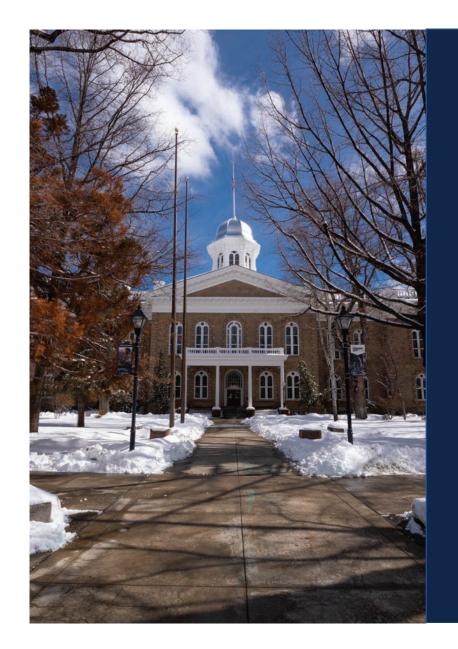


CTA BOARD MEETING PRESENTATION

January 8, 2024 | Dave Peterson and KPS3

# PRESENTATION OUTLINE

- WEB & PAID DIGITAL MEDIA
  - DATAFY
- GLOCALLY
- MONTHLY NEWSLETTER
- PUBLIC RELATIONS
- CARSON CITY TO CANADA QUEST
- RIPE BOOKING WALKTHROUGH





## WEB & PAID DIGITAL MEDIA HIGH LEVEL HIGHLIGHTS

- Web Visitation
  - 32,474 web visits (+3% m/m, +26% y/y)
- · Paid Digital Ads
  - All paid digital ads:
  - 10,862 web visits (-4%)
    - 19 newsletter signups (-20%)
    - 208 lodging referrals (+10%)
  - Facebook/Instagram Advertising
    - 5,940 web visits (-24%)
    - CTR: 1.5% (-15%)
    - CPC: \$0.39 (+45%)
    - 3 lodging referrals (-25%)
    - 19 newsletter signups (-17%)
    - 19 visitor guide downloads/requests (-50%)
  - Google ads
    - 3,444 web visits (-35%)
    - 205 lodging referrals (+11%)



## DATAFY & TIKTOK HIGH LEVEL HIGHLIGHTS

#### Datafy

- 1,288 web visits
- 744,346 impressions
- 854 total clicks
- \$7.83 Display CPM (benchmark of \$6-9)
- \$20.90 Video CPM (benchmark of \$16-26)
- 93% video completion rate (benchmark of 75%)
- 0.21% CTR (benchmark of 0.12-0.18%)
- Attribution data (12.1-12.16):
  - 866 total trips, 42 of which were also found at one of our lodging locations
  - Est. avg. length of stay is 2.1 days

#### TikTok Advertising

- 150 web visits
- 312 clicks
- \$1.27 CPC
- 0.71% CTR
- 11 shares, 2 comments, 192 likes





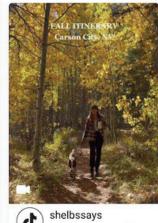
## GLOCALLY HIGH LEVEL HIGHLIGHTS

- Shelby Burns (<u>Shelbssays</u>) visited Carson City in the Fall and created created the following content:
  - One Instagram Reel
  - One TikTok Video
  - 18 Instagram Stories about Carson City
- Overall, the content generated an impressive 1.4% engagement rate
  - Industry average is just under 1%
- The content reached over 46,000 people with nearly 80,000 organic impressions and over 27,000 views
- Below are some positive comments about her content:
  - "Ooooo we're definitely going to have to put this on our list! The saloon and hot springs are my JAM"
  - "Carson is the best!! Such a hidden gem! Loved it when I lived in Reno"
  - "Carson hot springs are my fav!"
  - "I can't wait to visit next year!"



Shelby
27.6K TOTAL VIEWS
1.4% ENGAGEMENT RATE
79.9K IMPRESSIONS
46.2K REACH













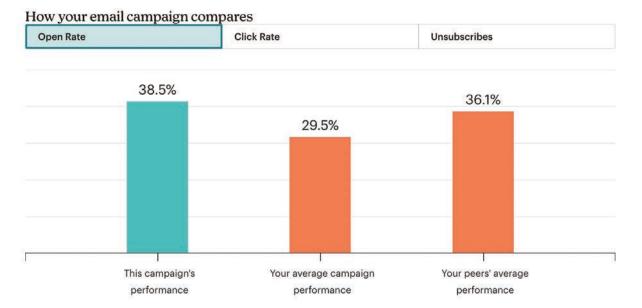




shelbssays



## **DECEMBER NEWSLETTER**



#### Top links clicked

https://visitcarsoncity.com/blog/navigating-carson-city-in-the-winter/	88
https://visitcarsoncity.com/attractions/high-sierra-pack-goats/	57
https://visitcarsoncity.com/hotels/	36
https://visitcarsoncity.com/	30
https://www.facebook.com/VisitCarsonCity	10





#### May Your Holiday Season Be Merry and Bright!

Where did the year go? As 2023 winds down, we reflect on all the fun we've had. We are grateful to everyone in our community and who visits. It is wonderful for Carson City to be a part of your lasting memories!

Looking ahead to the coming year, we're excited about the new adventures that await us. Whether you're a resident or a friend from afar, we're wishing you happy holidays!



