



TRAVEL NEVADA

Q4 Report

April – June 2023



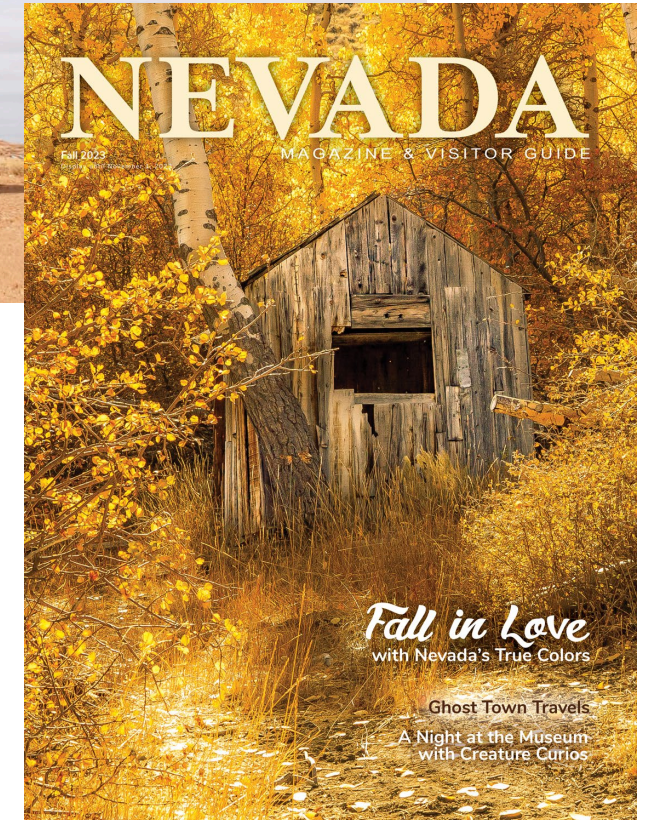
BRAND EVOLUTION: Highlights

Brand Refinement

- Brand Platform Developed
- Brand Campaign Concept Approved
- Brand Campaign Production in Progress

Nevada Magazine & Visitor Guide

- Summer 2023 Released May 2023



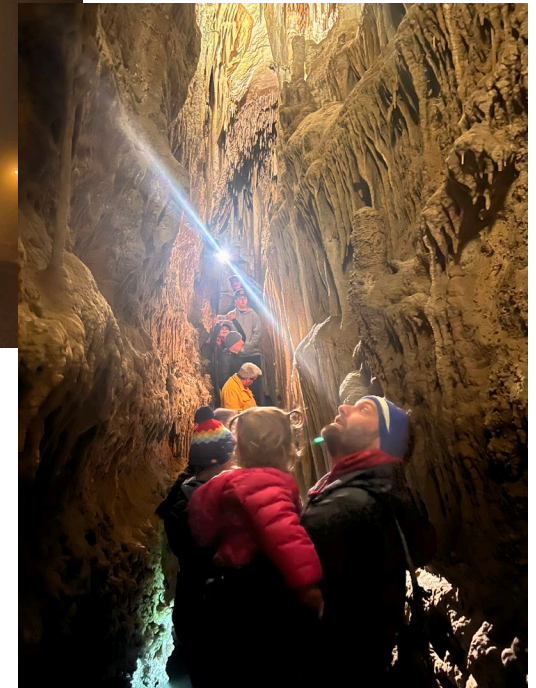
LOOKING AHEAD

- Photo & Video Asset Production Q1
- Testing New Creative & Ad Effectiveness
- New campaign launch in Fall 2023
- Winter 2023

DESTINATION DEVELOPMENT: Highlights

3D Program: Destination Development Demonstration

- **Cohort 1:** Black Rock High Rock, White Pine County, Lincoln County
- Travel Nevada staff and consultants administered a survey that garnered **over 5,000 responses** to assess visitor sentiment around travel to our **3D Project destinations**. This information will be used to shape our recommendations in the **10-Year Destination Plans** for each awardee.
- Steering committees in **each Cohort 1 destination** were presented with a **review of data** collected by Travel Nevada and the consulting team to help them stay informed about the process and **validate insights** from the data.



DESTINATION DEVELOPMENT: Looking ahead

LOOKING AHEAD

- Travel Nevada staff and 3D consultants will return to each Cohort 1 destination in July to meet once again with steering committees and the community-at-large to present an overview of the **10-year Destination Plan** and provide a final chance to share ideas.
- **10-Year Destination plans** will be completed in August. Travel Nevada, the 3D Working Group, and each destination will have an opportunity to review the plans before they are finalized.
- **Cohort 1** communities will work with Travel Nevada to craft funding applications and apply for a financial award to support their plan.
- Next **3D Project Working Group** meeting on **August 2**.



VISITOR EXPERIENCE: Battle Born Insiders

- Travel Nevada staff, in cooperation with TravPro consultants, collaborated on the design plan for this **interactive training**.
- Bite-sized **training modules** to encourage frequent interaction with the platform.
- **Bandwango** gamification component being implemented to **earn incentives** for local tourism and hospitality workers who **participate in the training**.

UPCOMING IN Q1 AND BEYOND...

- Building out the training with "specialty" modules, like stargazing.
- Recruiting partners and educating them about the program.
- Integration between Bandwango and TravPro.
- Kickoff with selected communities for program testing and refinement
- Deployment of a hospitality worker survey to identify FAQs, knowledge gaps and potential subjects for new modules.



INDUSTRY RELATIONS: Rural Roundup



- Travel Nevada partners from across the state gathered in **Mesquite** from **April 11-13** for the return of **Rural Roundup**.
- This year's conference was attended by **nearly 200** partners, as well as **Lt. Governor Stavros Anthony** and members of the **Nevada Commission on Tourism**.
- Attendees were treated to a full slate of welcome events courtesy of the **City of Mesquite** and **LVCVA**, along with a full schedule of presentations geared towards helping rural Nevada destinations '**tell their story**'.
- Travel Nevada staff participated in a **FAM tour** on the way to Mesquite and back.
- Annual **Excellence in Tourism** awards were presented by each Territory, along with the **Larry J. Friedman Industry Partner of the Year**.

INDUSTRY RELATIONS: International Trails Summit



- Travel Nevada staff along with partners from two 3D Project Destinations - **White Pine County** and **Nevada's Indian Territory** - attended the **International Trails Summit** held **April 17-20** in Reno.
- This conference provided **opportunities** to learn about **best practices in building, maintaining, and marketing trails**.
- **Trails** are **central to the tourism appeal** of many of our destinations across the state.

INDUSTRY RELATIONS: WESTO



- Travel Nevada welcomed western state tourism authorities to the **WESTO** conference May 8-9 in Stateline, Nevada.
- This annual conference focused on **resilience for destinations** while highlighting many of the **shared issues** and **collaborations** of the **nine states** in attendance.
- Attendees had the **opportunity** to discuss a range of current issues in tourism, including **destination development, marketing, resident sentiment, public relations, and partnerships.**

INDUSTRY RELATIONS: Rural Marketing Grants

FY23 Awardee Highlights

- **The Elko Desert Sunrise Rotary club** recently held its third annual **Ruby Roubaix** event at the scenic Ruby Mountains. With the help of the Rural Marketing Grant, they developed a marketing plan and launched a compelling event campaign, which included professional drone video footage, still photos and print and digital ads. Their efforts secured a total of **271 registrations with 164 participants from Nevada and 107 from out of state.**
- **White Pine Main Street Association** used FY23 Rural Marketing Grant funds to promote the **Solar Annular Eclipse 2023**, which is now a **sold-out event.**
- **Nevada's Indian Territory** developed and launched their **website** to include **four itineraries** that are inclusive of all **four Great Basin Tribes**. The primary objective of the project was to provide an **inclusive indigenous and ecotourism experience** for all Nevada tribes and **promote culture identity and awareness.**

- After several rounds of evaluation, **\$1,500,000 in FY24 Rural Marketing Grants** were awarded at the Nevada Commission on Tourism meeting on June 15.



