



north lake tahoe

Chamber | CVB | Resort Association

May 2018  
Departmental Reports

## Conference Department Report for April 2018

In April 2018 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff reviewed and made appointment requests with meeting planners attending Mountain Travel Symposium Meetings Exchange April 12-14, 2018.

Staff will be gathered and organized tradeshow and marketing materials for All Things Meetings (April 11th) and MTS Meetings Exchange (April 12-14).

Staff continues to follow up from appointments from Mountain Travel Symposium Meetings Exchange. Staff had 26 one-on-one appointments and will be conducting follow up on leads and information requests this week

Staff attended in-person Marketing & Sales Meeting in Tahoe City on April 5<sup>th</sup>

Staff attended the monthly NLTRA Marketing Meeting.

Staff attended All Things Meetings on April 11th in San Francisco. All Things Meetings events are for qualified Northern California meeting planners. In attendance at this event were 266 planners. Staff conducted follow up with all planners

Staff attended Mountain Travel Symposium Meetings Exchange April 12-14 in South Lake Tahoe. The Meetings Exchange features a full day of one-on-one, pre-scheduled sessions between meeting planners (buyers) and suppliers as well as a variety of networking and social functions. Pre-Qualified buyers were invited to the four-day/three-night program. Supplier participation was limited to two-to-one ratio with the planners to ensure an overall high quality experience. Staff had 26 one-on-one appointments and will be conducting follow up on leads and information requests this week.

Staff attended the Northern California DMO Reps Sacramento Lunch Event on April 24th. This event had 30 meeting planners from the Sacramento area. 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.

Staff attended the Destination California client event in Coronado, CA. Destination CA is coordinated by Northstar Travel Media and brings together 50 well vetted meeting planners and California hotels and destinations for 2 days of 1 on 1 meetings. Staff met with 26 meeting planners and had the opportunity with all of the meeting planners during networking events.

Staff attended the American Society of Association Executives XDP Conference in Washington, DC. XDP is a two-day, business-focused experience for association professionals and partners.

Staff had 16 appointments with meeting planners and networked with many others during social events.

Staff attended the HelmsBriscoe Annual Business Conference in Orlando, FL. As the global leader in meetings procurement, HelmsBriscoe leverages the experiences of 1300 Associates to deliver unmatched site selection solutions. The ABC is an event only open to HelmsBriscoe hotel and destination partners. During the event staff met with 73 HB associates who represent millions of dollars in potential future meetings for North Lake Tahoe. Staff was also able to network with a number of additional associates during social events. There were over 700 associates in attendance.

Staff conducted a site visit with Rollins Pest Control at Resort at Squaw Creek on April 19, 2018. This program is considering North Lake Tahoe for September 2020 or 2021. This program has the potential to generate 1100 room nights and bring 650 people to North Lake Tahoe

Staff hosted a site visit for the Water Sports Industry Association. They are considering Tahoe for their February 2020 Annual Conference that will generate 225 room nights.

Staff hosted a site visit for the American Angus Association. They are considering Tahoe for their June 2019 Board Meeting that will generate 230 room nights.

Staff generated the following RFP's:

Louisiana Auto Dealers Association- Overflow for their annual meeting at Hyatt. 95 room nights in June 2018.

California Special Districts Association – Overflow for their June 2018 GM Summit at Resort at Squaw Creek. 30 room nights.

National Association of Field Training Officers – Annual Conference. 383 room nights in July 2019.

Air Movement & Control Association – Summer Board of Directors Meeting. 77 room nights in July 2019.

HPN 54601 – February 2020 Board Meeting. 99 room nights in February 2020.

Water Sports Industry Association – Summit 2020. 225 room nights in February 2020.

Pennsylvania Medical Society – American College of Veterinary Radiology Annual Conference. 1191 room nights in October 2020.

HPN 56130 – Tech Company CRM. 350 room nights in May 2019.

HPN 55523 -2019 Healthcare Global Sales Meeting. This program has the potential to generate 768 room nights and bring 150 people to Lake Tahoe in January 2019.

HPN 53015V2 -Corporate Team Retreat. This program has the potential to generate over 270 room nights and bring 120 people to Lake Tahoe in June 2018.

Precoa – Sales Meeting. This program has the potential to generate over 240 room nights and bring 60 people to Lake Tahoe in January/February 2019.

SeneGence-Training. This program has the potential to generate over 200 room nights and bring 100 people to Lake Tahoe in August 2018

Eaton PMO Team Meeting. This program has the potential to generate 85 room nights and bring 30 people to Lake Tahoe in July 2018.

DJO Global – The Shoulder Summit. This program has the potential to generate over 500 room nights and bring 250 people to Lake Tahoe in August 2019.

Fenwick & West – All Attorney Retreat. This program has the potential to generate over 585 room nights and bring 300 people to Lake Tahoe in May 2020.

HPN – Cintas OPS Roundtable. This program has the potential to generate over 40 room nights and bring 20 people to Lake Tahoe in August 2018

HPN Global – Financial Incentive Trip. This program has the potential to generate 90 room nights and bring 30 people to Lake Tahoe in March 2019.

Sierra Nevada Corporation. This program has the potential to generate over 20 room nights and bring 10 people to Lake Tahoe in May 2018

EIG Services – Agency Summit, September 2018. This program has the potential to generate 74 room nights and bring 30 people to Lake Tahoe in September 2018.

Staff had the following program go definite in April:

September 5-7, 2018. McKesson Multi-Team Meeting. Expected to generate 70+ room nights and bring 90 people.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of April, 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  
April 2018 Monthly Re-cap

#### TRAVEL TRADE INFORMATION:

- Site Visits:
  - Voyages Gendron Travel, Ski Solutions, SkiMax, Scout, Black Diamond UK, Teresa Perez Tours, Born2Ski, Inthesnow.com, CANUSA Germany and WinterSportsCanadaAmerika
- Training: United Airlines conducted a training in El Salvador following excitement after our FAM. An additional 40 agents were trained.
- Working on a Travel Nevada/New Zealand promotion with the Travel Nevada representative
- Marketing Co-operative projects:
  - Wrapped up our North Lake Tahoe Destination of the Month with Bonotel. Statistics to follow.
  - Finalized Travelocity North Lake Tahoe theme pages:
    - **Best Views:** <https://www.travelocity.com/discover/california/lake-tahoe.d180041/best-views-of-lake-tahoe>
    - **Nightlife:** <https://www.travelocity.com/discover/california/lake-tahoe.d180041/lake-tahoe-nightlife>
    - **Summer:** <https://www.travelocity.com/discover/california/lake-tahoe.d180041/things-to-do-in-lake-tahoe-in-summer>
    - **Winter:** <https://www.travelocity.com/discover/california/lake-tahoe.d180041/things-to-do-in-lake-tahoe-in-winter>
  - Upcoming:
    - Launching our Gold Medal UK program in June
    - Launching our American Sky UK program in June

#### INTERNATIONAL MEDIA:

- Upcoming International Media:
  - Freelance German Writers, Travel Nevada, April
  - Squaw Valley China FAM, April
  - Travel Nevada UK Media FAM, June
  - Travel & Leisure Magazine, Mexico, July

#### FAM TRIPS:

- Hosted FAMS:
  - MTS Post FAM, April
  - Latin America FAM, April - trained Travel Nevada's new Latin America advisory board.

- Travel Councilors UK Spring FAM, Luxury FAM

**SALES MISSION INFORMATION:**

- Attended Tradeshows/Sales Missions:
  - Mountain Travel Symposium, April 8-11<sup>th</sup>
    - Conducted 29 appointments, 12 of which were new companies to MTS
- Upcoming Tradeshows/Sales Missions:
  - Australia Sales Mission
  - International Pow Wow
    - Currently at 52 appointments

**MISC:**

- Hosted strategy sessions with Leisure Sales partners to complete North Lake Tahoe’s Strategic Plan
- Developing new creative content with Augustine
- Meeting with Expedia to go over results of marketing cooperative program and potential fall program

**VISAVUE DATA TRACKING:**

Q1 Data, both domestic & international

*International Statistics Q1 2018 (January –March)*

- \$1,989,276
- 5% growth
- Average cardholder spend: \$351.90
- Largest growth: Australia is up by 31.5%
- China is up by 16.2%
- Mexico is up by 19.6%
- Brazil is up by 95.9%
- Germany is up by 29.5%
- Peru is up by 20.9%

| <b>Top Country By Spend (\$)</b> | <b>Top Country by Cardholder Count (# of people)</b> |
|----------------------------------|--|
| Australia                        | Canada   |
| Canada                           | Australia  |
| United Kingdom                   | United Kingdom                                       |
| China                            | China  |
| Brazil                           | Argentina  |
| Argentina                        | Mexico   |
| Mexico                           | Brazil   |
| France                           | Germany  |
| Hong Kong, China                 | France   |
| New Zealand                      | Peru   |

*Domestic Statistics Q1 2018 (January –March)*

- \$114,421,654
- -4.% growth
- Average cardholder spend: \$237.87

| <b>Top Markets By Spend (\$)</b> | <b>Top Markets by Cardholder Count (# of people)</b> |
|----------------------------------|--|
| San Francisco – Oakland          | San Francisco – Oakland                              |
| Sacramento – Yolo                | Sacramento – Yolo                                    |
| Reno, NV                         | Reno, NV   |
| Los Angeles, Riverside, CA       | Los Angeles, Riverside, CA                           |
| San Diego, CA                    | San Diego, CA  |
| New York & New Jersey            | New York, Northern New Jersey                        |
| Washington, Baltimore, DC        | Chico – Paradise, CA                                 |
| Chicago, IL                      | Stockton, Lodi, CA                                   |
| Chico, CA                        | Seattle, Tacoma, Bremerton                           |
| Salinas, CA                      | Washington DC  |

## Events & Marketing Update April Tourism Development Committee

### General

- 18.19 Budget forecasts were submitted (events, partnership funding)
- Attended MTS (3.10 – 3.12) to get a better understanding of the event prior to hosting in 2020.

