



TRAVELZOO[®]

Travel Nevada
Co-op Proposal

February 2024

2024 Co-op Goals and Objectives

Motivate tourists to stay longer and discover more of Nevada

INSPIRE visitors to stay and play in **Nevada's** great rural areas and extraordinary places throughout the state

EDUCATE travelers about **Nevada's** diverse regions, unique city offerings and outdoor adventures

ACTIVATE new travelers and help increase visitor spending to **Nevada** cities



A Global Publisher for the Leisure Traveler

TRUSTED GLOBAL INFLUENCER

We've been publishing travel content for **25** years inspiring people to explore the world

DESTINATION MARKETING EXPERTS

Travelzoo has partnered with **350+** global destination marketing organizations

LARGE AUDIENCE OF SAVVY TRAVELERS

30M members globally,
16.2M in North America,
14.8M in the U.S.,
ready to travel

Our Members Have Time, Taste, and Money

U.S. MEMBER DEMOGRAPHICS

53%
age 45+,
47% are 18-44*

56%
are female,
44% are male*



PLANNING MULTIPLE TRIPS PER YEAR

2.8
leisure trips within the U.S.
in 2024 (on average)

56%
are planning the same number of trips in
2024 vs 2023; 30% are planning more



OPEN TO NEW DESTINATIONS

91%
are open to new destinations
and travel ideas within the U.S.

89%
would book an additional unplanned
trip if they saw an attractive offer



Sources: Travelzoo Domestic Outlook Survey; Targeted Member Survey in the U.S.; Survey tool Alchemer; January 2023; n=5,473

*Google Analytics, average taken over July, 2022 to June, 2023.

3 | Travel Nevada | February 2024

Unlike Other Publishers, Travelzoo Inspires and Activates

INSPIRATION:

Get members excited about a destination



ACTIVATION:

Enable members to book a trip and make it a reality

We work in partnership with more than **5,000 top travel suppliers** worldwide.



Content that Captivates the Travelzoo Member

WELLNESS

Experience 360-degree wellness in Los Cabos



FAMILY TRAVEL

Reinventing the family getaway in Santa Fe



ROAD TRIPS / HIDDEN GEMS

The Nevada you don't know, but should



ADVENTURE

Find your way in Wyoming



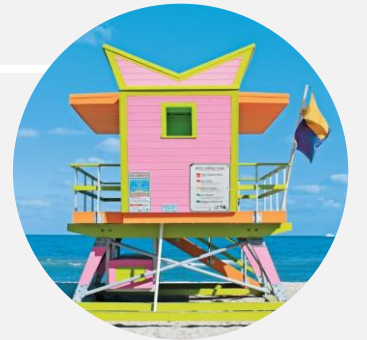
OUTDOORS

Michigan's Upper Peninsula should be in your winter plans



DISCOVERY

Live your best life now: Greater Miami & Miami Beach



ROMANCE / COUPLES

How to treasure every moment on the islands of Tahiti



LUXURY

How to hit the high notes in Nashville



Featured Destination Product Suite

Travelzoo partners with tourism boards to inspire visitation through the Featured Destination Product Suite

