



FY24



ANNUAL REPORT



TABLE OF CONTENTS

- 3** Letter from the Lieutenant Governor
- 4** Letter from the CEO
- 5** Strategic Programs
- 7** Economic Impact
- 11** Brand Evolution
- 15** Destination Development
- 19** Visitor Experience
- 23** Industry Relations
- 27** In-State Media
- 31** Domestic Market Development
- 49** International Market Development



As lieutenant governor of Nevada and chair of the Nevada Commission on Tourism, I am delighted to share my unwavering commitment to the state's tourism industry. Tourism has long been a cornerstone of Nevada's economy, and I am proud to have had the opportunity to explore our state firsthand.

One of my first goals as lieutenant governor was to experience each of Travel Nevada's 10 road trips. I am proud to say that during FY24, I completed nearly all 10 road trips offered by Travel Nevada! Along the way, I had the privilege of meeting many wonderful Nevadans who shared their personal stories about the impact of tourism on their lives. These stories, filled with true Battle Born spirit and a deep sense of community pride, underscored the far-reaching effects of tourism in our state – from Laughlin to Genoa and everywhere in between.

Throughout my travels, I focused on supporting small businesses and local entrepreneurs. These businesses are the backbone of our communities and play a vital role in creating unique, memorable experiences for visitors and preserving the authentic character of Nevada's destinations.

Tourism is more than just a sector of our economy; it is a driving force behind Nevada's economic diversification. By attracting visitors from around the world, we create jobs, stimulate local economies, and showcase the best of what our state has to offer.

I am committed to working with Travel Nevada and our tourism partners to ensure that Nevada remains a top destination for travelers and a thriving economic engine. As we look toward FY25, I will continue to champion Nevada's tourism economy as well as Travel Nevada's initiatives and strategic priorities to further grow our state's tourism industry.



STAVROS ANTHONY

Nevada's 37th Lieutenant Governor and Chair, Nevada Commission on Tourism



The story of the Nevada Division of Tourism (Travel Nevada) for FY24 is one of continued growth and building on the foundation that was laid in FY23.

In FY24, the Travel Nevada team was fresh from a departmental restructuring that included the hiring of my position as the agency's first CEO. During my time with Travel Nevada, it's already apparent to me that this division is not only focused on promoting the beauty and uniqueness of Nevada to the world in creative, effective, and efficient ways, but also is deeply committed to empowering our rural communities to discover and share their own tourism voice. By providing guidance and support, we help these communities unlock their potential, ensuring that their distinctive stories and experiences contribute to the broader narrative of Nevada's diverse tourism landscape.

In FY23, Travel Nevada introduced the 3D (Destination Development Demonstration) Project to visualize what tourism could look like in Nevada's rural communities and laid the framework for the program's parameters. FY24 marked the second year of the project,

and six communities were selected to go through the program. Through the fiscal year, these communities met regularly to discuss their plans, which hit a major milestone in Q4 with the development of 10-year destination plans. This program is outlined more fully in this report, and we still feel strongly that this program will transform Nevada's tourism economy.

We also launched a new brand in FY24, encouraging visitors to "Get a Little Out There" and discover what the state has to offer beyond the bright lights of our metropolitan areas. The new brand captures the essence of Nevada - wide open spaces, friendly communities, and plenty of room to explore. As we enter FY25, we continue to focus on our mission and vision and will accomplish this by implementing programming that highlights our state's unique qualities.



RAFAEL VILLANUEVA

Chief Executive Officer, Travel Nevada



To align with the evolving global tourism landscape, Travel Nevada continues to refine and develop its strategic programs. Our efforts to reinforce what distinguishes Nevada as a competitive travel destination resulted in a new brand look and style that captures the essence of traveling in Nevada, ultimately driving economic growth.

STRATEGIC PROGRAMS



Mission

Effectively communicate the enriching travel experiences Nevada offers and promote statewide economic health through tourism.

Vision

Enhance the quality of life for all Nevadans.

Agency Initiatives

- Increase overnight stays and spending.
- Contribute to the long-term growth and sustainability of local tourism economies.
- Lead the expansion of state partnerships to benefit communities.
- Foster welcoming and accessible rural destinations.
- Establish an understanding that local tourism products and services are a fundamental and important part of local economies.
- Affect awareness and perception of Nevada as a globally recognized brand.





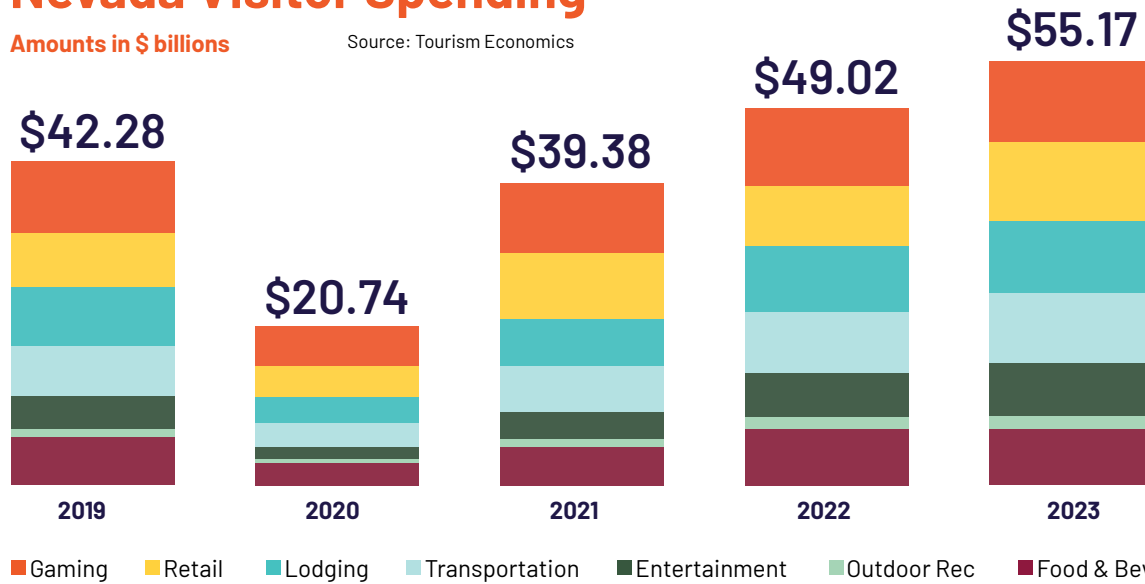
The economic impact of the tourism industry has both direct and indirect benefits for all Nevadans. In Nevada, Tourism Means More.

**ECONOMIC
IMPACT**

Nevada Visitor Spending

Amounts in \$ billions

Source: Tourism Economics



VISITOR ACTIVITY IN 2023 GENERATED:

\$15.7 billion in direct labor income

↑ 10.1% from 2022

\$23.6 billion in total labor income*

↑ 9.2% from 2022

*Including indirect and induced impacts.

The \$55.2 billion in visitor spending means that **more than \$151 million was spent every day by visitors in Nevada in 2023.**

Nevada Visitor Volume and Spending

Source: Tourism Economics

By market, calendar year 2023



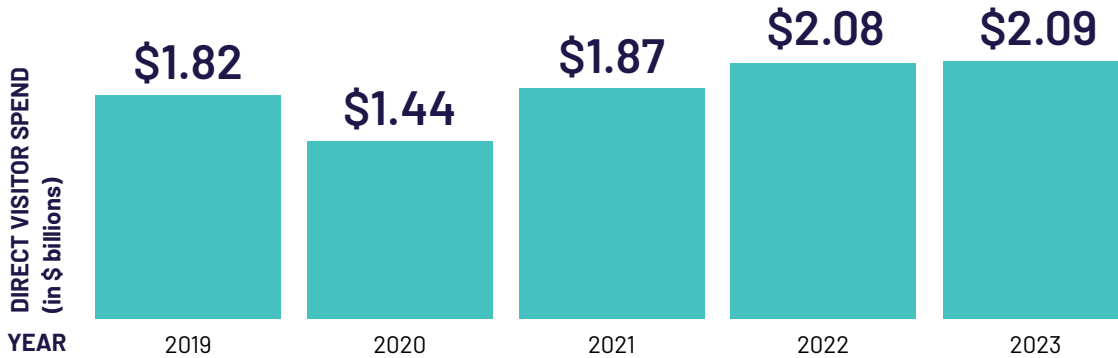
The 443,536 jobs sustained by tourism in 2023 represents **21% of all jobs in Nevada.**

The \$23.6 billion in total income generated by tourism is the equivalent of **\$20,316 for every household in Nevada.**

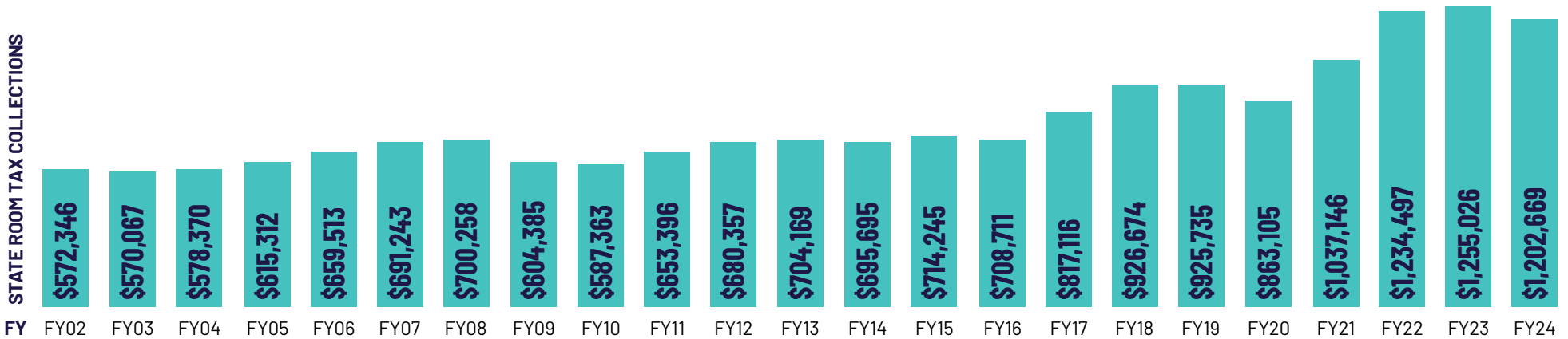
Each household in Nevada would need to be **taxed an additional \$5,161 to replace the visitor-generated taxes received** by Nevada state and local governments in FY23.

