

MARKETING & PR

CTA BOARD MEETING PRESENTATION

November 9, 2026 | Lydia Beck

PRESENTATION OUTLINE

- Digital Growth & Insights
- Monthly Public Relations Update
- East & West Side Trails Map
- CA Living Magazine Editorial



VISIT CARSON CITY


VISIT
CARSON
CITY NV
DIGITAL GROWTH UPDATE

OCTOBER 2026 GROWTH SNAPSHOT

WEB VISITS
75,640
+14% m/m
−11% y/y

SITEWIDE LODGING REFERRALS
639
−27% m/m
−6% y/y

PAID DIGITAL VISITS
33,876
−6% m/m
Across all paid ads

PAID NEWSLETTER SIGNUPS
73
+62% m/m
Across all paid ads

PAID MEDIA BY CHANNEL

257 paid lodging referrals / −30% m/m

CHANNEL	VISITS	CTR	CPC	LODGING REFERRALS	SIGNUPS
ALL PAID DIGITAL	33,876 −6% m/m	—	—	257 −30% m/m	73 +62% m/m
META	24,739 flat m/m	3.37% +15% m/m	$0.28 flat m/m	40 +150% m/m	60 +62% m/m
PAID SEARCH	1,596 −20% m/m	8.61% flat m/m	$1.93 +12% m/m	216 −30% m/m	—

m/m = month over month | y/y = year over year | CTR = click-through rate | CPC = cost per click

TAKEAWAY October brought more site traffic, but fewer lodging referrals, especially from search.

WHAT CHANGED IN OCTOBER

Search was the lodging headwind; Meta and Nevada Day creative provided useful signals.

WHY LODGING REFERRALS DIPPED

-29%
ORGANIC SEARCH

-30%
PAID SEARCH

Off-target hotel keywords are being filtered; Local Getaways shifted to Max Clicks after Max Conversions did not improve results.

WHAT WORKED

40
META LODGING REFERRALS
+150% m/m

"Hotels with Mountains" drove 31 of 40.

73
PAID NEWSLETTER SIGNUPS
+62% m/m

Observatory reel and food carousel led signups.

NEVADA DAY / CAMPAIGN SPOTLIGHT

Two reels boosted October 8 through event start. The 30-second cut slightly outperformed the 15-second version bucking the standard of shorter content taking precedent.

6%
CTR

16
SHARES

EARLY AI DISCOVERY SIGNAL AI-assistant-originated website visits generated 6 lodging referrals.

TAKEAWAY Prioritize qualified search traffic; build on Meta, newsletter and Nevada Day creative strengths.


