



July 2015

Marketing Departmental
Reports

Departmental Report: Advertising
NLT 2014-2015 Extended Winter/Spring Campaign
June 16, 2015 - July 15, 2015

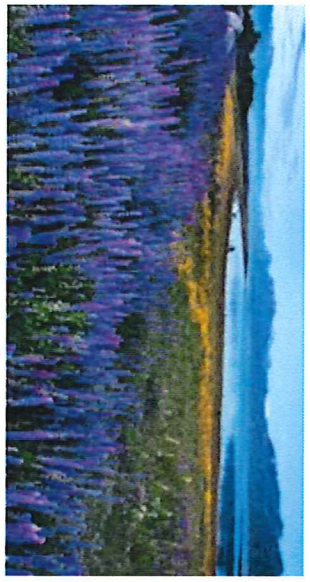
Social: Facebook Exchange

Campaign to date:
6/16/15-6/30/15

	Impressions Served	Clicks	CTR	CPC	Home Page VTR	Cool Deals / Deals VTR
MARKET & PLACEMENT						
Reno RHS	134,851	136	0.10%	\$1.00	0.004%	0.009%
Sac RHS	136,748	121	0.09%	\$1.14	0.004%	0.015%
SF RHS	138,552	108	0.08%	\$1.28	0.004%	0.016%
Reno Sac SF Newsfeed	75,148	433	0.58%	\$1.01	0.009%	0.017%
CREATIVE						
Quiz Total	223,866	364	0.16%	\$1.09	0.004%	0.000%
Spring 1 Total	134,498	142	0.11%	\$1.62	0.001%	0.022%
Spring 2 Total	105,231	265	0.25%	\$0.69	0.009%	0.027%
Tax Total	21,704	27	0.12%	\$1.42	0.014%	0.037%
Total	485,299	798	0.16%	\$1.07	0.005%	0.014%

Best Performing Creative:

- Newsfeed Spring #2 (to the left)
- Headline: "This is why people call in sick."
- 1.02% CTR / \$0.56 CPC



CTR benchmark:
0.08%

Highlights:

- Spring 2 creative continues to be the best performing creative
- This Facebook campaign wrapped up on 6/30 with the below totals:
 - 8,779 clicks
 - 0.07% CTR
 - \$2.28 CPC

SEO: GoTahoeNorth.com

Date Range: 6/16-7/15

Total Sessions: 82,662

Unique Visitors: 67,310
(77% new)

Page Views: 392,117

Avg. Pages/Session: 4.74

Avg. Session Duration: 2:54

Lodging Page Visits: 9,835

Deals/Lodging Page Visits: 1,760

Traffic Sources*

47.8K California (60.5%)

11.0K San Francisco (23.1%)

5.7K Sacramento (12.0%)

2.5K Los Angeles (5.1%)

2.3K Truckee (4.7%)

1.3K San Jose (2.8%)

1.2K South Lake Tahoe (2.5%)

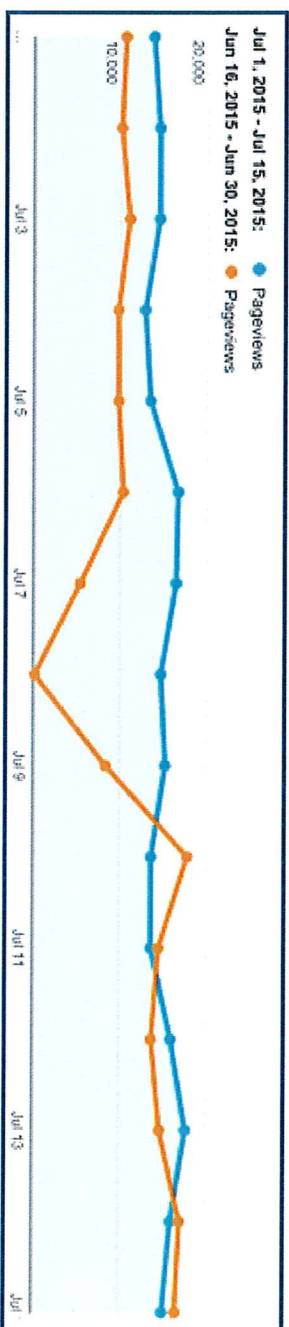
0.9K Roseville (1.9%)

0.7K San Diego (1.6%)

9.2K Nevada (11.7%)

3.8K Incline Village (41.2%)

3.2K Reno (34.2%)



*States are % of US. Cities are % of State.

north lake tahoe

WHERE TO STAY ▾ THINGS TO DO ▾ DEALS ▾ EVENTS ▾ MENU ▾

YOU'RE NEVER TOO OLD FOR A DITCH DAY.

