



November 2015

Marketing Departmental
Reports

Conference Department Report for November 2015

In November, 2015 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff met with Bandwango to discuss potential discount program with local merchants for meeting attendees

Staff hosted a site visit for the Railway Industrial Clearance Association. RICA is considering both North & South Lake Tahoe for their 50th Annual Meeting in July 2018. This group would generate roughly 1000 room nights and approximately \$170,000 in room revenue. They will be selecting a destination in the next 30 days.

Staff set up sales appointments for Dallas/Fort Worth Trip December 1-4, 2015 to coincide with the Smart Event Dallas on December 3, 2015. In addition, Staff reviewed and requested appointments with Meeting Planners attending Smart Event, Dallas. Staff will have 12-15 appointments with qualified meeting planners.

Staff prospected the Southern California MPI membership in Orange County and San Diego for meetings, retreats and incentives.

Staff attended Passport to Dining in Kings Beach to stay up-to-date on local dining opportunities and to network with local businesses.

Staff attended the 19th Annual UC Davis Catering Vendor Fair. Just under 300 event planner from UC Davis were in attendance. The CVB received a list of all the planner that attended. Staff has emailed all of them to prospect new group business.

Staff conducted sales appointments in the Sacramento and Davis area at the following organizations: Superior Farms, California Park & Recreation Society, Somach Law, Guang Ping Yang Tai Chi Association, Hospitality Performance Network, Allstate Insurance

Staff attended the Tahoe Vista Lodgers Meeting to discuss opportunities to bring more business to Tahoe Vista and the North Tahoe Events Center.

Staff attended NLTRA team building event at Nothing To It Cooking School

Staff met with new controller to discuss conference accounting processes

Staff participated in a conference call with Spartan Race to discuss the possibility of hosting the World Championships again in 2016

Staff attended the RSCVA Directors of Sales Meeting

Staff met with Bryan Davis from Edgewood to discuss their hotel development and the opportunity for them to participate in the conference sales program

Staff met with IVCBVB and Hyatt to discuss ways to increase bookings in their region

Staff attended the monthly NLTRA marketing meeting

Staff attended the small lodging meeting hosted by Mourelato's Lakeshore Lodge

Staff met with Abbi Agency staff to develop strategy for pitching to meetings industry publications

Staff attended the RTIA Air Service 101 presentation at the Resort at Squaw Creek

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of November, 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.



north lake tahoe

Chamber | CVB | Resort Association

Leisure Departmental Report
November Marketing Committee Meeting
11-17-15

TRAVEL TRADE

- Conducted site tours with travel agent from Avoya Travel/American Express Travel
- Continuing Vacations Made Easy hotel relationships & activity partnerships
- Currently attending the Nevada Governor's Global Tourism Summit in Las Vegas
- RTO West & Go West Conferences booked

FAMs

- Hosted Japan Media FAM itinerary, November 8 -9, 2015
- Finalized dates of California Snow FAM: North Lake Tahoe & Mammoth, Feb 26th – March 4th
- Finalized Race Around Northern California FAM: March 15-16, 2015
- Black Diamond confirmed winter ski fam – dates TBD

MEDIA

- UK's Sunday Post – four articles featuring North Lake Tahoe
- Gate 7 – four articles featuring North Lake Tahoe in Sunshine Coast, Travel Today, Health Bulletin & Saturday Age
- Australia Financial Review, Katrina Strickland
 - Circulation \$57,000
- In the works:
 - Flight Centre Magazine – currently working on a Funky in the Know article with Michelle Parker
 - Insider Guides for Snow's Best – working with Jeremy Jones & Johnny Mosley
 - Reach 60,000 monthly & Facebook reaches 200,000+
 -

CONSUMER & MISC

- Launched Nordic 12 pack
- Met with High Sierra Visitor's Council
 - Marketing in the Brand USA Inspiration Guide
 - Will select a future Visit California Forum to send representation too
- New Air Service Announcement – Non-Stop flight from Orange County to Reno starting March 16, 2016
- Gate 7 & Black Diamond quarterly reports are in

Special Events Departmental Report
November 2015
Submitted by Judy Laverty

WINTERWONDERGRASS TAHOE 2016

Met with event owners and conference sales. Discussed brand and marketing strategy to make sure the all parties are aligned with their promotional and pr efforts, our agency messaging and in house messaging. Still exploring the possibilities of packaging festival tickets with lodging to drive overnight lodging.

SPARTAN WORLD CHAMPIONSHIPS 2015/2016

Staff participated in conference call to discuss results of 2015 event and the rfp for 2016. RFP for 2016 event has been received and is under review. ROI for the 2015 event is forthcoming as soon as lodging numbers are received and impact information coming from Squaw.

SPECIAL EVENT GRANT PROGRAM

All grant recipients were notified of their award and funding contracts have been sent. Appointments are being set to discuss marketing strategies and ROI reporting measurements.

IRONMAN LAKE TAHOE 2015

Staff completed the net expense budget and a copy is included in the committee packet.

SNOWFEST

Staff has been notified that Dana Tanner Powell, newly appointed co-executive director has resigned from the organization. John Haines is currently the executive director and staff has scheduled a meeting with him and JT Thompson to discuss the 2016 festival.

MEETINGS

Staff attended the board of directors meeting, SOT conference call meeting, meeting with Cadence to discuss template for ROI reporting to committee and the County and and marketing staff meetings to discuss Spartan Championships rfp.

			IRONMAN 2015 EXPENSE FINAL
			10-Nov-15
EXPENSE			
Host City Fee			100,000
Liquor License			300
TTUSD School Busses			14434
Northstar Shuttles			7440
United Rentals Generators			3876
Ca. State Parks Kings Beach Rental			8845
KTKE Radio			150
Fedx			18
NT Fire			33028
Jeff Freeman Photography			1750
Martis Valley Communications			1675
SV Fire EMS			4551
CHP			85000
TCDAs Pole Banners			280
Blue Ribbon Personnel Labor			1641
Placer Co. Sheriff			10156
Sacramento Theatrical Grandstands			2400
ESI Security			9648
Truckee Tahoe Sanitation Dist. Trash Cans & Dumpsters			5177
United Site Services Toilets			14481
LAS Fencing			15400
LAS Stage			738
LAS Cones/Traffic Devices			2500
Volunteer Coordinator			7500
Traffic Management	TMI		70861
Traffic Management	MOB		6110
		Total Expense	402,782
Revenues/Refunds/Sponsorship			
Korbel Sponsorship			-4500
Truckee Sponsorship			-14000
State Parks Deposit Refund			-1000
		Total Net Expense	383,282
		Carry Over	19500



professional creative services

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

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

Shelley Fallon

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fallonmultimedia.com



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NORTH LAKE TAHOE NOVEMBER RECAP

Public Relations Content Marketing Design Social Media



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NOVEMBER CAMPAIGN

Primary Goals & Objectives

- Continue Ale Trail campaign
- Grow media footprint in New York City by following up with deskside meetings, TravelNevada media event, and RASC media trip
- Follow up SF and Sacramento desksides
- Execute NYC desksides with 10 tier one journalists
- Continue destination pitching
- Pitching fall/winter 2015
- Meetings & Conventions outreach

Talking Points & Messaging

- North Lake Tahoe Ale Trail Campaign
- Non-stop JetBlue flight targeting New York travelers and publications
- Book a January vacation today
- What's New in Winter
- Winter Deals to Book Now

Content Marketing

- Newsletter Themes:
 - WinterWonderGrass, Reasons to visit Tahoe in Fall
- Fly Reno-Tahoe Social Media Posts:
 - Tahoe Ale Trail
 - Winter deals
- Blog for GoTahoeNorth Website:
 - Nordic Ski Pass on sale
 - Winter Lodging Deals
 - New Snow 11.10
- Press Releases:
 - Nordic Ski Pass goes on sale
 - New snow/resort openings 11.10



PUBLIC RELATIONS: NOVEMBER RESULTS

Forbes Lifestyle

NOV 19, 2015 8:56AM EST 2,321 VIEWS

Tahoe is Back: Skiers Making Turns Weeks Ahead of Schedule

Larry Olmsted, CONTRIBUTOR
How to turn out 200 peaks for most premier ski resorts in the world.

