

2nd Annual Mark Twain Days Festival

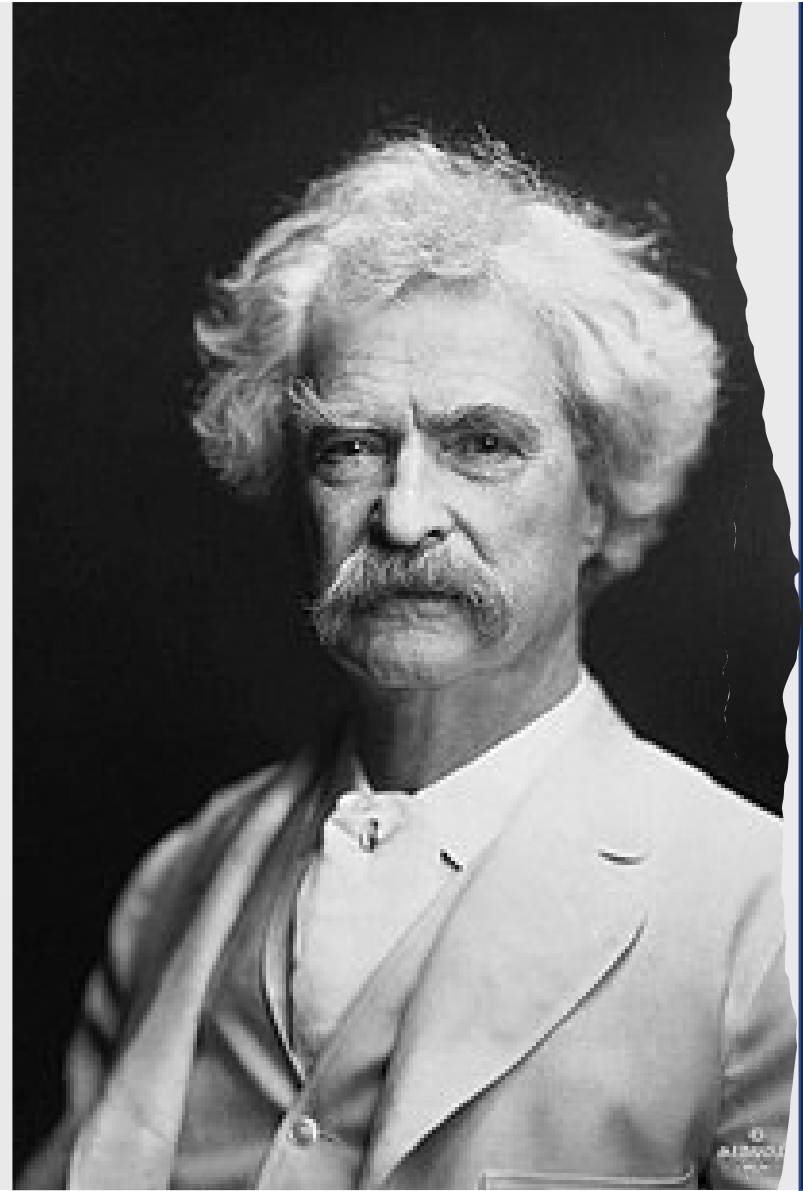
VISIT
CARSON
CITY NV

FESTIVAL RESULTS



PRESENTATION OUTLINE

- Mark Twain Days Economic Impact Report





DIRECT SPENDING

Based on attendance and average spending estimates, the event likely generated approximately **\$111,086** in direct economic activity*.

*This amount does not include spending on commercial lodging.



Brand Ambitions

This event not only brought substantial direct spending to the area but also increased awareness of Carson City's cultural and tourism assets, laying the groundwork for future economic and community benefits.

Local Business Impact: Workshops, tours, and events drove spending on tickets, dining, and shopping.



Key Activities

Virginia City Highlights: Twain Train very popular, full venue participation with sold-out tours.

Carson City Workshops: 17 sessions with variable attendance (ranging from 4 to 32 participants).

Music Events: Notable sold-out concerts, including Riders in the Sky (\$13,505 gross) and Coco Montoya (\$7,882 gross).



Community Highlights

Community Engagement: Free admissions to major attractions, inclusive shuttle services, and robust cultural activities.

