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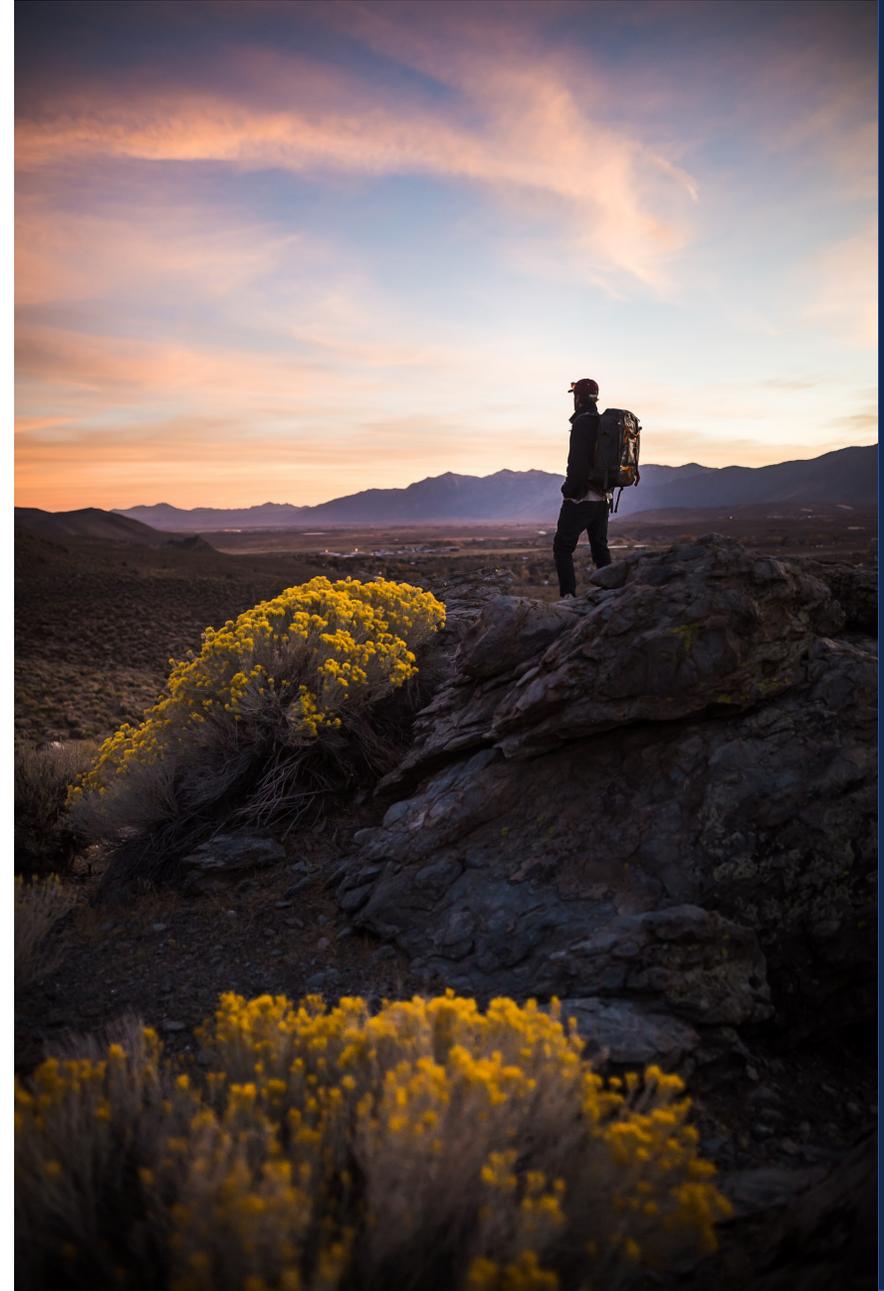
CULTURAL & TOURISM DEVELOPMENT

DATA-INFORMED SPECIAL EVENTS STRATEGY

VISIT
CARSON
CITY NV

PRESENTATION OUTLINE

- Background
- Values & Brand Promise
- Strategy Process
- Strategy Outcomes
- Strategic Priority
- Experiential Tourism Background
- Strategy Implementation
- Data-Informed Approach
- Conclusions



BACKGROUND



Visit Carson City recognizes the value of collaborating with its stakeholders.

One role the organizations can play is to serve as the 'voice of the visitor.'

Through a data-informed approach, Visit Carson City can best anticipate travelers' needs when choosing a destination.

From an events strategy standpoint, destination events are of three varieties:

- (1) Recurring Participation/Registered Events (Softball/Baseball Tournament),
- (2) Recurring (Levitt AMP),
- (3) Anchor (Stewart Father's Day POWWOW).

