MARKETING & PR

CTA BOARD MEETING PRESENTATION

June 8th, 2026 | LYDIA BECK

PRESENTATION OUTLINE

- Digital Growth & Insights
- PR Update
- FY27 Media Plan
- FY26 Paid Media Recap

VISIT CARSON CITY

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DIGITAL GROWTH UPDATE

🚀 DIGITAL GROWTH: MAY SUMMARY

- Overall website traffic decreased from last month due to decreased paid media spending and decreased direct traffic.
- Despite this decrease, **lodging referrals increased 4% from last month and 9% from last year,** with email and organic search traffic being the top contributors.
- Last month, the Hotels with Mountains image ad of the Gold Dust West on Meta experienced an unusual **170% increase in lodging referrals.**
  - While this surge drove exceptional performance, referrals returned to more typical levels in May, resulting in the month-over-month decrease in lodging referrals on this channel.
- Additionally, we spent 35% less in May on Remarketing than we did in April, contributing to the decline.
- **Lodging referrals from paid search increased 6% month-over-month**, **despite the 34% decrease in spend.** The Vacations & Getaways campaign contributed the most significantly to this increase.

🚀 DIGITAL GROWTH: MAY

Web Visitation

- 57,286 web visits (-7% m/m, -1% y/y)
- 966 lodging referrals (+4% m/m, +9% y/y)

Paid Digital Ads

- **All paid digital ads:**
  - 25,574 web visits (-12% m/m)
  - 20 newsletter signups (-17% m/m)
  - 324 lodging referrals (-11% m/m)

Meta Advertising

- 23,070 web visits (+7% m/m)
- CTR: 2.27% (+16% m/m)
- CPC: $0.27 (-1% m/m)
- 18 newsletter signups (-39% m/m)
- 4 lodging referrals (-92% m/m)

Paid search

- 2,603 web visits (-35% m/m)
- CTR: 9.91% (-22% m/m)
- CPC: $1.40 (+3% m/m)
- 318 lodging referrals (+6% m/m)

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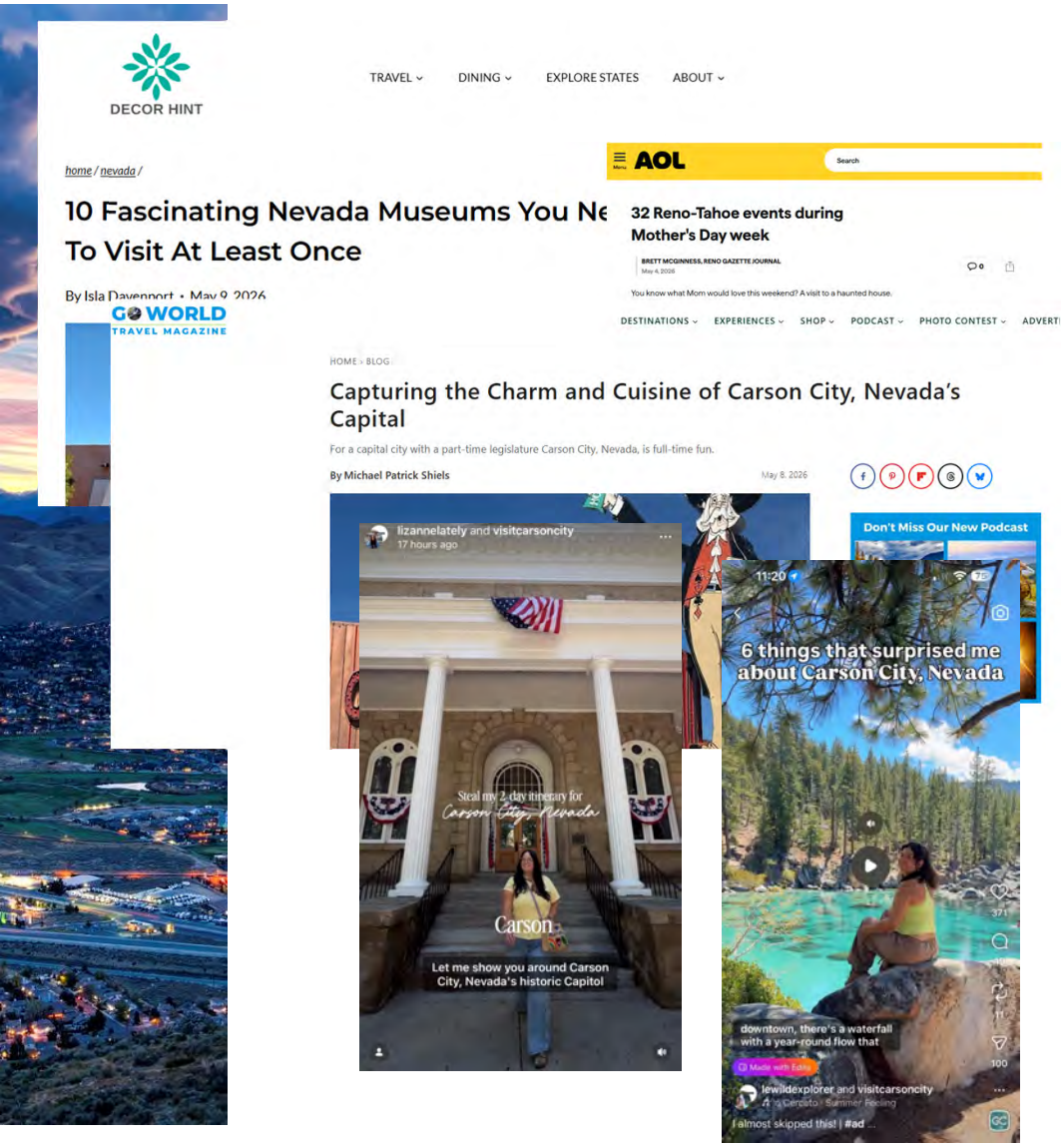
PUBLIC RELATIONS



