

Travel Nevada Co-Op Campaigns

FY 2027

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SOLUTIONS

Co-op campaigns

Collaborative advertising efforts among complementary, travel-focused brands



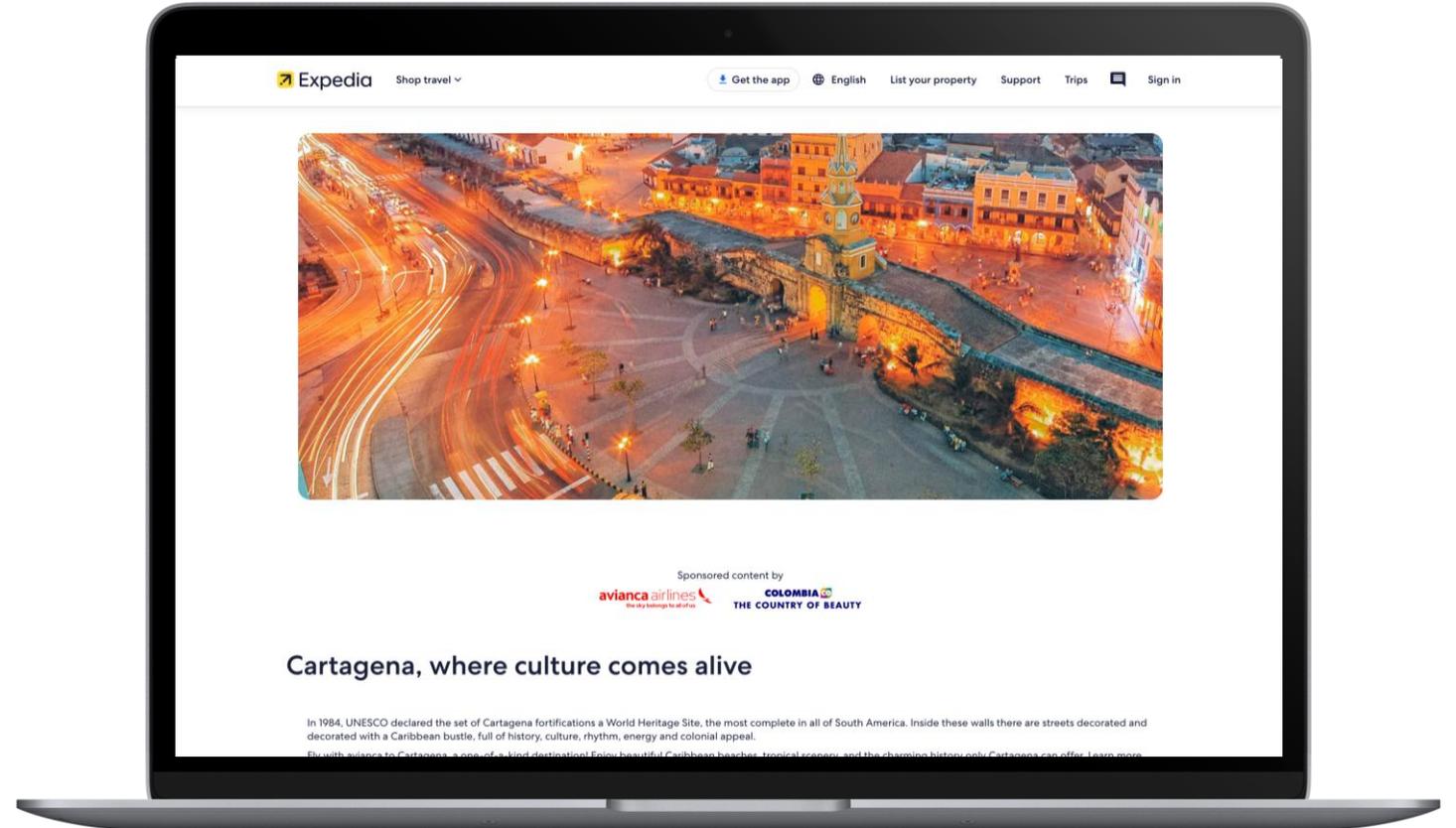
Build awareness with increased reach

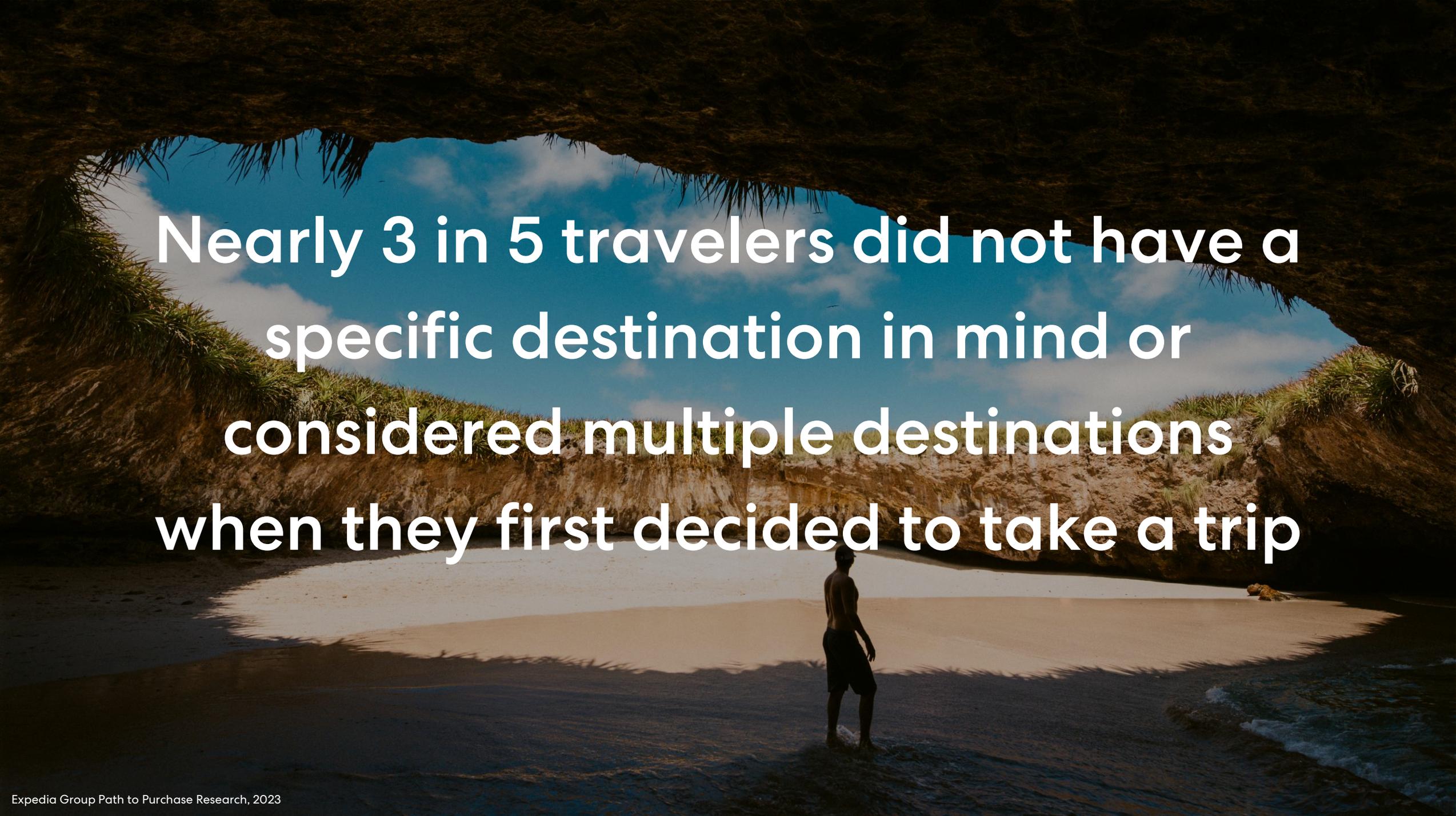


Showcase “full package” experiences



Collaborate your way



A person is standing on a sandy beach inside a cave, looking out at the ocean. The cave's opening frames a bright blue sky with scattered white clouds. The beach is white sand, and the water is a deep blue. The person is silhouetted against the bright light outside. The text is overlaid in the center of the image.

