

OVERVIEW | The NCTC and RSDG have been working at various capacities since 2012, with a focused effort on marketing the region as a destination to potential travelers. The past few years have had a concentrated focus on a comprehensive digital marketing effort along with mapping and asset development with the goal of driving potential travelers to the NCTC website and generate awareness of the region to target markets throughout the state/Mid-west. The following is a recap of 2023 vs 2022 data through the end of 2023.

2023
-VS-
2022
Jan. 1 - Dec. 31

SOCIAL MEDIA SIZE

8,736
PAGE FOLLOWERS

-VS-

6,857
PAGE FOLLOWERS

facebook

999
PAGE FOLLOWERS
End of 2023

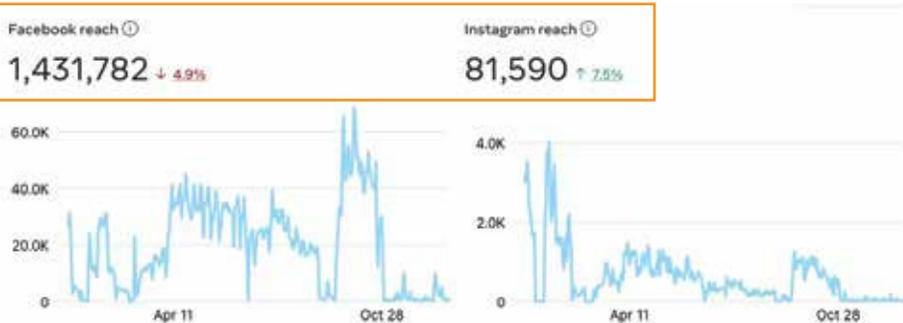
-VS-

856
PAGE FOLLOWERS
End of 2022

Instagram

The NCTC board members tasked with day-to-day post engagement and management and continue to do a wonderful job at posting new and engaging content that compliments the paid efforts of the campaigns. On page posts have gained traction and shares throughout the year, engaging users and driving website traffic with the support of the digital paid channels.

SOCIAL REACH/IMPRESSIONS - 2023 | The below chart illustrates the social reach through paid and organic posting to the NCTC social assets (FB/IG)



PAID OVERVIEW

8,071,461

impressions

through paid social ads (FB/IG)

156,712

ad clicks

on carousels to content, web, etc.

8,796

post reactions

likes, comments, saves, shares, etc.

EMAIL AUDIENCE



25.6%
EMAIL OPEN AVERAGE

8% industry average for similar content

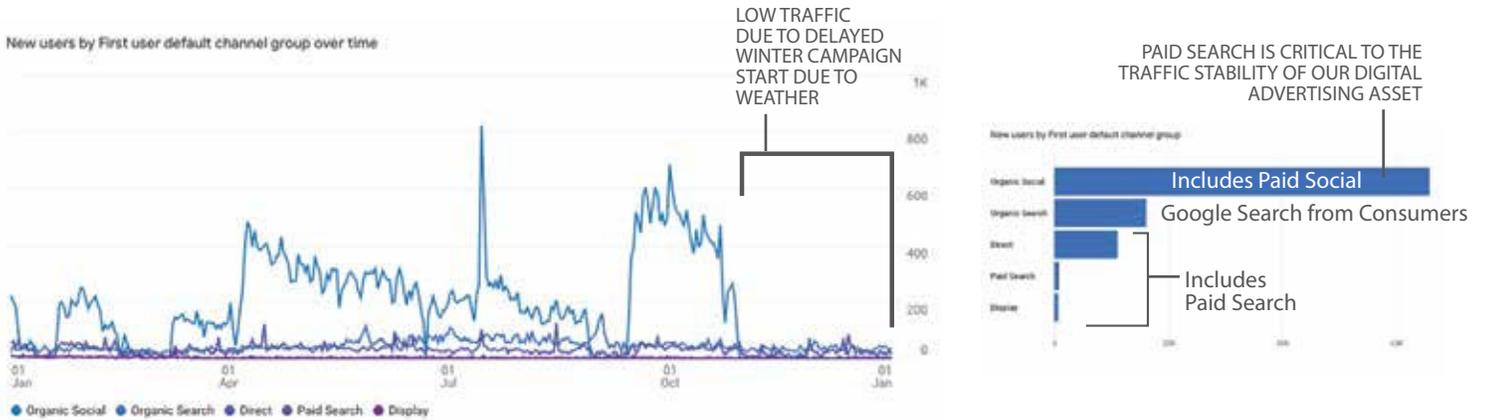
6,821
SUBSCRIBED CUSTOMERS



The NCTC email database will continue to be used to reach out to consumers with quality content in each season to gain awareness and provide travel planning ideas for our opt-in consumers.

