



north lake tahoe

Chamber | CVB | Resort Association

November 2017 Departmental Reports

Conference Department Report for October 2017

In October 2017 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

- Staff booked a Family Reunion Program for August 2018. This program has the potential to generate over 24 room nights and bring 40 people to North Lake Tahoe.
- Staff booked Munich Reinsurance. The group will bring 160 room nights to the Resort at Squaw Creek in February 2018.
- Staff booked Society of Actuaries. The group will bring 365 room nights to the Hyatt in January 2020.
- Staff attended Luxury Meetings Summits in Phoenix, San Diego and Orange County, October 17-19, 2017. Each event had 27-38 meeting planners in attendance for one-on-one appointments.
- Staff followed up with meeting planners that attended Luxury Meetings Summits in Phoenix, San Diego and Orange on October 17-19, 2017. Each event should had 27-38 meeting planners in attendance for one-on-one appointments.
- Staff had a conference call with Beverly Lewis from the county film office to discuss a site visit for a Brazilian film producer who is considering shooting a film in North Lake Tahoe.
- Staff had a conference call with Mountain Travel Symposium to discuss our bid for 2020.
- Staff had a conference call with Chad Ammon, Conference Direct about the 2019 Kaiser Permanente Excellence Awards. Staff is conducting a site visit on November 1-2, 2017. Kaiser Permanente is considering the Resort at Squaw Creek for this program. This program has the potential to generate over 560 room nights and 260 people to North Lake Tahoe for May 2019. In addition, the Kaiser Permanente will be conducting a site of the Ritz Carlton Lake Tahoe for another program. Details on this program have not been released.
- Staff had a conference call with the organization Women Who Explore. Women Who Explore is a community that encourages women to get outdoors through social media, blog posts, product reviews and more. They are considering Lake Tahoe for one of their group getaways made up of 12-18 women.
- Staff participated in the Spartan Race World Championship at Squaw Valley
- Staff attended monthly marketing staff meeting
- Staff hosted a site visit for HPN and their client the Owners Group. They visited the Hyatt Regency, Resort at Squaw Creek and Ritz Carlton. The group has selected the Ritz-Carlton and will generate roughly 250 room nights and \$50,000 in room revenue.
- Staff met with management from the California Community Managers Association while they were in town for their Annual Meeting the Resort at Squaw Creek. We discussed them returning in 2018 and hope to have the RFP out to hotels shortly.
- Staff attended the Tannenbaum vendor dinner. Staff was invited to thank them for the business they have sent them over the years.
- Staff attended the monthly NLTRA marketing meeting.
- Staff is worked on the following new RFPs for group & conference business:
 1. Fusion Marketing's – 2019 Rollins President Club Event for May 2019. This program has the potential to generate over 1100+ room nights and bring 700 people to Lake Tahoe.
 2. Recreation Connection – Engineering Company Retreat for December 2017. This program has the potential to generate 25-50 room nights and bring 25 people to Lake Tahoe.
 3. The Saxe Family Reunion for June – August 2018. This program has the potential to generate over 60+ room nights and bring 30 people to Lake Tahoe.

4. Young, Minney and Corr, LLC Annual Retreat for August 2018. This program has the potential to generate over 60+ room nights and bring 60 people to Lake Tahoe.
 5. Thermo Fischer Scientific Meeting for January 2018. This program has the potential for to generate over 56 room nights and bring 14 people to Lake Tahoe
 6. Women Who Explore Getaways for April and September 2018. These programs have the potential to generate over 20 room nights bring 18 people to North Lake Tahoe
 7. Sparks Event Leadership Summit for November 2018. This program has the potential to bring over 360 people to North Lake Tahoe.
 8. Dutch Bros 2018 Franchisee Meeting for July 2018. This program has the potential to bring generate over 745 room nights and bring 360 people to Lake Tahoe.
 9. HPN – Dream Conference for May 2018 . This program has the potential to generate over 280 room nights and bring 65 people to Lake Tahoe.
 10. Marsh, Berry & Co Peak Performance Summit for January 2019. This program has the potential for to generate over 270 room nights and bring 134 people to Lake Tahoe.
 11. Insight Direct - PM Team Build Incentive Q1 for January 2018. These programs have the potential to generate over 24 room nights bring 11 people to Lake Tahoe
 12. Brinker International - Maggiano's 2018 Leadership Conference for November 2018. This program has the potential to bring generate over 430 room nights and bring 190 people to Lake Tahoe.
- Staff attended **UC Davis' 21st Annual Event Planners Exchange Caterer and Vendor showcase.** The goal of the showcase is to bring together all of our current event planners and decision makers from the Davis and Sacramento Medical Center campuses and connect them with the businesses and resources they need in planning their meetings and events, which span the immediate area, greater Sacramento, the Bay Area, and many destination cities (Napa, Monterey, Tahoe, and Hawaii to highlight a few). This tradeshow had 300 meeting and event planners in attendance
 - Staff conducted a site visit for the Deckers Outdoor - UGG F19 Sales Meeting. Deckers Outdoor is considering the Resort at Squaw Creek for this program. This program has the potential to generate over 1000+ room nights and 350 people to North Lake Tahoe for November 2018.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of October 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
October 2017 Re-cap

TRAVEL TRADE INFORMATION:

- Site Visits:
 - Hotel Beds visited town October 10 -11th
- New Projects:
 - Visit California STAR Program: California STAR is a dynamic trade-focused platform that helps drive sales and expand agent knowledge regarding the diversity of California experiences through training and interactive sales components, turning agents into expert brand ambassadors.
 - Working on North Lake Tahoe's enhanced listing.
 - Canadian Traveller:
 - NLT will have ½ page AD in "Canadians' Guide to California" (Dec)
 - Goes to 12,000 travel agents + 14,000 on social platforms
 - Canada's only sales, business, and career development resource for travel agents.
 - NLT will have ½ page AD in "Canadian Traveller's Spring Issue (Feb)"
 - Average reader 40-65 years of age
 - Distributed to an average household of \$178,000 annually
 - Reaches 25,000 subscribers in print & 5,600 digitally.
 - NLT will have (1) dedicated online storytelling article + banner ad placement. (Dec)
 - Sent to 95,000 agents
 - NLT will get an editorial in the California Guide
 - Visit California South Korea Marketing Sponsorship:
 - Partnership with NLT & Squaw Valley | Alpine Meadows
 - This is a sponsorship for the events being hosted by Visit California in South Korea. Logo on all materials as well as featured content both in virtual reality and additional content development. Events will take place during Winter Olympics in South Korea.
 - Digital Influencer FAM: 23 people Dec 4-6th
- Ongoing Marketing Collaboratives:
 - **Morris Media, Australia:** Video of the week launched. Program is ongoing through November.
 - **Blue Powder Tours, Australia:** Squaw Valley sales push complete and currently preparing to launch Northstar California sales push.
 - **Out & About Kids, Australia:** Purchased full page advertorial with Squaw Valley to promote the best spring/summer resort towns. See attached PDF.
- Additional Sales Efforts:

- Product Development: South Korea's Tour Operator, Hodo Travel
 - Hodo Travel is a ski specific travel agency, sending most travelers to Japan.
 - Launching new ski product in conjunction with the 2018 South Korea Winter Olympics
 - Lead sent out to all properties
- Booking.com
 - Working with NV & CA rep to add product
- Working with Hotel Beds on Sure2Care document – British Holidays needs these documents in order to sell NLT product

FAM TRIPS:

- Hosted joint Volaris Reno/North Lake Tahoe FAM: October 7-9th
- Upcoming Winter FAMs:
 - Ski Max FAM: February 2018
 - Australia Winter FAM: February 2018
 - El Salvador Winter FAM with United Airlines: March 2018

SALES MISSION INFORMATION:

- Ongoing: Visit California China Co-Op. Additional materials sent to China
- Joint RSCVA & North Lake Tahoe Sales Mission: Los Angeles
 - October 9 -13th
 - Successful sales mission with evening events – trained over 80 agents
 - Successful meeting at JBS. JBS is the largest China receptive tour operator.
 - Lead and contact information for JBS went out.
 - JBS is owned by Hotelbeds, so they can pull Hotelbeds inventory, but are looking to contract direct with NLT property.
- Joint RSCVA & North Lake Tahoe Sales Mission: Mexico
 - Attached are Mexico Sales Mission Contact
 - Successful trainings with Best Day Travel & Price Travel. Both companies we are currently in a winter marketing cooperative with.
 - Over 300 + agents trained
 - Highlight: Hosted dinner with top 10 travel agencies key management
 - Success Already: Travel Impressions featured North Lake Tahoe in sales push directly following sales mission
- Worked with Travel Nevada on TN Australia Sales Mission, provided images & talking points
- Received leads from Travel Nevada India Sales Mission. Introduction emails out and data captured into IDSS
- UPCOMING SHOWS/SALES CALLS:
 - Boston, MA – Tour Mappers Trainings, November 27th
 - Travel Nevada Governor's Summit: December 4-5th
 - Expedia Summit: December 6-8th
 - Working with Gate 7 on upcoming HelloWorld Conference: November 23-25th

INTERNATIONAL OFFICES:

- UK/Ireland Highlights (July-September):
 - Agents Trained: 49
 - Meetings Held: 10
 - Hosted July Sales Mission – Sarah attended 24 key meetings along with additional trainings through UK & Ireland
 - See attached PDF for the Q1 Report
- Australia/New Zealand Highlights (July-September):
 - Agents Trained: 99
 - FAMS Supported: 1
 - Agents on FAM: 12
 - Meetings Held: 15
 - Campaign Activity
 - Snowcapped – Ski California Early Rates out
 - Blue Powder Tours – sales push for SV & Northstar
 - See attached PDF for Q1 Report

MISC:

- Meeting with the Visit California Media team
- Attended the Visit California Rural Committee Meeting
- Site Visits with local lodging: Hyatt Regency, Mourelatos Lakeshore Resort
- Completed MTS RFP for 2020 in conjunction with conference sales team
- VisaVue Data for July-September Snapshot:
 - *Statistics Q3 2017(July - September)*
 - \$1,389,801 in international spend
 - 10.9% growth y/y
 - Average cardholder spend: \$190.36
 - Top International Countries: Canada, United Kingdom, France, Germany, Australia, China, Spain, Ireland, Switzerland, and Japan.