PUBLIC RELATIONS UPDATE – MAY

Carson City had several niche features, including coverage on searching for priceless antiques from **Fast Food Club,** charming cuisine from Michael Patrick Shiels on **Go World Travel Magazine** and museum mentions in a round-up from **Decor Hint.**

Carson City also saw coverage in the RGJ around several stories which were all picked up by AOL individually, extending Carson City's visibility beyond the region. Topics included:

- **Mother's Day**
- Carson City as a **Memorial Day getaway**
- Carson City as an **economic trip from Reno**
- Cost-friendly **concerts and events**

Visit Carson City hosted American Travel Archives, a couple focused on outdoor stories, culture and history and local food, (**@americantravelarchives** in coordination with the Reno-Tahoe Territory and internally hosted three influencers **@lewildexplorer , @alloveradventure and @lizannelately.**

VISIT CARSON CITY FY27 MEDIA PLAN

ON THE DOCKET

1. Media Approach – Goals & Strategy
2. New & Different
3. Channel Plan

01

GOALS & STRATEGY

GOALS

- Attract new visitors to Carson City
- Convince more people to choose Carson City for their upcoming trip

OBJECTIVES

- Drive overnight stays in Carson City
- Increase the average length of stay by encouraging visitors to book additional nights and inspiring daytrippers to spend more time in the destination
- Increase visitor spending

MEDIA APPROACH

The FY27 media plan is built around a full-funnel strategy to connect with travelers at every stage of their journey, from initial inspiration to trip booking.

- The majority of the budget will focus on the **Dream** and **Plan** stages, to build awareness and keep the destination top of mind as travelers consider their next trip.
- Strategic lower-funnel campaign assets will nurture these high-intent potential visitors through the **Book** stage, encouraging them to take action and finalize their travel plans.

