

# BRAND EVOLUTION



## CHECKLIST – Track Activities

	Q1	Q2	Q3	Q4
Onboard new Chief Marketing Officer	Complete			
Perform competitive audit (external).	Complete			
Utilize assets to widen campaign branding.	Complete	Phase 2	Phase 2	
Develop and release Recreate Responsibly creative.	Complete			
Launch 2021 campaign.	Complete			
Perform creative audit (internal).	Complete	Phase 2		
Plan photo and video shoots to produce assets to incorporate "Weirdest, Wildest West."				Planned
Revise IME to include brand perception questions.	Complete			
Review grant process and begin making updates for second cycle 2022 release.			Ongoing	
Look at partners outside of traditional hospitality and tourism partners (ie charging stations, hiking shoes).			Planned	Planned
Consider one "big idea" per category that has brand alignment.			Planned	Planned
Identify needs for sales and international offices for collateral and creative assets.		Ongoing	Ongoing	Planned
Meet with international market managers to ensure the compliance of brand standards during FY planning.			Ongoing	Planned
Meet with TAC to establish best practices in fulfilling statewide brand expectations.				Planned
Coordinate staff meeting and brand activity workshop.			Planned	Planned
Develop and release Integrated Agency RFPs.		Ongoing	Ongoing	
Award new agency contracts and begin FY23 planning.				Planned
Refine website creative where needed for ongoing brand development	Ongoing	Ongoing	Ongoing	Ongoing
Add interactive components to website/social media to enhance brand experience (quarterly quiz, graphic, playlist).			Ongoing	Ongoing
Hold digital strategy planning session to align TN goals with digital agency.			Planned	Planned
Update brand framework (brand platform, pillars, core values, positioning statement, tagline, audiences)			Planned	Planned
Release hybrid Nevada Magazine and Visitor Guide.			Ongoing	

- Complete
- Ongoing
- Planned

# DESTINATION DEVELOPMENT



## CHECKLIST – Track Activities

	Q1	Q2	Q3	Q4
Onboard new Chief Industry Development Officer.	Complete			
Road trip to DMOs throughout state.	Complete	Ongoing	Ongoing	Ongoing
Grant cycle awards - Lincoln County logo, etc.	Complete			
Confirm budgets for ongoing DD program.		Complete		
Develop DD program.		Ongoing	Ongoing	Ongoing
Update and post Destination Development position.			Complete	
Review application process.			Complete	
Follow up with LCAT on logo re-development.			Ongoing	
Release RFP for program facilitation and select vendor.			Complete	
Begin work with selected DD facilitator upon BOE approval.				Planned
Open grant application cycle.			Planned	Planned
Continue work with Lincoln County. (Rural Roundup postponed)			Planned	Planned

- Complete
- Ongoing
- Planned

# VISITOR EXPERIENCE



## CHECKLIST – Track Activities

	Q1	Q2	Q3	Q4
Attend DMO meetings.				
Continue attending DMO meetings and develop plan to honestly and critically assess each community's readiness for promotable tourism product.				
Research diversity programs and speakers.	Rural Roundup Postponed.			
Establish web series for training purposes.				
Develop points system/barter/FAM plan.				
Develop sensitivity training workshops for local communities.				
Assist communities with conducting visitor sentiment studies to gauge consumer satisfaction.				
Engage hospitality interns from UNLV and TMCC.				
Expand involvement in Las Vegas' Hospitality Heroes program.				
Work to develop hospitality recognition program.				

