



CTA BOARD MEETING PRESENTATION

December 11, 2023 | David Peterson

PRESENTATION OUTLINE

- **WEB & PAID DIGITAL MEDIA**
- **NEWSLETTERS**
- **PUBLIC RELATIONS**

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WEB & PAID DIGITAL MEDIA

November Report Web & Paid Digital Media High Level Highlights

- **Web Visitation**
 - **30,637 web visits (-40% m/m, +30% y/y)**
- **Paid Digital Ads**
 - **All paid digital ads:**
 - **10,180 web visits (-22%)**
 - **24 newsletter signups (-50%)**
 - **188 lodging referrals (-31%)**
 - **Paid social (Facebook/Instagram)**
 - **7,721 web visits (-18%)**
 - **CTR: 1.5% (-15%)**
 - **CPC: \$0.39 (+45%)**
 - **4 lodging referrals (-71%)**
 - **23 newsletter signups (-52%)**
 - **23 visitor guide downloads/requests (+217%)**
- **Google ads**
 - **2,345 web visits (-35%)**
 - **184 lodging referrals (-30%)**





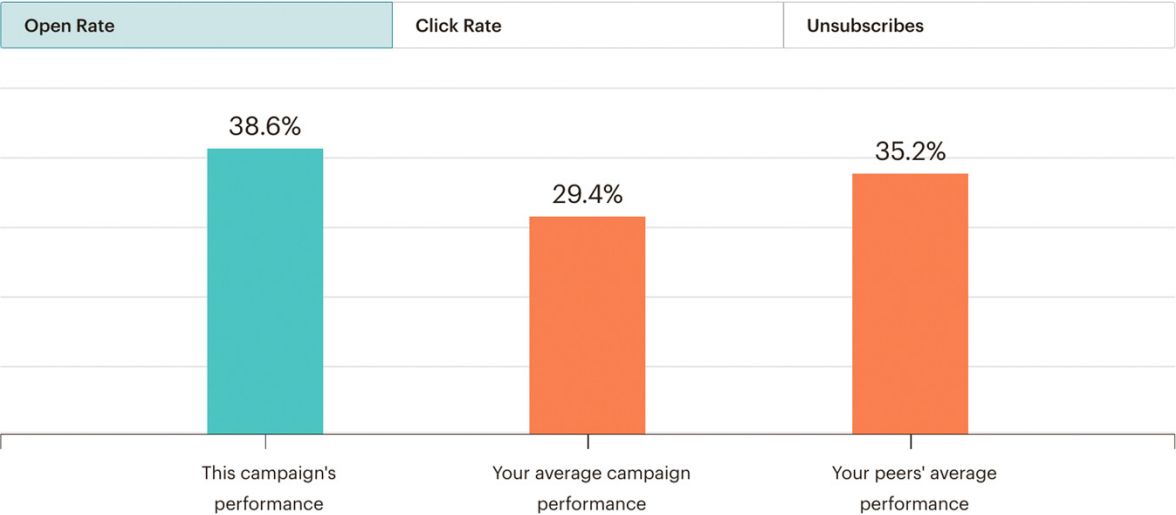
DATAFY & TIKTOK HIGH LEVEL HIGHLIGHTS

- **Datafy**
 - **Ad Performance**
 - 903 web visits
 - 438,060 impressions
 - \$7.83 Display CPM (benchmark of \$6-9)
 - \$20.90 Video CPM (benchmark of \$16-26)
 - 92% video completion rate (benchmark of 75%)
 - 494 total clicks
 - 0.64% CTR (benchmark of 0.12-0.18%)
- **TikTok**
 - Whitelisted [Fall Getaway TikTok](#)
 - **Ad Performance**
 - 189 web visits
 - 346 clicks
 - \$1.02 CPC
 - 0.94% CTR
 - 18 shares

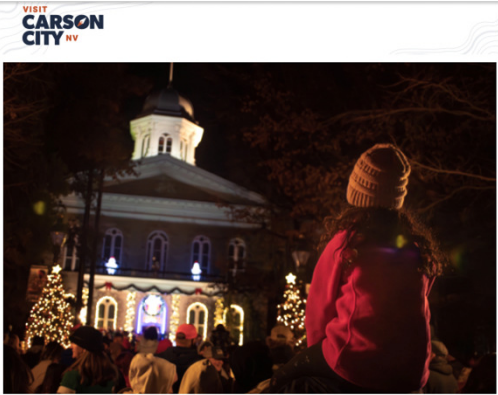


NOVEMBER NEWSLETTER

How your email campaign compares



https://visitcarsoncity.com/events/	171
https://visitcarsoncity.com/events/carson-christmas-craft-fair/2023-12-02/	137
https://visitcarsoncity.com/events/holidays-on-the-ranch-december/	122
https://visitcarsoncity.com/events/silver-snowflake-festival-of-lights-capitol-tree-li...	112
https://visitcarsoncity.com/	25



Get Ready for the Most Wonderful Time of the Year!

Get ready to be dazzled as the Capitol lights go up in preparation for this year's [Silver & Snowflake Festival of Lights](#) on December 1, infusing the crisp winter air with a magical touch of holiday wonder.

Embrace the festive spirit throughout December with a delightful array of holiday events. From the exciting [Carson Christmas Craft Fair](#), to the heartwarming [Holidays on the Ranch](#), taking place from December 16 to 17, those are just some of the events happening in Carson City. Discover the complete list of enchanting events by clicking below for all the details.

Upcoming Events



Warm Wishes for the Holidays





PUBLIC RELATIONS HIGH LEVEL HIGHLIGHTS

- Nicole Shearer, Director of Public Relations at KPS3, attended the Travel Nevada Media Mission in NYC meeting with numerous members of the media.
 - Also, while in New York, Nicole did a desk side visit with the editors from Real Simple, pitching Visit Carson City.
- Spirit of Nevada, a YouTube and broadcast TV series, filmed a two-part video series on the [Nevada State Prison](#) and its haunted happenings. Part 1 of the series was published in November on Spirit of Nevada's YouTube channel and has gained over 2,000 views.
- Pride Journeys, an online LGBTQ travel publication, published an article highlighting [Carson City's holiday festivities](#).
- The personnel announcement for Eric Brooks joining Visit Carson City also gained coverage in regional outlets including [Nevada Business Magazine](#) and [Northern Nevada Business Weekly](#).



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