



September 2017

Departmental Reports
for August

August 2017 Conference Report

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

Staff conducted a site visit with TW Metals. This company is considering Resort at Squaw, Hyatt Lake Tahoe and Edgewood Tahoe for two programs. One program is their March 2018 Operations Meeting for 46 people; 46 rooms on peak and 184 room nights. The second program is their global sales meeting in January 2019 for 120 people; 120 rooms on peak and 480 room nights

Staff conducted site visit with Kestra Financial. This company is considering Ritz Carlton Lake Tahoe, Hyatt Lake Tahoe and Edgewood Tahoe for a September 2018 program. 55 rooms on peak; 170 total room nights.

Staff hosted lunch for the meeting planning team from TESSCO Technologies at the Incline Championship Golf Course. TESSCO has used North Lake Tahoe for a number of meetings in the past and are considering us again for multiple programs in 2018.

Staff hosted a site visit for the Lawyer Pilots Bar Association. LPBA is considering North Lake Tahoe for their June 2018 meeting. The program will generate 180 room nights and over \$50,000 in revenue.

Staff hosted a site visit for Learning A-Z. Learning A-Z is considering North Lake Tahoe for their Summer Sales Meeting in July 2018. The meeting will generate over 650 room nights and well in excess of \$200,000 of room, food and beverage revenue.

Staff attended a bid strategy meeting for Mountain Travel Symposium. North Lake Tahoe has submitted a bid to host the 2020 and 2021 Symposiums. MTS brings together the top ski tour operators and group planners in the country and is an incredible opportunity to display the North Lake Tahoe product. North Lake Tahoe will be selected for one of the years. The potential future business from this event is in the millions of dollars.

Staff had a conference call with Lori Pearson from Holland-Parlette Association Management. Lori's client the Pacific Dermatologic Association is considering North Lake Tahoe for their 72nd Annual Meeting in July 2020. The meeting will generate approximately 520 room nights and over \$160,000 in revenue.

Staff hosted 14 clients with our hotel partners Ritz Carlton, Resort at Squaw Creek and Plump Jack Squaw Valley Inn at San Francisco Giants Game. Attending this event were the following clients:

- Randall Johnson, Fenwick & West (North Lake Tahoe CVB)
- Paul Miller, HPN (North Lake Tahoe CVB)
- Jessica Boelber, Corporate Traveler (North Lake Tahoe CVB)
- Marita Villarina, DHL Express (Plump Jack Squaw Valley Inn)
- Alexander Lapuyade, Google (North Lake Tahoe CVB)
- E Choi-Yuen, Cisco Meraki (Plump Jack Squaw Valley Inn)
- Amal Saleh, Cisco Meraki (Plump Jack Squaw Valley Inn)
- Lauren Breuning, Reddit
- Sarika Sheth, 38 North Connections
- David Moffet, Zuora (Ritz Carlton)
- Helen Lawrence, Zuora (Ritz Carlton)
- Cathy Caputo, Google (Resort at Squaw Creek)

Lisa Jarvis, Conference Direct (Ritz Carlton)

Staff attended Connect MarketPlace Corporate in New Orleans. Connect is the premier hosted-buyer event that brings together the most active planners, suppliers and experts in CORPORATE, ASSOCIATION, SPECIALTY, EXPO, and SPORTS meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. Staff had the following 31 one-on-one appointments:

1. Brian Melton, VP Global Accounts at ConferenceDirect
2. Anne-Marie Caltagirone, Senior Event Planner at Tech Data Corporation
3. Kim Paszek, Executive Assistant to the President at TW Metals, Inc.
4. Terra Lewis, Manager, Global Accounts at HelmsBriscoe
5. Katie Leonard, Business Development Coordinator at Latham & Watkins
6. Jan Hennessey, Director, Events at AssetMark
7. Melissa Lamb, Development Manager at SMC3
8. Sharon Williamson, Senior Global Project Manager at ConferenceDirect
9. Ana Lowry, Senior Event Manager at Nerium International
10. Karen Schwartz, Administrator at Real Property Law Section, State Bar of Michigan
11. Connie Gutierrez, Director of Meetings at Meetings & Concierges Source
12. Amy Amend, Meetings and Events at tops Software
13. Pamela Prefume, Executive Assistant/Meeting Planner at WESCO Distribution
14. Cynthia Nelson, Corporate Planner at Rave Restaurant Group
15. Gretchen Yoder, Events Sourcing Manager at Penton Media
16. Renee Fong, Director of Conferences and Events at FIRST at Goldman Sachs
17. Afamia Murray, Events Marketing Manager at Informa
18. Darell Stokes, V.P. of Strategic Sourcing at Prestige Global Meeting Source
19. Liz Polom, Event Coordinator at Keller Williams Realty, Inc.
20. Kim Hentges, CMP, Senior Planner, Events & Incentives at Lennox Industries
21. Elizabeth Weimer Weimer at SiteSearch
22. Michelle Scott, Executive Asst/Corporate Event Planner at AZZ incorporated
23. Jason Morrison, VP Marketing and Events at FED-COMM International, Inc.
24. Daniel Vicini, Contract Specialist at McKesson Corporation
25. Lindy Clark, Event Manager III at Sprint
26. Debbie Schuler, Meeting Planner at Great Escapes, ETC
27. Jennifer Barron, Manager, Event Planning at NuVasive
28. Yvonne Escudie, Sr. Sourcing Specialist at EMC Venues
29. Leila Conner, Manager, Global Accounts at HelmsBriscoe - Site Selection
30. Diane Favia, Manager Global Accounts at Helmsbriscoe.com
31. Jennifer Herring, Vice President at NHS Global Events

Staff attended two sales & marketing meetings with the North Lake Tahoe and Incline Village team. During these meetings staff discussed upcoming projects, travels, events, key bookings and budget.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of February, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



Leisure Departmental Report
July & August Marketing Committee Meeting
9.2617

TRAVEL TRADE INFORMATION:

- Site Visits:
 - Hotel Beds – July 11-13th
 - Price Travel, Mexico – July 27-28th
 - AAA – August 3-4th
- Marketing Collaboratives that are underway:
 - **Morris Media, Australia:** This program includes a feature in the North American Ski Magazine as well as the following digital pushes: website leaderboard, website leader of the week, newsletter feature of the week, website video of the week (completed twice). Program runs August-November in Australia. Program currently in process
 - **Travel Plan, Australia:** Exclusive newsletter to going out second week of September.
 - **Inthesnow.com,** UK's largest Ski Publication. June-August program, which includes the following: creating a destination showcase on the website, social media promotion of NLT, newsletter sent out to the 140K database, dedicated section of the home page. Launching 2nd week in September.
 - **Price Travel & Best Day Travel:** Partnering with the RSCVA on a Best Day Travel & Price Travel Winter Sales Blitz, launching September 15th. The work has been on going developing Reno Tahoe pages on both websites, getting hotels and activity providers rates loaded and generating online trainings for agents. See the attached document for the details on the partnership.
 - **Blue Powder Tours, Australia:** Launching ski sales push with our Northstar and Squaw Valley
 - **Out & About Kids, Australia:** Purchased full page advertorial with Squaw Valley to promote the best spring/summer resort towns.
- Additional Sales Efforts:
 - Working with the Tahoe Biltmore on two New Zealand sales promotions through Travel Nevada
 - Working with Viator to increase activity product
 - Working with Bonotel to increase activity product
 - Working with Hayes & Jarvis, UK to increase activity product
 - Gate 7 completed a New Zealand Sales Mission. Bart is following up with, Travel & Co, Ski Travel Specialists, Snowcapped, AMPED and House of Travel.
 - Working with G Adventures to add North Lake Tahoe to itineraries

- Signed up for Visit California's China Co-op marketing program. This will be our third year pushing NLT through this China effort. Launches in September.
- Sent out Visit California Hainan Airlines sales/marketing incentive. Free to all hotels/activity providers

TRADESHOW INFORMATION:

- Visit California UK & Ireland Sales Mission – July 8-16th
 - Successful Mission. Currently working with BA holidays to get Hotel Beds Sure2Care documents set up to launch more product. See attached sales mission leads.
- Upcoming Sales Missions:
 - Attending Destination Marketing West Conference, September 26-29th
 - Partnering with the RSCVA on an LA Sales Mission October 8-13th
 - Partnering with RSCVA & Travel Nevada on joint Mexico Sales Mission, October 22-27th
 - Upcoming Travel Nevada Roadshow in SF, LA & San Diego. NLT has collected prizes to be handed out.

TRAVEL TRADE FAMS

- Biggest Little City Reno FAM July 25-26
- Australia Summer FAM, August 20-21st with lodging at Granlibakken and activities at Squaw Valley and solar eclipse kayak with Tahoe City Kayak.
- Austria FAM, September 10th
- Next upcoming FAM: Volaris/Best Day Travel FAM: October 6-9th

MISC:

- Working with THS Visuals on a 360 video filed at Sand Harbor for the Reno Tahoe Territory
- Travel Nevada Partner Portal now features North Lake Tahoe
- Working with Conference Sales Department on 2020/2021 MTS RFP
- Met with hotels and new activity providers in NLT to assist in next steps with tour operator contracts.
- Started the process of analyzing the VisaVue Data. See the below chart for 2016 data re-cap.

VisaVue International Data

Statistics 2016:

- \$4,424,824 spent
- 2.6% growth
- Average cardholder spend: \$252.95
- Lodging came in as the #1 market for spend at \$1.6 million
- Entertainment & Travel was 2nd at \$0.9 million
- Restaurants was 3rd at \$0.6 million

Top Country By Spend (\$)	Top Country by Cardholder Count (# of people)
United Kingdom	Canada
Canada	United Kingdom
Australia	Australia
China	Germany
Mexico	France
France	China
Germany	Mexico
Switzerland	Argentina
Brazil	Switzerland
Singapore	Ireland

Top Countries w/data	Growth by \$ spend	Growth by # of people
United Kingdom	8.99%	1.9%
Canada	-10.55%	-3.4%
Australia	-0.9%	10.2%
China	20.3%	-1.4%
Mexico	18.5%	5.7%
Grance	-4.9%	12%
Germany	-2.4%	15.4%

VisaVue International Data Q1 & Q2 2017

Statistics Q1 2017(January –March)

- \$1,895,367in international spend
- 24.7% growth y/y
- Average cardholder spend: \$353.15
- Lodging came in as the #1 market for spend at \$0.6 million
- Entertainment & Travel was 2nd at \$0.6 million
- Restaurants was 3rd at \$0.2 million

Top Country By Spend (\$)	Top Country by Cardholder Count (# of people)
Canada	Canada
United Kingdom	United Kingdom
Australia	Australia
China	China
Argentina	Argentina
New Zealand	Mexico
Mexico	France
France	Germany
Brazil	New Zealand
Singapore	Brazil

Statistics Q2 2017(April – June)

- \$908,012 in international spend
- 41% growth y/y
- Average cardholder spend: \$212.50
- Lodging came in as the #1 market for spend at \$0.4 million
- Restaurants was 2nd at \$0.2 million
- Entertainment was 3rd at \$0.1 million

Top Country By Spend (\$)	Top Country by Cardholder Count (# of people)
Canada	Canada
United Kingdom	United Kingdom
Australia	Germany
China	China
France	Australia
Germany	France
Switzerland	India
Japan	Mexico
Mexico	Japan
New Zealand	Ireland



Visit California Trade Mission 2017

London, Dublin and Manchester

Visit California Delegate Briefing – Radio Bar, ME Hotel

Visit California brought the weather for the UK & Ireland 2017 Sales & Media Mission and kicked off the week with some rare London sunshine at the Delegate Briefing. Held on the rooftop at the ME Hotel in Central London, the delegates enjoyed a Welcome Networking Breakfast whilst being guided through a history of London's skyline by a local historian. Visit California CEO Caroline Beteta provided the opening remarks and welcomed Visit California's largest ever Mission delegation, before the group heard from Anette Kaiser-Rott, Visit California's new Director of Europe & India Marketing, on a number of updates including All Dreams Welcome and Highway 1. The UK team update touched upon Visit California's continued partnership with British Airways, upcoming Camp Bestival activation and trade and PR activities. The briefing closed with a mindfulness session to get the group focused for the week ahead.



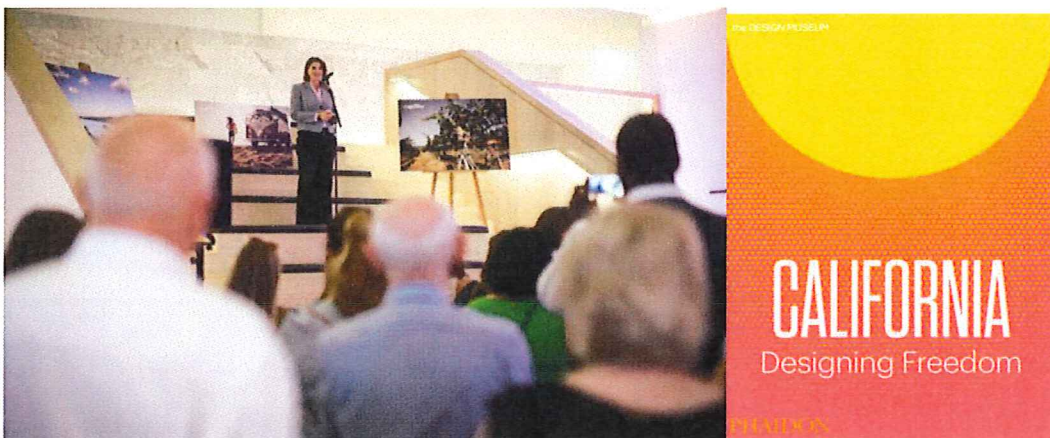
London Product Managers Meetings – Somerset Terrace, Somerset House

The delegation moved on to the terrace at Somerset House, where we welcomed 23 Product Managers from a spectrum of tour operators across the south of England. Enjoying the unseasonably warm London weather, delegation enjoyed as many as 17 five-minute speed networking meetings over Californian wines, artisan pizza and charcuterie boards. Some of the key operators represented on the day included BA Holidays, Kuoni, Flight Centre, Hayes & Jarvis, Trailfinders and US Airtours.