Events & Communications Update

October Marketing Committee Meeting

General

- Attended the TPC Tahoe Economic Summit
- Attended NLT/Truckee Leadership Program Breakfast as an alumni
- Worked with Ryan Salm to coordinate our final fall photo shoot
- Created winter calendar of events for Winter Visitor Guide
- First Partner Content Submission Form went out (10/27)

Spartan World Championships

- 2017 event took place September 30 & October 1
- Completed recap
- Presented 2018 contract to both Marketing & BOD – approved

Escape Triathlon

- Met with Kay from TC PUD to discuss swim and transition in Tahoe City.
- IMG is working on a deck for CHP and CalTrans. Once the deck is presented and accepted, we should be able to move forward on permitting and announcing the event.

Lake Tahoe Summit Lacrosse Tournament

- Created event landing page on GTN.com with lodging blocks prior to 2018 registration opening on 10/5.
- Created 1-sheet to be distributed to all coaches as they register their teams, highlighting NLT and directing them to our Vacation Planners, Visitor Guide and website.

BACC

- Touch Lake Tahoe winter campaign was approved and is currently being implemented.
- Worked with The Abbi Agency and the BACC to determine direction of year-round shopping campaign. Working on SOW to present at November meeting for approval.

Sponsorship Contracts

- Presented 18.19 event policy to both Marketing & BOD to approve future contracts utilizing marketing reserve and/or reallocated funds to cover commitments if necessary - approved
- Had the following contracts approved by Marketing and BOD
 - WinterWonderGrass Tahoe
 - Tough Mudder
 - Lake Tahoe Summit Lacrosse Tournament
 - Spartan World Championships



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

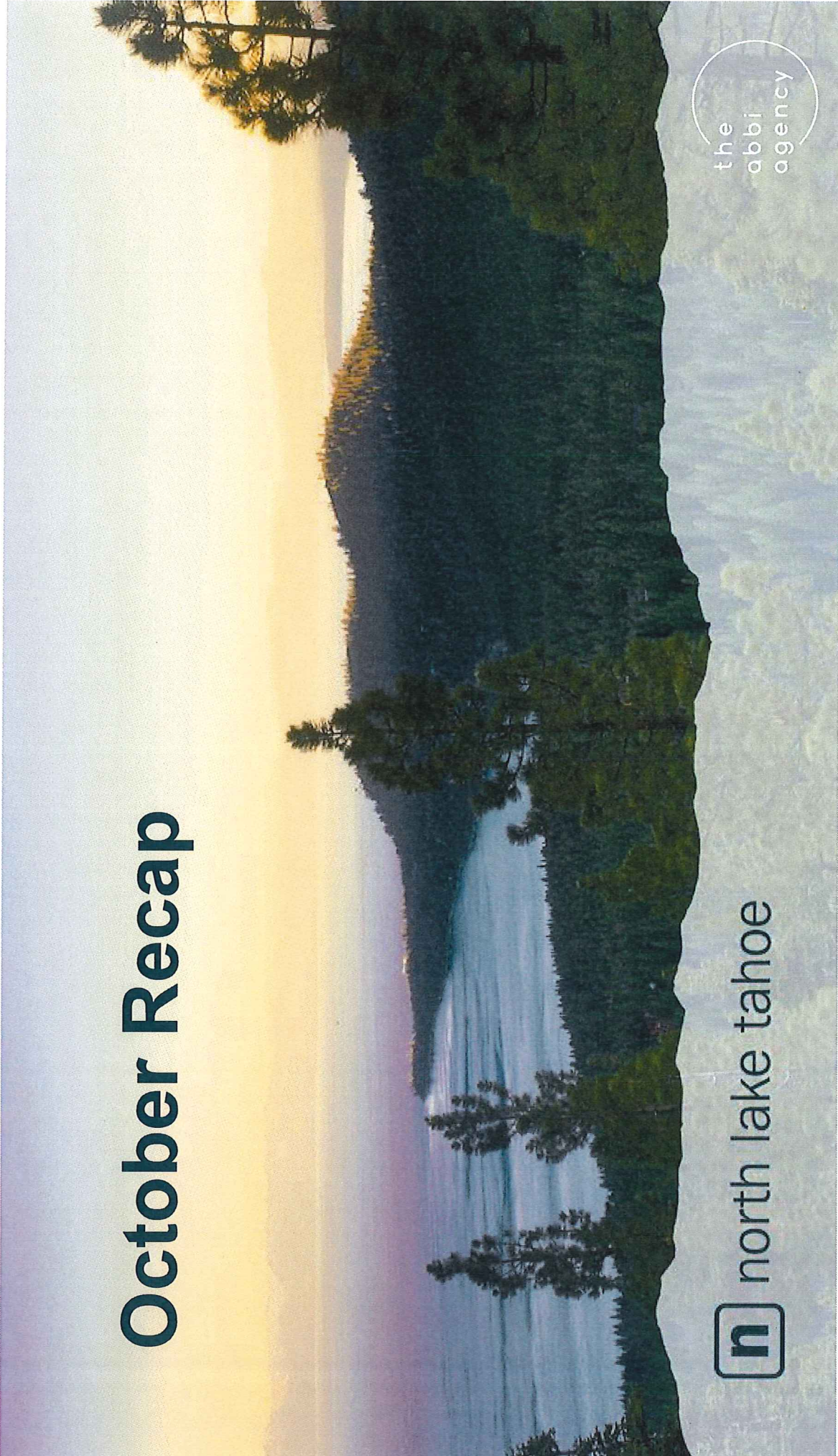
Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

October Recap

 north lake tahoe

the
abbi
agency



A scenic view of a lake with a boat and trees. The background shows a calm lake with a small boat in the distance. The foreground is dominated by a large, light-colored rock. The sky is blue with some clouds. The overall scene is peaceful and natural.

Public Relations Results

Content Review

Social Media Update

Tahoe Locals Campaign

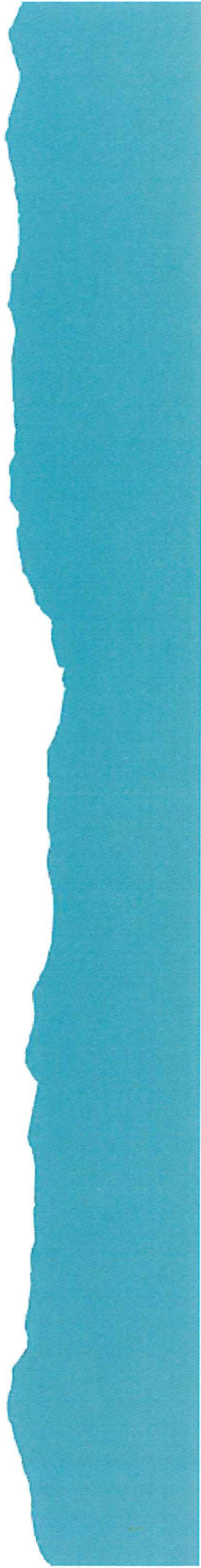
PUBLIC RELATIONS

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

CONTENT + NOTABLE PITCHES: media alerts, press releases, pitches, blog posts, newsletters



PUBLIC RELATIONS RESULTS

PLACEMENTS: 16

PUBLICITY VALUE: \$306,656.29

PUBLICATION HIGHLIGHTS: Chicago Tribune, Successful Meetings, Baltimore Sun, Sun Sentinel, Hartford Courant, Orlando Sentinel, SFGate and SierraSun.com

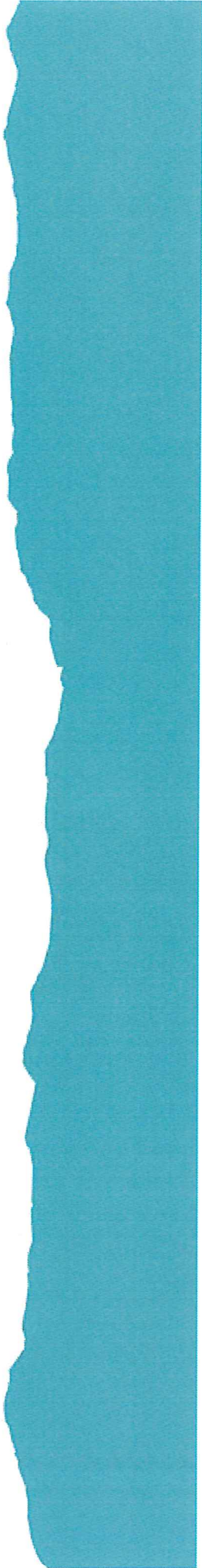
FAM COORDINATION: No hosted FAMS in October. In progress for Dec. - Apr.

