LIGHTS, CAMERA, ACTION!

PR Strategies + Partner Opportunities from *Get a Little Out There with Alex Honnold*

APRIL 22, 2026

MEET THE PRESENTERS



TRACIE BARNTHOUSE
CHIEF COMMUNICATIONS OFFICER
TRAVEL NEVADA



HEATHER SHEPPARD
SENIOR VICE PRESIDENT
FAHLGREN MORTINE

OVERVIEW

GET A LITTLE OUT THERE

WITH ALEX HONNOLD

THE IDEA

Travel Nevada partnered with world-famous outdoor adventurer Alex Honnold—*who lives in Las Vegas and loves Nevada's outdoor offerings*—to host a travel show focused on exploring Nevada's rural outdoor activities, food and drink scenes, offbeat cultures, and colorful characters.



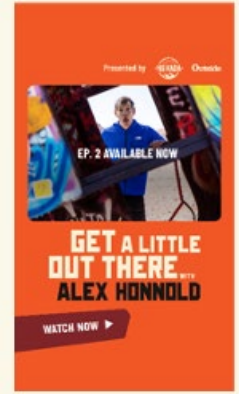
THE RATIONALE

The series builds Nevada's reputation of outdoor recreation and adventure, which meets the brand goal of holistically changing perceptions about Nevada's offerings.

A MULTILAYERED PROMOTIONAL EFFORT

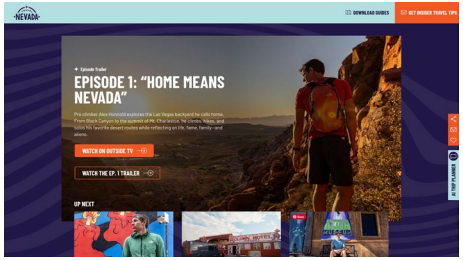
Paid





Owned





Shared



Earned

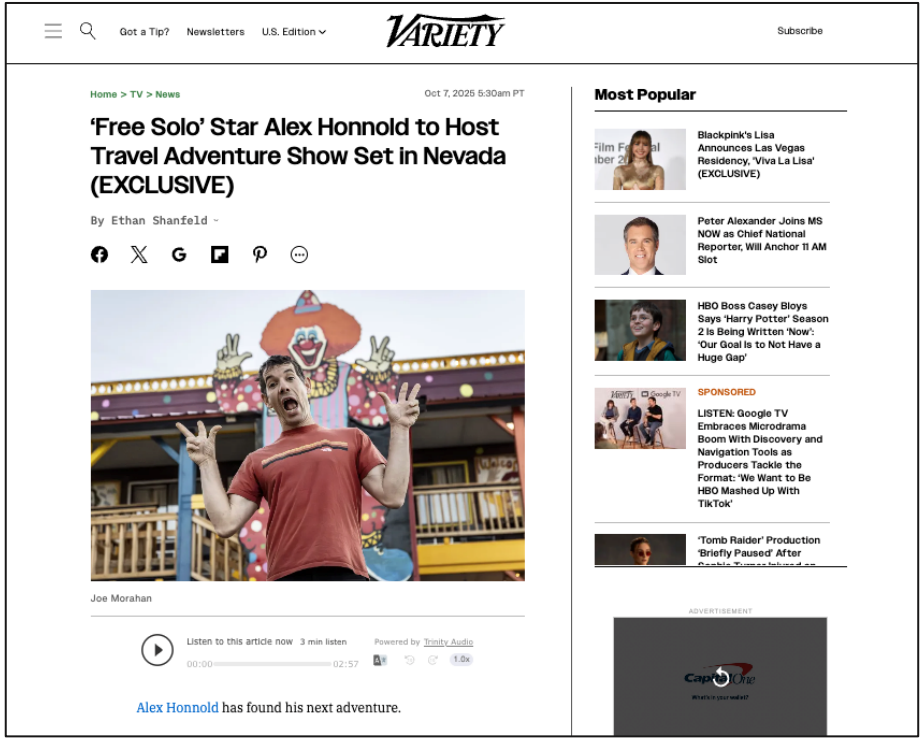
THE ROLE OF PR

- Identified and crafted messaging to connect the series to culture, enabling to break through noise and competition
- Prepared a communications plan to align all parties with key milestones
- Ensured message alignment and accuracy, and communicated stakeholder insights during the series review process
- Strategized and conducted media outreach to generate awareness and drive viewership



PR HIGHLIGHTS

Launching the series with a carefully planned exclusive in *Variety,* getting momentum for the series



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Home > TV > News

Oct 7, 2025 5:30am PT

‘Free Solo’ Star Alex Honnold to Host Travel Adventure Show Set in Nevada (EXCLUSIVE)

By Ethan Shanfeld

Joe Morahan

Listen to this article now 3 min listen Powered by Trinity Audio

Alex Honnold has found his next adventure.

