

MARKETING & PR

CTA BOARD MEETING PRESENTATION

JUNE 12, 2023 | LYDIA BECK

PRESENTATION OUTLINE

- PR REPORT
- FY24 MEDIA PLAN
- DATAFY + MARK TWAIN DAYS



VISIT CARSON CITY

MAY PR REPORT

Publicity Value

Pub Value - Month
\$33,528.95

Pub Value - YTD
\$943,748.83

Fiscal Year Goal: \$500,000

Total Stories

Stories - Month
8

Total Stories - YTD
52

Fiscal Year Goal: 23 of 36 regional/national stories placed.

Reach

Reach - Month
128,487

Reach - YTD
27,024,800

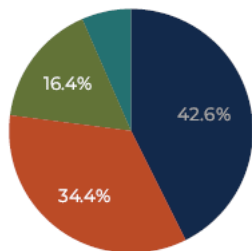
UVPM

UVPM - Month
75,175,728

UVPM - YTD
695,944,186

Brand Pull Breakdown

From this month's top stories



- Historical
- Arts & Culture
- Family Friendly
- Outdoor

Monthly Summary

Visit Carson City achieved eight earned media stories in May.

As a result of Robin Smith's FAM trip that took place in summer 2022, KPS3 secured an online [story](#) in Travel Awaits, which featured the Carson Canyon Railbike Tour.

Other earned national and regional stories included:

- [Underrated U.S. Capital Cities Worth A Visit](#) in the HuffPost, a collaboration with Travel Nevada
- [Escape to Northern Nevada](#) in Allegiant's Nonstop Life, Summer West Coast Edition, a collaboration with RTT.
- Sassabration in Pride Journey's [2023 LGBTQ Pride Guide](#)
- [Carson Calling: The Prison Hill Recreation Area is a perfect place to appreciate classic Northern Nevada beauty](#) in the The Reno News & Review

Three local stories were also placed by KPS3:

- Jazz & Beyond Music Festival returns to Carson City August 11-21
- Carson City seeking artists for roundabout art project
- Annual Pops Party Concert Sunday, June 11, at the Governor's Mansion in Carson City

Additional coverage of Carson City included:

- [10 Best Casino Towns To Visit In Nevada](#), in MSN and multiple articles in The Travel as a top destination in Nevada for its [affordability](#), its [history](#), and its [high-end accommodations](#).
- [Mother's Day Victorian Tea Party](#)
- [Father's Day Pow Wow](#)
- [Carson City Arts & Music Festival](#)
- The Stewart Indian School included in several articles regarding legislation surrounding [the Nevada Indian Commission](#).

Ongoing national pitches continue and KPS3 is focused on securing additional media FAMs and interest in the summer and fall months.



VISIT
CARSON
CITY NV

FY24 MEDIA PLAN



MEDIA BUDGET

	Budget	Budget Breakdown
SEARCH	\$48,000.00	19.01%
PERFORMANCE MAX	\$12,000.00	4.75%
TRUE VIEW VIDEO	\$28,000.00	11.09%
DISPLAY & RETARGETING	50.00	0.00%
DATAFY	\$30,000.00	11.88%
SOCIAL	\$33,465.00	13.25%
PRINT ADS	\$27,591.00	10.92%
TRAVEL NEVADA CO-OPS AND MISC PROJECTS	\$42,195.00	16.71%
INFLUENCER/FAM CONTENT	\$31,300.00	12.39%
TOTAL	\$252,551.00	100.00%

