



**TRAVEL NEVADA**  
**Domestic & International Market Development**

*December 2, 2021*



# Domestic Travel Trade

FY 2022

# Domestic Strategy: Layer, Audit, Partner

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- **Extend marketing efforts**

- Tradeshows & events targeting key domestic markets
- Trade training & FAMS – agents, operators, wholesalers, receptives, airlines, OTAs
- B2B2C co-ops where possible – Costco Travel, AAA, etc.

- **Travel trade product audit and development**

- GDS platforms (Amadeus, Travelport, Saber)
- Bed Banks (Hotelbeds, Web Beds)
- OTAs (Expedia, Get Your Guide)

- **Western states partnerships**

- Multi-state itineraries

# International Travel Trade

FY 2022

# Nevada International Visits & Spend

## Visits

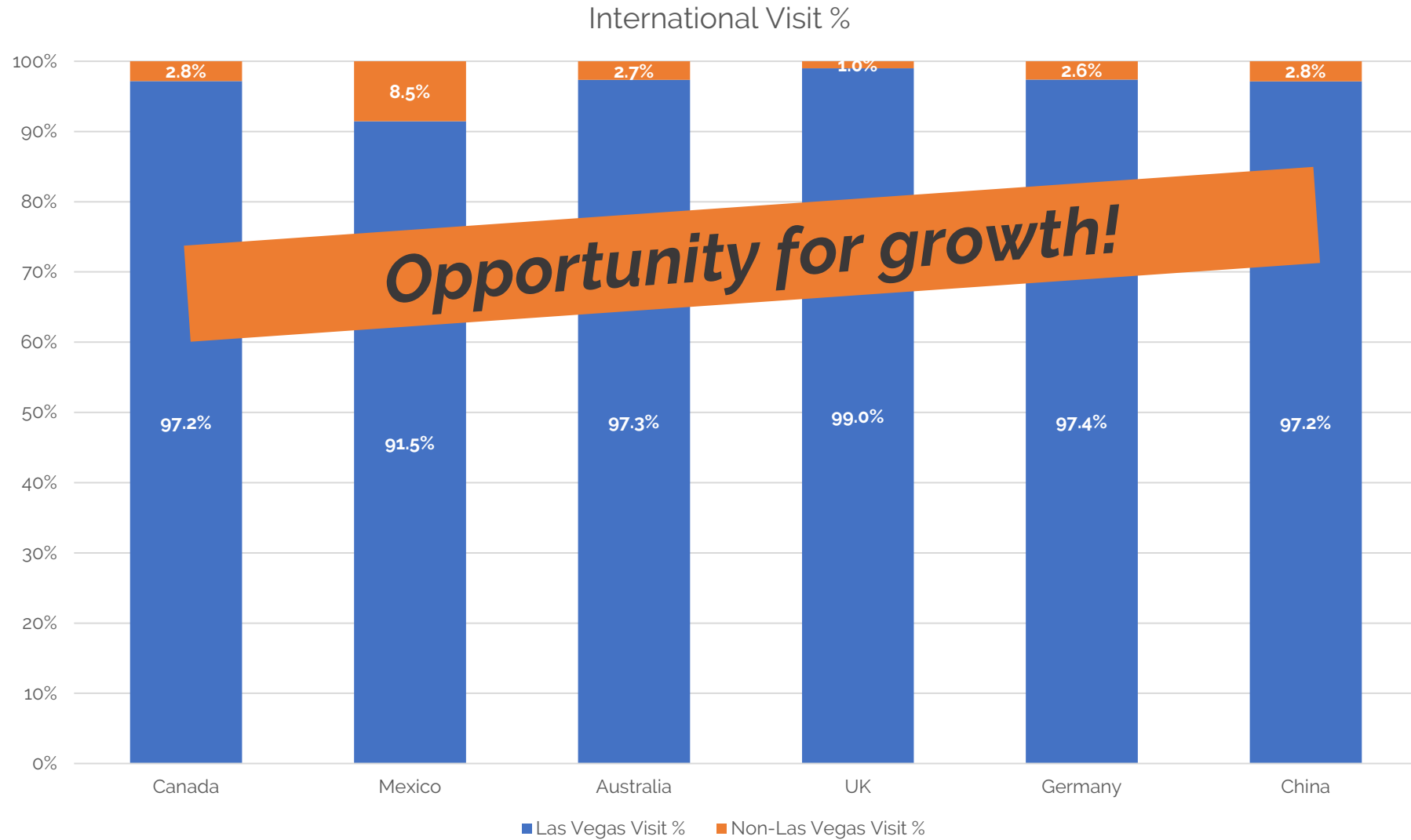
2019	Rank	2020
Canada	1	Mexico
Mexico	2	Canada
UK	3	UK
Australia	4	Australia
Japan	5	Japan
Germany	6	S. Korea
China	7	Germany
S. Korea	8	China
Brazil	9	Brazil
France	10	France

## Spend

2019	Rank	2020
Canada	1	Canada
UK	2	China
Australia	3	UK
China	4	Australia
Japan	5	Mexico
S. Korea	6	S. Korea
Germany	7	Japan
Mexico	8	India
India	9	Brazil
Brazil	10	Germany

