

TRAVEL NEVADA

FY25

ANNUAL REPORT



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As lieutenant governor for the great state of Nevada, I also serve as the chair of the Nevada Commission on Tourism, comprised of individuals passionate about tourism and furthering initiatives that support Travel Nevada's strategic priorities.

The tourism industry is the backbone of Nevada, and the work that is done by Travel Nevada and supported by the Nevada Commission on Tourism stretches far and wide.

In my travels throughout the state, I often meet with tourism industry partners who are rightly proud of their town, their community, and the qualities that make visiting their destination so important. It's during these partner meetings we discuss important initiatives that help towns grow—small business initiatives, entrepreneurship opportunities, and dreams about the future are oftentimes on the agenda. The small businesses in our rural towns play a vital role in creating memorable experiences for visitors, and it's a privilege to champion their causes.

Tourism is more than just a sector of our economy; it is a driving force behind Nevada's diversification. The tourism industry creates jobs, stimulates local economies, and introduces visitors and residents alike to the best of what our state has to offer.

I can confidently speak on behalf of the Nevada Commission on Tourism that we are committed to working with Travel Nevada to maintain Nevada's standing as a top destination both domestically and internationally. As we look ahead to FY26, it's with a sense of pride, knowing our efforts are continuing to move the needle for Nevada tourism.



STAVROS ANTHONY

Nevada's 37th Lieutenant Governor and Chair, Nevada Commission on Tourism





The start of fiscal year 2025 brought renewed focus and direction through our updated Strategic Plan —one that reflects our priority goals and aligns with the evolving needs of Nevada's tourism industry.

Our mission remains the same: to share the incredible experiences Nevada offers while strengthening the state's economy through tourism. But our focus has adapted. While increasing overnight stays and visitor spending continues to be a core objective, this year we placed even greater emphasis on authentic storytelling, targeted paid media, and impactful partnerships that elevate Nevada's profile. At the same time, partner engagement became a central pillar, ensuring we help build local tourism economies, foster welcoming destinations, and reinforce that tourism is essential to Nevada's long-term prosperity.

Throughout this report, you'll see the depth of our work, from Destination Stewardship to Domestic Market Development, Industry Relations, and beyond. Our team has shown tremendous dedication throughout the fiscal year by supporting communities that want to grow their visitor economies with intention, educating local leaders about tourism's value, and aligning our campaigns to inspire travelers while positioning Nevada as a distinctive, competitive destination.

The second half of FY25 brought shifts in the tourism landscape. International visitation to Nevada declined due to factors beyond our control, and growing costs in the southern part of the state added new challenges. Yet, these changes also reinforced the importance of adaptability and strong partnerships across the state.

As we move into FY26, we face an environment of both opportunity and uncertainty. But one thing is clear: Our new three-year Strategic Plan will guide us forward. It gives us the foundation to stay focused, navigate the unknowns, and continue advancing Nevada's tourism future with purpose and collaboration.



RAFAEL VILLANUEVA

Chief Executive Officer, Travel Nevada



MISSION, VISION, AND INITIATIVE GOALS

To ensure Nevada remains top of mind to travelers, the team identified new strategic pillars in FY25. The integration of campaigns and programs across marketing, public relations, and industry development provides a cohesive story about what distinguishes Nevada as a travel destination. This amplification of Nevada through various disciplines leads to consistent messaging and brand identity.

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.

Initiative Goals

- Increase overnight stays and spending.
- Contribute to the long-term growth and sustainability of local tourism economies.
- Lead the expansion of state partnerships to benefit communities.
- Foster welcoming and accessible rural destinations.
- Establish an understanding that tourism products and services are a fundamental and important part of local economies.
- Affect awareness and perception of Nevada as a globally recognized brand.





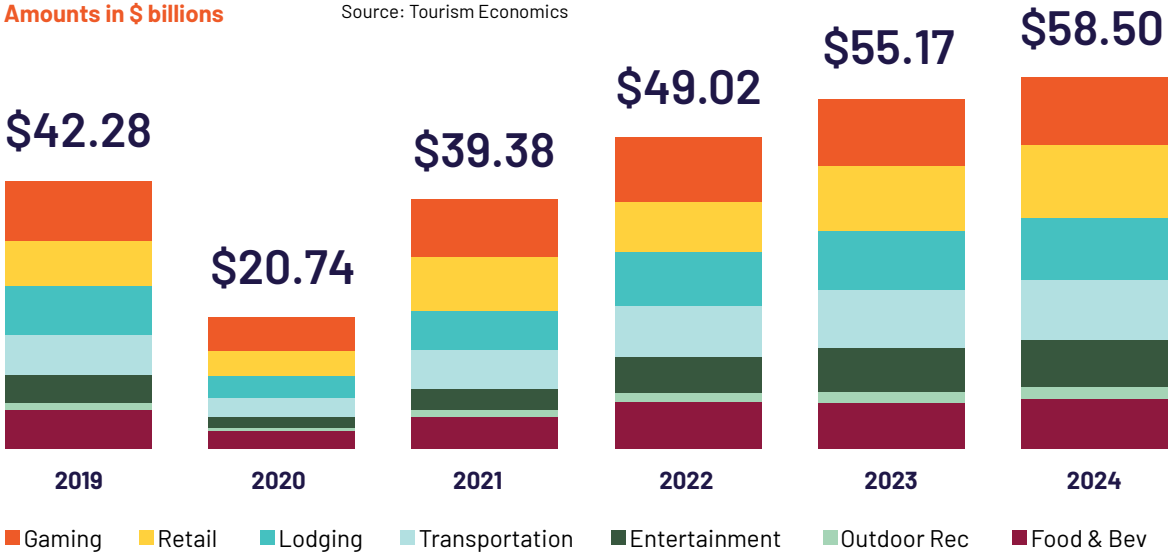
ECONOMIC IMPACT

The economic impact of the tourism industry has both direct and indirect benefits for all Nevadans. In Nevada, Tourism Means More.

Nevada Visitor Spending

Amounts in $ billions

Source: Tourism Economics



Nevada Visitor Volume and Spending

Source: Tourism Economics

By market, calendar year 2024

TOTAL VISITORS

52.4 MILLION

0.4% from 2023 | **93.4%** relative to 2019

DOMESTIC VISITORS

47.2 MILLION

-0.3% from 2023 | **94.1%** relative to 2019

INTERNATIONAL VISITORS

5.2 MILLION

7.9% from 2023 | **88.2%** relative to 2019

VISITOR SPENDING

$ 58.5 BILLION

6.0% from 2023 | **138.4%** relative to 2019

DOMESTIC VISITOR SPENDING

$ 52.8 BILLION

5.6% from 2023 | **146.3%** relative to 2019

INTERNATIONAL VISITOR SPENDING

$ 5.7 BILLION

10.0% from 2023 | **92.2%** relative to 2019

SPENDING PER VISITOR

$ 1,116 PER VISITOR

5.6% from 2023 | **148.1%** relative to 2019

DOMESTIC VISITOR SPENDING

$ 1,118 PER VISITOR

6.0% from 2023 | **155.5%** relative to 2019

INTERNATIONAL VISITOR SPENDING

$ 1,100 PER VISITOR

1.9% from 2023 | **104.5%** relative to 2019

VISITOR ACTIVITY IN 2024 GENERATED:

$16.6 billion in direct labor income

5.9% from 2023

$24.9 billion in total labor income*

5.4% from 2023

*Including indirect and induced impacts.

The $58.5 billion in visitor spending means that visitors spent **$159.8 million per day** in Nevada, on average.

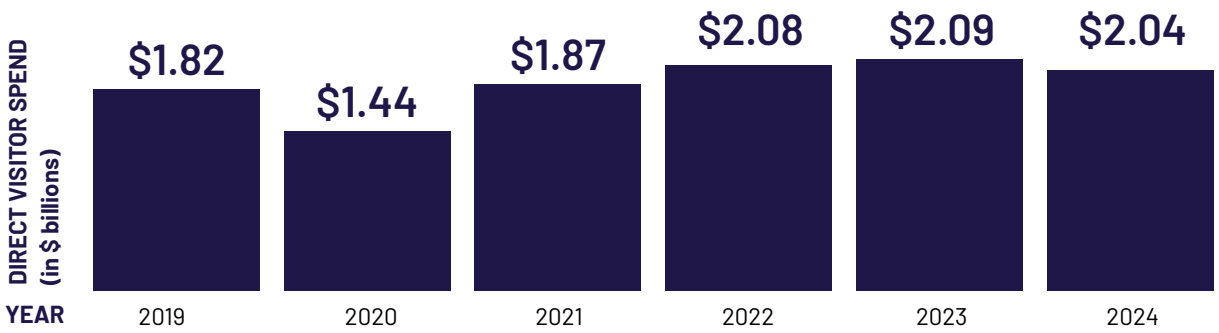
The 459,081 jobs sustained by tourism in 2024 represented **21.3% of all jobs in Nevada.**

The $24.9 billion in total income generated by tourism accounted for **11.1% of total personal income in Nevada in 2024.**

Each household in Nevada would need to be **taxed an additional $5,217 to replace the visitor-generated taxes received** by Nevada state and local governments in FY24.

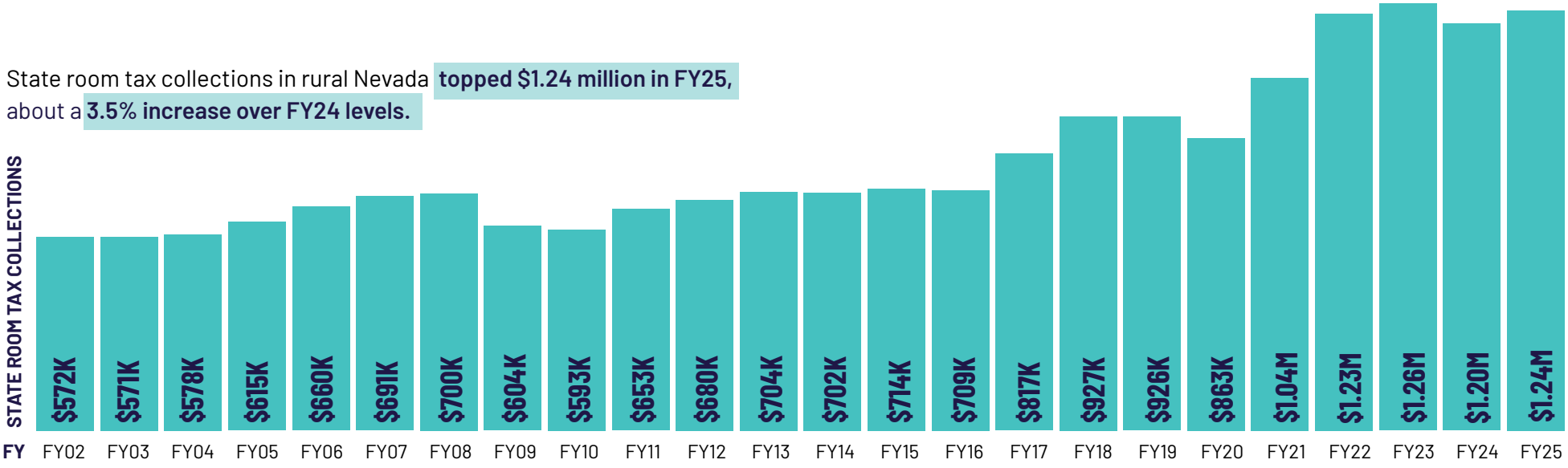
Rural Nevada Visitor Spending

Direct visitor spending in rural Nevada (counties outside of Clark and Washoe County) **was more than $2 billion in 2024—an increase of 12.08% from 2019.**





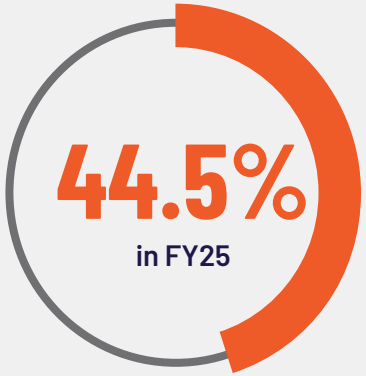
State room tax collections in rural Nevada **topped $1.24 million in FY25,** about a **3.5% increase over FY24 levels.**



Note: Fiscal year data may be subject to revisions.