VIP Event - The Design Museum

Our VIP event was a chance to see The Design Museum's highly acclaimed *Designed in California* exhibition, part of a recent partnership with Visit California. Delegates and trade guests were bused over from Somerset House in a vintage London Routemaster bus with a champagne reception on-board, before being greeted with canapes and a live pianist. Our media and product manager guests heard from Celeste Bright, Partnerships Director at the museum and Caroline Beteta, before the prize draw in which TTG Deputy Features Editor Abra Dunsby-Sircana won the grand prize of 11 nights in California. Guests were treated to guided tours and learnt more about the areas of the state which inspired the exhibition through a Visit California handbook that had been specially created for the evening and which is attached for your reference as a pdf.



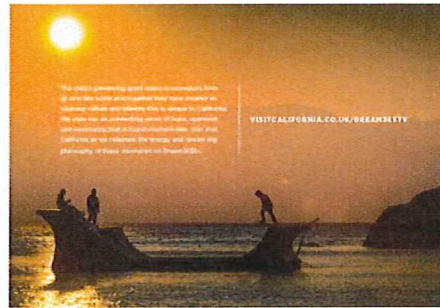
LOS ANGELES' version of liberation through design has always been "rock and roll" according to the exhibition's lead curator Justin McGuirk. This pursuit of pleasure is never more prevalent than when watching the skaters roll with their plates by VENEZIA DESIGN, or when beyond the borders of the open road. Los Angeles may be the only global city in the world who's economy is not built on commerce or traditional industry, but on the creation of pleasure through music, film and the arts.



THE EVOLUTION OF THE SKATEBOARD DECK
MILWAUKEE, WISCONSIN



SEMI-TRUCKS AND PETER FORD'S BOB THROUGH THE DESERT
LOS ANGELES, CALIFORNIA

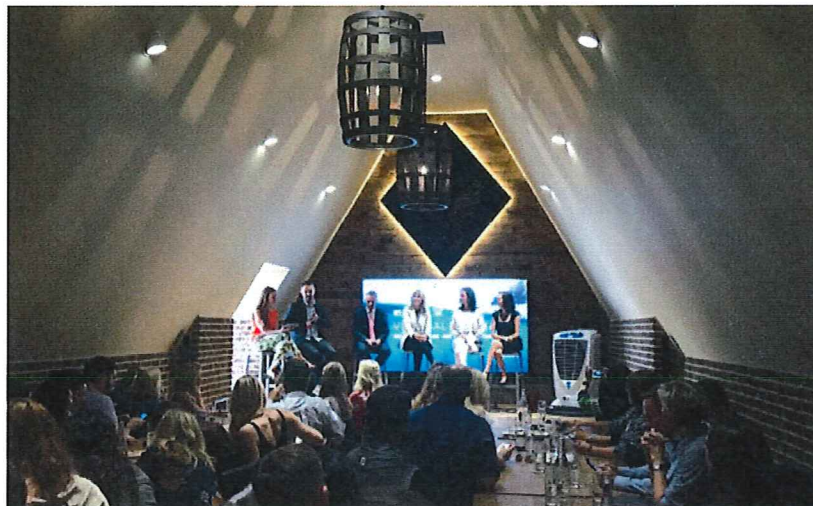


Irish Industry Panel Discussion – Teeling Distillery

This year the mission included a specific Irish market overview, with a particular focus on the Irish broadcast landscape. The panel, held at Teeling Whiskey Distillery, kicked off with a Q&A session led by Travel Trade Director Mark Meredith and PR Director Emma Westman, before opening up to questions from the delegates. Our expert panellists were:

- Fionn Davenport (Presenter, RTE & Irish Times)
- Mary McKenna (MD, Tour America)
- Jenny Rafter (Head of Business Development, Aer Lingus)
- Ciara Foley (MD, Platinum Travel)

After the overview the delegates went on a tour of the distillery before sitting down to a tasting.



TravelMedia.ie's Summer Soiree – Shelbourne Hotel

Visit California attended TravelMedia.ie's annual USA Summer Soiree at the Shelbourne Hotel, where the trade track welcomed VIP guest Mary McKenna of Tour America. Reece Smyth, Chargé d'Affaires at the U.S Embassy in Ireland, Dee Burdock, Chair of the Visit USA Committee Ireland and Cormac Meehan, President of the Irish Travel Agents Association were among the special guests.

Rise and Shine Brunch – Zozimus

Visit California and Aer Lingus hosted a Rise and Shine Brunch in central Dublin. The event allowed for the opportunity to mingle with media and trade guests in a relaxed atmosphere, with breakfast smoothies and cocktails, a California food station and live music. Each delegate had a speaking opportunity to highlight their destination and Visit California hosted a 'library' of reading materials. Joan Scales, Travel Editor at the Irish Times, was the lucky winner of two Aer Lingus flights to LA.



Manchester Agent Roadshow – The Whitworth Gallery

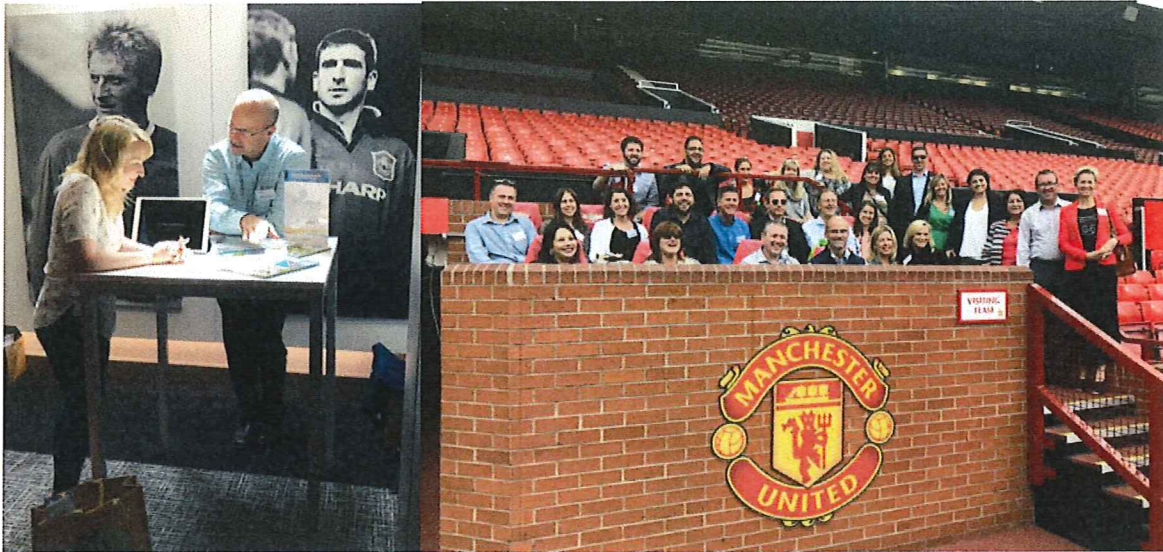
Touchdown in Manchester and it was quickly on to meet travel agents from the north-west. The stunning Whitworth Gallery Café played host to 30 travel agents, all keen to learn more about the Golden State. As the evening sunshine poured in through the floor to ceiling windows agents moved around the room and even enjoyed California-inspired food to accompany their meetings. Diane Selby was there representing Virgin Atlantic who along with Thomas Cook have increased the airlift to San Francisco via Manchester.

There were a number of fantastic prizes given away on the night, but perhaps most happy was Tom Aldred from Flight Centre who walked away with the grand prize of a 17 night holiday to California. We were particularly happy for him upon learning that he had never even been to the U.S.A.



Manchester Product Managers – Old Trafford

Thursday morning brought a visit to Old Trafford – home of Manchester United, the most decorated soccer team in England and one of the most famous in the world. The delegation were joined by product and marketing representatives from a handful of select tour operators from the luxury, B2B and tailor made sectors, providing interesting and varied meetings throughout the morning. Some tour operators stayed on for what was an incredibly fun and insightful tour of the ground, which even included a team talk in the home dressing room.



California Craft Beer Evening – CRATE Brewery

UK craft beer club Beer52 hosted an evening to celebrate the California craft beer scene and the brew-club's recent partnership with Visit California. 250 club members turned out for a tasting flight from Firestone Brewery in Paso Robles and food from Lords of Poke food truck, before seeing a sneak-peek of the upcoming 'Christmas in California' Beer 52 take over, due out later this year. The event was a new addition to the traditional Mission activities and offered delegates the chance to interact with consumers and talk to them about their destination. The evening also showcased a side of London that most of our delegates hadn't been to before; CRATE Brewery in Hackney Wick, east London - with many remarking on the similarity to the hipster vibe of Oakland, California!

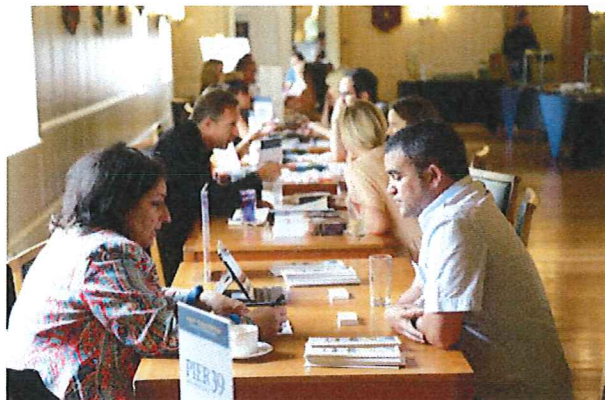


London Agent Roadshow – Tower of London

The final day of the Mission saw the delegation descend on one of London's most famous and historic landmarks, for a day of travel agent training. Two sessions of 6 minute speed-training meetings sandwiched a lunch hour during which attendees were encouraged to network and continue conversations they may have started that morning. Some snuck out to enjoy the historic surrounds, whilst others waited until after the now customary California wine hour to enjoy seeing the crown jewels and other spectacular sights around the Tower.



The 39 travel industry attendees represented a plethora of organisations including US Airtours, Not Just Travel, Turquoise and a particularly strong contingent from Travel Counsellors. The lucky winners on the day were Adam Bernard from Travel Planners who won a place on the upcoming 10th Anniversary SuperFAM and Tom McKee from Turquoise Holidays who will soon be heading off on a spectacular holiday to California.



First	Last	Company	Email
Alex	Clayton-Langton	Audley Travel	Alex.Clayton-Langton@audleytravel.com
Cath	Pusey	America as You like it	cath@americaasyoulikeit.com
Jenny	Morris	Abercrombie & Kent	jimorris@abercrombiekent.co.uk
Dave	Lorch	Original Travel	dave@originaltravel.co.uk
Will	Boocock	Original Travel	will@originaltravel.co.uk
Dominique	Kotsias	Flight Centre	Dominique.Kotsias@flightcentre.co.uk
Isobel	Bannister	STA Travel	Isobel.Bannister@statravel.com
James	White	Best at Travel	james.white@bestattravel.co.uk
Jane	Poyser	Trailfinders	janep@trailfinders.com
Karen	Niven	Bon Voyage	karen.niven@bon-voyage.co.uk
Kathy	Farahat	Travelsphere	Kathy.Farahat@travelsphere.co.uk
Matt	Rains	Ocean Holidays	matt.rains@ocean-holidays.co.uk
Malcolm	Davies	Funway Holidays	mdavies@funway.co.uk
Tom	Waite	Kuoni	Tom.Waite@kuoni.co.uk
Olivia	Moss	BA Holidays	olivia.moss@holidays.ba.com
Karen	Stride	BA Holidays	karen.stride@holidays.ba.com
Tim	Greathead	Premier Travel	tim.greathead@premierholidays.co.uk
Andrew	Pickering	Thomas Cook	Andrew.Pickering@ThomasCook.com
Scott	Humble	Last Minute.com	shumble@lastminute.com
Dominic	Hodson	Purely Travel	dominic@purelyamerica.co.uk
Charlie	Adams	Hayes & Jarvis	Charlie.Adams@travelopia.com
Linda	Dixey	USAirtours	ldixey@usairtours.co.uk
Katrin	Rummer	Wexas	Katrin.Rummer@wexas.com

Total Attendance	23
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2017-2018 Reno Tahoe Mexico Tourism Sales Co-Op

The RSCVA would like to invite Travel Nevada and North Lake Tahoe (NLTVA) to participate in the **2017-2018 Reno Tahoe Mexico Tourism Sales Co-Op**. The partnership includes representation in three separate activities in the Mexican/Latin American market.

Volaris Vacations/Best Day Travel Co-Op 2017

- Will run September – December 2017, specifically promoting winter ski and spring months.
- Includes banners, email marketing, Kiosks AAA and Kiosks AA, AdWords, managed by Best Day, Animated and Video managed by Best Day.

Total Value: \$56,500

Price Travel Co-op 2017 - 2018

- Will Run December 2017 – February 2018, specifically promoting ski and spring months for travel
- Includes media outlets for Pricetravel.mx, Social media mix, Kiosk Mexico City and Guadalajara, Travel Inn (B2B). Media outlets will use banner adds, mailings, landing pages, and several Social Media outlets.

Total Value: \$22,693

Mexico Sales Mission

- RSCVA will coordinate/manage with help and input from Travel Nevada and North Lake Tahoe. RSCVA will hire a company in Mexico to help secure all facilities and activities.
- Length and dates of Mission TBD, but will be in the Fall of 2017 to coincide with the Volaris Vacations/Best Day and Price Travel media programs.
- May invite Reno Tahoe Territory to participate for a cost yet TBD
- May invite Reno Tahoe hotels and North Lake Tahoe hotels to participate for a cost yet TBD.

