



north lake tahoe

Chamber | CVB | Resort Association

December 2017 Departmental Reports

December 2017 Conference Report

In December 2017 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 did follow up for ALL THINGS MEETING East Bay. This event had 120 planners attend from corporations in the Bay Area.

Staff reached out to properties to get pick up and room revenue reports from programs that have actualized this past fall. This numbers were updated in our CRM system along with invoices being sent out for group commissions.

Staff generated the following leads in December 2017

- TINT Retreat. This program has the potential to generate over 60 room nights and bring 30 people to Lake Tahoe in May 2018
- Sally Beauty Incentive 2019 . This program has the potential to generate over 2100 room nights and bring 1000 people to Lake Tahoe in March 2019.
- Lever Annual Offsite 2018. This program has the potential to generate over 350 room nights and bring 175 people to Lake Tahoe in August 2018
- 2018 Board Game Convention. This program has the potential to generate over 30 room nights and bring 50 to Lake Tahoe in September 2018
- 2021 Rollins President Club. This program has the potential to generate over 1100 room nights and bring 650 to Lake Tahoe in September 2021
- Key Events – Corporate Incentive for a San Francisco Financial Tech Company. This program has the potential to generate 360 room nights and bring 250 people for April or June 2018
- Boy Scouts of America – Western Region Order of Arrow Executive Meeting 2019. This program has the potential to generate over 90 room nights and bring 130 people to Lake Tahoe in March 2019.
- Zones, Inc. Platinum Sales Event 2019. This program has the potential to generate over 180 room nights and bring 150 people to Lake Tahoe in April 2019.
- Connect Solution33 – Government Leadership Conference. This program has the potential to generate over 2000 room nights and bring 350 people to Lake Tahoe for August 2019.
- WD-40 2018 Americas National Sales Meeting. This program has the potential to generate over 800 room nights and bring 130 people to Lake Tahoe in September 2018.
- Health Net, Inc. Top Performers 2018. This program has the potential to generate over 80 room nights and bring 50 people to Lake Tahoe in May 2018
- Island Bath & Hardware Corporate vacation / Development meetings. This program has the potential to generate over 20 room nights and bring 13 to Lake Tahoe in February – March 2018
- Mills Entertainment. 530 room nights in May 2018
- Atlas Copco. 16 room nights in February 2018
- BMO Capital Markets. 52 room nights in February 2018
- North State Building Industry Association. 30 room nights in March 2018
- IEEE Power Electronics Society. 69 in July 2018
- Telaria. 120 room nights in July 2018
- GWN Dragon Boat. 120 room nights in August 2018
- National Association of Long Term Care Administrator Boards. 64 room nights in August 2018
- Kasmiri Overseas Association. 80 room nights in August 2018

- Collaborative Alliance for Nursing Outcomes. 910 room nights in October 2019.
- Water Sports Industry Association. 225 room nights in February 2019.
- National Corvette Restorers Society. 220 room nights in September 2020.

Staff planned and organized the following site visits for January 2018:

- January 8-9, 2018 - Health Net, Inc. Top Performers 2018. This program has the potential to generate over 80 room nights and bring 50 people to Lake Tahoe in May 2018
- January 18-20, 2018 - Satellite Health – Educational Conference. This program has the potential to generate over 200 room nights and bring 100 people to Lake Tahoe in March 2019
- January 17-19, 2018 - WD-40 2018 Americas National Sales Meeting. This program has the potential to generate over 800 room nights and bring 130 people to Lake Tahoe in September 2018.
- January 10-12, 2018 – The Realty Alliance. 288 room nights in October 2020.
- Nevada Healthcare Association – 178 room nights in August 2018.

Staff conducted a site visit for the American Historical Truck Society in Squaw Valley. This organization is considering North Lake Tahoe for their May-June 2019 Annual Convention. This program would bring over 1000 people to the area and generate over 2000 room nights.

Staff attended two sales & marketing meetings with the North Lake Tahoe and Incline Village team. During these meetings staff discussed upcoming projects, travels, events, key bookings and budget.

Staff attended the monthly NLTRA marketing meeting.

Staff participated in monthly status update conference calls with Abbi Agency and Augustine Agency.

Staff attended the CalSAE Seasonal Spectacular trade show in San Francisco. NLTRA partnered with the Ritz-Carlton, Resort at Squaw Creek and Village at Squaw Valley on the booth. This show is the largest gathering of event planners in the California Association market which is one of our key segments. Staff was able to meet with over 100 meeting planners and hosted a dinner with 6 of our top clients the evening before the show.

Staff attended the Chicago Association Forum Holiday Showcase in Chicago. Holiday Showcase is the largest gathering of association meeting planners from the Chicago area. 166 meeting planners came to the booth which we shared with Reno Tahoe.

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 2017 Re-cap

TRAVEL TRADE INFORMATION:

- Site Visits:
 - Hotel Plan Switzerland, December 8th
- On-going Projects
 - Golf News & Travel Leader – submitted content for North Lake Tahoe. Complimentary opportunity provided to us by the High Sierra Council
 - Expedia Joint Collaborative Marketing Effort – four properties are signed up. Launching on January 8th
 - Canadian Traveller:
 - NLT will have ½ page AD in “Canadians’ Guide to California” (Dec)
 - NLT will have ½ page AD in “Canadian Traveller’s Spring Issue (Feb)
 - NLT will have (1) dedicated online storytelling article + banner ad placement. (Dec)
 - NLT will get an editorial in the California Guide

INTERNATIONAL MEDIA:

- Visit California South Korea Marketing Sponsorship
 - Digital Media Influencer FAM – December 5-6th with 12 media representatives
 - Hosted South Korean celebrity, BH Lee for content shoot, December 12-13th

FAM TRIPS:

- Upcoming Winter FAMs:
 - Ski Max FAM: February 2018
 - Australia Winter FAM: February 2018
 - Delta Airlines Travel Nevada FAM: March 2018
 - El Salvador Winter FAM with United Airlines: March 2018

SALES MISSION INFORMATION:

- Ongoing: Visit California China Co-Op. Additional materials sent to China
- Attended the Travel Nevada Global Tourism Summit. December 4-6th
 - 26 leads went out. See attached document for a copy of the meeting notes.
- Attended the Expedia Educational Summit, December 7-8th
 - Working on expanding activity product with Expedia

MISC:

- Planning Go West Summit appointments

- Planning Go West Summit reception in conjunction with RSCVA
- High Sierra Council Projects:
 - (2) High Sierra FAMS – two different French Tour Operators
 - Canadian Traveller article featuring the whole High Sierra
 - Creating content for the new High Sierra Region California Star listing

INTERNATIONAL OFFICE UPDATE:

Six Month Update from Australia & New Zealand

- Australia & New Zealand
 - Q1 & Q2:
 - 529 agents trained
 - 1 FAM hosted w/12 agents
 - 28 product development meetings held
 - Other highlights include: (2) e-newsletter sent to over 400 agents, attended Frontliners Conference, planning for the 2018 sales mission is underway, Blue Powder Tours marketing campaign underway, and conducted New Zealand sales mission and conducted four trainings.
- United Kingdom & Ireland
 - Updates are due on January 10th. You will see the Q1 & Q2 updates in the next report

