



north lake tahoe

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Chamber | CVB | Resort Association

# July 2018 Departmental Reports

## Conference Department Report for July 2018

In July 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 worked on 24 new leads in July 2018. Those leads represent approximately 11,000 potential room nights, 4700 attendees and over \$1,500,000 of room revenue.

Staff is working on the following new leads:

- Insight Direct USA – Dell Passport to Paradise January 2019; 120 room nights; 60 people
- Sato/Gokli Wedding – May 2019, 350 room nights, 100 people
- Solar Industries Energy Association – Board of Directors Ski Meeting, January 2019; 120 room nights; 60 people
- American Optometric Association – Board of Trustees, April 2019, 51 room nights, 17 people
- Women on Course – Summer Golf Weekend, June 2019, 46 room nights, 26 people
- United Association for United 296 – Best Coast Convention, June 2019, 400 room nights, 200 people
- Dairy Farmers of American – Board & Strategic Information Meeting, July 2019, 445 room nights, 150 people.
- CalSAE – Elevate Conference, April 2020, 680 room nights, 260 people
- California Health Information Association – Convention & Exhibit, June 2020, 1065 room nights, 400 people
- California Special Districts Association – GM Leadership Summit, June 2020, 376 room nights, 145 people
- California Association of Code Enforcement Officers – October 2020, 690 room nights, 300 people
- International Association of Lighting Designers – October 2020, 700 room nights, 500 people
- HPN Global – Convention, June 2022, 1858 room nights, 800 people
- Perinatal Research Society – September 2022, 230 room nights, 110 people
- Fresno City College – Women's Soccer Team Retreat August 2018; 20 room nights; 32 people
- Google Offsite Event - Overflow, July-August 2018; 400 people
- SepiaTone - Sales Kick Off, January 2019; 150 room nights; 50 people
- Weintraub Tobbin – Attorney Retreat, June 2019; 104 room nights; 70 people
- ThermoFisher Executive Retreat, September 2018; 32 room nights; 10 people
- HPN Corporate Insurance – Spring Incentive Trip; April – May 2020; 140 room nights; 70 people
- HPN Global 2019 Mobile Sales Conference; September 2019; 810 room nights; 175 people
- McKesson 2019 Sales Programs Incentive; July 2019; 216 room nights; 80 people
- Tony Robbins Platinum Financial Trip; February 2020; 2422 room nights; 400 people

- Varian TDIS Engineering Leadership Meeting, October 2018; 57 room nights; 19 people.

Staff followed up June groups that actualized for room pick up and revenue reports.

Staff worked on getting meeting planners to RSVP for NorCAL DMO Client Luncheon Event taking place in Walnut Creek on July 12<sup>th</sup>. Unfortunately, this event was not held and is being re-scheduled for the Fall 2018.

Staff conducted site visit for the Google Search Tahoe Offsite on July 18, 2018 at Granlibakken, Sunnyside, Pepper Tree and Base Camp. This program has the potential to generate 2000 room nights and bring 1500-2000 people to Lake Tahoe in July 30 – August 1, 2018.

Staff delivered 3000 Summer Visitors Guides to Placer County Visitors Bureau to be showcased at the California State Fair.

Staff met with Geoffrey Cooke with HPN on July 11<sup>th</sup>. Geoffrey has a definite program at the Hyatt Regency Lake Tahoe in August 2018; 125 room nights and 25 people. In addition, Staff is working on a second program with Geoffrey for February 2020 an Association Board retreat for 99 room nights and 33 people.

Staff attended All Things Meetings in Santa Clara. 492 people RSVP'd and over 300 meeting planners were attendance. Staff is following up on six potential leads from the event along with a site visit with Thermo Fischer for August 10<sup>th</sup>.

Staff participated in a conference call with California Special Districts Association to discuss their future meeting needs. Staff also provided them with an NLTRA fleece jacket and hat to use as a giveaway at this year's conference.

Staff met with Kent Lindeman and Stephanie Garwood from Holland-Parlette Associates in Squaw Valley. They were here with the Society of Pediatric Dermatology and would like to return in 2021 or 2022. This group generated nearly 900 room nights this year in Squaw Valley. They also have a number of other association clients who will consider North Lake Tahoe for future events.

Staff attended the Connect New England conference in Providence, RI. Staff had the opportunity to meeting 1 on 1 with 29 planners during the event. Staff also was able to network with 20+ additional meeting planners during social events over 2 days.

Staff attended the NLTRA Board of Directors meeting

Staff cohosted an HPN client FAM trip with RSCVA. The events were in both Reno and North Lake Tahoe and included dinners and a boat ride.

Staff participated in a CalSAE ELEVATE Conference planning call.

Staff had a conference call with Augustine Agency to discuss new table top trade show booths, infographic and website.

Staff met with RMC staff to discuss strategy and get introductions to new RMC employees.

Staff worked on the following group that went definite in July 2018. These groups represent approximately 3400 room nights.

- Google Search Tahoe Offsite July 30-August 1, 2018. This program has booked the Resort at Squaw Creek, Squaw Valley Lodge, Village at Squaw Valley and PlumpJacks. Potential to generate 948 room nights; \$240,000 in room revenue and bring 1500-2000 people to North Lake Tahoe.
- Google Search Tahoe Offsite July 30-August 1, 2018 – Overflow rooms. This program has booked the Granlibakken Tahoe. Potential to generate 214 room nights; \$47,517.36 in room revenue and bring 181 people to North Lake Tahoe. This program has two more contracts to sign with Sunnyside Resort and Base Camp Tahoe City.
- CSU Fresno Foundation - Family and Consumer Sciences Annual Leadership & Management Conference June 17-21, 2019 Potential to generate 180 room nights; \$28,560 in room revenue and bring 100 people to North Lake Tahoe.
- American Angus Association Board Meeting, June 2-6, 2019 at the Resort at Squaw Creek.
- American Society of Plastic Surgeons. March 7-9, 2019 at the Resort at Squaw Creek.
- Mountain Travel Symposium. March 24 – April 5, 2020 at the Resort at Squaw Creek with overflow at Village at Squaw Valley and Squaw Valley Lodge.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of July, 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  
July 2018 Report

TRAVEL TRADE INFORMATION:

- Attended the RSCVA's China Ready Program July 10<sup>th</sup>
- Site Visits:
  - Expedia, July 26<sup>th</sup>
- Trained Best Day Travel, Mexico – new representative
- Attended the RSCVA's China Ready Program:
  - China will be 20% of all global travel by 2023
  - Motivators for Travel: visiting friends/family and education
  - Average spend is \$7200 as shopping is #1 activity
  - Top Travel segments now include: Luxury travel and self-drive travel itineraries
  - Travel during: Summer, Chinese New Year, and the 1<sup>st</sup> week of May/October
  - Must accept UnionPay or Alipay
  - Key Amenities: Free Wi-Fi, Mandarin speaking staff, bathroom amenities, inclusive room tax, Chinese TV, UnionPay, Chinese Food

MARKETING COLLABORATIVES

- Ski Solutions, UK
  - Running July-September
  - Digital campaign including: newsletter inclusions, homepage promotions, NLT video promotions, and social media pushes.
  - Media Match: 1:1
- SKIUSA + SKIBrasil
  - Launched in August 2018
  - Digital, brochure and training plan – this includes 13 pages in their digital brochure, one online training session, and full social campaign in three languages.
- CANUSA, Germany
  - Content Package for their website magazine
  - Content has been created and the site will launch early September
  - Reach: 1.3 million users
  - Media Match: 2:1
  - Will be found at [www.canusa.de](http://www.canusa.de)
- Expedia:
  - Launching September 15<sup>th</sup> – November 15<sup>th</sup>
  - Pushing the North Lake Tahoe Fall Season – to increase bookings during a non-peak time.

- Media Match: 1:1
- Goal (4) Lodging Properties
  - We currently have (4) signed up and are waiting on responses from (2) more
- Joint Talents, China
  - Running July – November
  - Creating a NLT Landing Page in Chinese, newsletter distribution, WeChat promotion, launching an NLT booking portal, and an Editorial in English and Chinese for Middle Land Magazine.
- Past Project ROI Report:
  - South Korea Winter Olympics Campaign
  - Reached: over 200 million
  - Engagement: 6,000
  - Ad Value: \$3.6 million

#### INTERNATIONAL MEDIA:

- Hosted Pedro Ricalde, Lifestyle Editor for Grupo Expansion (Elle, Elle Deco, InStyle, Travel and Leisure, Aeromexicos inflight, magazines, and Life and Style)
  - Wanderlust July 18-23<sup>rd</sup>
- Upcoming Media:
  - Travel Nevada French Digital Influencer, August 4-5<sup>th</sup>
  - Visit California UK Journalist Kim Leuenberger, August 16-19<sup>th</sup>
  - India Journalist Ashwin Rajagopalan, joint effort with South Lake Tahoe, September 2-11<sup>th</sup>
  - Travel Nevada Global Tourism Summit Post Media FAM: November
    - 25 journalists from 10+ countries

#### TRAVEL TRADE FAMS:

- Sponsored the RSCVA's Biggest Little City FAM
  - July 12-14<sup>th</sup>
- Upcoming FAMS:
  - China PHG FAM with the RSCVA, August 28<sup>th</sup>
  - Visit California UK Super FAM in October – FAM request is out for lodging and activities
  - North Lake Tahoe Winter FAM – January

#### INTERNATIONAL OFFICE UPDATE:

- New: Added PR contract work in Australia
  - This will cover: (8) targeted pitches and coordination of (2) media FAMs annually.
- Australia/NZ: Gate 7 New Inventory Report on NLT product see attached.
- UK/Ireland: Black Diamond New Inventory Report on NLT product see attached.
- New Canada Representation with Destination Counsellors International, based out of Montreal. Representation effective as of August 1<sup>st</sup>.
  - Immersion Trip: August 20-25<sup>th</sup>

- Goals:
  - Conduct baseline research: DCI will be conducting a consumer perception study to gain insight into the habits and preferences of the outbound Canadian traveler and to conduct a distribution analysis of North Lake Tahoe product with key tour operators.
  - Create a target trade list and key selling propositions.
  - Expand distribution of North Lake Tahoe product by conducting tour operator sales calls, trainings and hosting FAM trips.
  - Build a stronger sales presence in Canadian market
  - Boost visitor arrivals and spending from the West Coast and raise awareness on the East Coast
  - We will receive a monthly report on visitor impact and trade outreach.

