



north lake tahoe

Chamber | CVB | Resort Association

June 2017

Departmental Reports

June 2017 Conference Report

In June 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 attended Caesars Entertainment Client Event at Harrah's & Harvey's Lake Tahoe. Over 60 meeting planners were in attendance from all over the country May 30- June 1, 2018.

Staff conducted a general site visit with Jennifer Hernandez from AVST. She attended the Caesars Entertainment Client Event and extended her stay. The properties included the Hyatt Lake Tahoe, Plump Jack Squaw Valley Inn and the Resort at Squaw Creek during the site visit June 1-2, 2018.

Staff had a conference call with the new Basecamp property in Tahoe City to discuss marketing strategy and the services the conference sales department can provide to hotels.

Staff met with Event Specialists to discuss the conference sales program and the services we could provide to an event production company such as theirs.

Staff met with Escape Triathlon series, CHP, Placer County and Squaw Valley to discuss the details of the October 2018 event we are bidding on.

Staff participated in a post conference call with RSCVA and Reno properties regarding the XDP Conference in Washington DC.

Staff attended the grand opening of the Edgewood Tahoe Lodge in South Lake Tahoe.

Staff met with the sales staff from The Landing Resort to discuss the conference sales program.

Staff participated in a conference call with the Augustine Agency to discuss FY 17-18 strategy

Staff attended the monthly NLTRA Marketing Committee meeting

Staff attended the No Barriers Summit at Squaw Valley on June 2, 2018. This event returned to Squaw Valley after more than 10 years. The No Barriers Summit is a premiere immersive event that brings together people of all abilities who are transcending barriers to unleash their fullest potential and live a life of purpose. The Summit provides inspirational storytelling, curriculum to live by, authentic experiences, a showcase of innovations to prove that anything is possible, and connection to others who will help you get from where you are to where you want to be. This event will return to Resort at Squaw Creek and Squaw Valley in June 2019. Over 900 room nights were generate from this program.

Staff conducted site visit with SCI – Shared Services LLP on May 31, 2108. This company is considering Hyatt Lake Tahoe for a May 2018 program. 160 room on peak; 880 total room nights.

Staff attended joint the joint chamber mixer with Truckee in Squaw Valley for the kick off to Tuesday Bluesdays and a farewell to our CEO, Sandy Evans Hall.

Staff attended weekly sales staff meeting at NLTRA office

Staff hosted 7 clients with Reno Tahoe at Jerry Seinfeld concert in Las Vegas June 18, 2018

Staff attended MPI WEC June 18-22, 2108 in Las Vegas and had 23 one-on-one appointments. The following are key accounts our conference team will be following up on:

1. Builder MT

- Potential RFP for September – October 2018, 200 rooms on peak; 800 total room nights

2. Net Services Company

- Potential for RFP Quarterly board meetings in 2017-2018. 25 rooms on peak; 50 room nights; Mon-Wed.
- Potential RFP for Stockholders meeting in September 2021 or 2012. 150 room on peak; 300 room nights; Sun-Tue.
- Potential RFP for Winter Sales Meeting in January – March 2019. 45 rooms on peak; 205 room nights; Sun-Fri. 2018 the program is at Meadow Wood in Napa.

3. Meet Meetings

- Potential RFP for October 2017, 32 rooms on peak; 106 total room nights for a Premium Beverage Company.

4. Jones Lang LaSalle

- Potential RFP for July 2019 Annual Summer Client 50 rooms on peak; 120 total room nights.
- Potential RFP for a Ski Incentive Program in January – February 2019; 55 room; 110 room nights.

5. Marine Corps Leage

- Potential RFP for Mid-Winter Meeting for 2020 150 rooms on peak; 700 room nights. Rates need to be under \$120.

6. Veterinary Cancer Society

- Potential RFP for May 2021. 75 room on peak; 225 room nights; Sun-Wed

7. AIGA

- Potential RFP for May-June 2019. 250 rooms on peak; 600 room nights; Thurs-Sunday.

Staff sent out invites to the June 28th NorCal DMO Reps event in San Jose to meeting planners in the Silicon Valley. Expected attendance is 30 planners. Northern California Destination Marketing Organization Representatives – better known as NorCal DMO Reps – is comprised of several Destination Marketing Organization representatives (also known as Convention & Visitor Bureau representatives) from around North America. Each representative has an office

based in the greater Northern California region. NorCal DMO Reps is a fast growing organization whose mission is to convey the value of using DMO's to the meeting planning industry while providing an avenue for personal connections to each individual destination. NorCal DMO reps combine our resources to participate as an organization in local area trade shows and special client events, allowing us to highlight our individual destinations and profile the benefits of utilizing a DMO's services.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of June, 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
June Marketing Committee Meeting
6.27.17

TRAVEL TRADE INFORMATION:

- RFP's for our international contracts are out & final contracts & scope of work from each of the selected offices will go to the NLTRA board on June 28th.
 - Both Gate 7 & Black Diamond have been selected, both are currently our international offices
- Site Visits:
 - Bonotel in town June 21-23rd for site visits. NLT also purchased a full page placement in 2018 brochure.
- Marketing Collaboratives that are underway:
 - **Inthesnow.com**, UK's largest Ski Publication. June-August program, which includes the following: creating a destination showcase on the website, social media promotion of NLT, newsletter sent out to the 140K database, dedicated section of the home page.
 - **Morris Media, Australia**: This program includes a feature in the North American Ski Magazine as well as the following digital pushes: website leaderboard, website leader of the week, newsletter feature of the week, website video of the week (completed twice). Program runs August-November in Australia
 - **Ski.Com** – a newsletter has been purchased with partners in the destination. This newsletter will go out to entire reservations database (195K) with hotel deals. Four partners have bought into this marketing collaborative and newsletter will go out on November 15th
 - **Travel Plan, Australia**: Exclusive newsletter to go out to their travel agent database of 22,500. Date set for late August.

