

RURAL ROUNDUP

2024



LAKE
TAHOE





**MEET OUR
PANELISTS**





CAROLINE SEXTON

Chief Marketing Officer

Travel Nevada





ERROL PORTER

Marketing Manager

White Pine County Tourism & Recreation





LIZ WOOLSEY

Owner & Chief Enthusiasm Officer

Stargazer Inn & Bristlecone General Store





AMY BAGNER

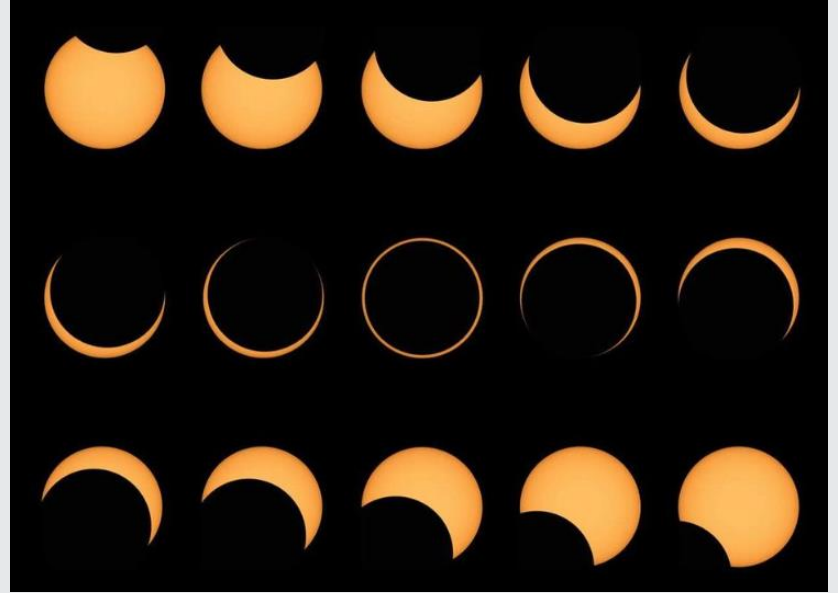
Associate Vice President

Fahlgren Mortine



SHINING A SPOTLIGHT

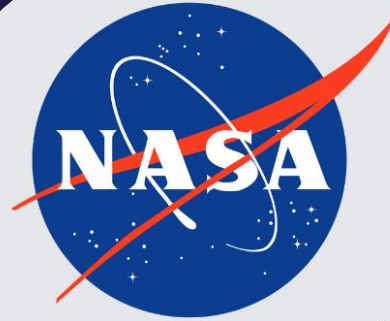
**How Tourism Partners and
Travel Nevada Leveraged
a Celestial Event for Global
Exposure**





THE BEGINNING

How Tourism Partners and Travel
Nevada Leveraged a Celestial Event
for Global Exposure



