



TNT Partners 2026 Kickoff

1/21/24

Welcome!



PUBLIC RELATIONS

TRAVEL + LEISURE

TRIP IDEAS

The Towering Spires and Cliffs of This Nevada State Park Are Truly Otherworldly — and Hiking Trails Take You to Its More Remote Areas

Cathedral Gorge State Park sits just 2.5 hours from Las Vegas.

By [Evie Carrick](#) | Updated on July 11, 2023

[f](#) [x](#) [p](#) [m](#)



PHOTO: MARIAH TYLER/TRAVEL+LEISURE

The landscape looks like it belongs in an "Indiana Jones" movie — towering spires made of clay set in a narrow valley in southeastern Nevada. The stunning landscape of almost 1,800 acres was once home to the Fremont, Anasazi, and Southern Paiutes. And as you might expect from such an [otherworldly terrain](#), it has a dramatic origin story.

BIKE

The Long Weekend: Las Vegas, Nevada

The bright lights of Vegas: the Mojave Desert setting of southern Nevada shines as a destination for shoulder-season singletrack.

• Aaron Theisen Feb 15, 2024



thrillist



So much sand, so little time. | hadynyah/ E+ / Getty Images

TRAVEL • THINGS TO DO

Meet Sandboarding, Your New Favorite Desert Sport

Coasting down undulating golden hills on a wax-slick sandboard? Sign us up.

By [Vanita Salisbury](#)
Published on 8/4/2023 at 1:11 PM

THE FIRST THING YOU'RE GONNA WANT TO DO IS WAX YOUR SANDBOARD. Cover the surface well, moving the wax back and forth. Get it good and slippery—this both protects your