### WinterWonderGrass Tahoe

- Event took place April 6 – 8, 2018.
- Logistically was a success despite the weather.
- Should have a recap from TAA in the next week. Call scheduled with producers to recap.

### Community Awards

- Community Awards took place on Thursday April 26, 2018.
- Event was a success. Approximate money raised for the chamber is over \$20,000. Had 271 attendees.

### Small Business Seminar

- Small Business Seminar took place on May 8th. 16 people were in attendance. Very positive feedback.

### BACC

- Squaw Business Association Community Marketing Grant (\$10,000) was approved.

### Partnership Funding

- Committee met, reviewed applications, spoke with producers and allocated funding. Allocations were approved by the Tourism Development Committee and the BOD.
- All applicants have been informed of their funding.
- Meetings with funding recipients are scheduled and/or have happened.
- Initial plan/timing for 18.19 funding applications
  - Applications due: October 5, 2018
  - Applicant Presentations: October 24, 2018
  - Present Allocations to the Marketing Committee: October 30, 2018
  - Present Allocations to the Board of Directors: November 7, 2018

### AF&W

- Met with Northstar to work on event logistics.
- Working with Augustine on the AF&W brand refresh. Should have options presented in mid/late May.

### Upcoming Sponsored Events – May & June

- *Tahoe Cup Paddle Series Waterman's Memorial Race* | May 26 | Tahoe Vista
- *Hot August Nights Show-N-Shine* | June 9 | Squaw Valley
- *Tough Mudder* | June 9-10 | Northstar California
- *Broken Arrow Skyrace* | June 15-17 | Squaw Valley
- *Tahoe Lacrosse Tournament* | June 15-17 | North Lake Tahoe/Truckee
- *Big Blue Adventure Series* | Dates Vary | Locations Vary – North Lake Tahoe
  - *Squaw Valley Half Marathon, Run to Squaw 8 Miler* – June 10, 2018 (Squaw Valley)
  - *Adventure Sports Week* – June 15 to June 24, 2018 (Tahoe City)
    - Includes: XTERRA Tahoe City (June 16), Tahoe City Swim (June 16), Lake Tahoe Mountain Bike Race (June 23), Lake Tahoe Burton Creek Half Marathon & Trail Run (June 24)
- *Tahoe City Food & Wine Classic* | June 16 | Tahoe City
- *Kid's Adventure Games* | June 22-24 | Squaw Valley

Client and/or Project Name: BACC, Summer Music 2018 Campaign  
Completed by: Allegra Demerjian, Account Manager, The Abbi Agency  
Point of Contact: Allegra Demerjian, Account Manager, The Abbi Agency  
Project Dates/Timeline: May 2018 – October 2018

## Goal

The North Lake Tahoe Music campaign goal is to introduce in-market visitors to North Lake Tahoe's program of summerlong music, both free weekly shows and larger-scale music festivals.

## Description

The Abbi Agency recommends that North Lake Tahoe Music marketing efforts focus on the experience of music events. While many destinations offer music to visitors, the views and variety of venues in Tahoe are unparalleled, making the music experience extremely special to experience.

## Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe during the summer. An emphasis will be put on *families* and *outdoor enthusiasts*.

## Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

1. **Harness experiential video content** to immerse in-market visitors in the venues and activities around North Lake Tahoe musical events
2. **Develop cohesive messaging and toolkits** to leverage each individual event and fold them into the overarching North Lake Tahoe Music brand
3. **Use social media posting, engagement tactics, video content and targeted ads** to create and promote engagement among in-market visitors
4. **Target in-market audiences** with collateral and digital targeting to encourage event participation

## Tactics

### Harness Experiential Video Content

- Execute a series of four (4) Facebook Live broadcasts from the North Lake Tahoe Music program of events, using 360-degree technology to immerse viewers in events

- o Facebook Lives will then be advertised to in-market visitors, exposing them to the magic of North Lake Tahoe Music events

- Pull mini-moments out of previously-developed North Lake Tahoe Music video content for ongoing posts to the North Lake Tahoe Facebook, Twitter and Instagram channels
- Distribute and collaborate with partners for easy amplification of messaging

#### Develop cohesive messaging and toolkits

- Create an overview of cohesive North Lake Tahoe Music messages, social media channels and other assets for individual North Lake Tahoe Music events to share to their social and communications channels
- Create graphics for North Lake Tahoe Music partners to use via social media and email marketing promotion
- Compile all assets into a toolkit and distribute among North Lake Tahoe partners and businesses
- Develop a cohesive hashtag and potential messages for use by individual event producers

#### Social Media Promotion

- Feature North Lake Tahoe Music content at least 2x/month across all North Lake Tahoe channels (Facebook, Instagram, Twitter)
- Use “guess that view” giveaways to drive awareness and engagement around North Lake Tahoe Music events and venues
- Develop Canvas Ad for immersive social media engagement around events, targeted to in-market visitors

#### Target In-market Audiences

- Develop an eye-catching and informative rack card, to be distributed to lodging partners, targeting in-market visitors. Rack card will include pertinent event information, like music event days and times, and will be developed for distribution both in-market and out of market
- Digitally target all posts, ads and content to visitors currently in-market during summer

#### Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 400,000); campaign audiences
  - a. **YoY Comparison** - 2017 impressions: 360,000 on ads
2. **Engagement:** Number of engagements/entries to “guess that view” giveaways (goal: 300 total); Number of total engagements with posts (goal: 3000)



a. YoY Comparison - 2017 giveaway entries: 250; 2017 engagements: 2800

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

### Campaign Timing

|           |  |
|-----------|--|
| May       | <ul style="list-style-type: none"> <li>Develop campaign messaging and toolkit</li> <li>Ed cal for giveaways, Facebook Lives and other features</li> <li>Develop canvas ad and video snippets</li> <li>Develop rack card and distribute among North Lake Tahoe lodging properties and businesses</li> </ul> |
| June      | <ul style="list-style-type: none"> <li>Begin social media posting with giveaways, Facebook Lives and other features</li> <li>Launch toolkit and campaign</li> <li>Push canvas ad live to targeted audiences</li> </ul>   |
| July      | <ul style="list-style-type: none"> <li>Continue social media posting with giveaways, Facebook Lives and other features</li> <li>Continue Canvas Ad</li> <li>Provide recap of June performance</li> </ul>   |
| August    | <ul style="list-style-type: none"> <li>Continue social media posting with giveaways, Facebook Lives and other features</li> <li>Continue canvas ad</li> <li>Provide recap of July performance</li> </ul>   |
| September | <ul style="list-style-type: none"> <li>Wrap up all efforts</li> <li>Provide recap of August and full campaign</li> </ul>   |

### Campaign Budget

| Project                       | Description   | Cost  |
|-------------------------------|---|---|
| Social Media Management       | Posting of social, management of social toolkit, social ad management, giveaway coordination and management, Facebook Live broadcasts | \$5,000                                       |
| Creative Development          | Development of canvas ad and clipping videos into mini-features; Development of Rack Card   | \$2,200                                       |
| Media Hard Costs              | Ad Costs for Facebook ads, boosting, etc.   | \$3,300                                       |
| Rack Card Printing Hard Costs | Cost of printing 5,000 rack cards   | \$500 ( <i>estimate – official cost TBD</i> ) |
| Project Management            | Client communication, meeting, planning, reporting, management of all assets  | \$3,000                                       |
| <b>TOTAL COST</b>             |   | <b>\$14,000</b>                               |

## Campaign Approvals

Please sign below to indicate that the North Lake Tahoe Music campaign is approved per the above plans, timeline and budget.

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*[Amber Burke, Communications and Events, NLTRA]*

*[Sign/Date]*

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*[Ty Whitaker, CEO, The Abbi Agency]*

*[Sign/Date]*



Client and/or Project Name: BACC: Peak Your Adventure

Completed by: Allegra Demerjian, Account Manager, The Abbi Agency

Point of Contact: Allegra Demerjian, Account Manager, The Abbi Agency

Project Dates/Timeline: May 2018 – October 2018

## Goal

The Peak Your Adventure campaign goal is to “peak” in-market visitors’ interest in summertime mountain activities, encouraging them to experience North Lake Tahoe’s mountain resorts during their summertime trips.

