



March 2017

# Departmental Reports

## March Conference Report

Staff conducted site visit for Innovest Systems for March 3-7, 2017. This program has potential to bring 352 room night/150 people to North Lake Tahoe for the Spring 2018. This program is considering the Hyatt Lake Tahoe and the Ritz Carlton Lake Tahoe for their Annual Customer & Vendor Meeting.

Staff attended Marketing and Sales Retreat at Diamond Peak to discuss 2017-2018 marketing and sales strategies.

Staff reviewed and requested appointments for the National Association of Sports Commission Symposium for March 28-30, 2017 in Sacramento, California. The Symposium is the annual meeting of the National Association of Sports Commissions (NASC), the association for the sport tourism industry in the United States since 1992. Hundreds of sport tourism professionals and industry partners gather to exchange time, resources, strategies, solutions, and more. The Symposium features dozens of authentic education sessions, countless networking opportunities, and business development appointments in the NASC Sports Marketplace, all to help members produce measurable ROI for their organization, elevate their sports events, and improve the quality of life in their destinations.

Staff hosted and attended HPN Client Event in the Phoenix/Scottsdale area for 25 HPN associates Cleveland Indians verses Chicago Cubs game.

Staff attended National Association of Sports Commission Symposium for March 28-30, 2017 in Sacramento, California. Staff had 10 one-one-one appointments and 12 event overview appointments with potential sporting events, races and tournaments.

Staff attend webinar on new to CRM system Cyclone.

Staff updated power point presentation for groups, meetings, events and conferences.

Staff conducted a conference call with No Barriers to go over sponsorship, public relations, and social campaign.

Staff assisted in setting up site visit for the Sabre Travel Network Executive Summit for March 22-23, 2017. This program has potential to bring 110 room night/50 people to Lake Tahoe for the September 2017. This program is considering the Hyatt Lake Tahoe and the Edgewood Tahoe..



Leisure Departmental Report  
March Marketing Committee Meeting  
3.28.17

TRAVEL TRADE INFORMATION:

- New Project – working on getting new properties up on BA Holidays in time for British Airways launch into Oakland.
- Upcoming Site Visits:
  - Scott Dunn, UK
  - Merit Golf & Ski Vacations
  - Hotel beds (May)
  - GTA (May)
- Travel Trade Brochure Placements:
  - Two page advertorial & hotel feature in the Hotel Beds 2017 Gold Book
  - Working on brochure placement in Blue Powder Tours, Australia
- Marketing Collaborative:
  - Purchased advertorial in South Korea Winter Olympics Magazine. This will be distributed to 4000+ trade associations, government agencies, and tourism contacts in Korea. This will also go out at the 2018 Winter Olympics in Korea.
  - Purchased advertising in Essentially America, Latin America & UK.

TRADESHOW INFORMATION:

- Attended the Go West Summit – attached are the leads.
- High Sierra Council is attending the Visit California Mexico Sales Mission – end of January – attached are the leads.
- Attended Visit California Outlook Forum – Feb 27<sup>th</sup> – March 2<sup>nd</sup>
- Currently at the Mountain Travel Symposium – March 27<sup>th</sup> – April 1<sup>st</sup>
- UPCOMING SHOWS:
  - California Snow Ski Shows, Australia – May 20-28<sup>th</sup>
- IPW – June 4-8<sup>th</sup>
  - Registered our delegates - Hyatt Regency & Squaw Valley attending
  - Appointments have been selected
- Will be attending the Visit California UK & Ireland Sales Mission – July.

### TRAVEL TRADE FAMS

- Hosted the following FAMS in March:
  - Norwegian Air, UK Winter FAM
  - American Airlines, Australia Winter FAM
  - Travel Nevada Winter FAM
  - These FAMS consisted of tour operators out of the UK, Australia, Mexico, India, El Salvador, and Brazil. Companies that attended these FAMS include: Scott Dunn, Flexiski, Iglu Ski, American Road Trip Company, Original Holiday, Flight Centre, Helloworld, Planet Blue Travel, Tripaway Travel, Reho Travel, Ahura Travels, The Holiday Company, Blue Powder Tours, Travelplan, United Airlines, Ski World, Ski Solutions, Ski Brasil, Snow Time, Mega Travel, Target Operadora, Viajes El Corte Ingles, Interpoint.
- Upcoming FAMS:
  - Travel Nevada/Brand USA Mexico FAM, May 4-5<sup>th</sup>
  - Travel Nevada Wedding FAM – May 6<sup>th</sup>
  - Brand USA UK & Ireland Mega FAM – May 11-13<sup>th</sup>
  - RSCVA & NLT Joint Hotel Beds Agent Fam – Dates TBD

### MISC:

- Working on opportunities to wrap up the 2016/2017 budget.
- Working on developing 2017/2018 budget.
- Hosted many international media (more from Abbie Agency).

#	Media	Name	Title	E-mail	Phone
1	ABZ Turístico Digital	Jesús Romero	Editor	<a href="mailto:editorial@abzturistico.com">editorial@abzturistico.com</a>	33 3647 1294
2	ABZ Turístico Magazine	Mina Coronado	Editor	<a href="mailto:editorial@abzturistico.com">editorial@abzturistico.com</a>	34 3647 1294
3	Entre y Viaje y Viaje- TV Show	Lourdes Del Muro	Editor	<a href="mailto:lacasadelulu@hotmail.com">lacasadelulu@hotmail.com</a>	333 1053488
4	El Informador newspaper	Ana Rodríguez	Editor	<a href="mailto:Ana.rodriguez@informador.com.mx">Ana.rodriguez@informador.com.mx</a> , <a href="mailto:agencia@informador.mx">agencia@informador.mx</a>	(33) 36 78 77 00
5	Milenio/Chic Passport	Cristina Rosell	Editor	<a href="mailto:cristina.rosell@milenio.com">cristina.rosell@milenio.com</a>	6683173, 3339547991
6	Tour Magazine	Héctor Fabio Rizzo Lozano	General Director	<a href="mailto:fabio@tourmagazine.mx">fabio@tourmagazine.mx</a>	33 31222065
7	Turitips	Luis Aguirre	Editor	<a href="mailto:luis@turitips.com">luis@turitips.com</a>	33 2400 2692
8	Vidalturismo	Daniel Guerrero	Editor	<a href="mailto:editorial@grupova.com.mx">editorial@grupova.com.mx</a> , <a href="mailto:daniel@grupova.com.mx">daniel@grupova.com.mx</a>	33 36168141, 38844706
9	Revista Beel	Araceli Valdivia	Director	<a href="mailto:elcolordelturismo@gmail.com">elcolordelturismo@gmail.com</a>	31212321
10	Revista Press	Bernardo Pavon	Editor	<a href="mailto:bernardo@revistapress.com">bernardo@revistapress.com</a> , <a href="mailto:bernardo@press360.mx">bernardo@press360.mx</a>	3328253127, 0453312502127

#	Media	Name	Title	E-mail	Phone
1	Aeroméxico's on-board magazines	Cristina Alonso	Editor in Chief	<a href="mailto:calonso@expansion.com.mx">calonso@expansion.com.mx</a>	91-77-43-00 ext. 32672
2	De viaje en Fórmula/Radio Show	José Antonio López Sosa	Broadcaster/Journalist	<a href="mailto:lopez.sosa@globalcomgroup.mx">lopez.sosa@globalcomgroup.mx</a>	26156248
3	Invertour	Bibiana Saucedo	Editor	<a href="mailto:bibianainvertour@prodigy.net.mx">bibianainvertour@prodigy.net.mx</a> ; <a href="mailto:invertur@prodigy.net.mx">invertur@prodigy.net.mx</a>	5514-9990/5525-2512
4	Dimensión Turística	Javier Orizaga	Editor	<a href="mailto:orizaga@prodigy.net.mx">orizaga@prodigy.net.mx</a>	
5	LADEVI	Ariane Diaz	Journalist	<a href="mailto:redaccionmexico@ladevi.com">redaccionmexico@ladevi.com</a> , <a href="mailto:arianediazb@gmail.com">arianediazb@gmail.com</a>	(52 55) 52070098   cel. (044 55)59542756
6	Nexos Turísticos	Juan Enrique Olguín	Director General	<a href="mailto:jmoises@nexosturisticos.com.mx">jmoises@nexosturisticos.com.mx</a>	5526 9855, 044 55 2180 2808
7	Tráfico Magazine	Edgar Pontex	Director General	<a href="mailto:epontex@traficomagazine.com">epontex@traficomagazine.com</a>	(55) 2566 4780
8	Travel & News	Victoria Prado	Editor	<a href="mailto:victoriagprado@gmail.com">victoriagprado@gmail.com</a>	1742-1604
9	Turistampa	Edgar Ibarra	Director	<a href="mailto:eis@turistampa.com">eis@turistampa.com</a>	5280-1984/5147-4202/5147-4203
10	Travel Report	Aranza Ortiz	Journalist	<a href="mailto:aranza.ortiz@formulaturistica.com">aranza.ortiz@formulaturistica.com</a> , <a href="mailto:direccion.general@formulaturistica.com">direccion.general@formulaturistica.com</a>	41960680, 044 5537090126
11	US TRAVELER	Guillermina Sanchez	Editor	<a href="mailto:guille.sanchez@globalcomgroup.mx">guille.sanchez@globalcomgroup.mx</a>	55 51064997

