



north lake tahoe

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Chamber | CVB | Resort Association

# December 2018 Departmental Reports

## Conference Department Report for December 2018

In December 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 is working on the following new leads:

- Conference Direct – Firm Retreat August 2019, 52 room nights, 52 people
- Conference Direct - 2020 Partsmaster Incentive, June 2020, 200 room nights, 100 people
- Oxford Finance LLP - Client Appreciation Ski Trip (2019), February 2019, 60 room nights, 45 people
- Google Search Tahoe Offsite 2019, August 2019, 2400 room nights, 2400 people
- Wedgewood USA - JEEP Dealer Principal Travel Incentive – Top Performers, July or October 2019, 84 room nights, 37 people.
- McKesson Corp - NW CA Multi Team Meeting, August 2019, 70 room nights, 50 people
- Protravel International – Summer Retreat, July 2019, 750 room nights, 350 people
- Nevada Utah Conference Women's Ministries - 2019 Women's Ministries Retreat, Fall 2019, 392 room nights, 350 people
- Google - TTS x-org leads offsite, February 2019, 39 room nights. 13 people
- Bonotel Exclusive Travel - Google RFP SASH, February or March 2019, 600 room nights, 400 people
- Southwestern Union Conference of Seventh-day Adventists - SWU Admin Retreat, July 2019, 104 room nights, 75 people
- Greater Sacramento Economic Council – Board of Directors Meeting, June 2019, 160 room nights
- HPN Global - #61536 Executive Board Retreat, June 2019, 60 room nights
- California Aircraft Agricultural Association – 70<sup>th</sup> Annual Convention, November 2019, 255 room nights
- ASM International – SMST The International Conference on Shape Memory and Superelastic Technologies, April 2021, 914 room nights

### The following programs turned definite:

- Adventist Health, Mission Summit, April 9-13, 2019, 589 room nights; \$66,348 in room revenue and 300pp at the Resort at Squaw Creek
- HPN Global, 58597 Mini-Conference, May 18-22, 2019, 70 room nights; \$12,448 in room revenue and 3pp at the Ritz-Carlton
- Microsoft, Go for the Gold Tahoe, June 5-9, 2019, 183 room nights; 35,742 in room revenue and 45pp at the Hyatt
- Lever, Culture Quest 2019, August 20-22, 2019, 292 room nights; \$58,254 in room revenue and 175pp at the Hyatt
- Accu-Bore, Holiday Party, November 8-9, 2019, 204 room nights; \$30,396 in room revenue and 300pp at the Hyatt

- Adventist Health – Handford Strategic Planning Retreat, April 4-6, 2019. Potential to generate 300 room nights; \$62,000 in room revenue and bring 200 people to Resort at Squaw Creek.
- California Special Districts Association, General Manager Leadership Summit, June 27 – July 2, 2020. 376 room nights; \$76,146 in room revenue and 145pp at the Resort at Squaw Creek
- Water Quality Association, Mid-Year Leadership Summit, 9/13 – 17, 2020. 280 room nights; \$77,745 in room revenue and 150 pp at the Resort at Squaw Creek

### **Events/Trade Shows Attended**

- Connect Southwest. Staff had 20 one on one appointments with meeting planners from across the country
- CalSAE Seasonal Spectacular in Sacramento. Staff met with roughly 75 current and potential customers who swiped their card at the trade show booth and generated 4 leads from the show.
- CVB staff hosted a 13 person customer dinner the night prior to CalSAE Seasonal Spectacular at Camden Spit & Larder in Sacramento The Hyatt, Resort at Squaw Creek, and Village at Squaw Valley participated in the dinner.

### **FAMS/Site Inspections**

- Connect Southwest North Lake Tahoe pre-conference customer familiarization tour. Staff hosted 11 customers for 2 nights of activities and hotel tours. The planners stayed at the Resort at Squaw Creek and toured Hyatt, Ritz-Carlton, Granlibakken and the Village at Squaw Valley. They also saw a number of offsite venues including Thunderbird Lodge, High Camp and Truckee
- American Angus Association, Board Meeting. 228 room nights in June 2019. They have selected the Resort at Squaw Creek and they were here for a planning visit. Staff showed them multiple venues in North Lake Tahoe

### **Additional Staff Activities:**

Staff participated in the North Lake Tahoe Holiday Faire in Kings Beach

Staff attended the NLTRA Board of Directors Meeting

Staff participated in the CalSAE ELEVATE planning conference call

Staff participated in monthly conference call with PR and Advertising Agencies

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

MARKETING CO-OPERATIVES:

- Expedia Fall Sales Campaign
  - Wrapped up this project on December 15<sup>th</sup>. A final total of \$21:\$1 ROI. Final report will be provided next month.
- Dreamscapes Canada
  - Advertorial is written and will be adjacent to a ½ page ad
  - Winter issue
- SKI.COM Trade Newsletters
  - Partner participation – four hotels in our region
  - (3) newsletters going out to the 18K travel agents within Ski.Com
  - November & December is complete. January's newsletter is prepped and ready to go out.
- BA Holidays, UK:
  - Sales Incentive, digital marketing incentive and print incentive
  - This also includes a partnership with the Daily Telegraph, circulation 500,000 and Highlife Magazine, potential reach is 3.6 million
  - Launching in January 2019
- Upcoming:
  - *Best Day Travel, Mexico*: Social media and website campaign for spring – fall of 2019

TRAVEL TRADE SALES CALLS & MEETINGS:

- Las Vegas Sales Calls: Bonotel & Allied T Pro
  - Partners attended: Mourelatos, The Village at SV and Resort at Squaw Creek
  - Total agents trained 15
- Attended the Expedia Conference
- Hosted the High Sierra Council Quarterly meeting

INTERNATIONAL MEDIA:

- Hosted Canadian Journalist – December 4-7<sup>th</sup> for the Tahoe Film Fest, a partnership with Travel Nevada and RSCVA
- Upcoming:
  - Mrs. Around the World, UK – January 1-5<sup>th</sup>
  - Travel Nevada Winter Media Fam – January 15-16<sup>th</sup>
  - Latitude Blog, Mexico – January 17-19<sup>th</sup>

- Our first Gold Pass, Visit California paid for the flight and rental car and NLT coordinated this trip with SF and Sacramento
- Visit California Domestic & International Digital Influencer FAM: Jan 30-Feb

#### TRAVEL TRADE FAMS:

- Upcoming Winter FAMS:
  - China Visit California FAM – January 13-14<sup>th</sup>
  - North Lake Tahoe Winter FAM – January 14-17<sup>th</sup>
  - RSCVA Winter FAM – March 1<sup>st</sup>
  - UK Winter FAM – March TBD
  - Australia Winter Fam – March 10-13<sup>th</sup>

#### INTERNATIONAL OFFICE UPDATE:

- Canada October Update:
  - Action plan for product placement discussed and will be put into place
  - Sales calls with 5 tour operators
  - Draft invitations created for Vancouver Event
- UK/Ireland Update:
  - Highlights: Attended Norwegian Airlines Supplier Appreciation event and Turquoise Holidays appreciation event
  - Second Ireland Sales calls completed – American Holidays, Cassidy Travel, Flight Centre, Tour America
    - Total agents trained: 66
  - Trainings conducted with AC Group and Travelbag in England
    - Total agents trained: 20
- Australia October Update:
  - 12 people trained with Ski Specialist & Infinity Holidays
  - 5 – Meetings Conducted
  - Highlights: Hyatt and the Ritz-Carlton are in print brochures for Helloworld and Qantas Holidays for the first time. To view – [click here](#)

## Marketing & Events Update

Amber Burke

December 2018

### Special Event Partnership Funding

- Creating a “tool kit” to be distributed to all event producers with NLTRA sponsorships. Includes the following:
  - Survey Questions
  - Event Recap Guidelines
  - Regional Media Contacts List
  - 2019 Special Event Resource Guide
  - 2018-2019 What’s New This Winter Press Release
  - 2019 Summer North Lake Tahoe Information 1-Sheet
- Creating twelve 2019 Partnership Funding contracts for signatures.