Most Popular

Blackpink’s Lisa Announces Las Vegas Residency, ‘Viva La Lisa’ (EXCLUSIVE)

Peter Alexander Joins MS NOW as Chief National Reporter, Will Anchor 11 AM Slot

HBO Boss Casey Bloys Says ‘Harry Potter’ Season 2 Is Being Written ‘Now’: ‘Our Goal Is to Not Have a Huge Gap’

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‘Tomb Raider’ Production ‘Briefly Paused’ After

ADVERTISEMENT

PR HIGHLIGHTS, CONTINUED

Reworking our timeline, messaging, and strategy when THIS was announced



PR HIGHLIGHTS, CONTINUED

Making the most strategic use of Honnold's contracted 90 minutes of publicity by orchestrating a virtual press tour, netting seven placements in coveted national and in-state outlets such as *The New York Times, Lonely Planet, Las Vegas Review-Journal, and Reno Gazette-Journal*

NV Hunt
Reno, NV · March 18

@Gabe Castro-Root With so much public land n Nevada you can (and should) point yourself in just about any direction and find something amazing. In addition to the places mentioned in the article, the Jarbridge Wilderness north of Elko is stunning and has lots of amazing wildlife including a growing population of moose. The Black Rock Desert is worth going to even if you're not a Burner. Personally, our family loves the area west of the Black Rock along Soldier Meadows Road including the Calico Mountains Wilderness and the High Rock Canyon Wilderness areas. If you go, be sure to give a little love and business to Gerlach, the "Fastest Town in the West (Population: Wanted.....sometimes)".

Jenny
Tucson · March 19

I have kayaked the Black Canyon below Hoover Dam. It's an amazingly wild place - spot the bighorn sheep - just 30 minutes from the Vegas strip.
Great Basin has such a boring name but it is spectacular, from the 10,000 foot peaks to the bristlecobe pines to the Lehman cave.
The Springs Preserve was great- you can experience a flash flood.
The Rubies are on my list.
Also Gold Butte National Monument.

Dheep'
Midgard · March 18

Great article. A couple I hadn't heard of or been to. Thank you

Replies 1 Reply Recommend 15 ···

John Brown
Washington D.C. · March 19

@Dheep'

Nevada is the most beautiful state in the union.

Reply Recommend 1 ···

PR HIGHLIGHTS, CONTINUED

Working with Honnold's PR agency to secure mentions and messaging about the show in interviews with *Jimmy Kimmel Live!*, CNN, Reuters, *People,* Rich Roll podcast, and more




People SUBSCRIBE

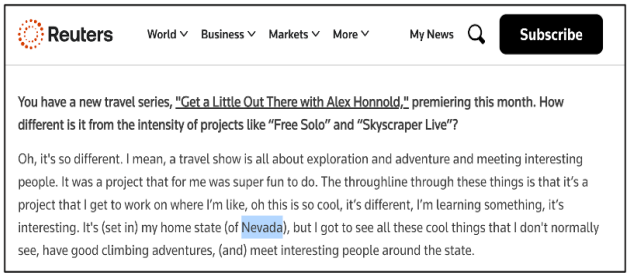
Exclusive

Alex Honnold Scaled Skyscraper on Live TV, but What Keeps Him Up at Night Is His Toddler Climbing Out of Her Crib (Exclusive)

"We have to redefine our sleep situation," a happily exhausted Honnold tells PEOPLE, fresh from his Netflix success. "I woke up, like, every 45 minutes"

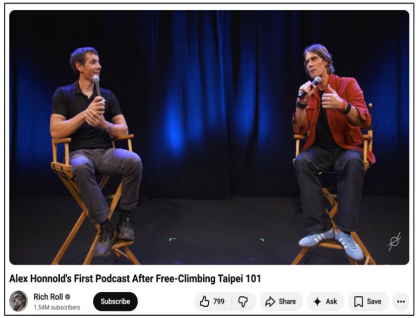
By Johnny Dodd | Published on February 20, 2026 06:00AM EST

2 COMMENTS


Reuters World Business Markets More My News Subscribe

You have a new travel series, "Get a Little Out There with Alex Honnold," premiering this month. How different is it from the intensity of projects like "Free Solo" and "Skyscraper Live"?