Waší-šiw
Washoe Tribe



Numu
Northern Paiute



Nuwu
Southern Paiute



Newe
Western Shoshone



INDUSTRY RELATIONS: Looking Ahead

LOOKING AHEAD

- **Territory Strategic Planning** kicks off with each Territory selecting their consultant, forming a planning committee, and drafting their project timelines.
- Inde Staff and partners travel to Oakland, CA, Portland, OR, and Seattle, WA for the **Northwest Sales Mission** to promote Nevada.
- DMOs and tourism partners from around the state invited to join Travel Nevada's new monthly "TNT" call "*Travel Nevada Tourism Call: Mind Blowing Partners and Dynamite Territories!*"



DISCOVER YOUR NEVADA: Paid Media Highlights

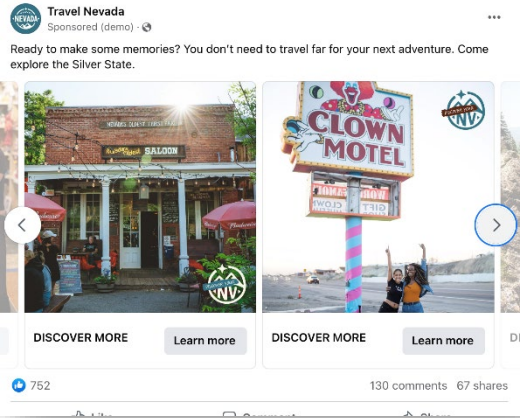
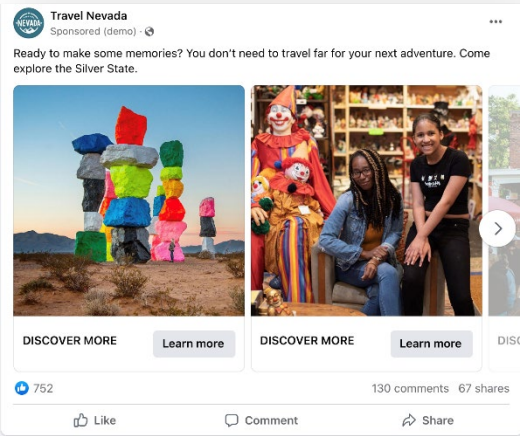
Digital OOH Programmatic & Digital Display Ads



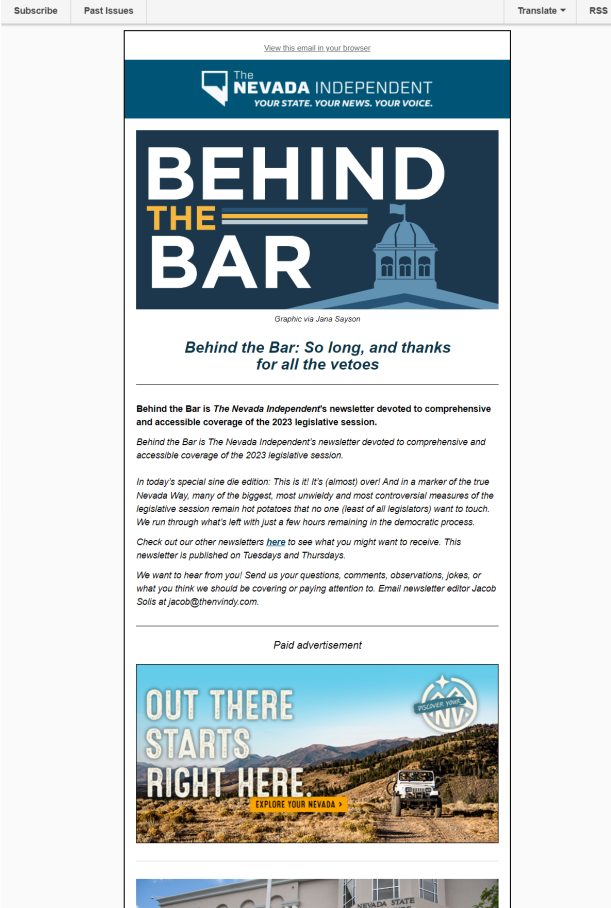
30 second DYN Broadcast Spot



Social Ads



Newsletter Ad

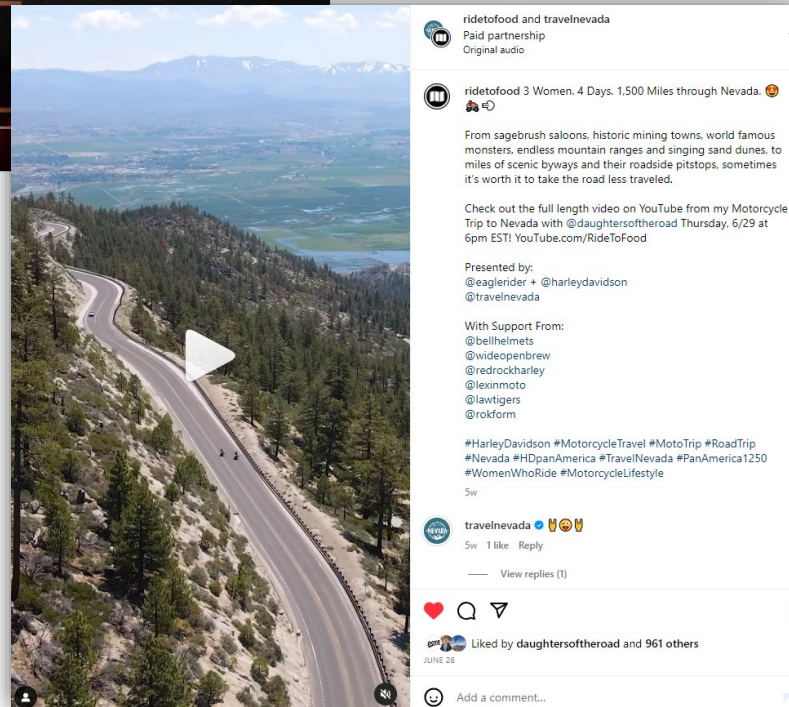


DISCOVER YOUR NEVADA: Paid Media Highlights



Released the latest **Wild Nevada x Travel Nevada collaboration** video about our dark skies through PBS partnership.

[View Episode](#)



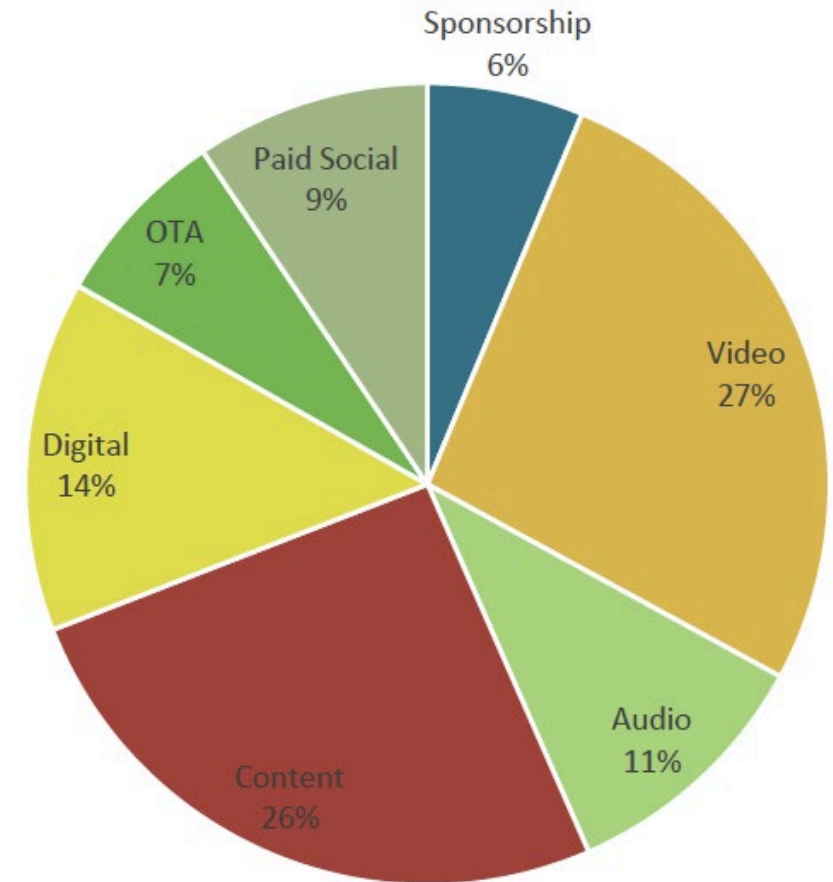
Partnership with local **Nevadan influencers** who went on a 1,500-mile **motorcycle ride** across the state.

