



TRAVEL NEVADA  
Q3 Report



# SALES AND INDUSTRY PARTNERS HIGHLIGHTS

- **Rural Marketing Grants**
  - Travel Nevada awarded \$500,000 in matching grant funding to our rural Nevada tourism industry partners through the Rural Grant Program.
  - A total of 75 rural projects received grant funding to support much-needed tourism industry marketing efforts.
- **Territory Meetings**
  - The Industry Partners team continues to encourage communication and facilitate meetings of the 6 volunteer territory organizations via Zoom.
  - For this quarter, the Reno Tahoe Territory held a meeting every month while Pony Express Territory, Nevada Silver Trails and Las Vegas Territory met in February, Indian territory and Cowboy Country held meetings in March.
  - Our industry partners and volunteers appreciate the opportunity to stay informed and get involved as we continue to move towards a strong recovery and a safe re-opening in our rural communities.
- **Destination Development**
  - Travel Nevada recently completed a Destination Development survey and pilot program in the Town of Caliente in Lincoln County.
  - With the guidance of a leading consultant established a destination development task force in Lincoln County to develop a sustainable outdoor recreation program and enact a plan for long-term tourism asset development and promotion strategy.
  - The committee recently completed their work and provided Lincoln County with recommendations and the final report.
  - The committee is pleased with the results of the program and are motivated to put the plan into action.
  - Travel Nevada is developing new initiatives and a destination development framework structured around this pilot effort in order to expand the program to additional communities.

## SALES AND INDUSTRY PARTNERS HIGHLIGHTS (cont.)

- **Recovery Committee Online Forum**

- Travel Nevada hosted an on-line tourism forum in conjunction with the Nevada Commission on Tourism Recovery Committee via Zoom.
- Nevada tourism partners and their industry networks were given an opportunity to receive updates from state tourism industry leaders and health officials regarding the safe re-opening of our venues, attractions and special events.
- Attendance was capped at 100, but access to the material is [available online](#)

- **Sponsorship of Go West Summit**

- Travel Nevada was a sponsor at the Go West Summit
- In total, Travel Nevada had 27 appointments over the span of a 3-day virtual event.

- **Brand USA Marketplace**

- Travel Nevada's partnership with Brand USA provided the opportunity to maintain relations with the international market.
- Over the past two months, the team has participated in three Brand USA marketplaces, including Mexico which produced 22 virtual appointments and Canada which had twelve.
- The latest marketplace focused on the British and German markets, a total of 24 appointments were taken in three days.
- Overall, the marketplaces have allowed Nevada to remain present with international buyers, educate buyers on travel restrictions and learn about the future of travel trends.

- **Mountain Travel Symposium**

- North Lake Tahoe was scheduled to host the Mountain Travel Symposium this year.
- Due to the uncertainty of COVID, the show was moved to a virtual format, and Travel Nevada participated along with Lake Tahoe Visitors Authority, North Lake Tahoe and Reno Tahoe.
- In total the show generated 16 appointments in three days with domestic and international ski buyers.

KPI	July '20 - March '21   Should be at 75%		July '20 – June '21   KPI Goals and Targets
Primary KPIs Partner Referrals	63,001	98%	64,226 Referrals Accommodations, Things to Do, Outbound Partner Links, and Places
Supporting KPIs			
Newsletter Signups	4,326	88%	4,890 Signups
Visitor Guide Form & e-Guide Downloads/Views	62,318	54%	116k Form Submits + e-Guide Downloads/Views
Social Shares	2,257	Achieved 75%	1,392 Social Shares - Original Goal 3,000 Social Shares - Stretch Goal
Supporting Metrics			
Organic Sessions	776,169	97%	800k Sessions
Rural Pageviews	879,440	76%	1,161,300 Pageviews
Paid Search Conversions	15,677	Achieved 78%	9,000 - Original Goal 20,000 - Stretch Goal (Stretch Goal @ \$160k spend)
Paid Search Partner Referrals	4,804	Achieved	4,500 Partner Referrals
Baselining			
Nevada Traffic	739,801	Achieved	Est 600k pageviews from within Nevada borders

