

TRAVEL NEVADA

# QUARTERLY REPORT

FY24-Q1 | July-September



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# EXECUTIVE SUMMARY

Travel Nevada kicked off the fiscal year with a strong first quarter and a new look. While quarter one was spent **testing concepts** and **planning future asset production**, you will see the beginnings of the **“Get a Little Out There”** campaign development in this report. Our paid media efforts reflected a transition of our **bridge campaign** that began the rollout utilizing existing images that were freshly edited to match the direction of the new campaign while incorporating new language, font and colors.

We hosted **nine domestic and international media** across **five road trips**, including influencers and a Top 100 journalist. Our **Lieutenant Governor**, Chair of the Nevada Commission on Tourism, crossed the **Cowboy Corridor** off his list along with two **Labor Day parades** and the final **Reno Air Races**. On the road, we visited trade and media in **Mexico City, Guadalajara, Vancouver, Calgary, Edmonton, Oakland, Portland and Seattle!**

In anticipation of the Annual Solar Eclipse event happening in October, we hosted an extraordinarily successful social media giveaway contest that gained almost 2,500 submissions in the first 48 hours it was live. Ending after just two weeks with a whopping **8,771 submissions**. Additionally, we hosted **three influencers across the state**. Astrophotographer, Jeremy Jensen showcased a unique Discover Your Nevada experience along the **Great Basin Highway**. Feed the Malik, a food and culture traveler representing the BIPOC community, explored the **Lake Tahoe Loop**. While Mindy on the Move made her way through the **Rubies Route**.

With phase one of our official public launch of the new brand campaign planned for October, we have been in deep production work on the rollout of a refreshed website, including four custom landing pages to support our paid media efforts.

# EXECUTIVE SUMMARY

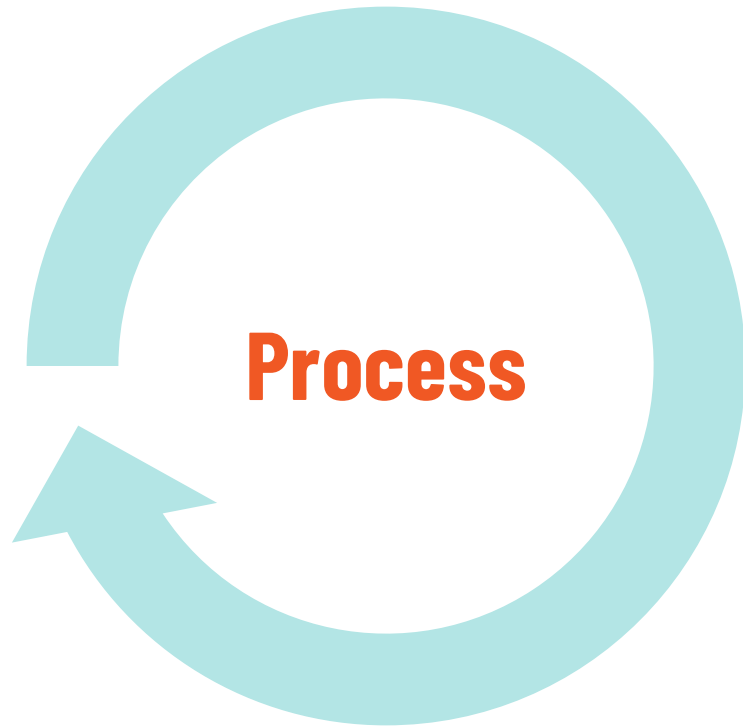
On the partner side, **each territory** met this quarter and we were excited to be able to join them. We re-booted our **monthly DMO** calls to include a scheduled speaker to **learn about trends and best practices** in addition to sharing updates and news among partners. Travel Nevada staff also participated in **ESTO**, an annual gathering of state and local DMOs across the country and presented information on the state of the industry to the **Japanese delegation for the Gaming Control Board**, and to the **Nevada Museum Association** conference on ways to leverage opportunities with Travel Nevada. All three **Cohort One 3D communities** hosted on-site visits for our consultants, staff and steering committees to review initial research and consider ways to **act on key findings** in a final step to inform the **10-year strategic plans**.

Quarter two is looking to be ripe with activity surrounding our brand campaign's official rollout, our first media mission to NYC since the pandemic, and an amazingly collaborative event execution surrounding the Great American Eclipse, the first celestial even of its kind in 11 years.

# BRAND EVOLUTION



# AD TESTING



In September, initial ad testing was conducted to assess how the new campaign brand line and creative resonated with our target audiences

The research is based on a set of **three focus group** discussions conducted by **Future Partners** on behalf of Travel Nevada.

- Participants were required to have **taken at least one overnight leisure trip** of at least 50-miles or more away from home in the past 12 months.
- Adults, age 18+ **representing a target mix of generational groups** (Gen Z, Millennial, Gen X, Baby Boomer).
- Targeted to have a **balanced mix** of genders, racial identities, incomes and marital statuses.
- Located both **in-state** and **out-of-state** in target markets.

# AD TESTING RESULTS

01

Nevada's tourism assets are **not particularly well-understood** by out of state travelers.

02

Nevada **residents** are deeply **appreciative** of their state's tourism potential.

03

Initial "rip-reel" was positively received by all groups – described it as **appealing** and **highly motivating**.

04

**Digital ads tested performed well**, kayaking imagery being the most popular.

05

The portrayal of **water** and **beautiful landscapes** was a **pleasant surprise** for most participants, as these are **not traditionally associated** with Nevada.

06

The "**Get a Little Out There**" tagline appears to **resonate strongly** and carry the ads well.

# BRIDGE DEVELOPMENT

As the production for the brand new campaign was in the planning stage, existing assets were paired with new language and colors in a bridge campaign effort.

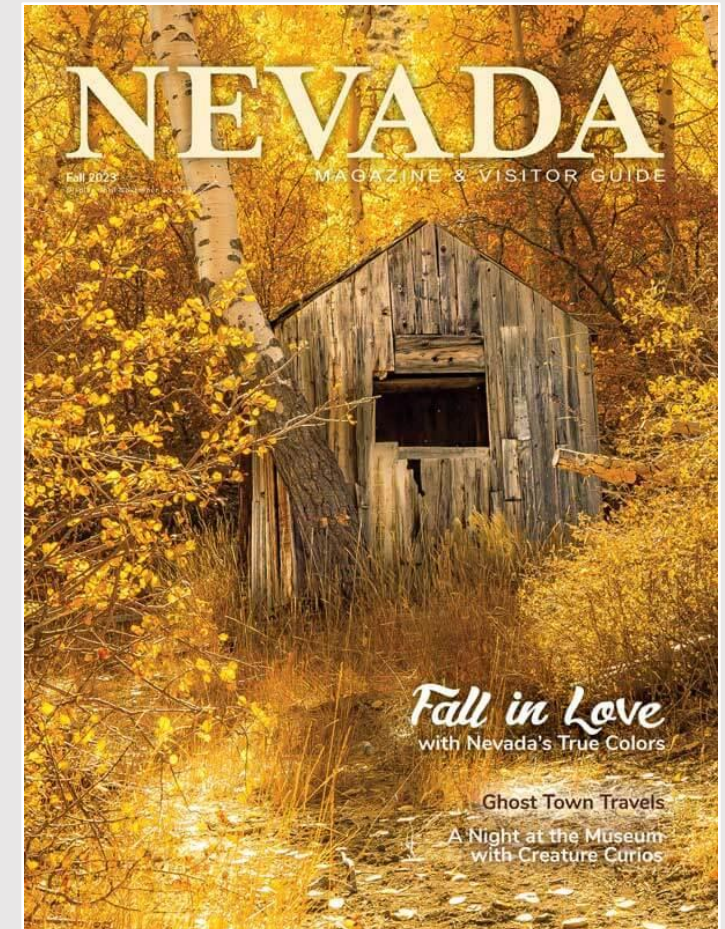
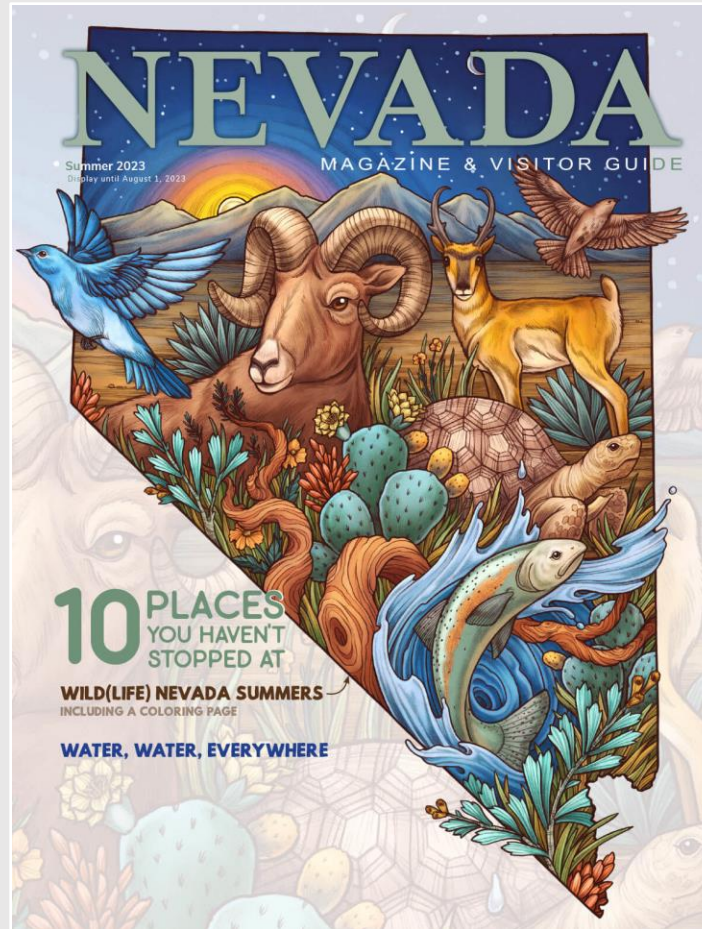