#	Media	Name	Title	E-mail	Phone
1	Deby Beard Blog	Deby Beard	Influencer	<a href="mailto:debybeard@casabeard.com">debybeard@casabeard.com</a>	
2	Donde Ir Magazine	Josué Corro	Editor in Chief	<a href="mailto:josue.flores@donde-ir.com">josue.flores@donde-ir.com</a>	9140 4050 Ext. 4098
3	Donde Ir Magazine	Karen Zanella Páez	Journalist	<a href="mailto:karen.zanella@donde-ir.com">karen.zanella@donde-ir.com</a>	5529401952
4	Elle Magazine, Influencer	Hanne Engels	Digital Influencer	<a href="mailto:crisrina.rosell@milenio.com">crisrina.rosell@milenio.com</a>	55 32 53 20 83
5	Travel & Leisure	Carla Danieli	Photographer	<a href="mailto:carladanieliphoto@gmail.com">carladanieliphoto@gmail.com</a>	+(52) 55 2107 1027
6	Food & Travel Magazine	Arlett Mendoza	Coeditor	<a href="mailto:arlett.mendozalysa@com.mx">arlett.mendozalysa@com.mx</a>	85956116
7	Forward Magazine	Pepe Treviño	Editor in Chief	<a href="mailto:ptrevino@ginmedia.com.mx">ptrevino@ginmedia.com.mx</a>	3872-2013
8	Glamour Magazine	Marck Gutt	Editor	<a href="mailto:contacto@loquehacemarck.com">contacto@loquehacemarck.com</a>	5591986867
9	Harper's Baazar	Pedro Aguilar	Editor	<a href="mailto:pmaguilarr@editorial.televisa.com.mx">pmaguilarr@editorial.televisa.com.mx</a>	5261-2000 Ext. 11691
10	LATITUDE Blog	Juan Carlos Valladolid	Digital Influencer	<a href="mailto:jc@thecrewmx.com">jc@thecrewmx.com</a>	5540851643
11	Milenio Newspaper	Laura Escamilla	Editor	<a href="mailto:escamillasoto70@gmail.com">escamillasoto70@gmail.com</a>	5514 73 99 37
12	MVS Television- Sports TV Show	Salvador Gonzalez/Jerry	Content Manager	<a href="mailto:salvadorunam@hotmail.com">salvadorunam@hotmail.com</a> , <a href="mailto:salvador.gonzalez@dish.com.mx">salvador.gonzalez@dish.com.mx</a>	55 29 12 49 12
13	Nat Geo Traveler	Erick Pinedo	Editor	<a href="mailto:ebpinedog@editorial.televisa.com.mx">ebpinedog@editorial.televisa.com.mx</a>	5261 2600 ext. 12643
14	Nat Geo Traveler	Alina Garduño	Editor in Chief	<a href="mailto:agardunol@editorial.televisa.com.mx">agardunol@editorial.televisa.com.mx</a>	5261 2600 ext. 12643
15	Notimex (news agency)	Enrique Valadez	Editorial Coordinator	<a href="mailto:evaladez@notimex.com.mx">evaladez@notimex.com.mx</a>	5420-1100 Ext. 2125
16	La Razón Newspaper	Israel Germán	Journalist	<a href="mailto:israel_german@hotmail.com">israel_german@hotmail.com</a>	044 5539886074
17	Reforma Newspaper	Ana Gabriela Rezc	Journalist	<a href="mailto:ana.rezc@reforma.com">ana.rezc@reforma.com</a>	(55) 5628 7183, 04455 1133 9628
18	Robb Report Magazine	Anaid Osuna	Coeditor	<a href="mailto:asanchez@robbreport.mx">asanchez@robbreport.mx</a> , <a href="mailto:aosuna@robbreport.mx">aosuna@robbreport.mx</a>	5520 0044 Ext: 288
19	Women's Health/Sports Life magazines (Televisa Group)	Araiz Ariola	Editor in Chief	<a href="mailto:araiz.arriola@gmail.com">araiz.arriola@gmail.com</a>	52612000 ext. 11626, 55-55-08-05-86

	AGENCY	NAME	EMAIL	NOTES
1	Operadora Target	Alejandro López	alejandro@targetoperadora.com	Big company in GDL. Primarily leisure moderate price. General follow up
2	Mega Travel Occidente	Ricardo Enríquez	comercialoccidente@megatravel.com.mx	Ricardo "Pollo" - Would like to be added to newsletters and to receive press release. General follow up
3	Sevilla Sol Viajes	Mauricio Colín	mauriciocolin@sevillasol.com.mx	In top 5 in GDL. Local contracts include University of GDL and JAL Government. General follow up
4	Geo Travel	Aída Hernández	intl1@geotravel.com.mx	Is interested in winter. Uses Hotelbeds, Mark Intl, Tourico and MetGlobal. General follow up
5	Imacop	Lizette Camarena	lizcgdl@imacoptour.com	Uses Hotelbeds, Mark Intl, Tourico. Also uses Dream Vacation Builders. She would like details and suggestions for hotels, activities and attractions.
6	Prego Viajes	Mariana López	llopez@pregoviajes.com	Has 4 divisions: Leisure, youth groups, corporate and traditional group. General follow up
7	MexJal	Roxana Magrassi	roxana@mexjal.com.mx	Been at TA for over 30 years. Wants to start TO business. Would like to hear from hotels, attractions and activities that would like to direct contract. Would prefer a DMC for activities.
8	Go Operadora	Armando Gómez	armando@gooperadora.com.mx	Already sends lots of people on fly drive vacations from LAS to SFO. Send images and itineraries.
9	Travelhaus	Andrea Ripoll	andrea@travelhaus.net	Would like to work with a local DMC/receptive. Send details. General follow up.
10	Maple Tours	Cynthia Gómez	Cynthia.gomez@mapletours.com	Wholesale division of Marplay. General follow up
11	Marplay	Gerardo Gomez	gerardo.gomez@marplay.com	OTA for lodging linked with Hotelbeds, Ensure interested properties are contracted with Hotelbeds.
12	Operadora Nomad - Panorama	Paloma Hoyo	paloma@nomadmex.com	Canada is becoming more popular due to exchange rate. Needs digital assets - video - for newsletters and website



	AGENCY	NAME	EMAIL	NOTES
1	ALMUNDO	JORGE GUADARRAMA	jorge.guadarrama@aimundo.com	OTA with 7 retail offices. Works with Hotelbeds and Tourico. Send him and kind of presentations for staff training purposes.
2	DREAM DESTINATIONS	ELSA CASTRO	elsa@ddmexico.com	True TO and wholesaler in leisure moderate segment. Offices in MEX, GDL and LEN, plus online booking engine. General follow up
3	EUROMUNDO	RUBEN GONZALEZ	rgonzalez@euromundo.com.mx	23 years as wholesaler offices all over Mexico and Orlando and Los Angeles. Deluxe business. General follow up.
4	GRAN PLAN	MARIELLE BUGNOT	marielle.bugnot@granplan.com	In house tour operator for Aeromexico. Massive operation - over 200 offices and a call center. Their online booking engine is facilitated by Best Day. General follow up.
5	BARGAIN	ALEJANDRA ANTUNEZ	alejandraa@bargaintours.com.mx	Tailor-made moderate and deluxe leisure operator. General follow up.
6	KOCH OVERSEAS	MARCELA ACEVES	marcela.aceves@kochtravel.com.mx	Expert corporate operator but also does leisure and meetings. Interested to receive updated information from all destinations. General follow up.
7	MEGA TRAVEL	ARELI LUNA	ventas52@megatravel.com.mx	Mega features over 60 countries, Moderate, Leisure segment. Looking for authentic, different attractions and activities.
8	OFERTUR	MIGUEL ANGEL PEREZ	m.perez@ofertur.com.mx	Ofertur has 20 offices in Mexico City and a 110 person call center. Moderate and deluxe, Leisure and corporate. General follow up.
9	PROFETUR	CESAR SANCHEZ	csanchez@profetur.com.mx	All categories of leisure. Specializes in Treasures of America California is one of top destinations. General follow up.
10	TRAVEL IMPRESSIONS	VERONICA HERNANDEZ	veronica.hernandez@travimp.com	Uses Hotelbeds, Mark Intl, Tourico. Also uses Dream Vacation Builders. She would like details and suggestions for hotels, activities and attractions.
11	TRAVEL SHOP	MIGUEL GALICIA	mgalicia@mundojoven.com	Travel Shop is part of Mundo Jovin. Pretty big with offices in 20 cities. Moderate. Deluxe - leisure. General follow up.
12	COAPLAZA	ADRIANA RAMIREZ	oscargiron@viajescoaplaza.com.mx	Oscar and his mother cover moderate and deluxe leisure, group and incentive business. General follow up.
13	VIMSA	EDGAR SOLIS	esolis@vimsatours.com	Visma - Moderate, deluxe - Leisure, corporate. Very familiar with product. General follow up.



## Market Conditions

### MEXICO GDP ANNUAL GROWTH RATE

Percent Change in Gross Domestic Product



GDP Annual Growth Rate is estimated to grow 2.3% in 2015. The Mexican economy continues to expand at a moderate annual growth rate of 2.4% as the economic recovery lost steam during the first half of 2015. A gradual recovery of economic activity is expected to continue, from 2.3% in 2015 to 2.5%, 2.49% and 2.49% in the years of 2020, 2030 and 2050, respectively.

Source: International Monetary Fund, INEGI, DGAC

### EXCHANGE RATE

1 Mexico Peso Equals 0.055 U.S. Dollar



Source: 1/15/16 xe.com

- The Mexican peso continues to decline
- Major governmental reforms across many sectors (energy, finance) are helping spark consumer confidence

## Risk Factors

Social inequalities, crime and migration all hold the potential to destabilize Mexico, but since joining NAFTA, Mexico's economic risk levels have been among the lowest of any major emerging market in the world.

## Competitive Landscape

- **Culinary:** Spain; Italy; New York; Chile; Argentina
- **Entertainment:** New York; Las Vegas; Chicago; Florida; Paris
- **Family:** Florida; Cancun (Mexico); Canada; Europe; Caribbean
- **Luxury:** New York; Las Vegas; Dubai; Europe (Italy, U.K., Spain); South Africa (Kenya, South Africa)
- **Outdoor:** Canada; Colorado; Italy; Chiapas (Mexico); Costa Rica

### TOP 2014 SPENDERS

- **Las Vegas:** \$2.40M
- **Colorado:** \$864K
- **Texas:** \$510K
- **Peru:** \$360K
- **Panama:** \$90.5K

Source: Adspen / Ibope / Nielsen; no paid TV or digital reported

## Market Barriers

- Outbound travel is not widely practiced and is largely undertaken by well-educated, affluent consumers (who represent only 13% of the Mexican population)
- Proximity to California results in a perceived familiarity
- Weaker Mexican peso can lead to travel to more affordable U.S., South American or domestic destinations
- Affluent travelers have maintained their travel patterns during 2015

## Airlift

- 469 weekly flights
- 71,968 weekly seats to California
- Nonstop service to 9 California destinations and connecting flights are mainly through Houston, Dallas and Phoenix

## Booking

- **Planning timeframe:** August–September and January–March
- **Booking pattern:** September–November and March, May–June; these periods represent holiday periods of Christmas, Easter and summer school holidays (mid July–end of August)
- Approximately 41% book with airlines directly, closely followed by online/OTA at 40%, and traditional travel agencies at 22%
- Over 35 operators carry California vacation packages

## Travel Profile — Air

(TOTAL)

**\$552M** 2015 P Visitor Spending

**23%** 2014 California Market Share

**571K** 2015 P California Visits

**579K** 2016 F Visits **+1.4%**

**651K** 2020 F Visits **+14.01%**

**\$637M** 2020 F Spending

P = projected; F = forecasted

Sources: U.S. Department of Commerce; Tourism Economics

## Leisure Traveler Profile

(77% OF TOTAL)

INDEX\*

**79%** Vacation/Holiday .....120

**56%** Hotel/Motel .....74

**7.8** California Nights — Average Length of Stay .....64

**\$890** Per Trip .....48

**2.3** Destinations Visited .....74

**2** Party Size .....118

**24.1%** Travel With Children .....179

\*Index compares to total overseas travel to California

Sources: U.S. Department of Commerce; CIC Research, Inc.

