



north lake tahoe

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Chamber | CVB | Resort Association

April 2018  
Departmental Reports

## Conference Department Report for March 2018

In March 2018 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff generated the following new leads March:

- Summit Conferences & Incentives – Revive Dance Regional Conventions. This program has the potential to generate over 309 room nights and bring 600 people to Lake Tahoe in December 2018-March 2019.
- Pebble Beach Technology International - 2019 PTI Applicator Conference. This program has the potential to generate over 248 room nights and bring 140 people to Lake Tahoe in October 2019.
- Kronick Moskovitz Tiedemann & Girard – 2018 Firm Retreat. This program has the potential to generate 20 room nights and bring 20 people to Lake Tahoe in October 2018.
- Arthur Murray Dance Studios - Dance O Rama 2020. This program has the potential to generate over 520 room nights and bring 250 people to Lake Tahoe in April 2020.
- HPN – Animal Health Meeting. This program has the potential to generate 125 room nights and bring 25 people to Lake Tahoe in August 2018.
- Josh McDowell Ministry - Donor Briefing. This program has the potential to generate over 480 room nights and bring 120 people to Lake Tahoe in October 2018.
- Boardriders Inc. – Fall Sales Meeting. This program has the potential to generate 520 room nights and bring 200 people to Lake Tahoe in November 2018.
- Alpha Media – Annual Leadership Retreat. This program has the potential to generate over 210 room nights and bring 70 people to Lake Tahoe in September 2019.
- HPN 55523 -2019 Healthcare Global Sales Meeting. This program has the potential to generate 768 room nights and bring 150 people to Lake Tahoe in January 2019.
- HPN 53015V2 -Corporate Team Retreat. This program has the potential to generate over 270 room nights and bring 120 people to Lake Tahoe in June 2018.
- VIP Marketing Services – WESTOP Regional. 80 room nights in October 2018.
- Association of American Medical Colleges – Fall Meeting. 525 room nights in April 2019.
- Canvas Meetings & Events – Confidential Financial Client. 135 room nights in April 2019.
- American Angus Association – 2019 Board Meeting. 228 room nights in June 2019.
- Association of Bookmobiles and Outreach Services – 2019 Annual Conference. 441 room nights in October 2019.
- UnitedHealth Group – 2020 URS Growth Summit. 883 room nights in March 2020.
- American Society for Engineering Education – Engineering Deans Institute. 512 room nights in April 2020.

- Lutheran Women's Missionary League – District Convention. 226 room nights in April 2019.
- Association of Chief Business Officers of California Community Colleges – Spring Conference 2021 or 2022. 490 room nights in May 2021 or 2022.
- California Weed Science Society – 2022 Annual Conference. 609 room nights in January 2022.

The following groups were turned definite in March:

- California Special Districts Association – GM Leadership Summit. 350 room nights at the Resort at Squaw Creek in October 2018.

Staff attended MPI Cascadia's Renovate Conference in Reno March 4-6, 2018. Staff participated in the hosted buyer program where we had 17 one-on-one appointments along with networking opportunities with over 50 meeting planners from the states of Oregon and Washington. Staff has been doing follow up with all the meeting planners. Two potential programs Staff is working on getting RFPs from are Stoel Rives and 21<sup>st</sup> Century Group. Staff is working on the following lead that was received from the HPN associated that attended this event:

- HPN Cintas OPS Roundtable. This program has the potential to generate over 40 room nights and bring 20 people to Lake Tahoe in August 2018.

Staff attended Luxury Meetings Summit in Portland, Seattle and Vancouver March 5-9, 2018. Luxury Meetings Summit is an innovative and fast-paced event that provides qualified meeting planners with the opportunity to meet face-to-face with luxury properties and CVBs. Staff will have one-on-one appointments with 20-30 meeting planners at each event. Staff completed follow up with all the planners that attend these events and is working on the following leads:

- Alpha Media – Annual Leadership Retreat. This program has the potential to generate over 210 room nights and bring 70 people to Lake Tahoe in September 2019.
- Precoa – Sales Meeting. This program has the potential to generate over 240 room nights and bring 60 people to Lake Tahoe in January/February 2019.
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Staff attended Connect Mountain Incentive Conference in Squaw Valley March 13-15, 2018. Connect Mountain is an education conference and appointment-only program for suppliers who represent mountain destinations looking for group business in winter (ski) and summer (hiking, fishing, golf). This is the ideal event to build mountain resort business. The invitation-only event brings together active planners with mountain CVBs and resorts. Staff participated in the hosted buyer program had 21 one-on-one appointments along with networking opportunities with over 60 meeting planners from all over the United States. The following lead was generated at the event.

- Boardriders Inc. – Fall Sales Meeting. This program has the potential to generate 520 room nights and bring 200 people to Lake Tahoe in November 2018.

Staff attended Connect California Conference in Squaw Valley March 13 – 15, 2018. Connect California brings in more than 30 meeting planners who book events in the state of California for 2 days of education, networking and appointments. The invitation-only event brings together active planners with California based hotels and destinations. Staff participated in the hosted buyer program had 26 one-on-one appointments along with networking opportunities with over 60 meeting planners from all over the United States.

Staff attended CalSAE ELEVATE Conference in Monterey, CA. ELEVATE is the largest gathering of California association industry professionals and provides the CVB with the opportunity to promote our destination to over 200 association meeting planners.

Staff conducted a site visit with Katherine Hedrick with SMI Travel. We did site visits of offsite venues in Homewood, Tahoe City, Kings Beach and Truckee. One is their key clients is Stilh (Chain Saw Company) that has good potential for the Pacific Region and North East Region. In addition there is potential for a June meeting of 30-40 people and incentives for around 144 people. This site visit was completed on March 15, 2018 after meeting with Katherine at Connect California & Incentive.

Staff conducted a general site visit with Darla Huckaby with ConferenceDirect. Darla sources meetings & events for both associations and corporations. We visited the Hyatt Regency Lake Tahoe and the Ritz Carlton Lake Tahoe.

Staff hosted a site visits for Delta Airlines. They are considering North Lake Tahoe for a February 2019 Incentive that will generate 2400 room nights. They are considering multiple destinations and hope to have a decision by mid-April.

Staff attended the Three Year Tourism Development Meeting on March 26<sup>th</sup>.

Staff reviewed and made appointment requests with meeting planners attending Mountain Travel Symposium Meetings Exchange April 12-14, 2018. The Meetings Exchange features a full day of one-on-one, pre-scheduled sessions between meeting planners (buyers) and suppliers as well as a variety of networking and social functions. Pre-Qualified buyers are invited to participate in a four-day/three-night program. Supplier participation is limited to two-to-one ratio with the planners to ensure an overall high quality experience. Staff will have 23 one-on-one appointments

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of March, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



Leisure Departmental Report  
March 2018 Re-Cap

TRAVEL TRADE INFORMATION:

- Site Visits:
  - PHG China, RSCVA's new Chinese Representation, March 1-2<sup>nd</sup>
  - French Tour Operator, Voyages TCD
  - GTA
- Upcoming Site Visits:
  - Heavy Site Visit Preparation for April: MTS in South Lake Tahoe has opened opportunity for North Lake and the following companies will be here in April: Ski Solutions, SkiMax, Scout UK, Black Diamond UK, Teresa Perez Tours, Born2Ski, Inthesnow.com, and WinterSportsCanadaAmerika
- Brochure Placements:
  - Bonotel: new destination page created
  - Tours Limited, India: (2) itineraries & destination page created
- Marketing Co-operative projects:
  - Vacations to America, UK: Launched in March. Four of our lodging properties are participating. This is a year-long program for their 25<sup>th</sup> anniversary selling the US.
  - Confirmed and currently being built: Travelocity destination feature
  - Confirmed & launching April – Bonotel Destination of the Month
  - Confirmed & launching in September, HotelBeds/GTA/Tourico joint marketing program with the RSCVA & South Lake Tahoe. Program will run Sept – Dec (3) months and will push shoulder season fall bookings.
  - Proposal from Expedia requested for fall bookings. Spring program was a success with a 21:1 ROY
  - Working with our Black Diamond UK Rep on the following opportunities, all to launch before June: Ski Solutions, Gold Medal, and Abercrombie & Kent.
  - Working with Pleasant Holidays & ATI on possible marketing partnerships

INTERNATIONAL MEDIA:

- Fresh Journey's China: Feb 25-March 4<sup>th</sup>
  - Media return:
    - Fresh Journeys has a partnership with Youku (China's version of YouTube)
    - 8 episodes, each episode length is 10 min
    - Impression of per episode is 1,000,000
    - Youku's front page Recommendation: \$974,358 per episode
    - Travel Page Focus Image Recommendation: \$974,358 per episode

- Youku Mobile Recommendation: \$ 974,358 per episode
- Earned Media Value: \$2,923,074
- Social exposure
- Fresh Journeys official Weibo (<https://weibo.com/u/5933228287>)
- Posts: 20
- Followers:450,000
- Impression: 9,000,000
- Livestream (Yizhibo/Meipai/Laifeng: 3 times) =30,000 impressions
- Upcoming International Media:
  - Freelance German Writers, Travel Nevada, April
  - Squaw Valley China FAM, April
  - Travel Nevada UK Media FAM, June
  - Travel & Leisure Magazine, Mexico, July

#### FAM TRIPS:

- HOSTED FAMS
  - Delta Airlines Travel Nevada FAM: March 2018
  - El Salvador Winter FAM with United Airlines: March 2018
- Upcoming FAMS:
  - MTS Post FAM, April
  - Latin America FAM, April
  - Travel Councilors UK Spring FAM, May

#### SALES MISSION INFORMATION:

- Attended the Travel Nevada Canada Sales Mission, March 4-9<sup>th</sup>
  - Follow up sent out. Details will be sent out to all partners.
  - Key Meetings included: West Jet, Air Canada & Training at Leave Town Vacations
- Attended the Texas RSCVA Sales Mission in conjunction with the launch of the new Austin flight
- Attended SkiTops, domestic mountain show in March
  - Bart will send out all leads to partners
- Upcoming Tradeshows/Sales Missions:
  - Mountain Travel Symposium, April
  - Australia Sales Mission & Ski Shows, May
  - International Pow Wow, May