# NEVADA MAGAZINE & VISITOR GUIDE

The **Summer Issue** ran  
from May 1-July 31, 2023.

The **Fall Issue** launched  
August 1, 2023.



# DESTINATION DEVELOPMENT



# 3D MEETINGS

The Destination Development Demonstration (3D) Cohort One site visits were conducted in July. These visits provided valuable information for the consultants to begin drafting each awardee's **10 Year Destination Plan**.



**Black Rock On-site**  
July 10-11, 2023



**Lincoln On-site**  
July 13-14, 2023



**White Pine On-site**  
July 17-19, 2023



**Cohort 1 & 2 Meeting**  
July 26, 2023



# INDUSTRY DEVELOPMENT



# TERRITORY MEETINGS



## Cowboy Country

July 11, 2023  
Winnemucca



## Reno Tahoe Territory

August 9, 2023



## Las Vegas Territory

July 25 & August 22, 2023



## Nevada Silver Trails

July 28, 2023  
Hawthorne



## Pony Express Territory

August 11, 2023  
Kingston



# TRAVEL NEVADA TOURISM (TNT) MEETINGS

On the third Wednesday of each month, TNT (Travel Nevada Tourism) partner calls present an opportunity for **Nevada DMOs** and other **local tourism partners** to gather virtually and hear

about the **latest news** from Travel Nevada and agency partners, **learn about tourism trends and best practices**, and share their own **updates and expertise**.



## TN Marketing Update

June 28, 2023



## Sales Missions & Tradeshows

August 23, 2023



## Trailfinder, RTP

July 26, 2023



## State Grants

September 27, 2023

# PRESENTATIONS & CONFERENCES

## Monthly Networking 5 after 5

August 15, 2023

## ESTO

August 19-22

## Japanese Gaming Commission Presentation

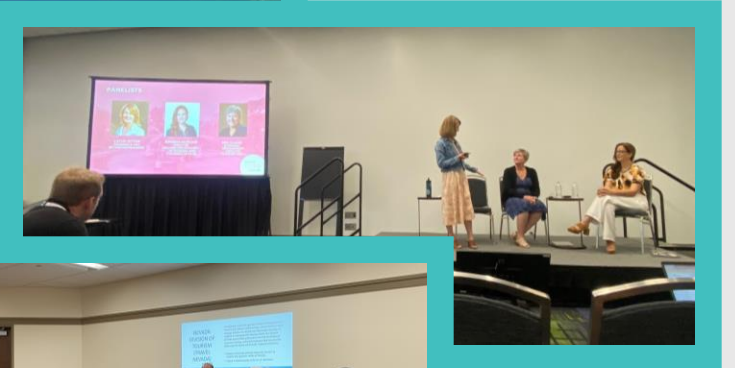
August 28, 2023

## Las Vegas Hospitality Association

September 20, 2023

## Nevada Museums Association Conference

September 27, 2023



# BATTLE BORN INSIDERS



Chapters 1-18 content edits complete.



Brand refresh guide submitted to TravPro.



Gamification has been redirected to being in-house through TravPro's built-in capabilities.



# DISCOVER YOUR NEVADA



# LIEUTENANT GOVERNOR OUTREACH

Lt. Gov, Stavros Anthony visited several rural communities this quarter, including those along the Cowboy Corridor.

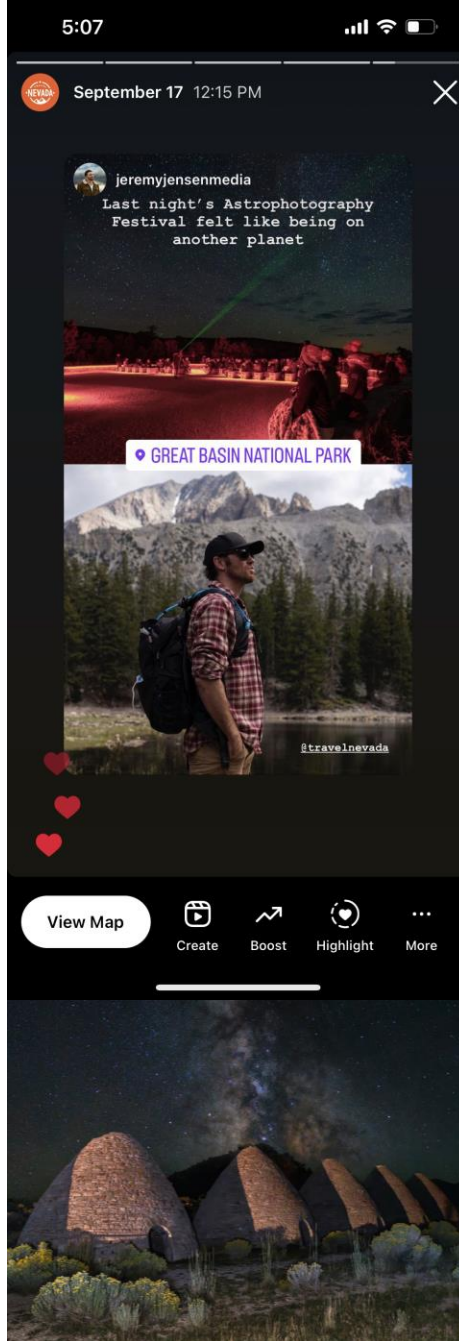
He also participated in Labor Day parades in Elko and Winnemucca.



# DYN INFLUENCER

**Jeremy Jensen**  
**@jeremyjensenmedia**

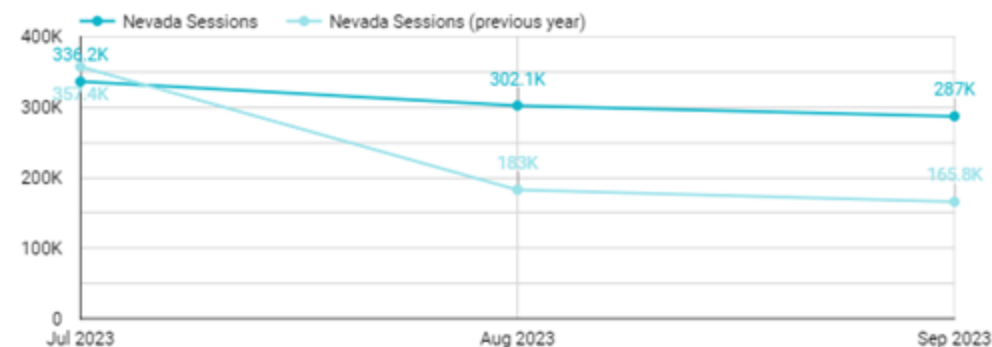
*Astrophotography  
Influencer*



# DYN WEBSITE TRAFFIC

- Nevada sessions to the website from Jul-Sep 2023 are up from 2022 by **+24.4%**.
  - Returning users are up by **+19%** from 2022.
  - All channels driving Nevada traffic are up from the previous year with the exception of Email which decreased by **-11%** attributed sessions to the website.
- Paid Search sessions for Nevada also increased **+36.8%** from 2022 mostly driven by the campaigns "Discover Your Nevada - Brand" (+101.5% session growth) and "Things to Do - Drive Markets" (+56.5% session growth)
  - Things to do drive markets are capturing some Nevada visitors for Paid Search terms such as "what to do in las vegas with family" and "vegas activities for kids"
- The content originally intended for in-state visitors, emphasizing "Discover Your Nevada," has seen reduced engagement compared to content featuring cities like Las Vegas and activities. This shift highlights the non-mutual exclusivity of these content groups.

