

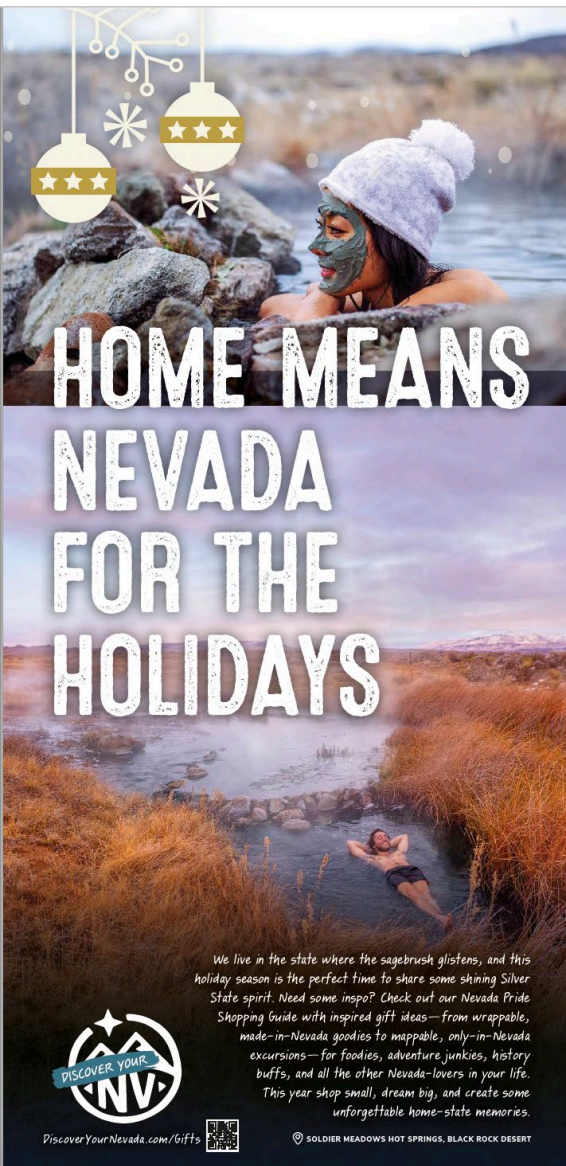


TRAVEL NEVADA
Q2 Report
October – December 2021



TRAVEL NEVADA HIGHLIGHTS

Overarching Agency Initiative: Creation of Second Annual Nevada Pride Shopping Guide, featuring **150+ Nevada products and companies**.



- The Shopping Guide was featured on our website and promoted in all paid DYN outlets
- Additionally, we performed outreach to all 150+ businesses featured in the guide and sent them a “badge” to share on personal social channels, etc.
- The guide drove a total of almost 16,000 page views in a 2-month span.
- The bounce rate to guide pages was 43.9%, which is well below our average of 55.1% — meaning the content resonated and visitors explored our guide/site.
- Outbound partner links totaled almost 1,600 throughout the campaign duration, which accounted for almost half of all partner links during the 2-month span.

For the guide this year, our team created the Silver State Golden Ticket, which allowed visitors to download a fully customizable gift certificate to wrap and give — for events and dates that are not yet planned (for example: a night in a haunted hotel in Nevada, a ski trip to Carson Valley, a horse-drawn carriage ride, etc.). The golden ticket was accessed prior to the holiday season a total of almost 1,500 times. This means there may be 1,500 unique Nevada experiences that were gifted and may be occurring this year as a result of this promotion.



TRAVEL NEVADA HIGHLIGHTS

Paid Media: In the Field with Lonely Planet

- During this quarter, Travel Nevada was in the field with national publication Lonely Planet, creating 3 custom articles and a 4-minute video; the focus of this content: Nevada Ghost Towns and Sagebrush Saloons.
- This partnership included field visits to: Beatty, Tonopah, Goldfield, Gemfield, Rhyolite, Kingston, Gold Point, Great Basin National Park, Lehman Caves, Diamondfield Gulch, Ely, Garnet Hill, Basin & Range National Monument
- This content launches in Q3.