[View Sample Video Here](#)

LOOKING AHEAD

- Finalizing **new DYN media strategy** that will localize what **“Get a Little Out There”** means to both Northern and Southern Nevadans and their perceptions of **Everyday Adventure** through local media partners, sponsorships, and paid social and cultural transcreation.
- We are focusing on **aligning with unique in-state marquee events** and prominent organizations to help get our message out to a local audience. This includes; **Nevada Day, the Super Bowl, F1, UNR, UNLV, Reno Aces**, etc.

PLANNED MEDIA MIX



DISCOVER YOUR NEVADA: Paid Media Highlights

SPONSORED ARTICLES

Eat your veggies! A bite-sized look at Nevada's plant-based cuisine scene (sponsored)

By [Thalia Reno](#) Date: May 28, 2023

Locally grown beets. Image courtesy of Latin Farms. Used with permission.

Restaurants all over the Silver State—and increasingly in rural areas—are offering locally grown foods with a focus on vegetarian and/or vegan-oriented menus. Here are a few tasty offerings you'll find:

FALLON

It's no surprise the Oasis of Nevada is known for its farm-to-fork cuisine. Farms occupy tens of thousands of acres in the verdant valley, providing an agricultural bounty that is easily found in many restaurants.

ACEBALL ALL SUMMER
CLICK FOR TICKETS

WEEKLY

EXPLORE THE COSMOS FROM YOUR BACKYARD: THE BEST STARGAZING AND UNCOMMON OVERNIGHTERS IN NEVADA

THU, JUN 1, 2023 (2 a.m.)

Nevada is home to the darkest skies in the lower 48 and while Southern Nevada may be better known for its neon glow, there are many incredible stargazing opportunities just outside the Las Vegas area. As you're planning your summer trip—including overnighters and long weekends—consider a trek into the cosmos at one of these remote stargazing destinations. There's a whole galaxy to explore with these Uncommon Overnighters.

WE'LL LEAVE THE LIGHTS ON FOR YOU. ALL ONE BILLION OF THEM.

TRAVEL NEVADA

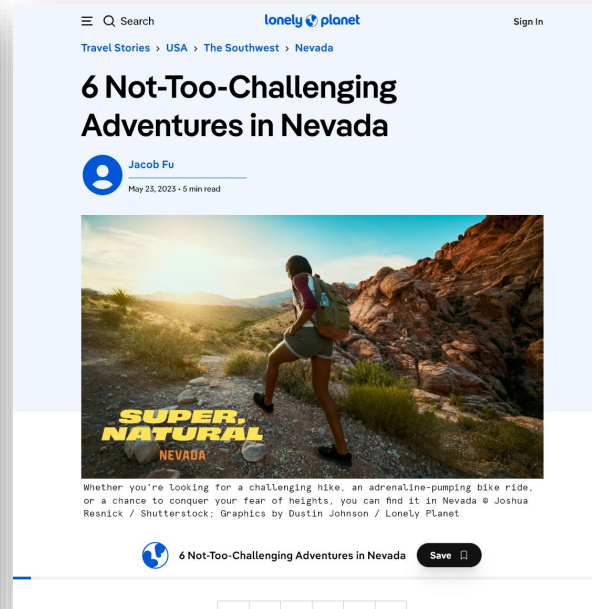
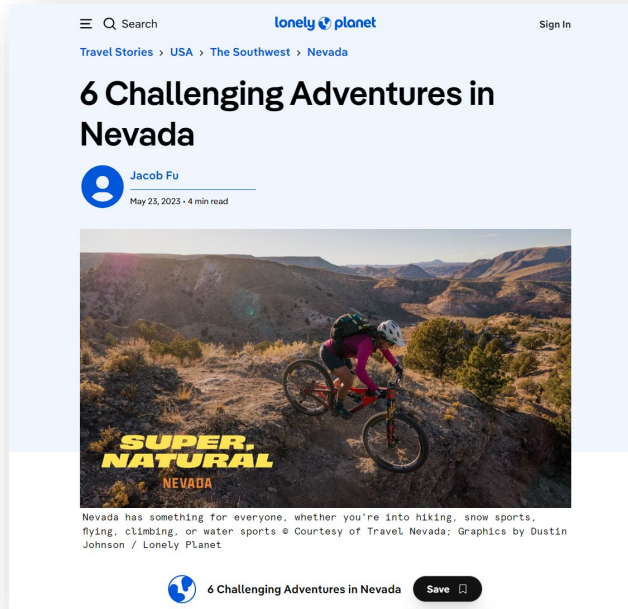
KEY METRIC

We saw a **strong growth** in sessions (+38K) to the /discover-your-nevada/ landing page due mainly to the influx of traffic from paid search and display.

DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights



Travel Nevada partnered with **Lonely Planet** to produce a **set of articles** promoting easy, intermediate and advance outdoor activities as well as a **long-form video** featuring surprise excursion!



The Most Thrilling Nevada Adventure is NOT what you think

Lonely Planet 243K subscribers [Subscribe](#) [26](#) [Share](#) [Download](#) [...](#)

Click play to view video.

DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights



Travel Nevada produced **two long form videos** that were promoted via social, **developed articles** that live on the **Atlas Obscura** website and were promoted in their newsletter, and produced a **custom podcast**. **Click each graphic to view or listen.**

Podcast: Tonopah Mining Camp

The 'Queen of the Silver Camps' is 113 acres of history preserved.

TRAVEL NEVADA • JUNE 1, 2023



The Atlas Obscura Podcast | EP538
Tonopah Mining Camp

08:08 15:17

1X

PRIVACY SHARE SUBSCRIBE



Click play to view videos.

The Ghosts that Haunt Tonopah | Atlas Obscura x Travel Nevada


Atlas Obscura 130K subscribers

Subscribe

31

Share

Download



Meet Nevada's Bristlecone Pines, Some of the Oldest Trees on Earth

These ancient trees with a survivalist spirit inspire awe.

TRAVEL NEVADA • APRIL 26, 2023

f t e



Click play to view videos.

The Little Slice of France and Spain in Nevada | Atlas Obscura x Travel Nevada

Atlas Obscura 130K subscribers

Subscribe

27

Share

Download

DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights



With Travel Nevada's **Trip Advisor partnership**, we brought three influencers into market. They created **two reels each** which live on their profiles, and an **itinerary through Trip Advisor**. The itineraries were promoted via **social** and available on Trip Advisor's **website**.