## Description

The Abbi Agency recommends a Peak Your Adventure campaign that showcases the many different ways visitors can experience mountain resorts in North Lake Tahoe – from wine to golf to events to outdoors activities, all types of visitors can find something special here for their summertime trip. And, a summertime trip isn’t complete without experiencing the mountains surrounding Lake Tahoe

## Target Audience

The campaign target audience is in-market visitors to North Lake Tahoe during the summer. An emphasis will be put on *families* and *outdoor enthusiasts*, as these are the largest summertime traveler segments.

## Strategies

In order to ensure the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

1. **Curate a series of Peak Your Adventure itineraries** to seamlessly incorporate mountain experiences at 4 participating resorts (Squaw Valley | Alpine Meadows, Northstar California, Homewood Mountain Resort, Diamond Peak) with lakeside experiences
2. **Showcase real experiences** visitors can expect to have with influencers and user-generated content
3. **Develop cohesive messaging and toolkits** to leverage each individual mountain resort and incorporate them into the overarching plan
4. **Use social media posting, engagement tactics, video content and targeted ads** to create and promote engagement among in-market visitors
5. **Promote to in-market visitors via Visitor Guide ad**

## Tactics

### Develop Cohesive Messaging and Toolkits

- Create cohesive message points showcasing how visitors can peak their adventure in an array of activities – from food and beverage to events to hikes and outdoors adventures
- Create a social media and digital toolkit for partners to promote, collaborating with 4 participating resorts for approval and content insights
- Distribute and collaborate with partners for easy amplification of messaging
- Update Peak Your Adventure page on GTN website with 2018 campaign information

### Curate a series of Peak Your Adventure itineraries

- Develop two (2) summer itineraries to live on the GTN blog and highlight an array of activities and summer marquee events at our resort partners
- Strategically feature events, lodging and activity partners in itineraries and coordinate with partners to spread the Peak Your Adventure message

### Showcase real experiences

- Host a series of 4 local/regional influencers to bring the Peak Your Adventure series to life, highlighting summer events and activities at each resort and requiring each influencer to create both visual content and rich content (video or blog post)
- Execute a summerlong social media contest to encourage user-generated content around the social media itineraries, providing “prompts” for second half of summer

### Social Media Promotion

- Feature Peak Your Adventure messaging at least 1x/week across all North Lake Tahoe channels (Facebook, Instagram, Twitter)
- Break “itineraries” activities into carousel posts and graphics, harnessing user-generated content, to turn posts into tangible activities
- Use “guess that view” giveaways to drive awareness and engagement around each mountain property
- Use video clips to inspire visitors to experience the mountains in summertime (pulled out of previously-developed content)
- Develop Canvas Ad for immersive social media engagement around campaign messaging and activities

### Visitor Guide Ad

- Create visitor guide ad showcasing all ways visitors can peak their adventures – from dining to shopping to adventure
- Feature user-generated content in visitor guide ad

### Measurements of Success

1. **Awareness:** Number of campaign impressions (goal: 550,000); campaign audiences
  - a. YoY comparison – 2017 impressions: 503,000
2. **Engagement:** overall engagement to campaign content (goal: 6,500); number of comments on campaign content (goal: 400); participation in photo contest (goal: 550)
  - a. YoY comparison – 2017 engagement: 5,600; Touch Lake Tahoe 2018 entries: 500
3. **Ambassador Sharing:** Posts and analytics from influencers (goal: 10 influencer posts, 1M + estimated impressions); shares on campaign content (goal: 500)
  - a. YoY comparison – 2017 shares: 313

Campaign updates will be provided at the end of each month during campaign flight, and a full recap will be provided at the end of the campaign.

### Campaign Timing

|           |   |
|-----------|---|
| May       | <ul style="list-style-type: none"> <li>• Develop itineraries, visitor guide creative, canvas ad, campaign toolkit &amp; messaging</li> <li>• Update website page and information</li> <li>• Create Ed Cal for summerlong promotion</li> <li>• Engage 4 influencers</li> </ul> |
| June      | <ul style="list-style-type: none"> <li>• Launch campaign info and messaging, distribute toolkit</li> <li>• Launch social media posting, photo contest and canvas ad</li> <li>• Host Influencers #1 &amp; #2</li> </ul>  |
| July      | <ul style="list-style-type: none"> <li>• Continue social media posting, photo contest and canvas ad</li> <li>• Host Influencer #3</li> <li>• Provide June campaign recap</li> </ul>   |
| August    | <ul style="list-style-type: none"> <li>• Continue social media posting, photo contest (with prompts) and canvas ad</li> <li>• Host Influencer #4</li> <li>• Provide July campaign recap</li> </ul>  |
| September | <ul style="list-style-type: none"> <li>• Continue social media posting, photo contest (with prompts) and canvas ad</li> <li>• Provide August campaign recap</li> </ul>  |
| October   | <ul style="list-style-type: none"> <li>• Wrap up posting and photo contest</li> <li>• Provide full campaign recap</li> </ul>  |

## Campaign Budget

| Project  | Description  | Cost            |
|--|--|-----------------|
| Itinerary and Website                          | Development of 2 PYA itineraries and updates to website content  | \$1,800         |
| Creative Development                           | Design of Visitor Guide creative and Canvas Ad   | \$1,500         |
| Influencer Promotion (4)                       | Hard cost budget for Influencer Promos   | \$3,000         |
| Social Media Posting and Influencer Management | Social media posting and management of 4 influencers, including itinerary development and influencer relations | \$5,000         |
| Social Media Contest Prizes                    | Hard cost for social media prizes - \$250 budgeted monthly   | \$1,000         |
| Visitor Guide Ad Hard Cost                     | Media cost for Visitor Guide Ad  | \$2,200         |
| Social Media Ad Hard Costs                     | Boosting, advertising, add'l hard costs for social media promotion   | \$2,500         |
| Campaign Management                            | Client communication, meeting, planning, reporting, management of all assets                                   | \$3,000         |
| <b>TOTAL</b>                                   |  | <b>\$20,000</b> |

## Campaign Approvals

Please sign below to indicate that the North Lake Tahoe Music campaign is approved per the above plans, timeline and budget.

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[Amber Burke, Communications and Events, NLTRA]

[Sign/Date]

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[Ty Whitaker, CEO, The Abbi Agency]

[Sign/Date]





*professional creative services*

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


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

*Shelley Fallon*

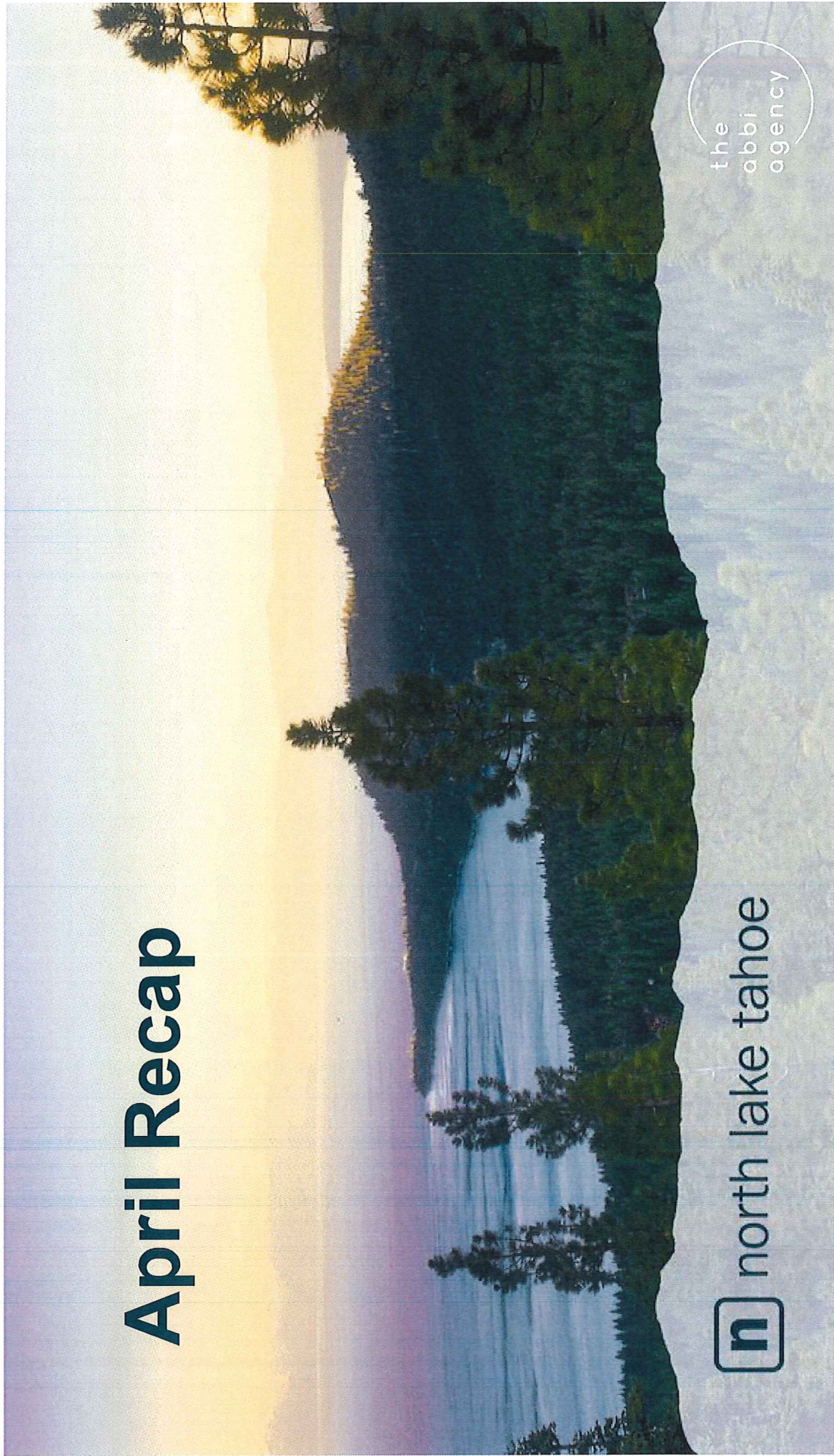
Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