Company Name	Company Profile	Media vs. Trade	Country	Contact Name	Contact Email	Meeting Notes
Directors	Tailor-made trips all over the world. Independent tour operator, offering French speaking guides and both classic and unique itineraries	Trade	France	Laetitia Maggio	laetitia@directours.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Drivetravel, Co	Self-drive, FIT company. Clients are comfortable traveling all over U.S.	Trade	South Korea	Sanggu Jung	sanggu.jung@drivetravel.co.kr	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Flight Centre Canada	Canadians branch of the Australian based company. Over 10,000 employees around the world	Trade	Canada	Alexandra Roper	alexandra.ropert@flightcentre.ca	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Flight Centre Travel Group	Canada's largest online tour operator for flights only	Trade	Multiple	Marie Reese	Reesem@ibgotravel.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Flight Network	Canada's largest online tour operator for flights only	Trade	Canada	Amanda Edwards	amanda.edwards@flightnetwork.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Free Spirit Vacations & Events	Specializes in 3-5 day tours throughout the US. Mostly group, but does do FIT	Trade	USA	Sue Arko	sue@freespiritvacations.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
GTA	3rd largest receptive tour operator.	Trade	USA	Nao DiBello	Nao.DiBello@gta-travel.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Ottilia International	One of the leading wholesale tour operators with a large B2B distribution. The world's largest student, youth and adventure travel company. over 250 stores throughout UK, Europe, Asia, Australia, America & South Africa	Trade	India	Bhanu Aravindakshan	bhanu@ottilia.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
STA Travel		Trade	UK	Jane Manzoni	jane.manzoni@startravel.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
TUI - Deutschland	TUI is the leading long-haul travel brand in Germany	Trade	Germany	Nele Konecke	nele.konecke@tui.de	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
About Time Magazine	About Time Magazine explores anything "it's about time you tried..." Published on a weekly basis to the travel industry. Two companies: one magazine goes to front line agents & the other goes to management	Media	UK	Alicia Genshaw	aliciag@abouttimemagazine.com.uk	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Canadian Travel Pass		Media & Trade	Canada	Ted Davis	teddavis@baxter.net	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
DNA	Daily News & Analysis is a well-known national daily paper in India	Media	India	Pooja Bhula	poojabhula@dnaindia.net	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Get Lost Magazine	140+ page glossy travel magazine focusing on unique, boutique and experiential travel.	Media	Australia	Justin Jamieson	justin.jamieson@grincreative.com.au	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Men's Health China	Men's Health - China is the first magazine tailored towards mens health & hobbies.	Media	China	Jumbo Zhang	jumbozhy@gmail.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service
Travel Pulse	Trade focused news & information	Media & Trade	Canada	Brian Simpson	bsimpson@travelpulse.com	The contact I met handles any joint marketing efforts. The Travel Nevada Canada office is currently trying to pull together a marketing collaborative. Tahoe. Highly interested in working with direct contracts to start. They do work through Hotel Beds if you CANT contract directly, but are moving away Largest OTA - global but Canada based. Looking at doing a marketing co-op with Tahoe & Reno to push flight service

Excite Holidays	Excite is a wholesaler with offices in Australia, New Zealand, Thailand, Singapore, Greece and the UK.	Trade	Australia	Todd Basham	todd.b@exciteholidays.com	Looking to expand boutique properties in Lake Tahoe.
TUI - France	TUI is the leading long-haul travel brand in France	Trade	France	Adeline Janmeteau	ssurmesureyon@tui.france.com	Looking for a list of hotels working with the following receptive tour operators: HotelBeds, Tourico & GTA.
Helloworld	Helloworld is a wholesale and retail company.	Trade	USA, Canada & South Pacific	Michelle Radnidge	michelle.radnidge@helloworld.com.au	Requested sample itineraries. Bart to send info.
CIASSA Tourism Group	Provide guided tours year round. Hiking and skiing are most popular. They have a DMC in LA.	Trade	China	Candice Wang	wangquizi@caissa.com.cn	Requested sample itineraries. Bart to send info.
Trans Orbit	Assists Japanese tour groups and individuals visiting the US. Arrange hotels, transportation, meals and guides.	Trade	Japan	Osamu Kurosawa	o.kurosawa@transorbtl.com	Currently no Tahoe product, but would like to add to an itinerary which currently includes San Francisco and Yosemite.
America International Travel Services	One of the largest wholesalers for east China with bus fleets and tour guides in SF and LA.	Trade	China	Min Thompson	misha0710@yahoo.com	Book through Bonitel, Hotelbeds and GTA.
Red Carpet Travels	Provider of 14-day groups trips from NY, WA DC, Orlando to the West Coast ie. LA, Vegas, SF. FIT business is oriented towards adventure.	Trade	India	Saket Chhatre	s.chhatre@redcarpettravel	Looking for recreation options for FIT business.
Chinese Host Inc.	Tour and travel concierge.	Trade	China	Hitomi Celis	hcelis@chdestination.com	Book through Bonitel, Tourico, Hotelbeds and GTA.
Helloworld Travel Limited	Helloworld is a wholesale and retail company.	Trade	Australia	Mei Nee Cheong	meinee.cheong@helloworld.com.au	Contact for joint marketing.

Events & Communications Update

December Marketing Committee Meeting

General

- Assisted compiling and distributing snow messaging to partners
- Assisted in collecting ballots for BOD bylaw changes
- Reviewed event strategy and policies with Go Breck for comparison
- Met with Todd (BBA) and Andy (IVCBVB) to discuss potential coop event sponsorship to cover entire 2018 event season
- Organized and executed a World Press training with Shelley Fallon and NLTRA staff
- Had a call to discuss sponsorship opportunities with Northstar regarding Interbike event in September 2018
- Paid 2018 Paddlefest – final Event Partnership Funding outstanding payment from the 16.17 recipients
- Reached out to a number of Food & Wine Festivals to see about a trade for auction items

Escape Triathlon

- Reviewed first draft of event deck with CHP. Organized site visit for early January.
- Meet with Resort at Squaw Creek to discuss run course

WinterWonderGrass

- Had call with WWG & Squaw to discuss transportation plan and options. I am working with TART to see what we can implement and then how to communicate it.

BACC

- Working with TAA on implementing Touch Lake Tahoe Plan

MTS 2020

- Met with partners to review contract and obligations
- Worked on revising contract with MTS

Sponsorship Contracts

- Reviewed Fireworks contracts and set target dates with Joy and JT
- Fully executed Spartan World Championship contract



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

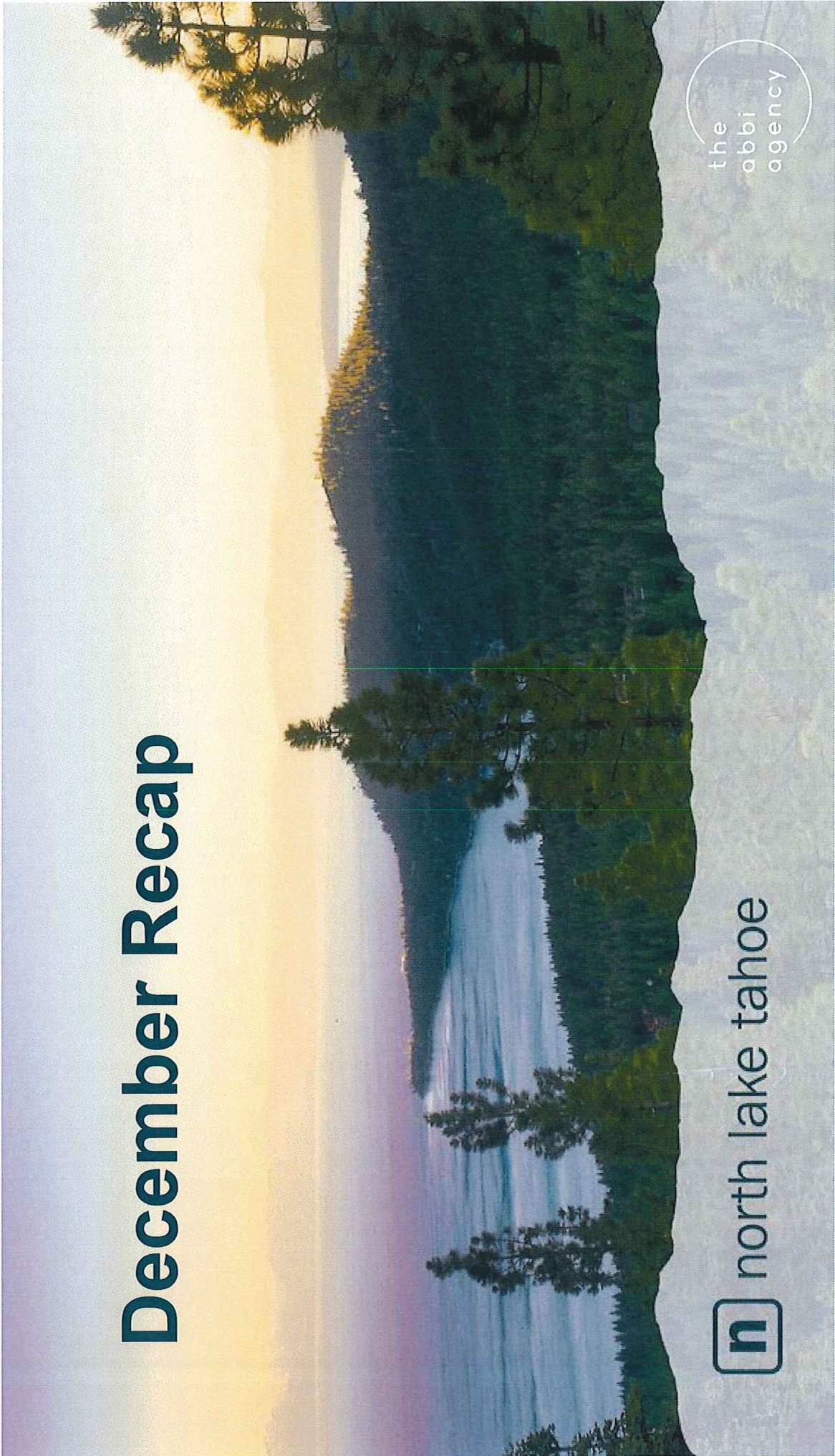
Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

