

MARKETING & PR

CTA BOARD MEETING PRESENTATION

OCTOBER 14, 2024 | LYDIA BECK

PRESENTATION OUTLINE

- September Digital & Website Update
- September PR Update
 - Weekend Sherpa
 - Informed Traveler Podcast
- Film NV FAM
- Nostalgia Refresh





VISIT
CARSON
CITY NV

MARKET DAYS SEPTEMBER 21-23
WEB & DIGITAL MEDIA
DO NOT MISS CARSON CITY
MARKETDAYS.COM

SEPTEMBER

THE STATS

- **Web Visitation**
 - 40,893 web visits (+5% m/m, +3% y/y)
- **Paid Digital Ads**
 - **All paid digital ads:**
 - 12,900 web visits (-3%, considered flat)
 - 26 newsletter signups (+8%)
 - **Facebook/Instagram Advertising**
 - 10,472 web visits (-5%)
 - CTR: 1.75% (+3%, considered flat)
 - CPC: \$0.34 (+18%)
 - 25 newsletter signups (+9%)
 - 6 visitor guide downloads/requests (-54%)
 - **Paid search**
 - 2,463 web visits (+10%)

WHAT'S IN THE WORKS

- Our cost-per-click continues to increase, causing website visits and other engagements to decline.
 - Costs will continue to rise through the election, as media is going to be heavily focused there and ad space will be more limited/competitive.
 - Despite this, we saw some increases in website visits and newsletter signups from our paid digital campaigns.
 - Our focus in the months moving forward is the Nostalgia Refresh Campaign and the Winter campaign
 - The remainder of FY24/25 media plan we will focus on lodging referrals and general brand awareness of Carson City as a travel destination.
 - We will continue to work with and optimize the assets we have and will turn off the campaigns like the visitor guide request ad when necessary to protect our media spend budget.
- New nostalgia static ads were launched at the end of September, and we are excited to see how that improves performance and overall visitor data!