- Complete
- Ongoing
- Planned

# INDUSTRY RELATIONS



## CHECKLIST – Track Activities

	Q1	Q2	Q3	Q4
Onboard Chief Industry Relations Officer.	Complete			
Road trip visit throughout state.	Complete	Complete	Ongoing	Planned
Release monthly and quarterly newsletters.	Complete	Complete	Ongoing	Planned
Release/award FY22 grants.	Complete			
Release/award FY23 grants.		Ongoing	Ongoing	Planned
Work with The Abbi Agency on industry communications plan		Complete	Q3 hold /hiring	
Work with The Abbi Agency on DTCA communications plan		Complete	Q3 hold /hiring	
Audit all DTCA sites.		Complete	Phase 2	Planned
Revise industry communications email template.			Planned	
Research platforms for more robust/useful CRM process.			Ongoing	
Review and determine new co-opportunities for FY23.			Ongoing	Planned
Review TravelNevada.biz for updates.		Audit	Ongoing	Planned
Refresh TravelNevada.biz			Ongoing	Planned
Develop matrix/rubric for grant review process.			Ongoing	
Launch social media calendar for Industry channels.			Ongoing	Planned
Maintain membership and board level support of the Reno Air Service Corporation (RASC) meetings and continue to promote Reno Tahoe International Airport (RNO) and align our domestic efforts with their marketing strategy whenever possible.	Complete	Complete	Ongoing	Ongoing

Complete  
Ongoing  
Planned

# DISCOVER YOUR NEVADA



## CHECKLIST – Track Activities

	Q1	Q2	Q3	Q4
Produce one new story per month.	Complete	Complete	Ongoing	Planned
Place new media buy for FY22.	Complete		Planned	Planned
Launch FY22 campaign.	Complete		Planned	Planned
Complete added value/residual/make goods from FY21.	Complete			
Develop 2022 Gift Guide.		Complete		
Plan 2022 content/strategy.			Ongoing	Planned
Introductory calls for CMO/media partners.	Complete	Complete		
Outreach to partners for Only-in-Nevada deals.		Complete		
Release new paid search campaigns for winter.		Complete		
Release new paid search campaigns for spring.			Ongoing	Planned
Social planning for enhancement of hashtag and Nevada audience.		Complete	Ongoing	Planned
Local media pitches for gift guide.		Complete		
Outreach to other state agencies for collaboration.			Ongoing	Planned
Evolve e-newsletter for enhanced engagement and closer alignment with brand voice.			Ongoing	Planned
Develop and release a re-engagement/ re-targeting outreach plan.			Planned	
Strategize robust Spanish-language plan.			Planned	
Determine FY23 partnerships with influencers, other agencies and partners.			Planned	Planned
Develop FY23 media plan.			Planned	Planned

Complete
Ongoing
Planned

# DOMESTIC MARKET DEVELOPMENT



## CHECKLIST – Track Activities

	Q1	Q2	Q3	Q4
Perform competitive audit and market viability report. (external)	Complete			
Meet with new contacts at IPW.	Complete			
Launch FY22 campaign.	Complete			
Update contact lists.		Ongoing	Ongoing	Ongoing
Outreach to car rental companies.			Ongoing	
Meet with urban partners on market outreach collaborations.			Ongoing	
Audit Nevada products on distribution channels (GDS, Bed Banks, OTAs).		Complete		
Plan 2022 show schedule.		Complete		
Build travel agent/operator training portal.			Ongoing	Ongoing
Host domestic receptive mission events.			Ongoing	
Attend domestic shows (Go West, IITA, Connect West).			Complete	Planned
Research B2B2C opportunities (Costco Travel, AAA, etc.).			Ongoing	Planned
Plan for new/emerging market outreach.			Ongoing	
Execute new/emerging market strategy.				Planned

Complete  
Ongoing  
Planned

# INTERNATIONAL MARKET DEVELOPMENT



## CHECKLIST – Track Activities

	Q1	Q2	Q3	Q4
Meet with new contacts at IPW.		Complete		
Restart Canada contract; coordinate new LATAM contract.		Complete		
Prioritize and establish plan for return to markets.		Complete		
Identify needs for sales and international offices for collateral and creative assets.		Complete	Ongoing	
Meet with international market managers to ensure the compliance of brand standards during FY planning.		Complete	Ongoing	Planned
Develop domestic receptive operator strategy.			Complete	
Participate in six training webinars for Australia and New Zealand agents (Brand USA LOA fulfillment).		Complete		
Plan Canada and Mexico missions with partners.			Ongoing	Planned
Plan West and East Coast receptive events with partners.			Planned	
Attend International Media Marketplace.			Complete	
Develop toolkit for international offices as they come back online.			Ongoing	Planned
Restart contracts in Australia, UK and Germany.				Planned
Develop and release RFPs as needed.				FY23

Complete
Ongoing
Planned