SALES MISSION INFORMATION:

- Next Sales Mission:
  - Visit California Canada Sales Mission: 9/29-October 5<sup>th</sup>

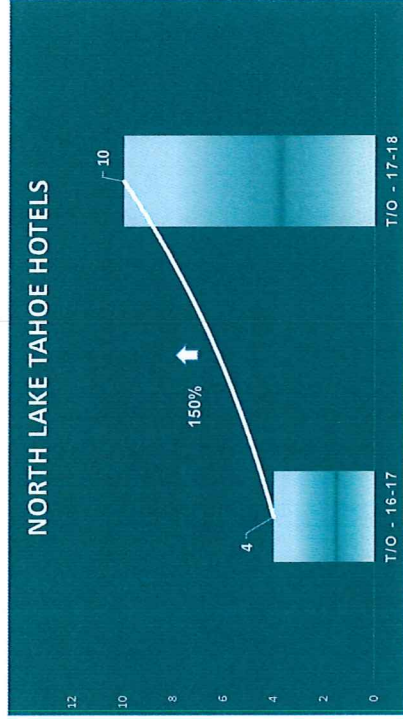
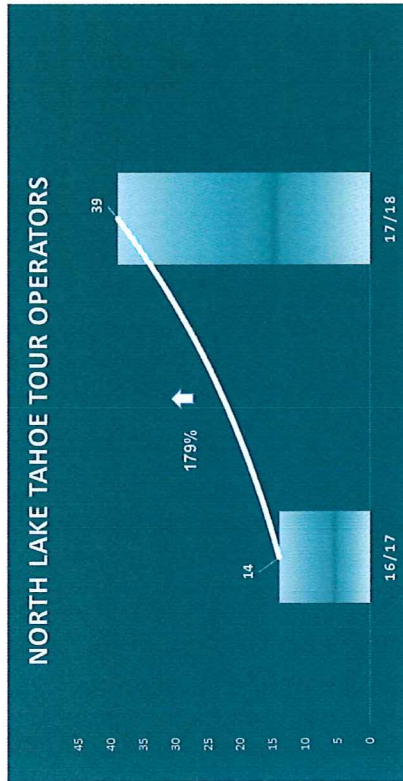


# North Lake Tahoe Inventory Report 2018

UK & I Tour Operators	16/17	17/18	difference	% change
	14	39	25	179%

Hotels	HYATT REGENCY LAKE TAHOE RESORT SPA	NORTHSTAR CALIFORNIA RESORT	PLUMPOACK SQUAW VALLEY INN	RESORT AT SQUAW CREEK	SQUAW VALLEY LODGE	THE COTTAGE INN	TAHOE MOUNTAIN LODGING	THE RITZ-CARLTON LAKE TAHOE	THE VILLAGE AT SQUAW VALLEY	Total Hotels
T/O - 16-17	8	0	0	4	0	0	0	5	1	4
T/O - 17-18	28	6	1	20	3	1	2	15	9	10
Difference	20	6	1	16	3	1	2	10	8	9
% Difference										150%



## Events & Marketing Update – July 2018

### General

- Attended quarterly Truckee Chamber Tourism Committee Meeting
- Working with S&J on GTN.com website improvements to decrease loading speed & improve SEO
- Call with Drone Racing League – sent RFP to regional partners for 2019 event in Tahoe
- Annual review with Daphne
- Worked with accounting to make sure event finances were all set for the close of the 17.18 fiscal year
- Prepared Event Strategy overview for BOD meeting in August
- Meeting with Dan Dorr from Northstar to discuss Tahoe Film Fest, AF&W and overall event strategy

### Chamber

- Involved in website selection and discovery process for new nltra.org site

### Spartan

- Had a phone call with Squaw, NLTRA and Spartan to discuss 2019 event
  - Squaw is in a contact with Spartan through 2019

### Broken Arrow Skyrace

- Met with Brendan to discuss the recap from 2018 and a possible 2019 sponsorship
  - They are trying to become a part of the World Championship Tour for 2019

### BACC

- Distributed Music & Peak Your Adventure marketing toolkits to regional partners
- Development of committee reorganization proposal (work in progress)
- Worked on shopping video production (work in progress)
- Development of shopping campaign 18.19 SOW proposal

### AF&W

- Worked with Northstar to book celebrity chef, Shaun ONeil for 2018 event
- Additional seminars were made available for purchase

### Tahoe Film Fest

- Attended Advisory Group Meeting
  - Connected Film Fest with GoPro for potential sponsorship

### Tough Mudder

- Had a call with Tough Mudder regarding 2019. They will keep me posted on negotiations with Northstar and we'll pick up the conversation after that's confirmed.

### Upcoming Sponsored Events –August, September and October

- *Big Blue Adventure Series* | Dates Vary | Locations Vary – North Lake Tahoe
  - *Marlette 50k & 10m Trail Run* – August 11 (Incline Village)
  - XTERRA Lake Tahoe – August 19, 2018 (Incline Village)
  - Lake Tahoe Triathlon, Open Water Swim and Aquabike – August 26, 2018 (Tahoma)
  - Tahoe Big Blue Adventure Race – September 8, 2018 (Tahoe Vista)
  - Emerald Bay Trail Run – September 16, 2018 (West Shore)
  - Lederhosen 5K – September 22, 2018 (Squaw Valley)
  - Great Trail Race – October 7, 2018 (Tahoe City)
- Lake Tahoe Music Festival | August 22 – 26 | Locations Vary – North Lake Tahoe
- Lake Tahoe Autumn Food & Wine Festival | September 7 – 9 | Northstar California
- Northstar Free-Ride Festival | September 13 – 17 | Northstar California

- Tahoe Adventure Van Expo | September 15 | Homewood
- Spartan World Championships | September 29 – 30 | Squaw Valley
- Tahoe City Oktoberfest | September 29 | Tahoe City





*professional creative services*

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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*

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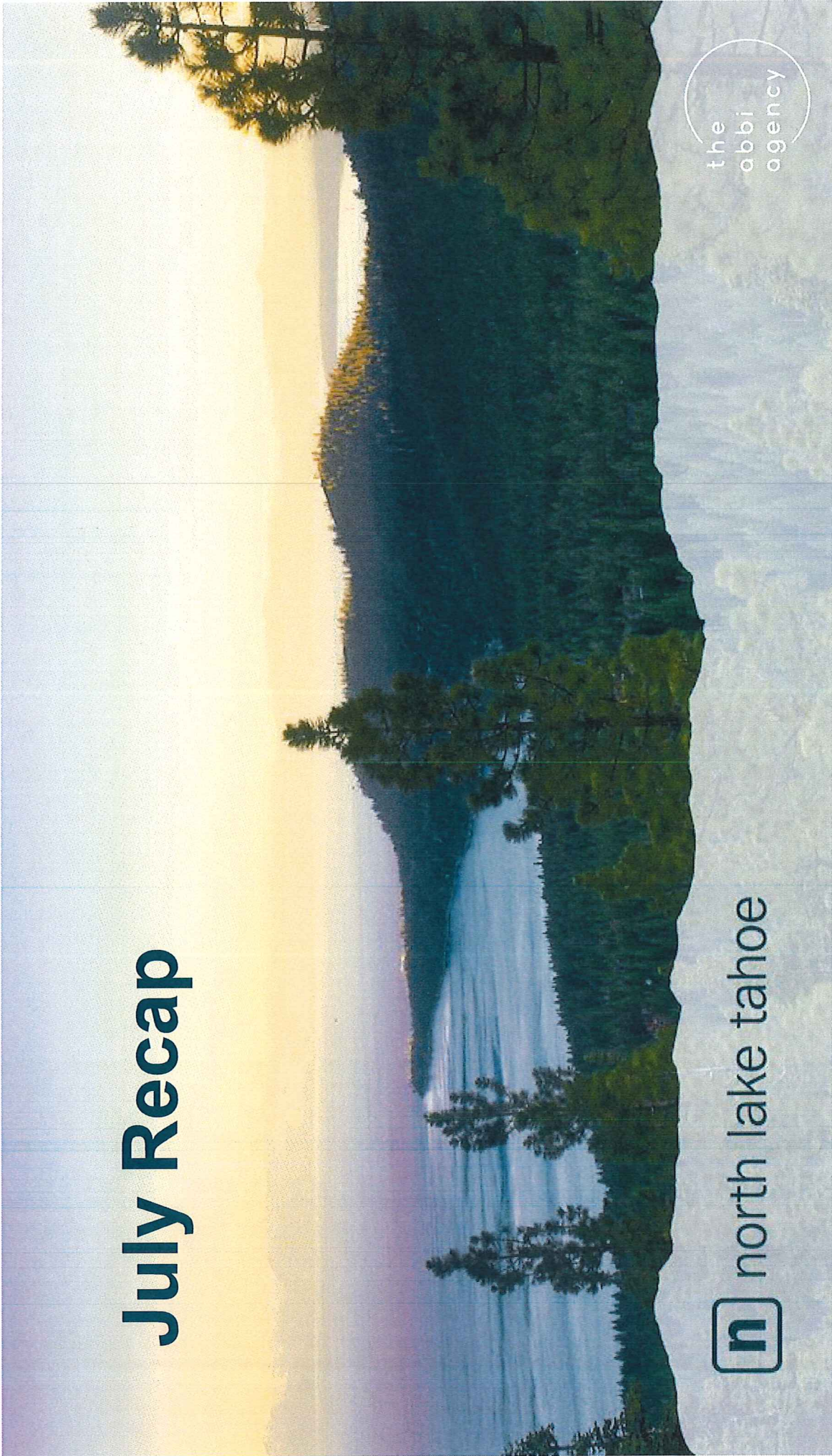
fallonmultimedia.com



# July Recap

 north lake tahoe

the  
abbi  
agency





A scenic view of a river with a person in a kayak, a white sandbar, and green trees. The text is overlaid on a semi-transparent white box.