VISIT
CARSON
CITY NV
PUBLIC RELATIONS

PUBLIC RELATIONS UPDATE – OCTOBER

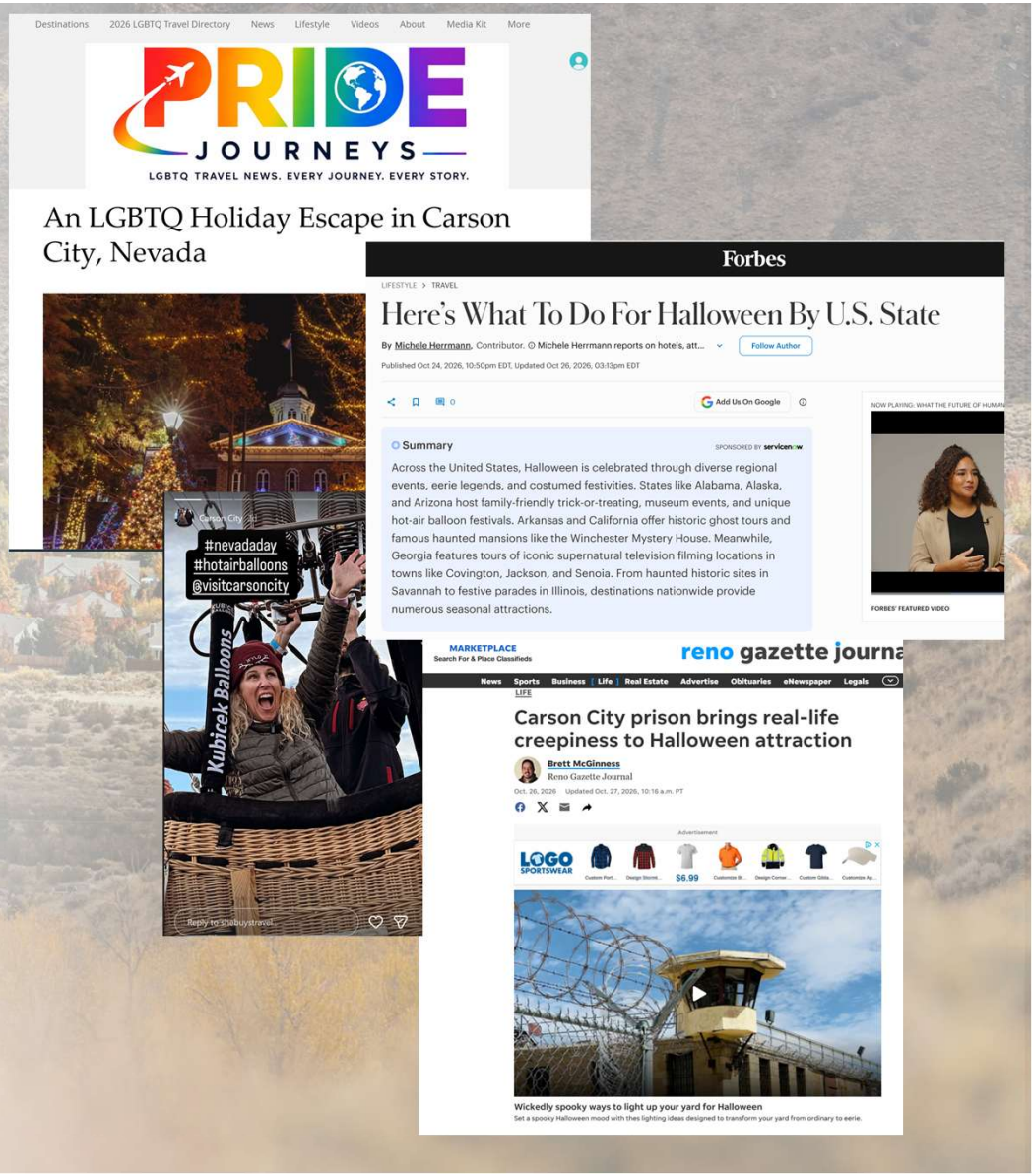
We secured a feature in Pride Journeys on the holidays in Carson City with a specific call back to our 'A Winter's Charm' itinerary.

Halloween and Nevada Day overtook the news cycle this month. KPS3 supported coverage through targeted pitches to key Las Vegas outlets about Nevada Day and a spooky season press release throughout northern Nevada. Highlights include:

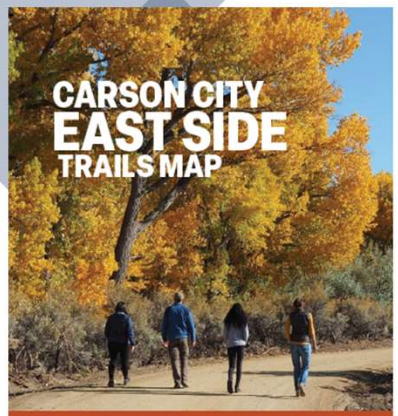
- A feature on the Nevada Prison written by the Reno Gazette Journal that was then posted to AOL, among other outlets.
- A general round-up of spooky events in northern Nevada published on AOL, the Elko Free Daily Press and Reno Gazette Journal with several Carson City attractions. Forbes included
- Dark Prison Haunt in a Halloween round-up in Forbes.
- KVVU Fox 5 and the Las Vegas Sun both featured the parade after KPS3 pitched it.

KPS3 also supported media coverage for the Centennial Park upgrades, which aired on KTVN 2 and Carson Now as well as facilitating a live interview during Good Morning Reno for Dark Prison Haunt with KOLO 8 .

