# TRAVEL NEVADA PURAL POUNDUP

April 12, 2023





A cabinet-level agency that focuses on the promotion and support of Nevada's tourism and cultural communities.

NEVADA INDIAN COMMISSION

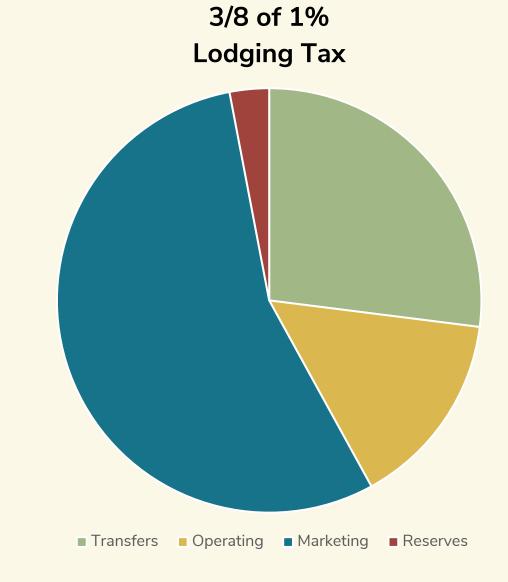
Stewart
Indian
School
Cultural Center



#### **DIVISION OF TOURISM**

#### Funded by 3/8 of 1% Lodging Tax

- 27% of collections go to other State agencies (90% to those within DTCA)
- 15% goes to operational costs
- 55% goes to Marketing/Advertising, which includes efforts for Industry Development, Rural Grants, and Public Relations efforts





# NEVADA DIVISION OF TOURISM (TRAVEL NEVADA)





### TOURISM MEANS MORE...

Visitor Economy

**43.2 MILLION** 

Travelers in 2021

227,772

Jobs

Spending

**\$39.4 BILLION** 

Tourism Dollars Spent in 2021

130%

Increase in Outdoor Recreation Spending from 2020-2021 Tax Generation

\$4.4 BILLION

State and Local Taxes Generated in 2021

**\$3,935**Taxes Saved





#### MISSION

Effectively communicate the enriching travel experiences Nevada offers and promote statewide economic health through tourism.

VISION

Enhance the quality of life for all Nevadans.

# TRAVEL NEVADA:

- INCREASE overnight stays and spending.
- **CONTRIBUTE** to the long-term growth and sustainability of local tourism economies.
- EXPAND state partnerships to benefit Nevada residents.
- **FOSTER** diversity, equity, and inclusion in statewide marketing and with local tourism stakeholders.
- ESTABLISH an understanding that local tourism products and services are fundamental to a vibrant quality of life for all Nevadans.
- AFFECT awareness and perception of Nevada as a globally-recognized brand.

