

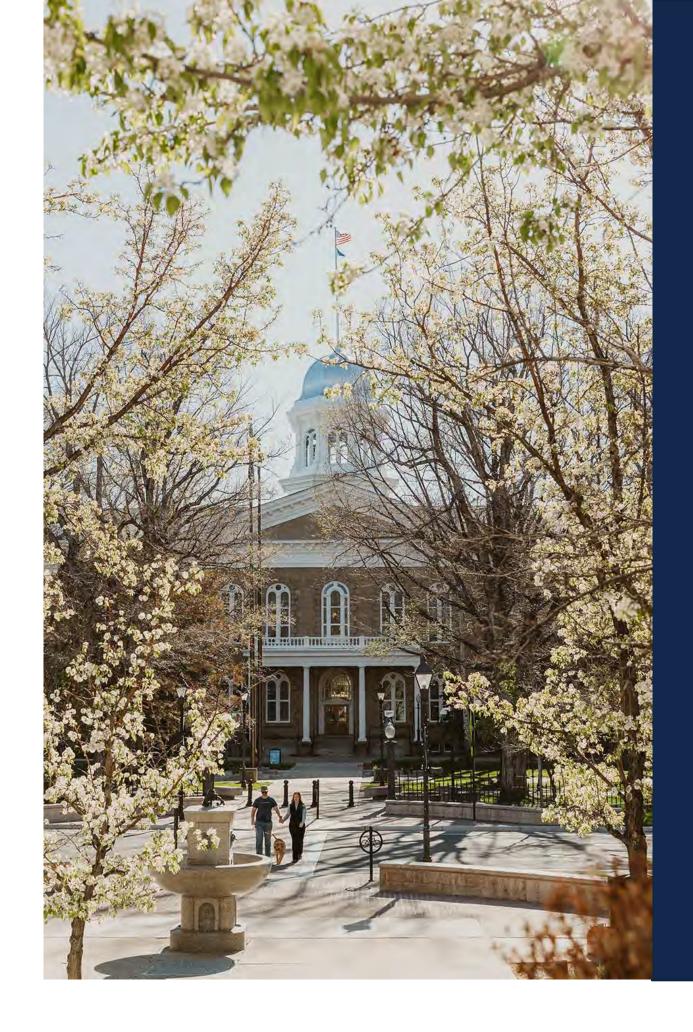
**CTA BOARD MEETING PRESENTATION** 

Photo by Kippy Spilker

**AUGUST 11, 2025 | LYDIA BECK** 

# PRESENTATION OUTLINE

- Marketing Update FY25 Recap
- Public Relations FY25 Recap
- After Ike Documentary









#### Website overview

- Website visits +22%
- Lodging referrals +8%
- Newsletter signups +4%

#### Paid digital highlights

- Lodging referrals +120% year-over-year
  - This excludes performance max and branded paid search campaigns
- Website visits +100%

#### Paid search

- Web visits +42%
- Lodging referrals +218%
  - Lodging referral conversion rate +124%
- CTR +88%

#### Paid social (Meta)

- Web visits +160%
- Lodging referrals +588%
- Newsletter signups +49%
- CTR +22%
- Shares +195%