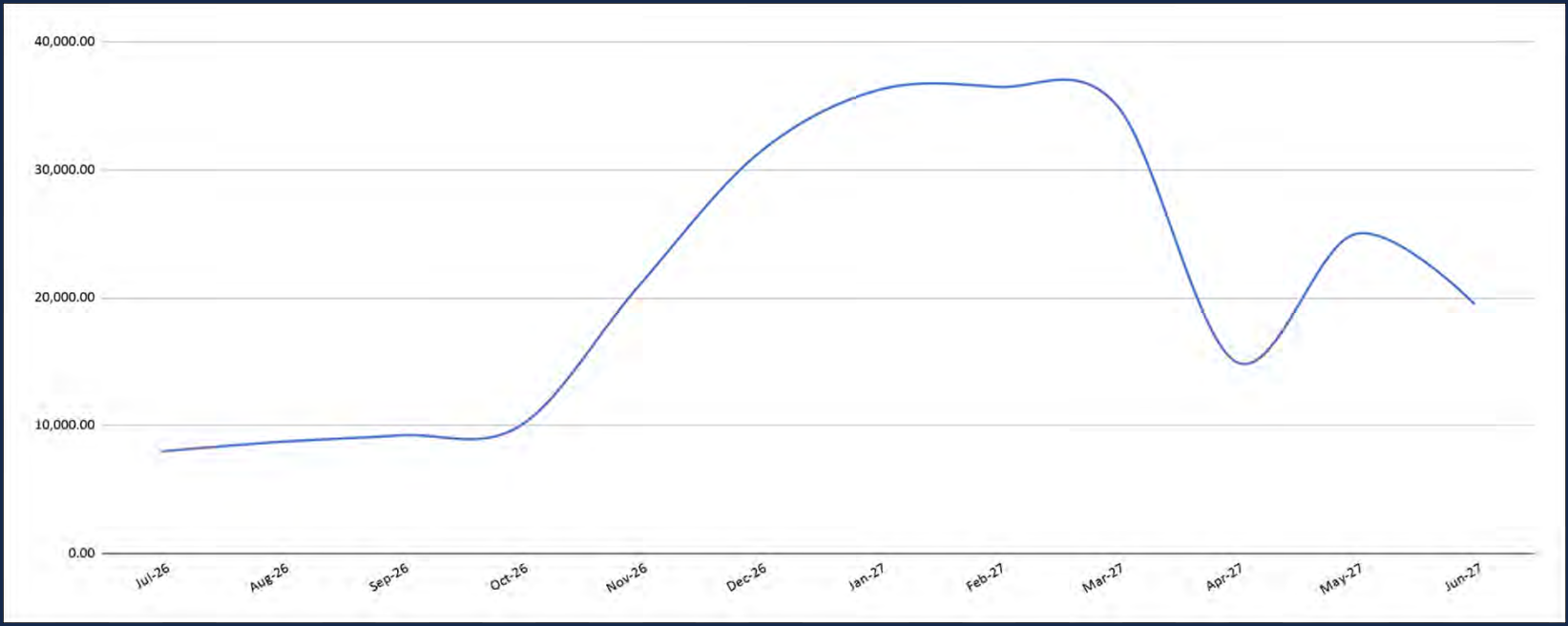
Spend by phase:

STRATEGY AT-A-GLANCE

- Use a majority of the media dollars to promote the new campaign concept.
- Add new media channels that support both upper-funnel brand awareness and storytelling, as well as lower-funnel re-engagement to drive lodging referrals.
- Test new audiences through boosted posts and targeting, leveraging Datafy data as a starting point.
- Budget will be flighted to support two main peaks:
  - Winter (November - March)
  - End of spring into summer (May and June)

MONTHLY SPEND

Includes Datafy, Expedia and media placements



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NEW & DIFFERENT

NEW CAMPAIGN

With the sunset of the ‘A Winter’s Charm in Carson City’ and Nostalgia campaigns, we will have a collaborative approach to develop a new campaign concept.

Key components of the strategy:

- Travel **research** to help inform our direction
- **Strategy** sessions with KPS3 and Visit Carson City to brainstorm and conceptualize the new campaign
- Strategic brief that outlines the direction and creates **alignment**
- A **full-funne**l media approach designed to maximize reach, build awareness, and drive conversions with prospective travelers

YOUTUBE

YouTube's robust placement opportunities, such as non-skippable bumper ads and YouTube Shorts, allow us to tell our story and reach a large audience in a cost-effective way.

Audience(s)

- Geographies & DMAs
  - Sacramento
  - San Francisco
  - Los Angeles
  - Las Vegas
- Interests:
  - Travel, budget travel, etc.

KPIs

- Reach
- Impressions
  - CPM
- Frequency
- Video views & completion rate

GOOGLE REMARKETING DISPLAY

Re-engages potential visitors who are familiar with Visit Carson City already, increasing the likelihood of booking their trip.

