



north lake tahoe

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Chamber | CVB | Resort Association

# October 2018 Departmental Reports

## Conference Department Report for October 2018

In October 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 conducted a site visit with LeAnn Kritz, Alpha Media October 11-14, 2018 Their Leadership retreat is considering Lake Tahoe for a September – October 2019 program. 210 room nights; 70 people. We visited Hyatt Lake Tahoe, Resort at Squaw Creek, Ritz Carlton and Edgewood.

Staff hosted a site visit for Meister Media Worldwide. Staff showed them the Hyatt, Resort at Squaw Creek, the Village at Squaw Valley and various restaurants and attractions. They have selected the Village at Squaw Valley for their October 2019 GreenhouseConnect and November 2019 Vegetable & Fruit Growers Connect. The events will generate over \$75,000 in room revenue.

Staff conducted a site visit with Adventist Health October 4, 2018 Their Strategic Planning Retreat is considering Resort at Squaw Creek and North Lake Tahoe for April 2019 program. 360 room nights; 120 people.

Staff hosted a site visit for the California Landscape Contractors Association. They are considering North Lake Tahoe for their November 2019 Annual Conference that will generate roughly 180 room nights and \$28,000 of room revenue. Staff showed them the Hyatt and various off site venues.

Staff attended Connect Medical & Tech in Las Vegas, October 14-16, 2018. Staff had 31 one-on-one appointments. Staff is following up with planners to generate future leads.

Staff worked with Augustine Agency on production of 4 new table top pull up banners and destination one sheet for distribution at events.

Staff worked with Smith & Jones updating the Conference Planning Guide for reprint.

Staff attended the monthly Tourism Development Meeting.

Staff attended the monthly Marketing Coop Committee Meeting.

Staff attended and assisted with North Lake Tahoe Chamber Member Luncheon.

Staff participated in monthly sales staff meeting and agency meetings.

Staff attended the October Chamber Mixer at Granite Peak Management.

Staff participated in the CalSAE Seasonal Spectacular planning committee conference call.

Staff attended the monthly NLTRA Board of Directors Meeting.

Staff followed up October groups that actualized for room pick up and revenue reports

Staff is working on the following new RFPs:

- GOOGLE - gTech Velocity Offsite, March 2019, 250 room nights
- Hach Company - President's Club 2019, April 2019; 100 room nights
- Lever - Culture Quest 2019, August 2019, 350 room nights
- Crown & Summit - Confidential Corporate Retreat, January 2019, 260 room nights
- Meeting Made Easy - NetMotion Software SKO, January 2019, 242 room nights

- Adventist Health - Regional Executive Retreat, May 2019, 180 room nights
- Meeting Innovations - SCI, Pinnacle Club 2019, August 2019, 360 room nights
- Anne Tower Productions - Nissan Commercial Shoot, October 2018, 10 room nights
- HPN - 2019 Mobile Sales Conference, September 2019, 707 room nights
- HPN- Buy Out in April 2022 MK, 3000 room nights
- HPN- Buy Out in April 2021 MK, 3000 room nights
- HPN- Buy Out in April 2020 MK, 3000 room nights
- 38 North Connection - 2019 Customer Success Retreat, September 2019, 495 room nights
- CircleCi - President's Club, January 2019, 22 room nights
- Simcah Sister - Accu-Bore Holiday Party, November 2019, 150 room nights
- Data Recognition Corporation - NV Item Bias Review, November 2018, 225 room nights
- Syngenta Crop Protection – Q4 Joint NCA/SCA, November 2018, 160 room nights
- Viacom – SnowGlobe, December 2018, 80 room nights
- US Foods – CATAMAN Event, December 2019, 20 room nights
- Alameda Contra Costa Medical Assoc. – Exec Committee Retreat, January 2019, 20 room nights
- CA Applicants Attorney's Association – 2019 Seminar, March 2019, 110 room nights
- On Q Financial – President's Club, March 2019, 250 room nights
- HPN – 59378 Corporate Incentive, May 2019, 89 room nights
- Enterprise Wireless Alliance – 2019 Board of Directors, April 2019, 100 room nights
- National Conference of State Legislators – Western States Collaborative on Disability Employment, June 2019, 70 room nights
- Sysco – The Big Ticket Incentive, July 2019, 39 room nights
- American Life Insurance Corporation – Retirement Plan Forum, July 2019, 85 room nights
- American Society of Eye Care Specialists – Fall Meeting, September 2019, 30 room nights
- Employer Associations of America – Fall CEO Conference, September 2019, 77 room nights
- Chronos Underwriters – 2019 Appreciation Event, September 2019, 80 room nights
- Blucora – Strategy Meeting, September 2019, 90 room nights
- Outdoor Power Equipment Institute – Annual Meeting, June 2020, 357 room nights
- American Council of Life Insurers – Compliance & Legal Sections, July 2020, 447 room nights
- Caterpillar North American Dealer Marketing Association – Dealer Marketing Conference, September 2020, 940 room nights
- HPN – 60113 Annual Stock Holders Meeting, October 2020, 315 room nights
- HPN – 60054 National Fall Conference October 2020, 986 room nights
- Pacific Dermatologic Association - 73<sup>rd</sup> Annual Meeting, August 2021, 482 room nights
- Insurance Regulatory Examiners Society (IRES) – Career Development Seminar, July 2023, 683 room nights

The following programs turned definite:

- Weintraub Tobin - Attorney Retreat, May 30-June 1, 2019, 114 room nights at the Resort at Squaw Creek.
- Propane Education & Research Council – 2019 Council Meeting, 80 room nights at the Resort at Squaw Creek.
- Transportation Lawyers Association – Annual Meeting 2021, 768 room nights at the Resort at Squaw Creek.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of October, staff made over 450 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 2018

MARKETING CO-OPERATIVES:

- Joint Talents China - On-going Project
  - 6-month project
  - Working on building packages with hotel properties
  - First draft of our English landing site has been provided to us
- SKI.COM Trade Newsletters
  - Partner participation – four hotels in our region
  - (2) newsletters going out to the 18K travel agents within Ski.Com
  - November & December
- Canadian Traveler
  - Launched October
  - Online banner ads & e-newsletter sponsorship ads
  - How to Sell North Lake Tahoe article
  - November – Discover California – Canadians Guide
- Update on Expedia – Mid-way report
  - Launched September 15<sup>th</sup>
  - Extending the program through December 15<sup>th</sup>
  - Current ROI: \$12:\$1
  - Producing over \$170,000 in room revenue
  - Switched to winter creative Nov 1<sup>st</sup>

TRAVEL TRADE:

- China:
  - Working on developing a new China Ready Guide for North Lake Tahoe
- Tour Mappers, Boston, MA:
  - Conducted a training with 5 agents

INTERNATIONAL MEDIA:

- Upcoming: Travel Nevada Global Tourism Summit Post Media FAM
  - November with 27 journalists from 10+ countries

TRAVEL TRADE FAMS:

- Completed:
  - Visit California UK Super FAM in October 6-8
  - RSCVA & Brand USA China Mega FAM - October 27-30th
  - Virgin Holidays, UK: November 2-3rd
- Upcoming Winter FAMS:

- North Lake Tahoe Winter FAM – January 14-17<sup>th</sup>

#### INTERNATIONAL OFFICE UPDATE:

- Canada October Update:
  - Distribution Analysis Provided – List of target tour operators has been assigned.
  - Call to discuss our Vancouver Partner Event – DCI will be providing us a proposal for this by mid-November
- UK/Ireland Update:
  - Coming in later and will be reported next month.
- Australia October Update:
  - 45 agents trained
  - Highlights: American Express Reservations Training, MTA Travel Managers Cluster Training, E-Newsletter Inclusion

#### SALES MISSION INFORMATION:

- Completed: Visit California Canada Sales Mission: 9/29-October 5<sup>th</sup>
  - Toronto, Montreal, Calgary, and Vancouver
  - Highlights: well known in Western Canada, but we have work to do in Eastern Canada.
  - Follow up has been completed
- Coming Up:
  - Travel Nevada Global Tourism Summit, November in Reno, NV
  - Expedia Conference, Las Vegas, December
  - Bonotel & Allied T Pro Receptive Operator Sales Calls, Las Vegas, December
    - Partners will be joining NLT in Vegas for these trainings.
- IPW Hotel Participation Request:
  - June 1-5, 2019 in Anaheim California
  - This is the leading international inbound travel trade show, driving \$4.7 billion in future travel to the United States.



*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*

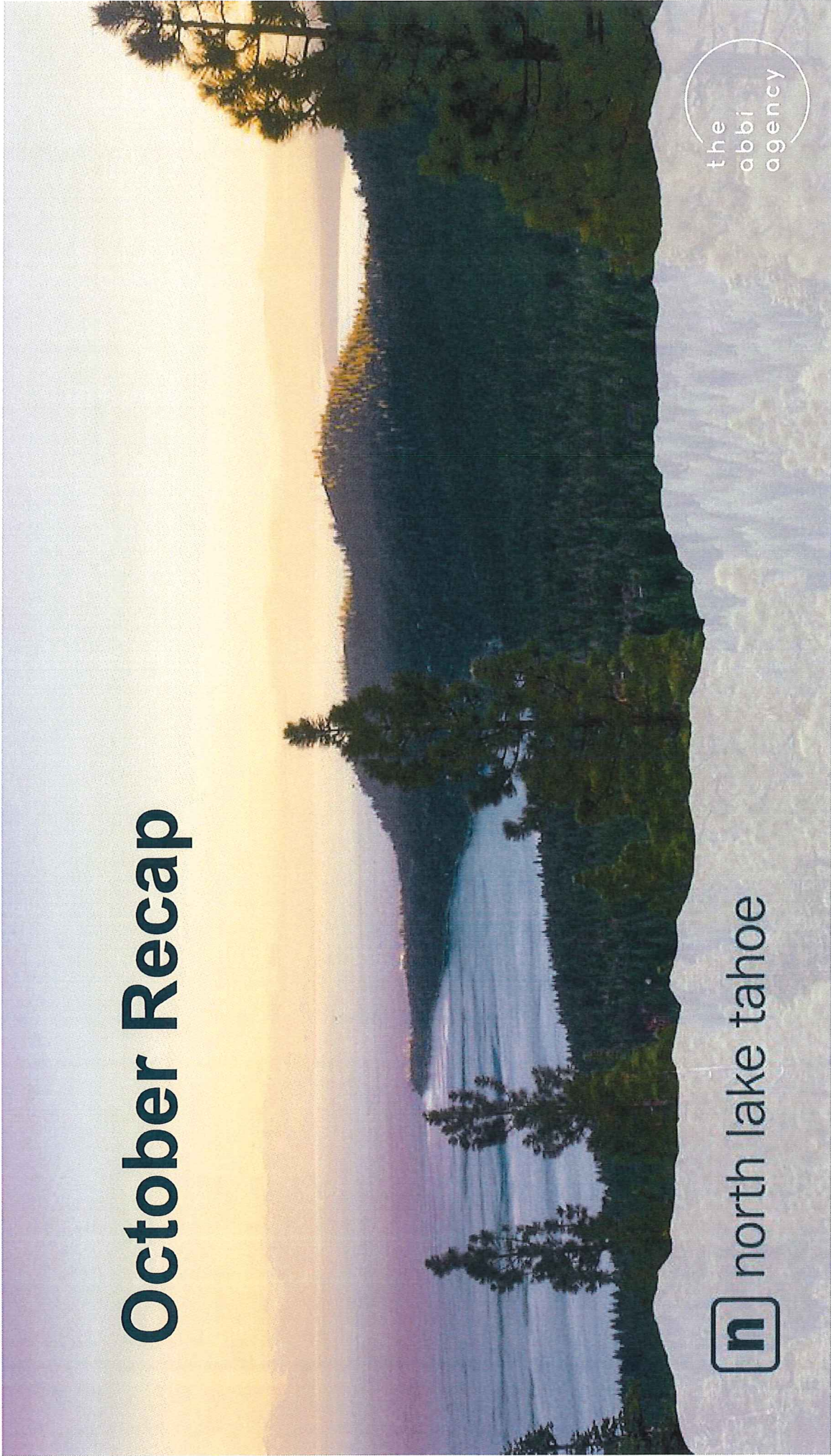
Shelley A. Fallon · [sfallon@gotahoenorth.com](mailto:sfallon@gotahoenorth.com) · (530) 412-1259 · fax (888) 308-9108

[fallonmultimedia.com](http://fallonmultimedia.com)

# October Recap

 north lake tahoe

the  
abbi  
agency



A scenic view of a river with a person in a kayak, surrounded by lush green trees and a white sandbar. The text is overlaid on a semi-transparent white box.

**Public Relations Results**

**Content Review**

**Social Media Update**



## PUBLIC RELATIONS APPROACH

**STRATEGY:** October outreach centered around seasonal topics and key themes, including wellness and high altitude training in fall; and What's New Winter 2018-19, including luxe apres, family getaways and the Tahoe Film Fest. The Abbi Agency also submitted pitches to Visit California for its Instagram worthy hotels and best California bars queries.

**OBJECTIVES:** The Abbi Agency aims to increase public awareness of the destination within key target flight markets and national publications. With the recent removal of the nonstop flight to Austin via Frontier, The Agency shifted its media relations focus from Austin to San Diego. Regional outreach is targeted at timely features and shoulder season coverage, while national outreach aims to grow awareness and brand strength overall. The Abbi Agency aims to increase ad equivalency, number of impressions and number of backlinks year-over-year.

**FAM COORDINATION:** In October, The Abbi Agency hosted Forbes Travel Guide Editor, Demarco Williams, for a comprehensive feature on where to eat, play and stay in the region. The Abbi Agency also hosted Janet Fullwood for a Meetings and Conventions piece as well as a winter preview of the region. Additionally, we hosted Miles Howard from Southwest: The Magazine for a comprehensive feature on the region. Internationally, The Abbi Agency coordinated a 27-person FAM with TravelNevada, as part of the annual Governor's Global Tourism Summit.