# April Recap

 north lake tahoe

the  
abbi  
agency





A scenic view of a river with a person kayaking, overlaid with a semi-transparent white box containing text. The background shows a river with a person in a kayak, surrounded by lush green trees and a clear blue sky. The text is centered within a white rounded rectangle.

**Public Relations Results**

**Content Review**

**Social Media Update**



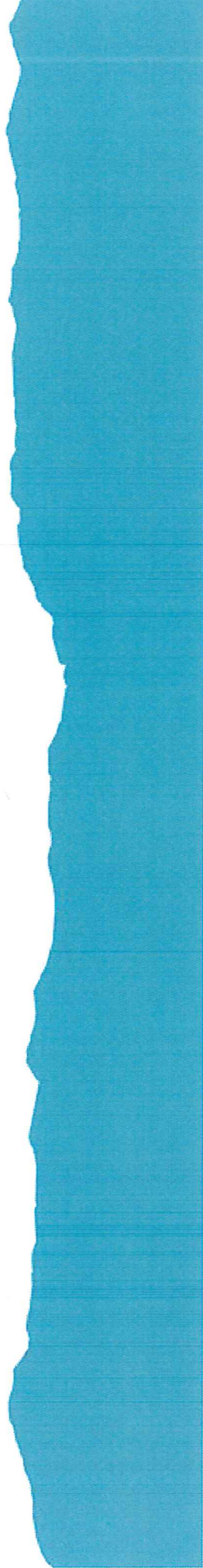
## PUBLIC RELATIONS APPROACH

**STRATEGY:** With warmer temperatures underway, The Abbi Agency pushed “snow messaging” and dual-sport days to drive-market travelers, while transitioning to Spring/Summer messaging for fly markets and long lead opportunities. April 2018 largely focused on the WinterWonderGrass Festival as an anchor to our major winter/spring themes (dual sports, offbeat winter activities & outdoor recreation, arts & culture).

**OBJECTIVES:** The Abbi Agency aimed to: 1) increase visitation to all ski/ride resorts before end of season; 2) Secure pre and post coverage of the WinterWonderGrass Festival to encourage ticket sales; 3) increase awareness of the region’s arts & culture scene, while encouraging travelers to enjoy the end of the winter season

**FAM COORDINATION:** journalist must identify with a specific target audience and/or campaign, has significant reach, is located in a non-stop flight city and/or drive market

**CONTENT + NOTABLE PITCHES:** WinterWonderGrass—for families, craft beer lovers and music enthusiasts; Spring skiing and dual sports; Tahoe City Golf Course celebrates centennial anniversary. The Abbi Agency wrote a contributed piece on Jenni Charles and WWG for Tahoe Quarterly.





# PUBLIC RELATIONS RESULTS

**PLACEMENTS: 17**

**PUBLICITY VALUE: \$53,541.51**

**PUBLICATION HIGHLIGHTS:** The Planet D, Worth the Trip - NBC San Diego, A Taste Of Koko, tahoeworld.com, NBC Los Angeles, NBC Bay Area - Blog, Red Tricycle, SF Weekly, Tahoe Daily Tribune, The Tahoe Weekly, Foxreno.com, Orange County Register, Visit California

**FAM COORDINATION:** Domestic FAMs included Michael Gravagno (Coast Magazine, OC Register, Apr. 6-9), Haley Plotkin (Austin-based blogger/influencer, [@ReadySetJetSet](#), Apr. 17-20), Jane Ko (Austin-based blogger/influencer, [@ATasteOfKoko](#), Apr. 17-20), and Niaz Uddin (nature/lifestyle influencer, [@NeoHumanity](#), Apr. 6-9). International FAMs included Germany (Stefan Weibenborn & Ralf Johnen, via TravelNevada, Apr. 12-13), China group FAM (11 journalists; via Squaw Valley | Alpine Meadows, Apr. 15-16), and Mexico (Domenica Diaz, via Visit California Mexico, Apr. 27-29)

**MEDIA MISSIONS:** The Abbi Agency attended a media reception in New York City, hosted by TravelNevada. There were 15 key media in attendance, including CNN. The Agency gained a strong lead with Adrienne Jordan, freelancer for Men's Health, Shape, etc, who is working on a piece on "Nevada Athletes." She is considering Tahoe Luminaries, Lila Lapanja, Adrian Ballinger and Emily Harrington for inclusion.

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

**KEY INSIGHTS:** The Abbi Agency capitalized on North Lake Tahoe's late winter by continuing to push snow messaging, offbeat winter sports, and dual-sport-days surrounding the WinterWonderGrass Festival. The Agency activated the Austin market by hosting two key influencer/bloggers, and landed a story in a luxe publication in Orange County—Coast Magazine, part of the OC Register. April insights were strategically directed toward target markets, and stayed on par with North Lake Tahoe's brand pillars and winter themes.



# Placement Highlights

**SAN DIEGO** Home News Weather Sportslap Entertainment \*\*\*


**worth the trip**

**OUR DAILY LOOK AT DEALS AND GETAWAYS**

**Squaw Valley Serene: Wanderlust 2018**

The yoga, mind, body, music, and spirit-filled gathering returns in late July

By **Alysa Sharp Peeler**  
Published on 07/29/18 at 10:43 AM



Stay fresh in North Lake Tahoe and up hills in Wanderlust, from July 18 through 22, 2018.

**8. YOGA AT WANDERLUST**

On my spring trip, I decided not to skip but still make the trip over to Squaw Valley. So if you're wondering if it's worth it, what's there to do at Squaw Valley? Take a yoga class at the Wanderlust Yoga studio, this is one of "studios in the world" and the Wanderlust Festival is held here in the summer!

Photo by **Earl Zed**, [www.instagram.com/earlzed](https://www.instagram.com/earlzed)



**9. SOAK IN THE HOT TUB**

Yes, there's a hot tub on the slopes of Squaw Valley! All afternoon, take a break and soak at the High Camp Pool & Hot Tubs before hitting the slopes in the afternoon. Or soak in the hot tub all afternoon like I did. It's not so good even though a warm blanket! High Camp Pools is \$15 per person.

Photo by **Earl Zed**

**California NOW**

News Trip Ideas Destinations Videos VisitCalifornia.com

**Dream, Discover, Explore**  
California

**Trending**

**California**  
Dream, Discover, Explore

**Trip Ideas**  
The Planet D Team Shares Road Trip Highlights

**California**  
The Planet D Team Shares Road Trip Highlights

## The Bay's Favorite Bluegrass Band Returns Home

A look inside The Devil Makes Three, the band from Santa Cruz that's never been bluegrass enough for diehard grass fans

Current | **Brightside** / Fri, Apr 6th, 2018 1:33 pm



Devil Makes Three. Photo by **Giles Clement**

**Winter WonderGrass at Squaw Valley happening April 6-8**

**Carolin**

**Winter WonderGrass**

Photo by **Earl Zed**

RSVP Now! Price \$12 - Prices subject to acceptance of the event. The event is subject to change without notice. Tickets are available for sale at the event. For more information, visit [www.winterwondergrass.com](http://www.winterwondergrass.com)