NOTABLE PITCHES: Best of 2018 Best Places to Travel, What's New Winter 2017-2018, Offbeat Winter Adventures / 10 Things to Do in Tahoe

THEMES: Luxury, Unique Outdoor Adventure, Family/Multigenerational Travel

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

KEY INSIGHTS: October coverage was heavy with long lead pitches for winter, FAMS, and desksides; October efforts were rewarding with the Chicago Tribune Placement that was shared in 41 syndicated publications.

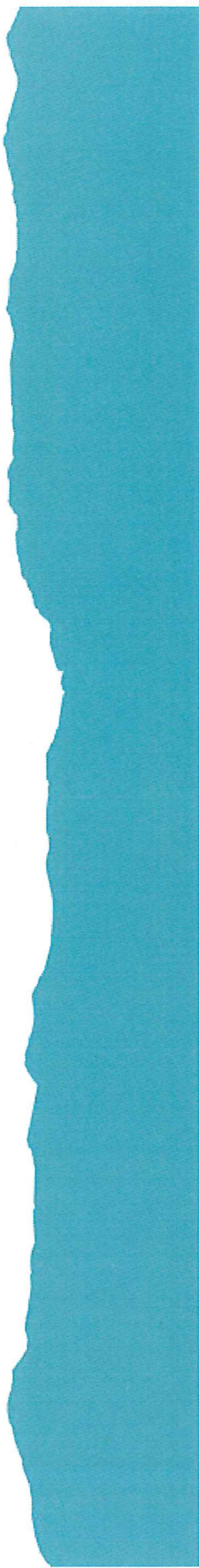


CONTENT

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, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights (distribution: 1-2 times monthly)

CAMPAIGNS: Local Luminaries, Human Powered Sports, Ale Trail



CONTENT REVIEW

BLOGS POSTED: 3

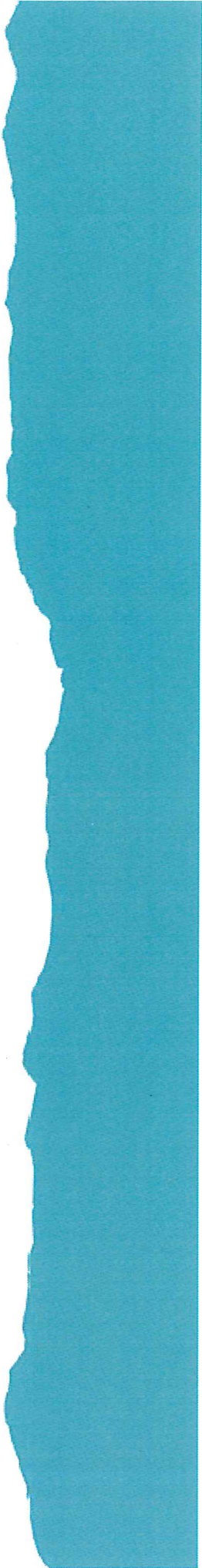
Q&A: A Guide To Adrian & Emily's North Shore Stomping Grounds | Social shares: 42

Discover North Lake Tahoe's Secret Season With 4 Local Secrets | Social shares: 75

5 Trail And Beverage Pairings To Try In North Lake Tahoe | Social shares: 159

KEY INSIGHTS: CONTENT

Itinerary-style blog content performed extremely well as compared to other blog content



SOCIAL MEDIA

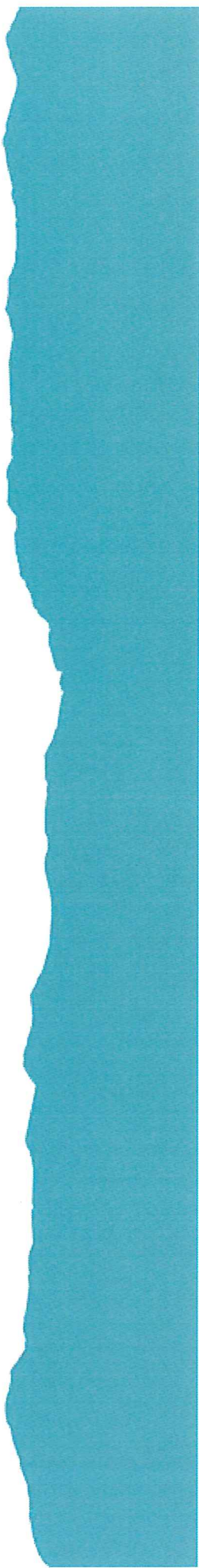
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight partners by featuring photo albums showcasing different assets within the region; promote Tahoe locals campaign; begin promotion of winter themes and resort openings

OBJECTIVES: Focus on fall secret season in North Lake Tahoe; promote key partners and resorts

CAMPAIGNS: Local Luminaries; Hashtag-based (#TahoeNorth)

ENGAGEMENT TACTICS: Using Local Luminaries stories to promote North Lake Tahoe's channels and drive engagement; GIF/Photo comment usage; Giveaways



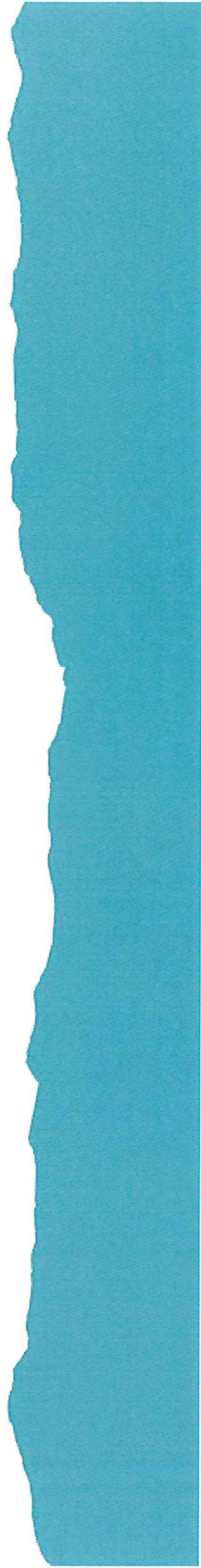
SOCIAL MEDIA UPDATE

OCTOBER GROWTH:

- Facebook: 849 New Fans
- Instagram: 728 New Followers
- Twitter: 236 New Followers

OCTOBER SOCIAL REACH & ENGAGEMENTS:

- Total New Social Media Fans: 1,394
 - Increase of 0.7% from previous month
- Total Impressions: 2.1M
- Total Engagements: 99.6K



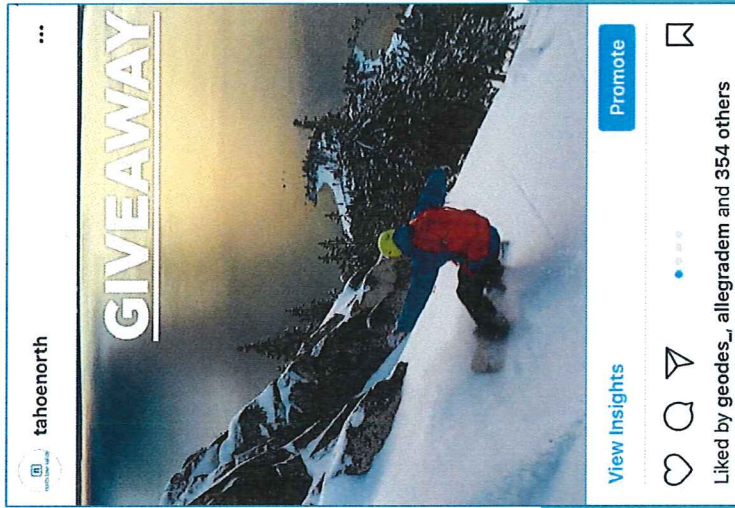
SOCIAL MEDIA ENGAGEMENT - GIVEAWAY TACTICS

WELLNESS WEEKEND GIVEAWAY:

- Impressions: 4.8K
- Reach: 3.8K
- Reactions: 32
- Email Newsletter Entries: 65

BACKCOUNTRY BOOK INSTAGRAM GIVEAWAY:

- Total Impressions: 40.9K
- Total Comments: 50
- Total Likes: 464

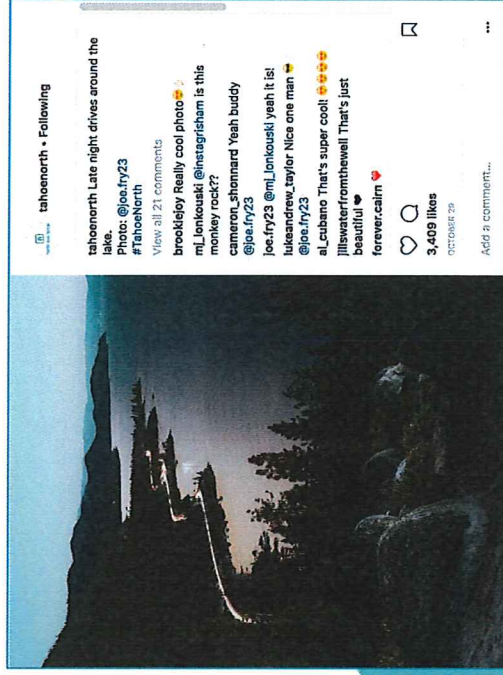
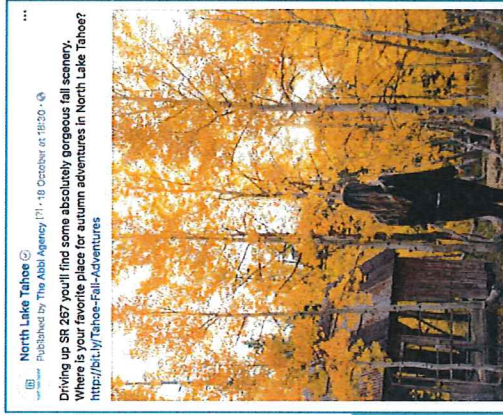


SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Fall Scenic: 16.5k Reach, 950 Engagements, 7.4% Engagement Rate

#1 Instagram Post, Late-night Drives: 3.4k Likes, 6.71% Engagement Rate

#1 Twitter Post, Squaw Opening: 31 Responses, 29 Retweets, 95.9k Impressions



INTERNATIONAL PR: OCT RECAP

PUBLIC RELATIONS:

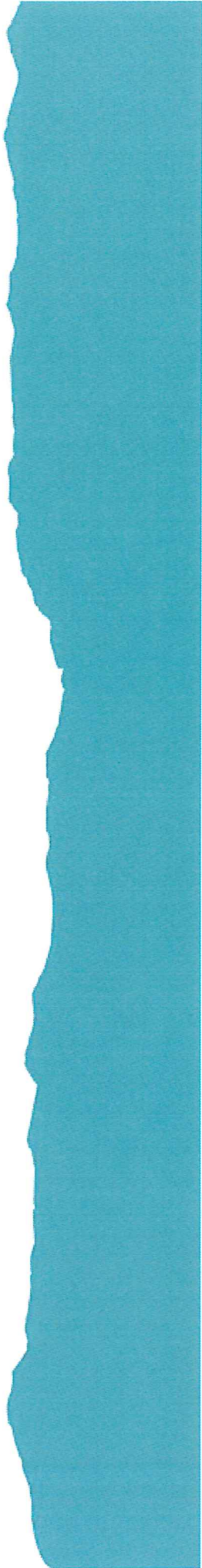
- Finalized International winter pitch and identified a top-tier pitch list for distribution. Includes story ideas, What's New press release, photo link

FAM COORDINATION / OUTREACH:

- Follow up with Jo re: winter article / FAM trip
- Itinerary and photography recommendations (and dinner with) German Journalist, Robert Haidinger
- Itinerary suggestions and activity contacts (treetop adventure course; fall hiking; Tahoe Gal) to Swedish Journalists (Marko T Wramén & Anna W Thorbjörnsson)
- Photos to Slovene boat magazine: Val navtika

PLACEMENTS:


- TV Japan Club: <https://youtu.be/Y-61WY7Dr0A> (NLT @ 4:37)
- 10Best for Nordic: <http://www.10best.com/awards/travel/best-cross-country-ski-resort/> (result of Jonathan Wiesel FAM)
- Upcoming: Ski Trax Magazine (result of Jonathan Wiesel FAM)



A scenic landscape featuring a calm lake reflecting the surrounding green trees and a vibrant sunset sky with orange and yellow hues. A semi-transparent white rectangular box is centered over the image, containing the text "Thank You" in a bold, black, sans-serif font.

Thank You

| October Advertising Report

 north lake tahoe

Executive Summary

Consumer

- The Consumer campaign served over 2.9 million impressions in October, resulting in 9K website visits. Overall, 21% of all users spent more than 115 seconds on the site, up from 14% in September.
- Display and email channels were responsible for largest share of website traffic, as well as time on site conversions, while social and paid search drove the most bookings.
- Winter assets were developed this month, including website sliders, for a November 1 launch of the winter campaign.
- The 2017-2018 Marketing Plan was finalized this month.

A person in a kayak is shown on a river, with a dense forest of green trees in the background. The scene is captured from a high angle, looking down at the water and the kayaker. The kayaker is wearing a yellow life vest and is paddling. The water is a deep blue-green color. The forest is lush and green, with some trees having bare branches. The overall scene is peaceful and scenic.

Executive Summary

MCC

- MCC ads continued their steady performance in October, with social performance varying little compared to prior months.
- Website traffic from MCC ads did drop as a result of reduced traffic from email ads. We believe seasonality had an effect on email ad performance across all campaigns.

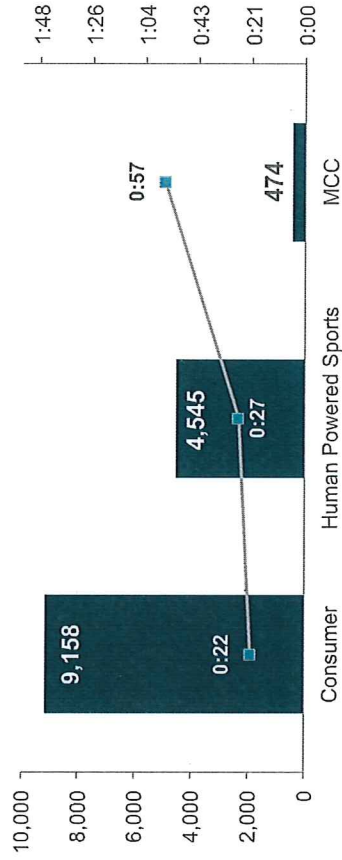
Human Powered Sports

- The Human Powered Sports campaign continued to perform well this month, especially on social media where it earned a 0.63% CTR. Traffic from this campaign improved considerably month-over-month, rising from 4K visits to 4.5K visits. This increase in traffic is the result of increased impressions served via banner ads.

Overview by Campaign

- Digital ads totaled 4.8 million impressions in October, with the Consumer campaign serving the majority. As a result of digital ads, 14K users visited GoTahoeNorth.com; this represents 29% of all web traffic.
- The Consumer campaign resulted in the most overall website sessions and book now conversions as well, while MCC ads resulted in the most engaged web traffic. Human Powered Sports continued to perform well, driving an additional 4.5K web sessions.

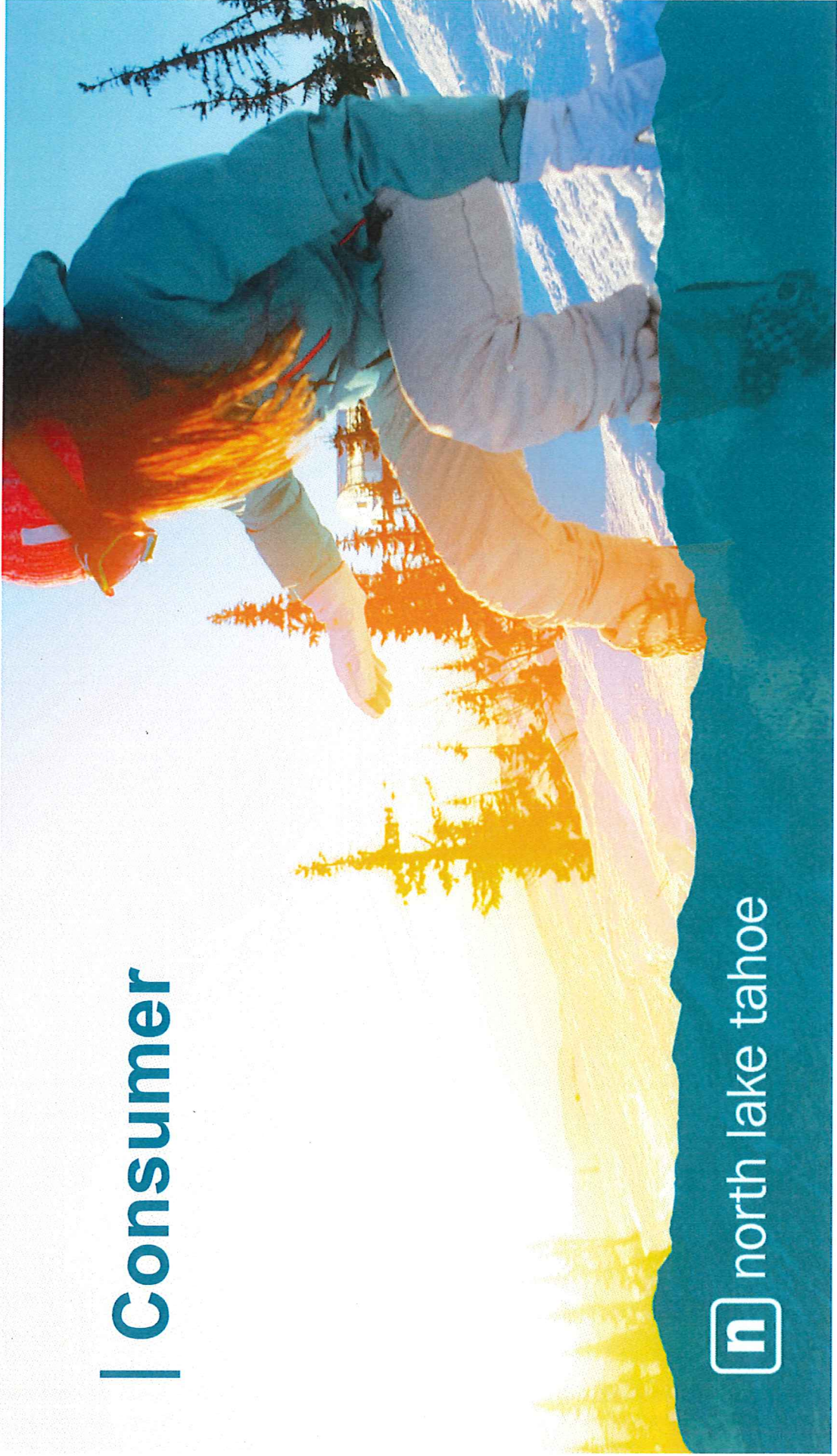
Sessions and Time on Site by Campaign



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	2,873,637	0.28%	\$25,106	9,158	00:22	1.41	77.58%	1,906	107
Human Powered Sports	1,867,108	0.21%	\$20,647	4,545	00:27	1.35	83.06%	707	35
MCC	89,344	1.19%	\$1,866	474	00:57	1.68	72.78%	189	3
Total	4,808,589	0.35%	\$47,772	14,177	00:25	1.40	79.16%	2,802	145

