road trip along the **Free-Range Art Highway** that included stargazing as well as quirky attractions and small towns. Her dark skies-themed piece ran on City Lifestyle Reno's website in June and her "offbeat Nevada" piece ran in Diabolo in July.
- » **Joe Baur, who writes for outlets including Travel + Leisure and Outside**, explored outdoor, hiking, and cultural POIs along the **Great Basin Highway** and **Neon to Nature** road trips. His article about the national park ran in Outside in July.
- » **Nicole Hansen, an editor for The Travel**, took a family road trip along the **Great Basin Highway** and **Free-Range Art Highway**. She published several stories about her trip in The Travel throughout June and July.
- » **Rebecca Toy, who frequently contributes to National Geographic and other top-tier outlets**, participated in a FAM along the **Great Basin Highway** with additional stops along the **Neon to Nature** route. She is working on an updated **National Geographic Guide for GBNP** and is pitching additional stories to editors at **Smithsonian, Fodor's, Matador Network, and more**.



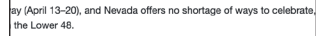
Travel Nevada Adventure Centers—Boulder City Hard Hat Tour

To keep media informed about progress on the Travel Nevada Adventure Centers—Boulder City, the team offered a hard hat tour to select local journalists.

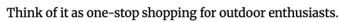
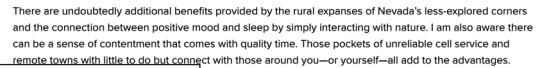
Kristen Di Chiara, deputy editor of the Neon section at the **Las Vegas Review-Journal**, and **Ron Eland, editor** of the **Boulder City Review** joined the tour, which was led by NCOT Commissioner and Boulder City Chamber of Commerce CEO Jill Rowland-Lagan with contributions from Travel Nevada CEO Rafael Villanueva.



The journalists learned about the importance of Nevada's outdoor recreation economy, construction progress, design highlights, tenant commitments, and more. Coverage appeared in each media outlet shortly after the tour.

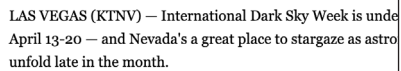


t elevation and minimal light pollution, creating exceptional conditions possible within a short drive of Reno, with destinations like Massacre Creek Sky Sanctuaries in the U.S.



Last fall, ground was broken on the long-talked-about Nevada Adventure Center on the Boulder City Chamber of Commerce property.

The center, which is set to be open Oct. 7, will be home to more than a dozen outdoor companies in one location. These outdoor companies, mostly from Boulder City, but also from Las Vegas, will lease the spaces, one year each to start. A percentage of that fee will be put into a pot for advertising, of which each vendor will have a say on how where it's spent. In all, the new Boulder City center will employ 29 people. In addition



According to a spokesperson from Travel Nevada, our own Dark Sky Park is recognized as an International Dark Sky Park — perfect for looking at cosmic happenings.

It's not the only location you can see the stars from, though. A spokesperson shared that the surrounding spaces at Red Rock Conservation Area work well, too. You can visit the [Travel N Finder](#) to check out more viewing options near you.

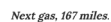


about the age and location of certain trees to protect

istlecone pines of Great Basin National Park, one par

a little time, you have to see the bristlecones. You can even see caves other places. But you can't see bristlecones thousands of years old. I tell everyone, you have to

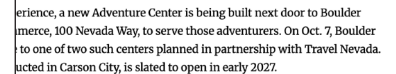
is echoed throughout the park. Signs describe the trail, and the visitor center ensure that hikers are prepared for their excursion.



Blue and faded, the sign says much more than the four given words. It's an ominous post, reminding you that for the next two and a half hours, you're on your own. No gas, no bathrooms, no help. Nothing but the antelope and miles of two-lane highway.

This feeling of emptiness is what defines Highway 50 in Nevada. Dubbed America's Loneliest Road, this stretch of the American Southwest is defined by what it doesn't have. But just how empty is it, really?

I took a family road trip down this lonely road and found a string of adventures that would put America's biggest cities to shame. A hidden national park, historic mining towns, and some of the darkest skies in the world, this "lonely" road was anything but.



led by an Economic Development Administration grant totaling \$7

construction building on Wednesday, Travel Nevada CEO Rafael recreation is the No. 2 driver of Nevada's gross domestic product, supporting 75,000 jobs throughout the state. He and Boulder City and Lagan see the center — a federal, state and local collaboration — as tools to extend their trips.

te away from the Vegas experience; we're trying to amplify and
hem find a little bit more here in Southern Nevada that they can fall in
gan said. "And so then that way, because their experience was so great
it they come, they'll plan to stay a little bit longer, and they'll adventure
ate a little bit further."



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.

These pitches included:

- » The 40th anniversary of The Loneliest Road in America
- » High-desert racing in Tonopah
- » Marilyn Monroe's Silver State connections (in conjunction with what would have been her 100th birthday)
- » International Dark Sky Week
- » Roadside art
- » Experiences to celebrate Father's Day, and more.

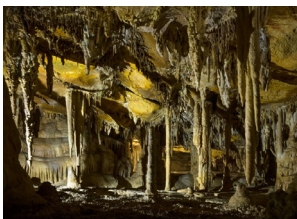
Media relations efforts resulted in national placements in outlets including **AARP**, **AFAR**, **Fodor's**, **Travel+Leisure**, and **USA Today**, and in-state placements in outlets including **KOLO-TV**, **KTNV-TV**, **KUNR-FM**, and **Reno Gazette-Journal**.

RESULTS

Travel Nevada secured more than **816 million** overall potential impressions in Q4; **nearly all of these were in Top 100 outlets.**

AFAR

16 Underrated U.S. National Parks You Really Should Visit This Year



14. Great Basin National Park

Nevada

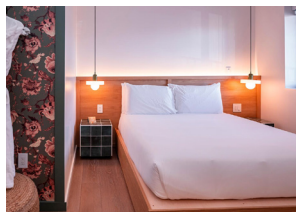
Did you know there's still a glacier in Nevada? It's the Wheeler Peak Glacier, set beneath the 13,063-foot Wheeler Peak found in **Great Basin National Park**. Here you can walk among some of the oldest living organisms on Earth—the bristlecone pines—and stargaze at one of the darkest skies in the country. However, one of the most exciting things you can do in Great Basin is go underground. The park has a extensive limestone caving system known as Lehman Caves, where stalactites and stalagmites twist a shimmer. To see them, you'll need to be on a **ranger-led tour**, which is 90 minutes and offered multiple times throughout the day.

How to visit

It's roughly a four-hour drive from Salt Lake City or five hours from Las Vegas to Great Basin. The Nat. Park Service recommends downloading a park map on your phone, as Great Basin has little to no cell phone coverage. Among the accommodations near Great Basin, beyond the **designated campgrounds** within the park is a small clutch of Airbnbs in Baker, Nevada, and some cozy motels, such as **Stargazer** and **Hidden Canyon Retreat**.

Fodor's Travel

10 Classic Roadside Motels That Got a Gorgeous Modern Glow-Up



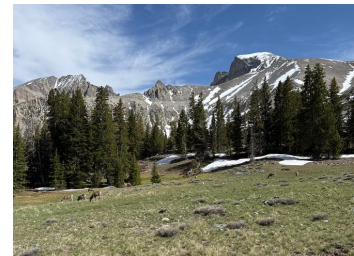
Best Bet Motor Lodge

WHERE: Reno, Nevada

Playfully blending its vintage 1950s road trip roots with a polished, design-forward contemporary feeling aesthetic, the **Best Bet Motor Lodge** in Reno, Nevada, is a 21-room property that feels like "classic motor lodge" meets "modern wellness retreat." It's located in Midtown and can be a great home base to explore the best attractions of America's Biggest Little City. Don't miss the property's **practically unparalleled on-site spa amenities** with Reno Sauna Club, including both indoor and outdoor saunas (the outdoor sauna is situated in a fun and unique setting — a meticulously remodeled vintage trailer living on the hotel's back patio!). Grab a can of beer or cocktail, and relax around the common space's large firepit sitting directly under the original, restored neon sign — a tribute to the property's historic motel days.



This stunning national park gets a fraction of Zion's visitors



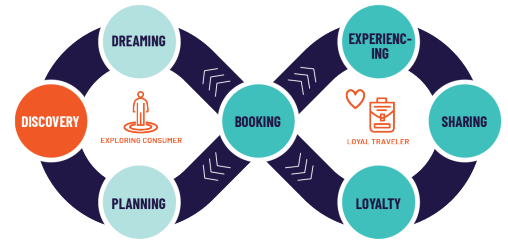
Is Great Basin worth seeing?

Absolutely, but don't expect the same red-rock scenery as in Southern Nevada or neighboring Utah. Rising out of the desert like a well-watered oasis, Great Basin reminded me more of Yosemite or other alpine destinations.

"It's a landscape like no other, not only in North America, but actually literally in the world," the park's Chief of Interpretation Travis Mason-Bushman told me, while pointing to a visitor center map of the larger **Great Basin**, which spans multiple states. "Across this entire landscape, the earth is literally tearing itself apart."

DISCOVERY: INTRIGUE & INSPIRE

Overall Measurement: IME Study, Content Engagement, Views



PAID MEDIA

Q4 Discovery partners were live for the full quarter and drove meaningful interest in Nevada through custom content spotlighting the state's unique experiences. These placements are primarily measured by views and engagements, indicating how deeply audiences spend time with the content.

Q4 Discovery delivered **29,092,432 impressions** and **112,690 clicks**, plus **668,807 video completions**.