### Marketing Event Sponsorships

- The Tahoe Film Fest was a success in December.
  - Was featured in [USA Today](#). Full recap coming soon with all media placements.
- No Barriers will be launch registration for the 2019 Summit on/around January 14<sup>th</sup>, 2019.
- 2018 Spartan World Championships show aired on ESPN on December 30<sup>th</sup>.

### Marketing Campaigns

- Had a successful 12 Days of Christmas giveaway contest via social media which helped push NLT Instagram followers over 60k.
- Working on “Touch Lake Tahoe” campaign which is being funded via the NLTRA In-Marketing Tourism Development committee (previously the BACC). Will incorporate three Tahoe Treasure videos/blogs/guides highlighting lakeside activities. The topics will be Tahoe S’mores Tour, Winter Sunsets and Dog-Friendly.

### PR/Communications

- Organizing regional PR summit to take place in January (30<sup>th</sup> or 31<sup>st</sup>). Goal is to connect with PR community regarding the following:
  - NLT winter communications plan overview
  - Regional partner PR calls – what’s useful, how often, who should be involved, etc.
  - Crisis evaluation matrix & regional crisis communication plans
  - Discuss best practices for getting info to front line staff
  - Semi-annual meetings (April/October time frame moving forward)



*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*

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fallonmultimedia.com

# December Recap

 north lake tahoe

the  
abbi  
agency



An aerial photograph of a kayaker in a red kayak on a vibrant turquoise lake. The water is clear, revealing large white boulders and dark rocks. Lush green trees are visible on the right side of the frame. A semi-transparent white rectangular box is centered over the image, containing three lines of bold, dark blue text.

**Public Relations Results**

**Content Review**

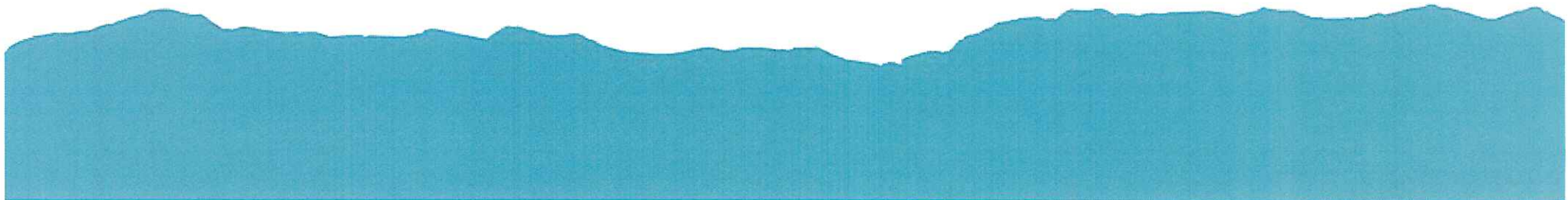
**Social Media Update**

## PUBLIC RELATIONS APPROACH

**STRATEGY:** The Abbi Agency sent custom pitches to key journalists within the fly/drive markets, with a heavy focus on San Diego and southern California as a whole. December outreach focused on the Tahoe Film Fest, luxury winter travel, and 'offbeat' snow sports for multi-generational families and non-skiers.

**OBJECTIVES:** The Abbi Agency aims to increase public awareness of the destination within key target flight markets and national publications. The Abbi Agency will coordinate a deskside mission to San Diego, Orange County and Los Angeles in Feb. 2019 to increase relationships within this target year. It will also attend the annual Visit California Outlook Conference to further connect with 2019 travel trends, media and tourism partners. 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 earned editorial coverage in high domain ranking publications, securing valuable backlinks which, in turn, increase the searchability of [gotahoenorth.com](http://gotahoenorth.com), year-over-year.

**CONTENT + NOTABLE PITCHES:** Winter Transit just got easier between North Lake Tahoe's 12 alpine communities; 10 things to do for non-skiers; Luxury Apres; Winter in North Lake Tahoe: from lakeside to mountaintop.



# PUBLIC RELATIONS RESULTS

PLACEMENTS: 22

PUBLICITY VALUE: \$404,432.47

TOTAL IMPRESSIONS: 43,722,431

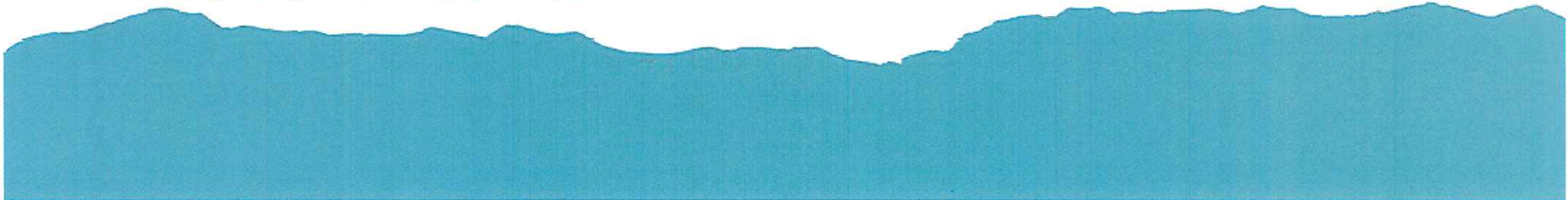
**PUBLICATION HIGHLIGHTS:** Sherman's Travel, Outside Online, Vogue, Elite Daily, USA Today, Los Angeles Times, In the Snow, Karry On (AUS), ABC 10 (Sacramento), Reno Gazette Journal, KOLO-TV.

**FAM COORDINATION:** The Abbi Agency hosted Malik Cocherel (Dec 6-7) from Montreal, Canada; and planned for the following FAM trips for January: JC Valladolid of Latitude Blog in Mexico. The team also confirmed a spring trip for David Dickstein, freelancer for Southern California News Group (LA Daily News, OC Register, LB Press-Telegram and many other dailies); and Messenger Publishing Group, Gold Country Media and Herberger Publications in NorCal.

**MEDIA MISSIONS:** The Abbi Agency did not execute any media missions this month, but began coordination for February 2019 desksides, surrounding the Visit California Outlook event.