CNN

5 Best Cities in the US

By [Erin Gifford](#)
13 minute read
Published 6:32 PM EDT, Tue September 5, 2023



waterfalls, scenic sm Authority

I physical scrambling to

nerdwallet

SIGN IN JOIN

TRAVEL

Advertiser disclosure

Neon to Nature: 5 Affordable Outdoor Activities Near Las Vegas

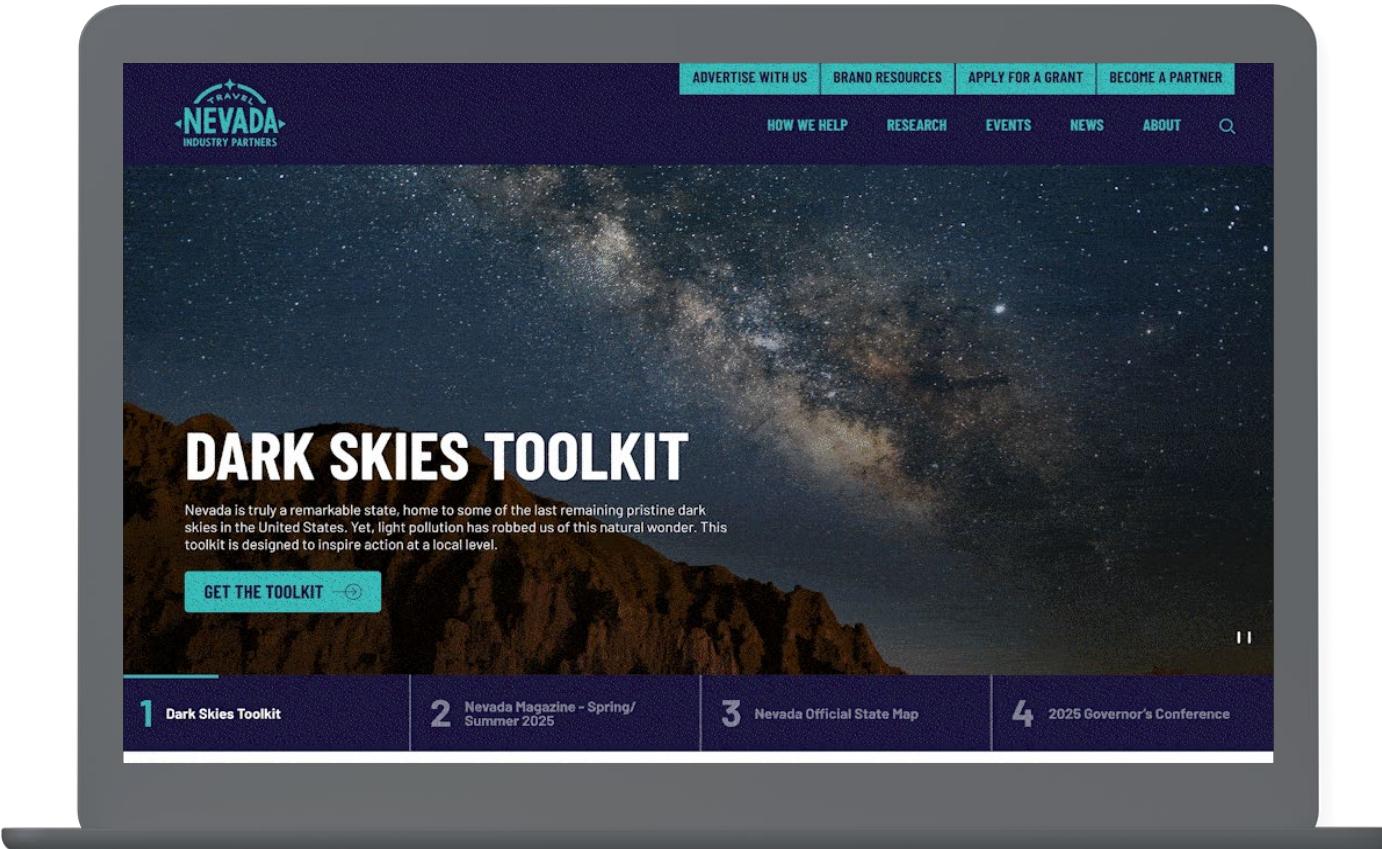
Beyond the glitz of the Strip is a world of natural wonder just waiting for adventurous travelers.

By [Alisha McDarris](#)
Published Jan 29, 2024 5:00 a.m. PST
Edited by Meghan Coyle



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.Biz Homepage Redesign



Desktop Design

Mobile Design



RESEARCH DATA CO-OP

THE PROBLEM

ROOM NIGHTS OCCUPIED

The number of room nights occupied.

MONTH	2023	2024	% CHANGE
July	4,895,605	4,779,694	-2.4%
August	4,592,116	4,646,977	1.2%
September	4,623,532	4,583,161	-0.9%
October	4,876,393	4,744,684	-2.7%
November	4,389,905	4,299,603	-2.1%
December	4,420,005	4,434,023	0.3%
MONTH	2024	2025	% CHANGE
January	4,387,817	4,423,613	0.8%
February	4,425,036	3,991,644	-9.8%
March	4,829,494	4,586,933	-5.0%
April	4,679,499	4,543,224	-2.9%
May	4,846,380	4,627,134	-4.5%
June	4,777,618	4,332,201	-9.3%
TOTAL (Rolling 12 months)	55,743,400	53,992,891	-3.1%

SECOND QUARTER 2025 AREA HIGHLIGHTS

LOCATION	2024	2025	% CHANGE
Clark County	12,556,500	11,795,900	-6.1%
Las Vegas	12,007,300	11,256,900	-6.2%
Laughlin	428,500	423,900	-1.1%
Mesquite	120,700	115,100	-4.6%
Lake Tahoe	94,229	58,059	-38.4%
Washoe County	938,902	942,842	0.4%
Carson City	67,049	66,792	-0.4%
All other counties	646,817	638,966	-1.2%
TOTAL (State)	14,303,497	13,502,559	-5.6%

NEVADA
INDUSTRY PARTNERS

NEVADA RESIDENT DASHBOARD

City ▾ County ▾ Age ▾ Children in House ▾ Education ▾ Employment ▾ Ethnicity ▾ Gender ▾ Income ▾

Community Attributes Enjoyed

Q: What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in?