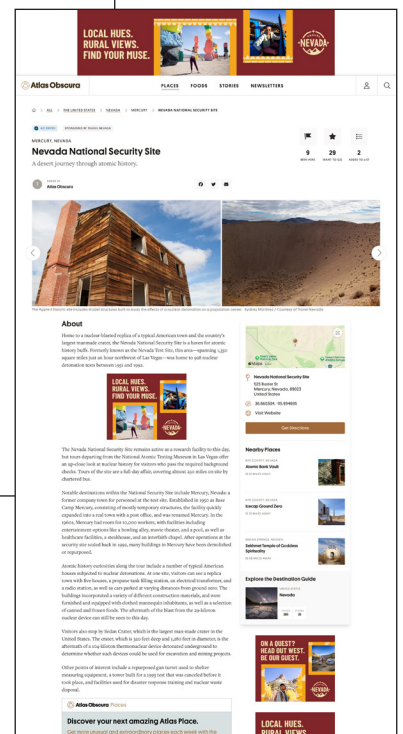
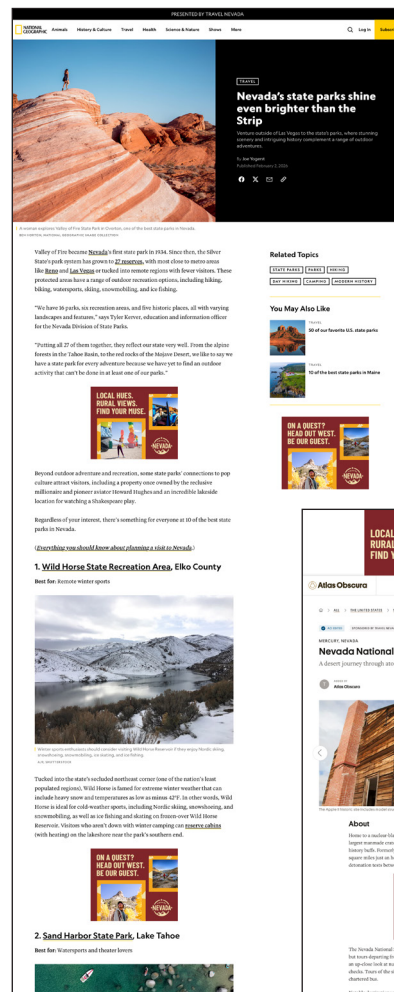
Partner Highlights

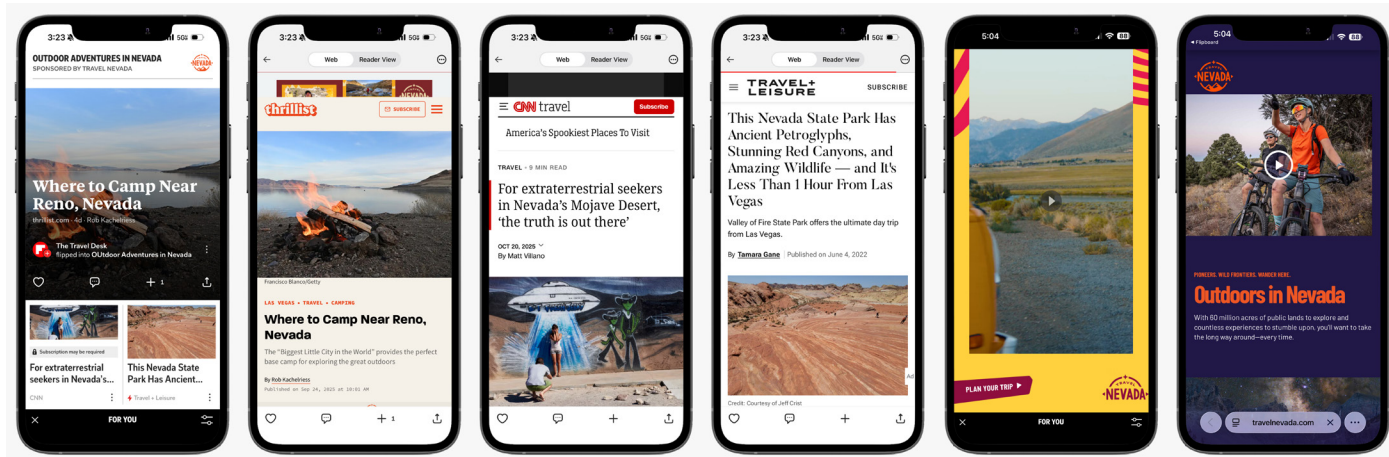
NAT GEO

- » Beat its view goal by **1.5M**, delivering **16.7M+ views** and roughly **\$30K in incremental value** at no added cost — led by a Nat Geo Travel post on Nevada's top ten state parks at **2.9M views**.
- » Engagement followed: **41K+ social engagements**, **57K+ clicks to content**, and **51,876 page views** across the sponsored hub and articles at two minutes per visit.

ATLAS OBSCURA

- » Q4 engagement was driven almost entirely by the "Nevada National Security Site" Facebook post - the strongest single editorial unit in the phase this quarter.
- » Spring content performed well above engagement benchmarks with the Nevada public lands round-up at a **65.75% on-site engagement rate** and an **Instagram carousel cited at 13X industry average**.
- » Two lasting assets came out of it: the Nevada page was upgraded to a Super Destination Page, returning **39,700+ pageviews** at an **85.04% engagement rate**, and two new attractions remain published in the Atlas in perpetuity.





NATIVO

- » **19,546 clicks** at **0.34% CTR**. The In-Feed 1x1 native article unit drove **6,920 clicks (0.26% CTR)** and the Native Stories unit **2,896 clicks** at a stronger **0.56% CTR**.

FLIPBOARD

- » Top Q4 creative was "Outdoor Adventures in Nevada", the Outdoor audience segment was its strongest.

MATADOR

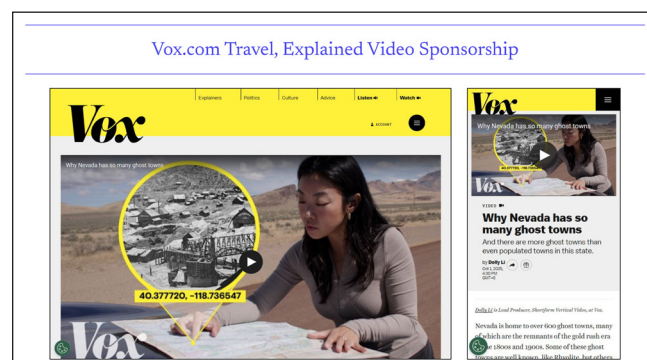
- » Exceeded many benchmarks with the top performing unit being the Inspiration Social Video unit at **198,277 completions** against a 50,000 goal, nearly four times target.

SPANISH-LANGUAGE CUTOUDNS

- » These cutdowns ran **56% above view benchmark**, echoing the same signal from Meta's Spanish creative and the World Cup. Both sponsored emails ran wholly within Q4, reaching **169,622 recipients** at a **40.2% open rate** and more than double the click goal.

VOX

- » Delivered its clicks and completions via the Eater x Thrillist Greatest Campout sponsorship package.
- » Vox commissioned a brand lift study that quantifies perception change: visit intent **rose from 19% among the control group to 57%** among exposed audiences, a **38-point lift**. Message association **rose from 17% to 64%**, aided brand awareness from **40% to 61%**, and **ad recall from 27% to 49%**. Exposed audiences were also markedly more likely to describe Nevada as adventurous (**94% versus 81%**) and down-to-earth (**81% versus 73%**). Vox's audience context supports the placement choice: **95% of Eater readers** and **96% of Thrillist readers** report planning a trip in the coming year.



OUTBOUND

- » Six units that ran in Q4 and delivered **2.5M impressions** and **12,420 unique clicks**. Four newsletter placements generated **526,450 opens** at **62.8–72.0% open rates** — roughly **three times** typical travel-newsletter performance.

CUSTOM REELS

- » Two reels split the state, with Northern Nevada the largest single Q4 unit at **964,202 impressions**.



YouTube Performance

We continued efforts with the **“Get a Little Out There” video campaign**, which continues to drive strong engagement by showcasing Nevada’s iconic assets—like the International Car Forest, natural hot springs, and world-class stargazing. We are maximizing our reach with the Get a Little Out There video for our key segments (**Outdoor Enthusiasts, Travel Buffs, Family Vacations**) along high-intent retargeting audiences.

- » **TOTAL REACH:** Delivered **1.16 Million impressions**
- » **FREQUENCY:** **1.9 avg views** over 30 days
- » **HIGH ENGAGEMENT:** **1.01 Million TrueViews** shows extremely high engagement with the video ads.



INFLUENCERS

Influencers continue to play an important role within Travel Nevada’s marketing strategy, bringing the state’s diverse experiences to life through authentic, engaging storytelling. By showcasing Nevada’s adventure, culture, and unexpected discoveries, creators inspire awareness and demonstrate the breadth of experiences available to travelers.

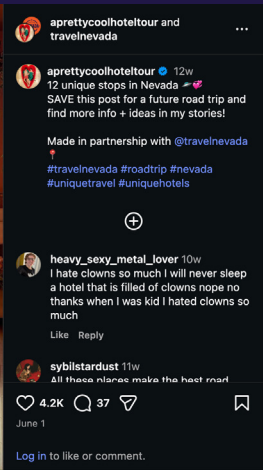
Margaret & Corey Bienert A Pretty Cool Hotel Tour @aprettycoolhoteltour

Margaret and Corey are a married duo with a passion for photography, design, and all things kitsch. After meeting in college in the Midwest and later launching a production company in LA, they created A Pretty Cool Hotel Tour to showcase the most unique, nostalgic, and over-the-top hotels in the country.

FOCUS: Uncommon Overnights

Itinerary Highlights: Shady Lady Bed & Breakfast, Mizpah Hotel, Clown Motel

19 Posts	348,202 Engagements	54,476 Shares
3,072,532 Views	292,274 Likes	26,551 Saves
1,934,685 Reach	1,452 Comments	



Asya Olson

Asya Travels @asyatravels

Asya is a Ukrainian-born travel photographer and content creator based in California. She moved to California in 2018 and has built her brand around uncovering lesser-known destinations, unique stays, and road trip experiences across the West and beyond. Her content combines professional photography, cinematic short-form video, and practical travel inspiration.

FOCUS: Lake Tahoe Loop

Itinerary Highlights: Bader Ranch Trail Co., Gold Hill Hotel, Van Sickle Bi-State Park

4 Posts

2,984 Engagements

606 Shares

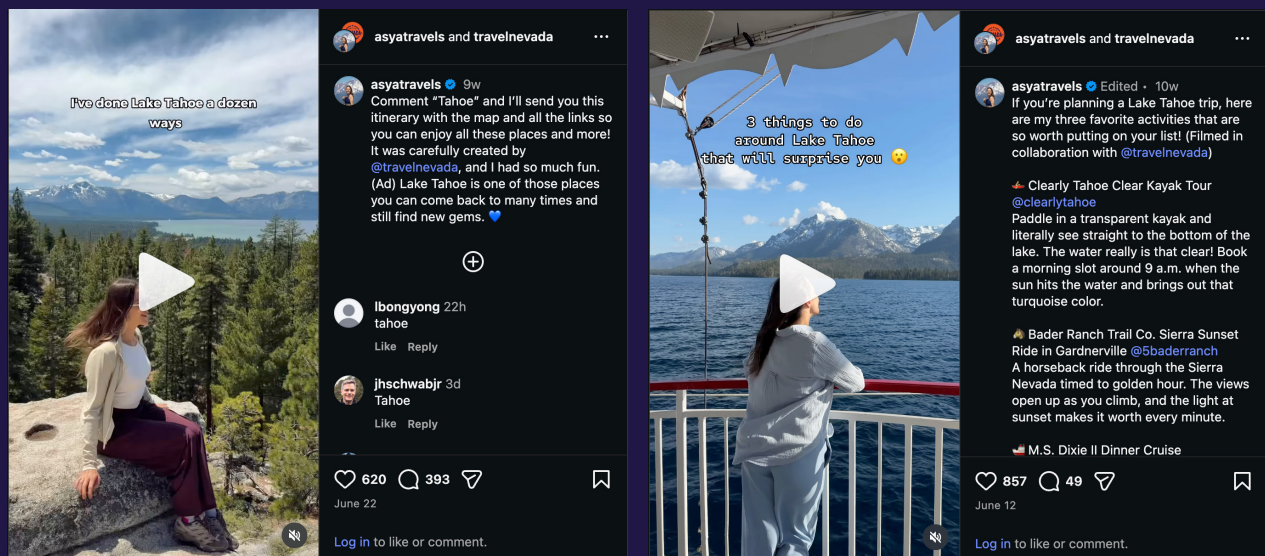
108,171 Views

1,928 Likes

866 Saves

51,609 Reach

450 Comments



Bree and Chantell Landry

Two Grls One World @twogrlsoneworld

Bree and Chantell are a married Black lesbian couple based out of Orlando, Florida. They document their outdoor trips, couple adventures, and authentic travel experiences while sharing real-talk safety and budgeting advice for LGBTQIA+ and minority travelers.

