



June 2015

# Marketing Departmental Reports

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

## Agenda

1. Social Display
2. SEM
3. [GoTahoeNorth.com](#) Performance
4. Appendix
  1. Methodology

# Social: Facebook Exchange

Campaign to date: 5/16/15-6/15/15	Impressions Served	Clicks	CTR	CPC	Home Page VTR	Cool Deals VTR
Reno RHS	484,639	390	0.08%	\$1.18	0.006%	0.031%
Sac RHS	490,764	345	0.07%	\$1.35	0.007%	0.027%
SF RHS	482,696	255	0.05%	\$1.78	0.003%	0.024%
Reno Sac SF Newsfeed	253,114	1,083	0.43%	\$1.38	0.051%	0.066%
Quiz Total	808,015	1,046	0.13%	\$1.31	0.011%	0.002%
Spring 1 Total	355,053	351	0.10%	\$1.50	0.013%	0.065%
Spring 2 Total	307,516	389	0.13%	\$1.13	0.016%	0.060%
Tax Total	240,629	287	0.12%	\$1.87	0.010%	0.055%
<b>TOTAL</b>	<b>1,711,213</b>	<b>2,073</b>	<b>0.12%</b>	<b>\$1.39</b>	<b>0.012%</b>	<b>0.033%</b>

MARKET &  
PLACEMENT

CREATIVE  
MESSAGE



## Best Performing Creative:

- Newsfeed Spring #2 (to the left)
- Headline: "This is why people call in sick."  
 • 0.65% CTR / \$0.76 CPC

CTR benchmark:  
0.08%

## Highlights:

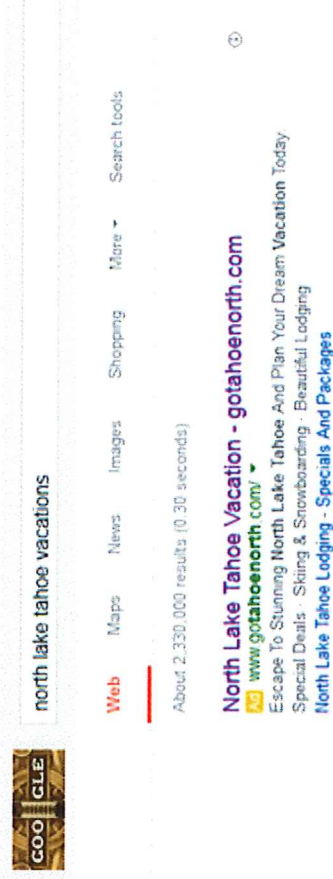
- Spring 2 creative continues to be the best performing creative
- The weight for Quiz has since been reduced to 33% and Tax has been removed from rotation

## SEM: Generic Ad Group, NLT Brand Ad Group, and Top Keywords

Campaign to date: 5/16-6/15	Impressions Served	Clicks	CTR	CPC	eCPM	Avg. Position
Generic	31,249	406	1.30%	\$2.30	\$29.94	1.4
NLT Brand	3,027	398	13.15%	\$1.62	\$212.92	1.3
<b>TOTAL</b>	<b>34,276</b>	<b>804</b>	<b>2.35%</b>	<b>\$1.97</b>	<b>\$46.10</b>	<b>1.4</b>

### Top Keywords:

1. north lake tahoe hotels
2. fishing
3. north lake tahoe restaurants
4. north lake tahoe hiking
5. hiking
6. vacation
7. north lake tahoe lodging
8. kayaking
9. paddle boarding
10. hotels
11. beaches
12. north lake tahoe vacation
13. north lake tahoe beaches
14. hiking trails
15. north lake tahoe fishing



### Highlights:

- Clicks between Generic and NLT Branded terms have pretty much evened out with the brand terms inherently earning higher CTR and lower CPC
- “Beaches” remains in the top keyword list from last month with a new set of Spring keyword companions in green to the left

SEO: [GoTahoeNorth.com](http://GoTahoeNorth.com)

Date Range: 5/16-6/15

Total Sessions: 82,751

Unique Visitors: 67,301  
(77.4% new)