Rural Nevada Visitor Spending

Direct visitor spending in rural Nevada counties reached nearly \$2.1 billion in 2023, an increase of about 1% from the previous year.

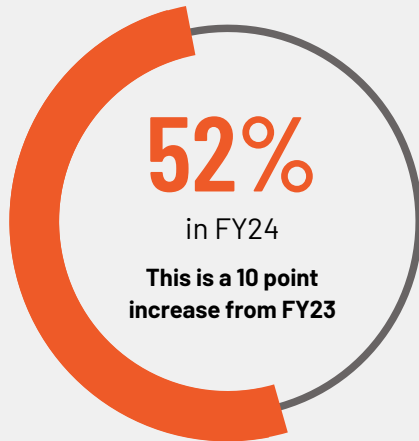


State room tax collections in rural Nevada topped \$1.2 million in FY24, an increase of about 30% over FY19 levels.

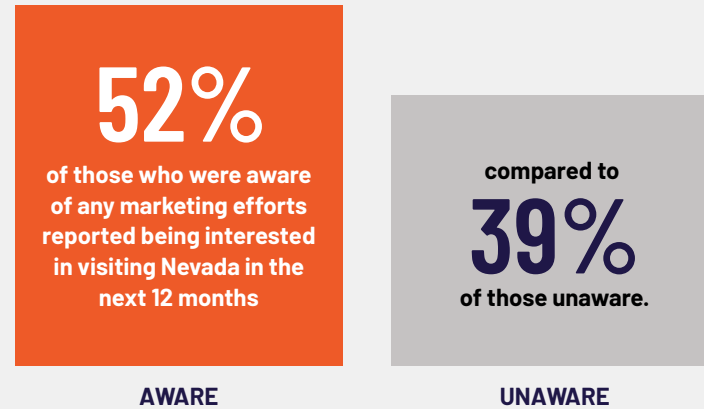


Results From Travel Nevada FY24 Integrated Marketing Effectiveness Study

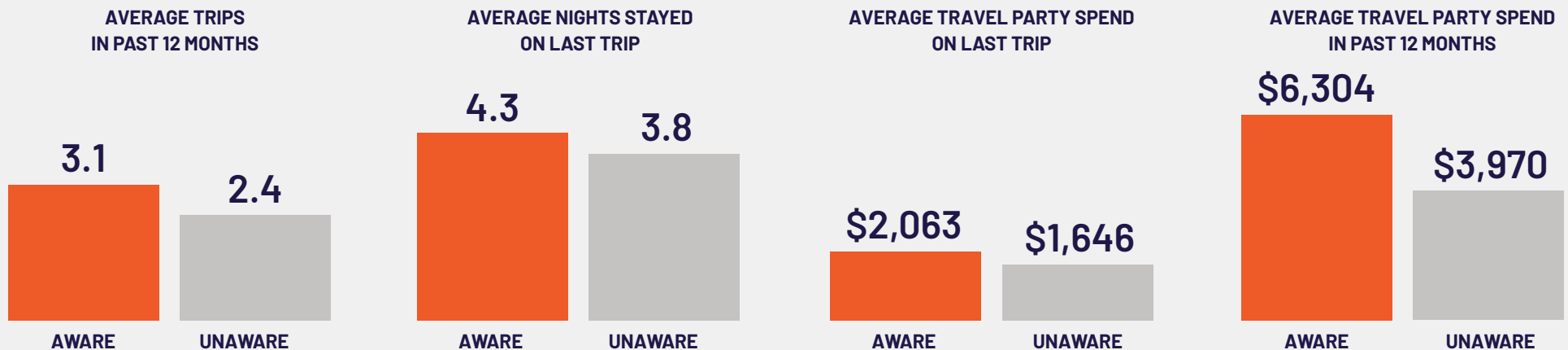
Awareness of Travel Nevada's integrated marketing campaign:

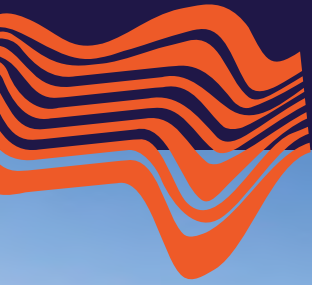


Exposure to Travel Nevada's integrated marketing campaign boosted intent to travel among the target audience:



Across all markets, those who were aware of Travel Nevada's marketing efforts took more trips to the state, stayed longer, and spent more than those who were unaware.





Beyond the glow of neon lights, there are endless starry nights, uncommonly curious towns and breathtaking natural sights. Travel Nevada encourages people to get a little out there into the big heart of Nevada.



BRAND EVOLUTION

GET A LITTLE OUT THERE.

Following an ambitious FY23, where the team undertook extensive brand research and the development of a new brand platform, FY24 focused on the launch of “Get a Little Out There,” starting full force on Nevada Day 2023. Over the course of the year, the team broadened and diversified the campaign to target unique audiences at home and abroad, as well as created unique cross-platform messaging that invited visitors to connect with Nevada on their own terms. Because here, there’s space to just *be*.

Brand Platform

Vision

After 10 more years of sharing the heart of Nevada – connecting with purpose and sharing our Nevada story with the world – Travel Nevada will be the nationally recognized model for successful statewide destination development, enhancing the quality of life for both Nevadans and Nevadans-at-heart.

Position

Nevada is a little out there.

Promise

The Space To Be

Personality

Offbeat, Creative, Wild-at-Heart, Accepting, Resourceful, Down-to-Earth, Surprising, Bright, Independent

Principles

Huge-Heartedness,
Wide-Open-Minded,
Genuine & True,
Imagine More

Purpose

To share the
Heart of Nevada.

The “Get a Little Out There” Campaign

The “Get a Little Out There” campaign shifts Travel Nevada’s brand position from outdoor and rugged to exciting (Outdoor Rec+). According to Travel Nevada’s Integrated Marketing Effectiveness (IME) study, visits and visitor spend increased in FY23. Building on that momentum, in FY24 Travel Nevada continued to focus its campaign efforts in the following ways:

- Targeted audiences in not only Travel Nevada’s new markets (Chicago, Portland, Seattle) but also in the established and emerging markets of San Francisco, Los Angeles, Boise, Phoenix, Salt Lake City, San Diego, Dallas-Fort Worth, and Houston, plus international audiences in the United Kingdom, Australia, Canada, Germany, and Mexico
- Created campaigns that appealed to diverse audiences – both extreme adventure-seekers and casual explorers (Uncharted Experience Enthusiasts and The Everyday Adventurer)
- Aligned efforts across diverse touchpoints, platforms, and channels to continuously reinforce the brand story and enhance Nevada’s appeal as a destination full of curiously uncommon experiences

As noted on page 9, those who were aware of Travel Nevada’s “Get a Little Out There” campaign took more trips to the state, stayed longer, and spent more than those who were unaware. Additionally, prospective travelers who encountered the campaign had enhanced sentiment toward Nevada as compared to those who had not encountered the campaign. IME data showed that those who were exposed to the campaign saw Nevada as a destination that:

- Features a diversity of outdoor adventure | +7 points
- Offers off-the-beaten-path experiences | +8 points
- Is welcoming to all types of people | +10 points





Click to view the “Get a Little Out There” brand mantra.

The “Get a Little Out There” campaign remains a tour de force in the arenas of strategic marketing, comprehensive research, and creative storytelling.

Capturing imaginations through personal (and personalized) messaging enables Travel Nevada to showcase Nevada’s unique charm points and prove that it is a place where visitors can do anything and everything. Amid a sea of rugged Western look-alike destinations, the brand’s ability to pivot, diversify, and speak to travelers from our own heart – the heart of Nevada – will continue to strengthen and fortify the brand’s position.





Travel Nevada’s destination development program is a long-term, tourism-based community planning program that enables Nevada’s rural communities to be more intentional about the way their visitor economies develop over time.

DESTINATION DEVELOPMENT

FY24 marked the second year of Travel Nevada’s Destination Development Demonstration (3D) Project. The second year built upon the foundational work completed in FY23, when consulting firm Better Destinations assisted with the program framework, application, and selection criteria. A 3D Working Group was also formed, which selected the five participating communities.

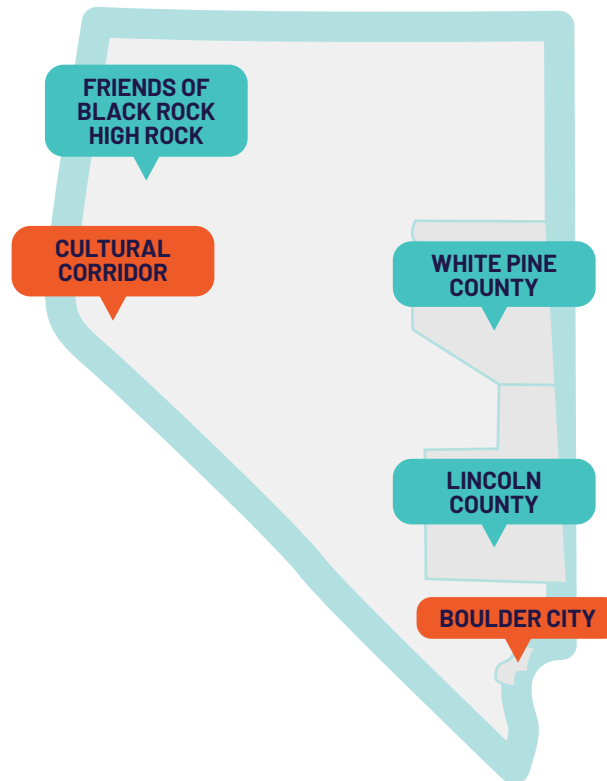
These five communities were split into two cohorts:

Cohort 1

- Friends of Black Rock High Rock
- Lincoln County
- White Pine County

Cohort 2

- Cultural Corridor
- Boulder City



“We are honored to have been selected for this wonderful planning opportunity. **3D is a dynamite program that every area would benefit from.**”

- Steering committee member from White Pine County

“These projects will provide a boost to these towns to further develop their tourism offerings, leading to additional jobs, economic vitality, and increased visitation.”