FOCUS: Great Basin Highway

Itinerary Highlights: Hidden Canyon Retreat, Great Basin National Park, Valley of Fire State Park

15 Posts

5,238 Engagements

851 Shares

65,192 Views

3,873 Likes

613 Saves

33,544 Reach

514 Comments



Zineb Baaout

Zee Travel [@zee.travel](#)

Zee is a Morocco-born travel creator based in Utah who specializes in showcasing unique destinations, boutique stays, outdoor adventures, and city experiences across the United States.

FOCUS: Rubies Route

Itinerary Highlights: Elko, Lamoille Canyon, Angel Lake

32 Posts

28,374 Engagements

8,183 Shares

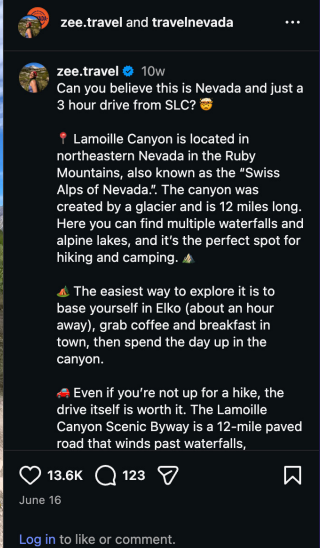
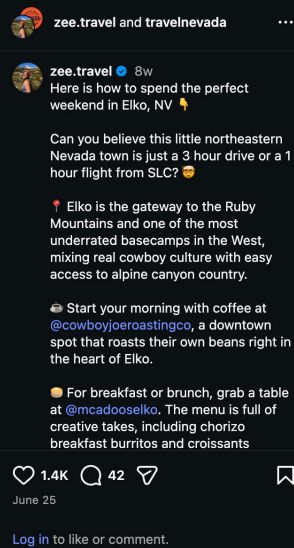
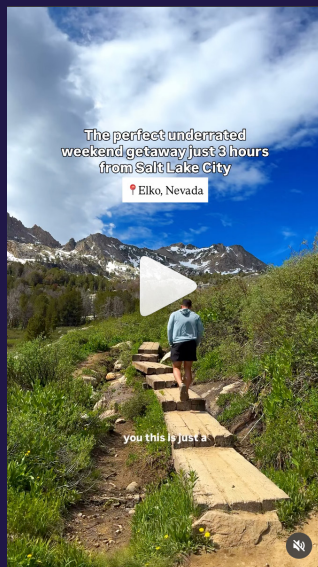
418,096 Views

19,747 Likes

6,330 Saves

218,789 Reach

444 Comments



Shelby Burns

Shelbssays @shelbssays

Shelby is a self-proclaimed “professional fun-haver” typically based wherever her home on wheels goes. She can be found exploring with her dog, skiing, or planning her next road trip! She creates engaging, adventure-driven content designed to inspire others to get outside and explore by blending storytelling with practical takeaways that feel relatable and real.

FOCUS: Loneliest Road in America

Itinerary Highlights: Ward Charcoal Ovens State Park

4 Posts

2,662 Engagements

65 Shares

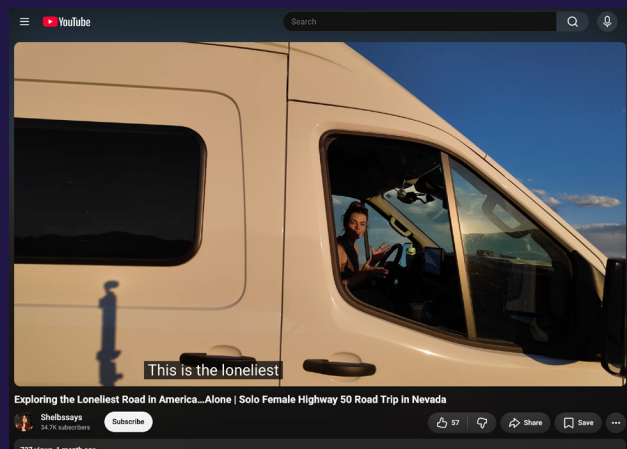
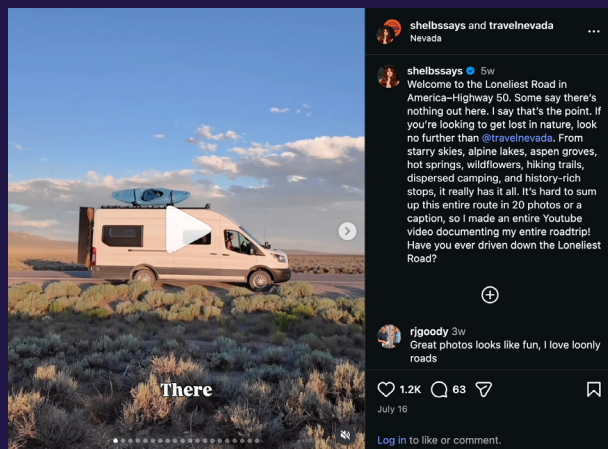
88,697 Views

2,453 Likes

153 Saves

34,352 Reach

144 Comments



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: Beatty

1 Post 5,483 Views 932 Engagements



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: Elko & the Ruby Mountains

6 Posts 1,806 Engagements 43 Shares
30,764 Views 1,599 Likes 91 Saves
24,568 Reach 164 Comments



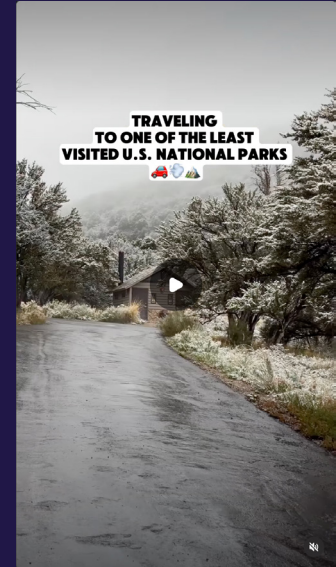
Lluvia

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: Great Basin National Park

4 Posts	29,519 Engagements	8,356 Shares
582,888 Views	20,947 Likes	3,707 Saves
198,409 Reach	216 Comments	



Influencers by the Numbers

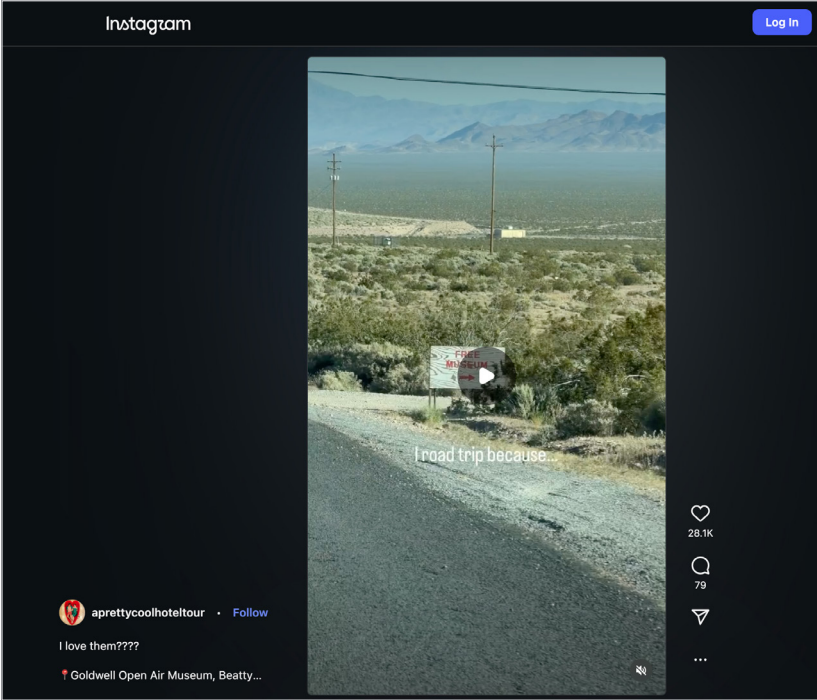
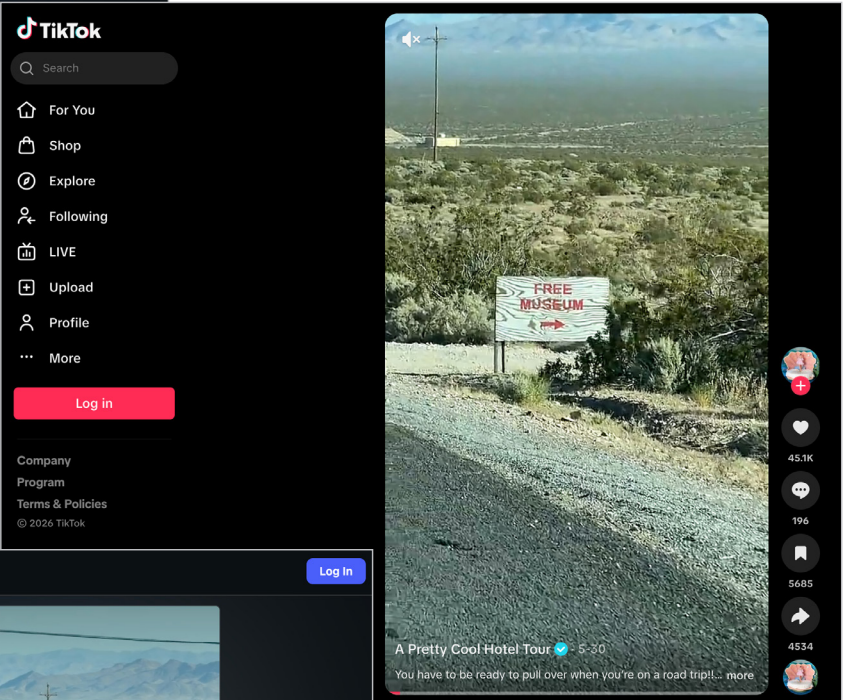
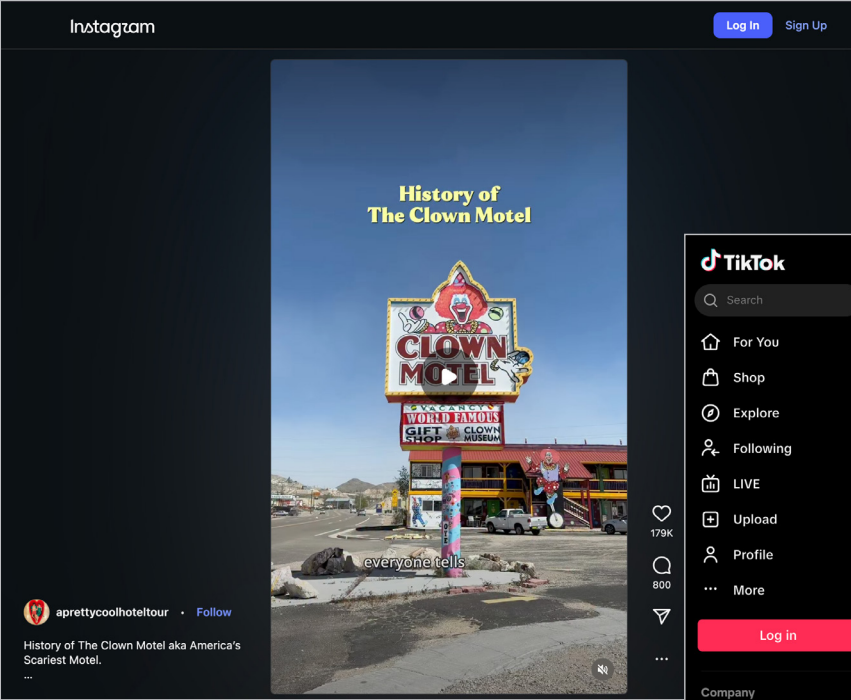
FY26 INFLUENCER TOTAL