October Advertising Report | All Campaigns

| Consumer

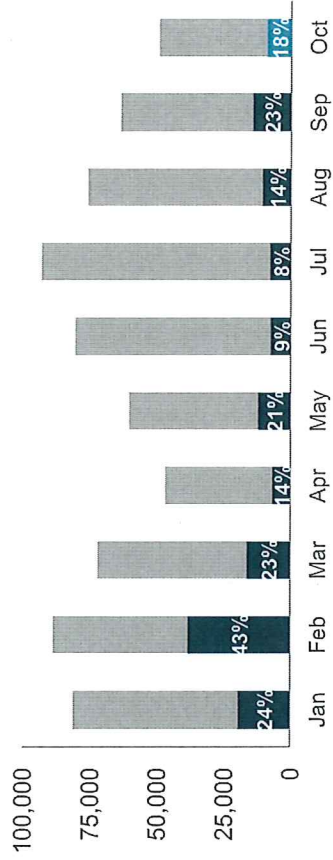


 north lake tahoe

Website Performance

- While overall website traffic fell from September to October, year-over-year web traffic is up nearly 25%. Organic and direct traffic is only up 8% year-over-year, suggesting digital advertising is having a profound effect on website traffic.
- Display ads continued to drive the largest share of web traffic in October, while Paid Search and Social ads resulted in the most site engagement. Email ads performed below-average this month, likely due to seasonality.

Website Sessions From Consumer Ads



Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Display	5,748	7,845	00:13	1.36	76.27%
Email	1,221	1,688	00:29	1.38	84.11%
Social	1,158	1,700	00:35	1.47	80.31%
Paid Search	806	1,323	00:52	1.64	73.33%
Native	225	313	00:33	1.39	76.89%
Total	9,158	12,869	00:22	1.41	77.58%

Overview by Medium

- In total, Consumer ads served nearly 2.9 million impressions in October, down from 4.8 million in September. Despite reduced impressions, CTR and time on site (TOS) conversions both improved.
- Banner ads were responsible for the largest share of TOS conversions, with nearly 1K users spending over 115 seconds on the site. Email and social ads also produced a high volume of conversions at a low cost.

Cost per Conversion Trending



Medium	Impressions	Clicks	CTR	TOS Conversions	Spend	Cost Per Conversion
Display	2,124,913	3,693	0.17%	954	\$10,450	\$10.95
Paid Social	393,035	1,504	0.38%	349	\$5,407	\$15.49
Paid Search	228,658	865	0.38%	139	\$2,451	\$17.63
Online Video	67,486	52	0.08%	5	\$1,698	\$339.60
Email	59,545	1,865	3.13%	459	\$5,100	\$11.11
Total	2,873,637	7,979	0.28%	1,906	\$25,106	\$13.17

Display Performance by Placement

- Display ads served over 2.1 million impressions, with the majority allocated toward prospecting. Overall, click through rates improved slightly from September, increasing from 0.15% to 0.17%.
- TripAdvisor ads were responsible for the largest share of engaged web users, with nearly 250 spending over 115 seconds on the site. Prospecting also proved to be an effective strategy this month, with 14% of users who clicked on an ad spending more than 115 seconds on the site.

Cost Per Conversion Trending



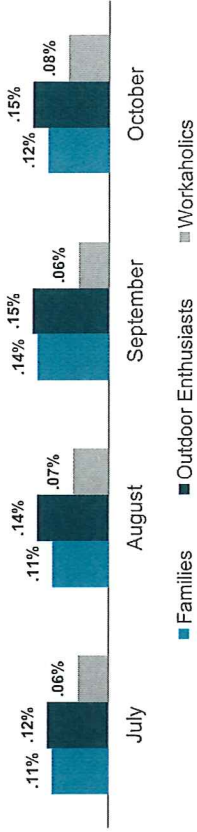
Placement	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Conversion Rate	Cost Per Conversion
Prospecting	1,077,450	1,207	0.11%	\$3.12	\$3,771	171	14.17%	\$22.05
Retargeting	534,506	1,504	0.28%	\$1.01	\$1,512	99	6.58%	\$15.27
TripAdvisor	332,159	516	0.16%	\$7.91	\$4,082	249	127.13%	\$6.22
Native	180,798	466	0.26%	\$2.33	\$1,085	28	6.01%	\$38.74
Total	2,124,913	3,693	0.17%	\$2.83	\$10,450	954	25.83%	\$10.95

Display Performance by Creative

• Ads aimed toward younger experience seekers outperformed all others for the fourth straight month. On average, 0.15% of users in this targeting group clicked on banner ads, with 12% spending over 115 seconds on the GoTahoeNorth site.

• Users that fell into the older demographic were less likely to click on banner ads, though when they did, they spent considerable time browsing the web page. This led to the lowest cost per conversion of any creative.

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions*	Conversion Rate	Cost Per Conversion
Families	388,938	461	0.12%	\$2.95	\$1,361	50	10.85%	\$27.23
Outdoor Enthusiasts	282,593	414	0.15%	\$2.39	\$989	49	11.84%	\$20.19
Workaholics	405,919	332	0.08%	\$4.28	\$1,421	72	21.69%	\$19.73
Total	1,077,450	1,207	0.11%	\$3.12	\$3,771	171	14.17%	\$22.05

Display Ad Examples

Play
it's human nature




north lake tahoe
PLAN YOUR TRIP

Families

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

Impressions: 389K
Clicks: 461
CTR: 0.12%
TOS Conversions: 50
CVR: 10.85%

Venture
it's human nature



north lake tahoe
PLAN YOUR TRIP

Outdoor Enthusiasts

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

Impressions: 283K
Clicks: 414
CTR: 0.15%
TOS Conversions: 49
CVR: 11.84%

Admire
it's human nature



north lake tahoe
PLAN YOUR TRIP

Workaholics

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

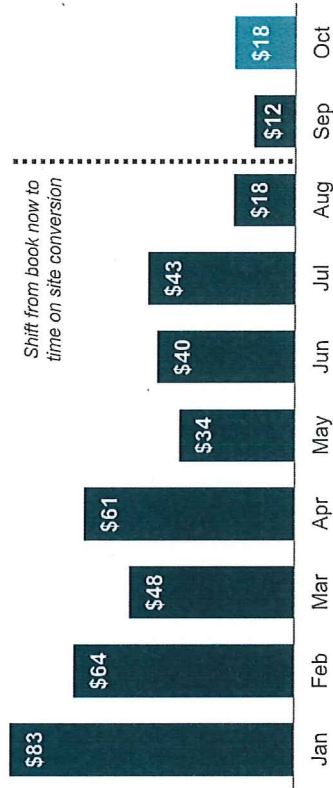
Impressions: 406K
Clicks: 332
CTR: 0.08%
TOS Conversions: 72
CVR: 21.69%

Paid Search Performance

- Paid Search ads served just under 230K impressions in October, resulting in 139 time on site conversions. Overall, roughly 16% of users who clicked on a paid search ad spent more than 115 seconds on the site for an average cost per conversion of \$18.

- Evergreen Local ads continued to outperform all others, resulting in the highest CTR and lowest CPC. Fall ad performance improved considerably month-over-month, with CTRs increasing by 59%. Increased performance is largely due to a keyword audit performed in early October. As a result of this audit, we shifted spend from poor-performing keywords toward higher-performing keywords.

Cost Per Conversion Trending



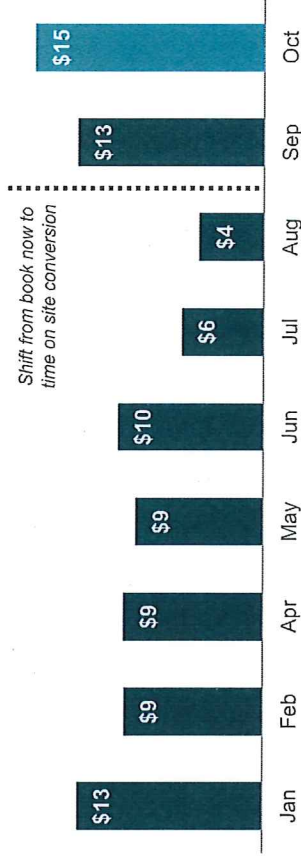
Campaign	Impressions	Clicks	CTR	Cost	CPC	TOS Conversions	Conversion Rate	Cost Per Conversion
Evergreen – Vacation	134,470	294	0.22%	\$881	\$3.00	60	20.41%	\$14.68
Evergreen – Local	5,651	167	2.96%	\$306	\$1.83	33	19.76%	\$9.27
Fall	88,537	404	0.46%	\$1,264	\$3.13	46	11.39%	\$27.47
Total	228,658	865	0.38%	\$2,451	\$2.83	139	16.07%	\$17.63

Social Ad Performance

- Social ad performance dropped slightly in October, with click through and engagement rates both falling. Despite lower click through rates, nearly 1 in 4 users who clicked on an ad spent over 115 seconds on the site.