# SOCIAL MEDIA HIGHLIGHTS

		Month over Month %		Month over Month %		Month over Month %
Social Media Performance	Jan-21	change	Feb-21	change	March-21	change
Total Impressions	588,475	-92.67%	1,271,876	116.13%	887,591	-30.21%
Organic	135,722	-15.27%	177,600	30.85%	155,256	-12.58%
Paid	51,321	-99.19%	566,021	1002.9%	220,906	-61%
Engagements	33,757	-80.69%	55,942	65.72%	38,306	-31.52%
Link Clicks	1,148	-97.92%	7,471	550.78%	4,209	-43.66%
Followers	281,928	+682	282,671	+743	283,730	+1,059
Sessions to Website	3,301	-93.92%	10,650	222.63%	6,485	-39.11%

Travel Nevada's sizable paid social spend ended in December 2020, so January 2021 numbers have drastic percentage decreases by comparison.

January also saw two brief social media pauses due to the January 6 Capitol insurrection and the January 20 inauguration.

Though no larger campaigns were running, in February, Travel Nevada ran two social media efforts: one to capitalize on the NHL Outdoors games in Lake Tahoe and one to gauge interest in markets in response to organic traffic.

When spending was reduced in March, month-over-month declines were seen. However, based on monthly goals, social efforts were tracking positively towards the end of the quarter.

# SOCIAL MEDIA HIGHLIGHTS



**Travel Nevada**  
Sponsored · 🌐

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Revel in Western poetry, music, and storytelling from the comfort of your own saddle (or couch). 🐎🎸🎵📖



TRAVELNEVADA.COM

**National Cowboy Poetry Gathering 2021: Rodear...**

LEARN MORE

 Shan Sch... 28 Comments 98 Shares



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Nevada

...



**travelnevada** ✓

Take your Silver State daydreams one step further on National #PlanForVacation Day. The 15+ itineraries linked in our bio will get you out the door and into an only-in-#Nevada adventure whether you've got a day, weekend, or more. 🚗📖📱

...

📍: @BlackRockDesert  
📷: @tahoe\_wild #TravelNevada #LetsMakePlans

1w

**houstonjalex** Sure do miss home ❤️

1w 4 likes Reply

— View replies (3)



 Liked by suzemowers and 1,262 others

7 DAYS AGO

## Lassoing Awareness for the National Cowboy Poetry Gathering

To help boost virtual attendance and overall awareness of this year's National Cowboy Poetry Gathering, Travel Nevada ran a week-long Facebook/Instagram ad promoting the Elko-based event. Together, the ad duo reached a total of 14,328 people and racked up 51,321 total impressions, along with 1,693 engagements and 599 link clicks.

## National #PlanForVacation Day with U.S. Travel Association

In support of U.S. Travel Association's National #PlanForVacation Day (January 26), Travel Nevada published three social media posts – one apiece on Facebook, Twitter, and Instagram – that encouraged audiences to view 15+ itineraries focused on rural Nevada. Organically, the three posts reached 27,164 people and saw 1,639 engagements and 152 link clicks. Surprisingly, Instagram (the platform least geared toward driving website traffic) performed best of all, driving more than twice the amount of link clicks (100 vs. 40) than Facebook.