Coordinated Kim Orlando, Founder and CEO of **SheBuysTravel**, visit for a curated Nevada Day press trip featuring local dining, downtown attractions, and wellness experiences to drive upcoming solo travel coverage for Carson City. As well as hosted a popular influencer **Bill Stiteler (@saxboybilly18)** over Nevada Day weekend.




VISIT
CARSON
CITY NV
NEW EAST & WEST SIDE TRAILS MAP



CARSON CITY EAST SIDE TRAILS MAP

PRISON HILL · CARSON RIVER CORRIDOR

INCLUDES: Carson River Trail, Prison Hill Trail, Odyssey, Desert Peach Trail, and many more...



Photo Kevin Chamberlain

Carson City has over 8,000 acres of Parks and Open Space and an extensive network of trails that link our community to our abundant public lands.

From the 5,722-foot summit of Prison Hill to the banks of the Carson River that flows as a ribbon of life through our Great Basin Desert community, the "East Side" offers abundant recreational opportunities on over 5,000 contiguous acres of Carson City Open Space.

This map was created by NCE, the cover was designed by Visit Carson City, technical assistance was provided by Muscle Powered, and it was published by the Carson City Parks, Recreation & Open Space Department and Visit Carson City. October 2026.

PRISON HILL

TRAIL	DIFFICULTY	LENGTH (MI)	SURFACE	GRADE TYPICAL	GRADE MAX	TREAD WIDTH TYPICAL	TREAD WIDTH MIN	CROSS SLOPE TYPICAL	CROSS SLOPE MAX	TRAIL USE	NOTES
5th Street Loops	●	1.6	Soil	5%	15%	48"	36"	3%	6%	Hike, Bike, Horse, Dogs	Possible eMTB options with support rider.
Clearview Loop	●	0.8	Soil	5%	15%	36"	18"	3%	6%	Hike, Bike, Horse, Dogs	
Dead Truck Canyon	◆	1.5	Soil/Rock	8%	30%	24"	12"	4%	8%	Hike, Bike, Dogs	Steep, rocky, sandy. Interesting geology. Horses not advised.
Desert Peach Trail	■	1.4	Soil	6%	15%	24"	18"	3%	5%	Hike, Bike, Dogs	Great ranch views. Some steep side slopes. Horses not advised.
Express Trail	◆	0.7	Soil/Rock	10%	25%	18"	12"	3%	8%	Hike, Bike, Dogs	Steep inclines with some technical features. Horses not advised.
Koontz Loop	●	1.0	Soil	4%	12%	48"	36"	3%	6%	Hike, Bike, Horse, Dogs	Possible eMTB option with support rider.
North Loop (East side)	◆	1.3	Soil/Rock	6%	20%	24"	12"	3%	6%	Hike, Bike, Dogs	Caution: Steep side slopes; horses strongly discouraged.
North Loop (West side)	■	1.3	Soil/Rock	6%	15%	24"	12"	3%	6%	Hike, Bike, Dogs	Great views of Carson City. Horses not advised.
Odyssey	■	4.9	Soil/Rock	7%	15%	24"	12"	3%	6%	Hike, Bike, Dogs	Odyssey (noun), "along and adventurous journey". Horses not advised.
Prison Hill Trail - East	○	1.5	Aggregate	4%	8%	144"	120"	2%	4%	Hike, Bike, Horse, Dogs	Very easy trail with pretty views; eMTB option.
Prison Hill Trail - Fairview	○	1.0	Asphalt	2%	8%	144"	132"	2%	4%	Hike, Bike, Horse, Dogs	Very easy paved trail; eMTB option.
Prison Hill Trail - West	○	2.5	Aggregate	3%	8%	120"	120"	2%	4%	Hike, Bike, Horse, Dogs	Very easy trail with pretty views; eMTB option.