**Public Relations Results**

**Content Review**

**Social Media Update**



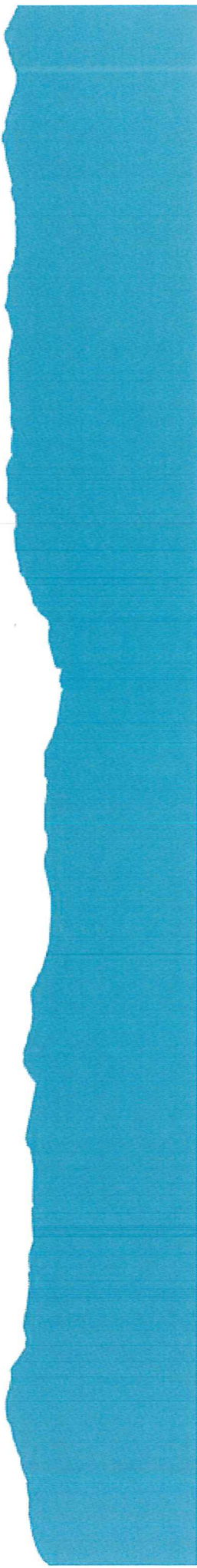
## PUBLIC RELATIONS APPROACH

**STRATEGY:** Summertime outreach has been centered around key regional topics, including the guide to transportation and encouraging visitors to explore all summer sides of Tahoe, lakeside to mountaintop. The Abbi Agency has also been working ahead of Fall and Winter opportunities, conducting outreach around winter and secret season.

**OBJECTIVES:** The Abbi Agency aims to increase public awareness of the destination within key target flight markets and national publications. Regional outreach is targeted at timely features and shoulder season coverage, while national outreach aims to grow awareness and brand strength overall. The Abbi Agency aims to increase ad equivalency, number of impressions and number of backlinks year-over-year.

**FAM COORDINATION:** In July, The Abbi Agency hosted Jonathan Wright for a feature on the region's food scene, as well as a number of Wanderlust-specific journalists, including Diana Spechler, Colleen Hollan, Margaux Lushing, Scotty Moore and Pedro Ricalde (international). FAM coordination was also executed for International journalist Ashwin Rajagopalan, as well as fall FAM journalists.

**CONTENT + NOTABLE PITCHES:** Navigation Guide Amid Regional Construction Projects; Labor Day Weekend; Secret Season, Best Destinations of 2019



# PUBLIC RELATIONS RESULTS

PLACEMENTS: 19      PUBLICITY VALUE: \$132,547.50      TOTAL IMPRESSIONS: 14,329,461

**PUBLICATION HIGHLIGHTS:** Sunset Magazine, Mountain Living, The Mercury News, The Beer Connoisseur, Visit California, ABC 10, East Bay Times, Reno Gazette-Journal, Sierra Sun, The Union, USA Breaking News

**FAM COORDINATION:** Jonathan Wright (USA Today), Diana Spechler (The Daily Meal), Colleen Hollan, Margaux Lushing, Scotty Moore (FestPop), Pedro Ricalde (international - Mexico), Ashwin Rajagopalan (international - India).

**MEDIA MISSIONS:** The Abbi Agency did not complete any media missions this month, but continued follow-ups with journalists from the spring NYC Media Mission and began identifying opportunities for fall Media Mission(s).

**COVERAGE BOOK:** <https://coveragebook.com/b/87ce240c>

**KEY INSIGHTS:** The Abbi Agency met North Lake Tahoe's target market goals by landing placements in key flight markets and national publications that align with our personas. Regional outreach and placements were messaged strategically, focusing on key summertime information (including construction and lesser-known summer experiences).





# HIGHLIGHTED PLACEMENTS - JULY

## Sunset.com

### 2018 Destinations of the Year (NLT and AF+W)

- Reach: 8.7M
- Ad Value: \$80,160.50
- Domain Authority: 72
- Social Shares: 2.7k

Use our list of the best landmarks, restaurants, gear, and more to help plan your next great Western adventure

THE CHAMBERLAIN, LAKOTA, SOUTHERN MOUNTAIN RESORT, MOUNTAIN SIDE, COLORADO

**2018 Travel Awards: 44 Best Travel Destinations & Gear of the Year**

By [Katie Barber](#)

**You May Like**

- [\(Plus\) The 175 Most Beautiful Beaches in the World](#)
- [The Most Beautiful Beaches in the World](#)
- [TV Star: "Letting This Go"](#)
- [The Perfect Day in Paradise, CA](#)
- [Sailing the Coast of California](#)
- [Sailing the Coast of California](#)
- [Sailing the Coast of California](#)

**Mountainside Escape**

1 of 46

## Reader's Digest

### 16 Affordable Labor Day Getaways

- Reach: 3.9M
- Ad Value: \$36,680.20
- Domain Authority: 86
- Social Shares: 748

TRAVEL

**16 Affordable Labor Day Getaways**

By [Rory Gaylor](#)

If you haven't already booked your last summer vacation yet, don't worry—we found the best, affordable Labor Day getaways that will leave you recharged and with a lifetime of memories.

**Naples, Florida**

[Discover more in the Reader's Digest Travel Guide](#)

## The Mercury News

### 5 Fab Lake Tahoe Restaurants for Lakeside Dining

- Reach: 4.5M
- Ad Value: \$41,735.15
- Domain Authority: 91
- Social Shares: 868

**The Mercury News**

NEWS LOCAL SPORTS BUSINESS ENTERTAINMENT DEBATES THE COMMUNITY

5 fab Lake Tahoe restaurants for lakeside dining

By [Katie Barber](#)

1 of 5

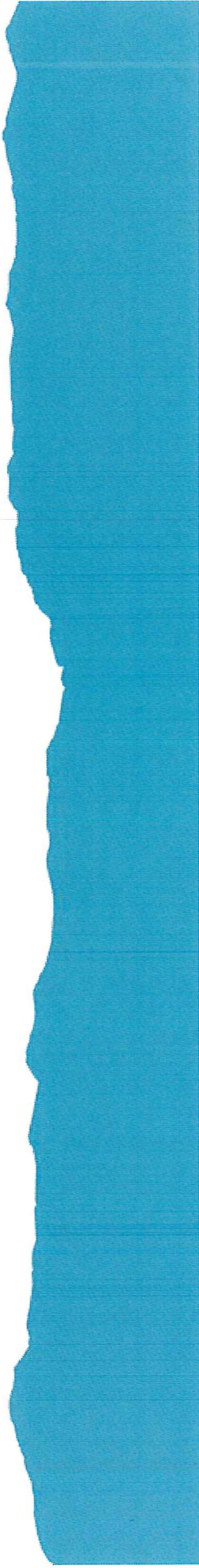
## **CONTENT**

**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

**KEY THEMES:** Summer in North Lake Tahoe, Mountainside Exploration, Summer Music

**CAMPAIGNS:** Peak Your Adventure, Summer Music





## **CONTENT REVIEW**

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

Regional Transportation Guide for Summer Construction

### **BLOGS POSTED: 3**

Travel Made Easy: Your Guide to North Lake Tahoe Transportation | Social Shares: 43

Unlock A New Adventure in North Lake Tahoe's Mountains\* | Social Shares: 0 (*promo forthcoming*)

Make Mountain Memories This Summer in North Lake Tahoe\* | Social Shares: 0 (*promo forthcoming*)

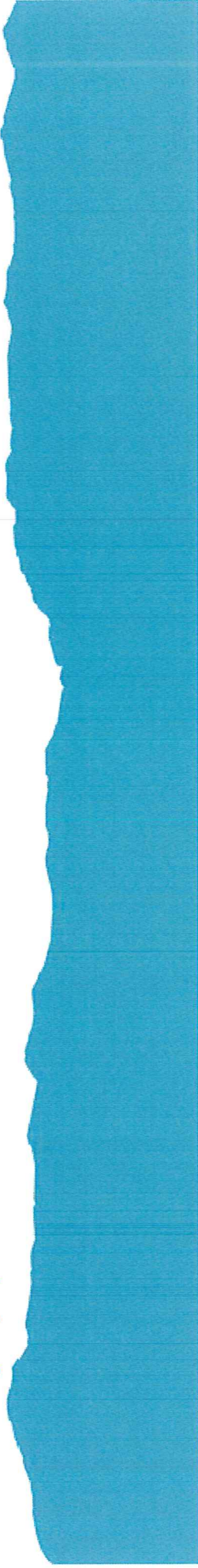
\* Peak Your Adventure Feature

### **NEWSLETTERS DISTRIBUTED: 1**

Celebrate Summer in North Lake Tahoe

9.5% open rate, 0.9% click-thru rate (CTR)