#### MISC:

- Creating (3) year leisure sales strategy plan and hosting calls with our partners
- Creating (6) month county reporting, due in April
- Working with Visit California to update our VisaVue data tracking program
- Planning for year end – wrapping up and finalizing marketing opportunities, including a BRAND USA Strategy call
- Planning for the 2017/2018 travel schedule
- Prepping IPW appointments and booth space

**DATA TRACKING:**

- VisaVue year end data re-cap

**END OF THE YEAR (2017) STATISTICS:**

- \$5,297,706
- 19.7% growth
- Average cardholder spend: \$264.51
- Lodging came in as the #1 market for spend at \$2 million
- Entertainment & Travel was 2<sup>nd</sup> at \$1.1 million
- Restaurants was 3<sup>rd</sup> at \$0.8 million

<b>Top Country By Spend (\$)</b>	<b>Top Country by Cardholder Count (# of people)</b>
Canada	Canada
United Kingdom	United Kingdom
Australia	Australia
China	Germany
France	China
Germany	France
Mexico	Argentina
Argentina	Mexico
New Zealand	Ireland
Singapore	Japan

<b>Top Countries w/data</b>	<b>Growth by \$ spend</b>	<b>Growth by # of people</b>
United Kingdom	-3.2%	5.7%
Canada	32.2%	8.6%
Australia	55.2%	29.3%
China	25.7%	19.2%
Mexico	-12.2%	-3.2%
France	44.8%	14.9%
Germany	15.8%	29.3%
Argentina	39.5%	35.5%

**SkiTops 2018**

Company Name	Contact Name	Title	Email	Notes
Alpine Adventures	Don Hartman	Operations Department	<a href="mailto:don@alpineadventures.net">don@alpineadventures.net</a>	Don requested rates from Diamond Peak and Homewood. Already setup with Squaw and Northstar.
Booking.com	Andrew Cummins Jeanie Shu	Account Manager Senior Account Manager	<a href="mailto:andrew.cummins@booking.com">andrew.cummins@booking.com</a> <a href="mailto:jeannie.shu@booking.com">jeannie.shu@booking.com</a>	No follow up needed, these are not reps for our region.
BookingPal	Kahty Harding Lisa Lilly	Regional Account Manager Market Manager - US Ski	<a href="mailto:kathy@bookingpal.com">kathy@bookingpal.com</a> <a href="mailto:Lisa@bookingpal.com">Lisa@bookingpal.com</a>	Distribution platform which partners with Google Travel. Five levels of service.
Echo Tours - Lifestylez	Matt Macdonald	Sales Manager	<a href="mailto:matt@skisync.com">matt@skisync.com</a>	Groups. Requested rates from Granilbakken and Biltmore. Prefer Ski-in/Ski-out. Interested in rates from Alpenglow Expeditions.
getaroom.com	Jayne Gamble	Director of Market Strategy	<a href="mailto:jgamble@getaroom.com">jgamble@getaroom.com</a>	ADR is up for the year. Would like to work with Base Camp.
GetSkiTickets.com	Matt Palacio	Market Manager	<a href="mailto:matt@getskitickets.com">matt@getskitickets.com</a>	Requested partnership with Sugar Bowl, Homewood and Diamond Peak.
Great Events & Escapes	Ken Cutcliffe	Owner	<a href="mailto:kencutcliffe@comcast.net">kencutcliffe@comcast.net</a>	3-4 Tahoe groups per year. Requested rates from Biltmore and Granilbakken.
High Point Ski Tours and Travel	Amy Walz	Skier Services Manager	<a href="mailto:amy@highpointgo.com">amy@highpointgo.com</a>	Church and bus groups. Requested lift ticket rates from Homewood and Diamond Peak.
JP Tours	Jo Ann Pieretti	Owner	<a href="mailto:jp@skiptours.com">jp@skiptours.com</a>	Diamond Peak and Homewood rates requested. Already working with Squaw and Northstar.
Leavetown	Kathy Stacey	Market Manager	<a href="mailto:kathy@jetstreamtech.io">kathy@jetstreamtech.io</a>	Channel manager with focus on customer service. Listing optimization. Outdoor focus.
Lexicon	Joel Inman Michael Thorwegan	CEO & Co-Founder Senior Director of Sales	<a href="mailto:joel@lexicontravel.com">joel@lexicontravel.com</a> <a href="mailto:michael@lexicontravel.com">michael@lexicontravel.com</a>	Distribution platform for independent hotels and vacation rentals.
Liftopia				
North American Hosts	Kelly Dallman-Hoyos	Director of Product	<a href="mailto:kelly@northamericanhosts.us">kelly@northamericanhosts.us</a>	Requested rates from Resort at Squaw Creek and Biltmore. All set with TML, Ritz, Hyatt
Red Awning	Pamela Longley	Director of Business Development	<a href="mailto:pamela@redawning.com">pamela@redawning.com</a>	Intermediary between OTA's and Lodging properties. Full service, not just connectivity.



Rocky Mountain Getaways	Tim Soneson Tench Cox	Director of Operations Sales Manager	<a href="mailto:tim@rockymountaingetaways.com">tim@rockymountaingetaways.com</a> <a href="mailto:tench@rockymountaingetaways.com">tench@rockymountaingetaways.com</a>	Requested rates from Diamond Peak and Homewood. Sells mainly CO. FIT. Set with Northstar and Squaw.
Rootrez	Mark SJ McGill	Executive Director	<a href="mailto:mark@rootrez.com">mark@rootrez.com</a>	Lodging packaging with direct contracting.
Ski Daddy	Leanne Dileo Donna Pellegrino Kelly Cox	Owner Family/Small Group Sales Client Services Manager	<a href="mailto:leanne@skidaddy.com">leanne@skidaddy.com</a> <a href="mailto:donna@skidaddy.com">donna@skidaddy.com</a> <a href="mailto:kelly@skidaddy.com">kelly@skidaddy.com</a>	FIT. Connected to Inntopia. 200+ groups per year, mainly to CO resorts. Requested lift ticket rates from Diamond Peak, Homewood and Sugar Bowl.
Ski.com	Sheila Maurer	VP of Operations	<a href="mailto:sheila@ski.com">sheila@ski.com</a>	FIT and Group. Aug 20 vendor show.
Skigroup.net	Stephen Hall	Chief of Karma	<a href="mailto:shall@skigroup.net">shall@skigroup.net</a>	Requested rates from Base Camp, Granlibakken, Homewood and Diamond Peak. All set with Northstar and Squaw.
SkiUSA	Syama Reyes Giulia Sarlo	Marketing Manager Master Products Analyst	<a href="mailto:syama@ttwgroup.com">syama@ttwgroup.com</a> <a href="mailto:giulia@ttwgroup.com">giulia@ttwgroup.com</a>	Requested rates from Resort at Squaw Creek. FIT. Latin America market focus. Sell a lot of the Hyatt in summer.
Snow Tours - Coleman Travel	Guido Papa Harry Sawicki	Owner Sales Manager	<a href="mailto:guido@snowtours.com">guido@snowtours.com</a> <a href="mailto:Harry@snowtours.com">Harry@snowtours.com</a>	Requested rates from Diamond Peak, Sugar Bowl and Homewood. Group. On Inntopia.
Sports America Tours	Steve Broski			Already setup with Northstar and Squaw, which is where they send their buses. Interested in rates from Granlibakken.
The Lodging Company	Corey Sullivan	Wholesale Manager	<a href="mailto:csullivan@lodgingcompany.com">csullivan@lodgingcompany.com</a>	Ski-in/Ski-out focus. Already have rates to SV and Northstar.
Tours de Sport	Cecil Carver	Director of Sales	<a href="mailto:cecil@skitds.com">cecil@skitds.com</a>	East Coast based, sends majority of FIT to CO and UT. Requested rates from Diamond Peak, Homewood, Sugar Bowl and sample itineraries. Very happy with the Hyatt.

## Events & Communications Update

### March Tourism Development Committee

#### General

- Submitted Event Strategy document for 3 year plan
- Gave swag items for inaugural flight from Austin to Reno
- Site visit with Dan Maloney from Sports Planning Guide
- Conducted the “Guess the Resort” social media giveaway
- Sponsored NASTAR National Championships – March 21 – 25
  - Had over 900 people visit the booth in the Village at Squaw
- Conducted final snow messaging call of the season on 3/28 with resort/lodging partners

#### Community Awards

- The North Lake Tahoe Community Awards will take place on Thursday April 26<sup>th</sup>, 2018.
  - Working on sponsorships, program, ticketing, venue details, auction, etc.

#### BACC

- Worked with TAA on proposed plans for Peak Your Adventure and High Notes campaigns – April meeting canceled but draft scopes of work were sent to committee members
- Met with Chris Bartkowski to organize shopping videos
- Finalized and distributed Shop Local Holiday staycation package to winner

#### MTS 2020

- Contract signed by all parties and submitted to MTS.

#### Partnership Funding

- Call for applications went out
  - Applications due: April 6, 2018
  - Applicant Presentations: April 18, 2018
  - Present Allocations to the Marketing Committee: April 24, 2018
  - Present Allocations to the Board of Directors: May 2, 2018
- Met with a number of events during the application process – prior to submission deadline

#### AF&W

- Met with Northstar to work on event logistics

#### Small Business Seminar

- Worked with Sarah to organize Small Business Seminar to take place on May 8th.