Page Views: 257,324

Avg. Pages/Session: 3.11

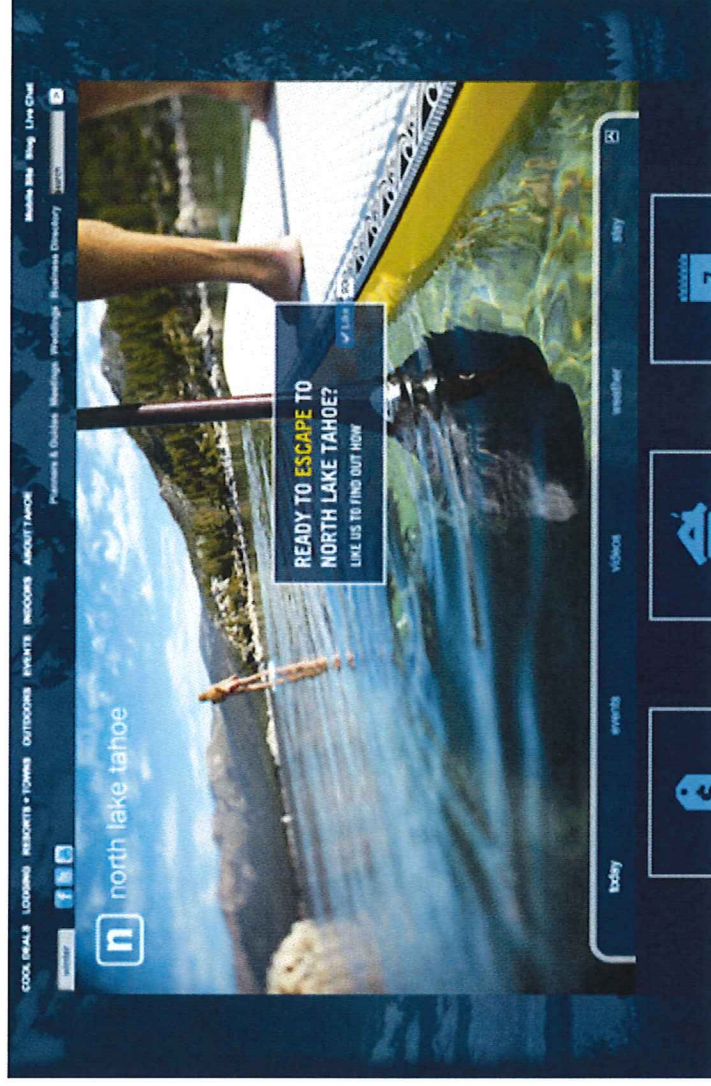
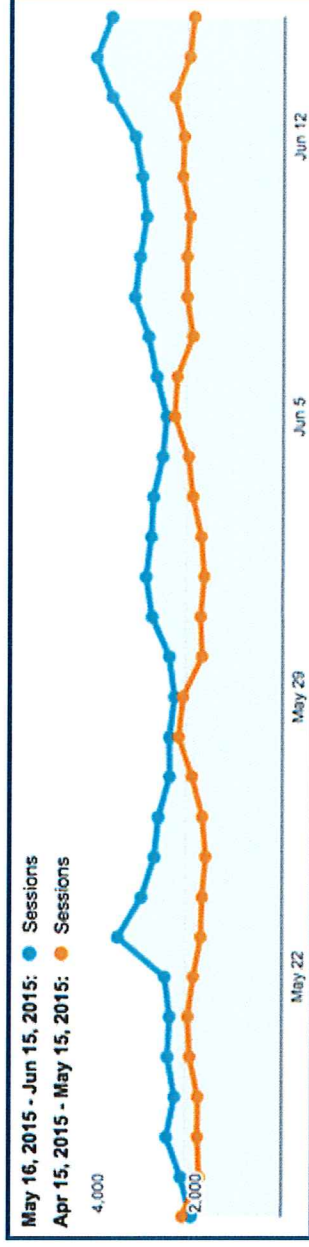
Avg. Session Duration: 2:20