FOLLOW LARRY OLMEDED @LARRYOLMEDED

OLMSTED

FULL BLOG

Total Placements: 33

Total Reach: 53,004,445

Total Publicity Value: \$321,183.54

Placement Highlights:

- Forbes Online, Tahoe is Back: Skiers Making Turns Weeks Ahead of Schedule (publicity value: \$202,541.00)
- Brit + Co, 5 Affordable California Getaways for Fall (publicity value: \$8,523.91)
- Lonely Planet, The Reinvention of Reno: New Reasons to Visit Nevada's 'Biggest Little City' (publicity value: \$18,586.00)

Pending Placements:

- Sacramento Magazine, December feature
- Diablo Magazine, December feature
- Growing Up Chico Magazine, What's New in Winter

Coverage Book Link:

- https://coveragebook.com/coverage_books/63d41e03

Lonely Planet

Gateway to the great outdoors

That sound you hear? It's the piddy yell of a kayak to the great outdoors makes it the perfect gateway right in the middle of downtown. BaseCamp, the (whitespeaks) (combasecamp), is luring climbers to its 7000 sq ft, indoor climbing space. Beginners and pros are welcome to test their grip strength at the indoor bouldering park, or try their hands at the 16-ft climbing wall outside - the largest in the world. Also downtown, the Truckee River Whitewater Park provides kayakers with a half-mile, heart-pounding, waterway containing Class II and III rapids.

Nearby, Lake Tahoe has enough year-round adventure to soothe even the grailiest of adrenaline junkies. Perhaps Tahoe is best known for its excellent skiing, but area resorts and businesses have been tapping into summer activities, like obstacle courses and stand-up paddleboarding, turning it into a year-round destination.

In summer, cruise into the lake's crystal-clear waters aboard a kayak or paddleboard from Tahoe Adventure Company. If that's a little too pedestrian, clip into the bike ride of a lifetime on the Flume Trail, a vertigo-inducing mountain bike trail that hugs the side of Lake Tahoe's steepest peaks. Stop by Flume Trail Bikes for a rental and a ride to the trailhead.



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PUBLIC RELATIONS

Media FAMs

Outlet: San Jose Mercury News

Angle: Lake Tahoe Ale Trail

Who: Karen d'Souza

Trip Date: October 18-20

Run Date: November 6

Outlet: Style of California Magazine

Angle: North Lake Tahoe in the Fall

Who: Michelle Silva

Trip Date: Nov. 4-7

Run Date: Feature to run August 2016

Outlet: Momma's Gone City

Angle: Family Travel in North Tahoe

Who: Jessica Shyba

Trip Date: November

Run Date: November

San Francisco & Sacramento Desksides

Outlet: Diablo Magazine

Angle: What's New in North Tahoe, My Favorite Mountain survey/questionnaire

Results: Inclusion on NLT personalities in December My Perfect Mountain Feature

Outlet: San Francisco Chronicle

Angle: Winter Recreation, Tahoe Ale Trail

Outlet: Freelancer (Outside, Nat Geo Traveller, San Francisco Magazine, San Francisco Chronicle)

Angle: Winter Recreation, Tahoe Ale Trail

Outlet: KCRA

Angle: Meteorologist, weather and snow conditions update & plan

Outlet: Freelancer (California Meetings & Conventions, Sacramento Magazine)

Angle: Tahoe Ale Trail, Winter, Meetings & Conventions



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PUBLIC RELATIONS

New York City Desksides, Nov. 4-6

Total Desksides Secured: 15

Outlets Represented: 19

Highlights below:

Outlet: Food52

Story Idea: Ale Trail

Anticipated Results: Feature in spring 2016

Outlet: Family Travels Forum

Angle: Winter Recreation, Holiday Deals, Family Friendly Holiday Vacations

Anticipated Results: Feature in winter 2015-16

Outlet: Freelancer (Condé Nast Traveler, Travel + Leisure)

Angle: Winter Recreation, Uphill Ski, Backcountry Ski, Luxury Alpine Experiences, Tahoe Ale Trail

Anticipated Results: Feature in late winter 2015-16

Outlet: The Knot

Angle: Weddings

Anticipated Results: Inclusion in Real Weddings in summer/fall 2016

Outlet: Sports Illustrated Golf Magazine

Angle: Golf Course Updates, Environmental Practices, Golf Lake Tahoe for \$10,000, \$5,000 or \$1,000

Anticipated Results: Feature in summer 2016

Outlet: Sherman's Travel

Angle: Winter deals, ski packages for women

Anticipated Results: Story re: women specific getaways in winter 2016

Outlet: The Active Times

Angle: Unknown backcountry adventures, new sports, rise in popularity of nordic ski

Results: Placed Royal Gorge in round-up of best Cross Country resorts

TAHOE ALE TRAIL CAMPAIGN OVERVIEW

Situational Analysis: After analysis of sales tax revenue from Washoe and Placer Counties, two dips in transient occupancy tax were identified: the spring and fall season. The Abbi Agency compared social media engagement growth and engagement during the same time periods and noticed both stagnant growth and engagement. The North Lake Tahoe social audience is largely between the ages of 25-34 and living in large urban centers. Further research shows millennials in urban populations are looking to experiential travel and digital mediums for information to research and book travel.

Goal: To engage and grow social media audience through an interactive medium with clear calls to action driving this audience to the North Lake Tahoe area.

Strategy: Use the interactive Tahoe Ale Trail map to tie North Lake Tahoe's human powered sports movement with the national craft beer trend.

Campaign tactics:

- On-site activation – Launch campaign at CANFEST with stickers, interactive lawn games. Engage with businesses through stickers and posters
- Interactive map – map highlighting 20 locations, responsive on mobile and desktop
- Social Media contesting – Nevada Craft Beer Day, Ale Trail photo contest/voting
- Video – Highlight each sport and ale trail stop through personal narratives
- Banner ads – Designed banner ads for NLT fall rotation