I fully support White Pine County, Lincoln County, and Friends of Black Rock High Rock as they embark on these projects to grow their destinations.”

- Lieutenant Governor Stavros Anthony,
Chair of the Nevada Commission on Tourism

Year Two of Travel Nevada's Destination Development Demonstration (3D) Project:

Q1

Consultants conducted Cohort 1 site visits, gaining valuable information to begin the process of drafting each awardee's 10-year destination plan.

Q2

Cohort 1 destinations received their 10-year destination plans, including recommendations for overall goals, objectives, and an implementation timeline. Destinations then submitted their grant applications, which were reviewed and scored by the 3D Working Group.

The Cohort 2 consultation period began with stakeholder meetings to ensure alignment with the project's foundation.

Q3

In a special session, the Nevada Commission on Tourism unanimously approved the 3D Working Group's recommended funding for Cohort 1 destinations:



White Pine County was awarded \$350,000 to fund branding, directional, and interpretive signage for three urban trailheads and 100 miles of existing and future non-motorized singletrack trails to improve visitor experience and connect to White Pine County's target visitor.



Friends of Black Rock High Rock was awarded \$262,353 to fund projects and hire a grants manager to oversee project activities, including efforts to preserve cultural heritage elements of Guru Road.



Lincoln County was awarded \$348,720 to fund positions and implement initiatives outlined in the destination plan, including funding an assessment to reduce unproductive retail space.

Q4

Development of Cohort 2's 10-year destination plans began.

Q4 represented the end of the "demonstration" portion of the 3D Project, which will be called the "Destination Development Design" project going forward.

SDBC CLASS AND RURAL PITCH CONTEST

The need for start-up business support was identified through initial rounds of the 3D Project. In response, Travel Nevada partnered with the Nevada Small Business Development Center to develop the Rural Tourism Entrepreneurship Program. Tourism-related start-ups and expanding small businesses based in rural Nevada were eligible to participate in eight weeks of classes, followed by the opportunity to pitch their business idea at Rural Roundup for a chance to win \$20,000 to support their business venture.

The winner of the inaugural Pitch Day challenge was Leslie Lotspeich of Lotspeich Farms in Star Valley. Her pitch idea, a pumpkin patch visitor attraction, will open to the public in fall 2024.



Looking Ahead

- The 3D Project will continue, including the following activities:
 - Applications will open for Cohort 3;
 - Pre-application site visits will be introduced;
 - An RFP will be developed to increase the consultant pool and align expertise with specific project needs.
- Travel Nevada will be the third state in the U.S. to join the Global Sustainable Tourism Council.
- Travel Nevada will draft its first destination stewardship plan, which will empower rural communities to advocate for and adopt policies and practices to ensure the sustainability of their local economy.





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Nevada is known as the world leader in hospitality, customer service, and entertainment. As customer needs evolve, and our state tourism economy diversifies and grows, the tourism industry must embrace elevated standards.

VISITOR EXPERIENCE



Visitor experience is a core tenet of Travel Nevada’s goals, emphasizing the importance of fostering a welcoming culture for residents and visitors. Travel Nevada encourages its rural communities to critically assess their readiness for promotable tourism products based on their attractions, accommodations, and their capacity and infrastructure.



Travel Nevada developed the Battle Born Insiders program in FY23 to train Nevada's hospitality and tourism front line staff in rural communities. Visitor-facing personnel learn about tourism in Nevada through the program modules, with the ultimate goal of increasing positive visitor engagement and enhancing their experiences.

In FY24, Travel Nevada rewrote 18 modules and added a prize component. Participants can unlock prizes as they work through the program; those who complete all of the available modules have an opportunity to win a FAM experience in Nevada.

Looking Ahead

- Travel Nevada will begin its partnership with Leave No Trace as part of its destination stewardship program. The partnership will include messaging to travelers to enhance visitor experience through stewardship.
- Travel Nevada will become a member of Travel Ability, an organization that connects the travel industry with disability advocates in an effort to build inclusive tourism destinations and experiences.
- The Battle Born Insiders ambassador training program will go live in FY25, and future modules will feature destination stewardship, diversity and accessibility, and international guest readiness.





Travel Nevada continued to increase and enhance communications with its partners during FY24. The team hit the road to attend a number of events, including territory meetings and territory strategic planning sessions, and were also featured as subject matter experts at industry events.

INDUSTRY RELATIONS



Rural Marketing Grants

Rural Marketing Grants help Nevada’s rural communities promote themselves as desirable destinations to in-state, domestic, and international travelers in efforts to increase overnight stays to stimulate their visitor economies. Rural local governments, nonprofit organizations, and tribal entities that represent communities under 100,000 in population are eligible to apply for a portion of the available \$1.5 million in funds awarded by Travel Nevada and approved by the Nevada Commission on Tourism.

FY24 RURAL MARKETING GRANTS CYCLE

Funding

In FY24, \$1.5 million was awarded across 34 applicants.

Process Improvements

Travel Nevada introduced a new midyear check-in to strengthen the grants process. Grant recipients that completed the check-in form were connected with Travel Nevada’s industry development specialist to discuss progress, next steps, and future opportunities. The meetings were well received and will become a staple of the Rural Marketing Grant procedures.

FY25 RURAL MARKETING GRANTS CYCLE

Process Improvements and Partner Communications

The FY25 Rural Marketing Grant cycle kicked off in January 2024. A timeline to date includes:

- January 2024: Kickoff webinar
- March – early April 2024: Cooperative webinars focused on marketing, public relations, and research opportunities
- Mid-April 2024: Travel Nevada pre-conference grants workshop at Rural Roundup
- April 15, 2024: Application period closed

Upon reviewing the 39 applications, the evaluation committee – comprised of members of Travel Nevada’s industry development, marketing, and research departments – submitted their recommendations to the Territory Advisory Committee (TAC). The TAC unanimously agreed to support the evaluation committee’s recommendations, which were then presented and approved by the Nevada Commission on Tourism. One and a half million dollars were awarded across 37 of the applicants.



Rural Roundup

One of the most anticipated events of the year, Rural Roundup, returned in April 2024. Nearly 250 partners attended this two-day conference to connect with colleagues and learn about trending topics in the tourism industry, including destination management and stewardship, content creator management, grant writing, and more.

Visit Lake Tahoe, the host DMO, welcomed the group with a reception at Bally’s and hosted a number of pre-conference activities for participants to experience all there is to offer in Stateline.



Travel Nevada Speaking Engagements

MOAPA VALLEY REVITALIZATION PROJECT (MVRP)

Topic: How Moapa Valley communities can leverage state resources to draw tourism to the area.

LINCOLN COUNTY TOURISM EXPO

Topic: Data Collection: How data can strengthen your tourism business case.

INTERSECTIONS: THE NEVADA CREATIVE CONFERENCE

Topic: “How Communities in Rural Nevada are Using Cultural Tourism to Drive Destination Development.” This session provided a deep dive into the destination development program and the Cultural Corridor.

ETOURISM SUMMIT

Topic: “Get a Little Out There – How Atlas Obscura and Travel Nevada Leverage Unique Storytelling and Evergreen Content to Raise Awareness and Drive Consideration.” This session highlighted content collaboration, including the launch of “Nevada Week” on Atlas Obscura.

Professional Conferences

WESTO

Travel Nevada attended WESTO in Seattle, Washington. This annual meeting brings together western state tourism boards to connect on shared interests and challenges and to collaborate and share best practices on marketing in the western United States.

EDUCATION SEMINAR FOR TOURISM ORGANIZATIONS (ESTO)

Travel Nevada attended the U.S. Travel Association’s Education Seminar for Tourism Organizations (ESTO) conference to reconnect with and learn from other state and city destination marketing organizations. Billed as the leading annual learning and knowledge-sharing forum for destination marketing professionals, ESTO provides four days of hands-on learning and content, all curated by industry colleagues.

National Travel and Tourism Week (NTTW)

In May, U.S. Travel Association celebrated 41 years of NTTW. Governor Lombardo issued a [proclamation](#) to declare the week of May 19 – 25 as “National Travel and Tourism Week Nevada,” recognizing the contributions of tourism to the state’s economy.

In April, Travel Nevada joined other tourism representatives at U.S. Travel Association’s Destination Capitol Hill to meet with Nevada’s congressional delegation. Discussions focused on key issues like infrastructure, workforce development, and policies supporting tourism’s growth as a vital economic driver.



Territory Strategic Plans

During FY23, Travel Nevada identified grant funds for territory strategic planning. Over the course of FY24, territories selected consulting firms to facilitate the strategic plan process to discuss missions and visions, longevity, strategic opportunities, membership and financial growth, and organizational structure. At the conclusion of FY24, each territory was presented with a strategic plan to use as a guiding document for growth.

Travel Nevada Tourism Webinars

Travel Nevada continued to host tourism webinars in FY24. Alternating between presentations from Travel Nevada's industry development, research, and marketing departments, invited guest speakers included Nevada Main Street, Trailfinders, and the Nevada State Historic Preservation Office.

Industry Communications

Travel Nevada regularly updates the industry on important tourism news via newsletters and its social media presence. Emails are distributed monthly and quarterly to inform the wider Nevada tourism industry of opportunities.

Looking Ahead

- As a result of the completed territory strategic plans, Travel Nevada is planning the first-ever Territory Retreat, sponsored by the Reno-Tahoe Territory. Territory representatives will come together for peer-to-peer engagement discussing best practices, strategic plan integration, and networking.
- Pitch Perfect Grants is a new initiative in which Travel Nevada will hit the road to connect with rural communities, providing invaluable support to prospective applicants as they prepare for FY26 grant submissions.
- After a hiatus as a result of the COVID-19 pandemic, Travel Nevada is excited to bring back the Governor's Conference on Tourism, which will be held in Las Vegas in October 2024.
- Rural Roundup will be held in Laughlin in April 2025.