#### **Organic highlights**

- Added 28 new keywords to the top 10
  - 14 of which were in the top 3

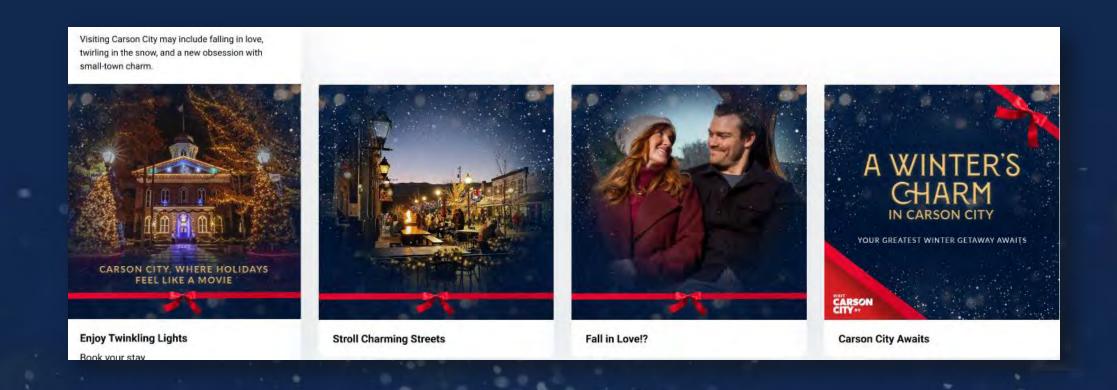
#### **Keyword wins:**

- 'Kid friendly things to do in carson city'
  -#1, previously unranked
- 'Carson city history' #1, previously unranked
- 'Dog friendly hotels in carson city Nevada' #7, previously unranked
- 'Mountain biking Nevada' #8, previously #18
- Organic traffic +12%
- Lodging referrals +13%
- Newsletter signups remained flat
- Ripe was on the website for roughly the same amount of time in FY25 as it was in FY24. Once Ripe was sunset from the website, we continued tracking lodging referrals.
- While we saw increases in website visits and engagements via our paid search and social channels and organic search, organic social and display traffic saw some declines.
  - We had Datafy and grant funded, Travel Spike campaign in FY24, which led to increased web visits. These campaigns were not renewed in FY25.



# ME DIGITAL GROWTH: A WINTER'S CHARM

- The winter campaign was a large part of the success we saw this year:
  - Over 5.7 million impressions
  - 627k engagements
    - 600+ shares
  - 132 lodging referrals
    - 120% increase from the previous four months before the campaign launched







### **PUBLIC RELATIONS UPDATE — FY25 RECAP**

- Total stories: 300 features, 452 mentions (752 stories total, compared to 677 last year)
- Five Media FAMs and 6 Social Media Influencers/Content Creators
- Major wins:
  - Feature story in the East Bay Times and San Jose Mercury News
  - A Winter's Charm received national and drive-market media coverage, including coverage from TV stations in Las Vegas, the Bay Area and Sacramento.
    - Bonus: It was reviewed, in detail, by a holiday movie review podcast, Christmas Movies Actually.
  - Total stories about the Carson City to Canada Quest: 11
    - FOX5 Vegas <u>Carson City to Canada Quest Hikers</u>
    - The Inertia (also picked up by Yahoo) Meet the Two Women Who'll Get Paid \$5,000 to Hike the Pacific Crest Trail
    - Backpacker <u>Getting Paid \$5,000 to Hike the Pacific Crest Trail</u>
  - Carson City was listed as a "10 Best Places to retire in the Western U.S. by Travel + Leisure (with multiple national pickups as a result).
  - Hosted two in-person premieres for "A Winter's Charm in Carson City", building buzz and deepening
    connections with the local community, industry partners, and the Northern Nevada media.