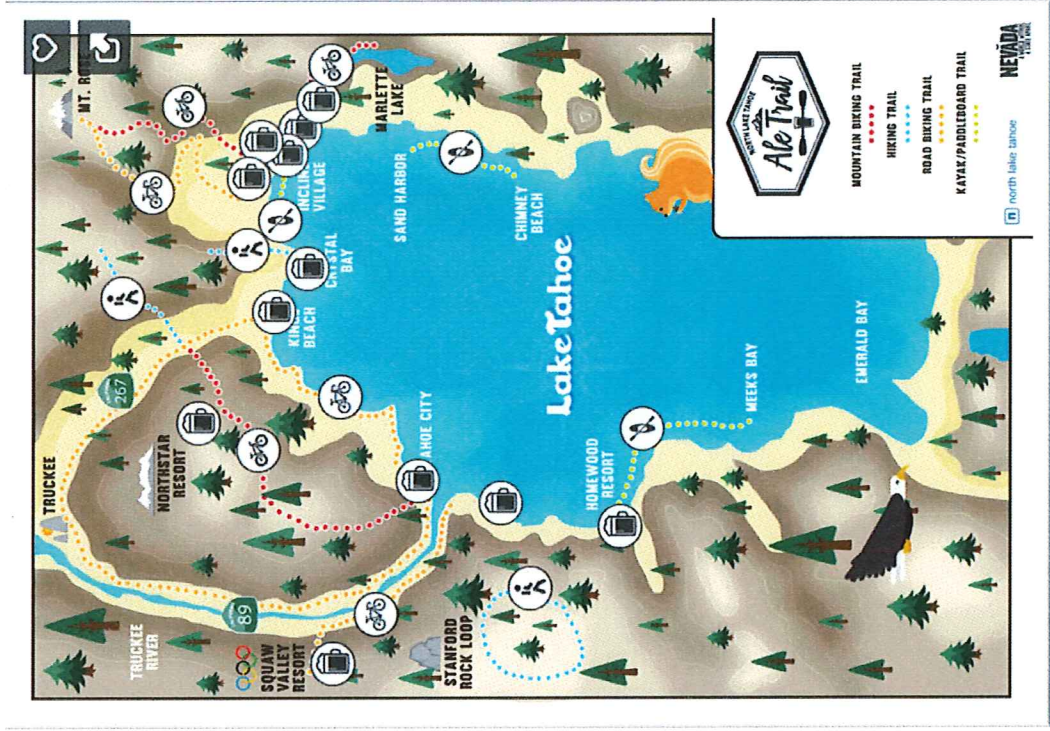
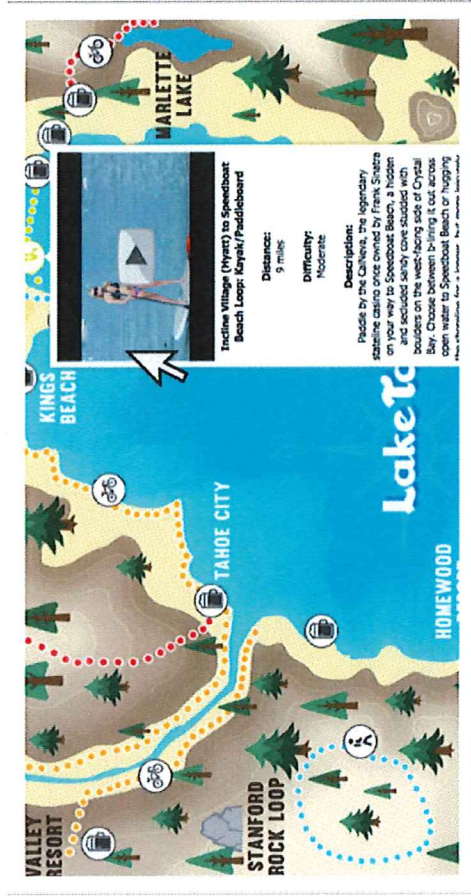


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TAHOE ALE TRAIL MAP

Interactive Map Results

- Views: 42,543
- Hovers: 60,245
- Clicks: 2,740
- Average time on image: 19.6 seconds
- Most popular trail: The Tahoe Triangle Road Bike Trail



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TAHOE ALE TRAIL PR RESULTS



Campaign Placements: 26
Campaign Reach: 33,835,269
Total Campaign Publicity Value: \$312,976.24

Placement Highlights:

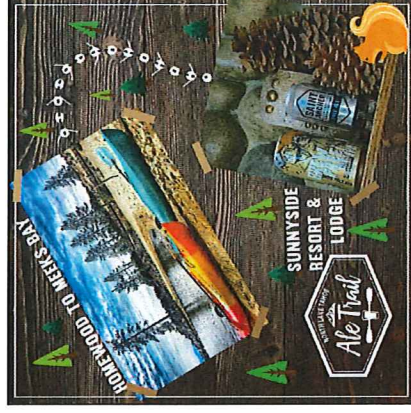
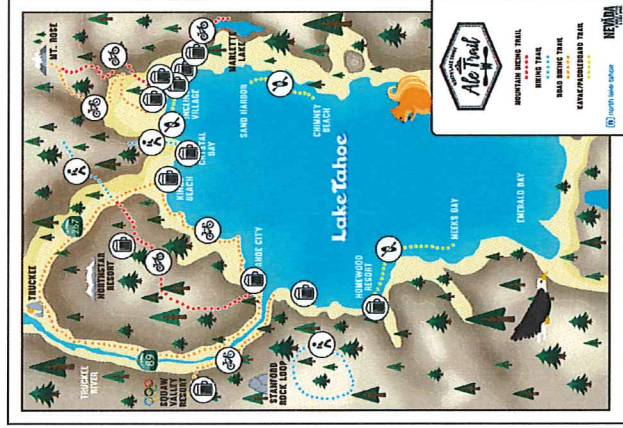
- Los Angeles Times Online, Missed Oktoberfest? Try these 6 places in the West that elevate beer (publicity value: \$13,900.81)
- GrindTV, Sipping on adventure on the new North Tahoe Ale Trail (publicity value: \$1,505.45)
- San Jose Mercury News Online, Tahoe's Ale Trail: A hike and hops adventure (publicity value: \$508.26)
- Outside Online, Lake Tahoe Is Marrying Adventuring and Beer Drinking (publicity value: \$7,075.52)
- Reno Gazette-Journal, Drink through the Tahoe Ale Trail this weekend (publicity value: \$1,196.80)



#TAHOEALETAIL DIGITAL RESULTS

Social Media Integration

- Ale Trail content regularly shared through all North Lake Tahoe social outlets, including: map, individual trail and bar highlights, videos, photos, blogs and user-generated content
- Facebook photo contest ads 9/1 – 9/30
 - Facebook reach: 7,805
- YouTube ads 9/1 – 10/1
 - YouTube Impressions: 12,546
 - YouTube Views: 3,088
 - View rate: 24.61%
 - Cost per view: \$0.07
- Number of photos with #TahoeAleTrail: 126
- #TahoeAleTrail Instagram Takeovers completed with @sara_loves_nature, @renodiamondnv, @breezeturner, and @travelnevada
- Estimated number of followers gained: 2,653





#TAHOEALETRAIL PHOTO CONTEST

Photo Contest closed on October 31

- Entries: 126
- Votes: 101
- Unique Tab Visitors: 271
- Engagement: 1,113
- Total uses of #TahoeAleTrail: 193

Details

- Duration: September 8 – October 31
- Prize: Ale Trail Prize Package
- Winner determined by popular votes on October 31

Deliverables

- Social sharing graphics (4)
- Facebook Contest Tab
- Weekly contest promotion
- Re-sharing submitted photos



#TahoeAleTrail winner: Dave Taube with 74 votes (submitted via Facebook)



#TAHOEALETAIL DIGITAL ADS

Facebook Ads

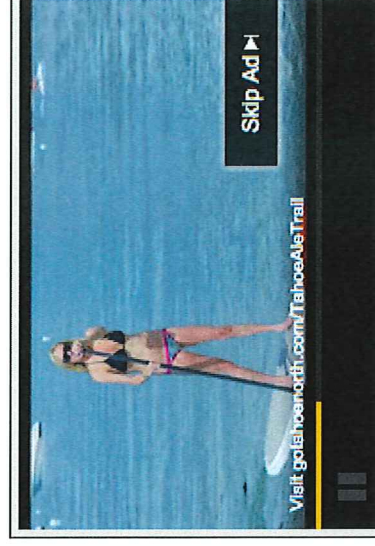
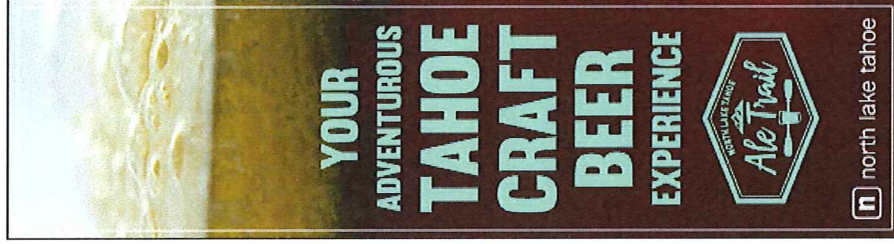
- Duration: September 17 – 30
- Impressions: 7,805