## Target Profile

### PRIMARY TARGET

- Top 33% HHI
- Passionate about or regularly travel abroad
- Travel by air for vacation 1+ times annually
- Vacation decision-making involvement

Source: Carat CCS

### DEMOGRAPHICS

- 39 — Median age
- Highest income tercile
- Married (54% / Index 150) and have children (70% / Index 140)

## Brand Foundation

**CALIFORNIA ATTITUDE:** California represents the American Dream, a land with a particular attitude and energy, where big dreams come true

**ABUNDANCE:** California is a land of epic proportions

## Other Market Insights

- Travel is driven by leisure and VFR purpose trips, attributed to increasing numbers of Mexicans present in the U.S.
- Average spending per outbound trip for Mexicans is low compared to other Latin American countries
- Rising mobile phone usage for research, social media and purchase of travel experiences
- More long weekend travel as summer school holiday periods are shortened (only five weeks), which provides an opportunity for California
- Strong desire for experiential travel—Mexican consumers are looking for new travel experiences beyond the familiar shopping and theme parks; increased interest in outdoor and adventure

## Brand Platform



## Events & Communications Update March Marketing Committee Meeting

### General

- Attended Visit California's Outlook Forum, 2/28 – 3/1
- Sent quarterly email (sponsored events, AMGEN road closure information), 3/17
- Assisting with Community Awards planning
- Working on Summer Visitor Guide
  - Event Calendar, Event Feature, Ale Trail Feature, Overall Proofing
- Created event booth checklist to utilize pre and post event
- Working with TAA & Augustine on photo shoot plans (1x/season and event photos)
- Submitted first draft of a 17.18 event budget, working on scope of work/goals
- Creating internal calendar of events for 2017 summer

### Special Event Grant Funding

- Presented reimagine plan to Director of Sales Committee and BACC. Both groups approved the changes.
- Discussed reallocation of \$5k from cancelled Sierra Century Ride. Proposed using it to put together a Special Event Producer 1-Day regional conference.

### World Cup

- Successful booth at the World Cup event on Friday 3/10 and Saturday 3/11
  - Distributed 3,300 branded cowbells (logo & website)
  - Distributed 180 visitor guides, and 100+ maps
  - Conversations with approximately 250p/day

### WinterWonderGrassTahoe

- Campaign running to promote event through our winter search and digital efforts.
- Facebook Live & Instagram Takeovers are planned for the event
- Social giveaways ran prior to event
- Banners hanging in Tahoe City

### AMGEN Tour of California

- Send road closure information to Quarterly Distribution List
- Call for Volunteers has been sent out
- Submitted bike event information for upcoming press releases

### Tahoe Summit Lacrosse Tournament

- Landing page created for event.

### Autumn Food & Wine Festival

- Confirmed partnership with North Tahoe Arts Plein Air for the 2017 AF&W event
- Had call with Loni, she's going to continue soliciting sponsorship opportunities for AF&W

### Escape Triathlon

- Continual discussions with IMG regarding an Escape Triathlon in NLT – September 2018
- Conducted site visit with IMG producer – met with Placer Co. Sheriff, Cal Trans & CHP – all said the event was doable. Discussed permitting process for road closures.
- Continuing follow up from meeting to confirm route and negotiate contract.

### 4<sup>th</sup> of July Fireworks

- Working on 4<sup>th</sup> of July landing page for website – will go up with site switches to summer

# 2017 Audi FIS Women's World Cup at Squaw Valley

## Event Recap

### NLTRA CAMPAIGN RECAP

#### Benefits Fulfillment

- Dedicated newsletter sent on 3/7 – *Know Before You Go*
- \$30,000 cash sponsorship paid (check request 2/21)

#### Added Value Provided by NLTRA

- Facebook
  - Announcement: 4/5
  - Event update: 6/17
  - Ticket Sales: 10/17
  - Video: 2/27
  - Travel Tips Blog: 3/4
  - Anika Neave Blog: 3/6
  - Facebook Live: 3/9
- Instagram
  - Takeover: 3/9
- Twitter
  - Event update: 2/1
  - Video: 2/26
  - Travel Tips Blog: 3/2
  - Travel Tips Blog: 3/6
- Dedicated landing page on GTN.com
  - Included WC specific lodging deals from partners
- Featured event on GTN.com
- Mention in NLTRA Press Release – Spring Release
- PR Pitches
  - Chicago
  - Talking point for GO-West Conference

### SQUAW VALLEY RECAP

#### Attendance

- Friday, 3/10 – 8,000 Spectators
- Saturday, 3/11 – 12,000 Spectators

#### Media

- Coverage of the World Cup at Squaw Valley reached roughly 500 million people over 800 placements online and in print
- Event was aired on NBC, NBCSN and internationally in Europe and Asia

#### Jumbotron/Liveshow

- Each :30 sponsor ad was played no less than 5 times per day on the Jumbotron

#### E-Mail

- 24 unique emails sent with sponsor logo in footer
  - Total Distribution: 178,859
  - Unique Opens: 44,489

## Banners

- NLT banners were hanging in the Club & VIP sections
  - Could be viewed from TV coverage

## Other

- Logo & link on SV landing page
- Full page ad in the World Cup program

## Survey

- Survey sent on 3/23

## ON-SITE NOTES

### Logistics

- Had booth onsite Friday & Saturday. Skipped Sunday since there were no official races going on – it was an option from Squaw Valley.
- Tent set up went well. Chris went the night before and got everything set. The tent was broken but usable. Need to replace a bar in the back.
- Need chairs to take to events for staff to use (2 camp chairs).
- There were a lot of bells to unwrap. It took about 4 of us on Friday morning to keep up with the demand. Would have been good to unwrap a few boxes in advance to get ahead of it. The demand was heaviest early in the day.
- Chris, Kym and Linda really appreciated being given two of the VIP passes to use throughout the weekend.
- A number of other vendors were distributing cowbells as well but ours were still very popular.
- We took some to the VIP and Press areas which was a good idea.
- Took 3,600 cowbells. Couldn't fit them all in Chris's vehicle so had to take them in two trips.
- Need to make sure staff is using sandbags any time the tent goes up. They didn't have them out throughout the weekend b/c they didn't feel it was necessary.
- On Saturday morning Chris decided not to give out cowbells until 9am when the vendor village officially opened even though he was set up at 8am. He used that hour to unwrap bells. We should have unwrapped bells the night before and started handing out immediately.

### Information Distribution

- Took 3,600 cowbells. Distributed approximately 3,300 of them. Very popular, people loved them.
- Distributed 180 visitor guides
- The regional maps (XC maps) weren't a big hit, not too many given out.
- Distributed 100 of the 101 Things to Do map – was a little more popular.

### Tent Visitation

- Conversations at the booth were approximately 250p per day.



*professional creative services*

March 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*

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

fallonmultimedia.com

# | February Advertising Report

 north lake tahoe





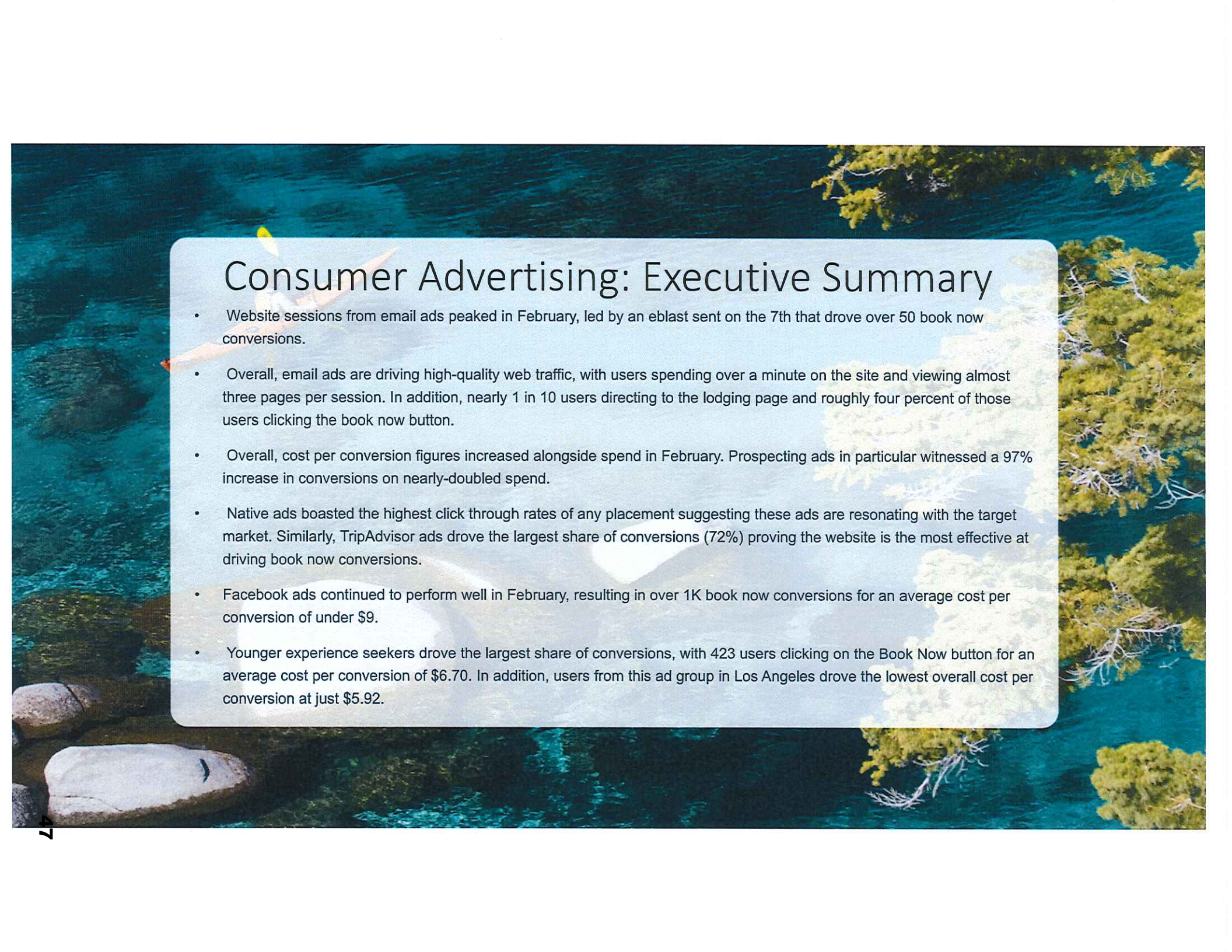
## Advertising: Executive Summary

- Creative assets were developed for both the consumer and MCC markets. Projects included:
  - World Cup full page ad for event program
  - World Cup 30-second video for event screen
  - Snow-focused eblast
  - MCC 30-second video highlighting event venues & activities
  - MCC eblasts
- Incremental spend items continued to run this month, targeting the LA market. Items included:
  - Outdoor billboards
  - Second Weekend Sherpa promotion, highlighting romantic trip ideas
  - Email Prospecting campaign, highlighting fresh snow and unique features of the destination (launched 2/22)
  - Facebook Live promotion

A scenic view of a turquoise lake with a wooden raft and evergreen trees. The water is clear and blue, with rocks visible in the foreground. The raft is in the middle ground, and the trees are on the right side. The overall scene is peaceful and natural.