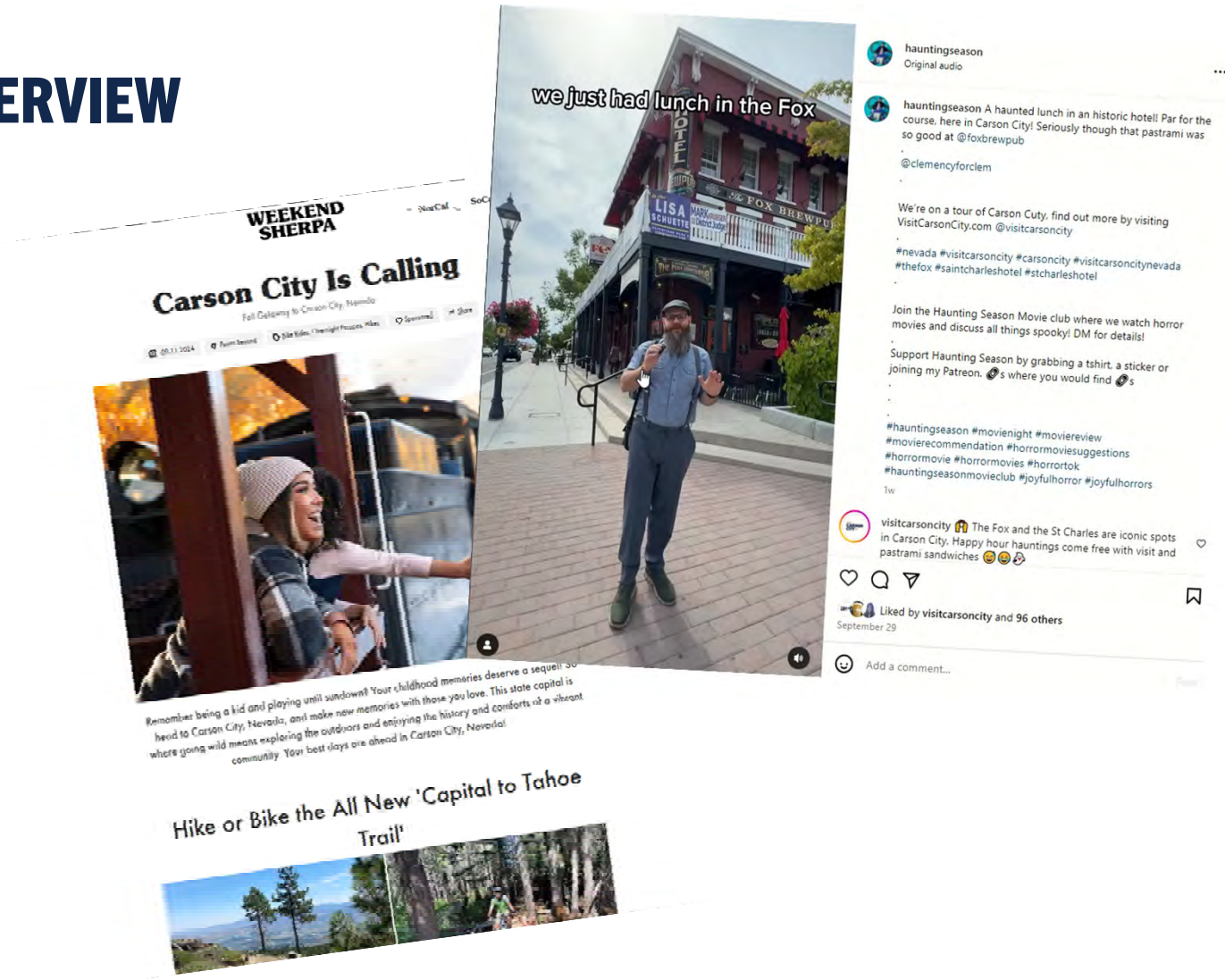
VISIT
CARSON
CITY **NV**

PUBLIC RELATIONS
SEPTEMBER

SEPTEMBER

PUBLIC RELATIONS OVERVIEW

- **Joshua Sterling Bragg**, a Los Angeles area-based content creator, who goes by HauntingSeason shared his and his wife's experiences on social media visiting places in the capital city including Fox Brewpub and the Lone Mountain Cemetery. His trip was facilitated in partnership with Reno-Tahoe Territory.
 - His TikTok in Carson City recapping his visit to the Fox is one of his best performing videos with over 75K views
- We partnered with **Weekend Sherpa**, an independent travel e-newsletter based in California, to develop an in-depth article featuring the Capital to Tahoe Trail, the Carson City Ghost Walking Tours, museums and more for travelers. We also had a dedicated spot in their newsletter.