**COVERAGE BOOK:** [https://coveragebook.com/coverage\\_books/87ce240c/](https://coveragebook.com/coverage_books/87ce240c/)

**KEY INSIGHTS:** The Abbi Agency focused on the Tahoe Film Festival as a leading story angle this month, in addition to luxury winter travel. It put extra emphasis on entertainment and travel writers in the Southern California market to encourage longer overnight stays. The Agency pitched event roundups for holiday and New Years parties. It also created and pitched a press release surrounding new and expanded Winter Transit, making the region more accessible this year.



# HIGHLIGHTED PLACEMENTS - DECEMBER

## USA Today

News from around our 50 States

- Reach: 25,550,930
- Ad Value: \$236,346.10
- Domain Rank Authority: 93
- Social Shares: 22

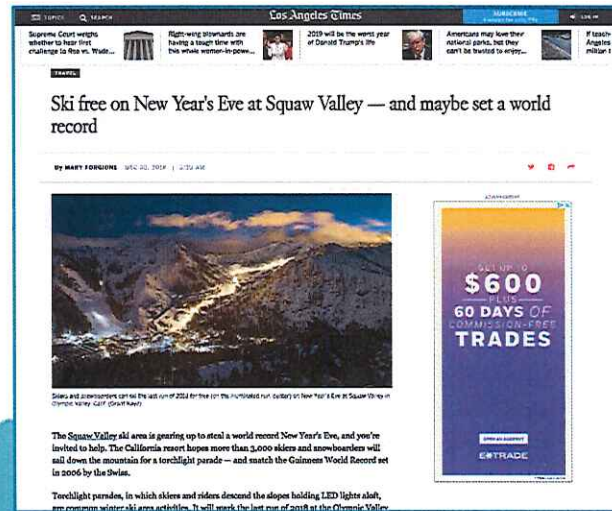


**Tahoe**  
While the Tahoe Film Festival may not carry the same status as Sundance or Cannes, it has the reputation of being one of the best film festivals in the world. The festival's 10th anniversary celebration is set for the weekend of March 1-4 in North Lake Tahoe. The festival, which will be spanning over three days from 10 a.m. to 10 p.m., features films and live music. The festival's 10th anniversary celebration is set for the weekend of March 1-4 in North Lake Tahoe. The festival, which will be spanning over three days from 10 a.m. to 10 p.m., features films and live music. The festival's 10th anniversary celebration is set for the weekend of March 1-4 in North Lake Tahoe. The festival, which will be spanning over three days from 10 a.m. to 10 p.m., features films and live music.

## Los Angeles Times

Ski free on New Year's Eve at Squaw Valley — and maybe set a world record

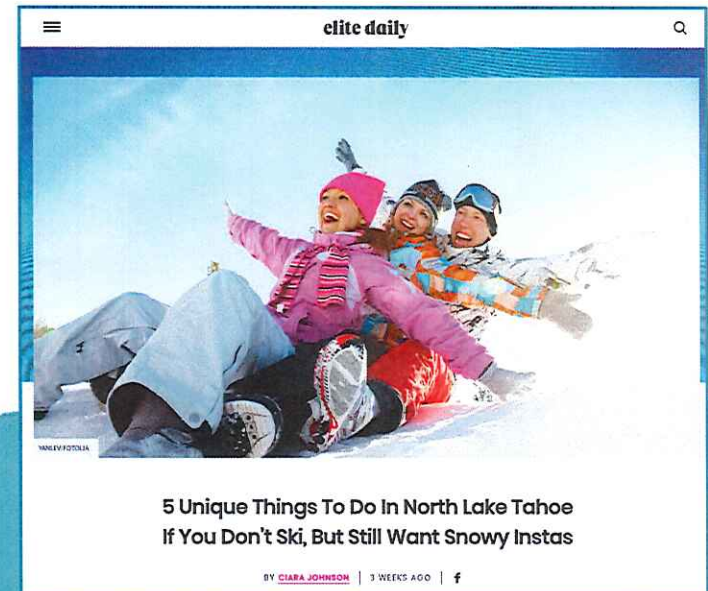
- Reach: 9,763,146
- Ad Value: \$90,309.10
- Domain Rank Authority: 93
- Social Shares: 10



## Elite Daily

5 Unique Things To Do In North Lake Tahoe If You Don't Ski, But Still Want Snowy Instas

- Reach: 3,845,369
- Ad Value: \$35,569.66
- Domain Rank Authority: 81
- Social Shares: 9



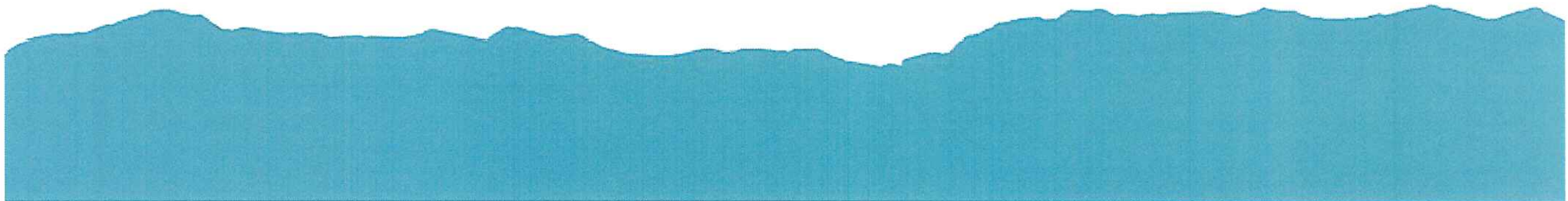
## CONTENT

**BLOG AND TRIP IDEAS:** Content connects to newsletter and editorial themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas. Monthly, The Abbi Agency develops one timely Blog Post and one evergreen Trip Idea post.

**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:** High Altitude Holidays; Winter Transportation; Holiday Shopping; Family and Multi-Generational Activities

**CAMPAIGNS:** Treasures of Tahoe; Tahoe Snow Tracker; Touch Lake Tahoe



# CONTENT REVIEW

## PRESS RELEASES / MEDIA ALERTS ISSUED: 2

Winter Transportation Press Release

Media Alert: First Winter Storm in North Lake Tahoe

## BLOGS POSTED: 3

'Tis the Season: Your North Lake Tahoe Gift Guide | 1 Social Share\*

Winter Wonderland: Your Guide to a Happy Holiday in North Lake Tahoe | 0 Social Shares\*

Dashing Through the Snow: Your Guide to Getting Around North Lake Tahoe this Winter | 109 Social Shares\*

## NEWSLETTERS DISTRIBUTED: 2

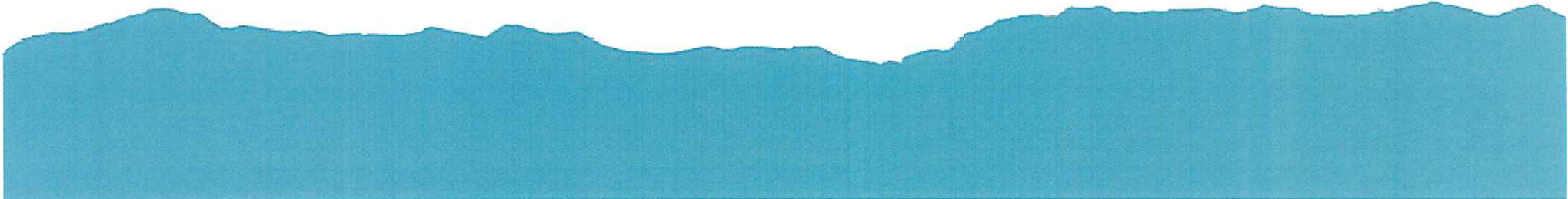
SNOW-HO-HO In North Lake Tahoe!