Majority opened around 5PM & 7PM PST



## **SOCIAL MEDIA**

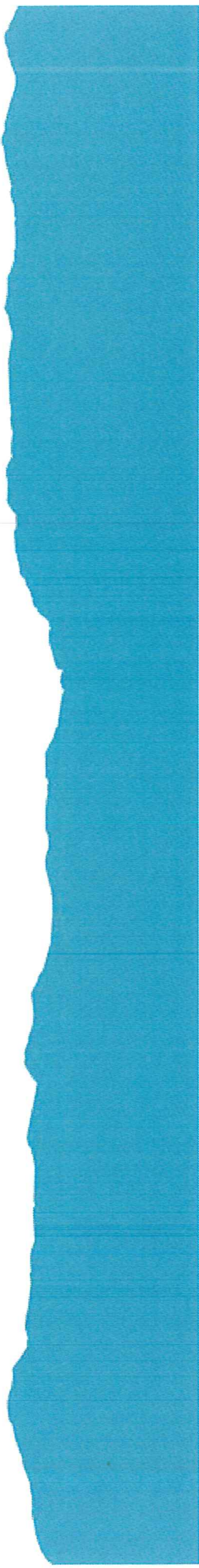
**CHANNELS:** Facebook, Instagram, Twitter, YouTube, Pinterest

**STRATEGY:** Focus on Summer messaging promoting the full range of experiences in North Lake Tahoe - from lake to mountaintop.

**OBJECTIVES:** Promote Summer activities and the upcoming events that resonate best with our audiences.

**CAMPAIGNS:** Wanderlust, Luminaries Shorts, Summerlong Music, Peak Your Adventure

**ENGAGEMENT INSIGHTS:** One of our most commented-on videos of all time was the Bonsai Rock clean-up video that we shared in July. Content like this pulls on the heart strings of those who love Tahoe and continues to articulate the value of video across our platforms.





# SOCIAL MEDIA UPDATE

## JUNE GROWTH:

- Facebook: 1,017 New Fans
- Instagram: 955 New Followers
- Twitter: -200 New Followers
  - Twitter recently underwent a massive purging of fake accounts which reduced the total follower count on the platform by about 6%. ([via NYT](#))
  - During August, our team will be encouraging tagging and shares to re-populate followers

- **Total Impressions: 4.4M**
- **Total Engagements: 96k**

## SOCIAL CAMPAIGNS & TACTICS:

### Wanderlust Instagram Story

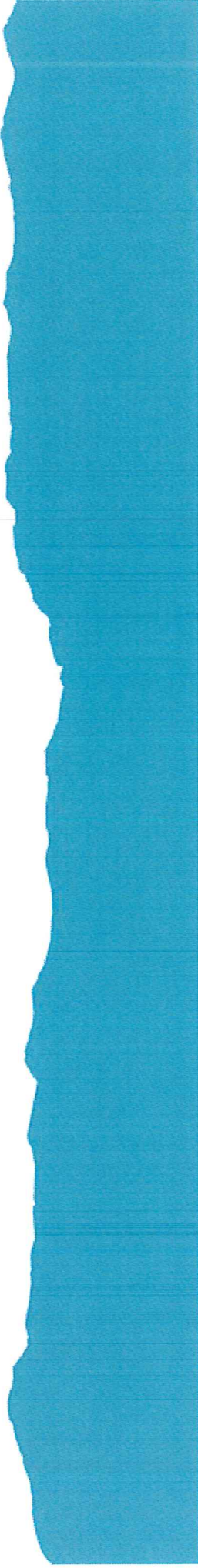
- Impressions: 33.8k

### Luminaries Shorts Contest

- Impressions: 9.4k
- Entries: 13

### Summerlong Music Facebook and Instagram Lives

- 16k Views, 700+ Engagements



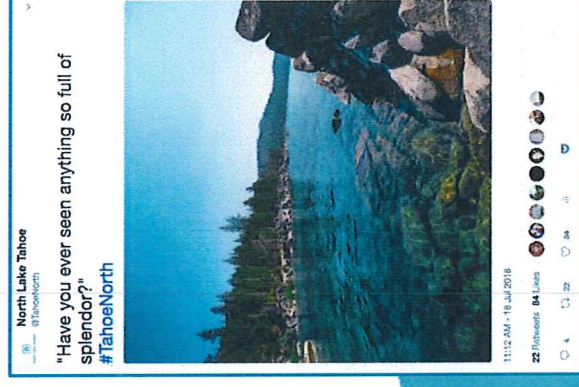
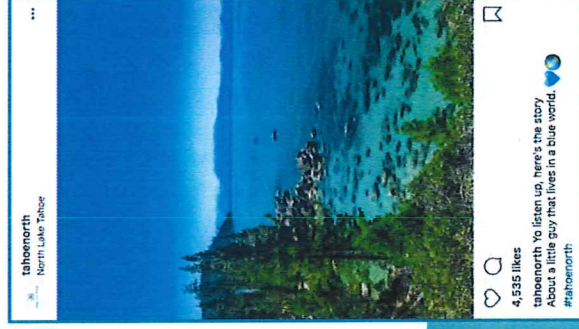
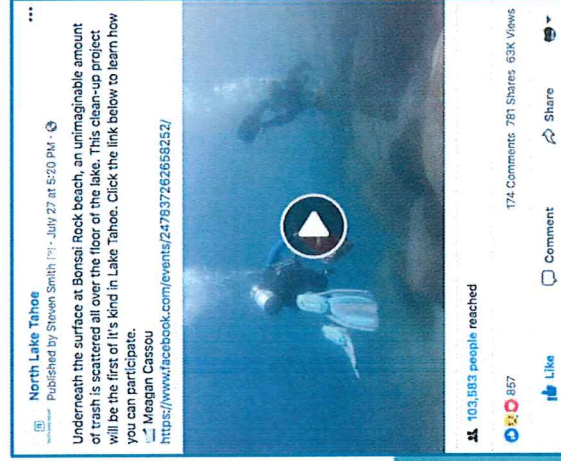
# SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

**#1 Facebook Post, Beach Album:** 104k Reach, 3.6k Reactions, 665 Comments, 649 Shares

**#1 Instagram Post, Eagle Rock:** 43k Impressions, 4.6k Likes, 65 Comments

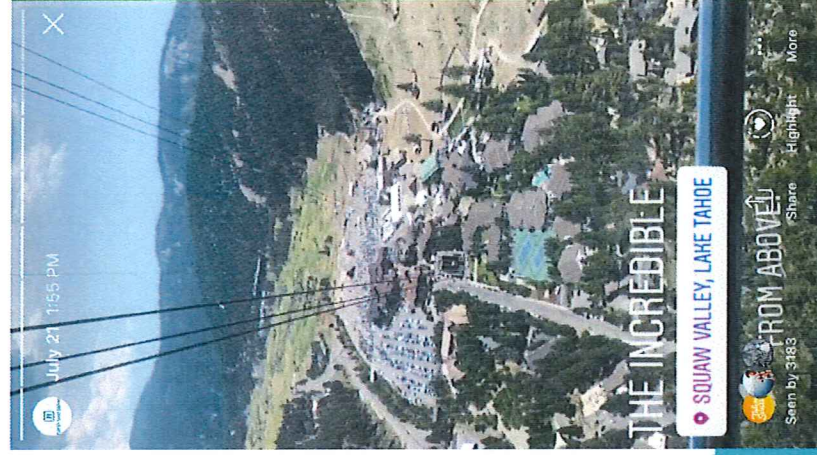
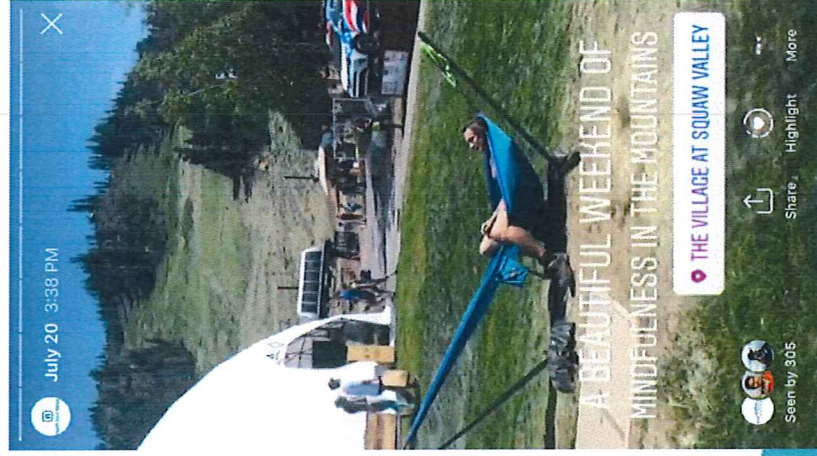
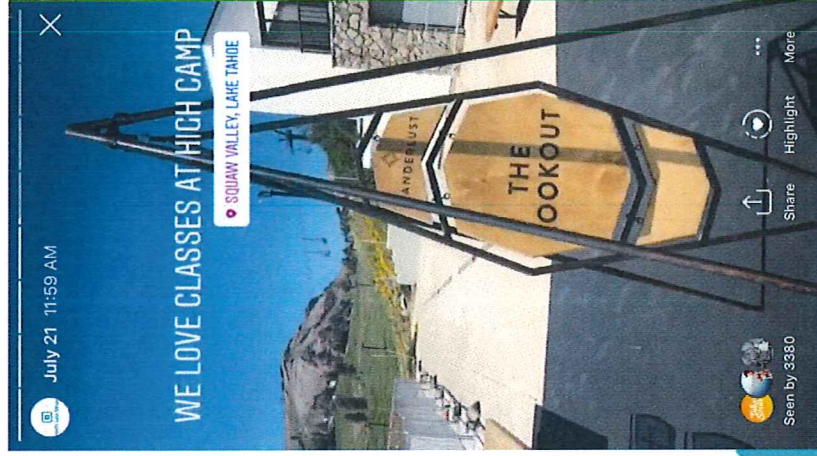
**#1 Twitter Post, Whale Beach:** 36k Reach, 84 Likes, 22 Retweets