Estimated Total \$20,000

Total Value of Campaign: \$99,193

Cost to participate in the 2017-2018 Mexico Tourism Sales Co-Op:

Travel Nevada: \$10,000

North Lake Tahoe (NLTVA): \$10,000



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7600
VisitRenoTahoe.com

Yes, _____ (company name) agrees to participate in the **2017-2018 Reno Tahoe Mexico Tourism Sales Co-Op**. We agree to contribute \$10,000 to participate and understand this does not include any travel costs for the Mexico Sales Mission. This agreement serves as our contract to participate and the RSCVA will send an \$10,000 invoice within 30 days of receiving the signed agreement.

Print Name

Sign Name

Date

Events & Communications Update August Marketing Committee Meeting

General

- Worked with Drone Racing League to send out information to partners on potentially hosting an event in Tahoe during the 2018 race season. Homewood and Tahoe City XC have shown interest and I've passed that information along to the event producers.
- Working with Kelly (TAA) to transfer photos from Dropbox to Libris. Had a few phone calls with their support team and we've come up with a preliminary organization and tagging system.
- Met with Brendan to discuss potential sponsorships for 2018 Broken Arrow Skyrace.
- Working with TAA on a new content collection method to roll out to our partners this month.
- Organized and facilitated a summer family photo shoot.

Escape Triathlon

- IMG said they want to come to Tahoe in 2018. I put them in touch with Squaw to get a contract set and they are working on a video to announce the event. IMG is also in touch with government agencies on permitting. Will follow up on status this week.

Tahoe Film Fest

- Had a few calls to discuss the LA event on 9/21 to promote the festival and Tahoe. Working with Andy, Robert and TAA to make sure the region is best represented.

BACC

- Working on shopping interactive map with TAA.

Sponsorship Contracts

- Winter Wondergrass Tahoe – have a contract ready to be presented to the Marketing Committee at the September meeting.
- Tough Mudder – have a contract ready to be presented to the Marketing Committee at the September meeting.
- Lacrosse Tournament – have a contract ready to be presented to the Marketing Committee at the September meeting.

Partnership Funding

- Almost done getting application into a fillable PDF format to be posted.
- Collecting recaps from June/July/August events.

Autumn Food & Wine Festival

- Event is happening this week. Will have a recap in the next few weeks.
- Sponsorship check was sent.
- Assisted Jason and Greg with Client Appreciation event during AF&W.
- Organized and helped facilitate AF&W photo shoot.
- Ran Facebook & Instagram contests to promote the event.
- Coordinated with Northstar and The Abbi Agency for a full PR plan implemented prior to the event.
- Organized the silent auction.



professional creative services

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


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

Shelley Fallon

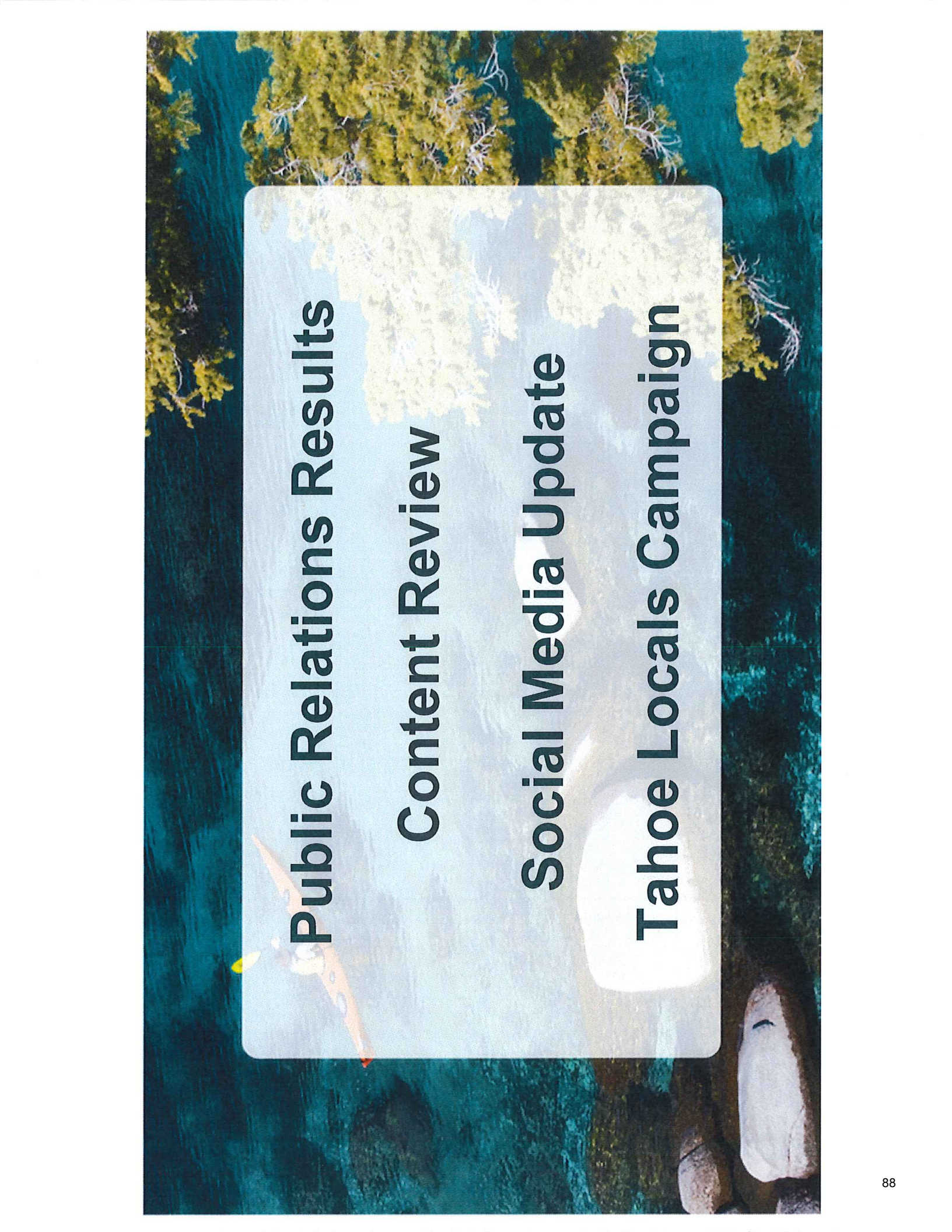
Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

August Recap

 north lake tahoe

the
abbi
agency



Public Relations Results
Content Review
Social Media Update
Tahoe Locals Campaign

PUBLIC RELATIONS

STRATEGY: compliment partner efforts, reflect destination as a whole, consider target audiences, highlight destination meetings and North Shore offerings

OBJECTIVES: increase destination visits during mid-week and shoulder seasons; highlight cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events

FAM COORDINATION: identify and host journalists who identify with a specific target audience and/or campaign, have significant reach, and are located in a non-stop flight city and/or drive market

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



PUBLIC RELATIONS RESULTS

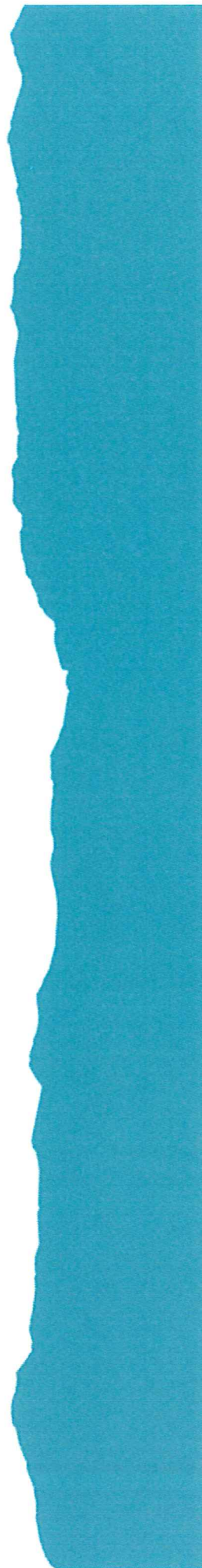
PLACEMENTS: 50 PUBLICITY VALUE: \$2,868,926

PUBLICATION HIGHLIGHTS: Associated Press, NBC Bay Area, LA Times, SF Chronicle, Washington Post, Good Day Sacramento, Sacramento Bee, Mountain Living, Dujour Magazine, Moonshine Ink

FAM COORDINATION: Preparation for September FAMs

NOTABLE PITCHES: Autumn Food & Wine, Eclipse Watching, Labor Day Weekend, Leaf Peeping + Fall Adventures, Best of 2018 Long-Lead

COVERAGE BOOK: <https://coveragebook.com/b/e211a4ad>



CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Tahoe along with travel tips and itinerary ideas (posted: 2-3 times monthly; also shared on social channels)

NEWSLETTER: content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights (distribution: 2-3 times monthly)

CAMPAIGNS: Local Luminaries, Human Powered Sports, Ale Trail



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 2

32nd Annual Lake Tahoe Autumn Food and Wine Festival returns Sept. 8-10; North Lake Tahoe Experiences Significant Increase in Brand Awareness Among Los Angeles Residents

BLOGS POSTED: 5

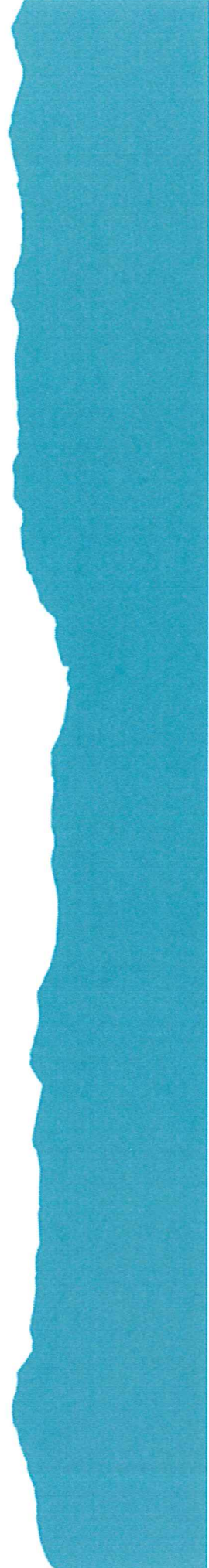
8 Things To Do in North Lake Tahoe Before Summer Ends | Social shares: 2,256

Six Adventurous Ways to Watch the Solar Eclipse in North Tahoe | Social shares: 920

Q+A: A Guide to Chef Dale's North Shore Stomping Grounds | Social shares: 65

The 32nd Lake Tahoe Autumn Food and Wine Festival | Social shares: 116

Q+A: A Guide to Bill's North Shore Stomping Grounds | Social shares: 116



CONTENT REVIEW

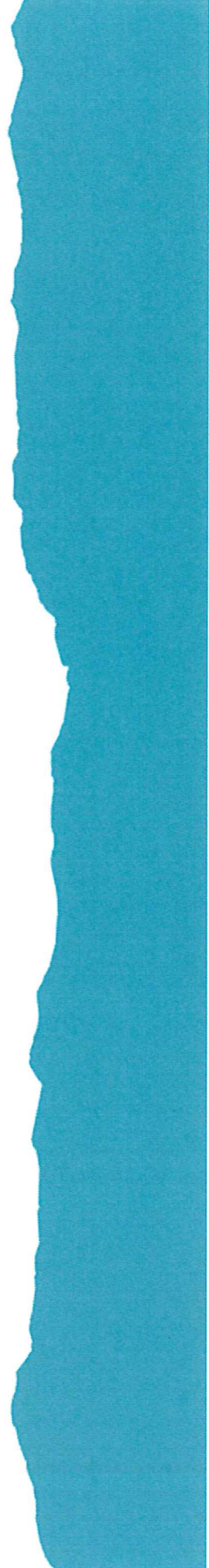
NEWSLETTERS DISTRIBUTED: 2

Meet the next North Lake Tahoe Local Luminary, Bill Watson

12% open rate, 6% click-thru, 6 shares

Meet the next North Lake Tahoe Local Luminary, Chef Douglas Dale

11% open rate, 5% click-thru



SOCIAL MEDIA

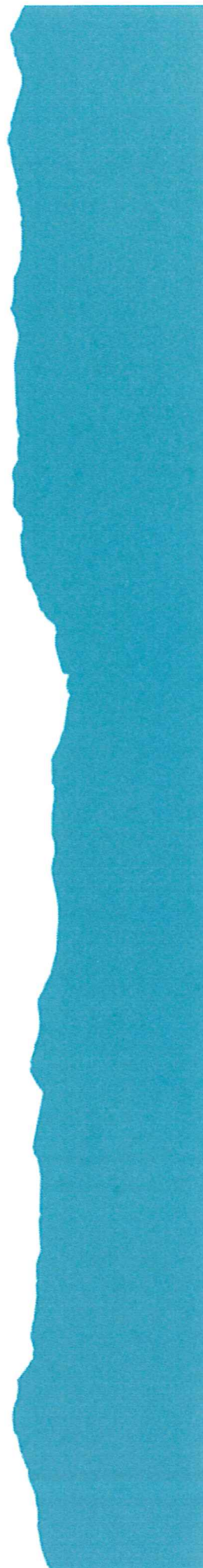
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Highlight partners, cultural offerings, promote human powered sports. Feature Tahoe locals and showcase the offerings/history of the region. Heavy push on video content across Facebook to drive engagement.

OBJECTIVES: Promote Local Luminaries video campaign in a push to drive awareness of the region. Focus on end of Summer activities available for locals and tourists. Integrate blog postings by showcasing photo assets found within the content in an attempt to drive page conversion.

CAMPAIGNS: Local Luminaries, Hashtag (#TahoeNorth), Weekly Event Guide

ENGAGEMENT TACTICS: UGC Hashtag/DM Interaction, California DMO Group Message, Autumn Food and Wine Facebook and Instagram Contests.