**CONTENT + NOTABLE PITCHES:** What's New Winter 2018-19, Tahoe Film Fest, Fall and Winter Arts and Culture Experiences, Winter Wellness, High Altitude Holidays, Winter Outdoor Recreation and Offbeat Winter Activities.

# PUBLIC RELATIONS RESULTS

PLACEMENTS: 108      PUBLICITY VALUE: \$170,414.03      TOTAL IMPRESSIONS: 18,423,064

**PUBLICATION HIGHLIGHTS:** Shape Magazine, Connect Association, San Jose Mercury News (Premium), The Mercury News, US News & World Report, East Bay Times, Getaway Reno/Tahoe Area, Long Beach Press Telegram, Daily Herald (Chicago), Boston Herald, Pittsburgh Post Gazette, AZ Central (Phoenix), Journal Sentinel (Milwaukee), Tahoe Ski World, Northern Nevada Business View, Outdoor Families Magazine, Los Gatos Magazine

**FAM COORDINATION:** Demarco Williams (Forbes Travel Guide), Miles Howard (Southwest: The Magazine), Janet Fullwood, International Group FAM (27 guests from 8 countries; part of the Governor's Global Tourism Summit)

**MEDIA MISSIONS:** The Abbi Agency did not complete any media missions this month, but registered North Lake Tahoe for the 2018-19 Visit California Media Mission in NYC, which also includes Canadian media.

**COVERAGE BOOK:** [https://coveragebook.com/coverage\\_books/87ce240c/](https://coveragebook.com/coverage_books/87ce240c/)

**KEY INSIGHTS:** The Abbi Agency met North Lake Tahoe's target market goals by landing placements in key flight markets and national and international publications that align with our pillars and personas. Regional outreach and placements were messaged strategically, focusing on key fall and winter information (including Secret Season). The Abbi Agency increased communication with direct flight markets, including Austin, Denver, Seattle, Portland and Southern California.

# HIGHLIGHTED PLACEMENTS - SEPTEMBER

## Shape Boozy Wellness Retreats Combine Everything That's Good In the World

- Reach: 2.1M
- Ad Value: \$19,429.48
- Domain Authority: 81
- Social Shares: 131

SHAPE  
Fitness | Nutrition | Trends

### Boozy Wellness Retreats Combine Everything That's Good In the World

Good news: Being fit, mindful, and healthy doesn't mean sacrificing wine.  
By Dana Spencer | Oct 26, 2018

Facebook | Twitter | Email

## The Mercury News 3 great Tahoe trails for autumn hikes, ale adventures

- Reach: 4M
- Ad Value: \$37,317.93
- Domain Authority: 91
- Social Shares: 24

The Mercury News  
NEWS | LOCAL | OPINION | SPORTS | ENTERTAINMENT | OBITUARIES | SUBSCRIBE NOW

WARNING: This content may contain profanity or material that is sexually explicit.

BEACONING NEWS | Live reporter inside, Ery Area and Calaveras

### 3 great Tahoe trails for autumn hikes, ale adventures

Facebook | Twitter

## US News & World Report The 30 Top Romantic Winter Getaways

- Reach: 1.7M
- Ad Value: \$15,807.47
- Domain Authority: 92
- Social Shares: 0

US News & World Report | NEWS | POLITICS | HEALTH | SMALL BUSINESS | AUTO

### The 30 Top Romantic Winter Getaways

From cozy cabin stays to full-on ski vacations, here are the best spots.

Facebook | Twitter | Email

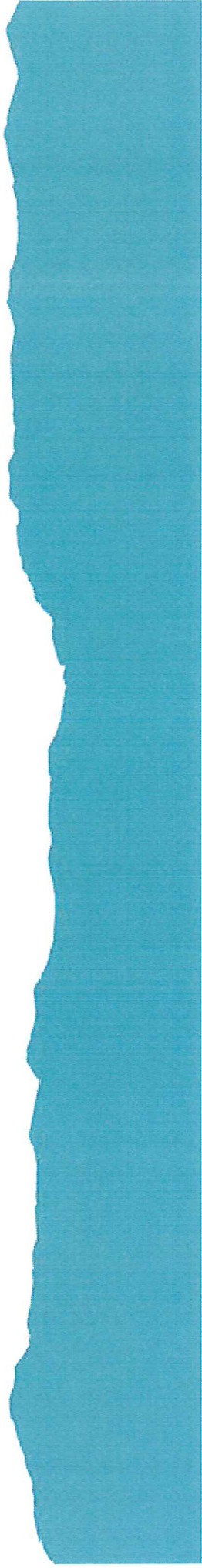
## CONTENT

**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.

**KEY THEMES:** Mountainside Exploration, Fall Family Excursions, Holiday Bookings, Unique Fall Views

**CAMPAIGNS:** Secret Season, Familial / Multigenerational Activities, Transition to Winter, Lodging, SEO-updates



# **CONTENT REVIEW**

## **PRESS RELEASES / MEDIA ALERTS ISSUED: 1**

What's New Fall

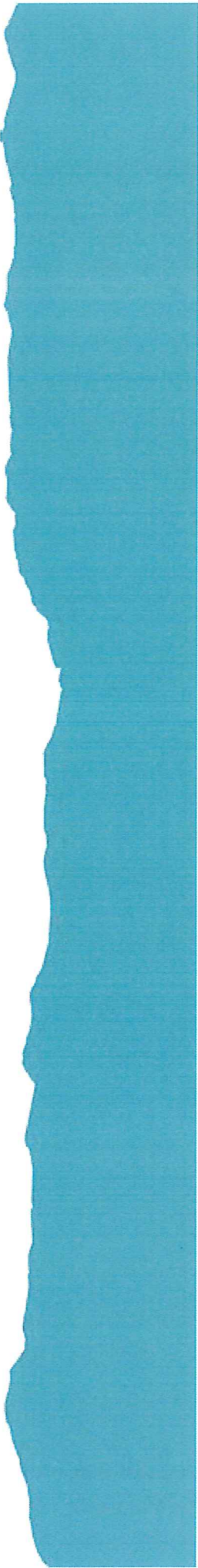
### **BLOGS POSTED: 5\***

- Fall Family Fun in North Lake Tahoe\*
- Winter Wonderland: Your Guide to a Happy Holiday in North Lake Tahoe\*
- 5 Must-Snap Photos in North Lake Tahoe This Fall\*
- Treasures of Tahoe: Tahoe Rum Trail | Social Shares: 200
- Treasures of Tahoe: Best Panoramic View | Social Shares: 119

### **NEWSLETTERS DISTRIBUTED: 1**

Experience North Lake Tahoe's Secret Season  
8.4% open rate, 0.8% click-thru rate (CTR), Majority opened at 2-3PM

\* These are queued for social promotion and have not yet received significant share counts.