IN-STATE MEDIA

Travel Nevada developed an always-on, omnichannel campaign for in-state efforts and focused on inspiring Nevadans to explore, cherish, and celebrate their state outside its major metros. In-state media partnerships helped localize the “Get a Little Out There” campaign to both northern and southern Nevadans, shifting their perceptions of everyday adventures.

The team used a mix of traditional and digital media tactics to generate awareness and encourage Nevadans to get out and “Discover Your Nevada.”

Through TV spots, out-of-home placements, print ads, and digital placements, Nevadans engaged with a variety of campaign content throughout their daily lives. Through close monitoring of each tactic, performance was strong across the board.



DIGITAL AD

RJ ESPAÑOL LAS VEGAS REVIEW-JOURNAL

92°F NEWS LOCAL SPORTS BUSINESS OPINION CRIME ENTERTAINMENT FOOD INVESTIGATIONS OBITS

Home >> Partnered Content >> Local

8 Great Things to Do in Boulder City That Aren't Just Some Dam Joke

Partner Content for Travel Nevada
January 23, 2024 - 8:41 AM

Don't miss the big stories. Like us on Facebook.

Less than an hour from Las Vegas, Boulder City was born from one of the most impressive feats of

SPONSORED ARTICLE

Tomaron parte en calidad de patrocinadores: Oficina para la Prevención del Suicidio (conocida por las siglas OSP), Vida Chiropractic, además, por supuesto, de CPLC y Promotoras Las Vegas. Se abordaron en la actividad temas de importancia capital, que dieron respuestas a las preguntas iniciales. PLV registró un formidable 2023, con

Se pudo conocer, luego de la reunión más reciente, que la denominada declaración sobre el 'Impacto empresarial' será presentada al Consejo durante la próxima junta, programada para el 3 de julio del presente año. La Ordenanza pública será considerada el 17 de julio de 2024.

Los requisitos para tal solicitud son:

Se la Secretaría de Estado de Nevada. Permiso del Impuesto Estatal sobre las Ventas o exención del Departamento de Impuestos de Nevada. El costo anual de la licencia es de \$150. La licencia de vendedor ambulante no es transferible. Al solicitar la licencia, los interesados deben cumplir con todas las reglas y regulaciones de la ciudad.

GET A LITTLE OUT THERE.

Bienvenidos al lugar donde el desierto canta y su historia es más silvestre que los sueños más increíbles que usted pueda tener. Días para explorar sus extraordinarios parques estatales y noches para contemplar el cielo lleno de estrellas. Un lugar donde las aventuras diversas descansan ahí, justo sobre el sendero apartado. Bienvenidos a un estado silvestre con un gran corazón bien abierto. Ahora, vamos - allá afuera un poco.

Explora tu estado en TravelNevada.com

PRINT AD

Print/Digital News Sites

RGJ.COM/RENO GAZETTE JOURNAL:

Three sponsored articles, resulting in 17,039 page views

THISISRENO.COM:

Five sponsored articles resulting in 350,000 page views per month and 12,000 e-newsletter subscribers

LVRJ.COM/LAS VEGAS REVIEW JOURNAL:

Sponsored content/banners, resulting in almost 2 million impressions and 2,140 clicks

GREENSPUN MEDIA:

Full-page print ads and digital banners, resulting in 868,903 impressions and 29,643 clicks

THENEVADAINDEPENDENT.COM:

Online newsletter banners, resulting in 577,109 impressions and 880 clicks

LAS VEGAS WEEKLY:

Email blast, resulting in 289,621 recipients and 69,960 unique opens

Partnerships

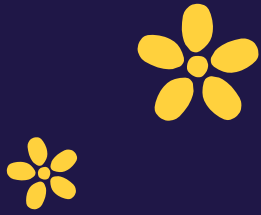
To showcase off-the-beaten-path experiences and reach audiences with disposable income, especially families, Travel Nevada partnered with the Reno Aces, Las Vegas Aviators, and University of Nevada Athletics. Tactics included in-game radio spots, video board TV spots, digital ribbon boards, and program ad placements during high-attendance home games. The team also staffed tables at select events, garnering the collection of more than 60 email addresses to leverage in future outreach.

Linear TV

Linear TV advertisements, which air during commercial breaks of regular programming, delivered the “Get a Little Out There” creative to Nevadans alongside their favorite content, including morning news, prime time, sports, late news, and weekend news. Flights were 11 weeks long in the Reno market and 16 weeks long in the Las Vegas market.



Click to view a “Get a Little Out There” linear TV ad.



Looking Ahead

- Travel Nevada will continue to host in-state influencers, which will allow the organization to reach in-state audiences with voices they already follow and trust.
- Travel Nevada will create trusted brand partnerships with professional and college sports teams based in Nevada.
- Travel Nevada will connect with its in-state Hispanic audience with transcreated versions of the “Get a Little Out There” campaign.
- Travel Nevada will place a greater focus on garnering earned in-state media coverage to continue fostering a sense of curiosity and exploration among Nevada residents.





DOMESTIC MARKET DEVELOPMENT

Travel Nevada approached the year with an impactful omnichannel campaign, designed to reach potential travelers in the moments that matter and laddered up to its primary objective: shifting perception in a way that encourages people to spend more and stay longer. A mix of best performers, expanded partnerships, and exciting new tactics helped capitalize on the big events coming to the state.

MARKET MIX

Based on the previous fiscal year’s results, current travel trends, research, Travel Nevada’s changing audience, and the state’s evolving priorities and visitor offerings, the organization’s FY24 strategy focused on shifting perception so that its target audience was more likely to believe that Nevada:

- Has a variety of things to see and do (outdoor recreation opportunities; more than deserts)
- Offers off-the-beaten-path experiences/local culture and history (beyond Reno and Las Vegas; only-in-Nevada experiences)
- Offers experiences for “someone like me”/welcomes diverse visitors (spotlighting the diversity of residents and visitors throughout the state)

These specific perception shifts emphasize experiences that require visitors to spend more and stay longer – getting them deeper into the rural parts of the state, where they can spend additional overnights, and capitalizing on the growing tax revenue-generating outdoor recreation opportunities.

While IME data revealed progress against these goals, the team continued to look for opportunities that would effectively communicate the enriching travel experiences Nevada offers and promote statewide economic health through tourism.



Markets

Target markets continue to respond differently to each marketing touchpoint and are approached based on market goals.

ESTABLISHED

Defend core established markets (Boise, Los Angeles, Phoenix, Sacramento, Salt Lake City, San Diego, and San Francisco)

Maintain Nevada’s strong position as a destination of choice in established markets to guarantee consistent tourism revenue

EMERGING

Stake our claim in emerging markets (Dallas-Ft. Worth and Houston)

Increase Nevada’s market share where travel intenders are increasingly raising their hands since the COVID-19 pandemic

NEW

Capitalize on disruption in new markets (Chicago, Portland, and Seattle)

Strategically invest in markets where pandemic disruption has created opportunity for Nevada to enter the consideration set



Messaging

The launch of the “Get a Little Out There” campaign provided the opportunity to showcase the Silver State in a way that got people excited about discovering delightful contradictions in the heart of Nevada – beyond Reno and Las Vegas.

Integrated storytelling across paid, earned, and owned channels amplified efforts around key moments throughout the year. For example, the Super Bowl, which brought heightened consumer awareness to the state, was a great opportunity to bring relevant offerings to the forefront across all media channels, capitalizing on interest and consumer demand.

Mindset

Travel Nevada focused on its three primary audiences: the Cultural Traveler, the Unexpected Experiences Enthusiast, and the Outdoor Adventurer.



Cultural Traveler

Craves rich, fulfilling travel experiences that lead to stories of their own after they leave the Silver State. Their favorite part of traveling is talking to an area’s residents and learning about their culture. This traveler wants to immerse themselves in authentic activities and ways of life in their vacation destination.



Outdoor Recreationalist

Someone who travels primarily to see the landscapes of a destination. They choose to avoid the crowded city and head straight for the outdoors to hike, climb, bike, run, or otherwise push themselves to explore. They range from nature photographers to experienced explorers, but their focus is always on the outdoors.



Unexpected Experiences Enthusiast

Doesn’t make itineraries and is up for anything. They are looking for places and experiences worthy of Instagram posts to show that they have discovered a destination’s hidden gems. They crave different experiences – sometimes a little odd or curious in nature – and their goal is getting to authentically know a destination.

INTEGRATED EFFORTS

Results are amplified when paid and earned efforts work in concert. In FY24, the marketing and public relations teams collaborated on several key initiatives.

Sports-Related Tourism

In FY24, Las Vegas solidified its place as the sports entertainment capital of the world. On top of becoming a hot spot for a variety of professional sports, two high-profile sporting events made stops in Las Vegas: Formula 1 and Super Bowl LVIII. Travel Nevada aimed to capitalize on the increased attention to the city and the influx of sports-minded visitors during this time. The team leveraged paid and earned channels to position Las Vegas as a gateway to outdoor adventures, broadening perceptions of the state.

Efforts to support this initiative included:

- A partnership with Allegiant Stadium that included an away game title sponsorship featuring TV, radio, and podcast spots; digital banners; rotations on I-15 billboards outside the stadium; and more
- Social media content from influencer and classic car enthusiast Heather Storm, who showcased motorsports-related activities in Nevada and participated in the Silver State Classic Challenge
- A custom broadcast segment with former Vegas Golden Knights defenseman Deryk Engelland, who shared his favorite outdoor recreation activities in southern Nevada
- “Big Game” watch parties held at four venues in the key markets of Seattle, Portland, and Reno
- Five journalist FAMs that used Las Vegas as a jumping-off point for other adventures in Nevada



Through these activities, the team secured 49.9 million impressions, maximizing the spotlight on Nevada during a particularly exciting time for the state.



Annular Solar Eclipse

The annular solar eclipse of October 2023 presented an opportunity for the team to raise awareness of Nevada and its “totality towns” as an ideal location to view the eclipse, as well as to raise the state’s profile as a destination for future celestial events and unparalleled stargazing.