Results From Travel Nevada FY25 Integrated Marketing Effectiveness Study

Awareness of Travel Nevada's integrated marketing campaign:



While awareness levels decreased from FY24, they remained higher than every other fiscal year since the COVID-19 pandemic.

Exposure to Travel Nevada's integrated marketing campaign boosted intent to travel among the target audience:

52.5%
of those who were aware of any marketing efforts reported being interested in visiting Nevada in the next 12 months

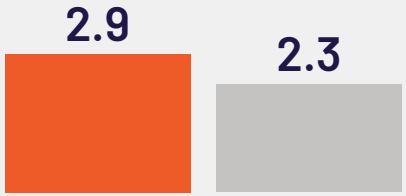
AWARE

compared to
37.5%
of those unaware.

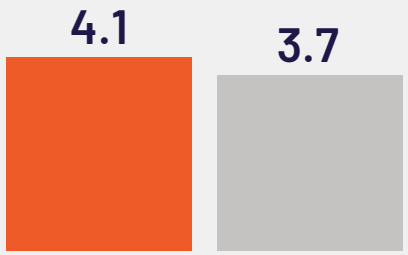
UNAWARE

In aggregate, those who are aware of Travel Nevada's marketing efforts take more trips to the state, stay longer, and spend more than those who are unaware.

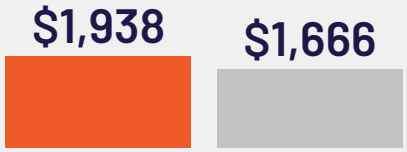
AVERAGE TRIPS IN PAST 12 MONTHS



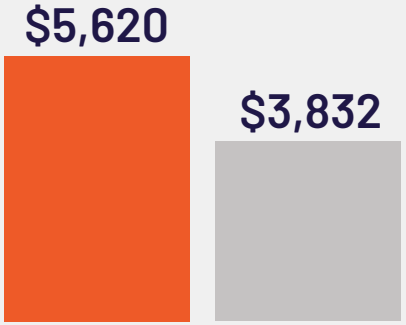
AVERAGE NIGHTS STAYED ON LAST TRIP



AVERAGE TRAVEL Pparty SPEND ON LAST TRIP



AVERAGE TRAVEL PARTY SPEND IN PAST 12 MONTHS





DESTINATION STEWARDSHIP

FY25 marked the beginning of Travel Nevada's development of a destination stewardship strategy, a first for the state. In the context of tourism, destination stewardship refers to an approach that measures success by the positive impacts to the local community, economy, and natural environment.



Travel Nevada entered into a partnership with global non-profit organizations Travel Foundation and Leave No Trace to help facilitate the development of a statewide plan.

From there, a multidisciplinary steering committee was formed comprised of representatives from across the state and subject matter experts well-versed in cultural history and preservation, outdoor recreation, and environmental conservation.

Travel Foundation supplied its "Critical Friendship" model to guide and develop Nevada's stewardship principles, pillars, objectives, and strategies for implementation.

Leave No Trace was a participant on the steering committee and facilitated the creation of the state's "7 Principles of Stewardship" in alignment with the overarching strategy. The 7 Principles inspired the development of Nevada-specific Leave No Trace messaging and programming, which will be completed in FY26.

Looking Ahead

- Travel Nevada will complete the Nevada destination stewardship strategy.
- Travel Nevada will launch its stewardship campaign, "Out There With Care."
- Travel Nevada will launch four e-learning training courses for a variety of audiences: hospitality and tourism professionals, visitors, outfitters, and tour operators.
- Travel Nevada will provide Nevada State Parks with the tools needed to achieve Leave No Trace's Gold Standard Designation with the goal of two parks being certified in FY26.





DESTINATION DEVELOPMENT

Travel Nevada's Destination Development Design (3D) Project is a community development program that enables Nevada's rural areas to be more intentional about growing their visitor economies. Participating communities collaborate with stakeholders and partners, Travel Nevada staff, and consultants to create a destination plan. At the completion of the consultation period, participants may apply for a grant to jumpstart their plan.

In FY25 the 3D Project entered its third year and welcomed Cohort 3 participants, which included Walker Basin Conservancy (Yerington, Topaz Lake, Shurz, and Hawthorne) and the Friends of Sutro Tunnel (Dayton).

Cohorts 1, 2, and 3 are shown on the map below:

Cohort 1

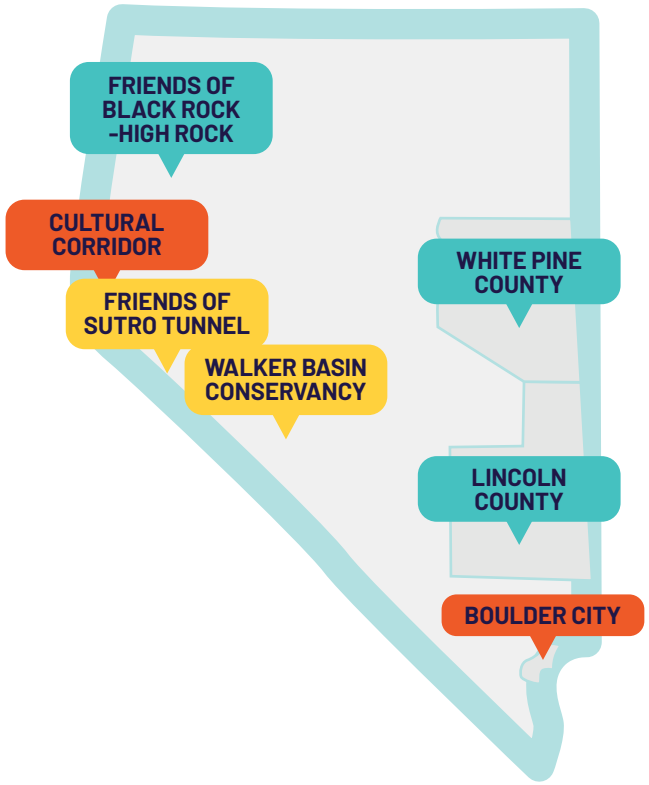
- Friends of Black Rock-High Rock
- Lincoln County
- White Pine County

Cohort 2

- Cultural Corridor
- Boulder City

Cohort 3

- Walker Basin Conservancy
- Friends of Sutro Tunnel



"As lieutenant governor, I have made it my mission to travel our state and visit the communities that contribute to our state's culture and history. While on the road, I have met many passionate tourism partners who strive to make a difference in their communities. **The 3D projects not only boost the economy but influence a sense of pride throughout the community.**"

- Lieutenant Governor Stavros Anthony, Chair of the Nevada Commission on Tourism

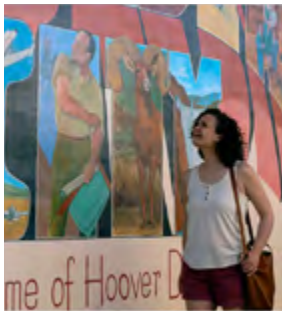


Year Three of Travel Nevada's 3D Project:

Q1

- Cohort 2 participants submitted their applications for grant funding to support the implementation of their multi-year strategic plan.
- Applications opened for Cohort 3, seeking destinations interested in the 3D Project.
- The 3D Working Group reviewed both applications and made recommendations on Cohort 2 funding and Cohort 3 projects to the Nevada Commission on Tourism.







Q2

Nevada Commission on Tourism approved funding for the following projects:

- **Boulder City was awarded $368,650** to fund positions for the Boulder City Chamber of Commerce, develop new signage, and purchase a vehicle to serve as the Best Dam 411 infomobile, a mobile visitor center that will travel throughout the region to promote the destination.
- **The Cultural Corridor (Carson City, Carson Valley, and Virginia City) was awarded $631,350** to establish a non-profit organization to hire an executive director to manage organizational projects. Funds will also assist with the creation of the branding, including wayfinding and interpretive signage, website and app development, research, professional development, and public art installation along the corridor.

The Nevada Commission on Tourism selected two destinations to participate in Cohort 3, with plans slated for completion in May 2025. Participants include:

- **The Walker Basin Conservancy** 10-year plan will link communities connected by the Walker River with a unified sense of place and an immersive, educational visitor experience.



- **Friends of Sutro Tunnel** will develop a destination plan to support cultural and heritage tourism in Dayton and link Dayton's Comstock history with neighboring Virginia City.





RURAL ENTREPRENEURSHIP PROGRAM AND RURAL PITCH CONTEST

Travel Nevada's partnership with the Nevada Small Business Development Association entered its second year with the Rural Tourism Entrepreneurship Program and Rural Pitch Contest.

Tourism-related startups and expanding small businesses based in rural Nevada were eligible to participate in eight hours of free educational classes. Following completion, they were invited to pitch their business idea live at Rural Roundup for a chance to win $20,000 to support their business venture.

The winner of the second annual Pitch Day was Caralee Frehner with Pioche Old School House, a boutique accommodation in development in Pioche.

Q3

Cohort 1 participants are now one year into their two-year grant award. **White Pine County** facilitated a contract between IMBA and Forest Services, and work on their trail interpretation signage began in August 2025.

Lincoln County's Authority on Tourism (LCAT) secured the historic Caliente Train Depot as the home for their new Adventure Outpost, which will launch new tour offerings.

Friends of Black Rock-High Rock purchased a trailer to help facilitate adventures in and around Gerlach.

Cohort 2 participant **Boulder City** purchased the Best Dam 411 infomobile and the town's new LED welcome sign, and the **Cultural Corridor** conducted a global market analysis and engaged professional services to begin forming the Corridor's brand identity. They also began the formation of a new non-profit alliance to execute its 10-year destination plan.

Q4

The Nevada Commission on Tourism approved **$504,389 for Walker Basin Conservancy** and **$493,323 for Friends of Sutro Tunnel** to fund their projects.

To read more about the 3D Project, visit travelnevada.biz/3D







Looking Ahead

- The 3D Project will continue to grow and be refined into a leading example of state-funded, community-based tourism development.
- Cohort 1 participants Friends of Black Rock- High Rock, White Pine County, and Lincoln County will complete their projects and 3D Grant funding.
- Cohort 2 participants Cultural Corridor and Boulder City will complete the first year of their projects and 3D Grant funding.
- Cohort 3 participants Walker Basin Conservancy and Friends of Sutro Tunnel will be awarded their portion of the $1 million 3D Grant.



INDUSTRY AND COMMUNITY RELATIONS

Travel Nevada continued to increase and enhance communication and education during FY25. The team connected with partners at territory meetings, industry events, and the first Rural Marketing Grant Roadshow. Rural Nevada communities benefit from the team sharing the latest data and trends through educational programs like Battle Born Insiders and through Travel Nevada's signature events, Rural Roundup and GovCon.

Rural Marketing Grants

Rural Marketing Grants help Nevada's rural communities promote themselves as desirable destinations to in-state, domestic, and international travelers in an effort to increase overnight stays to stimulate their visitor economies. Rural local governments, non-profit organizations, and tribal entities that represent communities under 100,000 in population are eligible to apply for a portion of the available $1.5 million in funds awarded by Travel Nevada and approved by the Nevada Commission on Tourism.

