

Success Stories Come To Life

B A B Y B O O M E R S V S M I L L E N N I A L S



Historical Background

Up until 1995, Reno Tahoe focused on the following groups/interests

- Liked/loved to Gamble
- Age groups of 50+
- Bay Area and Sacramento DMA's
- Large percentage of dollars spent in Print, Outdoor and Broadcast.

Then from 1996 to 2007 - "America's Adventure Place"

- Enjoyed the Outdoors or liked/loved to Gamble
- Age groups of 50+
- Bay Area and Sacramento DMA's
- Large percentage of dollars spent in Print, Outdoor, Broadcast, and some digital.



We had become great at Boomer Marketing.

Baby Boomers – Travel Trends

- Average 4.4 trips this year.
- Primarily looking for laid back and relaxing trips.
- Prefer to travel in Summer months.
- 86% use TripAdvisor when planning a trip.
- 53% are still employed.
- 26% state it is very important to be “connected” during their trip.



Millennials – Travel Trends

- Average 5.2 trips per year.
- Looking for adventure, and “being a local”.
- 20% increase in travel spending over last year.
- 55% interested in “Staycations”.
- 31% decrease YOY in using OTAs.
- 63% are employed Full Time.
- 95% state it is very important to be “connected” during their trip and 73% post at least once on social media each day of the trip.
- Travel now, instead of saving for future.
- Just as likely to use Airbnb as a hotel or resort.

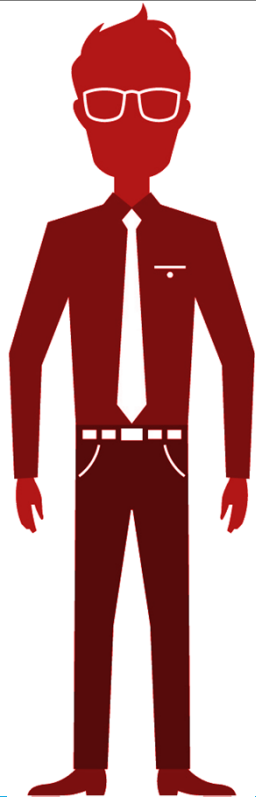


Millennial Market Research

Through our proprietary research, here are some of the key findings we found about Millennials:

- Millennials take more short getaway trips and expect to spend money to do so.
- Trips are considered social events.
- Look for places that are easy to get to and have lots of activities.
- Interested in activities related to eating and drinking
- Events like concerts, music festivals, and live entertainment are appealing.
- Gambling is not a reason for them to come to our destination.
- With regards to imagery, participants must be able imagine themselves taking part in the activity.

Guess My Analytic Data Game



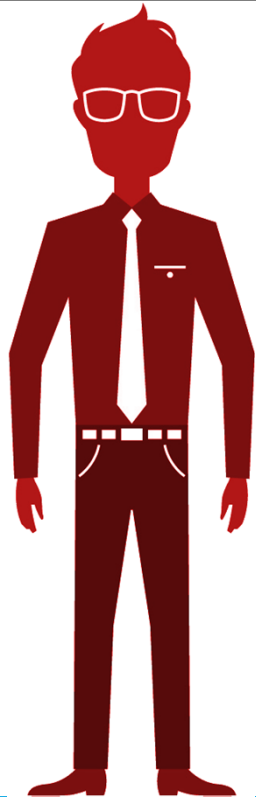
MILLENNIALS

VS

BOOMERS



Guess My Analytic Data Game



Q: Between Boomers and Millennials, which group uses mobile phones more to access the VisitRenoTahoe.com website?

A: Millennials are 350% more likely to access the VisitRenoTahoe.com website via a mobile phone than Boomers.

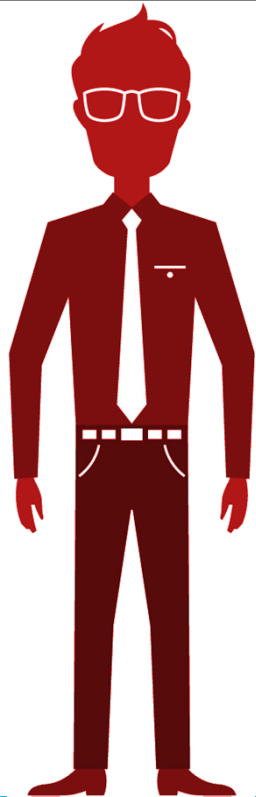
Guess My Analytic Data Game

Q: Between Boomers and Millennials, which group uses desktop computers more to access the VisitRenoTahoe.com website?

A: Boomers are 33% more likely to access the VisitRenoTahoe.com website via a desktop computer than Millennials.



Guess My Analytic Data Game



Q: Between Boomers and Millennials, which group uses laptops more to access the VisitRenoTahoe.com website?

A: Depending on the month, both Millennials and Boomers are within 2% of each other of the likelihood to access the VisitRenoTahoe.com website via a laptop.



Guess My Analytic Data Game

Q: Between Boomers and Millennials, which group uses tablets more to access the VisitRenoTahoe.com website?

A: Boomers are 34% more likely to access the VisitRenoTahoe.com website via a tablet than Millennials.



Guess My Analytic Data Game

Q: Over the last 90 days, between Boomers and Millennials, which group clicked on more Display ads access the VisitRenoTahoe.com website?

A: Boomers clicked on 23% more Display ads to access the VisitRenoTahoe.com than Millennials.