The team accomplished this through:

- A sweepstakes on Travel Nevada’s social media platforms, where users in Travel Nevada’s drive markets could enter to win a trip to Nevada to experience the eclipse
- Earned media coverage in advance of the eclipse to entice potential visitors to experience it in Nevada
- FAM tours for five prominent journalists, during which they viewed the eclipse in White Pine County while gathering additional story ideas
- A partnership with travel influencers Mike and Anne Howard (@honeytrek), who documented their eclipse experience from Ely

These efforts resulted in a total reach of nearly 240 million. More importantly, the state experienced a boost in visitation during the month of the eclipse. White Pine County saw a 15.7% increase in room tax collections in October 2023 compared to October 2022 – in fact, its room tax collections were the highest of any October on record. Great Basin National Park also recorded the highest number of recreational visits for any October on record.

Stargazing > Eclipses

Fire in the sky: Chasing the annular solar eclipse 2023 on the Extraterrestrial Highway

News By Brett Tingley published October 15, 2023

Despite the region's fascination with UFOs, there was a different aerial phenomenon on everyone's mind throughout eastern Nevada this weekend.



The sun rises above the Nevada desert during an annular solar eclipse on Oct. 14, 2023. (Image credit: Future/Brett Tingley)

INTEGRATED EFFORTS ▲▲▲▲

Get a Little Out There, Chicago

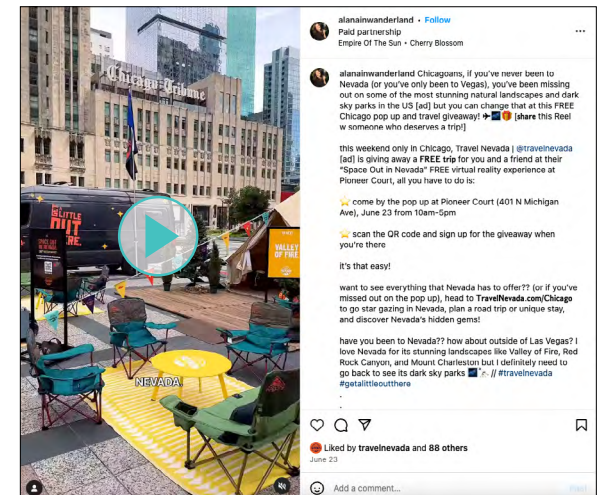
The Chicago market is specifically valuable to Nevada: Integrated Marketing Effectiveness (IME) data showed that visitors from the Chicago market have the highest levels of spending while in the destination. The team embarked on a comprehensive campaign designed to shift Chicagoans' perception of Nevada, encouraging them to travel to the state, and ultimately, spend more and stay longer. The resulting "Get a Little Out There, Chicago" campaign capitalized on insights about Chicago residents as it relates to their travel and leisure preferences.

Components included:

- A highly visible paid media blitz featuring creative that contrasted Nevada's dark skies with Chicago's lack of observable stars
- A partnership with Adler Planetarium that encompassed a media and VIP event, incorporation of Nevada's dark sky footage in the planetarium's "Skywatch Live" show, sponsorship of the "Astronomy Conversations" series, and more
- "Space Out in Nevada - A 360° VR Experience" pop-up activation where passersby could experience Nevada's wide-open spaces and dark skies for themselves



The campaign generated more than 19.8 million paid media impressions, 3 million earned media impressions, and more than 500 activation visitors.





PAID MEDIA

The domestic campaign included everything from custom video and content-first partnerships for those dreaming of their next adventure, to targeted social and online travel agency (OTA) partnerships for those inspired to plan and book a trip. It was also the first opportunity to roll out the new “Get a Little Out There” creative campaign.

Streaming Audio and Video

Streaming content was new for Travel Nevada in FY24 and leveraged the new brand campaign assets. Streaming video showcased the Silver State on the largest screen in the home, while streaming audio inspired and intrigued within key audiences’ favorite podcasts and playlists.

In total, Travel Nevada’s streaming partners delivered over 55 million impressions (39 million in audio and 16 million in video).

SIRIUSXM

Travel Nevada and SiriusXM partnered with Neil deGrasse Tyson on a custom episode of his podcast, Star Talk. Published ahead of the solar eclipse, the hour-long podcast discussed dark skies and featured an astrophotographer and Bradley Mills, an astronomy ranger at Great Basin National Park. The episode has been downloaded over 150,000 times, viewed over 140,000 times on YouTube, and has received fantastic fan feedback and engagement.



[Click to view the episode.](#)



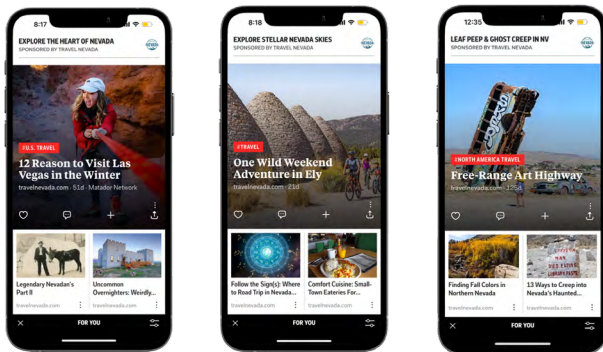
Digital

In FY24, Travel Nevada used display and native ads to drive significant traffic to its website. Adara and Sojern utilized their first-person travel data to reach Nevada's three audience segments in the planning phase of the traveler journey. They also specifically targeted sports fans in Nevada target markets during Formula 1, Super Bowl, and ahead of games featuring their market against a Nevada team.

Flipboard, Bidtellect, and TravelSpike each used unique targeting to deliver native ads to Travel Nevada's three audience segments. Native ads enticed readers with Travel Nevada's compelling website content and allowed the team to rotate timely articles. **In total, the mix of targeted display and native delivered more than 122 million impressions and 436,000 clicks in FY24.**

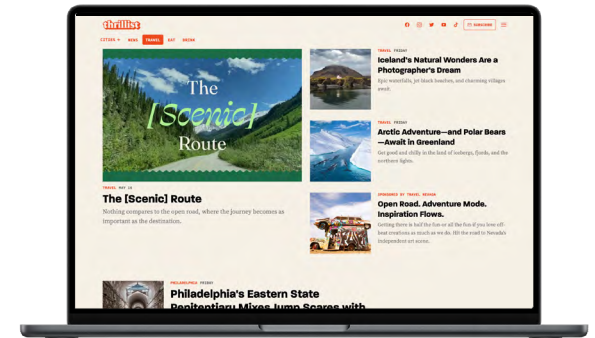
FLIPBOARD

Flipboard and Travel Nevada created a unique content experience where users could explore, share, and curate content around their passions and interests. A handful of placements leaned into existing and third-party content while other ads were new, customized creative. In all executions, the goal was to promote content demonstrating that Nevada has a variety of things to see and do throughout the year. "Outdoor Recreationalist" was the top-performing audience segment, and the editorial sponsorship focusing on outdoor adventure had a 4.26% click-through-rate (CTR) and more than 1.9 million impressions.



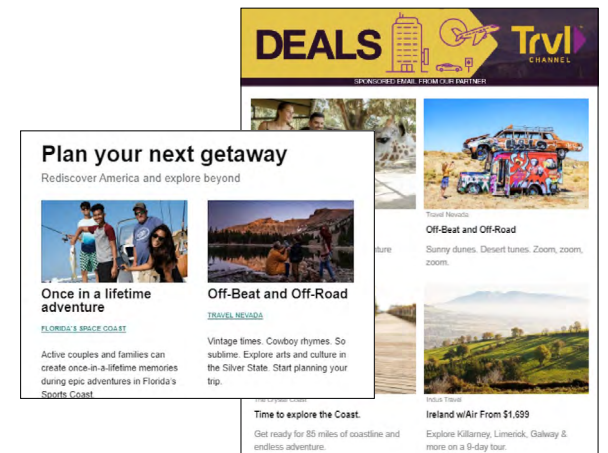
BIDTELLECT

In this contextual and native partnership, Travel Nevada enhanced awareness by creating highly relevant, content-integrated native ads. Content leaned into the seasons and Nevada's target audiences to feature transformative experiences found only in the Silver State. **In Q4, Bidtellect performed significantly above the CTR benchmark of 0.10%, and the "Space To Be" and "Sit & Stay" articles were top performers.**



TRAVELSPIKE

Throughout FY24, Travel Nevada ran a variety of contextual content ads with TravelSpike. Content topics ranged from ghost towns and colorful communities to the Free-Range Art Highway. **Overall, these placements drove more than 160,000 clicks to the Travel Nevada website.**

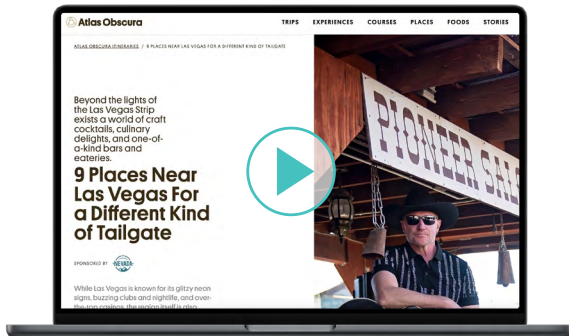


Content Partnerships

FY24 continued to see opportunities with partnerships that allowed Travel Nevada to develop unique content and distribute it where target audiences spend time.

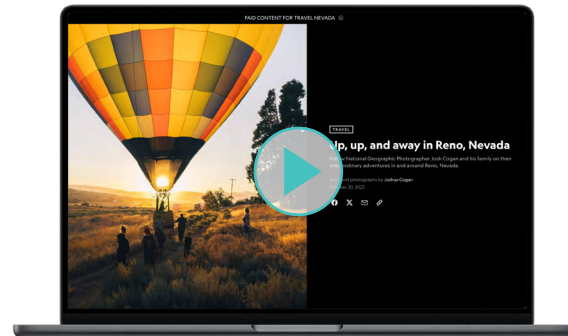
ATLAS OBSCURA

Atlas Obscura’s target audience prioritizes unique and quirky experiences. In alignment with this, the Travel Nevada team developed five new Place Pages – Space Whale, Gemfield, Sutro Tunnel, The Washoe Club Haunted Museum & Saloon, and Tom Devlin’s Monster Museum – for the Atlas Obscura Atlas. Additionally, just before the Super Bowl, the partner published a custom Regional Guide that highlighted “9 Places Near Las Vegas For a Different Kind of Tailgate.” The guide, which aimed to inspire those traveling to the big game to explore outside of Las Vegas’ city limits, saw more than 30,000 page views. Finally, in Q4, the team created two new podcast episodes featuring The Martin and the Republic of Molossia that aired during “Nevada Week” on the Atlas Obscura Podcast.