*professional creative services*

Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com


- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

*Shelley Fallon*

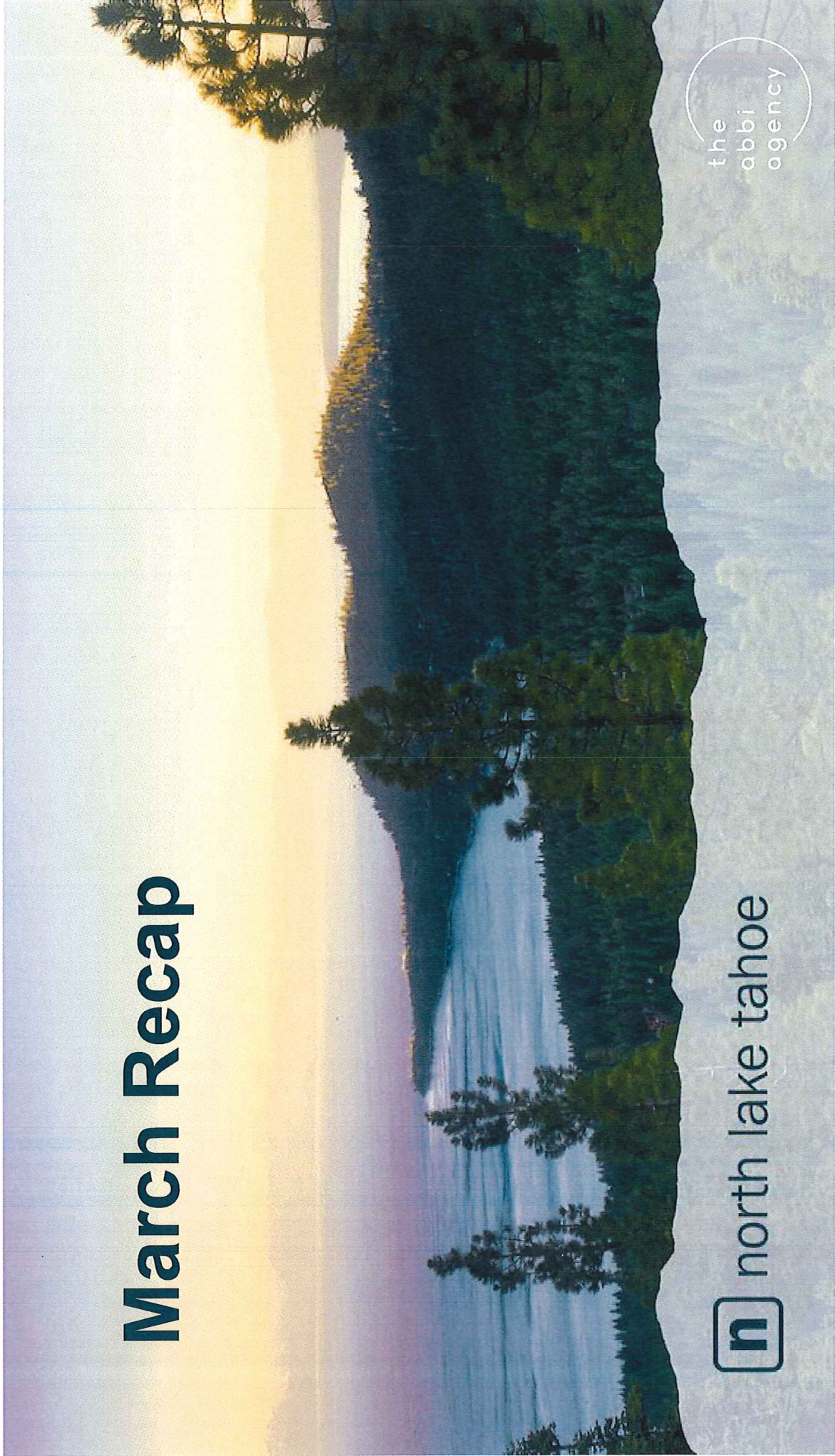
Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

# March Recap

 north lake tahoe

the  
abbi  
agency



A scenic view of a river with a white-water rafting boat in the foreground and a forested shoreline in the background. The water is a vibrant blue-green, and the trees are lush green. A white-water rafting boat is visible in the lower right corner of the image.

**Public Relations Results**

**Content Review**

**Social Media Update**

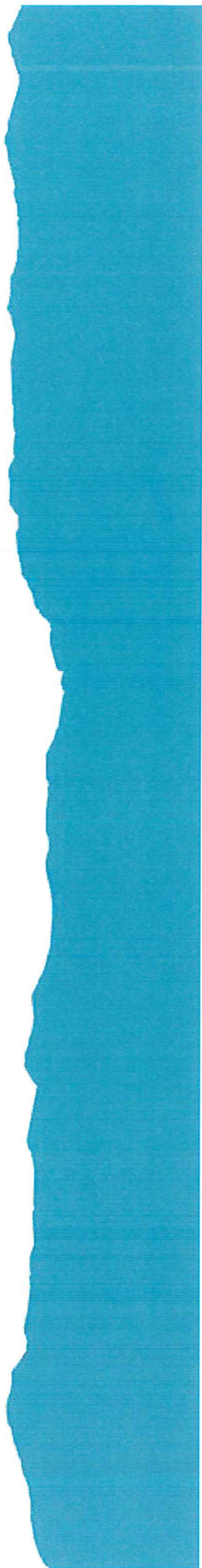
## PUBLIC RELATIONS

**STRATEGY:** compliment partner efforts, reflect destination as a whole, consider target audiences, highlight destination meetings and North Shore offerings

**OBJECTIVES:** increase destination visits during mid-week and shoulder seasons; highlight cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events

**FAM COORDINATION:** journalist must identify with a specific target audience and/or campaign, has significant reach, is located in a non-stop flight city and/or drive market

**CONTENT + NOTABLE PITCHES:** media alerts, press releases, pitches, blog posts and newsletters surrounding the following topics: "WinterWonderGrass," "Snow levels + Offbeat Snow Adventures," "Winter in North Lake Tahoe," "Spring Break in North Lake Tahoe"



# PUBLIC RELATIONS RESULTS

**PLACEMENTS: 14**

**PUBLICITY VALUE: \$6,011.37**

**PUBLICATION HIGHLIGHTS:** March stories largely focused on family activities, "Miracle March" snow and WinterWonderGrass previews. Publications included: California's High Sierra, Deep Culture Travel, Lodi News-Sentinel, Northern Nevada Business Weekly, OCWeekly, PCMA Convene, Pit Stops For Kids, Reno Gazette-Journal, Reno.com, Smart Meetings, Tahoe Quarterly, Trekaroo

**FAM COORDINATION:** The Abbi Agency coordinated and/or executed FAMS for Fresh Journeys (China, Mar. 1-3), Planet D (Mar. 7-9), Michael Gravagno (Apr. 6-9), Niaz Uddin (Apr. 6-9), Erin Lem (Apr. 13-15), German Freelancers (Apr. 12-13), Jane Ko + Haley Plotkin (Apr. 17-20)

**MEDIA MISSIONS:** The Abbi Agency completed desk-side meetings during the Visit California reception in New York, March 20-22.

**NOTABLE PITCHES:** General snow pitching ("Winter is here in full force!"); North Lake Tahoe 'Snow Survival Guide'; WinterWonderGrass; Wellness and Mindfulness in North Lake Tahoe (long lead, international), Dual Sport Days.

**COVERAGE BOOK:** <https://coveragebook.com/b/1623e08d>

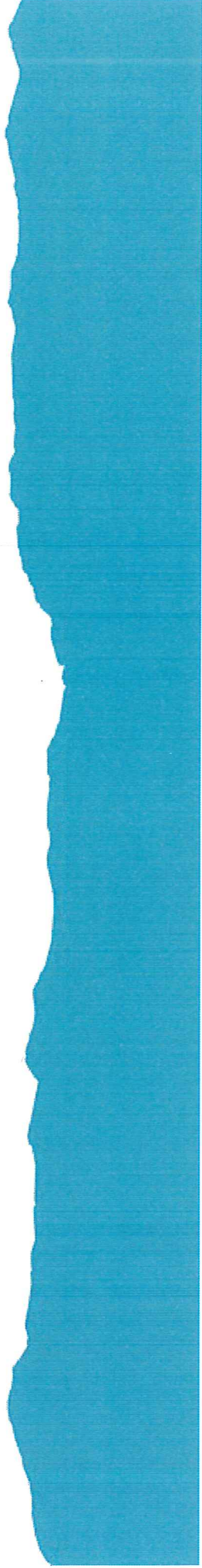
**KEY INSIGHTS:** The Abbi Agency dove further into the New York and Austin media markets through onsite meetings and targeted media outreach. The Agency met over 80 key media personnel in New York during the Visit California Media Conference, and conducted several separate desk-side meetings with Conde Nast Traveler, Vogue/GQ and Smart Meetings. The Agency also focused on the Austin market in anticipation of the new Frontier Flight, Apr. 10.

## **CONTENT**

**BLOG:** content connects to newsletter themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas (posted: 1-2 times monthly; also shared on social channels)

**NEWSLETTER:** content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights

**CAMPAIGNS:** Local Luminaries, Winter Human Powered Sports, 52 Weeks in Tahoe





## **CONTENT REVIEW**

### **PRESS RELEASES / MEDIA ALERTS ISSUED: 1**

1 Media Alert: Snow Conditions Update, Miracle March

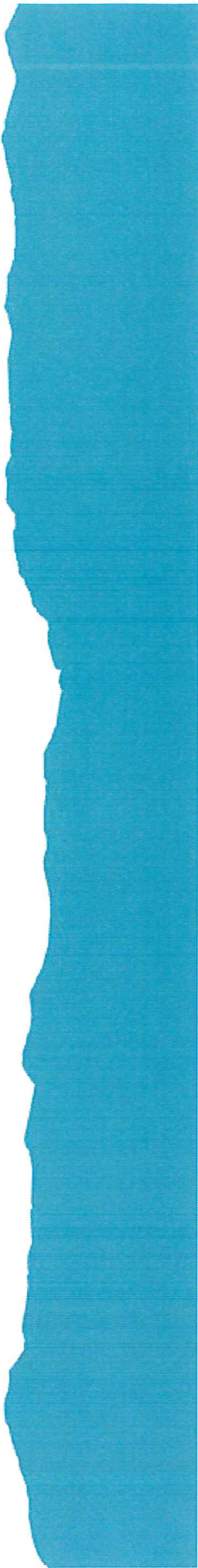
### **BLOGS POSTED: 1**

Crystal Waters, Wanderlust and Wellness: Your Tahoe Guide | Social Shares: 85  
*Shared to targeted audiences via Wanderlust social media event pages*

### **NEWSLETTERS DISTRIBUTED: 1**

5 Feet of Fresh Powder = Winter in March

10.2% open rate, 0.6% click-thru (Majority opened around 4pm)



## SOCIAL MEDIA

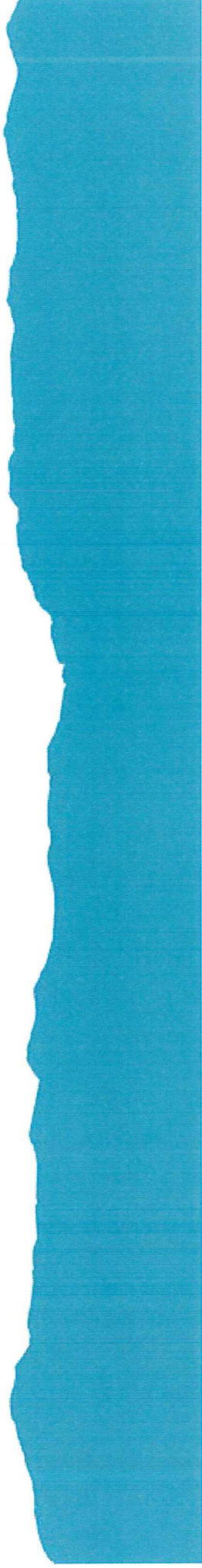
**CHANNELS:** Facebook, Instagram, Twitter, YouTube, Pinterest

**STRATEGY:** Take advantage of the the continual storms throughout Miracle March.

**OBJECTIVES:** Continue to utilize Facebook, Instagram, and Twitter to showcase the amount of snow Tahoe has received within the region.

