



TRAVEL NEVADA & OUTDOOR RECREATION

June 10, 2024

ECONOMIC/RESEARCH INFO

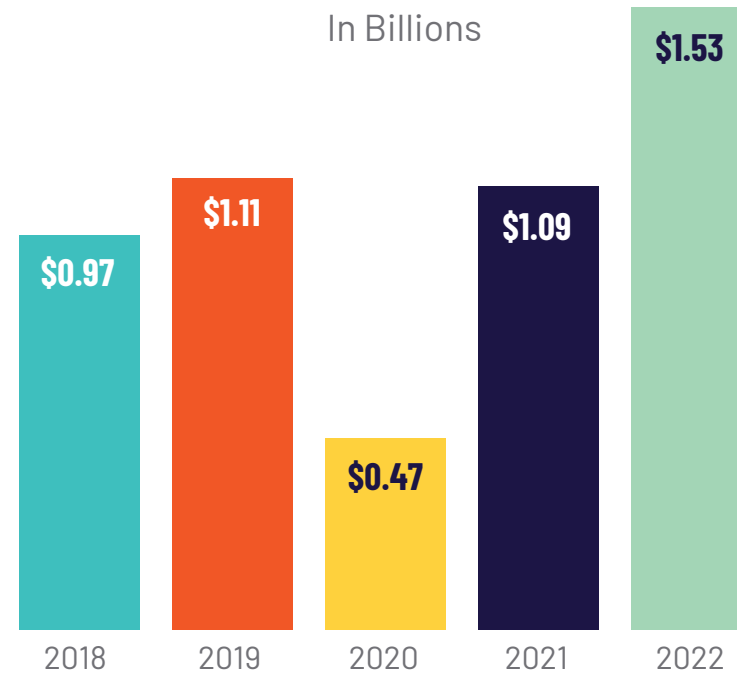


VISITOR SPENDING

Outdoor Recreation Spending

↑ **40%**

In Billions



Source: <https://travelnevada.biz/wp-content/uploads/Nevada-Tourism-Economic-Impact-2022.pdf>



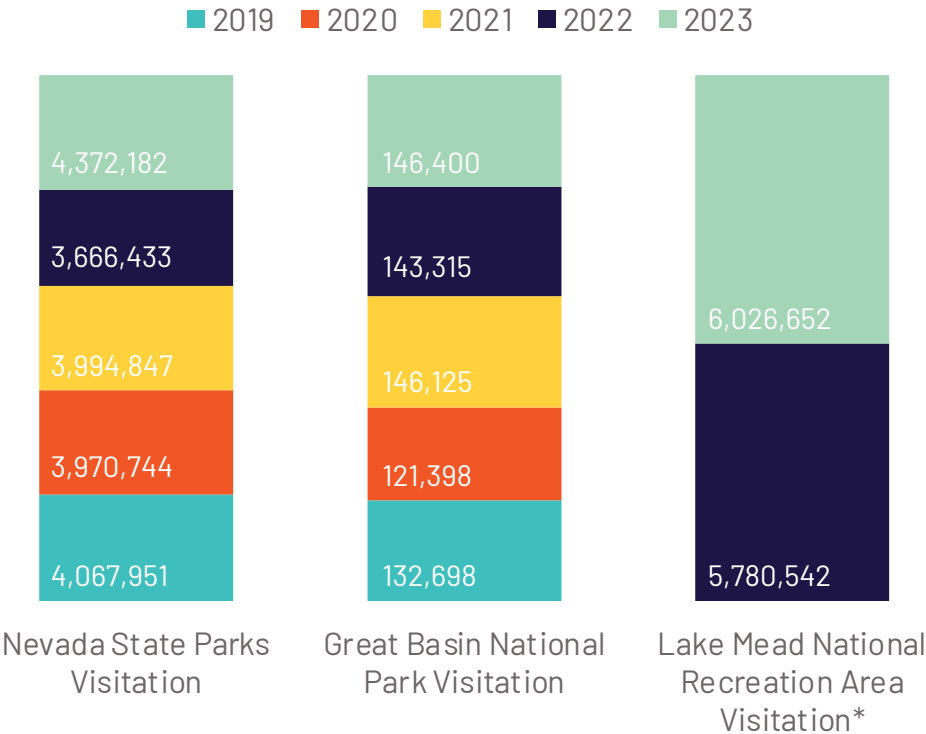
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VISITATION

9.27%

of trips included Outdoor Recreation

 Park Visitation Increased
Year-Over-Year



*Methodology for calculating visitation to Lake Mead National Recreation Area changed in 2022. Previous estimates may not be comparable.
Source: Nevada State Parks, National Parks Service.