Cool Deals Page Visits: 3,537

### Traffic Sources\*

- 46.2K California (58.7%)
  - 10.1K San Francisco (22.0%)
  - 4.5K Sacramento (9.7%)
  - 2.3K San Jose (5.1%)
  - 2.1K Los Angeles (4.6%)
  - 1.8K Truckee (4.0%)
  - 1.3K South Lake Tahoe (2.7%)
  - 0.9K San Diego (1.9%)
  - 0.6K Roseville (1.2%)
- 8.4K Nevada (10.7%)
  - 3.1K Reno (36.9%)
  - 2.8K Incline Village (33.4%)

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



# Appendix

## 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 June 2015

In June, 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 with Los Alamos National Laboratory for the International Conference on Nonlinear Elasticity in Materials. This meeting would generate 240 room nights and bring 50+ people to North Lake Tahoe in July 2017. Estimated total room revenue \$36,000.

Staff hosted a site visit for Medical Education Resources. MER is considering Lake Tahoe for an August 2016 meeting that will generate 150 room nights and approximately \$45,000 in room revenue.

Staff participated in biweekly conference calls with our agencies, School of Thought and the Abbi Agency.

Staff participated in a planning meeting for the FIS World Cup Ski and Snowboard event that is considering Squaw Valley in March 2016.

Staff participated in multiple planning calls with School of Thought to develop 2015/2016 media plan.

Staff participated in planning conference call with USA Cycling

Staff attended the Collaborate Marketplace in Orlando, FL. Collaborate Marketplace, an annual education conference and appointment-only trade show, is a highly respected event that brings together the most active planners, suppliers and experts in Corporate, Incentive and Citywide meetings and events. Staff had 27 one on one appointments over a two day period and participated in a number of networking activities with meeting planners. Staff generated a number of leads for future business at the event.

Staffed attended Luxury Meetings Summits in Seattle, Portland, Sacramento, San Francisco and Silicon Valley June 1-5, 2015. Luxury Meetings Summits are one-day events where staff has 20+ one-on-one appointments. Staff will be following up with planners to generate leads from these shows that include the following:

1. AA Worldwide Travel – Spring/Fall 2016 Health & Wellness Conference 50-100 people
2. Concur – First Quarter Incentive Program for 50+ people
3. Eddie Bauer –May/June Incentive for 40 people
4. Kenworth Truck Company –June Meeting for 125 people
5. Acer America –October 2015 Program for 40 people
6. Intel Security – September 2015 Program for 35 people
7. Intersil Corporation – February 2016 Sales Conference for 250 people
8. Optovue – January 2016 Sales Meeting for 35 people
9. Trinet – October 2015 Meeting for 28 people
10. Infogain Corporation –June 2016 Meeting for 100 people

Staff sponsored the putting contest at the Association Swings for Charity golf tournament at Catta Verdera Country Club in Lincoln, CA. 20 association planners participated in the event and staff networked with all of them at the putting contest. The majority of them have future business for North Lake Tahoe.

Staff hosted the bimonthly Conference Sales Committee Meeting

Staff volunteered for the USA Cycling Events going on in Truckee and North Star.

Staff conducted a conference call with WinterWonderGrassTahoe to go over Staff, Band, VIP and Fan lodging for their April 2016 Event.

Staff attended the North Lake Tahoe Chamber's June Mixer Event in Squaw Valley to network with local businesses.

Staff attended Lodging Committee Meeting to learn more about issues concerning North Lake Tahoe lodging partners.

Staff reviewed 2014-2015 Conference Trade Show Schedule and proposed events for 2015-2016 year.

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.

**Special Event Department Report  
June 2015  
Submitted by Judy Laverty**

**USA Cycling**

Staff spent the majority of the month attending to the many details of the race and working closely with the lodging properties, Northstar, Town of Truckee, etc. Staff also initiated all aspects of the race spectator guide and saw the project to completion and then personally delivered the guides to targeted bike shops, suppliers, Town of Truckee. Truckee will distribute to all lodging properties in their corridor and staff will deliver guides to front desk at Northstar.

Details included housing lists for USAC staff, radio buys, ad buys, constant communication with the race director and the USAC National events manager; arranging for meetings and meeting space at Northstar. Staff also contracted with Holliday Development to use the railyard in Truckee for parking for the Sunday criterium. Big projects included many calls for volunteers, sending emails to 27 regional bike clubs for volunteers, following up with phone calls and working with Breakaway Promotions volunteer coordinator.