"Our rural tourism partners are at the heart of Nevada tourism. From historic landmarks to one-of-a-kind experiences, these communities offer visitors something truly special. By investing in their efforts, we're not only supporting their tourism initiatives—we're also helping fuel local economies and enhance community well-being. I commend all the applicants for their strong, creative proposals and their continued dedication to growing Nevada tourism."

- Rafael Villanueva, CEO, Travel Nevada

FY25 RURAL MARKETING GRANTS CYCLE

Funding

In FY25, $1.5 million was awarded across 37 applicants.

Highlights

- **OM NAMO** organized two successful cultural events that celebrated Great Basin heritage, attracting 3,397 attendees and significantly enhancing community engagement, tourism, and economic impact in the north central region through effective marketing and partnership.
- From July 2024 to June 2025, the **Austin Chamber of Commerce** partnered with Townsquare Ignite to deploy a targeted geofencing strategy that monitored consumer foot traffic and boosted social media marketing, effectively engaging potential customers within a 400-mile radius of Austin—particularly those interested in local events.
- **Esmeralda County** successfully updated its organizational assets by redesigning a 20-year-old brochure and creating a new rack card to promote the area as "The Gem of Nevada." These materials provide essential information and resources (such as QR codes) while enhancing connectivity and visibility among visitors exploring between Las Vegas and Reno.

Mid-Year Check-Ins

Mid-year check-ins are vital for assessing the progress of awardees' projects, addressing challenges, and providing essential support for success. The mandatory process encourages open communication, allowing organizations to discuss obstacles, seek guidance, and ensure alignment toward achieving desired project outcomes.

FY26 RURAL MARKETING GRANTS CYCLE

Process Improvements and Partner Communications

At the Nevada Commission on Tourism meeting on June 5, 2025, the commission approved $1.5 million in Rural Marketing Grants to support tourism development across the state for FY26. Administered by Travel Nevada, these funds will be distributed across 44 organizations, helping rural communities enhance their destinations, boost overnight stays, increase room tax revenue, and support local jobs.

To support applicants in the grant process, Travel Nevada conducted a statewide Rural Marketing Grant Roadshow, offering in-person guidance in rural communities. The effort was complemented by a series of educational webinars, co-op campaign presentations, and grant-focused breakout sessions at Rural Roundup, giving partners direct access to Travel Nevada experts and resources.





SOME OF THE FUNDED PROJECTS INCLUDE:

Cowboy Country was awarded an $86,571 grant to boost tourism through targeted digital marketing. The initiative includes storytelling via destination marketing platform Shrpa, social media campaigns, and a new user-friendly website. Strategic partnerships will promote the region's 15 communities, aiming to increase awareness, visitation, and economic impact.

Indian Territory was awarded a $90,181 grant to strengthen cultural awareness and identity through the territory's eco-cultural tourism project, while being environmentally responsible and inclusive of the Great Basin Indigenous People and providing economic development opportunities.

Nevada Silver Trails was awarded a $127,527 grant to support marketing efforts that showcase tourism assets, attractions, and experiences across the 20 communities within the territory. The goal is to create engaging content that will entice potential travelers to learn more about Nevada Silver Trails and eventually travel throughout the territory.

National Travel and Tourism Week

In May, U.S. Travel Association celebrated 42 years of National Travel and Tourism Week. Governor Lombardo issued a proclamation to declare the week of May 4-10, 2025, as "National Travel and Tourism Week Nevada," recognizing the contributions of tourism to the state's economy and highlighting core statistics from Travel Nevada's Tourism Means More campaign.

AMERICA250

Travel Nevada was awarded an additional $250,000 in room tax revenue to allocate toward the America250 Nevada Celebration. These funds will support tourism-driven events, programs, and projects that honor Nevada's unique contributions to the American story, while boosting tourism. Travel Nevada tourism partners will have an opportunity to apply for funds from the America250 grant in FY26. Celebrations will begin in January 2026 and run through July 4, 2026, to honor the Silver State's role in our country's history.





Territory Retreat

Representatives from each of Nevada's six tourism territories gathered at St. Mary's Art Center in Virginia City for the inaugural Territory Retreat, hosted by Travel Nevada and Reno-Tahoe Territory. Attendees shared their newly-developed strategic plans, discussed best practices, and heard from industry experts about trending tourism topics including stewardship, accessibility, and crisis communications. They were also treated to a viewing of the Breaking Ground art exhibition at the Donovan Mill in Silver City and a tour of St. Mary's, showcasing the history and culture of Virginia City.

Professional Conferences

WESTO

Travel Nevada attended WESTO in Salt Lake City. This annual meeting brings together Western state tourism agencies to discuss shared interests, connect on best practices, and collaborate on how to best drive visitation to the Western United States.



EDUCATION SEMINAR FOR TOURISM ORGANIZATIONS (ESTO)

Travel Nevada attended the U.S. Travel Association's ESTO conference in Phoenix to reconnect with and learn from other state and city destination marketing organizations. Billed as the leading annual learning and knowledge-sharing forum for destination marketing professionals, ESTO provides four days of hands-on learning and content, all curated by industry colleagues.

Rural Roundup

One of the most anticipated events of the year, Rural Roundup, returned in April 2025. Nearly 250 tourism partners descended on Laughlin for this two-day event to learn about industry trends affecting rural communities and network with one another. Topics included destination management and stewardship, content creator relations, public relations best practices, accessibility in tourism, grant writing, and more.

After a long hiatus, FOCUS: A Photography Symposium, returned and was held during Rural Roundup. Sponsored by Travel Nevada and hosted by *Nevada Magazine & Visitor Guide*, the symposium helped photographers share best practices, network, and improve their skills in an educational setting.

Based on survey results, Rural Roundup 2025 received the highest rating on record in terms of the value. Respondents also indicated a high likelihood to return and rated the pre-conference workshops very favorably.



Governor's Conference on Tourism

Absent since 2019, Travel Nevada brought the Governor's Conference on Tourism (GovCon) back in FY25. This conference, intended to provide a high-level overview of the tourism industry and discuss tourism as it applies to urban cores, welcomed more than 250 attendees to the Rio Hotel & Casino in Las Vegas for a full day of education with speakers from U.S. Travel Association, Tourism Economics, and an insightful panel discussion with Governor Lombardo and Steve Hill, President and CEO of the LVCVA.

Travel Nevada Speaking Engagements

LINCOLN COUNTY TOURISM EXPO

Travel Nevada CEO Rafael Villanueva was a keynote speaker at the expo, which was held in Caliente.

WESTERN NEVADA DEVELOPMENT DISTRICT ANNUAL SUMMIT

Travel Nevada Destination Development Manager Cortney Bloomer was part of the conference's Rural Resources Panel, which provided a deep dive into resources available to rural Nevada communities to bolster economic development and cultivate community.

INTERSECTIONS: THE NEVADA CREATIVE CONFERENCE

Bloomer presented "How Communities in Rural Nevada Are Using Cultural Tourism to Drive Destination Development," which highlighted Travel Nevada's Destination Development Design (3D) project and one of its participants, the Cultural Corridor.

Industry Communications

Travel Nevada regularly updates the industry on important tourism news via newsletters and its social media presence. Emails are distributed monthly and quarterly to inform the wider Nevada tourism industry of opportunities.



Battle Born Insiders Program

One of Travel Nevada's goals is to foster welcoming and accessible rural destinations. The organization encourages its rural communities to critically assess their readiness for promotable tourism products.

Development on Travel Nevada's Battle Born Insiders program continued in FY25. Designed for anyone working in Nevada's tourism and hospitality industry, the program is a one-stop resource center, allowing front-line staff the opportunity to provide informed recommendations to travelers seeking insights from locals. Hospitality professionals are invited to participate in modules that provide information about Nevada tourism with a goal to increase positive visitor engagement.

In FY25, Travel Nevada worked with territories and key stakeholders to boost the program's content to provide a deeper dive into Nevada's unique offerings.

Looking Ahead

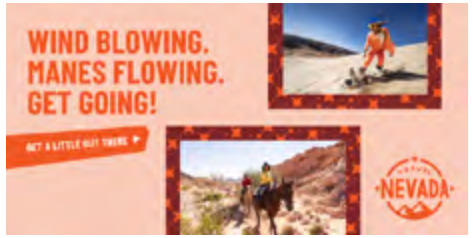
- GovCon will return to Reno at the Grand Sierra Resort in December 2025.
- Rural Roundup will be held in Elko in April 2026.
- The second annual Territory Retreat will be held at Aravada Springs in southern Nevada.
- Travel Nevada's industry website (travelnevada.biz) will be updated to provide better resources and more information to partners.



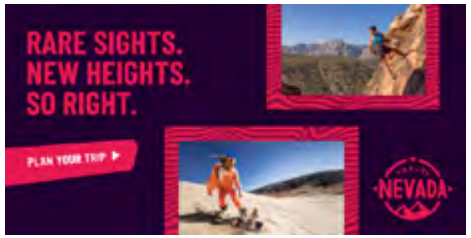
IN-STATE MARKET DEVELOPMENT

In FY25, Travel Nevada developed an always-on, omnichannel campaign focused on inspiring Nevadans to explore, cherish, and celebrate their state outside its major metros. In-state media partnerships helped localize the “Get a Little Out There” campaign for both northern and southern Nevadans, shifting their perceptions of everyday adventures.

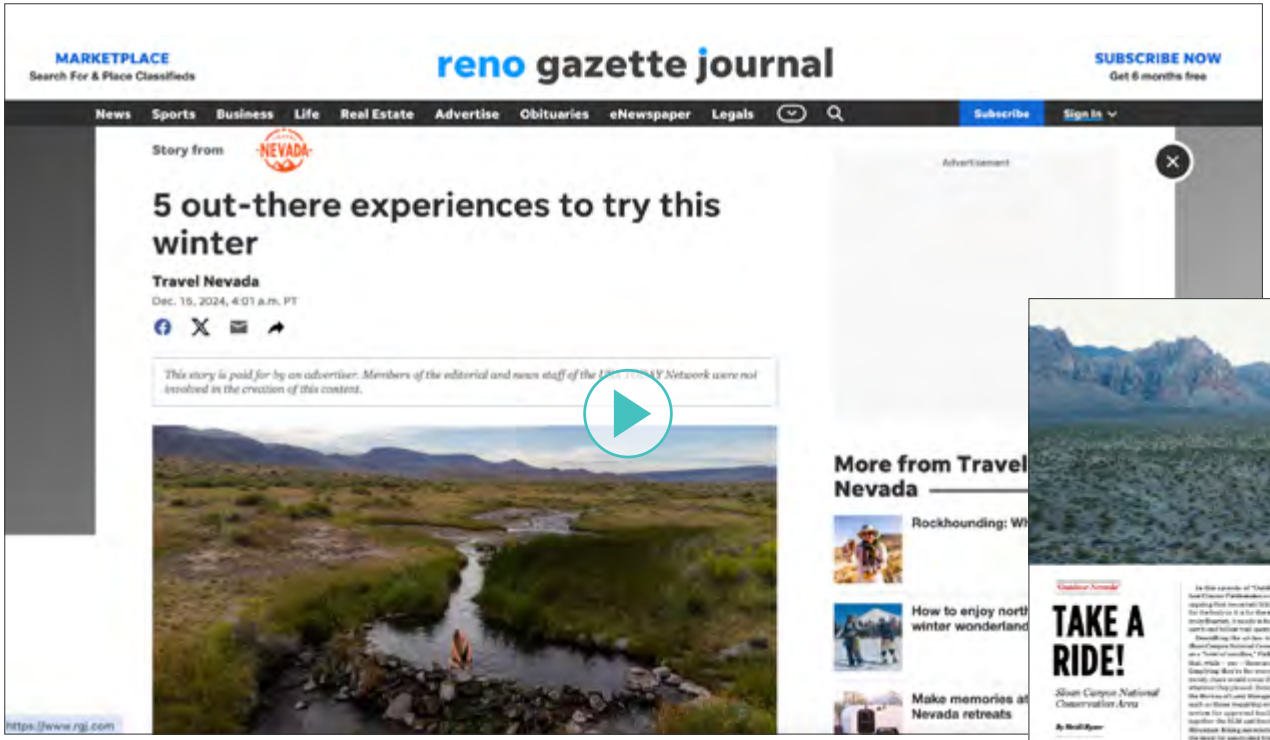
Through a strategic mix of media channels, the campaign reached Nevadans throughout their daily lives. Results were strong, driving awareness and engagement.