December Recap

 north lake tahoe

the
abbi
agency





Public Relations Results

Content Review

Social Media Update

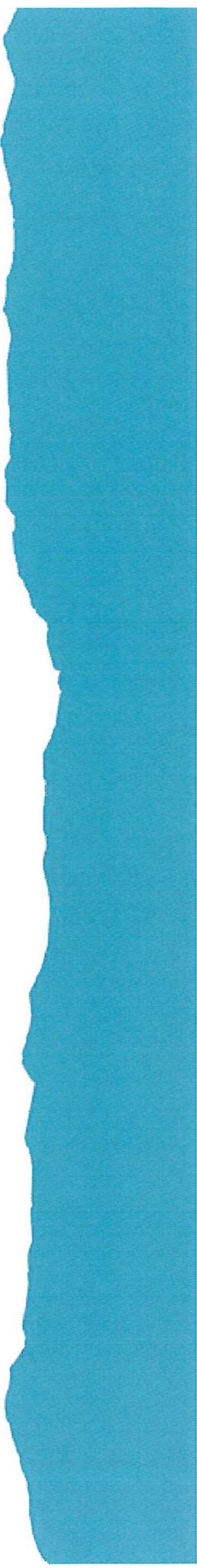
PUBLIC RELATIONS

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: snow conditions media alerts, press releases, pitches, blog posts and newsletters surrounding the following topics: “WinterWonderGrass,” “Offbeat Snow Adventures,” “Winter in North Lake Tahoe,” “Snow Conditions.”



PUBLIC RELATIONS RESULTS

PLACEMENTS: 33

PUBLICITY VALUE: \$227,957.74

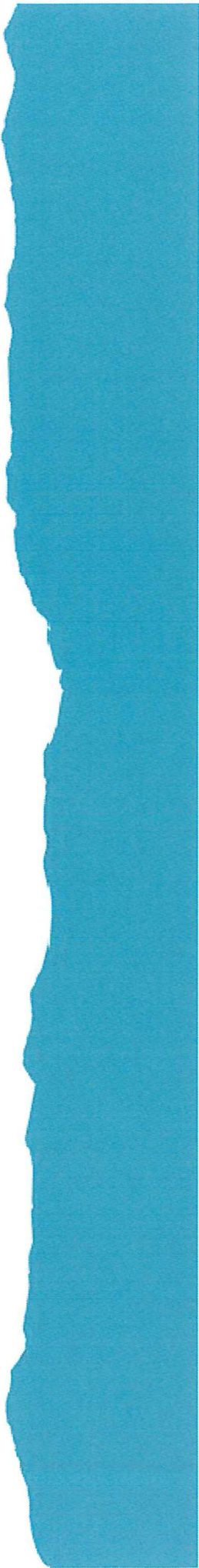
PUBLICATION HIGHLIGHTS: NBC Bay Area, NBC Los Angeles, The Mercury News, MSN.com, Grind TV, Chicago Business, Meetings Today, Tahoe Ski World

FAM COORDINATION: Itinerary coordination for Amy Whitley (US News, Pit Stop for Kids, Outdoor Families Magazine), Carley Thornell (Global Traveler, OpenTable), Ashley Colburn (contributor to FOX) Todd Plummer (Vogue, Instyle, Travel + Leisure),

NOTABLE PITCHES: WinterWonderGrass, Offbeat Snow Adventures, Winter in North Lake Tahoe, Snow Conditions

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

KEY INSIGHTS: December media placements highlighted snow levels and snow talking points, and also focused on holiday events and “offbeat” snow adventures for families and non-skiers. The Abbi Agency worked with drive-market TV stations and news publications, including KCRA and ABC10 to produce positive stories surrounding the resorts’ snow making efforts and great ski/ride conditions.

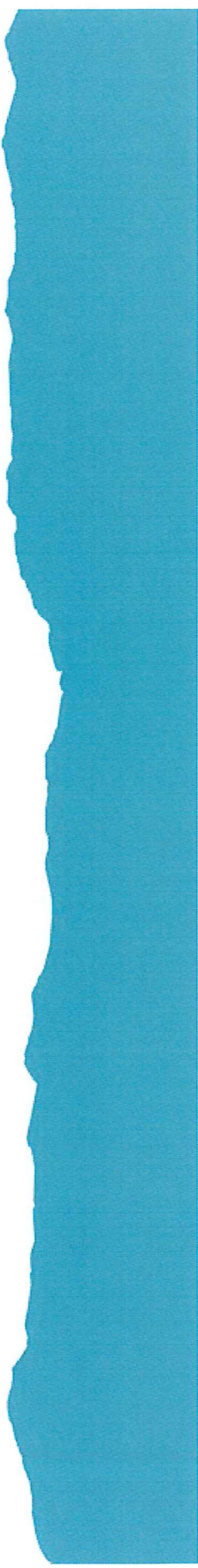


CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Tahoe along with travel tips and itinerary ideas (posted: 2-3 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, Human Powered Sports



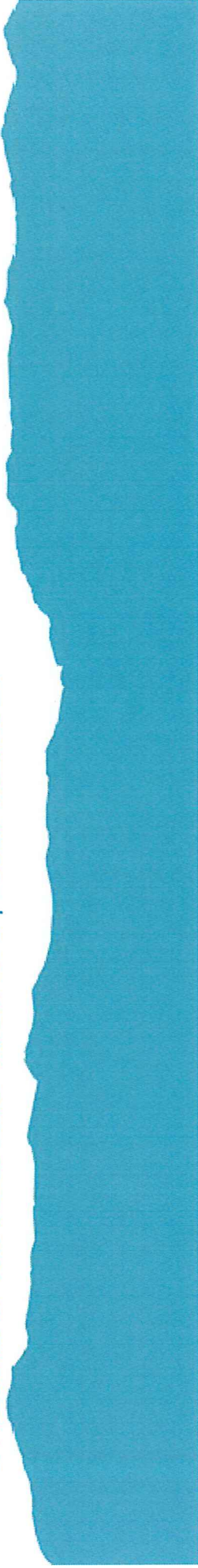
CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 4

- 2 Releases: What's New Winter, WinterWonderGrass Tahoe
- 2 Media Alerts: Snow Conditions & Reasons to Visit

BLOGS POSTED: 6

- Your Family Guide to Touch North Lake Tahoe This Winter | Social shares: 4
- The Athlete's Guy to a Touch Lake Tahoe Rest Day | Social shares: 0
- Your Guide to North Lake Tahoe's 12 Downhill Resorts | Social Shares: 159
- Meet North Lake Tahoe Local Luminary, Natalie Gueriero | Social Shares: 158
- Q&A Guide To Nadia's North Shore Stomping Grounds | Social Shares: 16
- 3 Reasons to Visit North Lake Tahoe Now | Social Shares: 26



CONTENT REVIEW

NEWSLETTERS DISTRIBUTED: 1

Welcoming Winter In North Lake Tahoe

12% open rate, 0.9% click-thru, 0 shares

KEY INSIGHTS: CONTENT

Content in general was less widely shared in December, this is likely due to the holiday craze and lower digital engagement across the board.

In future years, it will be ideal to publish December-centric season earlier in the season while we still have visitors' attention.

Based on shares, users seem to be most engaged in local culture and in the character of the resorts / region (luminary content & NLT's 12 Resorts post).



SOCIAL MEDIA

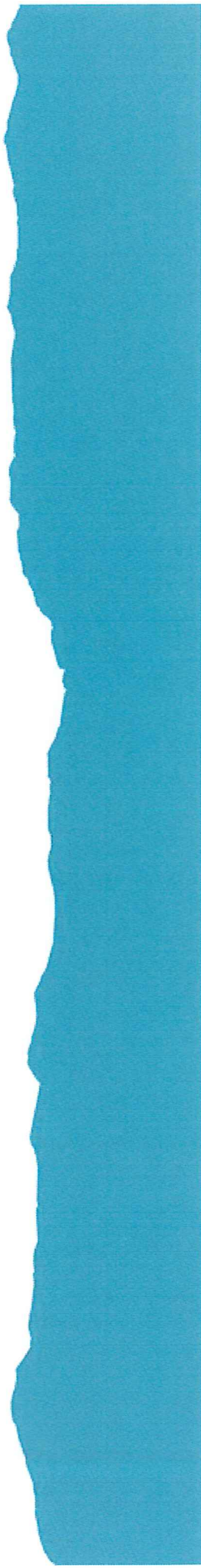
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight the areas of North Lake Tahoe that have snow. Focus on all of the winter sports opportunities available.