Audiences

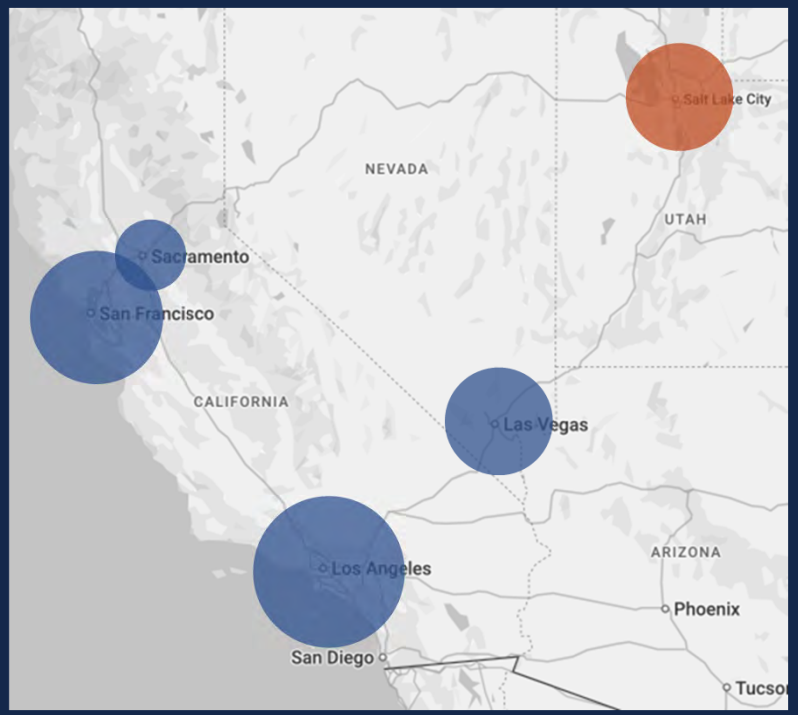
- Geographies & DMAs
  - Sacramento
  - San Francisco
  - Los Angeles
  - Las Vegas
- Website visitors, excluding hotel page views

KPIs

- Clicks
  - CTR
  - CPC
- Website visits & conversions

NEW AUDIENCES

- Based on Datafy data from FY26: Test the Salt Lake City DMA through boosted organic content
    - Expanding beyond the current target market
- Experiment with interest-based targeting (outdoor recreation and family content)

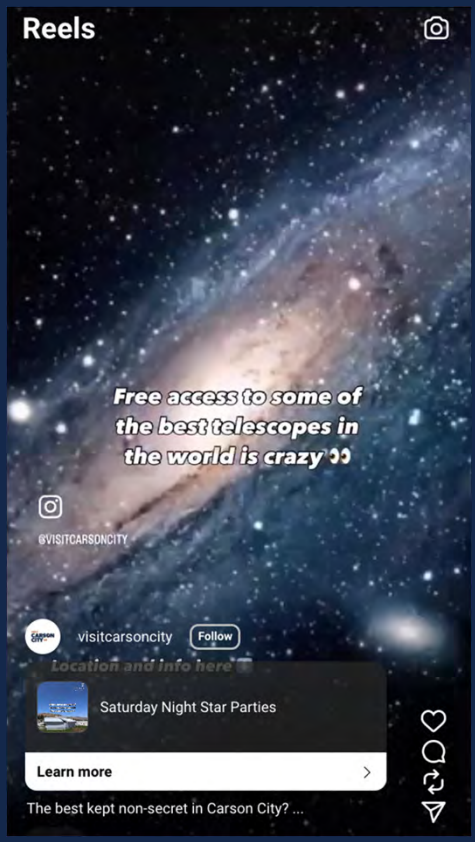


BOOSTED ORGANIC SOCIAL

Use boosted organic content on Meta and TikTok to test new geographic and interest-based audiences.

What this reimagined strategy includes:

- Geo-targeting the Salt Lake City DMA
  - Positioning Carson City as a smart, budget-friendly home base for accessing Lake Tahoe
- Expanding targeting with interest-based audience segments
- Boosting top-performing organic content that has already demonstrated strong engagement
- Quarterly planning sessions to collaborate on organic content concepts that align with Visit Carson City's brand and messaging



03

CHANNEL PLAN

CHANNELS

Keeping from FY26

- Paid search
- Paid social (Meta + TikTok)
- Native Display
- Boosted influencer content
- Remarketing
  - Meta

New and different for FY27

- YouTube
- Google Remarketing Display
- Boosted organic content
  - Meta
  - TikTok