9.4% open rate, 0.7% click-thru rate (CTR), Majority opened around 5 PM.


Celebrate New Year's Eve in North Lake Tahoe!

7.6% open rate, 0.3% click-thru rate (CTR), Majority opened around 7-11 AM.

\* Please note that due to current website issues beyond The Abbi Agency's control, social shares may not be accurate as we are relying on third party apps until the social counter plug-in issue is resolved.



# CONTENT REVIEW



FAMILY | THINGS TO DO | WINTER

## WINTER WONDERLAND: YOUR GUIDE TO A HAPPY HOLIDAY IN NORTH LAKE TAHOE

Something special happens in North Lake T...  
Glittering icicle lights begin to illuminate the...  
feature seasonal decorations, and a jovial h...  
locals and visitors alike. These elements, co...  
region and its endless options for adventure



LAKE ACTIVITIES | WINTER

## 'TIS THE SEASON: YOUR NORTH LAKE TAHOE GIFT GUIDE

With breathtaking views from any vantage point, to cozy cabins, to eclectic local bites, human-powered sports, and everything else in between, a trip to North Lake Tahoe is a gift in and of itself. But for the holidays, there are endless ways to give the gift of North Lake Tahoe, whether you're visiting in-person or sharing mementos from your time [Read More >](#)



north lake tahoe | LODGING | THINGS TO DO | EVENTS



Laugh  
Toast  
Celebrate | it's human nature

## WINTER FESTIVITIES HAVE OFFICIALLY ARRIVED IN NORTH LAKE TAHOE – AND IT'S TIME TO CELEBRATE

With hundreds of ski-runs, plenty of après-ski spots to enjoy bites and sips, and exciting holiday events for the whole Tahoe you'll make winter m...

Ready to ring in 2019 at North America's at one of North Lake Tahoe's resorts, and family in one of our lodges. Then, look ahead to an ex...

DISC



## WELCOME 2019, NORTH LAKE TAHOE STYLE

 <p>Dec. 31</p> <h3>New Year's Eve at Granlibakken Tahoe</h3> <p>Ring in a special Tahoe New Year in style at Granlibakken Tahoe. With a delicious New Year's buffet dinner, dessert, dancing, champagne toast, and balloon drop at midnight, you're sure to welcome 2019 in an unforgettable way.</p>	 <p>Dec. 31</p> <h3>New Year's Time Machine at the Tahoe Biltmore</h3> <p>Local bands like The Rhino, as well as international traveling turbo-lunk troupe SkiTour come together for a costumed New Year's Eve extravaganza. Come celebrate the future at Tahoe Biltmore by donning the fineries of the past—it's sure to be a night of unfettered excitement.</p>
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## **SOCIAL MEDIA**

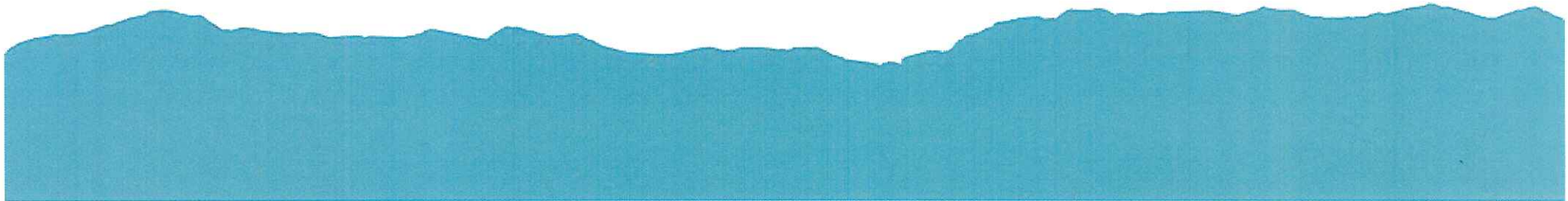
**CHANNELS:** Facebook, Instagram, Twitter, YouTube, Pinterest

**STRATEGY:** December saw a full shift towards winter messaging, focusing on snow conditions, openings of North Lake Tahoe's 12 Alpine Resorts, and holiday events and experiences.

**OBJECTIVES:** Capitalize on North Lake Tahoe's peak season with snow updates and winter imagery.

**CAMPAIGNS:** #12DaysofTahoe Giveaway, #TahoeSnowTracker

**ENGAGEMENT INSIGHTS:** The #12DaysofTahoe Giveaway provided a strong engagement boost to North Lake Tahoe's Instagram page, as well as a significant gain in new followers.





# SOCIAL MEDIA UPDATE

## DECEMBER GROWTH:

- **Facebook:** 193 New Fans
- **Instagram:** 1,223 New Followers
- **Twitter:** 123 New Followers
  
- **Total Impressions: 3.8M**
- **Total Engagements: 74.4k**

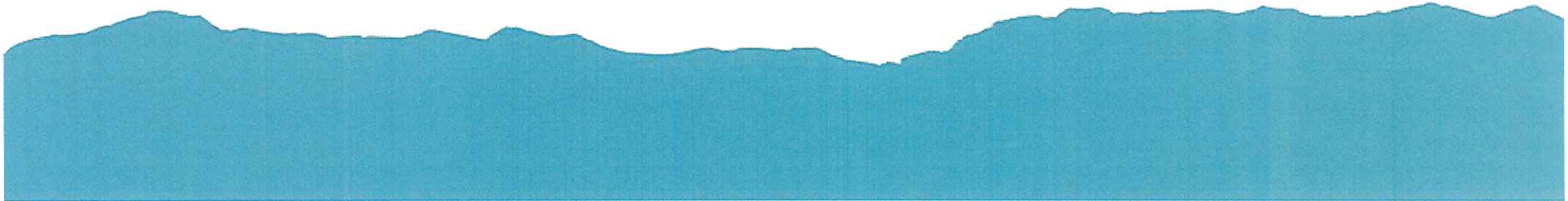
## SOCIAL CAMPAIGNS & TACTICS:

### #12DaysofTahoe Giveaway

- Impressions: 316,623
- Avg. Reach Per Post: 19.5k

### #TahoeSnowTracker

- Impressions: 50,157
- Engagement: 2,891




# SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, I Love Lake Tahoe Reshare: 10k Reach, 606 Reactions, 25 Comments, 83 Shares

#1 Instagram Post, Winter Wonderland UGC: 30.2k Impressions, 2.7k Likes, 32 Comments

#1 Twitter Post, Winter Wonderland UGC: 79.6k Reach, 74 Likes, 16 Retweets

North Lake Tahoe shared a post.  
Published by Steven Smith on December 10, 2018 at 3:52 PM



Jeff Duran • I love Lake Tahoe  
December 9, 2018 at 12:50 PM  
Truckee River

10,034 People Reached	1,012 Engagements	Boost Unavailable
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👍👍👍 587      24 Comments 83 Shares

tahoenorth

tahoenorth A beautiful sight, we're happy tonight, walking in a winter wonderland. @msamybell

#tahome #keoptahoeblue #tahoesnaps #tahoenorth #laketahoe #powderday #skingtime #snowday #winter #winterwonderland #snowflake #sierranevada

View all 32 comments

👍👍👍 Liked by stevenszsmith and 2,723 others

DECEMBER 6, 2018

Add a comment...