	July-23	Aug-23	Sept-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	June-24	FY 2024 Total
SEARCH													
CPC	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	4,000.00	48,000.00
PERFORMANCE MAX													
CPC	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	12,000.00
TRUE VIEW VIDEO													
CPC	2,000.00	2,000.00	2,000.00	2,000.00	3,000.00	1,000.00	2,000.00	3,000.00	3,000.00	3,000.00	3,000.00	2,000.00	28,000.00
DISPLAY													
CPC													0.00
DATAFY													
Streaming, Video, Native & Display			5,000.00	5,000.00	5,000.00				5,000.00	5,000.00	5,000.00		30,000.00
SOCIAL													
Facebook & Instagram	2,000.00	2,000.00	3,000.00	3,000.00	3,000.00	3,000.00	3,000.00	2,000.00	2,000.00	2,000.00	3,000.00	2,000.00	30,000.00
Pinterest Ads	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	65.00	0.00	0.00	0.00	465.00
Tiktok Ads	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	250.00	3,000.00
PRINT ADS													
Adventure Sports Journal (3x insert)		4,385.00											4,385.00
Civil Air Patrol Magazine		255.00							255.00				510.00
Billboard	2,250.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	450.00	7,200.00
Airport Advertising										6,500.00			6,500.00
Shakespeare Festival											675.00		675.00
Misc Last Minute Print Opportunities	1,501.00												1,501.00
North Lake Tahoe Visitor Guide									1,320.00				1,320.00
Nevada Golf									5,500.00				5,500.00
TRAVEL NEVADA CO-OPS AND MISC PROJECTS													
Expedia Digital Buy* Co-Op			10,000.00						10,000.00				20,000.00
Priceline Co-Op			10,000.00										10,000.00
Travel Spike Co-Op	5,000.00											0.00	5,000.00
Getaway TV with Travel Chanel	0.00												0.00
CarsonNow	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	400.00	4,800.00
Noah Giron Sponsorship	0.00												0.00
PrideJourneys Online Guide								395.00					395.00
Misc Last Opportunities	2,000.00												2,000.00
INFLUENCER/FAM CONTENT													
Glocally												15,000.00	15,000.00
Shelby Burns			1,300.00	1,300.00	1,300.00	1,300.00				1,300.00	1,300.00		7,800.00
Shelby Holte	2,000.00			500.00			500.00			500.00			3,500.00
KPS3/RTT FAMs & Writer	5,000.00												5,000.00
TOTAL	\$27,451.00	\$14,790.00	\$37,450.00	\$17,950.00	\$18,450.00	\$11,450.00	\$11,650.00	\$11,545.00	\$33,240.00	\$24,400.00	\$19,075.00	\$25,100.00	\$252,551.00





Monthly analysis of geolocation data provided from mobile devices observed within Clusters & Points of Interest (POI) along with strategic planning services and customizations.

In short: this shows us where our visitors are going, how much their spending, and how many are here to better inform our advertising and marketing decision making.

5 POINTS OF DATA DIFFERENCE



Geolocation

data from over 200 million cell phones



Demographic

data to the household level from a leader in the industry



Psychographic

data to the household level



Mobile Advertiser IDs

for media placement



Visitor Spending

data from 34% of all credit cards in the US



How is Vehicle Data Calculated?

This data set is a large cross-section of vehicles currently operating in the U.S. It has a consistent sample across dates and trips and is not dependent on big technology.

We calculate vehicle data by looking at **parking locations** near the clusters selected.

If the parking location has several destinations nearby, like a hotel, a restaurant, and a shop, we associate that vehicle with **multiple potential destinations**. We use this approach because we can't assume the intent of those in the vehicle. We take care of deduplication across all those locations when more than one is selected.

Peak Visitation Tab

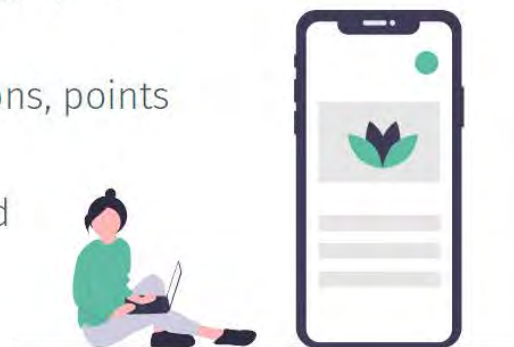
View your peak visitation times based on vehicle data.

- **Peak Visitation - Month & Day** - An average of visitation for days of the week in each month such as the average Thursday visitation for the month of May.
- **Peak Visitation - Day & Time** - An average of hourly visitation for each day of the week throughout your selected time frame, such as the average visitation for 1 pm on Saturdays.