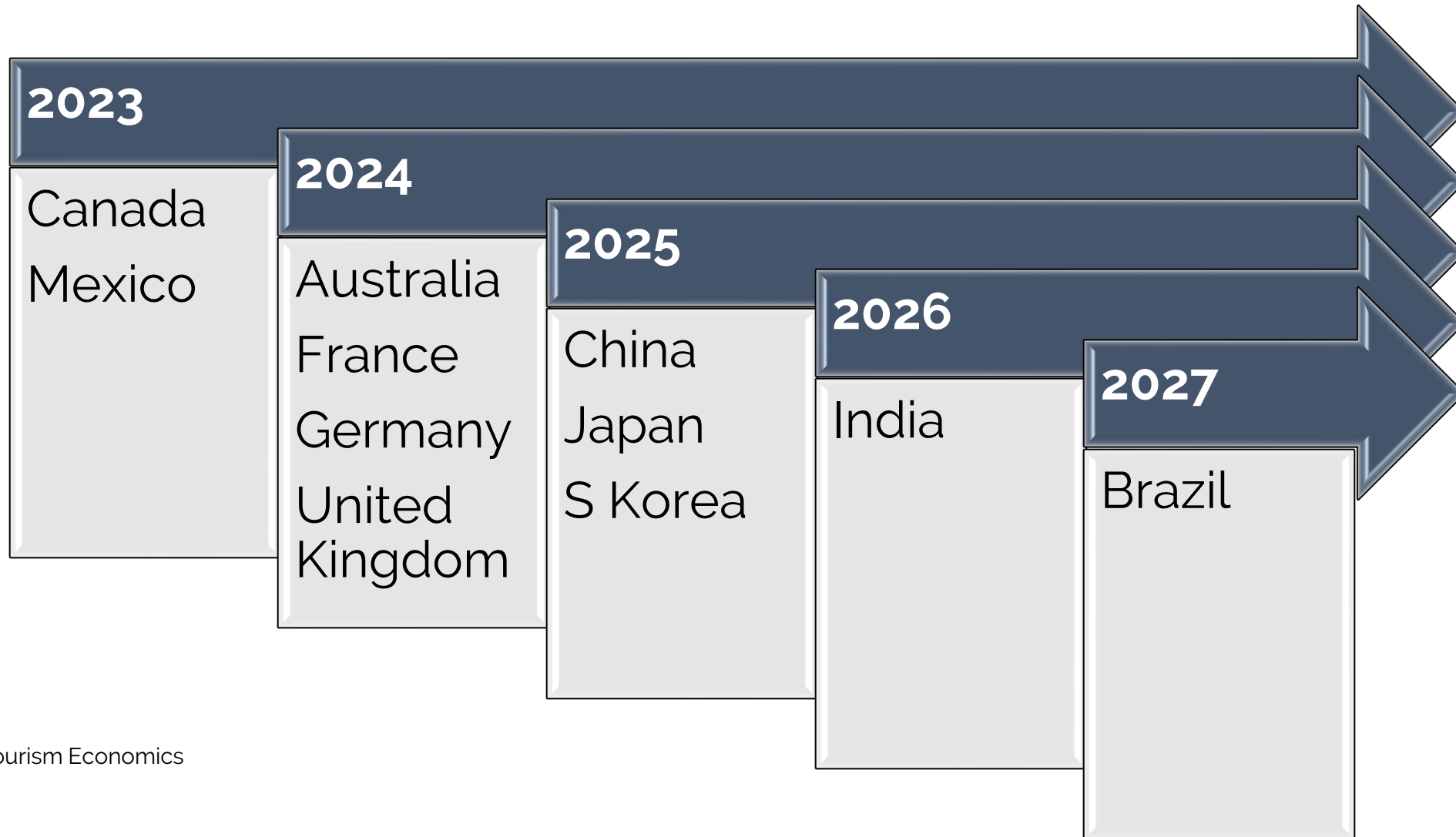
- **According to Tourism Economics, 2019 was a relatively good year for Travel Nevada**
  - International visitation represented 10 percent of total visitation
  - International spend represented 16 percent of total spend
- **Nevada saw a drop in international visitation and spend by 80% and 81% respectively in 2020**
- **Las Vegas is the driver for travel to the state**
  - An opportunity to extend length of stay, go beyond Las Vegas when travel returns