North Lake Tahoe @TahoeNorth

A beautiful sight, we're happy tonight, walking in a winter wonderland. #tahoenorth @msamybell



6:00 PM - 6 Dec 2018

16 Retweets 74 Likes

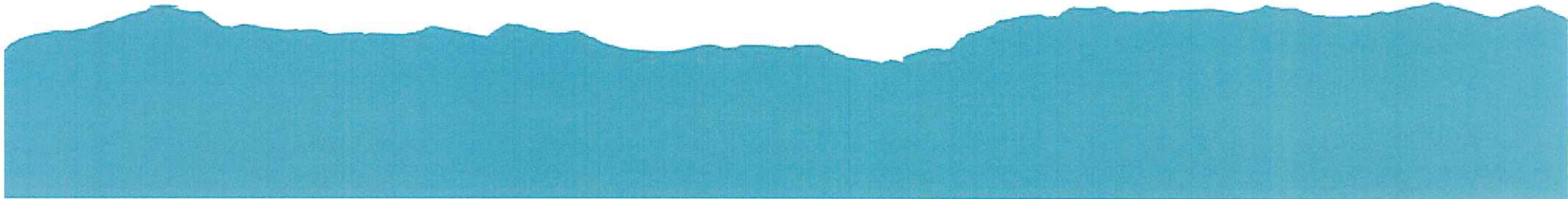
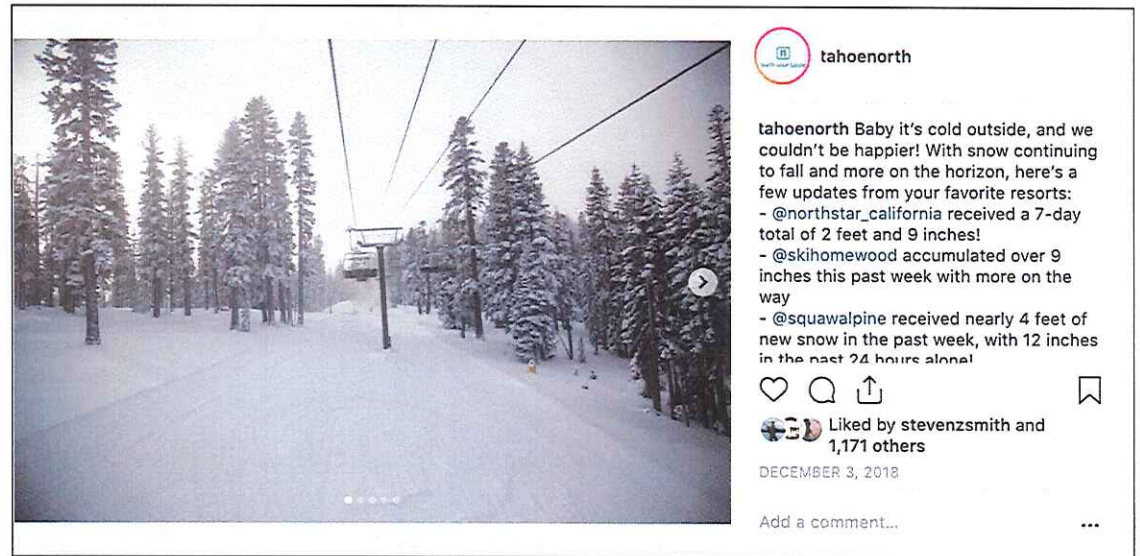
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👁️ 1    🔄 16    🗨️ 74    📌

# #TAHOESNOWTRACKER LAUNCH

In December, The Abbi Agency continued the #TahoeSnowTracker initiative and campaign, compiling snow totals in engaging ways for online audiences.

- Assets created: Instagram stories, albums
- Total Impressions: 50,157
- Total Engagements: 2,891
- Total Shares: 9



## DECEMBER EVENTS & SNOW INSTAGRAM STORY HIGHLIGHTS



# 12 DAYS OF TAHOE GIVEAWAY SERIES

In December, The Abbi Agency executed the 12 Days of Tahoe Giveaway series to increase engagement and followers on Instagram.

Partners Highlighted (13 total): WinterWonderGrass, No Barriers, Spartan, Northstar California, Lake Tahoe Music Festival, Lake Tahoe Dance Festival, Diamond Peak Resort, Thunderbird Lodge, Tahoe Waterman, Wild Society, Lake Tahoe Shakespeare Festival, Squaw Valley | Alpine Meadows

- Total Impressions: 316,623
- Total Engagements: 12,401
- New Instagram Followers: 613
  - As a result of this contest, @TahoeNorth reached 60k followers on Instagram!



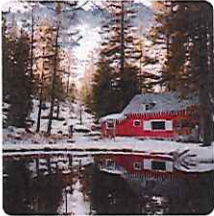
# SOCIAL MEDIA INSIGHTS

## Instagram Competitor Set Comparison

Most Popular Media by @tahoenorth



2756 Engagements



2444 Engagements



2460 Engagements

Most Popular Media by @tahoesouth



2614 Engagements



2001 Engagements



1867 Engagements

Most Popular Media by @visitmammoth



3635 Engagements



3450 Engagements



3248 Engagements

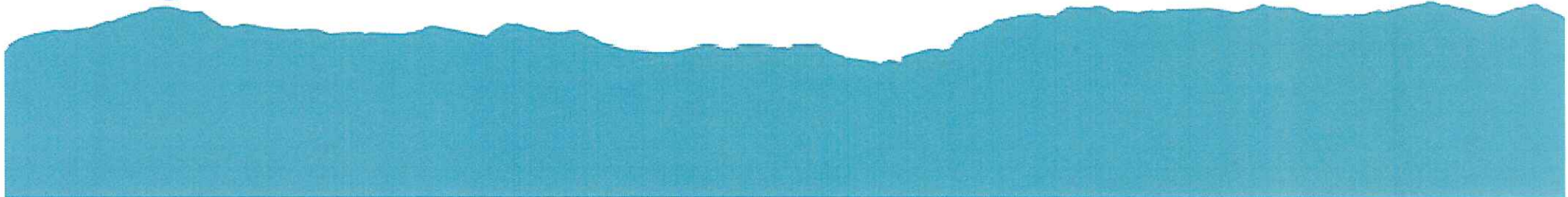
# SOCIAL MEDIA INSIGHTS

## MONTHLY HIGHLIGHTS

- Total followers have increased across all channels from the previous month for an overall growth increase of 0.7%, including over 1.2k new followers on Instagram. A majority of these new followers can be attributed to the #12Days Giveaway which required entrants to have a friend follow the @tahoenorth account.
- Total impressions were also up for the month of December with a 40% increase from the previous month. Notably, Facebook had the highest increase in impressions across all platforms with a 53% increase from November.
- Engagements were also up for both Twitter and Instagram for a total overall 5.9% increase in engagements.