SPEND BY CHANNEL

Channel	Spend	Percent of total
YouTube Video	$25,000	13%
Paid Social (Meta)	$47,000	24%
Native Display (StackAdapt)	$15,500	8%
Boosted Organic Content	$10,000	5%
Boosted Influencer Content	$1,000	<1%
Paid Search	$56,000	29%
Display Remarketing	$15,000	8%
Meta Remarketing	$25,120	13%
FY27 Total:	**$194,620**	

FY27 MEDIA PLAN

Year-to-Date Summary	Budget	Amount Left
SEARCH	$56,000.00	$0.00
REMARKETING	$15,000.00	$0.00
ONLINE VIDEO	$25,000.00	$0.00
NATIVE DISPLAY	$15,500.00	$0.00
SOCIAL	$83,120.00	$0.00
PRINT ADS	$9,085.00	$0.00
TRAVEL NEVADA CO-OPS AND MISC PROJECTS	$80,695.00	$0.00
TOTAL	$284,400.00	$0.00

	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	FY 2027
	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget
SEARCH													
Google Ads: Paid Search	4,000.00	4,000.00	4,000.00	4,000.00	4,500.00	5,000.00	6,000.00	5,500.00	5,000.00	4,000.00	5,000.00	5,000.00	56,000.00
REMARKETING													
Google Ads: Display Remarketing						1,500.00	3,000.00	3,000.00	1,500.00		3,000.00	3,000.00	15,000.00
ONLINE VIDEO													
YouTube Video Advertising						4,000.00	5,000.00	5,000.00	3,000.00		4,000.00	4,000.00	25,000.00
DISPLAY													
StackAdapt: Native Display						2,500.00	3,000.00	3,000.00	2,000.00		2,500.00	2,500.00	15,500.00
SOCIAL													
Meta Ads	2,000.00	2,500.00	3,500.00	3,500.00	4,000.00	5,000.00	5,500.00	5,500.00	4,500.00	3,000.00	4,000.00	4,000.00	47,000.00
Boosted Organic Content (Meta & TikTok)	1,000.00	1,000.00	750.00	750.00				1,000.00	750.00	750.00			6,000.00
Meta Remarketing	1,000.00	1,000.00	1,000.00	1,500.00	2,500.00	3,320.00	3,500.00	3,500.00	3,300.00	2,000.00	1,500.00	1,000.00	25,120.00
Boosted Influencer Content (Meta & TikTok)		250.00		250.00			250.00			250.00	4,000.00		5,000.00
Paid Digital Totals	**8,000.00**	**8,750.00**	**9,250.00**	**10,000.00**	**11,000.00**	**21,320.00**	**26,250.00**	**26,500.00**	**20,050.00**	**10,000.00**	**24,000.00**	**19,500.00**	**194,620.00**
PRINT ADS													
Adventure Sports Journal (3x insert)				1,125.00			1,125.00			1,125.00			3,375.00
Civil Air Patrol Magazine		255.00							255.00				510.00
Nevada Golf									5,200.00				5,200.00
TRAVEL NEVADA CO-OPS AND MISC PROJECTS													
Expedia Co-Op									5,000.00	5,000.00	5,000.00		15,000.00
Datafy Co-Op				10,000.00	10,000.00	10,000.00	10,000.00	10,000.00					50,000.00
Travel Spike Co-op			10,000.00										10,000.00
PrideJourneys Online Guide							395.00						395.00
Tahoe Blue Event Center	2,800.00												2,800.00
Fire Preparedness Guide												500.00	500.00
Other Misc. Opps												2,000.00	2,000.00
TOTAL	**$10,800.00**	**$9,005.00**	**$19,250.00**	**$21,125.00**	**$21,000.00**	**$31,320.00**	**$37,770.00**	**$36,500.00**	**$30,505.00**	**$16,125.00**	**$29,000.00**	**$22,000.00**	**$284,400.00**