SEPTEMBER

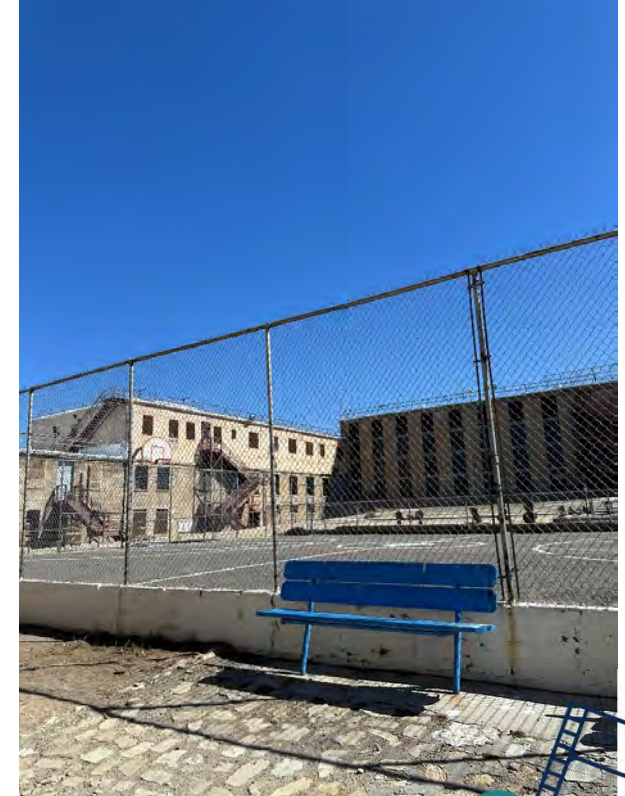
PUBLIC RELATIONS OVERVIEW

- **Jalyn Robinson**, assistant editor of Travel + Leisure, visited the Stewart Indian School Cultural Center and Museum and the Carson Hot Springs Resort during her 24-hour stay in Carson City. Her trip was coordinated in partnership with Travel Nevada.
- We developed a press release announcing the Carson City Murals & Music Festival and facilitated an in-studio interview with **FOX40 Sacramento**, an outlet located within a key target market. Local media including **Reno News & Review**, **KOLO 8 News**, **KRNV News 4**, **FOX 11 Reno** and **Telemundo Reno** also covered the event.
- Several stories mentioned the Nevada State Museum, including radio coverage from **KFBK Sacramento**, **KFI-AM Los Angeles** and other stations, as well as an article from **Tahoe Quarterly**.
- KOLO has requested to do a recurring Carson City live segment monthly with Rebecca Kitchens highlighting happenings and events in the capital city.
- Randy Sharman from **the Informed Traveler Podcast** was brought here by Travel Nevada. He visited Carson City on September 29th as part of the Lake Tahoe Loop road trip. Lydia was featured on his podcast that just aired October 4th.

FILM NV FAM



- **Over 120 actors, film makers and film studio executives visited Carson City during the Film NV Day FAM tour that wrapped the 7th annual Cordillera International Film Festival in Reno.**
 - Voted top 25 coolest film festivals in the world.
- **Eric, Lydia and Hope Sullivan attended the exclusive tour at the prison. Where we were able to speak briefly about filming opportunities, our change in permitting and what they will see on their drive through downtown.**
- **Moondance Chocolates were provided as a treat during the tour and were quite a hit.**





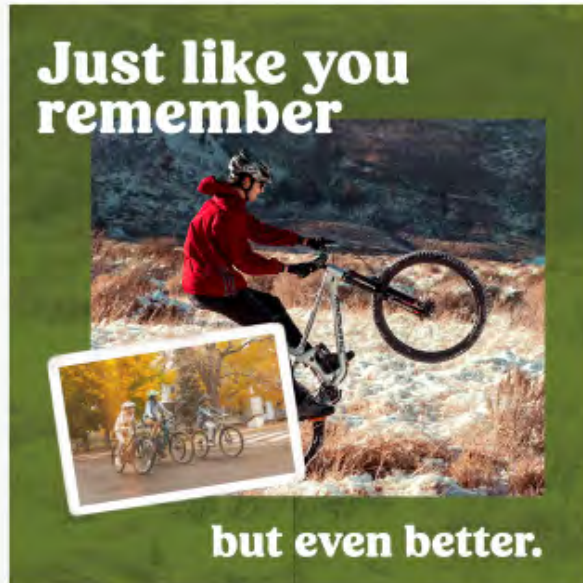
VISIT
CARSON
CITY **NV**

NOSTALGIA MARKETING
CAMPAIGN REFRESH

NOSTALGIA MARKETING CAMPAIGN REFRESH

DIGITAL ADS | CAROUSEL

Carson City feels like snow days and summer break. Remember, you're never too old to play in the dirt.



Get out and play
Cruise memory lane



NOSTALGIA MARKETING CAMPAIGN REFRESH

DIGITAL ADS | CAROUSEL

Play like you used to and make mountain-sized memories in Carson City, NV.



Step back and slow down
Head to Carson City, NV



From imaginary to real life



Your playground, grown up

STATIC DIGITAL ADS

Don't just reminisce, write the next chapter and keep the glory days going. Relive your best memories in Carson City, NV.

Your childhood memories



deserve a sequel.

Past memories, future fun

Plan a trip to Carson City

Bark covered balance beams, picking wildflowers, and easy adventure. You can find all the good stuff in Carson City, NV.

Remember when?



