

TRAVEL NEVADA

FY24 Strategic Plan

June 9, 2023





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MISSION

EFFECTIVELY COMMUNICATE
THE ENRICHING TRAVEL
EXPERIENCES NEVADA OFFERS
AND PROMOTE STATEWIDE
ECONOMIC HEALTH THROUGH
TOURISM.



VISION

ENHANCE THE
QUALITY OF
LIFE FOR ALL
NEVADANS.



INITIATIVES (GOALS)

- › **INCREASE** overnight stays and spending.
- › **CONTRIBUTE** to the long-term growth and sustainability of local tourism economies.
- › **LEAD** the expansion of state partnerships to benefit communities.
- › **FOSTER** welcoming and accessible rural destinations.
- › **ESTABLISH** an understanding that tourism products and services are a fundamental and important part of local economies.
- › **AFFECT** awareness and perception of Nevada as a globally recognized brand.





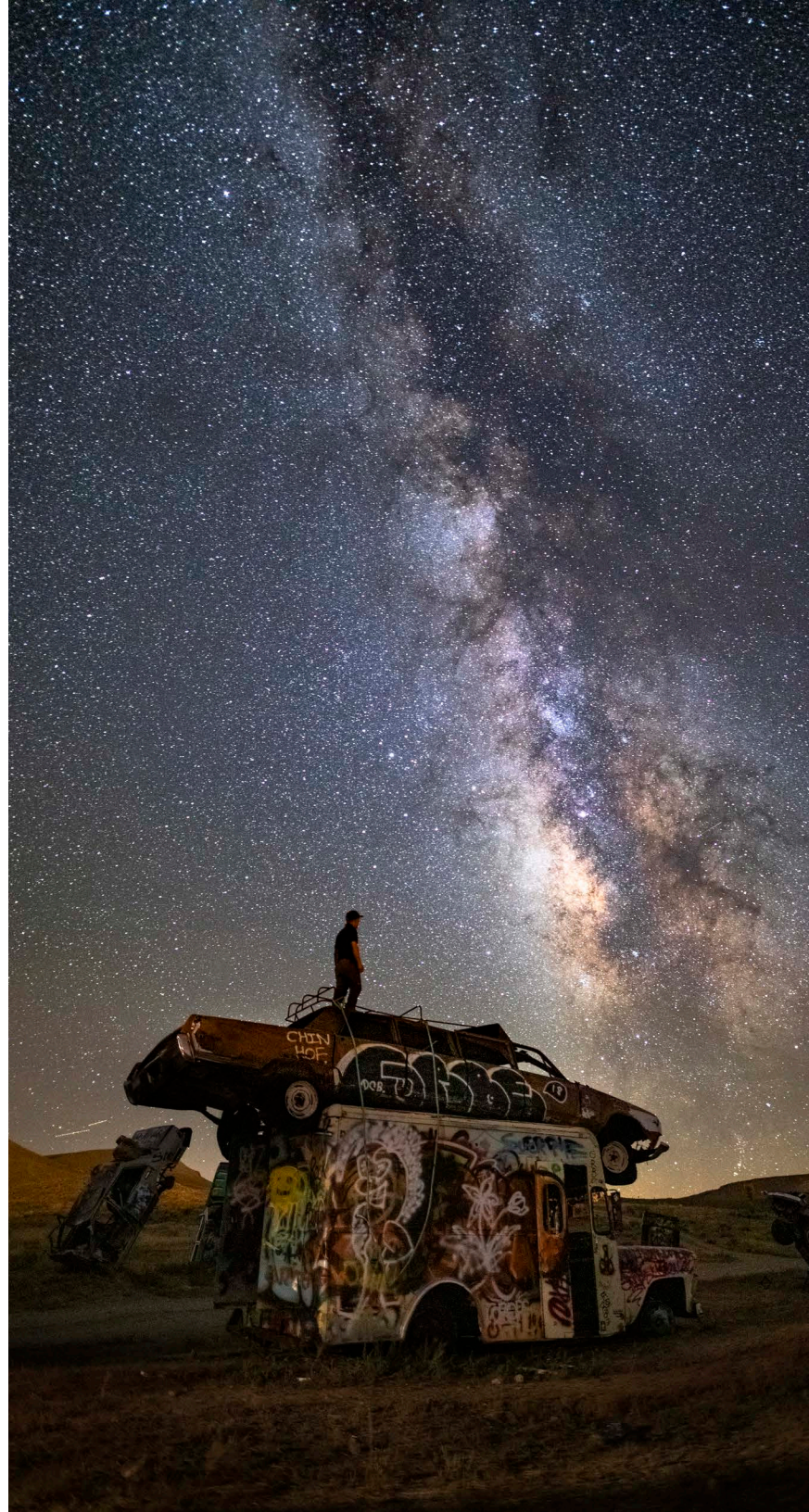
PROGRAMS

PROGRAMS

BRAND EVOLUTION

GOAL

Continually align campaigns and programs to reinforce and inspire what distinguishes Nevada as a competitive travel destination.