Certificates and Proclamations: Senator Jacky Rosen and Mayor Lori Bagwell recognized contributions.



Marketing and Research

Ad Spend: \$18,000 (Brewery Arts Center-led campaign).

Media Coverage: Sacramento and Reno TV, extensive local press, and social media strategies.



Local Attractions Engagement

Nevada State Museum: 382 visitors
Children's Museum: 250 visitors (37 zip
codes outside Carson City)
Free Activities: Donkey wagon rides
(300 participants), Family Fun Saturday
Gratitude Cards (40 participants)
Historic Walking Tours: 75 participants



Local Business Impact

Increased visitation to local attractions, free events, and dining establishments contributed significantly to the Carson City and Virginia City economies.



Attendance Data

The breakdown of paid, child, and free tickets, as well as total attendance figures, provided a clear picture of event participation.



Marketing and PR Efforts

The \$18,000 ad spend and extensive media coverage (local and regional) highlighted the promotional reach and its contribution to visitor engagement.



Visitor Engagement at E Local Attractions

Data from the Children's Museum, Nevada State Museum, and other free and paid activities provided tangible evidence of community and visitor involvement.



Partnership and Stakeholder Contributions

Collaboration details with Virginia City Tourism Commission, V&T Railway, and other local organizations underscored the event's broader regional impact.



Opportunities for Growth

Marketing Optimization: Simplified event guides, color-coding, and improved media partnerships.

Event Coordination: Closer collaboration between Carson City and Virginia City. Explore partnership with Carson Valley.

Focus Areas: Music integration, streamlined workshop schedules, and walkable downtown-focused events.