YouTube Ads

- Duration: September 17 – 30
- Impressions: 12,546
- Video Views: 3,488
- View Rate: 24.61%
- Cost per view: \$0.07

Digital Banner Ads

- Creative developed and provided to School of Thought for placement within online ad buy
- Ad creative: 4





SOCIAL MEDIA: NOVEMBER* RESULTS

Facebook Data

- Total Number of Likes: 92,857
- Gained in November: 608
- Demographic: 41% male, 59% female
- Impressions by City:
 - Reno: 16.5k
 - Los Angeles: 7.1k
 - Carson City: 4.3k
- Likes by City:
 - Los Angeles: 18.6k
 - Sacramento: 4k
 - San Francisco: 3.1k

Instagram Data

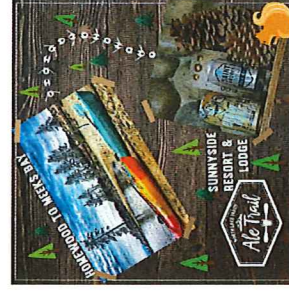
- Total Number of Followers: 16,710
- Gained in November: 1,936
- Total Photos: 1,126

Pinterest Data

- Total Number of Followers: 520
- Total Number of Pins: 776

Design

Various branded graphics for social sharing:



Twitter Data

- Total Number of Followers: 13.1k
- Gained in November: 362
- Mentions: 68
- Link Clicks: 1,996
- Re-Tweets: 38
- Demographic: 59% male, 41% female

*Results pulled from October 11 – November 10, 2015

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SOCIAL ENGAGEMENT TOOLS

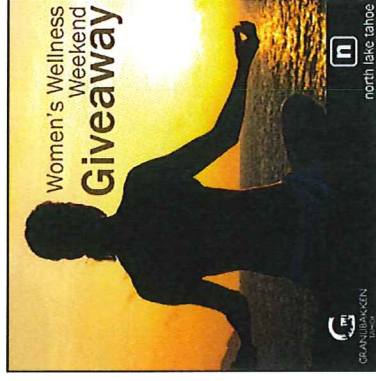
Instagram Takeovers

- **Goal:** Foster relationships with top Instagram influencers to promote the Tahoe Ale Trail, gain new followers and traffic from local influencers
- **Oct. 11:** @breezeturner hosted third #TahoeAleTrail Instagram Takeover
- **Oct. 29:** @travelnevada hosted fourth #TahoeAleTrail Instagram Takeover
- **Deliverables:** Outreach and coordination with Instagram influencers, graphics and promotion



Giveaway: Women's Wellness Weekend

- **Goal:** Encourage followers to 'Like' and interact with North Lake Tahoe social pages; promote Granlibakken Tahoe's event, and collect email addresses
- **Duration:** September 22 – October 21
- **Deliverables:** Coordination Granlibakken Tahoe for prizes, development of graphic, post through page and selection of winner
- Campaign highlights
 - 205 unique visitors
 - 801 clicked shared links
 - 65 entries

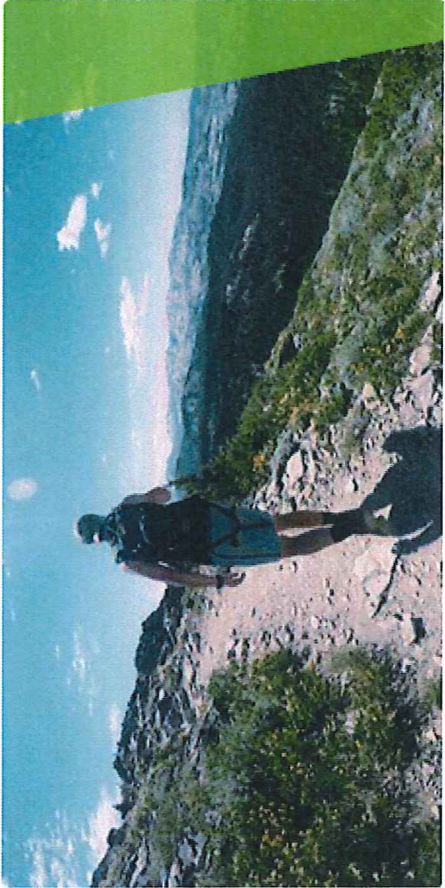




SOCIAL MEDIA HIGHLIGHTS

North Lake Tahoe @TahoeNorth · Oct 26

Don't forget to vote for your favorite
#TahoeAleTrail before October 31:
bit.ly/1JIm0DS #TahoeNorth



👍 2
❤️ 6
🗨️ 11
⋮

Tweet, Oct. 26

- Favorites: 6
- Re-Tweets: 2
- Clicks: 7
- Reach: 1,353



SOCIAL MEDIA HIGHLIGHTS

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North Lake Tahoe added 4 new photos.
Published by Nicole Duxbury [?] · November 2 at 3:07pm · Edited ·

Check out our #TahoeSnowTracker to keep up on the first snowfall of the season! North Lake Tahoe ski resorts have reported snow fall between 2 - 8 inches in the past 24 hours.

9,654 people reached

376 Likes 11 Comments 75 Shares

Like Comment Share

Boost Post

- Facebook Post, Nov. 2**
- Likes: 555
 - Shares: 79
 - Comments: 52
 - Reach: 9,654

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SOCIAL MEDIA HIGHLIGHTS

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North Lake Tahoe added 4 new photos.
Published by Nicole Duxbury [?] · November 5 at 8:45am ·

It's beginning to look a lot like winter at Squaw Valley Alpine Meadows! More than a foot of snow and counting during this week's storm.

10,000 people reached
697 Likes 27 Comments 85 Shares

Like Comment Share

Boost Post

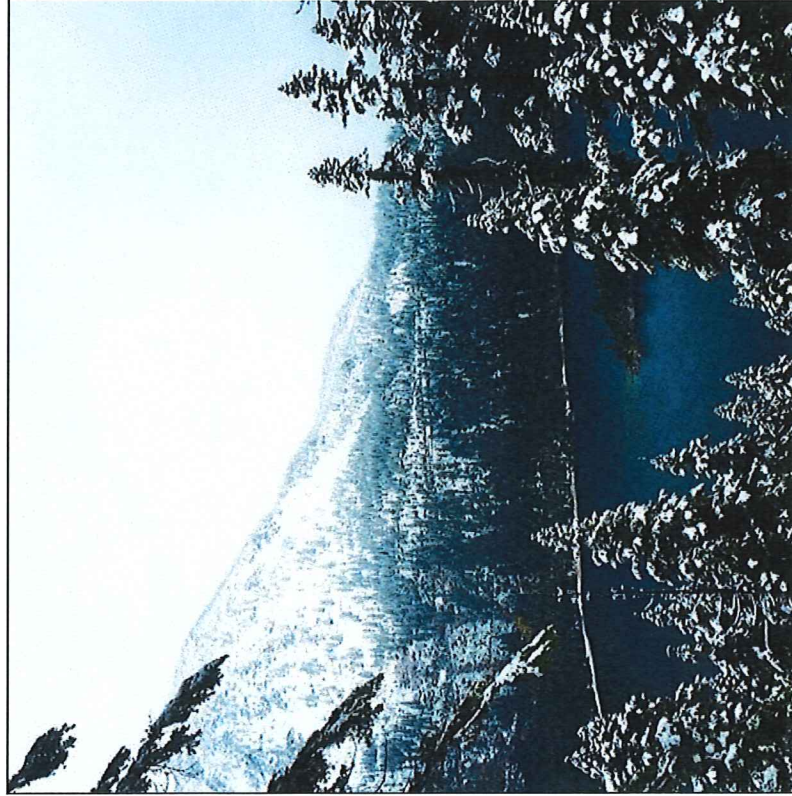
Facebook Post, Nov. 5

- Likes: 802
- Shares: 85
- Comments: 52
- Reach: 10,000



SOCIAL MEDIA HIGHLIGHTS

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Instagram Post, Nov. 8

- Likes: 1,700
- Comments: 52
- Reach: 15,700



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THANK YOU

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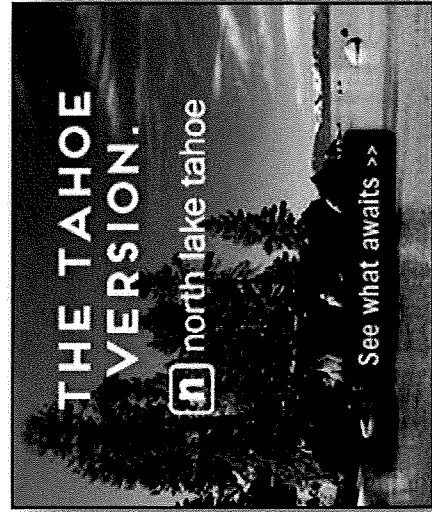
Departmental Report: Advertising
NLT 2014-2015 Extended Winter/Spring Campaign
October 16, 2015 - November 10, 2015