Nearly 3 in 5 travelers did not have a specific destination in mind or considered multiple destinations when they first decided to take a trip

CO-OP CAMPAIGNS

Build awareness with increased reach



Capture demand from travelers searching for your market *and* competing markets with strategically placed ads and customized audience targeting



Make a bigger impression by partnering with fellow travel-focused brands to earn additional exposure



Influence traveler booking decisions across the entire trip planning journey, from awareness to conversion

Nevada Co-Ops

Through Travel Nevada's Co-Op Sponsorship, DMOs, Airports, Attractions and Hotels in the State of Nevada will leverage Expedia Group's First Party audience of travel intenders across its portfolio of brands (Expedia, Hotels.com, Vrbo and more) at a discounted cost and extended reach to help drive incremental hotel and air bookings to the state.

Our Solutions

This year, our recommendation would be **to continue the three seasonal Co-Ops**, and we would also offer a third option, where Travel Nevada supports the funding of an individual **CVB's own 3-4 month standalone campaign**. This option allows CVBs to meet individual campaign goals through Co-branded advertisements driving to a landing page uniquely highlighting their destination.

All participating partners will receive significant exposure across Expedia's sites targeting Nevada key feeder markets and End of Campaign Reporting.



Get a little out there

Discover more



Ad



Get a little out there

Need a change of scenery? Discover your Silver State escape.



Ad

Wide open and wild-at-heart

Welcome to the heart of Nevada: where wild things call home and the wild-hearted roam.



Culture



Adventure



Sightseeing



Get a little out there

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Ad

Wide open and wild-at-heart

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Sightseeing



Get a little out there

Need a change of scenery? Discover your Silver State escape.

Looking to maximize conversions & minimize your ad spend?

We will strategically partner you with other advertisers who have similar goals and audiences to extend your marketing spend further together.



How it works for you

Co-Op Campaigns combines display advertising with custom landing pages to enable multiple advertisers to extend their marketing spend together, while aligning with marketing budgets and business objectives.



Better together



Flexible and customizable



Reach your relevant audience

Sponsored by Travel Nevada

Multiple CVBs buy in to secure a position on a collective landing page

Option 1: Travel Nevada Standard Co-Ops x3

Fall, Winter, and Spring Co-Ops Open for Enrollment

Participant Buy-Ins at \$5k, \$7.5k, and \$15k

Travel Nevada Contributes- \$25k for each of the three Co-Ops

Nevada+ Expedia Standard FY27 Co-Op Options (x3)

Fall 2026 Co-Op

September 15–December 14, 2026

Sign up deadline: 8/28/26

Strategic Targeting

Nevada Travel Intender Re-targeting and Competitive Conquesting of CompSet Travel Intenders for the State of Nevada

Winter 2026/7 Co-Op

December 15, 2026 – February 28, 2027

Sign up deadline: 11/20/26

Engaging Landing Page

Dedicated landing page created & shared messaging for all participants. Media also includes Display Banners.

Spring 2027 Co-Op

March 1 – May 31, 2027

Sign up deadline: 2/12/27

Cost-Effective

Affordable, targeted, high exposure display campaign that will run across Expedia Group Media Solutions Brands

Recommended for partners to sign up for both co-ops for maximum visibility.