## Jul-Sep Organic Sessions vs Prev. Year



## Jul-Sep Sessions per Content Category

Content group	Sessions	% Δ
Cities	21,457	203.2% ↑
Discover Your Nevada	12,644	-5.7% ↓
Outdoor Events	7,425	-
Outdoor Recreation	7,088	-54.3% ↓
Parks & Recreational Areas	6,150	3.2% ↑
Hotels	5,970	-4.6% ↓
stargazing	5,215	118.9% ↑
Ghost Town	5,136	16.0% ↑
Signature	4,100	-
Museums	3,682	53.9% ↑
Travel Guides	3,602	144.5% ↑

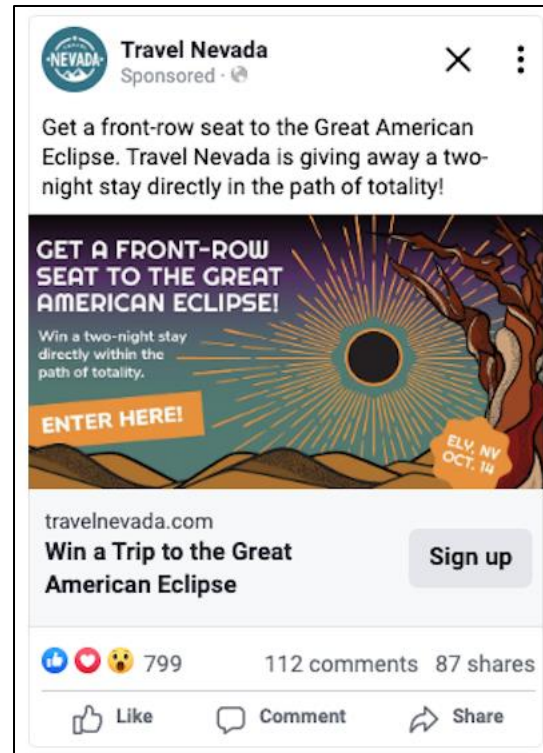
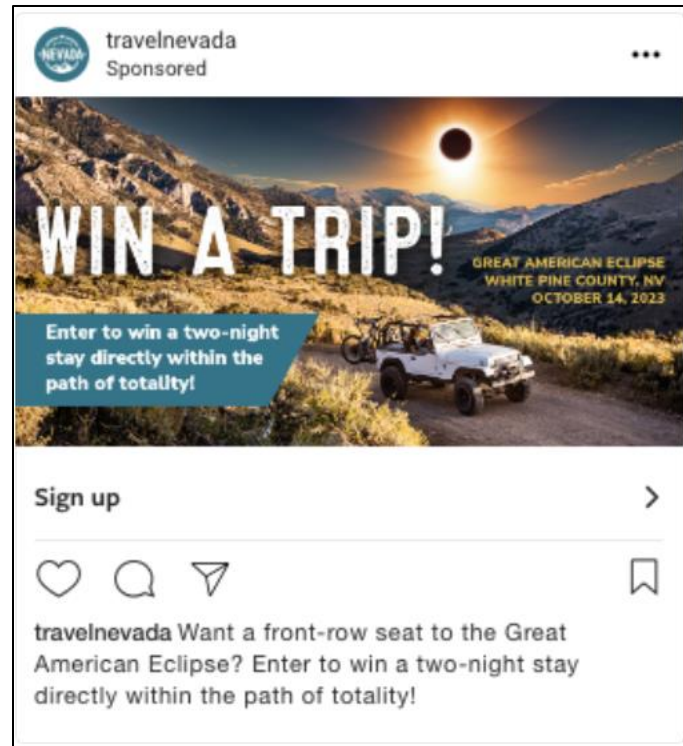
Data: Google Ads / GA4 7/1/2023 - 9/30/2023



# DOMESTIC MARKET DEVELOPMENT



# PAID MEDIA HIGHLIGHTS



## Annular Eclipse Promotion

Our team launched a **social media giveaway** in preparation for the Annular Eclipse on October 14, 2023, for the **chance to win trip accommodations** during the event.

**2,500**  
submissions in  
first 48 hours

**8,771**  
Total submissions  
after 2 weeks

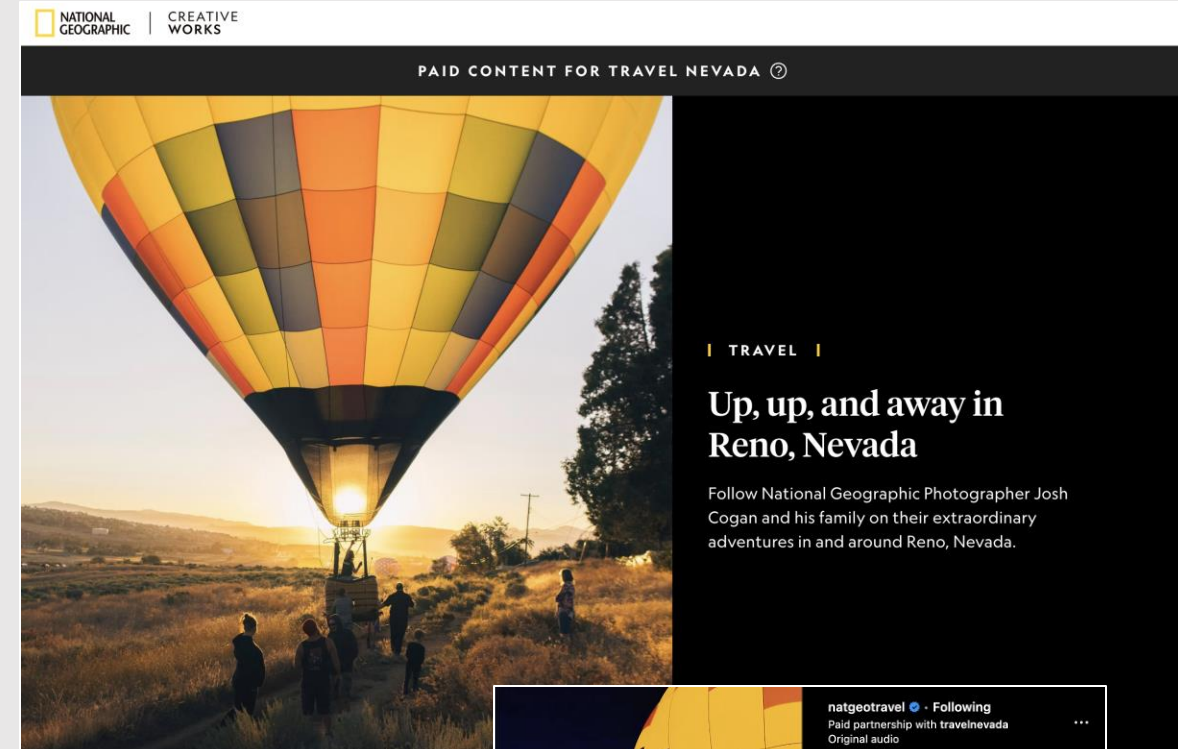
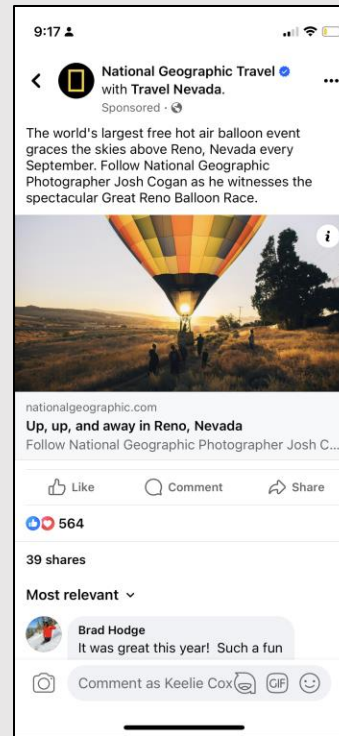
# PAID MEDIA HIGHLIGHTS

## National Geographic Sponsored Content

Photojournalist Josh Cogan—who also photographed Cowboy Poetry in January—visited Reno during September 6-12, 2023. This time he came with family.

They attended the Great Reno Balloon Races, explored Washoe Valley State Park, camped at Davis Regional Park, visited Virginia City, and stumbled upon a Lowrider Festival in Reno.