## INSIGHTS AND TAKEAWAYS

- A shift in focus to more winter-themed content, in addition to snow updates and #TahoeSnowTracker posting resulted in an increase in follower growth, impressions, and engagements. This can be attributed to both an excitement for Tahoe's peak winter season as well as the need for updates on snow that encourage drive and fly markets to visit NLT when snow conditions are optimal.
- NLT's holiday-centric #12DaysofTahoe Giveaway also gave our Instagram a boost in engagements and followers before the end of the year. More giveaways of this nature, with high-end prizes and "tag a friend" rules, will give @tahoenorth similar results.



A scenic landscape photograph of a lake at sunset. The sky is a mix of orange, yellow, and purple. The lake is calm, reflecting the sky. In the foreground, there are dark green pine trees. A semi-transparent white box is centered over the image, containing the text "Thank You" in a bold, dark blue font.

**Thank You**



# | December Advertising Report

 north lake tahoe

## Overview by Campaign

- Consumer and MCC ads combined for over 4.4 million impressions in December, resulting in 5K website visits and 2.4K time on site conversions. In addition, digital ads drove almost 500 users to click a book now button on GoTahoeNorth.com.

- The average time on site for ad traffic dipped for the first time since July 2018. This is largely due to uncharacteristically poor performance from MCC emails. We expect this to revert back to typical levels starting in January.

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	4,348,770	0.12%	\$24,970	4,490	00:47	1.7	74%	2,291	494
MCC	76,434	1.11%	\$1642	624	00:12	1.1	94%	92	0
<b>Total</b>	<b>4,425,204</b>	<b>0.14%</b>	<b>\$26,612</b>	<b>5,114</b>	<b>00:42</b>	<b>1.6</b>	<b>76%</b>	<b>2,383</b>	<b>494</b>

# | Consumer



 north lake tahoe

The background of the slide is a scenic photograph of a lake. In the foreground, a person is kayaking on the water. The water is a deep blue-green color. In the background, there is a large, snow-capped mountain. The sky is a pale, hazy blue. The overall scene is peaceful and scenic.

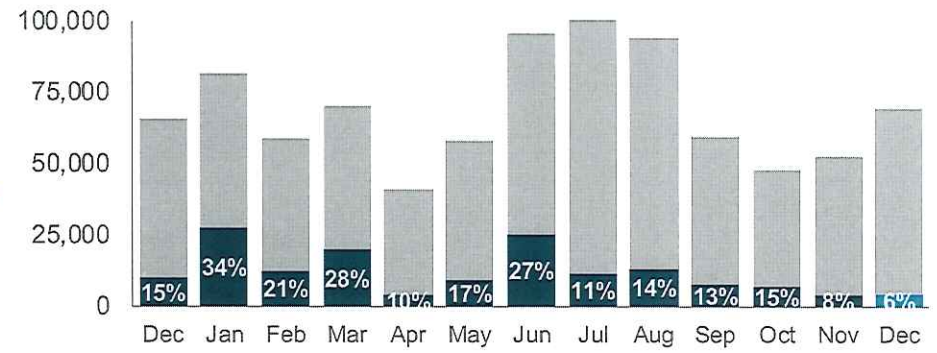
# Executive Summary

- The Consumer campaign served over 4.3 million impressions in December resulting in 4.5K website visits. Notably, 51% of all visitors from digital ads spending more than 115 seconds on GoTahoeNorth.com.
- Paid Search ads continued to drive the highest quality site traffic, resulting in nearly 1.9K website visits, 405 time on site conversions, and 229 book now conversions. This equated to 46% of all book now conversions in December. Keywords related to “snowboarding” and “ski” were particularly effective, driving a high volume of ad clicks and in turn site traffic.
- In their first month back, YouTube ads were viewed over 55K times resulting in an average cost per view of just \$0.03. In addition, YouTube ads drove 252 ad clicks and 32 time on site conversions.
- The winter landing page was finalized and launched in December, along with the 11 different digital ads, all targeting different activities that scored strongly within the SMARI research.
- Digital billboards were also created in December in anticipation of a January launch in the greater Los Angeles market.

## Website Performance

- Over 70K users visited GoTahoeNorth.com in December, up 7% from the same month last year.
- Consumer ads accounted for 6% of all site traffic, led by users from Paid Search ads (1.9K). Of note, users from this channel also spent the most time on site and bounced at the lowest rate.

Website Sessions From Consumer Ads



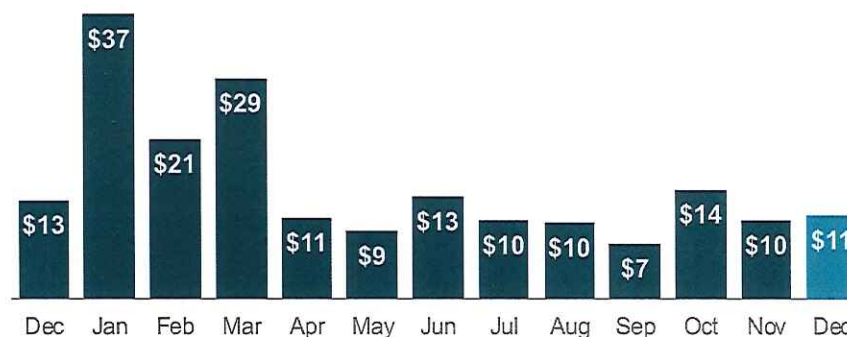
Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Paid Search	1,873	3,751	01:11	2.0	64%
Paid Social	1,422	2,359	00:41	1.7	72%
Display	954	1,080	00:14	1.1	92%
Online Video	221	263	00:15	1.2	91%
Email	20	44	00:14	2.2	85%
<b>Total</b>	<b>4,490</b>	<b>7,497</b>	<b>00:47</b>	<b>1.7</b>	<b>74%</b>

## Overview by Medium

- Consumer ads served over 4.3 million impressions in December resulting in 2.3K time on site conversions. This resulted in an average cost per conversion of \$10.90, down from \$12.80 the same month last year.

- Display ads were highly effective this month, accounting for 63% of all conversions. Paid search ads continued to land among the strongest-performing channels, as evidenced by a \$9 cost per conversion and 229 book now conversions.

### Cost per Conversion Trending



Medium	Impressions	Clicks	CTR	TOS Conversions	Spend	Cost per TOS Conversion	Book Now Conversions
Display	2,802,624	1,231	0.04%	1,446	\$14,118	\$9.76	66
Paid Search	519,012	1,675	0.32%	405	\$3,672	\$9.07	229
Paid Social	908,222	2,160	0.24%	421	\$5,552	\$13.19	198
Online Video	118,912	170	0.14%	19	\$1,629	\$85.72	1
<b>Total</b>	<b>4,348,776</b>	<b>5,236</b>	<b>0.12%</b>	<b>2,291</b>	<b>\$24,970</b>	<b>\$10.90</b>	<b>494</b>

## Display Performance by Placement

- The average cost per time on site conversion from display ads dropped to \$10 in December, down slightly from \$11 in December 2017. Improved year-over-year performance is largely attributed to increased efficacy from retargeting.