## Consumer Advertising: Executive Summary


- GoTahoeNorth.com witnessed a 110% increase in traffic directly from ads in February, resulting in a 15% increase in book now conversions and an 8% increase in overall web traffic. Digital ads contributed 43% of the total traffic to site.
- Social ads drove more book now conversions than any other ad medium, with over 1.1K users clicking on the book now button after viewing an ad. Facebook ads targeted toward younger experience seekers were particularly effective, resulting in over 400 book now conversions.
- Across all mediums, ads targeted toward users in Los Angeles featured the lowest cost per conversion figures (\$76), followed by New York (\$104), and Austin (\$162).
- Weekend Sherpa and Email advertising drove the highest quality web traffic, with users from both sources spending over 1:30 on the site and viewing over three pages per session.



## Consumer Advertising: Executive Summary

- Website sessions from email ads peaked in February, led by an eblast sent on the 7th that drove over 50 book now conversions.
- Overall, email ads are driving high-quality web traffic, with users spending over a minute on the site and viewing almost three pages per session. In addition, nearly 1 in 10 users directing to the lodging page and roughly four percent of those users clicking the book now button.
- Overall, cost per conversion figures increased alongside spend in February. Prospecting ads in particular witnessed a 97% increase in conversions on nearly-doubled spend.
- Native ads boasted the highest click through rates of any placement suggesting these ads are resonating with the target market. Similarly, TripAdvisor ads drove the largest share of conversions (72%) proving the website is the most effective at driving book now conversions.
- Facebook ads continued to perform well in February, resulting in over 1K book now conversions for an average cost per conversion of under \$9.
- Younger experience seekers drove the largest share of conversions, with 423 users clicking on the Book Now button for an average cost per conversion of \$6.70. In addition, users from this ad group in Los Angeles drove the lowest overall cost per conversion at just \$5.92.


## Consumer Display Ad Examples



### Active

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


Impressions: 8.2M  
Clicks: 12.4K  
CTR: 0.15%  
Landing Page Visits: 450  
Book Now Conversions: 411  
**CVR: 91.33%**



### Family

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

Impressions: 4.8M  
Clicks: 6.6K  
CTR: 0.14%  
Landing Page Visits: 219  
Book Now Conversions: 66  
**CVR: 30.14%**

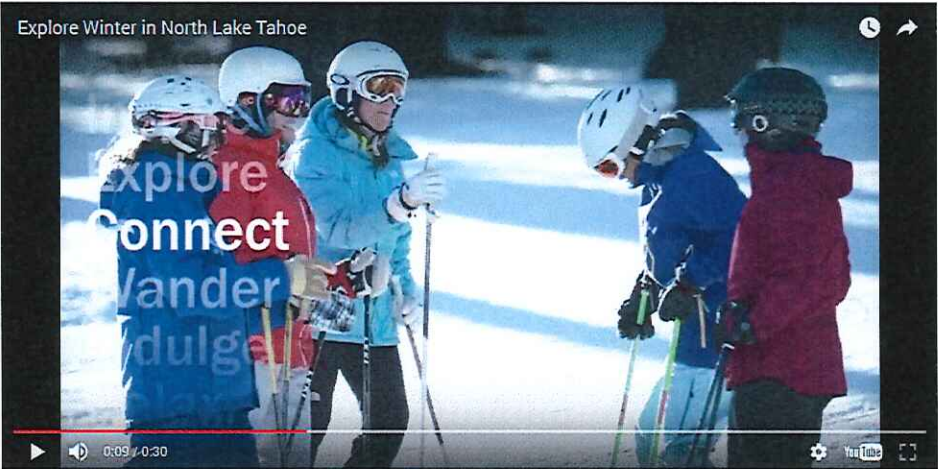


### Relaxation

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

Impressions: 4.2M  
Clicks: 5.7K  
CTR: 0.14%  
Landing Page Visits: 245  
Book Now Conversions: 238  
**CVR: 97.14%**

## Consumer YouTube Ad Example



Explore Winter in North Lake Tahoe

Explore  
Connect  
Wander  
Indulge

YouTube

Impressions: 528K  
Views: 194K  
View Rate: 37%

The image shows a YouTube video player interface. The video title is "Explore Winter in North Lake Tahoe". The video content features a group of five people in winter ski gear standing on a snowy slope. Overlaid on the video is the text "Explore Connect Wander Indulge" in a light blue font. The video player includes a progress bar at the bottom showing 0:09 / 0:30, a play button, a volume icon, and the YouTube logo. To the right of the video player, the following performance metrics are listed: Impressions: 528K, Views: 194K, and View Rate: 37%.

# Consumer Social Ad Examples



North Lake Tahoe shared a link  
Sponsored · @

Wonder  
Imagine  
Experience | it's human **n**ature  
Venture  
Breathe

north lake tahoe

**Winter Wonders Await**  
Get ready to hit the slopes. Visit North Lake Tahoe to experience excitement and beauty this winter!

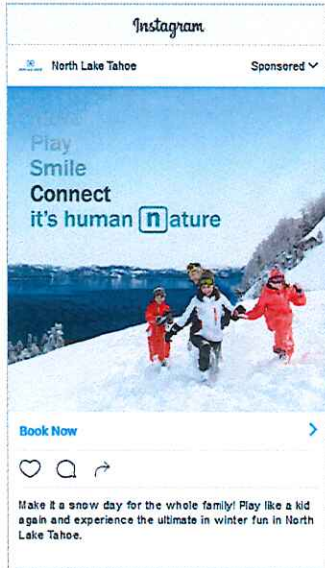
GOTAHQENORTH.COM

Book Now

Like Comment Share

**Facebook**

Impressions: 935K  
Clicks: 3.2K  
CTR: 0.34%  
**CVR: 32%**



Instagram

North Lake Tahoe Sponsored

Play  
Smile  
Connect  
it's human **n**ature

Book Now

Make it a snow day for the whole family! Play like a kid again and experience the ultimate in winter fun in North Lake Tahoe.

**Instagram**

Impressions: 412K  
Clicks: 275  
CTR: 0.07%  
**CVR: 35%**

## World Cup Program Ad



Escape  
Play  
Soar  
it's human **n**ature

North Lake Tahoe—home to Super Jules and other World Cup skiers—is the ultimate winter destination. Enjoy breathtaking beauty at any one of the 12 ski resorts and carve your own course. Make North Lake Tahoe the backdrop to your next epic adventure.

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

**n** north lake tahoe

February Digital Report | Consumer

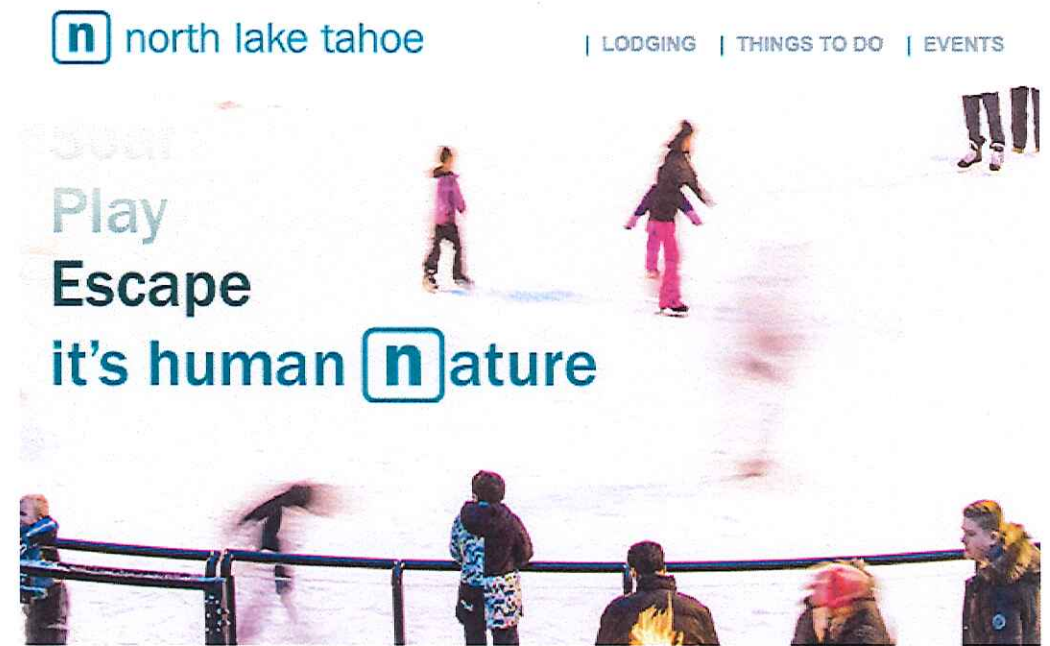
## World Cup Video Example



February Digital Report | Consumer



## Consumer Eblast Example (Top)



### PLAY UP WINTER

Explore a different side of North Lake Tahoe after the snowiest January in 45 years! With so many activities to enjoy, you've got your choice of incredible winter adventures around every snow-covered corner. Lace up your skates and hit the ice or hop on a snowmobile to experience the rush of adventure. Good old-fashioned sledding and snowshoeing by the lake give you a refreshing new look into North Lake Tahoe's beauty. After all the snow-worthy fun, indulge in memorable ways to "après ski" with fun activities and entertainment to wrap up your North Lake Tahoe play.

[PLAN YOUR UNFORGETTABLE STAY NOW](#) 

## Consumer Eblast Example (Middle)




WinterWonderGrass

Music, Brews and Mountains March 30 – April 2, 2017

[BUY YOUR TICKETS](#)

February Digital Report | Consumer


## Consumer Eblast Example (Bottom)




### GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

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



north lake tahoe

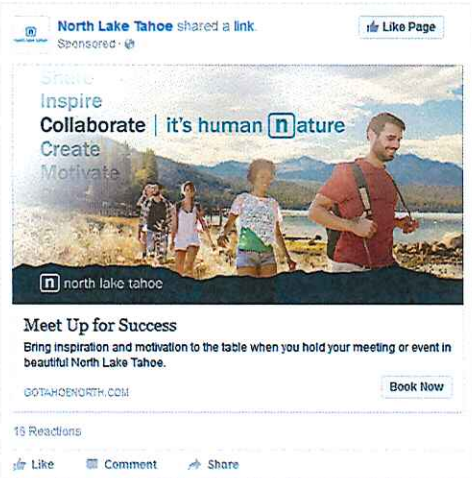




# MCC Advertising: Executive Summary

- Email blasts continued to drive the highest-quality web traffic to North Lake Tahoe's web page, with users spending nearly two minutes on site and viewing nearly four pages per session. A Facebook retargeting video implemented this month proved to be effective in driving higher click through rates, with 1.12% of users click on the ad compared to the 0.66% click through rate of normal ads.
- Newly implemented banner ads boasted similar pages per session figures and even lower bounce rate figures, though this medium is responsible for fewer sessions.
- This month we implemented a Facebook retargeting video, aimed at users who visited the meetings page but did not convert, that served nearly 7.8K impressions. This resulted in a 1.12% click through rate (compared to 0.66% for other ads) for an overall cost per click of just \$2.27.
- Cost per click figures remained stagnant in February, hovering around the \$1.50 mark, while cost per engagement figures climbed to \$9.47 up from \$2.78 in January. Similar to social ads in the Leisure campaign, we feel this is largely representative of using recurring creatives throughout the campaign.