**CAMPAIGNS:** #TahoeSnowTracker, #TouchLakeTahoe

**ENGAGEMENT INSIGHTS:** Total impressions increased by 29% across our social platforms. The total number of engagements increase by 24% across all social platforms. Across Facebook the total number of engagements increased by 237%.



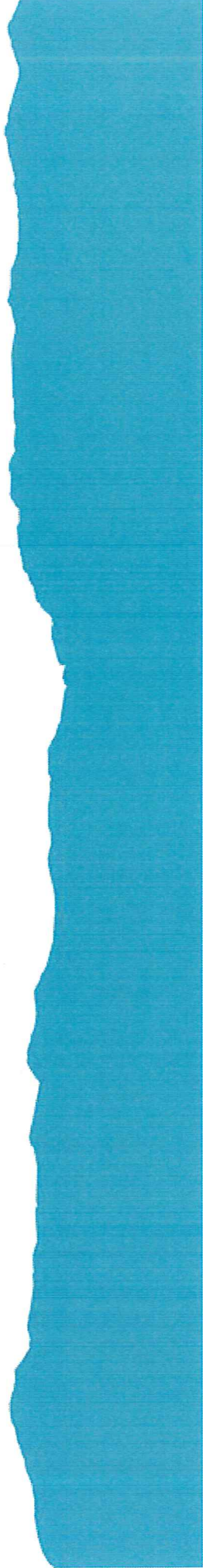
# SOCIAL MEDIA UPDATE

## MARCH GROWTH:

- Facebook: 633 New Fans
- Instagram: 515 New Followers
- Twitter: 266 New Followers

## SOCIAL CAMPAIGNS & TACTICS:

- **#TahoeSnowTracker:** 481k Reach, 28.3k Reactions, 252 Comments, 2.1k Shares
- **#TouchLakeTahoe:** 199k Impressions, 17.5k Reactions, 118 Shares, 100 Comments



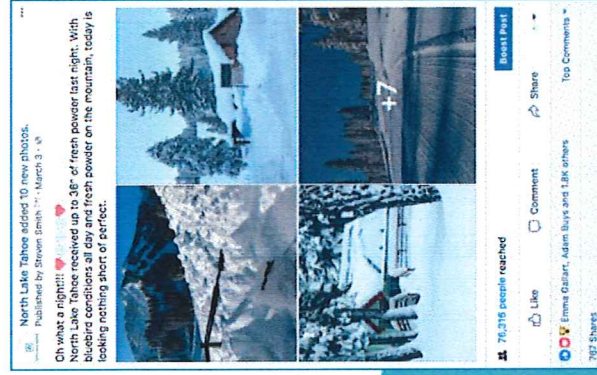
# SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

**#1 Facebook Post, Tahoe Snow:** 76.3k Reach, 5.1k Reactions, 440 Comments, 743 Shares

**#1 Instagram Post, Fresh Snow:** 39.6k Impressions, 4.9k Likes, 93 Comments, 165 Saves

**#1 Twitter Post, Tahoe Sunrise:** 21.7k Impressions, 114 Likes, 33 Retweets, 2 Comments

**INSIGHTS:** Due to the large amount of snow received at the end of March, real-time snow posts tended to be our most popular across all social platforms. Top performing format of post was video content.



## **SOCIAL MEDIA INSIGHTS**

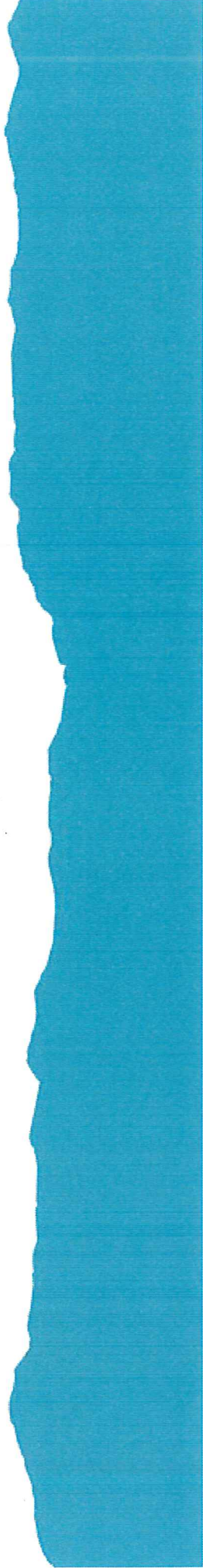
### **MONTHLY HIGHLIGHTS**

Due to the large amount of snow we were able to take advantage of all the video content contributed by partners. By creating #TahoeSnowTracker recap videos along with regular, real-time posts to Instagram stories we were able to showcase all of the new snow within the region.

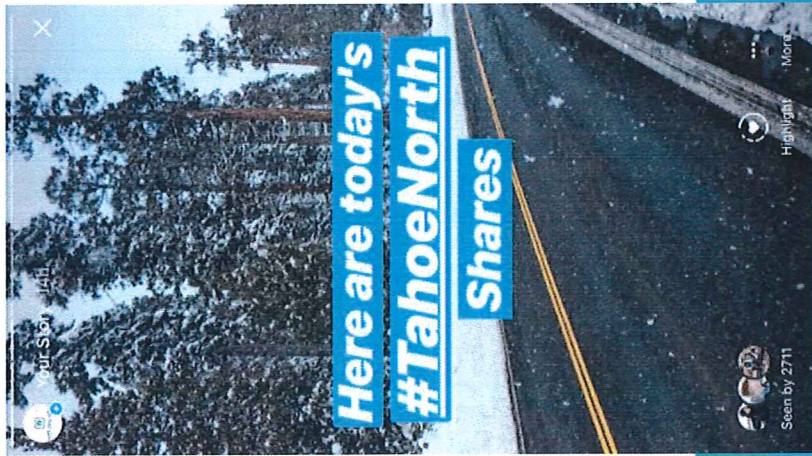
Across all social media platforms, engagement increased in comparison to the previous month. On Facebook, engagements increased by 237%; on Instagram, engagements increased by 6%; and on Twitter, engagements increased by 85%.

### **INSIGHTS AND TAKEAWAYS**

Video content and Instagram stories continue to be our best performing content across all platforms.



# SOCIAL MEDIA - INSTAGRAM STORY HIGHLIGHTS



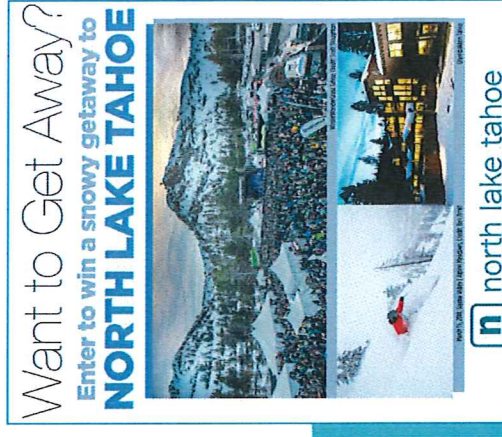
# WINTER SNOW PROMOTION

**STRATEGY:** To leverage March's high amounts of snowfall, The Abbi Agency engaged additional tactics that would showcase the winter conditions within drive market audiences.

**Influencer Partnership (@thesamgraves - 133k followers):** 3 Instagram Posts, 12 Instagram Stories, 8,176 Likes, 123 Comments, 121.5k Estimated Impressions

**Partnered Giveaway with Bay Area News Group:** Targeted ad that ran in BANG's print publications, engaging their subscriber database; \$16,960 in ad value, 491 entries

**INSIGHTS:** Both tactics assisted with authentic reach within our Bay Area audience, and helped showcase the winter conditions to target markets.