[LINK TO ARTICLE](#)



# SOCIAL MEDIA PERFORMANCE

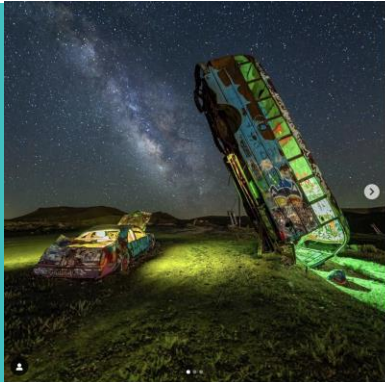
## Top Performing Posts

**01**



7/28/23: Valley of Fire Bighorn Sheep (Instagram)  
 Likes: **4,345** | Shares: **1,342**  
 Comments: **101** | Saves: **187**

**02**



7/23/23: International Car Forest (Instagram)  
 Likes: **2,124**. | Shares: **16**  
 Comments: **26**  
 Saves: **135**

**03**

8/25/23: Loneliest Road In America (Instagram)  
 Likes: **1,448**. | Shares: **45**  
 Comments: **29**  
 Saves: **40**



travelnevada @TravelNevada  
 US 50, the Loneliest Road in America

travelnevada · 13w  
 "Nevada just might have some of the best sunsets I've seen in quite a while. Still day dreaming of this one I witnessed along Highway 50, "the Loneliest Road in America," back in 1999."

ladylassen · 13w  
 Yessss

1,448 likes  
 August 25

**04**



7/14/23: Hot August Nights Preview (Facebook)  
 Likes: **1,296** | Shares: **230**  
 Comments: **84**  
 Link Clicks: **813**

**05**

7/17/23: Annular Solar Eclipse (X)  
 Likes: **15**  
 Retweets: **6**  
 Post Link Clicks: **72**



Travel Nevada @TravelNevada

Nevada's about to have a front-row seat to the upcoming annular solar eclipse that won't happen again until 2039!

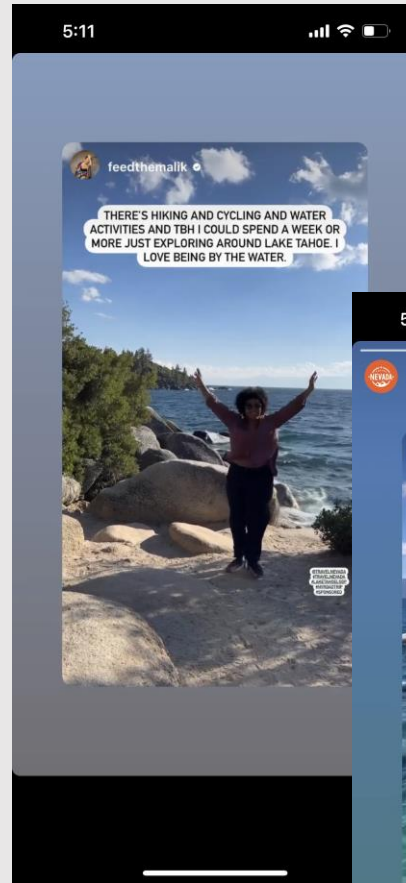
Start making plans & picking up road trip snacks now, because we've got tips on the best places to partake in this rare event!



# SOCIAL MEDIA INFLUENCERS

Anela Malik  
@feedthemalik

Mindy Michaels  
@mindyonthemove



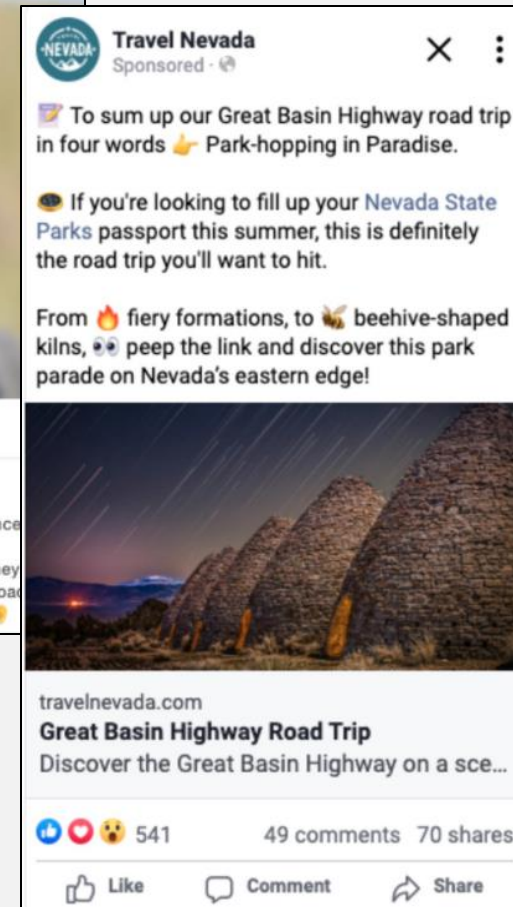
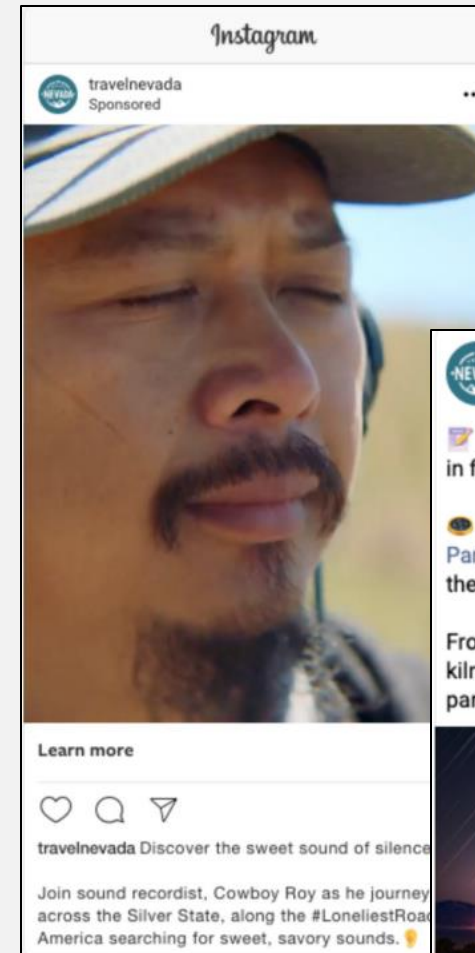
# PAID SOCIAL PERFORMANCE

## Boosted Posts

- Throughout Q1, organic posts were boosted to further reach Nevada's key target audiences.
- People living in or recently in: Boise, Chicago, Dallas, Houston, Los Angeles, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Francisco and Seattle DMAs.
- Also targeted in-state boosted audiences.

## Results

- From a click perspective the Great Basin boosted in July was the most clicked on boosted post, with 3.2K clicks.
- Cowboy Roy was the most engaged with post, receiving over 51K page engagements to the Nevada Meta page alone.
- Overall, boosted organic posts are seeing strong performance in audiences taking a further step and engaging with posts with over 14K total clicks and 180K page engagements.

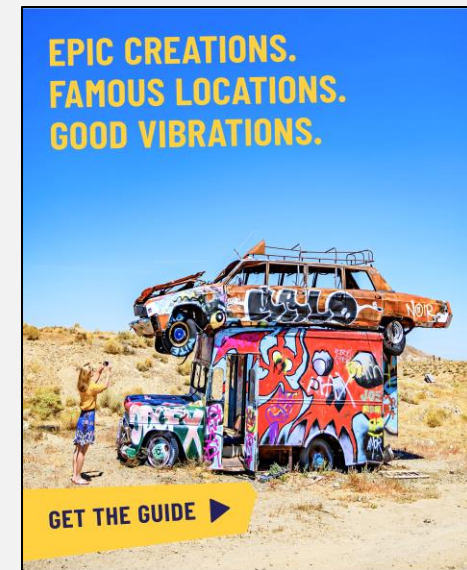
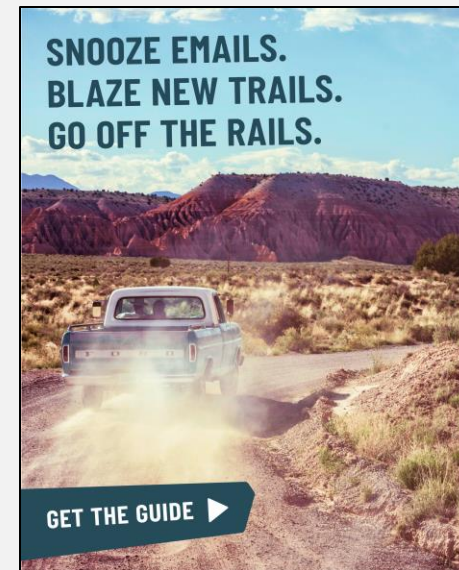
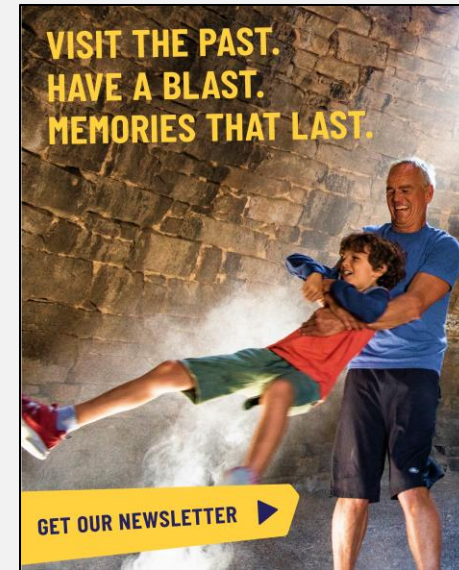


# PAID SOCIAL PERFORMANCE

## Lead Gen

In Q1 Meta lead generation campaigns highlighted getting users to sign up for the Travel Nevada newsletter and downloading the Visitor Guide.

