



TRAVEL NEVADA

Q3 Report

January – March 2023



BRAND EVOLUTION: Highlights

Brand Refinement

- Brand Workshop
- Creative testing initiated

Official State Map Released

- Partnered with NDOT
- 1MM printed for distribution over the next 2 years

Nevada Magazine & Visitor Guide

- Spring 2023 Release Feb 2023

Upcoming in Q4 and beyond....

- Summer 2023 release May 2023
- Concepting and testing creative
- New campaign in Fall 2023



Noble Studios

Travel Nevada Brand Strategy Update

NEVADA
OFFICIAL STATE MAP

NEVADA

Spring 2023
Display until May 1, 2023

MAGAZINE & VISITOR GUIDE

SPRINGTIME
IN NEVADA IS
FOR THE BIRDS

THUNDERBIRD LODGE
Lake Tahoe's mysterious mansion

FOLLOW THE MONEY
From dirt to dollars,
and both sides of the coin

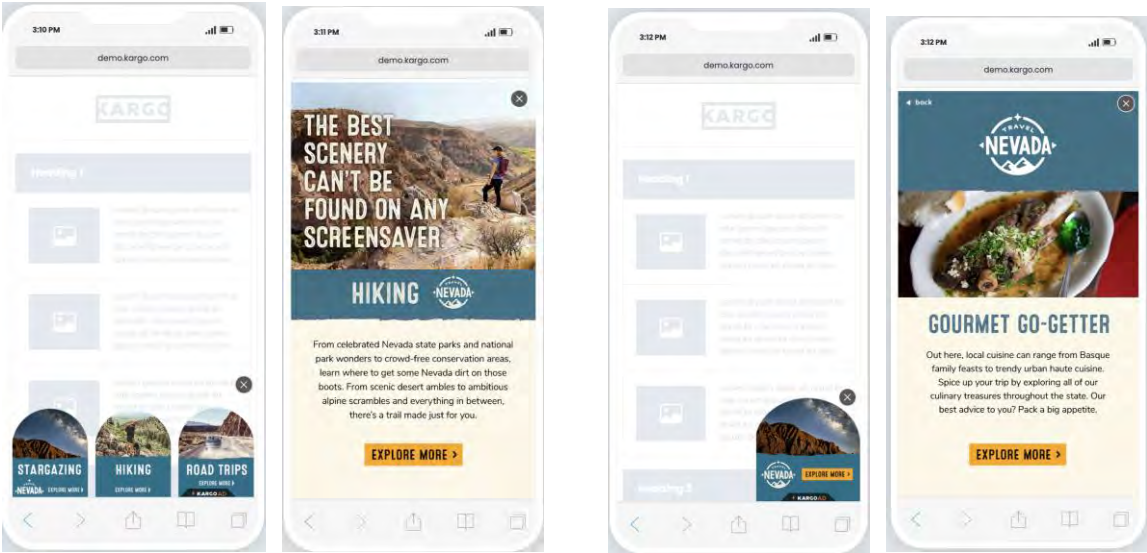


DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights

- The **bridge campaign** continued to run. These are some of our highlighted partners for the quarter.

