

BOARD MEETING


Marketing Update

February 10, 2020



CARSON CITY
 Sports & Event Planning | Travel Trade | Media Partners | Industry Resources | Board Meetings | Contracts & Finances | Login

**WELCOME CARSON CITY
 INDUSTRY PARTNERS**



BECOME A PARTNER

Become an industry partner with Visit Carson City. Becoming a partner allows you to have the first and most up-to-date information happening. You can also sign up to control the information for your business on visitcarsoncity.com.

[Contact Us](#)



SPORTS & EVENT PLANNING



TRAVEL TRADE



MEDIA PARTNERS

LOGIN TO PARTNER PORTAL
 Click here to login to the partner portal.
[Login Now](#)

CONTACT VISIT CARSON CITY
 Have a question for the Visit Carson City team? We're here to help. Click below.
[Contact Us](#)

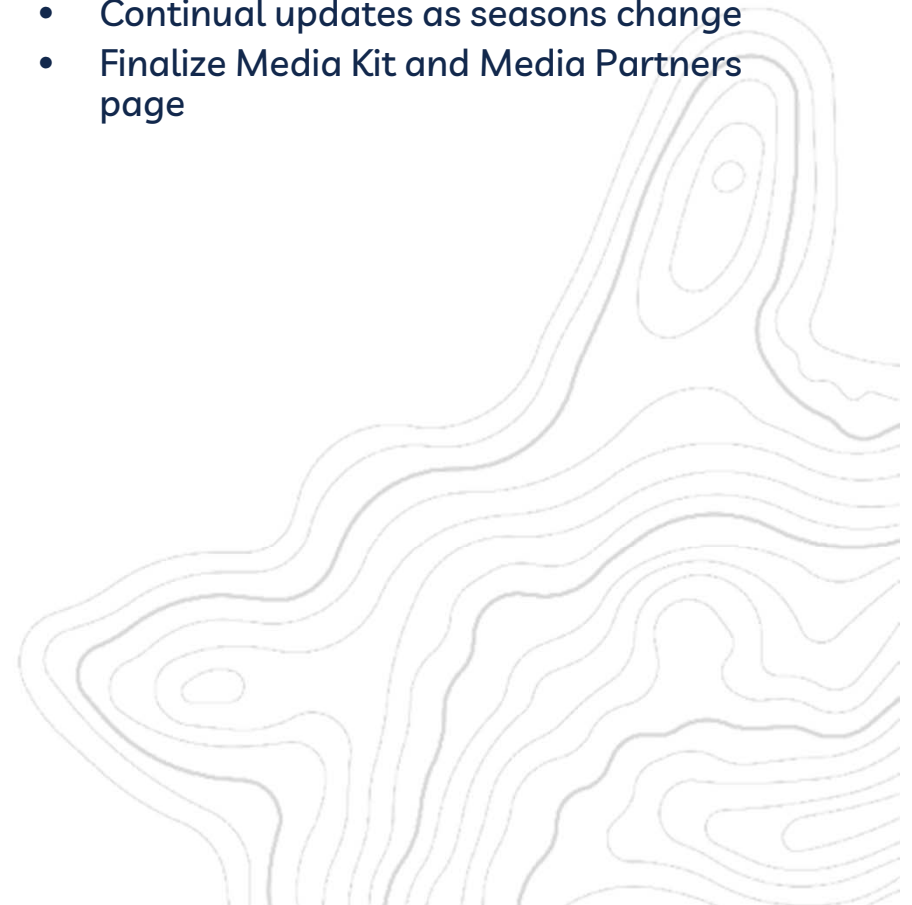
Visitcarsoncity.biz

Now live!

People engaging already

Next Steps:

- Outreach to stakeholders for training
- Continual updates as seasons change
- Finalize Media Kit and Media Partners page





PR Report

January

Using Cision, we track UVPM (unique visitors per month) and publicity value for stories trackable by the service.