Nevada's Wild Side: The Free-Range Art Highway

By Tripadvisor

"Take a drive on Nevada's highway 95 to experience some of the most eclectic and unique art installations. From outdoor museums to larger than life statues and buses sticking out of the ground- these sites will not



Nevada's Lake Tahoe Loop Must-Sees

By Tripadvisor

"Start your family's next road trip around the Lake Tahoe Loop in the Biggest Little City in the World: Reno, Nevada. Hike deep into nature to enjoy a stunning waterfall, and drive through the pines to the



Avoid the crowds on the Loneliest Road in America

By Tripadvisor

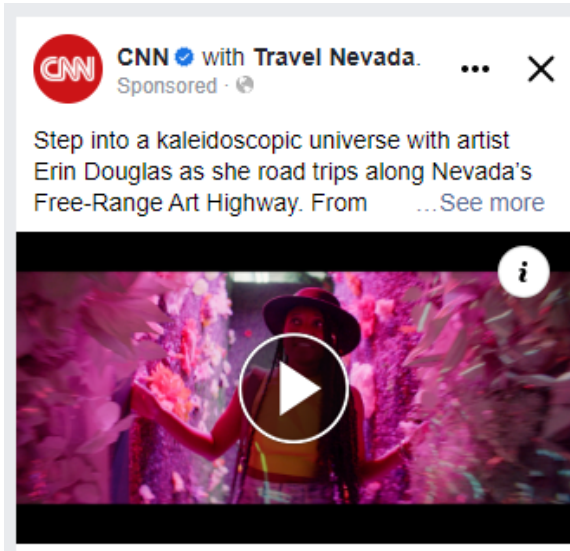
"The Loneliest Highway In America" may be one of the country's best kept secrets. Rich history, few crowds, and jaw-dropping beauty await you on this 408 mile journey through one of the most remote places in

DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights



**WARNER BROS.
DISCOVERY**

With Travel Nevada's **Warner Bros. Discovery** partnership, two **videos** were produced highlighting **America's Loneliest Road** and **Free-Range Art Highway**. These videos are being promoted via **CNN.com**, CNN's **social channels**, and pre-roll for **MAX**.



The Sounds of the Loneliest Road



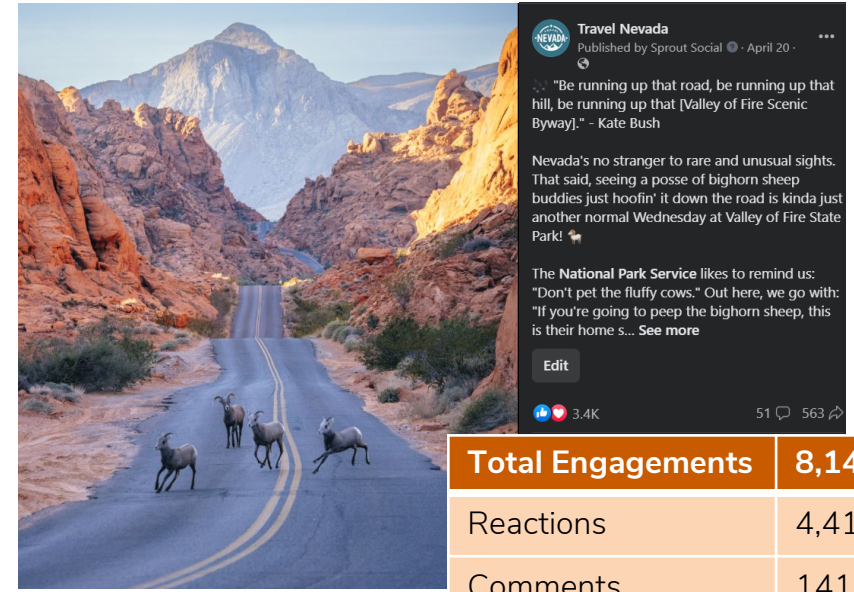
Discover Nevada's Free-Range Art Highway

DOMESTIC MARKET DEVELOPMENT: Social Media Highlights

Organic engagement continues to grow across all platforms. Below are some of our top engaged posts from Facebook and Instagram:

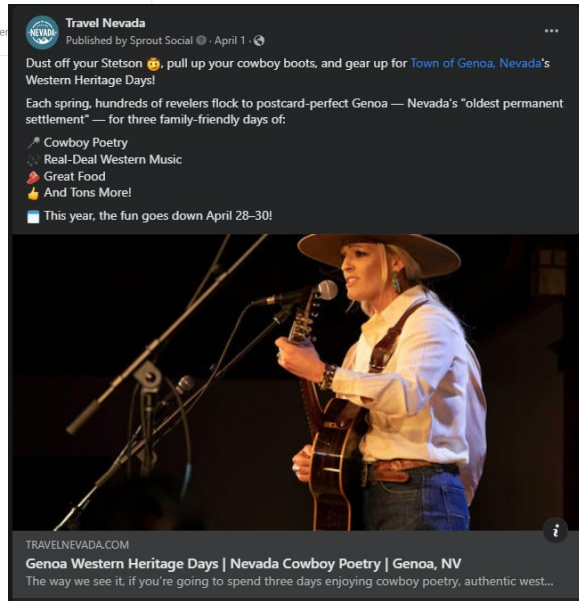


Total Engagements	2,797
Likes	2,670
Comments	34
Saves	488



Total Engagements	8,140
Reactions	4,412
Comments	141
Shares	570

Total Engagements	7,059
Reactions	2,977
Comments	88
Shares	235
Clicks	1,340

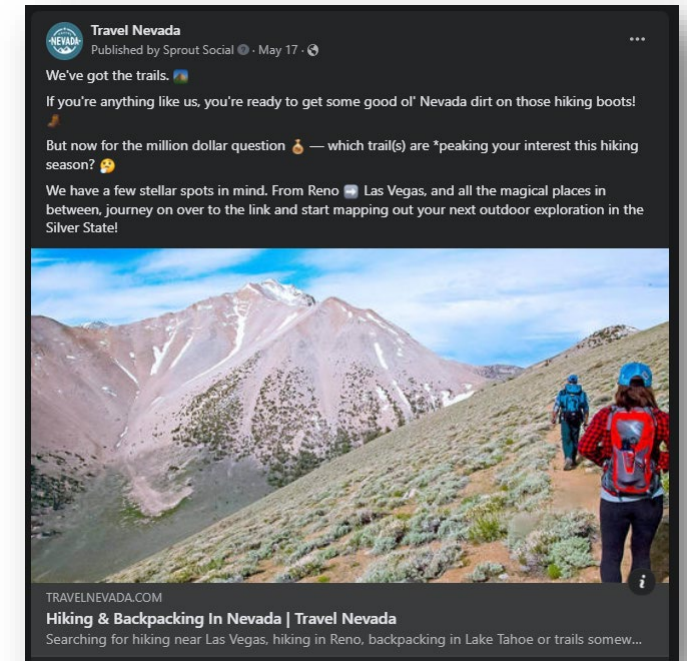
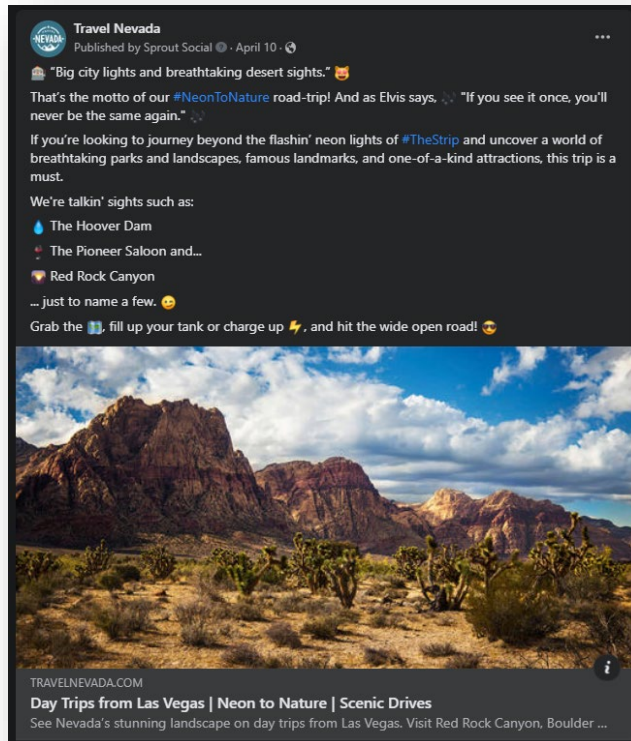


