



north lake tahoe

Chamber | CVB | Resort Association

February 2018 Departmental Reports

Conference Department Report for February 2018

In February 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 worked on the following new RFPs in February:

- WD-40 2019 Americas National Sales Meeting. 800 room nights in September 2019.
- McKesson Corp. - Multi Team Meeting. 70 room nights in September 2018.
- DVP Meeting - 64 room nights in July 2018.
- Arlisia & Johnathan Hughes Wedding - 42 room nights in April 2019.
- Wheelis Reunion - 38 room nights
- Flame of Fire Ministry Conference - 145 room nights in April 2018.
- HPN 54339 Government Meeting - 46 room nights in July 2018.
- 2020 Rollins Presidents Club - 1100 room nights in September 2020
- Friends Travel Group – 45 room nights in June 2018
- HPN Global –National Association Board of Directors – 156 room nights in October 2018
- American Society of Plastic Surgeons, Mountain West Society of Plastic Surgeons – 180 room nights in March 2019
- Society of American Indian Government Employees – 975 room nights in May 2019
- California Academy of Audiology – 320 room nights in September 2019
- National Ski Areas Association – 1036 room nights in January 2020

Staff had the following groups/programs sign and go definite in Lake Tahoe:

- February 26-March 1, 2018 - Baker Huges GE Regional Meeting - 104 room nights
- March 19-24, 2018 – Engie 2018 Executive Retreat & Meeting – 53 room nights
- August 22-24, 2018 – Lever Annual Offsite – 214 room nights
- February 5-8, 2018 - Bodega Studios IZOD Commercial – 155 room nights
- August 19-23, 2018 – MiTek USA – 160 room nights
- May 10-13, 2018 - Association of Official Seed Certifying Agencies – 76 room nights
- June 8-10, 2018 – Tough Mudder – 200+ room nights

Staff participated in conference call with Abbi Agency and Augustine Agency

Staff met with Tahoe Biltmore ownership and architects to discuss the meeting space design for their new property

Staff attended the monthly NLTRA Tourism Development Meeting

Staff attended Luxury Meetings Summits in Dallas, Houston, San Antonio and Austin February 5-9, 2018. The Luxury Meetings Summit is an innovative event that provides qualified meeting planners with the opportunity to meet face-to-face with luxury hotels, resorts, and destinations in a highly social, productive, and fast-paced atmosphere. The Luxury Meetings Summit travels to 53 cities across North America, providing meeting buyers with a simple, effective, and time-sensitive format for meeting and familiarizing themselves with luxury hotel properties and destinations. At each event will be 20-45 meeting planners.

Staff completed follow up with Luxury Meetings Summits in Dallas, Houston, San Antonio and Austin last week. Each event was well attended with attendance ranging from 20-45 meeting planners at each event.

Staff completed an e-blast in IDSS to 86 participants in Phoenix, San Diego and Orange County. The E-blast had a 28% open rate.

Staff completed an e-blast in IDSS to All Thing Meets participants from San Jose and East Bay event. The E-blast went out to 458 participants and a 20% open rate.

Staff finalizing details for the Family and Consumer Sciences Annual Leadership and Management Conference for June 2019. This site visit was to take place March 4-6, 2018 but due to weather is being moved to April 22-24, 2018 . This program has the potential to generate 212 room night and bring 125 people to Lake Tahoe.

Staff reviewed and requested appointments with over 40 planner that will be attending MPI Cascadia's Renovate Conference in Reno March 4-6, 2018. Staff will be participating in the hosted buyer program where we will have at 18 one-on-one appointments along with networking opportunities with over 50 meeting planners from the states of Oregon and Washington.

Staff finalized travel plans for Luxury Meetings Summit in Portland, Seattle Vancouver for March 5-8, 2018. Staff will have one-on-one appointments with 20-30 meeting planners at each event.

Staff reviewed and made appointment requests with meeting planners attending Connect Mountain in Squaw Valley March 13-14, 2018.

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

TRAVEL TRADE INFORMATION:

- New Project: Vacations to America, UK Co-Op: (4) of our NLT partners are participating in this program. Launching in late spring. Details to follow. Black Diamond conducting training in the UK offices Feb 26th
- Bonotel: Launching expanded NLT section in Brochure
- Tours Limited, India: Enhanced listing and advertorial in upcoming brochure
- HotelBeds: Developing new joint marketing program with RSCVA & South Lake Tahoe.
- Site Visits:
 - Hotel Beds, February
 - Hosted Site Visits for PHG, China. RSCVA's new China representation
- On going Project
 - Expedia Joint Collaborative Marketing Effort – four properties are signed up. Launched on January 8th
 - Currently seeing a 21:1 ROY on domestic markets (no drive markets). Program is extending through March 15th – new ad's will be created by Augustine

INTERNATIONAL MEDIA:

- Hosted Fresh Journey's China
 - Feb 25-March 4th.
 - Media return:
 - Fresh Journeys has a partnership with Youku (China's version of YouTube)
 - 8 episodes, each episode length is 10 min
 - Impression of per episode is 1,000,000
 - Youku's front page Recommendation: \$974,358 per episode
 - Travel Page Focus Image Recommendation: \$974,358 per episode
 - Youku Mobile Recommendation: \$ 974,358 per episode
 - Earned Media Value: \$2,923,074
 - Social exposure
 - Fresh Journeys official Weibo (<https://weibo.com/u/5933228287>)
 - Posts: 20
 - Followers:450,000
 - Impression: 9,000,000
 - Livestream (Yizhibo/Meipai/Laifeng: 3 times) =30,000 impressions

FAM TRIPS:

- Hosted the below Winter FAMs:
 - Ski Max FAM: February 2018
 - Australia Winter FAM: February 2018

SALES MISSION INFORMATION:

- Planning for the upcoming conferences:
 - Visit California Outlook Forum: Feb 13-15th
 - See attached report
 - NAJ West: February 20-22nd
 - See attached leads, which already went out to partners

MISC:

- Site Visits with local shareholders: Hampton Inn, Granlibakken, Mt. Rose
- IPW preparation: Registration booked, appointments selected
- Created welcome packets and guides for each FAM and upcoming FAM

Hello North Lake Tahoe Members,

Last week, the North Lake Tahoe Staff attended the [Visit California Outlook Forum](#). Outlook Forum is the California travel and tourism industry's flagship conference, where leaders representing all corners of the state and industry gather for days of events and engaging educational sessions.

At the Outlook Forum, California celebrated tourism's best and brightest with their bi-annual Poppy Awards. The Poppy Awards are a celebration of the Golden State's top tourism promotion efforts. This year, both North Lake Tahoe & Squaw Valley | Alpine Meadows were nominated for the California Poppy Awards. North Lake Tahoe was nominated for Best Content Marketing Initiative for our [Local Luminaries](#). Squaw Valley | Alpine Meadows was nominated for Best Social Media Campaign for [januBURIED](#). The best news yet...both North Lake Tahoe & Squaw Valley | Alpine Meadows took home the awards in their categories.