- In January we received a UVPM of **2.6 Million** and a publicity value of **\$42,100**
- This year to-date, we have received 3.5 Million reach with a UVPM of 413.4 Million; and a publicity value of \$395,300
- No FAMs were conducted in January

Carson City Press

24 articles in January



- Nevada Business Online, [The Brewery Arts Center Launches “School of Rock, Senior Years](#)
- Nevada Business Online, [Nevada State Museum Celebrates Sesquicentennial of Carson City Mint](#)
- Nevada Appeal Online, [Stewart Indian School Cultural Center and Museum in Carson City to open Monday](#)
- Moon Shine Ink, [Lake Tahoe’s Building Boom in the Roaring Twenties](#)
- KGO on the Go with John Hamilton, [January 12, 2020: Barbara Treadwell and Linda Brugg!](#)
- KOLO-TV, [Stewart Indian School Cultural Center & Museum opens Monday](#)
- KTVN-TV, [Stewart Indian School Cultural Center & Museum opens Monday](#)
- Carson Now, [Five Questions for Chamber of Commerce Executive Director, Ronni Hannaman](#)
- Nevada Independent, [New Stewart Indian School museum reflects on dark history, brings hope for Native communities](#)
- CoinWeek, [Nevada State Museum celebrates sesquicentennial of Carson City Mint](#)
- Carson Now, [New Stewart Indian School museum reflects on dark history, brings hope for Native communities](#)
- Reno Gazette Journal, [Stewart Indian School over the years](#)
- Nevada Current, [We all have different cultures, but we are all connected': An interview with the Nevada Indian Commission's Stacey Montooth](#)
- Uproxx, [The 2020 Uproxx travel hot list](#)
- Sparks Tribune, [New Stewart Indian School Museum Reflects on Dark History, Brings Hope for Native Communities](#)
- CoinWeek, [United States Mint to Participate in Carson City Mint 150th Anniversary Celebration](#)
- Reno Gazette Journal, [Stewart Indian School converted into museum to remember dark past](#)
- KOLO-TV, [Stewart Indian School opens as culture center and museum](#)
- KUNR-FM, [New Stewart Indian School Museum Reflects On Dark History, Brings Hope For Native Communities](#)
- Elko Daily Free Press Online, [The Berlin Ichthyosaur State Park](#)
- True West Magazine, [Where the West Comes Alive](#)
- Money Inc, [The 20 Best Things to do in Reno for First Timers](#)
- USAToday 10Best, [Best New Museum](#)
- Reno Gazette Journal, [‘Overlooked but vital history’](#)

DIGITAL UPDATE

Social Media

Group Activity Overview

Impressions

320.7k

Engagements

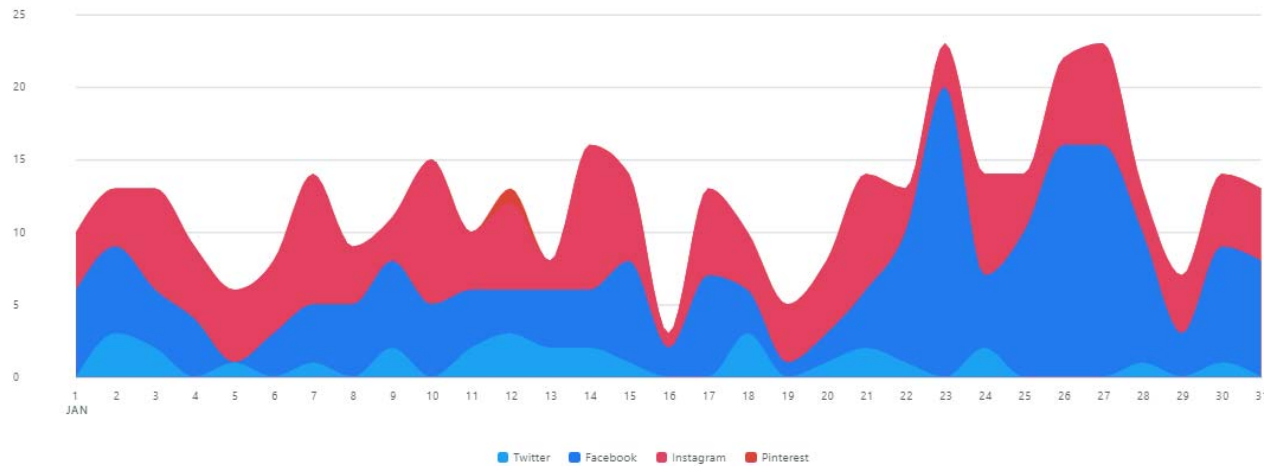
11.8k

Link Clicks

3,430

Group Audience Growth

Followers Gained, By Day



Followers Growth – 283

TOP SOCIAL POST

Facebook


Facebook Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

By Lifetime Engagements

Visit Carson City
Thu 1/30/2020 1:00 pm PST


Did you know John Wayne shot his last movie, "The Shootist" in Carson City? The historic home is along our Kit Carson Trail walking trail, if you look hard enough you can spot John from the window.