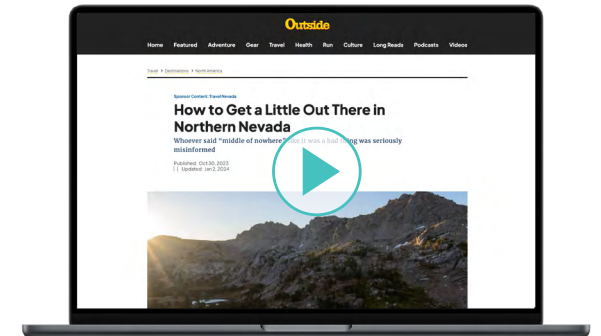
DISNEY/NATIONAL GEOGRAPHIC

The FY24 partnership with National Geographic sent photographers Josh Cogan and Tara Kerzhner to capture unique experiences found only in Nevada. Josh focused on western Nevada and attended the Great Reno Balloon Race. Tara’s efforts highlighted eastern Nevada and showcased the best winter adventures and uncommon overnights offered in one of the Silver State’s most idyllic mountainscapes, the Ruby Mountains. Custom articles and video content were developed for each and shared both organically and in paid posts through Facebook and Instagram. **The partnership resulted in more than 27 million+ social impressions and more than 100,000 social engagements; more than 41,000 people read the two articles.**

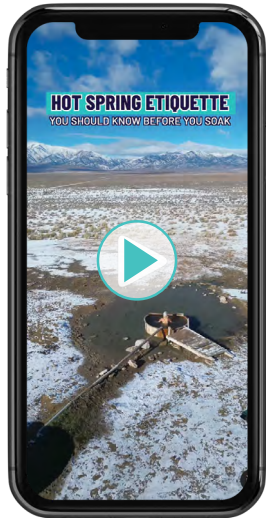


OUTSIDE MAGAZINE

In this social-forward campaign with Outside Magazine, the goal was to tell authentic stories that supported exploration and adventure in both northern and southern Nevada. The team developed custom itineraries for two influencers to explore the Cowboy Corridor and Death Valley Rally road trips. The resulting articles, “How to Get a Little Out There in Northern Nevada” and “Explore Southern Nevada’s Wild Side,” highlighted the influencers’ adventures and were accompanied by social promotion by both the influencers and Outside Magazine. **The partnership saw more than 8,900,000 impressions and 39,000 article views – 30% over the benchmark.**



PAID MEDIA

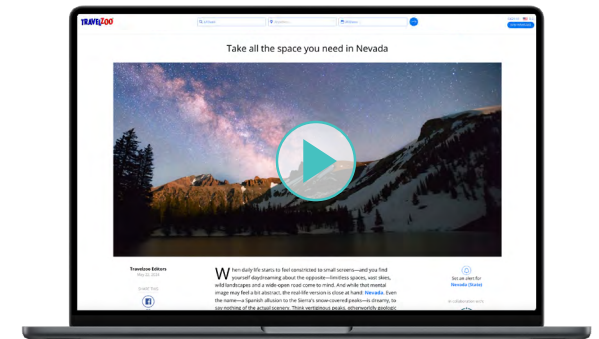


MATADOR

In partnership with Matador, Travel Nevada created 10 short-form vertical videos that showed a variety of things to do across the state. The videos covered topics such as haunted hotels like the Mizpah and Clown Motel, hot spring etiquette to ensure proper care of Nevada's land and natural resources, and features about Cathedral Gorge State Park and the Loneliest Road in America road trip. These videos garnered more than 2.8 million views across Instagram and TikTok. In addition to the short-form videos, Travel Nevada created a [hero video](#) that followed travel television host Mac Macintosh from Las Vegas to Great Basin National Park. The video launched in the summer of 2024.

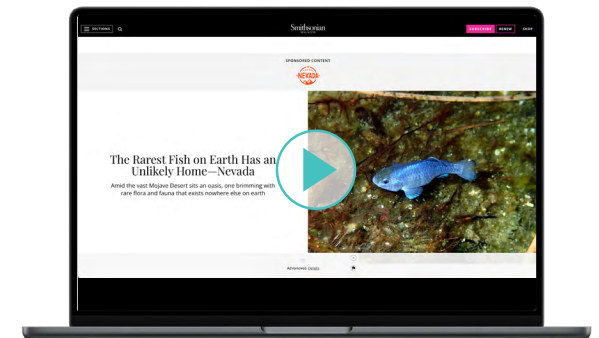
TRAVELZOO

The early months of the FY24 partnership with TravelZoo continued to promote Travel Nevada's new Destination Showcase that was created in late FY23. Then, to align with the Super Bowl, a custom story launched in early February to inspire visitors to Las Vegas to venture out beyond the Strip. The fiscal year wrapped with a custom story that highlighted astrotourism in Nevada. **Both pieces of content were viewed more than 102,000 times, with an average time spent reading the article of 4:07, well above TravelZoo's 2:30 benchmark.**

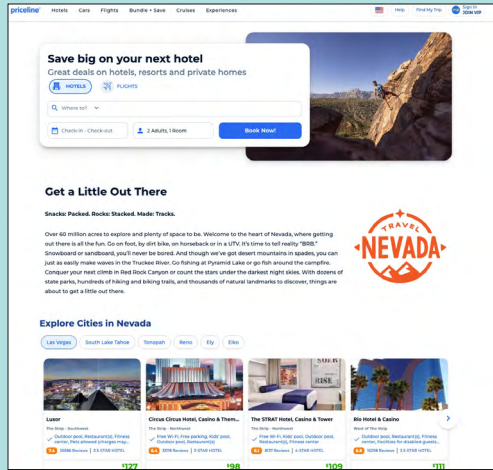


SMITHSONIAN

Appealing to Nevada's target audiences who prioritize culture and history, Smithsonian and Travel Nevada developed two custom articles, "Nevada's Living and Abandoned Ghost Towns" and "The Rarest Fish on Earth Has an Unlikely Home – Nevada." Smithsonian promoted both articles with custom video billboards, social promotion banners and posts, as well as native banners. **The Rarest Fish piece was the highest-performing piece of advertising content Smithsonian has ever published. The pageviews (50,000+) and average time spent reading the article (1:58) blows away the publisher's benchmarks.**



PAID MEDIA



Always On (OTAs, Social Media)

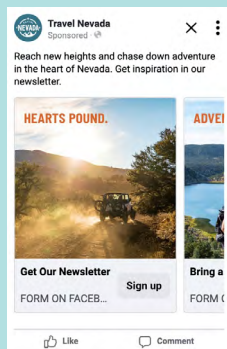
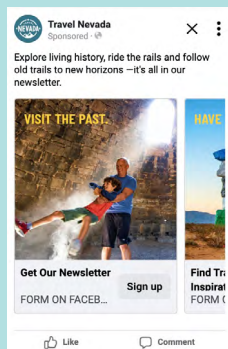
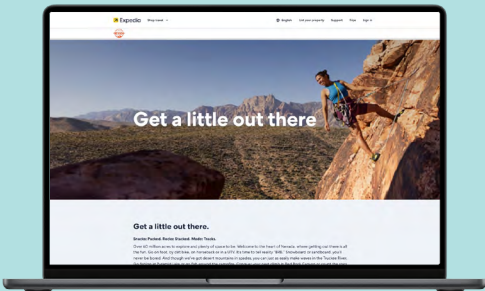
Always-on tactics included partnerships with OTAs, helping potential travelers choose Nevada. Paid social was also included in this mix, showing Travel Nevada's target audience that the state has a variety of things to see and do throughout the year. In FY24, our OTA partners drove more than 58 million targeted impressions.

The team created custom OTA landing pages to connect with travelers during the planning and booking phases of their traveler journeys. The inspirational content provided examples of activities and offerings from a wide range of skill levels that visitors can explore throughout Nevada. Priceline.com also ran a "Discover Somewhere New" homepage promotion from June 10 to 16.

The FY24 partnership with Expedia Group included a customized, co-branded social media campaign to deliver messaging directly to potential travelers. The Expedia brand team built a social strategy based on a variety of Travel Nevada creative assets that highlighted a range of Nevada activities and offerings. Ads ran on Pinterest, Instagram, and Facebook.

Travel Nevada developed paid social ads for its owned channels in FY24 to encourage visitor guide downloads and newsletter sign-ups. The team also boosted monthly organic posts and created ads on Instagram for various giveaways and happenings in Nevada.

In 2024, Facebook ads helped generate 10,655 newsletter and visitor guide leads. Additionally, they produced 29 million impressions, 130,000 clicks to Travel Nevada.com, more than 600,000 completed video views, more than 5,300 shares, and nearly 2,000 comments.





EARNED MEDIA

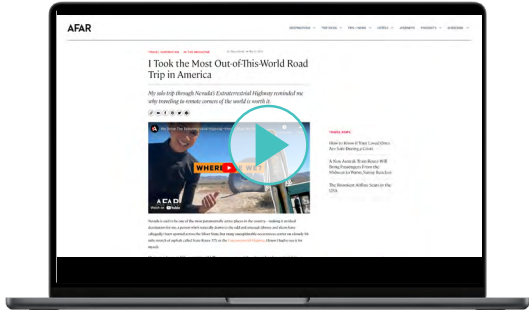
Within Travel Nevada’s marketing ecosystem, earned media and public relations play an important role in attracting potential visitors at the beginning of their travel journey. The team accomplishes this by showing up in trusted third-party channels with key messages that challenge and elevate potential visitors’ perceptions of Nevada.