» 10 Creators	» 571,450 Engagements	» 50,955 Saves
» 99 Posts	» 456,996 Likes	» 17.9% Engagement Rate
» 10,007,737 Views	» 4,060 Comments	
» 3,189,974 Reach	» 110,394 Shares	

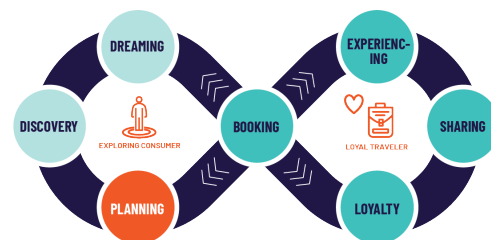
FY26 AMBASSADOR PROGRAM TOTAL

» 3 Ambassadors	» 77,441 Engagements	» 12,325 Saves
» 46 Posts	» 55,470 Likes	» 9.75% Engagement Rate
» 1,622,575 Views	» 1,076 Comments	
» 575,294 Reach	» 20,895 Shares	

Q4 MOST ENGAGED POSTS



PLANNING: RESEARCH & INTENT TO TRAVEL



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

PAID MEDIA

Planning drove the most clicks of any phase at **130,039** off **43.9M impressions**, and generated **50,484 Plan-a-Trip** events on the website alongside **109 newsletter sign-ups** and **57 Visitor Guide** requests. Across all phases, planning drove **141,812 sessions** at a **58% engagement rate**.

- » **Meta was the standout: 48,951 clicks** at a **2.3% click-through rate**, and **14,519 lead-form completions**—a **29.7% click-to-lead conversion rate**, the most efficient lead source in the plan. **The Outdoor Guide** creative alone drove **42,017** of those clicks.
- » **The Trade Desk** delivered comparable click volume off the phase's largest impression base, strongest against the Cultural Traveler segment.
- » **Plan-a-Trip** events by partner were led by **The Trade Desk (17,736)**, **Adara (15,980)**, **Zeta (6,587)**, and **AARP (3,467)**.

SEARCH

Our search strategy successfully targeted key "drive and fly" markets, bridging the gap between initial travel interest and concrete bookings to yield double-digit growth for our accommodation KPI. Despite our overall Q4 budget being **27% lower year over year**, our bidding strategy focused on maximizing conversion value—with accommodations yielding the highest return for Travel Nevada. Our ongoing optimizations successfully sustained this growth, outperforming our other two core metrics.

TRAFFIC VOLUME

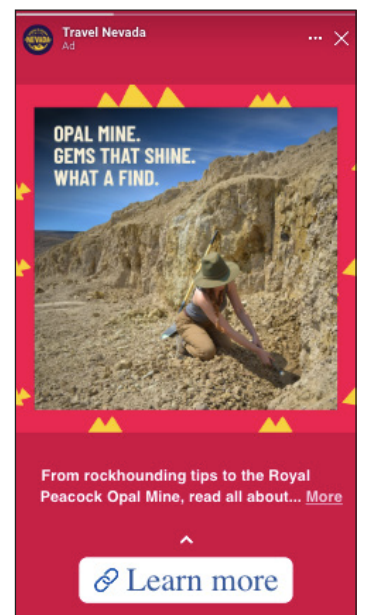
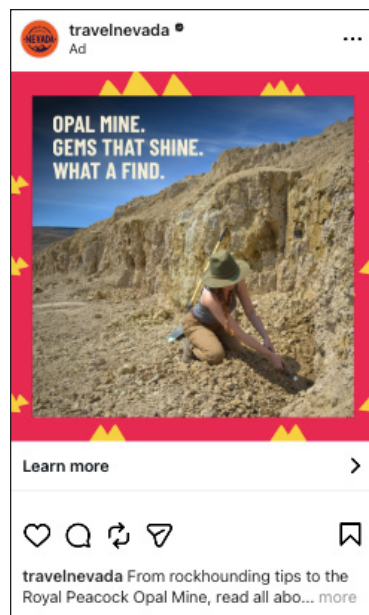
- » Generated **111K clicks** from **961K impressions**.

ACCOMMODATIONS

- » Facilitated **6,120 referrals**, a **23% increase year-over-year**.

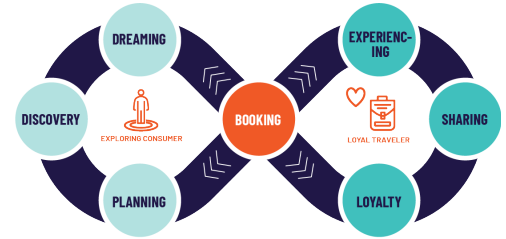
LEAD GENERATION

- » **1,914** newsletter sign-ups (-24%).
- » **1,939** visitor guide requests (-15%).



BOOKING: PURCHASE

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



PAID MEDIA

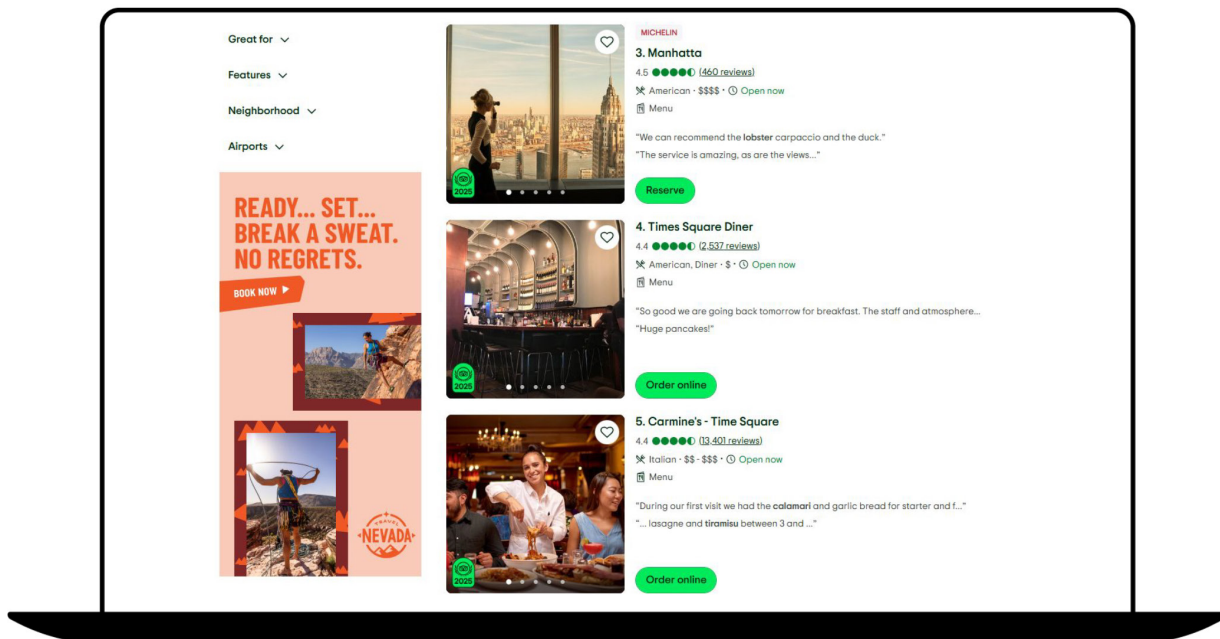
Booking delivered **8.3M impressions** and **6,726 clicks**. While clicks alone the phase looks small, booking conversions is truly the measure of success. While **Expedia** and **Tripadvisor** are still working to deliver final data, **Priceline** showed **135,947 bookings** totalling **313,659 room nights** across priceline.com and **Booking.com**, at an average **2.31 nights** per booking. **Expedia** and **Tripadvisor** final reports have not yet been received, so all conversion and revenue figures here are **Priceline** and **Booking.com** only—and **Tripadvisor** was in fact the phase's top click driver, so the picture is incomplete

Partner Highlights

- » **Tripadvisor** led Q4 clicks with **40.2% share**, followed by **Priceline** and **Expedia**.
- » **Tripadvisor's** boosted branded-trip units were

the top individual placements and **Expedia's** hotel-results right-rail was its most efficient unit at **0.35% CTR**.

Overall audience performance and efficiency came from audience strategy rather than placement. The single strongest unit targeted confirmed Las Vegas and Reno bookers from the prior year while deliberately excluding anyone already travelling within 90 days—it returned nearly three times the campaign-average return on ad spend off a small impression base.