# International visits beyond Las Vegas 2019



Source: Tourism Economics

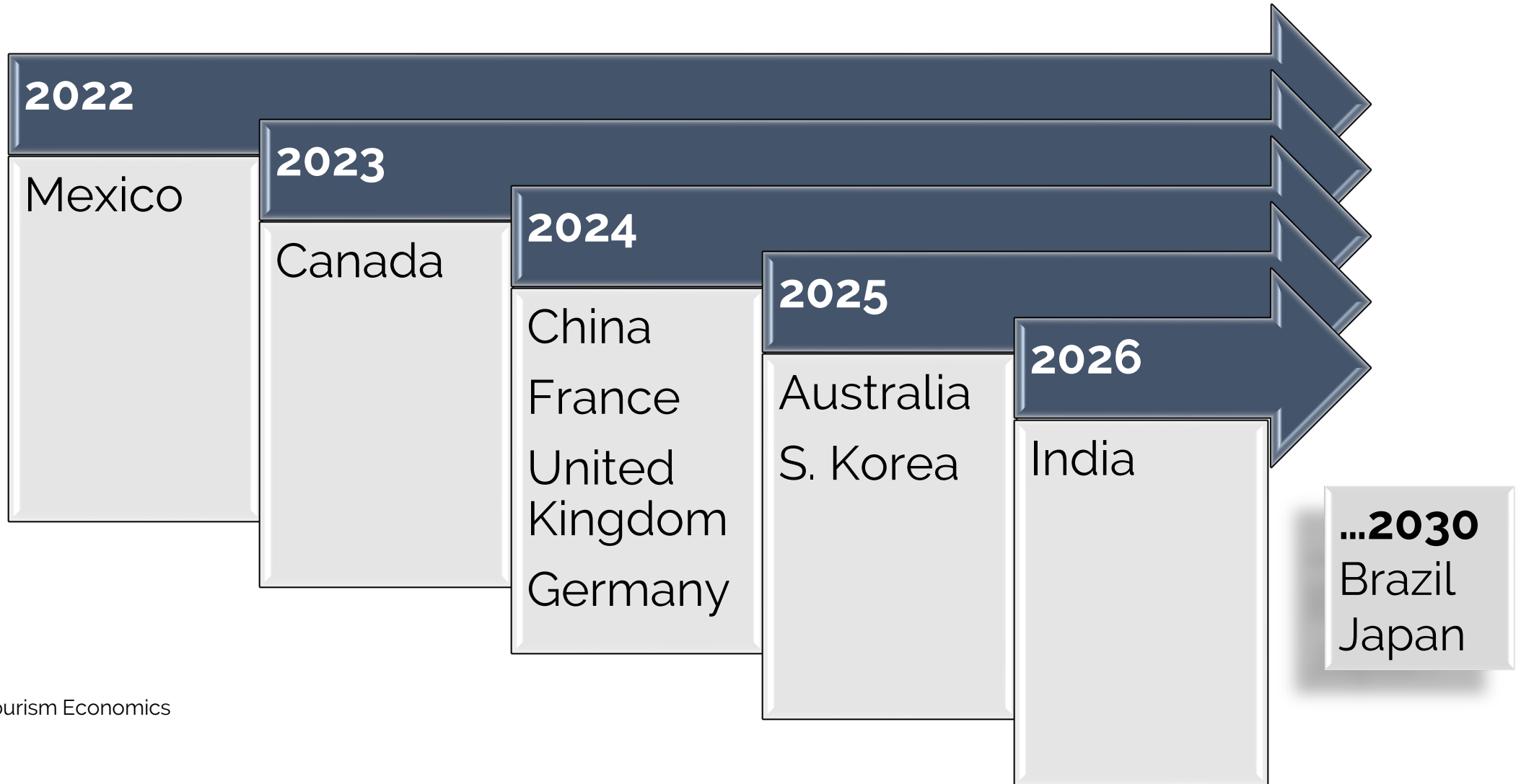
# NV recovery: projected VISITS, compared to 2019



Source: Tourism Economics



# NV recovery: projected SPEND, compared to 2019



Source: Tourism Economics

- **Phased approach as we build back budgets, borders reopen, travelers adjust to travel protocols in a COVID-tolerant world**
  - Global recovery in a state of flux as travel becomes more normalized and familiar again
- **Reevaluate markets and changes in travel attitudes & booking preferences**
  - Develop short-and long-term strategies to welcome visitors back
  - Seek out new target audiences
- **Look for partners to help extend reach and exposure in what's expected to be a very competitive marketplace**
  - Increase B2B2C activities where possible
  - Maximize partnerships with neighboring states

## Tier 1

- Early projected recovery
- Convenient and direct airlift from RNO & LAS
- High familiarity of NV
- High propensity for repeat travel
- Desire to visit rural destinations

Mexico & Canada

## Tier 2

- Multi-state trips
- Convenient connections from gateway airports
- Some familiarity of NV
- High spend per visitor
- Propensity to extend travel beyond Las Vegas

Europe & Australia

## Tier 3

- Risk-adverse travelers
- Low visitor numbers but high spend per visitor
- Low familiarity with the state
- Potential for growth if positioned correctly

Asia & India

# Recommended Office Reopening

*\*Timing subject to change pending COVID and funding recovery*

## Phase 1



**FY 2022**

Oct 2021 – Jun 2022

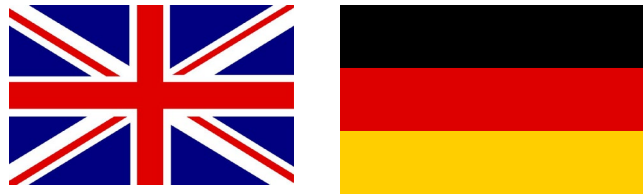


## Phase 2



**FY 2023\***

Jul 2022 – Jul 2023



## Phase 3



**FY 2024\***

Jul 2023 – Jun 2024



- **Opportunity to grow visitation**
  - Visitation and spend numbers too low to devote to in-market office
- **Leverage partnership with Brand USA to drive inspirational message**
- **Engage with U.S.-based Receptive operators serving these countries on product development and promotion**
- **Look for cost-effective opportunities to reach targets**
  - Social media (i.e. Facebook)
  - Focus on VFR (visiting friends & relatives) through existing marketing efforts