- Both the VG and Newsletter generated over 2,580 Meta Leads.
- Our target audience showed more engagement with the Newsletter ad than the Visitor Guide ads.
- The Weird & the Wonderous Newsletter ad resonated with audiences the most, being the most clicked and interacted with of the creative images.
- This image also generated the most leads for Newsletter sign ups.



# PAID SEARCH & SOCIAL PERFORMANCE

## Paid Search Performance

- All campaign CTR and Conversion Rate are **surpassing travel industry benchmarks**.
- Paid search conversions for accommodation referrals are up **+168.9%** from 2022.
- The campaign "Things to Do - Drive Markets" has seen a notable improvement from 2022 with is driving **+9.2K** more conversions.
  - Some keywords from this campaign include: [best places to visit in nevada], "must see in nevada", "things to do around las vegas", etc.

**+9.8%**

**\*PPS CLICKS**

125,944 vs 138,281

**+1.4%**

**\*PPS CTR**

13.7% vs 15.05%

**+71%**

**\*PPS CONVERSIONS**

15,618 vs 26,831

## YouTube Performance

- Our Youtube performance has increased across the board with the campaign Hiking video leading with a **+2.36% to CTR**.
- Efficiency has also increased with all Video campaigns decreasing in **CPM by -9.27%**. We are getting more engagement for less cost which is a testament to the ad creative.



**+11.4%**

**YOUTUBE IMPRESSIONS**

1,137,695 vs 1,267,391

**+7.12%**

**YOUTUBE VIEW RATE**

15.6% vs 22.72%

**+1.94%**

**YOUTUBE CTR**

1.28% vs 3.22%

\*PPS = Pay Per Search

Data: Google Ads 7/1/2023 - 9/30/2023

# NEWSLETTER

## Email Performance

- Overall, **email drove less sessions** (-75% YoY), because in 2022 we had two email pushes through USA Today and Local IQ.
- The **monthly e-newsletter sent to consumers increased in sessions** (+36% YoY) and **bounce rate decreased** (-9% YoY).
- **Partner referrals are lower** (-17% YoY), but **accommodation partner referrals are up** (103% YoY).
- **Emails** generated 2,516 vs 4,627 (-46% YoY) Visitor Guide Downloads and 2,124 vs 3,383 (-37% YoY) for Visitor Guide Form Submits.

## Email Overview Out-of-State

OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
19.54%	3.31%	16.95%
+32% YoY	+30% YoY	-1% YoY

## Email Overview In-State

OPEN RATE	CLICK RATE	CLICK-THROUGH RATE
23.09%	5.79%	25.08%
+21% YoY	+5% YoY	-1% YoY

Data: GA4 7/1/2023 - 9/30/2023

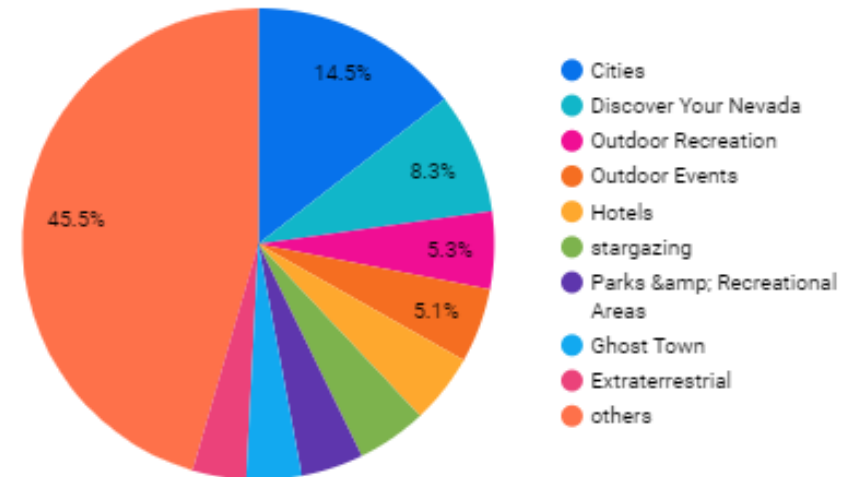
# ALL WEBSITE TRAFFIC

- Sessions to the website from Jul-Sep 2023 are up from 2022 by **+27.9%**.
  - Engagement metrics like Average Engagement Time (-27.4%) and Engagement Rate (-12%) are down compared to 2022.
  - Changes to the website that reduced visitor effort needed to get to key sections of the site have also reduced these engagement metrics.
- Future releases of features will help encourage deeper engagement with the website beyond article scanning.
- Organic sessions to the website are up **+91%** from 2022.
  - The total amount of keywords in position #1 on Google are up **+82.68%** vs 2022.
- We see strong growth in sessions to key content areas across the website compared to 2022 including Cities (+68K mostly to Las Vegas), Travel Guides (+15K), and Extraterrestrial (+14K).

## Jul-Sep Organic Sessions vs Prev. Year



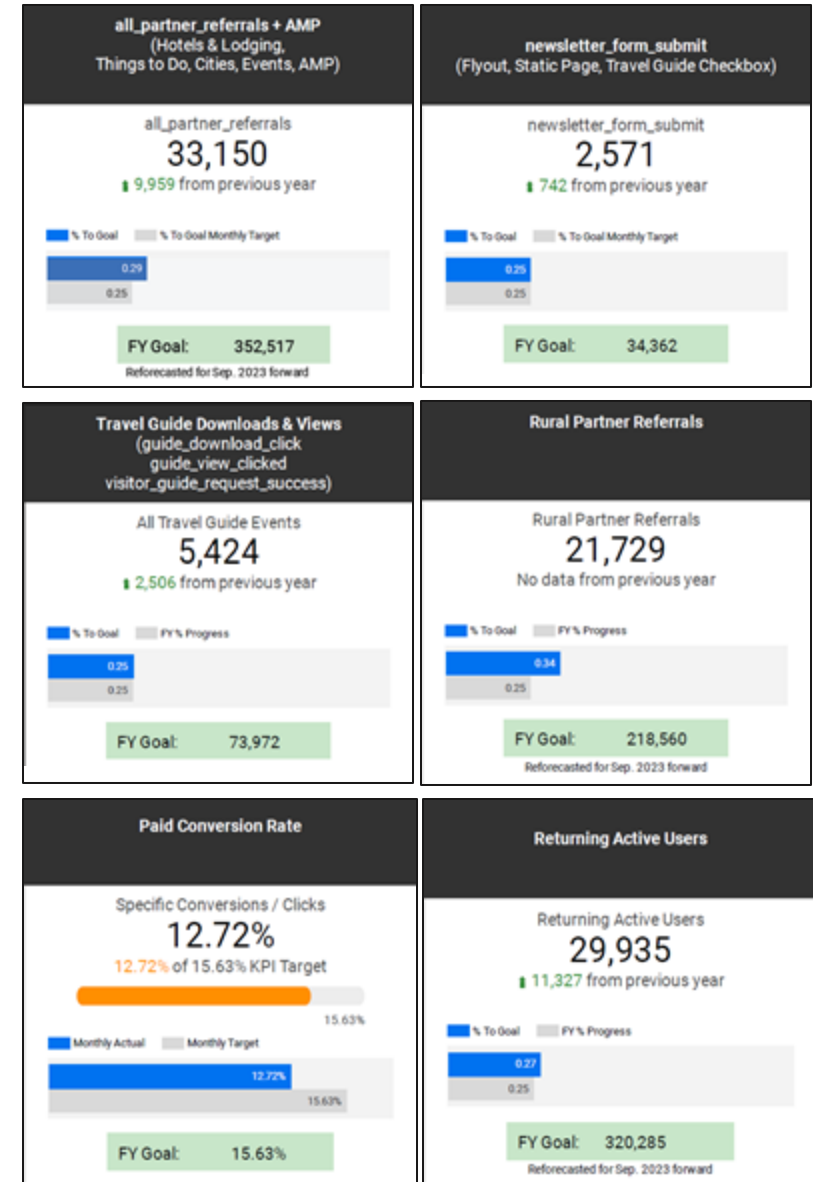
## Jul-Sep Sessions per Content Category