Select Attribute Below

Attribute: Pace of Life (1)

Total Responses: 16 Total Who Enjoy Attribute: 13 Percentage: 81.3%

Percentage Who Enjoy Attribute by Age Group

Attribute Enjoyed Percentage: 39.44% Avg 100.00%

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Cowboy Country Territory	2024/23	2023/22	2022/21	2021/20
hispanic	12.3%	16.2%	14.6%	12.0%
other	7.3%	7.4%	4.7%	3.5%
asian or pacific islander	3.6%	8.7%	8.2%	4.4%
american indian, aleut eskimo	-	-	1.8%	2.1%
prefer not to answer	-	-	0.5%	0.5%
21) Age Breakdown of Visitors				
18-24	11.0%	8.4%	8.2%	7.3%
25-34	29.2%	24.3%	28.1%	29.1%
35-44	22.3%	24.5%	25.7%	34.1%
45-54	9.3%	16.7%	18.1%	12.5%
55-64	12.2%	12.2%	12.1%	8.9%
65-74	13.4%	11.7%	7.8%	8.2%
75+	2.6%	2.1%	-	-
Sample Size	112*	142*	161	170

* Small sample size, exercise caution when using data.

THE SOLUTION

NEVADA DATA CO-OP

What would the co-op entail?

Data co-op participants would help gather

- Rural hotel / motel survey responses (once per quarter)*
- Convention attendance data (once per quarter)
- Room inventory counts (once per year)
- Ecosystem report data (once every other year)
- Resident sentiment study data (once every other year)
- List of POIs in destination (once per year)
- Tourism business confidence survey (TBD)*
- Future potential opportunities

Customized reporting for co-op participants

- Hotel / motel survey report vs rural average
- Convention attendance vs rural and/or state
- Room inventory data vs rural and state
- Ecosystem report for your community vs state
- Resident sentiment report for your community vs state
- POI breakdown for your community vs other participants
- Business confidence report for your community vs rest of state

*may require minimum number of responses to be able to report
Certain co-op projects may be limited to one representative per community