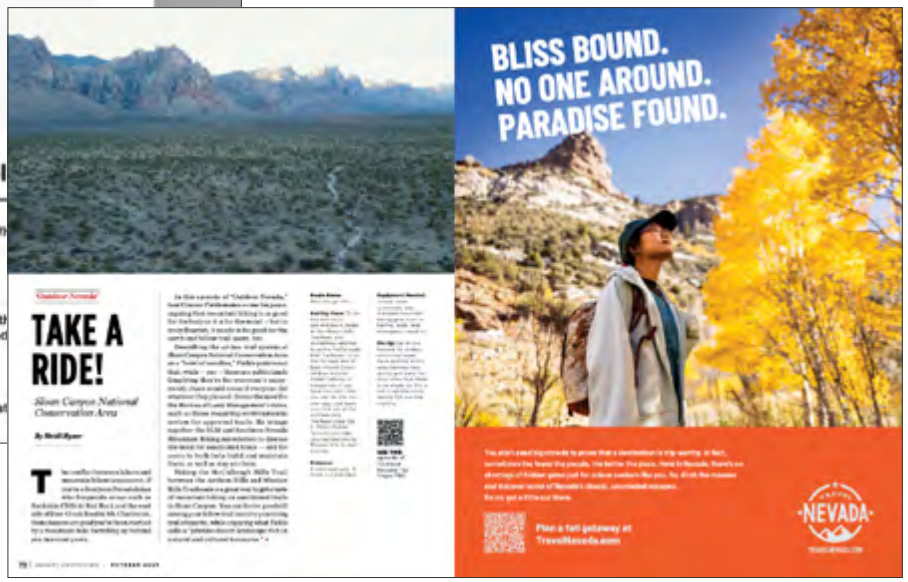
DIGITAL AD



DIGITAL AD



SPONSORED ARTICLE



PRINT AD



PAID MEDIA

In-state digital efforts included a combination of connected TV, audio, high-impact digital, and paid social media. Building awareness of all there is to do within the Silver State, partnerships with Expedia, Spectrum, Flipboard, Meta, and others delivered more than **37 million impressions** throughout the campaign to Nevadans. These digital partnerships also saw strong engagement, generating more than **90,000 clicks and engagements** with the ads.

Additional placements and partnerships included:

Reno Gazette Journal's "Get a Little Out There Gas Card Giveaway"

During "Get a Little Out There Month" in October, this sweepstakes offered two $250 gas gift cards for winners to take an in-state road trip over the long Nevada Day weekend. It was promoted via the RGJ's social channels, email blasts and digital display ads. There were **927 entries statewide**, which resulted in 262 new email addresses added to the Travel Nevada newsletter subscriber database.

High-Impact Airport Campaign

Timed around peak travel periods (Burning Man, Thanksgiving, Christmas, and Spring Break), the digital out-of-home campaign at Harry Reid and Reno-Tahoe International airports delivered more than 800,000 impressions, maximizing visibility at critical travel hubs.

Elevated Hispanic Outreach

The Hispanic audience-focused campaign continued to gain momentum, with a programmatic digital out-of-home campaign targeting predominately Hispanic neighborhoods in both the northern and southern parts of the state. The goal was to promote "Get a Little Out There" messages in the places these community members visit often, such as convenience stores, restaurants, and retail stores. This campaign resulted in almost **1.7 million impressions** and complemented the existing linear TV and coordinated print and digital placements.

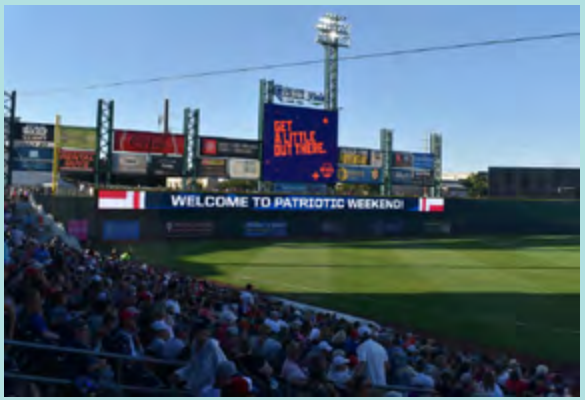
Linear TV

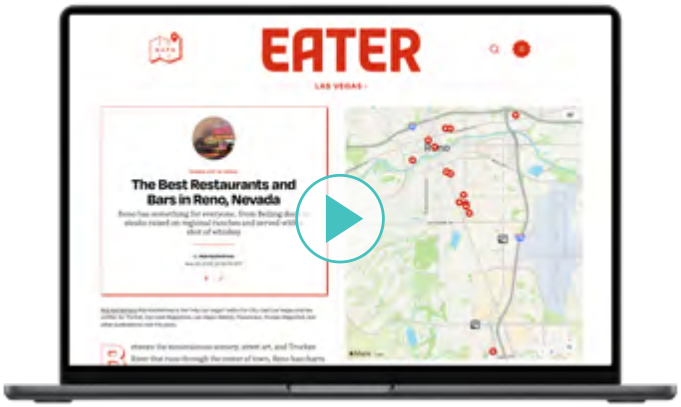
Linear TV advertisements, which air during commercial breaks of regular programming, delivered the "Get a Little Out There" creative to Nevadans alongside their favorite content, including morning news, prime time, sports, late night news, and weekend news. This year, Hispanic television was incorporated into the Linear TV buy, reaching Spanish-speaking Nevadans during their favorite programming. Campaigns were live for 19 weeks in the Reno market and 14 weeks in the Las Vegas market.



In-State Sports Partnerships

To showcase off-the-beaten-path experiences and reach audiences with disposable income—especially families—Travel Nevada partnered with the Reno Aces, Las Vegas Lights, University of Nevada Las Vegas (UNLV), and University of Nevada Athletics. Tactics included in-game radio spots, video board TV spots, digital ribbon boards, and program ad placements during high-attendance home games. A partnership with Nevada's Wolf Pack Athletics featured two "Get a Little Out There Gameday Giveaways" that included tickets to either the Wolf Pack vs. UNLV football game in the fall or tickets to the Mountain West Conference Championship basketball game and a hotel stay in the spring. The two promotions received almost **900 entries and 357 new email opt-ins.**









EARNED MEDIA

For the first time in many years, Travel Nevada introduced earned media efforts within the state to complement paid media programs. Key initiatives included:

Media Events

Two media events were held at rock climbing gyms in Las Vegas in April and Reno in June, with the goal of re-introducing in-state journalists and influencers to Travel Nevada and its mission. Twelve guests from outlets including the *Las Vegas Review-Journal*, *Eater*, PBS Reno, and KOLO-TV mingled with representatives from nearly 20 partner organizations at these events.

Journalist Familiarization Tour

Travel Nevada brought Las Vegas-based journalist **Rob Kachelriess** (*Eater*) to Reno to eat his way through local restaurants, from classic joints to new hot spots.

Ongoing Media Appearances

Travel Nevada Chief Communications Officer Tracie Barnthouse frequently appeared on KOLO-TV (Reno) and wrote a recurring column for *The Vegas Voice* to highlight priority initiatives that were particularly relevant for in-state residents.

Travel Nevada's in-state earned media efforts resulted in **10.7 million impressions**—but perhaps more importantly, they laid the foundation for future efforts within the state.

Looking Ahead

- Travel Nevada will more intentionally integrate in-state paid and earned efforts into its broader domestic market strategy, recognizing that the in-state audience is a key segment within the DMO's overall targeting approach.
- Travel Nevada will develop an ambassador program with in-state creators who can highlight different facets of traveling within the state.
- Travel Nevada will continue building on its earned media momentum with additional media events in Las Vegas and Reno that integrate with paid media partnerships.





DOMESTIC MARKET DEVELOPMENT

Travel Nevada approached the year with an impactful omnichannel campaign, designed to inspire potential travelers in the moments that mattered and laddered up to its primary objective: to shift perception in a way that encourages people to spend more and stay longer.

MARKET MIX

Informed by prior-year results, emerging travel trends, audience shifts, and the state's evolving priorities and visitor offerings, the FY25 strategy continued to focus on shifting perception so that its target audience was more likely to believe that Nevada:

- Has a variety of things to see and do (i.e., it isn't just desert; the state has diverse outdoor recreation opportunities).
- Offers off-the-beaten path experiences beyond Las Vegas and Reno with only-in-Nevada local culture and history.
- Welcomes visitors of all types and offers experiences visitors can personally relate to or identify with.

These perception shifts prioritize higher-spend, longer-stay experiences—getting visitors deeper into the rural parts of the state, where they can spend additional overnights—and capitalizes on the growing tax revenue-generating outdoor recreation opportunities.

While IME data revealed progress against these goals, the team continued to look for opportunities that would effectively communicate the enriching travel experiences Nevada offers and promote statewide economic health through tourism.



Markets

Target markets continue to respond differently to each marketing touchpoint and are approached based on market goals.

ESTABLISHED

Defend core established markets (Boise, Los Angeles, Phoenix, Sacramento, Salt Lake City, San Diego, and San Francisco)

Maintain Nevada's strong position as a destination of choice in established markets to guarantee consistent tourism revenue.

EMERGING

Stake our claim in emerging markets (Dallas-Ft. Worth and Houston)

Increase Nevada's market share among prospective travelers whose interest has been steadily growing since the COVID-19 pandemic.

NEW

Capitalize on disruption in new markets (Chicago, Portland, and Seattle)

Strategically invest in markets where pandemic disruption created opportunity for Nevada to enter the consideration set.

Traffic share from the established market audience increased to 17% in FY25 from 15.6% in FY24, despite the fact that overall traffic from these markets declined year over year.

Website visits increased 10% and the percentage share increased to 2.7% in FY25 from 1.9% in FY24 among the emerging market audience.

Despite a decline in website traffic compared to FY24, the percentage of total traffic among new market audiences increased slightly from 4.5% in FY24 to 4.9% in FY25.

Messaging

Integrated storytelling across paid, earned, and owned channels amplified efforts around key moments throughout the year. The "Get a Little Out There" campaign continued to showcase the Silver State in a way that got people excited about discovering delightful contradictions in the heart of Nevada—beyond Reno and Las Vegas.

Moments that matter vary for each person and much of that depends on where they are in their own travel journey. For example, certain messaging resonates better in the early stages of this journey, while travelers typically take more trackable actions as they move closer to booking.

Mindset

For Travel Nevada's audience, adventure is a way of life. Whether they are parents turning everyday moments into discoveries with their children, or athletes chasing the next horizon, they live with curiosity and intention. This spirit spans cultures and languages, including Spanish-speaking communities that Travel Nevada is uniquely positioned to reach.

Travel Nevada continued to focus on its three primary audiences: the Cultural Traveler, Unexpected Experiences Enthusiast, and Outdoor Adventurer.



Cultural Traveler

Craves rich, fulfilling travel experiences that lead to stories of their own after they leave the Silver State. Their favorite part of traveling is talking to residents of an area and learning about their culture. This traveler wants to immerse themselves in authentic activities and ways of life in their vacation destination.