Oh, it's so different. I mean, a travel show is all about exploration and adventure and meeting interesting people. It was a project that for me was super fun to do. The throughline through these things is that it's a project that I get to work on where I'm like, oh this is so cool, it's different, I'm learning something, it's interesting. It's (set in) my home state (of Nevada), but I got to see all these cool things that I don't normally see, have good climbing adventures, (and) meet interesting people around the state.



127

Total placements

20

Feature placements, plus syndications

1.75 B

Reach

40.5

Average placement quality score (out of a possible 50 points)































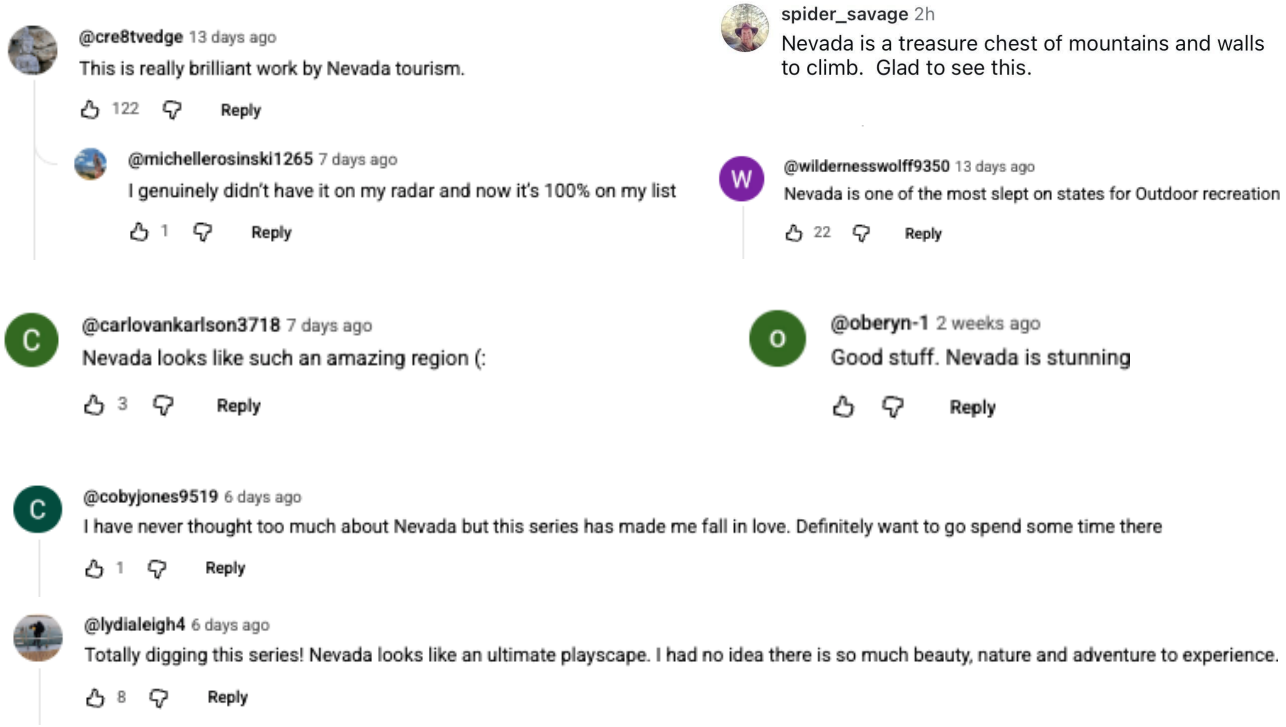








EARLY REACTIONS TO THE SHOW



14K+ page views to the HUB in the first 5 days

(30% of total goal)