**HIGHLIGHTS:** July Instagram highlight is the #4 most successful Instagram post of NLT's lifetime.



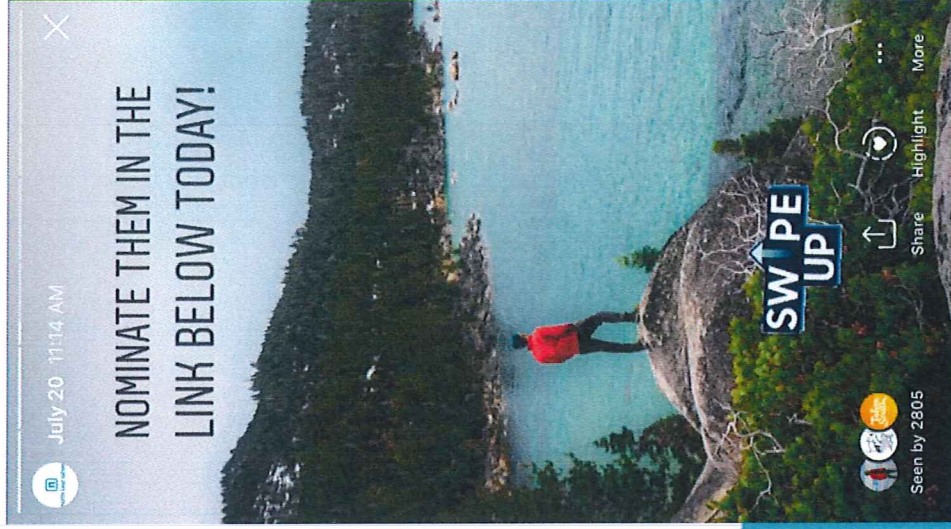
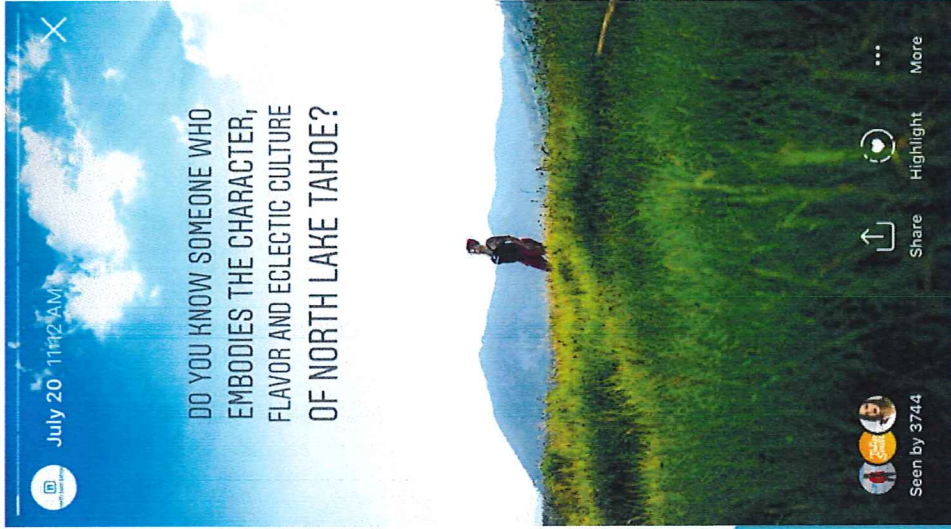


# WANDERLUST INSTAGRAM STORY HIGHLIGHTS





# LUMINAIRES SHORTS INSTAGRAM STORY HIGHLIGHTS





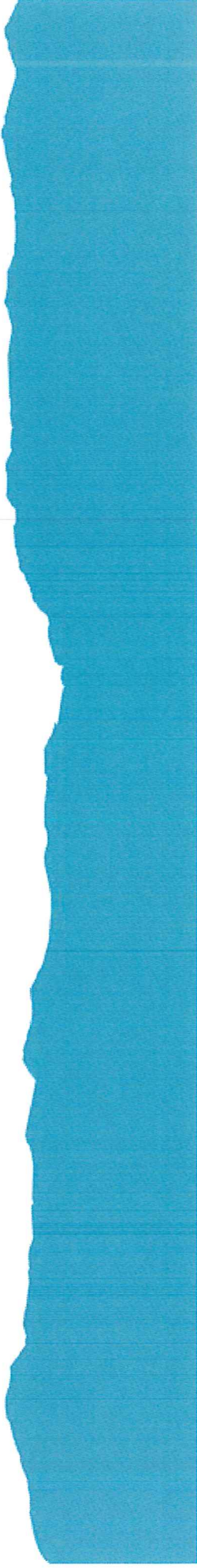
# SOCIAL MEDIA INSIGHTS

## MONTHLY HIGHLIGHTS

- July Instagram post is the #4 most successful Instagram post of NLT's lifetime.
- Instagram followers increased by 2% during July.
- The number of engagements per media increased by 4% on Instagram.
  - This is valuable as we are aiming for more than passive engagement on this platform. Getting people to comment rather than merely like a post is incredibly valuable for longevity.
- Engagements on Twitter increased by 15% since June.

## INSIGHTS AND TAKEAWAYS

- Competitors like Mammoth Mountain actually lost followers on Facebook during the month of July and gained half as many followers as we did on Instagram.
- Twitter recently underwent a massive purging of fake accounts which reduced the total follower count on the platform by about 6% (via NYT).





The image features a serene landscape with a calm body of water reflecting the sky and surrounding greenery. The sky is a mix of soft blues and warm oranges, suggesting a sunset or sunrise. A semi-transparent white rectangular box is centered over the image, containing the text "Thank You" in a bold, dark blue font. The text is oriented vertically, reading from top to bottom.

**Thank You**



# Group Report

Jul 01, 2018 - Jul 31, 2018

Understand growth and health of your social profiles

## Included in this Report

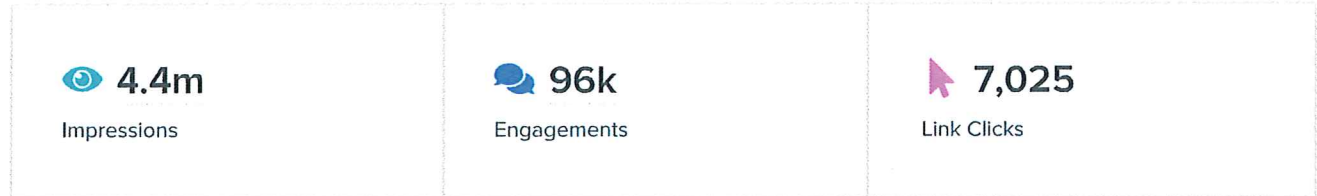
 North Lake Tahoe

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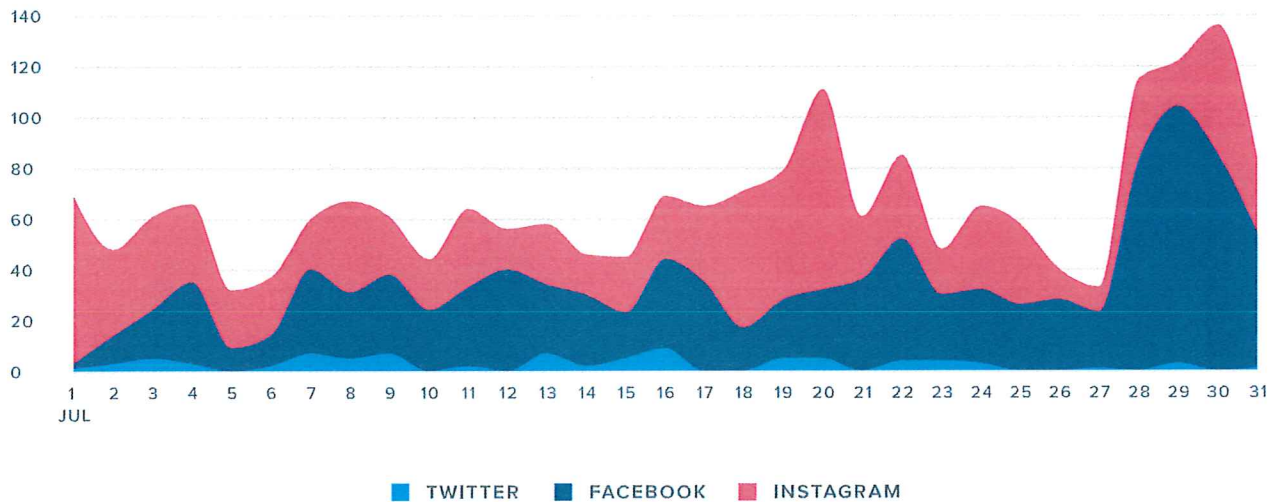