OWNED

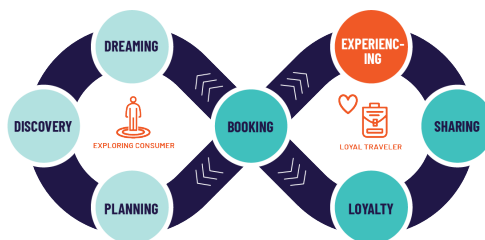
Despite lower traffic, Organic generated the largest share of accommodation referrals, demonstrating strong lower-funnel performance. While Email drove fewer accommodation referrals YoY, it showed strong mid-funnel performance by generating the highest volume of Visitor Guide Requests, reinforcing its role in nurturing travel interest within the existing audience. Continuing to use Email to promote travel-planning content could help move that interest further down the funnel toward bookings and overnight stays in Nevada. The shift in Paid Search strategy toward accommodation-focused conversions delivered strong lower-funnel results, with accommodation referrals.

KPI Overview

KPI	ACCOMMODATION REFERRALS	NEWSLETTER SIGN- UPS	VISITOR GUIDE REQUESTS
Organic	17,074 (+22%)	1,315 (-10%)	1,214 (-3%)
Email	451 (-11%)	1,821 (-21%)	2,797 (+20%)
Paid Search + YT	6,120 (+23%)	1,914 (-24%)	1,939 (-15%)

EXPERIENCING: IN-MARKET

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

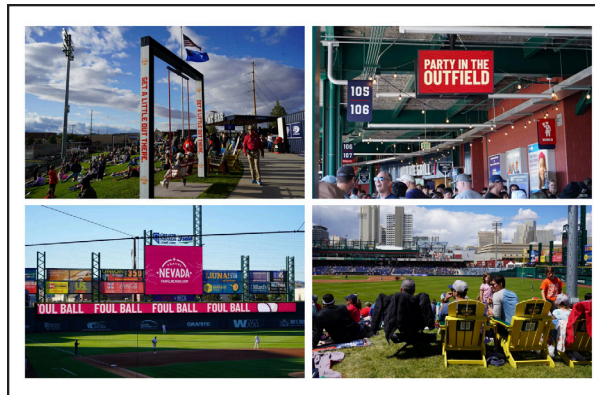


PAID MEDIA: IN-STATE

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 and print. In State delivered **11.9M impressions, 23,706 clicks** and **4.3M video completions** at a **98% completion rate**. **Kargo** and **Meta** together drove **98.5% of phase clicks**, while **Locality** and **Spectrum** delivered every one of the phase's video completions, both above 98%. In-state lead generation ran at the highest frequency of any **Meta** campaign, reflecting a deliberately narrow audience.

Partner Highlights

SPORTS SPONSORSHIP



- » The **University of Nevada Wolfpack** wrapped up their school year with the baseball and softball seasons in the spring. Both teams advanced to the Mountain West Championships, but ultimately did not win. The seasons were broadcast on KNSN, **(eight games for baseball, seven games for softball)** and the Travel Nevada :30 commercial was aired at least **1x/game**.
- » The **Tahoe Knight Monsters** ended their

season in late April after the first round of the playoffs. A campaign recap can be found [here](#) or by scanning the QR code to the right.



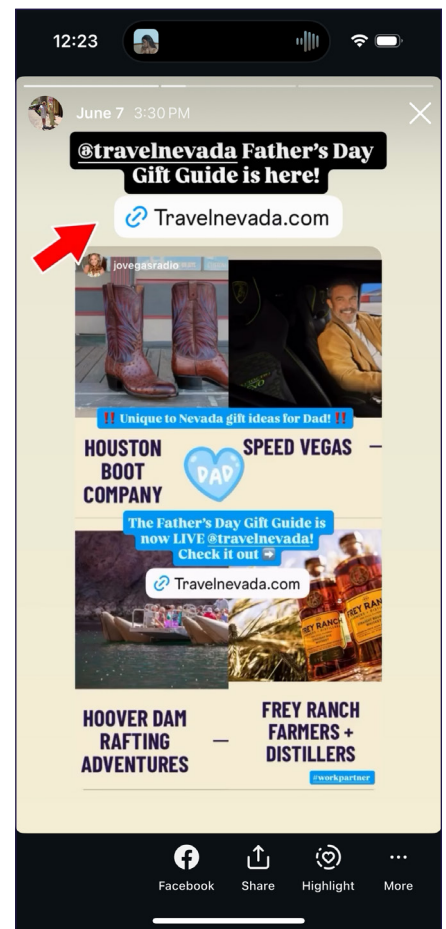
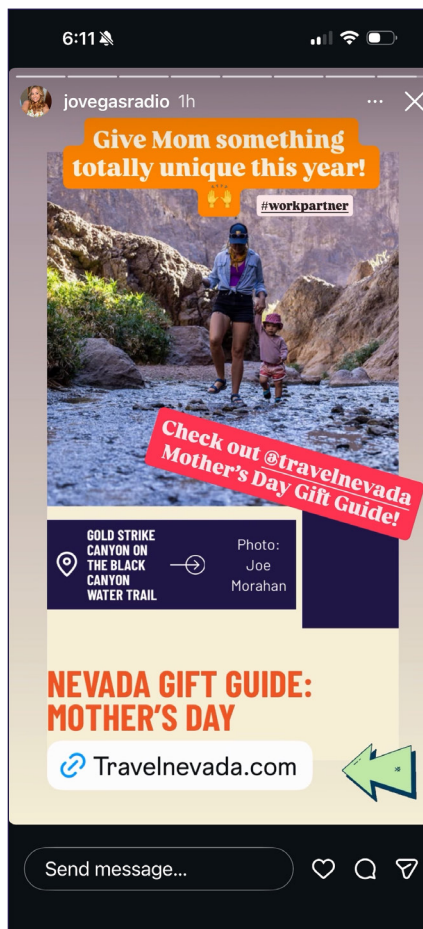
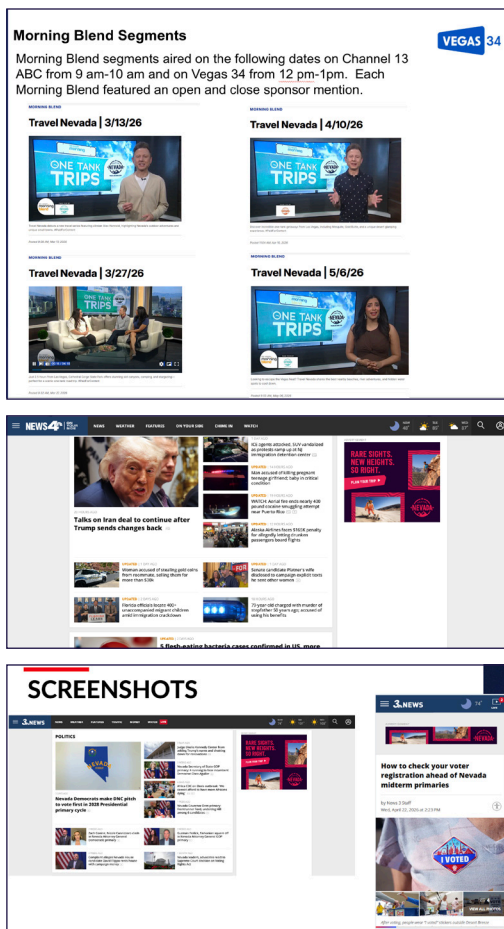
- » The **Reno Aces** continued to see great attendance numbers April-June, at **207,311**. This included two sell out nights and the CCL All-Star Game on July 4th. The Foul Ball Trigger has been activated **78 times** so far this season.

CONTENT SPONSORSHIP

- » News App Partnership: **MyNews4 in Reno** and **News3LV in Las Vegas** delivered **815,440 impressions** in 4Q. The **KOLO** traffic sponsorship delivered **208,083 impressions** in addition to the linear TV promotion.
- » **KTNV** continued the spring installment of their “One Tank Trips” promotion showcasing destinations you can reach within one tank of gas from Las Vegas. Topics covered included **Mesquite** (April 10th) and **Beat the Heat**

(May 6th) 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 Mother’s and Father’s Day. The promotions included on-air talent discussing her favorite gifts for moms and dads, **:05. :30 & :60 radio spots (959,000 impressions)** and social channel posts.



OWNED: IN-STATE

In-state audience engagement remains resilient despite lower traffic volume. Email is gaining momentum, while Paid Search declines are partly reflective of reduced investment, suggesting the opportunity is less about audience interest and more about maintaining efficient reach and capturing high-intent users.

In-State Traffic Overview – YoY change in parentheses

SOURCE	ORGANIC	EMAIL	PAID MEDIA
Sessions	42,606 (-19%)	4,701 (+27%)	29,181 (-37%)
Page Views	73,279 (-17%)	12,466 (+29%)	67,960 (+32%)
Engagement Rate	86.05% (+3%)	89.81% (+3%)	84.90% (-1%)

ADVENTURE GUIDE

The 2026 Nevada Adventure Guide is out! This year’s guide focuses on adventures near our Adventure Center locations. This year’s cover features a beautiful illustration by Nevada artist Braighlee Rainey, plus now the guide can be ordered for home delivery on travelnevada.com.



BANDWANGO

In Q4 we offered four unique passports to engage travelers and encourage stops at rural locations. The **Paranormal Passport 2.0** is a fan favorite, and we also offer one on our **Sagebrush Saloons**, and **Area 51(ish) Adventure**, and of course, our **Basque Adventure Challenge**. In this quarter alone we have seen almost **600 check-ins** at our passport locations.



INDUSTRY DEVELOPMENT & COMMUNICATION

DESTINATION DEVELOPMENT

GRANT PROGRAMS

Rural Entrepreneurial Program & Pitch Contest Winner



Fiscal Year 2026 winner of the third annual Rural Pitch Contest, Galaxy HQ—a new business component being added to the existing Stargazer Inn & Bristlecone General Store dedicated to astrotourism and dark sky preservation.

“Stargazer Inn guests will have access to stargazing binoculars, zero gravity chairs, red light headlamps, compasses, star charts and cultural literature to aid them in their stargazing pursuits. We will offer events and workshops throughout the year that focus on stargazing, astrophotography and dark sky preservation. Guests and customers will have access to astrotourism destination itineraries throughout Nevada.”

DOMESTIC TRADE

TRADESHOWS & MISSIONS

Go West 2026: Las Vegas, NV

Travel Nevada was proud to support the Las Vegas Convention and Visitors Authority (LVCVA) in co-hosted the opening reception of the Go West Summit tradeshow in Las Vegas.

38 Nevada delegates

100+ Tour Operators,
Receptive and Travel Buyers.

54 Total 1:1 appointments

Southern California Sales Mission

Nevada tourism partners converge onto southern California, Santa Monica, Los Angeles and Rosemead CA, for 1:1 meeting and presentations with top travel agents, tour companies, coach operators and US based receptives.

22 Nevada delegates

251 Tour Operators, Receptive
and Travel Buyers.

9 Total presentations

INDUSTRY PR & COMMUNICATIONS

PARTNER COMMUNICATIONS

Partner PR Post

Travel Nevada disseminated the Q4 edition of the "Partner PR Post," a quarterly e-newsletter designed to keep partners informed about industry trends, how Travel Nevada can assist them, and broaden communication channels between the DMO and the industry. The e-newsletter was sent to **1,234 people** and had an open rate of **26.74%**.