Below is some key relevant information that we learned at the conference that we would like to share with our valued partners:

KEY TAKEAWAYS:

- One of my personal favorite lines from the conference was **“teach don't sell”** – from a marketing perspective, we should take action on the “learn” moments
- We need to tune into the **Culture of Listening** to really hear what our consumers' needs are
- Millennials are spending **TWICE** as much. This generation is having kids and these kids will travel. Less than 4% are motivated by nightlife.
- Bleisure travel – 1/3 of California's international market share is coming on business trips.
- Digital influences: the state of California is receiving an 11:1 ROY on all digital media influences they have hosted
 - 42 million reached globally this year
- DMOS are the center of all communication in your region. They should and will have a seat at the table when it comes to economic development
- Travel **ALWAYS** matters
 - 130 billion visited California
 - 1.1 million Jobs created
 - 10 billion in local & state taxes
 - 100 TBIDS

CALIFORNIA'S INTERNATIONAL OFFICE UPDATES:

Brazil:

- In recovery mode, luxury market being the largest opportunity in California
- Interested in learning more about wellness travel

Canada:

- Arrivals are up 5.5% to California and 4.8% into the US
- Treat Canada like (2) countries – BC/Alberta AND Ontario/Quebec

China:

- 1.4 billion people living in China, making this market share huge
- California is embarking on family campaign
- Tour Operators to focus on: Tunu & Crip to get started in sales

France:

- Booking through booking.com
- Increased accessibility → direct flights into SFO, LA & Oakland
- Interested in culinary experiences and laid back luxury

Germany:

- Largest economy in Europe, German visitation is up by 4%
- Low unemployment rates, making travel accessible
- Opportunities: 30 paid days of vacation annually

India:

- Youngest nation in terms of age and the fastest growing economy
- SF is #2 gateway into the United States, 1.2 Billion will travel to California by 2021
- California will be hosting a Global Ready: India Program

Italy:

- Growth of 10% into California and 7.4% into the US
- 80 tour operators have features on California
- New airlift with direct flights Rome to Oakland and Rome to LA

Japan:

- Challenge: Fear of language barrier
- Females in the household are making the travel choices
- Social media is the #1 driving force for travel and booking

Mexico:

- #1 market into California, travel is focused on family experiences
- Average stay is 7.6 nights and 76% of travelers are here on vacation
- OTA is booking 44% of business and travel agents are booking 14%

Scandinavia:

- 6 weeks paid holiday and the #1 long haul destination is the US
- They are looking for outdoor, off season travel experiences – nature and family travel rank high

South Korea:

- Average growth is 12% annually, one of California's fastest growing markets
- Increased holidays --- specifically target the Korean Thanksgiving for targeted sales efforts
- Opportunities: TV is still the #1 marketing tool, followed by Instagram.
Keep up the Olympics momentum, by targeted sales/media efforts

UK:

- Unemployment is down with their rising economy
- 500 seats per year into California since 2016
- Millennial travel is up

2018 NAJ's RTO SUMMIT, WEST

Company Name	Contact Name	Title	Email	Top Markets
All Brilliant Vacation	Kenneth Deng	Op Manager	kk.abvacation@gmail.com	China, Japan, Thailand
Chinese Host Inc.	David Huang	President	dhuang@chdestination.com	China, Vietnam, Taiwan
Choose A Destination	Ryan Ren	Operations Manager	rren@choosedeestination.com	Mainland China
Contiki Holidays	Kelly Camps	Vice President of Sales	kelly.camps@contiki.com	Australia, New Zealand & the UK
Destination America	Brittani Osbourne	Product Coordinator	brittani.osbourne@destamer.com	UK, Australia, Asia, South Africa
Gala Holidays	Jason Li	Vice President of Operations	galatoursiason@aol.com	Singapore, China and Hong Kong
Globimax Samson Tours & Travel	Bharat Bhakta	President	bharat@globimax.com	India and New Zealand
Hana Zen Travel	Angie Louie	President	hanazen888@gmail.com	China, Philippines, Indonesia, France
Joun World Tour	Chloe Lee	Assitant General Manager	clee8501@gmail.com	South Korea
Lassen Tours & Travel	Jerome Ma	Supervisor Tour Operations	jma@lassentours.com	China, India, Philippines

Lion Tours USA Inc.	Jo Chen	Tour Coordinator	jochen@liontours.com	Indonesia, China & Thailand China
Nan Hu Travel	Wendy Luo	General Manager	wendyluo@nanhutraveltours.com	China
Shine Tours	Bella Chi	Tour Operation Manager	bella@shinetours.com	Taiwan, China, Southeast region Asia
Sunhotels	Sal Carusone	Purchasing Manager West USA & Canada	salvatore.carusone@sunhotels.com	Sweden, England and Spain
JacTravel	Siobhain McArdle	Contracts Manager	Siobhain.McArdle@JacTravel.com	Sweden, England and Spain
Terres Indiennes	Alexandra Favre	FIT Project Manager	a.favre@terresindiennes.com	France, Spain and Germany
Tourico Holidays	Sam Mignoni	Product Director, West Coast	Samuel.Mignoni@TouricoHolidays.com	UK, China, Japan, Brazil, Italy, Spain
TPI America	Izaira Alvarado	Tour Operations, Leisure	ialvarado@tpi-global.com	Asia Pacific, China, Brazil
Trans Orbit USA	Miki Kawano	Assistant General Manager	miki.kawano@transorbit.com	Japan
TTA Inc.	Hiromi Huaman	Inbound Division Manager	hhuaman@ttatour.com	

Events & Communications Update February Tourism Development Committee

General

- Attended 2018 Outlook Forum
- Collected and distributed deals and specials for two upcoming groups – National Brotherhood of Skiers and NASTAR Championships (both take place in March)
- Implemented system for NLT staff to submit pictures to TAA for social usage

Big Blue Adventure

- Negotiated 2018 season sponsorship - \$35,000. The sponsorship will be funded through the Coop and will include all events taking place in Incline Village and Placer County.

Interbike

- Met with Shelli Fine (RSCVA) to be brought into the fold on Interbike.
- Waiting for proposal from Northstar for potential sponsorship of Freeride Festival which piggybacks on the Interbike activities at Northstar.

WinterWonderGrass Tahoe

- Promoting event via social media. Continuing ticket giveaways.
- Event takes place April 6 – 8, 2018. Ticket sales are steady. Still need assistance on Tram to Table sales so we are pushing via social media.

BACC

- Working on implementation of Touch Lake Tahoe and Year-Round Shopping campaigns
- Will work with TAA on proposed plans for Peak Your Adventure and High Notes campaigns for the April meeting

MTS 2020

- Contract approved by BOD on 2/7. Moving forward on event sponsorship.

Spartan World Championships

- Brought forward new broadcast plan to both the Tourism Development Committee and the Board of Directors. Will go back to Spartan with some additional requests to make sure we are benefiting from the switch from NBC to live streaming for the 2018 season.