Staff had numerous meetings with the Town of Truckee, and various conference meetings with USAC. As of this date there are close to 650 athletes registered for the race, room blocks are filling and due to the efforts of staff and the Town of Truckee and the Truckee Chamber, word that the race is coming is spreading fast.

Staff was on site all five days of the USAC race, including volunteering at various venues. A full report and recap will follow in the coming months.

**2016 World Cup**

Staff attended a meeting with the Tourism Director regarding the 2016 Skiercross and Snowboard Cross World Cup event to be held at Squaw Valley. We are considering a sponsorship of this event. Eurosport Television in Europe will broadcast the event live and domestic television will broadcast nationally one week after the event.

**Tough Mudder**

Staff and Tourism Director met with the Tough Mudder executive to discuss the 2016 event. Details of the meeting at this point are confidential, but will be presented at a future committee meeting.

**Spartan World Championships 2015**

Staff is scheduled to attend the first of a series of meetings with the executives of the Spartan Games and the event staff at Squaw Valley.



*professional creative services*

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

- meeting and collaborating on the new site – proofing and content edits
- inputting updated business information into the new data base / organization pages
- researching / submitting as well as posting / updating / editing events on current and new sites
- contacting event producers by phone and email
- create or edit pages as needed for various subjects in both current and new sites
- showcase two featured events on home-page slider - current site
- finding and changing out stale or invalid content - current and new sites
- making requested copy changes to organization pages with various area businesses - both sites
- making requested image changes to organization pages with various area businesses - both sites
- creating new pages for businesses ... uploading new content - both sites
- finding better images and switching out when available (all sections) - both sites
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email / phone
- checking site daily for any issues, links, errors, etc.
- designing email blasts for various events (relating to cool deals / informative event info)

*Shelley Fallon*

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

fallonmultimedia.com



# North Lake Tahoe June Recap

Public Relations   Content Marketing   Design   Social Media

775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501

## Goals:

1. Capitalize on the beginning of summer with engaging, shareable content that drives fans, followers and readers to North Lake Tahoe (examples: Tahoe Type Quiz, Boating Video + Release, etc.)
2. Promote summer events and festivals through owned channels (newsletter, social) and media outreach
3. Create crisis communication plans around drought and forest fires

## Story Angles

- Summer Recreation
- Festivals / Human Powered Events:
  - USA Cycling
  - Alpenglow Mountain Festival
  - Ta-Hoe Nalu
  - Wanderlust
- Weather + Boating Conditions
- Crisis Communication: Drought
- Cool Deals; Value
- East Coast Travel: Non-Stop Service on JetBlue from JFK to Reno-Tahoe

## Social Media

- Deal Driven
- Call-to-Action Content
- Information; Images
- Events:
  - Alpenglow Mountain Festival
  - USA Cycling
- Campaigns:
  - Tahoe Type Tax Return quiz, social sharing images, newsletter
  - NYC Targeting
  - North Lake Tahoe is open for summer, boat launching



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



# June Campaign

## Primary Goals & Objectives

- Grow media footprint in New York City through deskside meetings, attendance at TravelNevada media event and through RASC media trip
- Continue destination pitching geared towards summer events and activities
- Long lead summer/fall 2015
- Meetings & Conventions outreach
- Repurposed Tax Campaign quiz in to summer-specific quiz

## Talking Points & Messaging

- Non-stop JetBlue flight targeting New York travelers and publications
- Lake Tahoe is open for summer: Boating and Recreation push
- Events: AMGEN Tour, High Notes, Wellness Events, Cycling Events, Marquee Summer Events
- Five Reasons to visit North Lake Tahoe this summer

## Content Marketing

- Newsletter Themes:
  - Segmented Tax Campaign Personalities (6 versions)
  - Lake Tahoe is open, time to go boating!
  - Alpenglow Mountain Festival
  - 4<sup>th</sup> of July in North Lake Tahoe
- Fly Reno-Tahoe Social Media Posts:
  - North Lake Tahoe boat ramps are open
  - High Notes summer concert series
  - Mid-week specials
- Blog for GoTahoeNorth Website:
  - Boating
- Press Releases:
  - USA Cycling
  - What's New Summer 2015
  - 4<sup>th</sup> of July in North Lake Tahoe