- TripAdvisor ads continued to drive the largest share of time on site conversions this month, also driving a high rate of book now conversions. Of note, Decembers \$211 cost per book now conversion is 11% lower than the year-to-date average.

Cost Per Conversion Trending



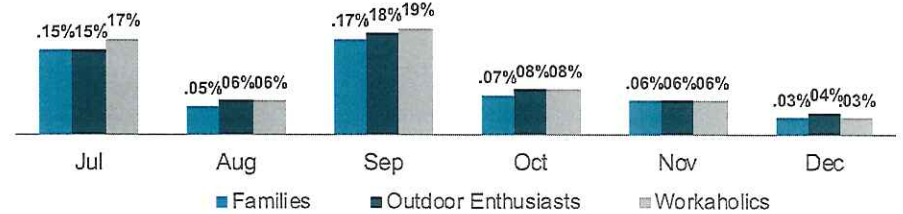
Placements	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	1,338,265	437	0.03%	\$13.78	\$6,022	159	\$37.87	15
Expedia	873,349	260	0.03%	\$15.35	\$3,991	205	\$19.47	12
Retargeting	428,469	270	0.06%	\$5.95	\$1,607	101	\$15.91	1
TripAdvisor	140,254	182	0.13%	\$12.72	\$2,316	968	\$2.39	38
<b>Total</b>	<b>2,780,337</b>	<b>1,149</b>	<b>0.04%</b>	<b>\$12.13</b>	<b>\$13,936</b>	<b>1,433</b>	<b>\$9.72</b>	<b>66</b>

# Display Performance by Creative

• Ad clicks from prospecting ads dropped to 437 in December, down from 656 the prior month. Refreshed creative for the season should provide an improvement in January.

• Ads targeted toward younger experience seekers were most effective, resulting in the largest share of time on site and book now conversions. Notably, book now button clicks were up significantly in December compared to November (+67%).

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	449,016	138	0.03%	\$14.64	\$2,021	42	\$48.11	2
Outdoor Enthusiasts	440,071	177	0.04%	\$11.19	\$1,980	59	\$33.56	6
Workaholics	449,148	122	0.03%	\$16.57	\$2,021	58	\$34.85	7
<b>Total</b>	<b>1,338,235</b>	<b>437</b>	<b>0.03%</b>	<b>\$13.78</b>	<b>\$6,022</b>	<b>159</b>	<b>\$37.87</b>	<b>15</b>



## Paid Search Performance

- Paid search ads have shown significant year-over-year improvements, with total time on site conversions increasing by over 2.3x (174; 405). This resulted in a 42% lower cost per conversion.
- Evergreen ads continued to drive performance this month, combining for 87% of all time on site conversions. The winter campaign kicked off in the middle of December, resulting in 4 book now conversions. Searches related to “snowboarding” drove the largest share of ad clicks (45%) followed by searches related to “ski” (14%). We expect performance to improve in January as optimizations set in.

Cost Per Conversion Trending



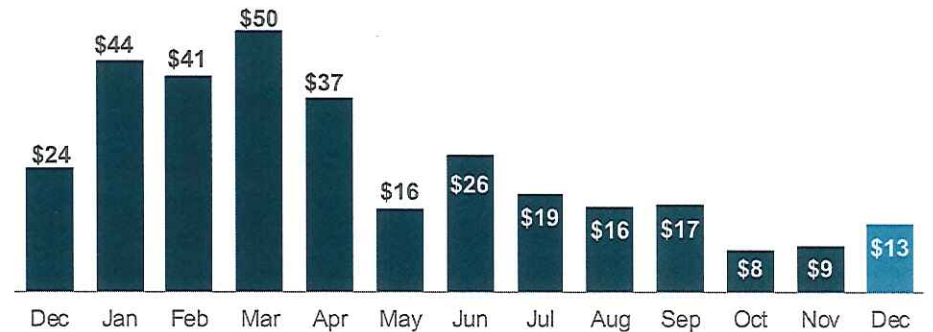
Campaign	Impressions	Clicks	CTR	Cost	CPC	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Evergreen – Vacation	429,163	703	0.16%	\$1,365	\$1.94	201	\$6.79	161
Evergreen – Local	9,167	514	5.61%	\$452	\$0.88	150	\$3.01	48
Fall 2018	44,060	210	0.48%	\$764	\$3.64	33	\$23.15	16
Winter 2018-19	36,622	248	0.68%	\$1,092	\$4.40	21	\$52.01	4
<b>Total</b>	<b>519,012</b>	<b>1,675</b>	<b>0.32%</b>	<b>\$3,672</b>	<b>\$2.19</b>	<b>405</b>	<b>\$9.07</b>	<b>229</b>

# Facebook Ad Performance

- Despite an uptick on cost per conversion in December, performance is still significantly improved year-over-year (as seen by a 45% improvement in cost per time on site conversion).

- Among prospecting ads, those targeted toward older, experienced travelers performed best, accounting for 51% of prospecting conversions. Newly-implemented video ads showed strong initial performance, resulting in a \$0.03 average cost per view, compared to NLT's overall average of \$0.09.

Cost per Conversion Trending



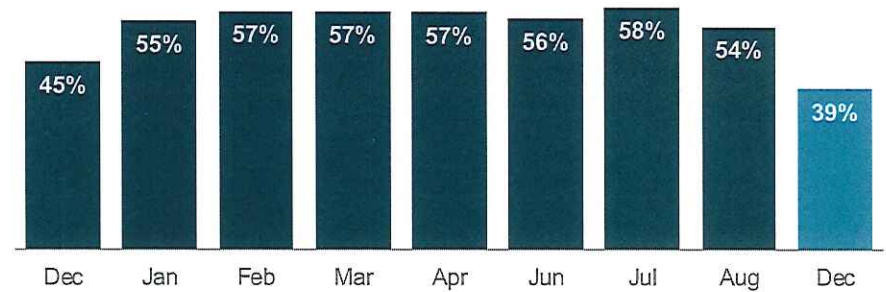
Target	Impressions	Link Clicks	CTR	Spend	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	82	1	1.22%	\$1.26	0	-	0
Outdoor Enthusiasts	232,500	439	0.19%	\$1,160	69	\$16.81	40
Workaholics	110,036	715	0.65%	\$1,160	94	\$12.34	78
Retargeting	120,053	422	0.35%	\$1,737	226	\$7.69	51
Conquesting	41,812	127	0.30%	\$594	10	\$59.40	15
Video Prospecting	403,739	456	0.11%	\$899	22	\$40.86	14
<b>Total</b>	<b>908,222</b>	<b>2,160</b>	<b>0.24%</b>	<b>\$5,552</b>	<b>421</b>	<b>\$13.19</b>	<b>198</b>

# YouTube Performance

• YouTube ads within the winter campaign served over 141K impressions in December, resulting in 55K video views. As a reminder, a view is counted if a user watches the entire video ad or clicks through to the advertiser site.