TRADESHOW INFORMATION:

- Bart attended Snow Ski Shows in Australia , May 20-28th
- Attended International Pow Wow, June 5-9th
 - 55 appointments were conducted, leads to go out in the coming weeks.
- Bart will be attending the Travel Nevada Receptive Operator Showcase on June 22nd in San Francisco followed by sales calls in the bay area.
- Visit California UK & Ireland Sales Mission – July 8-16th

TRAVEL TRADE FAMS

- Biggest Little City Reno FAM July 25-26th

MEDIA:

- Summer Adventure information submitted to Visit California for their monthly UK newsletter
- Wanderlust Yoga & Music Festival
 - UK Journalist, Jessica Barret from the Guardian will be joining us in destination

MISC:

- Travel Trade Website:
 - The shell of the travel trade website is created. Working on Shelley to complete this, estimated completion date is June 30th
- Created 2017/2018 goals & budget

Events & Communications Update

June Marketing Committee Meeting

General

- Budgets
 - 16.17 – Making sure all charges hit this fiscal year, 17.18 – Forecasting next year’s budget
 - Event Sponsorships
 - Partnership Funding
 - BACC
 - Photo Shoots (Coop)
- Summer event swag should be arriving this month
 - Over the shoulder water bottle holders
 - 10ml bottles of lavender essential oil (Wanderlust)
 - Sammy sports towels
 - Sunblock holders
- Set up a monthly meeting with Greg, Jason and Bart to review event strategy, RFP’s, etc.
- Had an initial conversation with Squaw Valley Institute regarding the Equilibrium event. Have plans to meet up with the Squaw team to continue conversations and see where we can help/be a part of it.
- Assisted IVCBVB with their partnership funding process for 17.18.
- Sat on the PR RFP committee.
- Organized a meeting with Northstar (July) to review branding with them. Would like to do something similar with all our partners so we’re on the same page and up to date on their messaging strategies.

Escape Triathlon

- Had a group meeting with Christian from IMG and Squaw, TC PUD, Caltrans, CHP, Placer Co Sherriff. The meeting went OK. There were more road closure concerns at this meeting vs. the meetings we had in February. I’m working with Christian on some options.

No Barriers

- Event took place June 1 – 4. Very successful according to No Barriers and the people who attended. Recap call next week.

High Notes

- Tahoe.com buy running (split b/w in-market & out of market)
- Interactive schedugraphic is live.
- Pops in the Park has been going great. Will have full recap in July once event is done.

BACC

- Peak Your Adventure maps distributed, digital coupons live online.
- Working on shopping interactive map with TAA.
- Rotor Collective is working on shortening our High Notes videos to make them more social friendly.

Sponsorship Contracts

- Northstar is working on a first draft AF&W contract. Should have soon.
- Sent request for sponsorship terms to Northstar. They’re working on a contract.

Human Powered Sports

- Augustine campaign should be running soon. Waiting on creative drafts.

Wanderlust

- Working with their filming production team on scouting locations. They’ll film four 20 minute segments from 7/16 – 7/19 to be utilized on their web platforms.

Autumn Food & Wine Festival

- Tickets will be live by July 1.
- Seminar schedule is close to set. Working on finalizing presenters.
- Had a conversation with Charbay and Jason Gronlund, both with be returning.
- Utilizing the Beach Area more this year.
- All vendor invitations have gone out.
 - Marketplace Vendors – 10
 - Wineries/Breweries – 12
 - Restaurants – 0
 - We've have talked to Moody's, Martis, Cherry Bomb, Red Hawk and Chalet View Lodge (Sean Conry's new restaurant) and they all are coming they just haven't signed up yet. Karin is still reaching out to other restaurants. This is normal for restaurants, they sign up late, after lots of pestering.
- Met with Liz regarding AF&W PR plan. Will set up a meeting soon to hash out details between us, Northstar and The Ritz-Carlton.



professional creative services

June, 2017 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

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

Shelley Fallon

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fallonmultimedia.com

May Recap

n north lake tahoe

the
abbi
agency

An aerial photograph of a kayaker in a yellow kayak on a clear, turquoise lake. The water is so clear that the rocky bottom and submerged logs are visible. Lush green evergreen trees line the right side of the frame. A semi-transparent white box with rounded corners is centered over the image, containing the text.

Public Relations Results

Content Review

Social Media Update

Tahoe Locals Campaign

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

DESKSIDES: non-stop flight cities, drive markets, NYC

CONTENT + NOTABLE PITCHES: media alerts, press releases, pitches

PUBLIC RELATIONS RESULTS

PLACEMENTS: 23

PUBLICITY VALUE: \$162,379

PUBLICATION HIGHLIGHTS: NBC Bay Area, USA Today, Orange County Register, Men's Journal, San Jose Mercury News, Smart Meetings, Prevue Meetings, Association News, Entercom Sacramento radio stations (106.5, 94.7, 98 Rock, & 96.9 Eagle)

FAM COORDINATION: Drew Binsky (Digital Influencer Campaign with Visit CA), Lauren Vandiver (via RASC), Ellen Flowers (via RASC), Alex Lee (Epoch Times)

NOTABLE PITCHES: NBC Bay Area, What's New Summer, Festivals & Events, Wanderlust, GoodDay Sacramento, Boating Safety/Access, Opening Day at the Lake

COVERAGE BOOK: <https://coveragebook.com/b/e211a4ad>

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, lodging and flight deals, social images and seasonal highlights (distribution: 2-3 times monthly)

CAMPAIGNS: Ale Trail; Human Powered Sports; Tahoe Locals; No Barriers; Summer

CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED:

Boating Safety & Lake Access; Summer Press Kit Development

BLOGS POSTED: 2

AMGEN Tour of California blog post: Shared 81 times across social channels

Getting on the water in North Lake Tahoe: Shared 229 times across social channels

NEWSLETTERS DISTRIBUTED: 2

North Lake Tahoe is Calling all Road Cyclists & Mountain Bikers: 12% open; 3% click thru

750+ Billion Galls of Runoff Await You in North Lake Tahoe: 13% open; 8% click thru

SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight partners, cultural offerings, dual-sport activities. Focus more on the summer-based activities. Share any potential weather warnings. Feature members of the Tahoe community.

OBJECTIVES: Promote the upcoming summer season. Continue to focus on areas where Dual-Sports is still an option. Promote opening day on the lake. Promote the opening of Golf courses. Promote summer events.

CAMPAIGNS: Hashtag (#TahoeNorth)

ENGAGEMENT TACTICS: RAY Instagram Takeover, Boating Opening Facebook Live (3 remaining for the 16-17 FY)

SOCIAL MEDIA UPDATE

MAY GROWTH:

- Facebook: 980 New Fans
- Instagram: 976 New Followers
- Twitter: 147 New Followers

SOCIAL CAMPAIGNS & TACTICS:

Facebook Live: Opening Day on the Lake: Total Reach: 44,687, 32k views, 284 reactions, 15 comments, 33 shares).