Agenda

1. Digital Desktop Display
2. Digital Mobile Display
3. Digital Misc. Display
4. Digital Desktop Video
5. SEM
6. [GoTahoeNorth.com](#)
Performance
7. Appendix
 1. Methodology

Digital Desktop Display: Banners
 Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
DataXu	8,024,315	8,813	0.11%	\$2.07	6,481
Hulu - Companion Banners	50,092	7	0.01%	\$0.00	1
TripAdvisor	536,020	392	0.07%	\$18.78	140
Total	8,610,427	9,212	0.07%	\$2.78	6,622



- Beach: 0.14% CTR



- Stargazing: 0.09% CTR

CTR benchmark:
0.10%

Digital In-Picture Display: GumGum
 Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
Runway (Animated)	161,412	352	0.22%	\$5.58	1
Studio (Static)	786,794	1,638	0.21%	\$4.85	16
GumGum	948,206	1,990	0.21%	\$4.98	17

FAMILIESGO!
 FAMILY TRAVEL JUST GOT EASIER



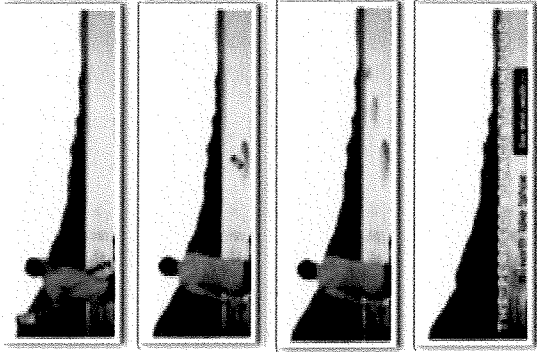
Boat Rides and Bear Burgers in Lake Tahoe



POPULAR RECENT COMMENTS

- Local Tip: 11 Things To Do in Palm Springs With Kids
- 4 Tips For a Family Weekend in Lancaster & Hershey
- The Best Travel Toys and Games of 2013
- #MONtraveltchat Twitter Party RSVP

WeatherSlider



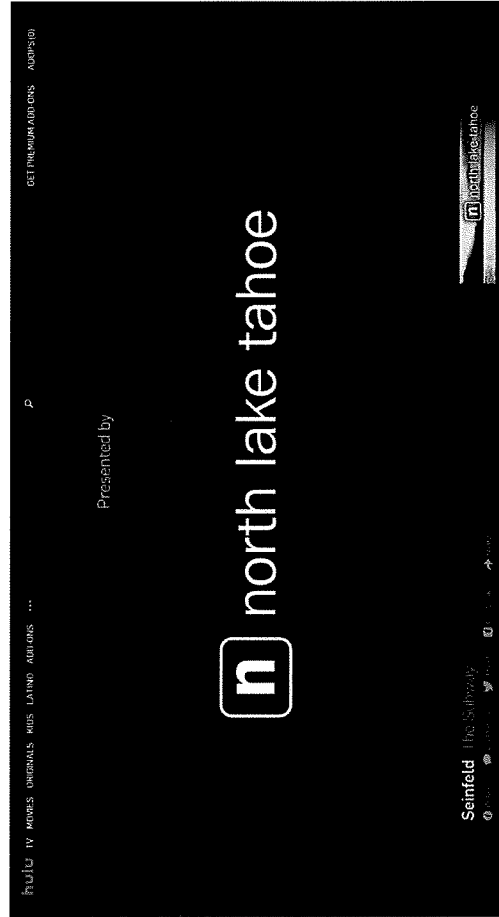
Travel Industry
 CTR benchmark:
 0.32%

By Barbara Mascareno

We would have never guessed it was spring in Lake Tahoe as we climbed out of the car one May weekend. While the ski lifts were closed, plenty of winter snow lingered. Nevertheless, with attractions like the Olympic Village at

Digital In-Video Slate: Hulu
 Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
Slate	72,382	37	0.05%	\$15.65	4
Hulu	72,382	37	0.05%	\$15.65	4



Previous Month's
 CTR benchmark:
 0.06%

Digital Mobile Display: All units
Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
DataXu	5,927,351	11,560	0.20%	\$1.26	6,468
TripAdvisor	206,101	644	0.31%	\$4.48	57
Total	6,133,452	12,204	0.20%	\$1.43	6,525



Mobile
CTR benchmark:
0.13%

Digital Mobile Display: Logos only
 Target: Southern California

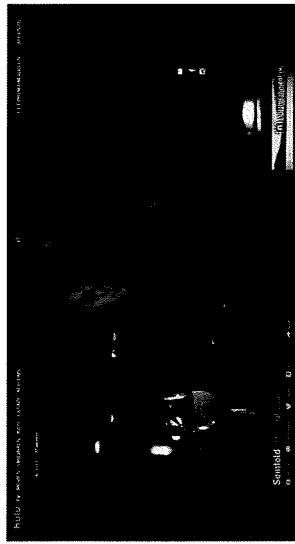
Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
DataXu	4,467,740	8,544	0.19%	\$1.29	4,423
TripAdvisor	206,101	644	0.31%	\$4.48	57
Total	4,673,841	9,188	0.20%	\$1.51	4,480



Mobile
 CTR benchmark:
 0.13%

Digital Video
Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Completed Views	VCR	CPCV
DataXu	1,023,625	908	0.09%	\$15.84	416,340	41%	\$0.035
Hulu	453,467	834	0.18%	\$17.74	446,467	98%	\$0.033
Total	1,468,453	1,742	0.12%	\$16.75	862,807	59%	\$0.034



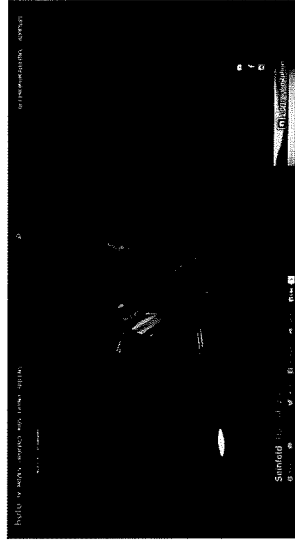
Campfire:

- 0.12% CTR
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- 145 Lodging Page View Throughs
- 58% VCR



Look Up:

- 0.12% CTR
- \$16.81 CPC
- 151 Lodging Page View Throughs
- 58% VCR



Telescope:

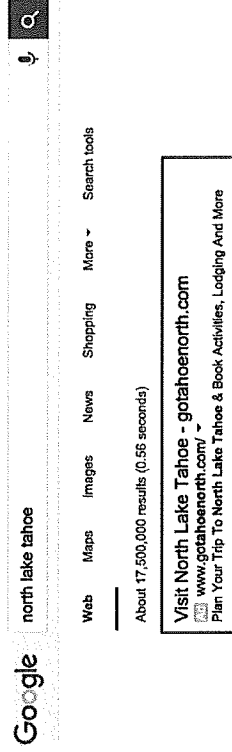
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- \$17.36 CPC
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SEM: Generic Ad Group, NLT Brand Ad Group, and Top Keywords
 Target: All of California
 Date: 10/16-11/10

Non-Brand Campaign	Impressions	Clicks	CTR	CPClick	Conversions	CPCConv.	Avg. Position
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Non-Brand Total	295,785	2,486	0.84%	\$0.72	625	\$2.87	4.4
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Brand Total	23,769	874	3.68%	\$1.27	277	\$4.01	2.2
Total	319,554	3,360	1.05%	\$0.86	902	\$3.22	4.4

Top Clicked Keywords:

1. north lake tahoe
2. skiing resorts
3. hotel
4. events
5. snowboarding
6. cabins for rent
7. vacation rentals
8. casinos
9. snow activities
10. ski resorts
11. things to do
12. tahoe city
13. lake tahoe casinos
14. California ski
15. sledding



Highlights:

- We continue to deliver a strong number of impressions, clicks and also conversions - at strong CTRs and low CPCs
- CTR has slightly decreased since last month, but conversely CPCs and Avg. Position have improved - we are driving more cost efficient clicks!

SEO: GoTahoeNorth.com

Date Range: 10/16/15-11/10/15

Total Sessions: 37,803

Unique Visitors: 31,190
(78.4% new)

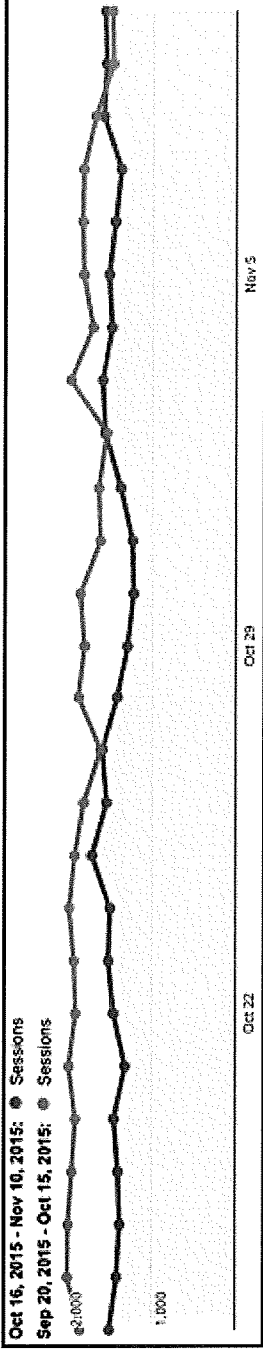
Page Views: 139,775

Avg. Pages/Session: 3.7

Avg. Session Duration: 2:13

Bounce Rate: 28.5%

Lodging Page Visits: 29,637



Traffic Sources*

22.5K California (64.4%)

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2.9K Los Angeles (12.8%)

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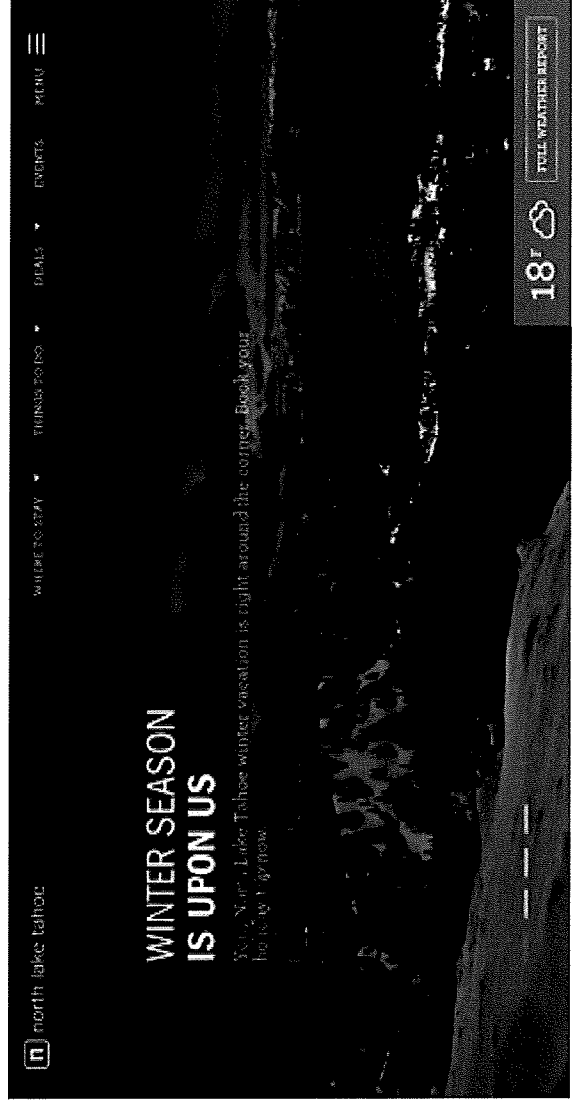
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*States are % of US. Cities are % of State.



Conventions

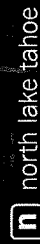
SUCCESSFUL MEETINGS START HERE

COME BACK SOON.
AND BRING SOME COMPANY.
OR YOUR ENTIRE COMPANY.

3,000 Rooms | 120 Flights a Day

North Lake Tahoe: The perfect location for your next corporate or association meeting. The most accessible mountain destination in America. Just minutes from Reno-Tahoe International Airport. Choose from the luxurious Ritz-Carlton, the mountainside Resort at Squaw Creek, the lakefront Hyatt Regency, or many others. Call to arrange a site visit or to book your next event: 530-584-8703.

GoTahoeNorth.com/meetings




- Successful Meetings - California Site Report:
- 1/2 page ad
- Impressions: 50,000

Digital: November Issues

Smart Meetings
November 5 at 12:30pm · 📍

From: @TahoeNorth : Conferences, meet work-life balance: North Lake Tahoe, the most accessible mountain destination in America. Just minutes from Reno International airport, over 3,000 rooms await, ranging from The Ritz Carlton and the Resort at Squaw Creek to the lakeside Hyatt Incline. Call to arrange a site visit or to book your next event: 530-581-8703.



- Smart Meetings (social postings): 1x post on Facebook, Twitter, & LinkedIn
- Smart Meetings Followers: 16,300

Appendix

Methodology

- Impressions Served** = # of NLT ads that have run to date
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- VCR** (Video Completion Rate) = Completed Views divided by Impressions Served
- CPCV** (Cost Per Completed View) = Cost divided by Completed Views

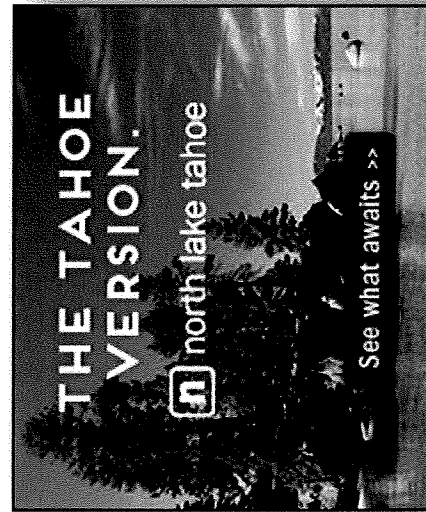
Departmental Report: Advertising
NLT 2014-2015 Extended Winter/Spring Campaign
October 16, 2015 - November 10, 2015

Agenda

1. Digital Desktop Display
2. Digital Mobile Display
3. Digital Misc. Display
4. Digital Desktop Video
5. SEM
6. [GoTahoeNorth.com](#)
Performance
7. Appendix
 1. Methodology