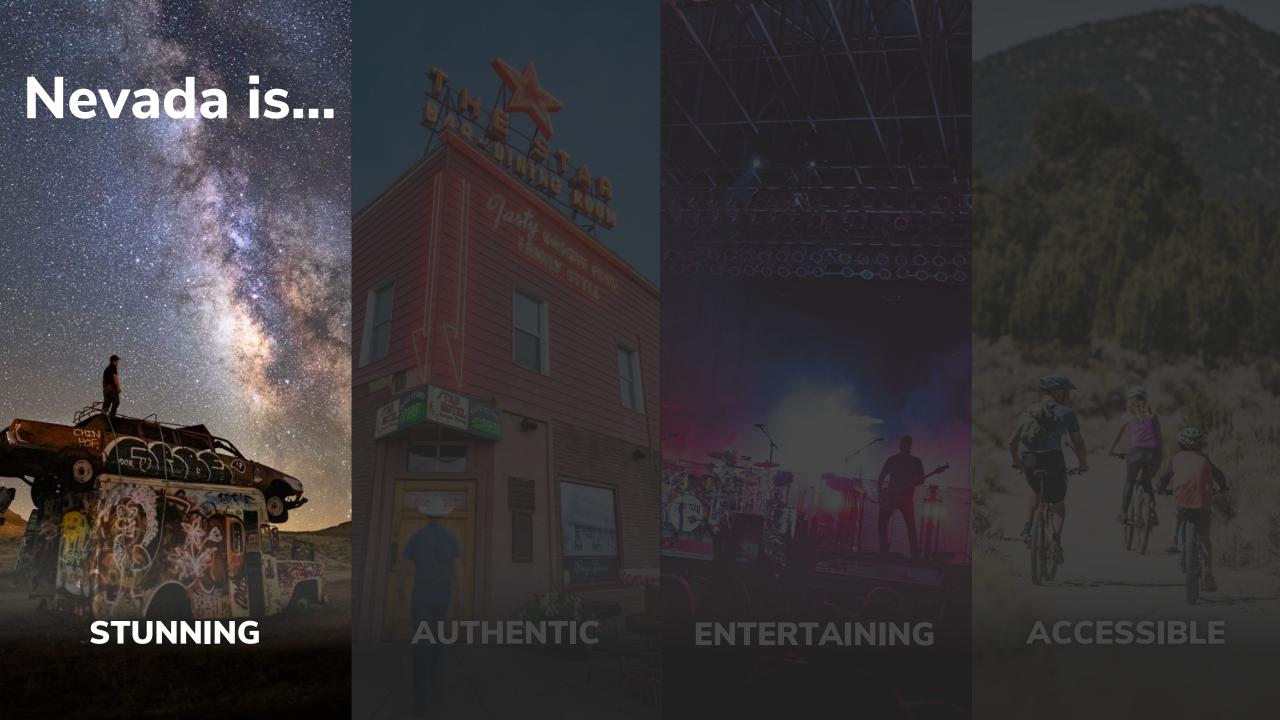


# TRAVEL NEVADA:

STRATEGIC PLAN PROGRAMS

- Brand Evolution
- Destination Development
- Visitor Experience
- Industry Relations
- Discover Your Nevada
- Domestic Market Development
- International Market Development





## BRAND PILLARS

#### **UNINHIBITED FREEDOM**

- Independent
- Energetic
- Off-the-grid

#### **INSPIRING DISCOVERIES**

- Hopeful
- Pioneering
- Thrilling

#### **REWARDING ADVENTURES**

- Achievement
- Imaginative
- Uplifting

#### **UNEXPECTED DIVERSITY**

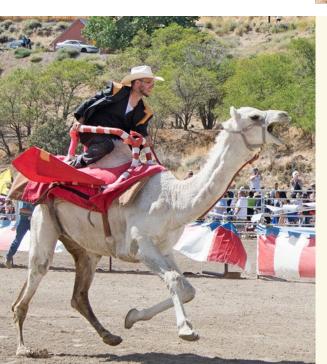
- Awe-Inspired
- Centered
- Connected



# CONTENT PARS

#### OUTDOOR RECREATION

- Outdoor Recreation Activities
- Stargazing
- Rockhounding & Mining
- Wildlife Areas
- Outdoor Rec Events



### UNCHARTED EXPERIENCES

- Weird Nevada
- Road Trips
- Uncommon Overnighters
- Unique Races & Quirky Events



- Arts & Culture Attractions
- Western Heritage
- Food & Dining
- Cultural Events



## TRAVELNEVADA.COM



2.6 Million Visitors



## ROAD TRIPS

Our Road Trips are a visitor's gateway to Nevada



**BURNER BYWAY** 

From Reno to the Black Rock



**GREAT BASIN HWY** 

From Las Vegas to Ely



**COWBOY CORRIDOR** 

From Reno to West Wendover



**LAKE TAHOE LOOP** 

Hub & Spoke from Reno



#### **DEATH VALLEY RALLY**

Hub & Spoke from Las Vegas



#### **LONELIEST ROAD**

From Carson City to Ely



**ET HIGHWAY** 

From Tonopah to Alamo



#### **NEON TO NATURE**

Hub & Spoke from Las Vegas



#### FREE-RANGE ART HWY

From Reno to Las Vegas



#### **RUBIES ROUTE**

Hub & Spoke from Elko



### NEVADA MAGAZINE





**Total Circulation before = 14,000/year | Now = 240,000/year** 

### INTEGRATED MARKETING EFFECTIVENESS SURVEY

#### MARKETING CAMPAIGN IMPACT ON NEVADA BRAND PERCEPTIONS

Exposure to Travel Nevada's Integrated marketing campaign also positively impacted Nevada brand perceptions, with double digit increases observed for all brand perceptions.

	Lift		
Offers life-changing experiences	+23 pts	41%	65%
Is a place where I am inspired to try new things	+23 pts	47%	<b>7</b> 0%
Cares about someone like me	+21 pts	35% 56%	
Is a place where I can truly express myself	+21 pts	47%	
Is a place where I can feel free	+20 pts	54% —	<b>1</b> 74%
Trust that it will fulfill my expectations	+19 pts	51% 🕒	<b>——</b> 70%
Is a place where I can break free from the status quo	+18 pts	54% •—	72%
Has an edgy, free-spirited vibe	+15 pts	61%	<del></del> 75%
Offers unique, eclectic experiences	+14 pts	61%	<b></b> 75%
Is a destination truly different from other places	+14 pts	62%	75%





# OESTINATION DEVELOPMENT

# DESTINATION DEVELOPMENT

The goal of Travel Nevada's 3D project is to improve the quality of life for both residents and visitors through compelling experiences, quality infrastructure, and outstanding service.