Tahoe Film Fest

- Met with Robert (producer), IVCBVB, and TAA to discuss PR and marketing strategies for the 2018 event.

Partnership Funding

- Call for applications went out
 - Applications due: April 6, 2018
 - Applicant Presentations: April 18, 2018
 - Present Allocations to the Marketing Committee: April 24, 2018
 - Present Allocations to the Board of Directors: May 2, 2018

Community Awards

- The North Lake Tahoe Community Awards will take place on Thursday April 26th, 2018.
 - Venue (Granlibakken) secured
 - Invitation sent, tickets available for purchase (\$85/ticket)
 - Sponsorship packages completed
 - Nominations being accepted through Survey Monkey



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

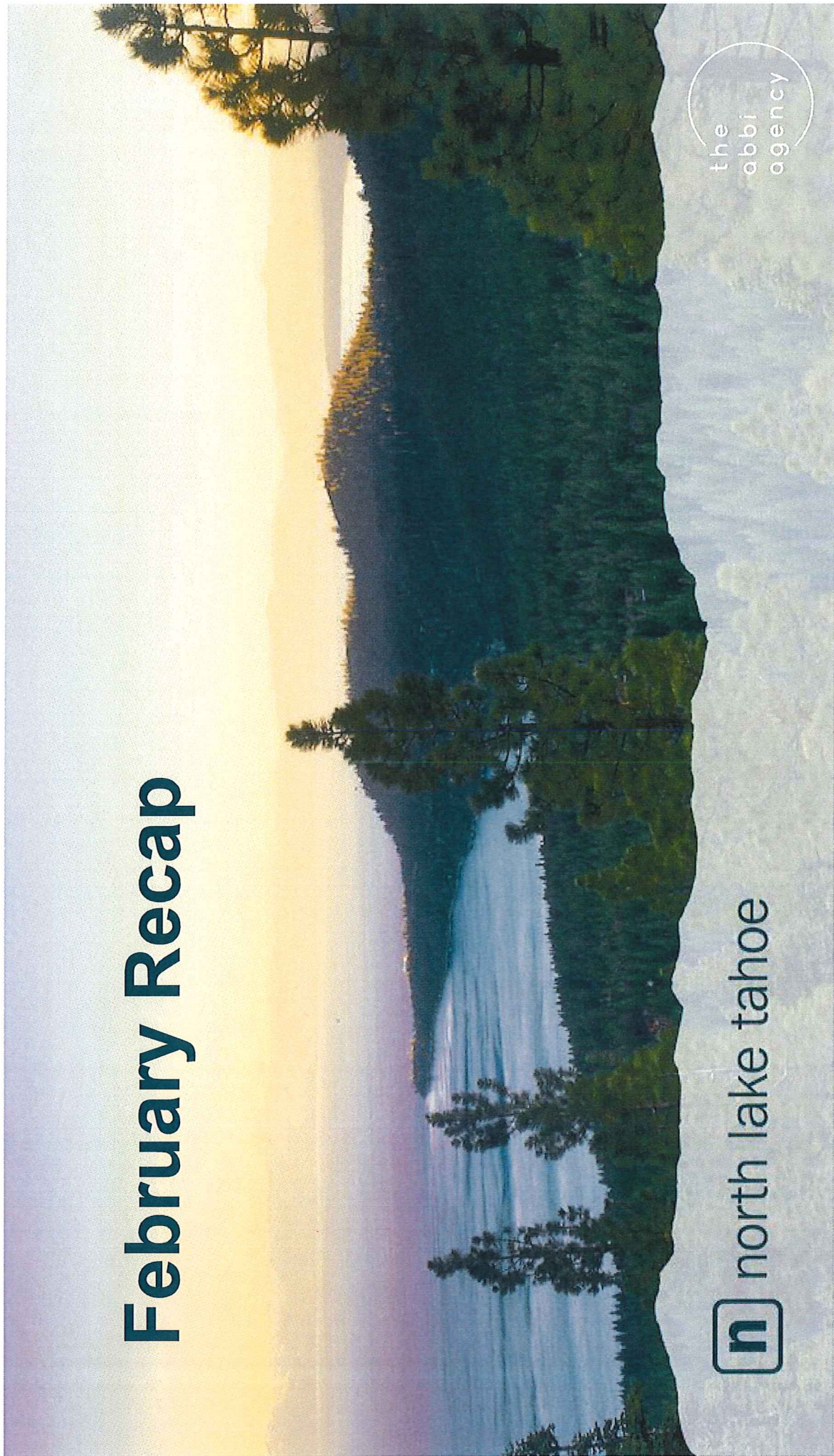
Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

February Recap

 north lake tahoe

the
abbi
agency



A scenic view of a river with a person kayaking, a white bear on the bank, and evergreen trees in the background. The scene is captured from an elevated perspective, showing the river's surface, the kayaker, the bear, and the surrounding forest.

Public Relations Results

Content Review

Social Media Update

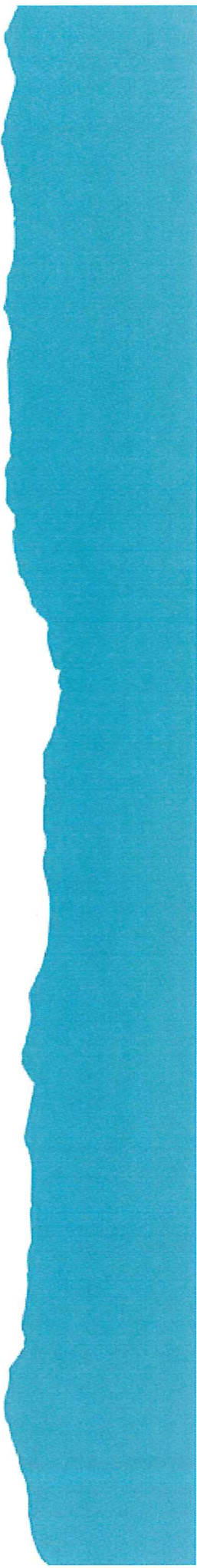
PUBLIC RELATIONS

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

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

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

CONTENT + NOTABLE PITCHES: media alerts, press releases, pitches, blog posts and newsletters surrounding the following topics: "WinterWonderGrass," "Snow levels + Offbeat Snow Adventures," "Winter in North Lake Tahoe," "Couples getaway in North Lake Tahoe (Valentine's Day).