775.323.2977



@theabbiagency



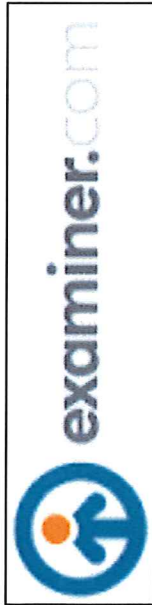
theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



# Public Relations: June Results



### Placement Highlights:

- Yoga Journal, Wanderlust (publicity value: \$8,493)
- MSN Travel, Paddleboarding (publicity value: \$1,037)
- 10Best, Tahoe Local Stores (publicity value: \$1,112)
- 7x7, Summer Recreation (publicity value: \$4,611)
- Examiner.com, USA Cycling (publicity value: \$12,888)
- Capital Public Radio, Boating (publicity value: \$5,000)
- KRNV Channel 4 Reno, Boating (publicity value: \$2,838)

### Pending Placements:

- Where Traveler, Tahoe travel (TBD)
- USA Today, beachside summer resorts (June)
- Napa Travel with Kids, PBS Show, Spring Story (FAM)
- RASC FAM – Boston Herald, Fodor’s, Sherman’s Travel, Travel Age West, Improper Boston, Nomads



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501



## Media FAMs

- JetBlue Media: May 29 - June 1**
- Sherman's Travel
  - TravelAge West
  - Have Sippy Will Travel (blog)
  - Freelancer – Huffington Post, Fodor's, USA Today
  - Improper Boston
  - NOMADS Magazine; Huffington Post

**Outlet: Traveling Mom**

Angle: Traveling with Kids

Who: Karin Sheets

Trip Date: July 21-23

**Outlet: Lonely Planet**

Angle: Exploring Lake Tahoe for Guide

Who: Cliff Wilkinson

Trip Date: September 2015

Run Date: TBD

## Hot Leads

**Outlet:** Food & Wine

**Subject:** Food scene in the region, chefs

**Outlet:** Smart Meetings

**Subject:** London Direct Flight and destination

**Outlet:** Meetings & Conventions

**Subject:** Reno-Tahoe Supplement

**Outlet:** Reno Magazine

**Subject:** Architectural Gems

**Outlet:** Freelancer Jill Robinson

**Subject:** Summer/Ale Trail

**Outlet:** San Jose Mercury News

**Subject:** Wellness Events



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501

# Tahoe Type Campaign

## Goals

- Encourage trips to North Lake Tahoe with a focus on human powered sports (Example: Looking for a great place for an outdoor adventure? North Lake Tahoe has everything you need...)
- Give potential travelers activity ideas based on quiz results that define their *Tahoe Type*

## Deliverables + Details

- Online Quiz (created and launched through an Offerpop tab on the North Lake Tahoe Facebook page)
- Crafted social media posts that drive traffic to the quiz
- Graphics: 85
- Launch Date: April 10
- Segmented Newsletters: 6 versions (distribution: May – June)

## Quiz Results

- Link Clicks to Quiz: 4,630
- Newsletter Sign-Ups: 576



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501

# NYC Advertising Campaign

## Goals

- Engage with a New York audience about summer travel to North Lake Tahoe via the new direct flight on JetBlue
- Drive new fans and followers to the GoTahoeNorth website

## Facebook (February 23 - June 16)

- Combined Impressions: 71,595
- Total Website Clicks: 828
- Advertising Creative: 2 Versions
- Cost per Click: \$0.42

## Twitter (February 23 - March 28)

- Impressions: 27,603
- Total Website Clicks: 103
- Advertising Creative: 2 Versions
- Cost per Click: \$0.41

**North Lake Tahoe**  
Sponsored · 📍

Dreaming of temperatures higher than 4°? Book your flight and visit us this summer.

**North Lake Tahoe**  
Sponsored · 📍

Trade the traffic for open waters this summer in North Lake Tahoe.

**North Lake Tahoe**  
Sponsored · 📍

Fly to North Lake Tahoe  
Jet Blue has made it possible - plan your trip now!