Instagram Takeover: RAY Granlibakken: 1,310 Likes, 6 Comments, 29.8k Impressions

SOCIAL MEDIA UPDATE


Top Facebook Post: 632 Reactions, 303 Shares, 38 Comments, 41k Reach

Top Facebook Share: 1,079 Reactions, 72 Comments, 23k Reach

Top Instagram Post: 3,486 Likes, 47 Comments, 38k Impressions

North Lake Tahoe
May 3 · 🌐

Out of these 10 amazing hikes up at Tahoe which one them is your favorite?



10 Gorgeous Hikes to Do in Tahoe This Summer
With its strong Sierra sun, enticing shoreline, and stunning natural beauty, Lake Tahoe is the perfect (and conveniently close) locale for a summer mountain getaway. Whether you're looking for a picturesque beach from which to take a...

RBLMS


Like Comment Share

You and 633 others

303 shares 38 Comments

North Lake Tahoe shared Amazing World Places's video.
May 25 at 8:42am · 🌐

Summer officially kicks off in North Lake Tahoe this Memorial Day Weekend. This five-day special event runs May 23 through May 27, with celebrations and festivities from the West Shore to Incline Village. Who out there is jumping on their paddleboards this weekend?
<http://bit.ly/TahoeMemorialDay>




376,150 Views

Amazing World Places
May 19 at 12:00am · 🌐

Lake Tahoe, USA.

Love Comment Share

You and 994 others



tahoenorth Follow

tahoenorth Get off the couch and get onto the lake. Sand Harbor is calling your name!
#NorthTahoe
Photo: @matnelsondesign

load more comments

lakotachild_hannah Yes
beanbandit694 @miriamhcho
@compassrosej

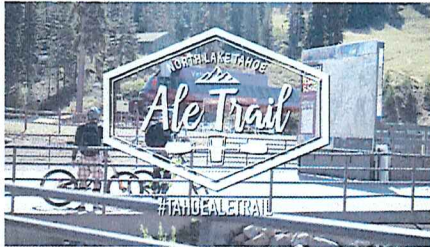
jordan.hinsch 🍷👏

3,486 likes

MAY 21

Log in to like or comment.

ALE TRAIL RELAUNCH



MOUNTAIN BIKING

Focus: Northstar California & Rubicon Pizza

Timing: June 16 - Opening of Northstar California Mountain Bike Park

Social Media: 1 Facebook Live at Bike Park, promotion of video across social, inclusion in upcoming newsletter



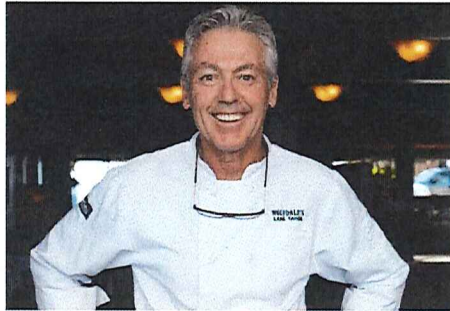
KAYAKING

Focus: Tahoe Adventure Co. & Alibi Ale Works

Timing: June 16

Social Media: promotion of video across social, inclusion in upcoming newsletter

TAHOE LOCALS CAMPAIGN



DOUGLAS DALE

Chef-Owner: Wolfdales Cuisine Unique

Tahoe Local for 40 years

Brand Category: Food / Culture

Film: Complete



JENNI CHARLES

Lead Singer: Dead Winter Carpenters

Tahoe Local (grew up here)

Brand Category: Music / Entertainment

Film: Complete

TAHOE LOCALS CAMPAIGN



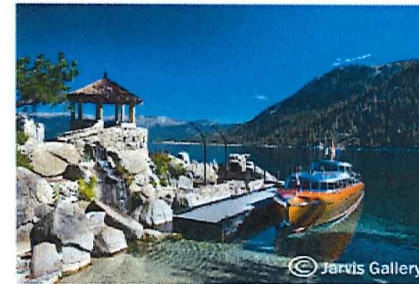
ADRIAN & EMILY

Outdoor Adventurers; World-Class Mountaineers

Tahoe Locals (live in Squaw Valley)

Brand Category: Adventure; High Altitude Training

Film Date: June 21



GEORGE WHITTELL/BILL WATSON

Property Highlights: Thunderbird Lodge; Maritime Museum;
drone footage of Lake Tahoe

Brand Category: Arts/Culture

Film Date: June 30

TAHOE LOCALS CAMPAIGN

CAMPAIGN ROLL-OUT

Distribution: North Lake Tahoe Social Media & Content Channels, GTN Website

Local Influencer Campaign: Identify key locals to share videos and blogs on personal and community channels; also working with local media to share stories / digital content.

Talent Request: share blogs, photography, videos on social channels (one-sheet with best practices, connectivity to NLT)

Considerations: Local Advertising/PR with KTKE (local lowdown), Tahoe Quarterly


MEASURING SUCCESS

- Boosted Website Traffic
- Brand Building
- Content Consumption
- Social Engagement

A scenic landscape photograph of a lake at sunset. The sky is a mix of orange, yellow, and blue. The lake is in the middle ground, surrounded by a dense forest of evergreen trees. In the foreground, there are more trees, some of which are in silhouette. A semi-transparent white box with rounded corners is centered over the image, containing the text "Thank You" in a bold, dark blue font.

Thank You

| May Advertising Recap

 north lake tahoe



Executive Summary

Consumer - Spring


- Overall, the Spring consumer campaign was very successful, serving over 21 million impressions and driving 22K users to GoTahoeNorth.com. By the end of the campaign, this resulted in over 4.1K book now conversions for an average cost-per-conversion of \$32.
- Display ads were responsible for the largest share of book now conversions (48%), followed closely by social ads (46%). Notably, social ads drove the lowest cost-per-conversion of any medium (\$9), suggesting that ad type provided the most overall value.
- Ads targeted to users in Sacramento and San Francisco witnessed very little variance, with comparable total book now conversions and cost-per-conversion figures. Historically, ads served in California perform well.
- Compared to the Winter campaign, Spring featured a \$23 lower cost-per-book-now conversion. While cost-per-click and cost-per-website-session figures were higher in the Spring campaign, this cost-per-book-now conversion figure is the most significant figure.



Executive Summary

- Digital advertising directed over 22K users to GoTahoeNorth.com, where they spent an average of 1:12 on the site and viewed just over two pages per session.
- Performance varied very little between the different ad creative, with overall click-through rates of 0.10%. Cost-per-click figures were around \$4 and cost-per-conversion was near \$40. Notably, all three outperformed industry average CTR of 0.07%.
- Social ads drove the lowest cost per conversion of any medium, led by ads targeted toward families. While families overall performed best, younger experience seekers in Sacramento provided the most overall value with cost per book now conversion figures below \$7.
- Paid search ads served over 1.5 million impressions and drove 281 book now conversions in the Spring, for an overall cost per conversion of just over \$50. The Spring campaign specifically was responsible for the largest share of conversions, while the Evergreen campaign continued to convert at the highest rate.
- YouTube ads accounted for 514K impressions and 171K views during the Spring campaign, for an average view rate of 33%.