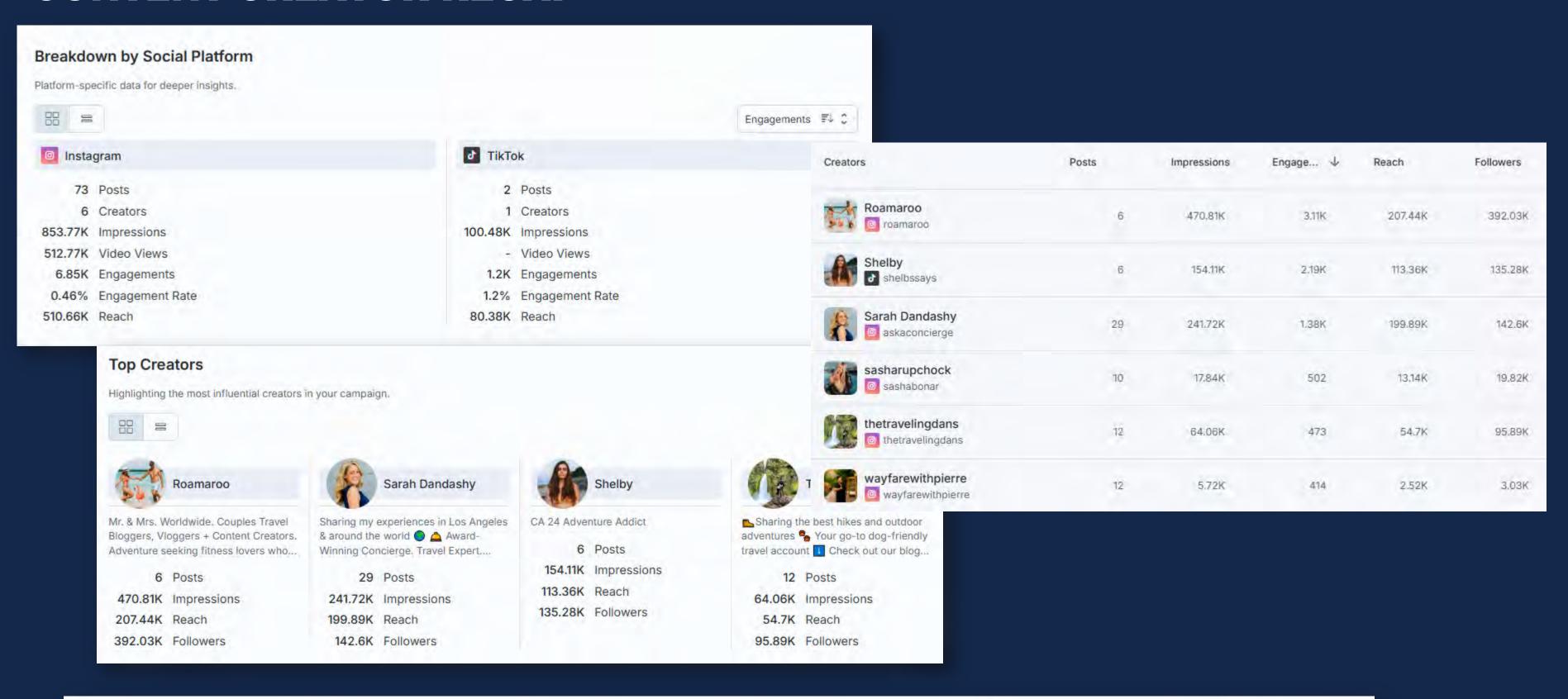
### **CONTENT CREATOR RECAP**

Creators

6

Posts

75



Engagements

8.06K

Impressions

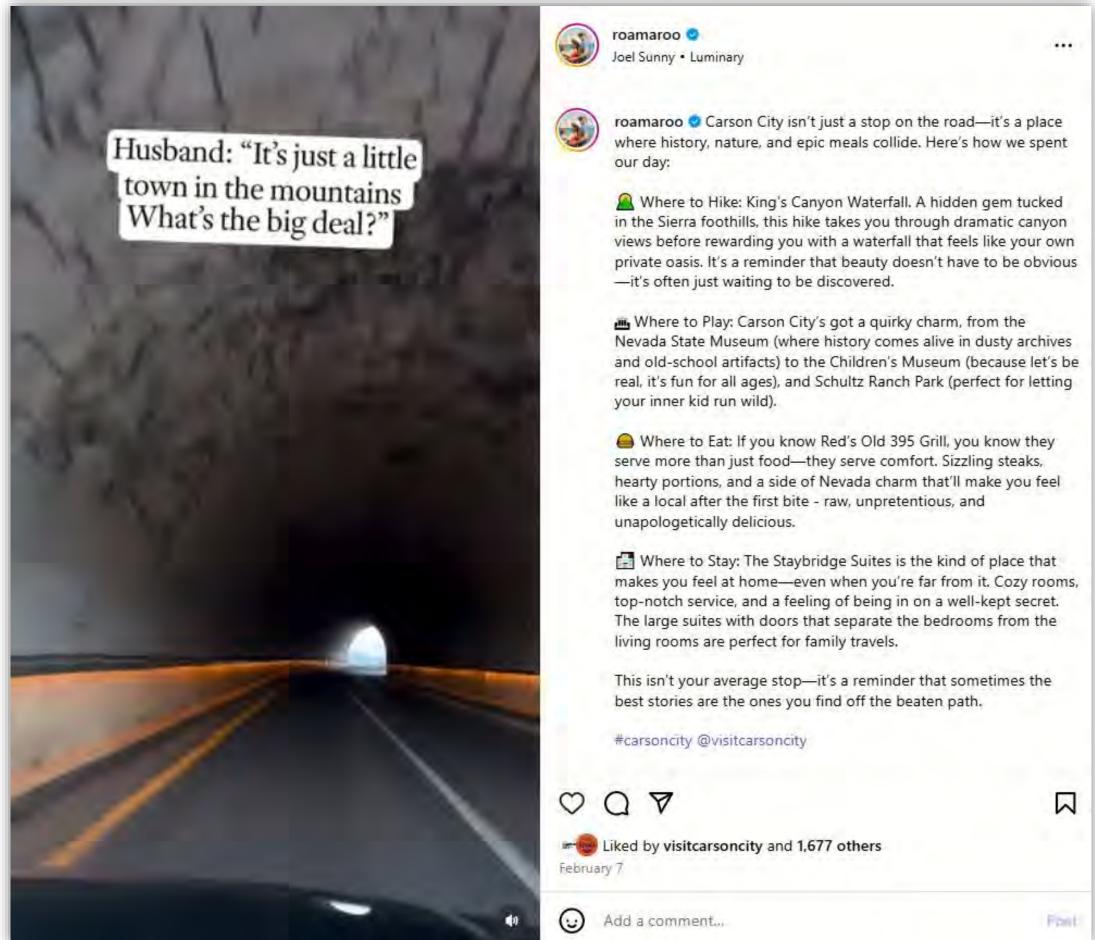
954.25K

Reach

Followers



### **CONTENT CREATOR RECAP**



#### **Highest Performing Content**

Showcasing the content that excelled.







#### o roamaroo

Impressions: 303.61K Engagements: 1.41K Reach: 85.01K



#### d shelbssays

Impressions: 80.88K Engagements: 296 Reach: 64.7K



#### o roamaroo

Impressions: 92.75K Engagements: 1.7K Reach: 55.58K



#### o roamaroo

Impressions: 18.61K Engagements: -Reach: 16.71K

## FY25 Results



"How Two Hikers Scored \$5,000 to Trek the Pacific Crest Trail"

# The Mercury News

"Get a Taste of the American West in Carson City"



"Carson City stars as the ultimate winter getaway in a new holiday short film"

**Total Features: 300** 

Goal for 2025: 470

**Total Mentions: 452** 

Goal for 2025: 249

\*Note: In FY24, the Carson City to Canada
Quest drove nearly 20% of total feature
coverage, thanks to its broad appeal and global
call to action. In FY25, the Quest contributed
approximately 2% of feature
coverage—anchored by a more informational
announcement on the winning hikers.



Visit Carson City + KPS3

FY 2025

# Scorecard



What it is: Designed to show value and accountability of PR outcomes, which are defined together with the client.

What it's for: Reflects metrics that are meaningful to Visit Carson City's Public Relations efforts throughout the year, not just industry-standard statistics.

How it works: Outlines clear and concise KPIs that include "features" and "mentions" in three tiers of media, which were outlined and defined together with Visit Carson City.

Visit Carson City + KPS3

FY 2025