explOatorium®



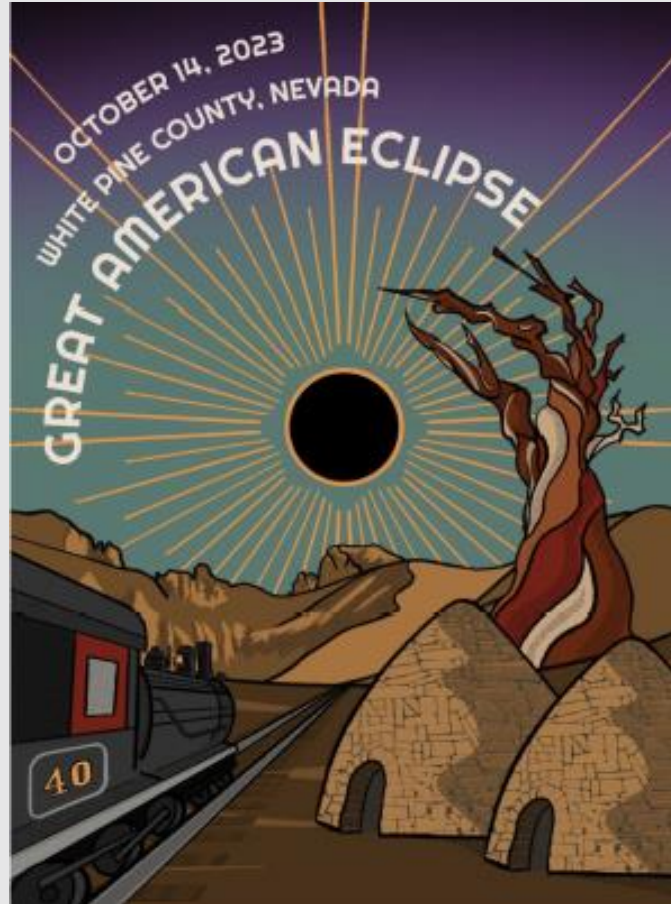
WHITE PINE'S ROUND TABLE

- NDOT
- Ely District BLM
- Forest Service
- White Pine County Sheriff's Office
- Ely VFD
- Ely Times & Bristlecone Tribune
- White Pine Chamber of Commerce
- Town Reps., Business Owners,
Event Holders, etc.