Total Engagements	896
Reactions	340
Comments	36
Shares	56
Post Link Clicks	34
Other Post Clicks	430

Visit Carson City
Wed 1/1/2020 9:03 am PST

We hope 2020 takes you to new heights! Happy New Year from Carson City. 🎈 Shelby Holte




Total Engagements	441
Reactions	265
Comments	12
Shares	30
Post Link Clicks	-
Other Post Clicks	0

Visit Carson City
Thu 1/9/2020 9:09 am PST

Check out Travel Magazine's top 5 favorite eats in Carson City.

5 Restaurants You Need to Visit in Carson City, Nevada » Trav...



Total Engagements	339
Reactions	73
Comments	5
Shares	11
Post Link Clicks	184
Other Post Clicks	66

TOP SOCIAL POST

Instagram

Instagram Top Posts & Stories

Review your top posts and stories published during the selected time period, based on the post or story's lifetime performance.



By Lifetime Engagements

  visitcarsoncity
Sun 1/26/2020 8:47 am PST


Did you know there are wild horses in and around Carson City? 🐾
#wildhorses 📷 @laurenarendsphotos · · · Wild in Nevada!
#wildlifephotography #wild #wildhorses #explore_wildlife_



Total Engagements	345
Likes	324
Comments	13
Saves	8

  visitcarsoncity
Wed 1/1/2020 9:03 am PST

We hope 2020 takes you to new heights! Happy New Year from Carson City. 📷 Shelby Holte



Total Engagements	213
Likes	203
Comments	7
Saves	3

  visitcarsoncity
Sun 1/19/2020 9:53 am PST

It's a winter wonderland in the capital city. #winter #frosty #snow
#visitcarsoncity 📷 @melody_hooverphotography



Total Engagements	205
Likes	195
Comments	9
Saves	1

[View Post Performance Report](#)


TOP SOCIAL POST

Twitter


Twitter Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.


By Lifetime Engagements

 VisitCarsonCity
Wed 1/1/2020 5:03 pm UTC


We hope 2020 takes you to new heights! Happy New Year from Carson City. 🎈 Shelby Holte <http://pic.twitter.com/lyYEd0gLjz>




Total Engagements	23
Likes	9
@Replies	0
Retweets	2
Post Link Clicks	-
Other Post Clicks	12
Other Engagements	0

 VisitCarsonCity
Fri 1/31/2020 7:34 pm UTC


It's a special national day today: Inspire your Heart with Art day calls you to Carson City to enjoy our performing arts, public art, live music and more. Discover more at bit.ly/2TpSQZ9.



Total Engagements	20
Likes	3
@Replies	0
Retweets	1
Post Link Clicks	0
Other Post Clicks	16
Other Engagements	0

 VisitCarsonCity
Thu 1/30/2020 9:00 pm UTC

Did you know John Wayne shot his last movie, "The Shootist," in Carson City? The historic home is along our Kit Carson Trail walking trail, if you look hard enough you can spot John from the window.



Total Engagements	14
Likes	2
@Replies	0
Retweets	0
Post Link Clicks	3
Other Post Clicks	9
Other Engagements	0

[View Post Performance Report](#)

TOP SOCIAL POST

Pinterest

Last 7 days Last 14 days **Last 30 days** Last 90 days

Spend ?

\$56.67

Total impressions ?

12,112

Link clicks ?

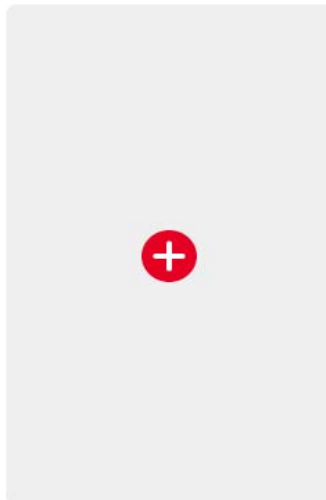
88

Saves ?

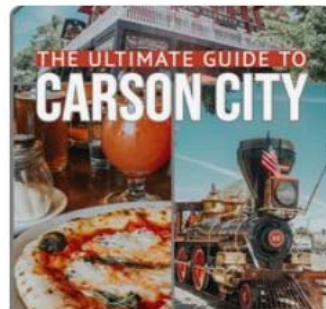
15

Stats show paid results only

Pending **Active** Paused Needs attention Completed



Create New Ad



Traffic | day trip to carson city ne...