Digital Desktop Display: Banners
 Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
DataXu	8,024,315	8,813	0.11%	\$2.07	6,481
Hulu - Companion Banners	50,092	7	0.01%	\$0.00	1
TripAdvisor	536,020	392	0.07%	\$18.78	140
Total	8,610,427	9,212	0.07%	\$2.78	6,622



- Beach: 0.14% CTR



- Stargazing: 0.09% CTR

CTR benchmark:
0.10%

Digital In-Picture Display: GumGum Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
Runway (Animated)	161,412	352	0.22%	\$5.58	1
Studio (Static)	786,794	1,638	0.21%	\$4.85	16
GumGum	948,206	1,990	0.21%	\$4.98	17

FAMILIESGO! FAMILY TRAVEL JUST GOT EASIER

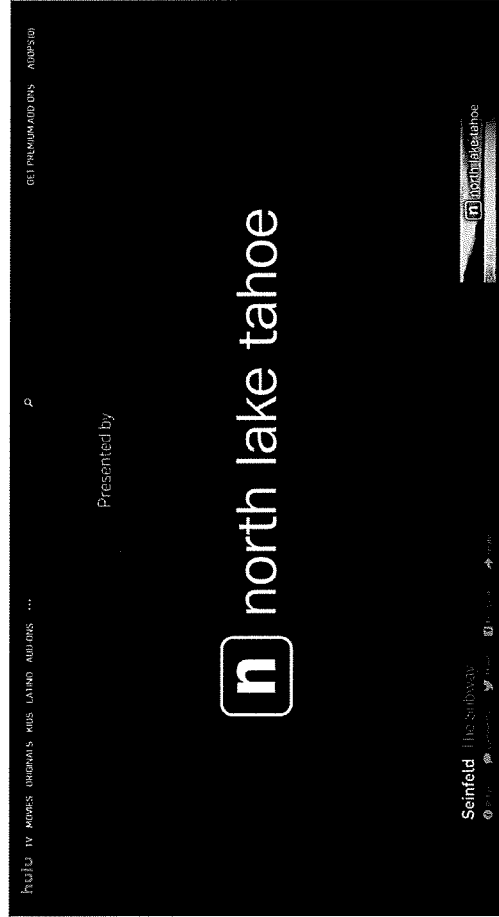
The screenshot shows the FamiliesGo! website interface. At the top is a navigation bar with links: HOME, PLACES TO GO, THINGS TO DO, THINGS TO TIME, OUR EVENTS, RESOURCES. Below the navigation is a search bar and a 'POPULAR' section with articles like 'Local Tips: 11 Things To Do in Palm Springs With Kids', '4 Tips For a Family Weekend in Lancaster & Hershey', 'The Best Travel Toys and Games of 2013', and '#MOMtravelchat Twitter Party RSVP'. A 'WeatherSlider' is also visible. The main content area features a large image of a lake with a boat and a bear, with the headline 'Boat Rides and Bear Burgers in Lake Tahoe'. Below the image is a call to action: 'THE PERFECT PLACE TO UNPLUG' and 'See what awaits >>'. The author is listed as 'By Barbara Mascareno'.

This section displays four variations of a digital in-picture display. Each variation shows a different creative for the GumGum ad, featuring scenic views of Lake Tahoe and related activities. The ads are positioned in the top right corner of the website layout shown in the screenshot.

Travel Industry
CTR benchmark:
0.32%

Digital In-Video Slate: Hulu
 Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
Slate	72,382	37	0.05%	\$15.65	4
Hulu	72,382	37	0.05%	\$15.65	4

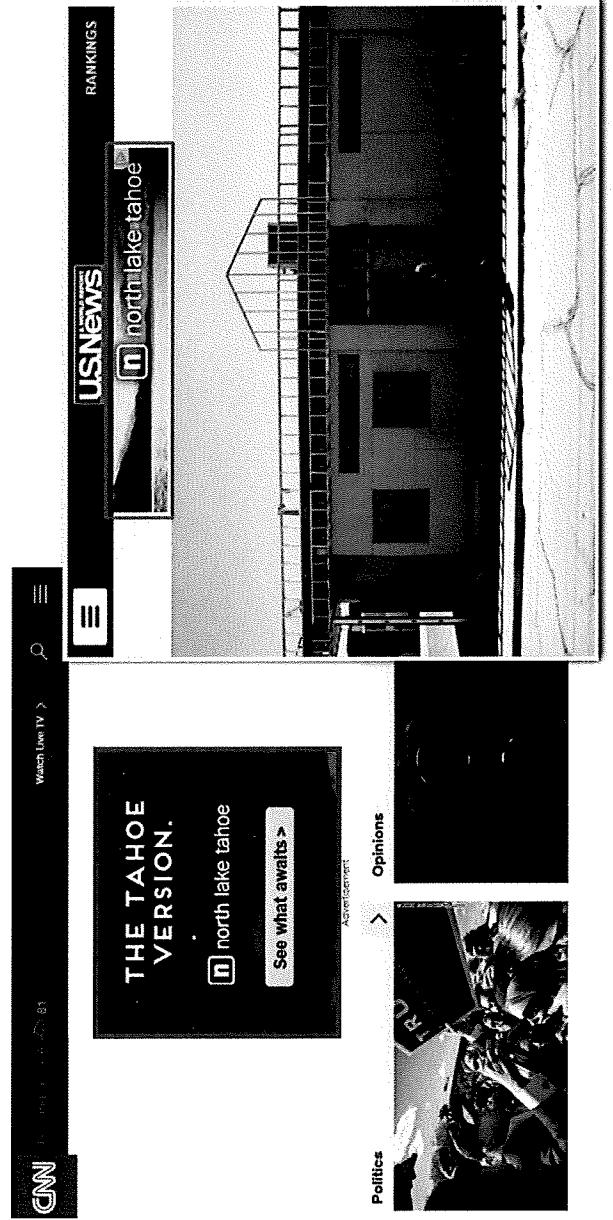


Previous Month's
 CTR benchmark:
 0.06%

Digital Mobile Display: All units
Target: Southern California

Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
DataXu	5,927,351	11,560	0.20%	\$1.26	6,468
TripAdvisor	206,101	644	0.31%	\$4.48	57
Total	6,133,452	12,204	0.20%	\$1.43	6,525

Mobile
CTR benchmark:
0.13%



Digital Mobile Display: Logos only
 Target: Southern California

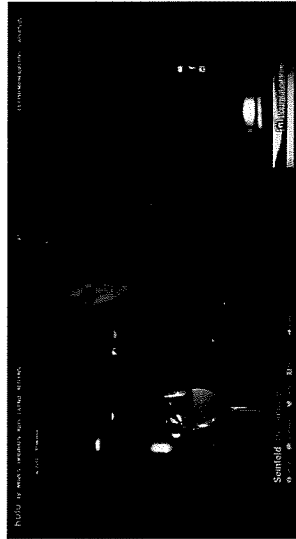
Campaign to date: 10/16/15-11/10/15	Impressions Served	Clicks	CTR	CPC	Lodging Page View Throughs
DataXu	4,467,740	8,544	0.19%	\$1.29	4,423
TripAdvisor	206,101	644	0.31%	\$4.48	57
Total	4,673,841	9,188	0.20%	\$1.51	4,480