- On top of recurring ads, we boosted a Facebook Live post from the Mt. Rose opening. This post garnered an additional 91K impressions and 38K video views. This equated to an average cost per view of just \$0.02, compared to the \$0.08 cost per view of prospecting video ads.

Cost per Conversion Trending



Target	Impressions	Link Clicks	CTR	Spend	TOS Conversions	Conversion Rate	Cost Per Conversion
Families	83,259	266	0.32%	\$1,236	57	21.43%	\$21.69
Outdoor Enthusiasts	159,911	561	0.35%	\$2,205	196	34.94%	\$11.25
Workaholics	59,093	354	0.60%	\$1,216	49	13.84%	\$24.82
Mt. Rose Opening Post	90,772	323	0.36%	\$750	47	14.55%	\$15.96
Total	393,035	1,504	0.38%	\$5,407	349	23.20%	\$15.49

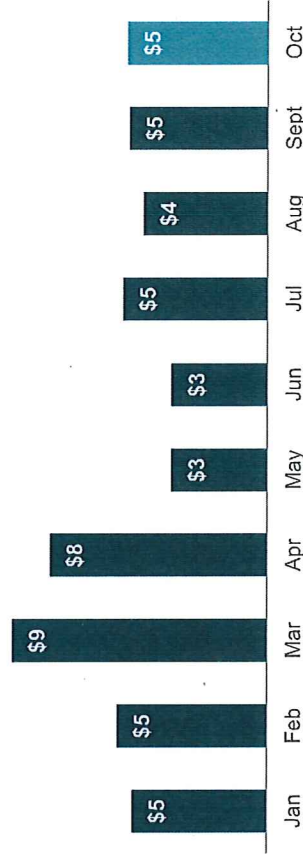
October Advertising Report | Consumer

Social Engagement

- Similar to social ad performance, social engagement also fell slightly in October. Among target audiences, younger experience seekers drove the most overall engagement, while older travelers engaged at a higher rate.

- Carousel ads were particularly engaging, with 0.45% of users either liking, commenting, or sharing the ad. Prospecting timeline earned 336 post reactions and 6 comments, more than any other ad type.

Cost Per Engagement Trending



Target	Reactions	Comments	Shares	Total Engagement	Engagement Rate	Cost Per Engagement
Families	200	1	6	207	0.25%	\$5.97
Outdoor Enthusiasts	378	4	11	393	0.25%	\$5.61
Workaholics	312	7	9	328	0.56%	\$3.71
Mt. Rose Opening Post	126	2	11	139	0.15%	\$5.40
Total	1,016	14	37	1,067	0.27%	\$5.07

Social Ad Examples

Families

North Lake Tahoe shared a link




Shake Things Up
Spend the fall season exploring new terrain in North Lake Tahoe.

Impressions: 83K
Clicks: 266
CTR: 0.32%
Engagement: 207
TOS Conversions: 57
CVR: 21.43%

Learn More

Outdoor Enthusiasts

North Lake Tahoe shared a link




Make New Memories
Experience endless family adventure in North Lake Tahoe.

Impressions: 160K
Clicks: 561
CTR: 0.35%
Engagement: 393
TOS Conversions: 196
CVR: 34.94%

Learn More

Workaholics

North Lake Tahoe shared a link



Unplug and Explore
Escape the grays and stress (finds of adventure in North Lake Tahoe.

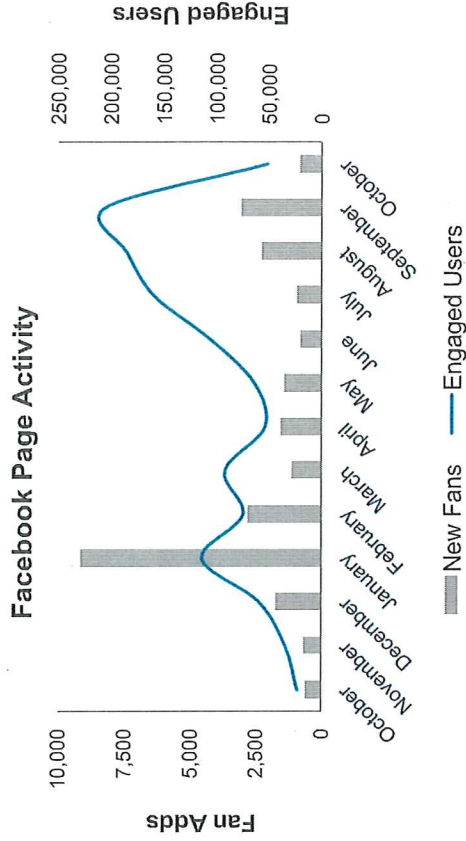
Impressions: 59K
Clicks: 354
CTR: 0.60%
Engagement: 328
TOS Conversions: 49
CVR: 13.84%

Learn More

October Advertising Report | Consumer

Facebook Page Performance

- North Lake Tahoe's Facebook page witnessed a sharp decline in engaged users and new fans in October. This is likely the result of a combination of reduced ad spend and reduced page activity. Spend decreased by 28% and activity decreased by 20% month-over-month.



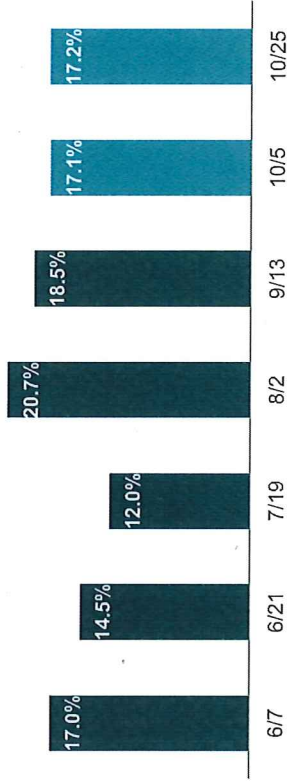
Month	Impressions	Engaged Users	New Fans
May	2,459,996	63,846	1,419
June	3,061,186	106,165	799
July	3,725,004	159,684	943
August	5,518,324	185,783	2,274
September	6,369,807	206,061	3,056
October	1,976,842	51,585	849

Email Performance

- Between two email blasts sent in October, we reached nearly 60K potential users. Among those users, nearly 17% opened the email and then 17% of those users clicked through to the website. Compared to September, open and click through rates did decline slightly, likely due to seasonality.

- While there was minimal variance in performance between the two email blasts, the Fall email sent on 10/4 did drive a higher volume of engaged traffic compared to the Winter email sent on 10/25.

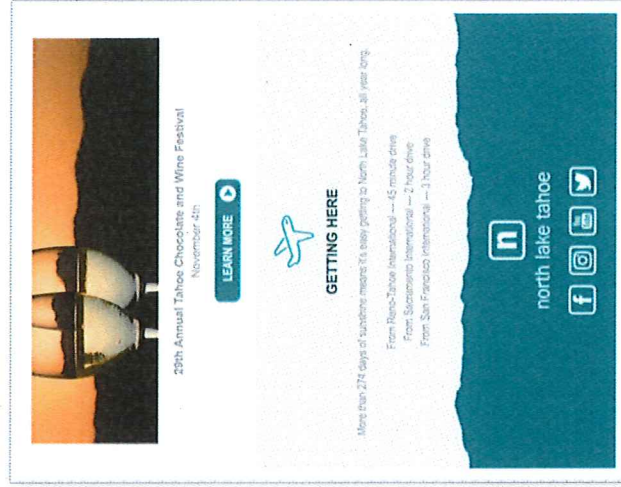
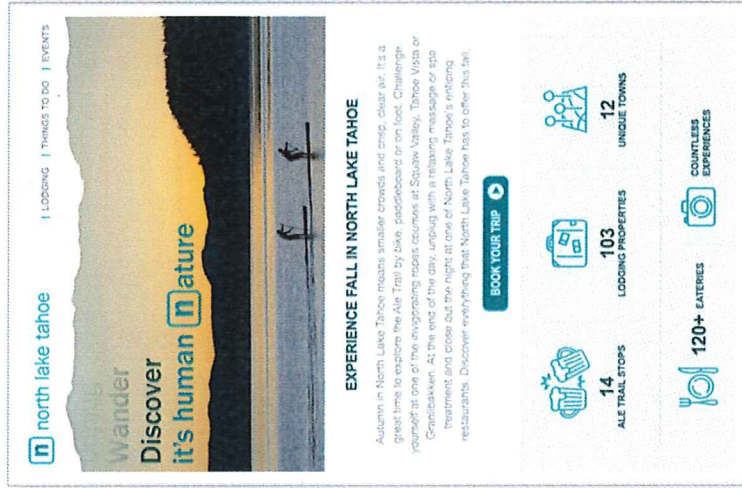
Email CTR by Send Date



Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per Conversion
10/5	30,000	5,611	18.70%	962	17.14%	259	26.92%	\$2,550	\$9.85
10/25	29,545	5,250	17.77%	903	17.20%	200	22.15%	\$2,550	\$12.75
Total	59,545	10,861	18.24%	1,865	17.17%	459	24.61%	\$5,100	\$11.11

October 4 Email

- The majority of traffic for this email went directly to the homepage, from users clicking on the logo at the top of the email.
- The second highest trafficked website from this email was the lodging page. Users accessed this page both from the top navigation menu and the "lodging properties" button in the middle of the email.
- Other pages that received significant traffic from this email were Things to Do and the Ale Trail.