## Goals

- Re-establish relationships
- Encourage travel beyond the gateways
- Help NV partners expand their reach and increase bookings

## Objectives

- Increase NV inventory across distribution channels
- Expand Road Trips with more bookable assets/packaging
- Increase familiarization of NV



# FY 2022 Travel Nevada Tradeshows & Events



*Pending incremental funds*

*ABA Marketplace  
Jan 8-11, 2022  
Grapevine, TX*

*Connect/RTO East  
Jan 31-Feb 1, 2022  
New York City*

*LA Receptive Event  
Jan 25-27, 2022  
Los Angeles*

*IITA Summit  
Feb 6-9, 2022  
San Diego*

*Go West Summit  
Feb 13-17, 2022  
Reno*

*Connect/RTO West  
Mar 21-23, 2022  
Los Angeles*

*Travel Nevada Canada  
Mission  
Spring 2022  
Western Canada*

*Travel Nevada Mexico  
Mission  
Spring 2022  
Mexico City,  
Guadalajara, Monterrey*

*East Coast Receptive  
Event  
Spring 2022  
New York City*

*Rural Round Up  
April 27-29, 2022  
Virginia City*

*IPW  
Jun 4-8, 2022  
Orlando, FL*

# Industry Development



# Online Training Platforms

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## Travel Trade

- **Audience**

- Tour operators, wholesalers, travel agents, airlines and receptives

- **Goals**

- Extend domestic & international sales efforts
- One-stop digital resource, 24/7
- English & Spanish

- **Metrics**

- Registrations & certifications
- Engagement (quality over quantity)

## Travel Trade



- **Audience**

- Tour operators, wholesalers, travel agents, airlines and receptives

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- **Metrics**

- Registrations & certifications
- Engagement (quality over quantity)

## Ambassadors



- **Audience**

- NV industry: hospitality front line staff, volunteers, DMOs, Chambers and more

- **Goals**

- Education and updates, focused on welcoming visitors
- Knowledge based resource, access to latest information

- **Metrics**

- Certifications
- Event & activity participation
- Engagement, incentive redemptions

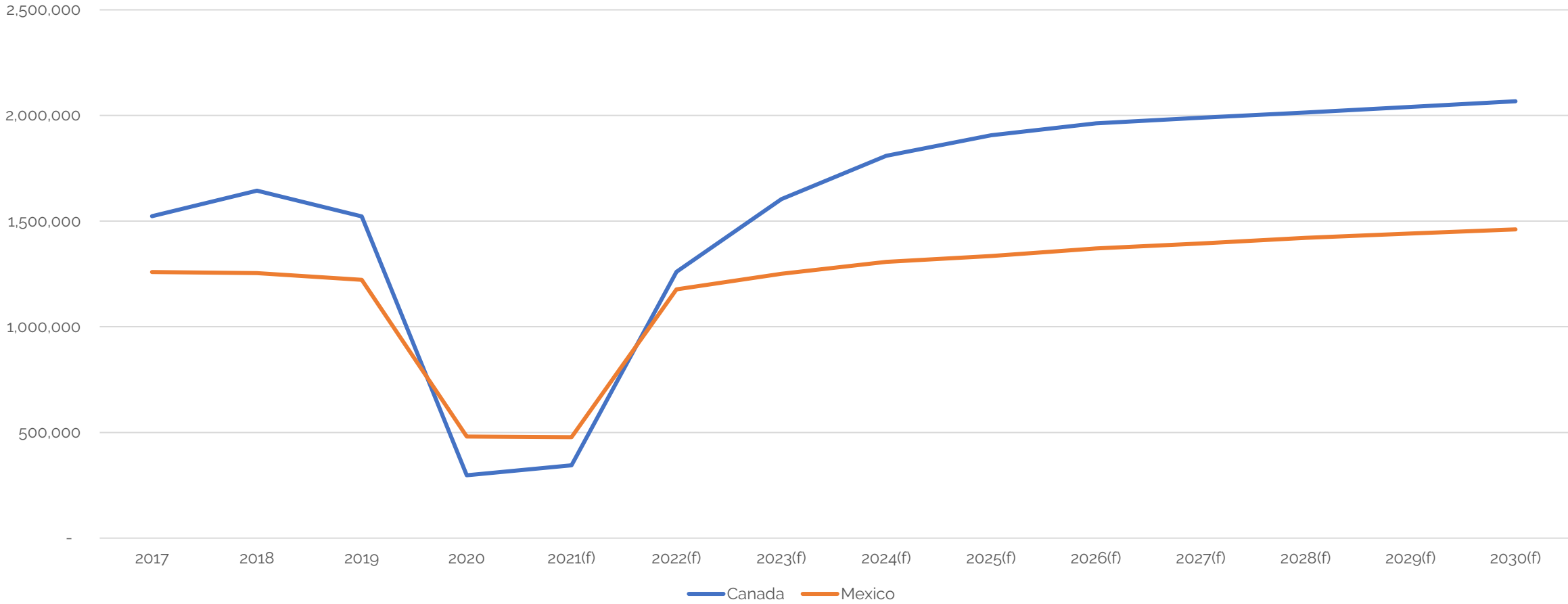
Design and content curation – Nov-Jan  
Test & launch – Feb  
Dashboard reporting – Mar