CARSON RIVER TRAIL -- Five-mile trail along the river, divided into six segments, north to south below

TRAIL	DIFFICULTY	LENGTH (MI)	SURFACE	GRADE TYPICAL	GRADE MAX	TREAD WIDTH TYPICAL	TREAD WIDTH MIN	CROSS SLOPE TYPICAL	CROSS SLOPE MAX	TRAIL USE	NOTES
Empire Ranch Segment	●	1.1	Soil/Agg.	2%	4%	96"	60"	3%	6%	Hike, Bike, Horse, Dogs	eMTB option.
Eagle Creek Segment	●	0.5	Soil/Agg.	2%	4%	120"	60"	3%	6%	Hike, Bike, Horse, Dogs	eMTB option.
Riverview Segment	○	0.6	Aggregate	2%	3%	120"	96"	2%	3%	Hike, Bike, Horse, Dogs	Part of Riverview Park Trail system; River access; eMTB option.
Buzzy's Ranch Segment	○	1.1	Aggregate	1%	2%	120"	108"	2%	3%	Hike, Bike, Horse, Dogs	Dogs must be on leash; Great for bird watching; eMTB option.
Silver Saddle Ranch Seg.	●	0.6	Soil	2%	6%	96"	48"	3%	6%	Hike, Bike, Horse, Dogs	Great ranch views; eMTB option.
Mexican Ditch Segment	●	1.0	Soil	3%	6%	120"	48"	3%	6%	Hike, Bike, Horse, Dogs	Follows Historic Mexican Ditch; eMTB option.

OTHER CARSON RIVER AREA TRAILS

TRAIL	DIFFICULTY	LENGTH (MI)	SURFACE	GRADE TYPICAL	GRADE MAX	TREAD WIDTH TYPICAL	TREAD WIDTH MIN	CROSS SLOPE TYPICAL	CROSS SLOPE MAX	TRAIL USE	NOTES
Mexican Ditch Trail	●	4.0	Soil/Agg.	2%	6%	120"	60"	3%	6%	Hike, Bike, Dogs	Nice walk along the historic Mexican Ditch; may be an eMTB option.
Riverview Trails	○	2.0	Aggregate	2%	3%	120"	96"	2%	4%	Hike, Bike, Dogs	Multiple loop options plus access to Carson River Trail and Mexican Ditch Trail; eMTB option.
Empire Ranch Trail	●	0.7	Soil	2%	4%	120"	60"	3%	6%	Hike, Bike, Dogs	Easy trail, access to Carson River Trail; eMTB option.
Ambrose Loop	●	0.5	Soil/Agg.	4%	12%	60"	60"	3%	6%	Hike, Bike, Dogs	Easy trail, nice river views; may be an eMTB option.

DIFFICULTY RATING SYSTEM

○ Easiest ● Easy ■ More Difficult ◆ More Difficult - has some very difficult features ◆ Very Difficult

Trail information is approximate. Conditions may change. Check land manager websites for additional trail information.



SHARE THE TRAILS

Be Kind, Be Courteous, Control Your Speed

"Go Slow and Say Hello"

Respect private property and respect our shared public lands and trails. Stay on designated trails, don't create short-cut[s] through a puddle to prevent trail widening.

KNOW BEFORE YOU GO

- Download this map to your phone by using th
- Be wildlife aware. This is black bear, mountai[n] tick habitat.
- Dress appropriately. Weather changes fast In
- Carry water, snacks, sunscreen and first aid.
- Stay within the limits of your ability. Many of [the] and difficult.
- Tell someone where you are going.

Carson City Non-Emergency Dispatch, 775- Emergency, call 911

MOTOR VEHICLES

All trails shown on this map are NON-MOTOR are permitted on designated trails and areas on t Hill. For a Prison Hill OHV Trail System Map visit c

E-BIKES

Electric Bicycles (eBikes), as defined by Nevada l allowed to be ridden where bicycles are allowed. details visit **carsoncity.gov/trails** and scroll do Carson City". Remember, all bicycles must yield t those passing or traveling uphill.



