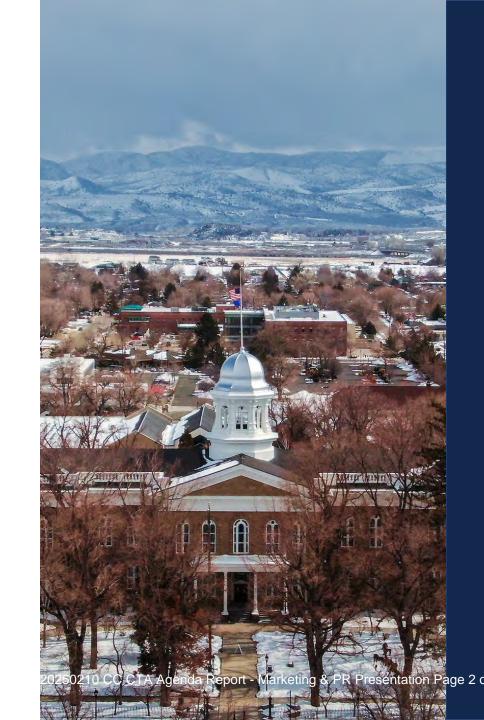


**CTA BOARD MEETING PRESENTATION** 

FEBRUARY 10, 2025 | LYDIA BECK

# PRESENTATION OUTLINE

- Digital Overview
- Public Relations
- Newsletter Reporting
- Expedia Reporting
- Carson City to Canada Quest Update









### Website

- •Website Traffic: 56,613 visits (+70% y/y; slight -4% m/m seasonal dip)
- •Lodging Referrals: 479 (+61% m/m, +39% y/y) Strong intent to visit!

### ~

### Paid Digital Performance - Driving Engagement & Conversions

- •Total Paid Digital Ads:
  - 42,599 web visits (+29% m/m, +188% y/y)
  - 241 lodging referrals (+50% m/m, +201% y/y)
  - 59 newsletter signups (+11% m/m, +146% y/y)
- •Facebook & Instagram Ads: 6 Strongest driver of traffic & conversions
  - 37,458 web visits (+34% m/m)
  - Lodging referrals up 283% m/m, 1,050% y/y! → Winter campaign assets performing well
  - CTR: 2.41% (+34%), CPC: \$0.24 (-20%)
- •Paid Search: Highly efficient in driving lodging referrals
  - 6.02% lodging conversion rate
  - 164 referrals (+38% m/m, +128% y/y)
- •Display & Online Video Ads: Building awareness
  - **Display Ads:** Lower reach due to shift to native placements, but performance remains within benchmarks
  - Online Video Ads: 360K impressions, 78% completion rate Strong engagement
- •TikTok (Shelby Burns Content Boost Ad Qty 1)
  - **33K impressions**, **265 clicks**, **0.80% CTR** Testing continues, and we continue to monitor changes that may come with TikTok



- Lodging interest is surging 61% increase across all sources, with paid social leading the way
- Winter campaign assets are driving strong engagement, particularly in remarketing ads
- Organic search impact fluctuated due to seasonality (fewer events in January)
- Smart bidding adjustments in display ads aim for higher-value placements over volume
- **Next Steps:** Continue optimizing high-performing channels, refine display strategy, and leverage remarketing success!





#### **JANUARY**

### **PUBLIC RELATIONS OVERVIEW**

- The Reno Gazette Journal included Carson City among the top weekend getaway destinations near Reno. The article highlights the Nevada capital city's cultural history and hiking trails.
- **Group Tour Magazine**, a resource for professional group travel planners, published an itinerary for Carson City featuring the city's museums, art scene and gaming.
- The Stewart Indian School was mentioned in articles by <u>PowWows.com</u> and <u>IndyBay</u> discussing the impact of Indian boarding school policies.
- Several local arts and cultural events and attractions secured local media coverage including the Nevada State Museum's Lunar New Year Celebration, the Love Notes Short Film Competition and the Historic Carson City Mint.
- With our top two selected hikers securing all their necessary permits this month, KPS3 is back to planning the launch of the Carson City to Canada Quest.
- 3 hosted influencers: **Justin Walter and Roamaroo** both visited in the last week in January. Justin came on behalf of RTT and Roamaroo was an extension of a partnership with Visit Lake Tahoe.
- Will attend the Travel Nevada Media Mission in San Francisco on February 26, on behalf of RTT.

# CARSON CITY NV E-NEWSLETTER REPORT

### WHY NEWSLETTERS MATTER

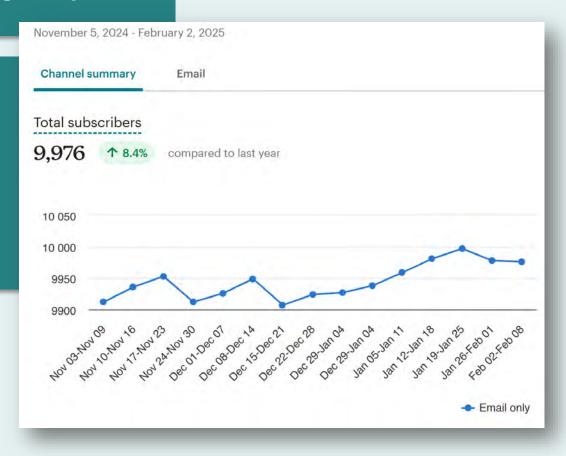


### "An inbox is a gateway to Carson City"

- Our newsletter keeps potential visitors engaged and inspired
- It nurtures interest, bringing them closer to booking a trip
- More signups = More **potential visitors**
- **III** January Performance Highlights
- **59 new signups** (+11% m/m, +146% y/y)
- **High engagement** 38.3% **//** | 2.4% **//**
- Top Content: "Winter in Carson City" Blog saw the highest clicks (146)









### **EXPEDIA CO-OP**

\$10,000 investment, 50% grant funded

✓ 2.3 million impressions

2850 room nights booked between September-November

| \$92K       | 369    | 850         | 791       | \$108 |
|-------------|--------|-------------|-----------|-------|
| Revenue     | Rooms  | Room Nights | Travelers | ADR   |
| 2,319К      | 3,485  | 0.15%       | \$9.8K    | 9.3   |
| Impressions | Clicks | CTR %       | Ad Spend  | ROAS  |





### **QUEST UPDATE**



- Both of our top 2 selected received their permits plus our first alternate and 4 other alternates
  - Audrey doing full PCT starting in April
  - Julianne starting from Carson City likely in June
- Completing interviews with Audrey and Julianne for the press release to go out soon
- ✓ Coordinating efforts to meet them at the end of the PCT
- **Next Steps:** Start planning the media release and what a media day will look like in Carson City when our hikers start at the Capitol.

## THANK YOU