- Creating a collaborative, stakeholder-guided strategic planning process.
- Promotes authenticity, evolution and sustainability of destinations.
- Identifies opportunities, assets and gaps within communities.
- Aligns the needs and interests of the community and its visitors.







### 3D DESTINATION DEVELOPMENT DEMOS

**2M IN EDA FUNDS** 

**6 PROJECTS OVER 2 YEARS** 

**8 WEEK STRATEGIC PLANNING** 

**10-YEAR STRATEGIC PLAN** 

3D Working Group











#### **Project Advisors**











#### PHASE ONE: JAN-AUG 2023

#### FRIENDS OF BLACK ROCK HIGH ROCK

Heritage tourism welcome center

# LINCOLN COUNTY AUTHORITY OF TOURISM

County-wide tourism plan and amenities

# WHITE PINE COUNTY TOURISM & RECREATION

Year-round basecamp for exploration of eastern NV

#### PHASE TWO: SEPT 2023-APR 2024

# BOULDER CITY CHAMBER OF COMMERCE

Develop a hub-and-spoke regional transportation model for visitors from Las Vegas

#### NEVADA'S INDIAN TERRITORY

State-wide eco-cultural tourism assets focused on environmental stewardship

#### **VISIT CARSON CITY**

Establish a 'cultural corridor' with Carson Valley and Virginia City



# NDUSTRY RELATIONS STRY RELATI

#### **OVERALL GOAL**

Travel Nevada will educate the industry to foster a workforce that understands and accommodates visitor trends and expectations resulting in return bookings and positive word-of-mouth.

Travel Nevada depends on strong state stakeholder and travel trade relationships in order to accomplish its mission of creating a diverse tourism economy.

# COMMUNICATIONS/ INDUSTRY RELATIONS

We operate four industry-facing social media accounts:

- Nevada Dept. of Tourism Facebook Page
- Nevada Industry Facebook Group
- @NVTourism on Twitter
- Nevada Dept. of Tourism on LinkedIn









### INDUSTRY RELATIONS

Travel Nevada distributes a monthly highlights email as well as four quarterly emails.

Please email Aida Blankenship (a.blankenship@travelnevada.com) if you do not receive these and would like to be on the distribution list.





SIGN UP FOR OUR INDUSTRY NEWSLETTER



## NEVADA TERRITORIES

- An extension of Travel Nevada led by separate and independent organizations
- Collective of industry partners from destinations, chambers, Main Streets, tribes, hotels, attractions, restaurants, transportation, and other tourism services and products



# RURAL MARKETING GRANTS

- \$1.5M in grant funding annually
- Funding to support marketing, research, asset development, education
- Competitive process for non-profit destinations under population of 100,000









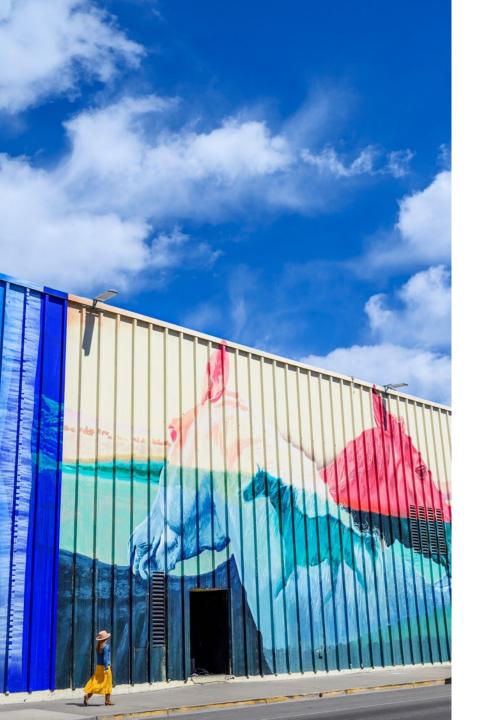
# BATTLE BORN INSIDER

AMBASSADOR PROGRAM

- Creating Nevada experts and ambassadors
- Online educational training platform for anyone who interfaces with the traveling public
- One-stop resource center for What's Happening in the state
- 4 learning chapters focus on the value of tourism, local tips, what to do, where to go, etc.
- Incentive program for cool swag, overnight stays, VIP experiences and other fun activities



# DISCOVER YOUR NEVADA



# NEVADA PRIDE

#### **STRATEGY**

Educate Nevadans about their state and reinforce a sense of pride while being respectful and safe in their home state.

