

**OCTOBER 14, 2019**  
CCCTA BOARD MEETING





# MARKETING UPDATE

LYDIA BRUEGGE | MARKETING MANAGER

# SEPTEMBER PR REPORT

- ❑ 8.5 Million Unique Visitors per Month
- ❑ Publicity value of \$6,800
- ❑ Year to Date:
  - ❑ We have reached 3.3 million people
  - ❑ 183,300 UVPM
  - ❑ Publicity value of \$197,700
- ❑ Press Received:
  - ❑ Carson Now, [My Place Hotel Announces 51st Opening in Carson City](#)
  - ❑ Lodging Online, [My Place Hotel Announces 51st Opening in Carson City](#)
- ❑ Residual publicity after our influencer FAM in June:
  - ❑ Justin Walter:
    - ❑ [We Asked Traveler Influencers Their Favorite Under-The-Radar Destinations](#)
      - Publicity Value: \$2,300

*If you're headed to the Lake Tahoe region, do yourself a favor and stay in nearby **Carson City, Nevada**. This small town is the perfect home base for big-time adventure!*

*During my long weekend visit, I loved being just a short drive away from clear bottom kayaking on the turquoise waters of Lake Tahoe as well as skydiving over "Big Blue" from Truckee. Carson City itself is a quaint and charming (non-touristy) town with a lively bar and restaurant scene. Bonus, there's also waterfall hikes within the city limits. All I'm saying, the secret's out about Carson City!*



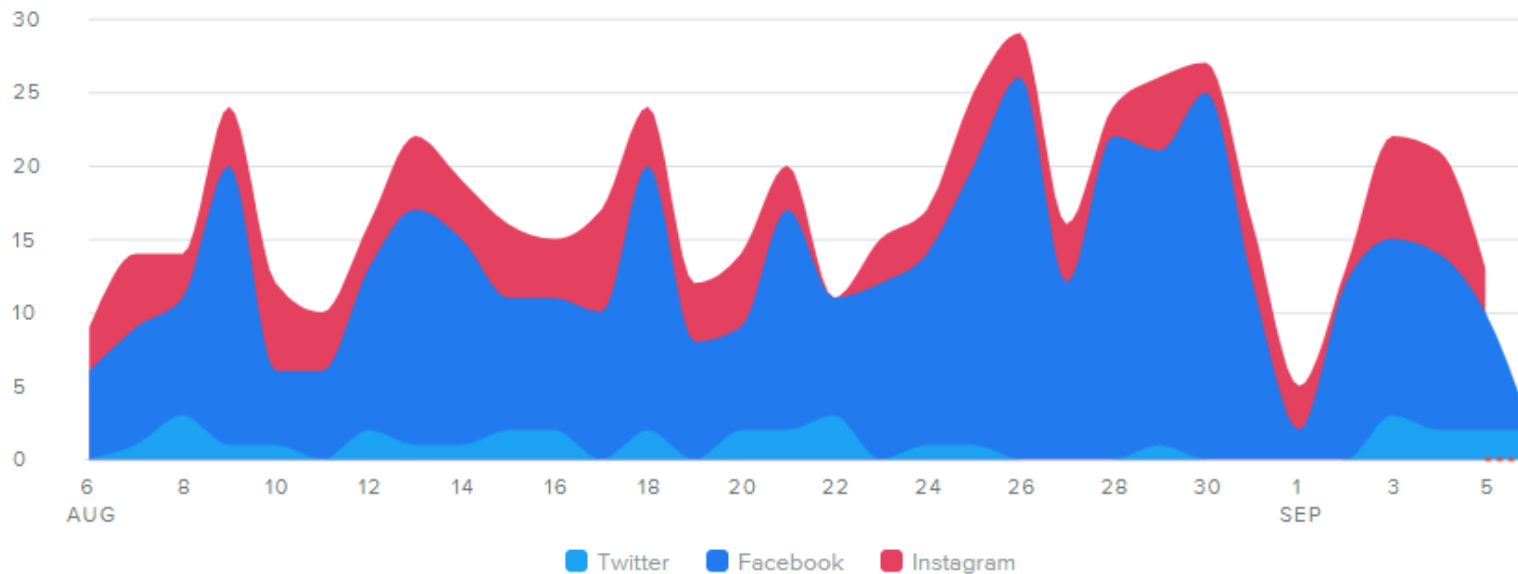
# SOCIAL MEDIA | FOLLOWER GROWTH

Data From:  
8/6-9/6

## Group Audience Growth

### Followers Gained, By Day

▲ We are unable to retrieve all of your data at this time. [Learn More](#)



Audience Growth Metrics	Totals	Total Followers % Change
<b>Total Followers</b>	<b>15,431</b>	<b>↗ 3.1%</b>
<b>Total Net Follower Growth</b>	<b>462</b>	
Twitter Net Follower Growth	26	↗ 0.6%
Facebook Net Fan Growth	363	↗ 5.4%
Instagram Net Follower Growth	73	↗ 1.8%




