

Marketing Committee  
Meeting

February 8, 2017



**NEVADA** A WORLD WITHIN.  
A STATE APART.

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## Fall/Winter Performance Highlights

- **Total Site Sessions are up 82% and total goal completions are up 306% YoY\***
- Our Lonely Planet interaction rate of 5.78% is nearly **4x better** than the results from our FY16 campaign (1.45%)
- On average, Atlas Obscura's audience is spending almost **3 minutes per view** reading our place pages and article content
  - These users also produced 5,860 social engagements (1 of out 5 content pageviews produced an engagement)
- Fall/Winter partners, Weekend Sherpa and Travel Spike's eNewsletter placements are a generating a significant amount of engaged traffic
  - Travel Spike alone generated 4,500 sessions and 197 eNewsletter sign-ups

## Fall/Winter Optimizations & Suggestions

- We are working with Trip Advisor to optimize the non-native Utah, Arizona, California, and Colorado content, as those placements are below the .14% CTR benchmark
- To improve VCR on Clearstream, we will move more impressions to the “desktop contextual” and “in-stream retargeted” placements, as those have the highest VCR
- Kargo’s interaction rate is slightly under the benchmark and we are working with them to improve the “Hover unit” performance
- Due to low CTR, we are recommending removing impressions from Expedia’s 970x90, 468x60, and 300x50 banners

## Spring/Summer Media Markets

- Spring/Summer markets will be consistent with the Fall/Winter campaign:

### Video & Digital (including mobile and tablet):

- Los Angeles, San Francisco, Phoenix, Salt Lake City, Boise, Las Vegas, and Reno DMAs

### Digital (including mobile and tablet):

- Sacramento and San Diego DMAs

## Creative Message Modifications

- Spring/Summer creative modifications would include seasonal updates to imagery and call to action optimizations to help increase engagement and conversion rates with the audience during the planning stage



Rich Media Unit

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# Creative, Continued

**FOR THOSE WHO THINK THEY'VE SEEN IT ALL BEFORE**



**DON'T FENCE ME IN**

**NEVADA**

**EXPERIENCE MORE**

**MORE EASILY EXPERIENCED THAN EXPLAINED**




**DON'T FENCE ME IN**

**NEVADA**

**PLAN YOUR ROAD TRIP**

**WELCOME TO THE ROAD EVEN LESS TRAVELED**



**DON'T FENCE ME IN**

**NEVADA**

**PLAN YOUR ADVENTURE**

# Creative, Continued

Atlas Obscura



Inside Bolivia's Skull Festival, Where the Dead Get Diamonds and Sunglasses



The Alps



Atlas Obscura

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lonely planet

Search Lonely Planet and beyond

HOME EASY EXPERIENCED TRAVEL EXPLAINED

ADDED NEW TOP

NEWS

FEATURES PARTS CITY

Sign Up

USA - North America

## Places in USA



California's best



Western USA



Coastal California

BEFORE THE WORLD

BELLORENDO

COLLECTIONS

WORLD AWARDS FOR

TRAVELERS

100

100

Lonely Planet

matador network



## THE 2016 WINNERS OF RED BULL'S ILLUME CONTEST ARE STUNNING

EVERY YEAR, RED BULL HOLDS an action sports photography contest called Illume. And every year, it picks the best action sports photos. This year's finalists and winners are just staggeringly cool. We've put 36 of our favorites in the gallery below; if you want to see all of them, you can check out the Red Bull Illume website.



Matador

# TravelNevada.com Homepage Enhancements

- We have already started incorporating authentic characters and experiences into our creative work

My Favorites Newsletters Travel Guides

**NEVADA**  
A WORLD WITHIN.  
A STATE APART.

**DON'T  
FENCE  
ME  
IN**

**GO HOME WITH MORE STORIES  
THAN SOUVENIRS**

THINGS TO DO

PLACES TO GO

PLACES TO STAY

*Click a Thumbnail Below or Scroll Down to Explore*



travelnevada.com

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# TravelNevada.com Homepage Enhancements

My Favorites Newsletters Travel Guides [http://www.travelnevada.com](#)

**NEVADA**  
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THINGS TO DO PLACES TO GO PLACES TO STAY



## INSIDER'S LOOK

Go for absolute authenticity. Actual Nevadans spill local secrets about what to see and how to see it. It's like a backstage pass to meet the real Nevada.

Insider's Look Landing Page

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