OBJECTIVES: Utilize Facebook, Instagram, and Twitter to showcase the amount of snow Tahoe has within the region. While continuing to focus on the beautiful scenery within North Lake Tahoe, we've been incorporating focus on the people within the region and the adventures they partake in.

CAMPAIGNS: #TahoeSnowTracker, WinterWonderGrass giveaway, Local Luminaries

ENGAGEMENT INSIGHTS: The Snow Tracker posts continue to be some of our most popular content. This is especially true when it comes to video content.



SOCIAL MEDIA UPDATE

DECEMBER GROWTH:

- Facebook: 305 New Fans
- Instagram: 487 New Followers
- Twitter: 195 New Followers

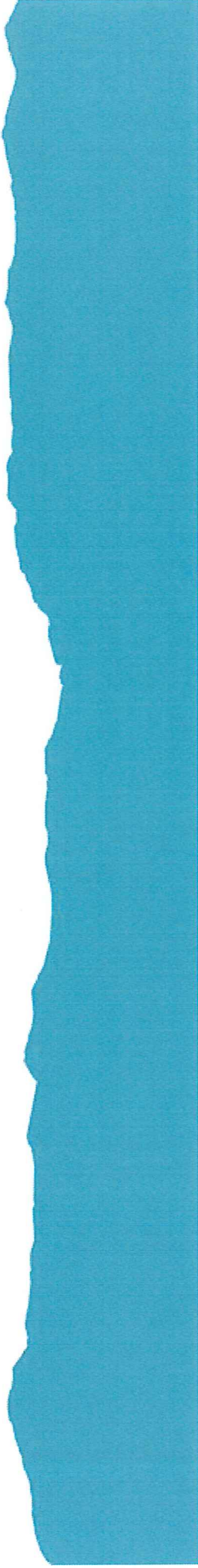
SOCIAL CAMPAIGNS & TACTICS:

Resorts Opening: 31.k Reach, 1.1k Reactions, 29 Shares, 10 comments

#TahoeSnowTracker: 37.8k Reach, 2.7k Reactions, 30 Shares, 22 Comments

WinterWonderGrass Giveaway: 21.1k Impressions, 173 Entries, 504 Likes, 8 Saves

Local Luminaries: 80.4k Reach, 39.1k Views, 734 Reactions, 39 Shares



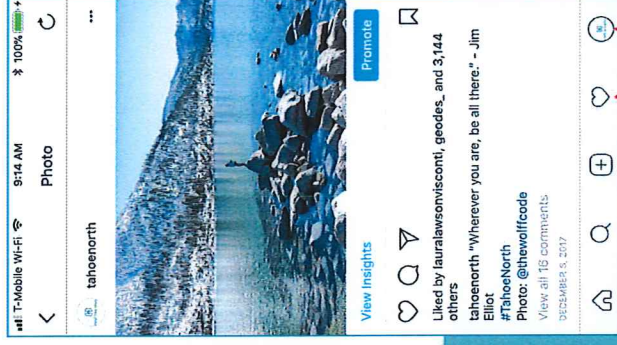
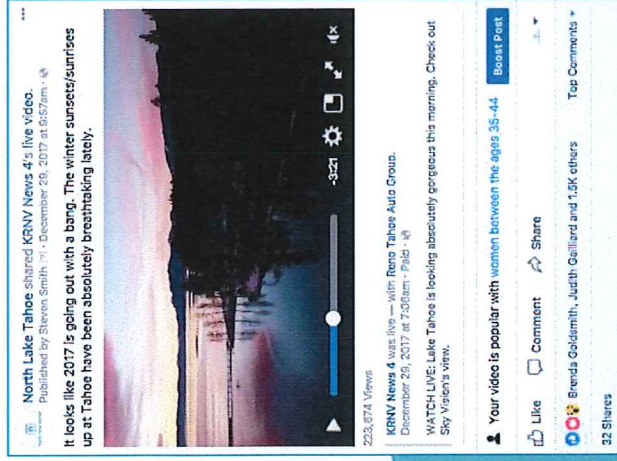
SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Winter Sunset: 29k Reach, 223k Views, 1.5k Reactions, 56 Comments

#1 Instagram Post, Winter on the Lake: 31.3k Impressions, 3.1 Likes, 16 Comments

#1 Twitter Post, Santa Snowfall: 3.2k Impressions, 53 Likes, 14 Retweets

INSIGHTS: Lakeside content across all platforms proved to be the most popular. This along with sunset-based content continues to be the most popular. Creating content to leverage off of this could be beneficial.



SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

As noted earlier, sunset and lakeside content continues to perform the best across all of our platforms.

While we have continued to focus on the human element of region, using these highly visual photographs could prove useful when trying to push users attention to specific articles or news releases we want to highlight.

We have continued to use Instagram stories as a way to promote the page and found the views continue to grow as the popularity of the medium does. Highest number of views per story were 5.6k.

The top influencer that interacted with our page had 68k followers.

INSIGHTS AND TAKEAWAYS


While video content is continuing to show its importance across social media, we have found that Facebook has proven to be the best outlet for our audience. While video content does decently across Instagram, compared to the rest of our content it doesn't perform as favorably.

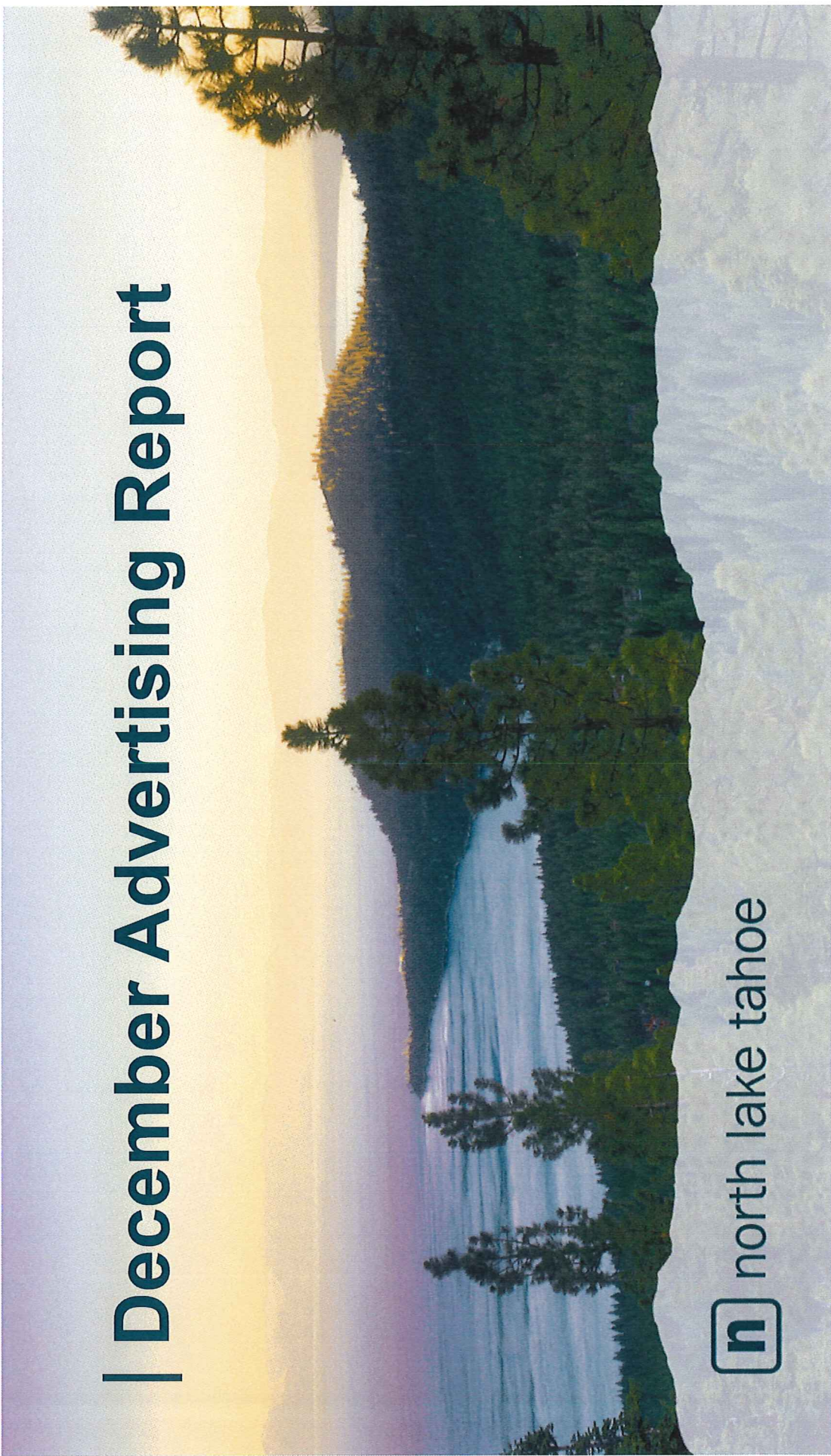


A scenic landscape featuring a calm lake reflecting the sky and surrounding greenery. The sky is a mix of soft blues and purples, suggesting a sunset or sunrise. The water is still, creating a clear reflection of the sky and the trees on the shore. The trees are lush and green, with some taller, darker trees in the background. A semi-transparent white box with rounded corners is centered over the image, containing the text "Thank You" in a bold, black, sans-serif font.