TRAIL PARTNERS

Bureau of Land Management Carson City District Office
blm.gov/office/carson-city-district-office
775-885-6000

Carson City Parks, Recreation & Open Space Department
carsoncity.gov
carsoncity.gov/trails
775-887-2262

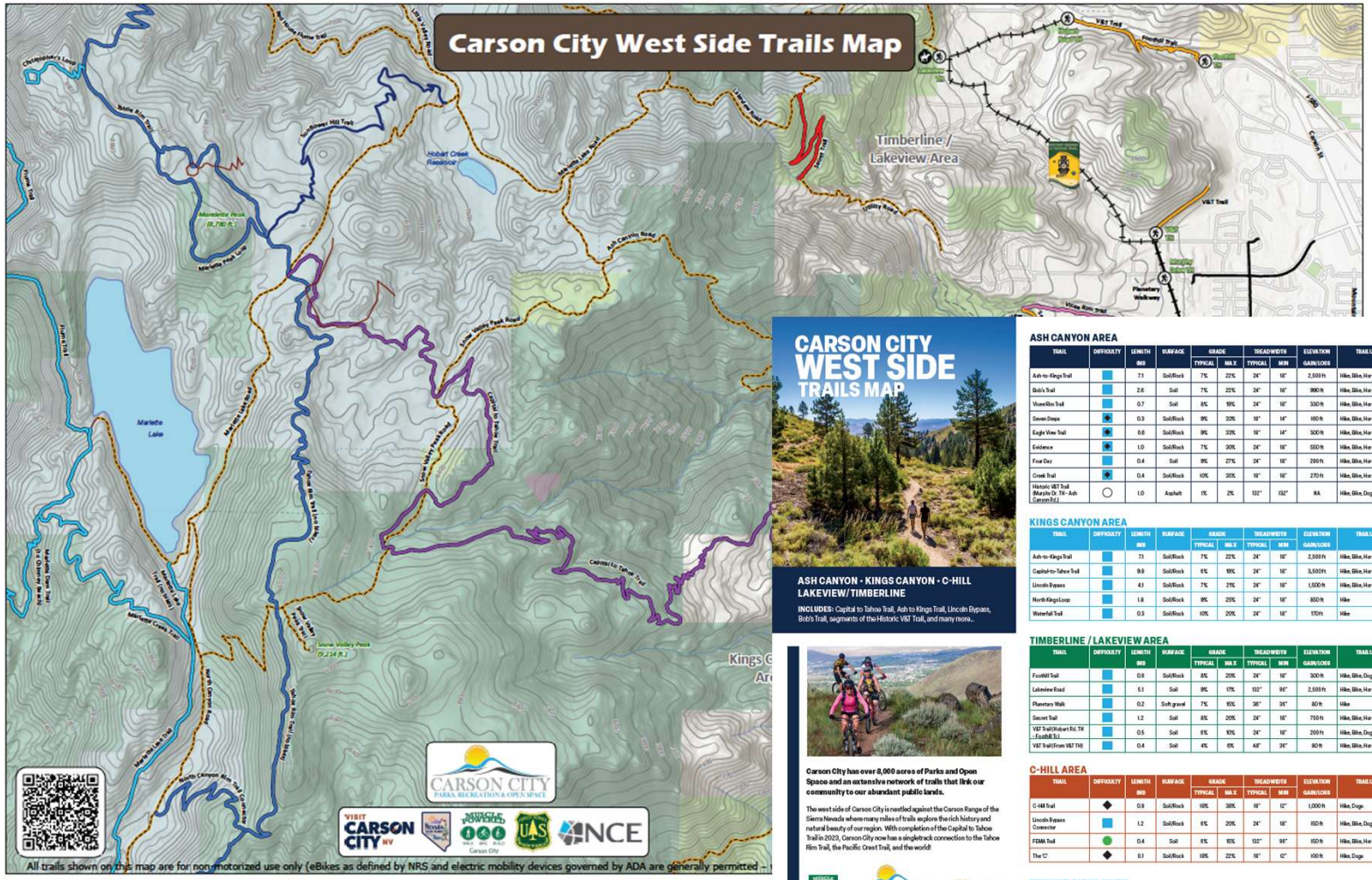
Historic Truckee vandttrail

Muscle P Citizens Bikeable musclepo

Nevada State La lands.nv.g 775-684-

Visit Car visitcarso





CARSON CITY WEST SIDE TRAILS MAP

ASH CANYON · KINGS CANYON · C-HILL LAKEVIEW/ TIMBERLINE

INCLUDES: Capitol to Tahoe Trail, Ash to Kings Trail, Lincoln Bypass, Bob's Trail, segments of the Historic V&T Trail, and many more...