Travel Nevada team on location with Lonely Planet in Rhyolite (above) and on the road to Otteson Brothers Turquoise Mine (left)

TRAVEL NEVADA HIGHLIGHTS

Paid Media

- Multi-media sponsorships included Culture Trip (web-based custom hub, illustrated/static map, two videos), Priceline (banner ad), Sunset, Thrillist, TripAdvisor (3 custom articles and 3 curated trips/maps);
- High-profile ads in sports programs (Las Vegas Golden Knights, LA Lakers, NHL All-Star Game, NFL Pro Bowl)



Program Ad for Las Vegas Golden Knights

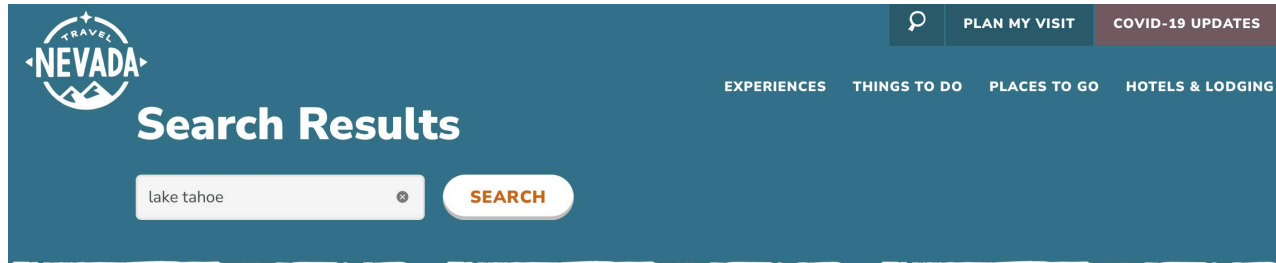


Program Ad LA Lakers



Program Ad for NFL Pro Bowl

TRAVEL NEVADA HIGHLIGHTS



Owned Media

- This quarter saw the launch of a refined Universal Site Search, which added filters (All, Cities, Events, Lodging, Attractions, Trip Inspiration and Businesses).
- For optimal user experience, we conducted 2022 events partner outreach for every event/community (approx. 230 total), receiving feedback from every partner except Laughlin and Winnemucca
- CRO efforts included adding a zip field to e-newsletter registration (for enhanced targeting) and testing of the new road trips map.
- The TN Team planned, researched, wrote, edited and published 5 new stories this quarter, including:
 - Cruisin' for Christmas Lights
 - Nevada Signature Dishes
 - Nevada Travel Resolutions
 - Winter Action / Après Activities
 - Lake Tahoe Ski Resorts



✦ TRIP INSPIRATION

Find Your Flavor: Nevada's Signature Dishes

When you visit the Silver State, you'd better pack an appetite. Whether they're gotta-get-it-here signature flavors or Nevada's take on classic cuisine, there are certain dishes you deserve to know about before you come adventuring. From Basque feasts to sweet treats, dig into some of our favorite Nevada eats.

OTHER TRAVEL NEVADA HIGHLIGHTS

Discover Your Nevada

- Produced 14 e-newsletters: 7 for Nevada subscribers, 7 for non-Nevada audiences
- Partnered with Las Vegas Review-Journal, Reno Gazette-Journal, and Greenspun Media (Las Vegas Weekly) on sponsored content and digital takeovers – 6 articles total among the publications
- Traditional paid efforts executions included RJ Magazine, UNLV and UNR ads, This Is Reno ad, Nevada Appeal and rural publications
- Continued monthly newspaper advertising for museums, giving an opportunity to all seven museums to communicate their monthly programming

Rural Marketing Grants

- In December, the Nevada Commission on Tourism approved an additional \$760,000 in rural marketing grants in the second grant cycle for FY 2022
- The second cycle grants were awarded across 99 out of 101 applications

Destination Development

- Travel Nevada released a Destination Development RFP in December 2021, seeking a contractor who can provide expertise and lead community workshops to better understand tourism gaps and establish strategies for destination management