- Collaborate with other state agencies to incorporate Discover Your Nevada content into their local outreach programs.
- Stewardship starts at home. Incorporate responsible recreation in all efforts, building on a sense of state pride.





## BRAND AMBASSADORS

#### **STRATEGY**

Increase reach to encourage more Nevadans to travel throughout the state, ultimately becoming loyal brand ambassadors.

- Continue search, social, paid, and earned media efforts.
- Develop enriched content across mediums and microaudiences within the state.
- Foster relationships with local media and influencers to build Travel Nevada branding within travel/leisure content covered stories.





# PARTNERSHIPS

#### **STRATEGY**

Continue to build partnerships with Nevada businesses beyond traditional tourism products, as discovering Nevada is, by extension, "buying local."

- Work with rural tourism partners to develop local-only deals or packages within communities to further encourage "buying local."
- Educate hospitality industry/concierge staff.
- Partner with local businesses to package excursions building a strong brand ambassador base; this is both a DYN tactic and hospitality education tactic.



# DOMESTIC MARKET DEVELOPMENT

## DOMESTIC MARKETS: PAID MEDIA MARKETS

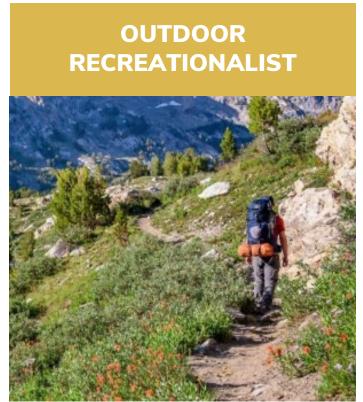


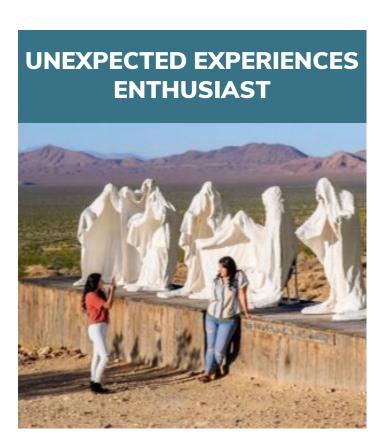
- Established
  - Sacramento & San Francisco
  - LA & San Diego
  - Phoenix
  - Boise
  - Salt Lake City
- Emerging
  - Seattle
  - Dallas/Fort Worth & Houston
- New
  - Portland
  - Chicago



### DOMESTIC MARKETS: PAID MEDIA AUDIENCES



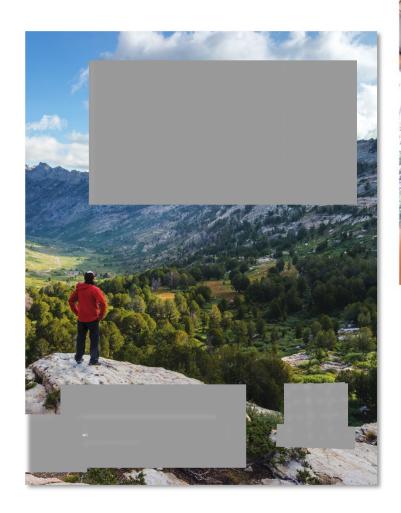




From Everyday Adventurer to Expert Explorer



## DOMESTIC MARKETS: PAID MEDIA MESSAGING









### DOMESTIC PR

#### **INTEGRATED EFFORTS**

Travel Nevada's public relations efforts are part of an integrated plan with the marketing team to ensure messaging is aligned throughout the calendar year, and focuses on the following content themes:

Travel Nevada FY23 Integrated Marketing Calendar					
	JULY – AUG – SEPT	OCT – NOV – DEC – JAN	FEB – MAR – APR – MAY - JUNE		
Campaign Theme	UNINHIBITED SPACE	SURPRISING DISCOVERIES	REWARDING ADVENTURES		
Supporting Content	Hot Spring Resorts, Stargazing, Road Trips, Events	Food/Drink, Arts & Culture, Hot Spring Resorts, Road Trips, Events	ET Hwy/Weird NV UFOS, Offbeat Art, Wildlife, NV History (Ghost Towns, Museums), Road Trips, Events		
Outdoor Rec Consistent Thread	Rockhounding, Camping, Stargazing, Off-Roading, Hiking, State/National Parks, Mountain Biking, Fishing, Winter Sports				