With dozens of world-class activities and amazing views, you'll have no shortage of reasons to take some personal time.

70° FULL WEATHER REPORT

Methodology

Impressions Served - # of NLT ads that have run to date

Ordered Impressions - # of NLT ads that were planned to run to date

Delivery Index - Impressions Served divided by Ordered Impressions times by 100

Clicks - # of Clicks on NLT ads to date

CTR (Click Through Rate) - Clicks divided by Impressions Served

CPC (Cost Per Click) - Cost divided by Clicks

eCPM (Effective Cost Per Thousand Impressions) - Cost divided by Impressions Served times by 1,000

Homepage VTR - # of post Impression Served and/or Clicks responses that went and/or returned to the NLT Homepage after initial ad encounter divided by Impressions Served

Cool Deals VTR - % of post impression and/or click responses that went and/or returned to the NLT Cool Deals page after initial ad encounter divided by Impressions Served

Completed Views - # of NLT video ads that ran to 100% completion to date

VCR (Video Completion Rate) - Completed Views divided by Impressions Served

CPCV (Cost Per Completed View) - Cost divided by Completed Views

Conference Department Report for July 2015

In July, 2015 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 hosted a site inspection for Quality Bicycle Products and their program Saddle Drive. This meeting would generate 1010 room nights and bring 400+ people to North Lake Tahoe in July-August 2016 and the same in 2017

Staff put together a site visit for Coupons.com for their Sales in Leadership Summit for October 2015. This program is expected to bring 25 people and generate 100 room nights

Staff hosted a site visit for Coupons.com. Coupons.com is considering North Lake Tahoe for an October meeting that will generate 100 room nights possibly a larger program for first quarter 2016.

Staff hosted a site visit for Spartan Race international athlete housing. They will have approximately 200 international athletes in addition to the 8,000 domestic athletes. They will make a hotel selection in the next 30 days.

Staff continues to follow up on contacts generated from Luxury Meeting Summits in Seattle, Portland, Sacramento, Portland, San Francisco and San Jose to generate new business. Staff generated a lead from these events from TriNet for October 2015 for 58 room nights/29 people.

Staff continues to follow up on contacts generated from Destination California to generate new business. Leads that have been generated for this event include:

1. EventaGlobal –Altria Staff Retreat for October 2015, 28 room nights
2. Coupons.com – Sales Leadership Summit for October 2015, 100 room night

Staff attended the Spartan Race planning meeting at Squaw Valley

Staff hosted a conference call with Elevation Lake Tahoe Gay Ski Week

Staff participated in a planning conference call with USA Cycling

Staff participated in the bi-weekly agency conference call with SOT and Abbi Agency

Staff met with Sugar Bowl regarding conference sales department membership. Sugar Bowl is a new member.

Staff participated in panel interviews for the Leisure Sales Manager position

Staff met with Ritz-Carlton new sales member

Staff attended the RSCVA hospitality mixer at the Reno Bowling Stadium

Staff attended strategy meeting with Village at Squaw Valley sales team

Staff attended monthly NLTRA Marketing Meeting



professional creative services

July, 2015 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff daily on any functionality issues found within the new site
- proofing and making content edits where needed
- creating and updating business listings
- 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
- making requested copy changes to pages with various area businesses
- making requested image changes to pages with various area businesses
- finding better images and switching out with poor quality imagery when available
- corresponding with local businesses, answering questions/complaints via email and phone
- checking site daily and fixing issues such as links, errors, etc.
- designing email blasts calling out for deals and volunteers for area events

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North Lake Tahoe July Recap

Public Relations

Content Marketing

Design

Social Media



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July Campaign

Primary Goals & Objectives

- Grow media footprint in New York City by follow up with deskside meetings, TravelNevada media event, and RASC media trip
- Continue destination pitching geared toward summer events and activities
- Long lead summer/fall 2015
- Meetings & Conventions outreach
- Relaunch Human Powered Sports campaign with #TahoeSports giveaway