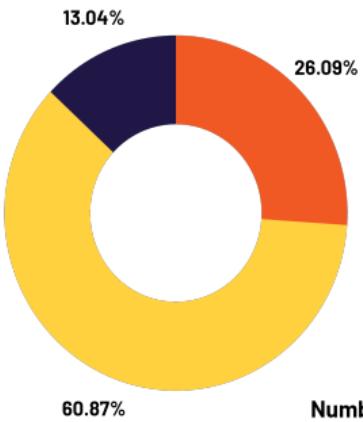
Example: Hotel/Motel Survey

EXPECTATIONS FOR HOTEL PERFORMANCE

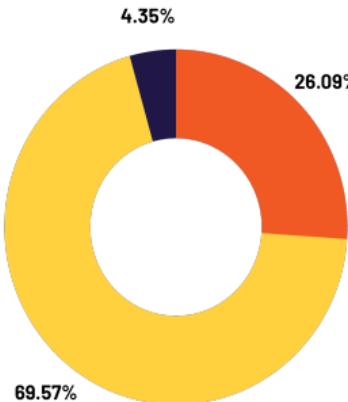
Next 12 Months

LEGEND ■ RISE ■ FALL ■ UNCHANGED

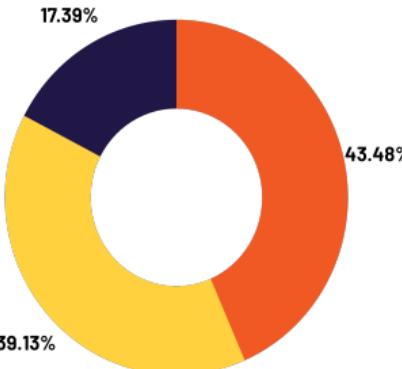
Cost of Rooms



Number of Properties



Number of Rooms Occupied



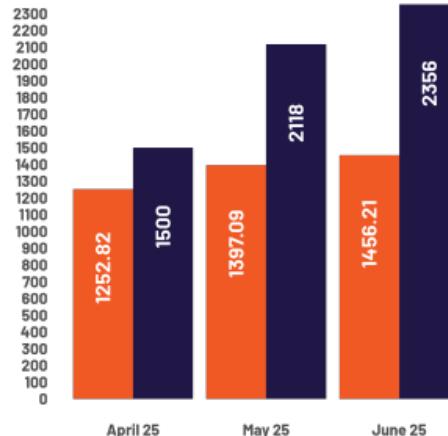
Example: Hotel/Motel Survey

Rural Nevada VS Individual Data

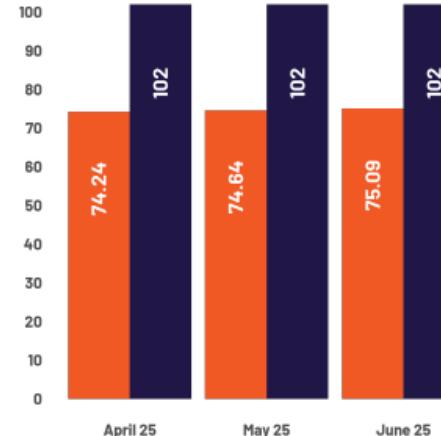
LEGEND

■ RURAL AVERAGE ■ YOUR PROPERTY