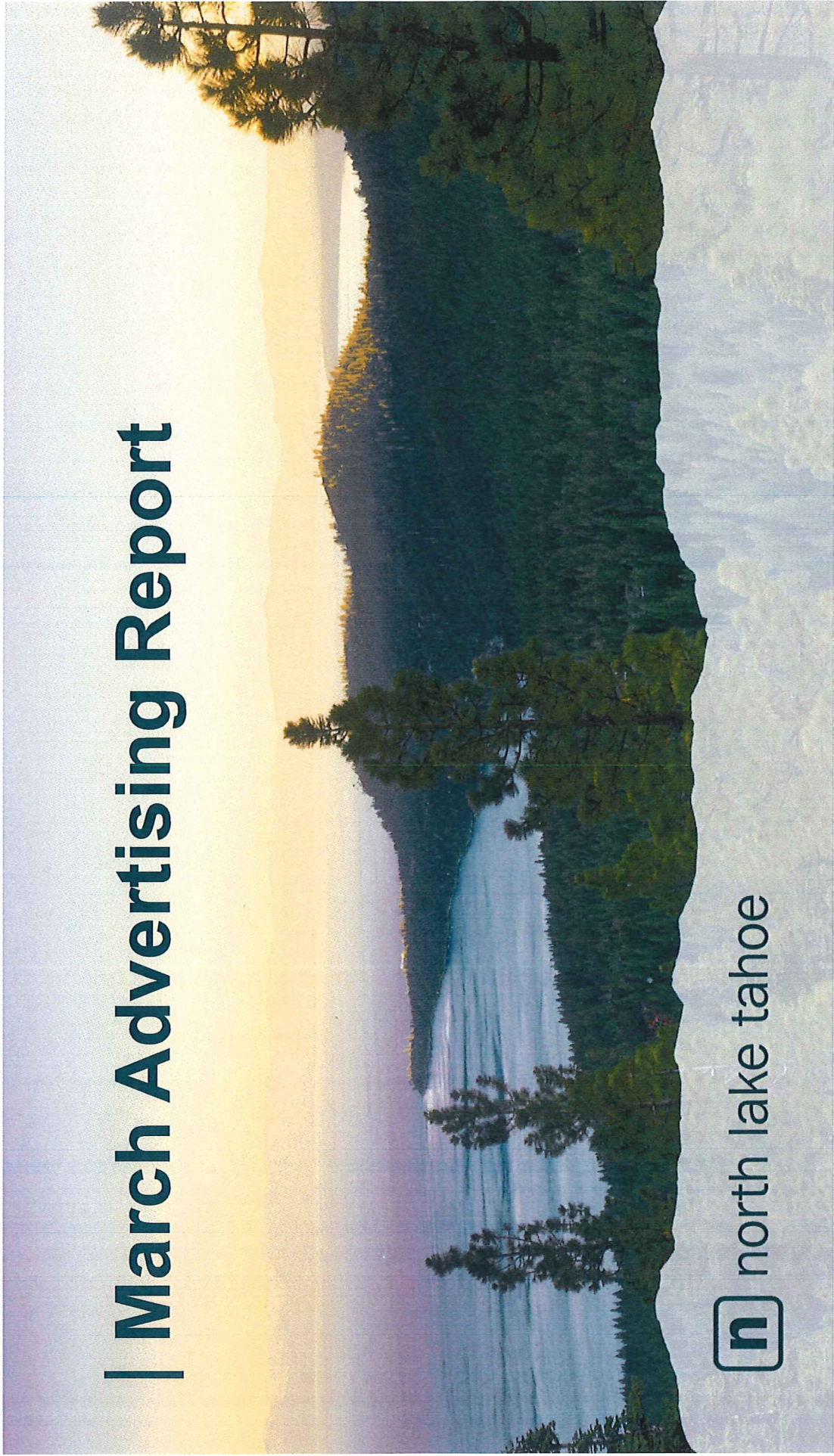


**Thank You**



# | March Advertising Report

 north lake tahoe



# Executive Summary

## Consumer

- The Consumer campaign directed nearly 20K users to GoTahoeNorth's website. Overall, traffic from the Consumer campaign is up 21% compared to March 2017.
- A new bidding strategy for paid search ads resulted in an 8% overall-improvement in cost per TOS conversions (133% improvement in the test case). Going forward, we will look to implement this new optimization across all paid search campaigns.
- Elements for the spring campaign, including digital ads and social ads, were developed in March in anticipation of the switch in seasonal targeting in April.

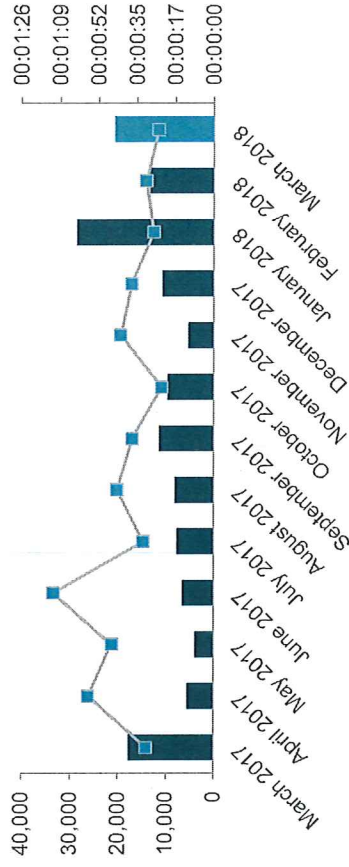
## MCC

- MCC ads continued to perform well, resulting in nearly 800 website visits in March.
- The team is planning to test a new type of LinkedIn ad in the Spring. We expect these ads to drive more clicks, and in turn conversions, than our current LinkedIn ads.

## Overview by Campaign

- Consumer and MCC ads resulted in over 20K website visits in March. Nearly 1 in 5 users who visited the site spent more than 115 seconds browsing content and 182 users clicked on a “Book Now” button.
- Compared to 2017, website traffic from digital ads is up 16% and total book now conversions are up 18%. The team believes optimizations made toward driving longer site visits is the main driver behind increase book now button clicks.

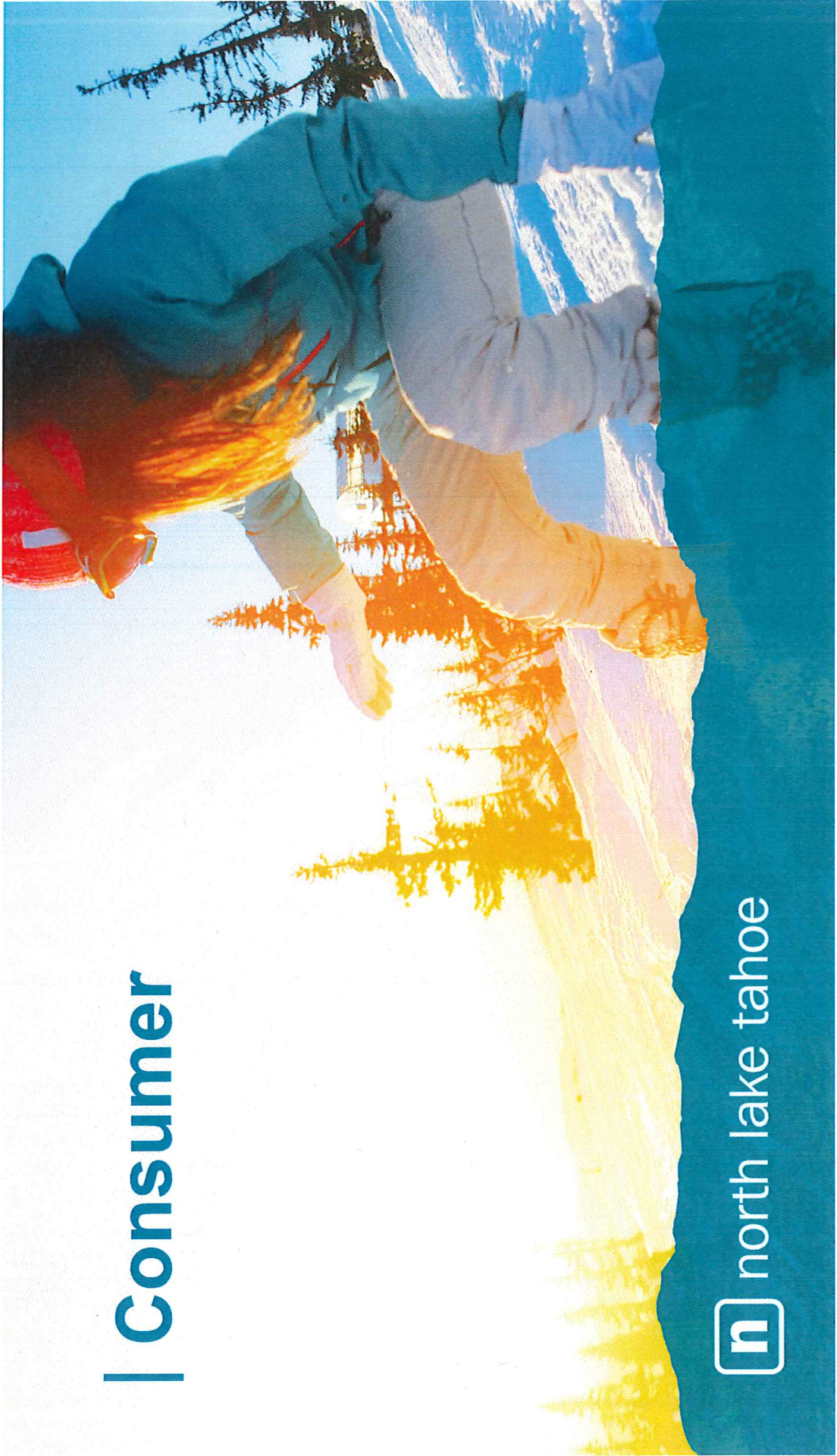
Sessions and Time on Site Over Time



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	15,436,492	0.20%	\$106,731	19,844	00:23	1.2	90%	3,821	181
MCC	808,179	0.13%	\$2,327	800	01:15	2.0	57%	213	1
<b>Total</b>	<b>16,244,671</b>	<b>0.20%</b>	<b>\$109,058</b>	<b>20,644</b>	<b>00:25</b>	<b>1.2</b>	<b>88%</b>	<b>4,023</b>	<b>182</b>

March Advertising Report | All Campaigns

# | Consumer



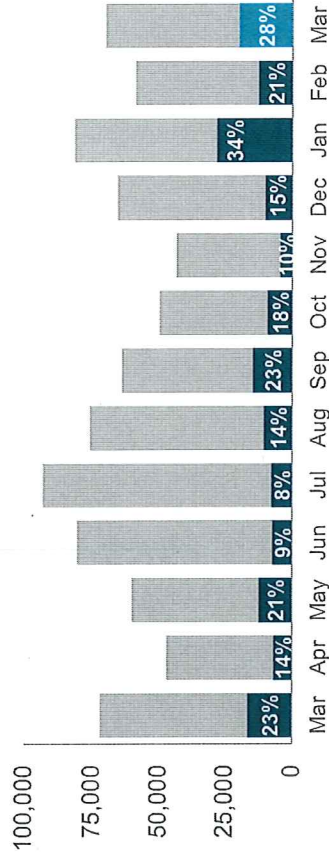
 north lake tahoe

# Website Performance

• GoTahoeNorth's website was visited over 70K times in March, with nearly 20K visits stemming from Consumer ads. Notably, by optimizing our target audience we have seen an 18% increase in Book Now button clicks year-over-year.

• Due to a trend in rising bounce rates, we are continuing to evaluate our vendors to make sure we are obtaining the highest quality site traffic while implementing new landing pages.

