



TRAVEL NEVADA & OUTDOOR RECREATION

MARCH 21, 2024



ECONOMIC/RESEARCH INFO



VISITOR SPENDING

- Visitor spending on outdoor recreation in Nevada was \$1.53 billion in 2022, an increase of over 40% from the prior year.

VISITATION

- According to Travel Nevada's Domestic Visitor Study, about 9.27% of trips to the state included an outdoor recreation as a purpose for the trip in 2022.
- Visitation to various Nevada parks increased year-over-year in 2023.

OUTDOOR REC+ BRAND EVOLUTION



BRAND INSIGHTS

Public Lands

Nevada's land is the people's land, to explore and discover.

The Desert

Nevada is one, and deserts are magical, surprising places.

Excitement > Rugged

People perceive Nevada as exciting first.

Doing

To truly do Nevada, you first have to be willing to do.

Las Vegas & Reno

Vegas and Reno dominate visitors minds, and that's ok.

Outdoor Rec +

Nevada is appreciated for outdoor recreation, but it is loved because those activities play into a larger theme of variety—a key characteristic for the state.

Awe & Adventure

Nevada's assets are highly motivating for visitors who seek awe and reflection and a diversity of exciting adventures.

Contrasts & Transformations

Nevada's uncommon, contrasting character spark elicits transformative travel experiences.

BRAND POSITIONING

- This position leverages the states owned sense of excitement incorporates the wide variety Nevada offers travelers, both in terms of diversity of experiences to be had and also the unexpected character which exists in the heart of the state. **It's Outdoor Rec+.**

MARKETING EFFORTS



EARNED MEDIA

Travel Nevada's PR team highlights the many outdoor opportunities, resulting in earned media coverage:

- **Media Missions:** The past two media missions – one in LA and one in New York City – to showcasing the state's **outdoor recreation opportunities**. This was done via immersive stations that highlighted: **hiking, biking, stargazing**, and more.
- **Media & Content Creators:** Outdoor recreation is an element in every itinerary that's developed.

PAID MEDIA

Travel Nevada's paid media team has focused on outdoor recreation in nearly all efforts, most recently as **Outdoor Rec+**:

- **Custom Content Partners:** Their audiences best align with our **Outdoor Recreationalist** target audience.
- **Always On Digital Content:** Delivers messaging directly to potential travelers booking with OTAs, like **Expedia**, **Priceline**, and **Trip Advisor**.
- **Social Media Advertising:** **Meta** continues to be leveraged as a lead generation tactic for both our **Newsletter sign-ups** and **visitor guide**. Outdoor-themed creative continues to be a priority in promotion.

KEY PARTNERSHIPS

- Atlas Obscura
- Outside Magazine
- National Geographic
- Smithsonian
- Texas Monthly
- Meta
- Trip Advisor
- Priceline
- Expedia
- Bidtellect
- Lonely Planet
- Matador Network
- Warner Brothers Discovery
- Travel Zoo
- Flipboard

AWARD-WINNING FILM

- Travel Nevada was recently awarded a Gold American Advertising Award for our work on the branded Mountain State 2.0 video. The film also won the Best Backcountry Segment award at the international snow sports film festival, iF3.

DESTINATION DEVELOPMENT



3D PROGRAM

Travel Nevada's Destination Development Demonstration (3D) program was created to improve the **quality of life** for both residents and visitors in Rural Nevada through the creation of compelling experiences, quality infrastructure, and outstanding service.

The **innovative program** aims to achieve this through:

- A **collaborative**, community and stakeholder-guided strategic planning process.
- Promoting **authenticity**, **evolution**, and **sustainability** of destinations.
- Identifying **tourism opportunities**, assets and gaps within communities.
- **Aligning the needs and interests** of the community with its visitors.

3D FISCAL YEAR 24 PARTICIPANTS

COHORT

01

Friends of Black Rock High
Rock

Lincoln County

White Pine County

3D FISCAL YEAR 24 PARTICIPANTS

COHORT

02

Boulder City

The Cultural Corridor:
Carson City, Carson Valley,
and Virginia City

OUTDOOR RECREATION+

Outdoor recreation programming funded:

Friends of Black Rock High Rock

Mobile Visitor Center:

- Guided Tours
- Educational Programming

Guru Road Enhancements

Enhancement of the **Fly Ranch Nature Walk Tours**

Lincoln County

New Adventure Tour Company:

- Guided experiences
- Bundled packages

White Pine County

Interpretive Sign Improvement:

- For Ely's extensive **single track mountain bike trail system**
- Will **connect** the trailheads to historic downtown Ely

ADVENTURE CENTERS



CARSON CITY

SITE CONTEXT & PLAN

ENTRANCE VIEW

PLAZA VIEW

BOULDER CITY

SITE CONTEXT & PLAN



ENTRANCE VIEW

PLAZA VIEW



THANK YOU!