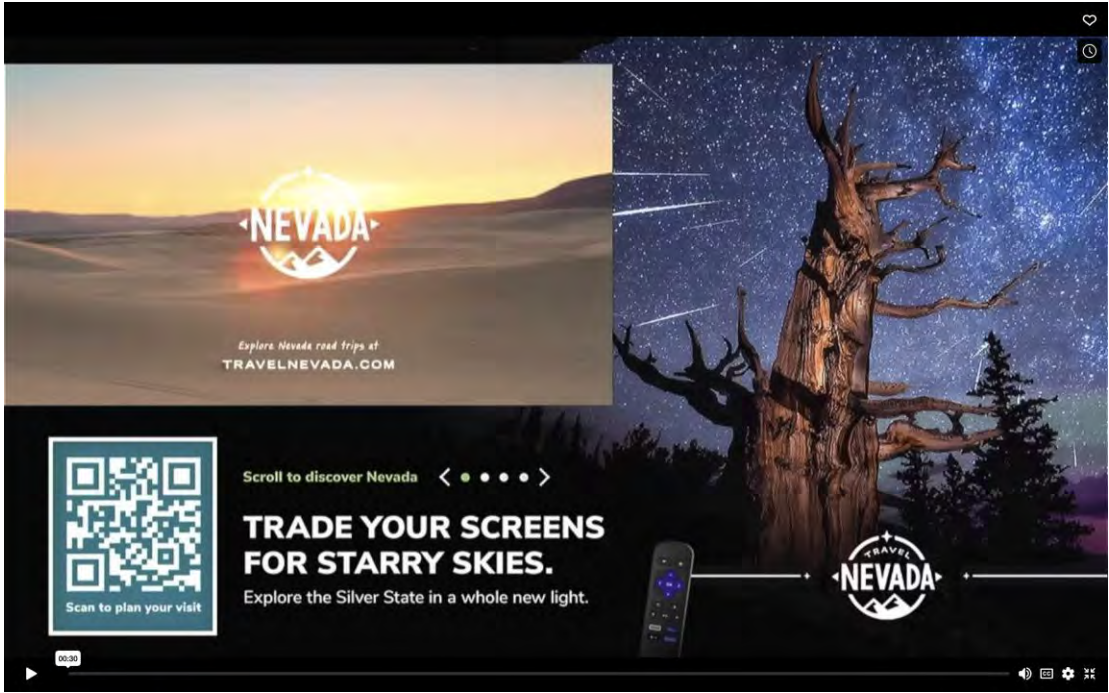


Interactive Mobile Display Banner Ads



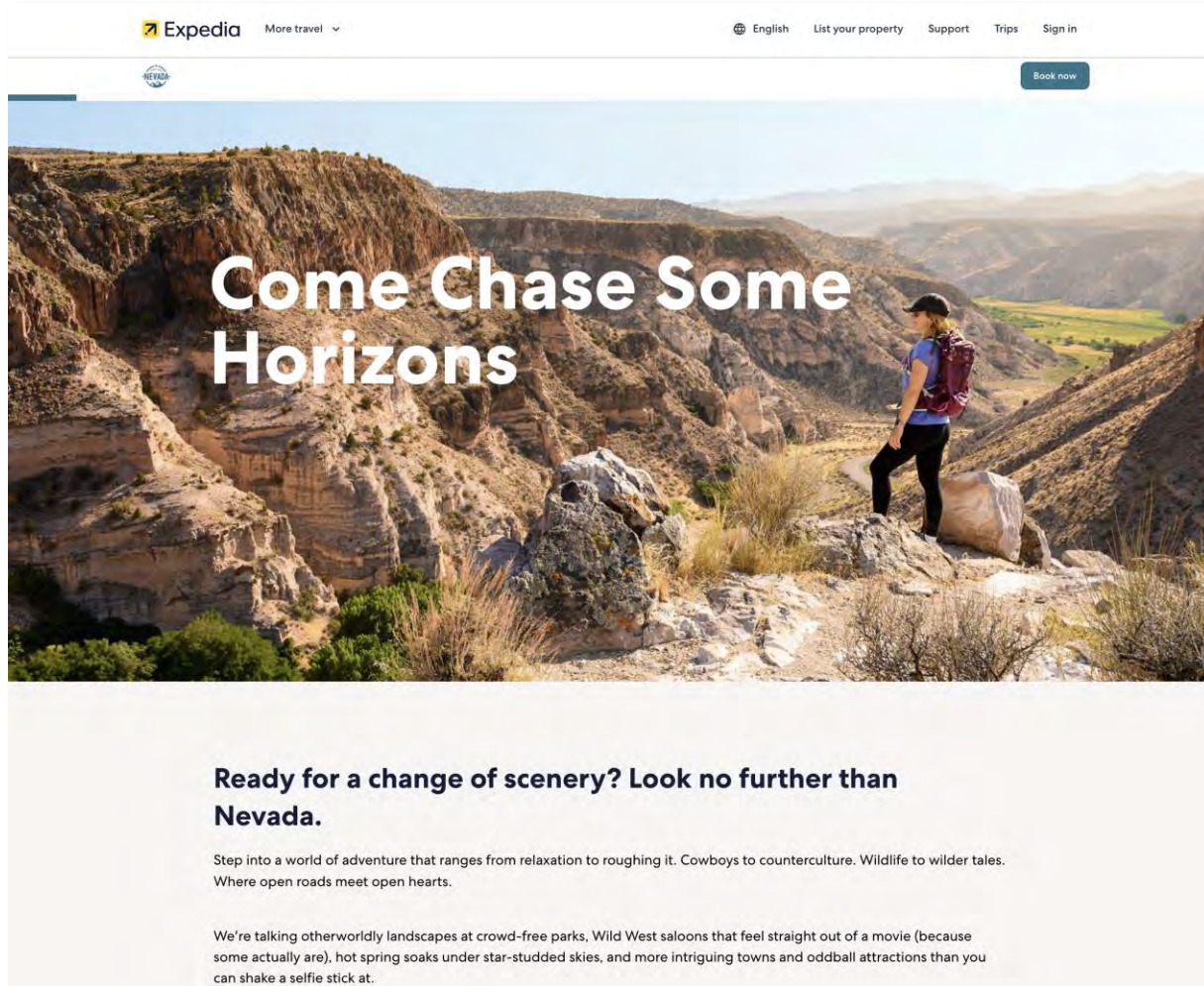
Interactive Ad Unit for Streaming and Live TV

Played our :30 sec broadcast spot with the ability to interact with four different outdoor activities that rotated while the ad plays



DOMESTIC MARKET DEVELOPMENT: OTAs

Destination Landing Pages



The screenshot shows the Expedia website's destination landing page for Nevada. At the top, there's a navigation bar with the Expedia logo, a language selector (English), and links for 'List your property', 'Support', 'Trips', and 'Sign in'. A 'Book now' button is visible in the top right. The main visual is a large hero image of a hiker with a backpack standing on a rocky ridge overlooking a vast canyon. The headline 'Come Chase Some Horizons' is overlaid in large white text. Below the image, a sub-headline reads 'Ready for a change of scenery? Look no further than Nevada.' followed by a paragraph: 'Step into a world of adventure that ranges from relaxation to roughing it. Cowboys to counterculture. Wildlife to wilder tales. Where open roads meet open hearts.' A second paragraph follows: 'We're talking otherworldly landscapes at crowd-free parks, Wild West saloons that feel straight out of a movie (because some actually are), hot spring soaks under star-studded skies, and more intriguing towns and oddball attractions than you can shake a selfie stick at.'



Three vertical display banner ads for Nevada travel are shown. The top banner features a steam train and the text 'TODAY'S AGENDA: NOT WORRY ABOUT AGENDAS. EXPLORE MORE >'. The middle banner shows a rusty car and the text 'OUT THERE STARTS RIGHT HERE. EXPLORE MORE >'. The bottom banner depicts a person in a desert setting and the text 'TRY SOMETHING TOTALLY ALIEN. ORDER A GUIDE >'. All banners include the 'TRAVEL NEVADA' logo at the top.

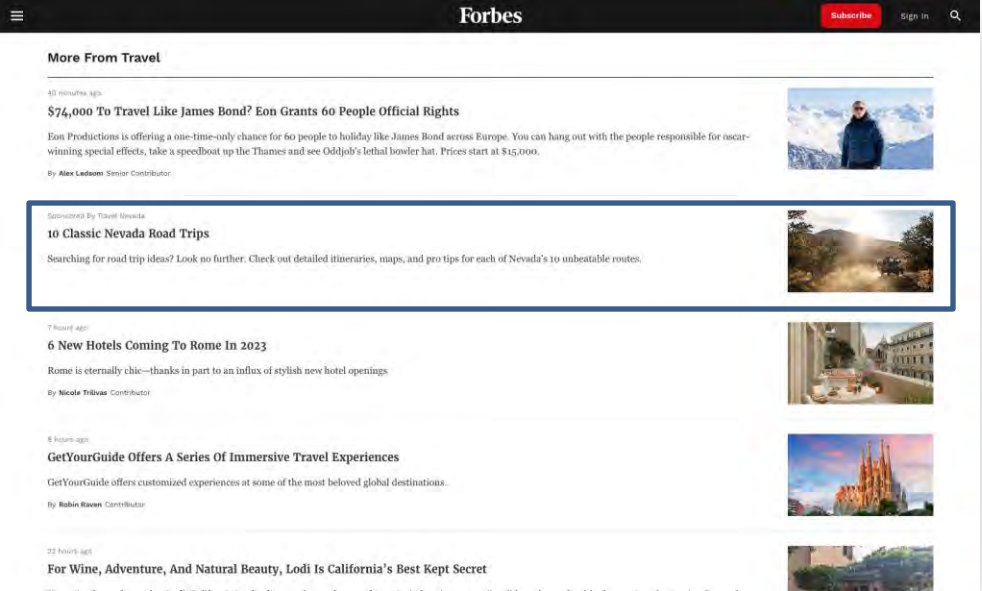
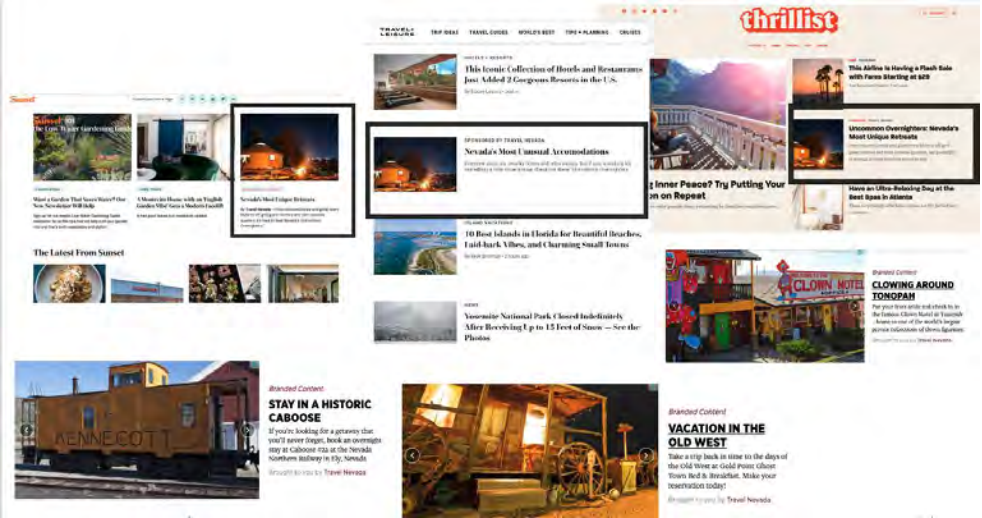
Display Banner Ads