Room Nights Occupied



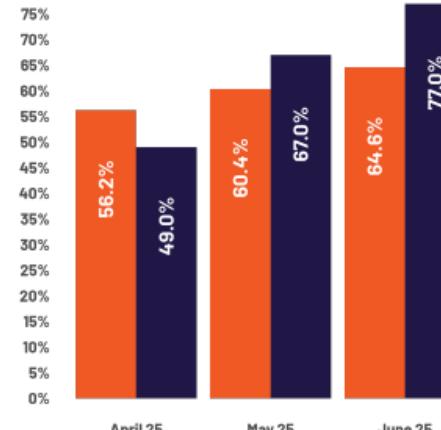
Room Inventory



Average Daily Rate



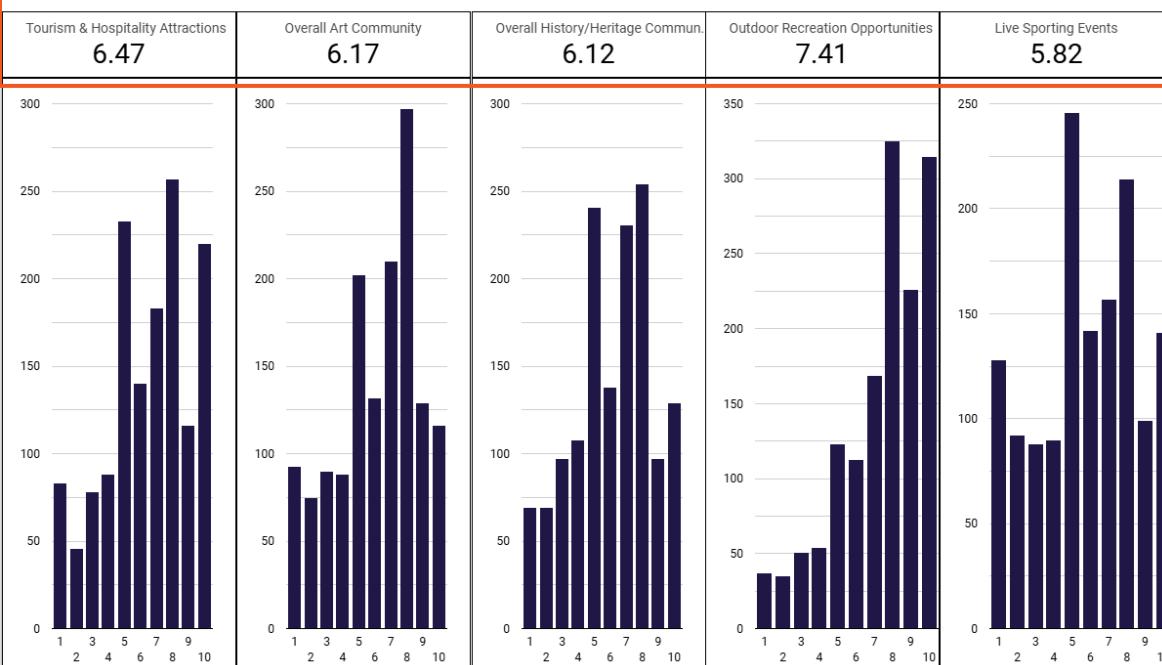
Occupancy Rate



Example: Resident Sentiment

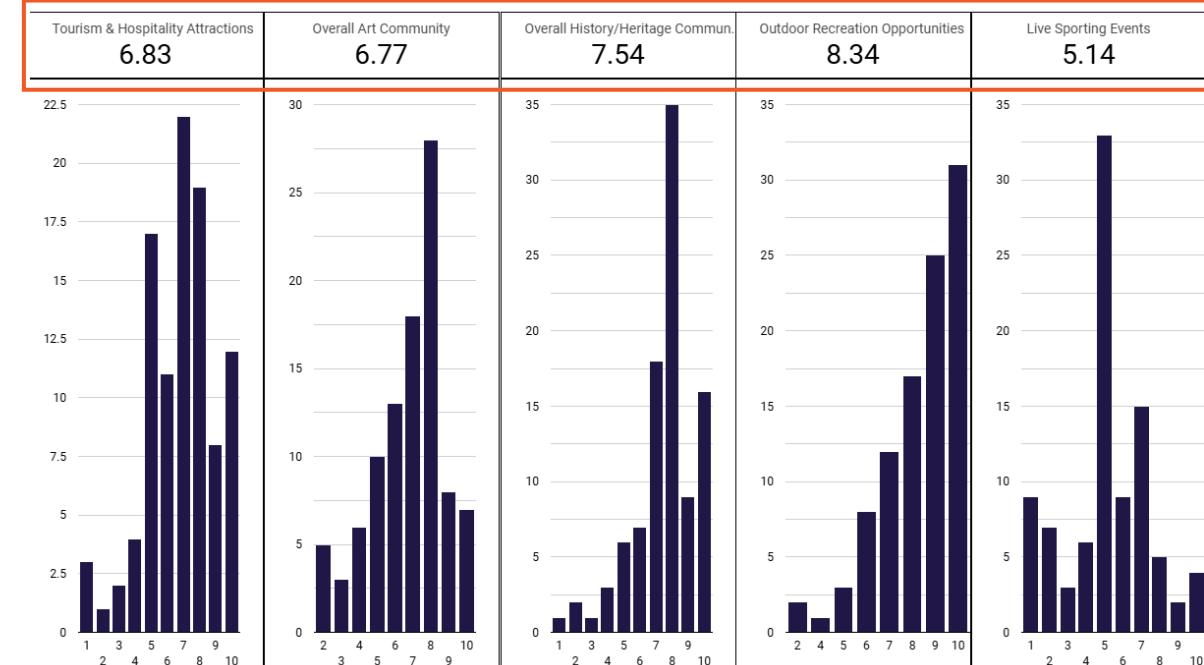
State Total

On a scale of 1 to 10 with 1 being "Very Poor" and 10 being "Excellent", how would you rank your overall personal assessment of local tourism, hospitality, arts, and cultural heritage opportunities in your community



