

MARKETING & PR

CTA BOARD MEETING PRESENTATION
MARCH 11, 2024 | LYDIA BECK

PRESENTATION OUTLINE

- **WEB & PAID DIGITAL MEDIA**
- **SOCIAL MEDIA**
- **PUBLIC RELATIONS**
- **DATAFY**
 - **Q2 Visitors Information**

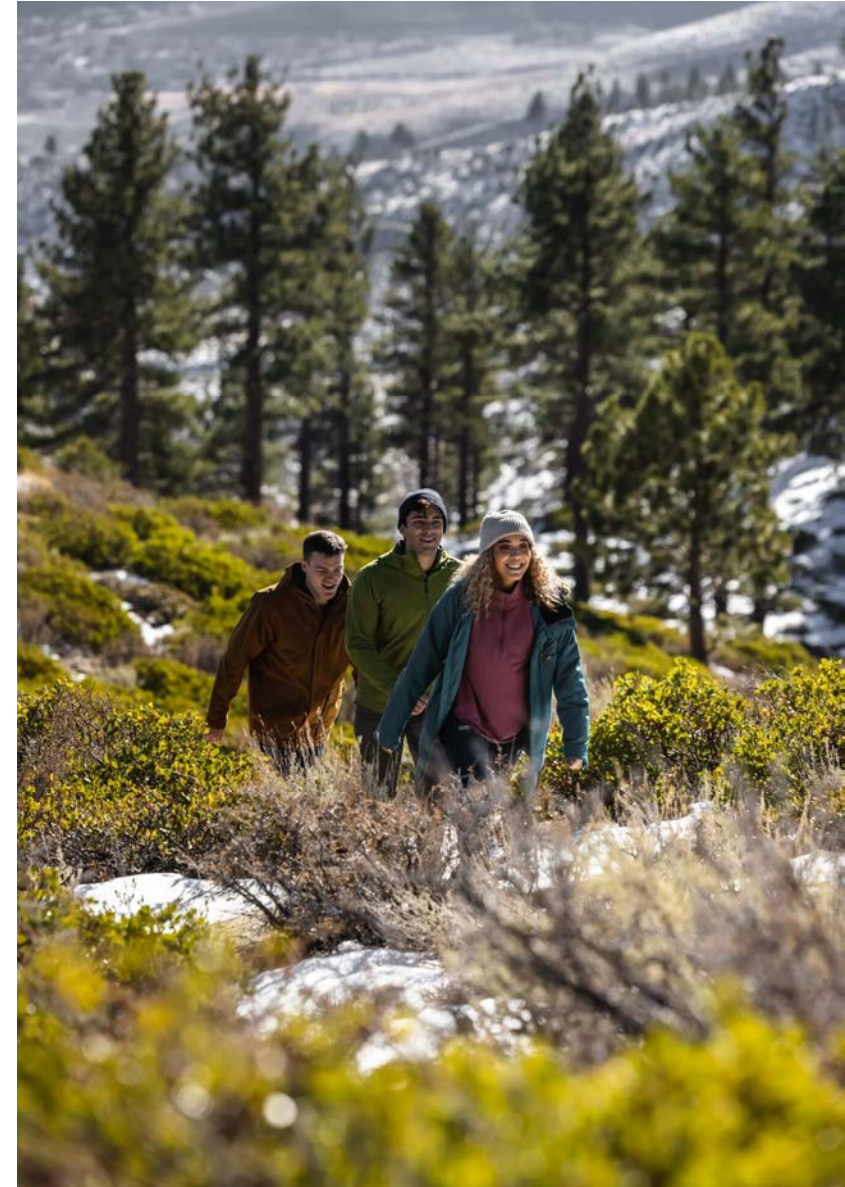


VISIT CARSON CITY



WEB & PAID DIGITAL MEDIA HIGH LEVEL HIGHLIGHTS (MARCH)