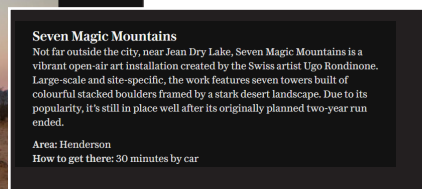
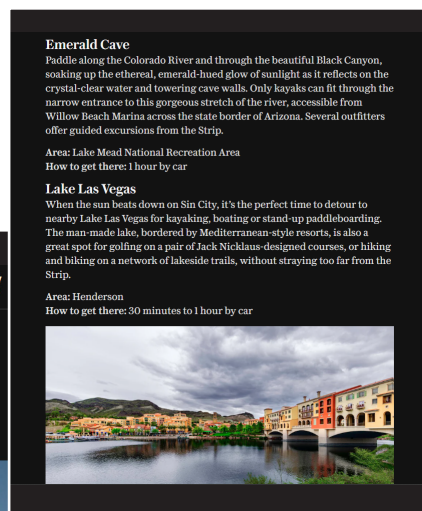
Monthly Highlights Newsletter

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 April 2026 Monthly Highlights newsletter was delivered to **1,279 recipients** and had an open rate of **23.22%**. The May 2026 Monthly Highlights newsletter was delivered to **1,234 recipients** and had an open rate of **20.26%**.

FY26, Q4 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 Q4 edition was sent to **1,275 recipients** and had an open rate of **22.2%**.

PR BIG HITS



CULTURE & HERITAGE

Interstellar – the world's 9 best places to meet an alien

From the deserts of Nevada to the outskirts of Edinburgh, these alien hotspots represent your best chance of encountering lifeforms from another planet

Team Wanderlust

30 June 2026

It's an unreal photo spot too, especially if the sun is shining.



Hoover Dam is less than an hour away from the glitzy strip. *iPhone*

The close proximity and easy access to and from downtown Vegas makes Hoover Dam a must-visit. Make sure to pack sun cream and water.

Las Vegas is one of the most exciting places to visit in the US and has no shortage of things to do.

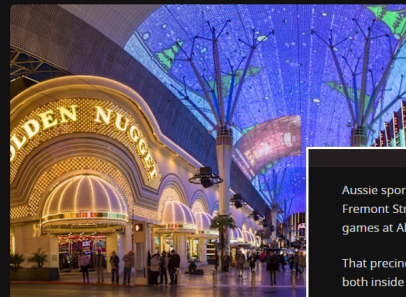
But checking out the downtown area and beyond is a sure-fire way to get sucked in by the flashing casino lights and explore the entire city.

If a visit to Las Vegas is on the cards, make sure to also include some time from the glitz and glam of the main strip.

Downtown Vegas and beyond is absolutely brimming with character and has plenty of nuggets for tourists.

Just a short drive from the type of bright lights you see in the movies (see, comedy classic *The Hangover*) is the old-school, action-packed part of Vegas.

READ MORE: [Why you might see a robot handling your luggage next time you fly](#)



Make sure to take some time away from the glitz and glam of the strip.

Neon Museum

Just another short walk away is the Neon Museum, which is staged in a boneyard-style open-air spot in downtown Vegas and has dozens of old hotel and casino signs on display dating back up to a century, giving a rare look into the city's history.

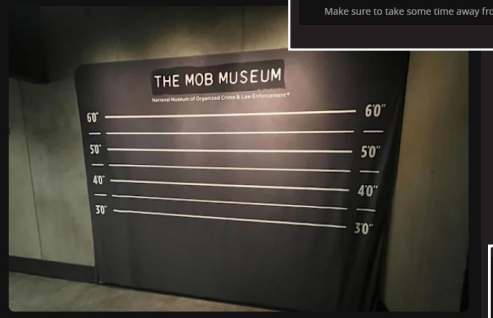
It's a trip down memory lane and each exhibit has a detailed piece of history about that particular casino - some that have been updated and some that are now defunct.

READ MORE: [Thinking about a USA holiday in 2026? Here are some things you should know](#)



The Mob Museum

The Mob Museum offers a deep-dive into the history of organized crime, with rare artefacts and interactive experiences for visitors. It also features a simulator and crime lab to hone your investigative skills.



The Mob Museum in Las Vegas. *iPhone*

Aussie sports fans over the past few years have no doubt grown familiar with Fremont Street - the part of town that hosts fan fests and events before the NRL games at Allegiant Stadium each year.

That precinct is absolutely mental in the best way possible and is always buzzing both inside and outside of the bars and casinos.

READ MORE: ['What it's like travelling to the US right now from Australia'](#)

From dancing gorillas and other weird and wonderful acts, to street-front bars giving the luxury of walking around with a beer in your hand, Fremont Street is a relaxed environment but is still the life of the party for those who are so inclined.

If you're not in the mood to party, there are some seriously neat nearby attractions within walking distance of Fremont Street.

[View gallery](#)



nine.com.au

Australia World Sport Lifestyle Travel Entertainment Shopping

Travel International USA Travel

From neon to nature: Why you need to get off the main strip when visiting Vegas



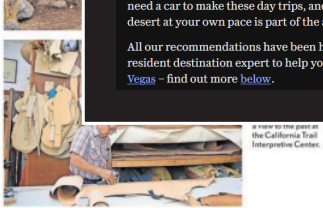
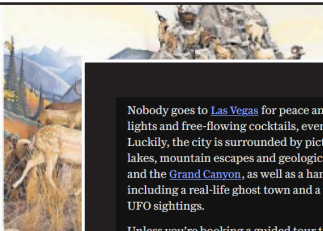
Liam O'Loughlin

Updated February 10, 2026 - 10:00am. First published May 2, 2026 - 12:00pm

Time for nature

Less than an hour away from the hidden gems and character-filled spots of downtown Vegas is the beautiful scenery at Hoover Dam and Black Canyon river, which visitors can soak in through a cruisy, two-hour fully-guided rafting trip.

Movie buffs would be familiar with the Hoover Dam - most notably from *Superman* (1978) and *Transformers* (2007). Take a little trip down the picturesque river, which is an easy way to unwind from the hustle and bustle.



Nobody goes to [Las Vegas](#) for peace and quiet, but after a few days of bright lights and free-flowing cocktails, even high rollers could use a break. Luckily, the city is surrounded by picturesque landscapes, including pretty lakes, mountain escapes and geological highlights like the Valley of Fire and the [Grand Canyon](#), as well as a handful of offbeat cultural attractions including a real-life ghost town and a top-secret military site infamous for UFO sightings.

Unless you're booking a guided tour that includes transportation, you'll need a car to make these day trips, and driving through the sun-baked desert at your own pace is part of the adventure.

All our recommendations have been hand selected and tested by our resident destination expert to help you discover the best things to do in [Las Vegas](#) - find out more [below](#).

a view to the past at the California Trail Interpretive Center.

TOWN | NEVADA

Basque in the past

"Two men were killed the day I arrived," reported a newcomer to Elko in 1888. Back then, this dusty settlement in north-west Nevada was a rough and ready cowboy town, newly accessible by the Central Pacific Railroad and gripped by gold rush fever. It had 45 bars and probably just as many brothels.

Today, people still come for gold (one of the northern hemisphere's largest gold mines is nearby), but less so for gambling. You're also unlikely to be challenged to a gruff fight for double parking your horse. I'm in Elko out of sheer curiosity. When I was deciding where to stop in Nevada while taking the California Zephyr train from San Francisco to Chicago, my only criteria was that I wanted to go somewhere I knew nothing about.

Having spent two days here, I'm astonished that Elko isn't more renowned. Thanks to an influx of Basque shepherds from the Pyrenees in the late 1800s, it offers an intriguing fusion of Western and Basque culture, plus it's flanked by the stunningly scenic Ruby Mountains, an Alps-like explosion of soaring peaks and glacial valleys. The drive into Lemmon Canyon is especially spectacular.

It's also enduringly quiet. The city centre is dotted with 30 cultural & 18 historic buildings, mostly old downtown



Gold and gunslinging, cowboys and quirk; this small settlement punches above its weight, writes Rob McFarland.

cowboy, mining and railroad heritage.

The exhibits continue in the Northwestern Nevada Museum, where alongside first editions by celebrated Western author Will James is a mountainside diorama of more than 180 stuffed animals, including bears, musk ox and polar bears. There are more surprises downstairs in the History Gallery, where it's revealed that celebrated cowboy Bing Crosby was such a fan of Elko that in 1948 he was made honorary mayor.

Although you're more likely to spot a mining truck crawling through downtown than a cowboy on horseback, western culture is still celebrated at events like the annual National Cowboy Poetry Gathering, where 6000 people descend on the city every January for a week of music, crafting and story-telling.

Elko also hosts the state's oldest rodeo, the Silver State Stampede, in June, and it still has world-class equestrian trails. The

Basque culture is also alive and well. Many descendants still speak the region's original dialect and the annual National Basque Festival in July is a high-spirited gathering with folk dancing, wood chopping and strength contests. The culture's most enduring legacy is its hearty, family-style cuisine, which you can sample at several restaurants, including the Star Hotel and Tiki Ona.

My visit to the Star Hotel begins with a

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an immense museum that depicts the hardships endured by the 350,000 pioneers who attempted the grueling 3200-kilometre westward trek in search of a better life. It's something I ponder later as I recline in my air-conditioned private room at the Zephyr, the Nevada high desert railway, past in a scenic blur. Transcontinental travel still has the same intoxicating allure as it did in the mid-1800s, but thankfully it's now a hell of a lot easier.

THE DETAILS

FLY Delta Air Lines flies to Elko via LA and Salt Lake City. See [delta.com](#)

TRAIN Daily from San Francisco to Chicago (and vice-versa), the California Zephyr makes three stops in Nevada, including Elko. See [amtrak.com](#)

STAY

Star Hotel

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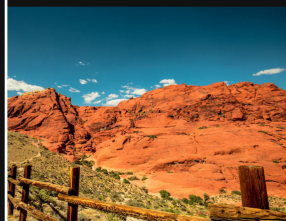
Elko

Best for enjoying nature

Red Rock Canyon

Just a short drive north of Las Vegas, Red Rock Canyon draws in outdoor adventurers with its dramatic, vibrantly hued landscapes. A scenic 13-mile route winds past the park's colourful rock formations and larger-than-life cacti, while rugged trails lead hikers up to lookout points, including one that faces views of the Strip glittering in the distance below.

Area: Springs
How to get there: 25 minutes by car



Beautiful landscapes to explore. Credit: Joshua/Getty Images

Area 51 is a highly classified Air Force base, tucked away in the southern corner of Nevada, where reports of UFO sightings are a common occurrence. Sceptics say they are simply the top secret aircraft being developed and tested there.