## Group Activity Overview



## Group Audience Growth

AUDIENCE GROWTH, BY DAY



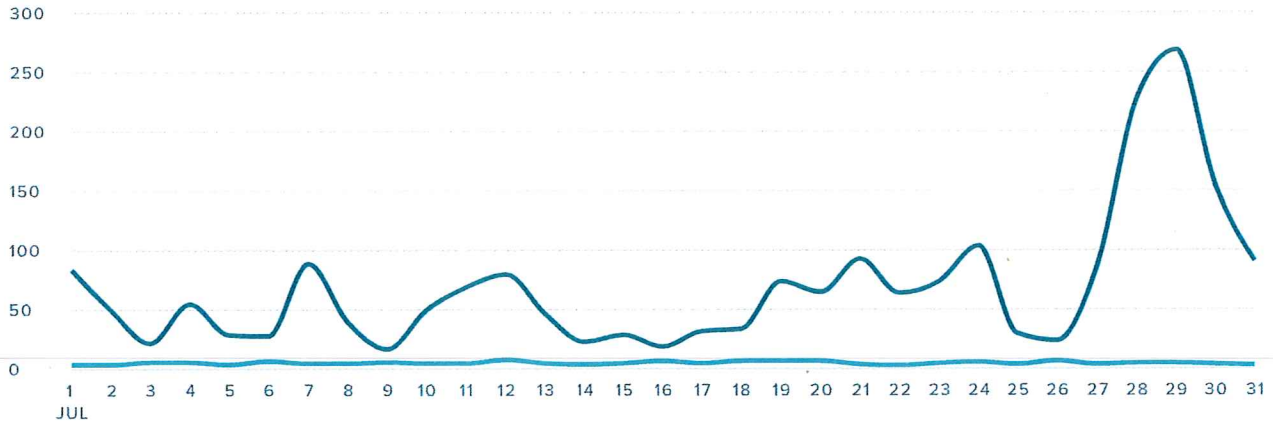
Audience Growth Metrics	Totals	Change
<b>Total Fans</b>	<b>202.6k</b>	<b>▲ 0.8%</b>
New Twitter Followers	-204	▼ -1%
New Facebook Fans	1,017	▲ 0.7%
New Instagram Followers	955	▲ 1.7%
<b>Total Fans Gained</b>	<b>1,768</b>	<b>▲ 0.8%</b>

Total followers increased by

**▲ 0.8%**  
since previous month

## Group Message Volumes

MESSAGES PER DAY



■ SENT MESSAGES ■ RECEIVED MESSAGES

Sent Messages Metrics	Totals	Change
Twitter Tweets and DMs Sent	35	▼ -10.3%
Facebook Posts Sent	54	▼ -12.9%
Instagram Media Sent	42	▼ -8.7%
<b>Total Messages Sent</b>	<b>131</b>	<b>▼ -10.9%</b>

Message volume decreased by

**-10.9%**

since previous month

Received Messages Metrics	Totals	Change
Twitter Messages Received	107	▲ 67.2%
Facebook Messages Received	1,374	▲ 2.7%
Instagram Comments Received	643	▼ -42.7%
<b>Total Messages Received</b>	<b>2,124</b>	<b>▼ -15.8%</b>

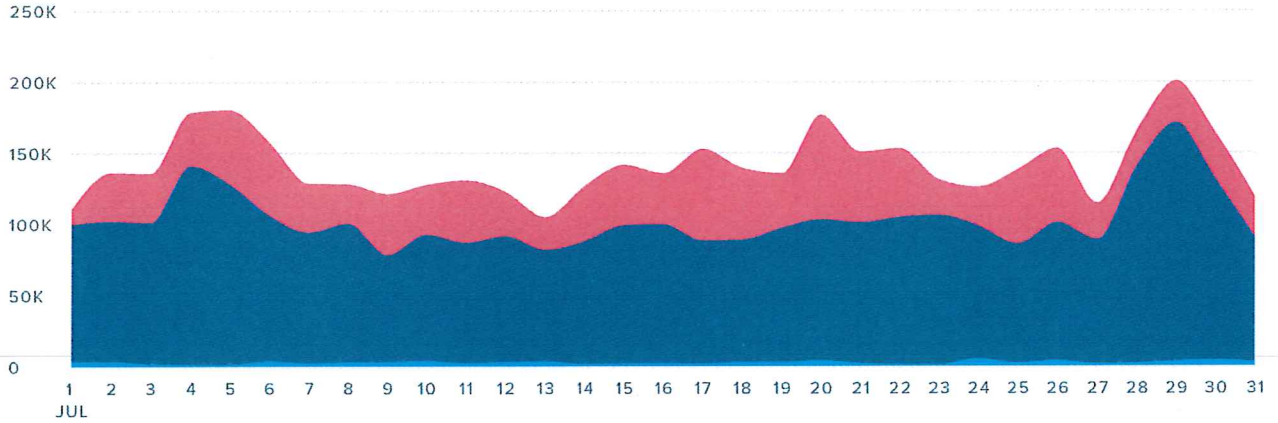
Message volume decreased by

**-15.8%**

since previous month

## Group Impressions

IMPRESSIONS PER DAY



■ TWITTER ■ FACEBOOK ■ INSTAGRAM

Impressions Metrics	Totals	Change
Twitter Impressions	87.5k	▼ -11.8%
Facebook Impressions	3.1m	▼ -3.5%
Instagram Impressions	1.2m	▼ -11.8%
<b>Total Impressions</b>	<b>4.4m</b>	<b>▼ -6.1%</b>

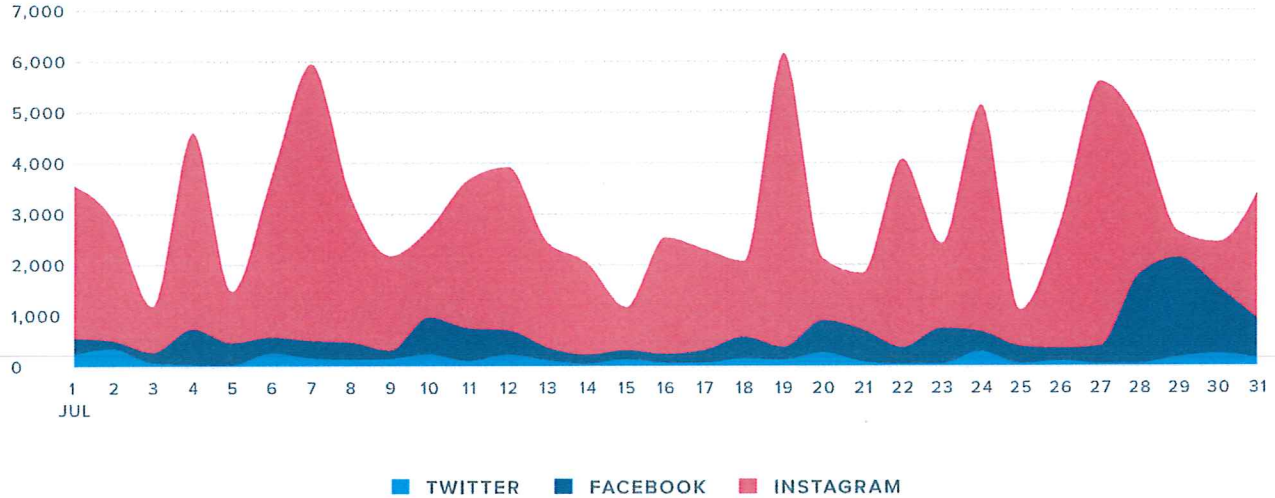
Total Impressions decreased by

**▼ 6.1%**

since previous month

## Group Engagement

ENGAGEMENTS PER DAY



Engagement Metrics	Totals	Change
Twitter Engagements	4,089	▲ 15.3%
Facebook Engagements	15.8k	▼ -14.6%
Instagram Engagements	76.1k	▼ -5.7%
<b>Total Engagements</b>	<b>96k</b>	<b>▼ -6.5%</b>