STRATEGIES

Focus on Nevada's unique personality to stand out among other western states.

Develop creative assets and an advertising campaign that positively impacts brand perception.

Produce new content that best represents the brand, responds to audience interest, and engages to lead to ambassadorship.

TACTICS

- › *Leverage the transformative nature of Nevada's urban and rural offerings and experiences.*
- › *Blend outdoor activity content with recreate responsibly/stewardship messaging.*
- › *Incorporate the "space to be" and outdoor exploration component into messaging to best stand out amongst the competitive set.*
- › *Enrich road trip content.*
- › *Ensure seamless creative usage in all marketing, industry, sales, and public relations efforts.*

DESTINATION DEVELOPMENT

GOAL

Destination Development is a long-range, tourism-based community planning program which enables Nevada's rural communities to be more intentional about the way their visitor economies develop over time.

Communities that create a Destination Development plan will examine the intrinsic qualities of their destination and build an infrastructure and marketing plan around those strengths. Identifying the key strategies necessary to enhance the visitor experience will inspire economic investment and improve the quality of life for residents.



STRATEGIES

Strengthen and maintain partnerships between land managers, tourism promotion officials (DMOs) and other state partners which will lead to increased productivity and avoid duplication of efforts.

Improve the quality of tourism-related infrastructure to enhance the visitor experience while expanding employment opportunities and quality of life for residents.

Engage residents and business owners to promote the positive effects tourism has on their communities.

Leverage existing grant programs and explore new opportunities for increased tourism support, funding and technical assistance.

TACTICS

- › *Administer the Rural Marketing and Destination Development grant programs to assist non-profit organizations develop their marketing and infrastructure assets.*
- › *Establish a Destination Development stakeholder task force within the local community and conduct regular meetings.*
- › *Conduct a visitor sentiment and vision survey for the local community.*
- › *Evaluate strengths and weaknesses of the community by examining existing data and new information learned through stakeholder and visitor surveys.*
- › *Identify and prioritize needed tourism infrastructure.*
- › *Establish long-term tourism promotion strategy with an emphasis on outdoor recreation.*
- › *Develop a ten-year destination vision report with recommendations for an on-going tourism promotion strategy and timeline of destination priorities and imperatives.*

INDUSTRY RELATIONS

GOAL

Travel Nevada depends on strong state stakeholder and travel trade relationships in order to accomplish its mission of creating a diverse tourism economy. We will advance measurable engagement by creating new collaborations, new platforms for outreach, and focused industry public relations.



STRATEGIES

Assist partner organizations to evolve into Destination Management Organizations to improve the long-term sustainability and stewardship of their tourism related assets.

Invest in state and federal partnerships with land management organizations such as the Bureau of Land Management, Nevada State Parks, U.S. National Forest Service, Nevada Office of Outdoor Recreation, and tribal nations to advance mutual goals.

Ensure that Nevada's world-renowned hospitality excellence is embodied throughout the state's tourism industry by addressing each individual community's contribution to a better visitor experience.

Facilitate hospitality training programs in Nevada's rural communities.

Honestly and critically address each community's readiness for a promotable tourism product, taking into consideration each community's attractions, accommodations, and capacity.

Communicate with local Destination Management Organizations (DMO) to develop strategies to mitigate negative feedback and address common challenges.

Engage domestic travel trade professionals and organizations to identify new opportunities.

TACTICS

- › Assist the six all-volunteer territory organizations (Las Vegas Territory, Reno-Tahoe Territory, Cowboy Country Territory, Nevada Silver Trails Territory, Pony Express Territory and Nevada's Indian Territory) to grow their membership and continue to be viable regional travel/trade promotion organizations.
- › Develop and promote Battle Born Insiders, an online educational platform.
- › Develop "bleisure" campaigns with LVCVA and RSCVA to promote extended group stays.
- › Update and distribute the Travel Nevada Industry newsletter.
- › Maintain Travelnevada.biz to inform our travel industry partners about upcoming opportunities.
- › Continue to engage our Nevada Tourism Industry community through the use of social media channels.
- › In an effort to educate hospitality industry/concierge staff, partner with local businesses to package excursions building a strong brand ambassador base; this is both a Discover Your Nevada (DYN) tactic and hospitality education tactic.

