

FROM VISION TO ACTION:

CREATING NEVADA'S STATEWIDE DESTINATION STEWARDSHIP PLAN

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HELLO!



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TODAY'S SESSION

Setting the Scene

Why Stewardship? Why Now?

How We Got Here

Nevada's Destination Stewardship Plan

Small Group Discussion

Q&A

Setting the Scene



*“Destination stewardship can be defined as an approach to destination governance that seeks to **balance and meet the economic, environmental, and social/cultural needs of a destination**; while operating within a legitimate governance model with **active participation from the public and private sectors, as well as the local community.**”*

~ World Travel and Tourism Council (WTTC)

*Destination stewardship is "the **continuous pursuit** of a **net positive tourism ecosystem** that exists in alignment with shared community values."*

~ Destination Wayfinder / Miles Partnership

Key Aspects of Destination Stewardship

Net Positive
Impact

Community-
Centered

Multi-
Stakeholder
Collaboration

Balancing Act

Proactive
Management

Why Stewardship? Why Now?



Vision & Mission

- A vibrant visitor economy built on exceptional and enriching experiences that **enhance quality of life for all Nevadans.**
- Share the heart of Nevada with the world through **stewardship**, development, and promotion of the best of the Silver State.



Travel Nevada's North Star

We have an enduring
commitment to Nevada
and are **mindful
stewards** of the state.



How We Got Here



Steering Committee

- Representation from state's tourism and hospitality industry, state agencies, Tribal, Visitor Center/Museums, outdoor recreation organizations, cultural heritage preservation, Leave No Trace, Nevada's Tourism Territories, and Nevada's Commission on Tourism
- Alignment with Leave No Trace / Out There with Care

In 5 to 10 years, how do you envision Nevada balancing tourism growth with environmental conservation and community well-being?



Recurring Phrases & Concepts

- “Community-centered”
- “Shared caring”
- “Diverse voices, heritage and stories”
- “Valuing the land”
- “Spreading the benefits of tourism”

Nevada's Destination Stewardship Plan



Guiding Principles

- Protect what sets Nevada apart while celebrating what makes it shine.
- Tourism should enrich the lives of Nevadans and we will measure success by their quality of life.
- Communities must have a voice in the invitation to visit.
- Prioritize long-term success over short-term gain.

Destination Stewardship Pillars

These five pillars reflect our vision to build a more resilient, equitable, and enriching visitor economy that benefits all Nevadans.

Nevadans at the Heart

Elevate the voices and well-being of the people who call Nevada home, ensuring local benefit.

Protect Our Place

Protect the lands, waters, and cultural treasures that sustain our way of life – and the awe that draws visitors here in the first place.

Honor All Stories

Celebrate the diverse cultures, histories, and heritage that shape our identity.

Eyes on the Horizon

Build a resilient visitor economy that can weather tomorrow's challenges while staying true to Nevada's roots.

Inspire Shared Caring

Residents and visitors walk this land together. Let's make sure everyone knows how to walk it well.

Stewardship Pillar 1

Nevadans at the Heart

Elevate the voices and well-being of the people who call Nevada home, ensuring local benefit.

Tourism should enhance life for Nevadans, and not only focus on the visitor experience. This means supporting housing, workforce development, and equitable access - while ensuring community voices shape how visitors are welcomed.

Stewardship Pillar 2

Protect Our Place

Protect the lands, waters, and cultural treasures that sustain our way of life – and the awe that draws visitors here in the first place.

We strive to preserve Nevada's natural beauty - its landscapes, water, and ecosystems - while also protecting its rich cultural resources.

Stewardship Pillar 3

Honor All Stories

Celebrate the diverse cultures, histories, and heritage that shape our identity.

Nevada is rich in stories. We elevate local and diverse voices through storytelling that deepens connections and cultural respect.

Stewardship Pillar 4

Eyes on the Horizon

Build a resilient visitor economy that can weather tomorrow's challenges while staying true to Nevada's roots.

Strategic planning and risk awareness are essential to protect what we love. We invest in infrastructure, climate adaptation, and long-term visioning to ensure Nevada can thrive for generations to come.