Active
Jan 28, 2020 - Mar 1, 2020

\$56.67	12.1k
Spend	Impressions
88	15
Clicks	Saves



DIGITAL UPDATE

Google Search &
Advertising Stats To
Come

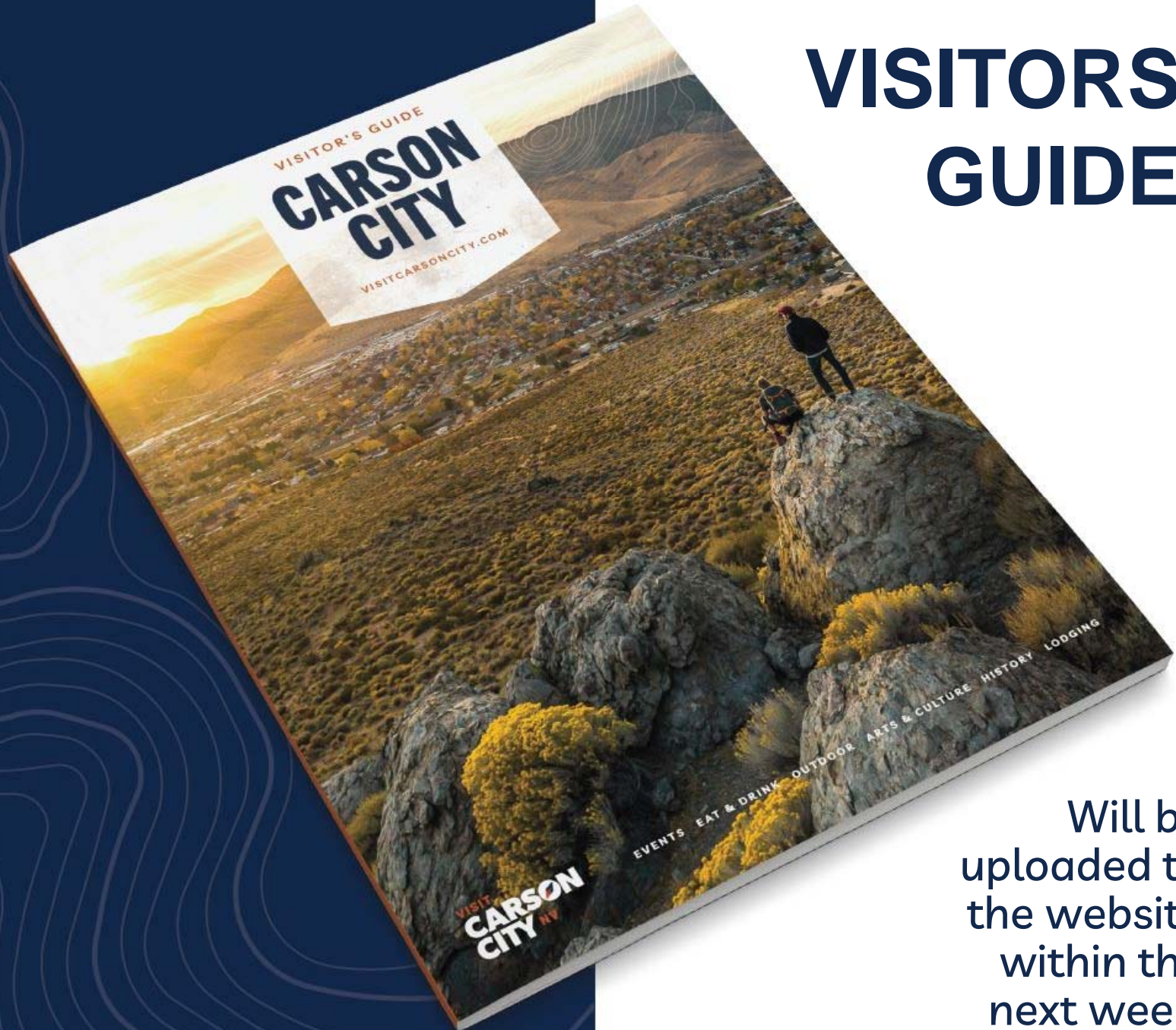
NEW MEDIA

Motorcoach/Group Travel Video

**Your Nevada Group Tour
Experience Starts Here**

VISIT
CARSON
CITY NV

VISITORS GUIDE



Will be
uploaded to
the website
within the
next week!

A decorative graphic on the left side of the slide consisting of several thin, grey, wavy lines that resemble topographic map contour lines, forming a shape that roughly outlines the state of Nevada.

THANK YOU

VISIT
CARSON
CITY **NV**