Total Engagements	2,092
Likes	2,003
Comments	39
Saves	50

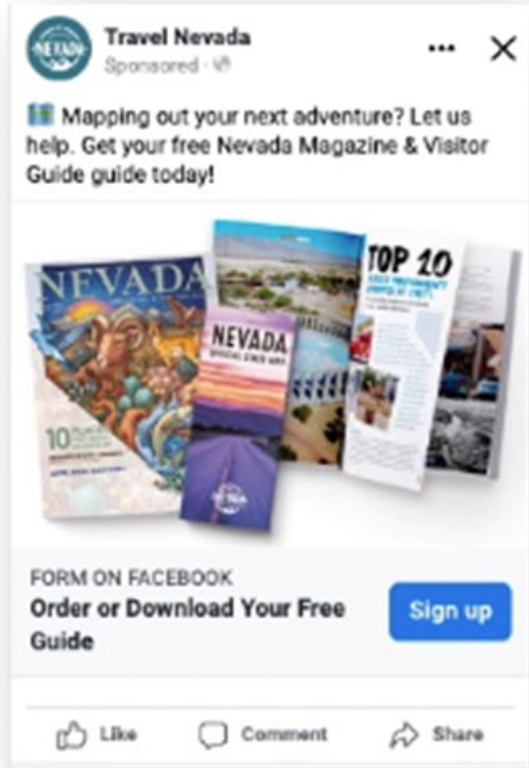
DOMESTIC MARKET DEVELOPMENT: Paid Social Media

Throughout Q4, organic posts were boosted to further reach Nevada's target audience:

- A total of 36K engagements and 952K impressions.
- Genoa Western Heritage Days was a top performer in April having the most engagements at 7,059.
- Neon Road Trip was also a top performer in March with 4,797 engagements.



DOMESTIC MARKET DEVELOPMENT: Paid Social Media



- Lead-generation promotion continued on Meta (Facebook) for Visitor Guide requests and e-newsletter signups
- The Q4 Meta Lead Generation campaign generated **2,971 leads**

DOMESTIC MARKET DEVELOPMENT: Paid Search & Social Performance

Paid Search Performance YoY Overview

- All campaign CTR and Conversion Rate are **surpassing travel industry benchmarks**.
- Website sessions and partner referral conversions **are up** compared to last year.
- Winter Trip Planning Search campaigns ran for three months and drove **6% of total tracked conversions across all campaigns for paid search and YouTube for the year**.

+20%

CLICKS

484,725 vs. 404,929

+37%

CTR

16.57% vs. 12.06%

-10%

PAID CONVERSIONS

73,731 vs. 82,332

YouTube Performance Overview

- YouTube ads generated **1,343 conversions (+106% YoY)**. TN tracks numerous action-based conversions ranging from partner referrals and visitor guide downloads to YT channel subscriptions.
- The hiking video campaign performed the strongest, with a **view rate of 21.57%**. View rate is similar to click-through rate, it is the percentage of views compared to impressions.
- Ran a Winter Trip Planning YouTube campaign for three months and it had a **25.78% view rate**

+180%

IMPRESSIONS

4,614,776 vs. 1,647,197

+15%

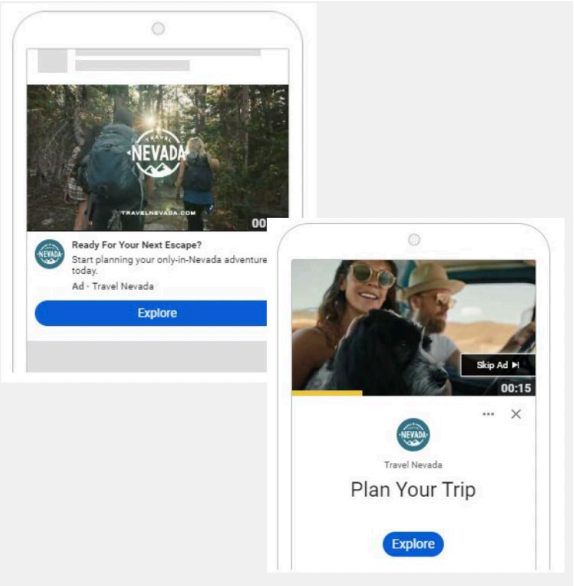
VIEW RATE

17.81% vs. 15.42%

+10%

CTR

1.60% vs. 1.46%



DOMESTIC MARKET DEVELOPMENT: Newsletter

EMAIL HIGHLIGHTS

- Overall, **email drove more sessions** (+23 YoY), but site **bounce rate also increased** (+13 YoY).
- **Partner referrals are lower** (-3% YoY), which could be attributed to sending more thematic emails as well as sending **five less emails**.
- The **Visitor Guide emails** received the **highest engagement** across both in-state and out-of-state visitors.
- **Emails** generated 2,362 vs.1,954 (+21% YoY) Visitor Guide Downloads, and 13,705 vs. 11,113 (+23% YoY) Visitor Guide Form Submits.

EMAIL HIGHLIGHTS OVERVIEW – FY 22/23

+23%

SESSIONS

173,997 vs. 141,822

-3%

PARTNER REFERRALS

5,008 vs. 5,184

+13%

BOUNCE RATE

57.45% vs. 50.45%

EMAIL OVERVIEW OUT-OF-STATE

-28%

OPEN RATE

15.43% vs. 21.4%

-17%

CLICK RATE

2.47% vs. 2.96%

+16%

CTR

16% vs. 13.81%

Email Overview In-State

-16%

OPEN RATE

19.72% vs. 23.4%

-6%

CLICK RATE

4.92% vs. 5.24%

+11%

CTR

24.94% vs. 22.39%

DOMESTIC MARKET DEVELOPMENT: Newsletter

View in browser


Howdy!

TRAVEL NEVADA

FOLLOW US:

WELCOME FRIENDS

Welcome to Travel Nevada's dose of inbox fun. Each month, we virtually toss you a handful of bite-size Nevada nuggets... part info, part inspo — all of it awesome.



In this edition we're highlighting the wackiest, wildest, and most uncommon places to stay in Nevada. If you've packed a sense of adventure in your overnight bag, our unique retreats simply can't be beat.

But first, our *Question of the Month*...

What's the name of Nevada's most famous ghost? She haunts a hotel in Tonopah and shares her name with a popular movie from 1979?

We're such a tease...the answer's at the bottom of this email, so keep scrollin'!


THESE STAYS CAN GET A LITTLE WEIRD



What's the most unusual place you've ever stayed overnight? No, that time at your in-laws doesn't count, but we feel ya! Nevada is home to the

View in browser

TRAVEL NEVADA



Escape to Nevada, Where Events Rule the Day!


After the winter the West just endured, we're all about maximizing every single day of summer and soaking in each golden ray of sunlight that hits us.

To celebrate, we've put a fresh coat of paint on some of our most popular events pages. We beefed them up with even more details and a mobile-friendly layout.

So, when you're ready to learn about Reno's Artown in July, Goldfield Days in August, or a plethora of other events like Fallon's Cantaloupe Festival, the Caliente Mountain Bike Fest, or the Pahrump Fall Festival, we've got you. Come check them out and start planning your epic summer!