The number of engagements decreased by

**▼ 6.5%**


since previous month

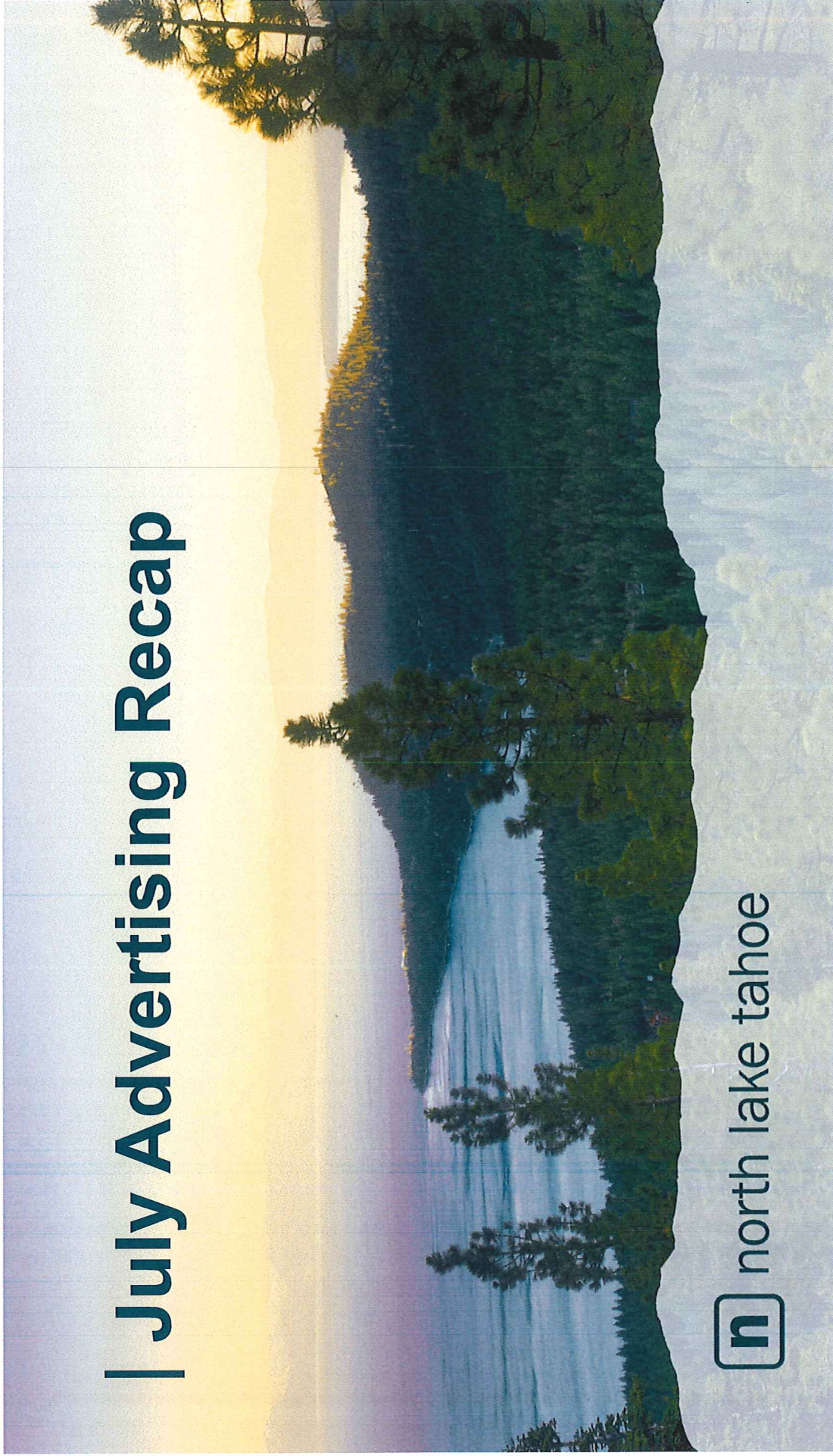
## Group Stats by Profile/Page

Profile/Page	Total Fans / Followers	Fan / Follower Increase	Messages Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
North Lake Tahoe @TahoeNorth	20.5k	-0.98%	35	87.5k	2,501	4,089	116.8	469
North Lake Tahoe Business Page	125k	0.66%	54	3.1m	57.4k	15.8k	292.7	6,556
North Lake Tahoe (Business) @tahoenorth	57k	1.7%	42	1.2m	28.6k	76.1k	1,813	—



# | July Advertising Recap

 north lake tahoe



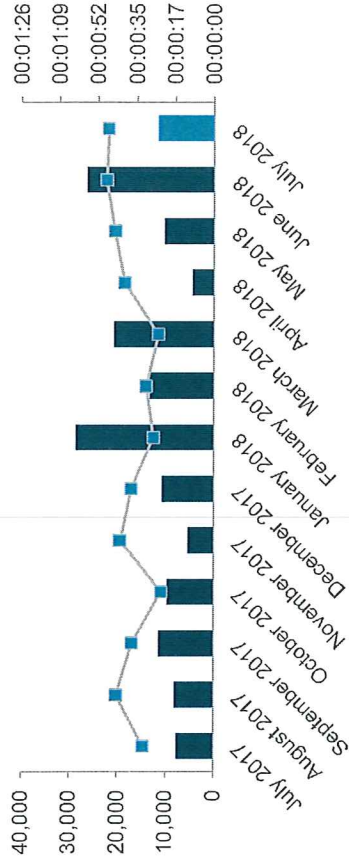


## Overview by Campaign

• Together, the Consumer and MCC campaigns served over 4.5 million impressions resulting in 11.6K website visits. Nearly 37% of all visitors spent more than 115 seconds on the site and 7% clicked on a Book Now button. Notably, the overall time on site conversion rate from ad traffic increased by 37% this month.

• In addition to increased time on site conversion rates, Book Now conversion rates increased by 324% this month. Of note, the Book Now custom event tag was not firing properly for 14 days in June, likely influencing these results.

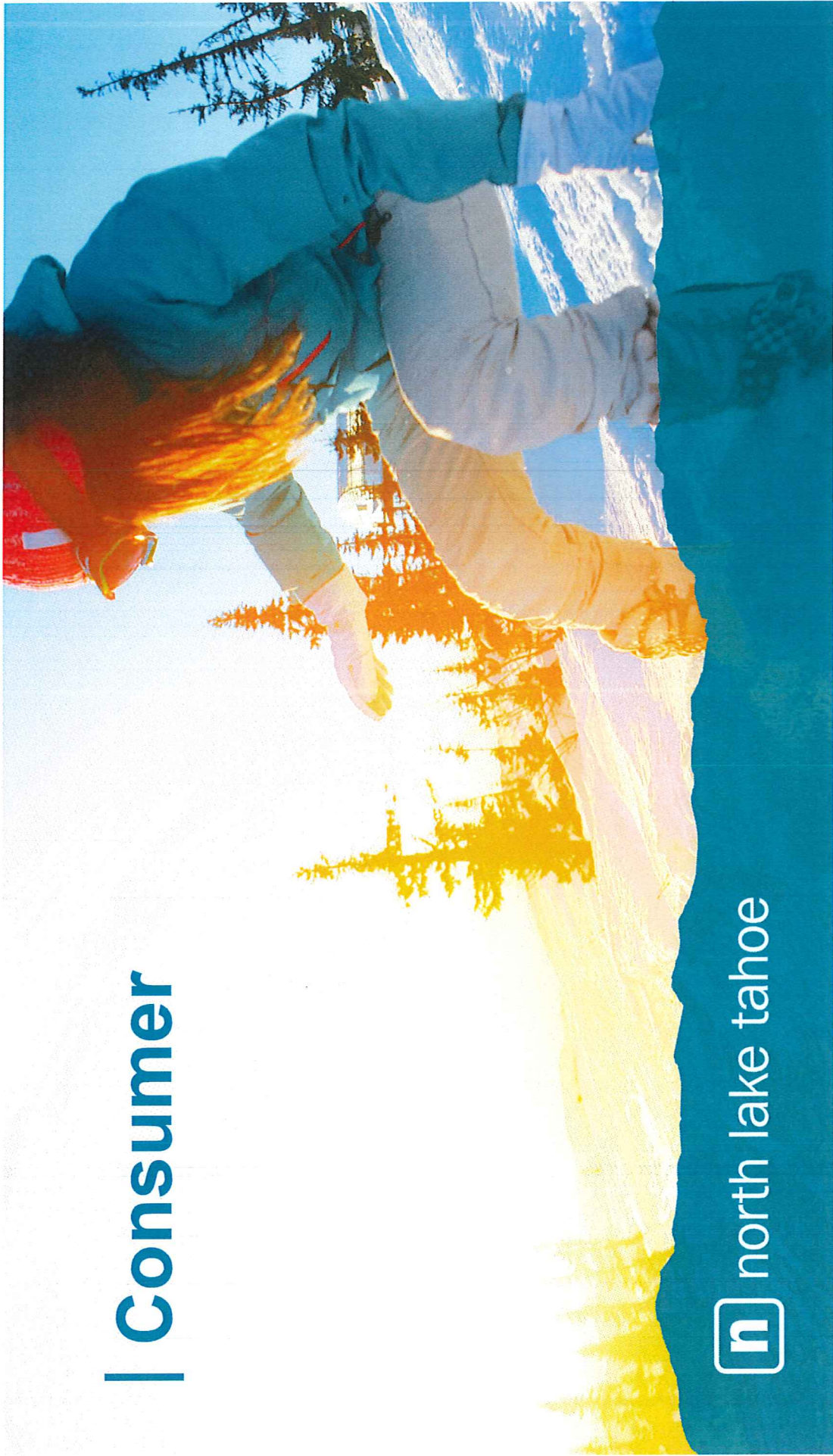
Sessions and Time on Site Over Time



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	4,510,437	0.35%	\$41,426	10,795	00:46	2.2	50%	4,067	840
MCC	74,945	1.13%	\$1,642	769	00:52	1.8	59%	227	3
<b>Total</b>	<b>4,585,382</b>	<b>0.36%</b>	<b>\$43,068</b>	<b>11,564</b>	<b>00:47</b>	<b>2.2</b>	<b>51%</b>	<b>4,294</b>	<b>843</b>

July Advertising Recap | All Campaigns

# | Consumer



 north lake tahoe



# Executive Summary

- The Consumer campaign served over 4.5 million impressions in July, resulting in 10.8K site visits. Nearly 38% of all visitors spent more than 115 seconds on the site and 8% clicked a Book Now button.
- Display, social, and paid search ads combined for nearly 10.8K website visits in July, with users averaging 46 seconds on the site. Compared to July 2017, traffic from digital ads is up 51% (+3.9K visits) and overall site traffic is up 11% (+10.4K visits).
- Consumer ads accounted for over 4.5 million impressions in July, resulting in 4K time on site conversions. This equated to a \$10 cost per time on site conversion (down 24% from the prior month).
- Social ads witnessed a large boost in performance (48% improvement in cost per conversion), driven by the use of dynamic creative. Display ads also noticed a jump in performance helped by the addition of rich media ads and HTML5 (animated) ads.
- Compared to July 2017, the total number of impressions served increased slightly (+13%) while the number of ad clicks jumped significantly (+61%). This is a result of the addition of rich media ads which averaged a 0.55% CTR this month and new HTML5 digital ads.