Proven products that pair inspiration and activation

High-touch partner content development process

Varied storytelling formats and price points

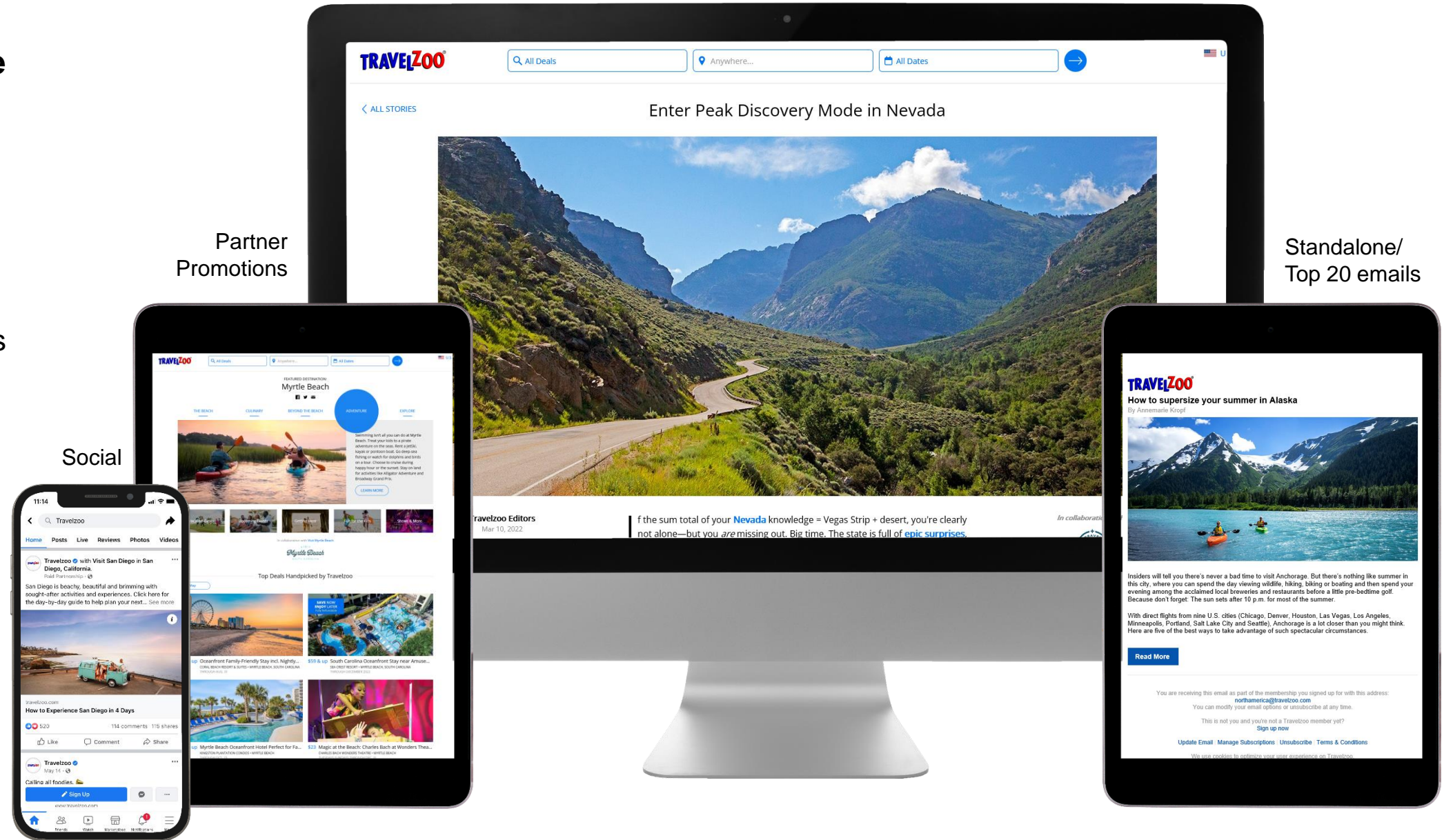
Your destination story in front of our loyal, affluent members