# MCC Social Ad Examples



North Lake Tahoe shared a link  
Sponsored · Like Page

Inspire  
Collaborate | it's human nature  
Create  
Motivate

north lake tahoe

**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

15 Reactions

Like Comment Share

**Facebook**

Impressions: 140K  
Link Clicks: 967K  
CTR: 0.69%  
Engagement Rate: 0.02%



Instagram

North Lake Tahoe Sponsored

Create  
Inspire  
Collaborate  
it's human nature

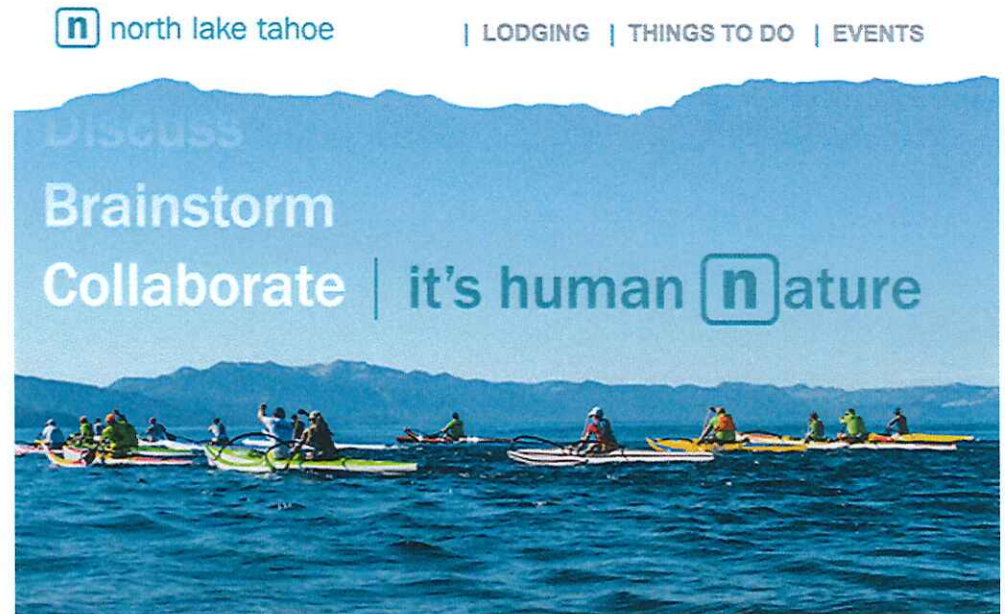
Book Now

Give your meeting an altitude adjustment. Get together in the fresh mountain air and inspiring beauty of North Lake Tahoe.

**Instagram**

Impressions: 34K  
Link Clicks: 22  
CTR: 0.06%  
Engagement Rate: 0.36%

## MCC Eblast Example (Top)








### ELEVATE YOUR NEXT MEETING

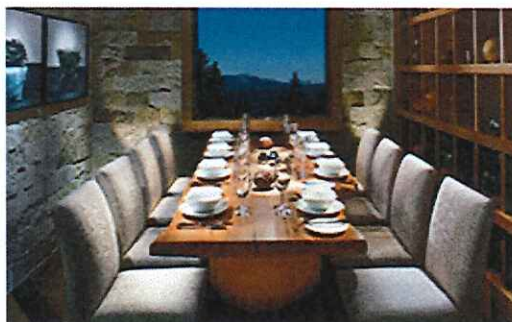
Plan your meeting in North Lake Tahoe, where the crisp mountain air and inspiring scenery take your gathering to spectacular new heights. Surrounded by incredible natural beauty, choose your perfect venue beyond the hotel experience. The historic 3,000 square-foot [Thunderbird Lodge](#) and [Garwoods Grill and Pier](#) boasts lakefront locations. Lift your meeting experience at [High Camp at Squaw Valley USA](#) featuring indoor/outdoor space and stunning views at 8,200 feet, or [The Chateau at Incline Village](#), offering more traditional meeting spaces with classic Lake Tahoe charm. With North Lake Tahoe as your backdrop, you'll connect with those around you while enjoying a truly unique mountain setting.

PLAN YOUR GET-TOGETHER NOW 

February Digital Report | MCC

## MCC Eblast Example (Middle)

 <b>30</b> MEETING FACILITIES	 <b>200,000+</b> SQ. FT. OF MEETING SPACE	 <b>7,000+</b> HOTEL ROOMS
 <b>120+</b> EATERIES	 <b>50</b> GOLF COURSES	



Book your next meeting  
in North Lake Tahoe!

[SUBMIT AN RFP](#) 



Download your free conference  
planning guide!

[DOWNLOAD FREE GUIDE](#) 

February Digital Report | MCC

## MCC Eblast Example (Bottom)



### GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

From Reno-Tahoe International — 45 minute drive

From Sacramento International — 2 hour drive

From San Francisco International — 3 hour drive



north lake tahoe

For more information, contact Jason Neary, Director of Conference Sales, North Lake Tahoe  
CVB at 800-462-5196 ext. 106 or [Jason@GoTahoeNorth.com](mailto:Jason@GoTahoeNorth.com).



February Digital Report | MCC




## MCC 30-Second Video Ad Example



February Digital Report | MCC

# | February Digital Report

 north lake tahoe



# Executive Summary

## Leisure

- GoTahoeNorth.com witnessed a 110% increase in traffic directly from ads in February, resulting in a 15% increase in book now conversions and an 8% increase in overall web traffic.
- Social ads drove more book now conversions than any other ad medium, with over 1.1K users clicking on the book now button after viewing an ad. Facebook ads targeted toward younger experience seekers were particularly effective, resulting in over 400 book now conversions.
- Across all mediums, ads targeted toward users in Los Angeles featured the lowest cost per conversion figures (\$76), followed by New York (\$104), and Austin (\$162).

## MCC

- Email blasts continued to drive the highest-quality web traffic to North Lake Tahoe's web page, with users spending nearly two minutes on site and viewing nearly four pages per session. A Facebook retargeting video implemented this month proved to be effective in driving higher click through rates, with 1.12% of users click on the ad compared to the 0.66% click through rate of normal ads.

# | Consumer

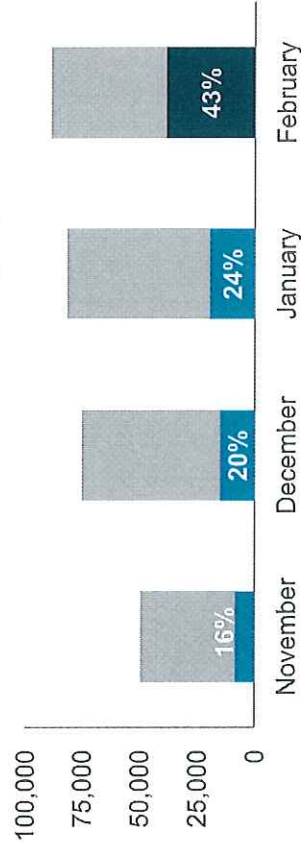


 north lake tahoe

## Advertising Performance

- Traffic stemming from digital ads comprised 43% of all GoTahoeNorth.com traffic in February. This represents a 110% increase in ad traffic this month, leading to a 15% increase in book now conversions and a 9% increase in overall web traffic.
- Weekend Sherpa and Email advertising drove the highest quality web traffic, with users from both sources spending over 1:30 on the site and viewing over three pages per session.

Website Sessions From Ads

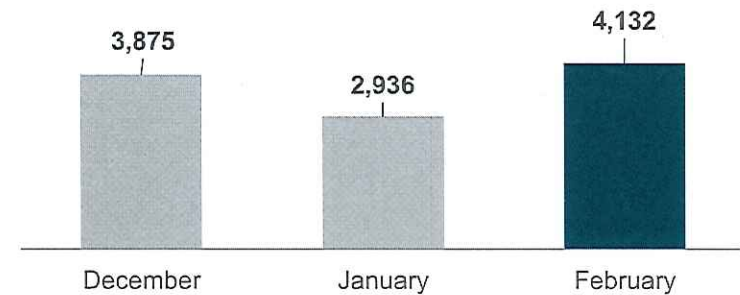


Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Banner	16,054	36,144	00:45	2.25	36.74%
Native	14,431	22,122	02:03	1.53	60.00%
Email	4,132	13,832	01:31	3.35	15.30%
Paid Search	2,541	6,053	00:38	2.38	34.28%
Social	1,183	1,868	00:13	1.58	54.35%
Weekend Sherpa	137	688	02:37	5.02	25.55%
YouTube	46	86	00:06	1.87	15.22%
<b>Total</b>	<b>38,524</b>	<b>80,793</b>	<b>00:41</b>	<b>2.10</b>	<b>43.47%</b>

## Email Performance

- Website sessions from email ads peaked in February, led by an eblast sent on the 7<sup>th</sup> that drove over 50 book now conversions.
- Overall, email ads are driving high-quality web traffic, with users spending over a minute on the site and viewing almost three pages per session. In addition, nearly 1 in 10 users directing to the lodging page and roughly four percent of those users clicking the book now button.