# CONTENT - TREASURES OF TAHOE

In October, The Abbi Agency launched the Treasures of Tahoe content campaign, highlighting lesser-known spots and experiences around North Lake Tahoe.

- Treasure #1 Launch Date: 10/12
- Treasure #2 Launch Date: 10/22
- Total Impressions: 123,219
- Total Engagements: 5,846
- Total Shares: 377



Lake Tahoe's beauty is no secret, but many people have no idea where to enjoy it from above. Enter the Tunnel Creek Trail: home to the most beautiful panoramic view of Lake Tahoe, and a cheesy Honeyey Road.

#### What is it?

The Tunnel Creek Trail is a 4.7-mile out-and-back hike that winds through the forested hillsides of the Sierra Nevada mountains, with panoramic views of Lake Tahoe. The trail is a great way to see the most panoramic view of Lake Tahoe, with the spectacular views of Lake Tahoe, with the spectacular views of Lake Tahoe, with the spectacular views of Lake Tahoe.

#### Where Can I Find It?

The Tunnel Creek Trail is located on the East end of Incline Village, Nevada. The trail is a great way to see the most panoramic view of Lake Tahoe, with the spectacular views of Lake Tahoe, with the spectacular views of Lake Tahoe.

#### If You Like This, You'll Love:

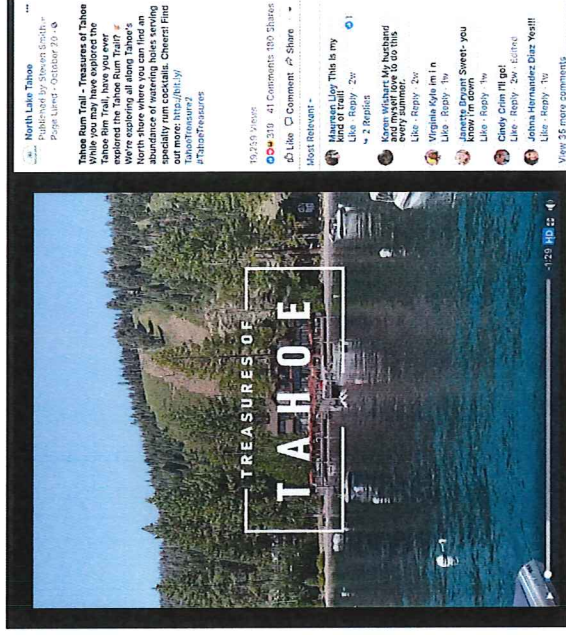
- [Tahoe's Best Kept Secret: The Tunnel Creek Trail](#)
- [Tahoe's Best Kept Secret: The Tunnel Creek Trail](#)

#### Insider Tips

- Early morning or late afternoon is the best time to hike the Tunnel Creek Trail, as the light is soft and the views are spectacular.
- The hike is a great way to see the most panoramic view of Lake Tahoe, with the spectacular views of Lake Tahoe, with the spectacular views of Lake Tahoe.
- Be sure to pack your water, snacks, and a good map of the area.

#### Fun Facts

- Lacking out on the lake from the summit, you'll see a view of Lake Tahoe that is truly spectacular.
- The hike is a great way to see the most panoramic view of Lake Tahoe, with the spectacular views of Lake Tahoe, with the spectacular views of Lake Tahoe.
- Be sure to pack your water, snacks, and a good map of the area.



## **SOCIAL MEDIA**

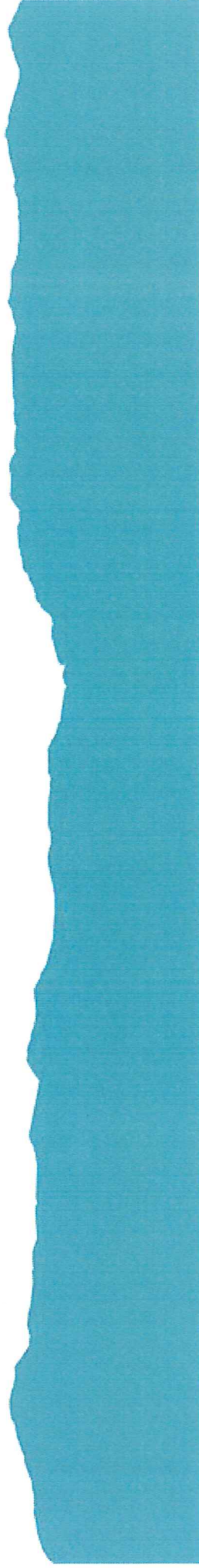
**CHANNELS:** Facebook, Instagram, Twitter, YouTube, Pinterest

**STRATEGY:** Continue fall messaging by promoting benefits of visiting North Lake Tahoe during the autumn months, including fall foliage and the “Treasures of Tahoe.”

**OBJECTIVES:** Promote Tahoe’s “secret season,” focusing on fall activities and events during the quieter shoulder season.

**CAMPAIGNS:** Treasures of Tahoe, Wellness Weekend Giveaway

**ENGAGEMENT INSIGHTS:** The Treasures of Tahoe campaign, which began in October and will continue on into November, drove high levels of engagement by creating shareable video content.



# SOCIAL MEDIA UPDATE

## October GROWTH:

- Facebook: 410 New Fans
- Instagram: 400 New Followers
- Twitter: 115 New Followers

• Total Impressions: 2.7M

• Total Engagements: 79.8k

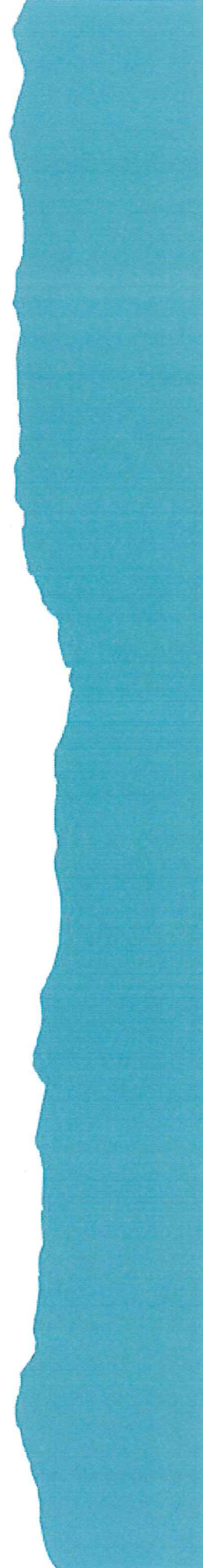
## SOCIAL CAMPAIGNS & TACTICS:

### Treasures of Tahoe

- Impressions: 193,515
- Avg. Reach Per Post: 37k

### Wellness Weekend Giveaway

- Impressions: 13.5k
- Avg. Reach Per Post: 11.2k



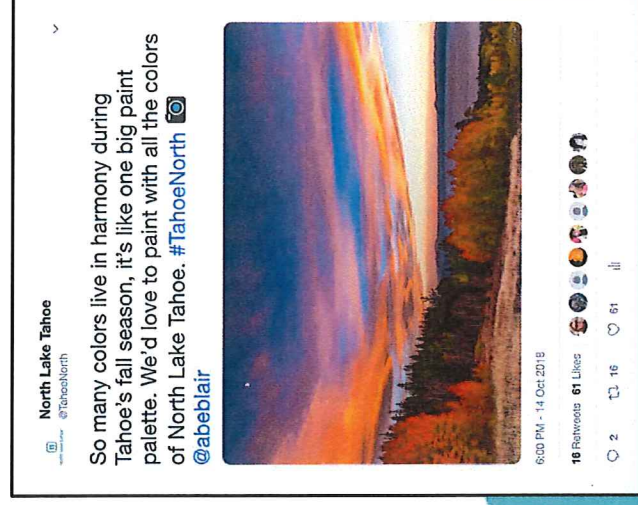
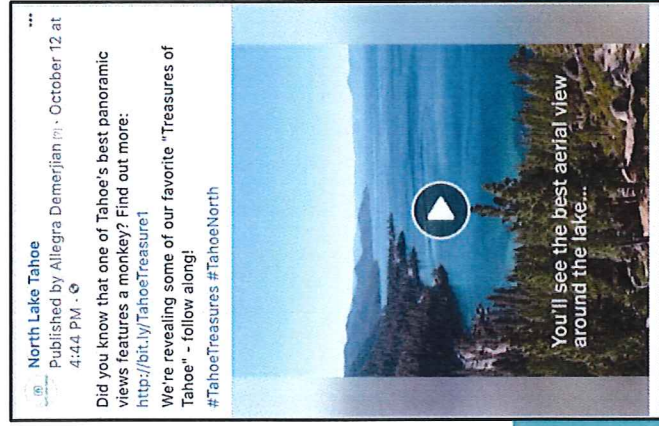


# SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

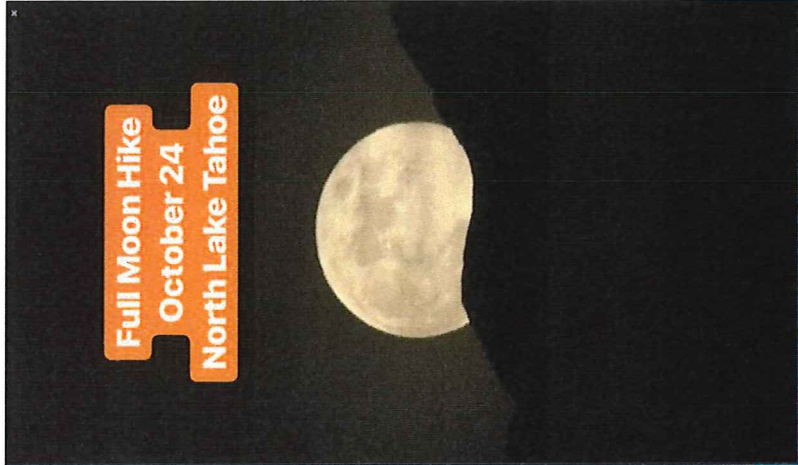
**#1 Facebook Post, Treasures of Tahoe #1: 56.9k Reach, 1.2k Reactions, 276 Comments, 234 Shares**

**#1 Instagram Post, Fall Foliage UGC: 31.9k Impressions, 3.1k Likes, 42 Comments**

**#1 Twitter Post, Fall Colors UGC: 36.5k Reach, 61 Likes, 16 Retweets**



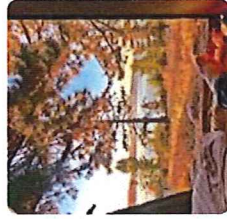
# OCTOBER EVENTS INSTAGRAM STORY HIGHLIGHTS



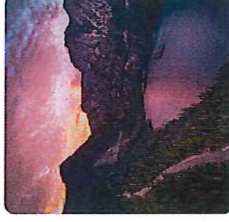
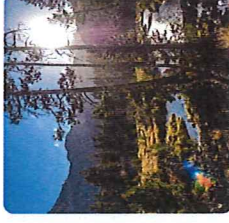
# SOCIAL MEDIA INSIGHTS

## Instagram Comp Set Comparison

Most Popular Media by @tahoenorth



Most Popular Media by @tahoesouth



Most Popular Media by @visitmammoth



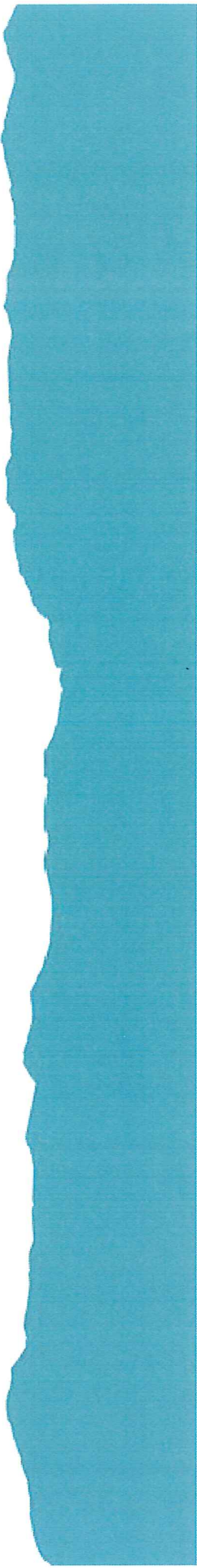
# SOCIAL MEDIA INSIGHTS

## MONTHLY HIGHLIGHTS

- Total followers have increased across all channels from the previous month. This can be attributed to the Treasures of Tahoe campaign drawing in new followers after being shared across audience profiles.
- Facebook engagement is up 55.7% from last month, mostly due to Treasures of Tahoe. Given Facebook's recent algorithmic change, this is a huge accomplishment.
- Compared to Tahoe South and Visit Mammoth, we are receiving a significantly higher engagements per post on Facebook. North Lake Tahoe averages 316 engagements per post as opposed to the competitor average of 153 engagements.

