



**north lake tahoe**

Chamber | CVB | Resort Association

September 2014

Marketing Departmental  
Reports

September Departmental Report: Advertising  
NLT 2014 Summer Campaign

SEM:  
Ad Groups: Human Powered Sports, Cool Deals, High Notes

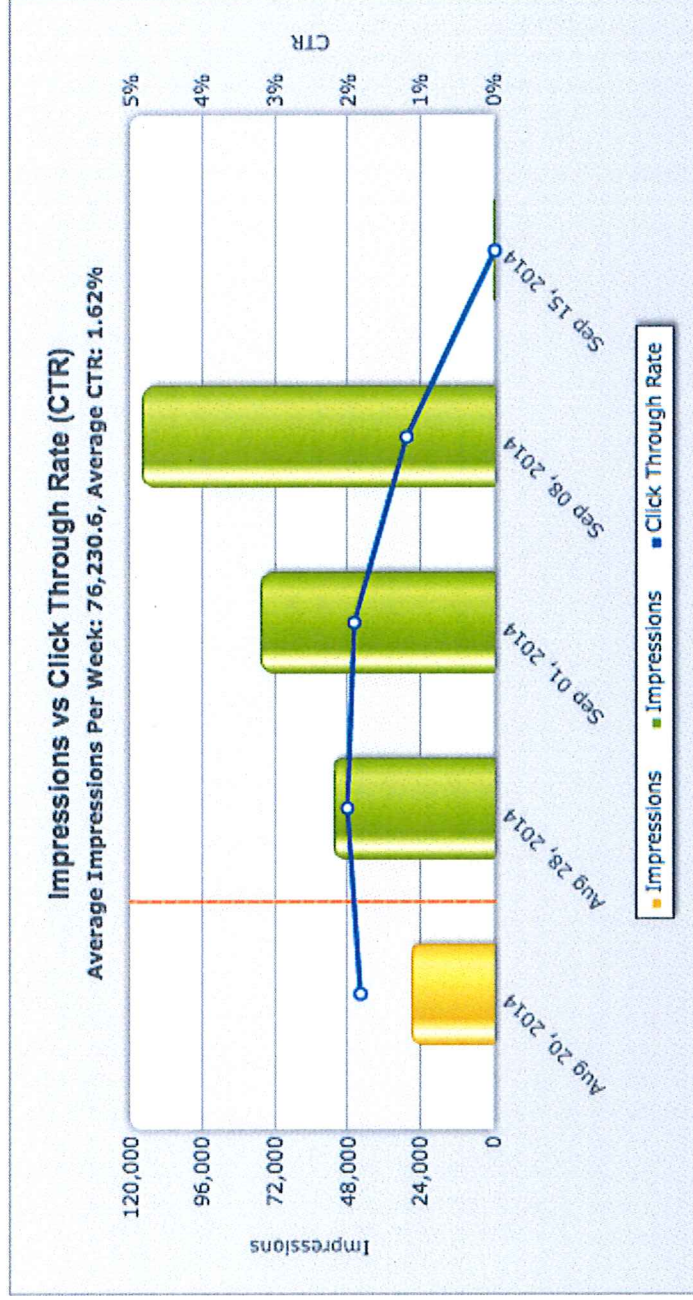
*Southern California*

Impressions: 272,252

Clicks: 4,793

CTR: 1.76%

Cost per click: \$0.63



Results reflect 8/20/14 -9/16/14

SEM:  
Top Keywords

- 1.weather forecast Lake Tahoe
- 2.10 day weather forecast
- 3.Lake Tahoe things to do
- 4.things to do lake tahoe
- 5.Truckee events
- 6.Lake Tahoe Summer Activities
- 7.South Lake Tahoe events
- 8.North Lake Tahoe events
- 9.lake tahoe cabin rental
- 10.north lake tahoe activities
- 11.Lake Tahoe Concerts
- 12.Lake Tahoe summer events
- 13.Activities Lake Tahoe
- 14.lake tahoe attractions
- 15.weather conditions tahoe

*Results reflect 8/20/14 -9/16/14*



SEO: [gotahoenorth.com](http://gotahoenorth.com)