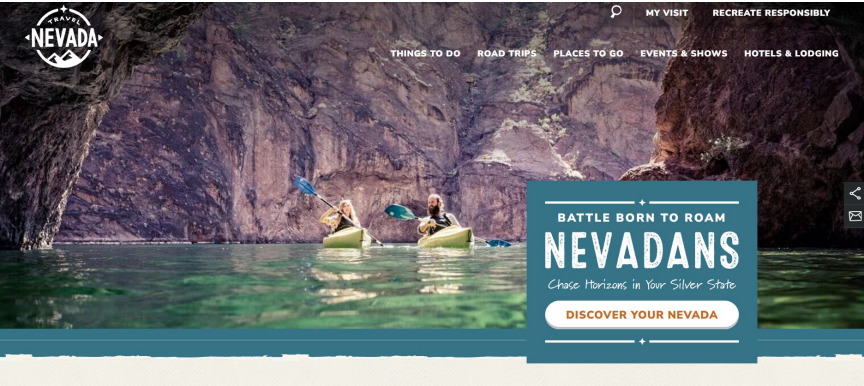
SEE EVENTS

National Basque Festival

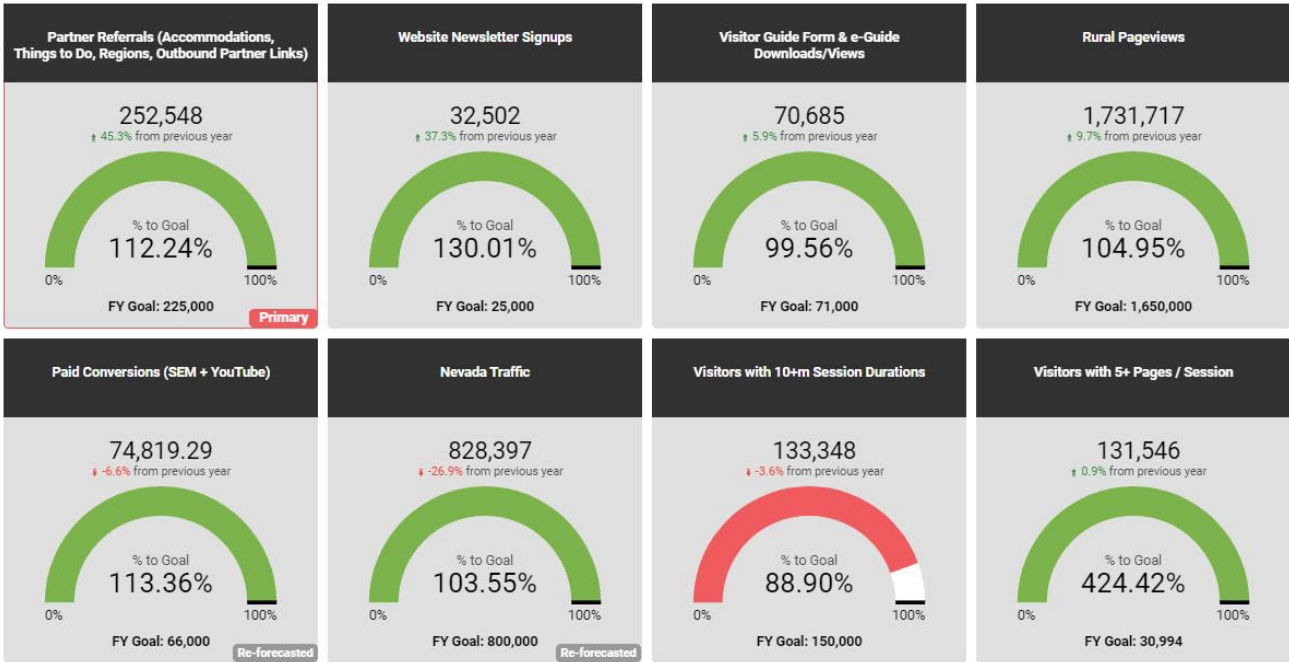


Held each summer in Elko, the nation's largest celebration of Basque heritage includes food, storytelling, music, traditional dance, and

DOMESTIC MARKET DEVELOPMENT: TravelNevada.com



- There was an **increase in sessions** to the website from both **Established (+7%)** and **Emerging (+3%)** markets compared to Q4 previous year
- Fahlgren's Display grew by 114% in Q4 compared to Q3
- Including individual listings (POIs/Businesses) sooner in the visitor's journey results in higher engagement for KPIs such as partner referrals but lower engagement like time on site and pages/session. **(+21.62% partner referrals by including lodging listings on city pages)**



DOMESTIC MARKET DEVELOPMENT: Big Earned Media Hits

By the end of Q4, Travel Nevada has achieved placements in **24 outlets**, setting us at **60%** of the overall goal. We secured **10 feature placements** in Top 100 outlets, putting us at **67%** of the overall goal and earned key message inclusion in **58%** of Top 100 placements, **exceeding our goal**.

Q4 coverage included:

- Sherman's travel – [nevada beyond las vegas: 14 under-the-radar-places to explore](#)
- Thrillist – [eat your way through european basque country in... Nevada?](#)
- Cowboys & indians – [native nevada: driving the loneliest road](#)
- Afar – [a "ring of fire" eclipse is coming this fall: here's where to see it](#)

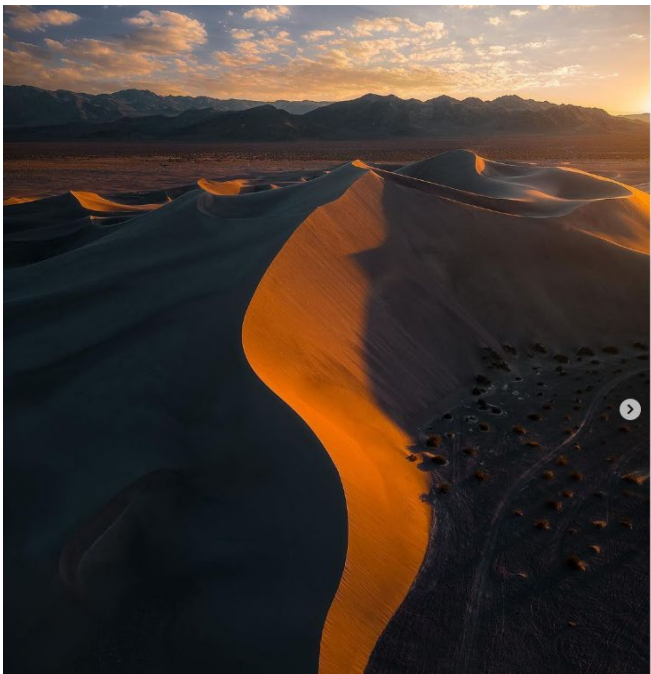
The collage features four articles from different media outlets:

- Sherman'sTravel**: "Nevada Beyond Las Vegas: 14 Under-the-Radar Places to Explore" by Jaymie DeGaetano. The article includes a "START > 14 SLIDES" button and a photo of a desert canyon.
- thrillist**: "Eat Your Way Through European Basque Country in... Nevada?" by Rob Kachelriess. The article includes a photo of food and a "TRAVEL • FOOD" category tag.
- Native Nevada**: "Native Nevada: Driving The Loneliest Road" by Matt Crossman. The article includes a photo of a desert road at sunset.
- Afar**: "A 'Ring of Fire' Eclipse Is Coming This Fall: Here's Where to See It" by Sarah Kates. The article includes a photo of a solar eclipse and a "TRAVEL INSPIRATION • OUTDOOR ADVENTURE • NATIONAL PARKS" category tag.