Outdoor Recreationalist

Someone who travels primarily to see the landscapes of a destination. They choose to avoid the crowded city and head straight for the outdoors to hike, climb, bike, run, or otherwise push themselves to explore. They range from nature photographers to experienced explorers, but their focus is always on the outdoors.



Unexpected Experiences Enthusiast

Doesn't make itineraries and is up for anything. They are looking for places and experiences worthy of Instagram posts to show that they have discovered a destination's hidden gems. They crave different experiences—sometimes a little odd or curious in nature—and their goal is getting to authentically know a destination.

KEY INITIATIVES

In FY25, the new "Get a Little Out There" brand came to life through several key programs aimed at both domestic and in-state market audiences.

"Get a Little Out There" Month and Nevada Day

Building on the launch of the "Get a Little Out There" campaign on Nevada Day in 2023, Travel Nevada emphasized its in-state market presence when Governor Joe Lombardo declared October 2024 "Get a Little Out There Month," a celebration encouraging Nevadans to explore their home state.

In partnership with Great Basin Brewing, an interactive booth at the 2024 **Nevada Day Parade** in Carson City featured a virtual reality stargazing experience and previewed the new Travel Nevada x Deso Supply Co. apparel collection. (For more information, see page 37.) The event generated significant interest and drove strong engagement with attendees, highlighting the effectiveness of experiential activations in connecting with Nevadans and showcasing the Travel Nevada brand.





The Space to Be Roadshow

IME data showed that the "Get a Little Out There, Chicago" campaign in FY24, most notably the "Space Out in Nevada: A 360° VR Experience" pop-up activation, continued to drive an increase in travel intent, frequency of visits, and visitor spend in the Chicago market. To bring this momentum to other markets, Travel Nevada took this activation on the road to continue shifting and broadening perceptions of the state. The next stops were Seattle and Portland, Oregon, two markets where IME data suggested there was interest in traveling to Nevada but an added layer of attention was needed to keep momentum going. Considering learnings from Chicago and market-specific realities, Travel Nevada identified music festivals as an ideal way to engage these markets.

The resulting interactive 360° VR activation at music festivals in Seattle and Redmond, Oregon, (which drew its audience from the Portland market) used the transformative power of Nevada's landscape and natural experiences to encourage more frequent and longer travel to the state. A "glamping" yurt structure welcomed guests to experience the naturalistic environment while the VR headsets transported them to Nevada's epic landscapes and dark skies.

While Travel Nevada's presence in Seattle and Portland is far from over, preliminary findings suggest that the two physical activations in August and September 2024 accomplished the intended goal of shifting perceptions in a way that would drive increased travel intent from these two markets. Travel Nevada's efforts reached locals through multiple touchpoints, including personal, 1:1 interaction with potential travelers.

In addition to the activations, Travel Nevada placed out-of-home (OOH) billboards and transit ads in Seattle and Portland throughout September and early October 2024.



BY THE NUMBERS

5,476 minutes (91.27 hours) of Nevada 360° VR content experienced

Nearly **45,000 people** attended the music festivals

800+ activation participants

1,184 branded swag items distributed

BY THE NUMBERS

Visibility to more than **77,000 fans** entering the stadium

More than **2,150** activation attendees

Generated **1,077 email sign-ups** for the Sagebrush Saloon Passport



Allegiant Stadium Activations

Travel Nevada continued its partnership with the Las Vegas Raiders at Allegiant Stadium to engage NFL fans and promote off-Strip travel throughout the 2024-25 football season. To maximize its reach, Travel Nevada strategically selected three high-profile games at which to activate:

- **Kansas City Chiefs vs. Las Vegas Raiders** October 27, 2024 (Nevada Day Weekend)
- **Denver Broncos vs. Las Vegas Raiders** November 24, 2024 (Formula 1 Weekend)
- **Atlanta Falcons vs. Las Vegas Raiders** December 16, 2024

Sagebrush Saloon-themed activations held for several hours prior to kickoff at each of these games created an immersive experience for attendees. Fans enjoyed a full working saloon bar serving up Picon Punches and more alongside authentic saloon décor, brand ambassadors dressed in character, interactive games, and photo opportunities. An appearance by retired Raider football player Charles Woodson at the third activation generated even greater excitement and exposure.

The Sagebrush Saloons were recognized by the Raiders as one of their best and most engaging on-site activations. Travel Nevada used its learnings from previous games to optimize the activation, resulting in increased engagement and sign-ups over the course of the season. By leveraging the passion of NFL fans and the draw of Allegiant Stadium, Travel Nevada successfully showcased the Silver State's unique offerings and encouraged locals and visitors alike to explore beyond the Las Vegas Strip.









Travel Nevada x DESO Supply Co. Collaboration

To spotlight Nevada's rural communities and reinforce the "Get a Little Out There" brand, Travel Nevada partnered with local outdoor and lifestyle apparel company DESO Supply Co. to launch a custom apparel line featuring artwork inspired by six towns across Nevada: Verdi, Winnemucca, Mesquite, Goldfield, Baker, and Jarbidge. This initiative, brought to life by Commence Studios artist Kylie Souza, positioned rural Nevada as both aspirational and culturally relevant, turned local pride into wearable art, supported conservation efforts by donating a portion of proceeds to the Great Basin Institute, and empowered Nevadans to serve as ambassadors for the state's lesser-known destinations. A launch event at DESO's flagship store in Reno brought together locals, media, and partners to celebrate the collection through immersive storytelling, VR experiences, and a gallery of custom artwork.

The campaign successfully built brand affinity and drove increased interest in Nevada's hidden destinations, with potential to expand on the efforts in future years.

BY THE NUMBERS

- Paid in-feed and event ads delivered over **2 million impressions**
- Paid Meta support drove **2,166 clicks** to travelnevada.com and the launch event page
- **$8,700** in total apparel sales
- **$875** raised for conservation efforts
- A trip giveaway at the launch event resulted in **79 e-newsletter sign-ups**


Wide Open
Nowhere
BAKER
NV

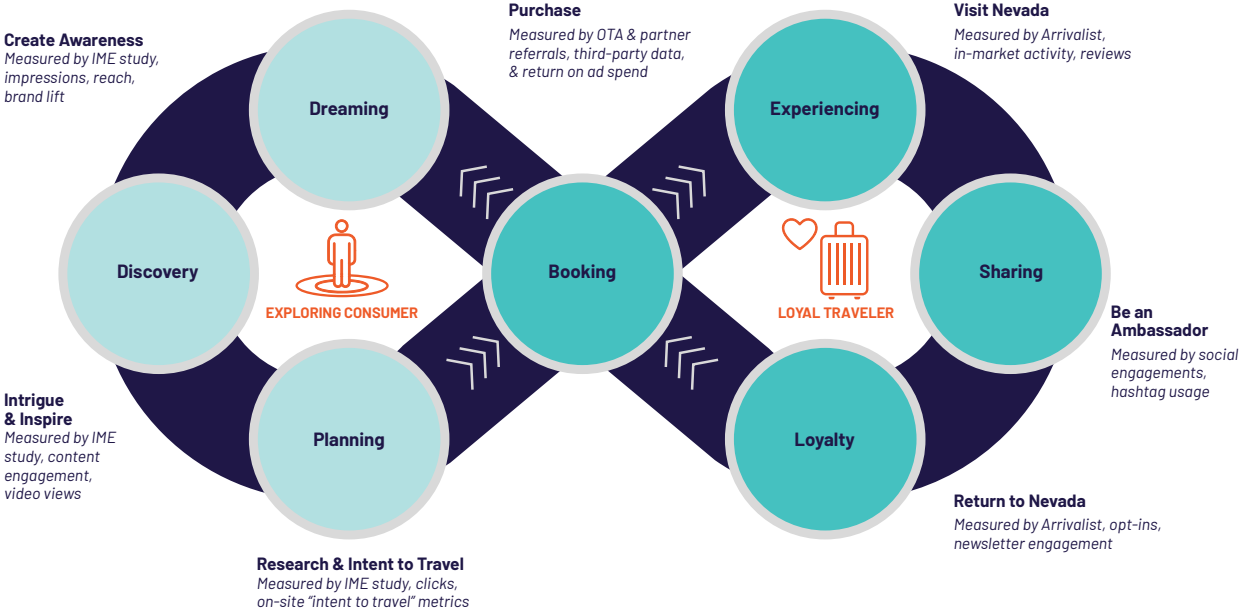
PAID MEDIA

Travel Nevada's FY25 domestic campaign approach and strategy included a mix of best performers, expanded partnerships, and exciting new tactics to inspire its target audiences to Get a Little Out There.

Tactics included:

- Build awareness and intrigue with data-driven video, streaming audio, and podcasts.
- Shift perception and create inspiration through targeted digital placements and custom content partnerships with the publications and creators our target trusts.
- Continue to partner with the leading online travel agents (OTAs) to drive bookings, defend competitive share, and engage potential travelers as they actively shop.
- Spark interest by highlighting the contrast between a mundane commute and Nevada's epic views with out-of-home (OOH) placements.

Marketing efforts covered all phases of the traveler journey—Dreaming, Discovery, Planning, Booking, Experiencing, and Loyalty—while laddering up to our primary objective of shifting perception in a way that continues to encourage people to spend more and stay longer in Nevada.



Dreaming Phase

Marketing objective: Build awareness and intrigue with video, streaming audio and podcasts.





KEY PARTNERSHIPS

Travel Nevada's dreaming partnerships delivered strong results throughout the campaign, generating over 98 million impressions across video and audio partnerships.

Streaming video partners generated 23 million impressions and a 98% completion rate, well above both Travel Nevada and industry benchmarks. Ads ran on popular shows like "Abbott Elementary," "Survivor," and "Paradise," reaching engaged audiences across Hulu and Paramount+. Other strong performers included new partnerships with Univision and Telemundo, which expanded reach to Spanish-speaking audiences.

Audio placements with Pandora, iHeart, and NPR helped to deliver additional national reach and delivered 75 million impressions across a variety of audio platforms, including local radio in key markets, top podcasts, and streaming audio.

The iHeart partnership was rooted in custom podcast placements that delivered strong results in both new and emerging markets with host-read spots on shows like "Beating the Book," "The Bobby Bones Podcast," and "Betrayal." Additionally, this partnership generated more than 20,000 entries into the Travel Nevada Sweepstakes, where one individual won a trip to Nevada.

NPR and Pandora placements also performed well, with ads running on top podcasts such as "Crime Junkies," "TED Radio Hour," "Freakonomics," "Pod Save America," and "The Mel Robbins Show."

Dreaming | Discovery | Planning Phases

Marketing Objective: Shift perception and create inspiration through targeted digital placements, custom content partnerships, and partnerships with trusted influencers and creators.



Simpleview reports that in July 2025, 400 destination marketing organizations reported a 40% decline in organic search traffic. These declines were driven largely by Google's zero-click experiences like AI Overviews, Quick Answers, and social media/forum results. Travelers are planning their trips by seeking quick, personalized recommendations, often using tools like AI Overview and AI mode to find what they are looking for without needing to turn to a website. This change in the search result experience has led to a decline in click rate from the search engine results page (SERPs), even though impressions have remained steady. Beyond the changing SERP experience, people are also expanding their research beyond traditional search—turning to social platforms, AI tools, and other emerging channels. Travel Nevada was not immune to these declines in organic traffic, with visits to travelnevada.com declining in FY25.

At the close of FY24, Travel Nevada had no presence in AI Overviews. In FY25, the brand appeared in more than 7,000 AI Overviews, with that number continuing to grow month over month. This trend highlights that while AI Overviews and other zero-click search results are boosting top-of-funnel visibility, they don't always translate directly into clicks.