Visits: 93,952

Unique Visitors: 77,901, 78% new

Page Views: 253,057,

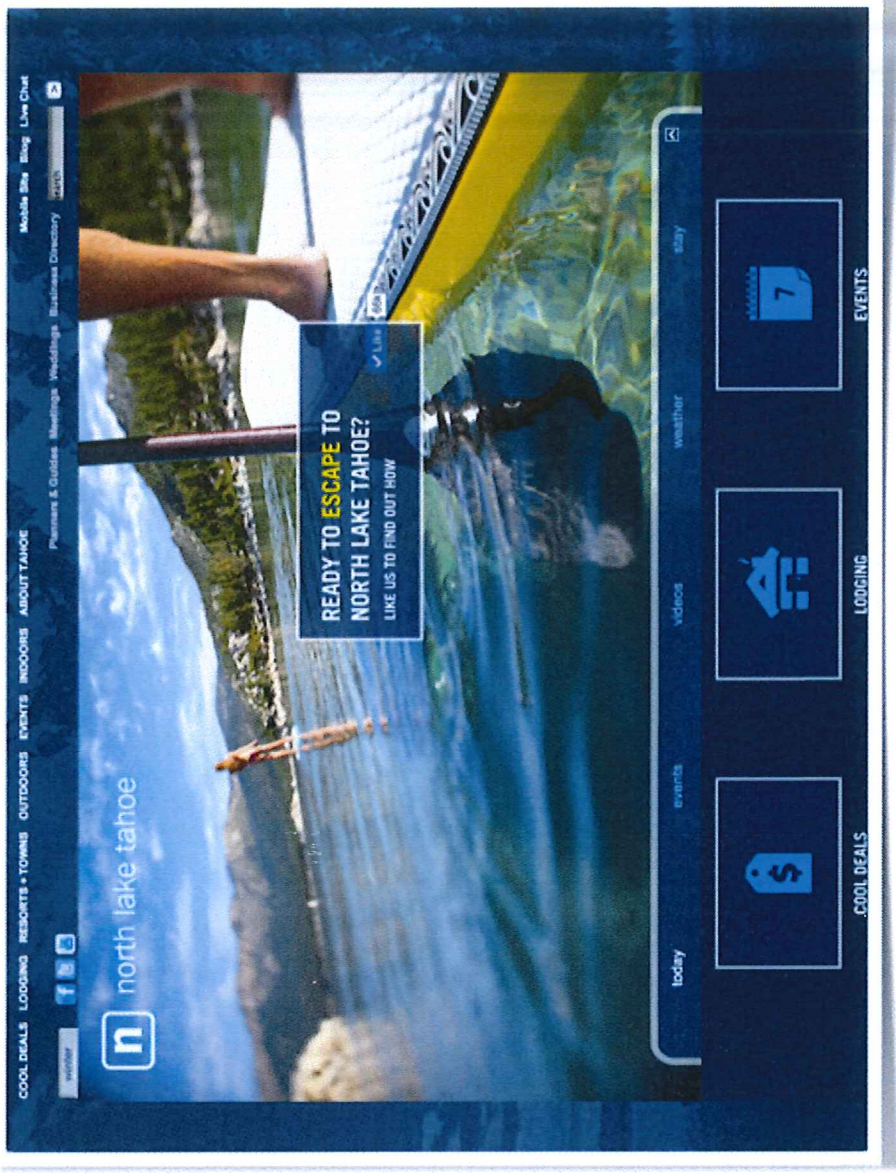
Avg. Pages/session: 2.69

Session Duration: 1:57

Cool Deals Page Visits: 1,980

Most Visited Category Page:

/Outdoors (41.7K Page Views)



Results reflect 8/20/14 -9/16/14

Digital Units:

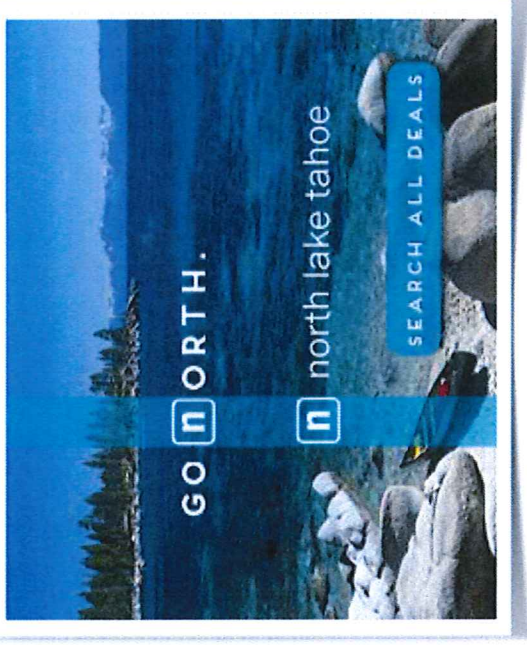
Impressions: 242,402

Clicks: 212

CTR: 0.09%

Uniques: 74,968

Frequency: 3.23



*\*Note: While this campaign is planned through 10/1, it has already reached our planned goal of served impressions. All future impressions are bonus moving forward.*

*Results reflect 8/20/14 -9/16/14*

## **Conference Department Report for September 2014**

In September, 2014 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 hosted a site visit for EXL/DHL America's. They are considering North Lake Tahoe for their February 2016 Sales Incentive. The group is considering a number of hotels in North Lake Tahoe and will be making a decision in the next 30 days. The event will generate approximately \$22,500 in room revenue.

Staff hosted a site visit for the Porsche Club of America. Subsequent to their visit the PCA has selected the Resort at Squaw Creek for their September 2016 "ESCAPE". The event will bring approximately 500 Porsche owners to North Lake Tahoe for a 4 day social event that includes a vendor fair and multiple driving tours around the area. The event will generate approximately \$300,000 in lodging and food &

Staff conducted a site visit with Triple Crown Sports for their program TCS USA Nationals in July 2015. This national event was in North Lake Tahoe in July 2013. This program will bring 800 people and generate over 800 room nights.

Staff submitted a formal proposal to host the Spartan Race Tahoe Beast on September 26 & 27, 2015. The Spartan Race will bring roughly 5000 athletes and 5000 supporters to the area for an average of 2.4 nights. Spartan Race estimates an economic impact of \$3,500,000 to the host destination. We are currently in the final negotiations to host this event in Squaw Valley and should have final confirmation by the end of September.

Staff attended a website planning meeting with Bill Hoffman.