Thank You

| December Advertising Report

 north lake tahoe



Executive Summary

Consumer

- The Consumer campaign served over 4.8 million impressions in December, resulting in 10K website visits. While on the site, nearly 1 in 3 visitors spent more than 115 seconds browsing content and 7% of visitors clicked on a book now button.
- Native and banner ads continued to drive the largest share of Consumer web traffic (77%) as well as the largest share of time on site conversions (70%).
- Paid search performance improved considerably this month, resulting in a 147% increase in TOS conversions and a 43% reduction in cost per conversion. This improvement is largely the result of added callout extensions and extended ads.
- Assets for the Experiential Campaign were developed in December, including the vehicle wrap and ski and snowboard props for the fabricated snow.

Executive Summary

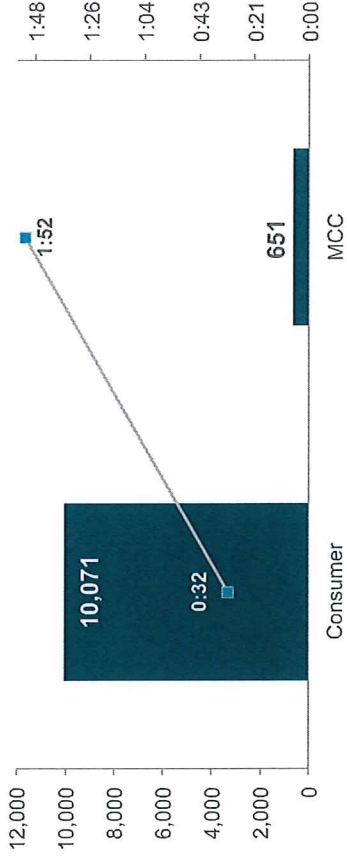
MCC

- MCC ads continued their impressive performance in December, resulting in 651 confirmed website sessions. Of note, one of two emails had a tracking error; we expect the actual number of visits from MCC ads to be closer to 1.1K.
- Site engagement increased in December, with users averaging 9% more time on site and viewing 9% more pages per session.
- Augustine and The Abbi Agency are currently working to develop an updated landing page for the MCC audience to further engage visitors and increase the visual appeal of the site. With the updated landing page, a canvas Facebook ad will be developed to further drive traffic to the new page.

Overview by Campaign

- Consumer and MCC ads combined for nearly 5 million impressions in December, resulting in 10.7K visits to North Lake Tahoe's website. Compared to November, website traffic from digital ads nearly doubled (+99%). In addition, the total number of time on site conversions increased by 50% and book now conversions increased by 62%.
- Site engagement from both campaigns improved as well, with time on site increasing by 7% among Consumer traffic and 12% among MCC traffic.

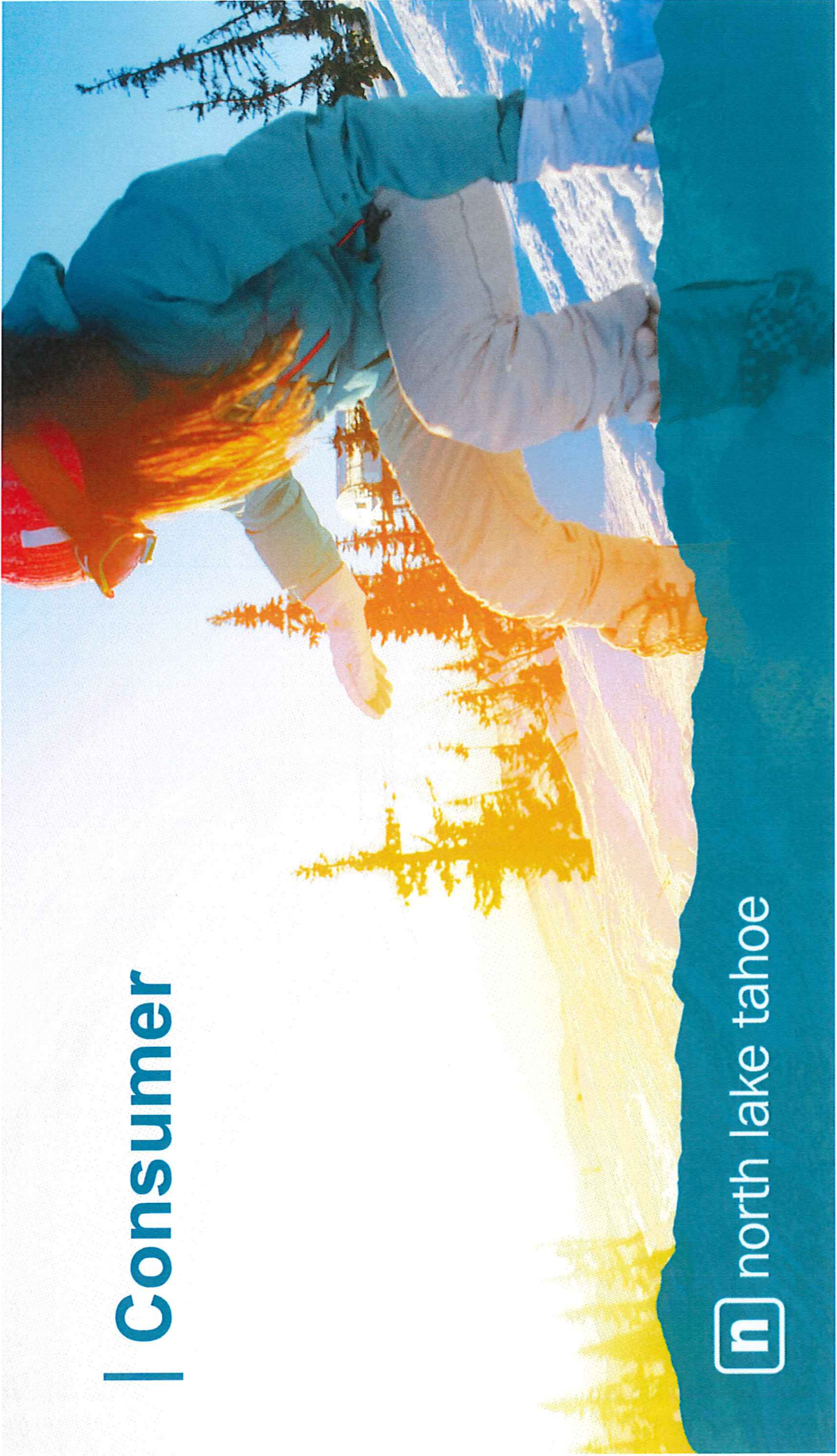
Sessions and Time on Site by Campaign




Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	4,825,898	0.26%	\$40,804	10,071	00:32	1.29	85.65%	3,288	711
MCC	122,079	1.55%	\$2,792	651	01:52	2.22	50.54%	280	7
Total	4,947,977	0.29%	\$43,596	10,722	01:14	1.35	83.52%	3,568	718

December Advertising Report | All Campaigns

| **Consumer**

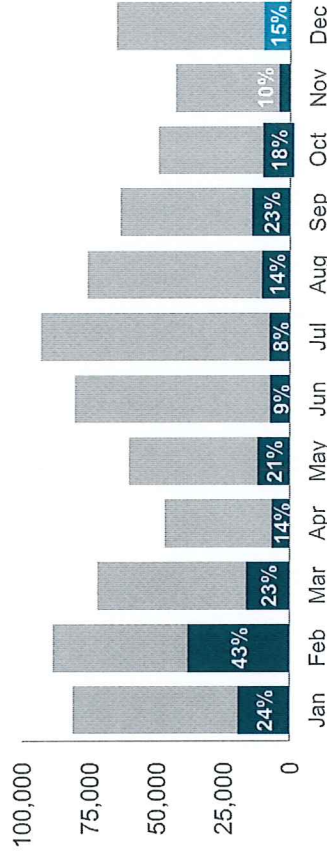


 north lake tahoe

Website Performance

- Traffic to GoTahoeNorth.com increased by 50% in December with ad traffic accounting for 15% of all visits. Notably, website traffic is down 11% year-over-year, likely due to unfavorable winter weather.
- Native ads continued to drive the largest share of traffic to NLT's site, resulting in 5.7K website visits and 6.6K pageviews. Email and Paid Search ads continued to acquire users who spent the longest time on site and viewed the most pages per session.