PURPOSE OF TRIP

25%

Indicated that Outdoor Recreation was a reason for their trip.

Carson City | CY 2021-2022

Total	151	100.0%
Vacation	74	49.1%
Visit friends or relatives	63	42.1%
Entertainment	51	33.6%
Outdoor recreation	38	24.9%
Road Trip	36	23.6%

**Data derived from Travel Nevada’s Omnitrak Domestic Visitor Study.*



MARKETING EFFORTS



EARNED MEDIA

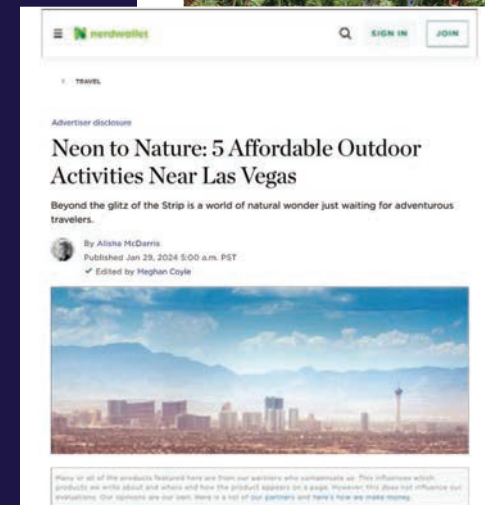
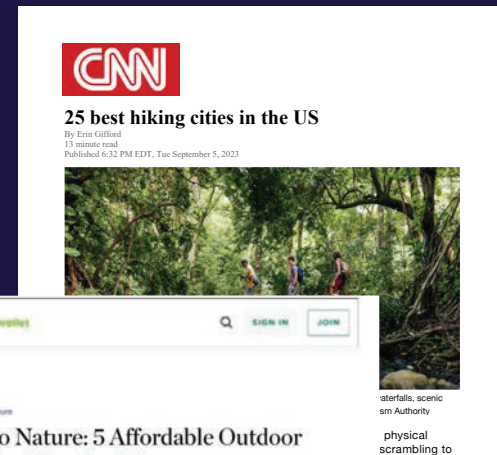
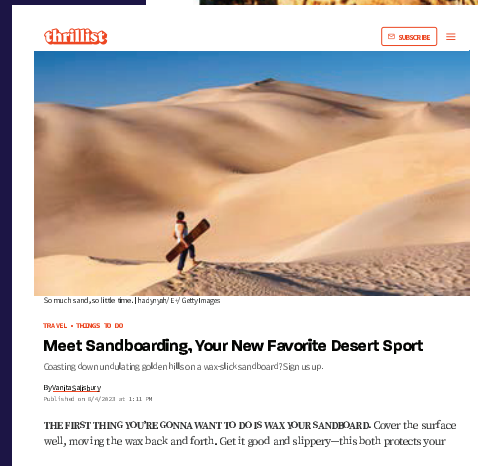
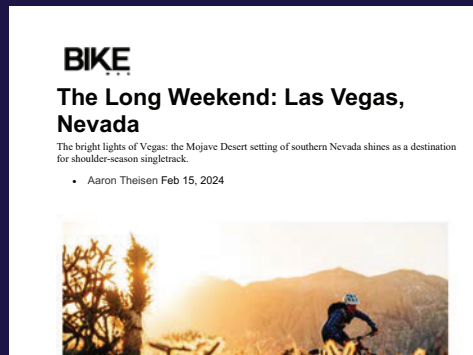
Travel Nevada's PR team highlights the many outdoor opportunities, resulting in earned media coverage:

- **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.