Goal	July-December '21 Should be at 50%		FY 2022 KPI Goals and Targets
Primary KPIs Partner Referrals	72,216	69% 51%	104,935 - Planned Goal 140,000 - Stretch Goal Accommodations, Things to Do, Outbound Partner Links, and Places
	Supporting KPIs		
Website Newsletter Signups	7,253	89% 50%	6,500 - Planned Goal 14,500 - Stretch Goal
Visitor Guide Form & e-Guide Downloads/Views	38,799	38%	101,000
	Supporting Metrics		
Rural Pageviews	680,303	49%	1,383,893
Paid Search Conversions	35,143	64% 50%	55,000 - Planned Goal 70,000 - Stretch Goal
Nevada Traffic	549,342	78% 50%	703,412 - Planned Goal 1,100,000 - Stretch Goal
	Baselining		
DYN Users	92,611	37%	250,000 (projected at start of the year)
Internal Links from Stories	41,404		Pure Baseline
Event Conversions	19,289		Pure Baseline, Tickets, Website Links, Phone Calls, and Emails

SOCIAL MEDIA HIGHLIGHTS

Travel Nevada earned more than 1.32 million organic impressions in FY21Q2.

Yay for Parades



To support our partners at Visit Carson City and help boost awareness of and attendance at the Nevada Day parade, Travel Nevada shared organic posts about the event on Facebook, Twitter, and Instagram. The trio of posts performed incredibly well (and at zero cost), reaching a total of 48,421 people and resulting in 3,110 total engagements with the content. Consider this one more example of nobody celebrating a statehood birthday like the Silver State!



Travel Nevada's social posts for Nevada Day were another set of organic overachievers. Between Facebook, Twitter, and Instagram, this piece of user-generated content reached a total of 78,456 people and saw 4,736 total engagements.

SOCIAL MEDIA HIGHLIGHTS

Black Friday, Nevada Style



To tie in Black Friday hype, Travel Nevada ran timely Facebook ads promoting dark sky destinations throughout the Silver State – one focused on Sothern Nevada and the other on Northern Nevada. Together, the two ads reached a total of 92,526 people, who collectively saw the ads 217,625 times! The topic was a popular one, too, as the ads received a total of 2,507 unique link clicks and 2, 765 total link clicks – meaning some users clicked through to Travel Nevada's website more than once. They must have been extra dazzled by the starry sights!

SOCIAL MEDIA HIGHLIGHTS

12 Days of Shopping in the Silver State

**Travel Nevada**
Published by Sprout Social · November 28, 2021 ·

Our Day 3 feature for 12 Days of Shopping the Silver State is Cottonwood Guest Ranch! It's all about Western hospitality at this working horse and cattle ranch, operated by the same family since the mid-1800s. Give the gift of getting outta town and head 70-ish miles north of Wells, Nevada, to fish, birdwatch, mountain bike, or simply relax around the palatial lodge and its stunning prairie-meets-mountains setting. 🏡🐾🌲🐾

Pick up more "History Buff Stuff & Western Wonders" presents: <https://bit.ly/NVgiftguide>



In support of the 2nd Annual Nevada Pride Shopping Guide, Travel Nevada ran the “12 Days of Shopping in the Silver State” campaign on Facebook, Twitter, and Instagram. Launched on Black Friday, a new Nevada business was featured every day on social media (36 in total!), which included the business's social media handles (when applicable) and a link back to the Gift Guide. Over the course of 39 total social posts, “12 Days of Shopping in the Silver State” resulted in 159,367 impressions – all organic! While the total of 1,838 engagements was lower than desired, the Travel Nevada team did hear multiple anecdotes of the social campaign driving actual sales for the featured businesses, which is considered a major win!

Santa in the Silver State





 Liked by **pseudopseudo** and **2,334 others**

travelnevada Looks like Santa found his way to the Silver State... 🎅🎁💖 ... more

E-MAIL HIGHLIGHTS



At a Glance

ALL AUDIENCES / ALL EMAIL		In/Decrease	% Change
Sent: 36 emails			
Total sent:	380,203		
Opens:	87,724		
Open Rate:	23.11%	-8.60%	-27.12%
Clicks:	10,981		
Click Rate:	2.89	+1.50%	-34.17%
Click-Thru Rate:	12.52%	-1.32%	-9.54%
Unsub Rate:	0.37%	+0.07%	+23.33%