Sponsored Content

Partner Promotions

Standalone/
Top 20 emails

Social



Showcase – Bring Your Destination to Life

Enhanced storytelling through tailor-made design on our digital content platform

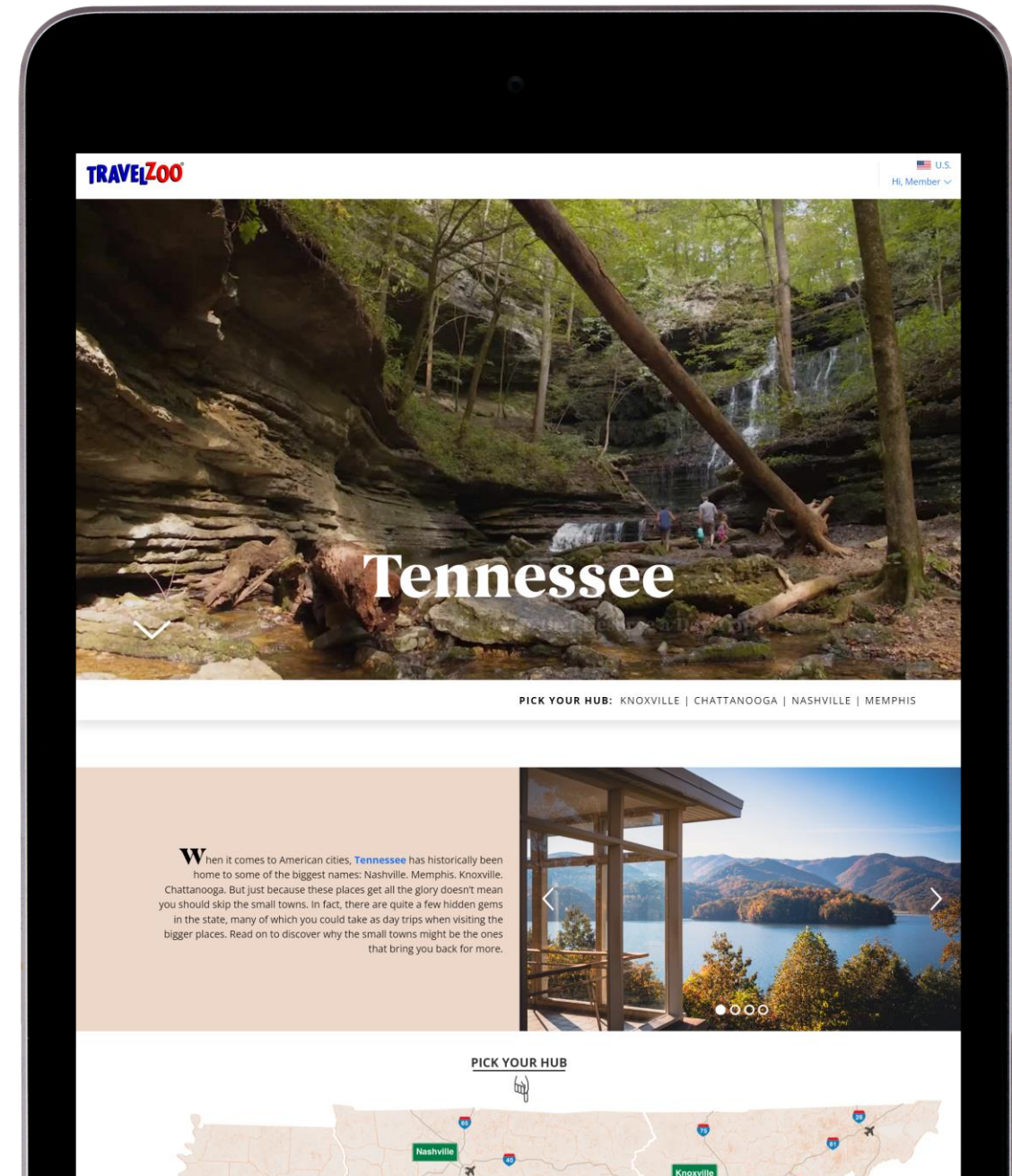
Elevates your destination or brand with visually compelling, immersive content

Tells the story of your destination through a mix of editorial, videos, imagery, and offers

Engages with members through interactive maps and more

Highly customizable

To see an example, click [here](#)