# SOCIAL MEDIA HIGHLIGHTS



**Travel Nevada**  
Sponsored · 🌐

Put your party hats on – Belvada Hotel is officially (re)open in Tonopah Nevada! 🥳🍷🎉

Built in 1906, this historic landmark has been beautifully restored, pairing modern luxury with authentic charm. See it for yourself – and walk in the footsteps of the miners, bankers, and barbers who once called it home: <http://bit.ly/NVBelvada>

📍: Belvada Hotel





**Travel Nevada**  
Sponsored · 🌐

Grab some popcorn and have a dam good time! 🍿🎬🎥

This year's Dam Short Film Festival is going virtual, making 160+ original, unusual, and entertaining films available on demand (and more): <http://bit.ly/damshortfilmfest>



## Promoting Our Rural Partners

Travel Nevada ran two Facebook ads – one for the reopening of Tonopah's Belvada Hotel and the other for Boulder City's Dam Short Film Festival – to bring more attention to the latest and greatest from these rural communities. With minimal spends, both ads performed well, with the Belvada extra resonating with audiences:

### ***Belvada Hotel Ad***


32,633 impressions  
21,514 people reached  
3,100 engagements  
349 link clicks

### ***Dam Short Film Festival Ad***

15,181 impressions  
8,941 people reached  
1,016 engagements  
73 link clicks


# SOCIAL MEDIA HIGHLIGHTS





travelnevada


The Extraterrestrial Highway




travelnevada

If you don't have searching for signs of extraterrestrial life on your travel bucket list, @estherjulee and @jacobthefu are here to convince you otherwise. Beam yourself to the link in our bio for all the reasons the #ETHighway should to the top of your adventure plans.

\*\*\*

: @estherjulee #TravelNevada #ThatNevadaLife

3w



estherjulee




3w

3 likes

Reply


—

View replies (1)



Liked by jacobthefu and 3,681 others

FEBRUARY 6

 Add a comment...

Post

## Discover Your Nevada with Jacob and Esther Fu

As part of the in-state-focused Discover Your Nevada campaign, Travel Nevada worked with two influencers, Jacob and Esther Fu, to promote the ET Highway road trip. The blog and social posts by the Fus were sponsored, but Travel Nevada's resharing of their content on Facebook, Twitter, and Instagram – and the unbelievable audience response – was **fully organic**. In total, the three Travel Nevada posts reached **71,016 people, resulting in 5,343 total engagements and 124 link clicks**.



# SOCIAL MEDIA HIGHLIGHTS



## Testing Markets

Based on monthly reporting from Noble Studios, which showed increased website traffic coming from the Boston DMA (Designated Market Area) with regards to Area 51, Travel Nevada ran two Facebook ads to this same DMA promoting the ET Highway and a story centered on Paranormal Nevada. Bostonians (and their neighbors) responded to the content, totaling **60,586 impressions, 38,784 people reached, 813 engagements, and 598 link clicks**. Now, Travel Nevada will continue to look for opportunities to serve content-targeted ads to the DMAs showing the most interest in a particular topic(s).



## NHL Retargeting

Capitalizing on the national viewership of the National Hockey League's Outdoors games, Travel Nevada retargeted hockey fans in the markets of the four teams who played in Lake Tahoe – Las Vegas, Boston, Philadelphia, and the state of Colorado – with Facebook and Twitter ads promoting the Lake Tahoe Loop road trip. The beauty of the Jewel of the Sierra continued to wow digital audiences:

### Facebook Ads

457,615 impressions  
251,516 people reached  
9,785 engagements  
5,129 link clicks

### Twitter Ads

249,880 impressions  
160,073 people reached  
6,157 engagements  
3,765 link clicks