WWW.GOTAHOENORTH.COM



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501

# Social Media: June\* Results

## Facebook Data

- Total Number of Likes: 91,116
- Gained in June: 738
- Demographic: 45% male, 55% female
- Impression Demographic:
  - Reno: 34.7k
  - Sacramento: 24.1k
  - Los Angeles: 8.8k
- Highest Activity: Saturday and Sunday

## Twitter Data

- Total Number of Followers: 11,798
- Gained in June: 269
- Mentions: 92
- Link Clicks: 524
- Re-Tweets: 69
- Demographic: 59% male, 41% female

## Instagram Data

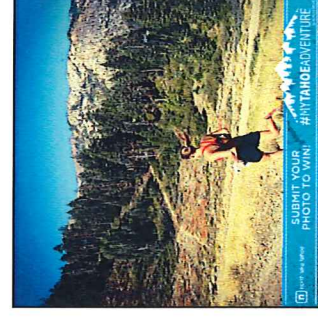
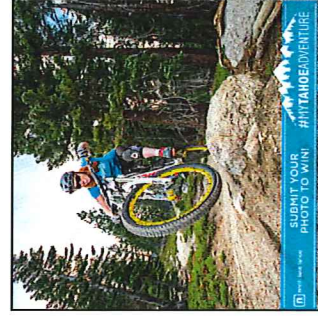
- Total Number of Followers: 7,887
- Gained in June: 1,153
- Total Photos: 799

## Pinterest Data

- Total Number of Followers: 487
- Total Number of Pins: 666

## Design

Various branded graphics for social sharing: 6



\*Results pulled from May 20 – June 16, 2015



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501

**North Lake Tahoe** @TahoeNorth · May 21  
 Don't miss the #MadeInTahoe Festival at @SquawAlpine this weekend!  
[squawalpine.com/madeintahoe](http://squawalpine.com/madeintahoe)



RETWEET 1 FAVORITES 4

3:35 PM - 21 May 2015 · Details

Hide photo

- Twitter Post, May 21**
- Favorites: 4
  - Re-Tweets: 1
  - Clicks: 2
  - Reach: 806




agency

pr • marketing • social media

# Social Media Highlights

**North Lake Tahoe**  
Published by Nicole Duxbury [?] · June 6 at 5:12pm · Edited [?] ·

Clear water, blue skies, and a gorgeous sunset. We couldn't ask for more.  
(Photo: @daphotog)



22,904 people reached

Like · Comment · Share

[View Results](#)

## Facebook Post, June 6

- Likes: 1,287
- Shares: 132
- Comments: 18
- Reach: 22,904



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501




agency

pr • marketing • social media

# Social Media Highlights

**North Lake Tahoe**  
Published by Nicole Duxbury [?] · June 12 at 10:00am · Edited [?] ·

"As it lay there with the shadows of the mountains brilliantly photographed upon its still surface I thought it must surely be the fairest picture the whole earth affords." – Mark Twain on Lake Tahoe.  
(Photo: @trossi72 via Instagram)



12,744 people reached

Boost Post

**Facebook Post, June 12**

- Likes: 782
- Shares: 78
- Comments: 12
- Reach: 12,744



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501

# Social Media Highlights



**Instagram Post, June 16**

- Likes: 935
- Comments: 37
- Reach: 7,652

taohnorth 19h

935 likes

taohnorth There's always plenty of room for paddleboarding in Crystal Bay. (Photo: @lakeshoresup)

view all 37 comments

- headawuwe @abazzoli
- brunofila @realbankys this could me and Nitro
- helloimastone @megpasqual we need to go and take Lou!
- heyitscarolyn @abudai1
- haleyannasays @jennifermf
- gardinersu6 @griffinkirsch
- bridgettesab We're going. Doesn't have to be July 4th.. But this summer we're going @scottie\_\_or10
- mattlew7 @shelbr
- goatsarecoming if only we had somewhere to stay @lizsmpson
- realbankys @brunofila haha omg that's totally you and nitro haha I can see it

Add a comment...





Thank You



775.323.2977



@theabbiagency



theabbiagency.com



275 Hill St. Ste. 250 Reno, NV 89501