Staff had a conference call with the organizers of the Lake Tahoe Lacrosse Summit and many of the local stakeholders. They are looking to increase the number of teams participating from 44 to 85 in June 2015 and expect to bring roughly 5000 people to the area for a minimum two night stay. They anticipate the economic impact to be roughly over \$2,000,000.

Staff had a conference call with Athletx to discuss a June-July 2015 Youth Baseball National Event. This program has potential to be a mid-week program in June or July 2015 for the North Lake Tahoe Area. The program has the potential to bring 80 plus teams to the region and generate over 4000 room nights.

Staff participated in a planning conference call with the organizers of the CalSAE Elevate Conference that will be hosted by North Lake Tahoe and the Resort at Squaw Creek next April.

Staff had a conference call with Tom Whitman Presents to discuss additional lodging option for Elevation Lake Tahoe for February 5-8, 2015. This February event is expected to bring 500 people and generate over 500 room nights.

Staff assisted in the load in and set up at Autumn Food & Wine at North Star. In addition Staff assisted one of the wine vendors during the Village Wine & Brew Walk.

Staff volunteered at the Ironman Lake Tahoe event.

Staff conducted business walks to educate businesses in the Kings Beach area on Ironman Event and road closures.

Staff met with contact for Forever Living Program during their program. This program brought 2000 people and generated 3000 room nights for the Lake Tahoe area.

Staff continued to work on lodging options for the WonderGrass Tahoe Program for March 20-23, 2015. This event is expecting to bring 3000 people to the North Lake Tahoe area in March.

Staff co-hosted a meeting/reception for the ASAE NextGen Conference being hosted in Reno by the RSCVA. The group had an afternoon session at High Camp and then a dinner and boat cruise from the Hyatt.

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





September Leisure Report  
Marketing Committee Meeting  
9-23-14

### TRAVEL TRADE

- Conducted a conference call with our travel trade manager in the UK to discuss fall call center trainings, fall and winter fams and “what’s new for 2014-15 ski season” details
- Building a new North Lake Tahoe summer product with the UK tour operator, Tour Dust, specializing in family travel with young children

### FAMs

- Hosted an NCOT media fam from Australia and New Zealand featuring Autumn Food and Wine and the Hyatt Regency. Attendees included:  
Morgan Reardon - Woman’s Day – circ 345, 356 – second highest circulating women’s magazine  
Indiana Munn - NZ Women’s Weekly – circ 120,000 – top circulating NZ women’s magazine  
Jay Abady - Men’s Health – 66,000 – Most popular men’s magazine in Australia  
Louie (Elias) Douvis Australian Financial Review Sophisticated Traveller section – circ 66,220 – high socio economic & well regarded national paper
- Hosted Visit CA’s annual UK/Irish SuperFAM consisting of 11 call center and travel agents who were awarded attendance by selling the most BA flights into CA during a set period of time
- Organizing the itinerary for Top Sante UK to visit in early October
- Confirmed a Virgin Holidays UK agent fam for December

### CONSUMER & MISC

- Facilitating booth arrangements at LA Ski Dazzle with the Ski Lake Tahoe partners for the consumer ski show in early December
- Followed up with the cross country ski resorts with a one-pager highlighting proposed interchangeable multi trail pass booklet. Pricing and program details will be announced in October.
- Collecting prizes for the Isuzu test drive California Snow campaign that took place in June with huge reach in Australia
- Distributed program guides and road closure info to lodging properties and retailers
- Arranged and organized a North Lake Tahoe Nordic booth at the Ironman Vendor Expo in the Athlete Village
- Worked in the Ironman Information Booth in the Athlete Village

Judy Laverty  
Special Event Department Report  
September 2014

#### IRONMAN

Obtained liquor license for Korbel Champagne, distributed Spectator Guides to targeted businesses and rental car agencies, called all churches that may be impacted by traffic delays, made a presentation to the Truckee Town Council for approval of funding for traffic/safety/ems services for Truckee portion of race (approved), volunteered for Information Booth at Vendor Faire, finished up Dine Around Program, obtained insurance riders from specific entities naming NLTRA additional insured, and attended the IMLT race.

#### AUTUMN FOOD AND WINE

Worked closely with the Northstar staff on execution and operations of the event. The event drew the largest crowds we've seen in a number of years. Guests were very complimentary to the event and the Northstar staff for courtesies, guest service, programming, quality of food and beverage. Vendors, restaurants and wineries (with one exception) all had extremely positive feedback and excellent sales. Final report to follow.

#### INAUGURAL TAHOE UKEFEST AND TAHOE FALL CLASSIC SUP RACE

The Uke Fest drew smaller crowds than anticipated, but the attendees had high praise for the event. Staff will work with Festival producer on a possible date change and more targeted marketing. Staff feels this is a viable event that needs to find its "footing". A meeting will be held in the coming weeks with the festival producer and the SUP race producer. As of this writing, stats on the SUP race were not available.

#### PLEIN AIR PAINTING EVENT

This event enjoyed great success, selling over 100 tickets to the artist reception and excellent visitation to the gallery of paintings during the Autumn Food & Wine Festival. Final numbers to come.

#### USA CYCLING

Staff is concentrating on course mapping, obtaining road permits and approvals from Nevada, Sierra and Placer counties. USAC hired a race director and staff will work closely with him on final mapping, permitting, logistics, operations and presentations to various agencies and business associations for approvals for the race.