USING MAIDS

MOBILE ADVERTISER ID'S (MAID'S) ADVERTISING CAPABILITIES

- Select precise audiences to **retarget** new and past visitors
- **Geo-conquest** your competition
- Create **lookalike audiences** based on demographic and psychographic data of past visitors
- Instantaneously derive data driven audiences for events, seasons, points of interest, specific dates and specific stakeholders
- Demonstrate true visitor attribution for campaigns including ad placement to unique devices and arrival of visitor(s)
 - Static display
 - HTML 5 display
 - Native
 - Video
 - Digital audio – radio and podcasts
 - Connected TV
 - Social



MARK TWAIN DAYS DATA - DATA OVERVIEW



Visitation Overview Downtown Carson City



Average Length of Stay*:
1.3 days

24% of visitors came from 50+ miles

4.7% increase in visitation compared to the following weekend

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes. *Visitors from 50+ miles.

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Top Feeder Markets: Downtown Carson City April 21-23

Visitors from 30+ Miles

MSA	% of Visitor Base
Fernley, NV	8.65%
Reno-Sparks, NV	7.88%
Sacramento--Arden-Arcade--Roseville, CA	7.6%
Los Angeles-Long Beach-Santa Ana, CA	6.47%
Rural California	6.26%
Riverside-San Bernardino-Ontario, CA	5.62%
San Francisco-Oakland-Fremont, CA	5.56%
Fallon, NV	5.33%
Las Vegas-Paradise, NV	4.03%
Rural Nevada	4.02%
San Jose-Sunnyvale-Santa Clara, CA	2.3%
San Diego-Carlsbad-San Marcos, CA	2.17%

Visitors from 50+ Miles

MSA	% of Visitor Base
Sacramento--Arden-Arcade--Roseville, CA	9.98%
Los Angeles-Long Beach-Santa Ana, CA	8.18%
San Francisco-Oakland-Fremont, CA	8.02%
Fallon, NV	6.03%
Riverside-San Bernardino-Ontario, CA	5.75%
Las Vegas-Paradise, NV	5.15%
Rural California	4.86%
San Jose-Sunnyvale-Santa Clara, CA	3.24%
Seattle-Tacoma-Bellevue, WA	2.46%
San Diego-Carlsbad-San Marcos, CA	2.43%
Rural Nevada	2.41%
Stockton, CA	1.67%

Visitors from 50+ Miles to Lodging

MSA	% of Visitor Base
Redding, CA	12.52%
Sacramento--Arden-Arcade--Roseville, CA	12.52%
San Francisco-Oakland-Fremont, CA	10.47%
Los Angeles-Long Beach-Santa Ana, CA	7.59%
Rural Nevada	5.01%
Elko, NV	3.71%
San Jose-Sunnyvale-Santa Clara, CA	3.46%
Stockton, CA	3.34%
Rural Arizona	2.34%
St. Joseph, MO-KS	2.34%
Austin-Round Rock, TX	2.34%
Salt Lake City, UT	2.34%

Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

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Household Demographics for Visitors to Downtown

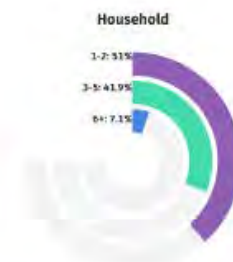
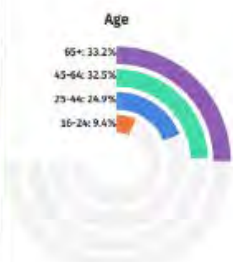
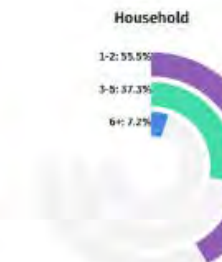
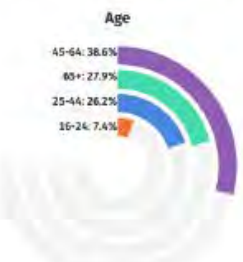
Event Weekend

Visitors 50+ Miles

Locals & Visitors 0+ Miles



Month of April



Areas geofenced capture a sample size of devices and are statistically modeled to estimated visitor volumes.