Reporting

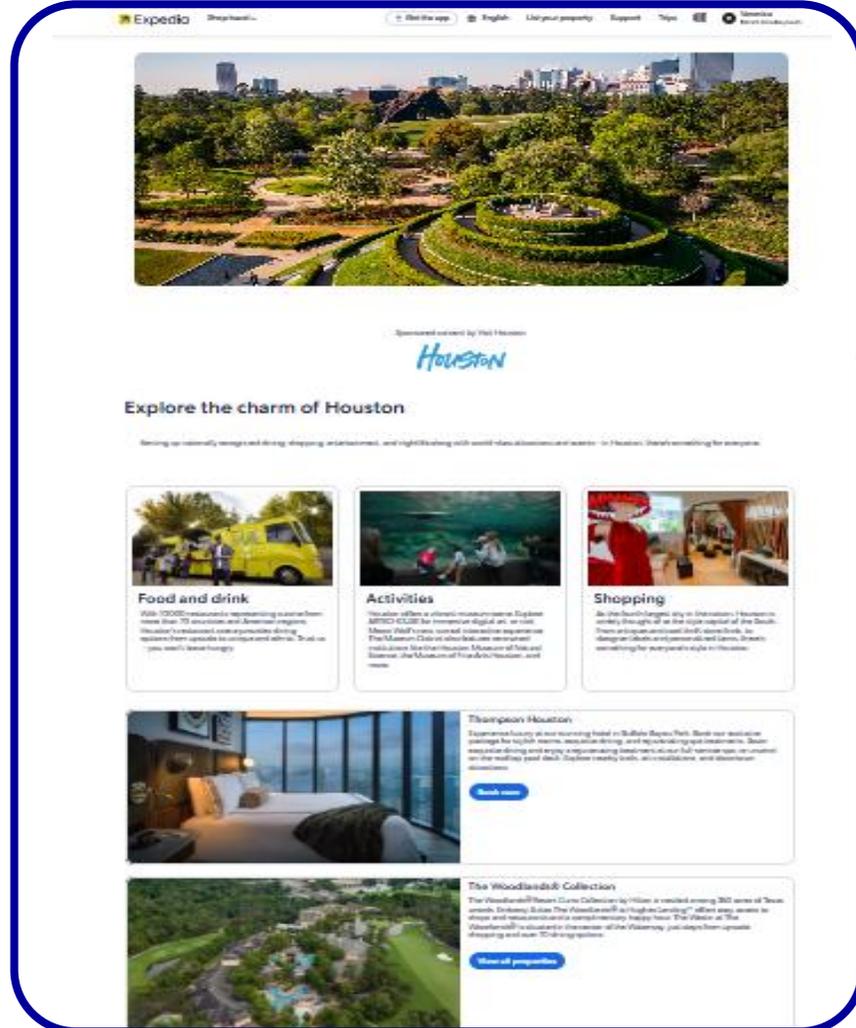
Reporting provided at the composite campaign level at the end of the campaign

To sign up, please contact Veronica Terrell:
vterrell@expediagroup.com

Landing page elements

Each Co-Op campaign can be comprised of up to three tiers of advertisers: Presenting, Featured, & Standard.

Tiers are based on marketing spend and each tier has unique components designed to help achieve marketing goals.

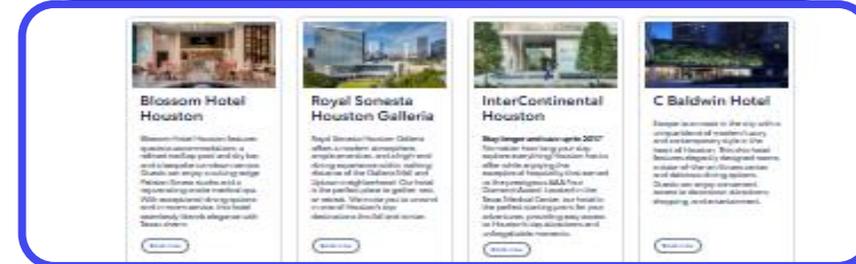


Presenting tier

- Available for most exposure on landing page.
- Travel NV would drive the ad strategy and is responsible for hero image and initial landing page content (Travel NV to sponsor each Co-Op at \$25k)
- 3 additional spots open for participants to showcase their brand *DMO, Airport, Hotel, Attraction, Restaurant, Etc.*)
- **Cost per Co-Op: \$15k**

Featured tier

- Available for high exposure on landing page
- Up to 12 advertisers (*DMO, Airport, Hotel, Attraction, Restaurant, Etc*)
- **Cost per Co-Op: \$7.5k**



Standard tier

- Available for most efficient exposure on landing page
- Up to 30 advertisers
- **Cost per Co-Op: \$5k**



Co-Op Participant Campaign Reporting

- Track Room nights
- Track your ROAS

ts - DMO



Click Through Attribution (Enter as decimal)
100%

View Through Attribution (Enter as decimal)
100%

Lookback (days)
30

Opportunity Stage N..	Impressions	Clicks	CTR %	Ad Spend	ROAS
Contract Signed	1,356K	1,466	0.11%	\$10.0K	12.5
	1,356K	1,466	0.11%	\$10.0K	12.5

Revenue	Rooms	Room Nights	Travelers	ADR	Air Tickets
\$125K	529	989	975	\$126	0
\$125K	529	989	975	\$126	0

Sponsored by Travel Nevada
One CVB invests in their own standalone campaign

Option 2: Travel Nevada/ CVB Standalone Campaign

3-4 month campaign during FY26
Participant Buy-In of \$20k
Travel Nevada Contributes: \$20k

Travel Nevada+ Expedia Standalone Campaign

CVB Standalone Campaign

3-4 month Standalone campaign

can extend the campaign w/ higher investments

Sign up deadline: 1 month prior to launch

All campaigns must end by 6/30/2027.

