



VISIT
CARSON
CITY NV

STRATEGIC VISITOR EXPERIENCE

OUTLINE AND GUIDANCE



PURPOSE OF A STRATEGIC VISITOR EXPERIENCE OUTLINE AND GUIDANCE DOCUMENT

Destination Marketing Organizations compete for their share of visitation, spending, and economic benefits at the strategic level.

The type and kind of tactical marketing, public relations, and sales are well established – and prioritized based on:

- Competing priorities
- Available budget

Visit Carson City believes that by:

- Establishing a hierarchy of priorities,
- the available budget in which to inspire all travelers to stay overnight in Nevada's capital city, creating economic development while benefiting our community, businesses and visitors will improve.

The reason for establishing a hierarchy of priorities – for moving beyond the listing of objectives – is to give the organization a competitive advantage in their pursuit to inspire all travelers to stay overnight in Nevada's capital city, creating economic development while benefiting our community, businesses and visitors.



THE OUTLINE AND GUIDE IN CONTEXT

This outline and guide is part of a suite of documents that Visit Carson City uses to inform stakeholders on how priorities are established, and programs executed.

SUPPORTING DOCUMENTS WHICH SERVE THIS PURPOSE INCLUDE:

- **Guiding Principles**
- **Communications Plan**
- **Data-Informed Special Events Strategy**
- **Carson City Arts & Culture Strategic Plan**
- **Creative Brand Campaign Ad Copy/Concept Research**
- **Media Plan**
- **Domestic Visitor Profile**
- **Program Expenditure Budgets**

WHAT IS THE COMPETITIVE ADVANTAGE FOR VISIT CARSON CITY?

To use research as the foundation for strategy:

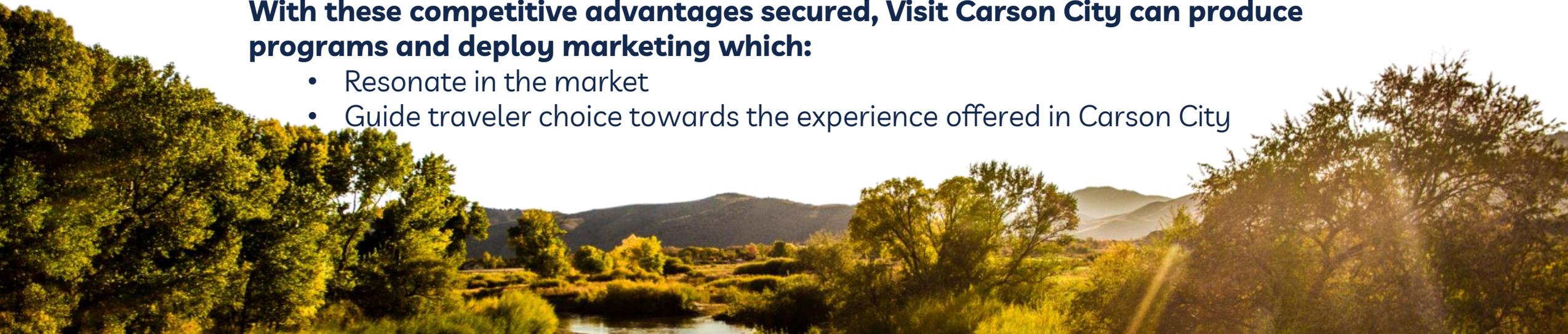
- Data-informed
- Research-driven

To filter programs through the gates of:

- How do we do that?
i.e., What resources do we need?
- Why is that important?
i.e., Which goals and objectives does this help us achieve?

With these competitive advantages secured, Visit Carson City can produce programs and deploy marketing which:

- Resonate in the market
- Guide traveler choice towards the experience offered in Carson City





WHAT DOES THE RESEARCH SUGGEST?

Visit Carson City serves as the ‘Voice of the Visitor’

- We are informed – and inspired – by understanding the mind of the travel consumer.
- Visit Carson City has the responsibility to collect and analyze data about visitor experience in order to design, develop, and implement future programming that is relevant to the market.
- Programs excel when they are developed in response to visitor desires for experiences, and the destinations’ ability to deliver those experiences in an authentic way.
- Diversity, Equity, and Inclusion are concepts that travelers prize, and reward destinations by visiting and spending money.
- Sustainable and Responsible Recreation messaging and best practices, when communicated to travelers, help create an emotional connection for Carson City as a place with intentions to offer enhanced (not diminished) experiences in a future visit.



WHAT DOES THE RESEARCH SUGGEST?

The travel consumer desires experiences which lead to transformations

- There will always be ‘things to do’ and ‘places to see’; but travelers reward destinations that have evolved into something more experiential in what they offer.
- Experiences tend to have some elements of being educational, esthetically aligned, immersive, and entertaining.
- Competition for travelers is fierce. Before Carson City can welcome a visitor, the visitor needs to include Carson City on a consideration of places they think about when they think about traveling.



WHAT DOES THE RESEARCH SUGGEST?

Stakeholders have the responsibility to be proactive collaborators in the aims and objectives of the organization

Building and maintaining traveler trust that Carson City is authentic, and worth visiting, can only be accomplished through the efforts and collaboration of stakeholders and Visit Carson City.

Advocacy

Visit Carson City has the responsibility to convert and interpret the visitor experience into actionable guidance and feedback for itself and its stakeholders.

WHAT ARE THE COMPETING PRIORITIES?



Right events at the right time



Connection to Lake Tahoe



The Welcome Center is the place travelers visit before they leave the destination



Training / Customer Service

WHAT ARE THE COMPETING PRIORITIES?

Right Events at the Right Time of Year

- There is no question that events are demand generators for travelers to visit the destination, the only question is how to find and place the right events at the appropriate time of year in order to establish the destination as a place to consider visiting year-round.
- The same can be said of event marketing. There is no question that event marketing induces travel, the only question is how to bring distributive marketing costs closer to zero, while being top-of-mind during the travelers planning cycle.

WHAT ARE THE COMPETING PRIORITIES?

Connection to Lake Tahoe

When travelers are unable to establish a brand identity with a destination, they look for clues from the surrounding geography and infrastructure. Visit Carson City will embrace and leverage its geographic proximity with Lake Tahoe in order to give travelers the additional clues they seek about what a trip to Carson City means.

**WHAT ARE
THE
COMPETING
PRIORITIES?**

The Welcome Center is the place travelers visit before they leave the destination

The welcome center is the best version of a staged experience. To miss the experience is to miss a critical component of what a trip to Carson City means.

WHAT ARE THE COMPETING PRIORITIES?

Training / Customer Service

Visitors view local interactions as authentic representations of the brand. When business owners, or hotel front desk staff, stumble over 'things to do' or 'experiences to have' – travelers associate a lack of guidance with a lack of existence. The importance of training is to match travelers' high level of trust when interacting with service staff with enhanced levels of courtesy and compassion coming from said staff.



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