Carson City has over 8,000 acres of Parks and Open Space and an extensive network of trails that link our community to our abundant public lands.

The west side of Carson City is nestled against the Carson Range of the Sierra Nevada where many miles of trails explore the rich history and natural beauty of our region. With completion of the Capitol to Tahoe Trail in 2023, Carson City now has a singletrack connection to the Tahoe Rim Trail, the Pacific Crest Trail, and the world!

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ASH CANYON AREA

TRAIL	DIFFICULTY	LENGTH (MI)	SURFACE	GRADE TYPICAL	GRADE MAX	TREAD WIDTH TYPICAL	TREAD WIDTH MIN	ELEVATION GAIN/LOSS	TRAIL USE	NOTES
Ash-to-Kings Trail	■	7.1	Soil/Rock	7%	22%	24"	18"	2,500 ft	Hike, Bike, Horse, Dogs	
Bob's Trail	■	2.6	Soil	7%	22%	24"	18"	990 ft	Hike, Bike, Horse, Dogs	Includes legacy trails: Jackrabbit, Portal, Deer Run and Bobby Green.
Vicee Rim Trail	■	0.7	Soil	8%	19%	24"	18"	330 ft	Hike, Bike, Horse, Dogs	
Seven Steps	◆	0.3	Soil/Rock	9%	33%	18"	14"	100 ft	Hike, Bike, Horse, Dogs	Steep trail with obstacles.
Eagle View Trail	◆	0.6	Soil/Rock	9%	33%	18"	14"	300 ft	Hike, Bike, Horse, Dogs	Steep trail with steep side slopes.
Evidence	◆	1.0	Soil/Rock	7%	30%	24"	18"	550 ft	Hike, Bike, Horse, Dogs	Steep trail with obstacles.
Four Day	■	0.4	Soil	9%	27%	24"	18"	200 ft	Hike, Bike, Horse, Dogs	
Creek Trail	◆	0.4	Soil/Rock	10%	35%	18"	18"	270 ft	Hike, Bike, Horse, Dogs	Steep trail, obstacles, drop-offs, poor site lines. Ends at private property.
Historic V&T Trail (Marsyle Dr. TH - Ash Canyon Rd.)	○	1.0	Asphalt	1%	2%	132"	132"	NA	Hike, Bike, Dogs	Easy paved trail, accessible for everyone.

KINGS CANYON AREA

TRAIL	DIFFICULTY	LENGTH (MI)	SURFACE	GRADE TYPICAL	GRADE MAX	TREAD WIDTH TYPICAL	TREAD WIDTH MIN	ELEVATION GAIN/LOSS	TRAIL USE	NOTES
Ash-to-Kings Trail	■	7.1	Soil/Rock	7%	22%	24"	18"	2,500 ft	Hike, Bike, Horse, Dogs	
Capitol-to-Tahoe Trail	■	9.9	Soil/Rock	6%	19%	24"	18"	3,500 ft	Hike, Bike, Horse, Dogs	Long and remote trail. Connects with Tahoe Rim Trail.
Lincoln Bypass	■	4.1	Soil/Rock	7%	21%	24"	18"	1,500 ft	Hike, Bike, Horse, Dogs	
North Kings Loop	■	1.8	Soil/Rock	9%	25%	24"	18"	650 ft	Hike	Dogs, horses, and bicycles prohibited. Dangerous cliffs - Stay on trail!
Waterfall Trail	■	0.3	Soil/Rock	10%	20%	24"	18"	170 ft	Hike	Dogs, horses, and bicycles prohibited. Dangerous Cliffs - Stay on trail!