• While users in Los Angeles were more likely to watch a YouTube ad, users in San Diego were 128% more likely to spend 115 seconds browsing GoTahoeNorth.com. We will continue to monitor this trend and optimize accordingly.

View Rate Trending



Target	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	Spend	TOS Conversions
Los Angeles	70,722	112	29,300	41%	68%	50%	44%	41%	\$751	9
San Diego	49,392	98	19,199	39%	67%	48%	42%	38%	\$562	18
RT	21,091	42	6,335	30%	60%	40%	34%	39%	\$498	5
<b>Total</b>	<b>141,205</b>	<b>252</b>	<b>54,834</b>	<b>39%</b>	<b>66%</b>	<b>48%</b>	<b>42%</b>	<b>38%</b>	<b>\$1,811</b>	<b>32</b>

| MCC



 north lake tahoe

The background of the slide is a scenic photograph of a lake. In the upper left, a person is kayaking on a red kayak. The water is a deep, clear blue-green. In the foreground, several large, smooth, light-colored rocks are visible. On the right side, there are green trees and bushes. The overall scene is peaceful and natural.

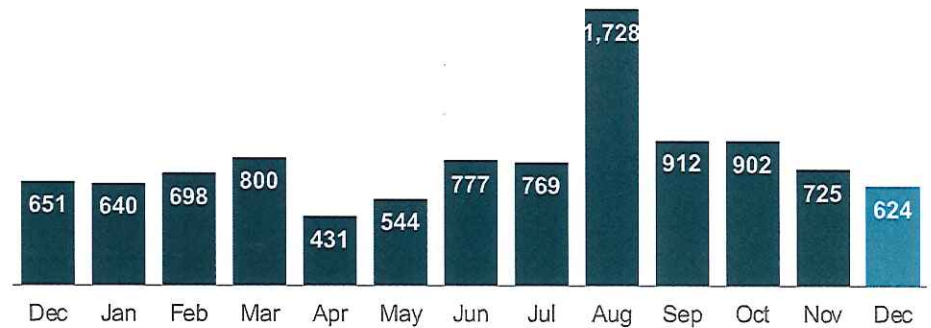
# Executive Summary

- Traffic from MCC ads dropped slightly in December, dropping from 725 site visits to 624 this month. The decrease is due to the elimination of display ads, which stopped running at the end of November.
- Email ad performance was less-than-stellar this month, resulting in 440 website visits and an average time on site of 00:12. This is well-below the 2018 average of 01:09. We will continue to investigate this anomaly to be sure it does not happen again in January.
- Refreshed creative for the MCC audience is in development, as well as the launch of the anticipated microsite.

# Web Performance

- Site traffic from MCC ads dropped slightly in December (-14%), largely due to the Geo-fence display ads ending.
- In addition to a drop in traffic, average time on site and bounce rate both declined this month. This is due to uncharacteristically poor performance from email ads. We are working to better understand this anomaly so that we can prevent it going forward.

Sessions From MCC Ads

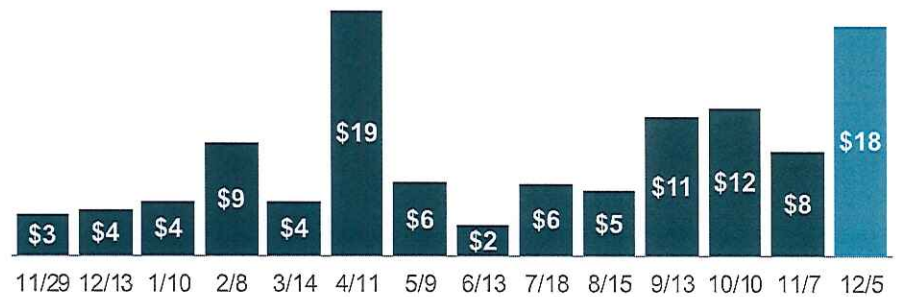


Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Email	440	479	00:12	1.1	97%
Paid Social	182	218	00:11	1.2	88%
Display	2	5	00:33	2.5	50%
<b>Total</b>	<b>624</b>	<b>702</b>	<b>00:12</b>	<b>1.1</b>	<b>94%</b>

# Email Performance

- The December email blast resulted in well below-average performance, as represented by an \$18 cost per time on site conversion.
- The particularly low average time on site, high bounce rate, and high cost per conversion is uncharacteristic of email sends. There are no signs that explain why performance dropped suddenly. We will continue to investigate this to be sure it remains an anomaly.

Email Cost per TOS Conversion by Send Date

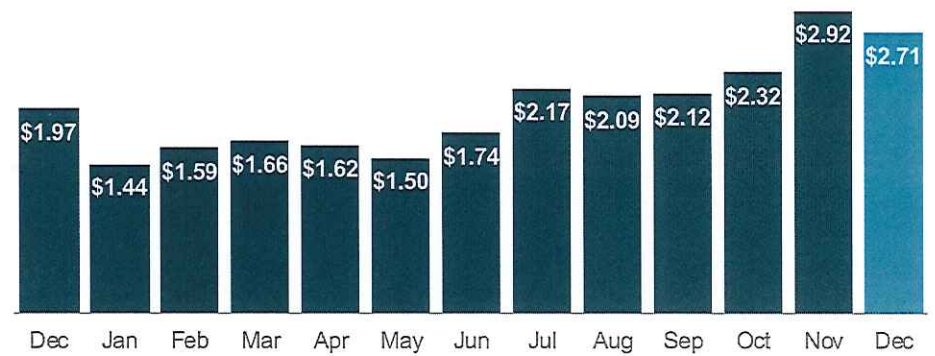


Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per Conversion
12/5	21,500	3,781	17.59%	556	14.71%	47	8.45%	\$850	\$18.09
<b>Total</b>	<b>21,500</b>	<b>3,781</b>	<b>17.59%</b>	<b>556</b>	<b>14.71%</b>	<b>47</b>	<b>8.45%</b>	<b>\$850</b>	<b>\$18.09</b>

## Social Performance

- Social ad performance remained steady in December, resulting in 292 ad clicks and 45 time on site conversions. This is up from 271 and 38 in November, respectively.
- While performance did improve in December, we are seeing a trend of increasing cost per click. This is largely due to ad overexposure. New ads are being implemented with the launch of the new MCC microsite.

CPC Trending



Social Channel	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	TOS Conversions	Video Views
Facebook	46,160	282	0.61%	\$717	\$2.54	87	0.19%	41	1,267
Instagram	8,774	10	0.11%	\$75	\$7.54	36	0.41%	4	132
<b>Total</b>	<b>54,934</b>	<b>292</b>	<b>0.53%</b>	<b>\$792</b>	<b>\$2.71</b>	<b>123</b>	<b>0.22%</b>	<b>45</b>	<b>1,399</b>



A scenic landscape photograph featuring a calm lake in the middle ground, surrounded by dense evergreen forests. In the background, rolling mountains are visible under a sky with soft, warm light from a setting or rising sun. A semi-transparent white rectangular box is centered over the image, containing the text "Thank You" in a bold, dark blue font.

**Thank You**