Stewardship Pillar 5

Inspire Shared Caring

Residents and visitors walk this land together. Let's make sure everyone knows how to walk it well.

Stewardship is a shared responsibility. Through storytelling, education, and engagement, we foster pride and empower both Nevadans and visitors to care for this place.

Example

Pillar: Nevadans at the Heart			
Objective: Use tourism as a vehicle for rural communities to better advocate for themselves.			
Strategy	Travel Nevada Actions	Partner Actions	Indicators
Increase the number of local ambassadors and “visitor stewards” to foster positive visitor-resident interactions.	<ul style="list-style-type: none">Build local ambassadors through Battle Born Insiders and Out There with Care e-learning courses.	<ul style="list-style-type: none">Promote learning tools for local hospitality/tourism workforce and residents to increase knowledgeable ambassadors.	<ul style="list-style-type: none">Battle Born Insider completion rates statewide.Out There with Care e-learning modules completion rates statewide.

Small Group Discussion



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Describe a stewardship challenge or opportunity in your community that this plan could help address.

Maintaining our historical and cultural artifacts through the pillars like Nevadans at heart.

Balancing the experience for visitors and locals restrained by extremely limited infrastructure and access to popular destinations.

Honoring every story could help with respecting & sharing the rich and diverse cultures that live within the Reno metropolitan area. Making sure they are recognized, celebrated, & documented for years

a major stewardship challenge would be managing increased tourism while preserving natural landscapes, historic sites, and community quality of life

Gaining buy-in from communities and managing the needs and desires of those who wish to share resources and those who do not wish to

Getting residents of rural communities on board with promoting tourism beyond restaurant owners, small business owners, etc. who are more likely to immediately benefit from tourism.

Driving rural travel will increase traffic on two lane non-divided highways (i.e. US 93/95 and I80) on already heavily trafficked interstate freight routes.

We are advocating for a creative district and cultural opportunity zone that will leverage city and county decision-makers to define and elevate local creative expression.

Describe a stewardship challenge or opportunity in your community that this plan could help address.

Communication between land management, tourism, outdoor education, and EMS search and rescue. Safety doesn't seem to be on the tourism horizon.

Post event trash from Burning Man is a problem. How can we incentivize people as they make their way through our community? We can't stop traffic.

Lack of desire by local residents to have tourists; Lack of leadership/ participation from many community members Getting the message out that stewardship can be a central part of tourism

As a 42 year old museum, we are working on integrating the local Beatty community to give them a better sense of ownership for their museum.

trash and tracks from visitors

What is one thing your organization could do - big or small - to help activate Nevada's stewardship plan?

Embrace and share Out There With Care

Promote Travel NV as a strategic partner and share the various state/territory programs, initiatives, and opportunities to spread awareness and generate buy-in.

we could place a co-op billboard on I 80 to reach inbound traffic. We could also put up posters at outlying gas stations and travel stops as people approach the event.

Get people to take the battleborn insiders course. Or the new Out there with Care e-courses. Provide trash receptacles in key locations.

When meeting with rural communities, we can ask about their tourism programs and if/how resident sentiment has changed over time as new programs emerge.

Promoting the Battle Born Insiders programming in more public ways during our rural travel.

we could incorporate "out there with care" in other messaging for other events that take place in that area. distribute posters throughout town to increase awareness as people get closer to The Playa.

Provide meeting space. Promote stewardship and education campaigns. Connect with outdoor recreation organizations to unite and promote stewardship messaging.

What is one thing your organization could do - big or small - to help activate Nevada's stewardship plan?

Talk about stewardship as directly tied to the economic bottom line

Offer educational materials that include incentives for participation Add stewardship messaging into current marketing Working with partners to share same messaging/ increase impact

Work with local media on the economic impacts of events when "outside" visitors attend.

Sharing back to the group



NEXT STEPS

- Stewardship plan to be shared with Commissioners in June
- Public roll-out in summer 2026
- Opportunity to become a member of Nevada Destination Stewardship Council



QUESTIONS?

THANK YOU!