DOMESTIC MARKET DEVELOPMENT: Media & Influencer FAM Results

GOAL: Execute partnerships/FAMs with at least four influencers who align with Travel Nevada's brand pillars/key messages

RESULT: As FY23 ends, we have hosted 10 influencers whose contents aligned with key Travel Nevada priorities.



austinpetersen_ · Follow
Nevada

austinpetersen_ My favorite stop along the #deathvalleyrally has to be the Amargosa Big Dune Recreation Area 🌅 #travelnevada (ad)

Situated Amargosa field main dune town amazing worth it wait to v
4w

travelnevada
4w · 1 like

clynchph
4w · Reply

hikingba
4w · 1 like

chelsean
4w · 1 like

funkdro



merrills.on.the.move and travelnevada
Boulder City, Nevada

merrills.on.the.move 5 things you MUST DO w/ your crew in Boulder City, NV 🇺🇸

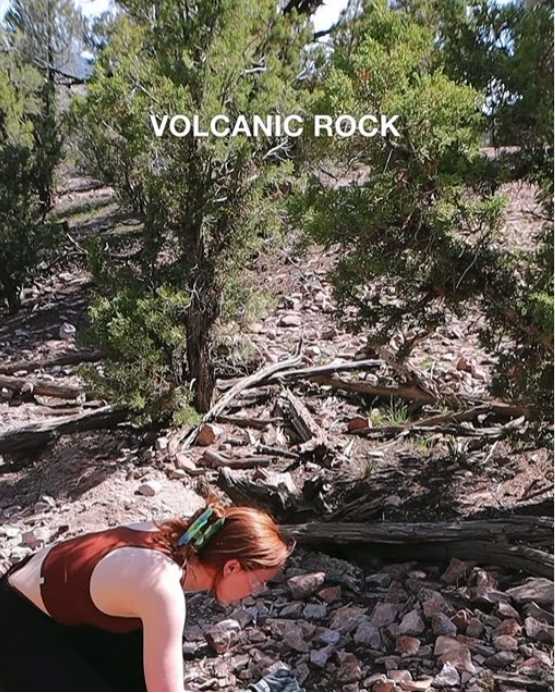
📷 (photos 1-2) check out the Nature Discovery Trail in Bootleg Canyon 🌵 : there are cool giant desert animal statues, colorful rock gardens & beautiful views of the city 📸

🚣 (photos 3-4) take a scenic raft trip below the Hoover dam 🌊 with @hooverdamraftingadventures : stunning views you can't get anywhere else of the Hoover dam. Learn a ton about the history and dip your feet in the colorful Colorado river 📸

🍽️ (photo 5) Eat at the iconic @southwestdinerbc 🌮 : delicious Southwestern dishes, tasty mimosa varieties & the coolest decor makes this place homey and totally worth a visit 📸 ****A few other mentionable spots to munch include...

@thedillingerbc
@foxsmokehousebbq
@chillyjillyz
@damroasthouse

🚂 (photo 6-8) Take a scenic train ride at the @nsrmbc 🌄 : the kids LOVED this! We took a short 45 min train ride through the gorgeous NV desert. They even had story time, treats and a craft for the kids! Totally recommend this to anyone going to Boulder City w/ kiddos! 📸



geobeckly and travelnevada
Paid partnership
Original audio

geobeckly Nevada is the BEST place to go rockhounding! I had the most amazing time and learned so much about Nevada's complex geologic history 🗿 (especially the fact that it has quite an interesting volcanic past...)

- Otteson Turquoise Mine near Tonopah, NV (@ottesonbrothersturquoise) offers paid mine tours where you can collect your own turquoise
- Gemfield near Goldfield, NV - free to visit and a \$1/pound fee for what you collect
- Garnet Hill near Ely, NV - @mypubliclands site, free to visit and collect
- Oak Springs Trilobite Area - @mypubliclands site, free to visit and collect

Don't forget that if/when you visit these places to search and collect, leave it better than you found it. Carry out any trash you carry in, respect the wildlife and ecosystem, and of course any other humans you encounter along the way. 😊

#geology #geologist #rockhounding #travelnevada #nevadarocks #nevada #gemfield #garnethill #trilobites #turquoise

Edited · 4w

travelnevada 🗿📸
Golly, we must say - our state is the coolest 🤩

4w · 40 likes · Reply



DOMESTIC MARKET DEVELOPMENT: Media & Influencer Fams



Merrills.On.The.Move
Neon to Nature



Geo Beckly
Rockhounding Themed Trip



Austin Pedersen
Death Valley Rally



Kristin Addis
Burner Byway



Lauren Davis
Fox and Pines | Lake Tahoe Loop



Alec Sills-Trausch
Great Basin Highway



Travel + Leisure | Mariah Tyler
Great Basin Highway



Gwyn and Ami
Neon to Nature

DOMESTIC MARKET DEVELOPMENT: Tradeshow

ACCENT WEST

- May 10-12, 2023, Laughlin, NV
- In-depth Nevada product training and itinerary planning with travel advisors.
- Attendance: 22 tour operators & 12 Nevada partners



DOMESTIC MARKET DEVELOPMENT: Missions and Events

MIDWEST JOINT SALES MISSION

- June 4 –9, 2023
- Events held in Chicago, Minneapolis, St Louis
- 260 attendees in total
- Part of a series of joint missions held with RSCVA and LVCVA
- **11 other partners** : Hard Rock Hotel, Palms Hotel Casino, Resorts World, Fontainebleau, Indigo Tickets, Caesars Hotel Casino, Atlantis Hotel Casino, Reno-Tahoe Territory, and Las Vegas Territory. Spirit, Frontier and Sun Country Airlines, Pleasant Holidays, American Airlines Vacations and Apple Leisure Group.



DOMESTIC MARKET DEVELOPMENT: Looking ahead

INDUSTRY DEVELOPMENT

Pacific Northwest Joint Sales Mission

- Sept 11-15
- Bay area, Portland, Seattle
- Sixth in a series of missions co-hosted in partnership with LVCVA and RSCVA
- Estimated attendance: 245

Connect West

- Bay Area, Inbound Receptive with a focus on travel suppliers, tour operators and far east receptive operators
- Nov 1-3

2024 ABA American Bus Association

- Suppliers and Domestic Motorcoach operators

2024 IITA Inbound Travel

- January
- Memphis
- Nevada-led delegation training
- 1x1 appointment meetings

2024 Go West Summit

- February 2024
- Lake Tahoe hosts over 200 Travel Buyers
- Estimated attendance: 800
- Hosted Nevada Territory fam tours

MARKETING

2024 Media Buy Execution

- SXM Media Podcast Satellite Radio Host Reads
- Atlas Obscura Content Promotion
- Matador Network Vertical Video Shoot Production
- Travel Spike Contextual Content Ads
- Outside Creator Content, Custom Sponsored Content, Branded Digital
- Lonely Planet Sponsored Content and Video
- Flipboard Owned Content Promotion
- Continuing OTAs, Native, Programmatic, Social advertising

TravelNevada.com

- Homepage Redesign
- Trip Planning – Release 1 Rollout
- Ongoing CRO & UX improvements
- ADA Improvements
- Itinerary content specific to adventure level and demographics

Bandwango

- Releasing our first digital passport called "Paranormal Passport"
- Starting on passport #2 – theme TBD

PUBLIC RELATIONS

New York Mission – Nov. 2023

Super Southern NV influencer trip – ahead of Super Bowl

Las Vegas athlete activation – ahead of Super Bowl

Silver State Classic influencer activation

Media Trips

- Mike Richards: The Loneliest Road in America
- Molly O'Brien: Lake Tahoe Loop

Q1 Influencers

- Feed the Malik (Lake Tahoe Loop)
- Mindy on the Move (Rubies Route)
- Jeremy Jensen (Astrophotography)

Stargazing Top 100 FAM – Oct. 2023

- Space.com
- Nat Geo
- AAA VIA
- AFAR
- Lonely Planet

INTERNATIONAL MARKET DEVELOPMENT: Tradeshows & FAMS



BRAND USA UK & IRELAND MEGA FAM

April 19-27, 2023

- **12 travel advisors** approved by American Airlines.
- Travel Nevada participated in a collaboration FAM initiative with **Brand USA** and **Visit California**.
- The group visited **Reno-Tahoe Territory**, the itinerary showcased how accessible Northern Nevada is for international markets arriving from San Francisco and Sacramento.