Although **organic search traffic** declined 31% compared to FY24, it remained the top driver of both traffic and engagement, with 14% of visitors converting into a partner referral. Despite fluctuations driven by changing research behaviors, this channel continues to attract audiences in "research mode" who actively use the site to plan their trips.

KEY PARTNERSHIPS

These phases centered on **high-profile content partnerships** with *National Geographic, Outside, Smithsonian, Atlas Obscura,* and more. Together, these collaborations drove more than 320,000 clicks and 220,000 engagements and page-views through custom articles and videos, building awareness and inspiring audiences to explore Nevada.

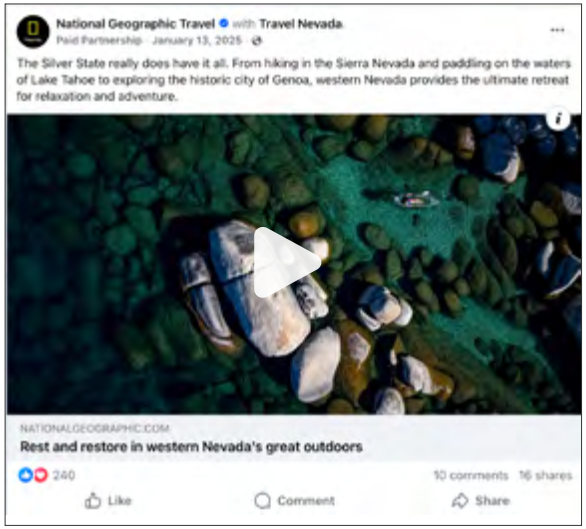
National Geographic placements included the development and promotion of a **Travel Nevada Hub**, which highlighted and featured custom content that generated 250,000 engagements and clicks. All campaign placements met or exceeded view/impressions expectations across platforms, with social video content over-delivering by 14%.

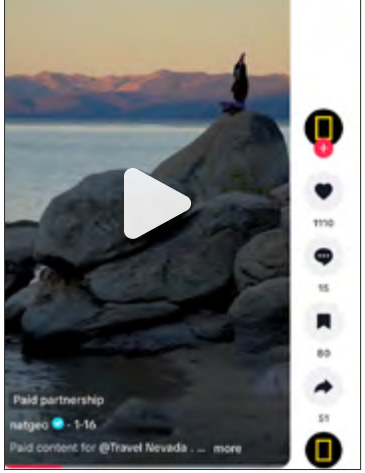
Smithsonian was another strong partnership in FY25. This partnership featured multiple custom native articles that generated strong engagement, including "**Nevada's Living and Abandoned Ghost Towns**" (19,301 page views) and "**The Rarest Fish on Earth Has an Unlikely Home—Nevada**" (63,682 page views).

In addition to custom content, these phases included strong partnerships with a variety of **content platforms that amplified Travel Nevada's owned content pieces.** Top-performing placements were with Flipboard, Lonely Planet, and Travelzoo. Together these top partners and others generated more than 390,000 clicks and more than 142 million impressions.

Flipboard was an effective partner throughout FY25, allowing the campaign to showcase a wide variety of destinations and places of interest across the state. Examples of the top-performing content across all audiences included "**Will Work for Delicious Food: Travel Nevada's Favorite Restaurants**," "**Discovering the Ichthyosaur**," and "**Star Sanctuary: Stargazing At Great Basin National Park**."

Additionally, TravelZoo helped the overarching campaign generate significant reach. This partnership included custom article content and a hosted broadcast media event featuring the town of Elko that reached key markets like Dallas, Seattle, San Francisco, and many others.

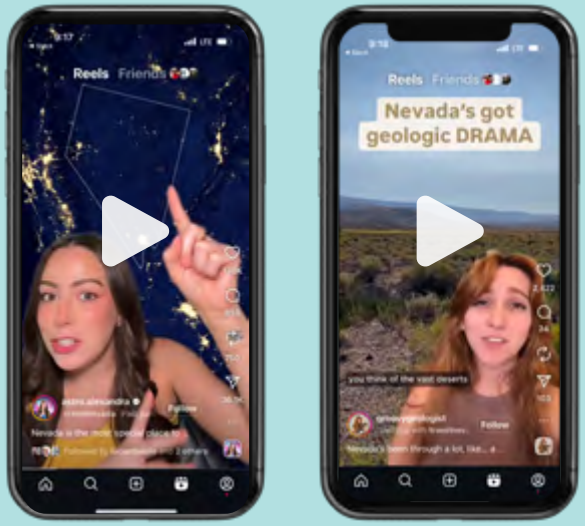


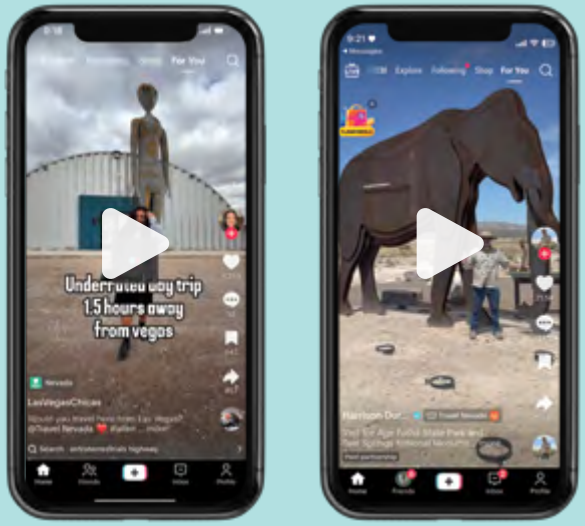


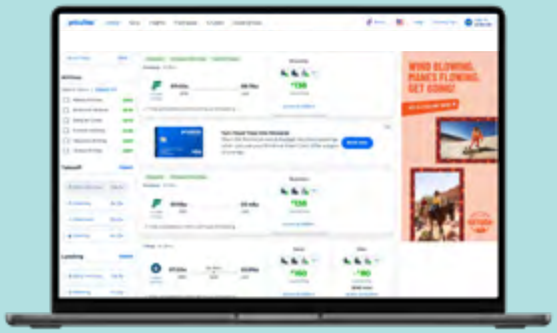
INFLUENCER AND CREATOR PARTNERSHIPS

To shift travelers' perceptions of Nevada and increase awareness of curious only-in-Nevada offerings outside of Las Vegas and Reno, Travel Nevada partnered with **23 influencers and content creators** (a 77% increase from FY24), who act as trusted sources and go-to experts for their audiences. These creators experienced a diverse array of activities in the Silver State over the course of the fiscal year, supporting **165 partners throughout Nevada.**

A sampling of creators included **Alexandra Doten** (@astro.alexandra), who stargazed along the **Great Basin Highway**; **Cate Larson** (@groovygeologist), who explored **Royal Peacock Opal Mine** and other geological highlights; **Amanda Paulson** (@prettyfnspooky), who took her second **paranormal** road trip across Nevada; and **Chris Leavitt** (@notjustabartender), who sampled Picon Punch along the **Cowboy Corridor**. In total, influencer partnerships generated **more than 12.41 million impressions** (a 97% increase from FY24) and drove engagements that demonstrated travel intent from their followers.











Planning | Booking | Loyalty Phases

Marketing Objective: Partner with leading travel content partners to influence planning and OTAs to drive bookings, defend competitive share, and engage potential travelers as they actively plan.

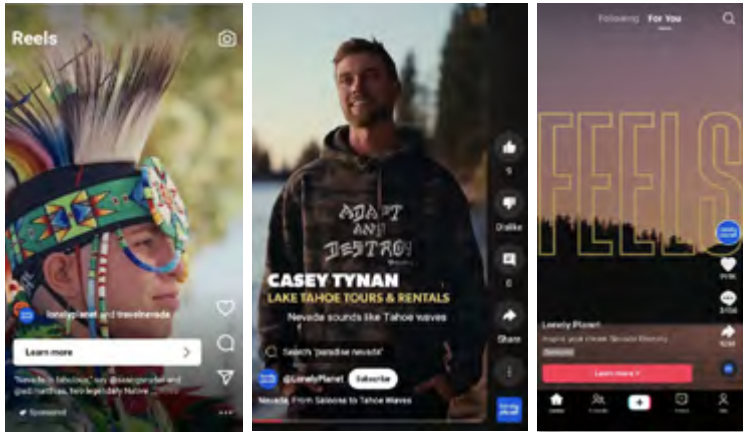
Potential travelers who visited travelnevada.com in FY25 more efficiently engaged with Travel Nevada content. Views per session increased 7% across nearly all channels. Audiences from email, paid search, organic search, and ChatGPT visited more pages than the average website visitor due to the discovery nature of the mediums they originated from. Meanwhile, lodging-specific partner referral rates increased 15%, with people visiting from organic search, email, and paid search contributing most to lodging referrals.

KEY PARTNERSHIPS

These phases were focused on helping audiences plan and book their trips, giving them the tools and resources to do so with ease. Planning partners included Lonely Planet, Meta (Facebook/ Instagram), and Sojern. Booking partnerships included such top OTAs as Expedia, Trip Advisor, and Priceline. These partners and others drove more than 185 million impressions and more than 427,000 clicks through to the Travel Nevada website to download the *Nevada Magazine & Visitor Guide* and to leverage other digital planning tools.

Meta generated more than 11,000 *Nevada Magazine & Visitor Guide* and email sign-ups throughout the year, indicating audiences are interested in taking the next step in planning their trip.

All **OTA partners** (TripAdvisor, Expedia, and Priceline) ended the year with strong performance, generating more than 147,000 travel engagements helping to drive flight bookings, car rentals, and hotel bookings to and within the state, supporting overall goals of encouraging visitors to stay longer and spend more.



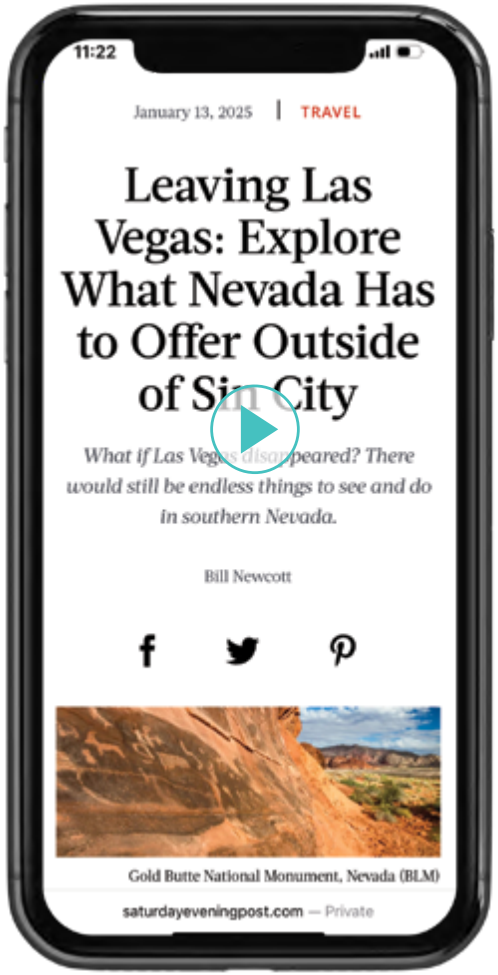
EARNED MEDIA

Earned media and public relations are critical components of Travel Nevada's marketing and communications strategy, helping capture the attention of potential visitors in the "Dreaming" phase of the traveler journey. By strategically placing key messages in credible third-party channels, the team works to shift and enhance perceptions of the Silver State.