Website Sessions From Consumer Ads

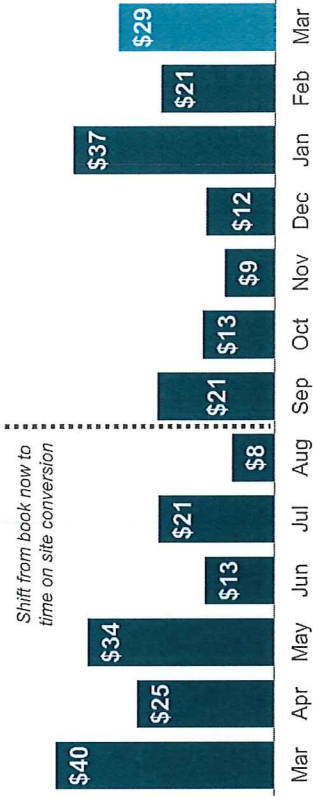


Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Banner	12,516	13,979	00:16	1.1	93%
Native	2,913	3,279	00:38	1.1	92%
Paid Social	2,117	2,510	00:16	1.2	91%
Email	1,326	2,335	00:57	1.8	65%
Paid Search	972	1,617	00:48	1.7	73%
<b>Total</b>	<b>19,844</b>	<b>23,720</b>	<b>00:23</b>	<b>1.2</b>	<b>90%</b>

## Overview by Medium

- Cost per TOS conversion increased from \$21 to \$29 in March, largely due to the increased cost per conversion from Facebook ads. The team suggests switching up creatives and ad types to help combat decreasing performance.
- Email and Paid Search ads continued to perform best, resulting in the lowest cost per conversion. We would suggest increasing email investments going forward to leverage this trend.

## Cost per Conversion Trending



Medium	Impressions	Clicks	CTR	TOS Conversions	Spend	Cost per TOS Conversion	Book Now Conversions
Display	13,636,645	24,616	0.18%	3,123	\$81,193	\$26.00	110
Paid Social	1,497,523	3,833	0.26%	348	\$17,485	\$50.24	16
Online Video	163,367	121	0.07%	19	\$2,773	\$145.95	0
Paid Search	108,957	932	0.86%	155	\$2,730	\$17.61	51
Email	30,000	687	2.29%	176	\$2,550	\$14.49	4
<b>Total</b>	<b>15,436,492</b>	<b>30,189</b>	<b>0.20%</b>	<b>3,821</b>	<b>\$109,058</b>	<b>\$28.54</b>	<b>181</b>

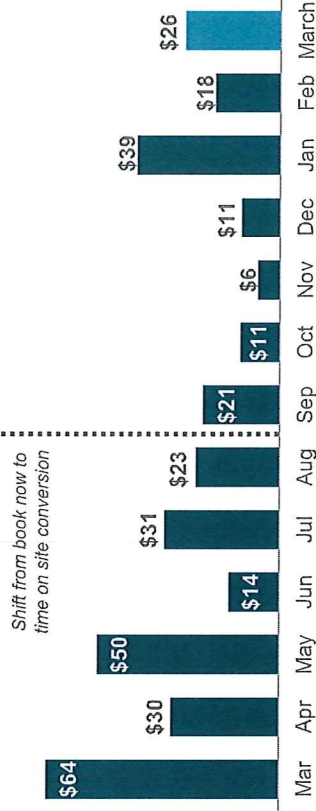
March Advertising Report | Consumer

## Display Performance by Placement

• Display ad CTRs continued to improve in March, largely due to the addition of Rich Media and OpenSnow.com prospecting placements.

• We will look to leverage the strong performance from these two placements in April as we wrap up the Winter campaign.

Cost Per Conversion Trending



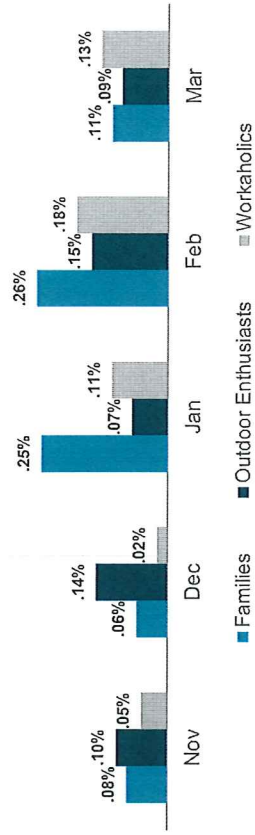
Placements	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	11,431,935	20,047	0.18%	\$3.27	\$65,630	1,455	\$45.11	38
Native	1,368,787	2,993	0.22%	\$2.74	\$8,213	787	\$10.44	1
Retargeting	447,855	784	0.18%	\$2.28	\$1,781	106	\$16.90	3
TripAdvisor	388,068	792	0.20%	\$7.02	\$5,559	775	\$7.17	68
<b>Total</b>	<b>13,636,645</b>	<b>24,616</b>	<b>0.18%</b>	<b>\$3.30</b>	<b>\$81,193</b>	<b>3,123</b>	<b>\$26.00</b>	<b>110</b>

March Advertising Report | Consumer

## Display Performance by Creative

- Families and Workaholics continued to respond best to display ads in March, resulting sub \$30 cost per TOS conversions.
- Users from Los Angeles continued to drive the most time on site conversions (51%). As a result, we will continue to emphasize this target audience.

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	1,978,407	2,246	0.11%	\$3.35	\$7,528	296	\$25.43	0
Outdoor Enthusiasts	5,208,941	4,847	0.09%	\$5.92	\$28,716	610	\$47.07	0
Workaholics	2,498,599	3,328	0.13%	\$3.07	\$10,207	358	\$28.51	1
<b>Total</b>	<b>9,685,947</b>	<b>10,421</b>	<b>0.11%</b>	<b>\$4.46</b>	<b>\$46,451</b>	<b>1,264</b>	<b>\$36.75</b>	<b>1</b>



## Display Ad Examples

### Families



Sizes:  
160x600, 300x250,  
300x600, 320x50, 728x90

Impressions: 2.0M  
Clicks: 2.2K  
CTR: 0.11%  
TOS Conversions: 296  
**CVR: 13.18%**

### Outdoor Enthusiasts



Sizes:  
160x600, 300x250, 300x600,  
320x50, 728x90

Impressions: 5.2M  
Clicks: 4.8K  
CTR: 0.09%  
TOS Conversions: 610  
**CVR: 12.59%**

### Workaholics



Sizes:  
160x600, 300x250,  
300x600, 320x50, 728x90

Impressions: 2.5M  
Clicks: 3.3K  
CTR: 0.13%  
TOS Conversions: 358  
**CVR: 10.76%**

# Incremental Display

## Impressions by Persona

- Weather-triggered display ads were served to users in Austin, Los Angeles, and Sacramento from March 15<sup>th</sup> through the end of the month.
- Performance among weather-triggered ads was lower than general campaign. Going forward, the team will evaluate different placements for weather-triggered ads.



Creative	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	1,209,513	603	0.05%	\$7.02	\$4,233	42	\$100.79	0
Outdoor Enthusiasts	4,263,571	2,871	0.07%	\$8.38	\$24,051	174	\$138.22	0
Workaholics	1,245,166	995	0.08%	\$4.38	\$4,358	92	\$47.37	0
<b>Total</b>	<b>6,718,250</b>	<b>4,469</b>	<b>0.07%</b>	<b>\$7.30</b>	<b>\$32,642</b>	<b>308</b>	<b>\$105.98</b>	<b>0</b>

# Weather-Triggered Display Ad Examples

**Families**

Sizes:  
160x600, 300x250,  
300x600, 320x50, 728x90

Impressions: 1.2M  
Clicks: 603  
CTR: 0.05%  
TOS Conversions: 42  
**CVR: 6.97%**



The ad features a photograph of a family (two adults and a child) skiing down a snowy slope. The text 'New Snow, See You Soon' is overlaid on the left. A 'PLAN YOUR TRIP' button is visible below the text. The North Lake Tahoe logo is in the bottom right corner.

**Outdoor Enthusiasts**

Sizes:  
160x600, 300x250, 300x600,  
320x50, 728x90

Impressions: 4.3M  
Clicks: 2.9K  
CTR: 0.07%  
TOS Conversions: 174  
**CVR: 6.06%**



The ad features a photograph of a person in a bright orange jacket skiing on a snowy mountain. The text 'Fresh Powder, See You Soon' is overlaid on the left. A 'PLAN YOUR TRIP' button is visible below the text. The North Lake Tahoe logo is in the bottom right corner.

**Workaholics**

Sizes:  
160x600, 300x250,  
300x600, 320x50, 728x90

Impressions: 1.2M  
Clicks: 995  
CTR: 0.08%  
TOS Conversions: 92  
**CVR: 9.25%**

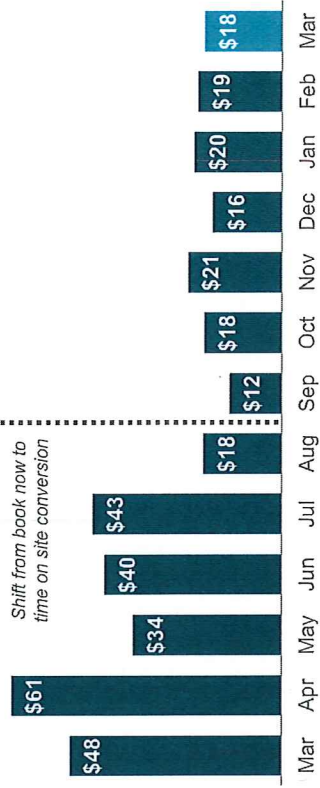


The ad features a photograph of two people skiing on a snowy mountain. The text 'Fresh Tracks, See You Soon' is overlaid on the left. A 'PLAN YOUR TRIP' button is visible below the text. The North Lake Tahoe logo is in the bottom right corner.

## Paid Search Performance

- Paid Search ads continued to drive a large share of time on site and book now conversions in March, resulting in an impressive \$18 cost per conversion.
- The team has implemented a new bidding strategy aimed to maximize conversions. During testing we witnessed a 133% improvement in cost per conversion. We plan to role this new strategy out across all campaigns starting in April.