TIMBERLINE / LAKEVIEW AREA

TRAIL	DIFFICULTY	LENGTH (MI)	SURFACE	GRADE TYPICAL	GRADE MAX	TREAD WIDTH TYPICAL	TREAD WIDTH MIN	ELEVATION GAIN/LOSS	TRAIL USE	NOTES
Foothill Trail	■	0.6	Soil/Rock	8%	20%	24"	18"	300 ft	Hike, Bike, Dogs	Horses prohibited. Trail crosses private property – please stay on trail.
Lakeview Road	■	5.1	Soil	9%	17%	132"	96"	2,500 ft	Hike, Bike, Horse, Dogs	Horse watering station at trailhead in summer. Access to Secret Trail.
Planetary Walk	■	0.2	Soft gravel	7%	10%	96"	36"	80 ft	Hike	
Secret Trail	■	1.2	Soil	8%	20%	24"	18"	750 ft	Hike, Bike, Horse, Dogs	Access at mile 2.2 on Lakeview Road.
V&T Trail (Hobart Rd. TH - Foothill Tr.)	■	0.5	Soil	6%	10%	24"	18"	200 ft	Hike, Bike, Dogs	Horses prohibited.
V&T Trail (From V&T TH)	■	0.4	Soil	4%	6%	48"	36"	80 ft	Hike, Bike, Horse, Dogs	

C-HILL AREA

TRAIL	DIFFICULTY	LENGTH (MI)	SURFACE	GRADE TYPICAL	GRADE MAX	TREAD WIDTH TYPICAL	TREAD WIDTH MIN	ELEVATION GAIN/LOSS	TRAIL USE	NOTES
C-Hill Trail	◆	0.9	Soil/Rock	18%	38%	18"	12"	1,000 ft	Hike, Dogs	Very steep!
Lincoln Bypass Connector	■	1.2	Soil/Rock	6%	20%	24"	18"	150 ft	Hike, Bike, Dogs	Connects McKay Drive TH with Lincoln Bypass Trail. Steep side slopes.
FEMA Trail	●	0.4	Soil	6%	10%	132"	96"	150 ft	Hike, Bike, Horse, Dogs	Connects McKay Drive TH with South Ormsby Blvd.
The 'C'	◆	0.1	Soil/Rock	10%	22%	18"	12"	100 ft	Hike, Dogs	Very steep!

DIFFICULTY RATING SYSTEM

○ Easiest · ● Easy · ■ More Difficult · ◆ More Difficult - has some very difficult features · ◆ Very Difficult

Trail information is approximate. Conditions may change. Check land manager websites for additional trail information.

SHARE THE TRAILS

Be Kind, Be Courteous, Control Your Speed

"Go Slow and Say Hello"

Respect private property and respect our shared public property and trails. Stay on designated trails, don't create short-cuts, and hike or ride through a puddle to prevent trail widening.

KNOW BEFORE YOU GO

- Download this map to your phone by using the QR code on the front.
- Be wildlife aware. This is black bear, mountain lion, rattlesnake, and tick habitat.
- Dress appropriately. Weather changes fast in Nevada.
- Carry water, snacks, sunscreen and first aid.
- Stay within the limits of your ability. Many of these trails are remote and difficult.
- Tell someone where you are going.

Carson City Non-Emergency Dispatch, 775-887-2677
Emergency, call 911

MOTOR VEHICLES

Motor vehicles are permitted on Ash Canyon Road and Kings Canyon Road. All other trails shown on this map are NON-MOTORIZED.

E-BIKES

Check with local land managers for current regulations. More details available at carsoncity.gov/trails (scroll down to eBike Riding in Carson City). Remember, all bicycles must yield to horses, hikers, and those passing or traveling uphill.



TRAIL PARTNERS

Carson City Parks, Recreation & Open Space Department
carson.org
carson.org/trails
775-887-2262

Historic Virginia and Truckee Trail
vandttrail.org

Muscle Powered Citizens for a Walkable and Bikeable Carson City
musclepowered.org