- **Web Visitation**
 - **26,672 web visits (-12% m/m, +27% y/y)**
 - 5 bookings
 - 58 booking referrals
- **Paid Digital Ads**
 - **All paid digital ads:**
 - 14,947 web visits (-32%)
 - 7 newsletter signups (-73%)
 - 2 bookings
 - **Facebook/Instagram Advertising**
 - 6,357 web visits (-40%)
 - CTR: 0.96% (-11%)
 - CPC: \$0.46 (+5%)
 - 6 newsletter signups (-75%)
 - 7 visitor guide downloads/requests (-25%)
 - **Google ads**
 - 3,192 web visits (-9%)
 - 2 bookings





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SOCIAL MEDIA AD EXAMPLES

PAID SOCIAL EXAMPLES

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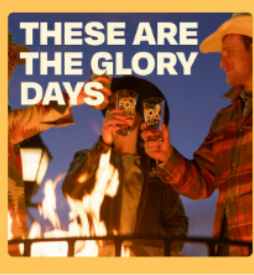
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PUBLIC RELATIONS HIGH LEVEL HIGHLIGHTS

- **Explore.com** published a feature article on Carson City highlighting its Old West attractions for travelers. Explore.com is an international travel outlet bringing expert advice on excursions, outdoor adventures, and more. The website sees approximately one million visitors per month.
- **Reno's ABC affiliate, KOLO 8 News**, aired a feature story on the Nevada State Museum's compliance with the North American Grave Protection and Repatriation Act (NAGPRA), which requires museums and exhibits that receive federal funding to consult with local tribes about cultural objects on display. This story was picked up by broadcast stations in markets nationwide including Colorado, Texas, Florida, and others.
- A new nationally syndicated broadcast show, **Undiscovered America TV**, requested visuals to produce a Carson City segment for an upcoming State Capitals episode. This show appears on cable and network channels, and streaming platforms. We coordinated visuals highlighting the Nevada State Museum, the Stewart Indian School Cultural Center and Museum, the Nevada State Railroad Museum, the Kit Carson Trail, and Carson Hot Springs Resort.
- KPS3 is actively pitching media for FAM visits this spring.
- KPS3 worked with Canuckiwi Consulting, Travel Nevada's Canadian agency, pitching and securing an upcoming mention of the Capital to Tahoe Trail in the Discover America column of **Dreamscapes Magazine**.