DOMESTIC MARKET DEVELOPMENT: Paid Media Highlights

Programmatic Display & Native Advertising

- Native ads, as part of always on strategy, drive to content on TravelNevada.com
- **10 Classic Nevada Road Trips**
- **Uncommon Overnights: Nevada's Most Unique Retreats**
- **Winter in Nevada: Where to Warm Your Spirits**




DOMESTIC MARKET DEVELOPMENT: NatGeo

Sponsored Article

NATIONAL GEOGRAPHIC | CREATIVE WORKS

PAID CONTENT FOR TRAVEL NEVADA

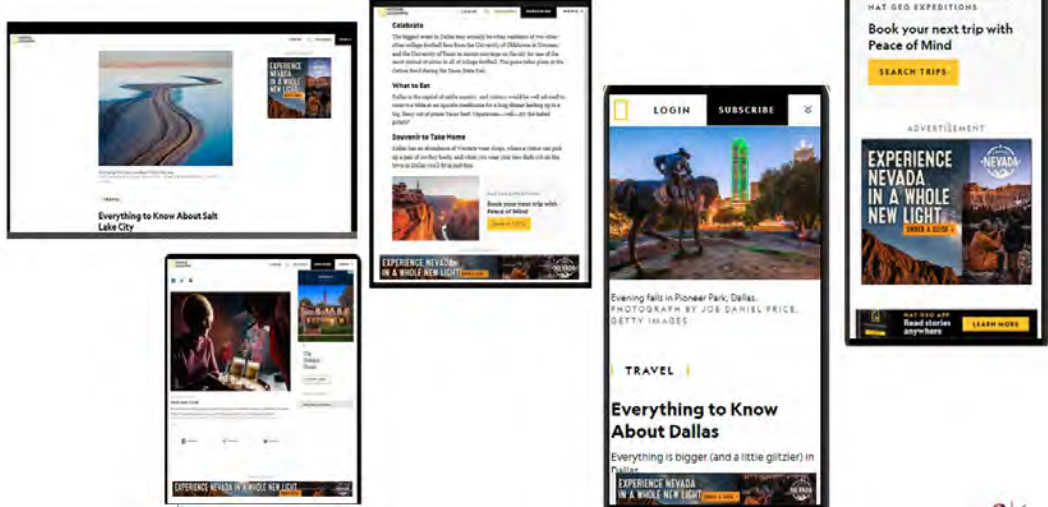


| TRAVEL |

Every year the spirit of the American West is awakened in Nevada

Join National Geographic Photographer Josh Cogan as he captures the National Cowboy Poetry Gathering in the small town of Elko, Nevada.

Site-wide display advertising



The collage shows several examples of display ads. One desktop ad features a landscape with a winding road and the headline 'Everything to Know About Salt Lake City'. Another desktop ad has a 'Celebrate' headline and a 'What to Eat' section. A mobile ad shows a person on a horse with the headline 'Everything to Know About Dallas'. A vertical mobile ad features the headline 'Experience Nevada in a Whole New Light' and a 'SEARCH TRIPS' button. Another vertical mobile ad says 'Book your next trip with Peace of Mind'.

Social Media

National Geographic Travel with Travel Nevada. Paid Partnership · March 20

Follow National Geographic Photographer Josh Cogan to Elko, Nevada to document the National Cowboy Poetry Gathering, a 38-year tradition that brings together the poets, troubadours and tellers of tales to share their stories of life out West.




NATIONALGEOGRAPHIC.COM

Every year the spirit of the American West is awakened in Nevada

554 19 comments 26 shares

Like Comment Share

Follow Nat Geo photographer Josh Cogan as he documents the creative spirit of the American West.

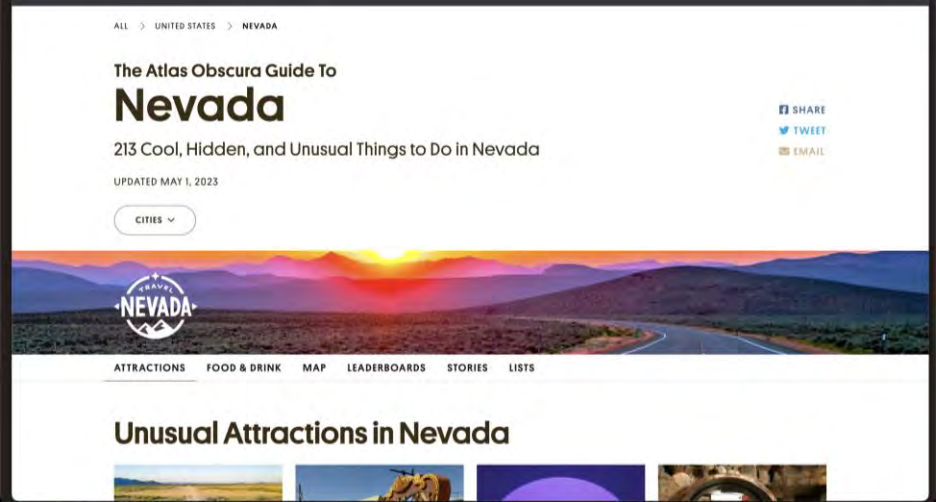


ELKO, NEVADA

PAID CONTENT FOR TRAVEL NEVADA

DOMESTIC MARKET DEVELOPMENT: Atlas Obscura

Specialty Destination Pages



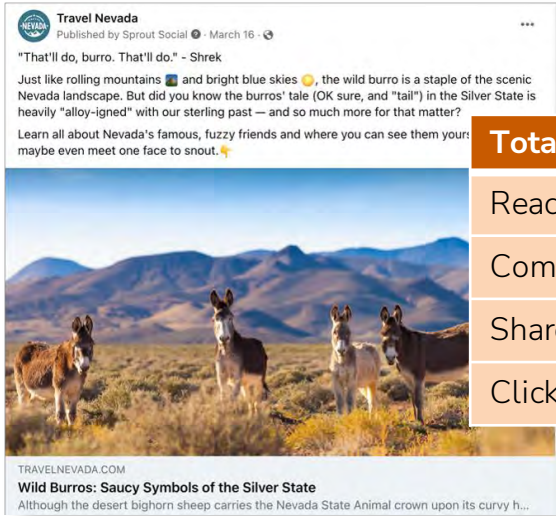
Site-wide display advertising



DOMESTIC MARKET DEVELOPMENT: Social Media

Our organic engagement continues to grow.