# INTERNATIONAL PUBLIC RELATIONS

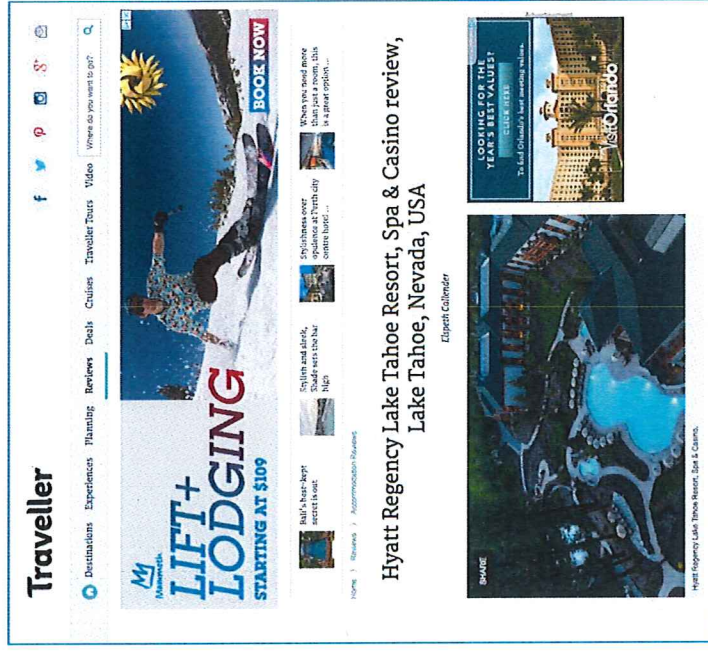
PLACEMENTS: 1      PUBLICITY VALUE: \$7,110.60

**PARTNER FAM COORDINATION:** International FAMs included Germany (Stefan Weibenborn & Ralf Johnen, via TravelNevada, Apr. 12-13), China group FAM (11 journalists, via Squaw Valley | Alpine Meadows, Apr. 15-16), and Mexico (Domenica Diaz, via Visit California Mexico, Apr. 27-29)

**OWNED FAM COORDINATION:** The Abbi Agency worked with Visit California, TravelNevada and Squaw Valley | Alpine Meadows for 3 partner FAMs. The Agency did not execute any owned FAMs this month; however, travel bookings were secured for two upcoming owned FAMs during the Wanderlust Festival—Pedro Manuel Aguilar Ricalde (Travel + Leisure Mexico, Inflight Magazine Mexico) and Janna O'Toole (Elle Australia).

**PARTNER COMMUNICATIONS:** The Abbi Agency distributed the "What's New Spring" release to all international partners, including three seasonal story angles. The Agency also sent out a request for partner calls to be executed throughout Q2.

**ADDITIONAL EFFORTS:** The Abbi Agency scheduled calls with journalists from India and Germany, to be executed in May. In an effort to maintain health, efficient and timely communication between partners, The Abbi Agency hosted bi-weekly calls with International Leisure Sales Director Sarah Winters to discuss upcoming FAMs, news, etc.



## **CONTENT**

**BLOG:** content connects to newsletter themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas (posted: 1-2 times monthly; also shared on social channels)

**NEWSLETTER:** content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights

**CAMPAIGNS:** Local Luminaries, Spring Secret Season, 52 Weeks in Tahoe





## CONTENT REVIEW

### PRESS RELEASES / MEDIA ALERTS ISSUED: 1

1 Press Release: What's New, Spring

### BLOGS POSTED: 2

5 Ways to Apres All Day in North Lake Tahoe | Social Shares: 20  
5 Ways You Can Keep North Lake Tahoe Beautiful | Social Shares: 41

### NEWSLETTERS DISTRIBUTED: 1

Spring Into Adventure in North Lake Tahoe  
8.4% open rate, 0.7% click-thru rate (CTR)  
Majority opened around 11AM PST



north lake tahoe | LODGING | THINGS TO DO | EVENTS

Awaken Refresh | it's human nature

**THE SUN IS SHINING ON THE NORTH SHORE**

There's nothing quite like a bluebird sky and warm sunshine beaming down on North Lake Tahoe's breathtaking shores. Now is the time to explore North Lake Tahoe's hiking and cycling trails, to dine outdoors on its sunny and spacious decks, and to explore every inch of this natural paradise, from mountainside to shoreline.

DISCOVER

## **SOCIAL MEDIA**

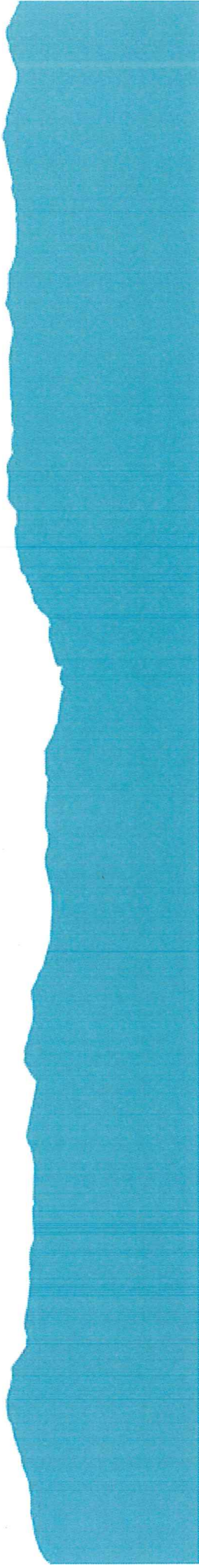
**CHANNELS:** Facebook, Instagram, Twitter, YouTube, Pinterest

**STRATEGY:** Transition into Spring messaging while promoting resorts that are still open

**OBJECTIVES:** Utilized existing Luminaries footage combined with new content to promote Spring weather and the upcoming opening day on the lake.

**CAMPAIGNS:** WinterWonderGrass, Local Luminaries, Shopping, Touch Lake Tahoe wrap-up

**ENGAGEMENT INSIGHTS:** Our April 19th tweet was our most popular tweet of all time. With 295 retweets this surpasses our last most successful tweet by double. Facebook video content continues to grow in popularity. Simple tactics like asking users to “tag their friends below” has been highly effective in growing our comment engagement.





# SOCIAL MEDIA UPDATE

## APRIL GROWTH:

- Facebook: 62 New Fans
- Instagram: 675 New Followers
- Twitter: 127 New Followers

## SOCIAL CAMPAIGNS & TACTICS:

### Apres Album:

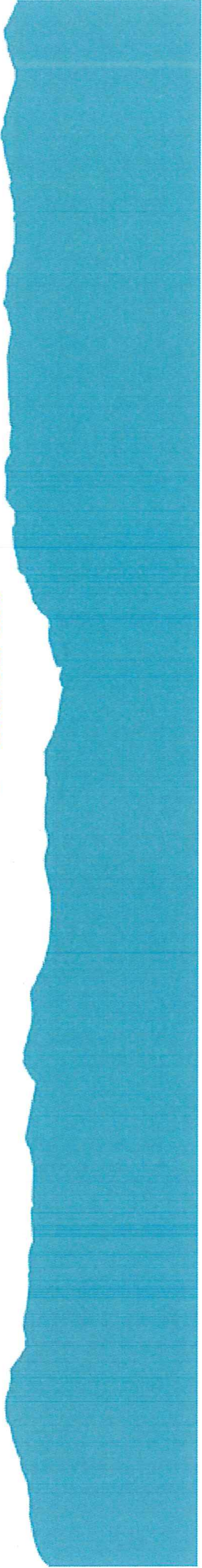
- Impressions: 4,416
- Reactions: 31
- Shares: 8

### Spring Messaging Video:

- Impressions: 24,854
- Reactions: 533
- Shares: 139

### Luminaries Visuals:

- Impressions: 233,773
- Reactions: 14,113
- Comments: 564
- Shares: 850



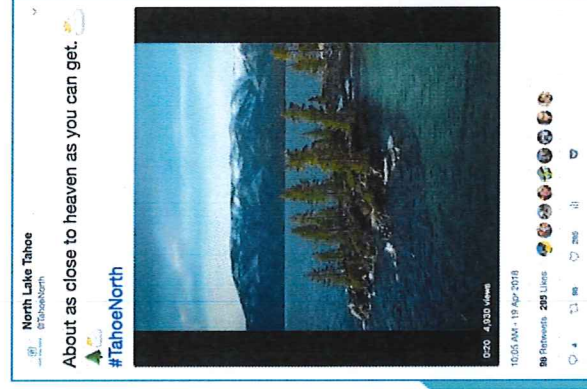
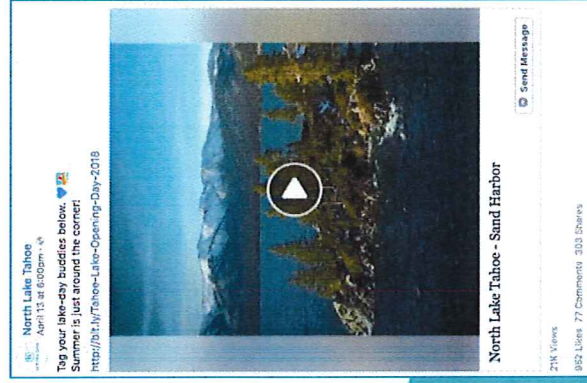
# SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

**#1 Facebook Post, Sand Harbor Drone: 51.6k Reach, 1.9k Reactions, 255 Comments, 290 Shares**

**#1 Instagram Post, Sand Harbor Drone: 31.2k Impressions, 3.7k Likes, 73 Comments, 111 Saves**

**#1 Twitter Post, Sand Harbor Drone: 20.3k Impressions, 295 Likes, 98 Retweets, 4 Comments**

**INSIGHTS:** Across channels, the stunning visuals of Sand Harbor were the most well engaged-with posts; this was likely due to the enthusiasm around summer and stunning video scenery, as well as the video formats.