Gallery – Uses Imagery to Educate

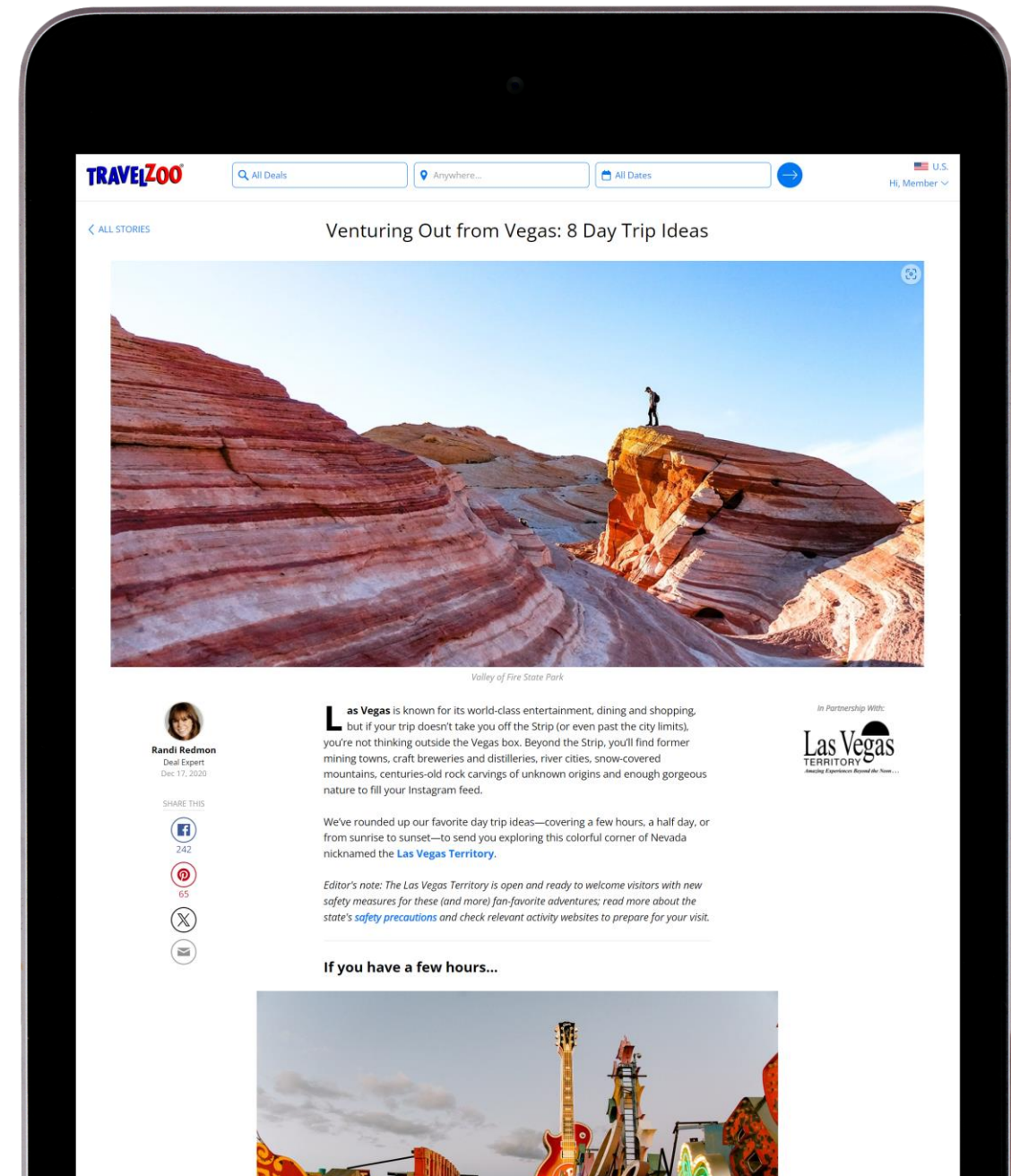
Custom photo listicle put together by Travelzoo editorial team

