



# SUPER BOWL RECAP

March 2024



# Overview

---

1. Background
2. Summary
3. Paid Media
4. Earned Media



# BACKGROUND

Las Vegas' hosting of Super Bowl LVIII caused a flurry of attention around the city in the weeks and months preceding the event. This presented several opportunities for the Travel Nevada team to capitalize on the spotlight on Las Vegas and use it as an entry point to broaden the perception of travel around the entire state, especially the southern territories.

Travel Nevada's strategy consisted of several paid and earned tactics, including sponsorships, media FAMs, and a custom broadcast segment with a high-profile Nevada-based athlete.





# SUMMARY

- Paid media efforts delivered over **34 million impressions**
- Reached over **32,590,098 readers** through earned coverage
- **1,800 people** attended four watch party events in Reno, Portland (2 events), and Seattle; **more than 1 million people reached** through paid efforts
- **Reached approx 9.7 million people** (9.1M television; 626K internet) with **1,952 total placements** as a result of a custom broadcast segment that featured former Las Vegas Golden Knight, Deryk Engelland

# PAID MEDIA



# PAID MEDIA CAMPAIGN RESULTS

Las Vegas is The Greatest Arena on Earth™ and over the past six months, sporting events in Las Vegas dominated the media & cultural zeitgeist. Our paid media campaign capitalized on this increased attention in order to change perceptions and highlight POIs outside of Las Vegas.

Through various partnerships, paid media efforts delivered **34+ million impressions**

- SXM Satellite radio
- Custom content
- Allegiant Stadium / The Las Vegas Raiders
- Display
- Social



# PAID MEDIA CAMPAIGN RESULTS

Targeted digital efforts began in October and delivered over **9 million impressions**.

- Promoted sports-themed content on social media
- Targeted people in the weeks before and after their local team(s) faced the Knights or Raiders
- Targeted F1 fans leading up to the Grand Prix

Ahead of the big game, we launched a new guide on Atlas Obscura in January:

[9 Places Near Las Vegas for a Different Kind of Tailgate](#)

- The guide already has over 31K views
- Engagement on the places within the guide is 17% greater than AO's benchmark



# PAID MEDIA CAMPAIGN RESULTS

Delivered **over 25 million impressions** through partnerships with Sirius XM and The Las Vegas Raiders.

On Satellite Radio (Sirius XM), Travel Nevada was a sponsor of Speed City F1, leading up to and during The Las Vegas Grand Prix. We also reached F1 listeners across other programming on ESPN, Fox Sports and NBC Radio.

Our 2023 Las Vegas Raiders partnership included:

- 42x syndicated radio spots
- I-15 billboard on game days
- Website & social promotion
- Away Game Presenting Sponsor (Chicago)





# PAID MEDIA CAMPAIGN RESULTS

To support the Super Bowl watch party efforts in Reno, Seattle, and two locations in Portland, a small investment on IG delivered **1 million impressions** to help drive awareness and attendance.

Geofencing efforts captured people visiting Las Vegas during Super Bowl week and for the next month, will serve the GALOT brand video to any of those same people who live and return to one of our domestic markets.



# EARNED MEDIA



# MEDIA FAMS

To educate visitors to Las Vegas about other things to do in southern Nevada, Travel Nevada hosted five journalists for individual FAMs prior to the Super Bowl. Itineraries placed a heavy emphasis on outdoor recreation and included Spring Mountain Ranch State Park, Goodsprings Ghost Town, Wolf Creek Golf Club, Techatticup Mine, kayaking the Black Canyon Water Trail, ATV tours at Nellis Dunes, and much more.

So far, the FAM attendees below have produced **six** stories that have reached over **32,590,098 readers**, with additional stories slated to be published in 2024. Highlights are shown on the slides that follow.



**LYDIA MARTINEZ**  
SALT LAKE MAGAZINE  
NOVEMBER 2023



**AARON THEISEN**  
BIKE MAGAZINE  
DECEMBER 2023



**TJ OLWIG**  
MEN'S HEALTH  
DECEMBER 2023



**ROB KACHELRIESS**  
THRILLIST  
DECEMBER 2023



**ALICIA MCDARRIS**  
NERDWALLET  
JANUARY 2024

*\*Stories to run in March and  
October 2024*

# FAM EARNED MEDIA RESULTS: MEN'S JOURNAL

## MEN'S JOURNAL

TRAVEL

### The Perfect 3-Day Weekend in Las Vegas: Bright Lights, Desert Adventure, and Super Bowl Mania

Las Vegas hosts its first ever Super Bowl this Sunday. Still working on 50-yard-line seats? Here's how to squeeze the most out of three unforgettable days in Sin City—and be there for the big game.