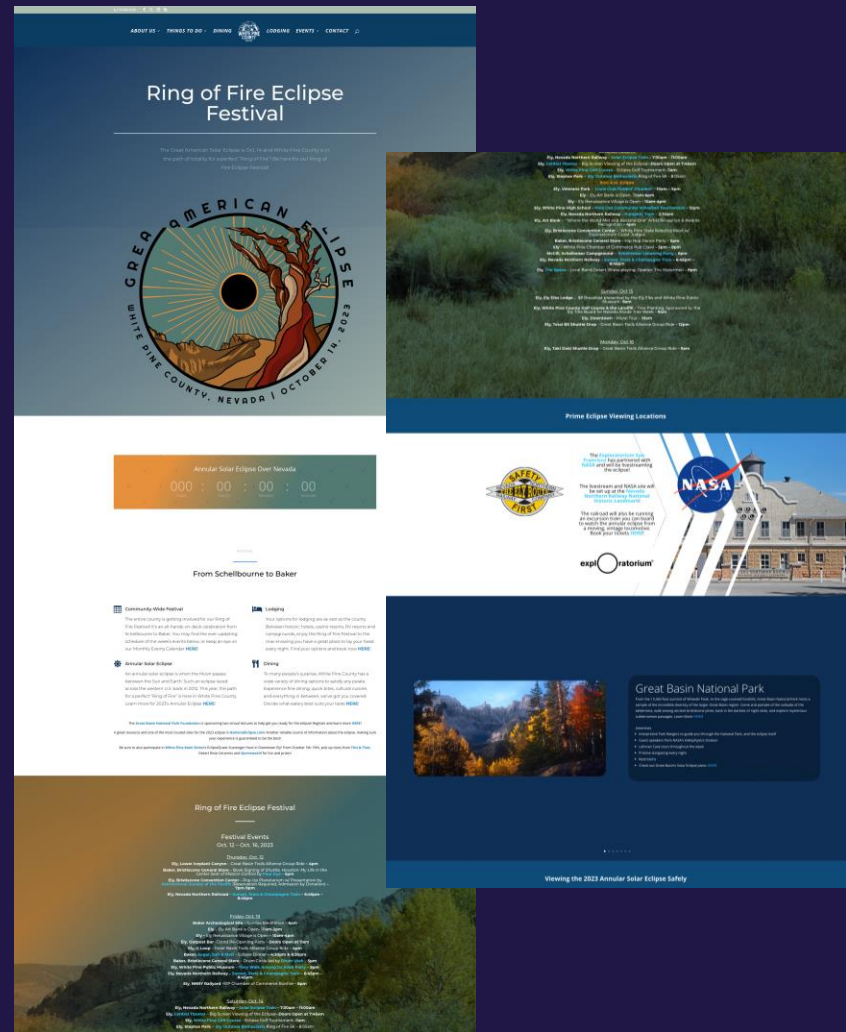


Katie from Big and Little Parks



LANDING PAGE

- www.ElyNevada.net
- Featured Events Page
- Ring of Fire Eclipse Festival



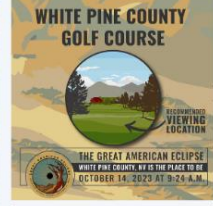
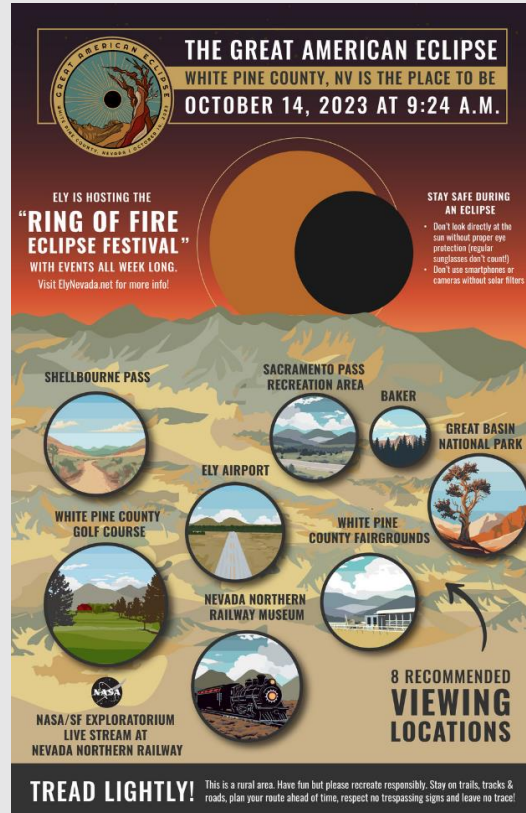
INFOGRAPHICS

Digital Files

- Social Media
- Print Media

Printed Cards

- Events
- Swag Bags
- Business
- Schools



COVERAGE

RESULTS

5.9 Billion

Approx. Reached

5.2 Billion

Learned About WPC
in Context of the Eclipse





3 THINGS
CANNOT BE
LONG HIDDEN
THE SUN
THE MOON
AND
THE TRUTH

PRE-EVENT COVERAGE

Reach: 76.5 million

Forbes

Special Events To Book Now For October's 'Ring Of Fire' Solar Eclipse In The U.S.

Ely, Nevada

This gateway town to the [Great Basin National Park](#) will host a [Ring of Fire Eclipse Festival](#) from October 11-16 that will comprise everything from pub crawls to lectures on Nevada's UFO history. On October 14 a "ring of fire" will be visible for 3 minutes 33 seconds from 9:24 a.m. PDT.

lonely planet

Don't fall in: Here's where to view the "ring of fire" eclipse in the US

I'll be viewing this year's annular eclipse from Nevada. I'll be aboard the historic [Nevada Northern Railway](#) en route to Keystone, a location that is in the "path of annularity" – the area where the sun's ring will be clearly viewable. The NNRy is a slew of historic railway buildings and a collection of working vintage trains that date back to 1906. It's operated as a museum since 1987.

Stay tuned to Lonely Planet for more on Nevada and the 2023 annular eclipse.

AFAR

10 Best Places to Travel in October

8. Nevada

October is great for...a star trek.

On October 14, 2023, the [biggest celestial event of the year](#) will take place, a solar eclipse—and the first of its kind in 11 years. It's what's called an annular eclipse, where the moon is just far enough from the Earth that it doesn't entirely obscure the sun, but rather creates a dazzling ring of fire effect as it moves. It will be visible in much of the western USA, but one of the best spots to enjoy it will be Ely, Nevada, which sits directly in the path of totality—there, the eclipse will last for around 3.5 minutes starting from 9:24 a.m.

The area is celebrating its status as an eclipse spotter's favorite via a five-day [Ring of Fire Eclipse Festival](#), which starts on October 11. It will feature UFO events at the local White Pine Museum and the chance to ride the Nevada Northern Railway to view the eclipse, accompanied by NASA-affiliated interpreters.