#### SPECIAL EVENT GRANT PROCESS

Announced the new round of grant applications through press releases, FB, and Chamber eblasts. 21 applications have been requested and sent out. Presentations to take place October 8 and applicants will be interviewed by the SE Task Force made up of members of the BACC.

#### MEETINGS

Attended teleconference on new website wireframe revisions and discussions with School of Thought and staff. Attended Board of Directors meeting and received approval on Grant Application Revisions. Attended marketing committee meeting.



*professional creative services*

September, 2014 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- meeting and collaborating on the new site layout and content transfer reviews
- researching and submitting as well as posting/updating/changing events
- keeping a master "Marquee Calendar" and updating this calendar with major events
- focusing on updating Summer 2014 events and "High Notes" web page
- updating other area calendar resources
- keeping up with posting event videos
- contacting event producers by phone and email
- create or edit pages as needed for various subjects such as sports, events, transportation, etc.
- posting featured events on home-page link/slider
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- creating new pages for businesses ... uploading new content
- finding better images and switching out when available (all sections)
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- designing email blasts for various events (relating to cool deals / informative event info)

*Shelley Fallon*

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

fallonmultimedia.com





# North Lake Tahoe September Recap

Public Relations   Content Marketing   Design   Social Media

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# Key Themes: July - September

- Position As: The Premier Recreational, Wedding and Meeting Destination
- FAM trip outreach for fall
- Key Messages
  - Bay Area: work/life balance
  - Southern California: drive just a little bit farther; cool deals
  - Sacramento: beat the heat
  - Peak Your Adventure
  - Human Powered Sports
- Destination Outreach (direct flight markets): Oregon, Arizona, San Diego
- Continue targeted press release distribution, driving readers back to [GoTahoeNorth](#)
- Local, regional and national promotion for upcoming events
- Content Marketing
  - Blog
  - Newsletter
  - Various Press Releases
- Long lead pitching for fall: shoulder season, leaf peeping , meetings



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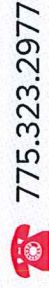


# Key Themes: July - September

## Campaign: Human Powered Sports

### Tactics:

- eBook: A Guide to Human Powered Sports
- Social Media Quiz: If you were a North Lake Tahoe human powered sport, what would you be?
- Social Media: Highlight visual aspects of campaign across all channels using branded imagery (Instagram, Pinterest, Facebook, Twitter)
- YouTube: Create four “how-to” videos (Paddle Boarding, Mountain Biking, Aerial Fabrics, Kayaking)
- Blogs/Newsletter/RMC Newsletter: Each with content geared toward campaign
- Infographic: A shareable infographic that highlights statistical information related to human powered sports (Paddle Boarding, Biking, Aerial Fabrics, Hiking)



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# September Campaign Plan

## Primary Goals & Objectives

- Wrap Human Powered Sports Campaign
- Continue destination outreach targeted towards fall and winter events + activities

## Talking Points & Messaging

- Fall in North Lake Tahoe
- TahoeART Month
- Autumn Food & Wine (9/5 - 9/7)
- Tahoe Fall Classic (9/13 - 9/14)
- IRONMAN (9/21)

## Social Media

- Launch an Instagram challenge to bring heightened awareness to the #PeakYourAdventure

## Content Marketing

- Monthly Newsletter
- Blogs for GoTahoeNorth:
  - Kayaking in North Lake Tahoe
  - Lake Tahoe Autumn Food & Wine
  - SUP Yoga in North Lake Tahoe
  - Leaf Peeping in North Lake Tahoe
- Press Releases:
  - Grant Funding
  - IRONMAN Community Meeting
  - Chamber Breakfast
  - Autumn Food & Wine



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# Public Relations: September Results



Destination: Lake Tahoe Beyond  
the Blue

*Sure, Lake Tahoe is a looker. But there's a world of beauty beyond its shores, too, especially in the gloriously gaudy days of autumn.*

BY TINA LASSEN



play



**Total Number of September Placements: 30**

**Regional vs. National: 20/10**

**Impressions: 1,375,528**

### Placement Highlights:

- Capital Public Radio (TahoeART Month)
- Endless Vacation (Human Powered Sports)
- NBC Bay Area (Autumn Food & Wine)
- San Diego Magazine (Human Powered Sports)

### Pending Placements:

- Hemispheres Magazine (Winter Issue – What's New in Skiing)
- San Francisco Chronicle (fall in North Lake Tahoe)



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# Public Relations: NYC Desksides

**Total Deskside Visits: 16**

**Publication:** American Spa  
**Pitch:** Spas around North Lake Tahoe - new treatments/renovations

**Publication:** Travel + Hospitality Group  
**Pitch:** What's new around the lake - properties that provide incentives to travel agents

**Publication:** Travel + Leisure  
**Pitch:** Lodging, Images, Holiday

**Publication:** Conde Nast Traveller  
**Pitch:** Ski, Renovations, Natural History

**Publication:** Vogue  
**Pitch:** Art around the lake, cultural history, renovations

**Publication:** AFAR  
**Pitch:** How to plan the perfect Tahoe vacation

**Publication:** Martha Stewart Weddings  
**Pitch:** Wedding inclusion needs, destination wedding feature, local gift giving