SOCIAL MEDIA UPDATE

AUGUST GROWTH:

- Facebook: 1,810 New Fans
- Instagram: 864 New Followers
- Twitter: 162 New Followers

SOCIAL CAMPAIGNS & TACTICS:

Facebook Lives

Concours d'Elegance Thunderbird Raffle: 8,393 Reach, 3.3k views, 81 reactions

Tahoe City Farmers Market: 7,779 Reach, 3.1k Views, 63 Reactions, 4 shares

Local Luminaries

Douglas Dale: 29,291 Reach, 11k views, 193 Reactions, 53 shares

Bill Watson: 180,624 Reach, 66k views, 630 Reactions, 655 shares

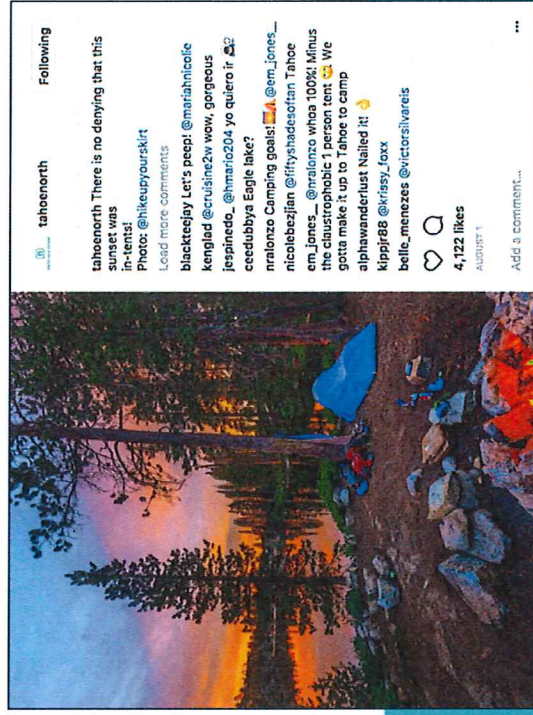
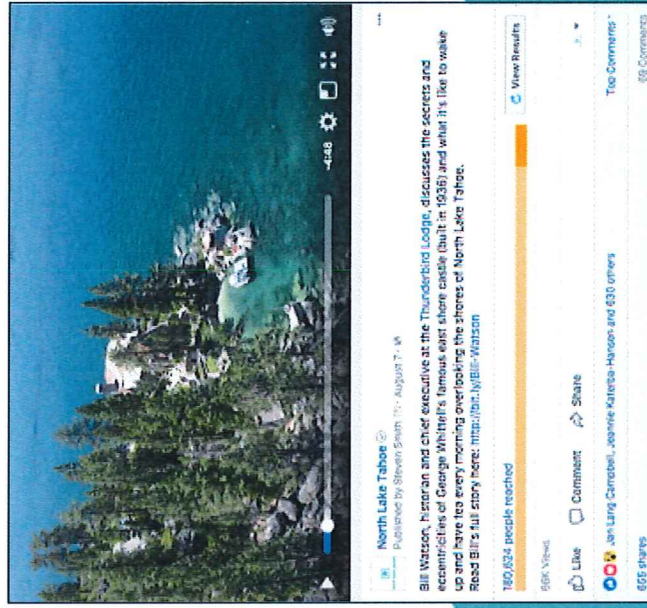
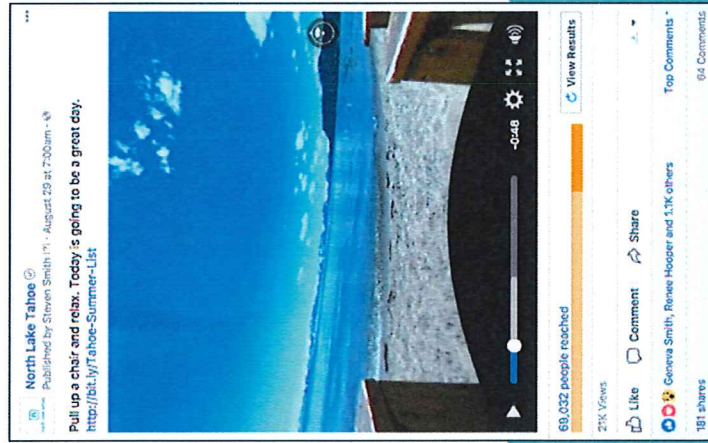


SOCIAL MEDIA UPDATE

#1 FACEBOOK POST: 630 Reactions, 69 Comments, 655 Shares, 180.6k Reach

#2 FACEBOOK POST: 1,134 Reactions, 64 Comments, 181 Shares, 69.0k Reach

#1 INSTAGRAM POST: 4,122 Likes, 47 Comments, 24.8k Reach

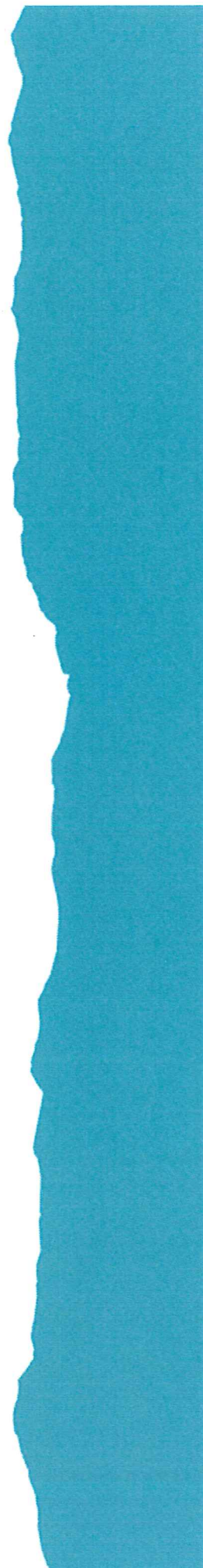


SOCIAL MEDIA WINS

- 1. August saw the highest Facebook engagement in over a year.**
- 2. August saw the most number of impressions on Facebook in over a year.**
- 3. August also saw the most number of Facebook shares in over a year**

INSIGHTS:

We believe the exceptional engagement seen in August is due to the success of the Local Luminaeries Campaign (particularly the popularity of Bill Watson's video) along with the increase of 360° video content on Facebook.



LOCAL LUMINARIES – PLACEMENTS

Truckee Tahoe Community TV – Channels 6 & 18 on Suddenlink in Donner Summit, Truckee, Glenshire, Olympic Valley, Tahoe City and Homewood down to Meeks Bay.

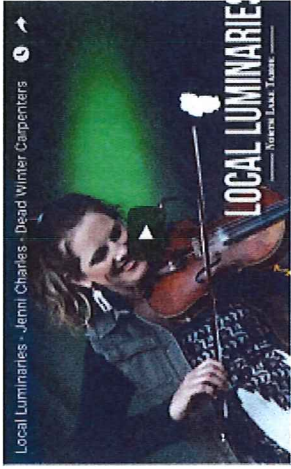
Tahoe Weekly – Jenni Charles Feature (run date TBD)

Moonshine Ink – Dedicated blast on August 8

Good Day Sacramento - Douglas Dale Blazing Pans Cook-Off cooking demonstration (run date 9/5)



LOCAL LUMINARIES – PROMOTION



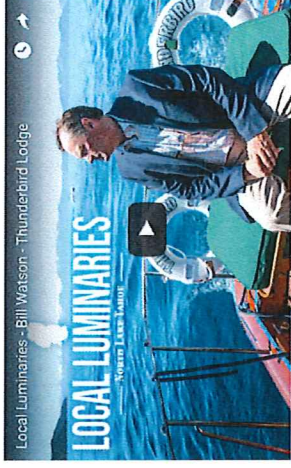
Episode #1: JENNI CHARLES

Facebook Live at CBC

Instagram Takeover at WinterWonderGrass

Instagram Takeover at Concerts at Commons Beach

Tahoe Weekly Feature



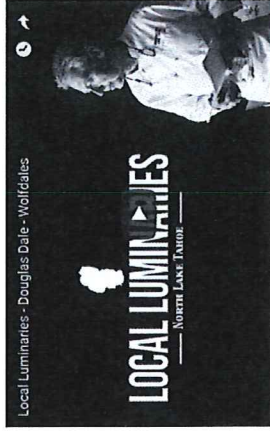
Episode #2: BILL WATSON/GEORGE WHITTELL JR.

Facebook Live during video shoot

Facebook Live at Concours d'Elegance

Shared by Concours d'Elegance

LOCAL LUMINARIES – PROMOTION



Episode #3: DOUGLAS DALE

Facebook Live of cookbook recipe

Facebook Live at Tahoe City Farmers Market

Cookbook Signing at Autumn Food & Wine

Good Day Sacramento on 9/5

Episode #4: ADRIAN & EMILY

Launch Date: September 12

Outdoor Adventurers; World-Class Mountaineers


Brand Category: Adventure; High Altitude Training

Local Tie-In: Spartan Race

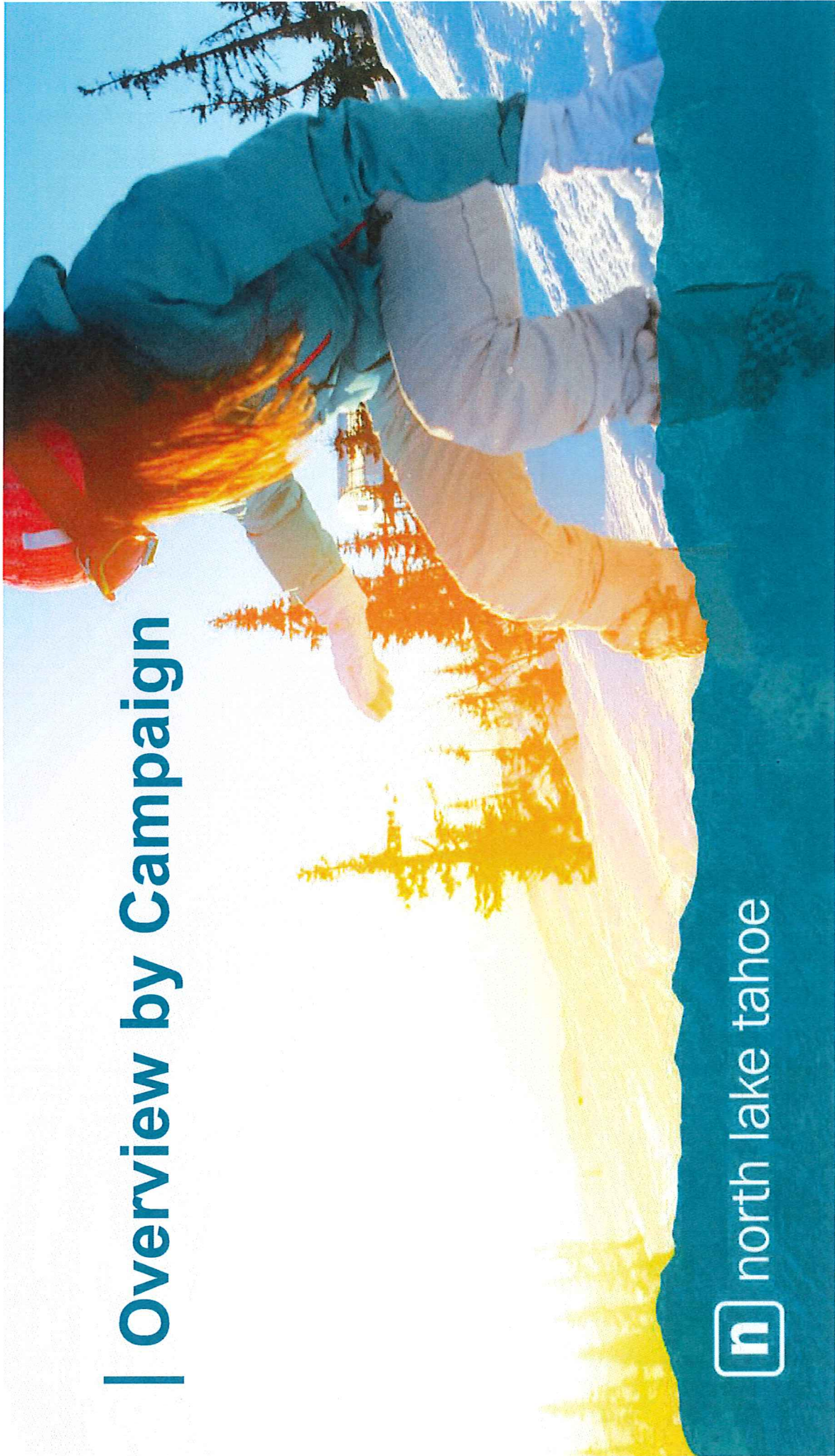
A scenic landscape featuring a calm lake reflecting the sky and surrounding greenery. In the background, there are rolling mountains under a soft, hazy sky. The foreground is filled with dense, vibrant green trees. A semi-transparent white rectangular box is centered over the middle of the image, containing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

Thank You

| August Advertising Report

 north lake tahoe

| Overview by Campaign



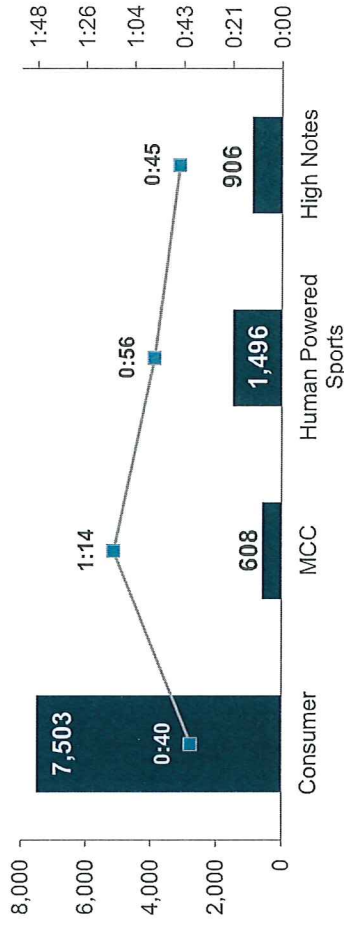
 north lake tahoe

Overview by Campaign

• Across all campaigns, digital ads served nearly 5.6 million impressions and resulted in 10.5K website visits in August. The Consumer campaign was responsible for the largest share of both sessions and impressions.