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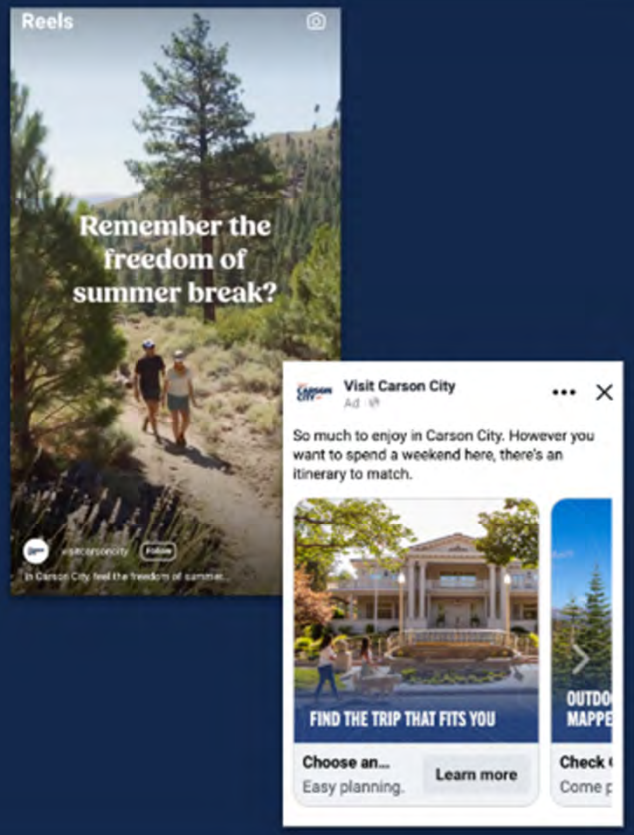
FY26 PAID MEDIA RECAP

FY26 LOOKBACK

FY26 Paid Media Highlights

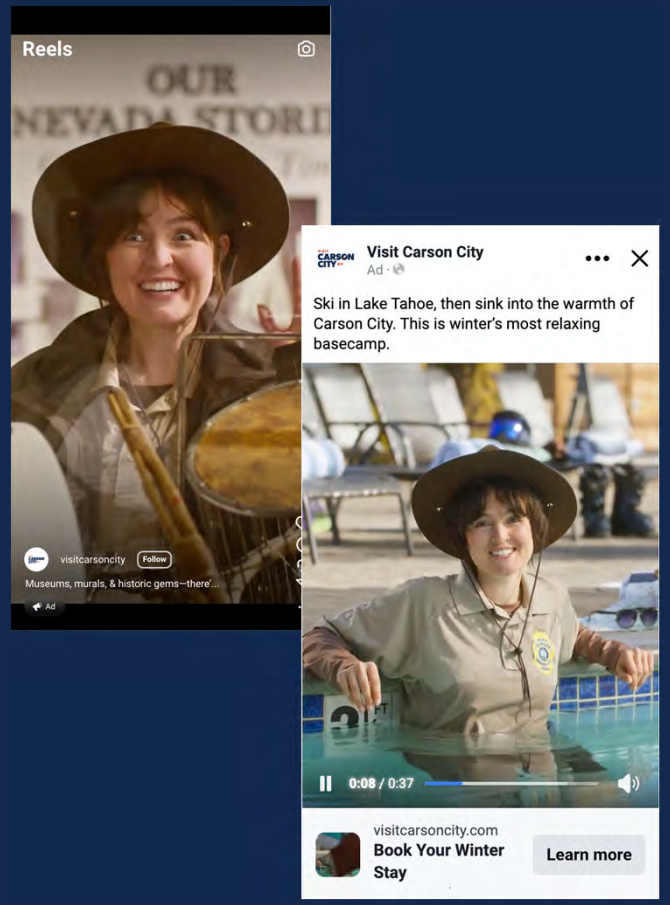
- 445k website visits (+61% YoY)
- 1,989 lodging referrals (+9% YoY - Oct 2025-May 2026)
  - This comparison begins in October 2024, when RIPE was removed the website and we updated the lodging referral tracking event
- 462 newsletter signups (flat YoY)



A WINTER'S CHARM IN CARSON CITY - YEAR 2 HIGHLIGHTS

Year two of A Winter's Charm yielded exceptional results, with the addition of two new video concepts and a small refresh of static images.

- 7.7 million impressions (+29% YoY)
- 104k clicks (+57% YoY)
- 926k engagements (+48% YoY)
  - 820 shares (+37% YoY)
- 103k website visits (+38% YoY)
- 137 lodging referrals (+4% YoY)



AN AWARD-WINNING CAMPAIGN

- Silver Anvil
- eTSY –
- Communicator Award
  - Award of Excellence (Gold): Branded Ent - Branded Storytelling Category
  - Award of Distinction (Silver): Branded Ent - Travel & Tourism Category
- W3 Award
- Multiple AAF Awards (ADDYs)
- Silver Spike Award
- Recognized at One West Tourism
- Hermes Creative Award

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