Media FAMs

Familiarization tours (FAMs) give journalists a unique perspective only attainable through firsthand exploration. In FY25, Travel Nevada coordinated FAMs in every corner of the state for 11 journalists, curating their itineraries to match their interests and editorial needs while aligning with the organization's branded road trips and content pillars. These trips resulted in multiple media placements, with more on the way. Highlights included:

- Three freelance journalists—**Karon Warren**, **Therese Iknoian**, and **Erin Gifford**—chased dark skies along the **Great Basin Highway, Burner Byway**, and **Extraterrestrial Highway**
- **Rebecca Toy** (freelance) and **Shoshi Parks** *(7x7)* each drove the **Cowboy Corridor**, taking in Nevada's Basque and cowboy heritage
- **James Barrett** (freelance) enjoyed a haunted stay and wide-open spaces along the **The Loneliest Road in America**
- **Jalyn Robinson** (*Travel + Leisure*, *Tripsavvy*) explored nature and culture along the **Lake Tahoe Loop**
- **Bill Newcott** *(Saturday Evening Post)* traveled **Neon to Nature** to investigate southern Nevada experiences and the Hoover Dam's ties to film over the years
- **Terry Ward** (freelance) hit the slopes in Lake Tahoe and then explored history and culture along the Lake Tahoe Loop
- **Shayla Martin** *(Condé Nast Traveler)* visited **Stewart Indian School** to shine a light on how Native American boarding schools are sharing their heritage
- **Ian Grant** (PBS) traversed the state, stopping at points of interest along the **Cowboy Corridor, Great Basin Highway,** and **Neon to Nature** to learn about Nevada's artists, artisans, and keepers of culture





Media Missions

In February 2025, Travel Nevada ventured to **San Francisco**, one of the organization's core established markets. The team organized an intimate media event to give Bay Area journalists and influencers a firsthand taste of Nevada's outdoor adventures through a rock climbing experience. Held at a climbing and bouldering gym, seven journalists and influencers climbed and conversed with Travel Nevada staff and its partners. The team also coordinated six virtual deskside meetings with local journalists who were unable to attend the event but expressed interest in learning more about Nevada.

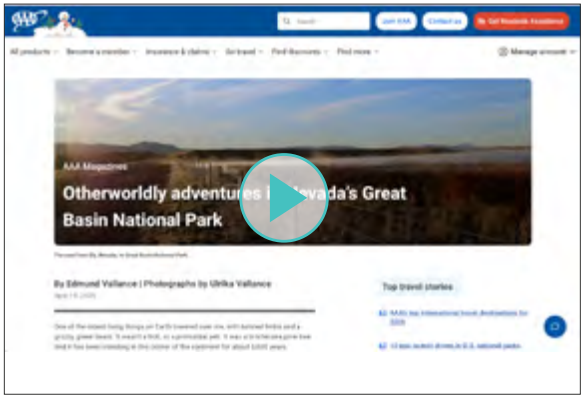
In May, Travel Nevada and 10 of its partners traveled to the **New York City** headquarters of Condé Nast, one of the premier print and digital publishers in the world, to host an event open to its 1,900 employees. With a steampunk-meets-Wild West theme, the "Wild Westival" invited guests to experience the state by showcasing its outdoor landscapes, arts and culture, cowboy culture, and road trip opportunities. About 400 Condé Nast employees and freelancers invited by Travel Nevada attended, including 41 editorial staff from outlets like *Architectural Digest*, *Condé Nast Traveler*, *Bon Appétit*, and *Vanity Fair*. While in town, the Travel Nevada team also conducted deskside meetings with representatives from *Travel + Leisure*, *Vox Media (Vox, Thrillist, Eater)*, *Lonely Planet*, and *Real Simple*.







EARNED MEDIA







Travel Nevada ended FY25 with more than 1.6 billion earned media impressions—nearly doubling FY24 efforts. The team also exceeded its objectives regarding overall placements (98 placements), feature placements (25 features), and key message placement (at least one key message was present in 100% of placements). Finally, the team had 165 dedicated interactions with priority media contacts, which is crucial to ensuring a steady flow of media coverage and FAMs.



Click to view the FY25 public relations highlight reel.

INDUSTRY AND TRADE

In FY25, Travel Nevada continued to partner with the Las Vegas Convention and Visitors Authority (LVCVA) and Reno-Sparks Convention and Visitors Authority (RSCVA) on key domestic sales missions, trade shows, familiarization tours, and presentations. Its objectives were to engage face to face with domestic and receptive travel companies to keep Nevada top of mind for travel advisors; introduce tour operators to new products and expand their itineraries; conduct travel advisor training; and promote the NV Trailblazers educational platform to trade agents.





FAMILIARIZATION TOURS (FAMS)

Travel Nevada hosted or participated in FAMs for key members of the domestic travel trade industry. These included:

Rural Roundup FAM | Las Vegas–Laughlin
April 8, 2025

Travel Nevada conducted a FAM trip from Las Vegas to Laughlin leading into this year's Rural Roundup conference. The FAM allowed Travel Nevada staff members, conference attendees, and speakers an opportunity to visit key destinations and network on the way to the conference venue.

Jackpot Jamboree | April 27-May 4, 2025

Las Vegas Territory and Reno-Tahoe Territory co-hosted and curated the first Jackpot Jamboree Mega FAM, welcoming 18 top travel agents, tour operators, and airline partners. The FAM showcased both southern and northern Nevada, featuring destinations such as downtown Las Vegas, Mesquite, Henderson, Boulder City, Laughlin, Reno/Sparks, Lake Tahoe, Virginia City, Genoa, Minden, and Carson Valley. This FAM was supported by Travel Nevada through the Rural Marketing Grant program.

MailPound FAM | June 24-29, 2025

In collaboration with MailPound, Travel Nevada and the RSCVA welcomed U.S. advisors to a regional FAM trip. This event presented a prime opportunity to showcase Nevada's unique experiences to key industry professionals in advance of rodeo season. Regional DMOs, hotels, and activity partners participated.

DOMESTIC TRADE SHOWS



National Tour Association (NTA)
November 17–20, 2024 | Huntsville, AL

The industry attended the NTA conference with LVCVA Extended Destinations, representing Mesquite, Boulder City, and Laughlin; RSCVA; and the Virginia City Tourism Commission. The team garnered 33 appointments/leads and five Nevada tourism partners at the conference.

Go West | January 6-9, 2025 | Palm Springs, CA

Travel Nevada attended the Go West Summit, completing 70 appointments with domestic and international tour operators, online travel agencies, and receptive partners. The "Get a Little Out There" reception welcomed 100 travel buyers. Las Vegas will host the next iteration of the conference from March 31-April 3, 2026.

American Bus Association (ABA) Marketplace | February 1–5, 2025 | Philadelphia, PA

Travel Nevada conducted 25 appointments with domestic tour and motor coach operators and supported the closing event along with the RSCVA, announcing that Reno will host the conference from January 10-13, 2026.

International Inbound Travel Association (IITA) Summit
February 9-12, 2025 | Salt Lake City, UT

IITA, which is devoted exclusively to advancement of the U.S. inbound industry through the business-to-business travel trade, welcomed over 250 members from DMOs, suppliers, tour operators and industry partners. Travel Nevada attended, conducting 27 one-on-one appointments with tour operators, and joining educational sessions and various network events.

Spotlight Nevada | April 13-16, 2025 | Las Vegas

Co-sponsored by Travel Nevada and the RSCVA, the first-ever Spotlight Nevada was an appointment-based event that combined activities, site visits, and meals featuring about 45 Nevada suppliers and 100 pre-vetted domestic tour operators and agent buyers. The event included both a conference and a mega FAM trip. The first half of each day was dedicated to education, networking, and scheduled appointments, while the second half focused on site inspections, further networking opportunities, and entertainment, hosted by the LVCVA.

SALES MISSION



East Coast Sales Mission: New York and Philadelphia

The Nevada delegation included the Circa, Virgin, Resort World, and Fontainebleau hotels, along with the City of Fallon, Las Vegas and Reno-Tahoe Territory, Cirque du Soleil, and The Attractions Group. Also in attendance were representatives from ALG Southwest Airlines and Delta Vacations, MakeMy Trip, and Bonotel Exclusive Travel. The team garnered 73 appointments/leads and 15 Nevada tourism partners.



AWARDS

Several of Travel Nevada's marketing and communications initiatives garnered national and local recognition, highlighting solid strategy and impactful results.



2025 AAF RENO AWARDS

Branded Content & Entertainment
Best of Show, Getting a Little Out There

Out-of-Home & Ambient Media
Best of Show, Travel Nevada "Night Skies"

Judge's Choice
Best of Show, Getting a Little Out There

Wilkins Out-of-Home Award
Best of OOH, Travel Nevada "Night Skies"

Collateral Material – Magazine Design
Gold, *Nevada Adventure Guide*

Collateral Material – Brochure Single Unit
Silver, *Nevada Adventure Guide*

Direct Marketing – Other Merchandise
Silver, Travel Nevada DESO Swag

Ambient Media – Multiple Events
Gold, Travel Nevada "Night Skies"

Ambient Media – Multiple Events
Gold, "Silver and Black Saloons"

Websites – Consumer
Silver, Travel Nevada Homepage

Apps, Games, Virtual Reality – Single
Silver, "Get a Little Out There" VR

Online Film - Campaign
Gold, Travel Nevada Video Campaign

Branded Content & Entertainment
Gold, Getting a Little Out There

Online Film – Single Spot
Silver, Travel Nevada "Stargazing"

Consumer Campaign – Regional National
Gold, "Get a Little Out There" Campaign

2025 HSMAI ADRIAN AWARDS

Influencer/Content Creation – Paid Media
Bronze, @astro.alexandra Partnership

2025 MARCOM AWARDS

Integrated Marketing
Platinum, "The Space to Be" Campaign

Public Relations Program
Platinum, Astrotourism Campaign

Online Placement
Platinum, *InsideHook* and *Travel + Leisure* Loneliest Road Articles

Instagram Engagement
Platinum, Niche Creator Partnerships

Magazine Placement
Gold, *AAA Westways* Great Basin Highway/ Extraterrestrial Highway Article

Special Event
Gold, New York Media Event

Influencer Content
Gold, @astro.alexandra Partnership

Business to Consumer Brochure
Honorable Mention, Travel Nevada Climbing Guide

2025 PRSA SILVER SPIKE AWARDS

Media Relations – Owned: Social Media
Silver Spike Award, Niche Creator Partnerships

Media Relations – Paid, Online, Print, Digital and Other Channels
Silver Spike Award, Travelzoo Partnership

Media Relations - Earned: Online, Print, Expert Positioning
Silver Spike Award, *Travel + Leisure* Loneliest Road Article

Special Events & Observations, 1 or 2 days
Silver Spike Award, "Space Out in Nevada - A 360 VR Experience" in Chicago

Public Affairs
Silver Spike Award, Tourism Means More

Overall Campaign
Award of Excellence, The Space to Be

2025 SABRE AWARDS NORTH AMERICA

Integrated Marketing
Finalist, "Get a Little Out There Chicago" Campaign

2025 SHORTY AWARDS

Event + Experiential
Finalist, "Get a Little Out There Chicago" Campaign

Instagram Partnership
Finalist, Supernatural Sightseeing Influencer

2025 U.S. TRAVEL ESTO AWARDS

Excellence in Print Marketing
Winner, *Nevada Adventure Guide*

2025 VIDDY AWARDS

Instagram Use of Influencer
Platinum, @astro.alexandra Partnership

Tourism/Leisure/Travel
Platinum, Niche Creator Partnerships

Virtual Reality
Honorable Mention, "Get a Little Out There" VR

2024 PRSA LAS VEGAS VALLEY CHAPTER PINNACLE AWARDS

Integrated Communications
Pinnacle Award, Great American Eclipse Campaign

Events and Observances
Award of Excellence, New York Media Event

Looking Ahead

- In alignment with its new three-year Strategic Plan, Travel Nevada will evolve its market approach to meet its audiences where they are, optimizing spend and refining messages to further reach key segments such as leisure travelers and Hispanic audiences, while exploring new markets that drive brand growth.
- Travel Nevada will execute integrated hero programs intended to bring the brand to life and inspire travel to the Silver State.
- Travel Nevada will continue efforts with its best-performing custom content partnerships, including *Outside Magazine*, *National Geographic*, and *Atlas Obscura*.
- Travel Nevada will begin exploring new target markets in Denver and Atlanta. As "on deck" markets, Travel Nevada will look to develop overall awareness and curiosity through media missions in each.
- Travel Nevada will strategically collaborate with a partner to showcase the state's unique food culture while advancing long-term industry growth and development goals.
- Travel Nevada will develop a receptive tour operator strategy, connecting its domestic and international market development efforts.





