

RURAL ROUNDUP

2026



ELKO



Turning Data into Visitors:

How Analytics, Audience Activation, and Impact Measurement Fuel Tourism Growth

April 22, 2026



What's on Tap

1. Who is Datafy & how do we work with DMOs?
2. How Visit Carson Valley uses visitor analytics & why?
3. The Data in Action: Visit Carson Valley FY26 Datafy Campaign
4. The Data in Action: Build a campaign with the dashboard



Who is Datafy and how do we work with DMOs?

Datafy Solutions

Datafy's all-in-one solution expertly incorporates data, advertising, attribution and performance analytics, all within one streamlined platform.

Datafy Analytics



Uncover strategy-defining analytics through our big data insights, including: geolocation, spending, demographic & more.

Datafy Advertising



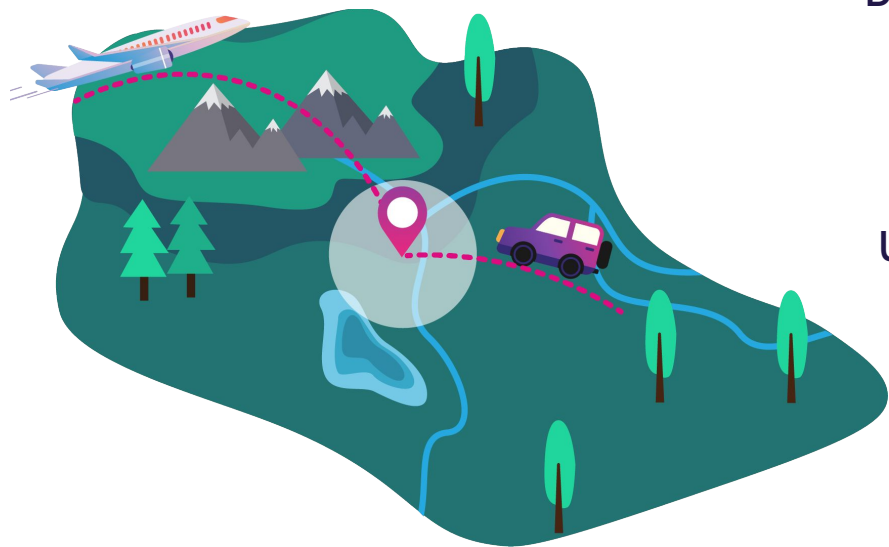
Tap into **real-world behavioral audiences** with dynamic advertising through Datafy's DSP.

Datafy Attribution



Prove impact by directly linking ad-exposed audiences to in-market visitation for **defensible visitor attribution.**

Analytics



Additional
Data Sources



Geolocation



8+Year Historical
lookback



Universal IDs



Visitor
Spending Data



Household-level
Demographic

Geolocation Data

Allow MyApp to track your activity across other companies' apps and websites?

This helps our ad partners aggregate information about you and provide you with a more personalized ad experience.

Ask App Not to Track

Allow

Allow "Maps" to use your location?

Your location is used to show your position on the map, get directions, estimate travel times, and improve search results.

Precise: On

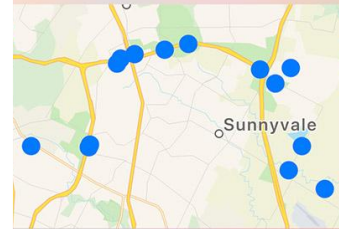
Allow Once

Allow While Using App

Don't Allow

"App" has used your location 14 times in the background over the past 3 days. Do you want to continue to allow background location use?

As our Privacy Policy describes, we use and share your device's location with trusted partners to deliver forecasts, weather alerts, and ads, and to provide and improve our Services.