Nevada Division of State Lands
lands.nv.gov
775-684-2720

Nevada Division of State Parks
parks.nv.gov
775-684-2770

Tahoe Rim Trail Association
tahoerimtrail.org
775-298-4485

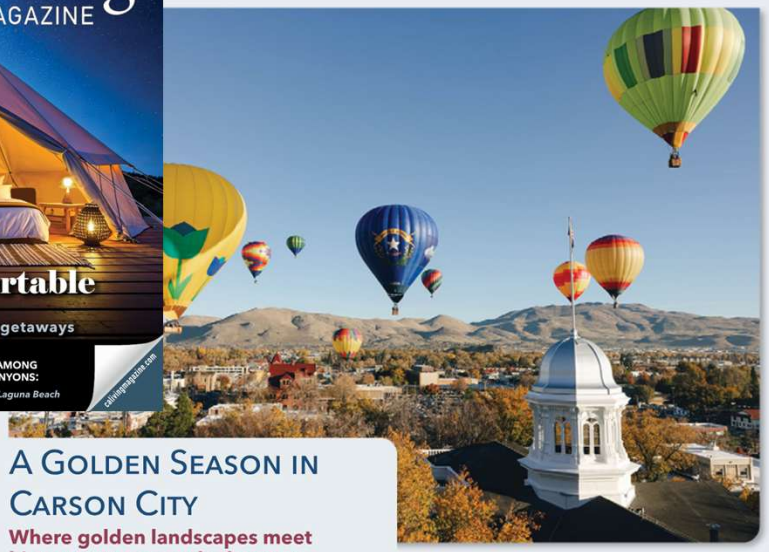
USDA Forest Service
Humboldt-Toiyabe National Forest Carson Ranger District
fs.usda.gov/htnf
775-882-2766

Visit Carson City
visitcarsoncity.com

WesternNevada College
wnc.edu
775-445-3000


VISIT
CARSON
CITY NV
CA LIVING MAGAZINE EDITORIAL





A Golden Season in Carson City

Where golden landscapes meet history, mystery and adventure

There's a particular kind of magic that settles over Nevada's capital when the temperatures drop and the cottonwoods along the Carson River start turning gold. Fall in Carson City is a season of contrasts. Crisp mountain air paired with small-town charm, historic streets dressed for Halloween and a calendar full of reasons to stay a little longer.

Start with the leaves. Carson City's tree-lined historic district and nearby canyons put on a show every October and the city's proximity to Lake Tahoe means visitors can chase fall color from the valley floor all the way up into the Sierra in a single afternoon. A short drive west on Highway 50 transforms the city's downtown Victorian architecture into alpine vistas, making Carson City an easy, uncrowded home base for a Tahoe fall getaway, without the lake-town price tag or crowds.

Then there's the spooky season. Carson City leans into its haunted history every year, from ghost walks through downtown's century-old buildings to Halloween happenings that give the city's frontier past a mischievous edge. It's the kind of place where the state capitol and the historic Nevada State Prison feel right at home with a little seasonal fright.

October also brings Nevada Day, the state's signature holiday celebrating its 1864 admission to the Union. Carson City throws the state's biggest birthday party, with a long parade, a hot air balloon launch from downtown, a beard growing contest, rock drilling and live music to name a few, its genuine one-of-a-kind good time that's hard to find anywhere else in the West.



This fall also brings a new reason to take a step back and look up at the landscape. Visit Carson City and the Dust and Wonder Trail are unveiling "Driven: A Monument to Connection," a towering 69-foot steel railroad spike sculpture at the Nevada State Railroad Museum, making it the largest in the world of its kind. The piece debuted at Burning Man and its height is a nod to 1869, the year the Virginia & Truckee Railroad began service. As part of the larger Dust and Wonder Trail, which is one of the most ambitious public art initiatives in Nevada history, threading dozens of railroad-spike sculptures across Carson City, Carson Valley, Gold Hill, Silver City and Virginia City. Together, the pieces trace the region's shared railroad, immigrant and mining heritage, turning a scenic drive through the Comstock into an open-air history lesson.

Whether you're coming for the leaves, the legends, the unique statehood parade or a brand-new piece of public art, Carson City makes an easy case for a fall visit. Big Sierra views, small-town charm and just enough history and mystery to keep you exploring. Add in the easy hop to Lake Tahoe and it's the rare destination where you can do it all in one trip.

Visit Carson City


THANK YOU
VISIT
CARSON
CITY NV