Where to stay: [Hotel Nevada](#)

- **Book now:** [Hotel Nevada](#)

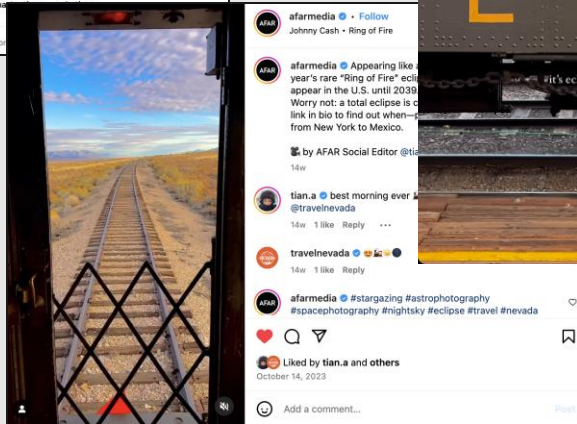
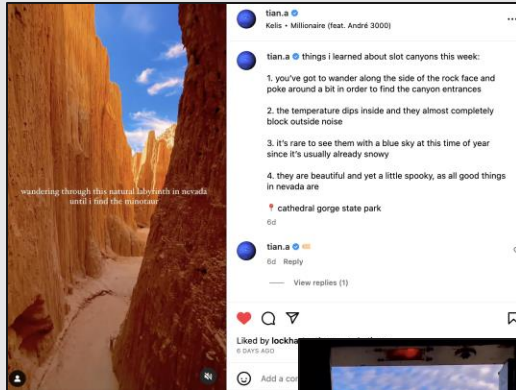
Dating back to 1929, this 64-room property was a celebrity favorite as it has hosted guests like actor Jimmy Stewart, singer Charlie Rich, and actress Ann Rutherford. It has just undergone a much-needed upgrade after a recent renovation.

How to get to rural Nevada

The easiest option for most visitors is [Salt Lake City](#) airport in Utah, a 3.5-hour drive away—it's one of Delta's main hubs, and the carrier connects it to most major cities across the country. If you'd rather not drive that far, check the once-daily commercial flight from SLC to EKO, operated by Delta subsidiary Skywest.

TIANA ATTRIDE

Reach: 1.7 million



afarmedia · Follow
Johnny Cash · Ring of Fire

afarmedia · Appearing like a year's rare "Ring of Fire" eclipses appear in the U.S. until 2039. Worry not: a total eclipse is a link in bio to find out when— from New York to Mexico.

by AFAR Social Editor @t

tian.a · best morning ever

travelnevada

afarmedia · #stargazing #astrophotography #spacephotography #nightsky #eclipse #travel #nevada

Liked by tian.a and others

October 14, 2023

Add a comment...

Could You Sleep in a Clown-Themed Hotel?

Check into the World Famous Clown Motel next time you're in Nevada—but don't expect a good night's rest.



Will you be laughing after a stay at Nevada's Clown Motel? Photo by Tiana Attride

Three hours outside of Las Vegas, the old mining town of Tonopah, Nevada, is home to a number of desert oddities, including the Mitzpah Hotel, the most haunted in the United States, which—if you were to ask anyone who's seen or even heard of the movie *It*—is only the second-most fearsome overnight stay in town.

A mere one-minute drive down the road, the World Famous Clown Motel—an essentially unmissable landmark, given the candy-striped glowing neon sign and 19-foot clown cutouts that welcome visitors out front—may be worthy of the title of America's creepiest motel.

Walk into the front office, and you'll quickly understand why. It's home to a collection of some 3,000 clown dolls, ceramics, posters, prints, and other sinister sundries ranging from the dubiously friendly to the downright terrifying and grotesque, the painted and porcelain to the oversized and stuffed, some well over a century old.

The Clown Motel's origins date back to Tonopah's incorporation in 1900, when a man named Jim Butler came across silver-rich ore in the area. Mining companies quickly moved in, and the town's luck quickly ran out: Along with the Tonopah Plague (a bout of pneumonia that swept through the town between 1902 and 1905), a series of mine fires over the years landed dozens in the Tonopah Cemetery. One of these unlucky few was Clarence David, who passed away in 1942 and happened to be the owner of—you guessed it—a large collection of clowns.