- Below are some of our top engaged posts from Facebook and Instagram:

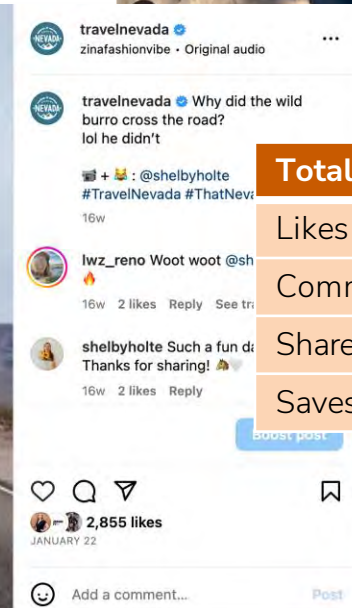
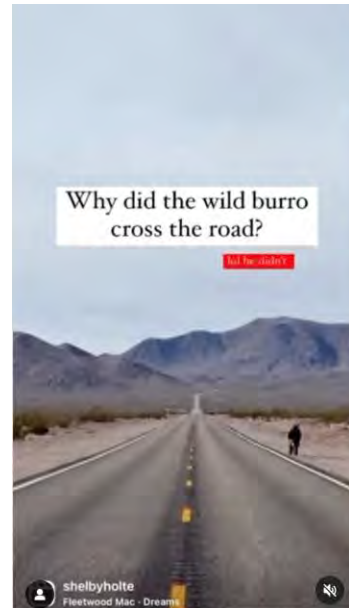
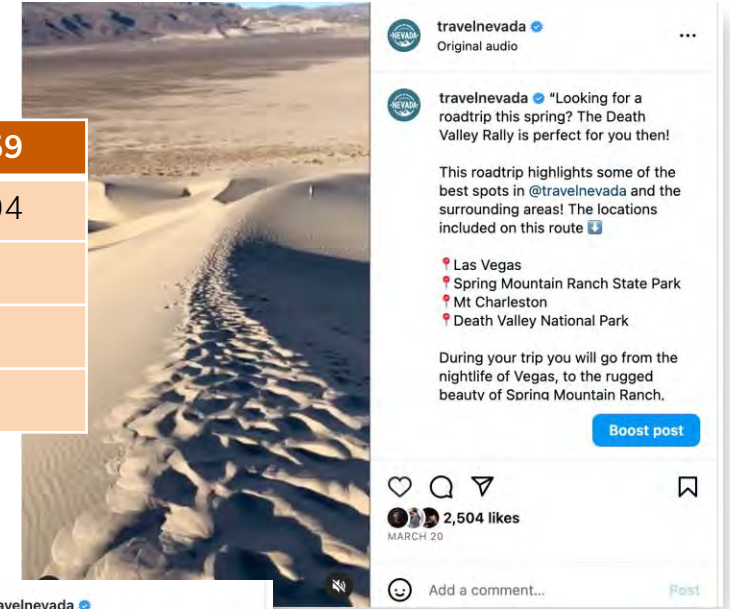


Total Engagements	11,844
Reactions	8,472
Comments	187
Shares	400
Clicks	1,090



Total Engagements	6,207
Reactions	3,873
Comments	91
Shares	182
Clicks	655

Total Engagements	3,459
Likes	2,504
Comments	33
Shares	434
Saves	488



Total Engagements	3,279
Likes	2,855
Comments	71
Shares	296
Saves	57

DOMESTIC MARKET DEVELOPMENT: Social Media

Travel Nevada
Published by Sprout Social · March 16 · 🌐

"That'll do, burro. That'll do." - Shrek

Just like rolling mountains 🏔️ and bright blue skies ☀️, the wild burro is a staple of the scenic Nevada landscape. But did you know the burros' tale (OK sure, and "tail") in the Silver State is heavily "alloy-igned" with our sterling past — and so much more for that matter?

Learn all about Nevada's famous, fuzzy friends and where you can see them yourself — and maybe even meet one face to snout. 🐾



TRAVELNEVADA.COM
Wild Burros: Saucy Symbols of the Silver State
Although the desert bighorn sheep carries the Nevada State Animal crown upon its curvy h...

Travel Nevada
Published by Sprout Social · January 11 · 🌐

📍 Northeastern Nevada's largest town combines epic outdoor action, artsy vibes, and hands-on history in ways few places can.

Colorful murals blanket old brick buildings housing buckaroo bars, Basque food joints, art galleries, museums, and more. 🎨🍷🍴

Meanwhile, the nearby Ruby Mountains are a recreational paradise for hikers, bikers, fishermen, skiers, or simply Sunday drivers seeking solace among alpine lakes, flowing streams, and peaks that stretch up to around 13,000'. 🏔️👟🚗

Click the link to discover Elko and plan a visit!



TRAVELNEVADA.COM
Silver State Spotlight: Elko, Nevada
Elko NV offers a wealth of things to do, from restaurants and museums to art, culture and c...

Travel Nevada
Published by Sprout Social · January 3 · 🌐

🎯 Yeah yeah yeah... Everyone's looking to feel "resolved" right about now. Our suggestion? Start making good choices with this lineup of resolutions every Nevada adventurer should make! 🏔️



TRAVELNEVADA.COM
10 Resolutions Every Nevada Traveler Should Make
Set your sights on some resolution-worthy Silver State experiences and where to find 'em.


Travel Nevada
Published by Sprout Social · February 20 · 🌐

"Small Town. Big Adventure." That's the motto in Boulder City, NV.

Established in 1931 to house the builders of Hoover Dam, BC now brims with cute shops, killer cafés, and Art Deco vibes.

Fewer than 30 miles southeast (but an entire world away) from Las Vegas, this charming southern Nevada burg is a hub for history at Hoover Dam and the Boulder City / Hoover Dam museum, as well as for outdoor action at Lake Mead, Black Canyon, the Colorado River, and beyond.

Ever been? What's your favorite thing to do in BC? Haven't yet? Tap that link to find out what you're missin'. 🏞️



TRAVELNEVADA.COM
Silver State Spotlight: Boulder City
Boulder City, Nevada: "Small Town. Big Adventure." Established in 1931 to house the builder...