Talking Points & Messaging

- Non-stop JetBlue flight targeting New York travelers and publications
- Lake Tahoe is open for summer: Boating and Recreation push
- Events
- Five Reasons to visit North Lake Tahoe this summer

Content Marketing

- Newsletter Themes:
 - Lakeshore Paddleboard Co. giveaway / #TahoeSports photo contest
 - USA Today's 10Best voting
 - Foodie focused (to be sent 7/29)
- Fly Reno-Tahoe Social Media Posts:
 - 4th of July events schedule
 - USA Today's 10Best voting
 - Mid-week specials
- Blog for GoTahoeNorth Website:
 - 4th of July safety tips
 - Food and drink in North Lake Tahoe
 - Hidden beaches
 - Guest blog from Lakeshore Paddleboard Company
- Press Releases:
 - Autumn Food and Wine



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Public Relations

Media FAMS

Outlet: Lonely Planet
 Angle: Exploring Lake Tahoe for Guide
 Who: Cliff Wilkinson
 Trip Date: September 2015
 Run Date: TBD

Outlet: Gay with Kids/Thrillist
 Angle: Traveling with kids, adventurous outdoor activities, Ale Trail
 Who: David Perry
 Trip Date: August 25-29
 Run Date: Fall and winter 2015-2016

Outlet: The Daily Mail
 Angle: Kayaking, historic kayak tours, lakeside lodging
 Who: Jo Kessel
 Trip Date: August 25-28
 Run Date: TBD

Hot Leads

Outlet: Food & Wine	Outlet: Freelancer Jill Robinson
Subject: Food scene in the region, chefs	Subject: Summer/Ale Trail
Outlet: Smart Meetings	Outlet: San Jose Mercury News
Subject: London Direct Flight and destination	Subject: Wellness Events
Outlet: Meetings & Conventions	Outlet: Fodors.com
Subject: Reno-Tahoe Supplement	Subject: Fall Foliage
Outlet: Reno Magazine	Outlet: Huffington Post Travel
Subject: Architectural Gems	Subject: Fall Foliage



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#Tahoe Sports Campaign

Goals

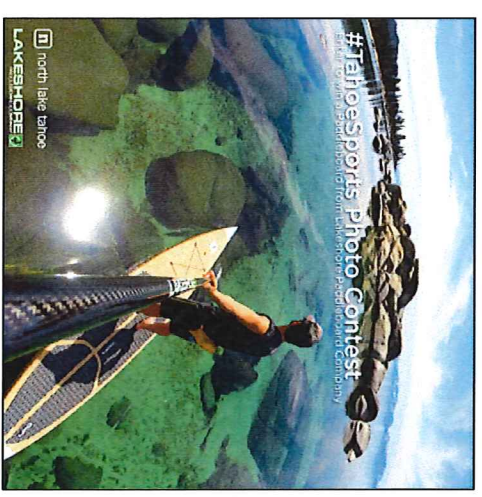
- 1,000 visitors
- 300 entries total

Deliverables + Details

- Social sharing graphics (4)
- Sample social media posts sent to Lakeshore Paddleboard Co. and influencers

Campaign to-date

- Entries: 110 (7 Twitter, 92 Instagram)
- Impressions: 1121 unique visitors
- Engagement: 735 (likes, comments, shares on social graphics)



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Social Media: July* Results

Facebook Data

- Total Number of Likes: 91,812
- Gained in July: 1,147
- Demographic: 39% male, 61% female
- Impression Demographic:
 - Reno: 83.6k
 - Truckee: 22.2k
 - Sacramento: 15.8k
- Highest Activity: Thursday, Friday