Display Ad Examples



Outdoor Enthusiasts

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


Impressions: 5.6M
Clicks: 5.5K
CTR: 0.10%
Book Now Conversions: 575
CPA:\$38.64



Families

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

Impressions: 5.5M
Clicks: 5.6K
CTR: 0.10%
Book Now Conversions: 545
CPA:\$40.56



Workaholics

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

Impressions: 5.5M
Clicks: 5.5K
CTR: 0.10%
Book Now Conversions: 555
CPA:\$39.78

| MCC



 north lake tahoe



Executive Summary

MCC

- MCC ads resulted in nearly 1K website sessions in May, up from 736 the month prior. The increase is largely due to utilizing three smaller email blasts instead of one bigger one.
- Social ads combined for over 145K impressions and 114 engagements in May. Cost per click figures increased this month, suggesting users are less likely to click on ads. Social ad performance is beginning to trend downward. We feel this will not be a trend but more of a blip on the radar. We will watch this closely in June to confirm.
- Overall, the MCC campaign is doing a good job of driving traffic to the meetings, lodging, and things to do pages. In addition, email blasts are helping drive traffic to less-viewed pages, including the submit RFP and events pages. Notably, 20 users navigated directly to the “Submit an RFP” page, up 67% from last month.

MCC Social Ad Examples



North Lake Tahoe
 Take your meeting outside the box when you hold your next event or meeting in stunning North Lake Tahoe.

Business
 Brainstorm
Collaborate | It's human nature
 Connect
 Engage

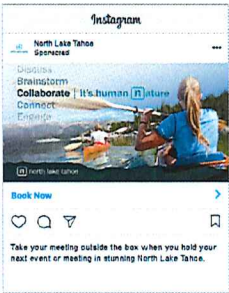
North Lake Tahoe

Connect on a Higher Level
 North Lake Tahoe offers the ultimate mountain experience. With North America's ...

Book Now

Facebook Prospecting

Impressions: 126K
 Link Clicks: 429
 CTR: 0.34%
 Engagement Rate: 0.04%



Instagram

North Lake Tahoe Sponsored

Business
 Brainstorm
Collaborate | It's human nature
 Connect
 Engage


North Lake Tahoe

Book Now

Take your meeting outside the box when you hold your next event or meeting in stunning North Lake Tahoe.

Instagram

Impressions: 12.6K
 Link Clicks: 14
 CTR: 0.11%
 Engagement Rate: 0.44%



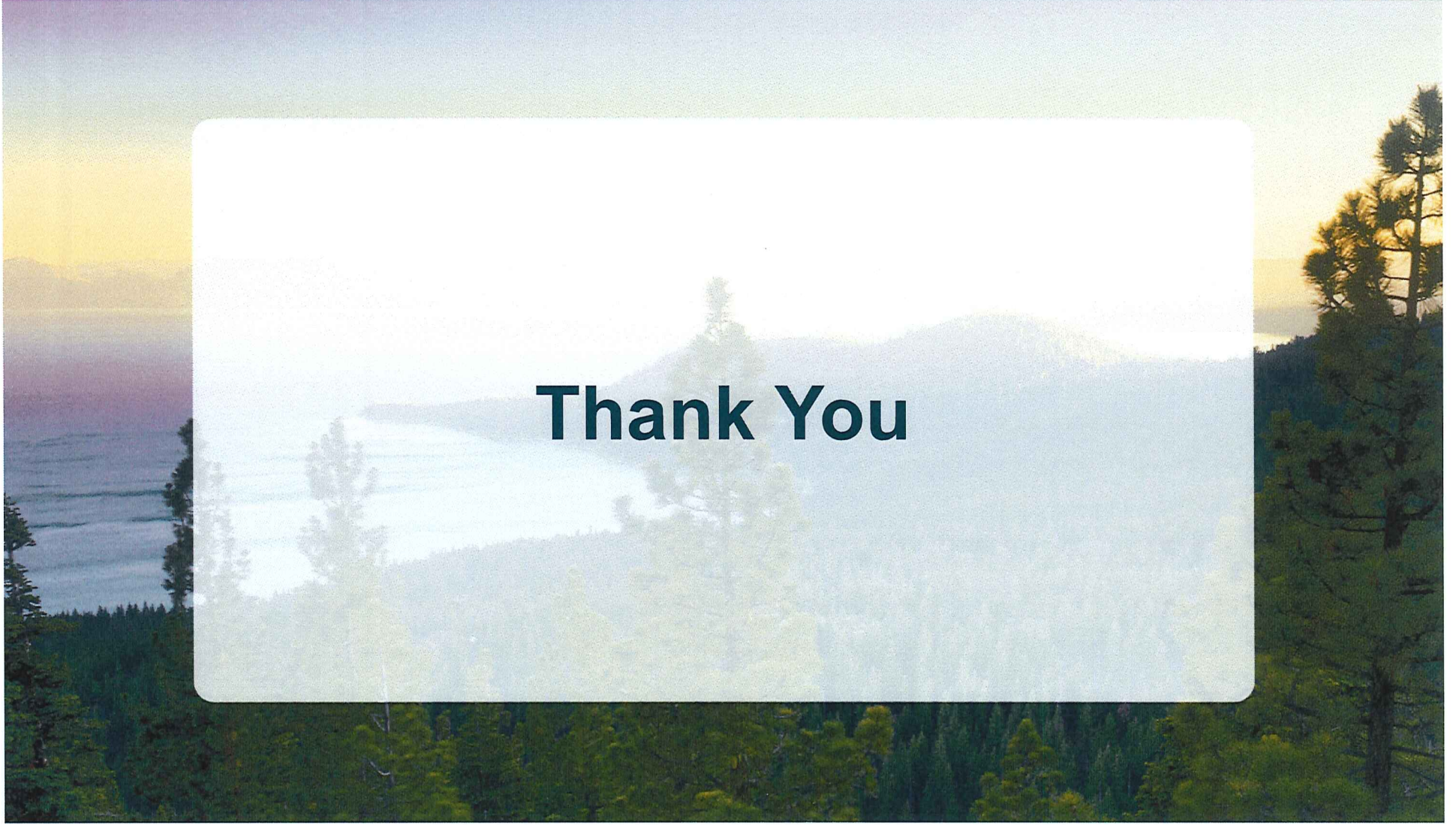
North Lake Tahoe Sponsored

Meet Up for Success
 Bring inspiration and motivation to the table when you hold your meeting or event in beautiful North Lake Tahoe.