PUBLIC RELATIONS RESULTS

PLACEMENTS: 11

PUBLICITY VALUE: \$59,510

PUBLICATION HIGHLIGHTS: The Mercury News, Pitstops For Kids, Visit California, Smart Meetings, Sierra Sun, East Bay Times, Tripadvisor

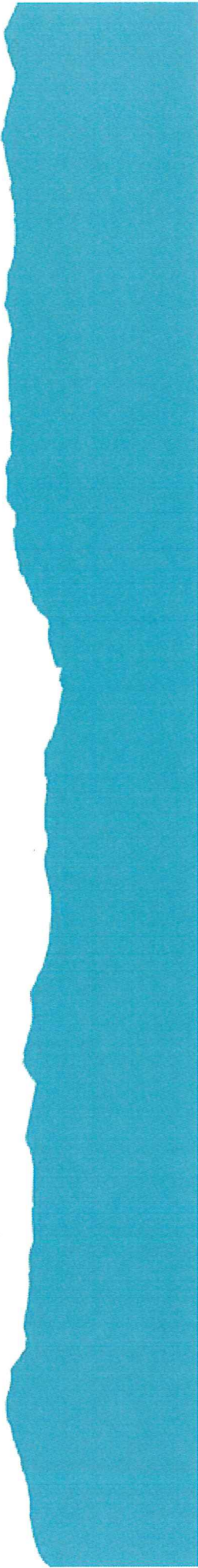
FAM COORDINATION: The Abbi Agency coordinated visitation trips for the following journalists: Amy Whitley (US News, Outside Families, Pit Stop for Kids), Todd Plummer (Vogue), Jill Robinson (SF Chronicle), Christine Sarkis (Smarter Travel), Kristine Dworkin (Trekaroo) and "Fresh Journeys," a group of 8 Chinese videographers.

MEDIA MISSIONS: The Abbi Agency completed desk-side meetings in the Bay Area (Feb 15-16), and coordinated desksides appointments in New York City (March 20).

NOTABLE PITCHES: General snow pitching + 5 Things to Do this Winter; WinterWonderGrass; Spring in North Lake Tahoe (long lead)

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

KEY INSIGHTS: February public relations efforts focused on snow messaging, apres and holistic entertainment for drive market and regional fly market travelers. The Agency emphasized "bluebird" days for last-minute travelers, and promoted WinterWonderGrass (arts/culture) for long lead pitching and media hosting. Deskside meetings focused on Spring and Summer activities and events, with a more evergreen look at the region.

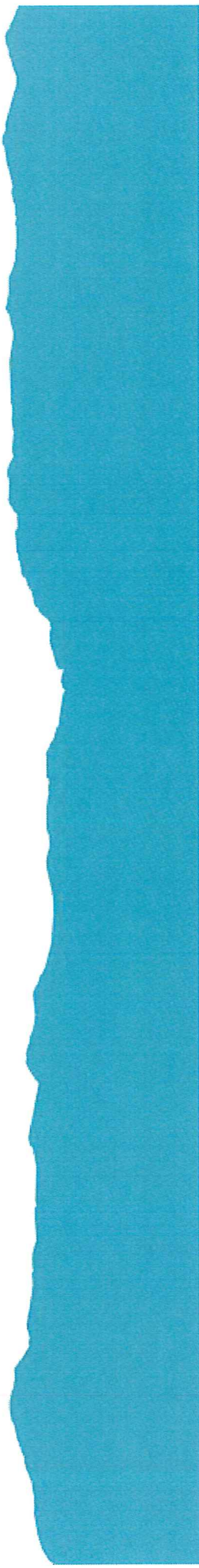


CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas (posted: 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, Winter Human Powered Sports, 52 Weeks in Tahoe



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 1

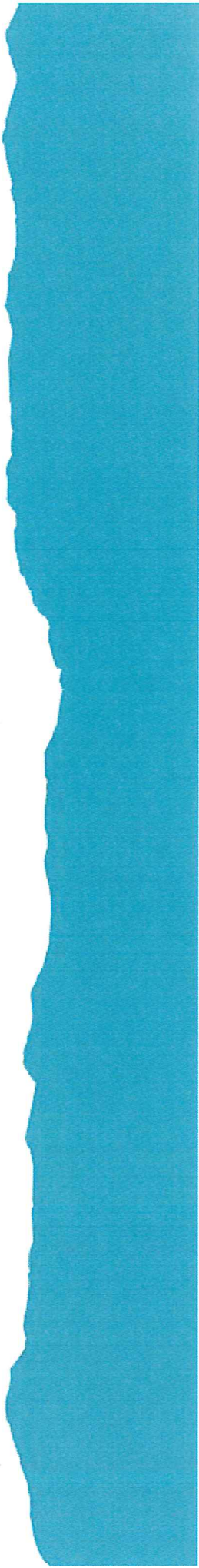
1 Media Alert: Snow Conditions Update

BLOGS POSTED: 2

Shop North Lake Tahoe: Your Guide to the 5 Districts | Social shares: 3

Six Reasons You Can't Miss WinterWonderGrass| Social Shares: 2

(Please see insights on following page)



CONTENT REVIEW

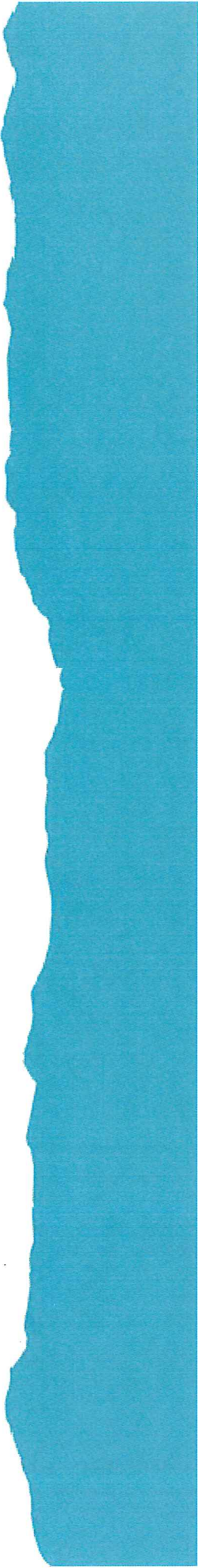
NEWSLETTERS DISTRIBUTED: 1

5 Feet of Fresh Powder = Winter in March

10.1% open rate, 0.6% click-thru (Majority opened around 4pm)

KEY INSIGHTS: CONTENT

Social Media Promotion had just begun by the end of February, impacting shares. Further insights about these content types will need to be derived in the month of March.



SOCIAL MEDIA

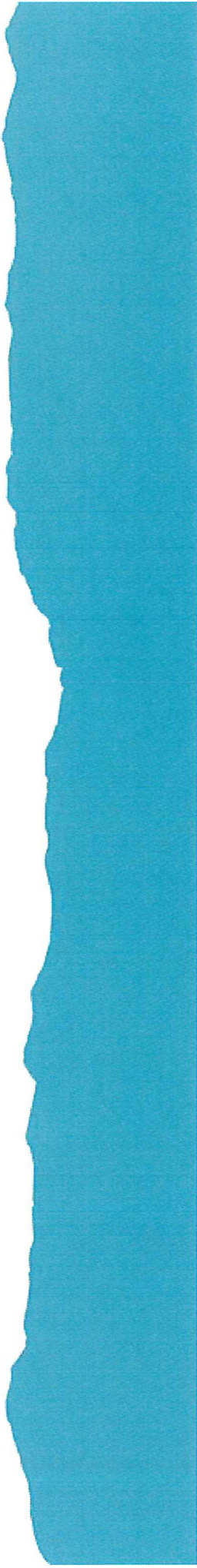
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

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

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

CAMPAIGNS: #TahoeSnowTracker, #TouchLakeTahoe

ENGAGEMENT INSIGHTS: February saw our most successful Twitter post of all time (based on engagement). Our Instagram stories continue to have a high engagement rate (8%). The industry benchmark for these is typically around 3%, so ours are performing extremely well.