Douglas County

On a scale of 1 to 10 with 1 being "Very Poor" and 10 being "Excellent", how would you rank your overall personal assessment of local tourism, hospitality, arts, and cultural heritage opportunities in your community



DETAILS

Cost to participate: \$0

How to sign up for the co-op:

Go to the link below and fill out the form

https://www.surveymonkey.com/r/nevada_data_co_op

INDUSTRY DEVELOPMENT



TRADESHOWS, MISSIONS, CONFERENCES

International:

Canada
Australia

Domestic:

Denver and Salt Lake City
Texas

Conferences:

Go West
IPW



Battle Born Insiders

- **What is Battle Born Insiders?**
 - Battle Born Insiders is a training program designed for anyone working in the **state's** tourism and hospitality industry that frequently interacts with travelers. It serves as a one-stop resource center, providing access to information about tourism in Nevada, allowing frontline staff the opportunity to provide informed recommendations to travelers seeking insights from locals.
- **What's included in the Battle Born Insiders program?**
 - The training is divided into 18 chapters with access to video content, quizzes, statewide resources, and other useful tools.
- **Interested in becoming a Battle Born Insider?**
 - Please contact industry@travelnevada.com



BECOME A NEVADA SPECIALIST.

GAIN INDUSTRY SKILLS.
HELP COMMUNITIES FLOURISH.

Becoming a **BATTLE BORN INSIDER** is 100% free, and all trainings take place online. Scan the QR code below to learn more.



**BATTLE BORN
INSIDERS**

For professionals interested in becoming a Battle Born Insider, please contact industry@travelnevada.com.

The BATTLE BORN INSIDER program is developed and operated by Travel Nevada, a state-run agency that works to improve the quality of life for all Nevadans by growing local economies through tourism. Learn more about us at TravelNevada.biz.

Industry Development Calendar

- Check out a calendar view of all industry events Travel Nevada will be attending!
 - <https://travelnevada.biz/industry-development-calendar/>



Register for Monthly TNT Call Reminder Notifications

- <https://travelnevada.biz/tnt-partners/>

TNT PARTNERS

Travel Nevada's TNT Partner call is a monthly opportunity for DMOs, Territories, and tourism partners across the state to share ideas and best practices, hear the latest news and updates from Travel Nevada and learn from leading industry experts on topics such as destination development, sales and marketing, and destination stewardship.

This collaborative call provides an opportunity for partners and Travel Nevada staff to communicate the tourism landscape to strengthen teamwork to improve tourism in rural Nevada.

First Name*
Please complete this required field.

Last Name*
Please complete this required field.

Organization / Company Name*
Please complete this required field.

Job title
Please complete this required field.

Email*
Please complete this required field.