Mobile
 CTR benchmark:
 0.13%

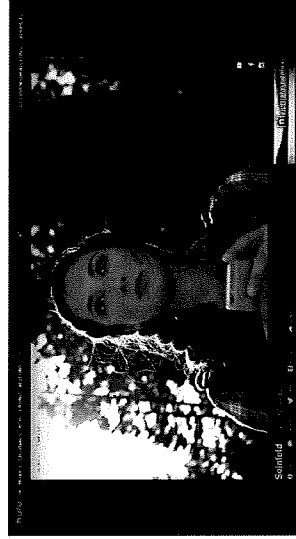
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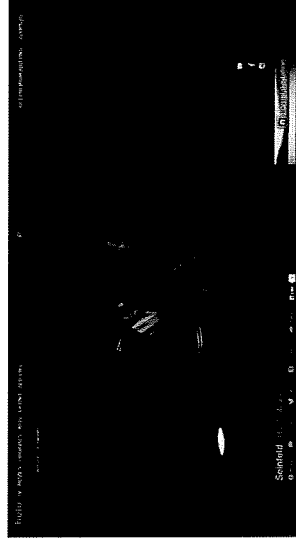
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14. California ski
15. sledding

Google north lake tahoe

Web Maps Images News Shopping More Search tools

About 17,500,000 results (0.56 seconds)

Visit North Lake Tahoe - gotahoenorth.com
 www.gotahoenorth.com
 Plan Your Trip To North Lake Tahoe & Book Activities, Lodging And More

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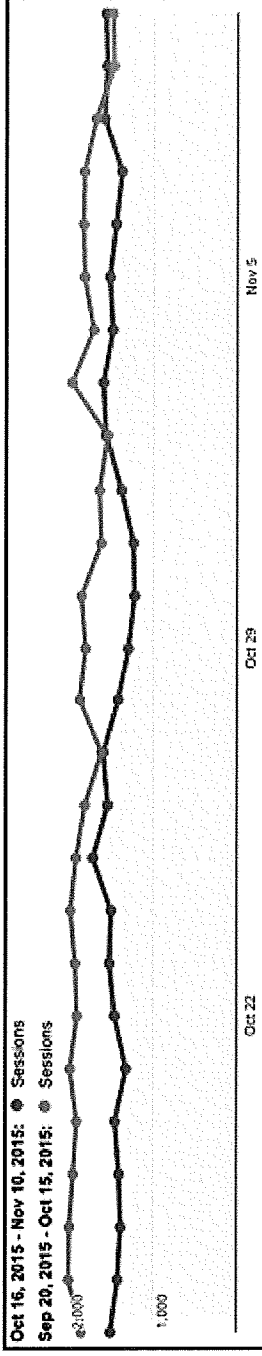
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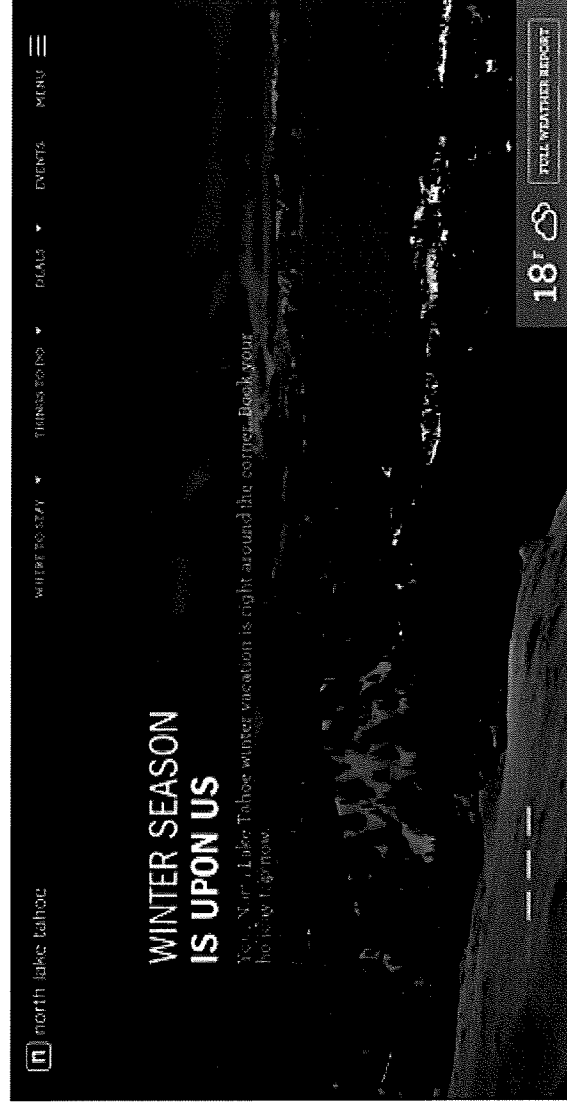
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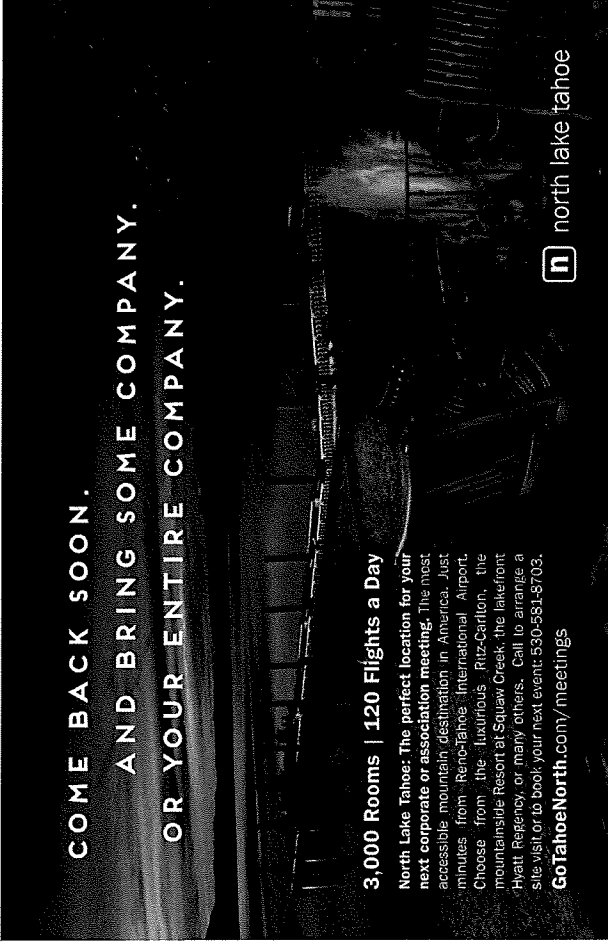
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Conventions

National Print: November Issues

SUCCESSFUL MEETINGS START HERE




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AND BRING SOME COMPANY.
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3,000 Rooms | 120 Flights a Day

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GoTahoeNorth.com/meetings

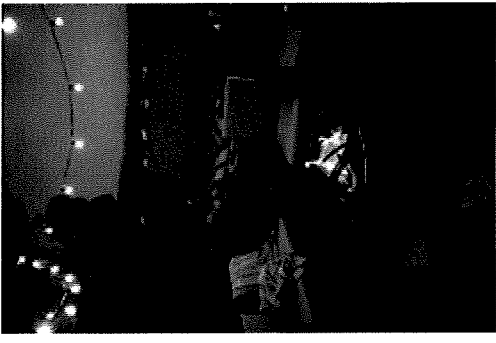
 north lake tahoe

- Successful Meetings - California Site Report:
 - 1/2 page ad
 - Impressions: 50,000

Digital: November Issues


Smart Meetings
November 5 at 12:30pm · 🌐

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SmartMeetings
@SmartMeetings

From: @TahoeNorth: Host your next event in North Lake Tahoe, America's most accessible mountain destination.



1

Marin Bright Founder/CEO/Editorial Director at Smart Meetings

North Lake Tahoe CVB

From: @TahoeNorth: Conferences, meet work-life balance: North Lake Tahoe, the most accessible mountain destination in America. Just minutes from Reno International airport, over 3,000 rooms await, ranging from The Ritz Carlton and the Resort at Squaw Creek to the lakeside Hyatt Incline. Call to arrange a site visit or to book your next event: 530-581-8703.

Comment (0) · Like (0) · Follow

7 days ago

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