VALUES & BRAND PROMISE

We aim to foster a high level of **collaboration** on tourism projects, ensuring the highest quality experience for travelers.



We are fortunate to live in a community with such a strong appreciation of the economic contribution that tourism makes, as well as the ability for tourism to **improve our quality of place.**

Destination Organizations like ours evolve with the changing environment of what travelers want in a destination experience, and what we need to provide **for travelers to think of us first when planning a vacation.**

STRATEGY PROCESS

Travel Industry Indicators was engaged to facilitate a strategy for Visit Carson City. We are a consulting firm specializing in research program design for Destination Organizations.

This strategy presented today was developed through a collaborative process. Input was sought through strategic staff workshops and through numerous case-studies from other destinations.

The strategy is a result of research and analysis, combined with Travel Industry Indicators knowledge and the collective intelligence of the industry.

This strategy will grow tourism, **including arts & culture**, in a measured way – using data-informed methods – for the benefit of our residents, business owners, government, and visitors.

STRATEGY OUTCOMES

Analyzed survey data from prior events held in the destination

Plotted those events based on demand

Categorized events by type

Data analysis from past events

Plotting of events based on demand

Categorizing of events

Event manager experiential index developed

1:1 Conversations

Visitor survey

2021

January						
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1:1 QUESTIONS

- What is your event about?
- Where are YOU wanting to have the event at?
- What resources do you need?
- Are you bringing people from out-of-town?
- Is this event a community event or tourism partner (endorsed opportunity)?
- Are you part of a national organization?
- If yes, what is the footprint of that organization?
- When are you trying to have this event?
- Is this event unique enough that it can grow into an endorsed/or sponsored event?
- Is this event designed to generate overnight visitation in the destination?
 - Are you open to distribution of an RFQ for host-lodging?
- We send out surveys after events have concluded, are you comfortable sending those out for us to collect data?

STRATEGIC PRIORITY

Experiential travel connects the traveler with the essence of a place and its people. It engages visitors in a series of memorable travel adventures, revealed over time, that are inherently personal, engage the senses, and make connections on an emotional, physical, spiritual or intellectual level.



STRATEGIC BACKGROUND

Experiential tourism refers to a marketing approach that is centered on promoting visitor experiences that are **unique to an area.**

Traditionally, the marketing approach for tourism has been focused on highlighting mass-market locations during peak season, known as 'destination tourism'.

But trends show that travelers are increasingly seeking experiences in which they feel a sense of adventure and discovery by immersing themselves in new cultures and exploring local foods, activities and arts - known as 'experiential tourism'.

This new demand is the inspiration for EXPERIENCE, which will create a new tourism strategy to shift from a 'destination' to 'experiential' tourism approach.

STRATEGIC CONTEXT

Messages amplified on social media extend our brand awareness. When the message is positive, our brand perception is positive. The more positive messages shared from trusted sources, the better our ability to position the destination and its events as an experience worth traveling for.

The destinations with the highest-quality experiences overall, including memorable and sharable moments combined with digital marketing sophistication, will win.

EVENT PRODUCT EVALUATION



Absorption
Educational



Active Participation
Escapist



Immersion
Esthetic



Passive Participation
Entertainment

Carson City Event Manager - Experiential Index

⊕ PAGE TITLE

1. Does the event have an **official logo**/image/artwork associated with it? 🗨️ 0

Yes

No

2. Does the event offer **official memorabilia** with a clear connection to venue, destination, or event theme, for purchase? 🗨️ 0

Yes

No

EVALUATION

3. Does the the attendee receive a **physical ticket** for attending the event?  0

Yes

No

4. Does the event offer programming that **educates** attendees?  0

Yes

No

5. Does the event monitor **social media** postings related to the event experience?  0

Yes, we monitor social media postings in real time.

Yes, we review social media postings after the event.

6. What is the attendee most likely to find **memorable** about the event?  

7. What is the attendee most likely to find **unique** about the event?  

8. What is the attendee most likely to find **entertaining / enjoyable** about the event?  

9. What will the attendee say was well **organized** at the event?  

10. Event name and type:  

What is the **name of the event**?

What is the **name of the organization that runs the event**?

What is the **website** for your event?

What is the **venue** for your event?

Do attendees need a **ticket** (or need to register) to attend the event?

CONCLUSION

Implementing the strategy will require a multi-year process supported by the community. By embracing the strategic priorities outlined in this document, Visit Carson City will take destination marketing innovation to a higher level.

- Event Type
- Event Calendar
- Visitor Experience
- Stakeholder Collaboration





THANK YOU

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