To sign up, please contact Veronica Terrell:

vterrell@expediagroup.com

Strategic Targeting

Engaging Ads and
Landing Page

Full Share of Voice

Reporting

Data – backed targeting specific to the destination to reach their top feeder states. Insights will be used to determine recommended timings during FY 27 that are aligned with the destination's search and booking trends.**

Co-Branded banners highlighting Travel NV and the CVB, driving to a dedicated landing page where the CVB has full control over the content, with live inventory pulling in hotels in the destination.

High exposure display campaign that gives a CVB strong visibility and the opportunity to get in front of travelers. A great way for CVBs to test standalone Expedia Campaigns

Detailed reporting provided to both the CVB and Travel Nevada at the campaign end.

**** Note on targeting:** Understanding Travel Nevada is contributing to this campaign, we would not permit the participating CVBs to run any targeting strategy competitively conquering against other cities across the state of Nevada. However, targeting searchers of surrounding states would be permitted.

Ad/ Landing page elements

Each standalone campaign will consist of Co-Branded banner ads driving to a landing page where the CVB has 100% share of voice.

Live inventory from our sites can be pulled into this page for a seamless travel booking experience.



Discover DuPage

Discover Serenity

Plan your stay

enjoy illinois



Sponsored content by Discover DuPage



Discover DuPage County

Explore a captivating destination just 20 miles west of Chicago. DuPage County offers a unique blend of urban sophistication and small-town charm. Ranked as Illinois's wealthiest county, DuPage beckons with over 500 miles of trails and outdoor adventures, promising unforgettable experiences from sunrise to sunset. Savor diverse cuisines at local restaurants, indulge in high-end shopping along quaint main streets, and explore an energetic arts and culture scene. With a range of distinctive experiences, DuPage County invites you to step out of your comfort zone and into a world of unique discoveries.



Where nature meets art

Experience a destination where nature and art intertwine. Wander through a world-renowned arboretum that serves as a canvas for human expression. Coming this summer, explore "Oliver: Trail, Culture and Legacy," celebrating the rich heritage of Mexico. Delight in the unexpected fusion of art and recreation, where urban sophistication meets small-town charm. DuPage invites you to immerse yourself in its rich cultural tapestry.

[Learn more](#)



World-class dining

DuPage is a tapestry of world-class dining, where the culinary scene rivals that of a big city. Experience a blend of sophistication and local character as you dine its diverse array of restaurants, from cozy cafes to elegant dining. DuPage invites you to savor every bite and discover why it's a destination for food enthusiasts.

[Learn more](#)



Shopping experience

Explore the eclectic shopping scene in DuPage, where charming boutiques in picturesque downtowns offer unique treasures. From upscale shopping centers to quaint shops, DuPage provides a shopping experience that combines community appeal with big-city variety.

[Learn more](#)

Select offers in DuPage County



4.4 Exceptional (1,000 reviews)

Hotel Arista
Naperville

\$194 ~~\$244~~

per night

\$148 total

includes taxes & fees

Member Price 20% off



4.4 Excellent (1,000 reviews)

The Westin Chicago Lombard
Lombard

\$142 ~~\$164~~

per night

\$766 total

includes taxes & fees

vs. all



4.4 Excellent (1,000 reviews)

Le Méridien Chicago - Oakbrook Center
Oak Brook

\$222

per night

\$171 total

includes taxes & fees

Travel Nevada Co-Sponsor

- Travel NV Logo displayed alongside the CVB on all ads and below the hero image on the Landing Page
- **Travel NV Contributes: \$20k**

