



# MARKETING & PR

**CTA BOARD MEETING PRESENTATION**

**JANUARY 13, 2025 | LYDIA BECK**

# PRESENTATION OUTLINE

- *A Winter's Charm in Carson City Winter Premiere & Campaign Recap*





VISIT  
**CARSON**  
**CITY** NV

**PREMIERE RECAP**

# PREMIERE PHOTOS

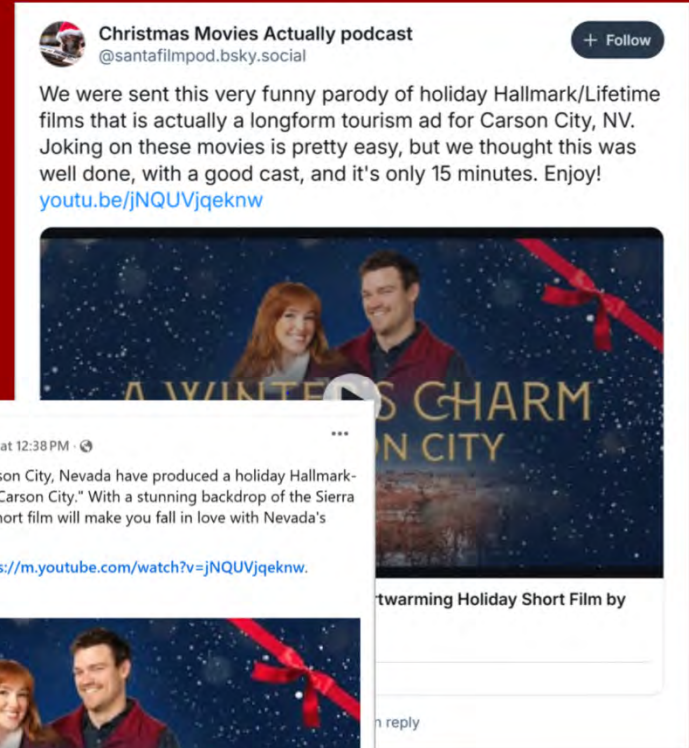




# WINTER CAMPAIGN ACCOLADES AND SUPPORT



## To Spur Winter Tourism, a Mountain Town Made a Hilarious Christmas Movie Spoof



# WINTER'S CHARM IN CARSON CITY: FEEDBACK

## HIGHLIGHTS



### Heartfelt Appreciation

- *"Really enjoyed being a part of it. Thanks for including the community!"* – Jen Riehle
- *"Great job! You're wonderful assets for Carson City!"* – Dan Neverett

### Creativity

- *"Enormous kudos for doing something so fresh and unconventional!"* – Anonymous
- *"You nailed a complex creative challenge."* – Brett Laiken, CMO, Visit Florida

### Audience Engagement

- *"Made me want to visit Carson City."* – YouTube Commenter
- *"Tickled pink at how awesome it is!"* – Mike McDowell, KPS3

### Global Reach

- *"All the way from Brazil, I loved it! Great memories."* – YouTube Viewer

# WINTER'S CHARM IN CARSON CITY: FEEDBACK

My team just shared your new 'A Winter's Charm' video with me and I wanted to reach out to congratulate you. You took what is a very complex creative challenge and really nailed it. I am sure you have heard from others about how well done this was, but just wanted to add my name to the list!

Congratulations to you and your team.

Brett Laiken | Chief Marketing Officer | VISIT FLORIDA

Dave, your film is really exceptional. It's funny and charming and irreverent in all the right ways. Enormous kudos for doing something so fresh and unconventional! ❤️



## YOUTUBE COMMENTS

"One of the cutest videos I've seen this holiday season! I visited Carson City in September and will be coming back for another look in January. It has been calling to me since my first visit in September and looks like it will be high on my list for a move out of my own state which is - gulp - California. Looks like Carson City has kept the values I cherish and is living life right! I'm excited to join such a community. Merry Christmas everyone!"

"This mini movie is amazing!! Carson City has so much to offer and now the world knows it!"

"All the way from Brazil, I have been there and loved it. Great memories. I highly recommend a trip to Carson City!"

"Not going to lie, made me want to visit Carson City. Alright, I'm coming home for a visit IF that tour guide is available for an enthusiastic tour for my family."

Looking to market your NEVADA region as a filming destination? Check out how Carson City is doing it.

"A Winter's Charm in Carson City" holiday short film is a stroke of genius—a true proof of concept showcasing the magic of film to promote a region! This creative endeavor not only highlights the area's charm but also sets the stage for attracting future productions.