AFAR

BRETT TINGLEY

Reach: 11.5 million



"I wanted to extend my most sincere thanks for putting this trip together. The itinerary and suggestions were perfect, and I enjoyed every second of it. Ely is such a charming town, and Great Basin National Park was breathtaking. I'll never forget this weekend." - *Brett Tingley*



Fire in the sky: Chasing the annular solar eclipse 2023 on the Extraterrestrial Highway

By Brett Tingley published 2 days ago

Despite the region's fascination with UFOs, there was a different aerial phenomenon on everyone's mind throughout eastern Nevada this weekend.

 Comments (0)



The sun rises above the Nevada desert during an annular solar eclipse on Oct. 14, 2023. (Image credit: Future/Brett Tingley)

ELY, Nevada — The state of Nevada is the perfect place to watch for strange things in the sky.

And it's easy to see why as you head north out of Las Vegas and turn onto state route 375, the "Extraterrestrial Highway." This straight stretch of windblown road crosses mostly empty desert, offering vast vistas of open sky and long-distance views of the surrounding mountain ranges.

Dotted along the route are UFO- and alien-themed attractions like the Alien Research Center in Crystal Springs, Nevada, a metal Quonset hut that rises out of the desert like a crashed flying saucer. A 30-foot (10-meter) extraterrestrial statue stands guard over the door, through which can be found aisle after aisle of big-eyed gray alien head knick-knacks, shelves of books on UFO research and ancient alien theories and even a full-size statue of Marilyn Monroe wearing

LAURA MOTTA

Reach: 17.25 million

Don't fall in: Here's where to view the "ring of fire" eclipse in the US



Laura Motta

Oct 8, 2023 · 5 min read



A rare annular "ring of fire" solar eclipse as seen in Doha, Qatar in 2013

Where and how to view the 2023 annular eclipse

I'll be viewing this year's annular eclipse from Nevada. I'll be aboard the historic [Nevada Northern Railway](#) en route to Keystone, a location that is in the "path of annularity" – the area where the sun's ring will be clearly viewable. The NNR is a slew of historic railway buildings and a collection of working vintage trains that date back to 1906. It's operated as a museum since 1987.

If you're in search of the perfect viewing spot, the path of annularity includes a number of national parks and preservation areas across the American Southwest, including [Great Basin National Park](#) in Nevada, [Crater Lake National Park](#) in Oregon, Modoc National Forest in California, [Canyonlands National Park](#) in Utah, and the [Padre Island National Seashore](#) in Texas. It will even coincide with the last day of the [Albuquerque International Balloon Fiesta](#) in New Mexico.

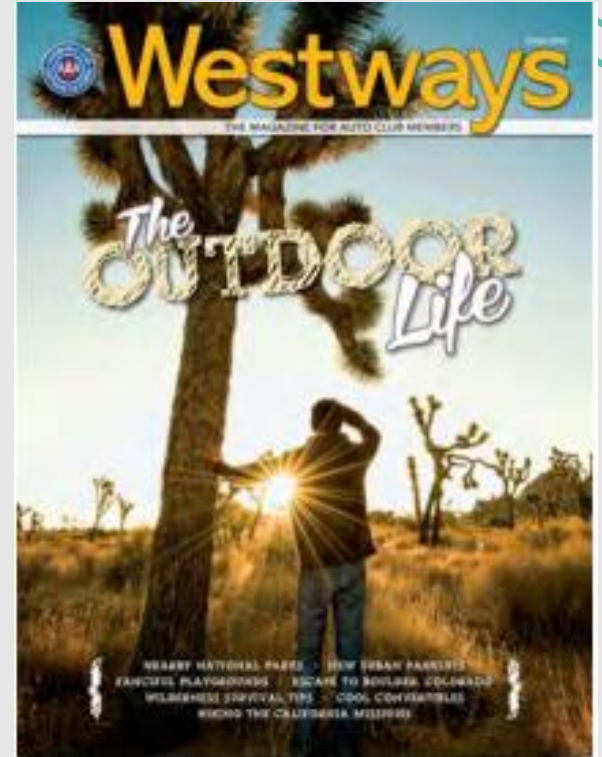
"...the trip was amazing."