SOCIAL MEDIA UPDATE

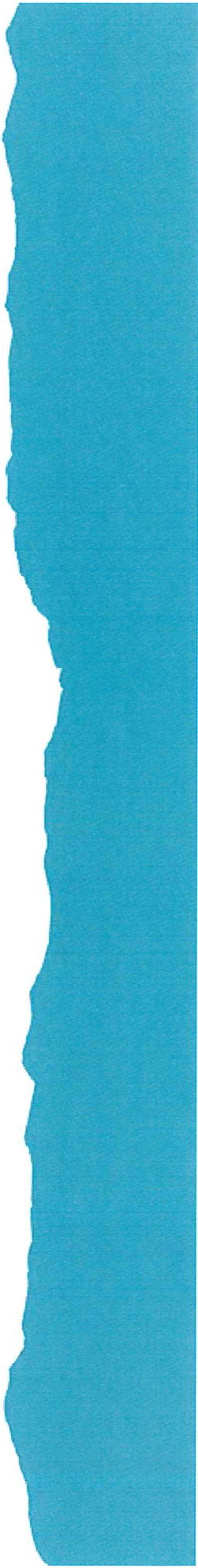
FEBRUARY GROWTH:

- Facebook: 400 New Fans
- Instagram: 403 New Followers
- Twitter: 206 New Followers

SOCIAL CAMPAIGNS & TACTICS:

#TouchLakeTahoe: 213k Impressions, 17.2k Reactions, 35 Shares, 220 Comments

#TahoeSnowTracker: 240k Reach, 13.9k Reactions, 252 Comments, 290 Shares



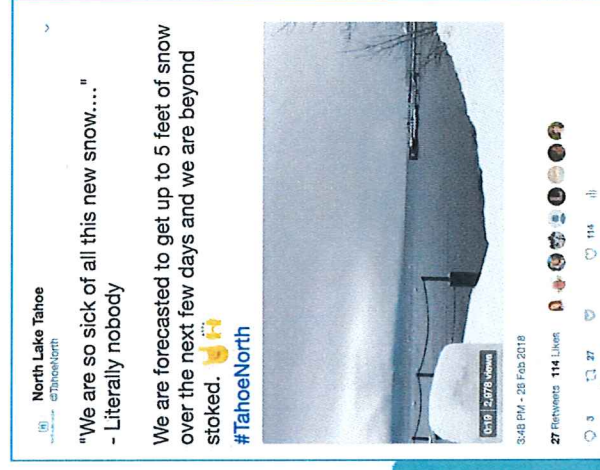
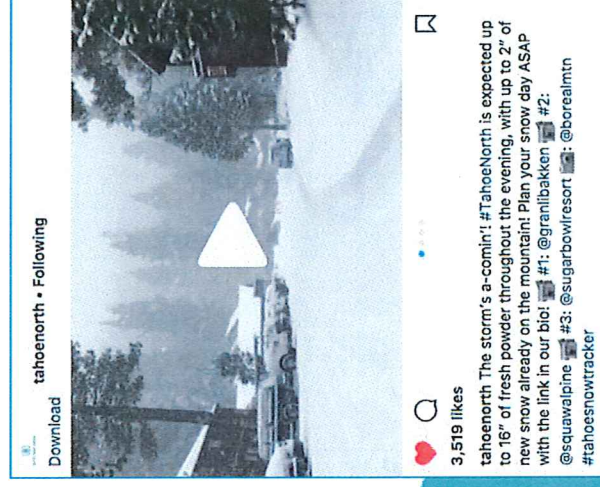
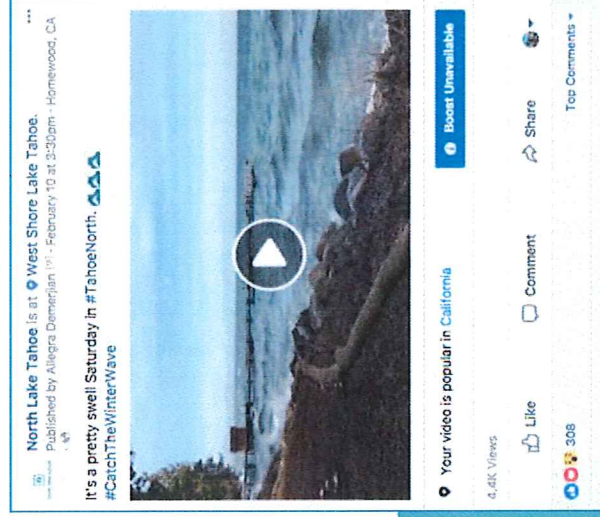
SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Tahoe Swell: 11.1k Reach, 394 Reactions, 28 Comments, 56 Shares

#1 Instagram Post, Fresh Snow: 42.5k Impressions, 3.5k Likes, 109 Comments, 28 Saves

#1 Twitter Post, Tahoe Sunrise: 12.3k Impressions, 114 Likes, 27 Retweets, 3 Comments

INSIGHTS: Due to all of the snow received at the end of February, real-time snow posts tended to be our most popular across all social platforms. Across all channels, top-performing posts were videos



SOCIAL MEDIA INSIGHTS

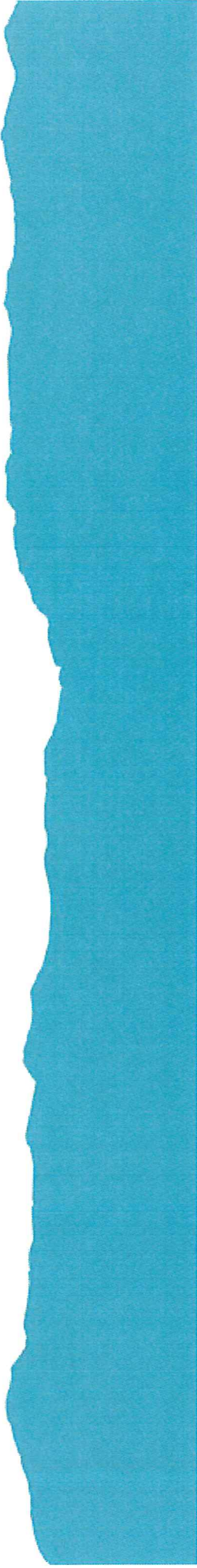
MONTHLY HIGHLIGHTS

We have regularly been uploading to **Instagram stories** as a way to feature real-time content from both partners and our audience. These Instagram Story posts are receiving an average of 4,000 and 5,000 views.