Book Now


Facebook Video

Impressions: 6.1K
 Link Clicks: 56
 CTR: 0.91%
 Engagement Rate: 0.03%




Thank You

| May Advertising Report

 north lake tahoe

| Spring Digital Report

March - June

A person with long blonde hair, wearing a red helmet, a teal jacket, and white pants, is snowboarding down a snowy slope. The scene is set during sunset or sunrise, with a warm orange glow over the snow and evergreen trees in the background. The person is in a crouched position, leaning forward.

n north lake tahoe

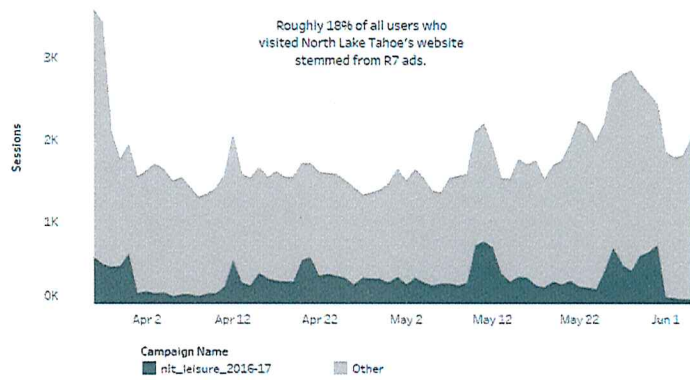


Executive Summary

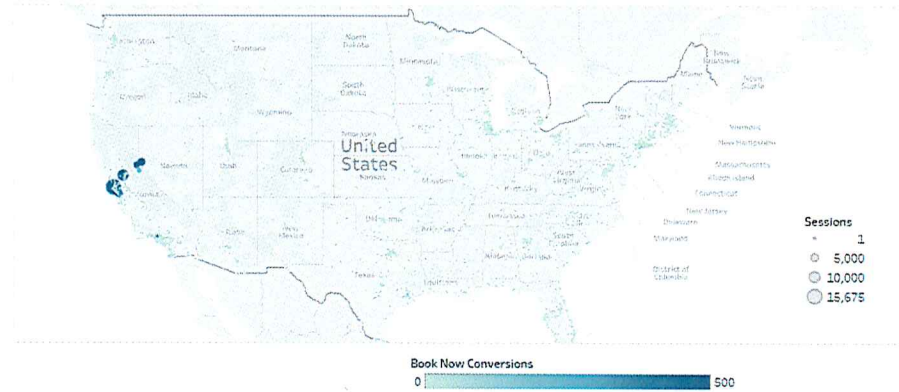
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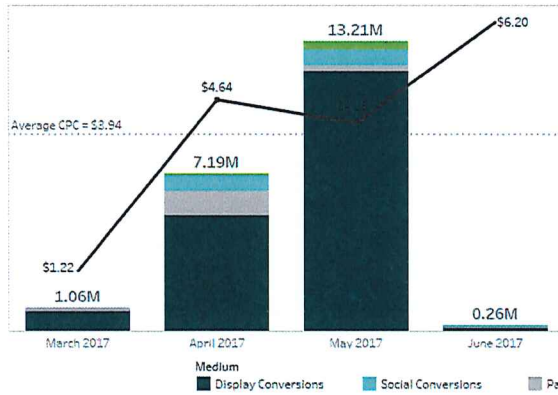
Web Traffic by Campaign



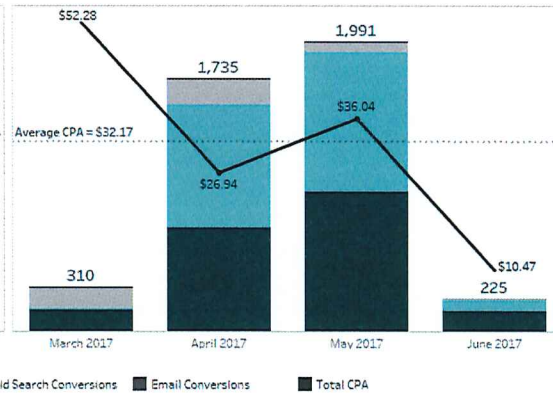
Book Now Conversions by City



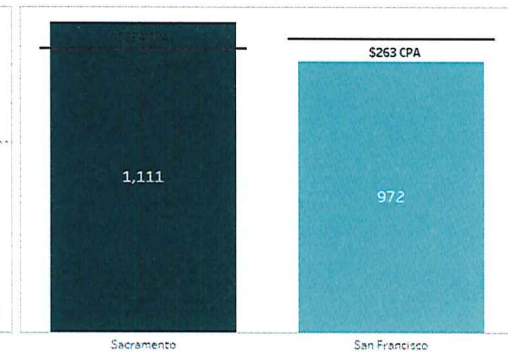
21,708,882 total impressions served



4,128 total bookings



2,083 bookings from targeted regions



Spring Digital Report | Consumer

Compared to the Winter campaign, the Spring campaign drove book now conversions at a lower cost