Throughout Q3, organic posts were boosted to further reach Nevada's target audience:

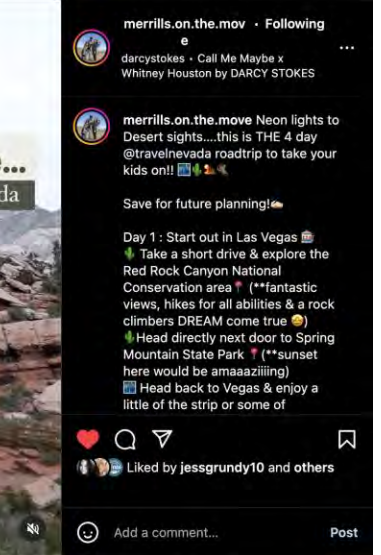
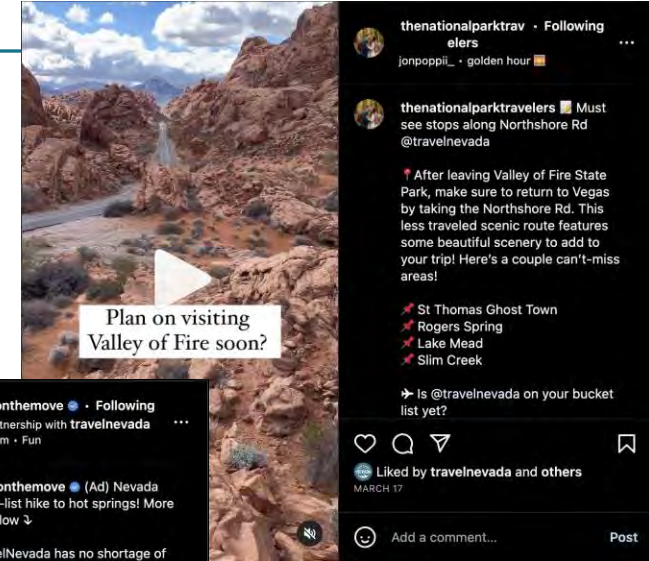
- March with a total **12K clicks** and **18K engagements**.
- Wild Burros was a top performer in March having the **most engagements at 11,844**.
- The Elko Spotlight post was also a top performer in March with **6,207 engagements**.

DOMESTIC MARKET DEVELOPMENT: Social Media



Winter Content Video Shoots for Social Reels

Influencer Collaborations

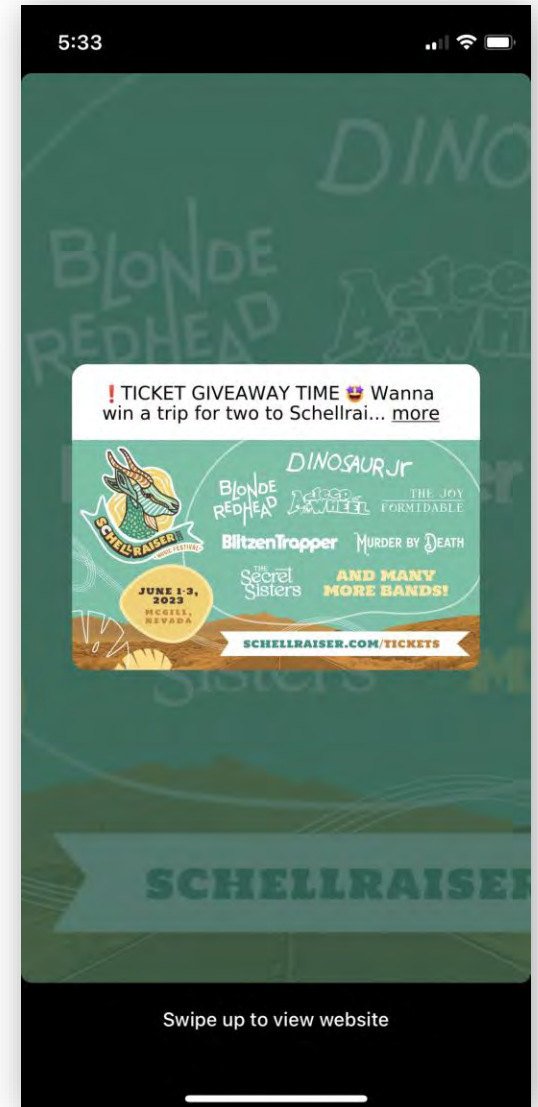
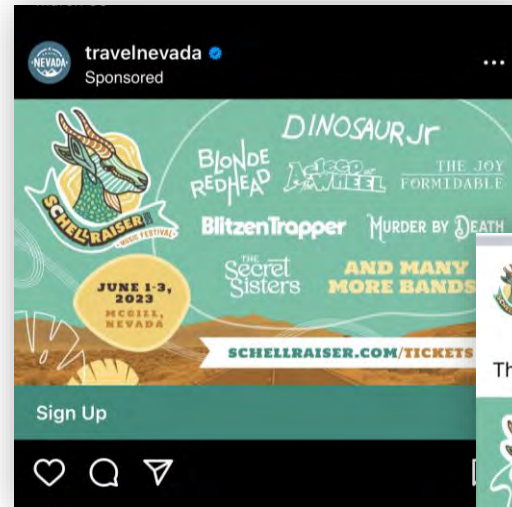


DOMESTIC MARKET DEVELOPMENT: Social Contest

Schellraiser Event Contest

We ran a contest where we gave away 2 tickets to the new Schellraiser Music Festival in McGill, Nevada and a free camping spot at the festival.

Total Submissions	831
From Social Ads	140
From E-Blast	650
Conversion Rate	27.44%



DOMESTIC MARKET DEVELOPMENT: Social Media

Visitor Guide Leads

Travel Nevada
Sponsored · 🌐

Plan an adventure your family will remember forever. Get your free Nevada visitor guide today!

FORM ON FACEBOOK
Download our free guide

Sign up

Travel Nevada
Sponsored · 🌐

Plan a Nevada vacation to experience ghosts & ghost towns, outdoor art, stargazing, recreation and more. Get the guide.

FORM ON FACEBOOK
Download our free guide

Sign up

Newsletter Leads

Travel Nevada
Sponsored · 🌐

Ghosts & ghost towns. Outdoor art. Trails, dunes & hot springs. Get the inside scoop on Nevada — sign up for our newsletter.

FORM ON FACEBOOK
Add some NV to your inbox

SIGN UP

Travel Nevada
Sponsored · 🌐

Unique places to stay. Unexpected experiences. Unexplored horizons. Explore Nevada's best-kept secrets in our newsletter.