Are you a non-profit organization?*
 Yes No

Which town or city in Nevada are you located in?*



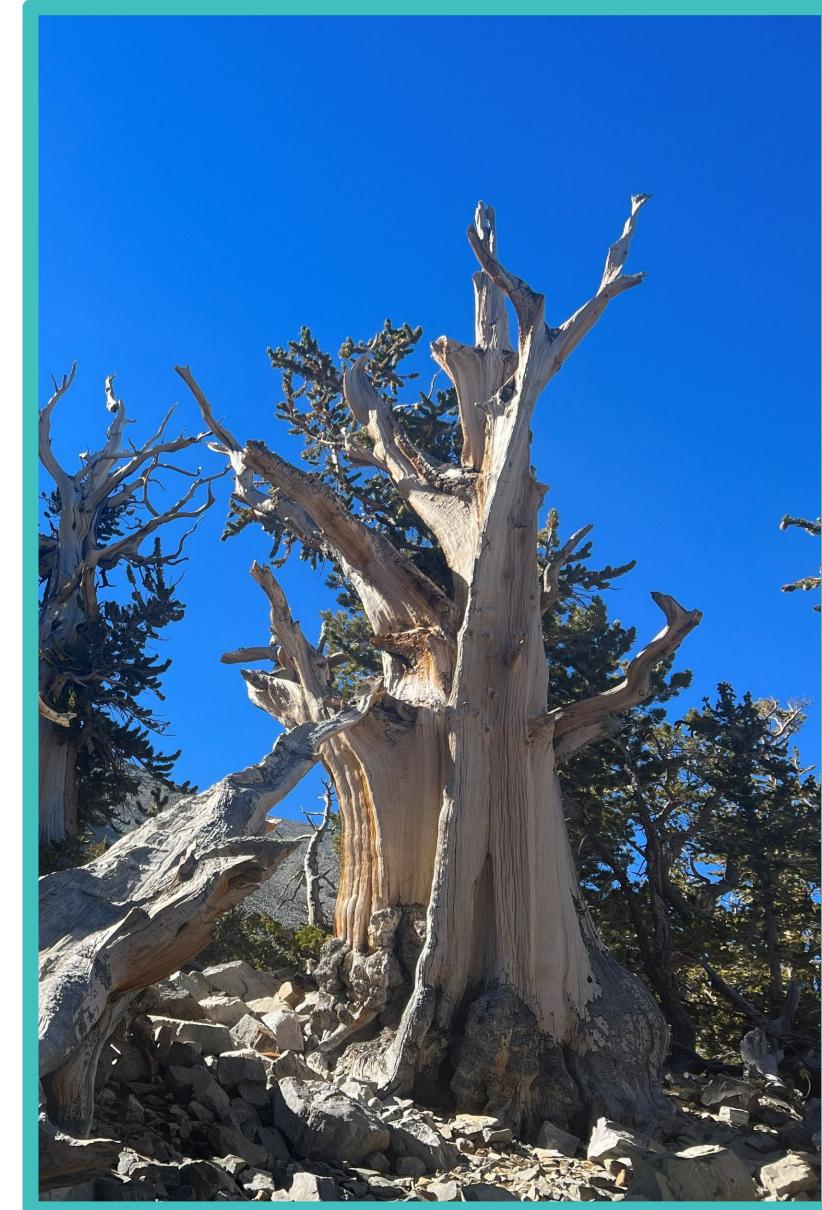
Professional Development Scholarships

- For tourism-related conferences, workshops, webinars, and certifications
- Up to \$1000 to cover registration and travel expenses
- One per individual per year
- Reimbursable
- Available on a rolling basis until funds are exhausted



RURAL MARKETING GRANTS

- Help rural Nevada communities market to potential visitors
- Tourism related non-profit organizations, local governments, and tribal entities under 100k population are eligible
- \$1.5 million each year to rural partners for marketing projects
- Applications are now open and will be accepted until **March 13 at 5PM**.
- If you missed last week's webinar, watch the recording, which outlines the new changes, on travelnevada.biz. (Mandatory).
 - Territory Letters of Support from Territory
 - Updated Rubric
 - New media licensing agreement
 - Updated workplan and budget template



PITCH DAY

- SBDC Partnership
- Encourage entrepreneurship in Rural Nevada
- Tourism-related small business start-ups and expanding small businesses
- \$20,000 towards business start-up/development costs
- Mandatory business training workshop March 7 &8, 2026.
- Register at <https://nsbdc.ecenterdirect.com/events/5032>



RURAL ROUNDUP

April 21-23, 2026

Elko, NV

<https://www.ruralroundup.com/>



Explore

Nevada's Tourism Territories

The Nevada Commission on Tourism was created in 1983 at the proposal of Governor Richard H. Bryan with the intent of diversifying the state's gaming-based economy. The general goal was to create a more stable economic base in local communities in terms of economic development and to position Nevada as a business and leisure destination. As such, rural counties were divided into territories with the purpose of tourism promotion.

[Cowboy Country >](#)

[Nevada Silver Trails >](#)

[Reno-Tahoe >](#)

[Las Vegas >](#)

[Pony Express Territory >](#)

[Indian Territory >](#)



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