## **SOCIAL MEDIA INSIGHTS**

### **MONTHLY HIGHLIGHTS**

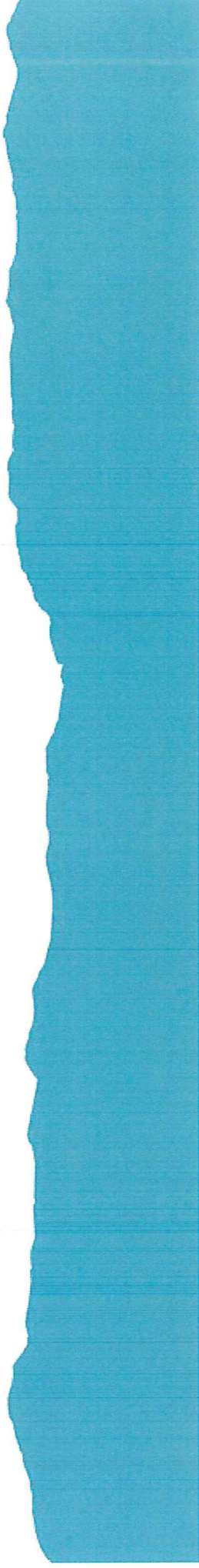
Our April 19th tweet was our most popular tweet of all time. With 295 retweets this surpasses our last most successful tweet by double.

Instagram Stories have continued to grow in popularity, reaching over 5,000 users regularly.

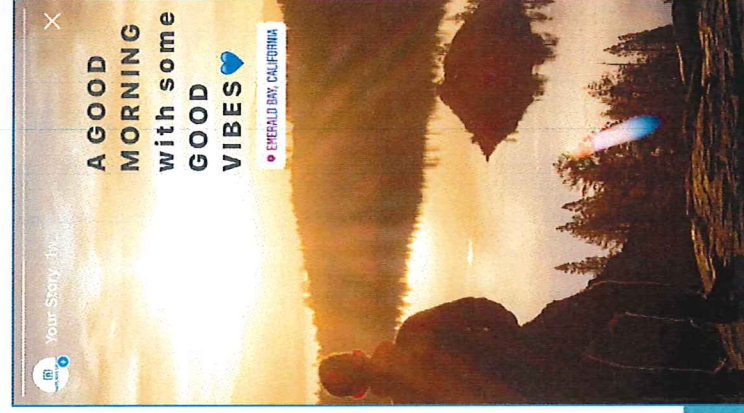
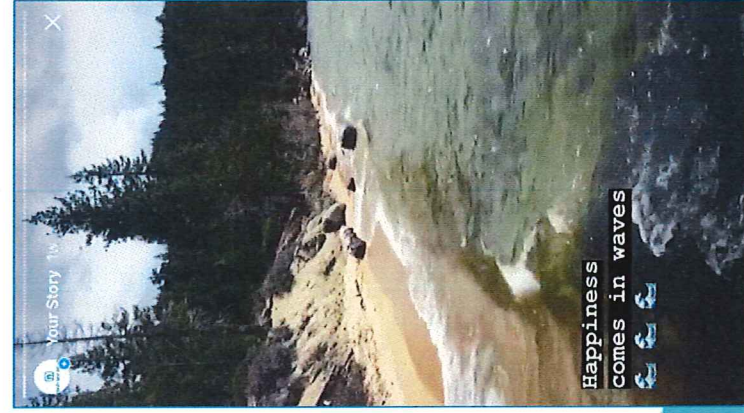
Continued implementation of Luminaries content has proved to not only be successful, but popular across our social platforms.

### **INSIGHTS AND TAKEAWAYS**

Twitter has continued to grow in popularity for North Lake Tahoe. By shifting to more visual content we have leveraged greater engagement out of the platform.



# SOCIAL MEDIA - INSTAGRAM STORY HIGHLIGHTS





## INFLUENCER PARTNERSHIPS: L.A. AND AUSTIN

**STRATEGY:** To leverage spring conditions in April, The Abbi Agency coordinated partnerships with 3 influencers, 1 from Los Angeles and 2 from the Austin market. Partnerships allowed for North Lake Tahoe brand messages to be featured authentically to social media users, in real time.

**Los Angeles: @neohumanity (135k Followers)** - 1 Instagram Posts, 15 Instagram Stories, 5,450 Likes, 198 Comments, 270k Estimated Impressions

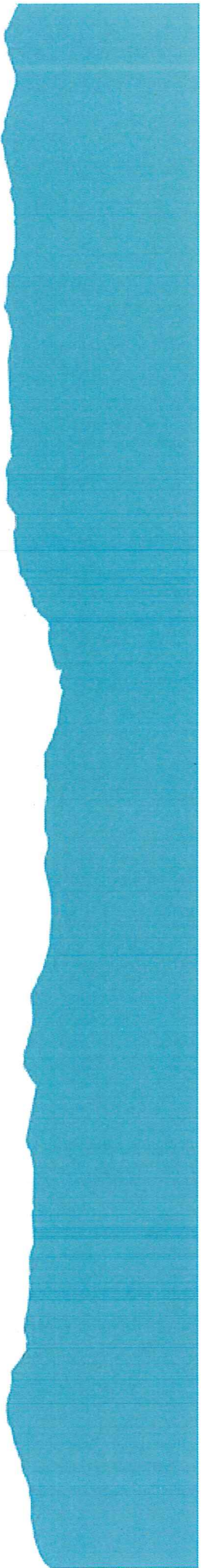
- Featured experiences: WinterWonderGrass; Road Trip from L.A.

**Austin: @readysetjetset (123k Followers)** - 4 Instagram Posts, 10 Instagram Stories, 11,000 Likes, 512k Estimated Impressions

- Featured experiences: Frontier flight launch; spring conditions
- Also published blog post: 10k Est. Monthly Views

**Austin: @atasteofkoko (50k Followers)** - 3 Instagram Posts, 12 Instagram Stories, 5,438 Likes, 198k Estimated Impressions

- Featured experiences: Frontier flight launch; food and Apres





# INFLUENCER PARTNERSHIPS: VISUAL FEATURES

**atateofkoko** • Follow  
North Lake Tahoe



atateofkoko Go outside & explore 🌲  
@tahoenorth #tahoenorth  
#kokoistslaketahoe #dmetraveler  
Photo by @readysetset  
bayfood Tahoe looks so pretty 🥰 it's been  
awhile since I've been there!  
atateofkoko @bayfood the snow just  
slowly started melting!  
munchieswith\_m Ok. Freaken adore this  
pic!!!  
alibterbrian Love this shot! Incredible  
hungrytravellingmama This is gorgeous  
marmalt! You are fuuuuuun univ' heat! #fall!!! 🍂 🍁

View all 43 comments

813 likes

APRIL 10

Add a comment...

**neohumanity** • Follow  
North Lake Tahoe



neohumanity had such an amazing  
time today! @readysetset and I  
went to the lake for a picnic  
weekend. Here is a magnificent sunrise  
with the breathtaking view of the lake!  
#tahoenorth #ad

Load more comments

neohumanity @gishirglu Thank You  
dear  
neohumanity @nazilogur Thanks so  
much  
superfranja Looks good  
commonwealthohochy Beautiful  
@neohumanity we're working on a  
project at Tahoe City that we've just put  
out to the public. If you have a moment  
to check it out, please do. (Link in our  
bio)  
neohumanity @artbyartia Thanks bro

6,450 likes

APRIL 9

**readysetset** • Follow  
Emerald Bay State Park



readysetset Looking out over the scenic  
Emerald Bay 🌲 Loved all of the viewpoints  
we found driving around Lake Tahoe.  
Where the prettiest you've ever  
been? @tahoenorth #RS.SSiTahoe

View all 43 comments


roamareo You have to love California  
isabellarisantmas Amazing babe! 🥰  
royalpedness Wow!!! This is beautiful! The  
scenery is incredible! I hope you  
Cappadocia Turkey from a hot air balloon  
taylor\_feller Lake Tahoe is stunning  
miguel\_dhl Hell of view!  
sydneywritestheworld Wowhh  
atateofkoko The one rock I was able to  
climb 🥰  
shaphup Congrats, I love Tahoe!! Def one

2,999 likes

4 DAYS AGO

Add a comment...

**readysetset** • Follow  
Square Valley Alpine Meadows



readysetset Hello from @tahoenorth!  
@shazieokoko and I spent our first  
afternoon here skiing at @squarevalpine and  
then enjoying a hot air ski soak in their  
new hot springs (👉👉👉). It was so nice when it  
rained today! 🌧️. It was so nice when it  
cleared up for the aerial tram ride back  
down the mountain. 🏞️ Is Lake Tahoe on  
your travel bucket list? #tahoenorth  
#RS.SSiTahoe

Load more comments

socalclara So close I have no excuse  
zairanubina Amazing shots, beautiful  
pieces!  
joseferre15 🍷🍷🍷  
alexandrapaez22 🍷  
gudie\_berlin This is so cool 🍷🍷🍷  
surfinpinkkita Fantastic

2,692 likes

APRIL 20

Add a comment...