Data: GA4 7/1/2023 - 9/30/2023

# TRAVELNEVADA.COM

- We are doing well for all goals, especially partner referrals from the website which was up +41% (~30K) from Jul-Sep in 2022.
- Using Accelerated Mobile Pages (AMP) on travelnevada.com has benefits. However, upkeep is significant and user experience is sacrificed. Our September CRO test showed a **+24.85% to partner referrals** when random visitors were shown Non-AMP pages.
  - This is also a credit to the technical health of the site. With high speed and user-experience, AMP pages no longer add a significant benefit.
- The email contest in August 2023 performed very well for gaining traffic an engagement and more contests will be conducted in the future.
- Organic traffic is strong and growing. Future site content updates and trip planning features will help translate this organic traffic from discovery to trip planning.



Data: GA4 7/1/2023 - 9/30/2023

# EARNED MEDIA HIGHLIGHTS

**GOAL**  
Secure 40 placements in Top 100 outlets

Achieved 14 Top 100 placements, **37.5%** of the overall goal

**GOAL**  
Host 8 Top 100 journalists in state

Hosted one Top 100 journalist, **12.5%** of our goal, with nine more confirmed for FAMs in Q2

**GOAL**  
Secure 15 feature placements in Top 100 outlets

Secured 3 features in Top 100 outlets, **20%** of the overall goal

**GOAL**  
Host 8 influencers in state

Hosted 3 influencers in Q1, **37.5%** to our goal, with 6 influencers expected in Q2 and Q3

**GOAL**  
Secure at least one key message in 75% of all earned coverage

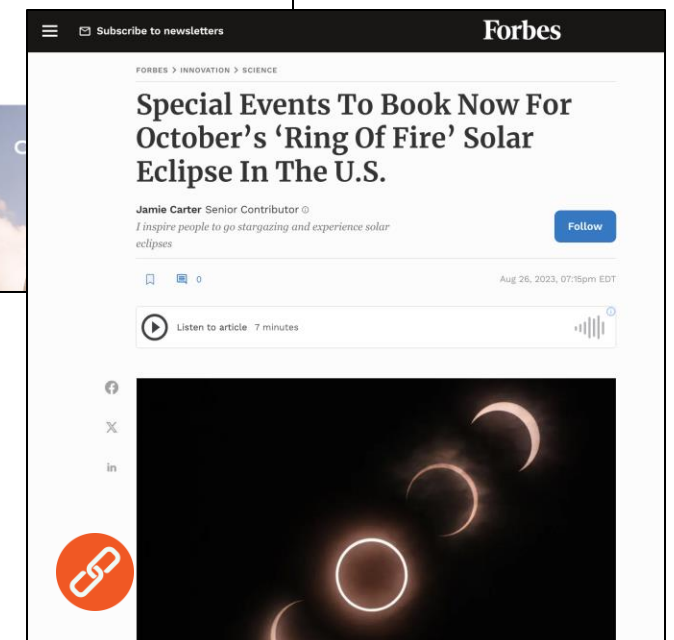
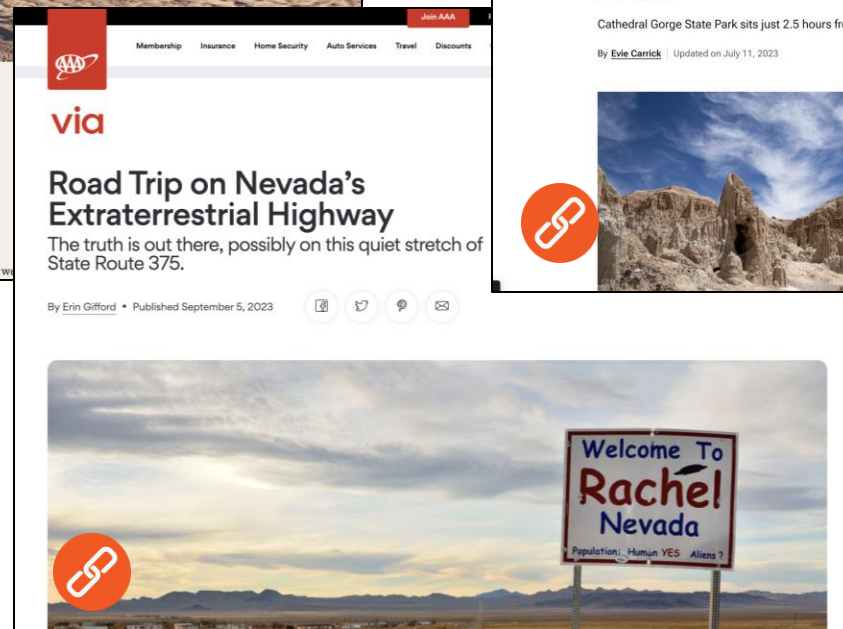
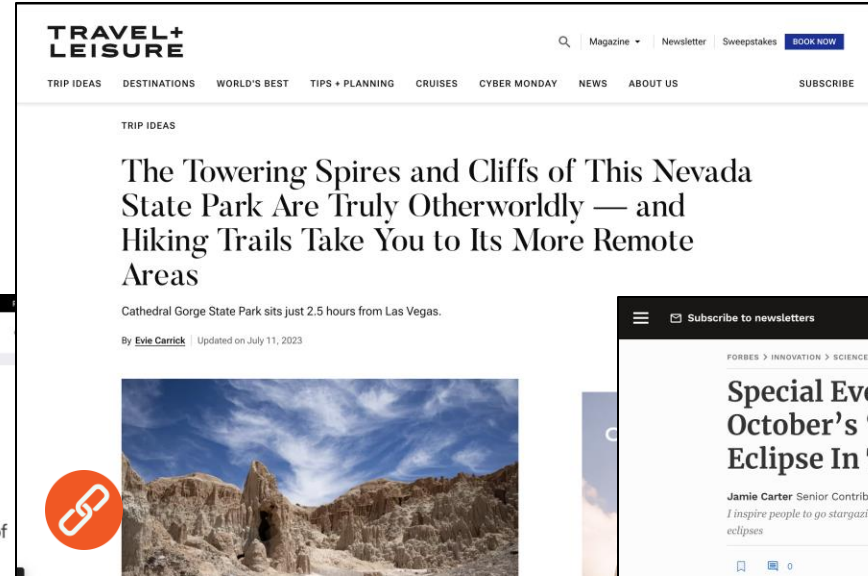
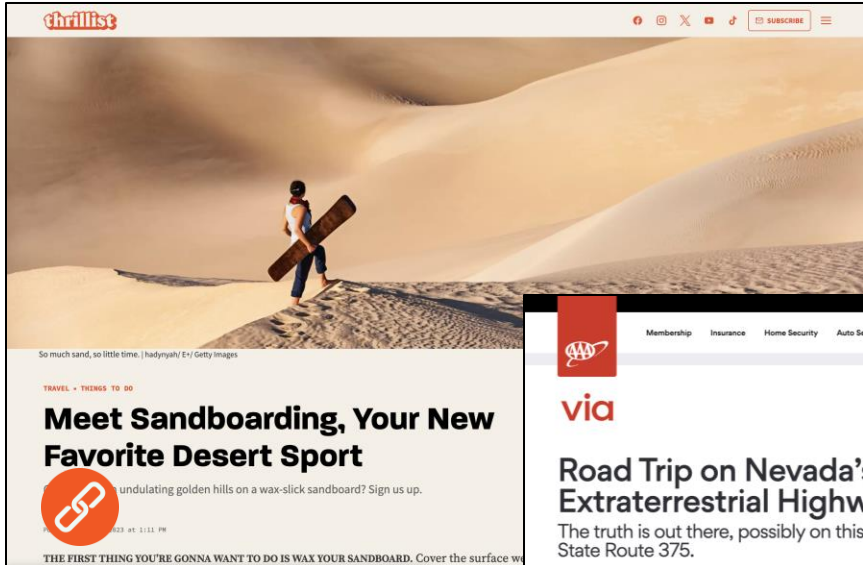
Secured at least one key message in **100%** of earned coverage