Website Sessions From Consumer Ads

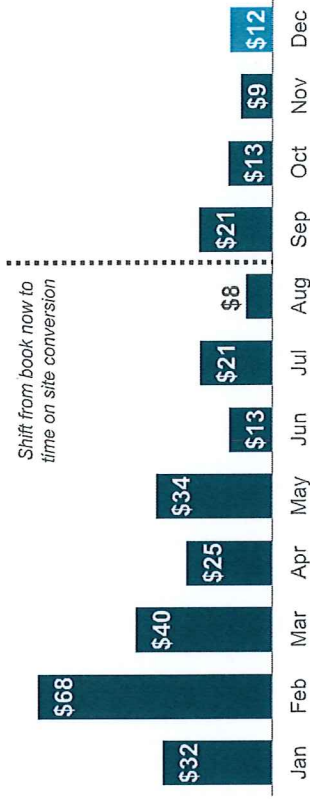


Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Native	5,691	6,606	00:23	1.16	90.76%
Banner	2,104	2,487	00:23	1.18	91.40%
Social	821	1,257	00:38	1.53	74.42%
Paid Search	775	1,479	01:10	1.91	65.29%
Email	679	1,122	01:25	1.65	61.86%
Total	10,071	12,952	00:32	1.29	85.65%

Overview by Medium

- Consumer ads served nearly 5 million impressions in December, resulting 12.6K ad clicks. After clicking on an ad, roughly 26% of users spent more than 115 seconds on North Lake Tahoe's site and nearly 6% clicked on a book now button.
- Banner ads continued to served the largest share of impressions, resulting in the most ad clicks and time on site conversions. Email ads provided significant value, driving engaged web traffic at the lowest cost of any medium.

Cost per Conversion Trending



Medium	Impressions	Clicks	CTR	TOS Conversions	Spend	Cost per TOS Conversion	Book Now Conversions
Display	4,203,702	9,700	0.23%	2,313	\$24,572	\$10.62	595
Paid Social	379,712	1,229	0.32%	336	\$8,569	\$25.50	18
Paid Search	122,358	790	0.65%	173	\$2,715	\$15.70	95
Online Video	90,126	77	0.09%	11	\$2,398	\$218.00	0
Email	30,000	804	2.68%	455	\$2,550	\$5.60	3
Total	4,825,898	12,600	0.26%	3,288	\$40,804	\$12.41	711

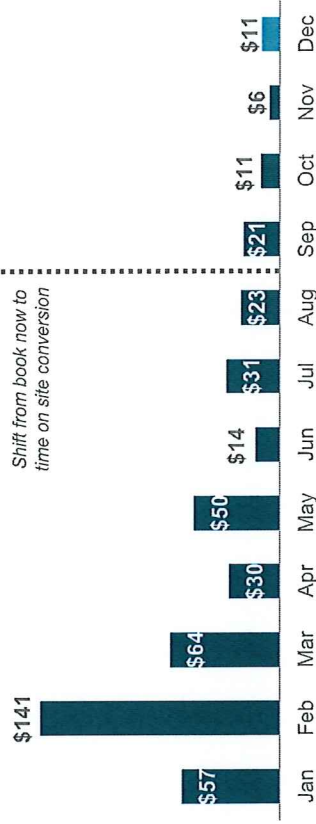
December Advertising Report | Consumer

Display Performance by Placement

- Display ads combined for 4.2 million impressions served in December, up from 1.6 million in November. Native ads were responsible for the largest share of impressions and ad clicks, resulting in a 0.34% CTR; the highest among any display placement.

- TripAdvisor ads continued to capture the highest-quality audience, with users spending considerable time on NLT's website and a large share eventually clicking on a book now button.

Cost Per Conversion Trending



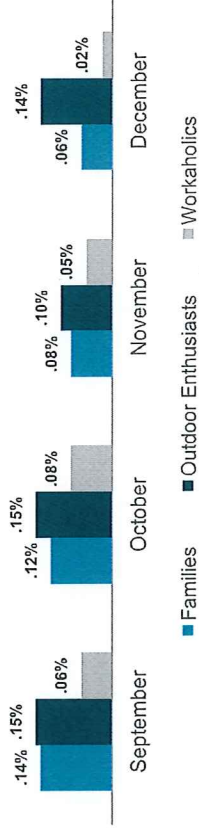
Placement	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Native	2,082,003	7,013	0.34%	\$1.78	\$12,492	804	\$15.54	4
Prospecting	1,467,350	1,554	0.11%	\$3.30	\$5,136	145	\$35.42	29
TripAdvisor	409,724	880	0.21%	\$6.93	\$6,094	1,323	\$4.61	550
Retargeting	244,625	253	0.10%	\$3.36	\$850	41	\$20.73	12
Total	4,203,702	9,700	0.23%	\$2.53	\$24,572	2,313	\$10.62	595

Display Performance by Creative

- Prospecting ads continued to perform best among the younger experience seeker audience, with users from this group clicking on ads over 2x more frequently than other targeted groups. Of note, older travelers continued to spend more time on NLT's website and in turn, were more likely to click the book now button.

- Regionally, display ads served to users in Los Angeles performed best this month, resulting in the highest average CTR and lowest CPC. Ads served to users in Austin trailed with a 0.11% CTR.

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	371,582	232	0.06%	\$5.61	\$1,301	40	\$32.51	8
Outdoor Enthusiasts	915,656	1,285	0.14%	\$2.49	\$3,205	66	\$48.56	6
Workaholics	180,112	37	0.02%	\$17.04	\$630	39	\$16.16	15
Total	1,467,350	1,554	0.11%	\$3.30	\$5,136	145	\$35.42	29

Display Ad Examples

Families

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

Impressions: 372K
Clicks: 232
CTR: 0.06%
TOS Conversions: 40
CVR: 17.24%



Outdoor Enthusiasts

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

Impressions: 916K
Clicks: 1.3K
CTR: 0.14%
TOS Conversions: 66
CVR: 5.14%



Workaholics

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

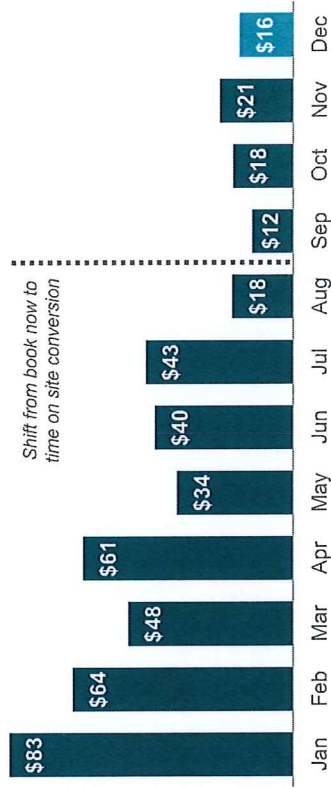
Impressions: 180K
Clicks: 37
CTR: 0.02%
TOS Conversions: 39
CVR: 105.41%



Paid Search Performance

- Paid Search ads resulted in 790 clicks to NLT's website in December, up from 430 the prior month. As a result, over 173 users spent more than 115 seconds on the site, a 147% increase month-over-month.
- Winter ads witnessed a 73% increase in CTR and 43% reduction in cost per TOS conversion this month, largely due to the addition of callout extensions and extended ads. We are working to implement these changes to Evergreen ads as well starting in January. This will likely result in performance improvements across the board.