FORM ON FACEBOOK
Sign up and discover NV

SIGN UP

- Lead-generation promotion continued on Meta (Facebook) for Visitor Guide requests and e-newsletter signups
- The Q2 Meta Lead Generation campaign generated **2,376 leads**

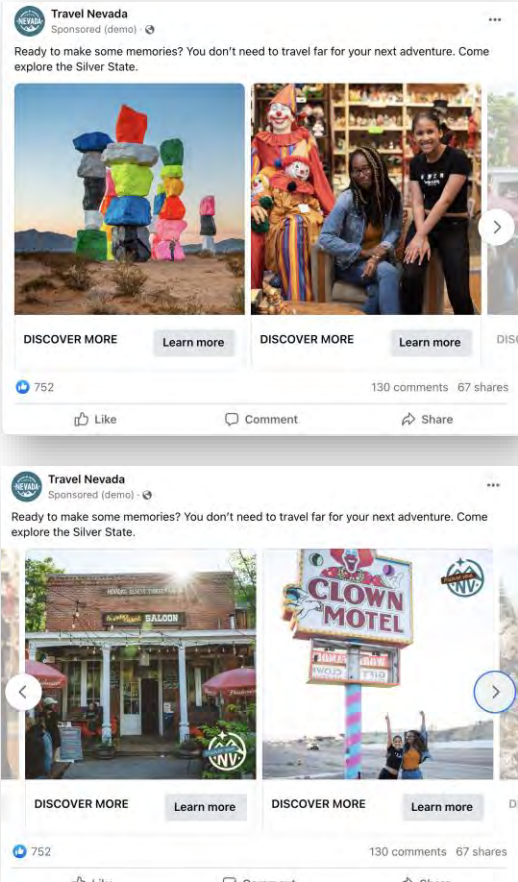
- Our Target Audience was more likely to engage with (and complete) the **Newsletter ad**
- **Visitor Guide ad** performance was not far behind

DISCOVER YOUR NEVADA: Paid Media Highlights

30 second DYN Broadcast Spot



Social Ads



Nevada Independent Newsletter Ad

The NEVADA INDEPENDENT
YOUR STATE. YOUR NEWS. YOUR VOICE.

BEHIND THE BAR

Graphic via Jana Sayson

Behind the Bar: What died on Deadline Day

Behind the Bar is The Nevada Independent's newsletter devoted to comprehensive and accessible coverage of the 2023 legislative session.

In today's edition: We explain what makes bills die, take a look at a budget committee split on the governor's office proposal and dive into the details on bills that died.

Check [this link](#) to manage your newsletter subscriptions. This newsletter is published on Tuesdays and Thursdays.

We want to hear from you! Send us your questions, comments, observations, jokes, or what you think we should be covering or paying attention to. Email [Tabitha Mueller](mailto:TabithaMueller@thenvindy.com), who this week has temporarily usurped Jacob's role as newsletter editor, at tabitha@thenvindy.com. Don't worry though, Jacob and his dry sense of humor will be back to grace our pages next week.

Days until:

- First house passage deadline: 7
- Second house passage deadline: 38
- Sine die: 48

Paid advertisement

BREATHTAKING VIEWS TO UNFORGETTABLE MEMORIES

FIND YOUR NEVADA

Digital OOH Programmatic & Digital Display Ads



DISCOVER YOUR NEVADA: Paid Media Highlights

Homepage Takeovers on ReviewJournal.com and LasVegasSun.com

The screenshot shows the Las Vegas Sun homepage takeover on May 9, 2023. The background is a starry night sky with a mountain range. The main headline is "INFINITE MEMORIES AWAIT" with an "EXPLORE MORE" button. Below it is the "LAS VEGAS SUN" logo and a navigation menu with categories like NEWS, BUSINESS, SPORTS, POLITICS, OPINION, ENTERTAINMENT, CALENDAR, HEALTH, PODCASTS, LAS VEGAS WEEKLY, and SUBSCRIBE. A secondary headline reads "EXPERIENCE NEVADA IN A WHOLE NEW LIGHT" with another "EXPLORE MORE" button. The main content area features three articles: "Police: Suspect in custody after employee shot outside Las Vegas school", "ESPN anchor mocks Golden Knights' Whitecloud on SportsCenter", and "YOUR WEEKEND IS LOOKING UP." with an "EXPLORE MORE" button. A "SCENE ON THE SUN" section shows a person taking a photo of a sunset. At the bottom, a banner reads "WE'LL LEAVE THE LIGHTS ON FOR YOU. ALL ONE BILLION OF THEM." with an "EXPLORE MORE" button.

The screenshot shows the Review Journal homepage takeover. The background is a scenic view of a river flowing through a rocky landscape with mountains in the distance. The main headline is "EXPERIENCE NEW ADVENTURES AROUND EVERY CORNER." with an "EXPLORE NOW" button. The Review Journal logo is in the top right corner. A "TO ARTICLES" button is at the bottom center.

The screenshot shows an article titled "3 takeaways from Knights' loss: Oilers' fast start evens series". The article is part of a "QUEST FOR THE 2023 STANLEY CUP" series. The main headline is "Golden Knights". The article text includes: "New booking photo taken of Henry Ruggs ahead of expected plea deal", "Celine Dion not likely to return until 2024", and "Brown, Usher reportedly in skirmish at Mayweather's skate center". There is a "RELATED" section with "Undisciplined Knights show little fight in loss to Oilers".

The screenshot shows the "THE LATEST" section of the website. It features a list of five articles with small thumbnail images: "9 deaths, 7 injuries reported in shooting at Dallas-area mall", "Open Pandora's box: Prep coaches concerned about transfer bill", "Alabama case offers another lesson as sports betting grows", and "Mage wins 149th Kentucky Derby; 2 horses euthanized in early races".

The screenshot shows a vertical advertisement titled "LET YOUR CURIOSITY GROW." with an "EXPLORE NOW" button. The ad features a woman in a blue dress standing in front of a car.

The screenshot shows the "MOST READ" section of the website. It lists five articles with small thumbnail images: "1. 'Whisper' book plans to make massive bet on Kentucky Derby", "2. Live a music desert because a major festival destination", "3. How to get \$35 tickets for movies at Strip", "4. Lennart: Wells Fargo should have known about Las Vegas Ponzi scheme", and "5. Brown, Usher reportedly in skirmish at Mayweather's skate center".

The screenshot shows another vertical advertisement titled "LET YOUR CURIOSITY GROW." with an "EXPLORE NOW" button. The ad features a woman in a blue dress standing in front of a car.

DISCOVER YOUR NEVADA: Paid Media Highlights

Sponsored Articles on RGJ.com and ThisIsReno.com

MARKETPLACE
Search For & Place Classifieds

reno gazette journal

SUBSCRIBE NOW
\$1 for the first 3 months

News Sports Business Life Opinion Obituaries eNewspaper Legals

75°F

Subscribe Sign In

Story from NEVADA

Find your flock: Travel Nevada's 6 favorite birdwatching hotspots

Travel Nevada

Published 6:52 a.m. PT March 10, 2023

Facebook Twitter Email

This story is paid for by an advertiser. Members of the editorial and news staff of the USA TODAY Network were not involved in the creation of this content.