Change to Only While Using

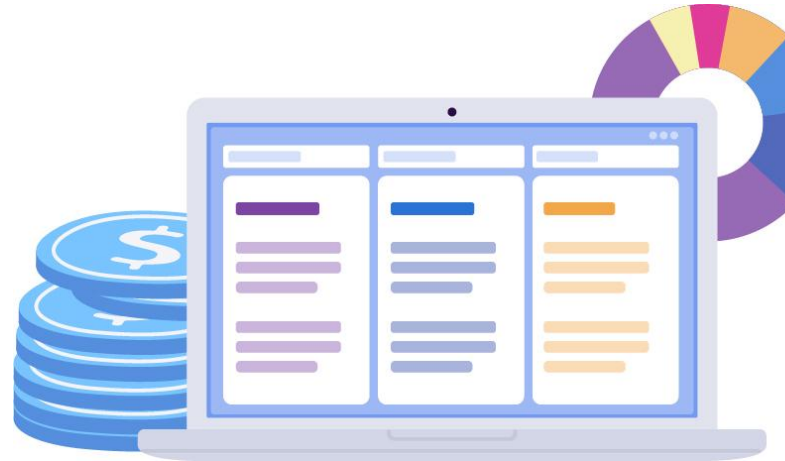
Always Allow

Advanced Spending Data

Datafy's Advanced Spending Dashboard for **comprehensive insights** into how and where visitor spending most impacts your destination.

Deep dive into visitor spending insights like:

- Identify your “ideal visitor”
- Track spending trends year-over-year
- Pinpoint top markets and high-impact categories
- Uncover key insights like: average spend per visitor, transactions per trip, and top spending markets
- Make forecasts based on annual share-of-wallet trends



Datafy Advertising

How is it different from others? Datafy doesn't advertise for clicks - we focus on driving visits and spending to your destination.

	Traditional Digital Ads	Datafy Advertising
Audience Building	Based on clicks, search history, interests	Based on real-world behavior and activity
Targeting Method	Guessing who <i>might</i> be interested based on online behavior	Locations and events they have actually been to
Goal	Clicks, impressions, ad engagement	In-market visitation
Success Metric	Engagement rates	Visitation & overnight stays
What You Really Get	Eyeballs	Outcomes

Build Custom In Real Life Audiences



Luxury Beach Goer

Goal: Boost overnight visitation

How we build the audience:

- People who have *already* stayed overnight in your destination
- People who frequent *competitor* beach destinations
- Layered with high-income travelers, spa-seekers, or golf lovers

→ These are *real beach people*, not just people googling “beach wedding inspo”



Sports Enthusiasts

Goal: Attract sports travelers

How we build the audience:

- People who attended major sporting events
- Travel patterns confirm interest in live sports experiences
- Bonus layer: hotel stays near stadium during live events

→ *Actual sports foot traffic*, not just jersey cart-abandoners



Food & Wine Events

Goal: Drive event attendance

How we build the audience:

- People who've attended food & wine festivals (or similar cultural events)
- Real-world attendance + overnight stays near venues
- Add filters like HHI, travel radius, repeat visitation

→ *Forks and corks in hand*, not just reading Bon Appétit

Datafy Attribution

Datafy Attribution tracks the full journey—from online exposure to real-world visits—so you know exactly what’s working.

You have the ability to:



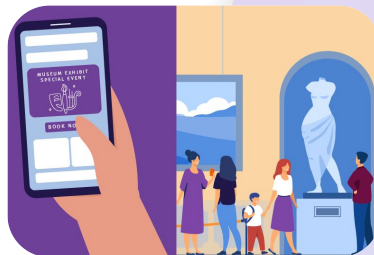
See visitor attribution metrics broken down by **vendor, campaign and tactic**



Calculate **return on ad spend** with real visitation data



Gain insights from **ad-aware visitors** while in-destination



Finally have an answer to the question:

Did my ad-exposed audience actually show up?

Measure what Matters with Built-in Performance Metrics



Incremental Lift Analysis

6.1x
More Likely to Visit*



Calculate **return on ad spend** with real visitation data

\$20: \$1
Return On Ad Spend*

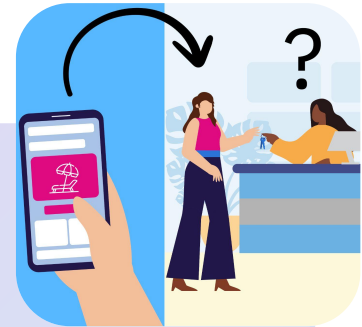


Gain insights from **ad-aware visitors** while in-destination

2,857
Total Trips Taken

Finally have an answer to the question:

Did my ad-exposed audience actually show up?



**Only available through Datafy's Digital Advertising*

How Visit Carson Valley uses Visitor Analytics & why?