# TRAVEL TRADESHOWS JOINT MISSIONS

ACCENT WEST TRAVEL NETWORK May 8-12
CONNECT RTO MARKETPLACE Aug 22-24
NTA TRAVEL EXCHANGE Nov 12-15
ABA MARKETPLACE 2024

#### **HOSTED RECEPTIVE EVENTS:**

- IPWOperator Breakfast May 21
- MIDWEST
   Chicago, Minneapolis, St. Louis June 6-9



# ANTERNATIONAL MARKET DEVELOPMENT



# INTERNATIONAL MARKET DEVELOPMENT

#### TRAVEL TRADE

- Wholesalers, operators, agents, airlines, car rentals, receptives, etc.
- Engagement through newsletters, agent trainings, in-market events, in-state FAMS

#### **PUBLIC RELATIONS**

 Consumer lifestyle, influencers, social media, trade media, in-state press visits/FAMs

#### B<sub>2</sub>B<sub>2</sub>C

OTAs, wholesalers, receptive operators

#### **NV-LED MISSIONS IN CANADA AND MEXICO**

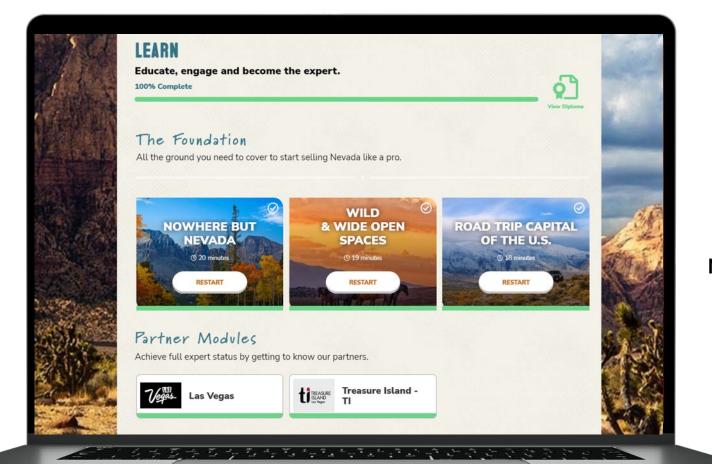
- Joined missions with Brand USA and Visit USAs
- IPW, Go West, IITA, NTA, ABA, etc.

#### **DEVELOPING MULTI-STATE ITINERARIES**



### NV TRAILBLAZERS

Training platform for tour operators, wholesalers, agents, airlines & receptives



Nevada visitor basics in three interactive and engaging chapters



# 

### NEVADA ADVENTURE CENTERS

Adventure Centers are activity hubs dedicated to connecting residents and visitors to the outdoor recreation experiences in the region – much-needed infrastructure to support a growing recreation economy.



EDA Competitive Award: \$3,712,000 Division of Tourism Funding Match: \$2,280,000

Total Project Cost: \$5,992,000





### PROPOSED LOCATIONS

#### **Boulder City** –

In collaboration with the Boulder City Chamber of Commerce

### Carson City –

In collaboration with the Nevada State Railway Museum

Adventure Centers will provide adventureseekers:

- Safety and conservation best practices
- Connection to vetted local tour guides
- Connection to outfitters and appropriate gear
- Outdoor activity demonstrations



# STATE PARTNERS

# OSIT & BROADBAND





- Engage communities throughout the state
- Build local capacity and provide tools
- Define a State grant plan with objective priorities, specifically identified projects, and an awards process, based on federal rules
- Seek federal approval for local projects
- Distribute funds and assist with project implementation

Bring other stakeholders to the table – this is an inclusive process: HighSpeedNV.com



### NEVADA STATE PARKS

# DIVISION OF OUTDOOR RECREATION









- Launched Nevada Trailfinder site: nvtrailfinder.com
- Launched Nevada State Parks OuterSpatial App
- Nevada Outdoor Recreation Infrastructure Grant support for shovel-ready projects, or transformative planning endeavors that advance efforts to diversify economies around outdoor recreation assets.



# GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

## RURAL COMMUNITY AND ECONOMIC DEVELOPMENT

- CDBG Program supporting low and moderate income housing
- Nevada Main Street serving downtown revitalization and historic preservation
- Annual Launch Rural Nevada an entrepreneurial pitch, education and networking event: launchruralnevada.com



### THANK YOU!



Brenda Scolari

Director

Department of Tourism and Cultural Affairs

bscolari@travelnevada.com