Others believe the Base houses the remains of a UFO that crashed in Roswell, New Mexico, and that engineers are reverse-engineering alien technology.

Security around the base is ultra-tight, so after taking a selfie next to the intimidating 'No Trespassing' signs, most visitors retire to the small town of Rachel nearby, where the Little A/La Inn sits beside the Extraterrestrial Highway (Route 375) serving alien burgers to true believers.

Best for active adventures

Lake Mead

Created by the construction of the Hoover Dam, which was completed in 1936, Lake Mead is one of the largest reservoirs in the United States. With 750 miles of shoreline and activities ranging from kayaking and swimming to hiking and cycling, it's a refreshing getaway for Vegas locals seeking an escape from the Sin City heat and crowds.

Area: Boulder City

How to get there: 45 minutes by car



Lake Mead was created by the construction of the Hoover Dam. Credit: Colm/istock/Getty Images

8/19/26, 12:10 PM

Travel Nevada's free digital passport to experience extraterrestrial side - Travel Weekly

TRAVEL NEVADA'S FREE DIGITAL PASSPORT TO EXPERIENCE EXTRATERRESTRIAL SIDE

Edited by [Staff Writers](#)

Published on: 2nd April 2026 at 11:46 AM



One of the quirkiest roadside attractions around Area 51 in Nevada.

Travel Nevada is encouraging adventure-seekers to see the quirkier roadside attractions with the Area 51(ish) Adventure, a free digital passport experience connecting travellers to some of the state's most out-of-this-world destinations.

Packed with alien-themed stops, legendary UFO lore, and wide-open desert landscapes, the Area 51(ish) Adventure leads participants through a region synonymous with close encounters and cosmic curiosity surrounding one of the world's

<https://travelweekly.com.au/travel-nevadas-free>

1/4

Valley of Fire State Park

The aptly named Valley of Fire State Park is known for its flame-coloured rock formations. Made of Aztec sandstone shaped by shifting sand dunes, they appear to swirl and unfurl in a desert landscape dotted with ancient petrified wood and petroglyphs. The photogenic park is an otherworldly destination for a hike or a drive.

Area: Mojave Desert

How to get there: 45 minutes to 1 hour by car



Valley of Fire State Park is known for its Aztec sandstone rock formations. Credit: Betty Witte/Getty Images



Extraterrestrial Highway, Nevada

Just a couple of hours' drive from Las Vegas, high-rolling casinos lies a landscape so strange and otherworldly it's easy to believe local lore that it's a hotspot for visitors from another planet. The Extraterrestrial Highway (aka Route 375) stretches 98 miles through America's Alien Country, an expanse notorious for UFO sightings.

Two days is the sweet spot for an offbeat circular jaunt, lifting off from Las Vegas. Driving through the lonesome desert splashed with Joshua trees, you'll roll into Tonopah, its home to The Clown Motel, a themed haunt next to a cemetery. Once you get past the circus of clown dolls in the lobby, rooms are comfortable, and nightfall brings awe-inspiring stargazing against a blanket of pitch-black skies.

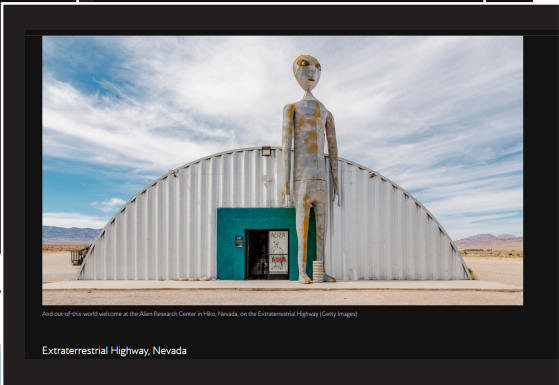
Further along the ribbon of asphalt, which runs alongside lunar crater-like volcanic fields and bone-dry lakes, is the tiny community of Rachel. Don't let sonic booms from nearby Area 51 distract you; it's just a hush-hush military test site that some believe to be a top-secret laboratory for captured alien spacecraft. Make a pit stop at the Little Al's Inn diner, where juicy alien burgers fly out of the kitchen. The friendly server likes to recommend the homemade cherry pie, adding with a knowing smile that it's the best in the galaxy.

Cruising back toward civilisation, passing lush marshes and geothermal springs, stop off at E.T. Fresh Jerky for alien-shaped snacks. Then head back towards Las Vegas, eyes scanning the heavens for flying saucers. Because, on the Extraterrestrial Highway, the truth is out there.

The greatest American road trips

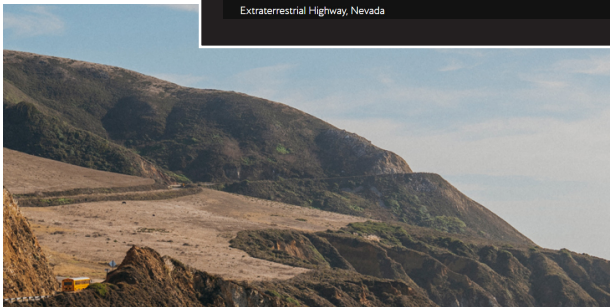
Route 66 celebrates its centenary this year. Spanning 2,448 miles and three time zones, and stretching from Chicago, Illinois, to Santa Monica, California, the iconic

ations and boundless
Here are some other
ate the perfect



And out of this world welcome at the Area Research Center in Hiko, Nevada, on the Extraterrestrial Highway (Getty Images)

Extraterrestrial Highway, Nevada



The greatest American road trips

Route 66 celebrates its centenary this year. Spanning 2,448 miles and three time zones, and stretching from Chicago, Illinois, to Santa Monica, California, the iconic highway takes in national parks, archetypically American attractions and boundless nostalgia along the way. But, it's not the only road trip in town. Here are some other routes worth renting a convertible for – just don't forget to curate the perfect soundtrack for your travels

01/07/2026

8/19/26, 12:02 PM

The best day trips from Las Vegas | Telegraph Travel

The Telegraph

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Expert guides to Las Vegas

The 11 best day trips from Las Vegas

From red rock canyons to epic drives and ghost towns, here's where to spend a day out from Sin City

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Explore the natural landscapes of the American West on a day trip from Las Vegas Credit: [unintelligible]

https://www.telegraph.co.uk/travel/destinations/north-america/united-states/las-vegas/best-day-trips-from-las-v

Travel Weekly > Destinations > Travel Nevada's free digital passport to experience extraterrestrial side

DESTINATIONS

TRAVEL NEVADA'S FREE DIGITAL PASSPORT TO EXPERIENCE EXTRATERRESTRIAL SIDE

Edited by Staff Writers

Published on: 2nd April 2026 at 11:46 AM

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One of the quirkier roadside attractions around Area 51 in Nevada.

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Travellers Choice unveils 2026 conference speaker line-up

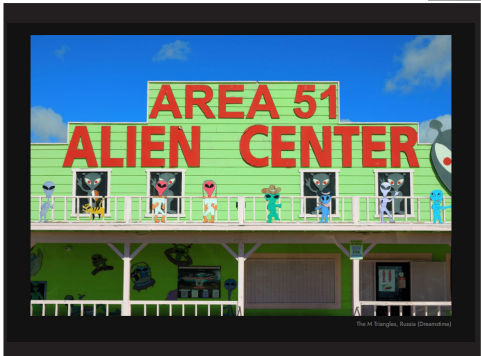
August 19, 2026

Pan Pacific Perth appoints Scott Alderman as director of commercial

August 19, 2026

Sofitel Sydney Darling Harbour appoints new director of marketing and communications

August 19, 2026



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
APRIL	14	16	16	0	0	2
MAY	4	6	6	2	0	11
JUNE	4	5	5	0	0	11

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
APRIL	0	0	0	0	0	1
MAY	3	3	3	1	0	1
JUNE	0	0	0	1	0	3

MEXICO	EARNED MEDIA COVERAGE		MEDIA TRIPS		ENGAGEMENTS
	Feature Placements In Top 100 Outlets	Press Releases & Newsletters	Individual Trips	Group Fams	Media Meetings/Engagements
APRIL	4	1	1	0	0
MAY	0	0	0	0	0
JUNE	0	0	0	0	0

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.
APRIL	6	100%	1	1	12
MAY	5	100%	0	0	8
JUNE	7	100%	1	0	8



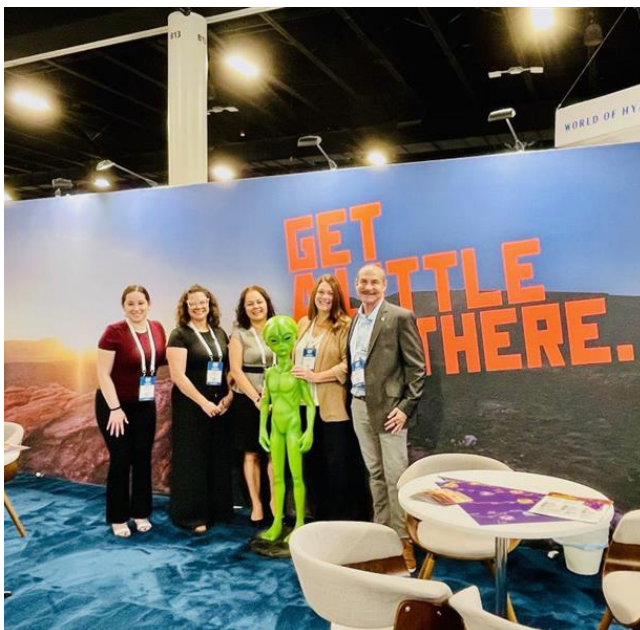
INTERNATIONAL TRADE HIGHLIGHTS

IPW 2026 Fort Lauderdale, Florida May 17-22, 2026

5,000+ Attendees from around the globe, including Travel Buyers, Travel Media, US Receptives, Airline Partners and US Suppliers all come together under one conference. IPW is the leading inbound travel marketplace where global demand meets U.S. travel supply.

Travel Nevada conducted over **132 appointments** in 3 days and had the opportunity to network with buyers and peers over the 4 day conference.

In partnership with LVCVA and RSCVA the annual State of Nevada breakfast welcomed **175 top Nevada buyers**. This annual event gives our regional DMOs and Travel Nevada to meet and network directly with this buyers in this event.



Mexico—Content Creator FAM

Travel Nevada partnered with a leading content creator and journalist from Mexico to showcase the northern region of the state. The visit will highlight Nevada's Basque traditions, historic towns, scenic road trips, and locally inspired cuisine. Through authentic experiences, family-style Basque restaurants, historic towns, and iconic road-trip stops, this initiative engages Mexican audiences with Nevada's rural culinary identity and Basque heritage, positioning the region as a distinctive culinary destination. Over **200K+ views** received as part of a three YouTube series.