Media FAMs

A recent annular solar eclipse offered an opportunity to invite journalists to experience a rare celestial event in Nevada – an ideal location for viewing, thanks to its clear skies and wide-open spaces. Travel Nevada secured five journalists representing AAA Westways, AFAR, Lonely Planet, National Geographic, and Space.com to view the eclipse from Ely and Baker, and customized each of their itineraries to their interests so they were able to explore other parts of the state as well.

The team also leveraged the media narrative around Las Vegas’ emergence as the sports entertainment capital of the world to bring in several journalists. Representatives from Bike Mag, Men’s Journal, NerdWallet, San Diego Magazine, and Thrillist used Las Vegas as a starting point in road trips that documented Nevada’s outdoor adventures and cultural experiences.

Ongoing relationship building and targeted outreach throughout the year yielded additional media FAMs, with Molly O’Brien (freelance journalist) traveling the Lake Tahoe Loop and Mike Richard (The Manual) exploring the Loneliest Road in America.





Media Missions

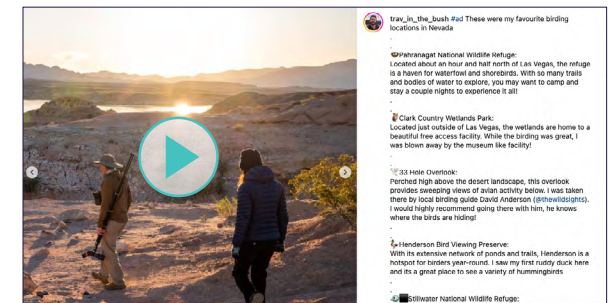
In November, Travel Nevada returned to New York to unveil the “Get a Little Out There” brand campaign. Creative elements showcased outdoor recreation opportunities throughout the Silver State, as well as a Sagebrush Saloon that was sponsored by Travel North Tahoe Nevada. Staff and several partners held productive conversations with more than 20 journalists and content creators while in New York, including representatives from Condé Nast Traveler, Fodor’s, NBC News, and Travel + Leisure.

In May, the team headed to Chicago for a media and VIP event celebrating the partnership between Travel Nevada and the Adler Planetarium. In addition to a discussion about why dark skies are important and Nevada’s stewardship in this area, the event teased the “Space Out in Nevada - A 360° VR Experience” pop-up activation. The team engaged with journalists from Parade and The New York Times and conducted an interview with WBBM (CBS) Radio while in Chicago.

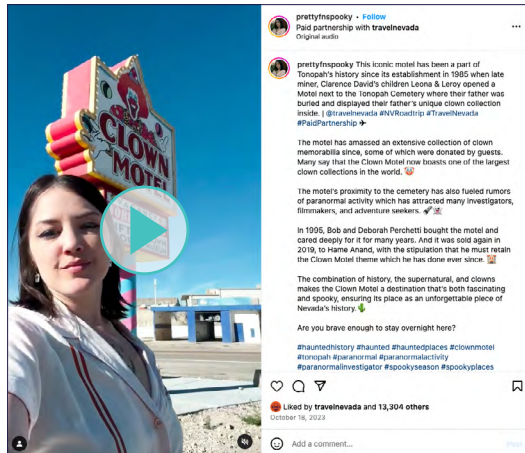
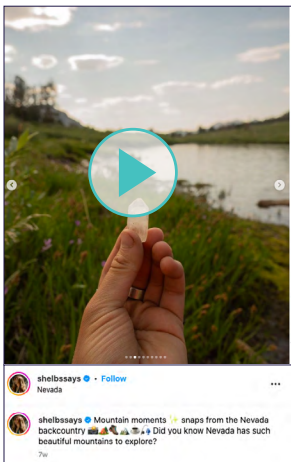
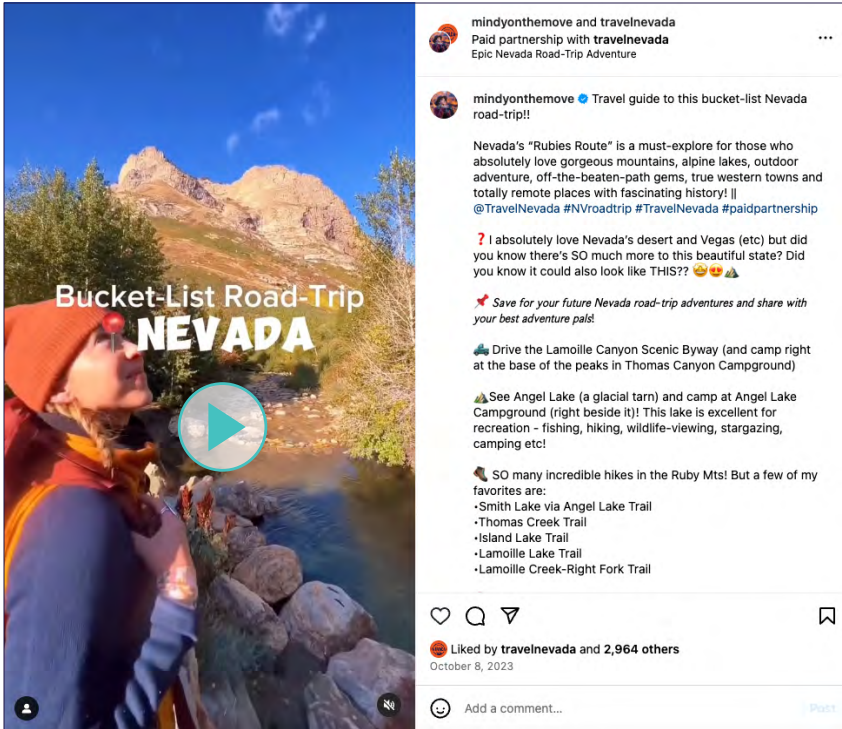


Influencer Partnerships

Goals of Travel Nevada’s growing influencer program included showcasing the state’s less-documented offerings, sharing key messages and initiatives, and acquiring content for shared and owned channels. To accomplish this, the team initiated partnerships with 13 influencers and content creators, who experienced a diverse array of activities in the Silver State over the course of the fiscal year. A sampling of partners included Amanda Paulson (@prettyfns spooky), who investigated haunted/spooky sites along the Free-Range Art Highway and promoted Travel Nevada’s Paranormal Passport; Travis Layton (@trav_in_the_bush), who documented bird watching activities in southern Nevada; Melinda Michaels (@mindyonthemove), who took an adventure-filled trip through the Rubies Route; and Shelby Burns (@shelbssays), who explored the Burner Byway. In total, the influencers generated more than 6.3 million impressions and drove engagements that demonstrated travel intent from their followers.



EARNED MEDIA



By the end of FY24, the team had exceeded all its key performance indicators. The team secured nearly 50 placements (including 20 features) in priority media outlets, resulting in nearly a billion impressions and placing at least one key message in 100% of coverage. Critical to ensuring a steady flow of FAMs and media coverage, the team engaged 54 journalists in dedicated interactions over the course of the year.



Click to view the FY24 public relations highlight reel.



INDUSTRY AND TRADE

In FY24, Travel Nevada continued to partner with the Las Vegas Convention and Visitors Authority (LVCVA) and Reno-Sparks Convention and Visitors Authority (RSCVA) on key domestic sales missions, trade shows, familiarization tours, and presentations. The objectives were to engage face-to-face with domestic and receptive travel companies to keep Nevada top of mind for travel advisors, introduce tour operators to new products and expand their itineraries, and train travel advisors through Nevada's industry-facing educational platform. That platform, NV Trailblazers, saw registrations increase by 158.06% from FY23.

FAMILIARIZATION TOURS (FAMS)

Travel Nevada hosted six FAMS over the course of the year. These included:

- Reno-Tahoe Experience FAM | Reno and Lake Tahoe | October 10 - 13, 2023
- Go West FAM | Bright Lights Desert Nights | Las Vegas | February 21 - 25, 2024
- Go West FAM | Cowboy Country Territory | Cowboy Corridor | February 22 - 25, 2024
- Go West FAM | Pony Express Territory | Highway 50: Loneliest Road in America | February 23 - 25, 2024
- Rural Roundup FAM | Las Vegas - Stateline | April 8 - 9, 2024
- Pleasant Holidays FAM | Reno and Lake Tahoe | June 3 - 6, 2024

INDUSTRY AND TRADE

DOMESTIC TRADE SHOWS

In addition to IMEX America (October 17 - 19, 2023) and Connect Travel (April 2 - 4, 2024), which were both held in Las Vegas, Travel Nevada attended the following trade shows:

Go West **February 26 - 29, 2024 | South Lake Tahoe**

Travel Nevada had more than 60 one-on-one appointments with top international travel trade representatives at Go West, which was held at the Tahoe Blue Event Center. Travel Nevada was a proud state sponsor of the trade show, hosting the opening night reception and supporting three pre-conference FAM tours for buyers and media across three Nevada territories. These FAMs were funded through the FY24 Rural Marketing Grants.

American Bus Association (ABA) Marketplace **January 13 - 16, 2024 | Nashville**

Travel Nevada held one-on-one meetings with 33 domestic bus tour operators.

International Inbound Travel Association (IITA) Summit **February 11 - 14, 2024 | Memphis**

Travel Nevada met with 20 inbound operators at the summit. CEO Rafael Villanueva, who is chair of IITA's Summit Committee, opened the event and welcomed attendees. As a sponsor, Travel Nevada hosted a "Get a Little Out There"-themed reception.

DOMESTIC INDUSTRY TRAININGS

Tres Conference **April 22 - 24, 2024 | Las Vegas**

Travel Nevada had the opportunity to present to more than 450 top producers, travel agency owners, managers, and consortia at this year's Tres University, an annual educational conference to connect Tres Technologies' travel agents with suppliers.

Contiki - Trafalgar **April 24, 2024 | Las Vegas**

Travel Nevada and partners LVCVA, LVCVA-Extended Destinations, and RSCVA presented at Destination America's annual travel director and trip manager meeting in Las Vegas.