• Website visitors stemming from MCC ads spent the longest time on site, followed closely by Human Powered Sports. The High Notes campaign utilized Facebook's new Canvas ads, resulting in the highest CTR of any campaign.

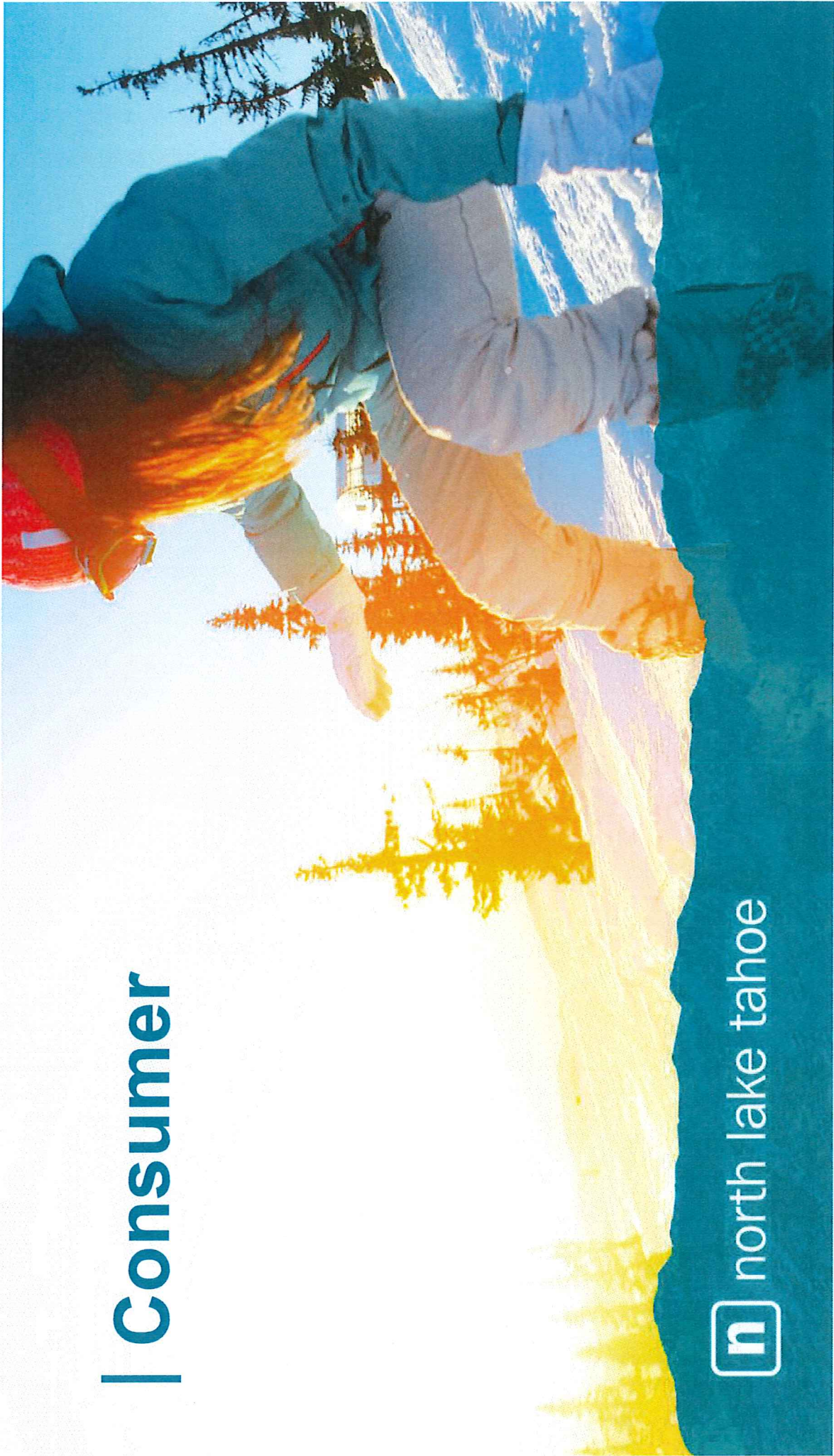
Sessions and Time on Site by Campaign



Campaign	Impressions	Clicks	CTR	Spend	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Consumer	4,631,308	10,520	0.23%	\$30,691	7,503	11,192	00:40	1.49	80.34%
MCC	111,866	729	0.65%	\$1,218	608	1,074	01:14	1.77	65.63%
Human Powered Sports	347,418	1,854	0.53%	\$3,869	1,496	2,905	00:56	1.94	60.76%
High Notes	368,359	3,295	0.89%	\$3,550	906	1,607	00:45	1.77	63.36%
Total	5,556,276	16,495	0.30%	\$39,637	10,513	16,778	00:45	1.60	75.26%

August Digital Report | All Campaigns

| Consumer



 north lake tahoe

Executive Summary

Consumer

- The Consumer campaign continued its steady performance in August, with minimal fluctuations in both click through rate and cost per click figures. Overall, the campaign served 4.7 million impressions this month and drove 7.5K visits to GoTahoeNorth.com.
- While overall traffic fell from July, new ad campaigns resulted in more traffic from display ads in August with 3.3 million impressions (72% of all campaign impressions). Notably, banner ads continued to drive the largest share of sessions and pageviews.
- Similar to past months, email and paid search traffic spent the most time on GoTahoeNorth.com while also visiting the most pages per session. Since optimizing toward time on site, there has been a 41% increase in session duration.
- This month, a new conversion was implemented that registers if a user spends over 115 seconds on the website. Starting in September, this conversion metric will be completely reportable and optimizations can take place.
- Paid Search ads served just under 600K impressions in August, resulting in 2K link clicks and 300 conversions. Compared to July, conversions increased nearly 2.7 times this month.

Executive Summary

Consumer


- Social ads continued their impressive performance in August, serving more than 623K impressions and resulting in 2.8 link clicks. While CTRs fell slightly, engagement rates improved in August, resulting in more than 2K engagements compared to 939 in July.
- The most noticeable rise in engagement occurred in ads targeted toward older experience seekers. These users were most likely to share an ad, resulting in additional impressions that are perhaps outside of the targeted demographic.
- Creative was developed for the fall campaign, including refreshed digital ads, Facebook ads and Twitter ads for both prospecting and retargeting.
- North Lake Tahoe's Facebook page acquired an additional 2.3K fans in August, resulting in an increase in overall engaged users. This increase in page activity is likely due to expanded campaigns, including the High Notes canvas ad and the Human Powered Sports campaign.
- The August e-blast drove almost 500 visits to the website, where users spent over one minute on the site and viewed nearly two pages per session.

Display Ad Examples

Families

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


Impressions: 646K
Clicks: 682
CTR: 0.11%
Landing Page Visits: 0
Book Now Conversions: 9
CVR: 1.32%



Outdoor Enthusiasts

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

Impressions: 582K
Clicks: 786
CTR: 0.14%
Landing Page Visits: 0
Book Now Conversions: 10
CVR: 1.27%



Workaholics

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

Impressions: 226K
Clicks: 152
CTR: 0.07%
Landing Page Visits: 1
Book Now Conversions: 6
CVR: 3.95%




August Advertising Report | Consumer

Social Ad Examples

Families

North Lake Tahoe shared a link

Share Like Page



north lake tahoe

Priceless Family Experiences
Get away and reconnect in North Lake Tahoe, building memories that will last a li...

BOOK NOW

5074HS2NORTH.CO

Impressions: 150K
Clicks: 786
CTR: 0.52%
Engagement: 427
Book Now Conversions: 633
CVR: 81%

Outdoor Enthusiasts

North Lake Tahoe shared a link

Share Like Page



north lake tahoe

Wander, Explore, Experience
Visit North Lake Tahoe this summer to experience endless outdoor activities as y...

BOOK NOW


5074HS2NORTH.CO

Impressions: 333K
Clicks: 1.2K
CTR: 0.37%
Engagement: 1,081
Book Now Conversions: 1,808
CVR: 147%

Workaholics

North Lake Tahoe shared a link

Share Like Page



north lake tahoe

Make Summer Count
Blasting views, countless activities, one place. Visit North Lake Tahoe to experience what summer is all about.

BOOK NOW

5074HS2NORTH.CO

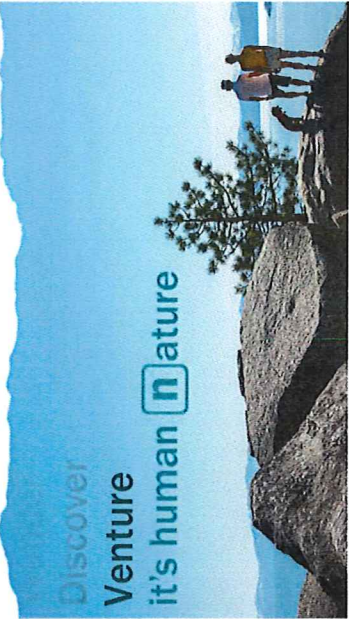
Impressions: 141K
Clicks: 755
CTR: 0.54%
Engagement: 570
Book Now Conversions: 625
CVR: 83%

August Advertising Report | Consumer

August 2nd Eblast

n north lake tahoe | LODGING | THINGS TO DO | EVENTS

Discover
Venture
 it's human **n**ature



EXPERIENCE MORE SUMMER FUN IN NORTH LAKE TAHOE

There's no end to summer adventures in North Lake Tahoe. Whether you choose to hike, bike or just laze in the views, there's no shortage of trails to explore in the mountains surrounding the lake. Paddleboard or kayak on the largest alpine lake in North America, venture down the Truckee River in a river raft or wander along the Ale Trail for a frosty beverage between activities. Don't let summer slip by without experiencing the playground we call North Lake Tahoe.

[PLAN YOUR TRIP TO THE LAKE](#)


14
ALE TRAIL STOPS

103
LODGING PROPERTIES

12
UNIQUE TOWNS

120+ EATERIES

COUNTLESS EXPERIENCES



Summerlong Concert Series
 June - September

[PLAN YOUR TRIP](#)

GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

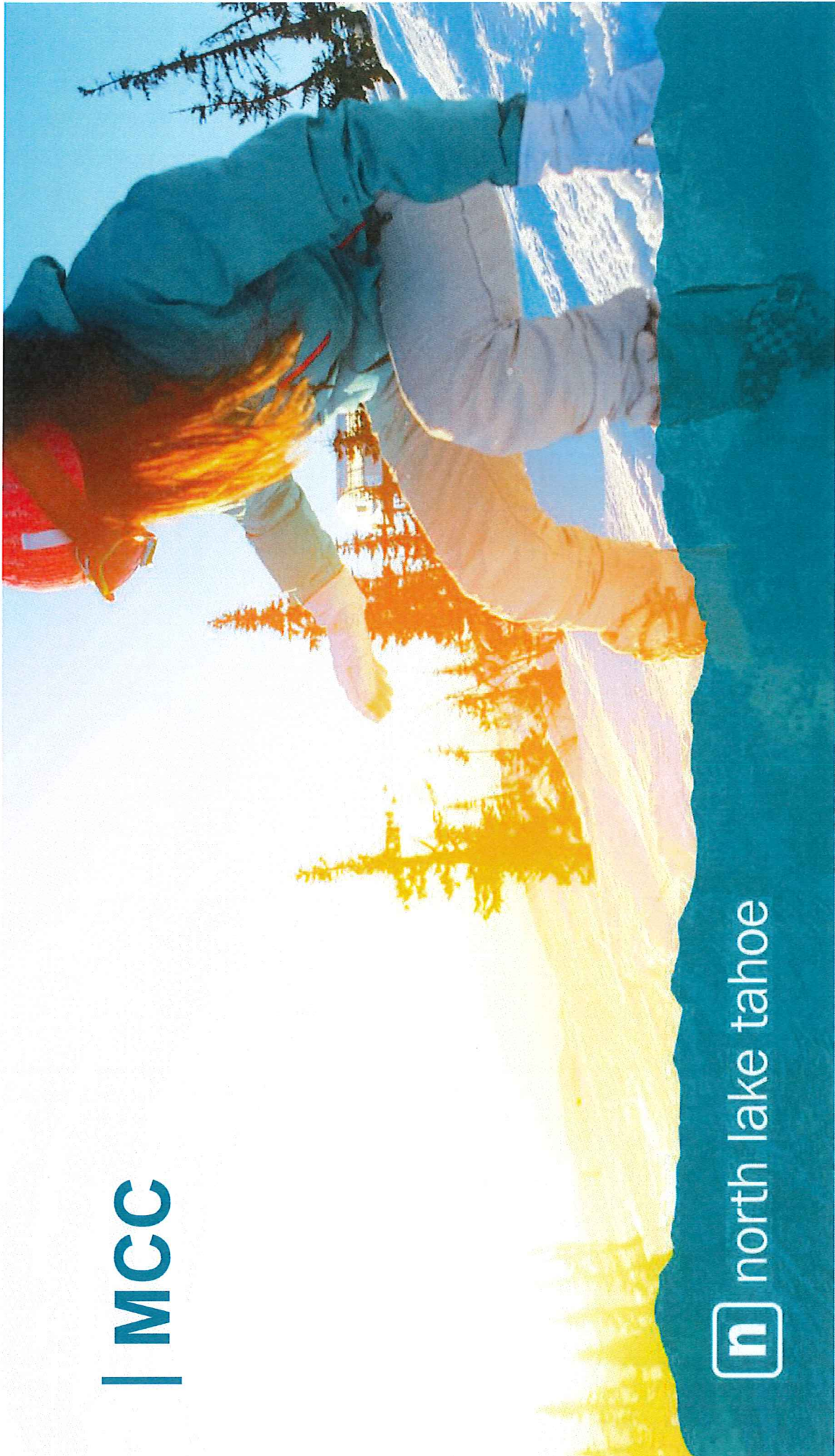
From Reno-Tahoe International — 45 minute drive
 From Sacramento International — 2 hour drive
 From San Francisco International — 3 hour drive

n
 north lake tahoe

[f](#) [@](#) [v](#)

August Advertising Report | Consumer

| MCC



 north lake tahoe

Executive Summary

MCC

- MCC ads directed over 600 users to GoTahoeNorth.com, with visitors spending over one minute on the site and viewing over 1.7 pages per session. Similar to historical trends, traffic from email ads spend more time on site and viewed more pages per session than traffic from social ads.
- The largest share of traffic landed on the meetings page (50%), followed by the lodging page (14%) and the homepage (10%). Notably, traffic that landed on the events page spent the most time on the site with an average time of two minutes on site.
- Fresh social creatives implemented in August resulted in a surge in both click through and engagement rates. Video ad performance continued its steady decline, but updated creative in September should help with this.
- The August 9th e-blast directed over 360 users to the website, where users spent more than 1:45 on site and viewed more than two pages per sessions. Notably, traffic that landed on the golf page spend 2.5 minutes on the site.
- Social ad CTRs increased by 20% this month, helped by newly-implemented creatives and a retargeting strategy, resulting in a 0.16 percentage point bump in prospecting CTRs and a 0.12 percentage point bump in engagement rates.