October 25 Email

- The lodging page received the majority of the website traffic from this email with 451 clicks to the website, which accounts for nearly 50% of the clicks from this email.
- The homepage, events page, things to do, ski resorts and the film festival all received between 65 and 85 clicks as well.

north lake tahoe | LOGGING | THINGS TO DO | EVENTS

Escape it's human nature

12 SKI RESORTS

103 WINTER ACCOMMODATIONS

120+ EATERIES

12 UNIQUE TOWNS

COUNTLESS EXPERIENCES

PLAN YOUR WINTER GETAWAY

GET A JUMP ON WINTER

The snow is just about to fall in North Lake Tahoe, where your next epic winter adventure awaits. The ski resorts are coming off of the largest winter in resort history and are already opening for another legendary season. With world-class accommodations, breathtaking scenery and countless activities, North Lake Tahoe offers winter fun for everyone. Escape to North Lake Tahoe this winter and discover what you've been missing.

Northern Lights—Tahoe Film Fest
November 30th – December 3rd, 2017

BUY YOUR TICKETS

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 — 3 hour drive
From San Francisco International — 3 hour drive

north lake tahoe

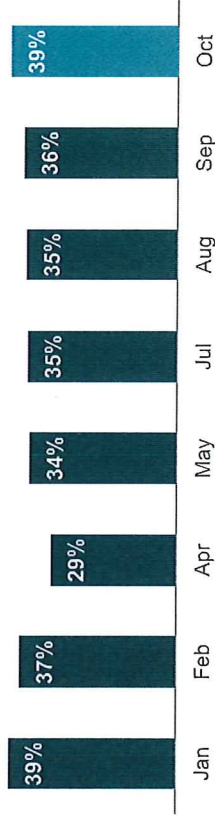
f i g t

YouTube Performance

• YouTube ads were viewed over 26K times in October, with 39% of users watching the ad to completion or click on the link. Compared to September, video view rate increased slightly (36%; 39%). In addition, nearly 1 in 10 users who clicked through the ad spent more than 115 seconds on the site.

• Video performance improved considerably among younger experience seekers with view rates climbing from 38% to 41%. Despite the lowest view rate, families were most likely to click on YouTube ads as well as convert on the site.

View Rate Trending



Target	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	Conversions
Families	19,102	19	7,108	37.21%	66%	48%	41%	37%	3
Outdoor Enthusiasts	27,928	17	11,516	41.23%	68%	51%	45%	41%	1
Workaholics	16,870	15	6,886	40.82%	68%	61%	45%	41%	1
Retargeting	3,586	1	942	26.27%	58%	36%	30%	26%	0
Total	67,486	52	26,452	39.20%	67%	49%	43%	39%	5

October Advertising Report | Consumer

| MCC



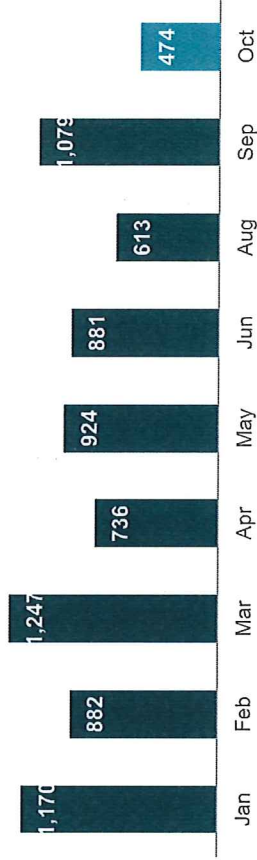
 north lake tahoe

Web Performance

- MCC ads directed 474 users to GoTahoeNorth, where they spent nearly one minute on the site and viewed roughly 1.7 pages per session. Compared to the prior month, traffic from MCC ads more than halved, largely due to reduced traffic from email.

- Including "Submit an RFP" as the call to action in this month's email effectively increased traffic to that page, though users were highly likely to leave the website after landing there (85% bounce rate). Conversely, users who landed on the lodging page (the call to action in September) bounced at a much lower rate (57%).

Sessions From MCC Ads

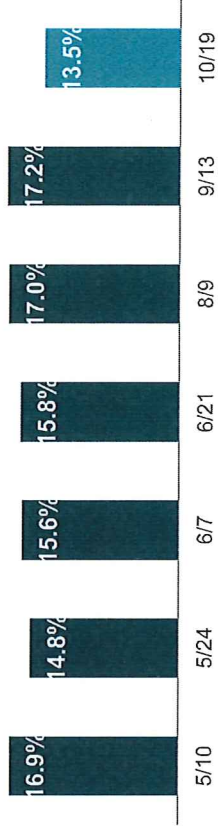


Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Email	324	628	01:14	1.94	64.20%
Social	150	169	00:20	1.13	91.33%
Total	474	797	00:57	1.68	72.78%

Email Performance

- The October e-blast reached 21.5K users with 19% opening the email. Of those 4K users who opened the email, 14% ended up clicking through to the website. Nearly 1 in 3 users who visited the website spent more than 115 seconds on the website, leading to an impressive \$6 cost per conversion.
- Compared to prior months, email CTR was down in October; this was true for both MCC and Consumer campaigns. This suggests seasonality is having an effect on the performance of email ads.

Email CTR by Send Date



Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per Conversion
10/19	21,500	3,980	18.51%	539	13.54%	169	31.35%	\$1,000	\$5.92
Total	21,500	3,980	18.51%	539	13.54%	169	31.35%	\$1,000	\$5.92

October 19 Email

- The meetings page received nearly half of all clicks to the website from this email, which is consistent with previous emails to this audience.
- As noted on a previous slide, the call to action button was changed to "Submit an RFP" for this email to see if that would increase traffic to the RFP. Although traffic increased, bounce rate did as well. Future emails will go back to the previous strategy of linking back to the meetings page to learn more.

north lake tahoe | I LOGGING | THING TO DO | MEETINGS

Engage Strategize | it's human nature

MAKE THE MOST OF YOUR NEXT MEETING

When you book your meeting or event in North Lake Tahoe, it opens up a variety of unique options and activities that you can't get anywhere else. Navigate your team around Lake Tahoe on kayaks or paddleboards. Engage your attendees in team building activities like hiking or biking. Strategize around a fire pit, making s'mores and memories that will inspire creative thinking. North Lake Tahoe provides the perfect backdrop for your next meeting or group event.

CONNECT WITH OUR CVB TO LEARN MORE

30 MEETING FACILITIES

200,000+ SQ. FT. OF MEETING SPACE

7,000+ ROOMS

120+ CATERING

50 GOLF COURSES

Book your next meeting in North Lake Tahoe

SUBMIT AN RFP

Download your free conference planning guide!

DOWNLOAD FREE GUIDE

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

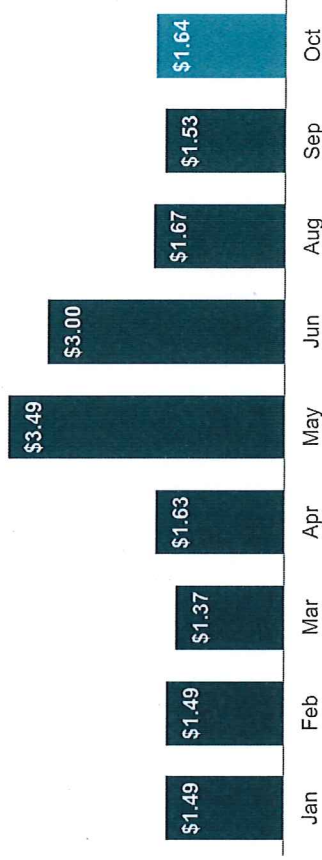
For more information, contact Jason Heary, Director of Conference Sales, North Lake Tahoe CVB at 800-462-5196 ext. 106 or JHeary@GoTahoeNorth.com.

Facebook, Instagram, Twitter

Social Performance

- Social ad performance varied little from prior months, with near-average click through and engagement rates. Among all targeting, video ads continued to drive the highest click through rates while prospecting ads drove more engagement.
- The MCC video was viewed over 1.6K times this month with 158 users clicking through to the website. This equated to an average cost per view of \$0.13, down from \$0.15 the month prior.

CPC Trending



Placement	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	Cost Per Engagement	Video Views
Prospecting	35,194	278	0.79%	\$447	\$1.61	64	0.18%	\$6.98	-
Retargeting	13,579	91	0.67%	\$215	\$2.36	17	0.13%	\$12.66	-
Video	19,071	158	0.83%	\$204	\$1.29	29	0.15%	\$7.03	1,621
Total	67,844	527	0.78%	\$866	\$1.64	110	0.16%	\$7.87	1,621

Social Ad Examples

North Lake Tahoe
Tahoe, CA

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

Take Your Meeting Outside
the business with adventure!

Learn More

Prospecting

Impressions: 35K
Link Clicks: 278
CTR: 0.79%
Engagement Rate: 0.18%

North Lake Tahoe
Tahoe, CA

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

Take Your Meeting Outside
the business with adventure!