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MARK TWAIN DAYS DATA - VEHICLE DATA OVERVIEW

Vehicle Data Top Market Comparison by MSA - Downtown & Lodging Vehicles from 50+ miles

Downtown Carson City

Vehicle Top MSAs	MSA	% of Vehicle Days
Sacramento--Arden-Arcade--Roseville, CA		14.04%
Rural California		11.18%
San Francisco-Oakland-Fremont, CA		10.95%
Rural Nevada		5.7%
Riverside-San Bernardino-Ontario, CA		5.29%
Fallon, NV		5.2%
Bishop, CA		4.55%
Las Vegas-Paradise, NV		3.86%
Los Angeles-Long Beach-Santa Ana, CA		3.78%
Portland-Vancouver-Beaverton, OR-WA		3.36%

Lodging

Vehicle Top MSAs	MSA	% of Vehicle Days
Rural California		12.79%
Sacramento--Arden-Arcade--Roseville, CA		11.29%
San Francisco-Oakland-Fremont, CA		10.13%
Rural Nevada		5.91%
Portland-Vancouver-Beaverton, OR-WA		4.24%
Vallejo-Fairfield, CA		4.21%
Las Vegas-Paradise, NV		4.06%
Fallon, NV		3.78%
Bishop, CA		3.52%
Los Angeles-Long Beach-Santa Ana, CA		3.32%

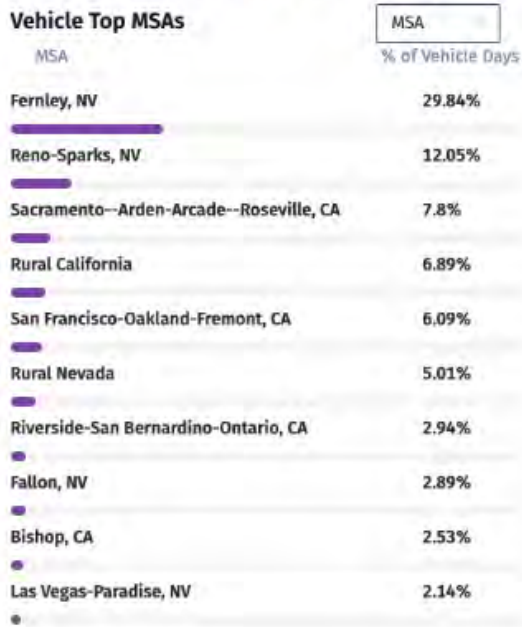
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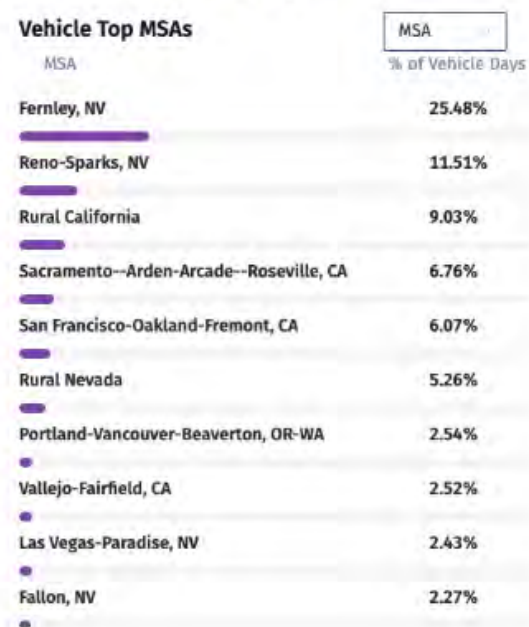
Vehicle Data Top Market Comparison by MSA - Downtown & Lodging