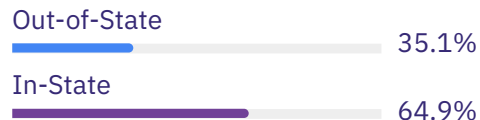
Datafy Analytics

Understand Visitor Behavior

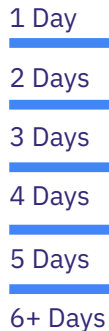
Other questions my data can answer:

- ✓ Which visitors stay the longest?
- ✓ What do my visitor demographics look like?
- ✓ What are my visitors doing while they're here?
- ✓ How does my local-to-visitor breakdown shift during each season?

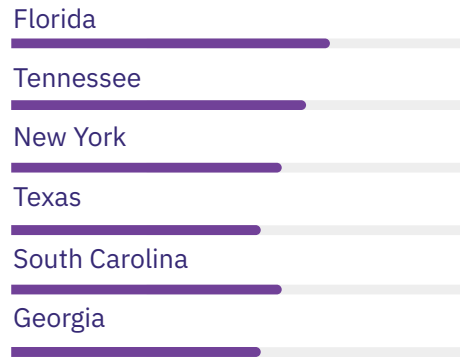
“Can you tell me where my visitors are coming from on any given day?”



Length of Stay



Origin Markets





Who are our visitors?



When do they come?



What do they do?

The story of your
Visitors
Through Data



Who are our visitors?



Who are our Visitors?

DMA Visitation

What markets took the most trips?

Geolocation 1/1/24 - 1/31/24

Comparison markets

DMA	Share of Trips	Change in Share of Trips
Sacramnto-Stkton-Modesto	13.33%	+ 0.9
Los Angeles	12.69%	+ 1.2
Reno	9.78%	- 0.1
San Francisco-Oakland-San Jose	9.06%	- 3.7
Las Vegas	3.68%	+ 0.8
San Diego	2.98%	+ 0.1
Phoenix -Prescott	2.62%	+ 0.5
Dallas-Ft. Worth	2.00%	- 0.0
Fresno-Visalia	1.69%	+ 0.2

DMA Spending

Which markets are spending in my destination?

Advanced Spending 1/1/24 - 1/31/24

DMA	Share of Spend %	Change in Share vs Compare Dates
Sacramnto-Stkton-Modesto	30.58%	- 1.8
Reno	13.26%	- 7.5
Los Angeles	9.47%	+ 1.5
San Francisco-Oakland-San Jose	8.45%	- 1.5
New York	2.88%	No Data
Dallas-Ft. Worth	1.44%	No Data
Las Vegas	1.30%	- 0.5
Portland-OR	1.19%	+ 0.6
Salt Lake City	1.12%	- 1.2
Phoenix -Prescott	1.09%	+ 0.2

Length of Stay by Top DMAs

What is the average length of stay by market?

Geolocation

DMA	Avg Length of Stay	Share of Trips
Sacramnto-Stkton-Modesto	2.3 Days	17.43%
Los Angeles	2.4 Days	14.73%
San Francisco-Oak-San Jose	2.5 Days	9.00%
Reno	2.2 Days	3.83%
Las Vegas	2.6 Days	3.06%
Phoenix -Prescott	2.8 Days	2.54%
Fresno-Visalia	2.3 Days	2.28%
San Diego	2.7 Days	2.19%

Share of Trips by State

What states are most of my visitors coming from?

Geolocation

Repeat vs One Time Visitation

What share of visitors are repeat vs one time?

Geolocation

One Time	34.20%
Repeat	65.80%

Length of Stay

How long are visitors seen in my destination by Visitor Days?

Geolocation 1/1/24 - 12/31/24

1 Day	39.78%	- 1.19%	2 Days	11.77%	- 0.61%
3 Days	9.89%	- 0%	4 Days	8.28%	- 0.09%
5 Days	6.53%	- 0%	6+ Days	23.75%	+ 1.90%

Caladan 1.2 Model | © Datafy - All Rights Reserved
 Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that met the specified filter settings.
 *Sample transactional data provided by Affinity Solutions. Modeling, analysis, insights and estimates generated by Datafy.

When do they come?

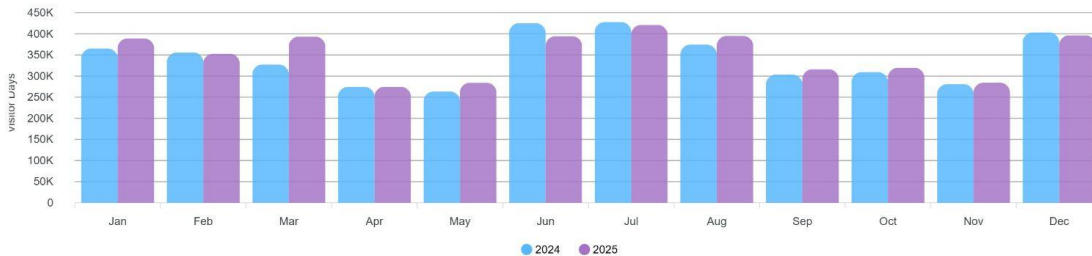


Year Over Year Trends

Visitor Days by Month

What is my visitation over time?