Average Cost per Click

The Winter campaign drove clicks at a lower cost



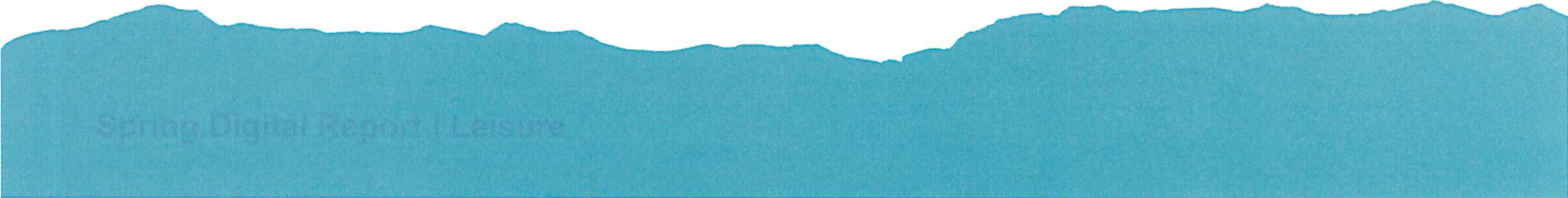
Average Cost per Book Now Conversion

The Spring campaign drove conversions at a lower cost



Average Cost per Session

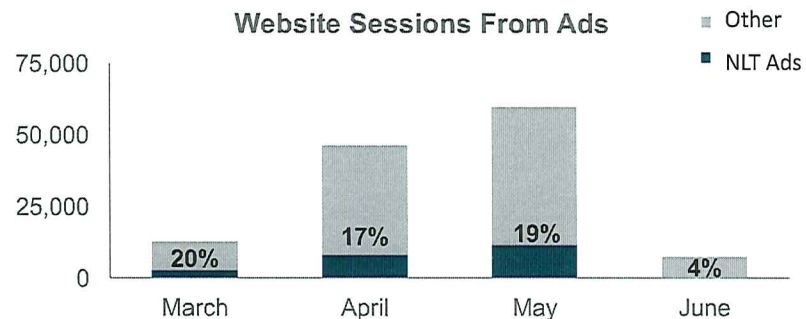
The Winter campaign drove website traffic at a lower cost



Web Performance

• Throughout the Spring campaign, digital advertising directed over 22K users to GoTahoeNorth.com, where they spent on average 1:12 on the site and viewed just over two pages per session.

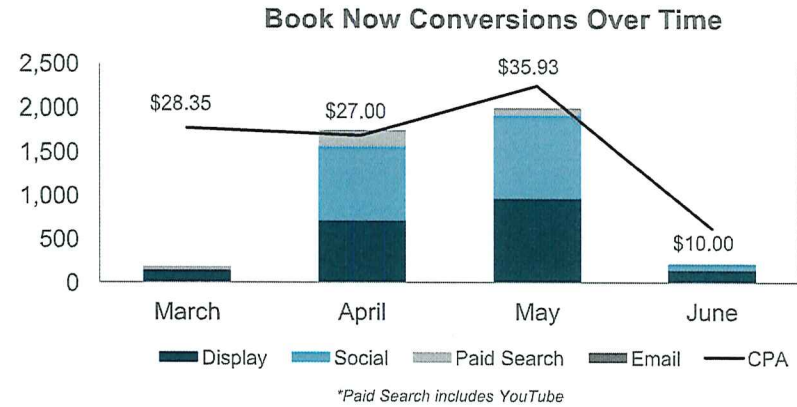
• Display ads performed extremely well throughout the campaign, with users spending nearly two minutes on the site. In addition, traffic from Weekend Sherpa was highly engaging, spending nearly two minutes on the site and viewing nearly five pages per session.



Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Display	9,824	21,876	01:59	2.23	42.18%
Email	2,606	6,002	00:38	2.30	23.60%
Native	4,351	8,031	00:52	1.85	39.32%
Paid Search	4,459	9,933	00:43	2.23	50.41%
Social	900	1,425	00:21	1.58	63.00%
YouTube	47	73	00:38	1.55	59.57%
Weekend Sherpa	10	48	01:55	4.80	10.00%
Total	22,197	47,388	01:12	2.13	41.96%

Overview by Medium

- Overall, the spring campaign resulted in over 4.1K book now conversions for an overall cost per book now conversion of just \$32.17.
- Display and social ads were responsible for the largest share of conversions tabulated through attribution modeling.



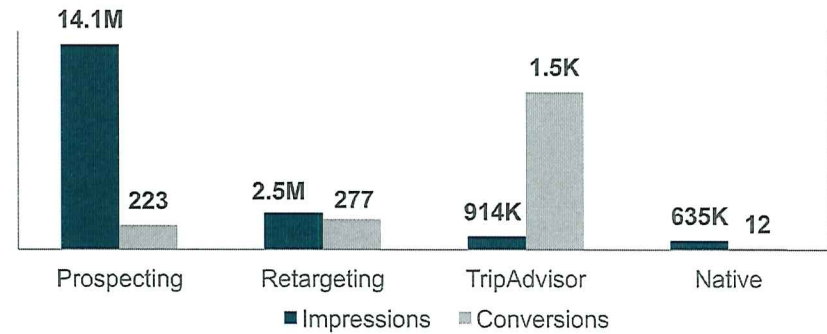
Medium	Lodging Page Visits	Book Now Conversions	Spend	Cost per Conversion
Paid Search	802	281	\$14,836.71	\$52.80
Email	613	6	\$7,600.00	\$1,266.67
Display	311	1,962	\$75,132.09	\$38.29
Social	20	1,878	\$17,170.06	\$9.14
YouTube	2	1	\$11,045.32	\$11,045.32
Total	1,746	4,127	\$125,784.18	\$32.17

Display Performance

• Display ads served nearly 18 million impressions and resulted in 1.9K book now conversions. This led to an average cost per conversion of just \$38.


• TripAdvisor ads provided the most value with an average CPA of just over \$7. Retargeting ads also proved to be effective, converting at an average cost of just \$36. While prospecting ads featured a higher CPA, it is important to note the goal of these ads is to drive overall exposure and website views so that we can then retarget users.

Impressions and Conversions by Placement



Placement	Impressions	Clicks	CTR	CPC	Media Cost	Lodging Page Visits	Book Now Conversions	Cost Per Conversion
Prospecting	14,100,072	15,901	0.11%	\$3.32	\$52,723.17	19	223	\$236.43
Retargeting	2,507,179	951	0.04%	\$10.55	\$10,028.72	193	277	\$36.20
TripAdvisor	914,127	1,216	0.13%	\$8.67	\$10,547.15	97	1,450	\$7.27
Native	635,203	3,523	0.55%	\$0.52	\$1,833.56	2	12	\$152.75
Total	18,156,581	21,591	0.12%	\$3.48	\$75,132.09	311	1,962	\$38.29


Display Ad Examples



Outdoor Enthusiasts

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


Impressions: 5.6M
Clicks: 5.5K
CTR: 0.10%
Book Now Conversions: 575
CPA:\$38.64



Families

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

Impressions: 5.5M
Clicks: 5.6K
CTR: 0.10%
Book Now Conversions: 545
CPA:\$40.56



Workaholics

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

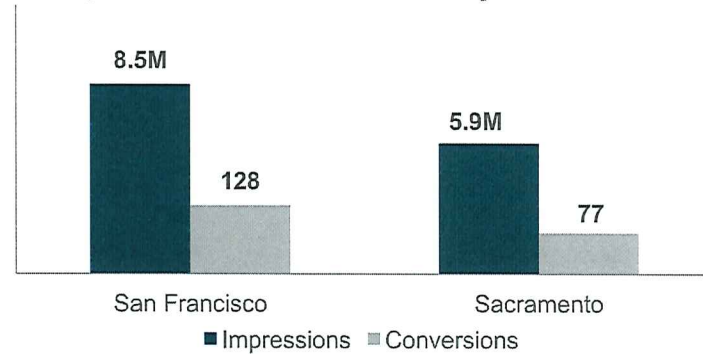
Impressions: 5.5M
Clicks: 5.5K
CTR: 0.10%
Book Now Conversions: 555
CPA:\$39.78

Display Performance

- Performance varied very little between creatives, with overall click through rates of 0.10%, cost per click figures around \$4, and cost per conversion near \$40. Notably, all three outperformed the industry average CTR of 0.07%.