Volaris—Tour Operator FAM Mexico, Volaris & Tour Operators FAM

Travel Nevada hosted a Tour Operator Buyer Fam visit from Las Vegas to Reno. This allow us to showcase our offerings and assist in developing product offerings and itineraries throughout the state. This type of engagement plays a critical role in increasing visitation, extending length of stay, and driving direct economic impact to small businesses and communities.



Air Canada Rouge—Vancouver Trade Event

Travel Nevada joined Air Canada Rouge in Vancouver on May 6, 2026, with an attendance of **150 top travel advisors** from across Western Canada, including trade media representatives. The even took place at the Air Canada hangar at Vancouver International Airport.

This trade show provided an opportunity to engage and educate travel advisors on premier destinations served by Air Canada Rouge, including Las Vegas, Nevada, as our gateway, as well as other western U.S. gateways. This enhanced connectivity will help promote Nevada as more accessible and a destination for all travelers.

Multi Market International NV Trailblazer

The NV Trailblazer Multi-Market Familiarization welcomed two trade representatives from each of our key international markets: Canada, Mexico, United Kingdom/Ireland, and Australia. This visit presents an important opportunity for our rural tourism partners to connect with travel advisors who are certified Nevada sellers through the NV Trailblazer program. By welcoming NV Trailblazer certified advisors into our rural communities, we create firsthand experiences to sell and promote our destination to international travelers.



INTERNATIONAL TRADE BY THE NUMBERS

	SALES CALLS <i>Calls</i>	TRADESHOWS/ EVENTS/ ROADSHOWS <i>Events/People</i>	TRAINING/ WEBINARS	CO-OPS CAMPAIGNS/ PARTNERSHIPS <i>Per Quarter</i>	NV TRAILBLAZERS <i>Registrations</i>	PRODUCT OFFERINGS <i>Offerings</i>	FAM TRIPS
AUSTRALIA	39	1/39	0	3	0	19	2/6
CANADA	23	1/200	6	6	8	6	2/6
MEXICO	7	2/120	5	2	22	8	3/13
UK & IRELAND	10	0	2/80	1	54	1	5

RURAL ROUNDUP 2026 SURVEY RESULTS

Overall, the results of the conference survey point to continued satisfaction with the conference, as Rural Roundup did well across many different indicators surveyed, but there were some suggestions made throughout responses that can help improve the conference as well. Below are some of the themes that emerged across survey results.

OVERALL PERFORMANCE

- » The 2026 Rural Roundup performed well across many dimensions surveyed. The overall value of the conference, likelihood to attend next year, changes planned based on learnings from the conference and session ratings largely maintained the high scores that the conference has received after the pandemic period. For the third year in a row, all general sessions were rated 4.0 or above in value and only one breakout session was rated below 4.0, signaling satisfaction from the session content.

NETWORKING IMPORTANCE

- » As has been the case with previous surveys, the importance of networking available at the conference was evident in the survey results. Connecting with partners was cited most often for why a respondent attended the conference, the networking “sessions” were all rated 4.0 or above on average, and many comments throughout the survey noted the importance that networking had for the respondent.

CONFERENCE ATTRIBUTES

- » The survey asked respondents to rate the importance of attributes when attending a conference generally and how satisfied they were with Rural Roundup this year. Respondents reported higher levels of satisfaction compared to importance on things like cost, convenience, and networking but scored lower on elements such as learning about trends / best practices or gaining job related knowledge.

CONFERENCE LENGTH

- » When asked directly about the length of the conference, most responses indicated that the conference was the right length while a few indicated that it was too long. Across the comments in the survey, there was a similar divergence, where a few responses noted the length of the conference was bit too long while others enjoyed the additional day. Additionally, there were some suggestions for trimming time, such as condensing the breaks allotted at the conference.



VENUE

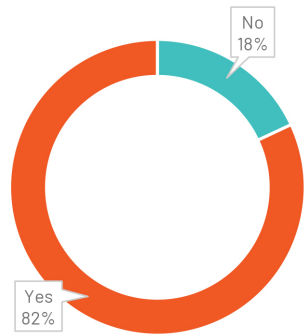
- » Sentiment for Elko and the conference venue was largely positive, as ratings for the convention center staff and perception of Elko were rated highly. However, there were some comments surrounding the access to the convention center from hotels. The ratings for the conference food were relatively muted as well, as there were several comments about displeasure with the food that was served and lack of dessert at the Awards Dinner.

FUTURE CONTENT

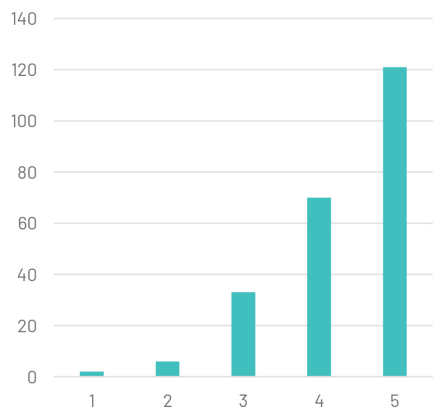
- » When asked about topics for future conferences, respondents noted a desire for things such as additional (non-Travel Nevada) grant opportunities, content on AI, an “Ask the Territory” session, and content on cultural/indigenous tourism among others.

KPIs received solid ratings for 2026 conference

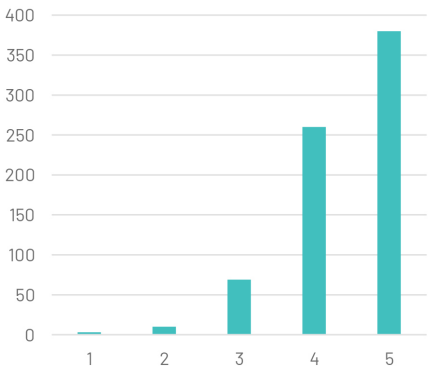
Plans to implement changes based on learnings



General session ratings (average: 4.3)

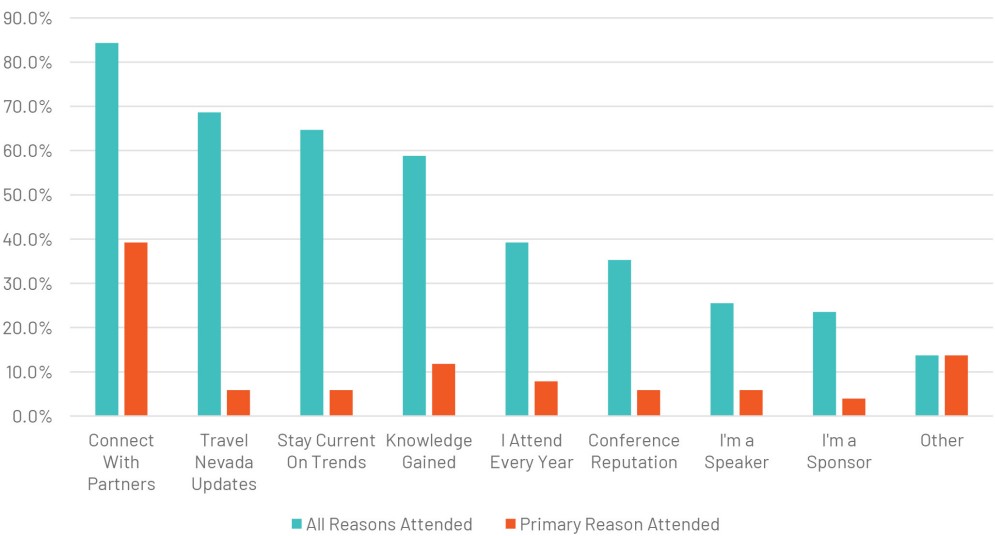


Breakout session ratings (average: 4.2)



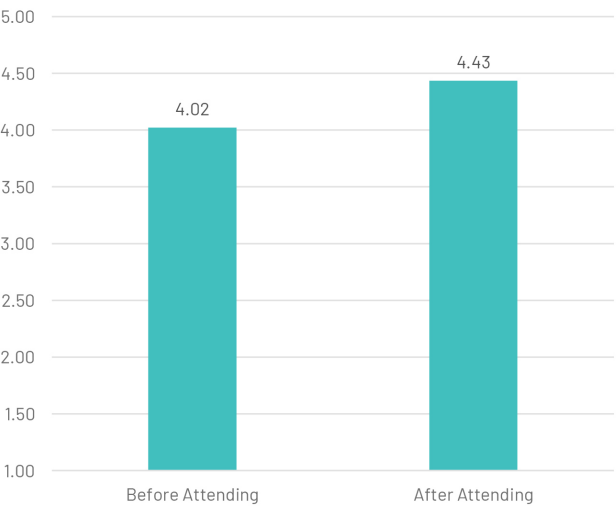
Reasons to Attend Conference

Whether it was primary reason for attendance or answering for all reasons attended, **connecting with partners** was the top answer choice for attending Rural Roundup.

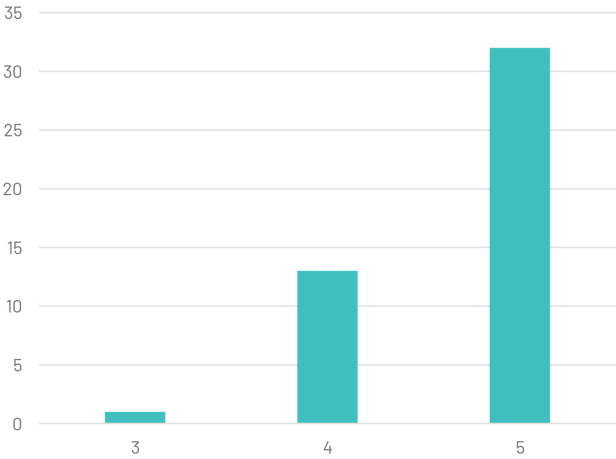


Elko Had Positive Impression on Attendees

Overall Impression of Elko, Nevada



Likelihood to return to Elko for leisure (average: 4.7)



New Rural Roundup Initiatives

BANDWANGO

This year Travel Nevada leveraged one of its existing marketing tools, the Bandwango passport program, to encourage RRU attendees to experience Elko as a tourist destination. Travel Nevada created a scavenger-hunt style digital passport. The more places visited, the more prizes the attendee qualified for. This was created to ensure that the conference attendees engaged with the host destination and (hopefully) contributed to the local economy through both direct and indirect spend.

» **39** signups

» **282** checkins around Elko



DESO MERCH SALES

The Travel Nevada x Deso collaboration created a capsule collection that captures Nevada's spirit by highlighting some of the state's rural destinations. Merchandize was sold at Rural Roundup for attendees' own personal wardrobe or wholesale to re-sell in their home destination. **\$2,455** in sales during Rural Roundup!



THANK YOU