Sessions From Emails



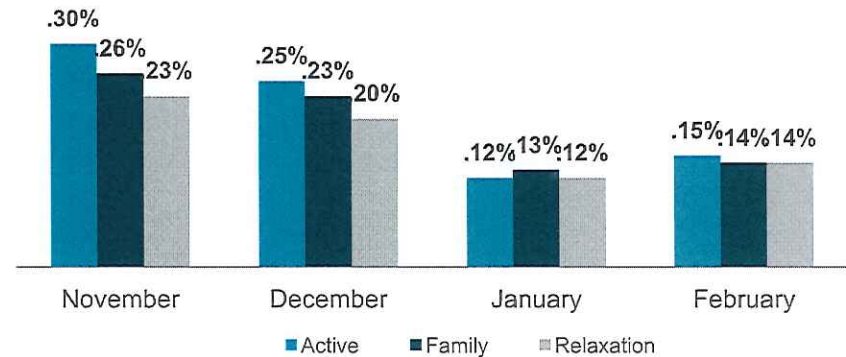
Email	Sessions	Pageviews	Pages Per Sessions	Time on Site	Bounce Rate	Spend	Lodging Page Visits	Book Now Conversions	Cost Per Conversion
Leisure Email 1/3	2,004	4,481	2.24	00:38	15.87%	\$3,000	263	7	\$428.57
Leisure Email 2/7	1,803	6,740	3.74	01:46	12.20%	\$3,800	970	51	\$19.02
Leisure Email 2/22	1,745	4,903	2.81	01:08	19.71%	\$4,350	256	5	\$51.20
<b>Total</b>	<b>5,552</b>	<b>16,124</b>	<b>2.90</b>	<b>01:10</b>	<b>15.90%</b>	<b>\$11,150</b>	<b>1,489</b>	<b>63</b>	<b>\$176.98</b>

## Display Performance by Creative

• Display performance flattened out in the past two months, with click through rates hovering around the 0.14% mark. In addition, book now conversions decreased by 20% this month and cost per conversion nearly doubled.

• We feel this trend is largely due to both seasonality and the recurring use of creatives. Moving forward, we suggest implementing fresh creatives throughout the campaign to counteract this.

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Media Cost	Lodging Page Visits	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Active	8,183,302	12,449	0.15%	\$2.78	\$34,600.91	450	411	91.33%	\$84.19
Family	4,801,735	6,589	0.14%	\$3.10	\$20,420.02	219	66	30.14%	\$309.39
Relaxation	4,165,389	5,664	0.14%	\$3.25	\$18,395.84	245	238	97.14%	\$77.29
<b>Total</b>	<b>17,150,426</b>	<b>24,702</b>	<b>0.14%</b>	<b>\$2.97</b>	<b>\$73,416.77</b>	<b>914</b>	<b>715</b>	<b>78.23%</b>	<b>\$102.68</b>

## Display Performance by Placement

- Overall, cost per conversion figures increased alongside spend in February. Prospecting ads in particular witnessed a 97% increase in conversions on nearly-doubled spend.

- Native ads boasted the highest click through rates of any placement suggesting these ads are resonating with the target market. Similarly, TripAdvisor ads drove the largest share of conversions (72%) proving the website is the most effective at driving book now conversions.


Cost Per Conversion Trending



Placement	Impressions	Clicks	CTR	CPC	Media Cost	Lodging Page Visits	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Prospecting	15,678,736	23,845	0.15%	\$2.78	\$66,387.43	408	142	34.80%	\$467.52
Native	3,571,636	24,833	0.70%	\$0.57	\$14,079.71	11	6	54.55%	\$2,346.62
Retargeting	1,254,979	510	0.04%	\$9.84	\$5,019.92	440	52	11.82%	\$96.54
TripAdvisor	216,711	347	0.16%	\$5.79	\$2,009.43	66	521	789.39%	\$3.86
<b>Total</b>	<b>20,722,062</b>	<b>49,535</b>	<b>0.24%</b>	<b>\$2.06</b>	<b>\$87,496.49</b>	<b>925</b>	<b>721</b>	<b>77.96%</b>	<b>\$141.46</b>




## Display Ad Examples



### Active

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


Impressions: 8.2M  
Clicks: 12.4K  
CTR: 0.15%  
Landing Page Visits: 450  
Book Now Conversions: 411  
**CVR: 91.33%**



### Family

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

Impressions: 4.8M  
Clicks: 6.6K  
CTR: 0.14%  
Landing Page Visits: 219  
Book Now Conversions: 66  
**CVR: 30.14%**



### Relaxation

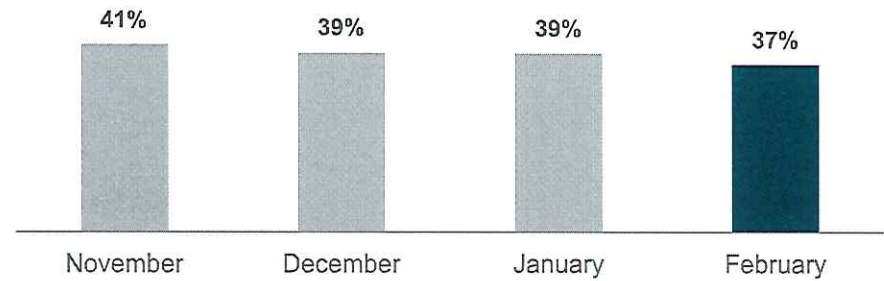
Sizes:  
160x600, 300x250,  
300x600, 320x50, 728x90

Impressions: 4.2M  
Clicks: 5.7K  
CTR: 0.14%  
Landing Page Visits: 245  
Book Now Conversions: 238  
**CVR: 97.14%**

# YouTube View Performance

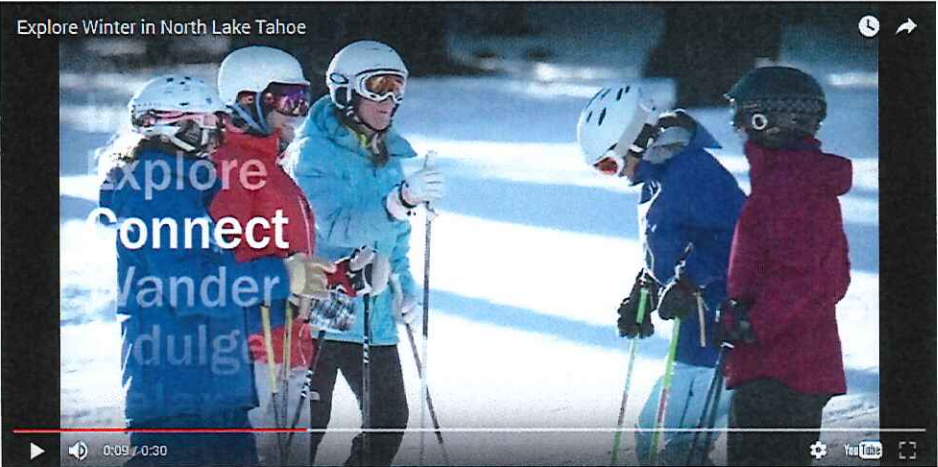
- Similar to display ads, YouTube performance slightly decreased in February, suggesting users are becoming overexposed to the ads.
- Ads served to younger experience seekers continued to earn the highest view rate of any ad group, specifically those targeted in New York (42%).
- Older, experienced travelers were the only targeted ad group to click the book now button after viewing a YouTube ad, with one user in Los Angeles converting.

View Rate Trending



Target	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	Book Now Conversions
Outdoor Experience Seekers	158,275	270	63,556	40.16%	66.15%	48.94%	43.03%	39.90%	0
Family Memories	164,153	350	63,279	38.55%	66.50%	47.75%	41.42%	38.16%	0
Someone Older, Something New	205,954	518	67,126	32.59%	61.09%	40.99%	35.00%	32.03%	1
<b>Total</b>	<b>528,382</b>	<b>1,138</b>	<b>193,961</b>	<b>36.71%</b>	<b>64.29%</b>	<b>45.47%</b>	<b>39.40%</b>	<b>36.29%</b>	<b>1</b>

## YouTube Ad Examples



Explore Winter in North Lake Tahoe

YouTube

Impressions: 528K  
Views: 194K  
View Rate: 37%

The image shows a YouTube video player interface. The video title is "Explore Winter in North Lake Tahoe". The video content shows a group of five people in winter gear (helmets, goggles, jackets) standing in a snowy mountain landscape. Overlaid on the video is the text "Explore Connect Wander indulge". The video player includes a progress bar at the bottom showing 0:09 / 0:30, a volume icon, a settings gear, the YouTube logo, and a full-screen icon.

## Paid Search Performance

- Paid search performance continued to improve in February, with book now conversions increasing by 23% and cost per conversion decreasing by 21%.
- Evergreen Vacation resulted in the most book now conversions of any campaign (84), though the Evergreen Local campaign witnessed the largest month-over-month change (34% increase in book now conversions).
- Performance improvements are largely due to a bid optimization made in February. This allowed the team to allocate more money toward keywords that are most likely to convert.

Cost Per Conversion Trending



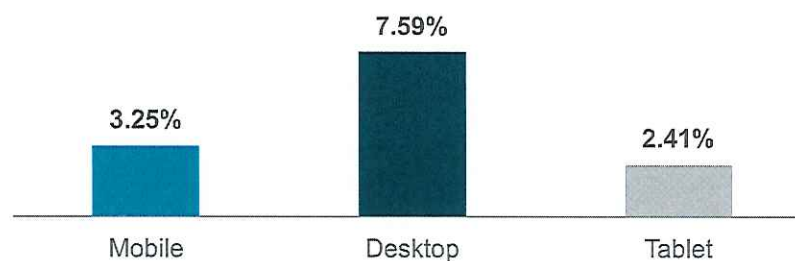
Campaign	Impressions	Clicks	CTR	Cost	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Evergreen – Vacation (SEM)	935,459	1,274	0.14%	\$3,416.22	83	6.51%	\$41.16
Evergreen – Local (SEM)	28,868	326	1.13%	\$604.36	18	5.52%	\$33.58
Winter (SEM)	267,971	1,095	0.41%	\$3,511.84	16	1.46%	\$219.49
<b>Total</b>	<b>1,232,298</b>	<b>2,695</b>	<b>0.22%</b>	<b>\$7,532.42</b>	<b>117</b>	<b>4.34%</b>	<b>\$64.38</b>

## Paid Search Performance by Device

• We are seeing similar trends month-after-month, with mobile ads driving higher click through rates and desktop showing higher conversion rates. We feel this accurately reflects consumer behavior and that our ads are in a good position to convert.

• Overall, we suggest staying the course with bid adjustments as we have witnessed positive results from the optimizations made.

Book Now Conversion Rate by Device



Device	Impressions	Clicks	CTR	Cost	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Mobile	450,839	1,818	0.40%	\$5,097.36	59	3.25%	\$86.40
Desktop	723,382	711	0.10%	\$1,995.33	54	7.59%	\$36.95
Tablet	58,077	166	0.29%	\$439.73	4	2.41%	\$109.93
<b>Total</b>	<b>1,232,298</b>	<b>2,695</b>	<b>0.22%</b>	<b>\$7,532.42</b>	<b>117</b>	<b>4.35%</b>	<b>\$64.38</b>

## Social – Facebook – Ads

• Facebook ads continued to perform well in February, resulting in over 1K book now conversions for an average cost per conversion of under \$9.

• Younger experience seekers drove the largest share of conversions, with 423 users clicking on the Book Now button for an average cost per conversion of \$6.70. In addition, users from this ad group in Los Angeles drove the lowest overall cost per conversion at just \$5.92.