Vehicles from 30+ miles

Downtown Carson City

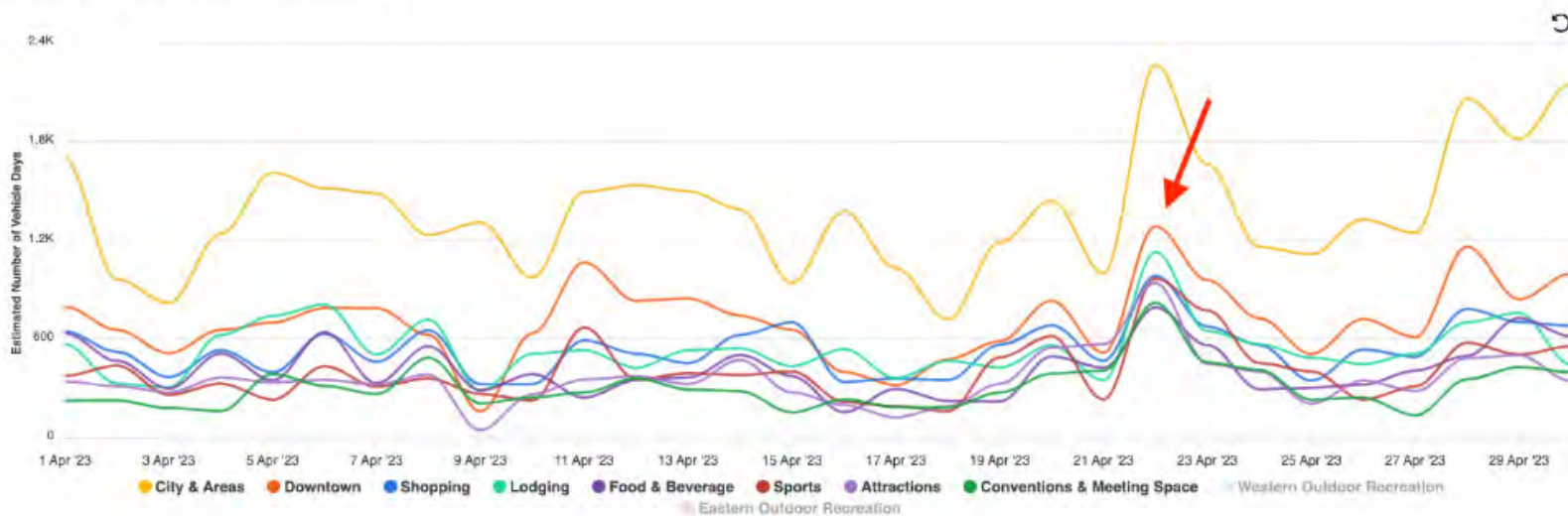


Lodging



Vehicle Data Trends

Vehicles from 50+ Miles

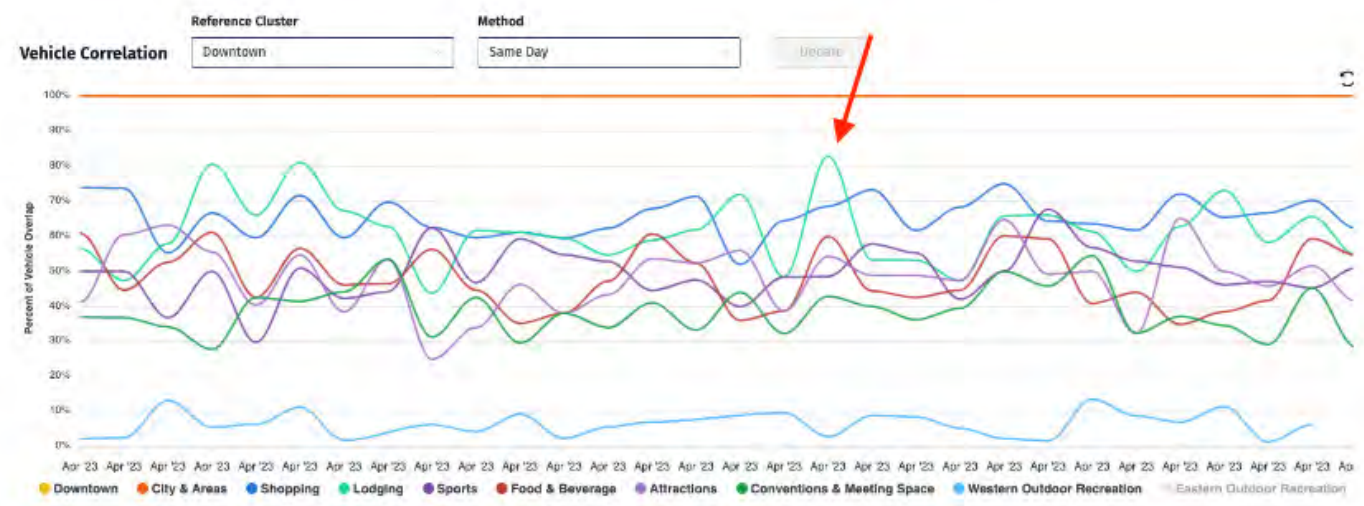


In the month of April, vehicle visitation from 50+ miles was highest to all clusters during the event weekend. There were more vehicles in downtown and lodging on this weekend than during Spring Break weekends.