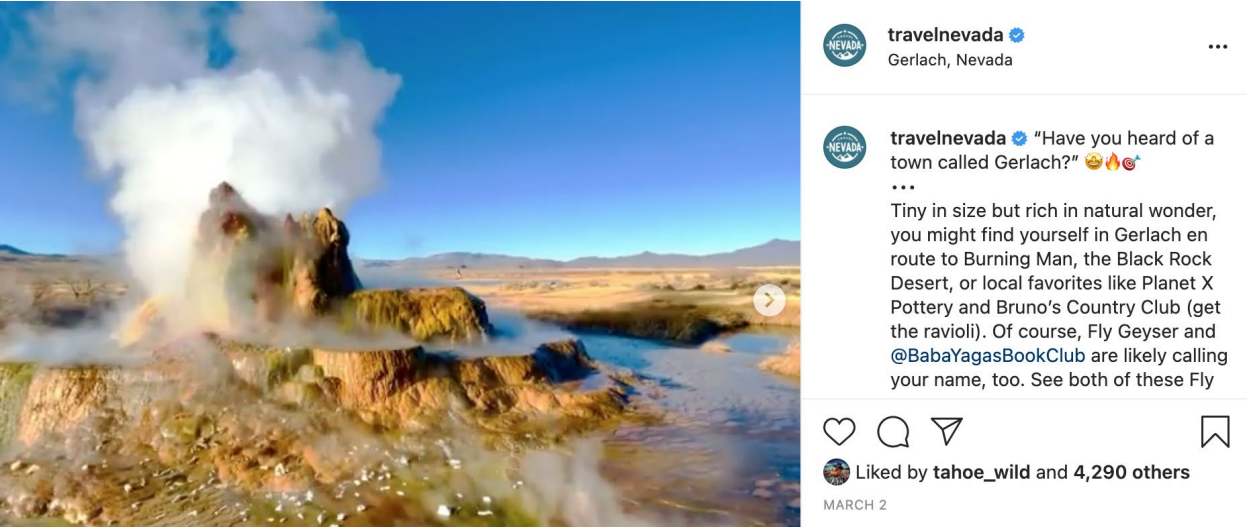
# SOCIAL MEDIA HIGHLIGHTS



## Outdoor Partnerships

Seeking input from Nevadans on the next five years of outdoor recreation development and priorities, the Nevada Divisions of State Parks and Outdoor Recreation released a survey that ran through the end of March. When they asked for help reaching more residents (southern Nevadans in particular), Travel Nevada put together Facebook and Twitter ads that ran in both northern and southern Nevada, with a larger spend in the latter.

Overall, the ads reached a total of 62,353 people and were seen 149,884 times, delivering 1,297 total link clicks. As of March 25, the survey had received 5,004 responses, meaning Travel Nevada helped bring in 25% of them!



## Center of Our Organic Universe

Gerlach was the star of Travel Nevada's social media show this month, thanks to the eye-catching visuals of user-generated content. Entirely organically, the three posts (one apiece on Facebook, Twitter, and Instagram) reached 57,662 people and saw a total of 6,348 engagements. The posts also pushed Travel Nevada's audience to the website and social profiles of numerous Gerlach entities, including Friends of Black Rock High Rock, Bruno's Country Club, and the town itself.

E-MAIL HIGHLIGHTS



At a Glance

ALL AUDIENCES / ALL EMAIL

Comparison To Previous Quarter

Sent: 51 emails

Total sent: 360,569

Opens: 98,455

Open Rate: 27.34% +7.55%

Clicks: 15,345

Click Rate: 4.26% +28.85%

Click-Thru Rate: 15.59% +19.81%

Unsub Rate: 0.29% +0.04%

HOW WE STACK UP THIS QUARTER -- [per Campaign Monitor industry averages]

Open Rate: 47.90% above average [Benchmark: 17.70% -- TN: 26.18%]

Click Rate: 72.50% above average [Benchmark: 2.00% -- TN: 3.45%]

Click-Thru: 14.70% above average [Benchmark: 11.50% -- TN: 13.19%]

New Contacts

Two quarters ago we had a massive blitz in new contact acquisitions, with help from a paid social media lead generation campaign, so the quarter-over-quarter decline here is anticipated and still above goal.

New Contacts: 3,023 (-59.91%)

New Out-of-State Contacts: 2,539

New NV Contacts: 484 (Past Quarter's Goal: 150)

Noteworthy

- Our new templates gave us better opportunity to highlight content in a fresh way
- Emails were being served to our new opt-ins, which is a highly engaged audience.



## PRESS COVERAGE

Earned coverage continued for the Discover Your Nevada campaign, as well as for our DTCA sister agency efforts. Other travel stories were picked up from past pitches.