IPW

May 21-25, 2023, San Antonio, Texas

- Shared booth space with **RSCVA**, **Visit Carson City**, and **North Lake Tahoe**.
- Travel Nevada had a total of 88 appointments.
- Travel Nevada, **RSCVA** and **LVCVA** hosted a breakfast for buyers. A total of 100 clients stopped at the breakfast event to interact with partners and learn more about Nevada.

INTERNATIONAL MARKET DEVELOPMENT: More FAMS



MULTI-NATIONAL FAM

June 1 – 7, 2023

- **11 travel advisors** from: Australia, Canada, Mexico & Switzerland.
- Itinerary showcased Reno, Virginia City, Carson City, Fallon, Winnemucca, Elko, and West Wendover.

BRAND USA AUSTRALIA MEGA FAM

June 9 – 10, 2023

- **13 travel advisors** approved by Hawaiian Airlines.
- In a collaboration with Brand USA and Visit California, the itinerary showcased how accessible Northern Nevada is for international markets arriving from San Francisco and Sacramento.

INTERNATIONAL MARKET DEVELOPMENT: Press Trips

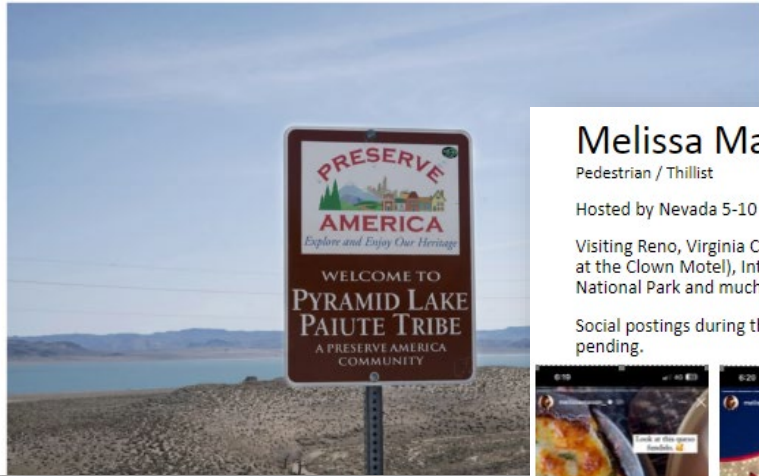


A Native American road trip through Nevada

Yavapai-Apache tribal member Alejandra Rubio gets behind the wheel to trace her Native American roots along one of Nevada's iconic road trips...

Growing up in Arizona, my cousins and I had always explored our backyard. We would swim in the Verde River and other spots around the Verde Valley in northern Arizona, while some of my favourite memories were visiting the historical sites connected to my Apache culture. Now, in northern Nevada, I am beginning to learn about many different tribes and their cultures. It was at a tribal council meeting in Pyramid Lake where I became inspired to delve a little deeper into my heritage: this time behind the wheel on the Burners Byway, one of Nevada's many road trips. It cuts right through the Pyramid Lake Paiute Reservation and takes you to the ancient Lake Lahontan, named after French explorer Baron de Lahontan, and ends in Reno.

Pyramid scene



Melissa Mason

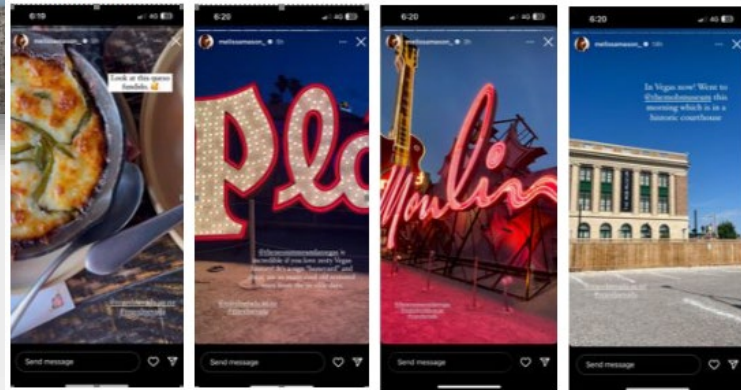
Pedestrian / Thrillist

Hosted by Nevada 5-10 June

Visiting Reno, Virginia City, Hawthorne, Tonopah (Staying at the Clown Motel), International Car Forest, Death Valley National Park and much more.

View the [Full Itinerary](#) here

Social postings during the trip and further coverage pending.



HOSTED INTERNATIONAL MEDIA IN Q4 INCLUDED:

Canada:

- TravelZoo

UK:

- Wanderlust Magazine: Part of a consumer campaign, which as of June 2023 had reached **2,356,553 unique users**, **increasing 714%** from the start of the campaign.

Latin America:

- NatGeo

Australia:

- Marie Barbieri | Escape
- Melissa Mason | Pedestrian/Thrillist

INTERNATIONAL MARKET DEVELOPMENT: Looking ahead

Lt. Governor & Partners Mission to Mexico September 25 - 29

- Lt. Governor will conduct interviews with top media from Mexico about the importance of Mexico tourism to Nevada.
- Partners will conduct presentations to travel advisors and 1:1 meetings with operators from Mexico City & Guadalajara.

Multi-national FAM December 2-7

- Total of **12 travel advisors** from: Australia, Canada, Germany, Mexico & UK.

FY24 International Press Trips currently in development

- Canada: Michael Morcos; Jennifer Harley
- Germany: Eclipse Group FAM – Oct. 2023
- Australia: Group FAM – Sept. 2023
- Mexico City Mission with Lt. Governor – Sept. 2023

TRAVEL NEVADA: Q4+ Initiatives - Completed

Brand Evolution

- Brand positioning testing ✓
- Concept development and refinement ✓
- New campaign in Fall 2023

Destination Development

- Steering committee meetings for Cohort 1 ✓
- Cohort 1 site visits and community events ✓
- Continued research and gap analysis for Cohort 1 destinations ✓
- Cohort 2 kickoffs

Visitor Experience

- Develop brand ambassador trainings

Industry Relations

- Conduct TAC strategy sessions (kicked off)
- Work with 2023 grant awardees ✓
- Rural Roundup 2023 ✓

Discover Your Nevada

- Launch new website itineraries
- Promote spring/summer travel ✓
- Develop FY24 campaign ✓

Domestic Market Development

- Launch 2023 half-year paid media campaign ✓
- Top 100 Fams ✓
- Develop FY24 campaign ✓

International Market Development

- Release and award contracts in four of five international markets ✓
- Australia mission and International Media Marketplace ✓
- Canada mission ✓
- IPW, San Antonio ✓

TRAVEL NEVADA: Q1+ Initiatives - Upcoming

Brand Evolution

- Fall Nevada Magazine and Visitor Guide release
- New campaign in Fall 2023

Destination Development

- Cohort 1 10-year draft plans in Q1 FY24
- Cohort 2 kickoffs

Industry Relations

- *Visitor Experience part of this program in FY24*
- Northwest Sales Mission
- Territory Strategic Planning
- BattleBorn Insiders
- TNT calls

Discover Your Nevada

- New Media mix
- Special event activations

Domestic Market Development

- Joint Sales Missions
- Connect shows
- ABA, IITA, GoWest
- FY24 Paid Media Execution
- TravelNevada landing pages
- Bandwango rollout
- New York Media Mission
- Super Southern Influencer Trip
- Athlete and Event activations
- Stargazing Media Fam

International Market Development

- Mexico Mission
- Multi-national FAM
- International Press Trips