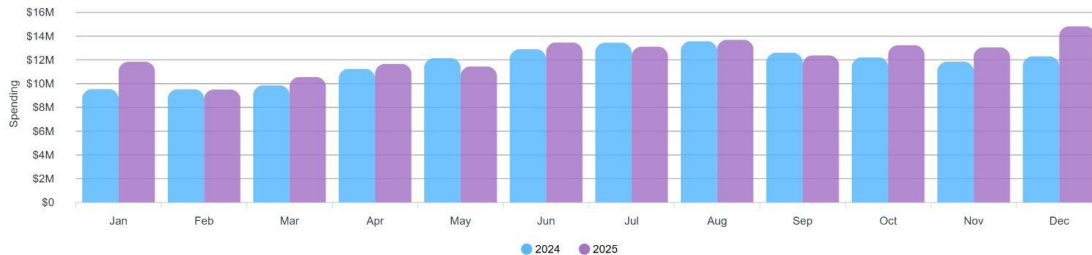
Geolocation 2024 through 2025



Spending by Month

How much are visitors spending in my destination over time?

Advanced Spending 2024 through 2025



Caladan 1.2 Model | © Datafy - All Rights Reserved

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4 DATAFY

What do they do?



What do they do?

Report Filters

- Geolocation
- Dates: 1/1/25 - 12/31/25
- Dates: 1/1/24 - 12/31/24
- In-State Out-of-State
- Distance: 60 mi - 3502 mi
- Regions: External Excluded
- Clusters: All Included
- POIs: All Included
- Trip: Seen only on Highway 395 Excluded

Cluster Visitation

Where are visitors going in my destination?

Geolocation 1/1/24 - 12/31/24

Cluster	Share of Visitor Days	% Change
Carson & Valley & Cr	97.76%	- 2.2
Topsv Lane	80.83%	- 5.3
Carson Valley	78.99%	- 7.0
TOT Lodging	32.62%	- 1.5
Downtowns	19.97%	+ 1.5
Attractions	9.53%	+ 1.6
Golf	7.34%	+ 0.8
Cultural Corridor	3.41%	+ 0.5
Outdoors	1.87%	- 1.1
NonTot Lodging	1.17%	- 1.0
Aeritourism	0.79%	+ 0.4

Top POIs

Where are visitors going in my destination?

Geolocation 1/1/24 - 12/31/24

Top Non-Region or Cluster POIs

POI	Share of Visitor Days	% Change in Visitor Days
Topaz Lodge and RV F	26.8%	- 2.55%
Holiday Inn Club Vac	24.9%	- 13.85%
Main Street Gardnerv	23.8%	+ 16.67%
Downtown Genoa	18.7%	- 0.89%
Downtown Minden	7.7%	+ 6.99%
Carson Valley Inn Mo	7.5%	- 14.27%
Holiday Inn Express N	7.3%	+ 2.27%
Sunridge Golf and Rev	7%	+ 39.01%
Genoa Bar	5.7%	+ 49.04%

Advanced Spending

1/1/24 - 1/31/24

Avg. Spend per Trip **\$134.88**
19.75% vs Compare Dates

Avg. Transactions per Trip **1.93 transactions**
+ 0.21 vs Compare Dates

Total Spend **\$12,197,678**
\$9,148,130 - \$15,247,227
68.20% vs Compare Dates

Total Trips **78,723**
59,041 - 98,405
33.33% vs Compare Dates

Category Spending

Which categories are visitors spending on in my destination?

Advanced Spending 1/1/24 - 1/31/24

Category	Share of Spend %	Change in Share vs Compare Dates
Grocery and Dept St	55.91%	+ 9.2
Service Stations	19.51%	- 7.3
Dining and Nightlife	7.98%	+ 1.9
Specialty Retail	6.50%	- 2.2
Accommodations	2.74%	- 1.0
Fast Food Restaurar	2.58%	- 1.9
Clothing and Access	1.99%	+ 0.7
Leisure, Recreation	0.98%	- 0.8
Personal Care and S	0.44%	+ 0.3
General Services	0.14%	+ 0.1

DMA Spending - Dining and Nightlife

Which markets are spending on Accommodations in my destination?