**Publication:** China Elite Focus  
**Pitch:** Travel for affluent Chinese tourists

**Publication:** Wine Spectator  
**Pitch:** Restaurants with great wine lists, lodging around the lake

**Freelancer:** David Perry  
**Pitch:** Adventure, thrill-seeker, snow bunny

**Freelancer:** Jeanine Barone  
**Pitch:** Rediscovering the hidden side of Tahoe

**Freelancer:** Stefani Jackenthal  
**Pitch:** Adventure travel, "doing the IRONMAN your way"

**Freelance:** Clint Brownfield  
**Pitch:** Wedding/Honeymoon Destination, Luxury Travel



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# Public Relations: FAM Trip Coordination

## Completed:

### Outlet: Recipe Girl

Angle: Tahoe/Reno foodie Destination

Who: Lori Lange

Trip Date: 9/13

Run Date: TBD

### Outlet: Endless Vacation

Angle: Destination Piece

Who: Tina Lassen

Trip Date: 8/14

Run Date: TBD

### Outlet: Awareness Magazine

Angle: Green travel

Who: Ann Nelson

Trip Date: 9/11-9/14

Run Date: October

### Outlet: San Francisco Chronicle

Angle: Fall travel + Human Powered Sports

Who: Alec Scott

Trip Date: 8/28-8/30

Run Date: TBD

## Upcoming:

### Outlet: Freelancer

Angle: Nevada Destination

Who: Myscha L. Theriault

Trip Date: 9/29-10/2

Run Date: TBD

### Outlet: Freelancer – Yahoo! Travel

Angle: Biking around Tahoe

Who: Bill Fink

Trip Date: 9/24-9/25

Run Date: September 2014

### Outlet: Trekaroo

Angle: Family/dog friendly travel

Who: Kristine Dworkin

Trip Date: 10/17-10/19

Run Date: TBD

## Outlet: Freelance

Angle: Destination, HPS

Who: [7175832077](https://www.instagram.com/7175832077)



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Trin Date: 8/20





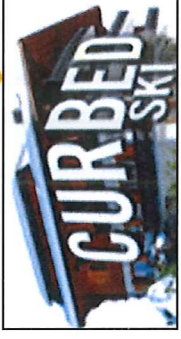
# Human Powered Sports: Campaign Results

- Campaign Placements: 13**
- PlayBuzz (Homepage): 7/15
  - Skift: 8/15
  - Visual.ly: 8/20
  - NBC Bay Area: 8/21
  - VisaIstan: 8/21
  - Curbed Ski: 8/27
  - NNBW: 8/25
  - Tahoe Bonanza / Sierra Sun: 9/3
  - KOLO: 9/3
  - Endless Vacation: Fall 2014 Issue
  - San Diego Magazine: September Issue
  - Sherman's Travel
- Pending:**
- San Francisco Chronicle
  - Times Community Newspapers



**North Tahoe's Human-Powered Sports Tips**  
Paddleboarding, mountain biking, and yoga get the love in a new photo-filled eBook.  
By Alana Gray Pender | Tuesday, Aug 21, 2014 | Updated 12:19 PM PDT  
View Comments (0) | Email | Print | Tweet | Facebook | Recommended | Share | 44 | 8-1 | 0

Lake Tahoe Wants to Teach Travelers How to Have Fun Outdoors



**Where to Work off that Wine**  
BY CHRISTINA GRLOFSKY PAGE  
Published: 20/14 08:21:05 PM

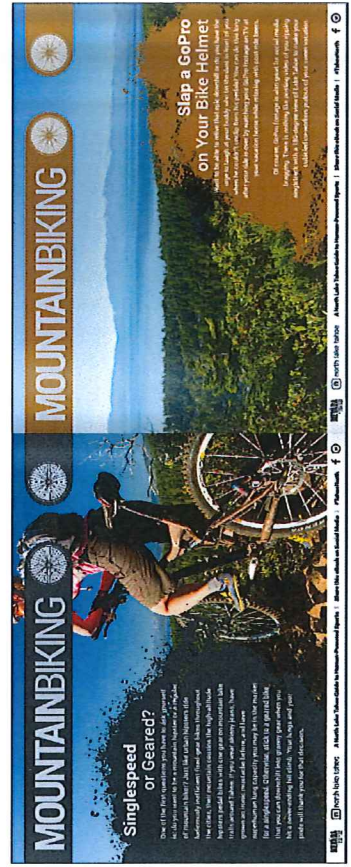
Facebook | Twitter | LinkedIn | Email | Print







# HPS Campaign Tool: eBook



<b>Results:</b>	Total Views: 893
Total Likes: 916	Total Impressions: 16,895
Total Shares: 60	

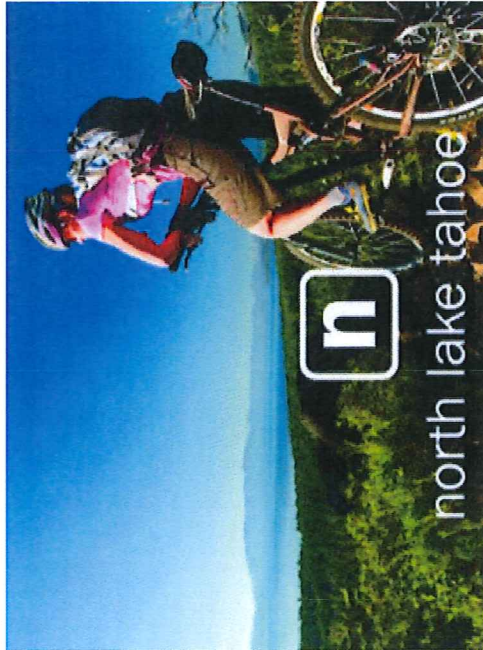




# HPS Campaign Tool: Quiz

## Which Summer Activity Are You?

Created By **NLT** on July 15, 2014



**LET'S PLAY!**

Ever wonder what sporting activities are considered "human-powered?" Or better yet, which one you would be? Discover how to best spend your summer in North Lake Tahoe with this quiz and get outside!