EDMUND VALLANCE

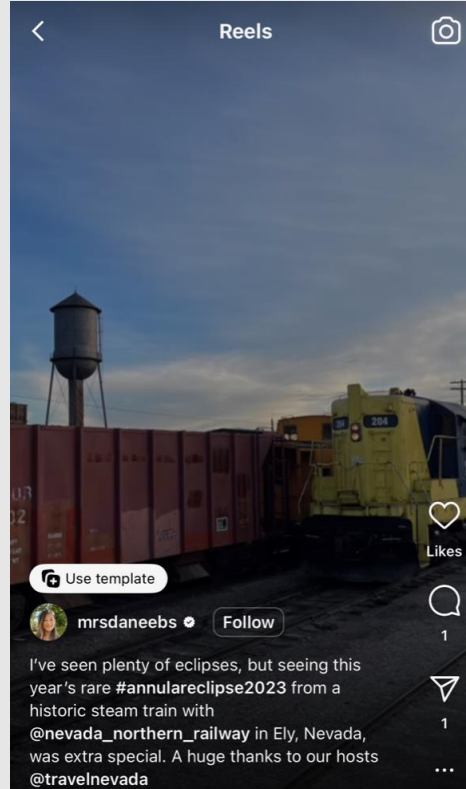
Reach: 4.65 million

"Thanks so much for organizing such a fabulous trip to Nevada."



ANNE KIM-DANNIBALE

Reach: 234.45 million

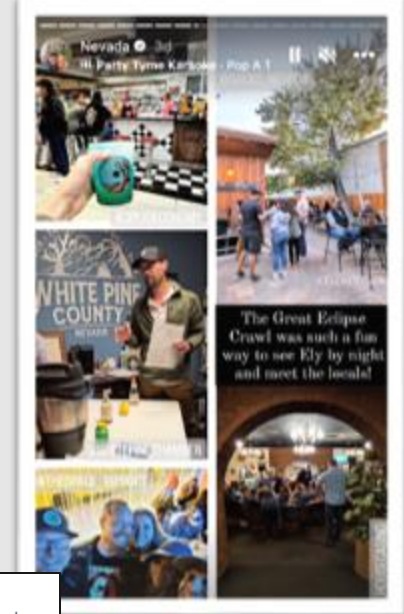
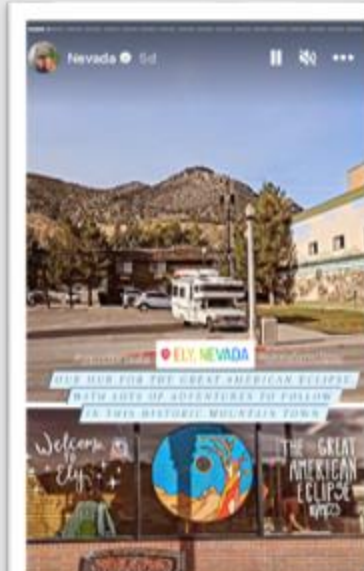



Thanks again for a really great experience, and for all the hard work that went into building this itinerary!"



MIKE AND ANNE HOWARD

@honeytrek | Reach: 36.9K



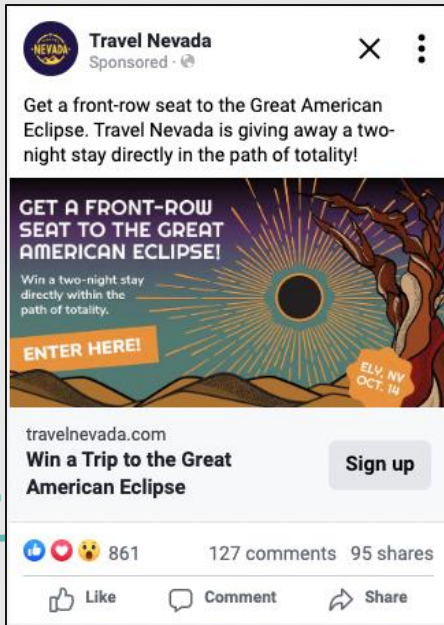
 **Stephanie** says: Reply

The road might be lonely, but this looks like an amazing road trip! I've been to Lake Tahoe before but not to any of the rest of the stops on your trip. We've been wanting to get to Great Basin National Park, and now you've given me even more reason!