CVB Co-Sponsor

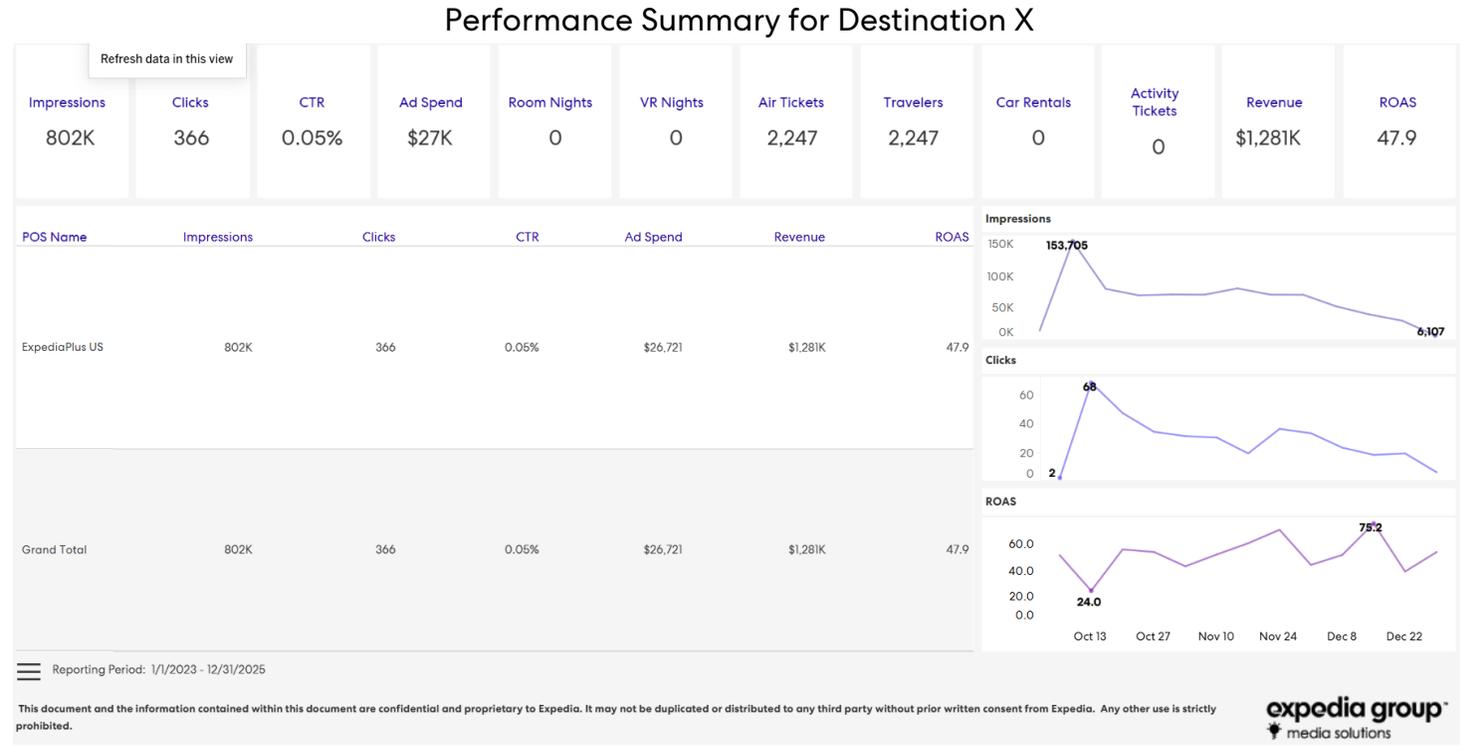
- Available for high exposure on landing page
- **CVB Contributes: \$20k**

Expedia will also provide an additional \$10k in added value in ad spend for each campaign to drive more awareness to the destination.

Real-time Campaign Reporting (standalone campaign)

Monitor your campaign from launch and optimize accordingly

- Look at what sites are performing best
- See what ads are getting the most clicks
- Track your ROAS



REPORTING

Analyze and optimize your campaign (standalone campaign)

We use traveler engagement metrics to measure the return on ad spend (ROAS) for the various ads in your campaign, so you can easily understand what's resonating with travelers and where you can optimize ad creative for better results.

Our campaign reporting will help you understand:

- Engagement with each ad placement
- Gross bookings generated
- Package vs standalone purchases
- Type of traveler & hotel rating
- Trip duration

Conversion Insights