Advanced Spending

DMA	Share of Spend %	Change in Share vs Compare Dates
Sacramento-Stkton-N	30.58%	- 1.8
Reno	13.26%	- 7.5
Los Angeles	9.47%	+ 1.5
San Francisco-Oak-l	8.45%	- 1.5
New York	2.88%	No Data
Dallas-Ft. Worth	1.44%	No Data
Las Vegas	1.30%	- 0.5
Portland-OR	1.19%	+ 0.6
Salt Lake City	1.12%	- 1.2
Phoenix-Prescott	1.09%	+ 0.2

Local vs Visitor Spending

What is my local vs visitor spending split?

Advanced Spending 1/1/24 - 1/31/24

Local: 68.62% - 6.33%
Visitor: 31.38% + 6.33%

Locals: 0 - 50 Miles | Visitors: 50 - 3502 Miles
Min Distance filter is not applied to this chart

Caladan 1.2 Model | © Datafy - All Rights Reserved

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Event Impact Measurement



Visitor Behavior Studies



**Strategic
Campaign Development**

Beyond the Basics
**Specific Use
Cases**

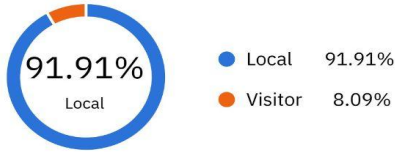




Carson Valley Visitors Authority - Carson Valley Christmas 2025 Event Dates: 12/04/25 - 12/20/25 Distance: 60 mi - 3502 mi
 Event Visitors Event Location: POIs: All Included

Event Visitor Breakdown by Visitor Days

Who came to my event?



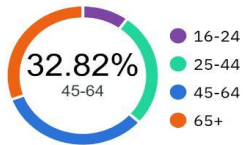
Locals: 0 - 50 Miles | Visitors: 50 - 3502 Miles



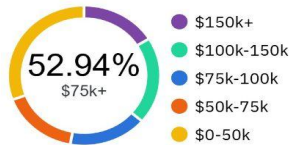
Demographics

Who are my attendees?

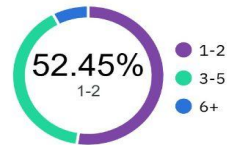
AGE



INCOME



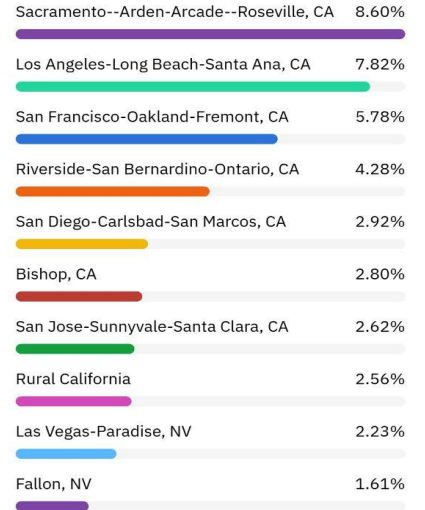
HOUSEHOLD



Top Visitor MSAs

Where did my visitors come from?

MSA Share of Visitor Days



Event Impact Measurement



TOTAL SPEND

\$7,111,601

\$5,333,738 - \$8,889,464

↗ **45.8%** vs Compare Dates

TOTAL TRIPS

44,906

33,679 - 56,132

↗ **22.1%** vs Compare Dates

AVG. SPEND PER TRIP

\$205.00

↗ **1.7%** vs Compare Dates

AVG. TRANSACTIONS PER TRIP

3.14 transactions

+ **0.3** vs Compare Dates

In/Out of State Spending

What is the spending split for in-state vs out-of-state?

● In State 1.69%

- 0.02% vs Compare Dates

● Out-of-State 98.31%

+ 0.02% vs Compare Dates



Local vs Visitor Spending

What is my local vs visitor spending split?

