

# SMARI Results & Fall Creative



north lake tahoe



# SMARI Advertising Effectiveness & ROI Results

## 2018/19 NLTMC Consumer Ad Campaign



### INSIGHTS

- **Generated 32% awareness, reaching 4.7 million households in target markets**
- **NLTMC spent \$0.16 to reach a household - 0% Change YOY**
  - Indicates a very efficient media buy - industry norm is \$0.54
- **Ads influenced 125,000 NLT Trips - 49% Increase YOY**
  - Translates to \$205M in visitor spending - 33% Increase YOY
  - Return of \$283 for every \$1 invested in advertising - 55% Increase YOY
- **Communication ratings decreased slightly YOY (still exceed industry benchmarks)**
  - Creative refresh could remedy this dip
- **NLTMC should continue to feature the area's assets that motivate visitation:**
  - Scenery, Hikes, Parks, Skiing, and Unique Local Culture





# Fall Creative Samples

## Facebook Carousel Ad - Family Target


**North Lake Tahoe**  
Sponsored · 


Connect with nature and each other during North Lake Tahoe's Secret Season.






**Elevate Your Family Adventure**  
Plan your perfect fall getaway.  
[Learn More](#)

**Experience the Wonder**  
Plan your perfect fall getaway.  
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**Experience the Wonder**  
Plan your perfect fall getaway.  
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**Savor Life's Moments**  
Plan your perfect fall getaway.  
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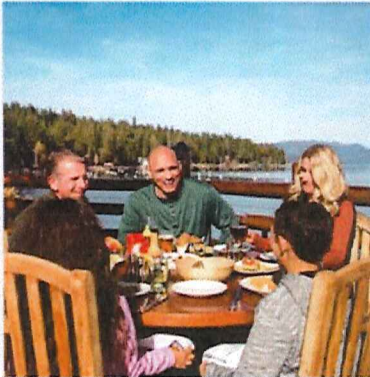

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## Fall Creative Samples

### Animated Digital Ad





# Fall Creative Samples

## Website Homepage Slider Images