This article is FREE to your community.

THIS IS RENO
LOCAL NEWS & EVENTS

75.9° Reno

HOME NEWS EVENTS ADVERTISE STORE DONATE LOGIN SUBSCRIBE

SPONSORED

Three trip-worthy hiking hotspots every Nevadan should know (sponsored)

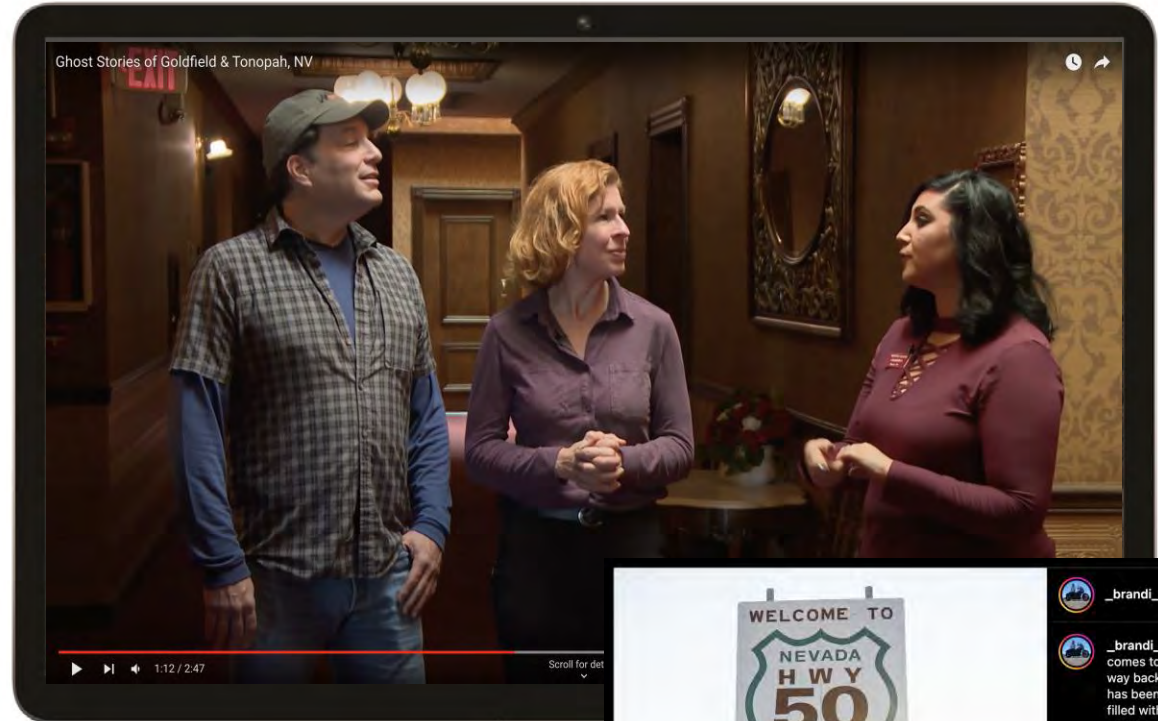
By: ThisIsReno Date: March 7, 2023



DISCOVER YOUR NEVADA: Looking ahead

Upcoming in Q4 and beyond...

- Develop **always-on campaign** utilizing programmatic advertising, SEO and SEM paid search, social media marketing, YouTube advertising, etc.
- Expand other state agency partnerships to reach multiple Nevada audiences
- We have also partnered with PBS's Wild Nevada to create a video series titled "Discover Your Nevada Moments" to showcase the state and provide a deeper look into the history and wonders of Nevada.
- Working with local influencers to harness local perspectives.



DOMESTIC MARKET DEVELOPMENT: TravelNevada.com



- During Q3 we saw a higher ratio of website visitors who then visit Nevada.
- Q3 saw a boost in website and we see strong growth in Fahlgren established and emerging markets.
- Sessions to the website are lead in order by Organic, then Paid, and then Direct.
- We can see the effects of increased engagement from the “Discover Your Nevada” campaigns.
- We are above industry benchmark for the website’s ADA score.

Main KPIs

KPI	FY to Date (Q3)	YoY Change	% to Goal	FY Goal Targets
Partner Referrals	117,833	+52.3%	78.15%	225,000
Newsletter Signups	21,857	+35.9%	87.43%	25,000
Visitor Guide Downloads/Views	48,749	-8.5%	68.66%	71,000

Supporting Metrics

KPI	FY to Date (Q3)	YoY Change	% to Goal	FY Goal Targets
Rural Pageviews	1,204,959	+9.8%	73.03%	1,650,00
Page Conversions (SEM + YouTube)	48,914.04	-18.4%	74.11%	66,000*
Nevada Traffic	560,404	-32.2%	70.05%	800,000*
Visitors with 10+ min sessions	99,383	-1.3%	66.26%	150,000
Visitors with 5+ pages/session	96,948	+8.0%	312.80%	30,994

*Reforcasted

DOMESTIC MARKET DEVELOPMENT: Paid Performance

Paid Search Performance YoY Overview

- All campaign CTR and Conversion Rate are surpassing travel industry benchmarks.
- Sessions and partner referrals are up compared to last year.
- We saw the largest decrease in conversions due to changes made keyword targeting, cost/conversion increases, and some campaigns were not running in FY 22/23 that were running in FY 21/22.

+14%

CLICKS

117,619 vs. 103,118

+14%

CTR

13.19% vs. 11.53%

-30%

PAID CONVERSIONS

18,900 vs. 27,036

YouTube Performance Overview

- Video impressions are slightly lower in Q3 2023 because we were running three additional Video campaigns in the previous period
- Video ads generated 11,810 sessions (+18 PoP) with an increase in spend of 14%
- The Hiking video campaign was the stronger of the two campaigns running and received an average of 8 second of watch time per impression.