### Cost Per Conversion Trending



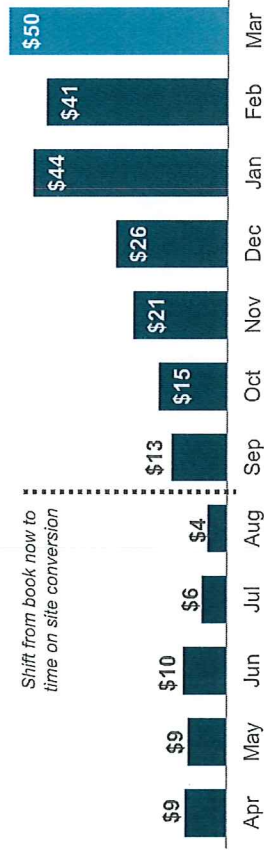
Campaign	Impressions	Clicks	CTR	Cost	CPC	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Evergreen – Vacation	50,816	255	0.50%	\$877	\$3.44	45	\$19.06	24
Evergreen – Local	5,139	275	5.35%	\$293	\$1.06	70	\$4.18	14
Winter 2017-18	52,328	395	0.75%	\$1,532	\$3.88	39	\$39.27	13
Spring 2017-18	674	7	1.04%	\$29	\$4.19	0	-	0
<b>Total</b>	<b>108,957</b>	<b>932</b>	<b>0.86%</b>	<b>\$2,730</b>	<b>\$2.93</b>	<b>155</b>	<b>\$17.61</b>	<b>51</b>

March Advertising Report | Consumer

## Social Ad Performance

- Retargeting continued to show the highest performance among social ads, resulting in the most time on site and book now conversions.
- As Facebook's ad policies have evolved, we are seeing an increase in the cost necessary to drive both clicks and conversions. We are testing different optimizations to combat this in the coming months.

Cost per Conversion Trending



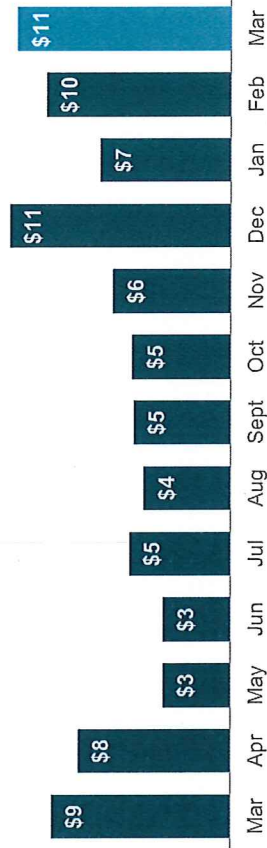
Target	Impressions	Link Clicks	CTR	Spend	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	131,969	397	0.30%	\$2,183	21	\$103.94	1
Outdoor Enthusiasts	1,007,260	2,639	0.26%	\$9,143	123	\$74.33	5
Workaholics	104,507	469	0.45%	\$2,259	44	\$51.34	1
Retargeting	155,198	291	0.19%	\$3,245	158	\$20.54	9
Boosted Posts	89,192	-	0.00%	\$250	2	\$250.01	0
Conquesting	9,377	37	0.39%	\$155	0	-	0
<b>Total</b>	<b>1,497,523</b>	<b>3,833</b>	<b>0.26%</b>	<b>\$17,485</b>	<b>348</b>	<b>\$50.24</b>	<b>16</b>

March Advertising Report | Consumer

# Social Engagement

- Boosted Posts were most effective at driving user engagement in March, resulting in over 400 post likes and 60 post shares. In addition, ads targeted toward older individuals resulted in above-average engagement rates.
- Engagement rates are highest among carousel and video ads. As a result, we will focus more on these ad types going forward.

Cost Per Engagement Trending



Target	Reactions	Comments	Shares	Total Engagement	Engagement Rate	Cost Per Engagement
Families	207	1	11	219	0.17%	\$9.97
Outdoor Enthusiasts	399	5	13	417	0.04%	\$21.93
Workaholics	237	5	13	255	0.24%	\$8.86
Retargeting	157	2	2	161	0.10%	\$20.16
Boosted Posts	434	17	67	518	0.58%	\$0.97
Conquesting	16	0	1	17	0.18%	\$9.12
<b>Total</b>	<b>1,450</b>	<b>30</b>	<b>107</b>	<b>1,587</b>	<b>0.11%</b>	<b>\$11.02</b>

# Social Ad Examples

**Families**

North Lake Tahoe shared a link  
Sponsored



Like Page

**Carve New Family Experiences**  
Play like a pro again and experience ultimate winter fun in North Lake Tahoe.

Learn More

Impressions: 132K  
Clicks: 397  
CTR: 0.30%  
Engagement: 219  
TOS Conversions: 21  
**CVR: 5.29%**

**Outdoor Enthusiasts**

North Lake Tahoe shared a link  
Sponsored



Like Page

**Hike to New Heights**  
Taverse new mountains with hiking in the beauty of North Lake Tahoe this winter.

Learn More

Impressions: 1M  
Clicks: 2.6K  
CTR: 0.26%  
Engagement: 417  
TOS Conversions: 123  
**CVR: 4.66%**

**Workaholics**

North Lake Tahoe shared a link  
Sponsored



Like Page

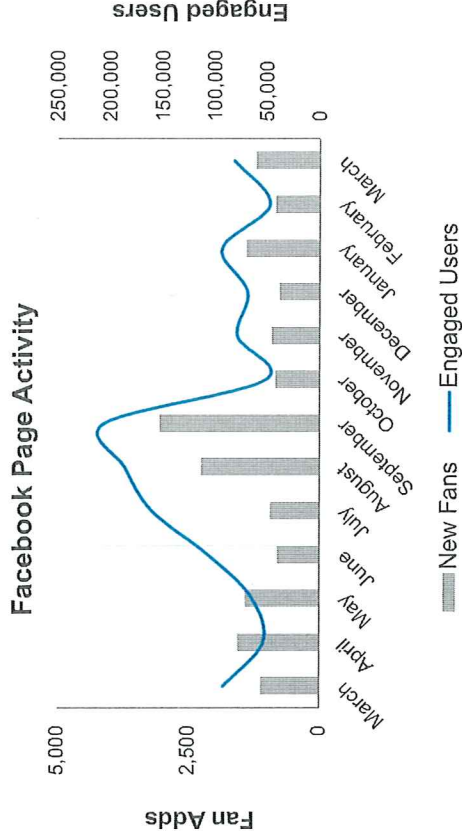
**Reconnect with Nature**  
Soak along the snow-covered shoreline and unwind in North Lake Tahoe.

Learn More

Impressions: 105K  
Clicks: 469  
CTR: 0.45%  
Engagement: 255  
TOS Conversions: 44  
**CVR: 9.38%**

## Facebook Page Performance

- GoTahoeNorth added 1.2K fans this month, bringing the page total to 121K. In addition, total page impressions increased by 65% month-over-month and engaged users increased by 71%.
- The increase in page impressions is largely the result of increased post activity (37 posts in March compared to 27 in February). In addition, the team believes improved weather conditions accounted for a significant increase in post engagement (+304%).



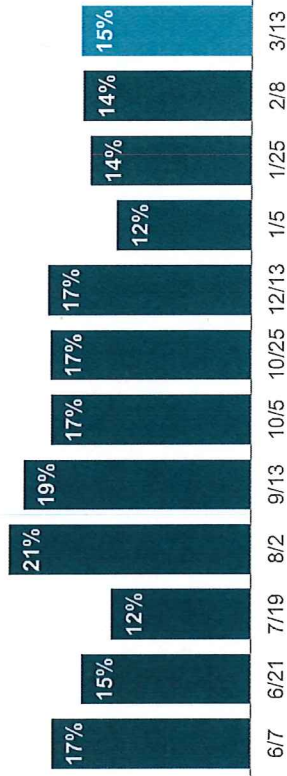
Month	Impressions	Engaged Users	New Fans
October	1,976,842	51,585	849
November	2,141,849	79,008	920
December	2,035,256	68,910	769
January	3,993,957	93,620	1,404
February	1,921,530	47,804	842
March	3,161,727	81,580	1,225



## Email Performance

- The March consumer email directed nearly 700 users to GoTahoeNorth's site, with roughly 1 in 4 spending more than 115 seconds browsing content.
- Email continues to drive time on site and book now conversions at the lowest cost. Going forward, we would suggest allocating more budget toward email campaigns and customization to leverage this.

Email CTR by Send Date



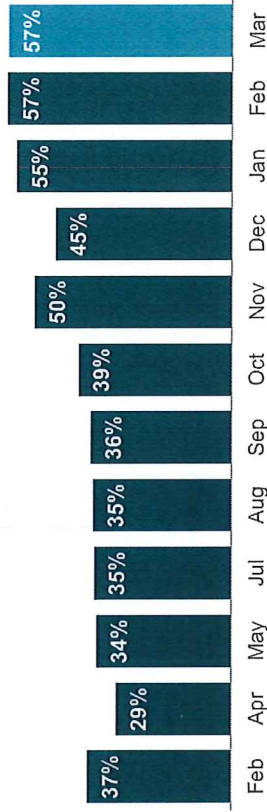
Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per TOS Conversion	Book Now Conversions
3/13	30,000	4,696	15.65%	687	14.63%	176	25.62%	\$2,550	\$14.49	4
<b>Total</b>	<b>30,000</b>	<b>4,696</b>	<b>15.65%</b>	<b>687</b>	<b>14.63%</b>	<b>176</b>	<b>25.62%</b>	<b>\$2,550</b>	<b>\$14.49</b>	<b>4</b>

# YouTube Performance

• YouTube ads continued to see increasing view rates in March, with 57% of all users viewing a complete ad. Overall, this equated to a \$0.03 cost per view.

• Similar to social, retargeting ads continued to perform best on YouTube. This is important because it helps move users from the top of the marketing funnel to the Consideration portion, as proven by the higher rate of time on site conversions.