August 9th Eblast

north lake tahoe | LODGING | THINGS TO DO | MEETINGS

Review | **Strategize** | it's human **n**ature




OPT OUTSIDE FOR YOUR NEXT EVENT

In North Lake Tahoe, there's no shortage of opportunities to move your meeting or event outside. Brainstorm new ideas in small group settings on horseback or paddleboards. Strategize among stunning sugar pine trees or beachfront at our unique meeting venues, like the Thunderbird Lodge, as the crisp mountain air refreshes attendees. Let North Lake Tahoe be the backdrop to your most memorable meeting yet.


DISCOVER A NEW WAY OF MEETING

- 30 MEETING FACILITIES
- 200,000+ SQ. FT. OF MEETING SPACE
- 7,000+ ROOMS
- 120+ EATERIES
- 50 GOLF COURSES



Download your free conference planning guide!

DOWNLOAD FREE GUIDE



Book your next meeting in North Lake Tahoe!

SUBMIT AN RFP

GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

- From Reno-Tahoe International — 45 minute drive
- From Sacramento International — 2 hour drive
- From San Francisco International — 3 hour drive

n north lake tahoe

For more information, contact Jason Neary, Director of Conference Sales, North Lake Tahoe CVB at 800-482-5198 ext. 106 or Jason@GoTahoeNorth.com.

f | i | t | w

August Advertising Report | MCC

Social Ad Examples

Prospecting

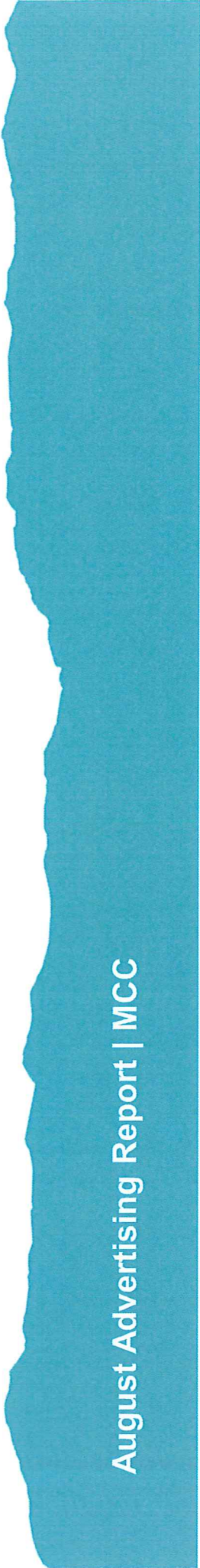
Impressions: 65K
 Link Clicks: 437
 CTR: 0.67%
 Engagement Rate: 0.19%

Retargeting

Impressions: 17K
 Link Clicks: 110
 CTR: 0.66%
 Engagement Rate: 0.12%

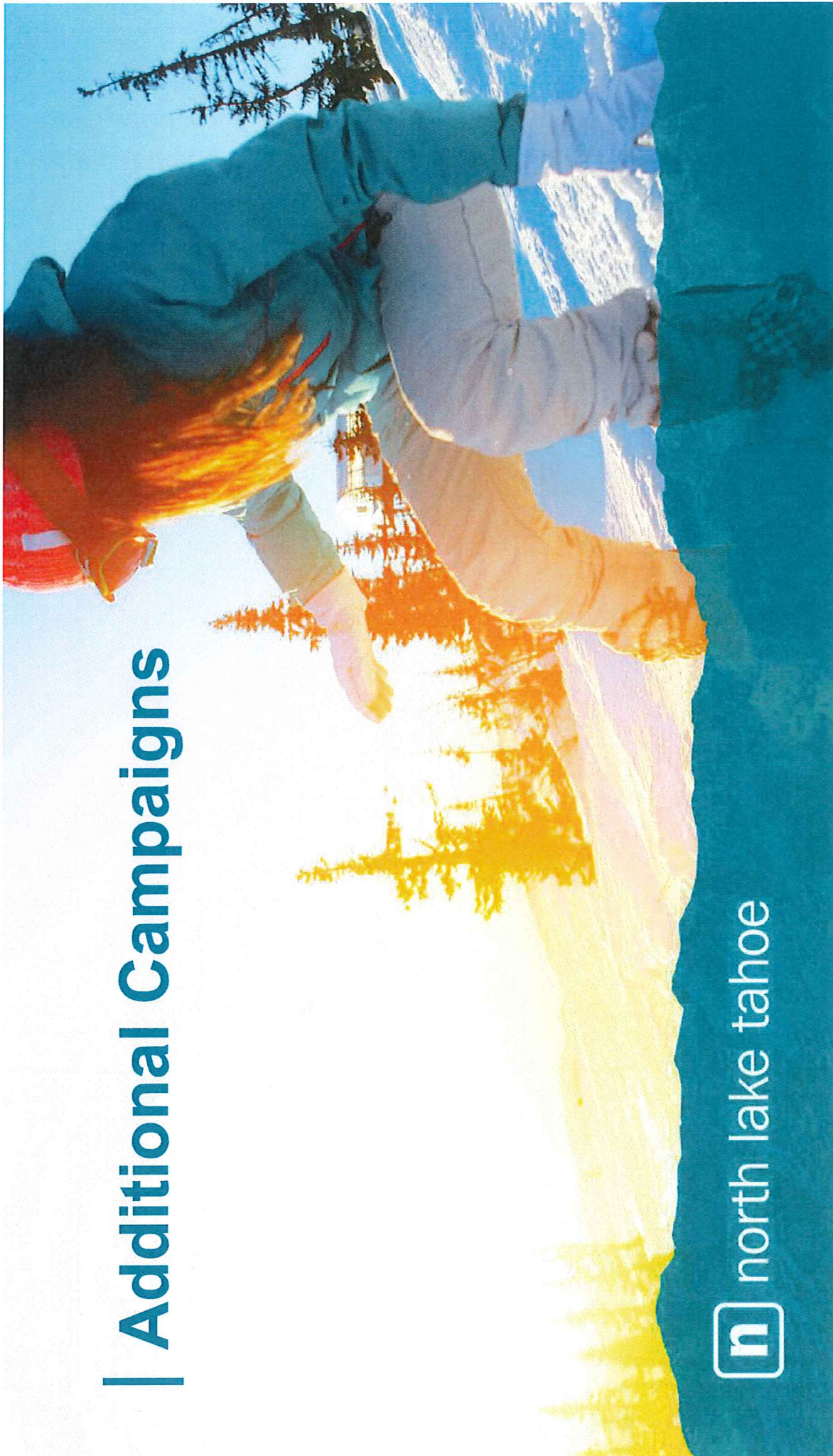
Video

Impressions: 30K
 Link Clicks: 182
 CTR: 0.60%
 Engagement Rate: 0.11%



August Advertising Report | MCC

| Additional Campaigns



 north lake tahoe

Executive Summary

Human Powered Sports

- The Human Powered Sports campaign performed extremely well on social media, amassing nearly 2.2K total reactions, comments, and shares.


High Notes

- A Facebook canvas ad was developed to promote High Notes this month. These ads provide the opportunity to display more information in an expanded ad, allowing users to learn more before clicking through to the website. This drives more qualified traffic to the website, increasing the value of click-throughs.
- The High Notes canvas ad effectively enticed users into clicking into the ad, resulting in the highest social CTR of any campaign (0.89%). In addition to a high CTR, the canvas ad earned 1.5K post reactions, 180 shares and 49 comments.
- The campaign resulted in 906 website visits in its first month. Users who visited the website viewed nearly 1.8 pages per session and spent 45 seconds on the site.
- More than 1 in 4 people who landed on the High Notes landing page then clicked on the View Full Event Lineup button. Once there, users spent 1:40 exploring the lineup.



Thank You

| August Advertising Report

 north lake tahoe

Executive Summary

Consumer

- The Consumer campaign continued its steady performance in August, with minimal fluctuations in both click through rate and cost per click figures. Overall, the campaign served 4.7 million impressions this month and drove 7.5K visits to GoTahoeNorth.com.
- This month, a new conversion was implemented that registers if a user spends over 115 seconds on the website. Starting in September, this conversion metric will be completely reportable and optimizations can take place.
- Creative was developed for the fall campaign, including refreshed digital ads, Facebook ads and Twitter ads for both prospecting and retargeting.

MCC

- Fresh social creatives implemented in August resulted in a surge in both click through and engagement rates. Video ad performance continued its steady decline, but updated creative in September should help with this.

A person in a kayak is shown on a river, with a waterfall in the background. The scene is captured from an aerial perspective, showing the surrounding greenery and the white water of the falls.

Executive Summary

Human Powered Sports

- In the first month, the Human Powered Sports campaign performed extremely well on social media. Human Powered Sports ads proved to be very engaging, amassing nearly 2.2K total reactions, comments, and shares.

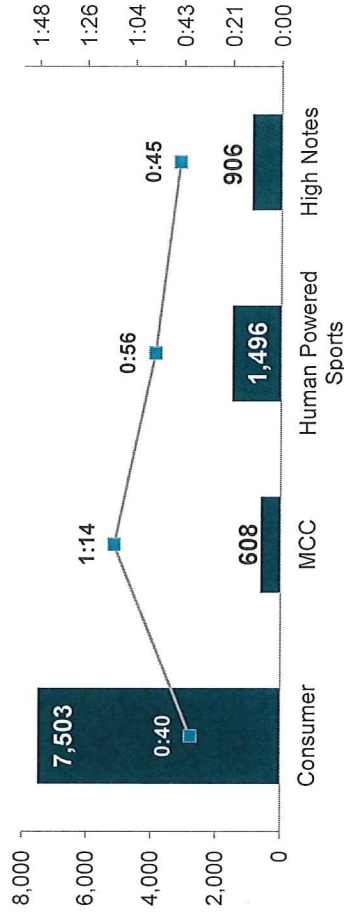
High Notes

- A Facebook canvas ad was developed to promote High Notes this month. These ads provide the opportunity to display more information in an expanded ad, allowing users to learn more before clicking through to the website. This drives more qualified traffic to the website, increasing the value of click-throughs.
- The High Notes canvas ad effectively enticed users into clicking into the ad, resulting in the highest social CTR of any campaign. Overall, this led to increased web traffic attributed to advertising efforts.

Overview by Campaign

- Across all campaigns, digital ads served nearly 5.6 million impressions and resulted in 10.5K website visits in August. The Consumer campaign was responsible for the largest share of both sessions and impressions.
- Website visitors stemming from MCC ads spent the longest time on site, followed closely by Human Powered Sports. The High Notes campaign utilized Facebook's new Canvas ads, resulting in the highest CTR of any campaign.

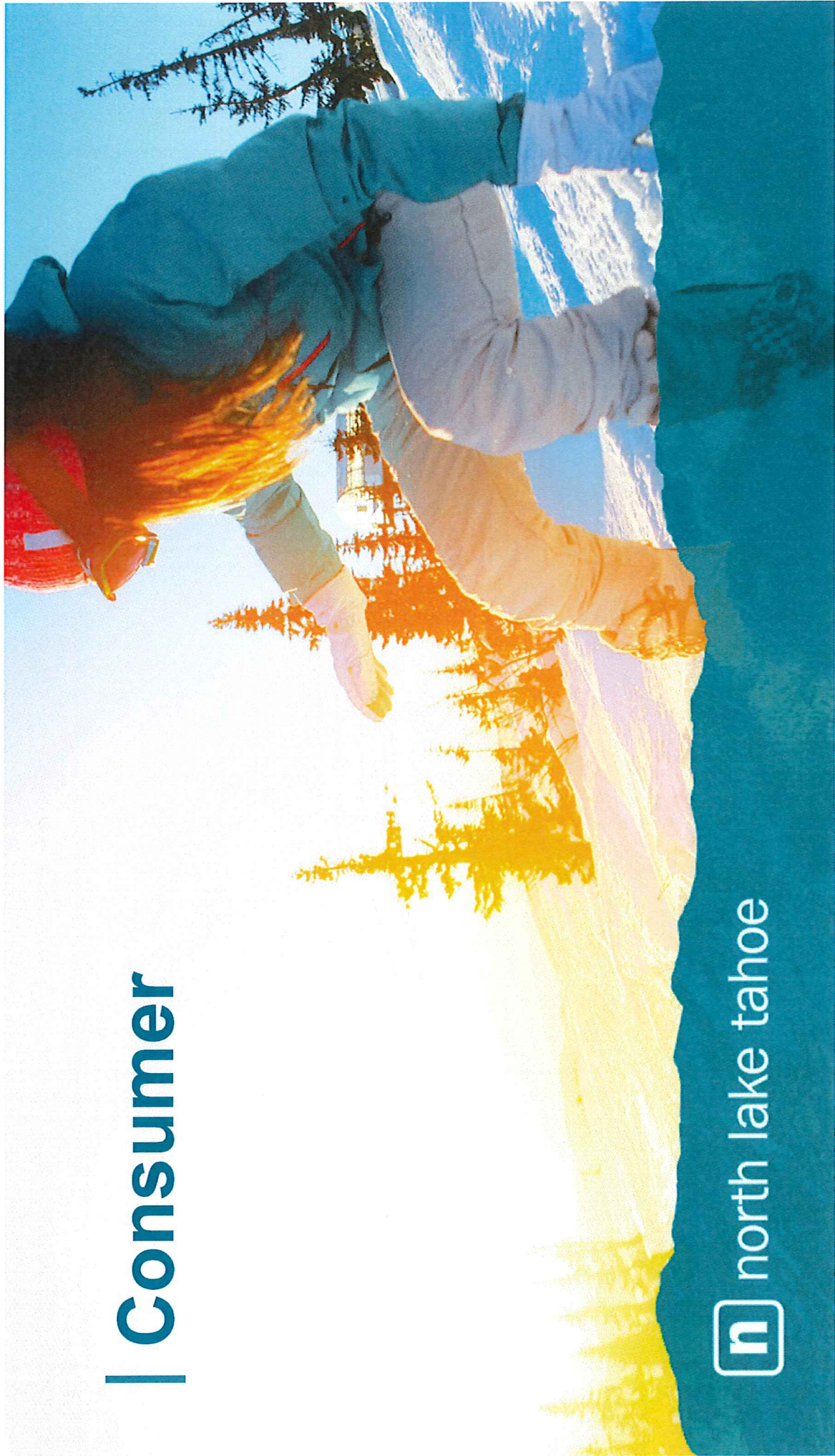
Sessions and Time on Site by Campaign




Campaign	Impressions	Clicks	CTR	Spend	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Consumer	4,631,308	10,520	0.23%	\$30,691	7,503	11,192	00:40	1.49	80.34%
MCC	111,866	729	0.65%	\$1,218	608	1,074	01:14	1.77	65.63%
Human Powered Sports	347,418	1,854	0.53%	\$3,869	1,496	2,905	00:56	1.94	60.76%
High Notes	368,359	3,295	0.89%	\$3,550	906	1,607	00:45	1.77	63.36%
Total	5,556,276	16,495	0.30%	\$39,637	10,513	16,778	00:45	1.60	75.26%