Cost Per Conversion by Region



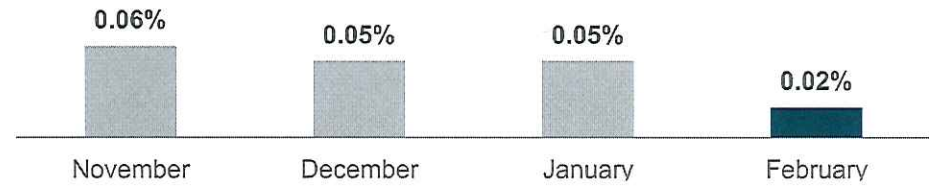
Target	Impressions	Link Clicks	CTR	Cost	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Outdoor Experience Seekers	379,940	1,456	0.38%	\$2,833.00	423	29.05%	\$6.70
Family Memories	308,210	886	0.29%	\$2,832.25	307	34.65%	\$9.23
Someone Older, Something New	247,143	849	0.34%	\$2,832.18	298	35.10%	\$9.50
<b>Total</b>	<b>935,293</b>	<b>3,191</b>	<b>0.34%</b>	<b>\$8,497.43</b>	<b>1,028</b>	<b>32.22%</b>	<b>\$8.27</b>

## Social – Facebook – Engagement

• Overall, Facebook ads earned 207 total engagements in February, down from 648 the prior month. We feel this sharp decline is largely due to the use of recurring creatives. Moving forward, we suggest updating creatives throughout the campaign to combat this.

• This month we saw the largest share of engagement shift from younger experience seekers to parents. This group also saw that smallest decline in engagement rate, suggesting the change is largely reflective of other groups engaging with content at a lesser rate.

Engagement Rate Trending



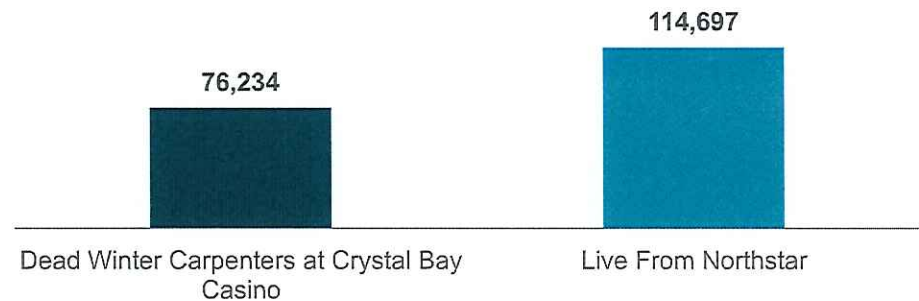
Target	Link Clicks	Reactions	Comments	Shares	Total Engagement	Engagement Rate	Cost Per Engagement
Outdoor Experience Seekers	1,456	49	5	3	57	0.02%	\$49.70
Family Memories	886	78	7	1	86	0.03%	\$32.93
Someone Older, Something New	849	55	2	7	64	0.02%	\$44.25
<b>Total</b>	<b>3,191</b>	<b>182</b>	<b>14</b>	<b>11</b>	<b>207</b>	<b>0.02%</b>	<b>\$41.05</b>

## Facebook Live Post

• Boosting Facebook live posts were effective in reaching a large audience as well as driving user engagement this month. Compared to Facebook ad posts, cost per engagement for live posts was roughly \$37 less.

• The “Live From Northstar” post was especially engaging, earning 114.7K video views and 1.2K post reactions. Users who commented on the post reflected feelings of both nostalgia and excitement, as they have either visited the resort in the past or have plans to in the future.

Video Views by Post



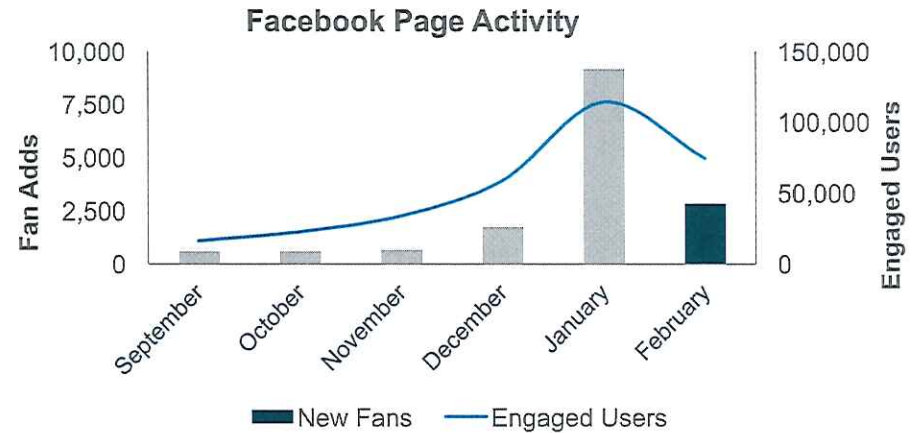
Post	Impressions	Reactions	Comments	Shares	Total Engagement	Click to Plays	Video Views	Cost Per Engagement
Dead Winter Carpenters at Crystal Bay Casino	180,921	232	3	10	245	266	76,234	\$10.20
Live From Northstar	207,130	1,227	40	36	1,303	420	114,697	\$2.30
<b>Total</b>	<b>388,051</b>	<b>1,459</b>	<b>43</b>	<b>46</b>	<b>1,548</b>	<b>686</b>	<b>190,931</b>	<b>\$3.55</b>



## Social – Facebook – Page

• Despite the large drop off from January, North Lake Tahoe's Facebook page continued to draw in over 2.8K new fans in February, bringing the total number of engaged users this month to nearly 75K.

• Overall, the winter campaign had a profound effect on North Lake Tahoe's Facebook page, adding a total of 14K new fans.



Month	Impressions	Engaged Users	New Fans
September	1,027,855	16,181	587
October	997,715	22,611	595
November	1,692,003	33,966	673
December	1,902,066	58,744	1,745
January	5,426,895	113,822	9,162
February	3,607,365	74,594	2,811

## Social – Instagram – Ads

- Instagram ad performance remained consistent in February, with conversion rates hovering around 35% and cost per conversion figures approaching \$25.

- Among all targeted ad groups, younger experience seekers located in Los Angeles comprised the largest share of book now conversions (29) followed by parents in New York (18).

- Older, experienced travelers converted at a higher rate than any other ad group for the fourth month in a row. Going forward, we will allocate more spend toward this group to leverage these higher rates.

Cost Per Conversion by Region



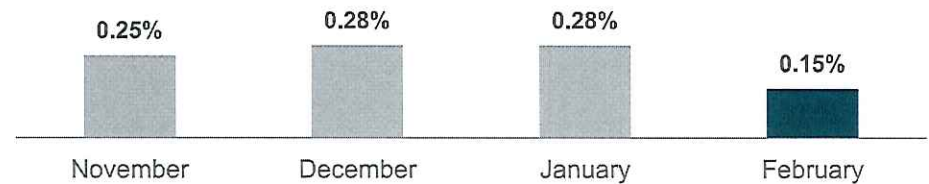
Target	Impressions	Link Clicks	CTR	Cost	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Outdoor Experience Seekers	257,202	164	0.06%	\$1,323.23	48	29.27%	\$27.57
Family Memories	97,227	75	0.08%	\$661.09	24	32.00%	\$27.55
Someone Older, Something New	57,577	36	0.06%	\$332.68	23	63.89%	\$14.46
<b>Total</b>	<b>412,006</b>	<b>275</b>	<b>0.07%</b>	<b>\$2,317.00</b>	<b>95</b>	<b>34.55%</b>	<b>\$24.39</b>

## Social – Instagram – Engagement

• Similar to Facebook, ads on Instagram witnessed decreased engagement in February, including a 67% reduction in post likes. We feel these results are representative of both seasonality and the recurring use of creatives. Moving forward, we suggest updating creatives throughout the campaign to counteract this.

• While younger experience seekers comprised the largest share of engagement this month, older, experience travelers engaged at a higher rate. Allocating more spend toward the latter should result in performance improvements.

Engagement Rate Trending



Target	Link Clicks	Likes	Comments	Shares	Total Engagement	Engagement Rate	Cost Per Engagement
Outdoor Experience Seekers	164	314	1	0	315	0.12%	\$4.20
Family Memories	75	141	1	0	142	0.15%	\$4.66
Someone Older, Something New	36	171	3	0	174	0.30%	\$1.91
<b>Total</b>	<b>275</b>	<b>626</b>	<b>5</b>	<b>0</b>	<b>631</b>	<b>0.15%</b>	<b>\$3.67</b>

# Social Ad Examples



North Lake Tahoe shared a link  
Sponsored · @

Wonder  
Imagine  
Experience | it's human **n**ature  
Venture  
Breathe

north lake tahoe


Winter Wonders Await  
Get ready to hit the slopes. Visit North Lake Tahoe to experience excitement and beauty this winter!

GOTAHQENORTH.COM Book Now

Like Comment Share

**Facebook**

Impressions: 935K  
Clicks: 3.2K  
CTR: 0.34%  
**CVR: 32%**



Instagram

North Lake Tahoe Sponsored

Play  
Smile  
Connect  
it's human **n**ature

Book Now

Make it a snow day for the whole family! Play like a kid again and experience the ultimate in winter fun in North Lake Tahoe.

**Instagram**

Impressions: 412K  
Clicks: 275  
CTR: 0.07%  
**CVR: 35%**

| MCC

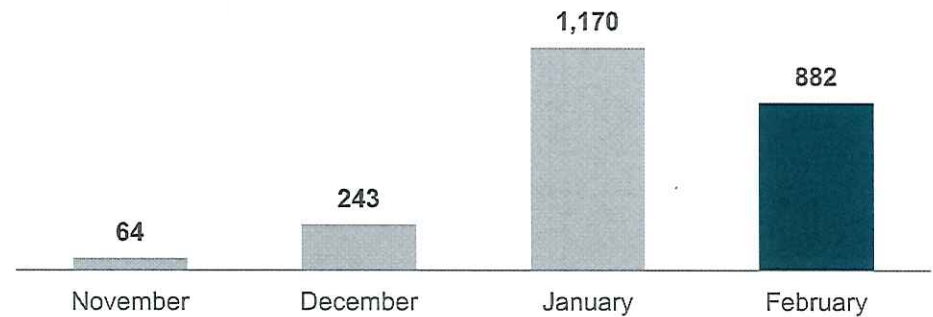
 north lake tahoe



## MCC Web Performance

- The MCC campaign resulted in 882 sessions in February, with visitors spending roughly 1:20 on the site and viewing 3.2 pages per session.
- Email ads proved to be the most effective medium for this target audience, resulting in the most sessions, longest time on site, and most pages viewed per session. Newly implemented banner ads boasted similar pages per session figures and even lower bounce rate figures, though this medium is responsible for fewer sessions.