### Results:

- Total Shares: 2,300
- Total Comments: 30

**North Lake Tahoe**  
Posted by Allegra Demajian [?] · 22 August · Edited [?]

Are you a kayaker? Or more of a hiker? Find out with our quiz:  
<http://bit.ly/1qparZI>

Like · Comment · Share

2 Shares

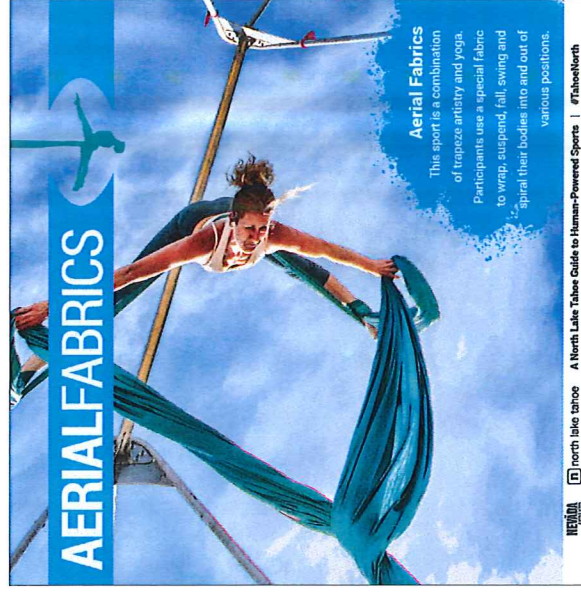
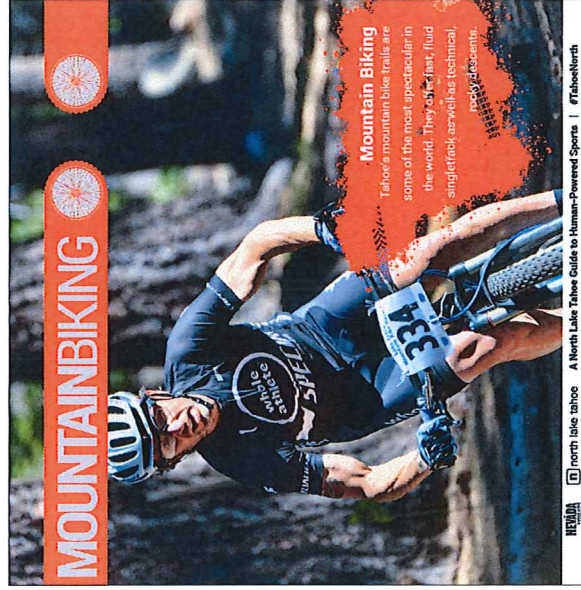
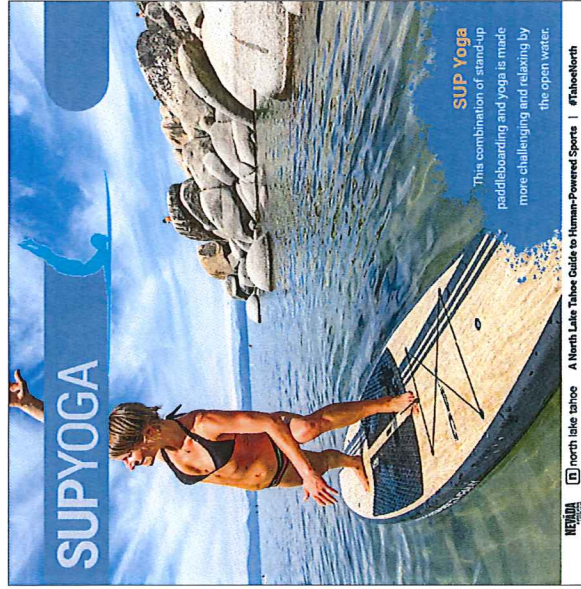
Pam Vulle, Sobelo Emile and 132 others like this. Top Comments

Write a comment...





# HPS Campaign Tool: Images for Social Media



## Results:

- Total Graphics: 8
- Total Shares: 10
- Total Comments: 30
- Total Likes: 424



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# HPS Campaign Tool: How-To Videos



Kayak Video: [HERE](#)  
 Views: 12,368  
 Impressions: 21,202



Mountain Bike Video: [HERE](#)  
 Views: 6,878  
 Impressions: 10,198



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# HPS Campaign Tool: Infographic

**A North Lake Tahoe Guide to Human-Powered Sports**

**SUPYOGA**  
 The combination of stand up paddleboarding and yoga to make more core strength by the sport water.  
 90 MINUTES  
 The typical class length is 90 minutes. The average number of participants is 10-15 people.