# Terminology

- Features: Full, complete stories or in-depth placements focused entirely on Visit Carson City.
- Mentions: References or brief coverage in broader stories, inclusion in listicles.
- Tier 1 National and Key Target Markets.
- Tier 2 Regional Markets: Carson City, Reno, Sparks, Lake Tahoe, etc.
- Tier 3 Niche Markets. Specialty media outlets, non-region based. (Outdoor media or railway media as two examples.)



### **PUBLIC RELATIONS – FY25 RECAP**

#### **Public Relations Features & Mentions**

**★** Features (Fiscal YTD)

Tier 1: Features

37

FY25 Goal: 45

Tier 2: Features

226

FY25 Goal: 300

Tier 3: Features

37

FY25 Goal: 125

Total: Features

300

Mentions (Fiscal YTD)

Tier 1: Mentions

30

FY25 Goal: 24

Tier 2: Mentions

322

FY25 Goal: 125

Tier 3: Mentions

100

FY25 Goal: 100

Total: Mentions

452

View the full FY25 media log <a href="here">here</a>.

Tier 1 - National Tier 2 - Regional and Key Target Markets. Carson City, Reno, Sparks, Lake Tahoe, etc.

Tier 3 - Niche Markets. Specialty media outlets, non-region based.



### PR GOALS FOR FY26

FEATURES
TIER 1: 25 | TIER 2: 173 | TIER 3: 25

MENTIONS
TIER 1: 24 | TIER 2: 238 | TIER 3: 7

- PR strategy will shift from campaigns to broader general media outreach. We will need to be efficient with the hours/budget we have:
  - Focus on top of funnel awareness earning more Tier 1 and national coverage.
  - Fewer hours will go to planning big-budget IRL events for campaigns (i.e. Winter Campaign, Carson City to Canada Quest)
  - Where feature coverage was based on the Quest and Holiday Campaign, we'll focus in on tight, top storylines.
  - Continue to host 4+ content creators focused on our brand pillars



#### **VISIT CARSON CITY FEATURED IN AN AWARD-WINNING DOCUMENTARY ABOUT LINCOLN HIGHWAY**