August Digital Report | All Campaigns

| Consumer

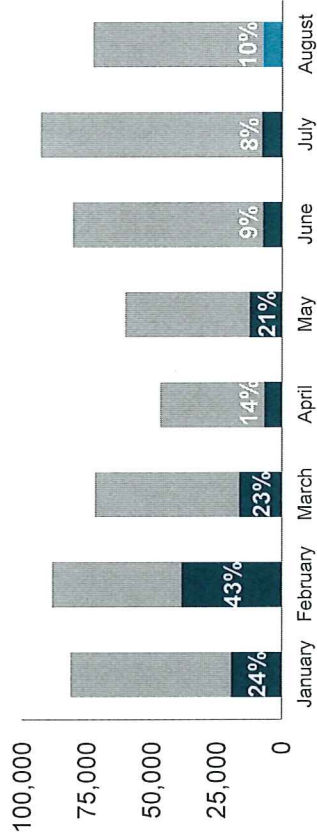


 north lake tahoe

Website Performance

- While overall traffic fell from July, new ad campaigns resulted in more traffic from display ads in August. Notably, banner ads continued to drive the largest share of sessions and pageviews.
- Similar to past months, email and paid search traffic spent the most time on GoTahoeNorth.com while also visiting the most pages per session. Since optimizing toward time on site, there has been a 41% increase in session duration.

Website Sessions From Ads



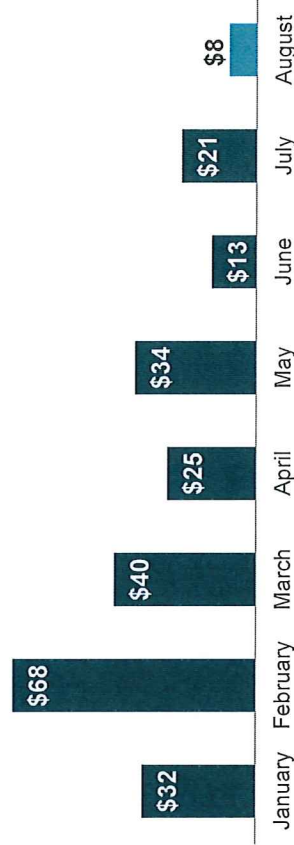
Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Display	3,149	3,837	00:26	1.22	87.74%
Paid Search	1,840	3,592	01:10	1.95	70.54%
Social	1,557	2,312	00:35	1.48	81.25%
Email	495	891	01:04	1.80	63.23%
Native	454	552	00:42	1.22	83.92%
YouTube	8	8	00:00	1.00	100%
Total	7,503	11,192	00:40	1.49	80.34%

August Advertising Report | Consumer

Overview by Medium

- Consumer display ads served over 3.3 million impressions in August, accounting for 72% of all campaign impressions. This resulted in an average CTR of 0.17%; this is 52% above the industry average for banner ads (0.10%), suggesting creative design and messaging is really resonating with audiences.
- Social ads accounted for the next-highest share of impressions and the highest CTR. Paid Search and YouTube ad performance remained steady with impressive CTRs for their respective mediums.

Cost per Book Now Conversion



Medium	Impressions	Clicks	CTR	Conversions*	Spend	Cost Per Conversion
Display	3,319,282	5,670	0.17%	609	\$13,891	\$22.81
Paid Search	596,834	1,995	0.33%	306	\$5,443	\$17.79
Paid Social	623,032	2,767	0.44%	3,066	\$9,292	\$3.03
Online Video	92,160	88	0.10%	2	\$2,065	\$1,032.26
Total	4,631,308	10,520	0.23%	3,983	\$30,691	\$7.71

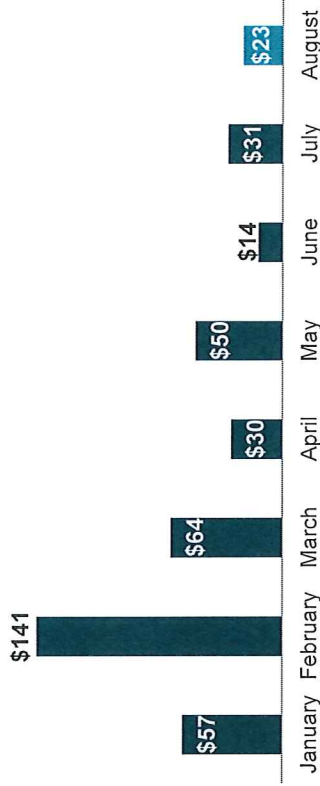
*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

August Advertising Report | Consumer

Display Performance by Placement

- Prospecting ads accounted for 69% of all display impressions and 50% of all clicks in August. Just under 1.3% of users who clicked on a prospecting ad then either clicked the book now button or spent over 115 seconds on the website.
- Retargeting ads continued to earn the highest CTR of any placement strategy, while TripAdvisor ads drove extremely high conversion rates. As there is a shift toward time on site conversions, it is expected that TripAdvisor conversion rates will drop slightly.

Cost Per Conversion Trending



Placement	Impressions	Clicks	CTR	CPC	Media Cost	Conversions*	Conversion Rate	Cost Per Conversion
Prospecting	2,289,905	2,819	0.12%	\$3.58	\$10,106	36	1.28%	\$280.73
Retargeting	890,423	2,636	0.30%	\$1.18	\$3,118	70	2.66%	\$44.54
TripAdvisor	138,954	215	0.15%	\$3.10	\$667	503	233.95%	\$1.33
Total	3,319,282	5,670	0.17%	\$2.45	\$13,891	609	10.74%	\$22.81

*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

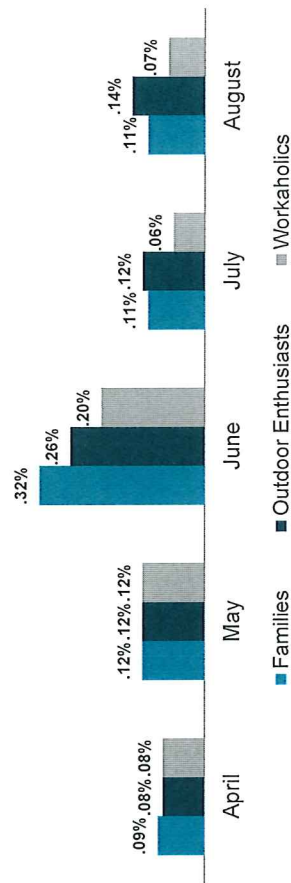
August Advertising Report | Consumer

Display Performance by Creative

• Banner ads continued to perform well in August with minimal month-over-month fluctuation in CTRs. Ads targeted toward families and outdoor enthusiasts continued to drive the highest CTR and lowest CPC figures, while older experience seekers have shown they are less likely to click on banner ads.

• While banner ads were still performing above the industry average, stalled performance suggests creatives were in need of updating, which took place towards the end of the month as the ads were transitioned to fall creatives.

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Media Cost	Conversions*	Conversion Rate	Cost Per Conversion
Families	645,691	682	0.11%	\$3.31	\$2,260	9	1.32%	\$251.10
Outdoor Enthusiasts	581,733	786	0.14%	\$2.59	\$2,036	10	1.27%	\$203.61
Workaholics	225,802	152	0.07%	\$5.20	\$790	6	3.95%	\$131.72
Total	1,453,226	1,620	0.11%	\$3.14	\$5,086	25	1.54%	\$203.45

*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

August Advertising Report | Consumer

Display Ad Examples

Families

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

Impressions: 646K
Clicks: 682
CTR: 0.11%
Landing Page Visits: 0
Book Now Conversions: 9
CVR: 1.32%



Play
it's human nature
north lake tahoe
PLAN YOUR TRIP

Outdoor Enthusiasts

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

Impressions: 582K
Clicks: 786
CTR: 0.14%
Landing Page Visits: 0
Book Now Conversions: 10
CVR: 1.27%



Explore
it's human nature
north lake tahoe
PLAN YOUR TRIP

Workaholics

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

Impressions: 226K
Clicks: 152
CTR: 0.07%
Landing Page Visits: 1
Book Now Conversions: 6
CVR: 3.95%



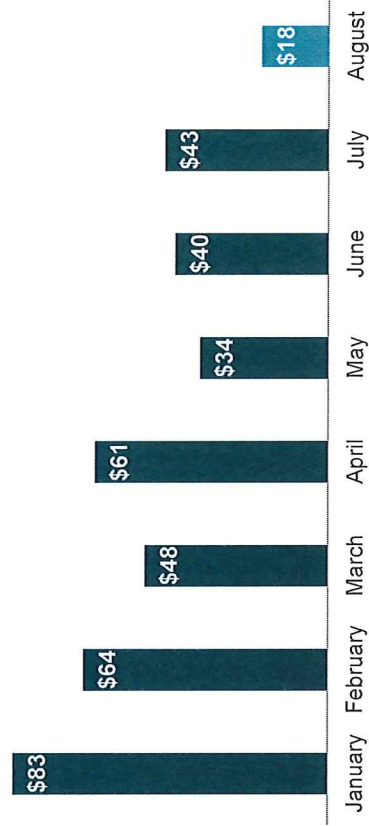
Cruise
it's human nature
north lake tahoe
PLAN YOUR TRIP

August Advertising Report | Consumer

Paid Search Performance

- Paid Search ads served just under 600K impressions in August resulting in 2K link clicks and 300 conversions. Compared to July, conversions increased by nearly 2.7x this month. Of note, this is largely due to a switch in conversions made on August 19th, in which we switched from book now to time on site conversions.
- The Evergreen Local campaign witnessed a bump in CTR this month, led by the local activities ad group. Since May, we have witnessed nearly 2x higher CTR for this ad group and therefore continue to allocate more spend toward it. Within the Summer campaign, ads referring to beaches and boating witnessed the highest CTR of any ad group.

Cost Per Conversion Trending



Campaign	Impressions	Clicks	CTR	Cost	CPC	Conversions*	Conversion Rate	Cost Per Conversion
Evergreen – Vacation	259,925	640	0.25%	\$2,022	\$3.16	129	20.16%	\$15.67
Evergreen – Local	13,178	422	3.20%	\$674	\$1.60	121	28.67%	\$5.57
Summer	323,731	933	0.29%	\$2,747	\$2.94	56	6.00%	\$49.06
Total	593,834	1,995	0.33%	\$5,443	\$2.73	306	15.34%	\$17.79

*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

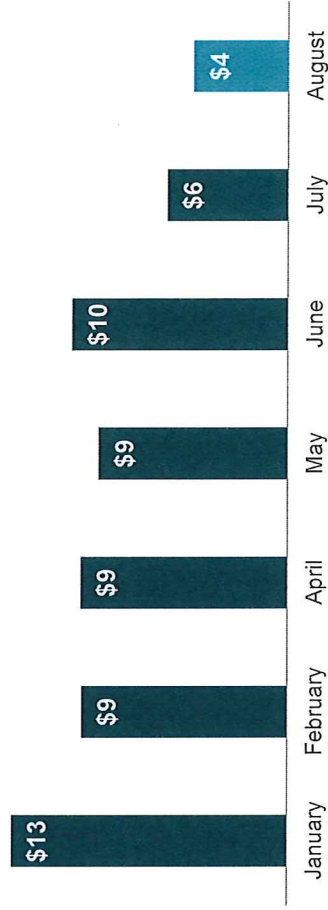
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Social Ad Performance

Cost per Conversion Trending

• Social ads continued their impressive performance in August, serving over 623K impressions and resulting in 2.8K link clicks. CTRs are down slightly from August (0.58%; 0.44%), likely due to increased frequency of ads.

• August is the first month to utilize both prospecting and retargeting ads. While performance between the two strategies differed very little this month, we expect retargeting ads to result in higher CTRs and in turn more web traffic in the coming months.