- While creatives witnessed minimal variance, geography had a larger effect on performance. Ads targeted toward users in San Francisco featured higher click through and conversion rates, ultimately resulting in a lower overall CPA.

Impressions and Conversions by Creative



Target	Impressions	Clicks	CTR	CPC	Media Cost	Book Now Conversions	Cost Per Conversion
Outdoor Enthusiasts	5,553,668	5,493	0.10%	\$4.04	\$22,217.60	575	\$38.64
Families	5,547,290	5,563	0.10%	\$3.97	\$22,102.52	545	\$40.56
Workaholics	5,540,395	5,467	0.10%	\$4.04	\$22,077.98	555	\$39.78
Total	16,641,353	16,523	0.10%	\$4.02	\$66,398.10	1,675	\$39.64

Social Performance

- Social ads drove the lowest cost per conversion of any medium, led by ads targeted toward families. While families overall performed best, younger experience seekers in Sacramento provided the most overall value with cost per book now conversion figures below \$7.

- Similar to the Winter campaign, ads served on Facebook were responsible for the majority of conversions (82%) while Instagram ads drove 74% of all engagement. The team feels this mix is optimal, as Instagram is helping to build positive brand awareness while Facebook ads are driving web traffic and ultimately bookings.

Cost Per Conversion by Creative and Region

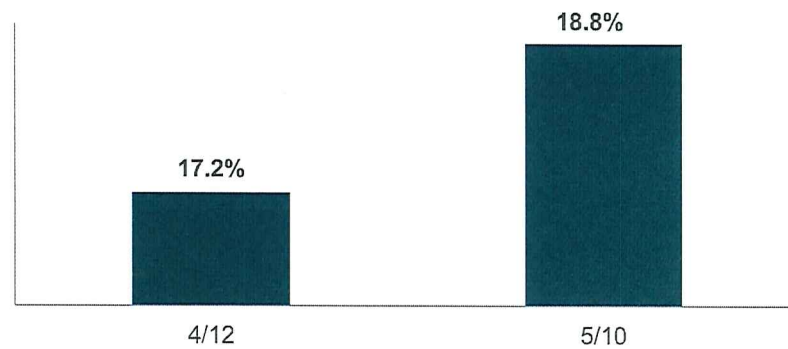


Target	Impressions	Link Clicks	CTR	Total Engagement	Cost	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Outdoor Enthusiasts	704,240	1,357	0.19%	994	\$6,975.04	741	54.61%	\$9.41
Families	466,375	985	0.21%	504	\$5,337.09	630	63.96%	\$8.47
Workaholics	338,497	867	0.26%	514	\$4,857.93	507	58.48%	\$9.58
Total	1,509,112	3,209	0.21%	2,012	\$17,170.06	1,878	58.52%	\$9.14

Email Performance

- During the Spring campaign, 17.9K of 150,000 emails sent were opened for a 17.9% open rate. In addition, 2.6K users who opened an email navigated to GoTahoeNorth.com.
- Roughly 1 in 4 users who clicked through to the website navigated to the Lodging Page, where 6 users ended up clicking the book now button.
- While cost per book now conversion figures were higher for email than other mediums, we feel this remains an effective medium for targeting a specific audience.

E-Blast Open Rate



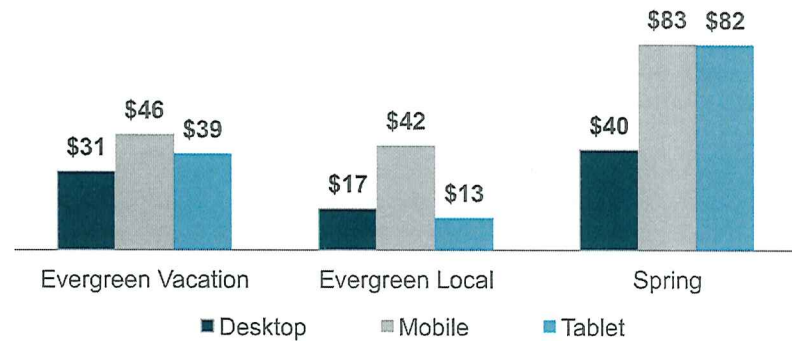
Email	Sessions	Pageviews	Pages Per Sessions	Time on Site	Bounce Rate	Spend	Lodging Page Visits	Book Now Conversions	Cost Per Conversion
E-blast 4/12	1,145	3,150	2.75	01:05	22.97%	\$3,650	224	5	\$730.00
E-blast 5/10	1,439	2,738	1.90	00:17	24.18%	\$3,950	389	1	\$3,950.00
Total	2,584	5,888	2.28	00:38	23.65%	\$7,600	613	6	\$1,266.67

Paid Search Performance

• Paid search ads served over 1.5 million impressions and drove 281 book now conversions in the Spring, for an overall cost per conversion of just over \$50. The Spring campaign specifically was responsible for the largest share of conversions, while the Evergreen campaign continued to convert at the highest rate.

• While overall conversions are lower than in the Winter campaign (due to reduced spend), cost per book now conversion dropped among all three campaigns. This is largely due to a keyword bid adjustments. In addition, the team blocked keywords that were performing poorly, opening up spend for higher performing keywords.