Instagram Data

- Total Number of Followers: 9,886
- Gained in July: 1,999
- Total Photos: 870

Pinterest Data

- Total Number of Followers: 501
- Total Number of Pins: 671

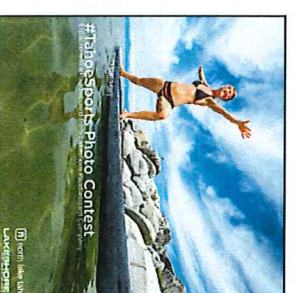
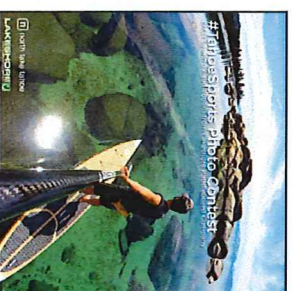
*Results pulled from June 17 – July 21, 2015

Twitter Data

- Total Number of Followers: 12,132
- Gained in July: 432
- Mentions: 176
- Link Clicks: 2,587
- Re-Tweets: 109
- Demographic: 59% male, 41% female

Design

Various branded graphics for social sharing: 4



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Social Media Highlights



- Facebook Post, July 2**
- Likes: 1,202
 - Shares: 86
 - Comments: 25
 - Reach: 22,500



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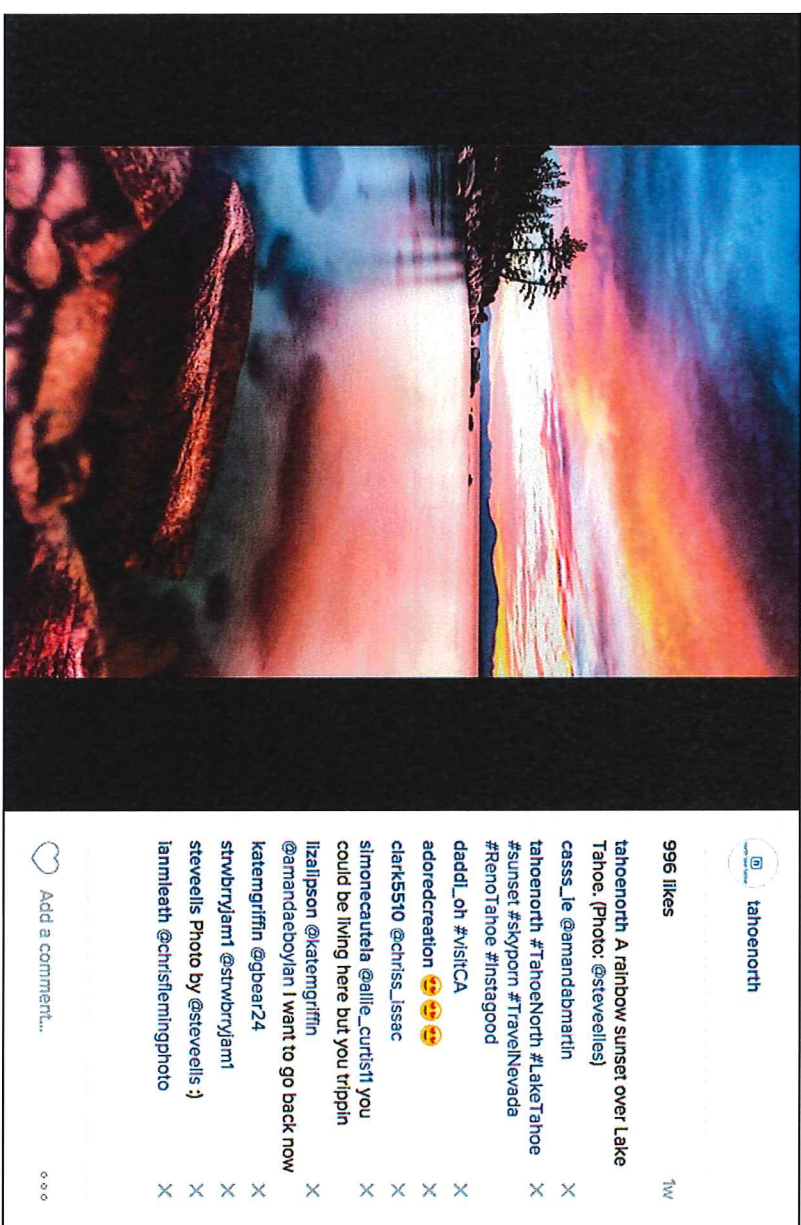
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Social Media Highlights



- Instagram Post, July 15**
- Likes: 996
 - Comments: 11
 - Reach: 9,650



Thank You



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