

# Future Partners

## Travel Nevada: Rural Marketing Coop Opportunities 2026

### The Future of the Meetings Industry – Sports Events

Sports events are a critical part of a rural destination’s strategy. Future Partners offers Nevada partners a special report spotlighting sports events from our annual The Future of the Meetings Industry study where in 2025, we surveyed nearly 1,500 meeting planners.

The primary objectives of this cooperative research study are to:

- Understand the market outlook of sports meetings/events planners
- Explore destination selection drivers and perceptions
- How to entice planners to select your sports facilities for future sports events

Future Partners will provide each coop partner with the following:

- Comprehensive report of findings of sports planners

Access the 2025 findings: \$1,500

Participating in the 2026 study (with individual insights): \$8,500

### The Future of the Meetings Industry – General Findings

This syndicated report turns a large-scale survey of meeting planners into practical, DMO-ready intelligence. Future Partners offers Nevada partners a special report from our annual The Future of the Meetings Industry study where we surveyed nearly 1,500 meeting planners.

The primary objectives of this cooperative research study are to:

- Understand the market outlook of meetings/events planners
- Explore destination selection drivers and perceptions
- Key takeaways applicable to any destination looking to attract meeting planners to select your space for future events

Future Partners will provide each coop partner with the following:

- Comprehensive report of findings of planners
- Review of final findings with Future Partners staff member via video conference

Receive the general findings from 2025: \$3,500

Participating in the 2026 study (with individual findings): \$8,500

## Visitor Guide and User Study

This research is presented in conjunction with One West Tourism Alliance. As an update to the study in 2020, this research will use an online methodology to develop a profile of travelers who request and use official DMO visitor guides, as well as the return on investment (ROI) that these publications bring to their respective economies. The blind findings from all participating DMOs will produce updated industry averages on visitor guide impact and performance.

The primary objectives of this cooperative research study are to:

- Determine Return on Investment of official DMO Visitor Guides: The total amount of direct visitor spending that is generated by and attributable to the DMO published guide (i.e., the amount of visitor spending in the destination/attraction that would NOT have occurred in the absence of the visitor guide).
  - In 2026, the official visitor guide generated \$X in incremental direct visitor spending in the destination.
  - Each official visitor guide distributed results in \$X in direct visitor spending in the destination.
- Develop User Profiles: Demographic, psychographic, attitudinal and behavioral information about guide users—including type of traveler, travel planning behaviors, residence, etc.—as well as content sought in guides.

During the study period, Future Partners will provide each coop partner with the following:

- Comprehensive report of findings including return on investment (ROI)
- Anonymized comparison matrix of how each participating DMO performs
- Presentation of findings with Future Partners via video conference

Cost to participate: \$15,000

## Website User and Conversion Study

This research will use a dual online survey methodology to develop a profile of travelers who use official destination and attraction websites and estimate the Return on Investment these websites bring to their respective communities.

For the purposes of this project and to produce annualized metrics, we recommend surveying website users between February 2026 and February 2027.

The primary objectives of this cooperative research study are to:

- Determine Website Return on Investment: The total amount of direct visitor spending that is generated by and attributable to the DMO website (i.e., the amount of visitor spending in the destination/attraction that would NOT have occurred in the absence of the website). Every real, new website users results in \$X in direct visitor spending impact to the destination/attraction.
- Develop Website User Profiles: Demographic, psychographic, attitudinal and behavioral information about website users—including type of traveler, travel planning behaviors, residence, etc.—as well as content sought on the website.

During the study period, Future Partners will provide each coop partner with the following:

- Comprehensive report of findings, including
  - detailed survey findings
  - website analytics insights
  - executive summary of ROI estimates
- Review of final findings with Future Partners staff member via video conference
- Interim Summary of Website Intercept Survey Findings

Cost to participate: \$18,250

## Audience Profile

Audience Profiles can provide significant insights to inform tourism marketing and product development strategy. Understanding your audience is key to effective communication and, in the end, moving the needle objectives include:

- Develop extensive profiles of your audience
- Identify trip specific data including visitor origin, purpose of visit, mode of transportation, in-market accommodations and detailed in-market spending
- Evaluate what motivates visitors to travel to your destination/attraction and what these visitors seek from the experience
- Assess the travel planning process, including resources used and travel planning windows for different visitor segments
- Assess satisfaction and likelihood to recommend your destination to other travelers

A link to your survey will be provided to you to distribute online to your owned audiences (consumer email list, visitor guide requestors, etc.).

Future Partners will provide example text that can be adapted in order to send the survey email invitation.

The total number of completed surveys will be dependent on the response rate but Future Partners will offer an attractive sweepstakes package to encourage responses.

Future Partners will provide each coop partner with the following:

- Comprehensive report of findings, including
  - Executive summary
  - Detailed survey findings

Cost to participate: \$14,000

Note: This research will profile your existing owned audiences. You will be responsible for sending the survey link to your audiences and Future Partners will collect and analyze the data.

## Creative Assessment

Qualitative research—through in-depth interviews— will allow us to delve deeply into leisure travelers’ perceptions and opinions of your creative assets.

Future Partners will develop a discussion guide for these interviews that will feature conversation points and exercises designed to thoroughly explore leisure travelers’ reactions to and feelings evoked from your creative. These interviews will be moderated by Future Partners staff.

All participants will be required to have:

- Taken at least one leisure trip of at least 50-miles or more away from home in the past 12 months
- Interest in visiting Nevada in the next three years

Participants will be compensated for their time. Future Partners will manage all aspects of executing the in-depth interviews, including recruiting, scheduling, moderating, and fulfilling participant incentives.

The deliverables of this research are a comprehensive report of findings, with actionable recommendations.

Each participating coop partner may test two pieces of creative.

Cost to participate: \$8,000  
minimum 5 participants

Any questions Please contact: Jennifer Griswold: [jennifer@futurepartners.com](mailto:jennifer@futurepartners.com)