Cost Per Conversion by Ad Group and Device



Campaign	Impressions	Clicks	CTR	Cost	Lodging Page Visits	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Evergreen – Vacation	1,103,863	1,518	0.14%	\$5,056.81	722	121	7.97%	\$41.79
Evergreen – Local	20,312	367	1.81%	\$743.81	14	28	7.36%	\$26.56
Spring	402,737	2,644	0.66%	\$9,036.09	60	132	4.99%	\$68.46
Total	1,526,912	4,529	0.30%	\$14,836.71	796	281	6.20%	\$52.80

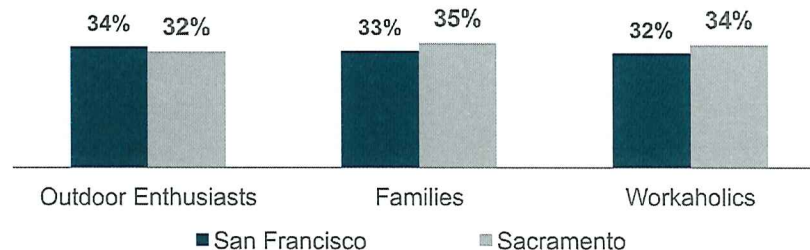
YouTube Performance

• YouTube ads accounted for 514K impressions and 171K views during the Spring campaign, for an average view rate of 33%. In addition, YouTube ads earned one book now conversion. It is important to note the goal of YouTube ads is not to drive conversions, but rather awareness (this includes impressions and views).

• We found YouTube ads targeted toward families were most likely to result in link clicks. Notably, those located in Sacramento featured the highest view rate of any ad group.

** Note: We only pay for those that view our ads to 100%*

View Rate by Creative and Region



Target	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	Book Now Conversions
Outdoor Enthusiasts	174,279	208	57,713	33.12%	61.14%	43.38%	37.00%	33.32%	0
Families	165,363	256	55,818	33.75%	62.69%	44.13%	37.61%	33.92%	0
Workaholics	174,340	227	57,761	33.13%	62.18%	43.24%	37.02%	33.29%	1
Total	513,982	691	171,292	33.33%	61.99%	43.57%	37.20%	33.50%	1

| MCC



n north lake tahoe



Executive Summary

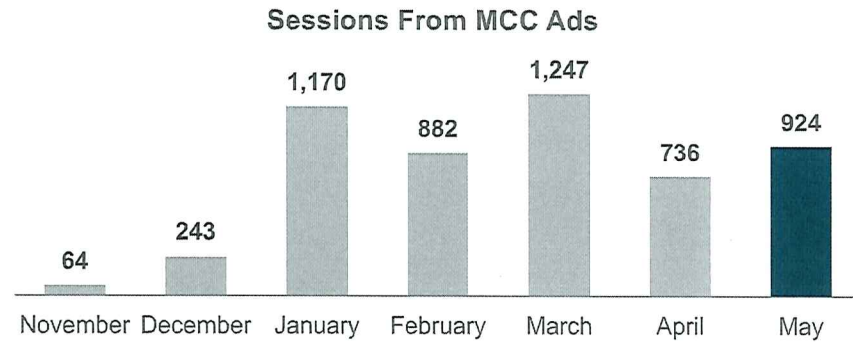
MCC

- MCC ads resulted in nearly 1K website sessions in May, up from 736 the month prior. The increase is largely due to utilizing three smaller email blasts instead of one bigger one.
- Social ad performance is beginning to trend downward. We feel this will not be a trend but more of a blip on the radar. We will watch this closely in June to confirm.
- Overall, the MCC campaign is doing a good job of driving traffic to the meetings, lodging, and things to do pages. In addition, email blasts are helping drive traffic to less-viewed pages, including the submit RFP and events pages.

MCC Web Performance

- MCC ads resulted in over 900 website sessions in May, with the majority stemming from Email blasts. Compared to last month, traffic increased by nearly 26%.

- Email blasts continued to provided higher quality traffic than social ads, with users from this medium spending more time on site, viewing more pages per session, and bouncing at a lower rate.



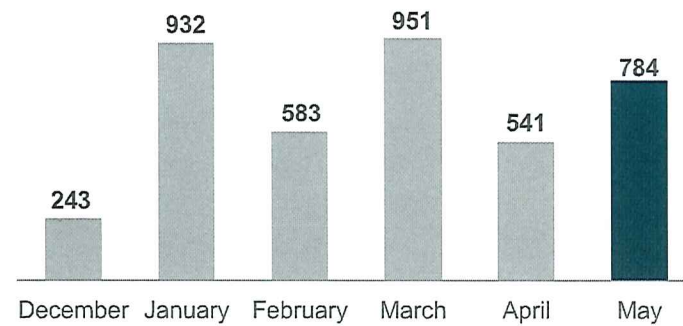
Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Email	784	3,112	01:52	3.97	7.02%
Social	140	269	00:37	1.92	30.00%
Total	924	3,381	01:41	3.66	10.50%

Email Performance

- Among the three emails sent in May, users spent nearly two minutes on the site and viewed nearly four pages per session.

- In total, 40,000 emails were delivered resulting in a 18.4% open rate; this is almost 13% above the industry average of 16.2%. This resulted in 784 website sessions with the largest share of traffic navigating to the meetings page (35%) followed by the lodging page (18%). Notably, 20 users navigated directly to the “Submit an RFP” page, up 67% from last month.

Sessions From Emails



Date Sent	Sessions	Pageviews	Pages Per Sessions	Time on Site	Bounce Rate	Spend
MCC Email 5/10	393	1,388	3.53	01:35	6.87%	\$800
MCC Email 5/17	352	1,538	4.37	02:28	6.53%	\$1,000
MCC Email 5/24	39	186	4.77	00:56	12.82%	\$848
Total	784	3,112	3.97	01:52	7.02%	\$2,648

Social Performance

- Social ads combined for over 145K impressions and 114 engagements in May. Cost per click figures increased this month, suggesting users are less likely to click on ads.

- The increase in CPC has occurred with our newer messaging, but we feel this could be a blip and not directly related to message choice. We hope to be closer to our previous trends during June.

CPC Trending



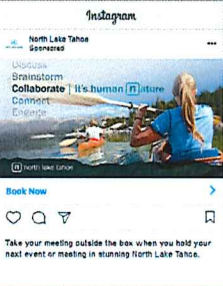
Ad Type	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	Cost Per Engagement
Prospecting	139,070	443	0.32%	\$1,584.60	\$3.58	112	0.08%	\$14.15
Video	6,122	56	0.91%	\$157.40	\$3.81	2	0.03%	\$78.70
Total	145,192	499	0.34%	\$1,742.00	\$3.49	114	0.08%	\$15.28

MCC Social Ad Examples




Facebook Prospecting

Impressions: 126K
 Link Clicks: 429
 CTR: 0.34%
 Engagement Rate: 0.04%



Instagram

Impressions: 12.6K
 Link Clicks: 14
 CTR: 0.11%
 Engagement Rate: 0.44%



Facebook Video

Impressions: 6.1K
 Link Clicks: 56
 CTR: 0.91%
 Engagement Rate: 0.03%



Thank You