-3%

IMPRESSIONS

1,054,806 vs. 1,082,930

+42%

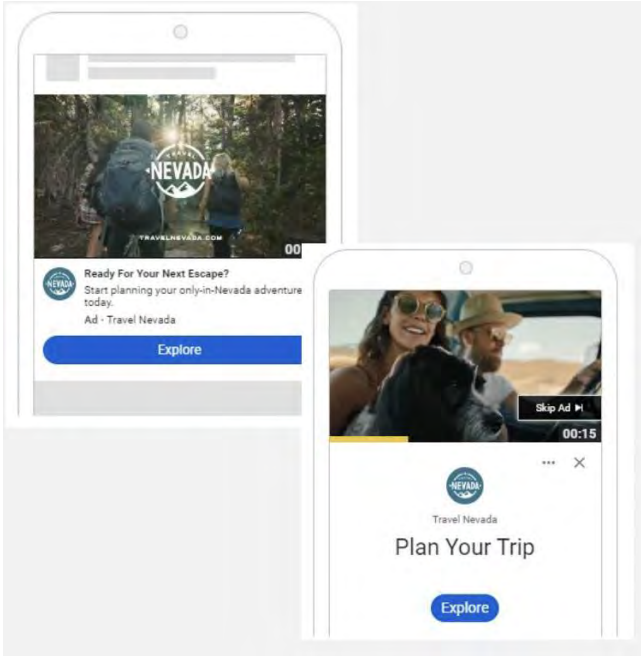
VIEW RATE

25.06% vs. 17.65%

+26%

CTR

2.09% vs. 1.66%



DOMESTIC MARKET DEVELOPMENT: Newsletter

Email Highlights

- In Q3, email drove less sessions but dropped our site bounce rate.
- Partner referrals are lower (-34% YoY), which could be attributed to sending two less emails to 11,471 less subscribers, as we continue to clean our lists. The stronger content block for getting subscribers to click through to the website seems to be the block with CTA's.
- The Visitor Guide emails received the highest engagement across both in-state and out-of-state visitors.
- Emails generated over 290% Visitor Guide Downloads from the previous year.
- Overall, list growth is up compared to this time last year.
- Newsletter signups grew +44% YoY
- Subscribed contacts grew +70% YoY

Email Highlights Overview

-5%

SESSIONS

11,790 vs. 12,369

-2%

PARTNER REFERRALS

941 vs. 956

-2%

BOUNCE RATE

40.97% vs. 41.86%

Email Overview Out-of-State

-5%

OPEN RATE

16.37% vs. 17.19%

-14%

CLICK RATE

2.59% vs. 3.00%

-10%

CTR

15.81% vs. 17.49%

Email Overview In-State

+10%

OPEN RATE

21.25% vs. 19.27%

+4%

CLICK RATE

5.44% vs. 5.24%

-6%

CTR

25.60% vs. 27.18%

DOMESTIC MARKET DEVELOPMENT: Newsletter



Out-of-State

MONTH	Type	Email Theme	Sent	Open Rate	Click Rate	CTR	Unsubscribe Rate	Partner Referrals
January	Thematic	Winter Events Roundup	48,188	16.78%	1.48%	8.8%	0.37%	55
January	Standard	Après Everything	48,912	15.04%	1.5%	9.98%	0.41%	260
February	Thematic	Warm Your Spirits	49,391	16.04%	2.53%	15.76%	0.31%	90
February	Standard	Quarterly Visitor Guide	49,697	17.6%	4.79%	27.22%	0.35%	86

In-State

MONTH	Type	Email Theme	Sent	Open Rate	Click Rate	CTR	Unsubscribe Rate	Partner Referrals
January	Thematic	Winter Events Roundup	17,640	21.85%	3.27%	15%	0.2%	42
January	Standard	Après Everything	17,848	19.13%	3.11%	16.27%	0.21%	217
February	Thematic	Warm Your Spirits	18,001	20.6%	5.75%	27.93%	0.15%	119
February	Standard	Quarterly Visitor Guide	18,117	23.42%	9.54%	40.74%	0.15%	72

DOMESTIC MARKET DEVELOPMENT: Looking ahead

2023 Media Buy execution

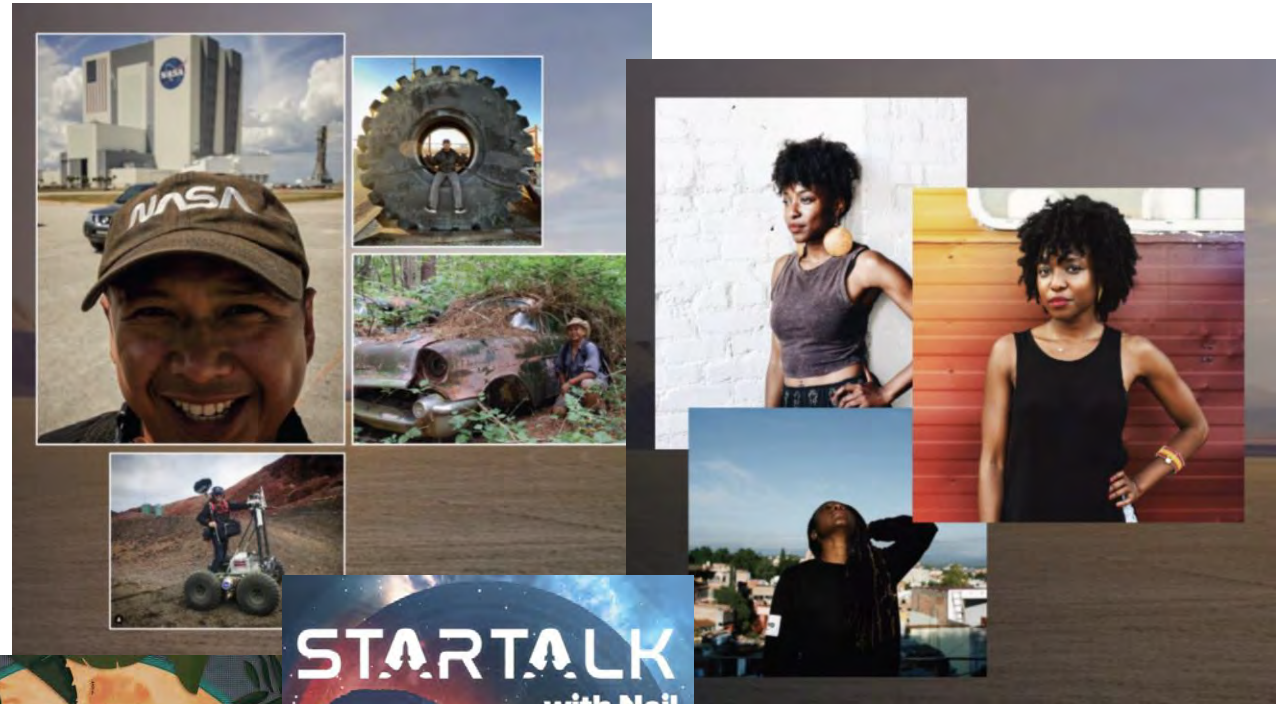
- Warner-Bros/Discovery Video Series
- Lonely Planet Articles and Video Series
- SXM Media Podcast Host reads
- Trip Advisor Branded Trips
- Travel Zoo Destination Showcase and newsletter
- Atlas Obscura Video Series and designated Podcast
- Podcast Ads Read by Hosts
- Continuing OTAs, Native, and Programmatic advertising

2024 Media Buy planning

- Inter-agency coordination
- New market research/discussion
- Approval at June Commission meeting

TravelNevada.com

- Trip Planning Tools
- Improve UX overall on site
- Itinerary content specific to adventure level and demographics



sxm
MEDIA

((SiriusXM)) pandora STITCHER