Increases awareness and drive engagement

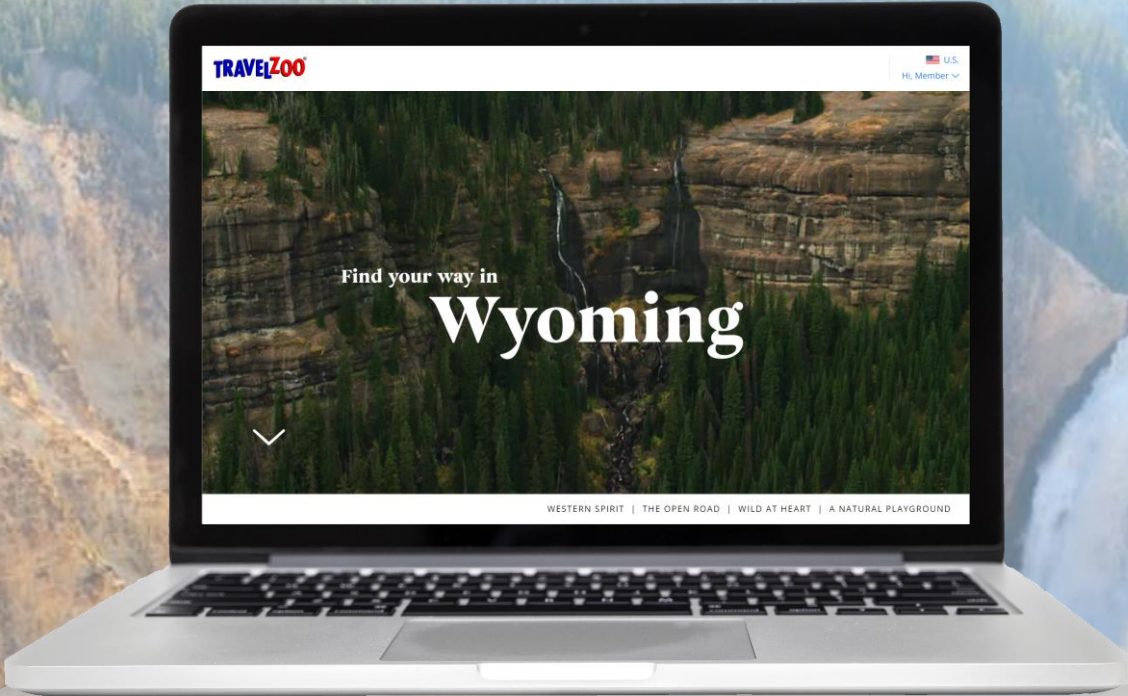
Inspires visitation with exclusive Travelzoo photo listicle

Compelling copy written by Travelzoo editors

To see an example, click [here](#)



Curated Campaign Traffic Drivers



To see Showcase, click [here](#)



Email



Social media



Site placements

Campaign Audit Report

Your journey does not end when the campaign does.

Once done, we'll send a **wrap-up report** containing:

Screenshots

Total reach – email, social media, travelzoo.com

Effective CPM

Page views

Time on story

Scroll rate

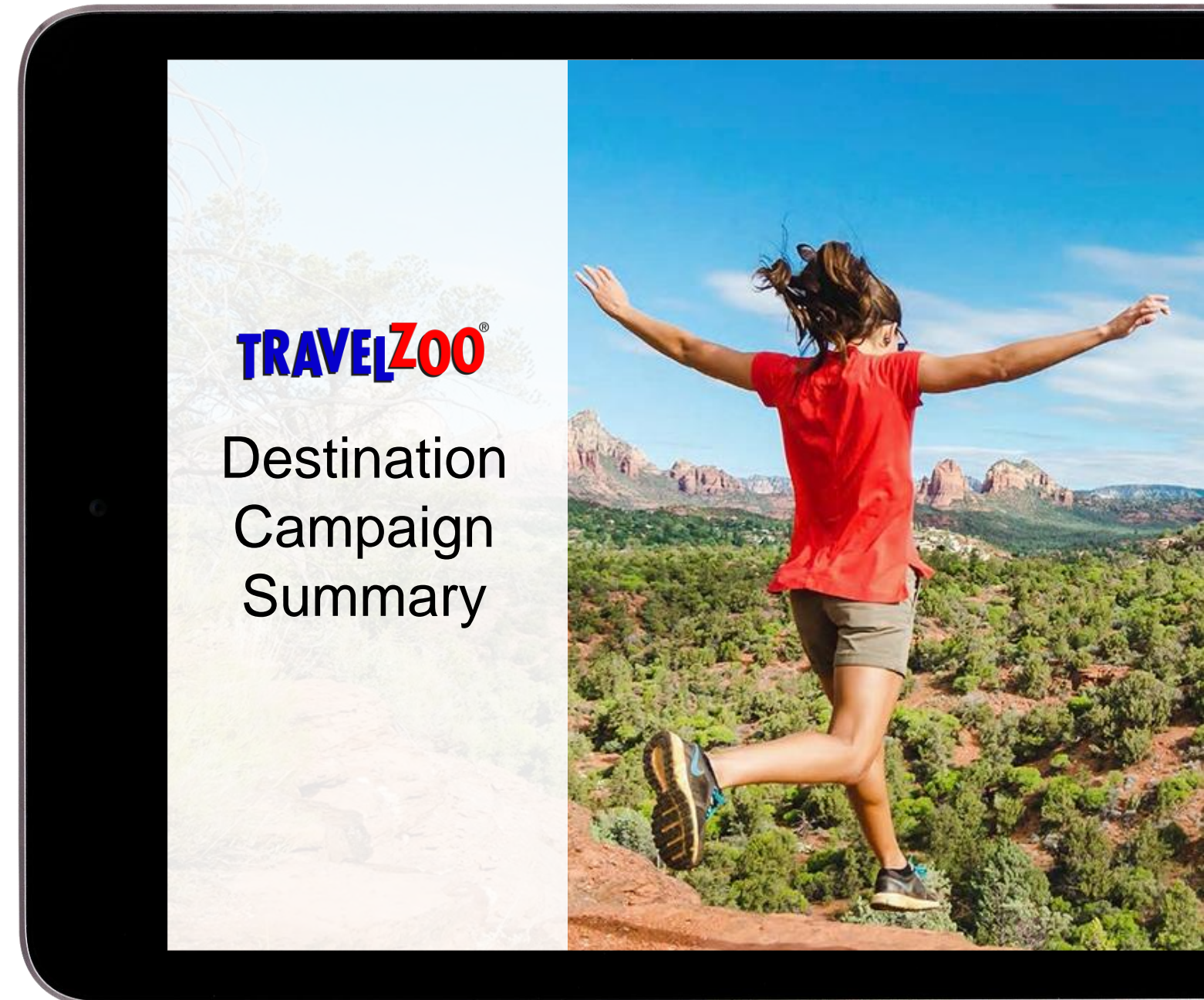
Cost per page view

Social engagements

CTR to DMO website

Percent increase in DMO searches

Recommendations for future campaigns and more...



Travel Nevada Partnership Proposal

PROPOSED FLIGHT: JULY – DECEMBER 2024

| | | Reach | Investment |
|-----------------|---|------------------|--|
| Option 1 | <p>Destination Showcase includes 3 Co-op Destinations and Travel Nevada Travelzoo’s premium custom content piece designed to inspire, educate and activate Travelzoo’s members to visit your determined destination(s) <i>Traffic drivers include email, social and site placements</i> Post-Campaign Audit Report KPI report: searches, time on page, CTR, engagement, social media impact</p> | 4,000,000 | <p>\$75,000 (\$15,000 per city co-op partner (3 total) and \$30,000 for Travel Nevada)</p> |
| Option 2 | <p>Gallery 1 Co-op Partner and Travel Nevada <i>Traffic drivers include email, social and site placements</i> Post-Campaign Audit Report KPI report: searches, time on page, CTR, engagement, social media impact</p> | 1,500,000 | <p>\$25,000 (\$12,500 for city co-op partner & \$12,500 Travel Nevada)</p> |

Placements are subject to availability at the time an Insertion Order is signed. Proposal/rates are valid through 12/31/24.

In the event of any difference between Information in this presentation and the signed Insertion Order, the Insertion Order will prevail. All content and offers are subject to editorial approval.



THANK YOU

Donna Marcou

Business Development Director

702-275-4833

dmarcou@travelzoo.com

Andrew Young

Senior Producer

646-889-1868

ayoung@travelzoo.com

travelzoo.com