Film brings real economic benefits: local businesses thrive, jobs are created, and the community gains long-term visibility. Each production is an investment in the destination's future. 🗒️ Let's applaud Carson City for leading the way!

•Nevada Film Office



VISIT  
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**PUBLIC RELATIONS**  
Winter Campaign Recap Thus Far



## WINTER CAMPAIGN RECAP

# PUBLIC RELATIONS OVERVIEW

- “A Winter’s Charm in Carson City” premiered to a local audience, with hundreds of viewers. As of January 2, 2025, the online short film has garnered nearly 6,500 views on YouTube.
- We distributed a press release announcing the short film via the national newswire, which secured 548 placements. Several stories were placed in outlets located within Carson City’s target drive market including [FOX40 Sacramento](#), [KRON4 San Francisco](#) and [8 News Now Las Vegas](#).
- The lovable short film attracted positive attention from [Matador Network](#), a national travel outlet, was highlighted on the Bay Area Travel Writers’ [Facebook page](#) and on the Christmas Movies Actually podcast’s [Bluesky](#) feed. Local media also covered the film including the [Reno Gazette-Journal](#), [Nevada Appeal](#), [KOLO 8 News](#) and others.
  - As a result of our targeted media outreach surrounding the film, several regional travel writers expressed interest in Carson City. We will pursue future storytelling opportunities with them to highlight Carson City as a destination for visitors.

### Additional December Win:

- Chris Orr, host of the travel-destination series “Wild Nevada,” hiked a portion of the Capital to Tahoe Trail. She spoke with experts from Muscle Powered and shared an in-depth look at the trail on the show, which aired on [PBS SoCal](#).



VISIT  
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**WEB & DIGITAL MEDIA**



# WEB & PAID DIGITAL ADS

## THE STATS

### Winter Campaign - Paid Media Highlights

- (Reminder: majority of our campaign assets didn't launch until December 12 at the earliest)
- o 1.3 mil impressions
- o 15k clicks
  - 1.15% CTR
  - \$0.66 CPC
- o 164 total shares
  - The full movie generated the most (60)
- o 8 lodging referrals and 10 newsletter signups
- o Top performers: (see screenshots)

### Winter Campaign Website Results

- o Top landing page and top page viewed in the month of December!
- o 17,799 landing page views
- o 18,288 total pageviews
- o 11 lodging referrals were generated from people initially landing on the Winter's Charm in Carson City landing page
  - 15 newsletter signups from users landing on the Winter's Charm in Carson City landing page

## WHAT'S IN THE WORKS

Overall, we are thrilled with the amount of buzz we have generated surrounding the winter campaign! Between paid media, organic social, PR and more, we have generated some exceptional brand awareness and put Carson City on the map for small town 'Hallmark-esque' destinations.

From here on out, we will be capitalizing on this increase in website visits and awareness by continuing to **target and retarget our audience to increase lodging referrals and visitation.** Our plan and book (remarketing) assets will be the key to continuing our goals heading into the New Year!

# A WINTER'S CHARM ADS

Ready for the perfect winter getaway? Carson City has the history, scenic beauty, and charm you've been dreaming of!

**DISCOVER HEART & HISTORY**  
IN CARSON CITY THIS WINTER

**VISIT CARSON CITY NV**

**Your Story Begins Here**  
Book your stay & set out

A trip to Carson City is like your favorite holiday movie. Cozy, comfortable, and the perfect way to spend time on a winter day.

**A WINTER'S CHARM**  
IN CARSON CITY

EXPERIENCE HOLIDAY MAGIC YOU'VE ONLY SEEN IN MOVIES

**VISIT CARSON CITY NV**

**Your Small-Town Getaway**  
Visit Carson City

**Visit Carson City**  
Sponsored

“A Winter’s Charm in Carson City” is full of cozy feels, magic moments, and trip inspiration for your own getaway.

**CARSON CITY IS WHERE SMALL-TOWN CHARM MEETS BIG WINTER MAGIC**

**VISIT CARSON CITY NV**

visitcarsoncity.com  
**Make Their Itinerary Yours** Stay in Carson City [Learn more](#)



**Visit Carson City**  
Sponsored

If your winter vacation wishlist includes small-town charm, snowfall, & wide-open space, you've come to the right place.

visitcarsoncity.com  
**Your Story Begins Here** [Learn more](#)

# THANK YOU