**GOAL**  
Engage 40 Top 100 media contacts in-person or via dedicated interactions

Engaged 11 Top 100 media contacts with virtual briefings and calls, slightly more than **25%** of our goal



# EARNED MEDIA HIGHLIGHTS



# MEDIA TRIPS

## Mike Richard | *The Manual* (Top 100 Outlet)

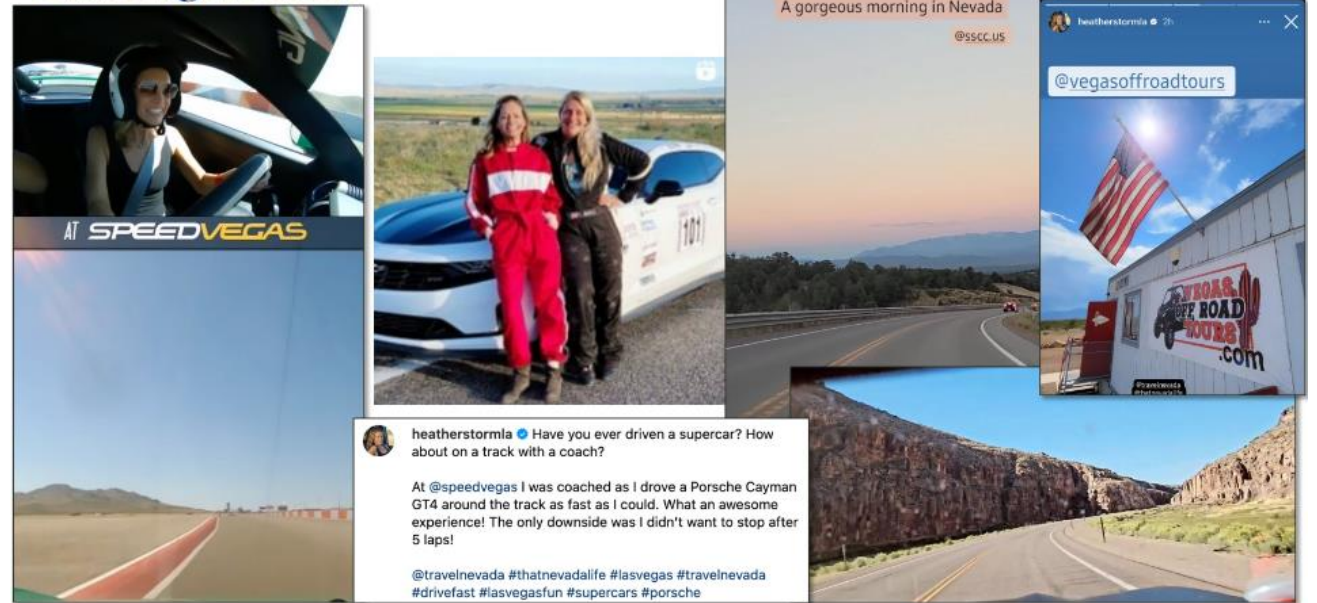
Loneliest Road in America  
Sep. 28 – Oct. 3, 2023



UVM: 3,024,816



## Heather Storm | *Silver State Classic* Promoted car racing events in Nevada ahead of Formula 1



# TRADESHOWS, MISSIONS & EVENTS

## Pacific Northwest Mission

*September 11-15, 2023*

Travel Nevada, Las Vegas Convention and Visitors Authority (LVCVA), and the Reno Convention & Visitors Authority (RSCVA) hosted the Pacific Northwest Sales Mission where partners connected with over 140 travel agents and tour operators.

A total of 10 Nevada partners were in attendance: Las Vegas Convention and Visitors Authority, Reno Sparks Convention and Visitor Authority, Fontainebleau, Indigo Tickets, Visit Lake Tahoe, Circa Hotel, Illuminarium, Reno-Tahoe Territory, Las Vegas Territory, and Gogo Vacations.



# INTERNATIONAL MARKET DEVELOPMENT



# TRADESHOWS, MISSIONS & FAMS

## Mexico Sales Mission & Lieutenant Governor Visit

*September 25-29, 2023*

Alongside the Lt. Governor and **eight partner organizations**, Travel Nevada visited Mexico City and Guadalajara.

The team connected with **49 travel trade professionals and over a dozen media outlets**, as well as representatives from major airlines. The Lt. Governor met with **top Mexico media** to stress the importance of travel to Nevada from Mexico.



# TRADESHOWS, MISSIONS & FAMS

## LVCVA Western Canada Trade Sales Mission

August 27 - 31, 2023

Canuckiwi represented Travel Nevada at LVCVA's mission, **joining 17 Las Vegas partners** to showcase road trips outside of Las Vegas.

Approximately **250 operators** joined the event, which featured presentations followed by an exhibition format.



# PRESS TRIPS

## Canada

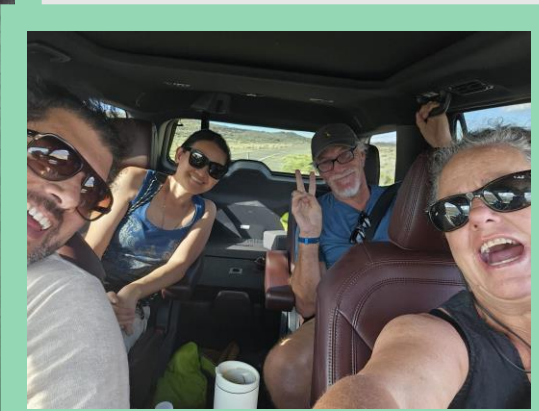
Jennifer Hartley,  
55+ Magazine

## Australia

Group press trip with  
three journalists  
(coverage expected in  
Q3)