Comparison to previous months  
5/5 - 6/17





# SOCIAL MEDIA ENGAGEMENT

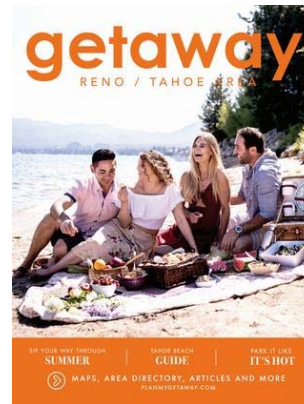
## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Message Sent	Engagements	Engagements per Message Sent	Link Clicks
 <b>Carson City, NV</b> @VisitCarsonCity	4,213	0.62%	11	7,396	672.4	84	7.6	10
 <b>Visit Carson City</b> Business Page	7,148	5.4%	24	400,017	14,286.3	19,607	219.9	4,208
 <b>Carson City (Business)</b> @visitcarsoncity	4,070	1.83%	36	48,815	1,356	1,215	33.8	–



# UPCOMING AND CURRENT FAM TOURS

- ❑ We just wrapped up with Getaway Magazine this weekend.
  - ❑ Incredible tours of the Nevada State Museum & Stewart Indian School.
  - ❑ Thank you to Myron and team and to Stacey Montooth for spending quality time with us.



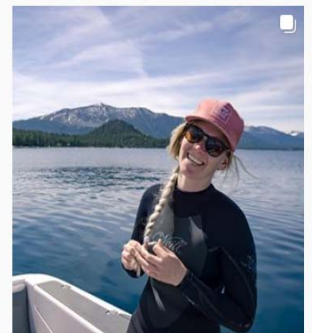
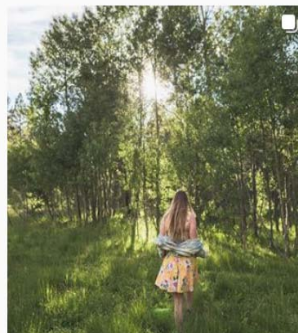
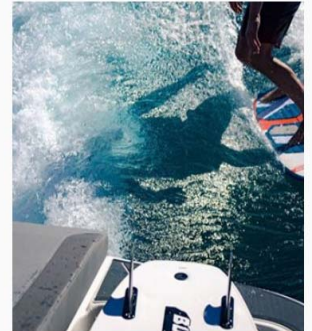
- ❑ Natasha Bourlin who writes for AAA Magazine and more will be joining us next weekend for the Ghost Walk, Harvest Train and a fun weekend in Carson City.



# UPCOMING INFLUENCERS | CONTENT CREATORS

## ☐ Brian Walker and Kyle Smaine

- ☐ Creating some great video content for us for Nevada Day in addition to social media influencer work.
- ☐ Both are great content creators that will be focusing on the local parade attendees, events and more, with interviews and general video of why people attend Nevada Day year after year.
- ☐ Repurposed for the “Navigate Like a Nevadan” section of the new site in addition to digital and social push.





# NEW THINGS COMING

- ❑ Promotional shots and video with Jeff Dow and KPS3 team were completed last week and we're very excited.





# CARSON RIVER SHOT





# C-HILL SHOT



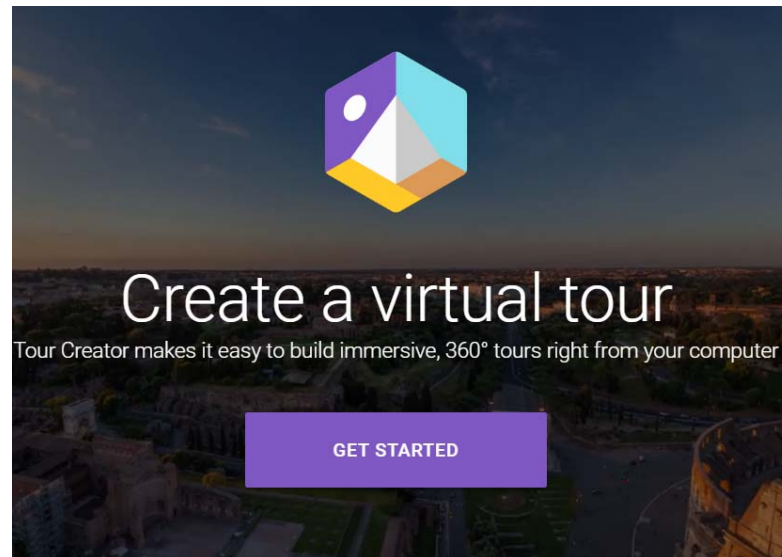


# NEW THINGS COMING

## ❏ Google Virtual Tours

- Within the next month we will have a virtual Kit Carson Trail Tour that can be embedded on our website.
- Shots have been taken and more will be taken inside the homes during the Ghost Walk.

Let's take a  
short tour ➡



# THE MOBILE EXPERIENCE ON GOOGLE EXPEDITIONS



## Kit Carson Trail Walking Tour | Carson City, NV



Carson City Culture & Tourism Authority (Visit Car...  
VR · 4 scenes

View

View in VR



Guide

Take a virtual walk around Carson City, NV Historic West Side neighborhood on the Kit Carson Trail walking tour. Carson City's rich history lives in the stories of its original, historic homes. Click on each home to learn more about its storied past. The tour includes homes like Mark Twain's brothers home, the Governor's Mansion, the home of the inventors of the Ferris Wheel and more!





# QUESTIONS?