## INSIGHTS AND TAKEAWAYS

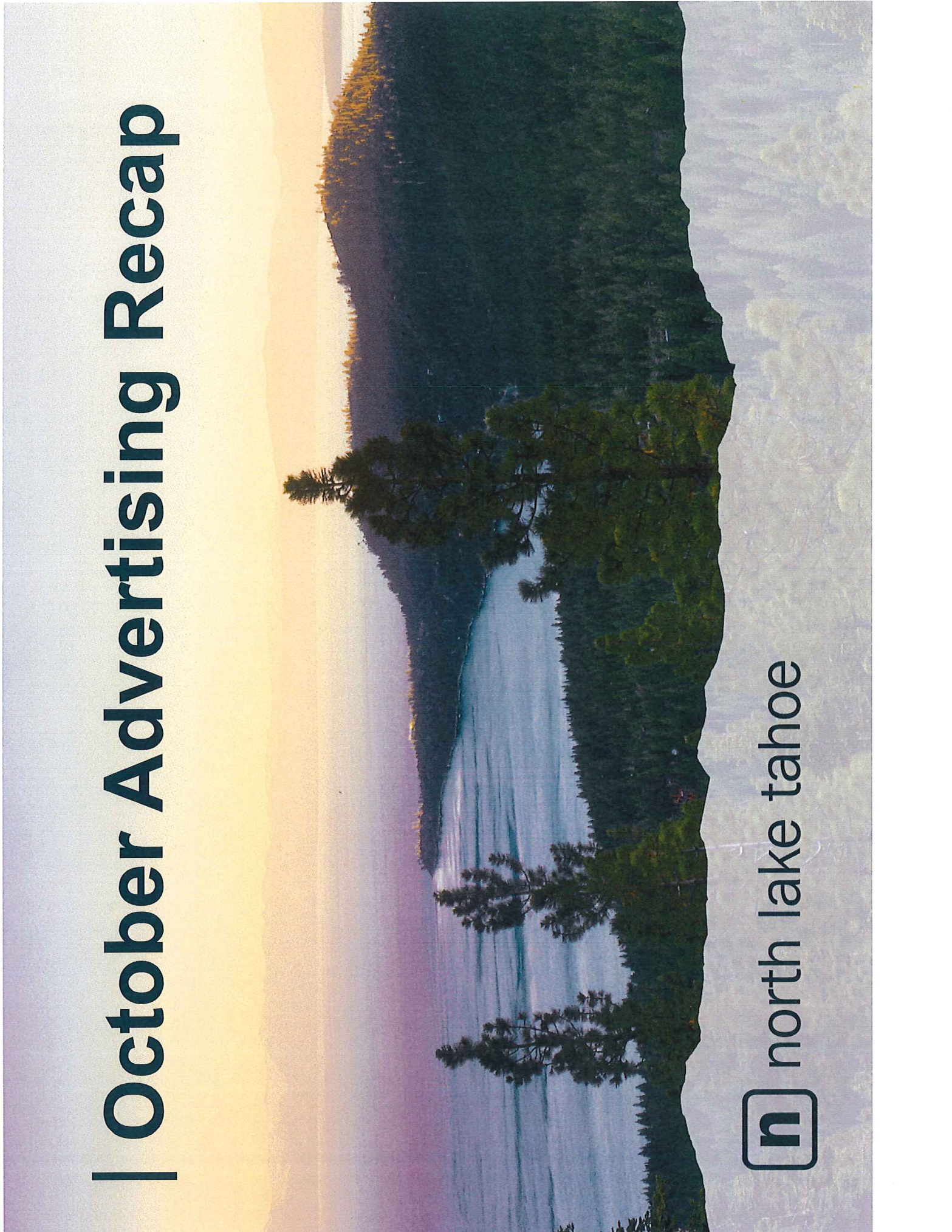
- Though overall impressions and engagements are down from the previous month, this is in large part due to the high levels of engagement from the Room with a View contests from September. Contests and giveaways are key factors in engaging with our audience.
- Through the Treasures of Tahoe campaign, original content, such as video and design, perform well across all channels with high levels of engagement that encourages the audience to share our content on their own social channels.



A scenic landscape featuring a calm lake reflecting the surrounding environment. In the background, there are rolling mountains under a soft, hazy sky. The foreground is filled with dense green trees, including several prominent evergreens. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Thank You" in a bold, black, sans-serif font.

**Thank You**

# | October Advertising Recap



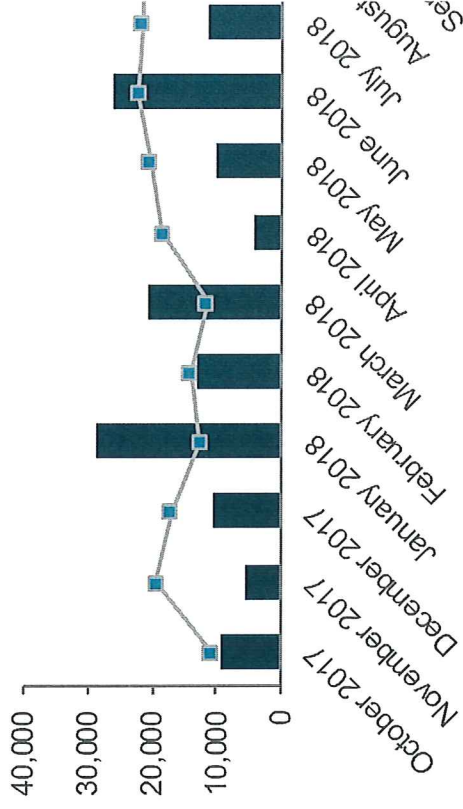
 north lake tahoe

# Overview by Campaign

• Together, Consumer and MCC campaigns served nearly 5.9 million impressions in October resulting in 8K visits to GoTahoeNorth.com. Nearly 31% of all users who visited the site spent more than 115 seconds browsing content resulting in 365 book now button clicks.

• As seen in the chart on the right, the average session duration from ad traffic steadily increased throughout the year, up to 00:52 this month. This is the result of optimizations made toward prioritizing visitors who are likely to spend more time browsing content.