### “Discover Your Nevada” campaign attracts locals



[Outside Magazine: Your 2021 National Park Calendar article](#)

[KOLO: Coin Press Honors Healthcare Personnel](#)

[KOLO: Silver State Sights: Candelaria](#)

Face the State with LG: [Part One](#), [Part Two](#)

KOH: [Nevada Outlook](#)

[Fox 5](#), KLAS , KOLO DYN Flag Contest

[KOLO: Silver State Sights, Cathedral Gorge](#)

[Fox 5 Vegas: Dark Skies Bill](#)

[KTVN, Channel 13: Nevada State Museum LV to reopen](#)

[KRNV](#), [Fox 11](#): Rural Grants

[Elko Daily Free Press: Eureka Gold Rush Games awarded grant](#)

[Fox 5: NV State Museum Reopens](#)

[KLAS: NV State Museum Reopens](#)

[KTNV: NV State Museum Reopens](#)

[KOLO 8: DYN](#)

[KOLO: Silver State Sights, Ely](#)

[Carson Now: Rural Grants](#)

[NNBW: Rural Grants](#)

[Elko Daily Free Press: Poet Laureate](#)

# OTHER MARKETING HIGHLIGHTS

## Hot Off the Presses

The 2021 Travel Nevada Visitor's Guide was released in March. This guide was produced via a partnership with Meredith Publishing, and is promoted throughout their brand of publications. Distributed via partners, fulfillment centers, and upon request, the guide is one of our leading Key Performance Indicators.



This year's Visitor's Guide announcement e-blast saw significant increases in interest and engagement. The slight decrease in Click-Through Rate is most likely due to the overall Open Rate being significantly higher and increases the margin to encounter a few less enthusiastic readers.

Luckily, the Click Rate (percent of those who click through out of the number of emails delivered) was also tremendous. Likely contributors are list cleansing efforts as well as optimized sends to more engaged users.

### Overall Performance

Total Sent:	51,156	
Open Rate:	27.2%	+66.87%
Clicks:	3,285	
Click Rate:	6.43%	+53.10%
Click-Through Rate:	23.65%	-7.26%

To boost awareness and “get the guide” requests, Travel Nevada ran an ad on Facebook and Instagram promoting the arrival of the 2021 Visitors Guide. Together, the two ads reached a total of 62,800 people and were seen 82,832 times, resulting in 415 link clicks.





## OTHER MARKETING HIGHLIGHTS

- **Received several honors at the 2021 Reno AAF awards**

- Gold: Travel Nevada Website Design
- Gold: Travel Nevada Website Content\*
- Gold: Integrated Campaign, Discover Your Nevada\*
- Silver: Discovery Channel vignettes
- Bronze: Travel Nevada 2020 Visitor's Guide

*\*These entries also placed regionally and will be advancing to the national AAF awards*

- **Launched Tourism Means More campaign**

- Developed [personalized dashboards](#) for 63 legislators
- Coordinated dozens of meetings with Legislators
- Placed advertising and local signage to promote the importance of the tourism industry for the state
- Secured Tourism Day proclamation and hosted an online webinar to demonstrate the work of Nevada's tourism industry

- **Launched new [Road Trips](#) page on TravelNevada.com**

- New layout allows visitors to self-select best road trip on geography and interest
- Each Road Trip features more engaging content
- Engagement boosters like "Glovebox Essentials" will continue development

- **Launched new [Press Room](#) on TravelNevada.com**

- Site includes features such as "What's New" and "Story Ideas"
- Photo and video library now easily accessible for press inquiries

- **Continued work on relaunched [TravelNevada.com](#)**

- Developed **nearly 100** new business listings
- Optimized dozens of listings/existing content for search efforts
- New content developed surrounding Road Trips re-launch

- **Announced Flag Contest winner: [Discover NV Kids](#)**

- All participating classes were sent packets of information on the Silver State
- Travel Nevada coordinated a Zoom call with the winning class to meet the Governor