DISCOVER YOUR NEVADA

GOAL

Engage Nevada residents to inspire in-state travel.



STRATEGIES

Maintain and lift engagement within the residents about in-state travel.

Continue to build partnerships with Nevada businesses beyond traditional tourism products, as discovering Nevada is, by extension, “buying local.”

Educate Nevadans about their state and reinforce a sense of pride while being respectful and safe in their home state, building resident ambassadorship.

TACTICS

- › *Continue to maintain the DYN website with excellent and fresh content.*
- › *Continue search, social, paid, and earned media efforts.*
- › *Develop enriching educational content for Nevada students.*
- › *Produce and distribute Travel Nevada Adventure Guide to residents.*
- › *Foster relationships with local media and influencers to build Travel Nevada branding within travel/leisure content covered stories.*
- › *Work with industry partners to work within their communities to inform them of leisure and recreation opportunities “just down the road.”*
- › *Work with rural tourism partners to develop local-only deals or packages within communities to further encourage “buying local.”*
- › *Collaborate with other state agencies to incorporate Discover Your Nevada content into their local outreach programs.*
- › *In an effort to educate hospitality industry/concierge staff, partner with local businesses to package excursions building a strong brand ambassador base; this is both a DYN tactic and hospitality education tactic.*

DOMESTIC MARKET DEVELOPMENT

GOAL

Strategic planning to identify and grow travel markets and segments within the United States.



STRATEGIES

Grow Nevada visitation consideration in new and emerging markets.

Increase length of stay and spending per visitor, per trip.

Leverage Nevada's strength as a sports destination.

Encourage repeat visitation by offering multiple itineraries and diverse activity options to travel professionals and consumers.

Inspire and engage travelers in target markets through social and earned media placements.

TACTICS

- › *Strategically segment audiences by marketing, with the goal of increasing positive brand perception, which is shown to increase both length of stay and overall trip spend.*
- › *Personalize and improve website user experience.*
- › *Execute unique social posts and campaigns per market.*
- › *Enrich relationships with earned media.*
- › *Create opportunities for Nevada tourism industry organizations to partner with Travel Nevada at travel trade shows, virtual travel shows and sales and media missions.*
- › *Streamline and revise a database of current domestic travel agents and tour operators.*
- › *Partner with the RSCVA and LVCVA on domestic sales efforts, familiarization tours and trade show opportunities.*
- › *Enhance ongoing efforts to support regional air service to Reno Tahoe International Airport. (RNO).*

INTERNATIONAL MARKET DEVELOPMENT

GOAL

Increase the awareness in targeted international markets to consumers, travel trade and media that the state of Nevada is a world class vacation destination. Explore engagement with international markets with highest propensity for statewide visitation.



STRATEGIES

Educate and inform potential international visitors regarding our unparalleled outdoor recreation opportunities, unique urban experiences, authentic historic towns and inspiring state and National Parks ready to explore.

Increase the number of visitors and visitor spending in each international market.

Increase market share of international visitors as compared to other western states.

Utilize the expertise of the in-country international representative companies for market-specific priorities.

TACTICS

- › *Task each international office to provide updated research, benchmarks, travel patterns, airline activity and a revised strategic plan to maximize new opportunities.*
- › *Create collateral and campaigns that will reflect the appropriate cultural nuances and travel tendencies of each individual international market and provide fulfillment of collateral.*
- › *Engage with international tour operators who specialize in selling packaged travel to North American destinations by attending travel trade shows in key markets.*
- › *Partner with the Las Vegas Convention and Visitors Authority (LVCVA) on international sales and media efforts for the top tier international travel trade shows and related in-market opportunities.*
- › *Attend sales and media missions in key markets with partner organizations and conduct Travel Nevada-led sales and media missions to provide opportunities for our partners to showcase their destinations and attractions.*
- › *Conduct familiarization tours to provide a firsthand experience to decision makers to assist in developing new business opportunities for Nevada tourism industry partners.*

TACTICS (CONTINUED)

- › *Attend U.S. Travel Association's IPW international buyer/supplier conference to conduct one-on-one business meetings with international tour operators and media looking for new itineraries, destinations, and attractions to offer.*
- › *Resume webinars and travel agent training sessions in targeted international markets.*
- › *Maintain culturally appropriate resources (guides, pop-ups, etc.) for each market and provide fulfillment to in-market tour operators.*
- › *Leverage Brand USA Partnership cooperative marketing opportunities to tap into a wider international audience and maximize resources.*
- › *Maintain membership with professional organizations such as Skat, Visit USA committees and other international travel trade organizations.*