Cost Per Conversion Trending



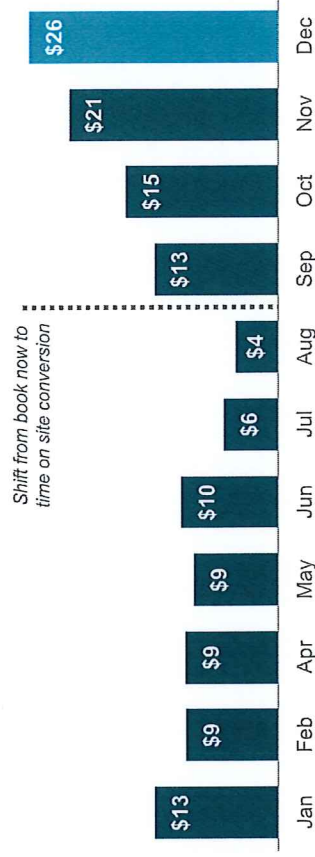
Campaign	Impressions	Clicks	CTR	Cost	CPC	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Evergreen – Vacation	78,019	332	0.43%	\$1,196	\$3.60	72	\$16.61	51
Evergreen – Local	7,603	180	2.37%	\$386	\$2.14	44	\$8.77	18
Winter 2017-18	36,736	278	0.76%	\$1,135	\$4.08	57	\$19.89	26
Total	122,358	790	0.65%	\$2,715	\$3.44	173	\$15.70	95

Social Ad Performance

Overall, the number of time on site conversion from Facebook and Instagram ads rose to 336 from 248 the prior month, an increase of 35%. Social ads continued to perform best among a younger audience, with younger experience seekers driving the largest share of clicks and time on site conversions.

Retargeting ads proved to be very effective at increasing website engagement with 78% of users who clicked on a retargeting ad spending more than 115 seconds on the site. In addition, 33% of all book now clicks stemmed from retargeted users.

Cost per Conversion Trending



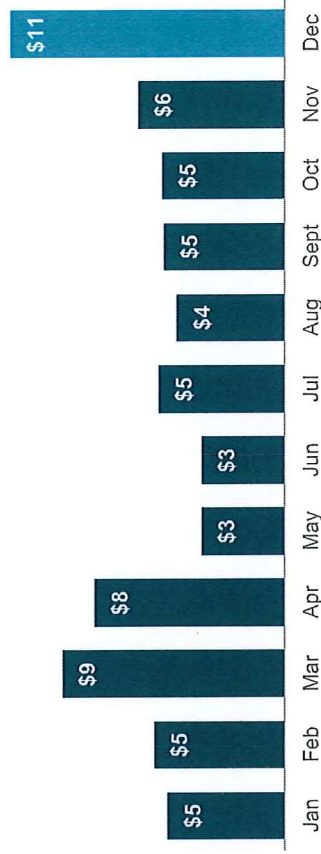
Target	Impressions	Link Clicks	CTR	Spend	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	86,205	312	0.36%	\$2,153	36	\$59.79	7
Outdoor Enthusiasts	224,068	554	0.25%	\$4,264	266	\$16.03	9
Workaholics	69,439	363	0.52%	\$2,152	34	\$63.31	2
Total	379,712	1,229	0.32%	\$8,569	336	\$25.50	18

Social Engagement

Overall, social media ads resulted in 752 total engagements, down from 868 the month prior. As a result, the rate at which users engaged with social ads decreased to 0.20% from 0.34%. The drop is largely due to a decrease in post reactions (including likes, loves, etc.) though comments and shares remained largely unchanged.

The team at Richter7 feels the reduction in ad engagement is largely due to poor weather conditions. We have found that when the weather is favorable users are more likely to engage with North Lake Tahoe's social ads.

Cost Per Engagement Trending



Target	Reactions	Comments	Shares	Total Engagement	Engagement Rate	Cost Per Engagement
Families	155	3	3	161	0.19%	\$13.37
Outdoor Enthusiasts	339	4	16	359	0.16%	\$11.88
Workaholics	212	6	14	232	0.33%	\$9.28
Total	706	13	33	752	0.20%	\$11.39

Social Ad Examples

Families

North Lake Tahoe shared a link
Sponsored



Care New Family Experiences
Play like a kid again and experience ultimate winter fun in North Lake Tahoe

027446250791209 [Learn More](#)

Impressions: 86K
Clicks: 312
CTR: 0.36%
Engagement: 161
TOS Conversions: 36
CVR: 11.54%

Outdoor Enthusiasts

North Lake Tahoe shared a link
Sponsored




Hike to New Heights
Traverse new mountains while taking in the beauty of North Lake Tahoe this winter

027446250791209 [Learn More](#)

Impressions: 224K
Clicks: 554
CTR: 0.25%
Engagement: 359
TOS Conversions: 266
CVR: 48.01%

Workaholics

North Lake Tahoe shared a link
Sponsored



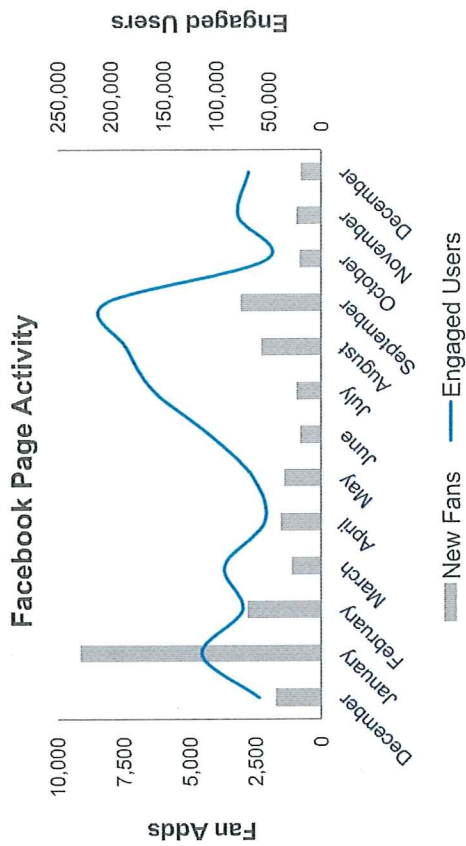
Reconnect with Nature
Start along the snow-covered shorelines and unwind in North Lake Tahoe

027446250791209 [Learn More](#)

Impressions: 69K
Clicks: 363
CTR: 0.52%
Engagement: 232
TOS Conversions: 34
CVR: 9.37%

Facebook Page Performance

- The number of engaged users on North Lake Tahoe's Facebook page decreased slightly in December, falling by 13% compared to the prior month. As a result, overall page impressions fell by 5%.
- Compared to December 2016, the number of engaged users on the page increased by 17% and overall page impressions improved by 7%. This is an impressive increase despite a poor weather year in 2017.



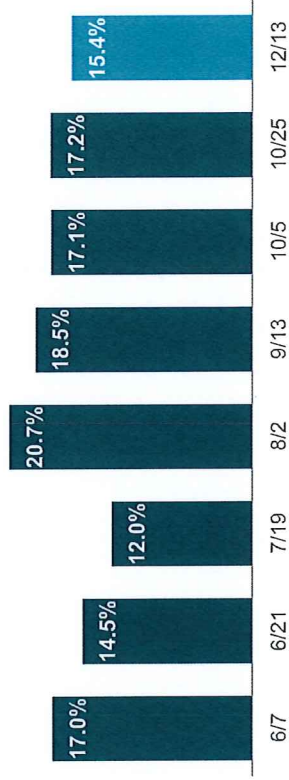
Month	Impressions	Engaged Users	New Fans
July	3,725,004	159,684	943
August	5,518,324	185,783	2,274
September	6,369,807	206,061	3,056
October	1,976,842	51,585	849
November	2,141,849	79,008	920
December	2,035,256	68,910	769

Email Performance

• An email sent on December 13th resulted in 804 clicks to North Lake Tahoe's website with 57% of users spending more than 115 seconds on the site. This resulted in an impressive \$5.60 cost per TOS conversion.

• While the overall open rate decreased from prior months, the number of TOS and book now conversions have both increased. This suggests we are capturing higher-quality leads during the winter months.

Email CTR by Send Date



Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per Conversion	Book Now Conversions
12/13	30,000	4,622	15.41%	804	17.40%	455	56.59%	\$2,550	\$5.60	8
Total	30,000	4,622	15.41%	804	17.40%	455	56.59%	\$2,550	\$5.60	8

December Advertising Report | Consumer

Consumer eBlast






 north lake tahoe | LOGGING | THINGS TO DO | EVENTS




Discover
Experience
 it's human **n**ature


EXPLORE WINTER'S WONDERLAND
 Winter has arrived in North Lake Tahoe with glistening snow and deep blue skies. With all 12 of the region's ski resorts open for another legendary season, it's time to carve some turns and explore new terrain. Drink in the après scene and breathtaking beauty while sitting by a toasty fire. From sledding to snowshoeing, downhill to cross country, experience winter adventure unlike anywhere else this winter in North Lake Tahoe.