SOCIAL MEDIA CONTEST

Total Impressions: 2.7 million

Total Entries: 8,837



Travel Nevada
Sponsored · 🌐

Get a front-row seat to the Great American Eclipse. Travel Nevada is giving away a two-night stay directly in the path of totality!

GET A FRONT-ROW SEAT TO THE GREAT AMERICAN ECLIPSE!

Win a two-night stay directly within the path of totality.

ENTER HERE!

ELY, NV
OCT. 14

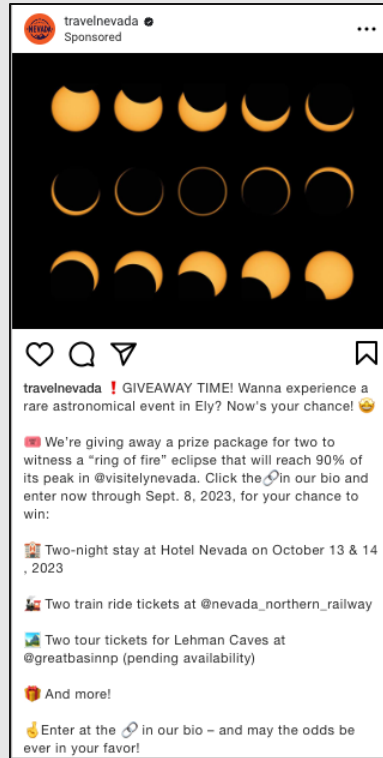
travelnevada.com

Win a Trip to the Great American Eclipse

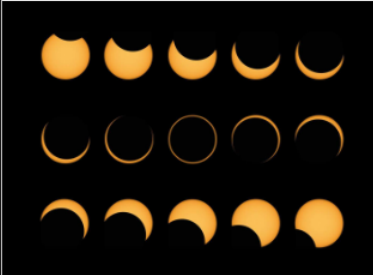
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👍❤️👹 861 127 comments 95 shares

👍 Like 💬 Comment ➦ Share



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👍💬🚩🔖

travelnevada ! GIVEAWAY TIME! Wanna experience a rare astronomical event in Ely? Now's your chance! 🥳

📌 We're giving away a prize package for two to witness a "ring of fire" eclipse that will reach 90% of its peak in @visitelynevada. Click the 📍 in our bio and enter now through Sept. 8, 2023, for your chance to win:

🏠 Two-night stay at Hotel Nevada on October 13 & 14, 2023

🚆 Two train ride tickets at @nevada_northern_railway

🗣️ Two tour tickets for Lehman Caves at @greatbasinnp (pending availability)

👉 And more!

👉 Enter at the 📍 in our bio – and may the odds be ever in your favor!

Wanted to let you know we had the best time on this trip for the eclipse. Everything was wonderful and so many things to do. We loved it so much we didn't want it to end. I appreciate you accommodating the two kiddos in order for them to come. It was a wonderful experience for them and we made some really awesome family memories. Met a bunch of nice people both locals and visitors alike. Again, thanks so much for working with us on everything.

- Robert and Stephanie Wilson



TOTAL REACH-TO-DATE:

240,501,580



QUESTION?

**WHAT WERE SOME OF THE BIGGEST
SUCCESS YOU SAW WITH THIS
INITIATIVE?**



QUESTION?

**HOW DID YOU SEE NEVADA'S INDUSTRY
PARTNERS COME TOGETHER TO MAKE THIS
EVENT SUCH A SUCCESS?**



QUESTION?

**WHAT ADVICE WOULD YOU GIVE OTHER
COMMUNITIES AND PARTNERS WITH AN EVENT
OPPORTUNITY LIKE THIS IN THE FUTURE?**