T.J. Olwig · Feb 9, 2024 2:45 PM EST



*"There's plenty more to this southern Nevada metropolis than the roughly four-mile stretch that makes up the Las Vegas Strip, where extravagant hotels, All-Star music residencies, nightly Cirque du Soleil shows, and a surplus of celebrity chefs all grapple for your attention. While you certainly don't want to skip the city's glitzy, over-indulgent epicenter, just refrain from going all-in, all weekend like The Hangover. Why? Las Vegas is one of the best jumping-off points for outdoor adventure in America."*

# FAM EARNED MEDIA RESULTS: BIKE MAGAZINE

## BIKE MAGAZINE

### The Long Weekend: Las Vegas, Nevada

The bright lights of Vegas: the Mojave Desert setting of southern Nevada shines as a destination for shoulder-season singletrack.

Aaron Theisen • Feb 15, 2024



Aaron Theisen

### Destination: Las Vegas, Nevada

In a city of constant reinvention, mountain bikers have their eyes on a future for singletrack.

Aaron Theisen • Feb 9, 2024



Aaron Theisen

*"Sin City serves up a buffet of singletrack, with some 500 miles snaking across the Mojave Desert setting of southern Nevada. With mild mid-winter temperatures and near-constant sun, the city shines as a shoulder-season destination."*

# FAM EARNED MEDIA RESULTS: NERDWALLET



## Neon to Nature: 5 Affordable Outdoor Activities Near Las Vegas

Beyond the glitz of the Strip is a world of natural wonder just waiting for adventurous travelers.



By [Alisha McDarris](#)

Published Jan 29, 2024 5:00 a.m. PST

✓ Edited by [Meghan Coyle](#)



*"An estimated 330,000 people will be headed to Las Vegas for the upcoming Super Bowl, according to the Las Vegas Convention and Visitors Authority. Whether you are one of those football fans or you're a traveler planning to live it up on the Strip sometime this year, there's plenty to do in Sin City on a budget. One affordable option is to head outdoors. Valley of Fire and Lake Mead are popular nearby parks, but there's even more just beyond the neon lights of Las Vegas."*

# FAM EARNED MEDIA RESULTS: THRILLIST

thrillist

LAS VEGAS • TRAVEL • WEEKEND GETAWAYS

## Enjoy Small Town Nevada Just 30 Minutes Outside Las Vegas

Boulder City, Nevada has the Hoover Dam, Lake Mead, and a scary monster museum.

By Rob Kachelriess

Updated on 2/9/2024 at 8:38 AM



Photo by Sam Morris, courtesy of Las Vegas News Bureau

*"[Boulder City] has a small-town feel, an emphasis on the great outdoors, and a low-key atmosphere that's comfortable in its own skin and won't max out your credit card ... it's also a relatively short drive for road warriors traveling from Southern California, Northern Arizona, and other points throughout the Southwest."*

# CUSTOM BROADCAST SEGMENT

Travel Nevada partnered with **Deryk Engelland, a retired defenseman for the Las Vegas Golden Knights**, for a custom broadcast segment that was filmed in Boulder City and distributed to local news stations prior to the Super Bowl. In the segment, Deryk discussed how southern Nevada is “an athlete’s dream” and shared his favorite outdoor recreation activities in the region.

The segment aired in many of Travel Nevada’s target markets, including Dallas, Houston, Phoenix, Sacramento, Portland (OR), San Diego, Salt Lake City, Fresno, Boise, Los Angeles, San Francisco, Orange County, and more. The placement also aired in several Canadian markets.

Ultimately, the segment reached **approx 9.7 million people** (9.1M television; 626K internet) with **1,952 total placements**.





# SUPER BOWL WATCH PARTIES

To further capitalize on Las Vegas being top of mind for Super Bowl viewers, Travel Nevada sponsored watch parties in Reno, Seattle, and two locations in Portland. Attendees received branded swag like koozies, coasters, and prize packs, and each attendee was eligible to win a trip within or to the state. **Nearly 1,800 people attended the four events** and engaged with the brand.