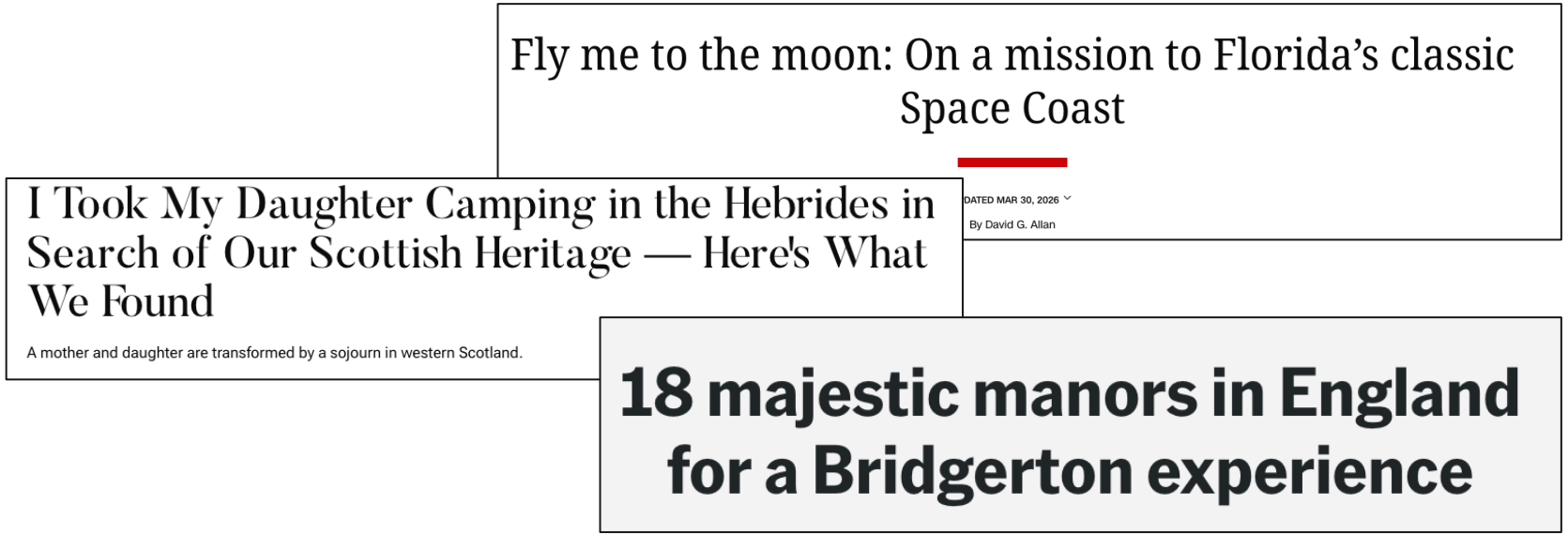
6,700+ episode views on the APP and the HUB

(10x typical show launch, only 10% of actual views)

KEY LESSONS

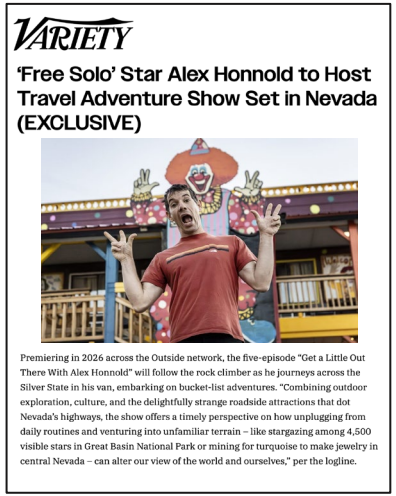
LESSON NO. 1

Tie your message to a cultural moment or trend to enhance your story's relevance and cut through clutter.



LESSON NO. 2

Keep a steady drumbeat of coverage by determining key milestones in your project and leveraging them in your outreach.


VARIETY

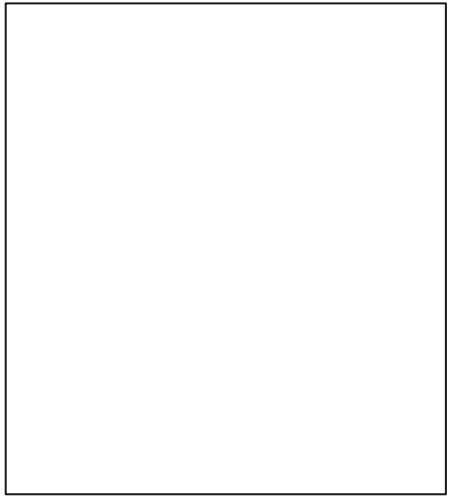
‘Free Solo’ Star Alex Honnold to Host Travel Adventure Show Set in Nevada (EXCLUSIVE)

Premiering in 2026 across the Outside network, the five-episode “Get a Little Out There With Alex Honnold” will follow the rock climber as he journeys across the Silver State in his van, embarking on bucket-list adventures. “Combining outdoor exploration, culture, and the delightfully strange roadside attractions that dot Nevada’s highways, the show offers a timely perspective on how unplugging from daily routines and venturing into unfamiliar terrain – like stargazing among 4,500 visible stars in Great Basin National Park or mining for turquoise to make jewelry in central Nevada – can alter our view of the world and ourselves,” per the logline.