**AERIAL FABRICS**  
 This sport is a combination of trapeze artistry and yoga. It involves suspended, full, rope and aerial trapeze bars and use of various positions.  
 12 AERIAL FABRICS  
 Average height weekly.  
 18 FEET  
 Height of a line standing rig.  
 72-84 INCHES  
 The average width of fabric.  
 18-35 FEET  
 Vertical distance that aerial performers work with.

**MOUNTAINBIKING**  
 Tahoe's mountain bike trails are some of the most spectacular in the world. They offer fast, fluid singletrack as well as technical, rocky descents.  
 126 miles  
 of marked trails around North Lake Tahoe.  
 20.2  
 miles  
 The average distance of a trail loop.  
 8,740 feet  
 elevation gain of the Tahoe National Forest.  
 1,000 calories  
 burned during a 30-mile bike ride.  
 72 miles  
 around Lake Tahoe.  
 7+  
 road bike races each summer.

**PADDLEBOARDING**  
 Paddleboarding, whether done sitting or standing, can be an incredible, meditative workout on the beautiful backstop of North Lake Tahoe.  
 12+ locations where you can paddleboard.  
 11 SUP races around Lake Tahoe each year.  
 31,680  
 paddleboards to stretch around the perimeter of the lake.

**HIKING**  
 Lacing up a pair of boots and walking into the wilderness is one of the most popular activities in Lake Tahoe.  
 165 miles  
 of the Tahoe Rim Trail.  
 Highest peak in NLT is Mount Rose at an elevation of 10,776 feet.  
 1,600 people  
 have completed the 165-mile Tahoe Rim Trail.

**DISCGOLF**  
 Participants throw discs toward a disc golf basket that acts as the hole. Just like golf, the goal is to throw the disc into the basket in the fewest number of throws.  
 8 disc golf courses in North Lake Tahoe.  
 65 discs  
 The average number of discs used in a round of disc golf.

A North Lake Tahoe Guide to Human-Powered Sports | #TahoeNorth  
 theabi agency  
 NEVADA

**Results:**

- Total Likes: 492
- Total Shares: 38
- Total Comments: 10

# Social Media: September Results

## Facebook Data

- Total Number of Likes: 89.44k
- Gained in September: 4.5k
- Gender Demographic : 61% female; 39% male

## Location Demographic:

- 79.1k Impressions: Los Angeles, CA
- 59.6k Impressions: Sacramento, CA
- 33.1k Impressions: Reno, NV
- Highest Activity: Friday

## Instagram Data

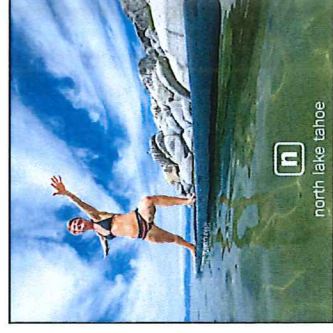
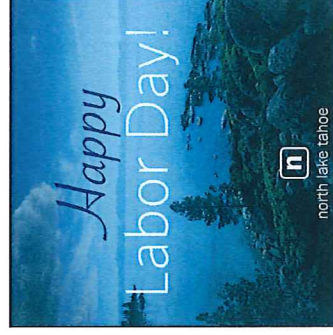
- Total Number of Followers: 2,223
- Gained in September: 226
- Total Photos: 324

## Twitter Data

- Total Number of Followers: 8,951
- Gained in September: 327
- Mentions: 111
- Link Clicks: 279
- Re-Tweets: 92
- Demographic: 59% male; 41% female


## Design:

Various branded graphics for social sharing: 14





**GROUP REPORT** from August 21, 2014 - September 16, 2014

 @TahoeNorth

 North Lake Tahoe

**GROUP STATS** across all Twitter and Facebook accounts

Incoming Messages	38,504		<b>38,596 INTERACTIONS</b>  BY <b>29,045 UNIQUE USERS</b>  <b>1,648,810 IMPRESSIONS</b> 
Sent Messages	159		
New Twitter Followers	327		
New Facebook Fans	4,468		

**TWITTER STATS** across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **59%** MALE FOLLOWERS  **41%** FEMALE FOLLOWERS