# Appendix

# Canada & Mexico VISITS



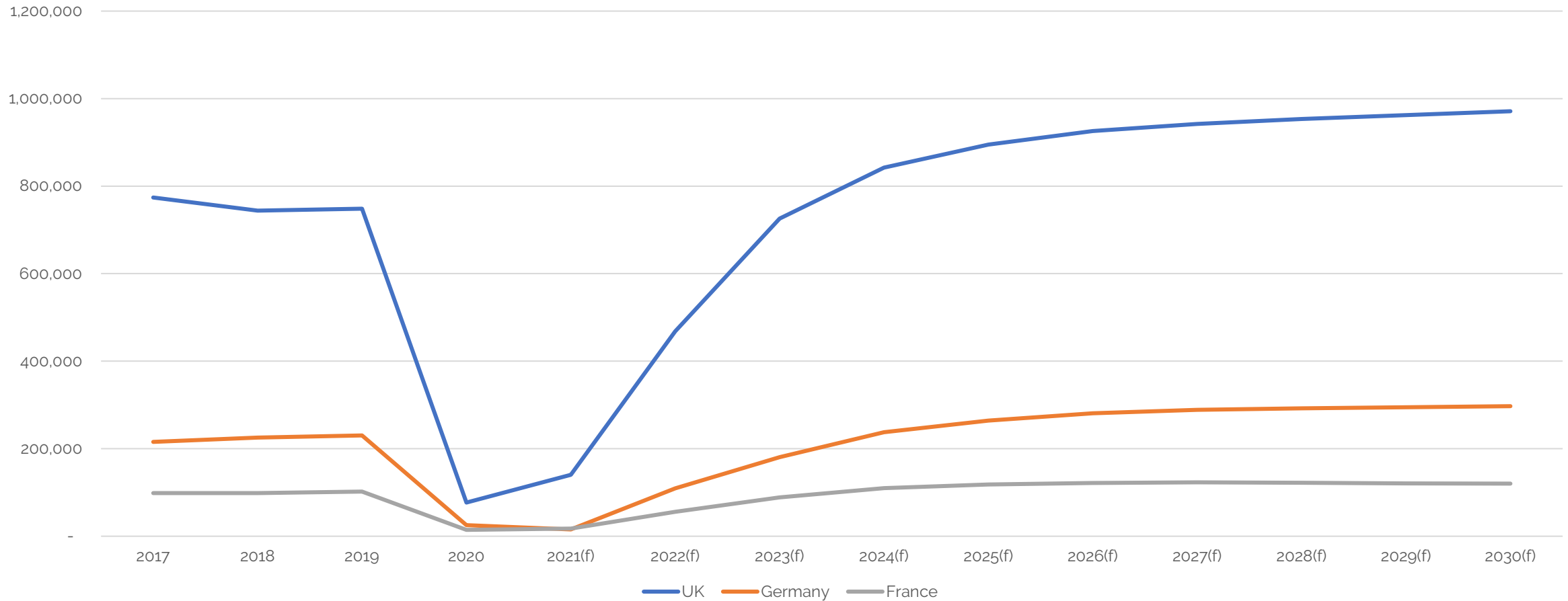
Visits to Nevada



Source: Tourism Economics

# Europe VISITS

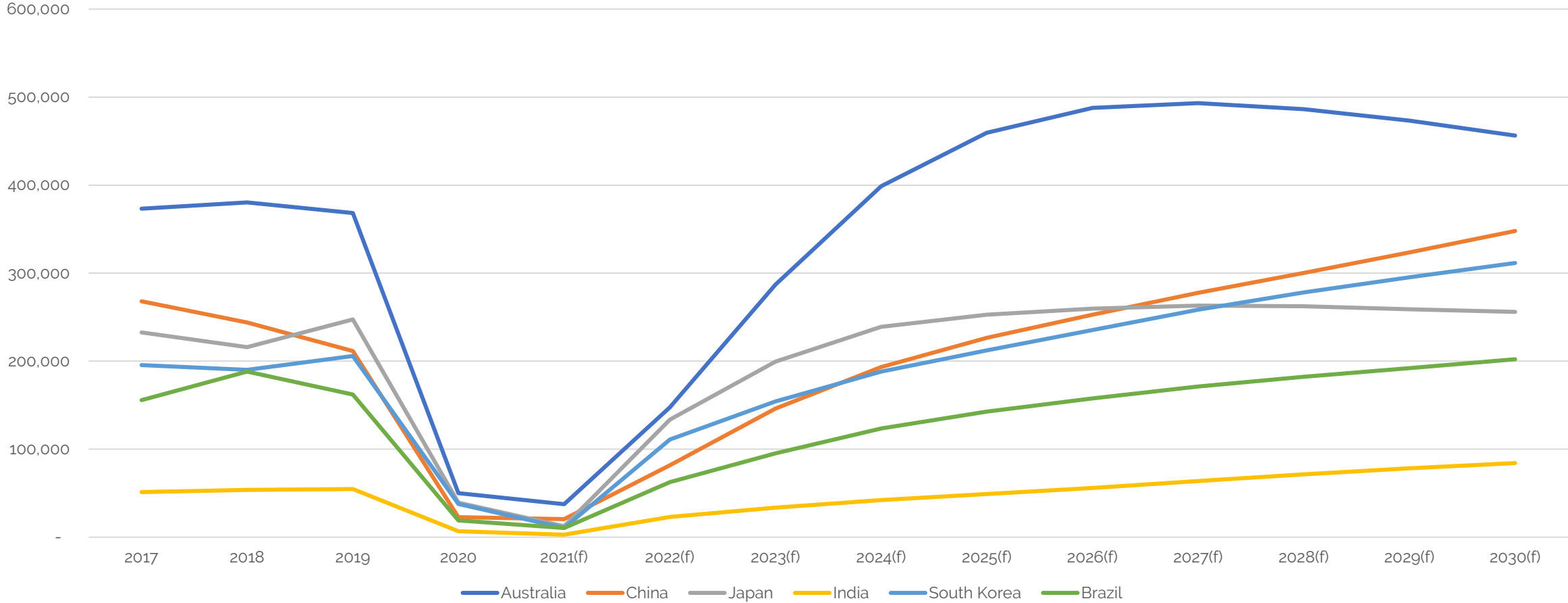
Visits to Nevada



# Australia, Asia, Brazil VISITS



Visits to Nevada

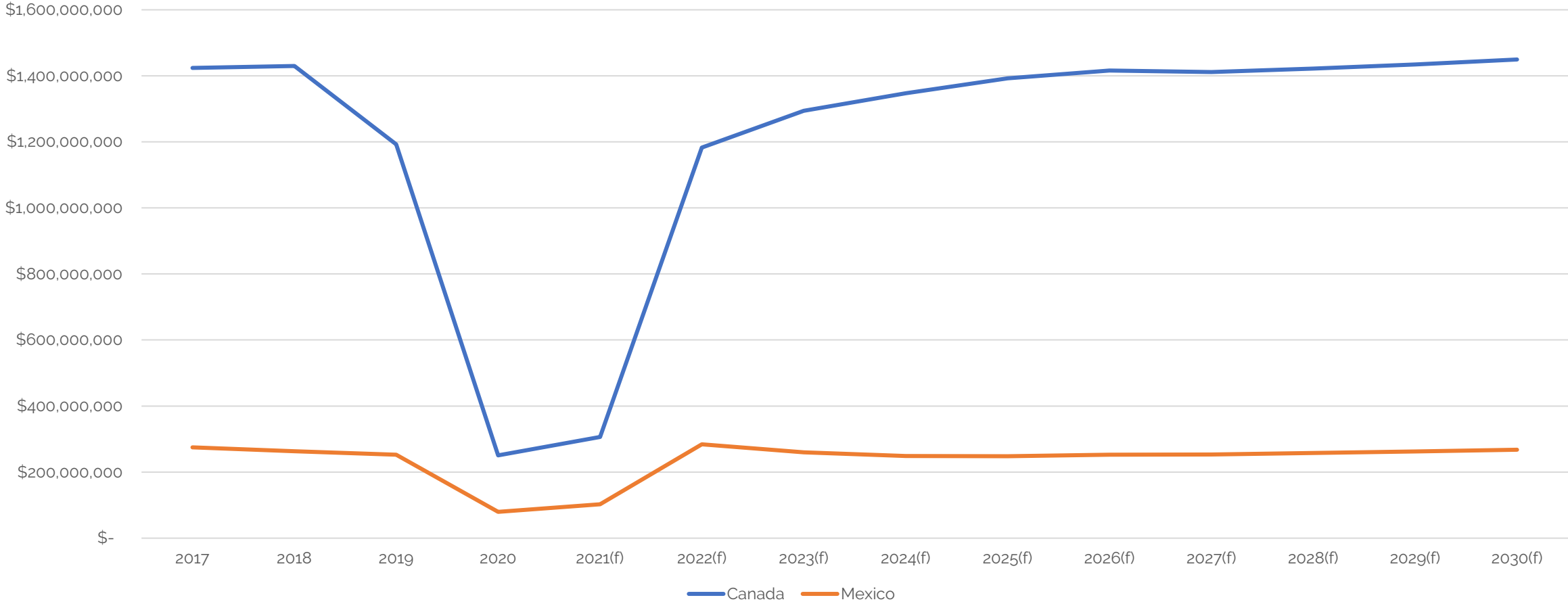


Source: Tourism Economics

# Canada & Mexico SPEND



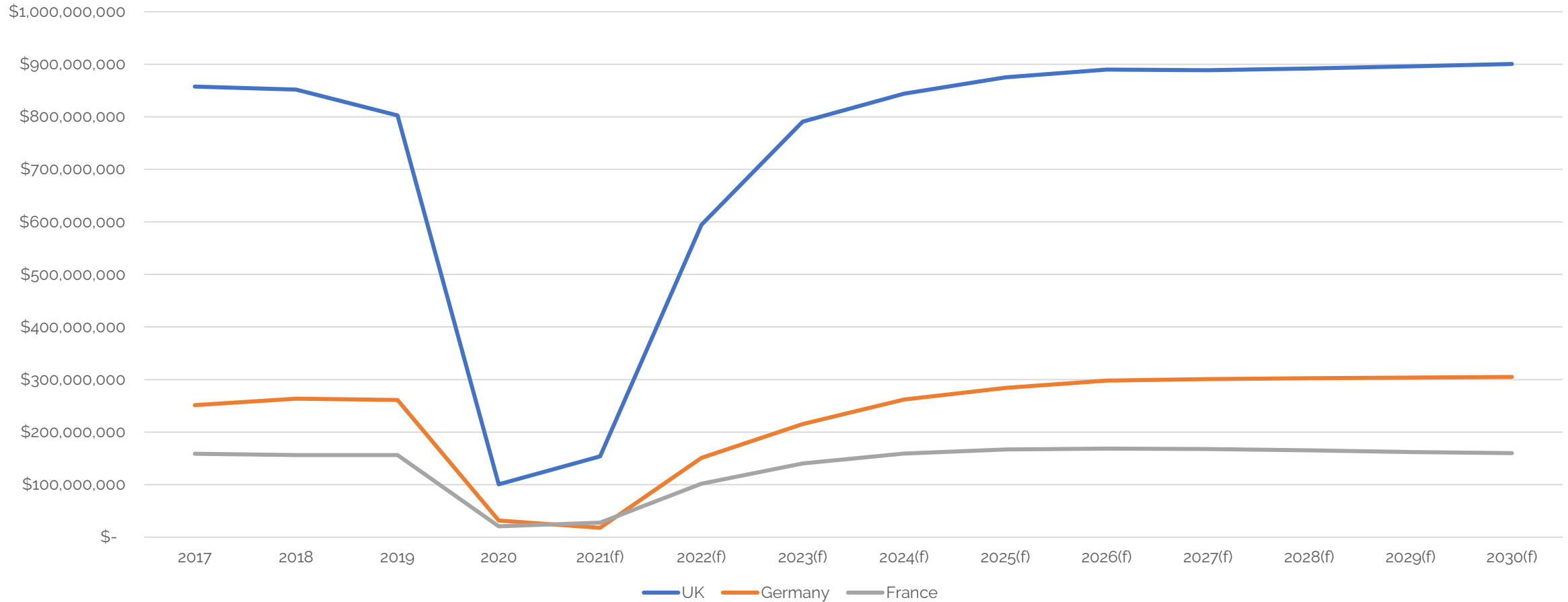
Spend in Nevada



Source: Tourism Economics

# Europe SPEND

Spend in Nevada

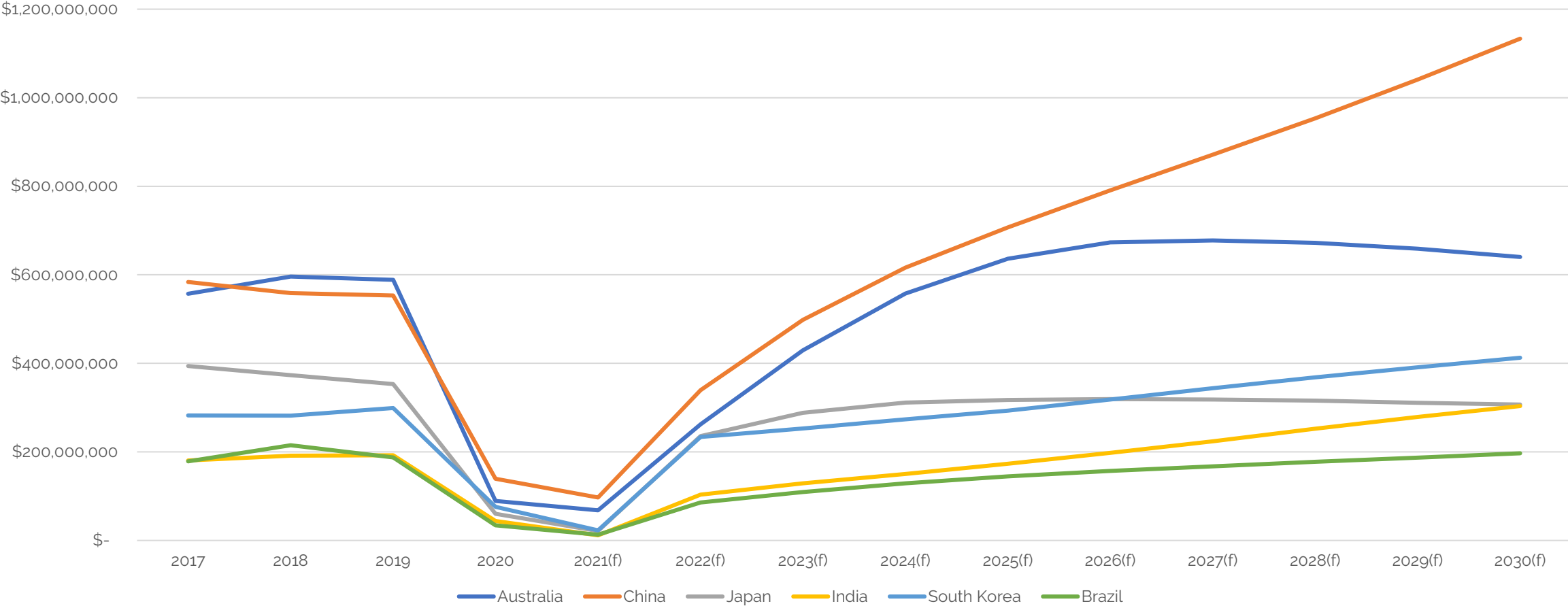




# Australia, Asia, Brazil SPEND

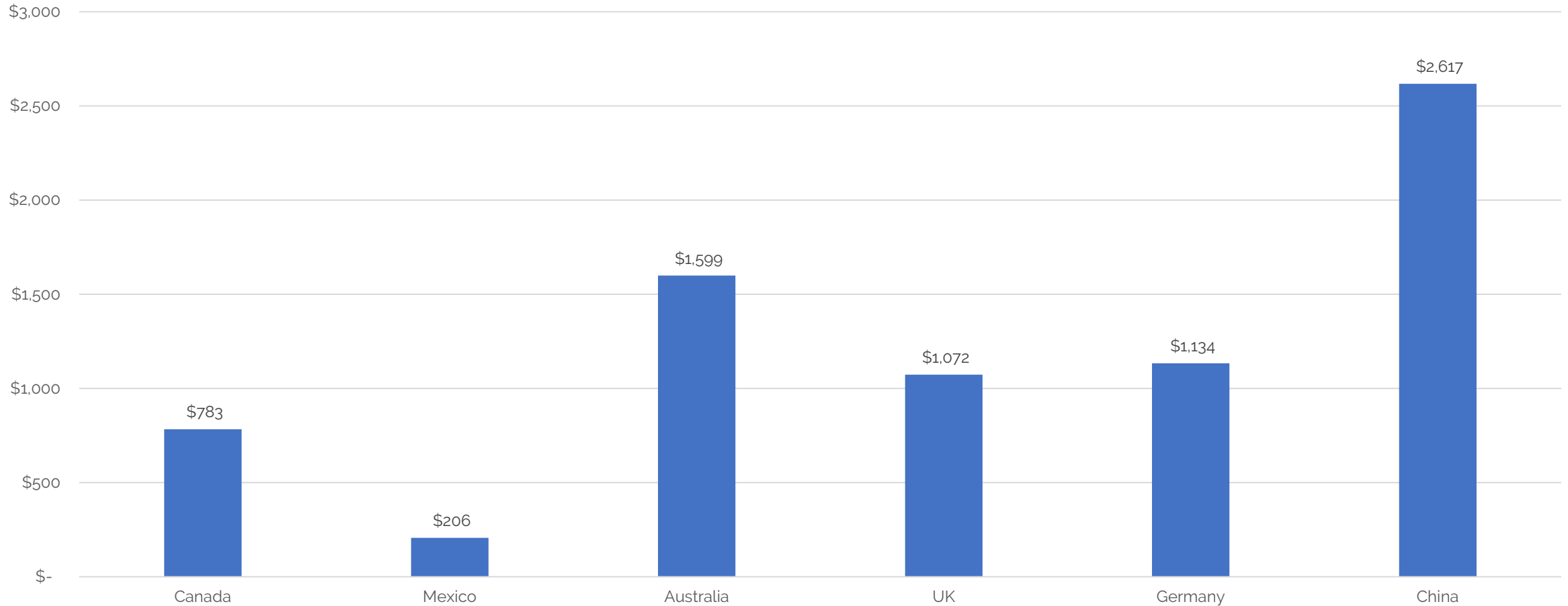


Spend in Nevada