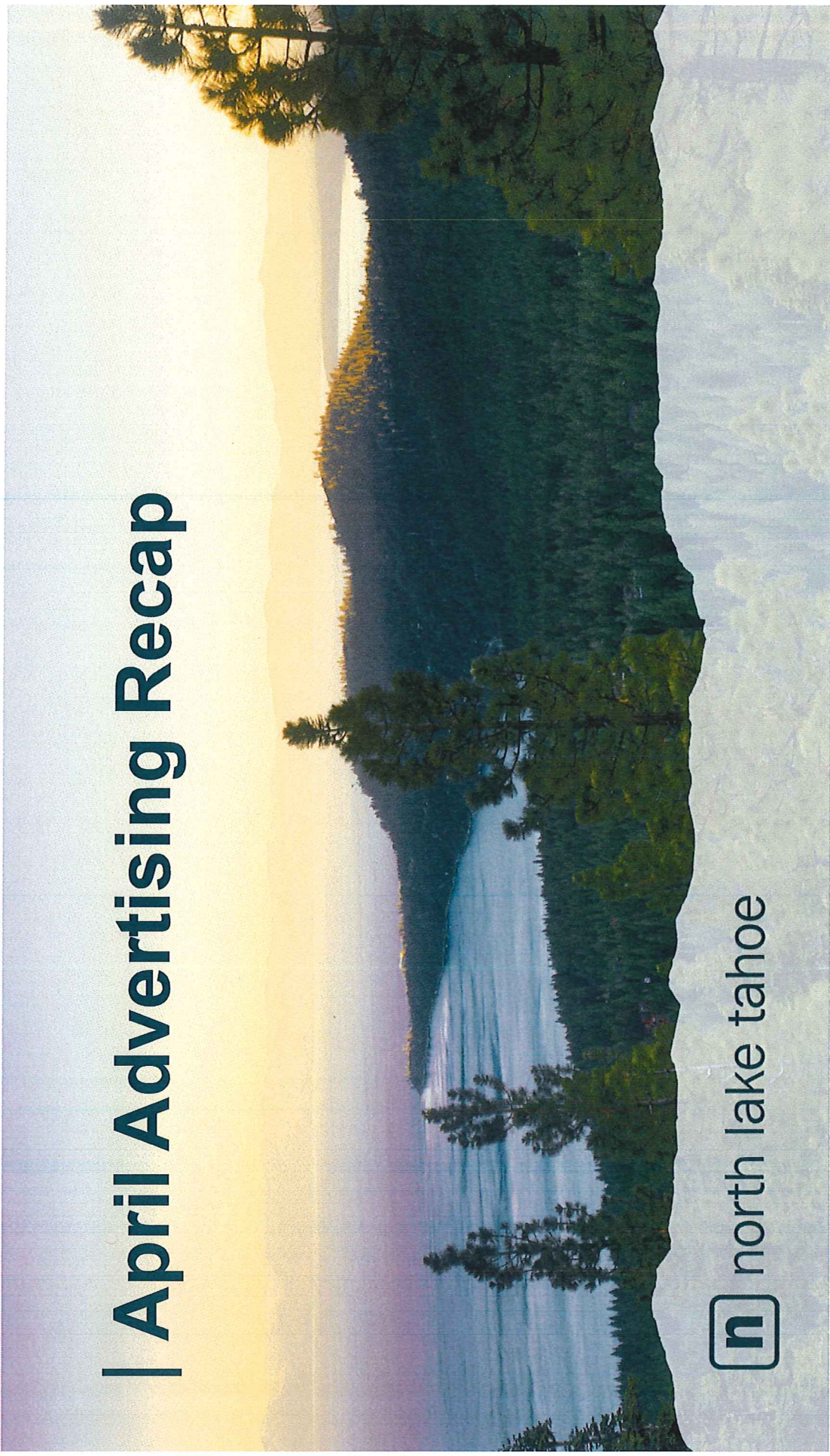
A scenic landscape featuring a calm body of water in the foreground, reflecting the sky. The background is filled with dense green trees under a soft, hazy sky with a warm, golden glow, suggesting a sunset or sunrise. A semi-transparent white rectangular box is centered over the image, containing the text "Thank You" in a bold, dark font.

**Thank You**



# | April Advertising Recap

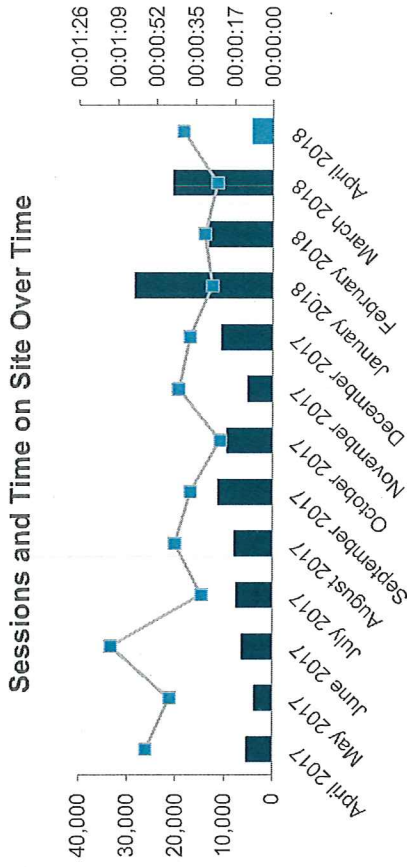
 north lake tahoe





## Overview by Campaign

- Together, Consumer and MCC digital ads directed over 4.4K users to GoTahoeNorth's site. Despite a dip in traffic from March, average time on site improved by 15 seconds.
- Since we have started recording time on site conversion in September, we have seen a steady improvement in cost per conversion for the Consumer campaign and declining performance in MCC. This suggests the need to freshen up the MCC campaign to increase the interest of our potential customers.