WEBSITE TRAFFIC

Google Analytics 4 (GA4) and Universal Analytics (UA) from JAN. 1, 2022 - DEC. 31, 2023



95,342
 WEBSITE USERS
 2023

-VS-

82,617
 WEBSITE USERS
 2022

▲ **15.4% increase**
 in new user traffic

156,345
 WEBSITE PAGE VIEWS
 2023

-VS-

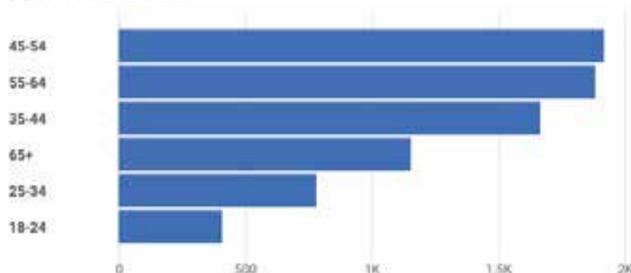
135,364
 WEBSITE PAGE VIEWS
 2022

▲ **15.5% increase**
 in pages viewed

Website traffic increased year-over-year because of the social traffic campaigns and paid search campaigns through google advertising. Through the use of targeted digital campaigns to direct landing pages traffic continued to grow. This year was the migration from Universal Analytics to Google Analytics 4, and the data points will vary slightly from prior yearly reporting as the analytic engine reports different between the two. Trends are still as expected despite this change and benchmarked against Google Advertising and Meta Marketing Dashboards.

USER ATTRIBUTES | The below chart(s) illustrate user profiles as made available by GA4 for website traffic in year 2023.

USER AGE RANGE



USER INTERESTS

INTERESTS	USERS
News & Politics/Avid News Readers...	4.4K
Media & Entertainment/Movie Lovers	4K
Media & Entertainment/Light TV Vie...	3.7K
Travel/Travel Buffs	3.5K
Food & Dining/Cooking Enthusiasts/...	3.4K
Lifestyles & Hobbies/Shutterbugs	3.4K
Home & Garden/Home Decor Enth...	3.3K

52.8% MALE | 47.2% FEMALE

FUTURE PLANS

The NCTC will continue to leverage and optimize existing marketing and promotional channels such as:

- Asset Development: The NCTC will begin developing tourism kiosks to enhance placemaking efforts for both locals and tourists to the region. This will be leveraging the mapping and developed assets over the past 5 years and making more available to consumers at specific points of interest throughout the region.
- New Mapping: The NCTC will be the facilitating entity with area birding experts to develop a strategy around the growing birding industry/tourism.
- Google Display and Search Advertising: RSDG will continue to implement a comprehensive search and remarketing campaign to broaden the digital marketing efforts to continue to drive qualified users to the NCTC tourism website.
- Influencer Marketing: RSDG and NCTC will coordinate efforts with regional influencers to market and grow the region. These will coordinate with seasonal promotional efforts already made part of the marketing plan as budget allows.
- Partnerships: The NCTC will continue to seek quality partnerships to cross promote regional assets as opportunity and budget allows.

CONCLUSION

The NCTC continues to or is on the trajectory to meet its goals outlined at the onset of the year. Thoughtful promotion efforts combined with engaged local stakeholders has created a high quality marketing program with the available budget/funding allocations. As costs have continued to rise over the years, in all industries, we have all needed to be more creative to maximize dollars to still gain quality reach to existing and new customers. We are pleased with the overall data for the 2022 vs 2023 comparison year, and we expect 2024 to be on level with 2023, with increase effort in onsite engagement through new partnerships and onsite kiosks.