● Local 74.86%

- 0.07% vs Compare Dates

● Visitor 25.14%

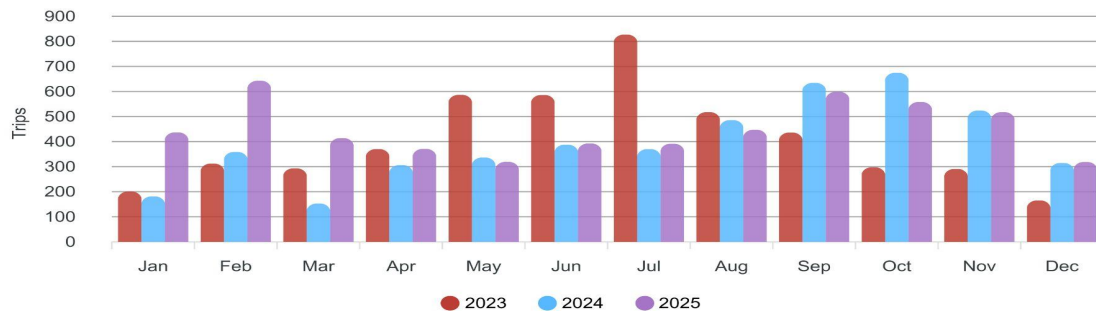
+ 0.07% vs Compare Dates

Locals: 0 - 60 Miles | Visitors: 60 - 3502 Miles
Min distance filter is not applied to this chart.

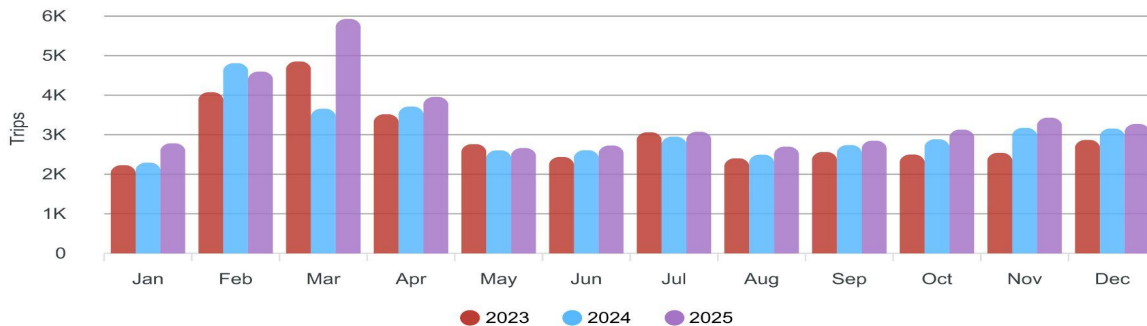


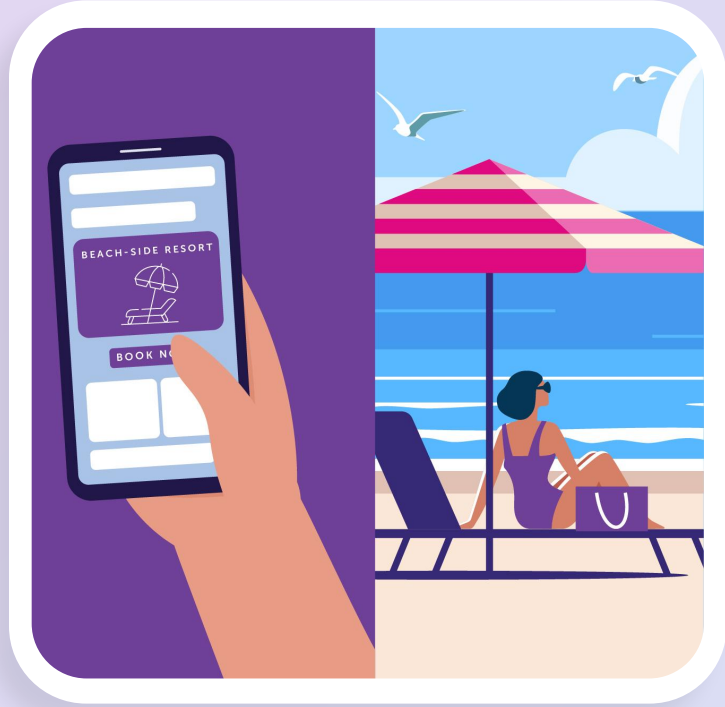


Trips by Month - Visitors



Trips by Month - Total





Free to anyone

Website Attribution

Get insights into the website visitors who became real visitors.

Place a free pixel from Datafy on your website to see exactly how online engagement translates into real-world visits.