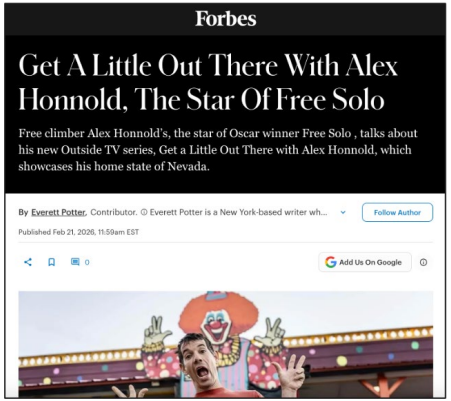
OCT 7 2025 – SERIES ANNOUNCEMENT



NEVADA DAY 2025 – FIRST TEASER DROP



JAN 2026 AFTER TAIPEI 101 – TRAILER DROP


Forbes

Get A Little Out There With Alex Honnold, The Star Of Free Solo

Free climber Alex Honnold’s, the star of Oscar winner Free Solo , talks about his new Outside TV series, Get a Little Out There with Alex Honnold, which showcases his home state of Nevada.

By Everett Potter, Contributor. ⓘ Everett Potter is a New York-based writer wh... Follow Author

Published Feb 21, 2026, 11:59am EST

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FEB 2026 – SERIES PREMIERE

LESSON NO. 3

PR can maximize marketing initiatives, especially when it has a seat at the table from the start.

- PR lens complements marketing and creative lenses
- Familiarity with multiple stakeholder audiences
- Messaging and comms across multiple audiences
- Risk management

LESSON NO. 4

Collaborate, collaborate, collaborate.



Reuters World Business Markets More My News Subscribe

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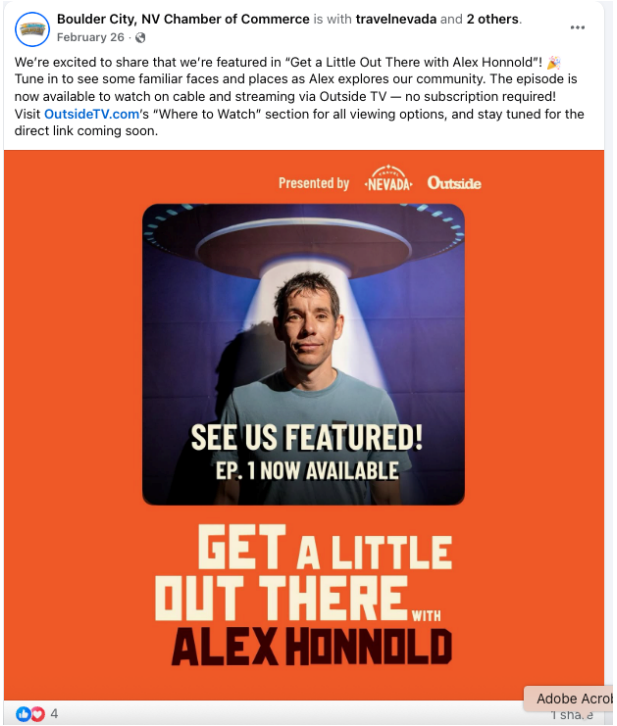
LEVERAGING THE SERIES

IF YOUR AREA IS FEATURED ON THE SHOW

- Implement online and social media messaging around “Featured on Get A Little Out There with Alex Honnold”
- Work with partners to leverage itineraries themed to each episode on TravelNevada.com (e.g., bring in influencers for GALOTAH-inspired trips)
- Pitch local news stories about boosts you’ve seen from the show’s exposure (SEO + GEO benefits)



IF YOUR AREA ISN'T FEATURED ON THE SHOW

A rising tide lifts ALL boats.

- Create "If you loved [activity] on 'Get a Little Out There with Alex Honnold,' you'll also love *this*" messaging, e.g. other places to hike, mine for turquoise, mountain bike, etc.

- Create extension itineraries for your area, e.g. Elko → Winnemucca; Boulder City → Laughlin or Moapa Valley

- Leverage the attention drawn to Nevada to pitch media or influencers areas of the state that the show didn't cover



Q&A

THANK YOU