Based on engagement, February saw our most successful Twitter post of all time - a video of a Tahoe sunrise.

INSIGHTS AND TAKEAWAYS

Video rose to the top as being the highest performing content for the month of February.



SOCIAL MEDIA - INSTAGRAM STORY HIGHLIGHTS



SOCIAL MEDIA - INFLUENCER PROMOTION EFFORTS

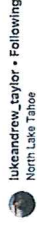
STRATEGY: As a way to build off of the audience of regional digital influencers, a group of photographers were activated and took over North Lake Tahoe's Instagram account. These influencers also posted on their own pages, tagging @TahoeNorth, #TahoeNorth, #TouchLakeTahoe

Luke Taylor (@lukeandrew_taylor): 1 Instagram Post, 2,700 Likes, 53 Comments, 12k Estimated Impressions

Davey Hibler (@daveyhibler): 1 Instagram Post, 2,690 Likes, 42 Comments, 16k Estimated Impressions

Native Posts: 7,883 Likes, 36 Comments, 92,302 Impressions

INSIGHTS: These influencers are eager to work with us, and typically cost next to nothing for us to utilize. All of them are more than happy to work with us again down the road and create absolutely stunning content.

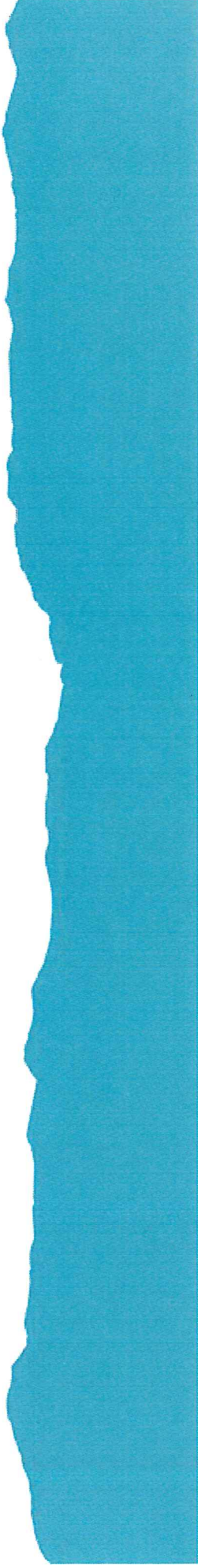


lukeandrew_taylor • Following
North Lake Tahoe



2,700 likes


lukeandrew_taylor • The night shoots are soon to be back

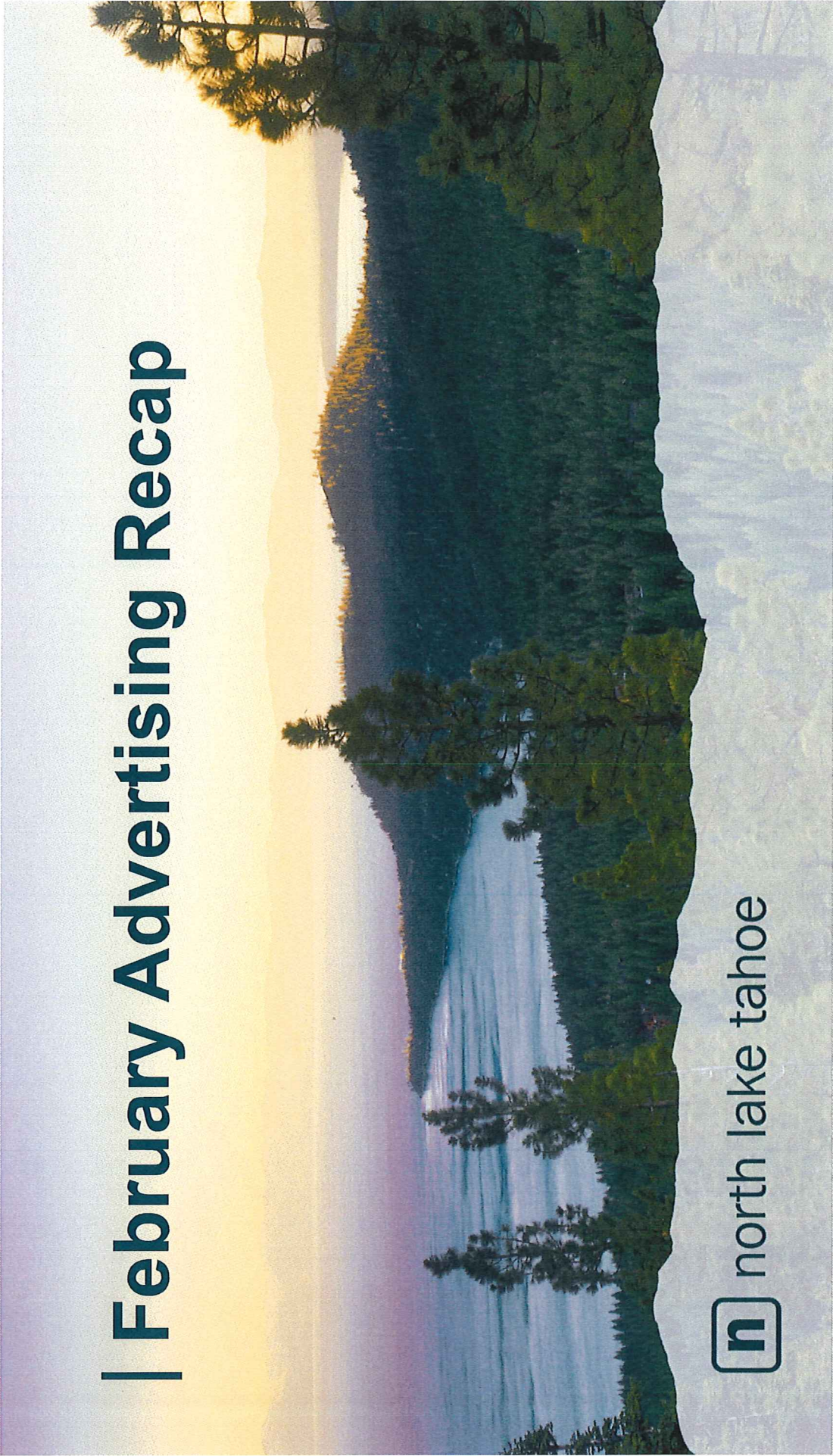


The background image shows a serene landscape of a lake at sunset. The sky is a mix of soft pinks, oranges, and yellows, reflecting on the calm water. The silhouettes of evergreen trees are visible along the shoreline. A large, white, rounded rectangular overlay is positioned in the center of the image, containing the text "Thank You".

Thank You

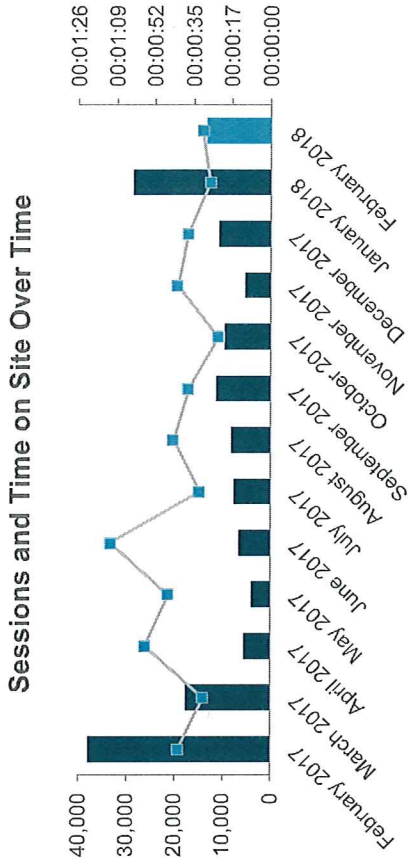
| February Advertising Recap

 north lake tahoe



Overview by Campaign

- Consumer and MCC ads combined for over 13.3K website visits in February. More than 1 in 4 users stemming from digital ads spent more than 115 seconds on the site and 1.7% of users clicked a “book now” button.
- The Consumer campaign continued to drive a high volume of web traffic in 2018, while the MCC campaign was effective in capturing highly-engaged site visitors.



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	11,164,255	0.16%	\$68,065	12,639	00:27	1.2	89.76%	3,286	222
MCC	937,583	0.16%	\$3,306	698	01:26	2.0	55.44%	128	3
Total	12,101,838	0.16%	\$71,371	13,337	00:31	1.2	87.97%	3,414	225

February Advertising Recap | All Campaigns

| Consumer



 north lake tahoe

Executive Summary

- GoTahoeNorth's website registered 59K website sessions in February, with 21% stemming from digital ads. While website visitation is down year-over-year, average time on site improved by 14% and "book now" button clicks increased by 13%.
- Display mediums were responsible for the largest share of Consumer traffic in February (73%). Paid Search ads continued to provide high-quality traffic, with users from this medium spending an average of 54 seconds on the site.
- Display ad CTRs increased by 18% and the average cost per conversion improved by 55% in February. Improved performance is largely the result of a target-audience audit performed for Native ads. This resulted in a 67% reduction in cost per time on site conversion for the placement. Optimizations made to display ads, notably Native ads, resulted in a significant (43%) improvement in time on site conversions.
- Families continued to be the most influenced by display ads, resulting in the lowest cost per click and lowest cost per time on site conversion. Users in Los Angeles were most likely to click on display ads (0.21% CTR) while users in New York spent more time exploring GoTahoeNorth's website (6% TOS conversion rate).
- In just one week (Feb 22 – Feb 28), weather-triggered ads resulted in 289 additional ad clicks and 12 time on site conversions. Older, experienced travelers were most likely to click on weather-triggered ads. In addition, users in this group were most likely to spend considerable time on GoTahoeNorth's website.

Executive Summary

- Paid Search ads continued to drive time on site conversions at a low cost. In addition, paid search ads were the most effective medium in driving 'Book Now' button clicks. Newly-implemented callout extensions are showing good results, including a decreased cost per time on site conversion.
- Retargeting was very effective on social media, resulting in a \$15 cost per time on site conversion. Notably, retargeting on Instagram converted users at a cost of \$9.49 per. Regionally, ads served to users in New York resulted in the lowest cost per conversion (\$72) and most book now button clicks (2). This is the third-straight month in which social ads served in New York performed have resulted in the lowest cost per conversion.
- Facebook and Instagram ads resulted in \$9.53 cost per engagement in February, up from \$6.76 the prior month.
- Compared to February of 2017, cost per engagement has increased by 76%. The increase in cost per engagement is largely the result of Facebook's changes to its feed algorithm. The team is researching ways to maximize engagement with the recent changes.
- Snapchat ads resulted in more than 600 swipes in February, driving more than 150 visitors to GoTahoeNorth's website. Compared to other social channels, Snapchat has proven to be highly engaging, resulting in the highest average CTR (or Swipe Up Rate). Similar to Facebook and Instagram, users in New York responded best to Snapchat ads.

Executive Summary


- GoTahoeNorth added 842 new fans this month, bringing the page total to 122,537. Notably, paid social ads were responsible for more than 100 page likes this month. Compared to February of 2017, the total number of engaged users dropped by 36%. The team believes this is largely the result of Facebook's algorithm change.
- February's email blast was delivered to 30K users in February resulting in 545 website sessions and 229 time on site conversions. More than 1 in 3 users who clicked on a link within an email ad spent more than 115 seconds on GoTahoeNorth's website, resulting in an impressive \$11 cost per time on site conversion.
- YouTube ads were viewed more than 146K times in February, resulting in a 57% view rate (up from 55% the month prior). YouTube is proving to be an increasingly influential platform, as view rates have steadily increased over the past 12 months. Notably, retargeting users on YouTube has proven to be effective in driving additional views and time on site conversions.
- Spring assets were started this month, but put on pause with the impending snow storms. We are currently looking into reallocating spring spend into continuing the winter messaging through March.

Display Ad Examples

Families

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

Impressions: 1.2M
Clicks: 3K
CTR: 0.26%
TOS Conversions: 411
CVR: 13.64%



Outdoor Enthusiasts

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

Impressions: 2.4M
Clicks: 3.5K
CTR: 0.15%
TOS Conversions: 426
CVR: 12.15%



Workaholics

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

Impressions: 2.6M
Clicks: 4.6K
CTR: 0.18%
TOS Conversions: 358
CVR: 7.75%



Weather-Triggered Display Ad Examples

Families

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

Impressions: 133K
Clicks: 87
CTR: 0.07%
TOS Conversions: 3
CVR: 3.45%



Outdoor Enthusiasts

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

Impressions: 135K
Clicks: 89
CTR: 0.07%
TOS Conversions: 2
CVR: 2.25%



Workaholics

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

Impressions: 137K
Clicks: 113
CTR: 0.08%
TOS Conversions: 7
CVR: 6.19%



February Advertising Recap | Consumer

Social Ad Examples

Families

North Lake Tahoe shared a link
Sponsored




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

[Learn More](#)

Impressions: 182K
Clicks: 465
CTR: 0.26%
Engagement: 277
TOS Conversions: 24
CVR: 5.16%

Outdoor Enthusiasts

North Lake Tahoe shared a link
Sponsored




Hike to New Heights
Treatise new mountaineers while taking in the beauty of North Lake Tahoe this winter.

[Learn More](#)

Impressions: 284K
Clicks: 486
CTR: 0.17%
Engagement: 362
TOS Conversions: 38
CVR: 7.82%

Workaholics

North Lake Tahoe shared a link
Sponsored



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

[Learn More](#)

Impressions: 145K
Clicks: 554
CTR: 0.38%
Engagement: 416
TOS Conversions: 50
CVR: 9.03%

February Advertising Recap | Consumer

Snapchat Ad Examples

Slide 1



Impressions: 35K
Swipe Ups: 229
SUR: 0.65%
TOS Conversions: 2
CVR: 0.87%

Slide 2



Impressions: 15K
Swipe Ups: 85
SUR: 0.57%
TOS Conversions: 0
CVR: -

Slide 3



Impressions: 41K
Swipe Ups: 288
SUR: 0.70%
TOS Conversions: 2
CVR: 0.69%

February Advertising Recap | Consumer

February 7 Email

 north lake tahoe | LODGING | THINGS TO DO | EVENTS



Enjoy
 it's human ature

CREATE AN OLYMPIC TRADITION

The Winter Olympics start this week in Pyeongchang, South Korea with an explosive display of winter athletics. North Lake Tahoe is not only home to a number of Olympic athletes, but also the home of the 1960 Winter Olympics. Celebrate our local Olympic tradition of hosting North Lake Tahoe this winter and experience the same mountains that were navigated in 1960. Discover the Olympic Museum at High Camp, Squaw Valley and see authentic Team USA uniforms and more. With 12 ski resorts, countless winter activities and breathtaking scenery, you don't need to be an Olympian to enjoy your time in North Lake Tahoe.

[CREATE YOUR MEMORIES TODAY](#)

 **12** SKI RESORTS

 **103** WINTER ACCOMMODATIONS

 **12** UNIQUE TOWNS


 **120+** EATERIES

 COUNTLESS EXPERIENCES




Meet North Lake Tahoe Local Luminary, Lila Lapanha

[LEARN MORE](#)



WinterWonder-Grass Tahoe
 Apr 6-8, 2018


[BUY YOUR TICKETS](#)






GETTING HERE

More than 214 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

February Advertising Recap | Consumer

| MCC



 north lake tahoe

Executive Summary

- MCC ads drove almost 700 website sessions in February, up from 640 the prior month.
- Similar to past months, email ads have proven to be the most effective medium in driving high-quality website visitors. LinkedIn ads are proving to be increasingly effective as well, with 1 in 3 users from the channel triggering a time on site conversion.
- February email blasts were opened nearly 6.4K times resulting in 899 link clicks. Among users who navigated from email to GoTahoeNorth's website, nearly 60% spent more than 115 seconds on the site.
- After testing email vendors for the past several months, we have decided to pursue one vendor that provides the best overall performance. We can expect to see higher CTRs and lower cost per conversion figures going forward as a result of the switch.
- MCC social ads continued to drive clicks at a low cost in February (\$2 per click), lead by video and retargeting ads on Facebook (\$0.80, \$0.87 respectively).

Executive Summary

- LinkedIn ads continued to provide high impression figures at a low cost, helping to build brand awareness. In addition, nearly 1 in 4 users who clicked on a LinkedIn ad spent a significant amount of time on Go TahoeNorth's site; this suggests the target audience is responding well to ads on this channel.
- Email ads and social media ads are being updated this spring with fresh creative, which should increase effectiveness.

February 7 Email

north lake tahoe | **LOADING** | THINGS TO DO | MEETINGS

DISCOVER
Explore
Connect | it's human **n**ature



TAKE YOUR MEETING TO NEW HEIGHTS

Discover traditional meeting venues and unique venues taken to the next level in North Lake Tahoe. From lakefront meeting rooms to historic venues like the Heilman-Eveman Mansion, there's a location perfect for your next event. After the meeting concludes, explore the outdoors, with a bus or mountain bike ride or connect on one of the region's many golf courses. North Lake Tahoe has everything you need to host an event that excites all attendees.

[LEARN MORE TODAY](#)

30 MEETING FACILITIES

200,000+ SQ. FT. OF MEETING SPACE

7,000+ ROOMS

120+ EATERIES

50 GOLF COURSES



Book your next meeting in North Lake Tahoe

[SUBMIT AN RFQ](#)



FREE GUIDE

Download our free conference planning guide!

[DOWNLOAD FREE GUIDE](#)

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

For more information, contact Jason Heary, Director of Conference Sales, North Lake Tahoe CVB at (800-462-6199 ext. 106 or jahery@NorthLakeTahoe.com.

[f](#) [i](#) [t](#) [v](#)

February Advertising Recap | MCC

February 28 Email

[north lake tahoe](#) | [LOGGING](#) | [THINGS TO DO](#) | [MEETINGS](#)




Venture Collaborate Strategize | it's human nature

EXPLORE A UNIQUE MEETING DESTINATION

Venture to North Lake Tahoe for your next meeting or event. With a variety of venues, inspiring outdoor group activities and a range of lodging options, it's the perfect backdrop for bringing the group together. Collaborate in meeting space mountainside, lakeside, boardroom to ballroom, and everything in between. Strategize outside with a group activity to encourage team bonding under the beautiful North Lake Tahoe sun. Whatever you're looking for, North Lake Tahoe can accommodate your needs and set you up for success.

[LEARN MORE TODAY](#)



Book your next meeting in North Lake Tahoe

30 MEETING FACILITIES

200,000+ SQ. FT. OF MEETING SPACE

7,000+ ROOMS

120+ CAFETERIAS

50 GOLF COURSES

FREE GUIDE

[SUBMIT AN RFP](#)

[DOWNLOAD FREE GUIDE](#)

Download your free conference planning guide!

GETTING HERE

More than 724 days of sunshine makes it easy getting to North Lake Tahoe. It's not long.

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

north lake tahoe


For more information, contact Jason Neely, Director of Conference Sales, North Lake Tahoe COB at 800-462-5195 ext. 116 or Jason@GOTheLake.com.

[f](#) [i](#) [t](#)

February Advertising Recap | MCC

Social Ad Examples

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




Take Your Meeting Outside
 Use business with advantage

Facebook Prospecting

Impressions: 30K
 Link Clicks: 271
 CTR: 0.90%
 Engagement Rate: 0.23%

North Lake Tahoe
 Choose the meeting room when you book your next conference or event in North Lake Tahoe




Take Your Meeting Outside
 Use business with advantage

Facebook Retargeting

Impressions: 15.6K
 Link Clicks: 148
 CTR: 0.95%
 Engagement Rate: 0.29%

North Lake Tahoe
 Meet Up for Success



Facebook Video

Impressions: 15K
 Link Clicks: 159
 Video Views: 1,121
 Engagement Rate: 0.23%

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

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

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

LinkedIn

Impressions: 825K
 Link Clicks: 50
 CTR: 0.006%

A scenic landscape featuring a calm lake reflecting the sky and surrounding greenery. The sky is a mix of soft pinks, purples, and blues, suggesting a sunset or sunrise. The foreground is filled with dense, dark green trees. In the background, rolling mountains are visible under the colorful sky. A large, white, rounded rectangle is overlaid in the center of the image, containing the text "Thank You".

Thank You