[PLAN YOUR WINTER GETAWAY](#)

 <p>12 SKI RESORTS</p>	 <p>103 WINTER ACCOMMODATIONS</p>	 <p>12 UNIQUE TOWNS</p>
 <p>120+ EATERIES</p>	 <p>COUNTLESS EXPERIENCES</p>	



Winter Fireworks
 December 31, 2017
[BUY YOUR TICKETS](#)


GETTING HERE
 More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.
 From Reno-Tahoe International — 45 minute drive
 From Sacramento International — 2 hour drive
 From San Francisco International — 3 hour drive

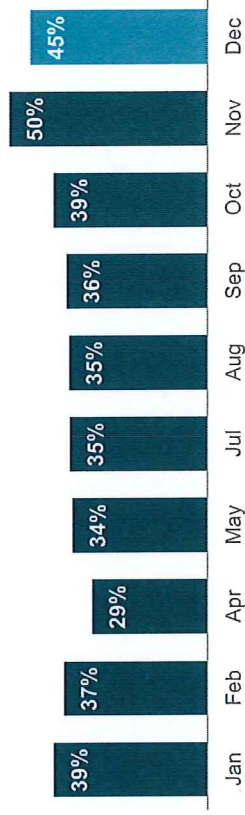

north lake tahoe




December Advertising Report | Consumer

YouTube Performance

- YouTube ads served 90K impressions in December, resulting in nearly 41K video views. As a result, 77 users navigated directly to North Lake Tahoe's site from YouTube ads with 11 users spending a significant amount of time on the site.
- Prospecting ads started running again in December, accounting for 70% of all YouTube impressions. Retargeting ads continued to drive the best performance, resulting in the most ad clicks and the highest average view rate.


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	12,323	10	5,122	41.56%	70%	51%	44%	41%	\$374	3
Outdoor Enthusiasts	24,609	22	10,716	43.55%	70%	53%	47%	43%	\$691	4
Workaholics	26,542	18	11,211	42.24%	70%	52%	45%	42%	\$760	2
RT	26,652	27	13,632	51.15%	76%	61%	55%	51%	\$574	2
Total	90,126	77	40,681	45.14%	72%	55%	48%	45%	\$2,398	11

| MCC



 north lake tahoe

Web Performance

- MCC ads directed over 650 users to NLT's site in December, down from nearly 900 the prior month. Of note, the reduction in website traffic is largely due to a tracking error from one particular email ad. We estimate the actual web traffic from our ads is near 1.1K sessions.
- Site engagement increased in December, with users averaging 9% more time on site and viewing 9% more pages per session. Our team believes these numbers would be even more significant if all email traffic was accounted for.

Sessions From MCC Ads

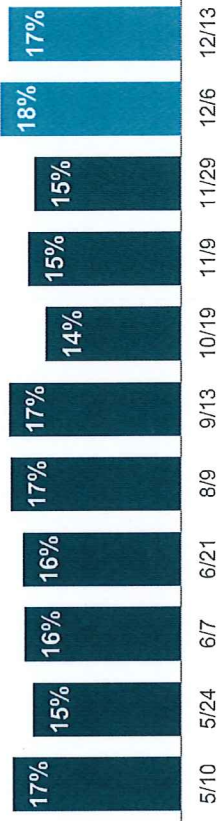


Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Email	524	1,293	02:13	2.47	40.46%
Facebook	124	150	00:23	1.21	91.94%
LinkedIn	3	3	00:00	1.00	100.00%
Total	651	1,446	01:52	2.22	50.54%

Email Performance

- Two email blasts were delivered to 53K users in December with 15% opening the email. Of those who opened the email, 18% clicked on a link that directed them to NLT's website, up from 15% a month prior.
- The December 13th email had an extremely high TOS conversion rate, with 35% of all traffic spending more than 115 seconds on the site. Unfortunately, there were tracking errors on the December 6th email resulting in underrepresented site traffic and time on site conversions.


Email CTR by Send Date




Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per Conversion
12/6	31,848	4,186	13.14%	757	18.08%	18	2.38%	\$1,000	\$55.56
12/13	21,500	3,829	17.81%	660	17.24%	231	35%	\$850	\$3.68
Total	53,348	8,015	15.02%	1,417	17.68%	249	17.57%	\$1,850	\$7.43

December Advertising Report | MCC

MCC eBlast


 north lake tahoe | LODGING | THINGS TO DO | MEETINGS

Discover
 Engage | it's human  nature



EXPLORE OUTSIDE THE MEETING ROOM

In North Lake Tahoe, breakout space looks a little different than the traditional room. Smaller groups can brainstorm on the mountainside or on the water, depending on their preference. Discover new ideas while hiking among fragrant pine trees or paddling through crystal clear water. Engage your audience with activities like ropes courses or a round of golf. Meetings can even take place under the stars with scenic outdoor venues that go from day to night. The breathtaking landscapes are sure to elevate your next event in North Lake Tahoe.

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 <p>30 MEETING FACILITIES</p>	 <p>200,000+ SQ. FT. OF MEETING SPACE</p>	 <p>7,000+ ROOMS</p>
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Book your next meeting in North Lake Tahoe!

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GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

From Reno-Tahoe International — 45 minute drive
 From Sacramento International — 2 hour drive
 From San Francisco International — 3 hour drive


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For more information, contact Jason Neary, Director of Conference Sales, North Lake Tahoe CVB at 800-462-5198 ext. 106 or Jason@GoTahoeNorth.com.





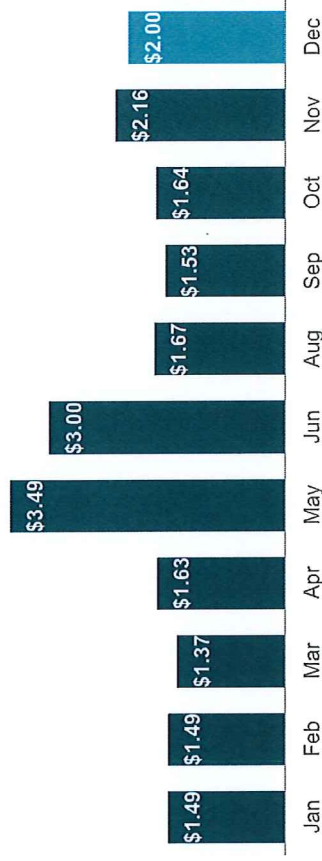
December Advertising Report | Consumer

Social Performance

• MCC social ads served a total of 68K impressions across Facebook, Instagram, and LinkedIn. Facebook ads accounted for the largest share of impressions (74%), followed by LinkedIn ads.

• In addition to receiving the majority of spend, Facebook ads proved to provide the highest click through and engagement rates (when looking at significant figures) of any social channel. While LinkedIn featured a lower average CTR and higher CPC than other channels, this platform is effective at reaching a large audience at a low cost, helping to improve overall reach and cross-channel frequency.

CPC Trending



Social Channel	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	TOS Conversions	Video Views
Facebook	50,855	466	0.92%	\$912	\$1.96	56	0.11%	30	940
LinkedIn	17,272	3	0.02%	\$24	\$8.04	0	0.00%	1	-
Instagram	604	1	0.17%	\$6	\$5.58	24	3.97%	0	-
Total	68,731	470	0.68%	\$942	\$2.00	80	0.12%	31	954

Social Ad Examples

Facebook Prospecting

Impressions: 27K
 Link Clicks: 231
 CTR: 0.84%
 Engagement Rate: 0.18%

Facebook Retargeting

Impressions: 11K
 Link Clicks: 98
 CTR: 0.86%
 Engagement Rate: 0.11%

Facebook Video

Impressions: 13K
 Link Clicks: 138
 Video Views: 954
 CTR: 1.10%
 Engagement Rate: 0.14%

LinkedIn

Impressions: 17K
 Link Clicks: 3
 CTR: 0.02%

A scenic landscape photograph featuring a calm body of water, likely a lake or river, reflecting the sky and surrounding greenery. The sky is a mix of soft blues and purples, suggesting a sunset or sunrise. The water is still, creating a clear reflection of the trees and the sky. The trees are lush and green, framing the water. In the center of the image, there is a white, rounded rectangular overlay. Inside this overlay, the words "Thank You" are written in a bold, dark blue, sans-serif font, oriented vertically.

Thank You