With **In-real-life (IRL) Attribution**, your DMO can:

- See which tactics are performing best
- Prioritize high-value audiences
- Prove campaign impact



**Discounted Datafy
Pricing**



Travel Nevada Match



**Advertising \$ and
Attribution included!**

Travel Nevada Co-op Grants



The Data in Action:
**Visit Carson Valley's
FY26 Datafy Campaign**

Example: How does Datafy use past visitor data to inform strategy?

Analyzing past visitor data per market allows us to see where markets are similar and where they stand out. This allows us to customize targeting strategies per market, as needed so we are targeting the right people, at the right time, with messaging that will most resonate with their interests.



Avg Spend per Trip \$213

Avg Accommodations Spend per Trip \$538

Key POIs* Avg Length of Stay 2.8 Days

Repeat Visitors 48%

13%

San Francisco DMA
trips coming to
Carson Valley

AGE BREAKOUT

25-44: **25%**

45-64: **39%**

65+: **27%**

HHI BREAKOUT

\$50-75k: **11%**

\$75-100k: **15%**

\$100k+: **54%**

San Francisco-Oak-San Jose

Market Highlights



#3 Geolocation Market
13.4% of Total Trips



#1 Spending Market
19.2% of Visitor Spend



% 1-Day vs % Overnight
63.2% vs 36.8%



Avg Spend per Trip
\$213.55



#1 Market Visiting Key POIs
22.6% of Total Trips to Key POIs



#2 Accommodations Spend
16.9% of Spend



Top Clusters by % Visitor Days

County: 99.7%

Region: 75.8%

Lodging: 49%

Dining: 16.6%

Retail: 7.97%



Avg Accommodations Spend per Trip
\$538.33

Campaign Targeting:

Goals:

- General awareness and visitation of opportunity markets
- Increase overnight stays during shoulder season across core markets

Measurements of Success:

- Attribution to Carson Valley & Communities
- Attribution to Attractions
- Attribution to TOT Lodging
- Traditional KPIs: Impressions, CTR, VCR

Audiences:

- Opportunity Past Visitor Re-Engagement
- Core Past Visitor Re-Engagement
- History & Museum Lookalike
- Outdoors Lookalike

Strategy & Budget Split:

- Targeting opportunity markets (Seattle-Tacoma, Las Vegas, Boise) while maintaining communications and encouraging new and repeat visitation from core markets
- 70% Opportunity Markets, 30% Core Markets

Opportunity Markets

50+ miles of Carson Valley, NV in:

- Seattle-Tacoma DMA
- Las Vegas DMA
- Boise DMA

Core Markets

50+ miles of Carson Valley, NV in:

- Sacramento DMA
- Los Angeles MSA
- San Francisco MSA
- Reno DMA

Visit Carson Valley FY 25-26 Campaign

Run Dates: 9/25/25 - 4/19/26 | Attribution Reflects Visitation Between: 10/2/25 - 4/4/26

3,342

Total Trips Taken to Carson Valley

By Ad Exposed Visitors who Live 50+ miles away



1,046

Estimated Room Nights

By Ad Exposed Visitors who Live 50+ miles away



.37%

Average Click Through Rate

0.25% Above Benchmark



Reno

Top Attribution Market

27% of Ad Exposed Trips came from the Reno DMA



3 Days

Lodging Avg Length of Stay

Ad Exposed visitors seen in lodging properties had a higher avg length of stay



14%

Lodging Correlation

Ad Exposed Visitors seen at TOT Lodging Properties



Top Attribution Markets

Run Dates: 9/25/25 - 4/19/26 | Attribution Reflects Visitation Between: 10/2/25 - 4/4/26

Destination

DMA	Trips	Share of Trips
Reno	914	27.3%
Sacramnto-Stkton-Modesto	845	25.3%
Las Vegas	578	17.3%
Los Angeles	290	8.7%
San Francisco-Oak-San Jose	276	8.3%
Seattle-Tacoma	234	7%
Boise	79	2.4%

Lodging

DMA	Trips	Share of Trips
Sacramnto-Stkton-Modesto	87	24%
Las Vegas	80	22.2%
Reno	71	19.6%
Los Angeles	51	14.2%
San Francisco-Oak-San Jose	28	7.7%
Seattle-Tacoma	19	5.3%
Boise	12	3.2%