Learn More

Retargeting

Impressions: 14K
Link Clicks: 91
CTR: 0.67%
Engagement Rate: 0.13%

North Lake Tahoe
Tahoe, CA

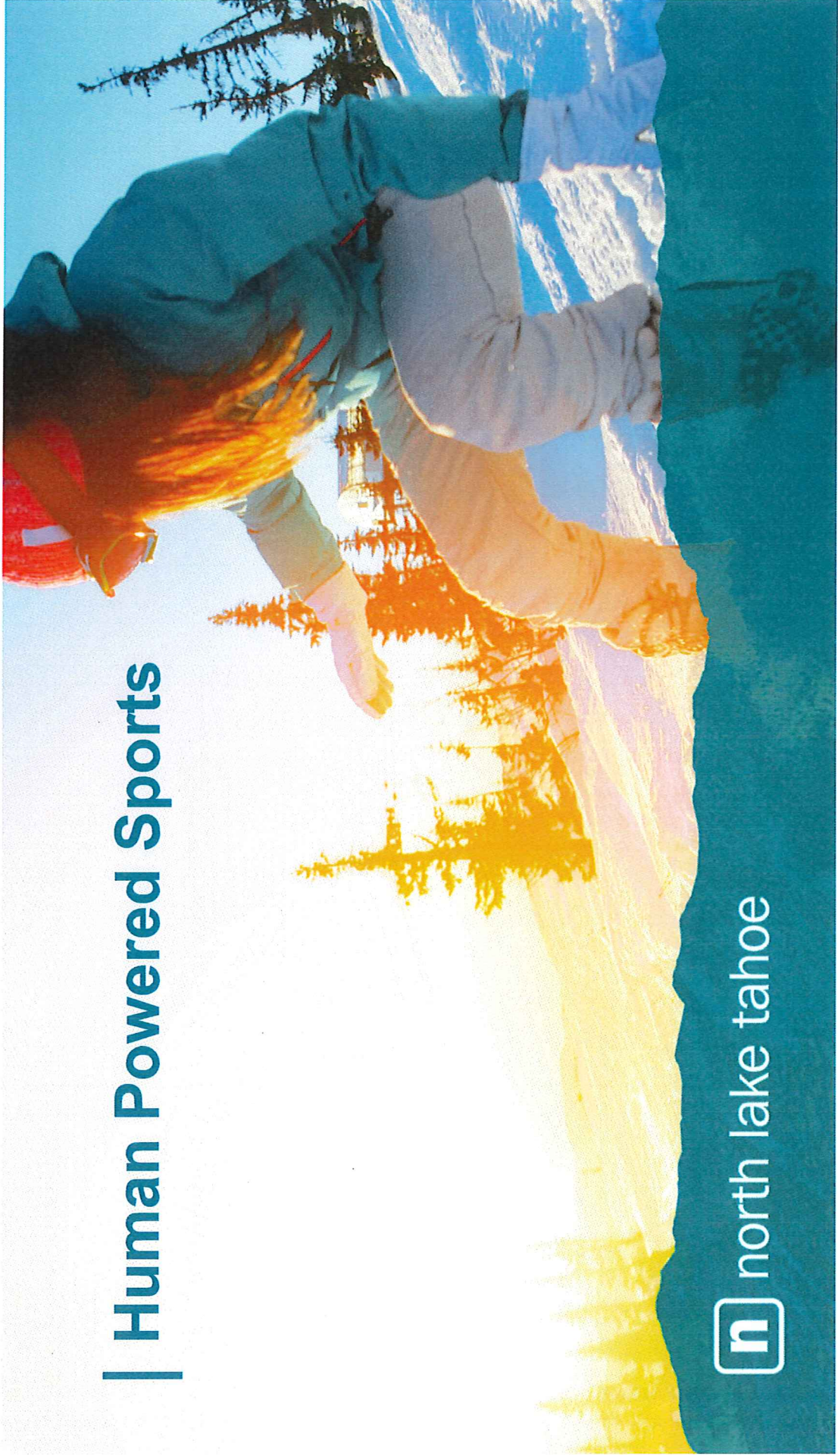
Meet Up for Success
Go beyond the scenic room when you book your meeting or event in North Lake Tahoe.

Book Now

Video

Impressions: 19K
Link Clicks: 158
Video Views: 1.6K
CTR: 0.83%
Engagement Rate: 0.15%

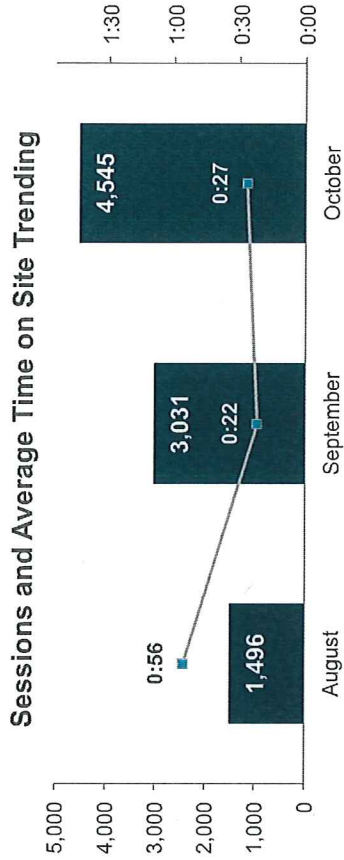
| Human Powered Sports



 north lake tahoe

Web Performance

- Traffic from the Human Powered Sports campaign improved to 4.5K sessions in October, up from 3K in September. In addition, users spent more time on the site and viewed more pages per session.
- Display ads were responsible for the largest share of traffic, as increased impressions served had a direct impact on site visits. Despite lower traffic volumes, social ads were more effective in driving engaged web traffic.



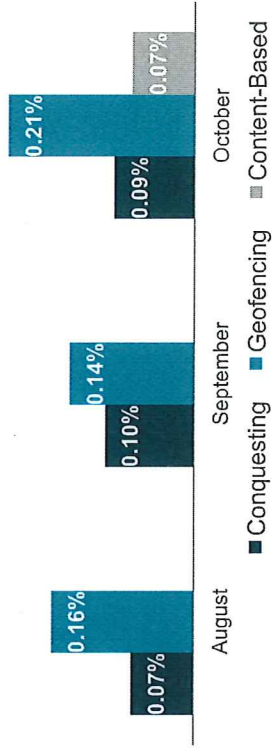
Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Display	2,895	3,246	00:17	1.12	92.68%
Social	1,650	2,881	00:45	1.75	66.18%
Total	4,545	6,127	00:27	1.35	83.06%

Display Performance by Placement

- Banner ads served over 4.6 million impressions in October, up from 1.5 million in September. As a result, click through rates improved to 0.12% (from 0.11%) and cost per click dropped to \$2.54 (from \$2.62).

- Newly implemented content-based targeting, which serves banner ads to users who have interests that align with North Lake Tahoe, performed well in their first month. Geofencing ads continued to outperform all others, resulting in the highest CTR, lowest CPC, and the most engaged web traffic.

Click Through Rates by Placement

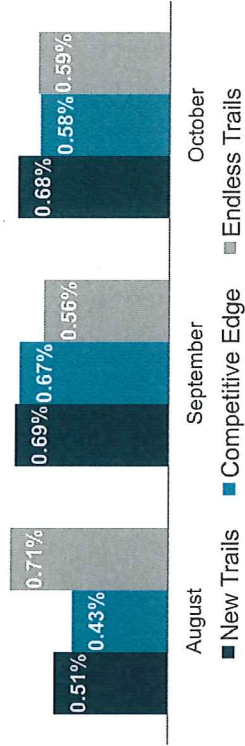


Placement	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per Conversion
Content-Based	1,932,804	1,428	0.07%	\$4.06	\$5,798	74	\$78.36
Geofencing	1,649,703	3,451	0.21%	\$1.67	\$5,774	114	\$50.65
Conquesting	1,031,603	886	0.09%	\$3.49	\$3,095	59	\$52.45
Total	4,614,110	5,765	0.12%	\$2.54	\$14,667	247	\$59.38

Social Performance

- Social ads served over 350K impressions and earned 1.5K engagements in October, resulting in a 0.63% CTR and 0.43% engagement rate. Performance varied little from September, with CTR and engagement rates changing very little.
- New Trails ads continued to perform best, resulting in the highest CTR and the most engagement. In addition, these ads resulted in the most web sessions over 115 seconds.

Click Through Rates by Creative



Creative	Impressions	Link Clicks	CTR	Cost	Engagement	Engagement Rate	TOS Conversions	Cost per Conversion
New Trails	170,878	1,154	0.68%	\$2,813	896	0.52%	152	\$18.50
Competitive Edge	130,319	752	0.58%	\$2,004	468	0.36%	101	\$19.84
Endless Trails	52,431	308	0.59%	\$1,163	151	0.29%	71	\$16.38
Total	353,628	2,214	0.63%	\$5,980	1,515	0.43%	324	\$18.46

A scenic photograph of a lake at sunset or sunrise. The sky is a mix of soft pinks, oranges, and yellows, reflecting on the calm water. The surrounding forest is dark green, with some trees silhouetted against the bright sky. In the center of the image, there is a white rectangular overlay with rounded corners. Inside this overlay, the words "Thank You" are written in a bold, black, sans-serif font, oriented vertically.

Thank You