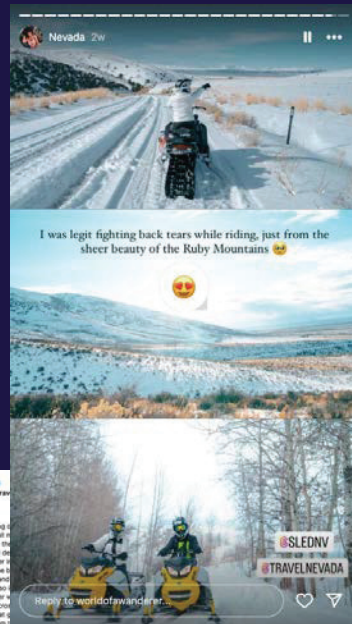
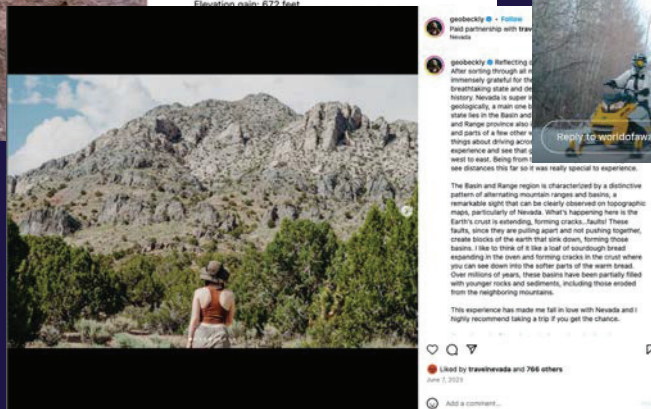
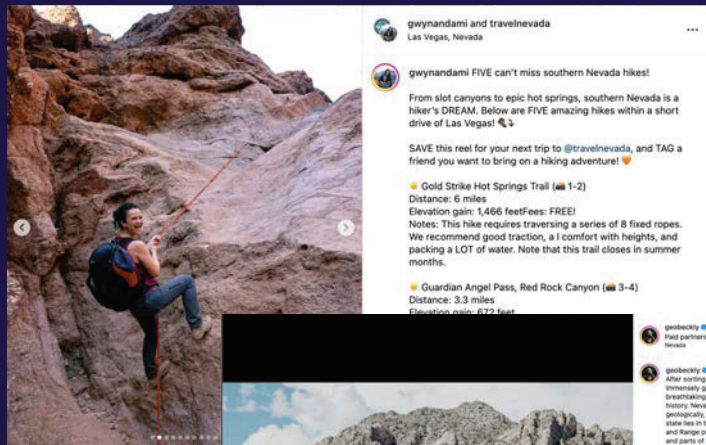
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Media Coverage



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Influencer Content



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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.



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KEY PARTNERSHIPS



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**ROAD TRIP.
HOT DIP.
ROLL
WITH IT.**

GET A LITTLE OUT THERE ▶

**SNACKS:
PACKED.
ROCKS:
STACKED.
TRAIL:
MAPPED.**

PLAN YOUR TRIP ▶

**WINTER
DAWN.
RIDE
ALONG.
YOU
BELONG.**

GET OUR NEWSLETTER ▶

**PIONEERS.
WILD FRONTIERS.
WANDER HERE.**

GET A LITTLE OUT THERE ▶

**RARE SIGHTS.
NEW HEIGHTS.
HOLD TIGHT!**

GET THE GUIDE ▶

**SUNNY DAYS.
MAKING WAVES.
COME AND PLAY.**

**WIND BLOWING.
CHEEKS GLOWING.
GET GOING.**

**GNARLY DROPS.
BUNNY HOPS.
NON-STOP.**

PLAN YOUR TRIP ▶

GET OUR NEWSLETTER ▶

GET OUR NEWSLETTER ▶

**BACKPACKS.
FAVE SNACKS.
NEW TRACKS.**

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Travel Nevada

Learn more

197 1 comment

**SANDY DUNES.
FAVORITE TUNES.
PLENTY OF ROOM.**

GET OUR NEWSLETTER ▶

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THANK YOU!