Sessions From MCC Ads



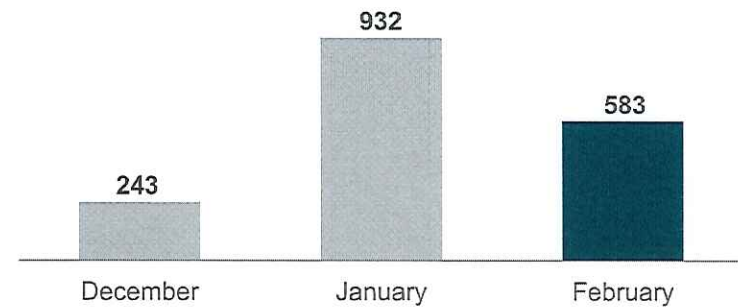
Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Email	583	2,188	01:54	3.75	11.49%
Social	260	517	00:16	1.99	16.15%
Banner	39	129	00:17	3.31	7.69%
<b>Total</b>	<b>882</b>	<b>2,834</b>	<b>01:21</b>	<b>3.21</b>	<b>12.70%</b>

## Email Performance

- Six MCC emails were sent between January and February, resulting in over 1.5K website sessions and 5.8K pageviews. Overall, web traffic was extremely high-quality, with users spending over two minutes on the site and viewing roughly four pages per session.

- Vendor 1 proved to be particularly effective in driving high-quality web traffic. In particular, one email from this vendor in January directed nearly 719 users to the GoTahoeNorth.com webpage; more than any other MCC email.

Sessions From Emails

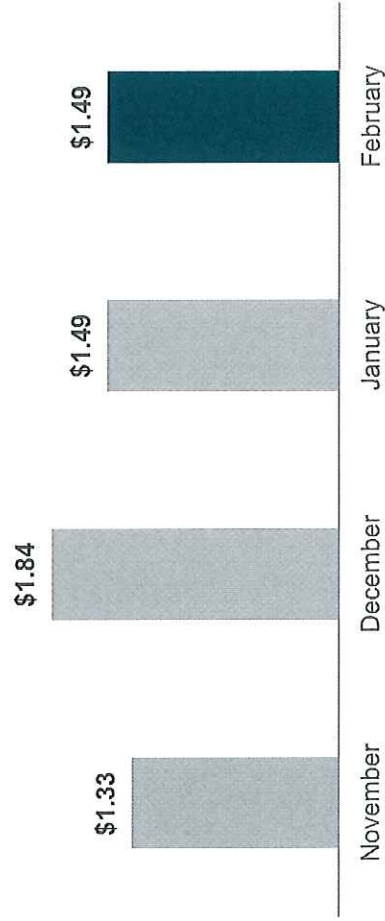


Vendor	Sessions	Pageviews	Pages Per Sessions	Time on Site	Bounce Rate	Spend
Vendor 1	1,040	4,221	4.06	02:14	10.10%	\$1,568.00
Vendor 2	437	1,396	3.19	01:39	12.36%	\$1,066.67
Vendor 3	38	165	4.34	01:14	2.63%	\$1,000.00
<b>Total</b>	<b>1,515</b>	<b>5,782</b>	<b>3.82</b>	<b>02:03</b>	<b>10.56%</b>	<b>\$3,634.67</b>

## Social – Ads

- Cost per click figures remained stagnant in February, hovering around the \$1.50 mark, while cost per engagement figures climbed to \$9.47 up from \$2.78 in January. Similar to social ads in the Leisure campaign, we feel this is largely representative of using recurring creatives throughout the campaign.
- This month we implemented a Facebook retargeting video, aimed at users who visited the meetings page but did not convert, that served nearly 7.8K impressions. This resulted in a 1.12% click through rate (compared to 0.66% for other ads) for an overall cost per click of just \$2.27.

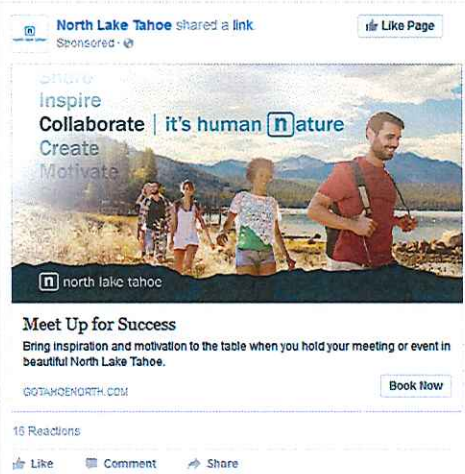
CPC Trending



Platform	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	Cost Per Engagement
Facebook	140,197	967	0.69%	\$1,286.54	\$1.33	34	0.02%	\$37.84
Instagram	34,099	22	0.06%	\$191.31	\$8.70	122	0.36%	\$1.57
<b>Total</b>	<b>174,296</b>	<b>989</b>	<b>0.57%</b>	<b>\$1,477.85</b>	<b>\$1.49</b>	<b>156</b>	<b>0.09%</b>	<b>\$9.47</b>



# MCC Social Ad Examples



North Lake Tahoe shared a link  
Sponsored · Like Page

Inspire  
Collaborate | it's human nature  
Create  
Motivate

north lake tahoe


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

GO.TAHOENORTH.COM [Book Now](#)

15 Reactions  
Like Comment Share

**Facebook**

Impressions: 140K  
Link Clicks: 967K  
CTR: 0.69%  
Engagement Rate: 0.02%



Instagram

North Lake Tahoe Sponsored

Create  
Inspire  
Collaborate  
it's human nature

[Book Now](#)

Give your meeting an altitude adjustment. Get together in the fresh mountain air and inspiring beauty of North Lake Tahoe.


**Instagram**

Impressions: 34K  
Link Clicks: 22  
CTR: 0.06%  
Engagement Rate: 0.36%

A scenic landscape featuring a large body of water, likely a lake, in the middle ground. The foreground is dominated by a dense forest of evergreen trees. In the background, there are rolling hills or mountains under a sky with a soft, colorful sunset or sunrise. A semi-transparent white rectangular box is centered over the image, containing the text "Thank You" in a dark, bold, sans-serif font.

**Thank You**

# February Recap

 north lake tahoe

the  
abbi  
agency



**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

**DEKSIDES:** non-stop flight cities, drive markets, NYC

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

## **PUBLIC RELATIONS RESULTS**

**PLACEMENTS: 21**

**PUBLICITY VALUE: \$366,824**

**PUBLICATION HIGHLIGHTS:** SF Gate, Yahoo.com, MSN.com, Visit CA Blog, L.A. Times

**FAM COORDINATION:** JetBlue, Ski Trax, Ski Magazine, Jenny Hart (Freelance), Mpora/Whitelines (UK), VICE/Amuse (UK), Trinity Mirror (UK), Ski & Snowboard Magazine (UK), Escape (Aus)

**NOTABLE PITCHES:** Beach Round-up for CNN, Meetings Today, Outside Magazine, Wellness / Wanderlust, WWG outreach, Collaboration with South Lake Tahoe – weekly road conditions alert

**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; Après Ski, Tahoe Locals

## CONTENT REVIEW

### **PRESS RELEASES / MEDIA ALERTS ISSUED: 4**

The Inside Guide to Spring Break in North Lake Tahoe, Valentine's Day Dates in North Tahoe, Road/Weather Conditions alert, AF&W donation

### **BLOGS POSTED: 3**

Valentine's Day Date Ideas, 17 Trip Ideas for Spring Break, WinterWonderGrass

### **NEWSLETTERS DISTRIBUTED: 3**

Valentine's Day, Spring Break Travel, WinterWonderGrass



# SOCIAL MEDIA

**CHANNELS:** Facebook, Instagram, Twitter, YouTube, Pinterest

**STRATEGY:** share lodging deals and trip ideas; highlight partners, cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events and campaigns; share weather & road resources and photo round-ups to highlight the season

**OBJECTIVES:** increase destination visits during mid-week and shoulder seasons; highlight North Tahoe culture and locals

**CAMPAIGNS:** Hashtag (#TahoeNorth, #TahoeSnowTracker), Acquisition Ads in new and existing non-stop flight cities and drive markets

**ENGAGEMENT TACTICS:** Event Promotion Giveaways, Facebook Live (6 remaining for the 16-17 FY)

# SOCIAL MEDIA UPDATE

## FEBRUARY GROWTH:

Facebook: 2,247 new fans; Instagram: 787 new followers; Twitter: 370 new followers

## SOCIAL CAMPAIGNS & TACTICS:

Facebook Live: February 4: Live from the Crystal Bay Club (144,630 reach, 77K views, 223 reactions, 3 comments); February 24: Northstar (197,847 reach, 120K views, 1.2K reactions, 43 comments)

Instagram Takeover with NLT Local, Hannah Thorton during Alpenglow MountainFest (resulted in 4,849 engagements and 111 new Instagram followers)

Implementation of #TahoeSnowTracker (photo albums, snowfall GIFs, real-time image posting)

# SOCIAL MEDIA UPDATE

## WINTER FAN ACQUISITION CAMPAIGN

Goal: Promote North Lake Tahoe as the ideal winter destination; increase page likes in flight and drive markets

- Budget: \$4,000
- Audience: non-stop flight and drive markets
- Creative: scenic winter photos with Human Nature campaign branding and verbiage
- Duration: January 9 – February 9, 2017
- Results:
  - Reach: 226,984
  - New Page Likes: 9,822

## TAHOE LOCALS CAMPAIGN



**DOUGLAS DALE**

Chef-Owner: Wolfdales Cuisine Unique

Tahoe Local for 40 years

Brand Category: Food / Culture

Film Date: March 1



**JENNI CHARLES**

Lead Singer: Dead Winter Carpenters

Tahoe Local (grew up here)

Brand Category: Music / Entertainment

Film Date: TBD

# 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



**Family: Terrain Park Opp**

**Wellness: Wanderlust Yoga Teacher**

**Arts/Culture: Bill Watson**

# 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

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

# REMAINING 16-17 FY BUDGET RECOMMENDATIONS

## **MEDIA MISSIONS - DESKSIDE VISTS**

Sacramento / Bay Area: promote summer  
LA / San Diego: promote summer

## **FAM**

Market: Austin

## **SOCIAL MEDIA**

Fan Acquisition ad campaign: April 3-15

## **PHOTOGRAPHY**

Seasonal  
Events

## **CONTENT DEVELOPMENT**

Tahoe Locals Campaign  
Summer Press Kit  
Newsletters / Blogs – ongoing  
Press Releases / Alerts – ongoing

A scenic landscape featuring a lake, a dense forest of evergreen trees, and mountains in the background. The sky is a mix of soft purple, orange, and blue, suggesting a sunset or sunrise. A large, white, rounded rectangle is overlaid in the center of the image, containing the text "Thank You".

**Thank You**