INTERNATIONAL MARKET DEVELOPMENT

Travel Nevada works with five offices internationally to encourage visitation beyond the state's metropolitan areas and into Nevada's rural communities. In FY25, Travel Nevada worked with each international agency of record to outline goals and spread awareness of the state with prospective visitors. This is achieved through integrated trade, public relations, and consumer efforts that leverage each market's unique customer journey.

International visitors are an important piece of Nevada's tourism economy. In 2024, international visitors to the state represented about 9.9% of all visitation and about 9.8% of visitor spending. Travel Nevada's goal in working with international agencies is to encourage visitation beyond Las Vegas and Reno.

AUSTRALIA/NEW ZEALAND | CANUCKIWI

Trade Highlights

USA House at SXSW Sydney | October 14-20, 2024
Travel Nevada participated in SXSW Sydney—a cultural event that combines film, tech, and interactive media that brings over 30,000 attendees—through participation in Brand USA's USA House. Each day, the house was transformed to highlight a different U.S. destination; on October 14, 2024, Nevada, Utah, and Oregon were featured in the Western States activation. Activities included destination-focused discussion panels, networking events, and a virtual reality experience. The venue also featured Get a Little Out There videos looping throughout the day, creating an immersive showcase. This weeklong event gave Nevada worldwide exposure. More than 6,000 conference participants, including media, trade, and influencers, came to the USA House.

Trade and Media Mission | February 10-14, 2025
Travel Nevada's industry and PR team attended TravMedia's International Media Marketplace and Brand USA's B2B Day in Sydney, Australia. To extend and amplify the message, the team held educational events in Melbourne, Brisbane, and Sydney alongside the LVCVA with key media and trade.

PR Highlights

In FY25, the team brought 10 leading travel journalists to Nevada, including writers from Air New Zealand's *Kia Ora, Sydney Morning Herald, International Traveller,* and *The Australian*. TV hosts from FOX Sports and Luxury Escapes TV also visited for special segments. These efforts resulted in 26 feature placements across Australia and New Zealand's top 20 outlets and 136 stories about Nevada overall. The coverage resulted in 139 million impressions and $1.6 million in earned media value. Additionally, the team attended a leading global networking event, TravMedia's International Media Marketplace, conducting 22 in-person appointments with media interested in learning more about Nevada.

International Market Development by the Numbers

	Sales Calls	# of Events	# of People	# of Companies	# of People	Nevada Trailblazers Registrations	FAM Trips
Australia/ New Zealand	**302**	**20**	**544**	**2**	**101**	**19**	**5**
Canada	**49**	**8**	**861**	**5**	**154**	**97**	**5**
German-speaking countries	**151**	**10**	**562**	**72**	**481**	**14**	**3**
Mexico	**39**	**15**	**4,291**	**24**	**1,056**	**10**	**4**
United Kingdom/ Ireland	**78**	**9**	**1,980**	**68**	**3,254**	**4**	**5**



CANADA | CANUCKIWI

Trade Highlights

ACTA Eastern Canada Travel Industry Summit | Toronto | September 12, 2024
Travel Nevada showcased its road trips and conducted sales training for Nevada Trailblazers at the ACTA Eastern Canada Travel Industry Summit, which was attended by 480 travel advisors. By joining ACTA (Association of Canadian Travel Agencies and Travel Advisors), Travel Nevada was able to reach the organization's registered agent database of more than 10,000 agents.

Canada Outdoor Adventure Show and Sales Mission | March 29-April 3, 2025
Travel Nevada, along with eight delegates from Nevada DMOs, receptives, transportation, and attraction companies participated in The Outdoor Adventure Show in Calgary, Canada's largest event for outdoor adventurers and travelers. The show welcomed more than 13,000 attendees. Travel Nevada showcased its curated road trips to drive visitation to rural areas of Nevada. It also provided opportunities for our partners to engage and educate attendees. The week continued with a sales mission in Calgary, Red Deer, Edmonton, and Vancouver; over the course of the week, Travel Nevada and seven industry partners connected with more than 195 travel advisors and trade partners.

PR Highlights

The team hosted six top travel journalists, including writers from the Toronto Sun, La Presse, The Informed Traveler, Ski Canada Magazine, and HikeBikeTravel. These efforts resulted in 49 stories about Nevada, which achieved 6.3 million impressions and generated an earned media value of $269,000.



GERMANY, AUSTRIA, AND SWITZERLAND | AVIAREPS

Trade Highlights

Germany Trade Mission | May 4-9, 2025
Travel Nevada held an activation in Dusseldorf at the USA vs. Germany hockey match as the only U.S. sponsor, reaching more than 15,000 fans in attendance. One of Germany's top operators, CANUSA, gave away a trip to Nevada. This sales mission gave Travel Nevada the opportunity to meet one-on-one with tour operators, as well as conduct presentations and host training sessions with sales agents and travel advisors in Dusseldorf, Hannover, Hamburg, Zurich, and Munich.

PR Highlights

The team welcomed five travel journalists for a group FAM, guiding them along the Cowboy Corridor and Extraterrestrial Highway road trips. Another journalist embarked on a solo journey through the Death Valley Rally, Extraterrestrial Highway, and Free-Range Art Highway road trips. Outlets included The Chill Report, Stern, Funke, Tourist Book, Reise Reporter, and Berliner Zeitung. These efforts led to 27 feature stories, 52.4 million media impressions, and $565,520 in earned media value. The team also conducted 112 meetings and desk-side visits with top-tier media.

MEXICO | GLOBAL MARKETING & SALES

Trade Highlights

Mexico Sales Mission | November 11-15, 2024
Travel Nevada, along with eight delegates from Nevada DMOs, receptives, transportation, and attraction companies, completed a successful sales mission in Mexico City and Guadalajara. The team met with top tour operators, airline partners, media outlets, content creators/influencers, and more than 165 travel agents from various agencies in the region to participate in trade shows, B2B meetings, presentations, and media interviews. This sales mission achieved significant outcomes, generating valuable media exposure and fostering relationships to continue to position Nevada as a premier travel destination in Mexico's competitive market.

PR Highlights

The team welcomed three leading travel journalists from *POST Magazine* and *Travesia* for a journey along the Cowboy Corridor. Through 86 meetings and deskside visits with top-tier media, their efforts generated 162 stories and 544.7 million media impressions for Nevada.





UNITED KINGDOM/IRELAND | BLACK DIAMOND

Trade Highlights

Brand USA Travel Week U.K. & Europe | October 21-24, 2024
Travel Nevada attended the CEO and Trade tracks at Brand USA Travel Week U.K. & Europe, a premier event that connects U.S. tourism professionals with European travel industry leaders. Over four days, Travel Nevada had 42 qualified appointments and attended educational sessions and networking receptions.

United Kingdom and Ireland Sales Mission | April 22-May 1, 2025
Travel Nevada joined the LVCVA on its sales mission, visiting Dublin, Manchester, and London to meet with travel buyers, conduct one-on-one meetings, and participate in trade shows and educational training sessions with key travel and trade industry members. Travel Nevada held additional tour operator sales calls after the mission to conduct sales training and product development with sales agents.

PR Highlights

In FY25, the team hosted 12 top travel journalists, including writers from *The Independent*, *Irish Daily Mail, Irish Sun, Irish Times*, and *Belfast Telegraph* for adventures along the Great Basin Highway and Cowboy Corridor. Their work led to 137 stories spotlighting Nevada, delivering 134.1 million media impressions and $2 million in earned media value. The team also held 85 meetings and deskside visits with top-tier media.

INTERNATIONAL MARKET DEVELOPMENT

ADDITIONAL PROGRAMMING

Highlights

Brand USA India Sales & Media Mission | January 19-24, 2025
Travel Nevada returned to India for the first time since the COVID-19 pandemic, joining Brand USA's India Sales & Media Mission. The team conducted 72 one-on-one appointments over two days, gathering more than a dozen leads for distribution to territory and DMO partners. Educational sessions indicate that there will be large growth from the India market by 2027, as the country is heavily investing in its infrastructure and carrying capacities.

IPW | Chicago | June 14-18, 2025
The U.S. Travel Association held its annual IPW, which showcases suppliers of U.S. travel products and destinations and attracts travel buyers and journalists from more than 70 countries. The team conducted more than 130 appointments across three days with product buyers and participated in the Media Marketplace. Travel Nevada co-sponsored the Buyer's Breakfast with the LVCVA and RSCVA, where the team welcomed and networked with 175 top buyers.







Partnered Familiarization Tours

Reno-Tahoe-Volaris FAM | October 4-7, 2024
Travel Nevada participated in the Reno-Tahoe-Volaris FAM, which was attended by eight tour operators from Guadalajara, Mexico City, and Leon. During their familiarization visit, the team showcased hotels, restaurants, and attractions in Reno-Tahoe. Travel Nevada hosted a farewell dinner in Genoa's famous restaurant, The Pink House.

Travel Nevada–Aer Lingus Germany Trade FAM | February 7-10, 2025
Travel Nevada, in partnership with Aer Lingus and the LVCVA, had the opportunity to welcome and host eight trade and tour operators in a FAM visit through rural Nevada. The experience included various state parks, Great Basin National Park, and other outdoor activities.

Reno-Tahoe-Volaris Mexico Trade & Product Familiarization Group | February 25-28, 2025
In partnership with the Reno-Tahoe-Volaris FAM, Travel Nevada had the opportunity to bring participants to Virginia City. Tourism Director Todd Tuttle welcomed the group and conducted a tour through C Street, followed by the Ponderosa Mine Tour, lunch at Cafe Del Rio, and concluded the day exploring the city.

Multi-Market Trailblazer Trade FAMs | December 2024 and May 2025
Travel Nevada hosted two multi-market Trailblazer Trade FAMs in southern Nevada in December 2024 and northern Neveda in May 2025. Travel professionals from Australia and New Zealand, Canada, Germany, Mexico, and the United Kingdom experienced and learned more about Nevada's offerings. The team provided educational activities along with fun outdoor experiences. Invited participants who completed the Trailblazer program and sell Nevada were selected by each of our offices and invited to travel to Nevada to gain further knowledge.



Looking Ahead

- Travel Nevada will return to London to attend Brand USA Travel Week U.K. & Europe.
- Travel Nevada will expand its annual Mexico trade mission beyond Mexico City and Guadalajara to include Monterrey.
- Travel Nevada will conduct a Canada Sales Mission to Montreal, Toronto, and Calgary.



To experience Nevada—the wide-open and wonderous Nevada—you have to get a little out there. By car or motorcycle or UTV, the uncommon curiosities and delightful contradictions can only be accessed by those willing to make the journey. And the journey is half the fun!

Of course, Nevada is pretty out there, too. It's offbeat and creative. It's full of unexpected art, uncommon characters, and full of things to do you can't experience anywhere else.

So, go on. Get a Little Out There.

GET A LITTLE OUT THERE.