Vehicle Correlation

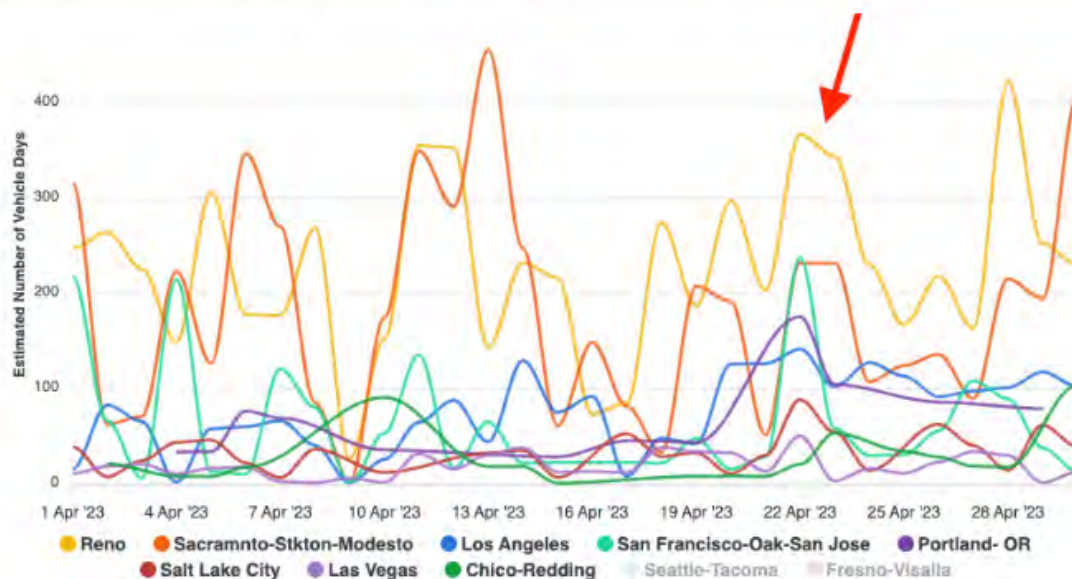
Where did vehicles from 50+ miles that went to Downtown also go?

In the month of April, we saw the highest correlation of vehicles visiting Downtown to the Lodging cluster during the Mark Twain Days weekend



Top DMA Market Vehicle Trends

Vehicles from 50+ Miles to Downtown



Locals vs Visitor Vehicles to Downtown



We saw the highest monthly vehicle visitation to Downtown from the San Francisco-Oakland-San Jose, Portland, Los Angeles, Salt Lake City, and Las Vegas DMAs during the weekend of Mark Twain Days.

Why is this a great time to hold an event?

Vehicle origin from 50+ miles

We can see that the visitor market is pretty saturated on weekends in the summer months, while April does receive drive market visitation but has room for an increase or opportunity to convert day visitors to overnight stays, or 2 day weekends into 3 day.

Monday	66%	48%	55%	47%	81%	79%	71%	68%	49%	49%	51%	39%
Tuesday	68%	48%	61%	50%	87%	68%	96%	71%	58%	52%	41%	41%
Wednesday	76%	49%	52%	59%	59%	79%	64%	71%	71%	59%	43%	42%
Thursday	66%	68%	58%	64%	82%	74%	85%	77%	85%	57%	39%	30%
Friday	73%	56%	73%	71%	82%	80%	97%	73%	71%	61%	73%	42%
Saturday	82%	81%	74%	85%	85%	87%	100%	86%	79%	79%	68%	37%
Sunday	70%	59%	60%	66%	73%	81%	80%	74%	68%	63%	54%	31%
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

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Peak visitation to Downtown during Mark Twain Days

Vehicle origin from 50+ miles

Peak Visitation - Day & Time

Time	Friday	Saturday	Sunday
6 am	11%	0%	0%
7 am	5%	26%	11%
8 am	5%	16%	21%
9 am	37%	53%	21%
10 am	28%	68%	53%
11 am	28%	79%	42%
Noon	28%	42%	79%
1 pm	53%	100%	63%
2 pm	32%	100%	58%
3 pm	68%	42%	47%
4 pm	32%	42%	42%
5 pm	53%	68%	42%
6 pm	42%	53%	21%
7 pm	47%	37%	28%
8 pm	28%	21%	5%
9 pm	32%	42%	18%
10 pm	16%	11%	5%
11 pm	0%	5%	0%
Midnight	5%	5%	0%

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