Attractions

DMA	Trips	Share of Trips
Sacramnto-Stkton-Modesto	57	24.8%
Las Vegas	41	17.8%
Reno	38	16.5%
Los Angeles	30	13.2%
Seattle-Tacoma	26	11.5%
San Francisco-Oak-San Jose	21	9.3%
Boise	6	2.7%

Incremental Impact

Run Dates: 9/25/25 - 4/19/26 | Attribution Reflects Visitation Between: 10/2/25 - 4/4/26

Core Markets:

1,860

Incremental Trips
5.22x more likely to visit

Opportunity Markets:

572

Incremental Trips
2.2x more likely to visit

We compare your ad-targeted group against a control group of devices who match the targeting parameters of our audiences. We then observe the two groups to see at what rate the ad exposed audience converted against the control group.

The Data in Action: Build a Campaign with the Dashboard

Setting the Stage

- Presented with opportunity for bonus marketing coverage with banner ads on five golf & leisure websites
- Four-month consecutive campaign on each site
- Provided with top traffic markets for each website



When should the ads be placed?



Using Data Tools to Build the Campaign

- Geolocation aggregated for golf courses per origin State/DMA/MSA
- Aggregated for 2025 and expanded to 2024/2023 to reduce volatility in the data
- Most consistent 3-month visitation signals plus preceding month for trip planning
- Spending for Carson Valley per origin State/DMA/MSA used a secondary data source

Additional Considerations:

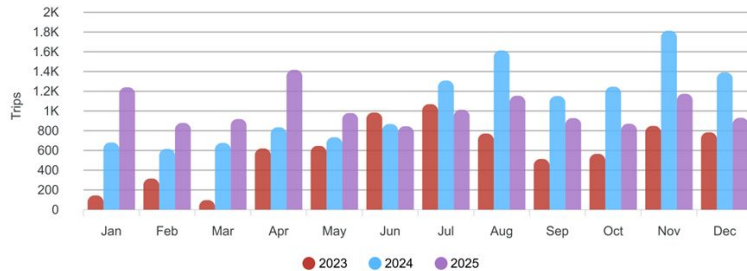
- Exclude or include day trips
- Tracking via pixel or UTM
- What does success look like?

The Data in Action

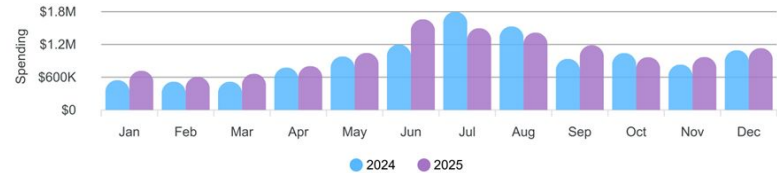
Golfing Southern California

Served by the Riverside, Los Angeles, Oxnard, and San Diego MSAs

Visitation by Month - Trips



Spending by Year



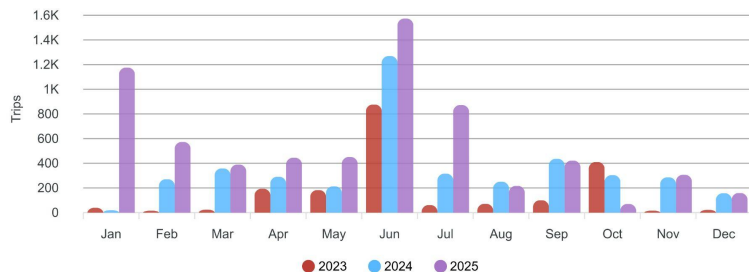
Run of Campaign: May - August

The Data in Action

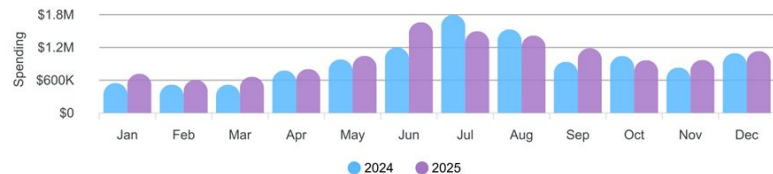
Golfing Nevada

Served by State of Nevada

Trips by Month



Spending by Year



Run of Campaign: April - July

Common Mistakes to Avoid

- Focus is too narrow
- Relying on one data source
- Not listening to what the data is telling you
- Lack of clear goals
- Being afraid to fail



Thank you for your time!

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Erin Stiehler, Senior Client Experience
Director: erinstiehler@datafy.com