## UK

This Expansive  
Adventure

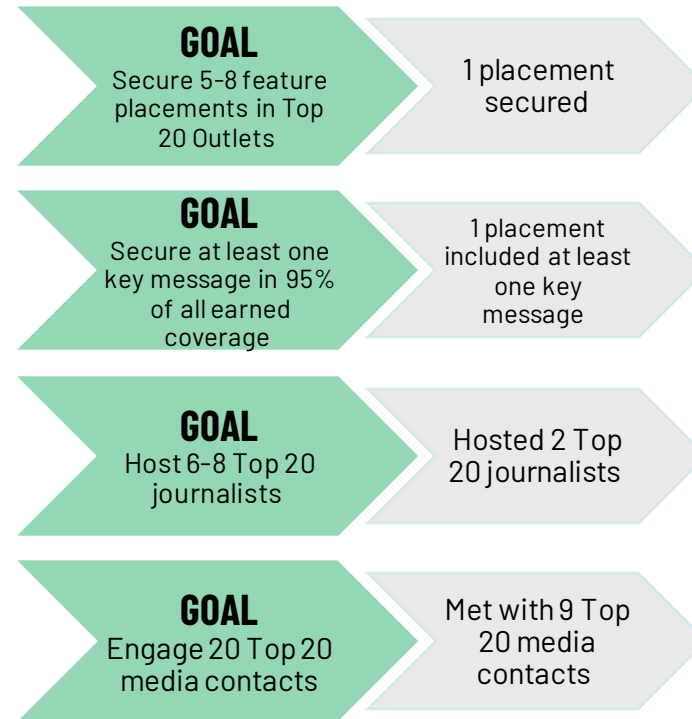


# EARNED MEDIA KPI TRACKING

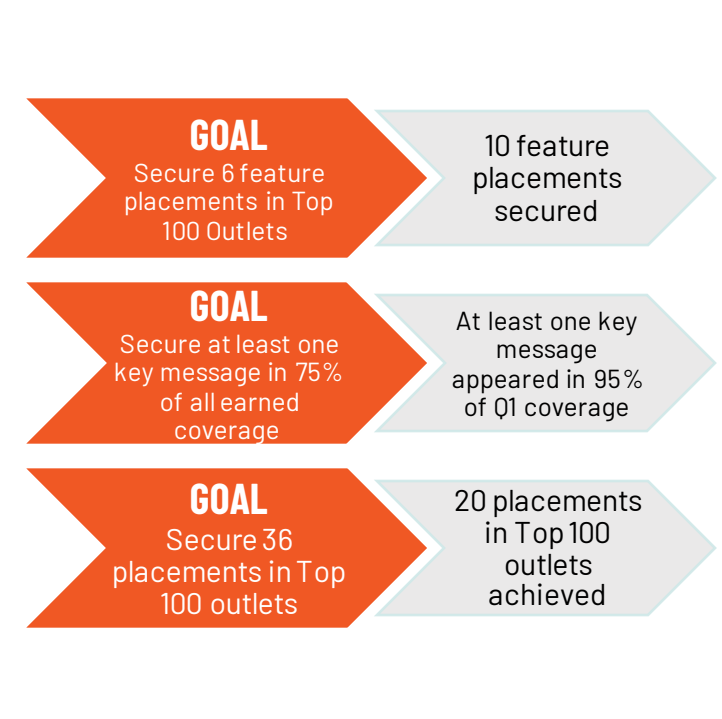
## AUSTRALIA



## CANADA



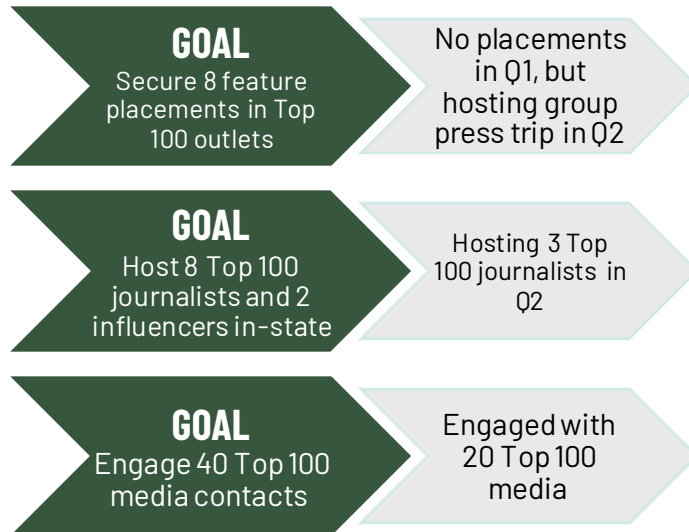
## UNITED KINGDOM



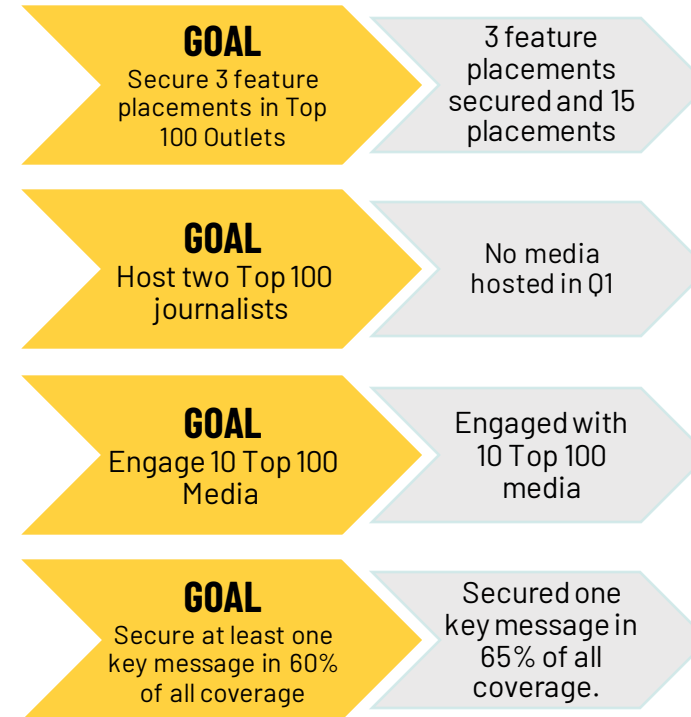


# EARNED MEDIA KPI TRACKING

## GERMANY



## LATIN AMERICA



# INTERNATIONAL EARNED MEDIA HIGHLIGHTS

NEWS

## Calling all explorers and adventurers: Nevada's 'Burner Byway' awaits



HOT SPRINGS AT SOLDIER MEADOWS, NV

Nevada's 'Burner Byway' road trip takes inspiration for its name from Burning Man, the annual festival and cultural phenomenon that has beckoned artistic souls and free spirits to Nevada's Black Rock Desert since 1986.

Burning Man takes place in the week leading up to Labour Day, but for the remainder of the year, this remote section of Nevada is a gateway to off-the-grid adventure. Take a look ...

**RENO**  
Reno's colourful Midtown neighbourhood is home to lively nightlife, one-of-a-kind boutiques and a sizzling culinary scene. Coffee shops and gastropubs are plentiful here. The Nevada Museum of Art, in the heart of Reno, is the only art museum in Nevada accredited by the American Alliance of Museums (just like The Met in NYC, and San Francisco's MoMA).

**PYRAMID LAKE**  
Pyramid Lake is the largest remnant of the mega-lake that once filled much of the Nevada desert. Come a NV Trailblazers travel

perfect spot to learn more about Paiute history and culture. Come sundown, a night at Pyramid Lake means camping near the beach, with sweeping desert scenery and lake views for days.

**GERLACH**  
Fortify yourself for Black Rock Desert and beyond with a stop at local favourite Bruno's in Gerlach, serving up good old fashioned Americana cuisine and cold brews. Another must-do: a stop at the Friends of Black Rock High Rock Visitor Center, for maps, hiking information and more. Traveller tip: call ahead to arrange a tour of the famous Fly Geyser.

**BLACK ROCK DESERT**  
This is known as some of the wildest territory in the West, and with good reason. Plan ahead with a full tank of gas and ample provisions and be sure to brush up on Nevada's Dirt Road Code. Don't miss the incredible hot springs at Soldiers Meadows, High Rock Canyon and the International Circus at Mas-

**CANADA**

## NEVADA'S SPOOKIEST PLACES, FROM EERIE GHOST TOWNS TO HAUNTED HOTELS

### Spooky sites in the Silver State

With plenty of macabre museums, haunted hotels, sinister saloons and rough-and-tumble boomtown relics across the state, Nevada is a hotbed of paranormal happenings and unsettling stories. From reported wraiths in guest rooms, ghostly gunfighters in graveyards and phantom miners in bars, you're bound to meet some spectral characters while exploring the spookiest spots in the Silver State. Don't believe in the supernatural? You might by the end of this...

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As the US Congress debates if little green men are real, we reveal the tourism hotspots that alien chasers believe are out of this world

By Jonathan Thompson  
3 August 2023 - 8:30pm

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By Melissa Mason  
Published June 30, 2023


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By Melissa Mason  
Published June 30, 2023

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Heading lights, Dis-boun- hetic p locals eat, drink and play, and some of the best bits to Las Vegas are off the beaten track, away from The Strip.

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# TRADE INITIATIVES

## AUSTRALIA

- **Qantas** webinar
- **United Airlines** Trivia Night in Melbourne
- **Visit USA** webinar
- Alignment of **Expedia** and **Nine Traveller** campaign
- **Travel Agent Finder** engagement

## CANADA

- **Neon to Nature** webinar
- Extended **Expedia** partnership

## GERMANY

- **Visit USA** Germany Roadshow
- **Visit USA** monthly newsletter and website relaunch

# LOOKING AHEAD



# UPCOMING INITIATIVES

## BRAND EVOLUTION

### Brand Campaign Rollout:

- Phase 1 & 2 Launch

### Video and Photo:

- Production shoot
- Post-production photo and video editing

## DESTINATION DEVELOPMENT

- **Cohort 1:** Presentation of complete 10 Destination Development Strategy
- **Cohort 2:** Boulder City, Carson Valley Cultural Corridor, and Nevada Indian Territory
- **Steering Committee Meeting and Community Listening:** Cultural Corridor November 7th
- **Steering Committee Meeting:** Nevada Indian Territory on November 9<sup>th</sup>

## INDUSTRY DEVELOPMENT

### Battle Born Insiders:

- Complete content
- New production schedule for launch at the Roundup
- Start development

### Territory Meetings:

- Las Vegas Territory Sept 26 in Las Vegas
- Cowboy Country Territory October 16 in Jackpot
- Nevada Silver Trails November 3rd in Pahrump
- Pony Express Territory November 13th on Zoom

# UPCOMING INITIATIVES

## DISCOVER YOUR NEVADA

- Paranormal Passport earned media coverage
- Influencer: Mama & Minis
- GALOT in-state swag boxes and press release
- LG: Great Basin Highway Road Trip/Eclipse

## DOMESTIC MARKET DEVELOPMENT

- Influencers: HoneyTrek, PrettyfnSpooky
- Annular Solar Eclipse Group Press Trip(October)
- NYC media mission(November)
- Reno-Tahoe Experience Oct 10-12
- IMEX Las Vegas October 17-20 in Las Vegas
- Super Southern Nevada Press Trips
- Custom Broadcast Segment with Deryk Engelland

## INTERNATIONAL MARKET DEVELOPMENT

- German Press Trip: Eclipse
- Australia press visit with 2 media reps
- UK press visit

**THANK YOU**

THANK YOU

THANK YOU

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