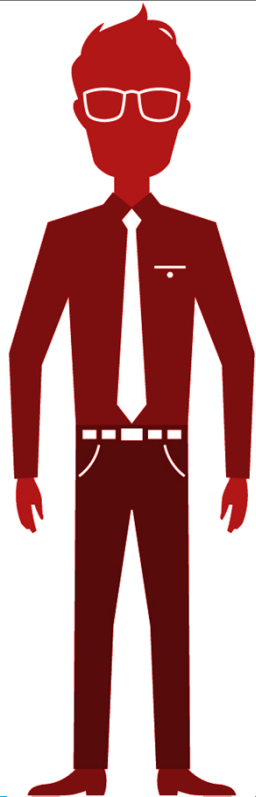
Guess My Analytic Data Game

Q: Over the last 90 days, between Boomers and Millennials, which group clicked on more Social Media ads to access the VisitRenoTahoe.com website?

A: Boomers clicked on 27% more Social Media ads to access the VisitRenoTahoe.com than Millennials.



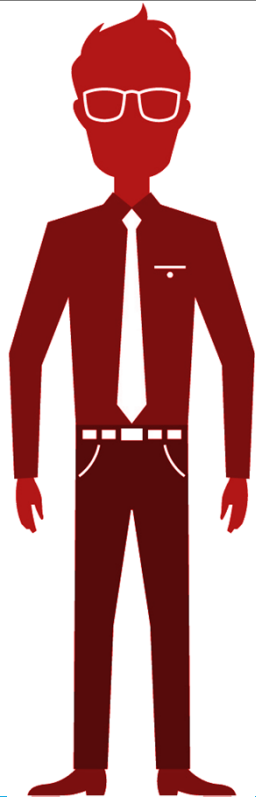
Guess My Analytic Data Game



Q: Over the last 90 days, between Boomers and Millennials, which group **converted at a higher percentage** from clicking on ads to access the VisitRenoTahoe.com website?

A: Millennials were 38% more likely to convert from clicking on an ad to access the VisitRenoTahoe.com website than Boomers.

Guess My Analytic Data Game



Q: Over the last 90 days, between Boomers and Millennials, which group accessed the VisitRenoTahoe.com website more in the morning 4am to 11am?

A: Neither. Statistically over the last 90 days, neither group visited the VisitRenoTahoe.com website, in the morning, by more than 2% over the other.



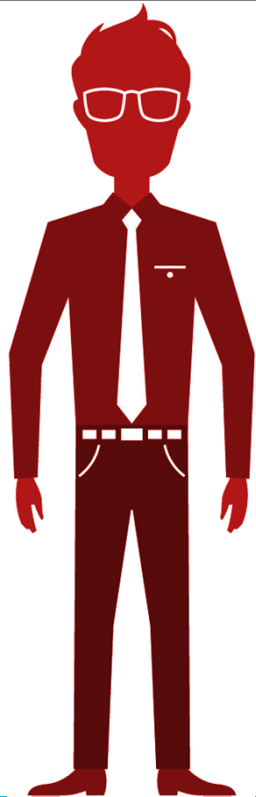
Guess My Analytic Data Game

Q: Over the last 90 days, between Boomers and Millennials, which group **converted at a higher percentage** on the VisitRenoTahoe.com website in the morning 4am to 8am?

A: Boomers are 200%+ more likely to **convert** on the VisitRenoTahoe.com website, in the morning 4am to 8am, than Millennials.



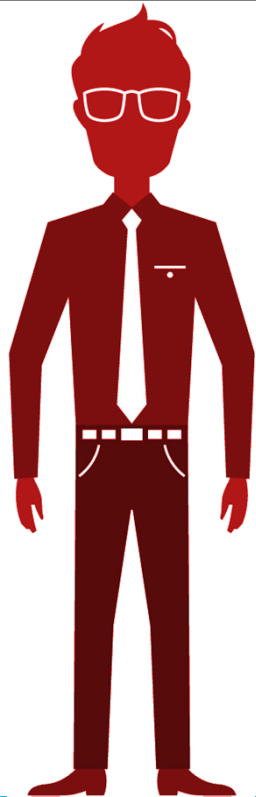
Guess My Analytic Data Game



Q: Over the last 90 days, between Boomers and Millennials, which group **converted at a higher percentage** on the VisitRenoTahoe.com website in the evenings 7pm to 11pm?

A: Millennials are 40% more likely to **convert** on the VisitRenoTahoe.com website in the evenings 7pm to 9pm, than Boomers.

Guess My Analytic Data Game



Tiebreaker Question: In the last 90 Days, between Boomers and Millennials, which group visited the VisitRenoTahoe.com website more from San Francisco, and what % were from a mobile phone?

A: Millennials were 28% more likely to visit the VisitRenoTahoe.com website than Boomers. 89% were from a mobile phone.

Major Takeaways that we found

Through our proprietary research and our analytics, here are a few ways we are increasing conversions on our site;

- For millennial targeted ads, make sure to include imagery that will make them feel that they can be a part of the experience.
- Display our Millennial ads at a higher rate in the evenings, and Boomer ads higher in the mornings.
- Do not target social media ads just to Millennials.
- In certain markets, like San Francisco, target mobile ads at Millennials.
- Don't forget other markets like New York, Portland, Seattle and Chicago, where Boomer visitors can be 3 times as likely to visit as Millennials.
- For Boomers, 728x90 ads are their favorite for clicking, For Millennials, 300x600 and mobile ads are their favorite for clicking.

Q u e s t i o n s

B A B Y B O O M E R S V S M I L L E N N I A L S