Tips for Safe Snowy Travels in Carson City





## PUBLIC RELATIONS HIGH LEVEL HIGHLIGHTS

- During December, we prepared for the Carson to Canada campaign by further researching key media for press material distribution and pitching.
- Secured a placement highlighting Carson City's <u>family-friendly holiday activities</u> in Pride Journeys, an online LGBTQ travel outlet.
- In partnership with the Reno-Tahoe Territory, KPS3 facilitated a visit for Camly Nguyen, social media influencer and content creator.
  - Camly's published content highlighted her experiences hiking with the High Sierra Pack Goats, attending the Silver and Snowflakes Annual Tree Lighting and enjoying meals at several dining options in town.
  - Content performance analytics will be available next month.
- Additional media mentions from December included:
  - The Las Vegas Sun published "Carson City: Small capital, big doings"
  - American-Rails.com published "Nevada Scenic Train Rides Guide"





### STRATEGIC OVERVIEW

#### **Strategic Approach**

This year, we'll shine a light on Carson City's outdoor brand pillar, and the new Capital to Tahoe Trail (and its access to the Pacific Crest Trail) will be the centerpiece for our first pop-up campaign. We'll highlight Carson City as a must-visit outdoor destination while also raising awareness about Carson City's close proximity to Lake Tahoe and its many amazing trails.

#### **Campaign Positioning**

Carson City, situated at the foot of the Sierra Nevada, caters to both nature lovers and adventurers, offering a diverse trail system and cultural experiences that foster connections amid the region's natural beauty.

## **CAMPAIGN APPROACH**

#### **Campaign Approach | Phase 1**

- Create the foundation for the campaign by developing the name, logo, messaging and look and feel
- Design the landing page
- PR Pitch

## **CAMPAIGN CONCEPT**

#### **Find Your True North Out West**

Journey 1,600 Miles along the PCT

Don't let "The Mountains are Calling" be a phrase on your coffee mug; let it be the anthem of your journey. Answer the call. Follow your compass that leads to adventure and stake your claim on the newly minted Capital to Tahoe Trail and take it straight up to Canada. Starting at the steps of the Carson City capitol, seize the opportunity to push your limits along the Pacific Crest Trail. The wild beauty, the untamed wilderness—it's all waiting for you.

You only get one life, don't let it pass you by.

### THE CHALLENGE

#### The Carson City to Canada Quest

The driving force within the campaign is the epic hike along the PCT and the \$5,000 partnership with Visit Carson City that will be given to two willing participants.

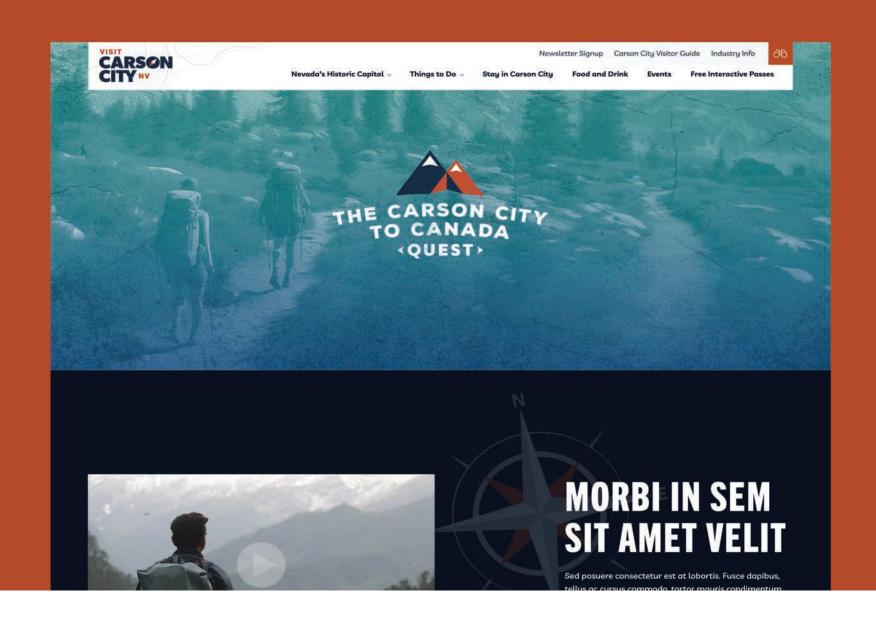
This portion of the campaign will be called the "Carson City to Canada Quest." This will act as our name and logo to get folks to apply to be our hiking candidate and to follow along the journey in 2024.

Side journeys along the PCT are often referred to as "Quests" and it speaks to the endurance and energy around the challenge itself. It also keeps Carson City in the forefront so our brand remains strong during this campaign.









#### SAMPLE KEY MESSAGING

#### **Campaign Messaging**

- Answer the call of the wild! Embark on the Carson City to Canada Quest and hike 1,600 miles along the PCT. Your adventure begins here.
- Don't just dream it, hike it! The Carson City to Canada Quest is calling all adventurers. Will you be one of the two hikers selected to achieve something extraordinary?
- The "Carson City to Canada Quest" is a testament to the region's adventurous spirit and history of pushing limits in the name of exploration.
- Your compass is pointing toward \$5,000 and the adventure of a lifetime.
- Adventure partners wanted! Join the Carson City to Canada Quest for a chance to achieve something remarkable and take on a portion of the PCT.

#### **Call to Action**

- The adventure of a lifetime starts with a single step. Submit your application and secure your spot in the Carson City to Canada Quest.
- Stake your claim! Join the Carson City to Canada Quest and earn \$5,000. Your journey starts now.



#### RIPE WALKTHROUGH

#### What is Ripe?

 Ripe is a booking engine and lodging service provider that facilitates connections between travelers and lodging partners working with many DMOs.

## KPS3 assisted Visit Carson City with integrating Ripe onto the Visit Carson City website.

- Visit Carson City Customized Booking Widget
- · Stay in Carson City Page

Take A Tour