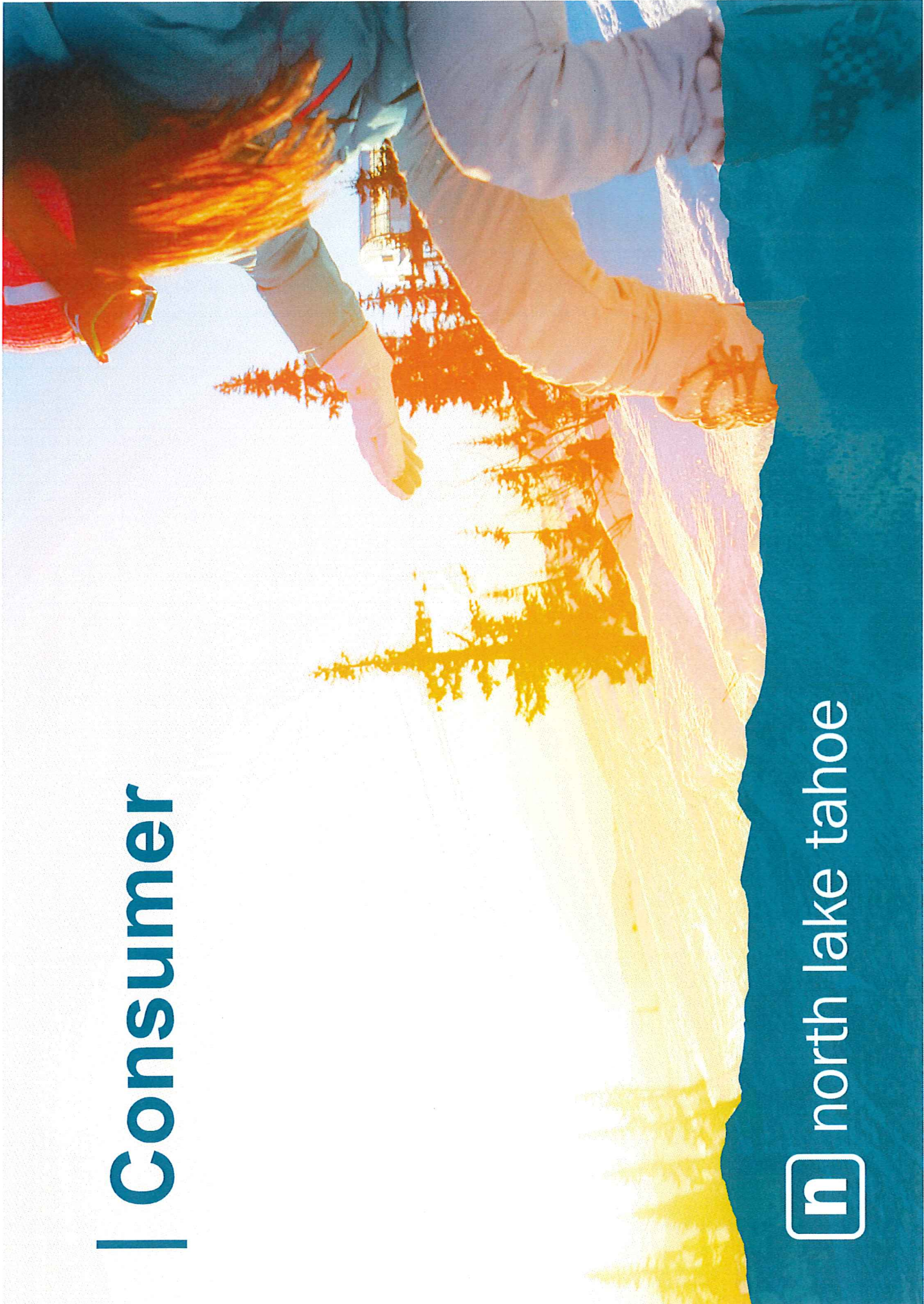
Sessions and Time on Site Over



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	Conversion
Consumer	5,753,940	0.14%	\$33,278	7,124	00:49	1.7	73%	
MCC	103,978	0.96%	\$1,773	901	01:21	2.0	52%	
<b>Total</b>	<b>5,857,918</b>	<b>0.16%</b>	<b>\$35,051</b>	<b>8,025</b>	<b>00:52</b>	<b>1.7</b>	<b>70%</b>	

October Advertising Recap | All Campaigns

# | Consumer



 north lake tahoe



A photograph of a kayaker in a blue kayak on a lake. In the foreground, a large, light-colored rock is visible. The background shows a forested shoreline under a blue sky.

# Executive Summary

- The Consumer campaign served over 5.7 million impressions in October, resulting in over 7K website visits those who visited the site, nearly 1 in 3 spent more than 115 seconds on the site and 5% clicked on a book button.
- Paid Search ads continued to perform very well this month, with an average cost per conversion of just \$7 (compared to the month-average of \$10). These ads resulted in 366 time on site conversions and 174 book conversions. Specifically, searches related to “camping,” “horseback riding,” and “hiking” were most likely to in highly-engaged site visitors.
- Social and Display ads also produced a high volume of site traffic (4.4K visits), with users from these channels spending on average 42 seconds on the site and viewing 1.6 pages per session.
- An increase in the average time on site CPC in October is attributed to Expedia ads. In their second month, Expedia ads have resulted in a 0.03% average CTR and \$100 cost per time on site conversion. To note, the Expedia ads link internally for direct bookings, not out to the North Lake Tahoe landing page. We will monitor closely to track referral traffic from this program.

# Executive Summary

- Display ad CTRs dropped in October following an surge in performance the prior month. This is typical for a creative to see high levels of performance within the first 30 days of activation.
- Ads targeted towards older experience seekers performed best this month, resulting in 67 time on site conversions. Historically, we have seen strong performance from this segment during the fall months.
- Facebook and Instagram ads performed above-average in October, including an impressive 0.99% average and \$8 cost per conversion (13-month averages are 0.45% and \$24, respectively).
- Ads targeting families performed particularly well, driving the largest share of prospecting conversions and now clicks. Similar to recent months, conquering ads are struggling to perform. We are looking at alternative targeting strategy.
- October's lone email was opened by 17% of all users resulting in 1.4K clicks. This led to 237 time on site conversions for an average cost per conversion of \$11. This is in line with the average from October 2017 (

The background of the slide is a scenic photograph of a lake. In the foreground, a person is kayaking on the water, wearing a white shirt and a yellow life vest. The water is a deep blue-green color. In the background, there is a large, light-colored rock formation. The sky is a pale, hazy blue. The overall scene is peaceful and scenic.

# Executive Summary

- Notably, users that landed on the “Wellness Weekend” event page were far more likely to click a book now (1.38% conversion rate compared to the overall 0.43%). This is similar to September in which 1.29% of use to the “Tahoe City Oktoberfest” page clicked on a book now button. We will continue to feature events that encourage overnight visitation in these emails.
- Our first video/photo shoot took place at the end of October, focusing on capturing the fall colors. The two-c shoot was broken into two categories – millennials and multi-generational family– and featured locations in Village, Kings Beach and Tahoe City. These assets will be added to the asset library for use in future advert campaigns, social media and video content, as needed.

# Display Ad Examples

## Families



### Sizes:

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

Impressions: 535K

Clicks: 369

CTR: 0.07%

TOS Conversions: 50

**CVR: 13.55%**

## Outdoor Enthusiasts



### Sizes:

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

Impressions: 535K

Clicks: 409

CTR: 0.08%

TOS Conversions: 53

**CVR: 12.96%**



W

160x600,  
300x600

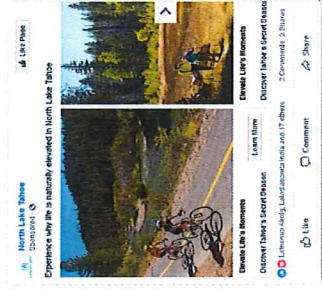
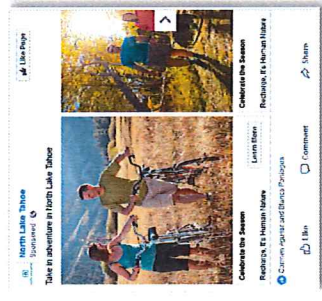
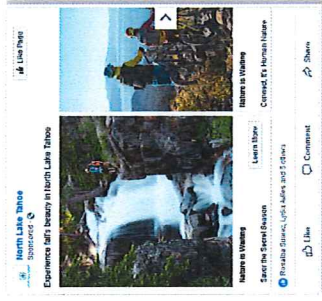
Imp