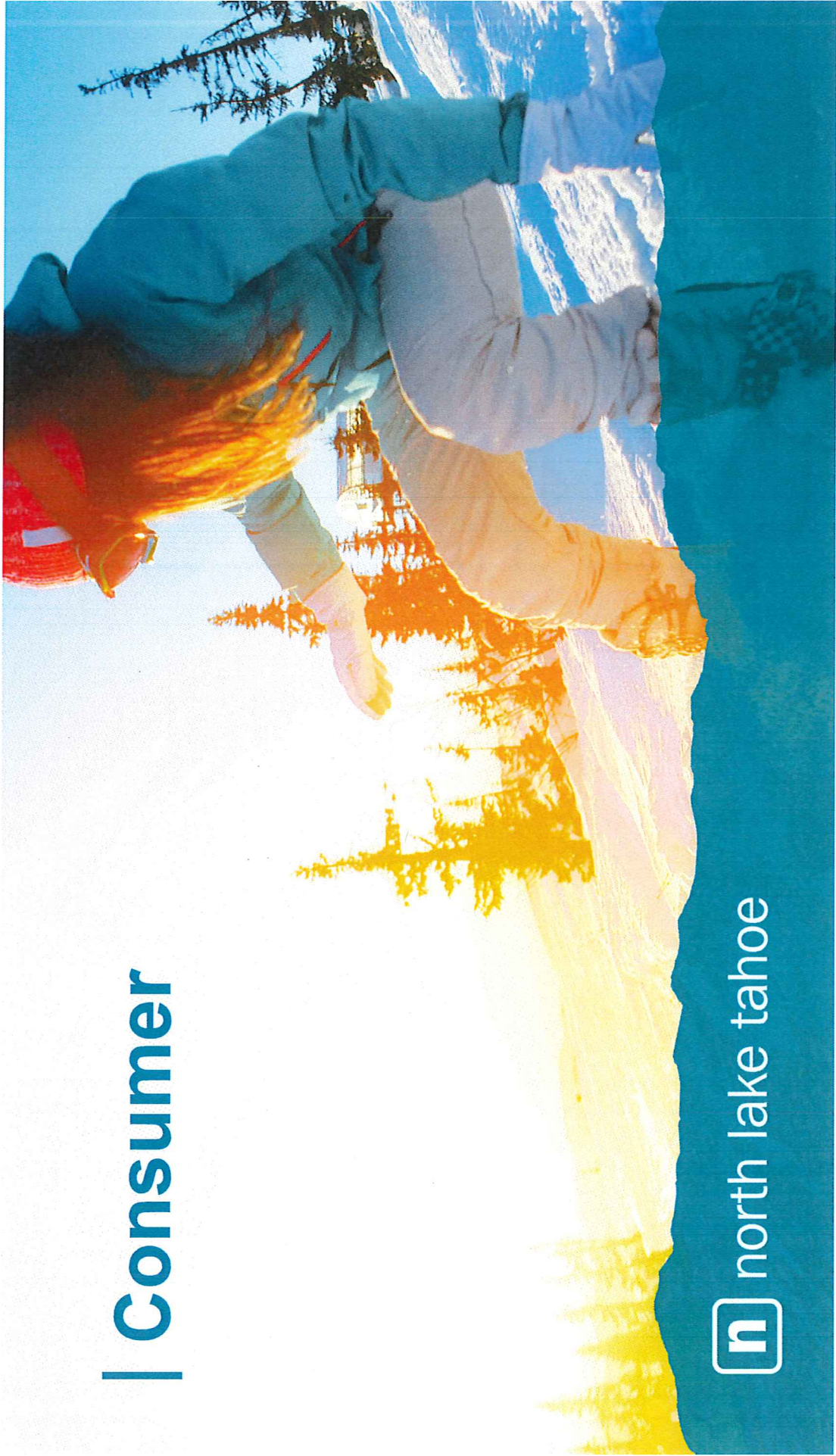


| Campaign     | Impressions      | CTR          | Spend           | Sessions     | Time on Site | Pages Per Session | Bounce Rate | TOS Conversions | Book Now Conversions |
|--------------|------------------|--------------|-----------------|--------------|--------------|-------------------|-------------|-----------------|----------------------|
| Consumer     | 2,218,900        | 0.22%        | \$17,342        | 4,008        | 00:38        | 1.4               | 85%         | 1,645           | 167                  |
| MCC          | 745,632          | 0.14%        | \$2,183         | 431          | 00:59        | 1.9               | 61%         | 73              | 1                    |
| <b>Total</b> | <b>2,964,532</b> | <b>0.20%</b> | <b>\$19,526</b> | <b>4,439</b> | <b>00:40</b> | <b>1.4</b>        | <b>82%</b>  | <b>1,718</b>    | <b>168</b>           |

April Advertising Recap | All Campaigns



# | Consumer



 north lake tahoe



# Executive Summary

- GoTahoeNorth was visited nearly 42K times in April, with roughly 10% of all traffic stemming from digital ads. Compared to April 2017, website traffic is down 10%. As a result of emphasizing higher-quality site traffic (those that spend more than 115 seconds on the site), GoTahoeNorth has increased its booking referrals by 5% year-over-year despite lower traffic volume.
- Consumer ads served over 2.2 million impressions in April, driving 1.6K time on site conversions. This resulted in an average cost per conversion of just \$11, the lowest since November.
- Display ads resulted in an additional 1.4K time on site conversions and 86 book now button clicks.
- Families with children performed best throughout the winter campaign, resulting in the highest average CTR and lowest CPC. This was especially true for families located in Los Angeles.
- The Spring campaign will start in May, bringing in fresh creatives and different geo-targeting. Workaholics were the strongest audience during Spring 2017, and therefore we will emphasize this audience to start Spring 2018.



# Executive Summary

- Increasing bounce rates from Native traffic has caused us to search for a new Native vendor. We are exploring our options and plan to have a new vendor in place for the Spring campaign.
- Paid Search ads continued to perform exceptionally in April, resulting in an average cost per conversion of just \$13. The local campaign performed particularly well, resulting in 40 book now conversions.
- We tested a new bidding strategy for the Evergreen Local campaign in April. This resulted in a 41% improvement in cost per conversion. We are planning to implement this strategy across all campaigns going forward.
- Social CPA dropped below \$40 for the first time since December, led by strong performance from retargeting ads. In addition, ads aimed toward younger experience seekers were effective at driving new users to the website.
- Due to consistently strong performance from retargeting ads, we will look to incorporate persona-based retargeting moving forward. In addition, we plan to implement dynamic creatives, beginning with the spring campaign, to better optimize our ad rotation.



# Executive Summary

- North Lake Tahoe's Facebook page engaged 44K users in April, down from 82K the prior month. Compared to April 2017, the number of engaged users on the Facebook page is 18% lower.
- Over the past 12 months, we have seen a strong shift in users from Facebook to Instagram. This has been beneficial for North Lake Tahoe, as its average engagement per post (across both channels) increased by nearly 42% and overall reach increased by 68%.
- YouTube ad performance remained steady in April, with over 57% of all users viewing an ad to completion. Retargeting ads were especially productive, resulting in the most views and clicks.
- Looking forward, we will continue to leverage YouTube's strong performance to help build brand awareness. We would suggest implementing persona-based retargeting to better aligns with the interests within our target market.



## Display Ad Examples

### Families

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

Impressions: 304K  
Clicks: 652  
CTR: 0.21%  
TOS Conversions: 61  
CVR: 9.36%



### Outdoor Enthusiasts

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

Impressions: 423K  
Clicks: 799  
CTR: 0.19%  
TOS Conversions: 125  
CVR: 15.64%



### Workaholics

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

Impressions: 479K  
Clicks: 876  
CTR: 0.18%  
TOS Conversions: 103  
CVR: 11.76%



April Advertising Recap | Consumer

# Social Ad Examples

**Families**

North Lake Tahoe Shared a link  
Sponsored

Live Page



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

Learn More

Impressions: 34K  
Clicks: 82  
CTR: 0.24%  
Engagement: 50  
TOS Conversions: 4  
CVR: 4.88%

**Outdoor Enthusiasts**

North Lake Tahoe Shared a link  
Sponsored

Live Page



**Hike to New Heights**  
Traverse new mountains while taking in the beauty of North Lake Tahoe this winter.


Learn More

Impressions: 48K  
Clicks: 117  
CTR: 0.24%  
Engagement: 62  
TOS Conversions: 21  
CVR: 17.95%

**Workaholics**

North Lake Tahoe Shared a link  
Sponsored

Live Page



**Reconnect with Nature**  
Spend some time away from the office and unwind in North Lake Tahoe.

Learn More

Impressions: 24K  
Clicks: 79  
CTR: 0.33%  
Engagement: 47  
TOS Conversions: 5  
CVR: 6.33%

April Advertising Recap | Consumer



| MCC



 north lake tahoe

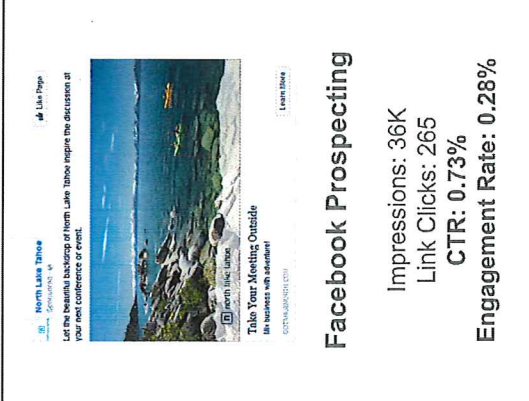


# Executive Summary

- MCC ads directed over 400 users to GoTahoeNorth's website, down from 800 the prior month. The decline in web traffic is largely the result of decreased spend on paid social and email ads.
- The cost to keep someone on the site for more than 15 seconds has steadily-increased for MCC ads. Due to this, we are freshening up the MCC campaign. This will include new email templates and paid social creative.
- One email was sent in April, resulting in 3.6K opens and 461 clicks. Of those who clicked through an email, nearly 1 in 10 spent more than 115 seconds on the site.
- MCC social ads resulted in 29 time on site conversions in April, up from 16 the month before. As a result, cost per conversion improved by over 81%.
- Starting in May, we will look to incorporate LinkedIn feed ads. We expect this new style of ads, combined with LinkedIn's business-heavy demographic, will help to increase the awareness of North Lake Tahoe's conference capabilities.



# Social Ad Examples




North Lake Tahoe  
Let the beautiful backdrop of North Lake Tahoe inspire the discussion at your next conference or event.

Take Your Meeting Outside  
In business with advantage!

Learn More

Facebook Prospecting

Impressions: 36K  
Link Clicks: 265  
CTR: 0.73%  
Engagement Rate: 0.28%



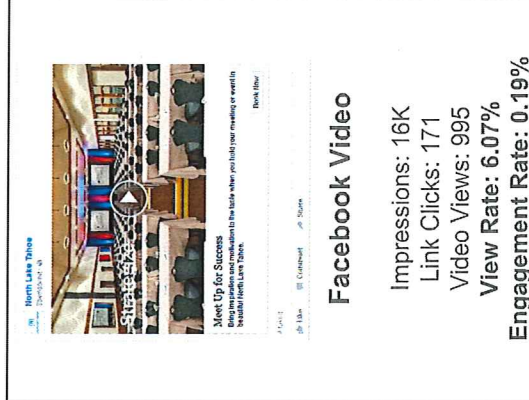
North Lake Tahoe  
Go beyond the meeting room when you book your next conference or event in North Lake Tahoe.

Take Your Meeting Outside  
In business with advantage!

Learn More

Facebook Retargeting

Impressions: 14K  
Link Clicks: 129  
CTR: 0.90%  
Engagement Rate: 0.08%



North Lake Tahoe  
Meet Up for Success  
Share your business with us in the time when you build your meeting or events. Share with North Lake Tahoe.

Learn More

Facebook Video

Impressions: 16K  
Link Clicks: 171  
Video Views: 995  
View Rate: 6.07%  
Engagement Rate: 0.19%



A scenic landscape photograph of a lake at sunset or sunrise. The sky is a mix of soft pinks, oranges, and blues, with the sun low on the horizon. The water is calm, reflecting the sky and the surrounding green trees. A white rectangular overlay with rounded corners is centered on the image, containing the text "Thank You" in a bold, dark blue font.

**Thank You**