# Spend per Visitor – top markets

Nevada spend per visitor (2019)



## Market Attributes

- Early projected recovery in visitation and spend to Nevada
- Convenient and direct airlift from RNO & LAS and gateway airports
- High familiarity with Nevada brand and its product attributes
- High propensity for repeat travel
- Desire to visit rural destinations

## Objectives

- Remind travelers why they love Nevada
- Inspire repeat travel by introducing new and updated products
- Introduce Nevada to new target segments
- Partner with car/RV rentals to promote fly/drive itineraries



# Tier 2: Australia, Germany, UK [France]

## Market Attributes

- Convenient connections from gateway airports
- General familiarity with NV brand and iconic locations
- High spend per visitor
- Propensity to extend travel beyond Las Vegas

## Objectives

- Reinforce easy access to Nevada
- Educate travel trade to help inspire and recommend products
- Partner with car/RV rentals to promote fly/drive itineraries
- Partner with nearby states to increase length of stay and spend
- Introduce Nevada to new target segments

Travel Trade  
Training

PR pitches

Sales & Media  
Mission

B2B2C coops

Social Media

Trade & Media  
FAMs

# Tier 3: China [Japan, Korea]

## Market Attributes

- High risk-adverse travelers; slower recovery projected
- Low visitor numbers but high spend per visitor
- Low familiarity with the state and its product offerings
- Potential for growth and extend travel beyond Las Vegas, if positioned correctly
- Tour Operators tend to work with receptives who speak their language

## Objectives

- Promote easy access to rural Nevada for group travel
- Introduce multi-day trips to extend beyond Las Vegas
- Engage with U.S.-based Receptive operators to develop product, based on market nuances

Travel Trade Training

PR pitches

Receptive Events &  
FAMs

Product Development