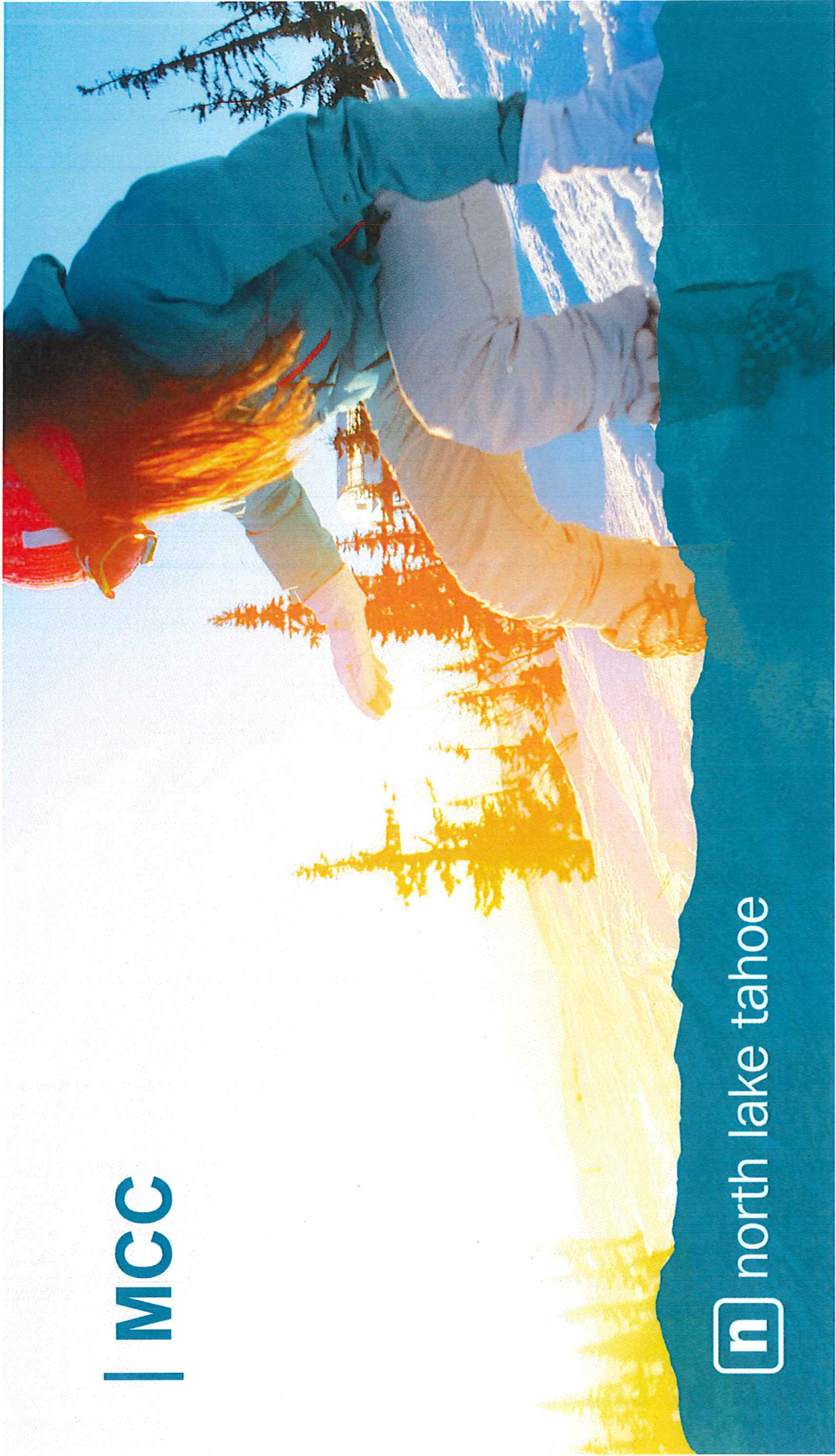
View Rate Trending



Target	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	Spend	TOS Conversions
Family Memories	21,273	24	11,351	53.36%	77%	62%	56%	53%	\$415	4
Outdoor Enthusiasts	52,307	25	28,450	54.39%	76%	62%	57%	54%	\$896	5
Workaholics	43,496	36	24,623	56.61%	78%	64%	59%	56%	\$795	4
RT	46,291	36	29,111	62.89%	82%	70%	66%	63%	\$667	13
<b>Total</b>	<b>163,367</b>	<b>121</b>	<b>93,535</b>	<b>57.25%</b>	<b>78%</b>	<b>65%</b>	<b>60%</b>	<b>57%</b>	<b>\$2,773</b>	<b>26</b>

March Advertising Report | Consumer

| MCC

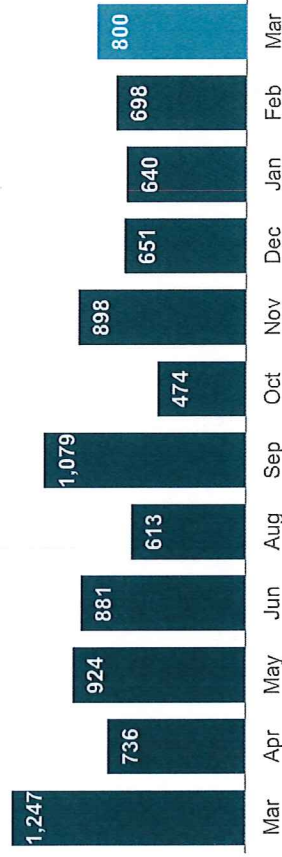


 north lake tahoe

## Web Performance

- The number of visitors to GoTahoeNorth's site from MCC ads increased in March, largely due to improved performance from email ads.
- There were minimal changes in average session duration and bounce rate, as MCC-targeted traffic continued to represent high-quality site visitors.

Sessions From MCC Ads



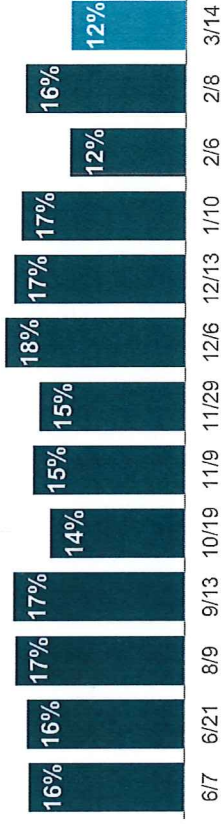
Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Email	613	1,369	01:36	2.2	46%
Facebook	154	165	00:08	1.1	95%
LinkedIn	33	35	00:00	1.1	94%
<b>Total</b>	<b>800</b>	<b>1,569</b>	<b>01:15</b>	<b>2.0</b>	<b>57%</b>

## Email Performance

- Email open rates improved from 12% in February to 17% in March, resulting in increased traffic at a lower cost. In addition, MCC email ads drove time on site conversions at a 75% lower cost in March.

- The team believes adjusting the "From" line from "North Lake Tahoe Resort Association" to "North Lake Tahoe" had a positive effect on open rates. We will continue to test this in the coming months to better understand if this had a significant impact.

Email CTR by Send Date



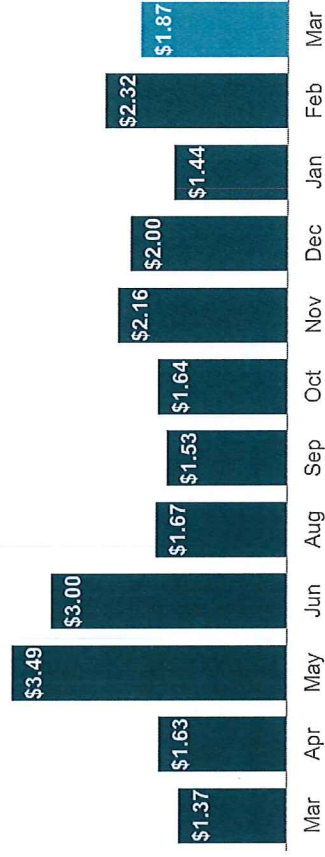
Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per Conversion
3/14	21,500	3,712	17.27%	428	11.53%	197	46.03%	\$850	\$4.31
<b>Total</b>	<b>21,500</b>	<b>3,712</b>	<b>17.27%</b>	<b>428</b>	<b>11.53%</b>	<b>197</b>	<b>46.03%</b>	<b>\$850</b>	<b>\$4.31</b>

March Advertising Report | MCC

## Social Performance

- MCC Facebook ads continued to drive website traffic at the lowest cost in March (sub \$1 cost per click). Notably, video ads featured the highest average CTR and lowest CPC of any ad type.
- As a result, we would suggest incorporating more video ads on Facebook going forward. We have consistently seen higher CTR and impressive engagement from this ad type. In addition, the team is looking into incorporating Sponsored Posts on LinkedIn – these mimic Facebook’s news feed ads.


CPC Trending



Social Channel	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	TOS Conversions	Video Views
Facebook	58,803	529	0.90%	\$875	\$0.92	82	0.14%	16	1,169
LinkedIn	51,542	18	0.03%	\$144	\$8.00	0	-	8	-
Instagram	709	10	1.41%	\$20	\$1.85	47	6.63%	0	2
<b>Total</b>	<b>111,054</b>	<b>557</b>	<b>0.50%</b>	<b>\$1,039</b>	<b>\$1.87</b>	<b>129</b>	<b>0.12%</b>	<b>24</b>	<b>1,171</b>

# Social Ad Examples

**North Lake Tahoe**  
 Let the beautiful backdrop of North Lake Tahoe inspire the discussion at your next conference or event.




**Take Your Meeting Outside**  
 Mix business with adventure

**Facebook Prospecting**

Impressions: 32K  
 Link Clicks: 262  
 CTR: 0.83%  
 Engagement Rate: 0.28%

**North Lake Tahoe**  
 Go beyond the meeting room when you book your next conference or event in North Lake Tahoe.

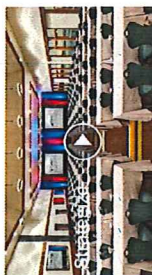


**Take Your Meeting Outside**  
 Mix business with adventure

**Facebook Retargeting**

Impressions: 13K  
 Link Clicks: 109  
 CTR: 0.84%  
 Engagement Rate: 0.08%

**North Lake Tahoe**  
 Meet Up for Success



**Facebook Video**

Impressions: 15K  
 Link Clicks: 168  
 Video Views: 1,171  
 Engagement Rate: 0.21%

**Meetings Made Easy**  
 Let North Lake Tahoe's CVB help you guarantee your next event's success.

**Team Building Galore**  
 North Lake Tahoe will invigorate your next strategy or planning meeting.

**Unique Meeting Venues**  
 From ballroom to mountainside, North Lake Tahoe offers unique event spaces.

**LinkedIn**

Impressions: 51.5K  
 Link Clicks: 18  
 CTR: 0.03%

A scenic landscape photograph featuring a calm lake reflecting the sky and surrounding greenery. The sky is a mix of soft pinks, oranges, and blues, suggesting a sunset or sunrise. The water is still, creating a clear reflection of the sky and the trees on the shore. The trees are lush and green, with some taller, darker trees in the background. A white, rounded rectangular box is centered over the image, containing the text "Thank You".

**Thank You**