# Executive Summary

- Banner ads targeted toward older experience seekers performed best for the third straight month, resulting in the highest average CTR and lowest cost per TOS conversion. In addition, this group accounted for 5 out of 9 book now button clicks.
- Regionally, users in New York were most receptive to banner ads, while users in Austin were most likely to click on the book now button after navigating to the site.
- Paid Search performance improved considerably this month, including a 26% increase in time on site conversions and a 136% increase in book now button clicks. This is largely the result of a new bidding strategy implemented in June. This new strategy, in which we bid to “maximized conversions,” ran for the first full month in July.
- Within the Summer campaign, keywords related to beaches, fishing, boating and hiking continued to perform best, driving the most ad clicks and in turn time on site conversions.



# Executive Summary

- Facebook and Instagram ads drove sub-\$20 time on site conversions this month, helped by the addition of dynamic creatives. Since implementing dynamic creatives, social ads are averaging a 0.59% CTR. Compared to the same period last year, social ads were producing a 0.43% CTR.
- Video ads also performed very well this month, resulting in the highest average click through and engagement rates. This ad type has proven invaluable in driving brand awareness.
- YouTube ads continued to increased awareness in July, resulting in nearly 73K video views for an average view rate of 58%. Compared to July 2017, YouTube view rates improved by 23 percentage points.
- While younger adventure seekers were the most captivated by YouTube ads (54% view rate), parents on YouTube were most likely to click on a YouTube ad and spend significant time on site.
- A seasonal landing page was developed and launched this month, streamlining activity and lodging information for users who clicked on an ad.



## Display Ad Examples

**Families**

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

Impressions: 614K  
Clicks: 992  
CTR: 0.16%  
TOS Conversions: 46  
**CVR: 4.64%**



Enjoy family and friends  
PLAN YOUR TRIP  
north lake tahoe

**Outdoor Enthusiasts**

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

Impressions: 488K  
Clicks: 774  
CTR: 0.15%  
TOS Conversions: 45  
**CVR: 6.05%**




Experience crystal blue waters  
PLAN YOUR TRIP  
north lake tahoe

**Workaholics**

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

Impressions: 572K  
Clicks: 1K  
CTR: 0.18%  
TOS Conversions: 61  
**CVR: 5.93%**



Enjoy a picturesque course  
PLAN YOUR TRIP  
north lake tahoe

July Advertising Recap | Consumer

# Facebook Ad Examples

## Dynamic Creative

Impressions: 462K  
 Clicks: 2K  
 CTR: 0.44%  
 Engagement: 952  
 TOS Conversions: 519  
 CVR: 25.58%

## Spring Video

Impressions: 118K  
 Views: 13K  
 View Rate: 11%  
 Engagement: 319  
 TOS Conversions: 69  
 CVR: 4.52%

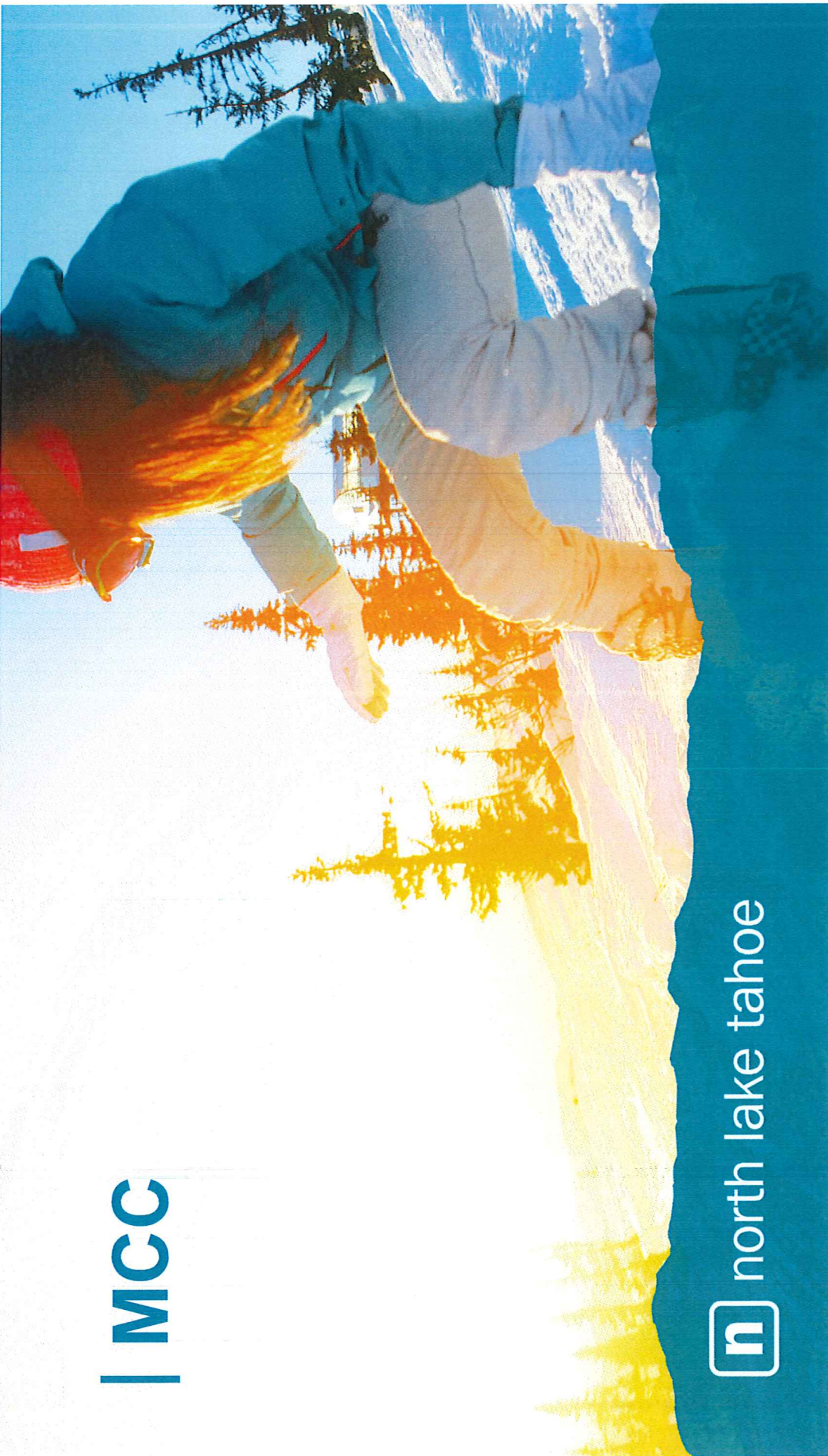
## Instagram Story

Impressions: 59K  
 Clicks: 592  
 Views: 9K  
 View Rate: 16%  
 TOS Conversions: 24  
 CVR: 4.05%

July Advertising Recap | Consumer



| MCC



 north lake tahoe



# Executive Summary

- Site traffic remained relatively flat in July, driving 769 total site visits. Email continued to drive the largest share of traffic as well as the highest quality traffic.
- The addition of dynamic creative for the MCC campaign yielded extremely impressive results, including a 167% increase in time on site conversions. We anticipate these strong results will hold as long as we keep creative fresh.
- One MCC email sent on July 18th resulted in nearly 3.6K opens for an average open rate of 17%. This resulted in 149 time on site conversions (down from 361 the month prior).
- Open rates for emails have declined at a steady rate since October 2017. To combat this, we would suggest adjusting the MCC email design. We believe freshening up this design will reignite interest and help drive more site traffic.
- Facebook and Instagram ad performance improved considerably in July, including a 167% increase in time on site conversions. As a result, the average cost per conversion improved by 69%.



# Executive Summary

- The increased efficacy of social ads is largely due to the use of dynamic creatives in July. We are rotating through several variations of image and copy to stave off creative stagnation. So far, this is yielding positive results.
- An MCC microsite is in the process of being developed, with the goal to launch in September. This microsite will be more visually appealing than the current site, with the goal of increasing RFP submissions.
- Once the microsite is fully built out, new social media and banner ads will be developed to match the site.



# Social Ad Examples

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

**Take Your Meeting Outside**  
the business with advantage!

Impressions: 31K  
Link Clicks: 163  
CTR: 0.53%  
Engagement Rate: 0.25%

**Facebook Prospecting**

Get away from the meeting room when you book your next conference or event at North Lake Tahoe.

**Take Your Meeting Outside**  
the business with advantage!

Impressions: 12K  
Link Clicks: 89  
CTR: 0.73%  
Engagement Rate: 0.54%

**Facebook Retargeting**

Meet Up for Success  
The video shows the lake when you book your meeting or event at North Lake Tahoe.

**Meet Up for Success**  
The video shows the lake when you book your meeting or event at North Lake Tahoe.

Impressions: 11K  
Link Clicks: 113  
Video Views: 690  
View Rate: 6.46%  
Engagement Rate: 0.07%

**Facebook Video**

July Advertising Recap | MCC



The image features a serene landscape with a calm body of water reflecting the sky and surrounding greenery. The sky is a mix of soft blues and yellows, suggesting a sunset or sunrise. The water is still, creating a clear reflection of the trees and sky. The overall mood is peaceful and natural. A white rounded rectangle is centered over the image, containing the text "Thank You" in a bold, dark blue font.

**Thank You**