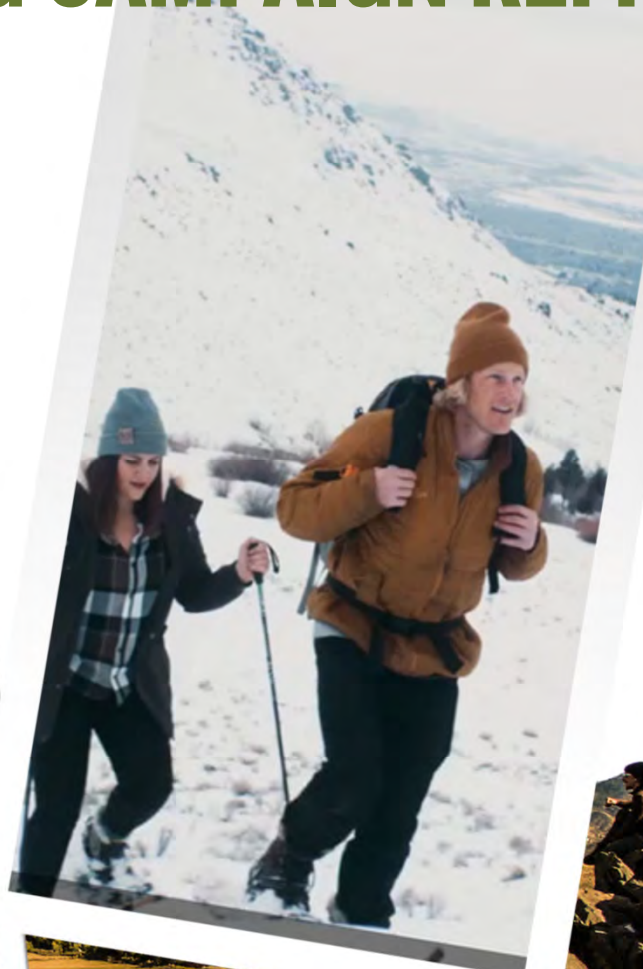
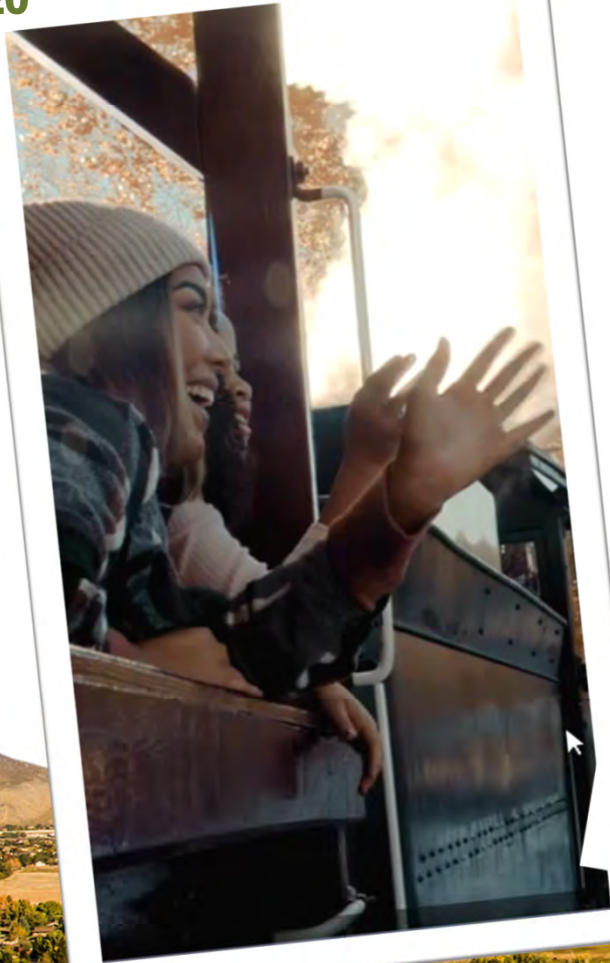
We do, too.

New memories, old favorites

Find your next adventure

NOSTALGIA MARKETING CAMPAIGN REFRESH

VERTICAL VIDEO



THANK YOU