HOW WE STACK UP THIS QUARTER -- [per Campaign Monitor industry averages]

Open Rate:	Benchmark: 17.70%	TN: 23.11%
Click Rate:	Benchmark: 2.00%	TN: 2.89%
Click-Thru:	Benchmark: 11.50%	TN: 12.52%

New Contacts

New Contacts:	+10,446
New Out-of-State Contacts:	+7,275
New NV Contacts:	+3,171

Noteworthy

- Metrics continue to be above industry benchmarks
- Our content continues to be engaging—especially to our Nevada audience.
- We gained a massive amount of subscribers in both our Nevada and Out-of-State audiences, thanks both to emboldened paid search efforts and to the acquisition of (mostly) NV subs we made from our collaboration with the Las Vegas Review-Journal
- We continue to see metrics shifting as a result of Apple's adjustment to their email process (skewing open rates).

PRESS/EARNED HIGHLIGHTS

Wheeler Peak Scenic Drive, Great Basin National Park in Baker, Nevada



Visitors to the Wheeler Peak Scenic Drive travel 12 miles through rolling sagebrush flats and into diverse ecosystems.
(Sydney Martinez/Travel Nevada)

Of more than 30 press hits in Q2, some highlights are:

- [Fox News](#): The Best Scenic Drives for Fall Color (Lamoille) as a result of a HARO request
- [Fox News](#): The Best Hikes in America for Fall Foliage (Rubies) as a result of a HARO request
- [Thrillist](#): Best Nevada Restaurants – as a result of a continued relationship with this journalist
- [Forbes](#): Haunted Parades (Virginia City) – as a result of immersive box meeting/continued relationship with this journalist
- [Good Morning America](#) segment with Brenda Scolari

- Nearly 40 PR boxes were sent to national media contacts, resulting in 16 meetings, with outreach continuing
- Co-hosted six “Talk It Tuesday” webinars with Australian/New Zealand media and tour operators (full recap report [here](#))
- Sent Legendary Nevadans press release to local media, resulting in pickup in KTVN
- Sent Nevada Pride Shopping guide press release to local media, resulting in pickup in KTVN, KOH, KRNV
- Hosted Matt Crossman, Cowboys & Indians Magazine
- Hosted Jaymie DeGaetano, Sherman's Travel

UPCOMING WITH TRAVEL NEVADA

Domestic/Paid Media

- The Spring campaign continues, with new focus on Chicago and Portland
- New tactics are being implemented and out-of-home activations are being explored for new markets
- The RFP for Integrated Marketing Agency/Agencies has been released and will be evaluated in March

Rural Marketing Grants

- Updates to the application and evaluation process are being made to support better back-end reporting and analysis
- FY 2023 Cycle 1 grants will open for approximately 7 weeks following the March Commission meeting and closing on Friday, April 29th
- Applications will be reviewed and presented to the TAC committee in May, with final approval for awards at the June commission meeting

Destination Development

- A Destination Development grant program will replace infrastructure grants, previously Projects Related to Tourism, and will be devised to help identify projects needing support
- The selected contractor will evaluate projects and assess communities with the capacity and capability for implementing long term tourism planning solutions
- The contractor will be tasked to provide six destination development plans across the state
- The RFP process is expected to be completed in April with final approval from BOE

UPCOMING WITH TRAVEL NEVADA

International Efforts

- With the return of funding, and as more countries remove COVID restrictions and reduce or remove quarantine requirements, Travel Nevada will be able to restart its remaining representation contracts in Australia, U.K. and Germany sooner than expected
- Reengagement with Canakiwi (Australia), Hills Balfour (U.K.) and AviaReps (Germany) are planned for March/April 2022
- Implementing a strategy of going deeper rather than wider, Travel Nevada will reinvest its marketing efforts across five international markets focusing on inspiration and awareness messaging layered with PR and trade tactics, in preparation for what is expected to be a highly competitive marketplace
- Travel Nevada-led missions in Mexico and Canada are being planned for the spring as part of the reentry strategy in those markets
- As part of the mission activities, Travel Nevada will be launching a travel trade training program in English and Spanish to reeducate tour operators, wholesalers, retail agents, airlines and media on Nevada's diverse product offerings