TOS

October Advertising Recap | Consumer

# Facebook Ad Examples

## Dynamic Creative

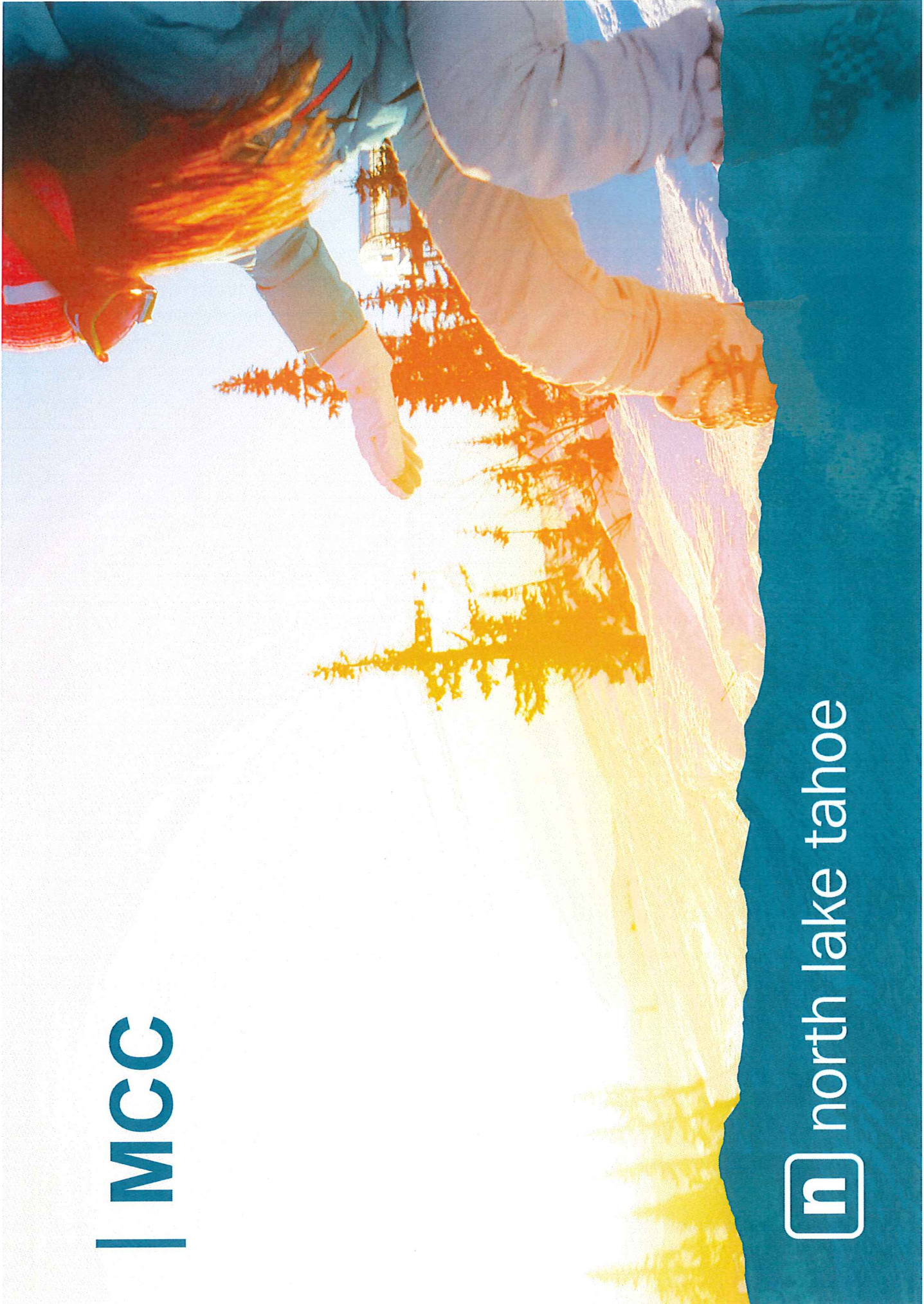


Impressions: 285K  
Clicks: 2.8K  
CTR: 0.99%  
Engagement: 700  
TOS Conversions: 423  
CVR: 15.05%

October Advertising Recap | Consumer

| MCC

 north lake tahoe



# Executive Summary

- MCC ads continued to drive an uptick in website traffic in October (over 900 visits), driven largely in part by traffic. In addition to increased traffic, the average time on site improved to 01:21 this month, up from 00:57 prior year.
- Display ads are proving to be an effective medium for driving low-cost site traffic, with the average cost per hovering around \$1. As a result, we will continue to utilize display ads to not only build awareness but also increase traffic volumes.
- The latest MCC email resulted in over 3.6K opens and 73 time on site conversions for an average cost per conversion of \$12. In addition, 2 users from MCC emails clicked on a book now button.
- Social ads continued to drive a steady amount of engagement in October, including 342 ad clicks and 145 I comments, and shares. In addition, the meeting planner video was viewed over 1.3K times on Facebook ar Instagram.

A photograph of a kayaker in a blue kayak on a lake. In the foreground, a large, light-colored rock is partially submerged. The water is dark blue with some ripples. The background shows a hazy, mountainous landscape under a cloudy sky.

# Executive Summary


- Retargeting display ads have proved to be a valuable addition to the MCC campaign, helping to drive increased web traffic at a low cost (\$1.13 cost per click). In addition, display is driving several times more conversions despite operating as an awareness channel.
- The largest share of display ad clicks stemmed from Illinois (70%) followed by Utah (19%). Interestingly, users in Illinois were nearly 3x as likely to click on a display ad compared to users in Utah.
- We are in the final stages of the new MCC microsite, which will provide a much-needed refresh of the meeting area of GoTahoeNorth.com, making the content easier to navigate. The pages will also be much more image-centric, allowing meeting and conference planners to better visualize their event in North Lake Tahoe.



# Social Ad and Digital Ad Examples

North Lake Tahoe Sponsored

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



Take Your Meeting Outside  
like business with adventure!

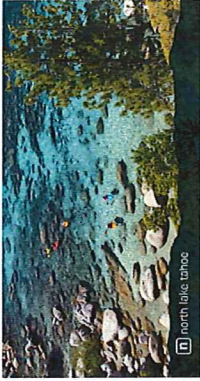
02744635209.CCSA Learn More

**Facebook Prospecting**

Impressions: 30K  
Link Clicks: 186  
CTR: 0.61%  
Engagement Rate: 0.33%

North Lake Tahoe Sponsored

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



Take Your Meeting Outside  
like business with adventure!


02744635209.CCSA Learn More

**Facebook Retargeting**

Impressions: 11K  
Link Clicks: 74  
CTR: 0.67%  
Engagement Rate: 0.25%

North Lake Tahoe Sponsored

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



Book Now


4 Likes Like Comment Share

**Facebook Video**

Impressions: 12K  
Link Clicks: 82  
Video Views: 1,365  
View Rate: 11.51%  
Engagement Rate: 0.13%

Collaborate  
it's human  
nature

PLAN YOUR MEETING



n north lake tahoe

October Advertising Recap | MCC



**Thank You**