Global Filters

In-State

Out-of-State

Distance: 50 mi - 2,663 mi

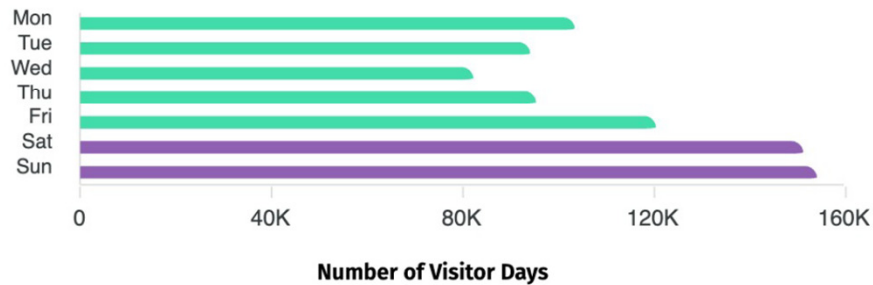
Dates: 10 / 1 / 23 - 12 / 31 / 23

Compare Dates: 10 / 1 / 22 - 12 / 31 / 22

Clusters: Tahoe Areas Excluded

Visitors by Day

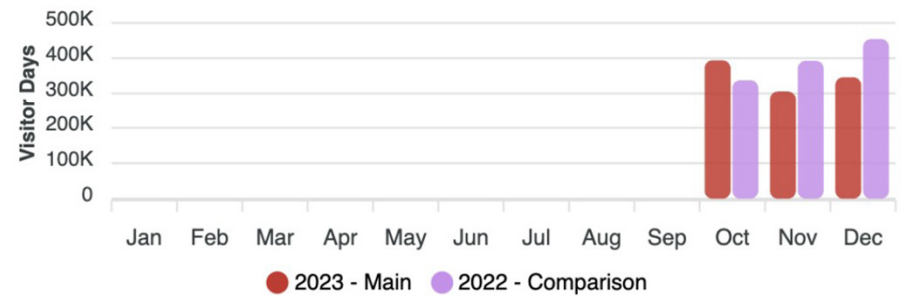
Geo Data



Monthly Volume by Visitor Days

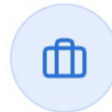
Geo Data

Compare Dates



Geo Data

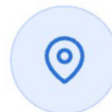
Compare Dates



Total Trips

487,097 Trips

↑ 11.9 % vs. 10 / 1 / 22 - 12 / 31 / 22



Avg Length of Stay

2.2 Days

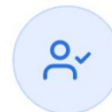
↓ 0.7 Days vs. 10 / 1 / 22 - 12 / 31 / 22



Visitor Days

1,051,999 Days

↓ 14.1 % vs. 10 / 1 / 22 - 12 / 31 / 22



Unique Visitors

215,714 Visitors

↓ 27.6 % vs. 10 / 1 / 22 - 12 / 31 / 22

DATAFY

Cluster Visitation

Geo Data

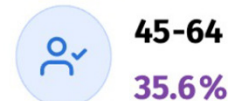
Cluster

Visitor Days

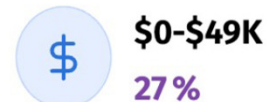
City & Areas	904,631
Downtown	1,008,564
Shopping	528,487
Attractions	132,577
Lodging	91,895
Food & Beverage	90,784
Sports	66,913
Conventions & Meeting Space	50,050
Western Outdoor Recreation	10,561
Western Nevada College	3,551
Eastern Outdoor Recreation	6,197

Demographics

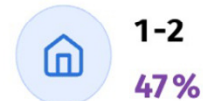
Top Age Group



Top Income Level



Top Household Group



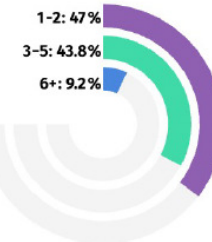
Top Education Level



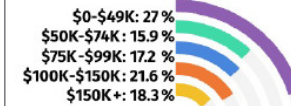
Top Ethnicity



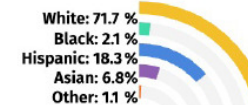
Household



Income



Ethnicity



Top Geolocation Markets

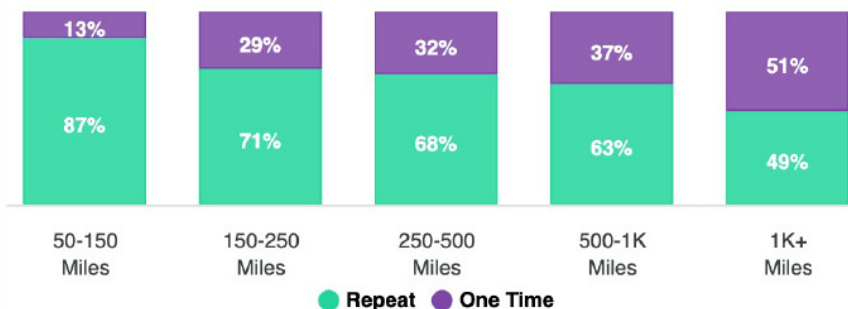
for 10/01/23 - 12/31/23 % ↑ / ↓ 10/01/22 - 12/31/22

[Geo Data](#) [Compare Dates](#)

DMA	% Trip Share	Total Trips	% Change in Trips
Sacramento-Stokton-Modesto	21.1 %	90,347	↑ 6.7%
Los Angeles	10.8 %	46,124	↑ 13.2 %
San Francisco-Oak-San Jose	9.6 %	41,257	↑ 5.5%
Reno	9%	38,629	↑ 3.7%
Las Vegas	4.9%	20,788	↑ 19.2 %
Salt Lake City	2.8%	12,051	↑ 17 %
Fresno-Visalia	2.6%	11,123	↑ 16.3%
Phoenix -Prescott	2.2 %	9,324	↑ 32.3 %
Chico-Redding	1.8 %	7,746	↑ 0.8%
San Diego	1.8 %	7,617	—

Trips by Distance

[Geo Data](#)





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