SALES MISSIONS

Pacific Northwest Sales Mission **September 11 - 15, 2023 | Seattle, Portland, Oakland, and San Francisco**

Travel Nevada conducted a Pacific Northwest sales mission in conjunction with industry partners LVCVA and RSCVA. A total of 10 Nevada partners engaged with more than 140 travel agents and tour operators.

Southern California Sales Mission **May 20 - 23, 2024 | San Diego, Anaheim, and Los Angeles**

In conjunction with the LVCVA and RSCVA, Travel Nevada hosted a Southern California sales mission with 20 tourism partners who represented more than 50 Nevada hotels, shows, attractions, and destinations. In total, the group interacted with more than 195 travel agents and tour operators.





AWARDS

Several of Travel Nevada’s marketing initiatives – and one of its leaders – were recognized locally and nationally.

2024 AAF RENO AWARDS

Ad Person of the Year

Caroline Sexton, Chief Marketing Officer, Travel Nevada

Internet Commercial, Single Spot

Gold, “Get a Little Out There – 30 seconds”

Branded Content & Entertainment for Online Film, Single Entry (more than :60)

Gold, “Travel Nevada X Mountain State 2.0”

Internet Commercial, Single Spot – Any Length

Silver, “Get a Little Out There – Full”

Internet Commercial, Single Spot – Campaign

Silver, “Get a Little Out There” Commercial

Integrated Advertising Campaigns, Consumer Campaign – Regional/National

Silver, “Get a Little Out There” Campaign

Still Photography, Black & White/Color/Digitally Enhanced – Campaign

Gold, Travel Nevada – Outdoor

Video Editing

Gold, Travel Nevada – Editing

Copywriting

Gold, “Get a Little Out There” Mantra

Still Photography, Black & White – Single

Silver, Travel Nevada

Cinematography – Campaign

Silver, Travel Nevada – Cinematography

2024 PRSA SIERRA NEVADA SILVER SPIKE AWARDS

Overall Campaign

Silver Spike, Annular Solar Eclipse Campaign

2024 U.S. TRAVEL ASSOCIATION MERCURY AWARDS

Public Relations Campaign

Finalist, Annular Eclipse Campaign

2024 MARCOM AWARDS

Web Video – Marketing

Platinum, Matador Video

Influencer Content

Platinum, @prettyfns spooky Partnership

Public Relations Program

Platinum, Annular Solar Eclipse Campaign

Publicity Campaign

Platinum, Annular Solar Eclipse Campaign

Magazine Placement

Gold, AFAR Extraterrestrial Highway Article

Online Placement

Gold, AFAR Clown Motel Article

Special Event

Gold, New York Media Event

Native Advertising

Gold, Smithsonian Magazine Rarest Fish Article

2024 HSMIA ADRIAN AWARDS

Influencer Marketing

Gold, @prettyfns spooky Partnership

Digital - Video

Silver, Matador Video

Looking Ahead

- Travel Nevada will build media momentum in anticipation of the Adventure Centers' groundbreaking.
- Travel Nevada will partner with a retail brand to spotlight rural Nevada communities and amplify the partnership to promote tourism.
- Travel Nevada will execute multiple hero activations/brand partnerships, adapting its Chicago-based campaign in key markets and connecting with its audience during Raiders and Golden Knights games.
- Travel Nevada will continue its best-performing custom content partnerships, including National Geographic, Atlas Obscura, and Outside Magazine.
- Travel Nevada will expand targeting efforts beyond its core Everyday Adventurer audience and find ways to reach travelers who are visiting for business and leisure events.
- Travel Nevada will develop a receptive tour operator strategy, connecting its domestic and international market development efforts.
- Through strategic partnerships with industry leaders, Travel Nevada will increase the number of bookable products in rural Nevada.





INTERNATIONAL MARKET DEVELOPMENT



Travel Nevada works with five international offices to encourage visitation beyond the state's metropolitan areas and into Nevada's rural communities. In FY24, Travel Nevada worked with each international agency of record to outline goals and spread awareness of the state with prospective visitors. This is achieved through integrated trade, public relations, and consumer efforts that leverage each market's unique customer journey.



International visitors are an important piece of Nevada’s tourism economy. In 2023, international visitors to the state represented 9.2% of all visitation and about 9.3% of visitor spending. Travel Nevada’s goal in working with international agencies is to encourage visitation beyond Las Vegas and Reno.

AUSTRALIA/NEW ZEALAND | CANUCKIWI

Trade Highlights

Throughout FY24, Canuckiwi engaged with key travel and trade industry partners to promote rural Nevada.

- Trade shows: Visit USA Expo Series, IPW
- Trainings/webinars: Destination Webinar, United Airlines, Qantas Airlines
- Product development: Helloworld, Flight Centre
- Co-op campaigns: Luxury Escapes, House of Travel
- FAM: Travel Nevada Trailblazers Get a Little Out There | May 29 – June 3, 2024 | Southern Nevada
- NV Trailblazers registration: 66

PR Highlights

The team hosted 19 travel journalists, including Cyclist Magazine; Escape, Australia’s leading travel publication; and a group press trip with journalists spanning the country, resulting in 76 articles published about Nevada, with impressions of over 47 million.

Consumer Highlight

The “Get Lost” campaign with Roberto Serrini showcased The Loneliest Road in America, with the objective of inspiring Australian travelers to see rural Nevada as an epic travel destination. Results included:

- Digital magazine: 11,173 views
- E-newsletter: 25.9% open rate (12,000 opens)
- Digital advertisements: 392,042 impressions



CANADA | CANUCKIWI

Trade Highlights

- Trainings/webinars: TravelWeek Canada, Merit Ski
- Product development: Sun Fun Tours
- Missions: LVCVA Canada Mission, Calgary Travel Agent Mission
- FAMs: Travel Nevada Trailblazers Get a Little Out There FAM | May 29 – June 3, 2024 | Southern Nevada, and AMA Agent | June 2024
- Co-op campaigns: Canada Wide, Travel Brands, Dreamscapes, Baxter Media, AMA (including global TV segment)
- NV Trailblazers registration: 176

PR Highlights

The team hosted a total of seven travel journalists, including writers from Canadian Cycling, Explore Magazine, podcaster Liz Fleming, Montreal-based journalists Marie-Julie Gagnon and Marie-Eve, and freelancer Kim Pemberton. Efforts resulted in a total of 94 articles shared, with more than 18 million impressions.

Consumer Highlights

In March 2024, Travel Nevada participated in the Calgary Outdoor Adventure Show, a two-day consumer trade show that attracts outdoor adventure enthusiasts. Travel Nevada had more than 600 quality interactions with attendees, presented twice at the International Travel Theatre, and ran a social media sweepstakes campaign.

GERMANY, AUSTRIA, AND SWITZERLAND | AVIAREPS

Trade Highlights

- Trade shows: Visit USA Halloween, LVCVA Breakfast Seminars, Aviareps Leisure Market
- Trainings/webinars: Visit USA, Fairflight
- Product development: Komoot, Generalist FIT
- Missions: Visit USA Germany Roadshow, Cinema Roadshow, Seminar in Vienna
- FAMs: TUI Trade FAM | February 20 – 27, 2024 | Southern Nevada
- Co-op campaigns: Explorer, Fairflight, True America GmbH
- NV Trailblazers registration: 39

PR Highlights

The team hosted a group trip on the Death Valley Rally, a solo journalist who explored the state via RV, and others, resulting in 26 articles from FAM trips and media impressions of more than 46 million. The team also conducted 104 meetings and deskside visits with top-tier media.

Consumer Highlights

Bike the Best is one of the biggest tour operators for motorcycle tourists in the U.S. Leading up to their consumer show, Travel Nevada participated in a consumer activation campaign to build awareness and promote Nevada to motorcycle enthusiasts across Europe. At the event, the team interacted with more than 1,000 event participants.

MEXICO | GLOBAL MARKETING & SALES

Travel Nevada's contract with Mexico representatives GMS expired at the end of Q2, prompting an RFP for representation. The RFP committee selected GMS integrated representation including public relations, marketing, and trade development, with the contract finalized in Q3.

Trade Highlights

- Trade shows: Eptur Trad Show, IPW, Arlag Trade Show
- Trainings/Webinars: Yadira Viajes, Viajes Tu Mundo, MegaTravel, and more
- Missions: Trade and Media Mission | Mexico City and Guadalajara | September 25 – 29, 2023 and LCVVA Mexico Mission
- FAMs: VIP Trade and Media FAM Trip | June 21 – 25, 2024
- Co-Op Campaigns: Price Travel, Autorental, IMACOP
- Other: Podcast series created in collaboration with Pasillo Turistico, Travel agent and media breakfast series, and website development
- NV Trailblazer Registration: 63

PR Highlights

Travel Nevada's Mexico-based PR team hosted nine journalists in FY24, resulting in coverage that reached over 244 million people.



UNITED KINGDOM/IRELAND | BLACK DIAMOND

Trade Highlights

- Trade shows: IPW
- Trainings/webinars: Travel Gossip, Freedom America, Bon Voyage
- Product development: Ocean Holidays, Trailfinders, Travel Counsellors
- Missions: Dublin mini-mission
- Co-op campaigns: Culture Trip
- Events: Paint by Nevada Night, where a mix of trade and media celebrated the launch of Get a Little Out There
- NV Trailblazers Registration: 134

PR Highlights

Travel Nevada's UK-based PR team secured 83.4 million in reach this fiscal year, comprised of 118 pieces of coverage, nine media meetings, and 11 media hosted in state.





Looking Ahead

- Travel Nevada will partner with Brand USA and U.S. Commercial Services in emerging markets to identify new or returning international feeder markets.
- Travel Nevada will continue to ensure international programming integrates and leverages the country's trade, media, and consumer partners.



To experience Nevada — the wide-open and wonderous Nevada — you have to get a little out there. By car or motorcycle or ATV, the uncommon curiosities and delightful contradictions can only be accessed by those willing to make the journey. And the journey is half the fun!

Of course, Nevada is a pretty out there, too. It's offbeat and creative. It's full of unexpected art, uncommon characters, and full of things to do you can't experience anywhere else.

So, go on. Get a Little Out There.

**GET
A LITTLE
OUT THERE.**