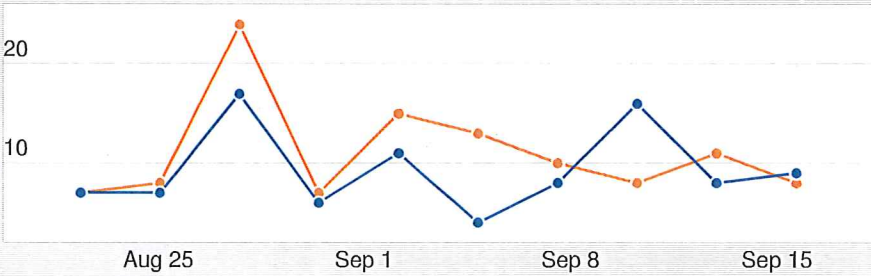


TWITTER STATS

**+ 327**  
New Twitter Followers in this time period

 **279** Link Clicks  **111** Mentions  **92** Retweets


DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

**T** 41 Plain Text

 44 Links to Pages

 6 Photo Links



# FACEBOOK STATS across all Facebook pages

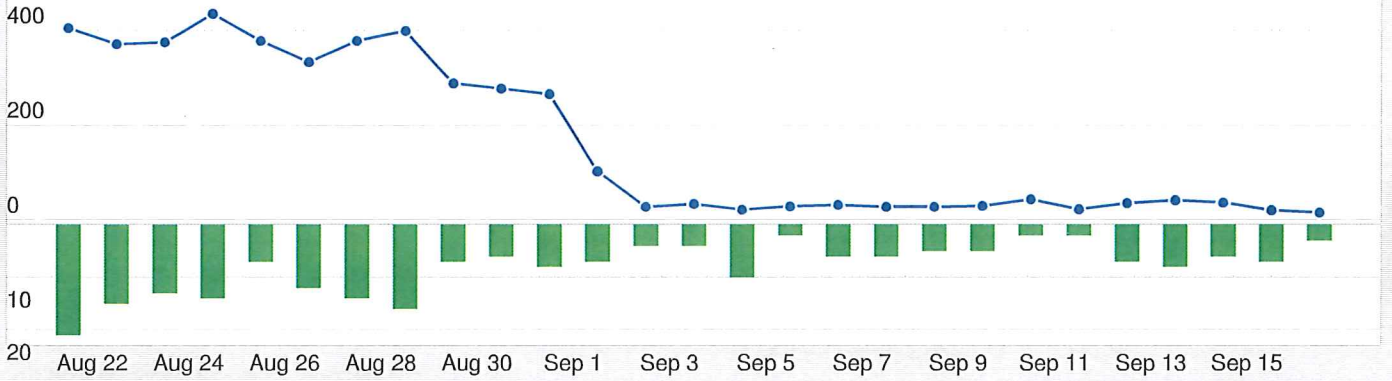


## My Facebook Pages

89.44k Total Likes, and 7.04k people talking about this

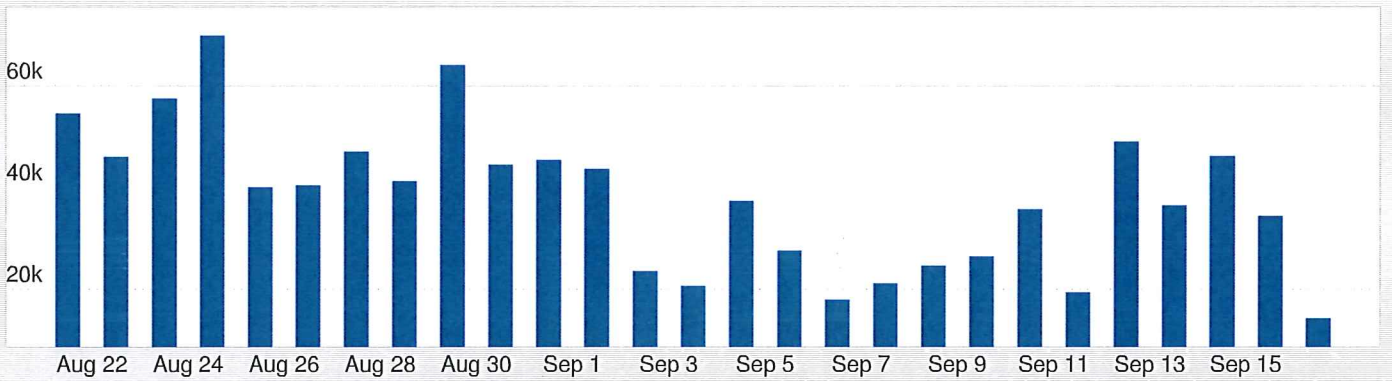
New Fans 4.5k Unliked your Page 217

### FAN GROWTH

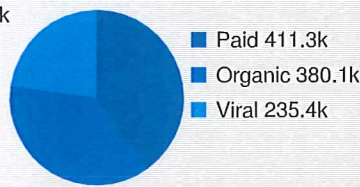
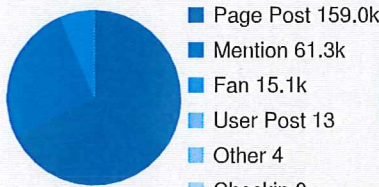


### PAGE IMPRESSIONS

Impressions 1.0m by 614,752 users



### IMPRESSIONS



### BY DAY OF WEEK

Day	Avg	Total
Sun	45.6k	182.6k
Mon	35.7k	142.6k
Tue	26.2k	104.6k
Wed	34.4k	103.3k
Thu	38.1k	152.4k
Fri	46.7k	186.7k
Sat	39.1k	156.3k

### IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

#### AGE & GENDER

Age Group	Male	Female
13-17	1.3k / 1.8k	
18-24	27.3k / 41.1k	
25-34	75.3k / 114.5k	
35-44	65.7k / 102.7k	
45-54	34.5k / 58.7k	
55+	21.9k / 42.2k	

#### TOP COUNTRIES

Country	Impressions
United States	559.9k
Mexico	5.1k
United Kingdom	4.8k
Canada	2.5k
Germany	1.9k

#### TOP CITIES

City	Impressions
Los Angeles, CA	79.1k
Sacramento, CA	59.6k
Reno, NV	33.1k
San Diego, CA	29.5k
Stockton, CA	13.7k