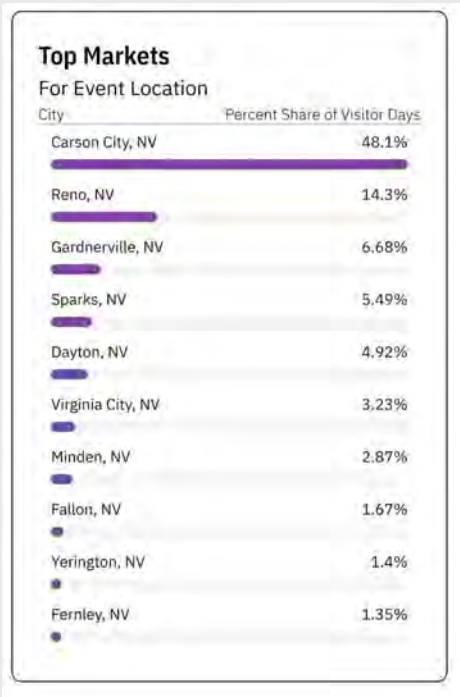
Mark Twain Days Festival

Event Visitation | May 10-12th, 2024

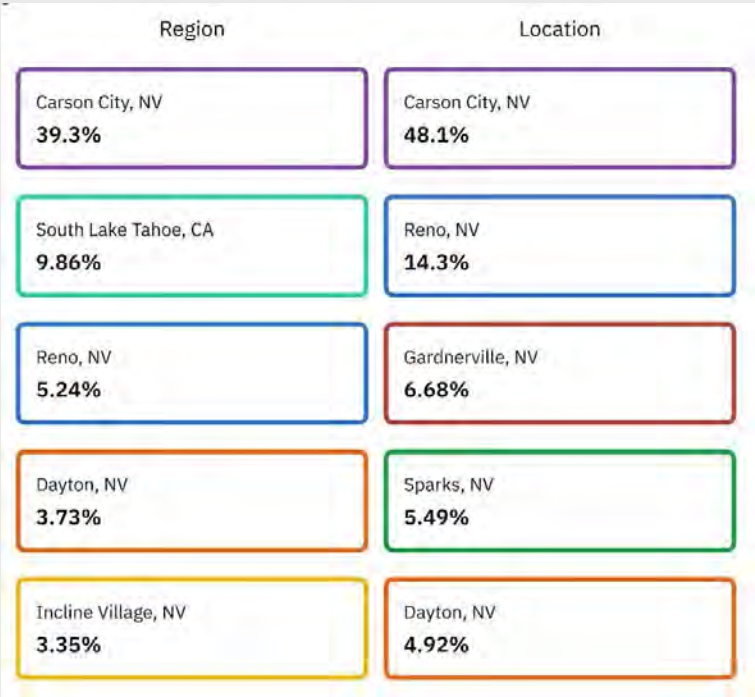


Mark Twain Days 2024 Event Attendee Origin Markets

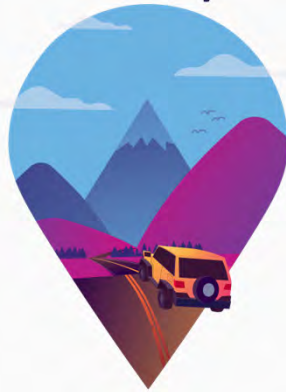
Mark Twain Days Event Attendee Origin Markets - Top 10:



Carson City Region versus Mark Twain Days Origin Markets - Top 5:



Mark Twain Days 2024 Overall Visitation



**12,000 Total Visitor
Days Observed at
Mark Twain Days**



91% were Locals from 0-50 Miles
9% were Visitors 50+ Miles

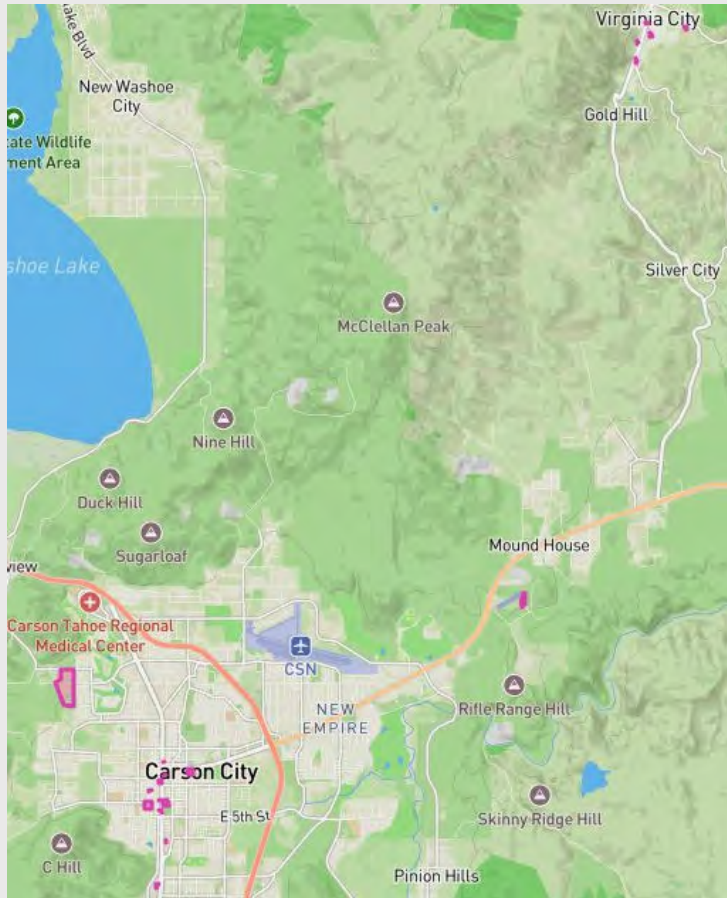


93% were from In-State
7% were from Out-of-State



**The Brewery Arts Center, Nashville
Social Club and Children's Museum
were the most visited event POIs
according to geolocation device
pick up.**

Event Visitor Information:



Event Location: Points of Interest compiled from Carson City and Virginia City where Mark Twain Days festivities were held (shown in map to the left)

Dates: May 10 - May 12, 2024

Locals: Those whose home location is within a 0-50 miles radius of the event

Visitors: Those whose home location is greater than 50 miles of the event

Model: Caladan

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

Mark Twain Days 2024 Event Attendee Demographics

Household Demographics

For Event Location

MTD 24



Age Demographics

For Event Location

MTD 24



Income Demographics

For Event Location

MTD 24



Mark Twain Days 2024 Event Correlation

Event Visitor Correlation - where else did we see event attendees go in Carson City?:

