



north lake tahoe

Chamber | CVB | Resort Association

January 2018 Departmental Reports

Conference Department Report for January 2018

In January 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 participated in bi-weekly conference call with Abbi Agency and Augustine Agency

Staff attended the NLTRA Marketing Committee Meeting

Staff attended the NLTRA Board Meeting

Staff hosted a conference call with the North Lake Tahoe Partners Group to discuss our bid to host the 2020 Mountain Travel Symposium

Staff participated in Libris training

Staff participated in bi-weekly NLTRA marketing staff meeting

Staff conducted a site visit 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. This program will be considering the Ritz Carlton Lake Tahoe, Resort at Squaw Creek, Hyatt Lake Tahoe and the Lodge at Edgewood.

Staff met Escape Triathlon Team to discuss lodging for their September 2018 event.

Staff conducted a site visit January 15-16, 2018 – Lever Annual Retreat 2018. This program has the potential to generate over 350 room nights and bring 200 people to Lake Tahoe in August 2018. This program will be considering the Resort at Squaw Creek and the Village at the Squaw Creek.

Staff conducted a site visit January 17-19, 2018 - WD 40 Americas National Sales Meeting. This program has the potential to generate over 800 room nights and bring 250 people to Lake Tahoe in September 2018. This program will be considering the Hyatt Lake Tahoe and Resort at Squaw Creek.

Staff conducted a site visit 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. This program will be considering the Village at Squaw Valley and the Hyatt Lake Tahoe.

Staff met with SCI Shared Services for a planning visit on January 23, 2018. Their annual program has the potential to generate over 880 room nights and bring 300 people to the Hyatt Lake Tahoe in May 16-23 2018.

Staff is worked on travel plans and sales calls for Luxury Meetings Texas February 6-10, 2018

Staff generated the following leads in January 2018

- Bodega Studios IZOD Commercial – 200 room nights in February 2018
- Casa de Esperanza – 46 room nights in April 2018
- Sysco Corporation – 36 room nights in May 2018
- CalPERS – 200 room nights in July 2018
- Motor Vehicle Managers and Supervisors Association (of California) – 100 room nights in October 2018
- Mountain West Society of Plastic Surgeons – 165 room nights in March 2019
- California County Superintendents Association Educational Services – 167 room nights in April 2019
- California Advancement Researchers Association – 78 room nights in April 2019
- National Public Safety Educator Forum – 346 room nights in July 2019
- NTCA - The Rural Broadband Association – 30 room nights in August 2019
- Cardinal Health, Inc. – 75 room nights in September 2019
- HPN Global #54056 – 245 room nights in February 2020
- Northstar Travel Media – Mountain Travel Symposium 2200 room nights in April 2020
- HPN Global #53594 - 2020 Fall Board of Director's Meeting – 340 room nights in September 2020
- California Special Districts Association – 1318 room nights in October 2020
- Transportation Lawyers Association – 768 room nights in May 2021
- Calvary Church Marriage Retreat - 100 room nights in September 2018.
- Perfectly Posh Platinum Retreat - 100 room nights in September 2018
- Engie North America 2018 Executive Retreat & Meeting - 75 room nights in March 2018
- Johnson Controls 2018 Symposium - 390 room nights in July 2018
- Symantec Winter Retreat - 80 room in February 2018
- HollisterStier Allergy 2018 National Sales Meeting - 100 room nights in May 2018.
- 2018 Engie ExComm Meeting - 38 room nights in March 2018
- Bakers Hughes GE Regional Meeting-West - 100 room nights in February 2018
- Edamura Wedding. 45 room nights in July 2018
- Escape Tahoe Triathlon Staff & Participant room blocks - 600 room nights and 2000+ people in September 2018
- 2019 Family & Consumer Sciences Leadership & Management Conference. 210 room in June 2019.
- See America Travel, Inc.-Pirelli Tire Incentive - 105 room nights in April/May 2019

Staff had the following groups go definite (sign contracts) in January 2018

- November 2-10, 2018 – Decker Brand – UGG F19 Sales Meeting. 1000 room nights at Resort at Squaw Creek
- August 13-16, 2018 Kaiser Permanente Salt Meeting - 75 room nights at Ritz Carlton Lake Tahoe
- September 16-20, 2018 – Perfectly Posh Platinum Retreat 2018. This program has the potential to generate over 100 room nights and bring 38 people to the Ritz Carlton Lake Tahoe
- March 22-25, 2018 – Aspen Productions Commercial Shoot. 72 room nights at Hyatt Lake Tahoe

- February 2018 – Advanced Food Products – 76 room nights at the Village at Squaw Valley
- August 21 – 25, 2018 - National Association of Long Term Care Administrator Boards – 64 room nights at the Hyatt
- September 30 - October 2, 2018 – 99 room nights at the Resort at Squaw Creek
- October 14 – 16, 2018 - Conference of California Public Utility Counsel – 260 room nights at the Ritz-Carlton
- October 21 – 24, 2018 – California Association of Public Health Laboratory Directors – 127 room nights at the Resort at Squaw Creek

In the month of January, 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
January 2018 Re-Cap

TRAVEL TRADE INFORMATION:

- Conducted quarterly call with Gate 7, Australia/NZ office
- Conducted quarterly call with Black Diamond, UK/Ireland office
- Meeting with RSCVA & South Lake Tahoe on a joint HotelBeds marketing co-operative program
- Site Visits:
 - Tourico, January 18-19th
 - Linda Rainwater, Virtuoso Travel Agent, Jan 19th
 - Expedia, January 22nd
- On Going Projects:
 - Created new presentations for the Club California Visit California program – Wuhan China took place on January 19th – training of 12 tour operators
- Expedia
 - Expedia Joint Collaborative Marketing Effort – four properties are signed up. Launched on January 8th
 - Currently seeing a 15:1 ROY on domestic markets (no drive markets)
 - Pitched new activities for their activities platform
 - Program is extending through March 15th – new ad's will be created by Augustine

INTERNATIONAL MEDIA:

- Fresh Journey's China
 - Planning taking place now, trip is Feb 25-March 4th
 - RSCVA & Squaw both sponsoring the FAM.
 - 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:

- 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:

- Attended the Go West Summit, January 14-18th
 - 28 appointments
 - Leads are attached
- Planning for the upcoming conferences:
 - Visit California Outlook Forum: Feb 13-15th
 - NAJ West: February 20-22nd
 - Travel Nevada Canada Sales Mission: March 4-9th

MISC:

- Created agenda and updates for the upcoming High Sierra Council Meeting
- Hosted our 2nd Leisure Sales Task Force Meeting
 - Discussed travel trade scheduled, shared marketing initiatives and international visa vue data
- Completed projected budgeting for MTS 2020 RFP and created new contracts for the RFP & NLT partners group

Events & Communications Update

January Marketing Committee Meeting

General

- Assisted compiling and distributing snow messaging to partners
- Reviewed event strategy and policies with a few CVB's for event strategy discussion.
- Met with Cathy Dangler to discuss potential future events.
- Leaving for Outlook Forum the week of 2/12.

Escape Triathlon

- IMG acquired a contract with CHP and is in the process of submitting a permit to CalTrans.
- Event was officially announced. Will take place on Sunday September 16, 201.

WinterWonderGrass

- Working with TART on passes for ticket holders.
- Promoting event via social media. Did a ticket giveaway.

BACC

- Working with TAA on implementing Touch Lake Tahoe Plan (influencer campaign, photo contest)
- Compiling video quoted to decide on a company to produce three short year-round shopping videos. BACC should choose one at the February meeting.

MTS 2020

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

Spartan World Championships

- 2018 event was officially announced.
- Had calls with marketing/PR to discuss strategies moving forward.

Wanderlust

- Had calls with marketing/PR to discuss strategies moving forward.

Tough Mudder

- Had calls with marketing/PR to discuss strategies moving forward.



professional creative services

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


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

Shelley Fallon

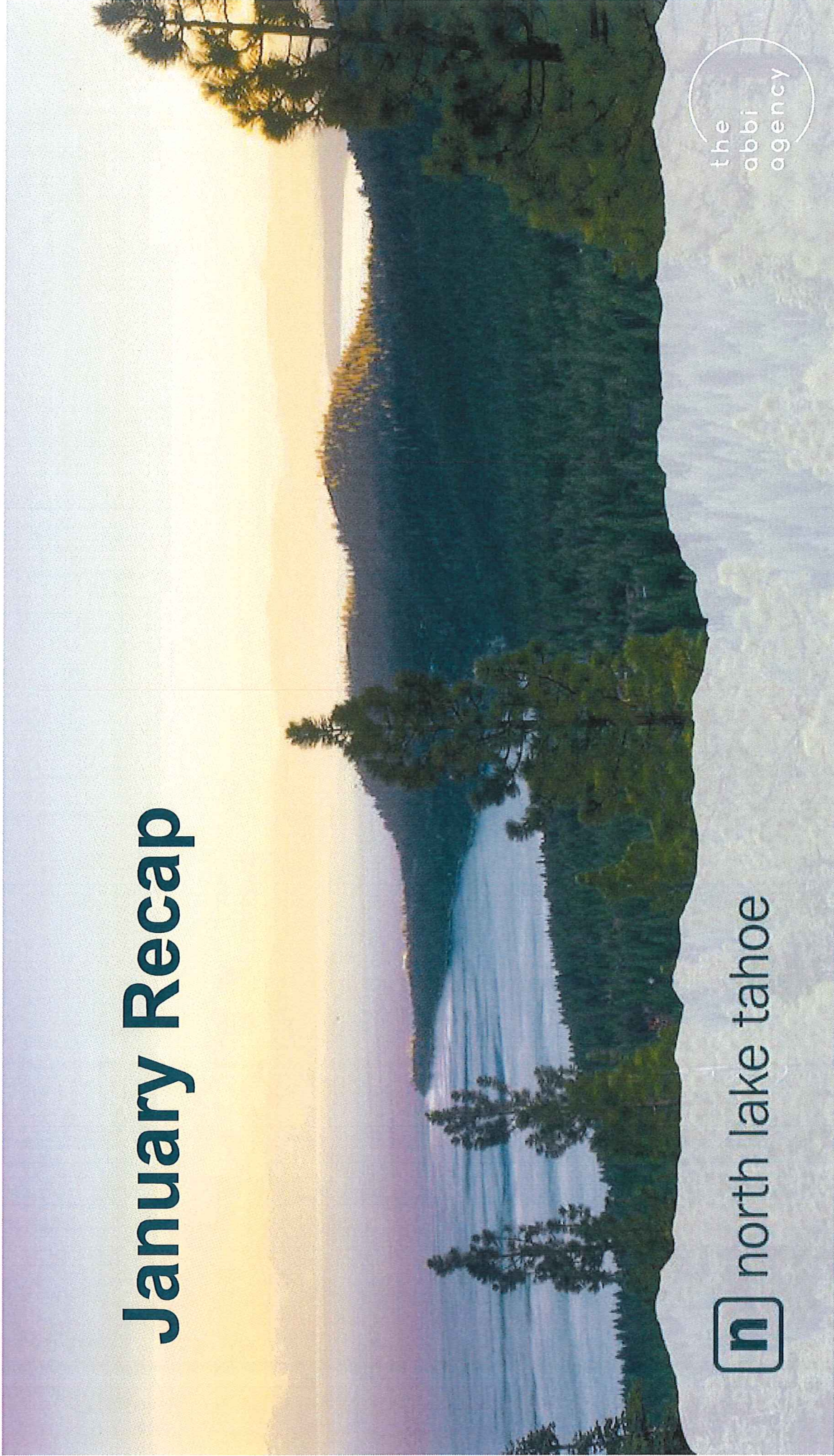
Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

January Recap

 north lake tahoe

the
abbi
agency



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

Public Relations Results

Content Review

Social Media Update

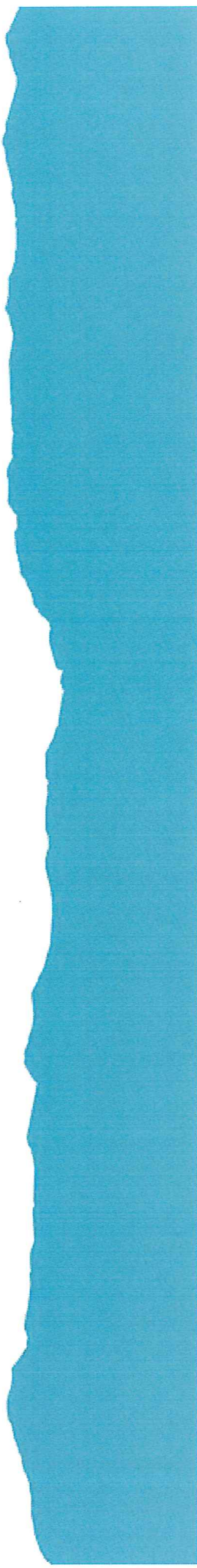
PUBLIC RELATIONS

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," "Offbeat Snow Adventures," "Winter in North Lake Tahoe," "Snow Conditions."



PUBLIC RELATIONS RESULTS

PLACEMENTS: 44

PUBLICITY VALUE: \$389,025

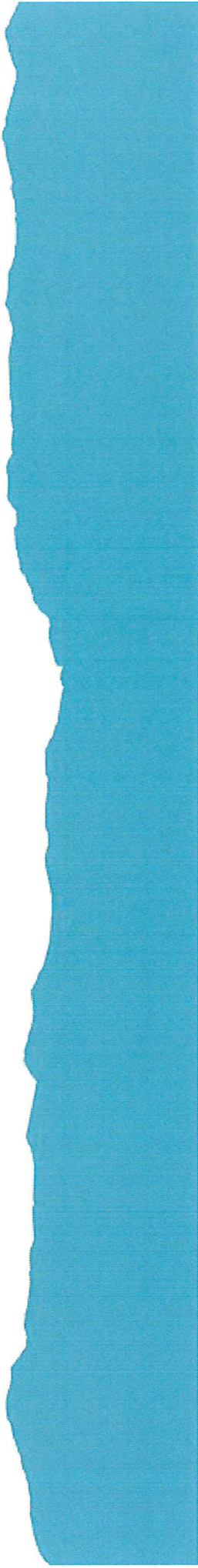
PUBLICATION HIGHLIGHTS: The Wall Street Journal, Elite Daily, Brides Magazine, Modern Luxury, Miami Herald, NNBW, The Sacramento Bee, The Tribune, The Modesto Bee, The Palm Beach Post

FAM COORDINATION: The Abbi Agency coordinated a trip for TV producer, Ashley Colburn, who will run a segment on Fox in LA on “Top 5 Things to Do in Reno-Tahoe,” as well as trips for Amy Whitley (US News, Outdoor Families Magazine), Carley Thornell (Global Traveler, OpenTable), Todd Plummer (Vogue, Instyle, Travel + Leisure) and Mellisa Paul (ABC10). Upcoming media trips include Jill Robinson (SF Chronicle), and international opportunities.

NOTABLE PITCHES: Ski/Ride conditions and snow levels, Top 5 things to do for non-skiers, family-friendly activities, Olympics, offbeat snow adventures, winter luxury

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

KEY INSIGHTS: January media placements focused on the diverse activities throughout the region for ski/riders, families and non-skiers. We highlighted apres options surrounding ski season, and developed a positive story angles despite under-average precipitation. It also focused on the Olympic Games and how to “train like an Olympian.”

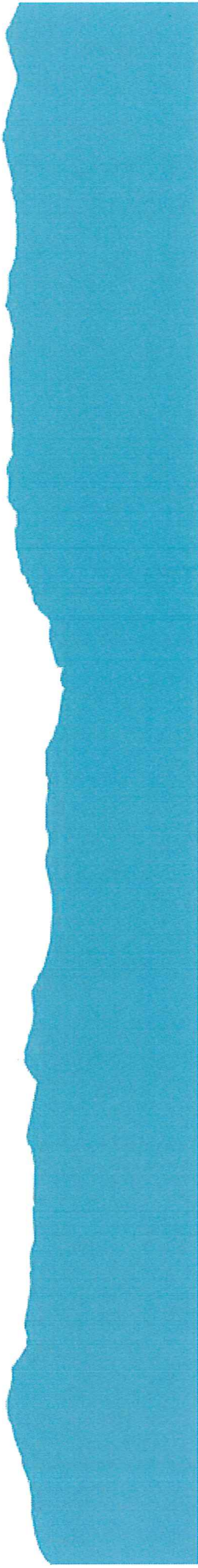


CONTENT

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, Human Powered Sports

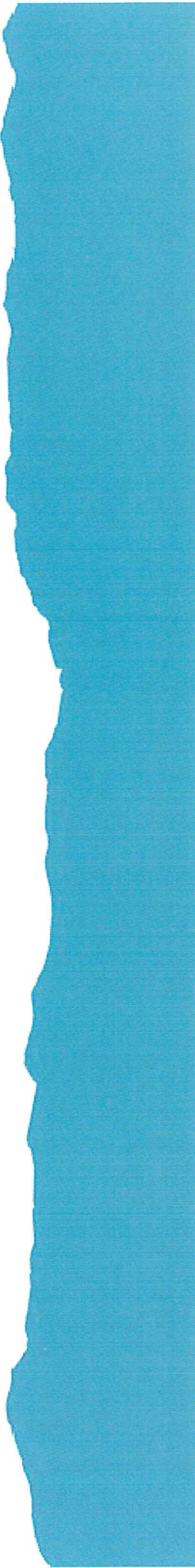


CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 4

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

BLOGS POSTED: 5

- 5 Reasons to Plan Your North Lake Tahoe Vacation in 2018 | Social shares: 135
 - 52 Weeks In North Lake Tahoe | Social Shares: 180
 - Meet North Lake Tahoe Local Luminary, Lila Lapanja | Social Shares: 142
 - A First Timer's Guide to Skiing and Snowboarding in North Lake Tahoe | Social Shares: 9 (*no promotion during January*)
 - Q&A: A Guide to Lila's North Shore Stomping Grounds | Social Shares: 0 (*no promotion during January*)
- 

CONTENT REVIEW

NEWSLETTERS DISTRIBUTED: 2

Meet North Lake Tahoe's Newest Luminaries

8.4% open rate, 0.5% click-thru

Experience 2018 in North Lake Tahoe

10.4% open rate, 0.8% click-thru

KEY INSIGHTS: CONTENT

Highly actionable posts that proposed activities and supplied users with dates were the most highly shared posts, including Lila Lapanja's introductory "Local Luminaries" article.

Less action-oriented, descriptive content was less widely shared.

It is possible that reduced precipitation impacted the diminished circulation of ski-related content.



SOCIAL MEDIA

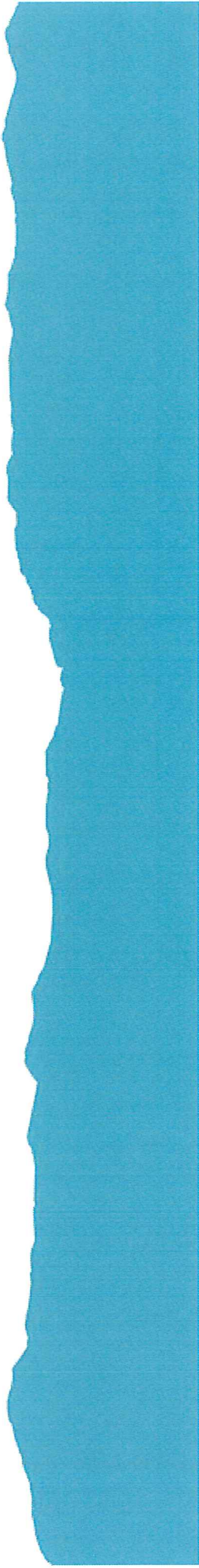
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

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

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

CAMPAIGNS: #TahoeSnowTracker, Tahoe Experiential Giveaway

ENGAGEMENT INSIGHTS: Across Facebook, Instagram, and Twitter, content related to fresh snowfall tended to be our most popular content.



SOCIAL MEDIA UPDATE

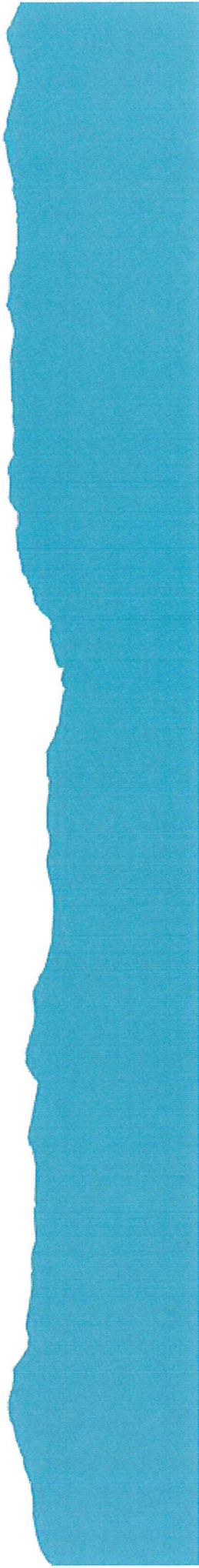
JANUARY GROWTH:

- Facebook: 939 New Fans
- Instagram: 838 New Followers
- Twitter: 313 New Followers

SOCIAL CAMPAIGNS & TACTICS:

#TahoeSnowTracker: 440k Reach, 16.8k Reactions, 483 Shares, 308 Comments

Local Luminaries: 43k Reach, 783 Reactions, 61 Shares



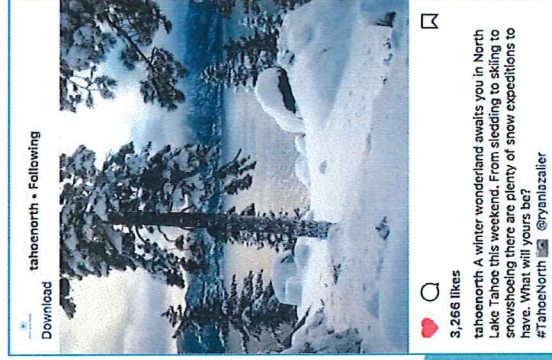
SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Fresh Snow: 20k Reach, 720 Reactions, 25 Comments, 191 Shares

#1 Instagram Post, Fresh Snow: 34.4k Impressions, 3.2k Likes, 14 Comments, 54 Saves

#1 Twitter Post, Tahoe Sunrise: 9.6 Impressions, 65 Likes, 23 Retweets, 2 Comments

INSIGHTS: Content related to fresh snow performed the best across all of our platforms. However, the top 3 posts on Twitter were all related to sunrise images.



SOCIAL MEDIA - TAHOE IN L.A. EXPERIENTIAL CAMPAIGN

CHANNELS: Facebook

OVERVIEW: The Abbi Agency developed a social media giveaway tab to engage with the Los Angeles market via social media during the January experiential campaign. Additionally, The Abbi Agency provided guidelines and a strategy for the Facebook and social promotion.

RESULTS: The giveaway tab garnered

- 249 Views
- 121 Email entries

The screenshot shows a Facebook Live guidelines page. At the top, it says 'north lake tahoe' and 'FACEBOOK LIVE GUIDELINES'. Below this, there are sections for 'Where am I posting?', 'What am I posting?', 'When am I posting?', 'Key Talking Points', and 'Virtual Requests'. A large image of a snowy mountain landscape is featured with the text 'TAHOE IN LOS ANGELES' and 'ENTER BELOW FOR A CHANCE TO WIN LIFTICKETS'. At the bottom, there is a registration form with fields for 'First Name', 'Last Name', 'Email', 'City, State and Zip', 'City', 'State', and 'Zip'. The text 'Fill out the form below to be entered.' is positioned above the form.

Where am I posting?

- Facebook

What am I posting?

- 1 Facebook Live

When am I posting?

- Friday, January 12th.

Key Talking Points:

- Discuss why North Lake Tahoe is in Los Angeles
- By going to <http://fb.ly/northlakeangeles> users can
- Date Tahoe, North Lake Tahoe is perfect for winter. (Use photos why and need to catch up on it)
- Ask individuals if they know how to get/ride and/or what
- Talk about why you love winter in Tahoe.

Virtual Requests

- Show off vehicle and location where parked
- Feature both ambassadors and public audience members

Posting Requirements

Required Links to Promote:

- fb.ly/northlakeangeles
- Individuals can enter to win lift tickets at this link.

Video Duration:

TAHOE IN LOS ANGELES

ENTER BELOW FOR A CHANCE TO WIN LIFTICKETS

Fill out the form below to be entered.

First Name:

Last Name:

Email:

City, State and Zip:

City:

State:

Zip:

SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

Our influencer content for the month of January performed incredibly well. We were happy to see Felipe's image get picked up by a few additional pages giving us an estimated number of over 2 million impressions (a incredibly low CPM of \$0.2).

Our Snowtracker content performed great amongst our audience, especially the video content.

Our Instagram stories have been continually increasing in views, topping at 5,000+ per story this month.

Instagram engagement was the highest we have seen in a year.

INSIGHTS AND TAKEAWAYS

January was a great month for us across social media. With all of the new changes implemented for Facebook we are continually looking at new ways to not just promote engagement across the platform, but quality comments and discussion. We saw a 39% increase in comments from Dec to Jan.



SOCIAL MEDIA - INFLUENCER PROMOTION EFFORTS

STRATEGY: In support of the snow strategy and showing real-time winter conditions throughout the region, The Abbi Agency enlisted a series of social media influencers to share snow conditions in real-time.

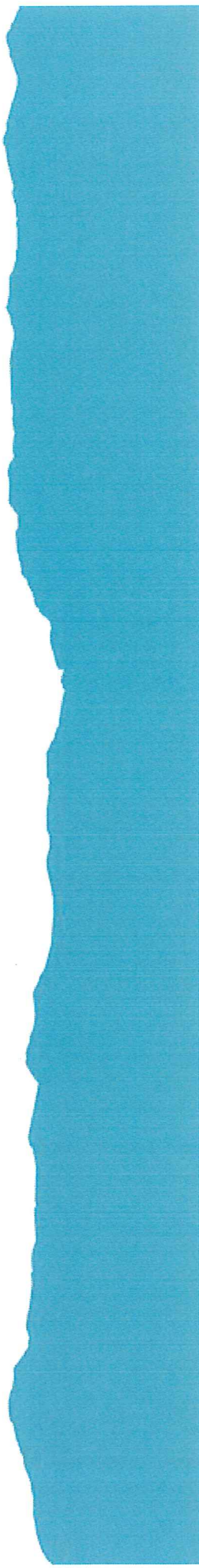
Felipe (@the_lost_coast): 3 Instagram Posts, 10 Instagram Story Posts, 11.5k Likes, 344 Comments, 47k Estimated Impressions

- Image Reshares: 56.9k Likes, 578 Comments, 2.1M Potential Impressions

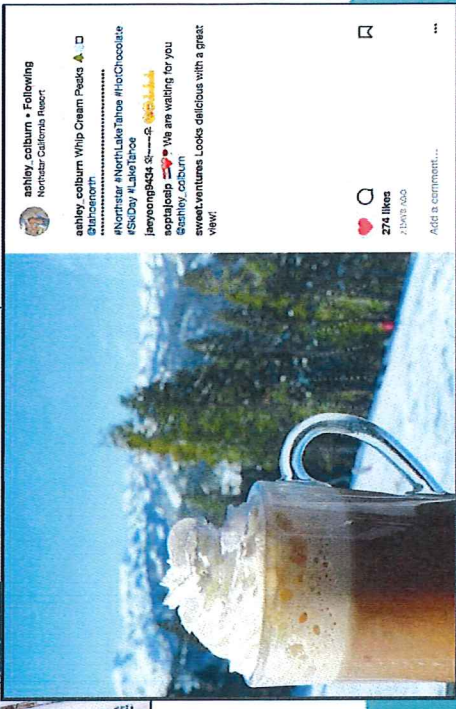
Ashley Colburn (@ashley_colburn): 3 Posts, 956 Likes, 20 Comments, 28.5k Estimated Impressions

Breeze Turner (@breezeturner): 17 Instagram Story Posts, 1 Instagram Post, 3.5k Likes, 56 Comments, 55.7k Estimated Impressions

INSIGHTS: For a total investment of \$2,200, influencer partnerships provided a phenomenal ROI and over 2.2M impressions, and an opportunity to feature snow conditions in real-time authentically.




SOCIAL MEDIA - INFLUENCER PROMOTION POSTS

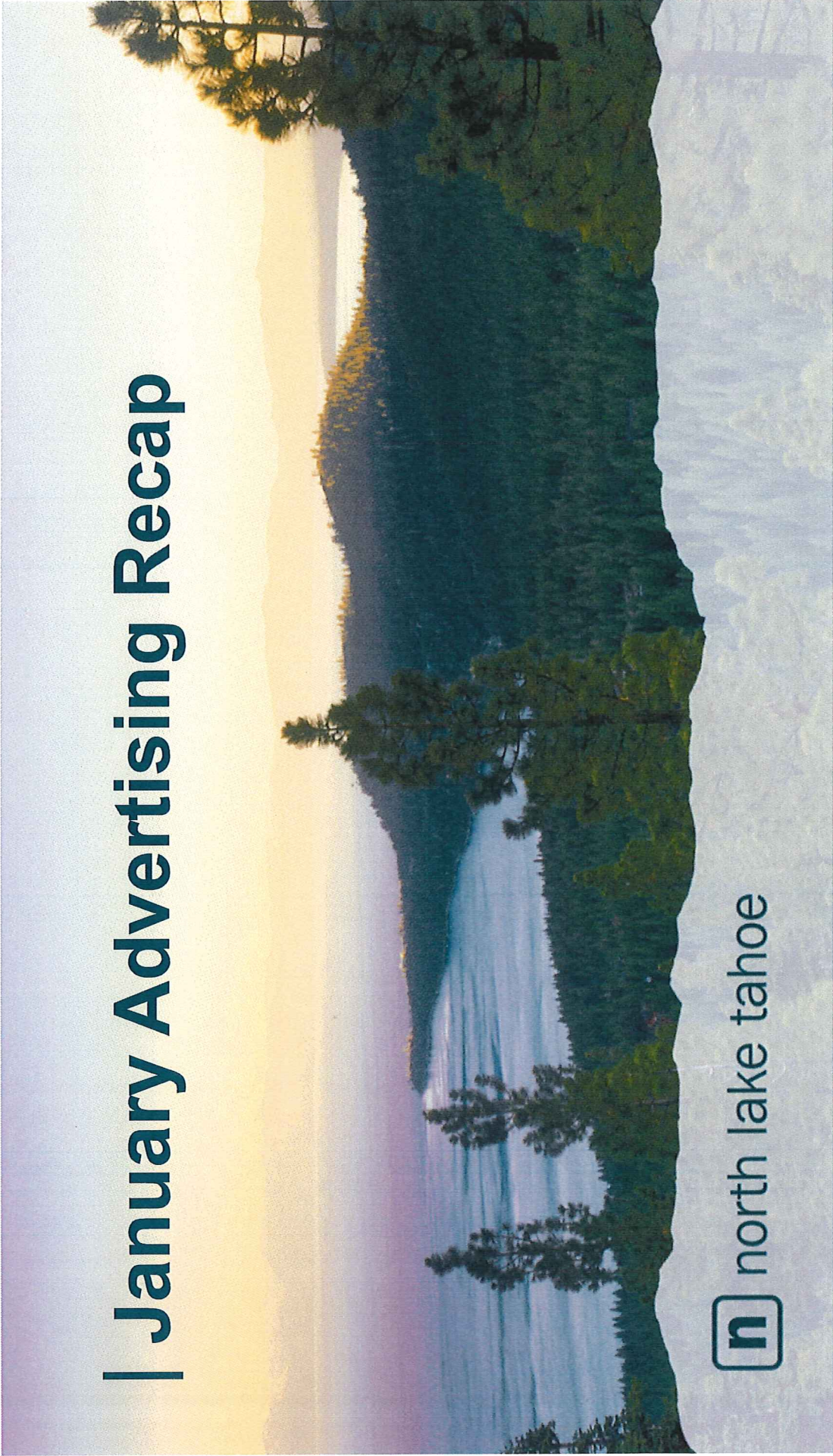


The background image shows a calm lake reflecting the sky and surrounding trees. The sky is a mix of soft pinks, purples, and blues, suggesting a sunset or sunrise. The trees are dark green and their reflections are visible in the water. A large, white, rounded rectangular box is centered over the image, containing the text "Thank You".

Thank You

| January Advertising Recap

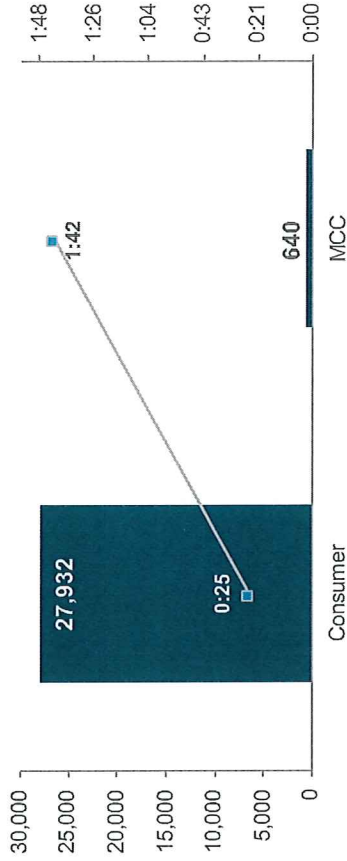
 north lake tahoe



Overview by Campaign

- Consumer and MCC ads combined for over 28 million impressions in January, resulting in 29K visits to GoTahoeNorth.com. Once on the site, over 4.8K users spent more than 115 seconds on the site and 272 clicked on a "Book Now" button.
- Compared to December, traffic from ads increased by time on site conversions increased by nearly 2.7x and time on site conversions increased by 35%.

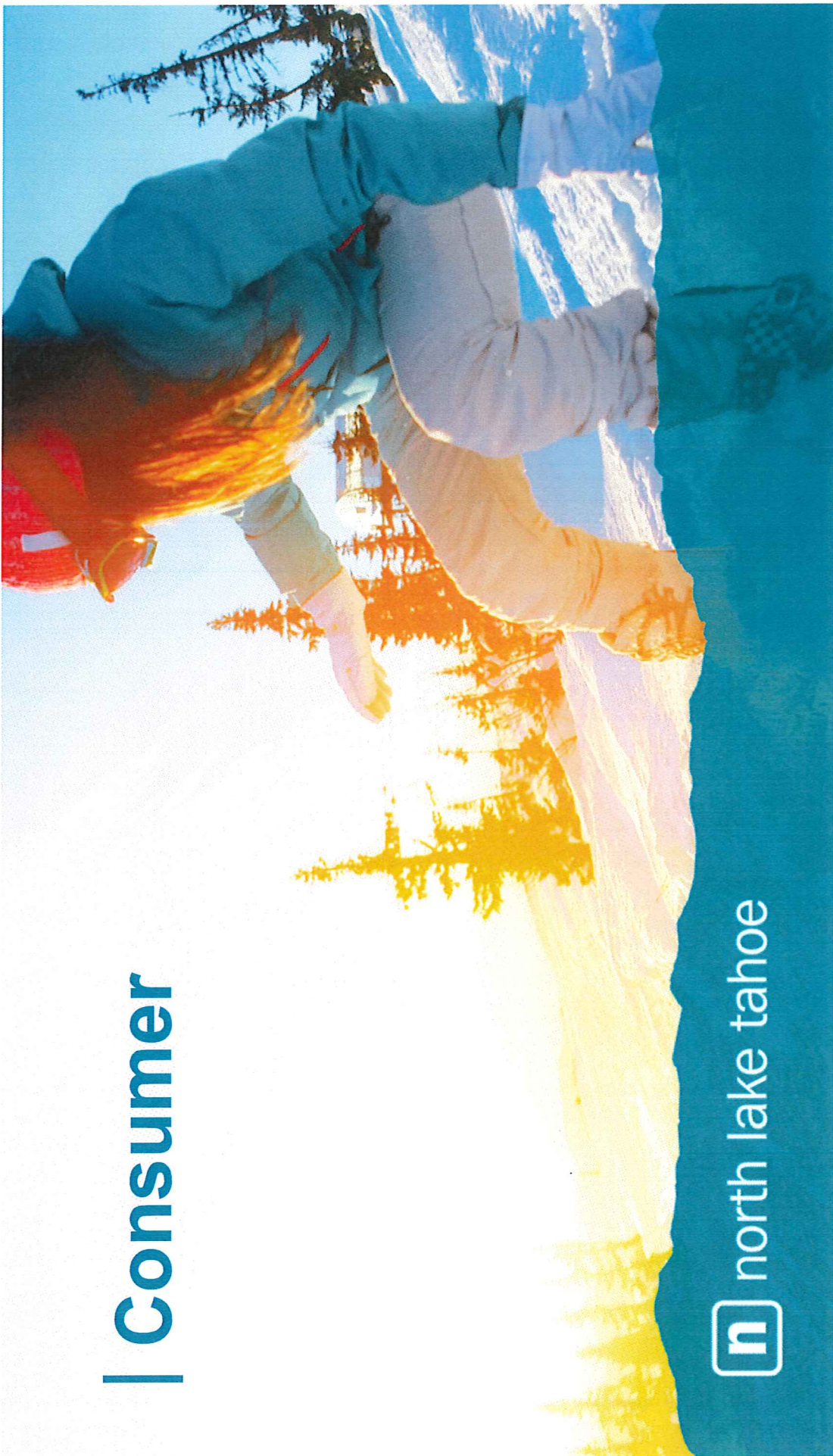
Sessions and Time on Site by Campaign



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	29,045,136	0.16%	\$175,895	27,932	00:25	1.21	88.37%	4,801	269
MCC	259,607	0.25%	\$1,138	640	01:42	2.10	55.62%	28	3
Total	28,255,843	0.16%	\$177,033	28,572	00:27	1.23	87.65%	4,829	272

January Advertising Recap | All Campaigns

| Consumer



 north lake tahoe

Executive Summary

- The Consumer campaign served nearly 26 million impressions across display, social, email, search, and online video channels. This resulted in 28K website visits, 4.8K time on site conversions, and 272 “Book Now” button clicks.
- Digital ads served the largest share of impressions (88%) and resulted in the largest share of time on site conversions (70%).
- The addition of Snapchat ads had a positive effect on social ad performance, resulting in increased CTRs and first-time site visitors. We will continue to explore this medium for attracting Outdoor Enthusiasts.
- Native and prospecting ads served toward families performed exceptionally well in January, largely due to strong performance from native ads (0.36% CTR).
- Ads served to users in L.A. continued to perform at a high level (\$36 cost per conversion), followed closely by ads served in New York (\$39).
- Email and Paid Search ads continued to drive high-quality web traffic, with users from these mediums being the most-likely to spend over 115 seconds on the site. In addition, Paid Search ads were most effective at driving “Book Now” button clicks.

Executive Summary

- Paid Search ads resulted in 2.3K clicks to GoTahoeNorth.com in January for an average cost per click of \$3.33. Time on site conversions increased from 174 in December to 379 this month.
- Social ads served over 943K impressions, resulting in 2.5K clicks to the site. Over 200 users from social ads spent more than 115 seconds on the site and 29 clicked a “Book Now” button.
- Retargeting ads continues their impressive performance, resulting in a 0.28% average CTR and 233 time on site conversions. Going forward, we will increase our budget toward retargeting ads to leverage this trend.
- Nearly 0.24% of all social media users who were exposed to a social ad engaged with it for an average cost per engagement of \$7.40. Older experience seekers continued to be the most engaged on social media sharing social posts at a higher rate than other personas.
- In its first full month, Snapchat ads served nearly 1 million impressions. Among creatives, ads featuring skiing and dogs performed best, and therefore we allocated more spend toward these ads. We plan to continue to use this medium to attract outdoor enthusiasts going forward.
- The Facebook page added 1.4K new fans this month, bringing the page total to 122K. Nearly 94K users were engaged with the content this month. Compared to December, page impressions are up 96%.

Executive Summary


- Two emails sent this month reached a total of 60K users, with 1 in 6 opening the email. This resulted in 456 users spending more than 115 seconds on the site. Email open rates rose in January, climbing back to our 6-month average rate of 17%.
- YouTube ad performance continued to climb in January, resulting in 377K total impressions and 207K video views. Nearly 55% of all users who were exposed to a YouTube ad watched it to the end.
- An incremental campaign was also launched in January in the San Francisco Bay Area market with digital outdoor billboards, radio ads, including sponsorship of weather reports on KFOG and weather-triggered digital ads to counter the negative sentiment and news related to the lack of precipitation this season.
- Weather-triggered ads served an additional 2.5 million impressions, resulting in 2.4K ad clicks and 124 time on site conversions.
- The Experiential Campaign took place in Los Angeles the weekend of January 12-14. Brand ambassadors interacted with Los Angeles locals and visitors, talking about the benefits of visiting North Lake Tahoe and encouraging people to sign up for our consumer e-newsletter. Additionally, 3,000 branded North Lake Tahoe sunscreens were distributed over the three days. This campaign resulted in more than 183,000 impressions in three days.

Display Ad Examples

Families

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

Impressions: 4.2M
Clicks: 10.5K
CTR: 0.25%
TOS Conversions: 807
CVR: 7.67%



Outdoor Enthusiasts

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


Impressions: 9.1M
Clicks: 6.1K
CTR: 0.07%
TOS Conversions: 579
CVR: 9.50%



Workaholics

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

Impressions: 7.6M
Clicks: 8K
CTR: 0.11%
TOS Conversions: 574
CVR: 7.17%




Social Ad Examples

Families

North Lake Tahoe shared a link
Sponsored

Like Page



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

Learn More

Impressions: 288K
Clicks: 1.4K
CTR: 0.28%
Engagement: 535
TOS Conversions: 65
CVR: 8.00%

Outdoor Enthusiasts

North Lake Tahoe shared a link
Sponsored

Like Page



Hike to New Heights
Traveler near mountains will enjoy the beauty of North Lake Tahoe this winter.


Learn More

Impressions: 436K
Clicks: 1.3K
CTR: 0.17%
Engagement: 820
TOS Conversions: 67
CVR: 8.83%

Workaholics

North Lake Tahoe shared a link
Sponsored

Like Page



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

Learn More

Impressions: 219K
Clicks: 1.8K
CTR: 0.41%
Engagement: 887
TOS Conversions: 70
CVR: 7.73%

Snapchat Ad Examples

Slide 1



Impressions: 328K
Swipe Ups: 3.4K
SUR: 1.03%
TOS Conversions: 49
CVR: 1.46%

Slide 2



Impressions: 264K
Swipe Ups: 2.4K
SUR: 0.89%
TOS Conversions: 22
CVR: 0.94%


Slide 3



Impressions: 397K
Swipe Ups: 4.0K
SUR: 0.99%
TOS Conversions: 40
CVR: 1.01%

January 5 Email

north lake tahoe | 1-800-368-2262 | tahoe2016 | events



Unplug
Marvel
it's human nature

DISCOVER WINTER'S EXCITEMENT

North Lake Tahoe offers winter fun for everyone! Wander through the Tahoe City Winter Sports Park for skating, ice skating, snowshoeing and more. Unplug and unwind at the Silverstar Spa and Salza inside the multi-agency Lake Tahoe Resort! Enjoy the steam and music at the spa as it waxes the snowy chthonite. There's no more frigid to explore this winter in North Lake Tahoe!

[PLAY YOUR WINTER DETRIMENT](#)

12 THE RESORTS AAA

103 WINTER ACCOMMODATIONS

12 WINDLE TRAILS

120+ SAVINGS

COMPLER EXPERIENCES



[BUY YOUR TICKETS](#)

April 5-6, 2016
www.winterdetrim.com

GETTING HERE

More than 275 days of sunshine means it's never getting to North Lake Tahoe all year long.

From Reno/Tahoe International - 45 minutes drive
From Sacramento International - 2 hour drive
From San Francisco International - 2 hour drive

north lake tahoe

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January Advertising Report | Consumer

January 25 Email

n north lake tahoe | Lodging | Tickets | Do | Events



Wander through the mountains and indulge in its finest **n**ature

CREATE WINTER MEMORIES

Escape to North Lake Tahoe this winter and discover the largest alpine lake in North America surrounded by beautiful snow. There are 12 ski resorts offering top to bottom coverage for you to choose from to take your winter vacation next year on tracks up. Get a pair of snowshoes or Nordic skis and wander along pristine. Ski by a cozy fire and indulge in the alpine scene or try one of the many activities among options. There's no shortage of adventure in North Lake Tahoe.

PLAN YOUR EXPERIENCE TODAY

12 AAA SKI RESORTS

103 WRITER ACCOMMODATIONS

12 WINTER TRIPS

120+ SKIING EXPERIENCES



Winterski.com/GreatTahoe

April 8, 2019

BUY YOUR TICKETS

GETTING HERE

More than 270 days of sunshine means it's easy getting to North Lake Tahoe all year long.

From Reno Tahoe International - All routes drive
From Sacramento International - 2 hour drive
From San Francisco International - 3 hour drive

n north lake tahoe

f **i** **t** **t**

Experiential Campaign

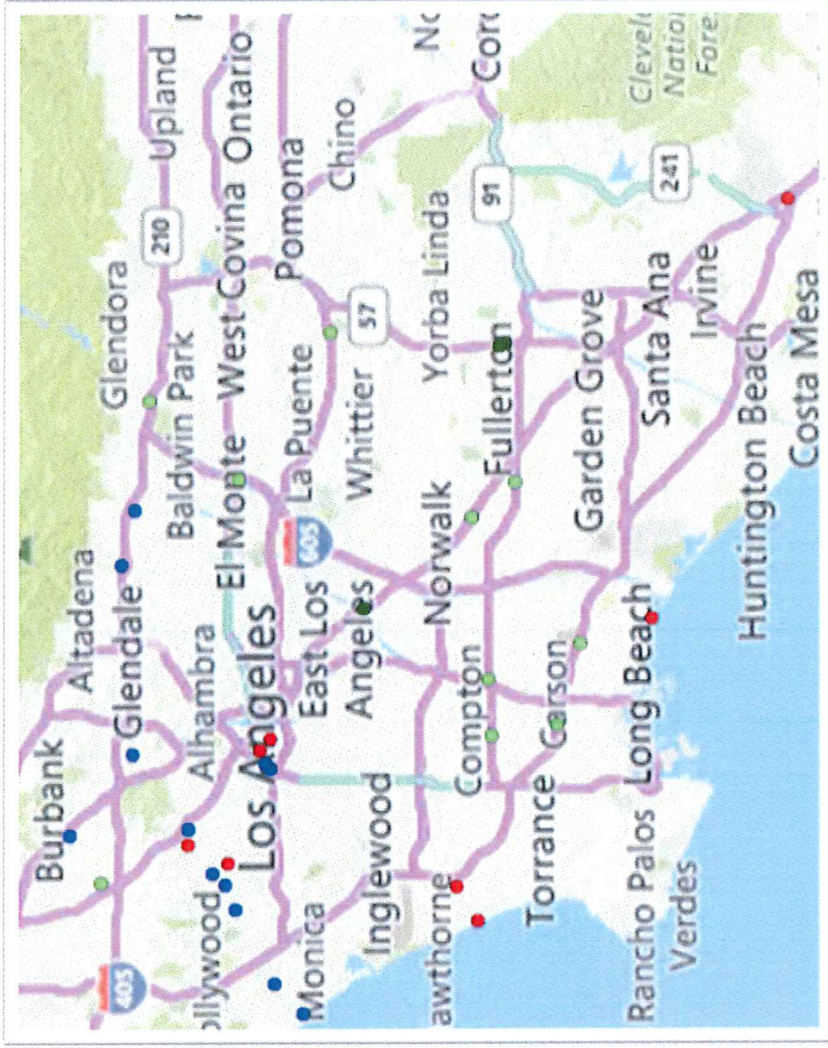
- The experiential campaign took place over three days from January 12, 2018 through January 14, 2018.
- In total, 3,000 branded North Lake Tahoe sunscreens were distributed at 27 different locations within the Los Angeles area.
- The campaign served more than 183,000 total impressions.

● Vehicle 1

● Vehicle 2

● Single Billboards

● Double Billboards



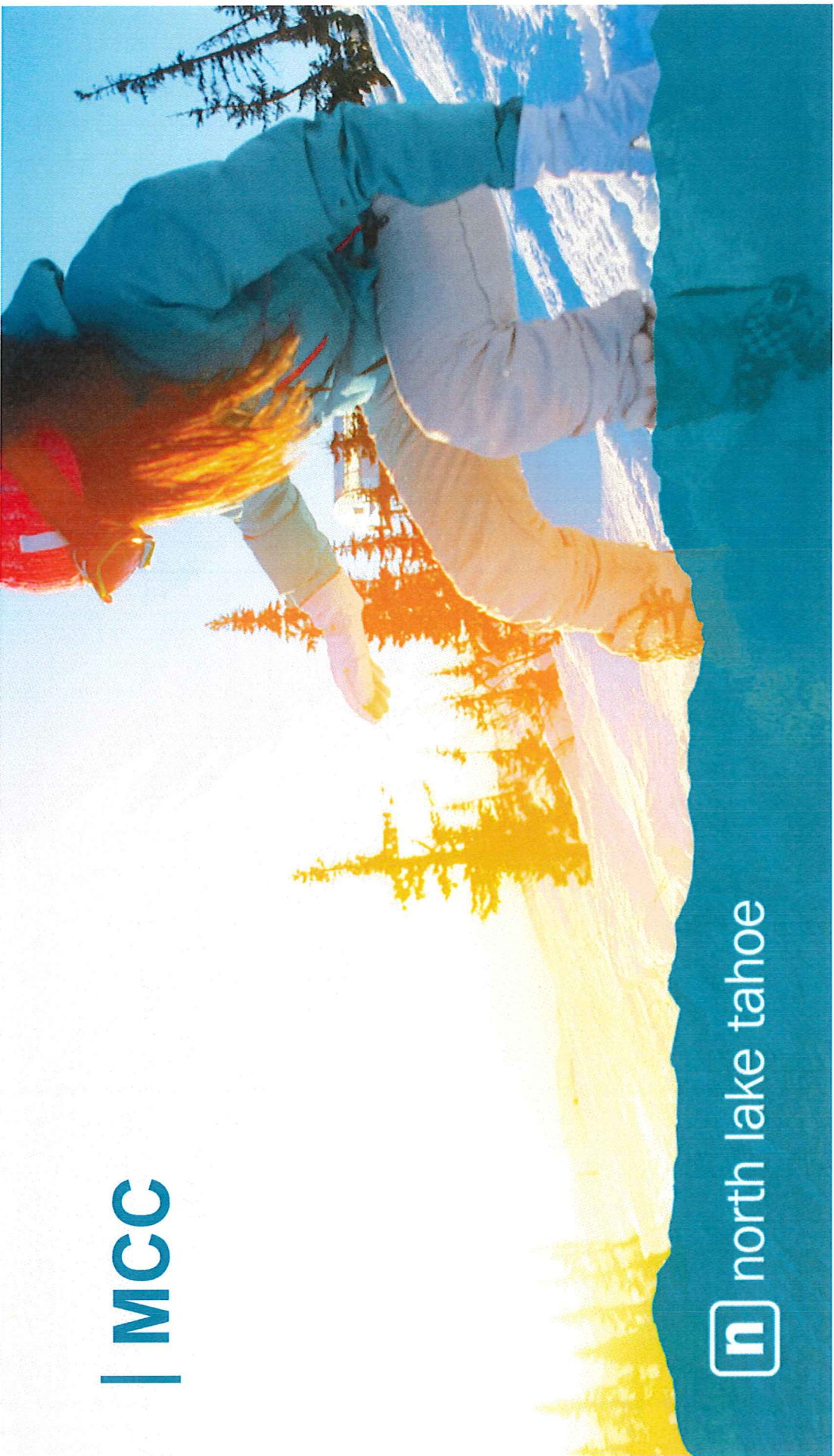
Experiential Campaign

Quotes:

- "What a great vehicle advertisement, I've never seen anything like this before!"
- "North Lake Tahoe is beautiful. I love it there!"
- "I can't believe you're driving around LA with all this snow on your car!"
- "I love North Lake Tahoe, my family goes there all the time!"
- "I went there just last weekend to Sugar Bowl, it was dope!"
- "I'm going to book my trip to North Lake Tahoe as soon as I get home tonight."
- "My daughter loves snowboarding, I should take her to North Lake Tahoe."
- "I'm really excited to get my daughter into skiing, after seeing the SUV she wants to go to North Lake Tahoe!"



| MCC



 north lake tahoe

Executive Summary

- MCC ads resulted in 640 website sessions in January with over 500 stemming from email ads. Notably, email ads continued to provide high-quality web traffic with users spending a significant amount of time on the site and viewing multiple pages per session.
- Email ads continued to drive the highest-quality traffic, with users spending a significant amount of time on the site and viewing the most pages per session. January emails were served to 21.5K users with 16% opening the email. Once opened, an additional 17% navigated to the site, where 196 users spent more than 115 seconds on the site.
- MCC social ads served over 86K impressions across Facebook, Instagram and LinkedIn. The largest share of impressions were served on Facebook (54%), which also resulted in the highest average CTR.
- LinkedIn ads were viewed approximately 39K times with only an \$18 spend. We will continue to use LinkedIn to serve a high volume of impressions at a low cost. These ads, though, typically result in a lower CTR.
- A full-page print ad and a digital e-newsletter banner ad were developed this month for Professional Convention Management Association (PCMA) ahead of their DMA West Special Section.
- A Facebook canvas ad for the meetings and conventions audience is also in development, with the wireframe developed and approved in January.

January 25 Email

 north lake tahoe | 1-800-945-1234 | #NLTahoe



Unite
Explore | it's human  **ature**

DISCOVER THE MOUNTAIN MEETING SPACE
 North Lake Tahoe offers the ultimate backdrop for your next meeting or event. Connect with attendees while taking in beautiful mountain views and breathing in the fresh air. Unite as a team to tackle one of the many snow-covered and scenic ski resorts in the area. Explore Lake Tahoe for its unparalleled views and build relationships stronger than any you could create elsewhere. North Lake Tahoe has the facilities, activities and team to deliver what you need to ensure your next event will be a success.

[LEARN MORE TODAY](#)



Take your meetings to North Lake Tahoe

30 MEETING FACILITIES
200,000+ SQ. FT. OF MEETING SPACE
120+ BARRISTERS
50 GOLF COURSES
7,000+ ROOMS

[SUBMIT AN RFP](#)

[DOWNLOAD FREE GUIDE](#)

FREE GUIDE


Download our free conference planning guide

GETTING HERE
 More than 250 miles of beautiful scenery for every setting at North Lake Tahoe. An easy drive from Reno, Truckee, Incline Village, and South Lake Tahoe. Local airports: Reno-Tahoe Intl. Airport, South Lake Tahoe Airport, and Truckee-Tahoe Airport.



north lake tahoe

For more information, contact Jason Harty, Director of Conference Sales, North Lake Tahoe CTR at 530-462-5196 ext. 108 or Jason@NLTahoe.com





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Social Ad Examples

North Lake Tahoe
 Sponsored by
 Let the beautiful landscaping of North Lake Tahoe inspire the discussion at your next conference or event.
 Take Your Meeting Outside
 Its business with a view!
 Learn More

Facebook Prospecting

Impressions: 24K
 Link Clicks: 259
 CTR: 1.10%
 Engagement Rate: 0.17%

North Lake Tahoe
 Sponsored by
 Go beyond the meeting room when you book your next conference or event in North Lake Tahoe.
 Take Your Meeting Outside
 Its business with a view!
 Learn More

Facebook Retargeting

Impressions: 8K
 Link Clicks: 74
 CTR: 0.88%
 Engagement Rate: 0.12%

North Lake Tahoe
 Sponsored by
 Meet Up for Success
 Streamline the time when you host your meeting or event in North Lake Tahoe.
 Strategic
 Book Now

Facebook Video

Impressions: 16K
 Link Clicks: 147
 Video Views: 1,315
 View Rate: 8.34%
 Engagement Rate: 0.15%

Meetings Made Easy
 Let North Lake Tahoe's CFB 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: 39K
 Link Clicks: 2
 CTR: 0.01%



Thank You