Target	Impressions	Link Clicks	CTR	Spend	Conversions*	Conversion Rate	Cost Per Conversion
Families	149,728	786	0.52%	\$2,109	427	80.53%	\$3.33
Outdoor Enthusiasts	332,798	1,226	0.37%	\$5,229	1,081	147.47%	\$2.89
Workaholics	140,506	755	0.54%	\$1,954	570	82.78%	\$3.13
Total	623,032	2,767	0.44%	\$9,292	2,078	110.81%	\$3.03

*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

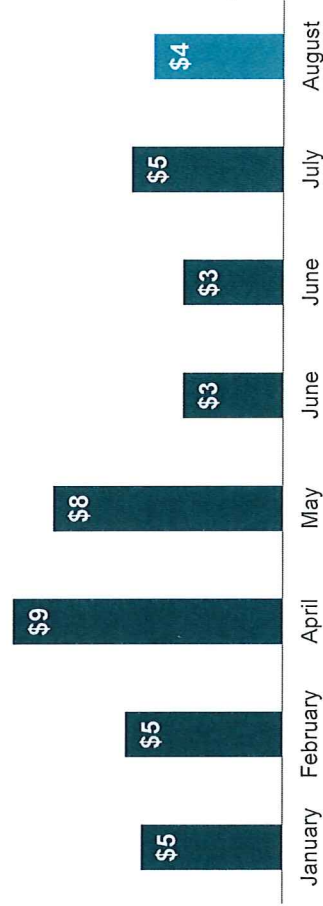
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Social Engagement

• While social ad CTRs fell slightly, engagement rates improved in August. Notably, overall engagement increased to 2K this month, up from 939 in July. This led to an 18% increase in engagement rates and a slight decrease in cost per engagement.

• The most noticeable rise in engagement occurred in ads targeted toward older experience seekers. These users were most likely (based on shares to impressions) to share an ad. This in turn resulted in additional impressions that are perhaps outside of the targeted demographic.

Cost Per Engagement Trending



Target	Link Clicks	Reactions	Comments	Shares	Total Engagement	Engagement Rate	Cost Per Engagement
Families	786	412	6	9	427	0.29%	\$4.94
Outdoor Enthusiasts	1,226	1,047	8	26	1,081	0.32%	\$4.84
Workaholics	755	543	7	20	570	0.41%	\$3.43
Total	2,767	2,002	21	55	2,078	0.33%	\$4.47

August Advertising Report | Consumer

Social Ad Examples

Families

North Lake Tahoe shared a link. Sponsored



north lake tahoe

Priceless Family Experiences
Get away and reconnect in North Lake Tahoe, building memories that will last a lifetime.

607440829710211

Impressions: 150K
Clicks: 786
CTR: 0.52%
Engagement: 427
Book Now Conversions: 633
CVR: 81%

Outdoor Enthusiasts

North Lake Tahoe shared a link. Sponsored



north lake tahoe


Wander, Explore, Experience
Visit North Lake Tahoe this summer to experience endless outdoor activities as...

607440829710211

Impressions: 333K
Clicks: 1.2K
CTR: 0.37%
Engagement: 1,081
Book Now Conversions: 1,808
CVR: 147%

Workaholics

North Lake Tahoe shared a link. Sponsored



north lake tahoe

Make Summer Count
Stunning views, countless activities, one place. Visit North Lake Tahoe to experience what summer is all about.

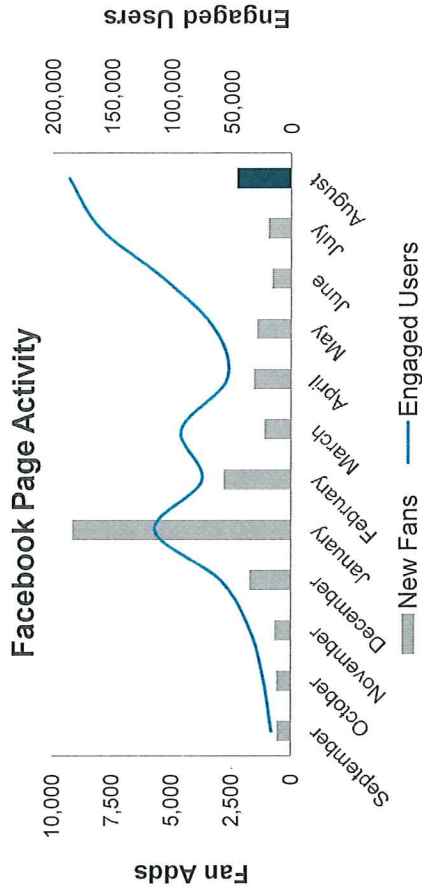
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Impressions: 141K
Clicks: 755
CTR: 0.54%
Engagement: 570
Book Now Conversions: 625
CVR: 83%

August Advertising Report | Consumer

Facebook Page Performance

• North Lake Tahoe's Facebook page acquired an additional 2.3K fans in August resulting in an increase in overall engaged users. This increase in page activity is likely due to expanded campaigns, including the High Notes and Human Powered Sports campaigns.



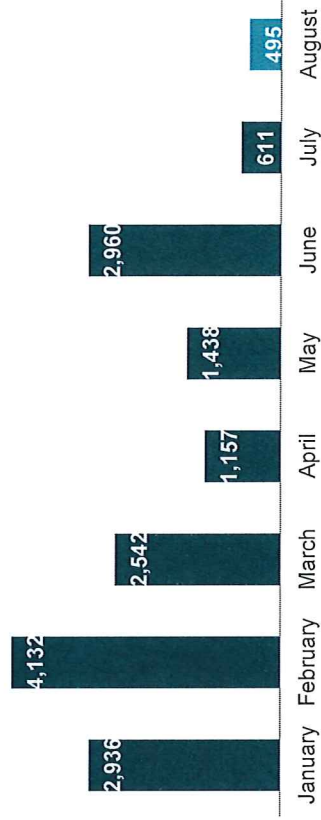
Month	Impressions	Engaged Users	New Fans
January	5,426,895	113,822	9,162
February	3,607,365	74,594	2,811
March	3,099,667	91,988	1,122
April	2,307,936	53,782	1,561
May	2,459,996	63,846	1,419
June	3,061,186	106,165	799
July	3,725,004	159,684	943
August	5,518,324	185,783	2,274

August Advertising Report | Consumer

Email Performance

- The August email blast drove almost 500 visits to GoTahoeNorth.com, where users spent over one minute on the site and viewed nearly two pages per session.
- Of the 495 visits to the site, three users ended up clicking the book now button. This is down from 8 book now conversions a month earlier. Overall, this led to a cost per book now conversion of \$840.

Sessions From Emails



Email	Sessions	Pageviews	Pages Per Sessions	Time on Site	Bounce Rate	Spend	Conversions*	Cost Per Conversion
Consumer Email 8/2	495	891	1.80	01:04	63.23%	\$2,520	3	\$840
Total	495	891	1.80	01:04	63.23%	\$2,520	3	\$840

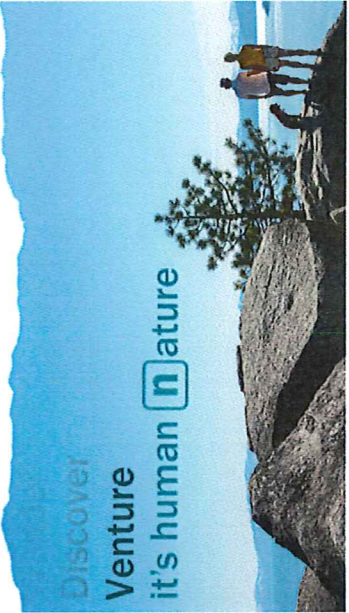
*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

August Advertising Report | Consumer

August 2nd Eblast

north lake tahoe | LODGING | THINGS TO DO | EVENTS

Discover
Venture
 it's human **n**ature



EXPERIENCE MORE SUMMER FUN IN NORTH LAKE TAHOE

There's no end to summer adventures in North Lake Tahoe. Whether you choose to hike, bike or just take in the views, there's no shortage of trails to explore in the mountains surrounding the lake. Paddleboard or kayak on the largest alpine lake in North America, venture down the Truckee River in a river raft or wander along the Ale Trail for a frosty beverage between activities. Don't let summer slip by without experiencing the playground we call North Lake Tahoe.

[PLAN YOUR TRIP TO THE LAKE](#)


14 ALE TRAIL STOPS

103 LODGING PROPERTIES

12 UNIQUE TOWNS


120+ EATERIES

COUNTLESS EXPERIENCES



Summerlong Concert Series
 June - September

[PLAN YOUR TRIP](#)







GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

From Reno-Tahoe International → 45 minute drive
 From Sacramento International → 2 hour drive
 From San Francisco International → 3 hour drive

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 north lake tahoe

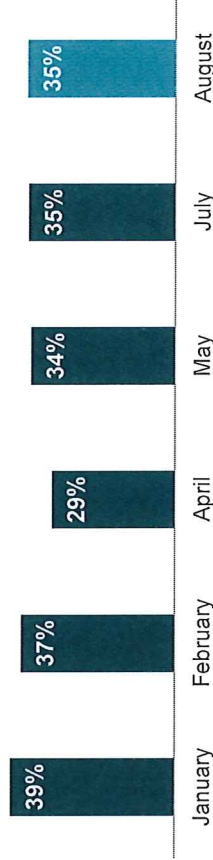
August Advertising Report | Consumer

YouTube Performance

View Rate Trending

• YouTube ads served just shy of 80K impressions in August resulting in 28K views. The average view rate among all creatives remained unchanged this month.

• Similar to July, younger outdoor enthusiasts in Los Angeles were most likely to either view an ad to completion or click on ad (37% view rate). Older experience seekers in New York showed the next highest propensity to click on a YouTube ad (36% view rate).

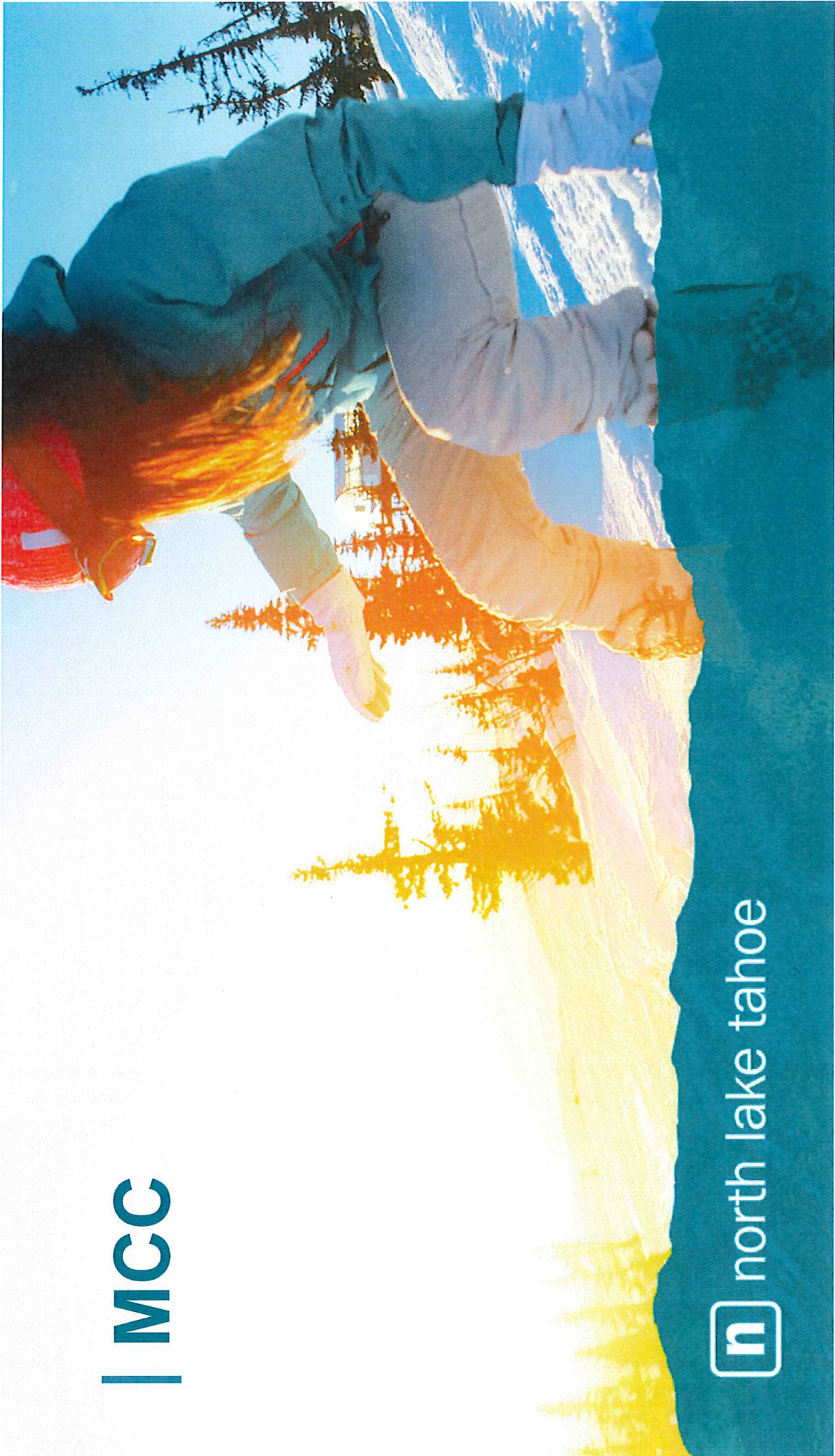


Target	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	Conversions
Families	20,683	21	7,220	34.91%	63.70%	45.39%	38.90%	34.94%	0
Outdoor Enthusiasts	27,000	20	9,613	35.60%	61.72%	44.76%	39.06%	35.72%	1
Workaholics	32,308	38	11,476	35.52%	63.17%	44.83%	38.85%	35.46%	0
Total	79,991	79	28,309	35.39%	62.82%	44.95%	38.94%	35.41%	1

*Conversions figures may be relatively unstable this month, as we've switched from book now conversions to time on site conversions. Starting in September, all conversions will be based on time on site.

August Advertising Report | Consumer

| MCC



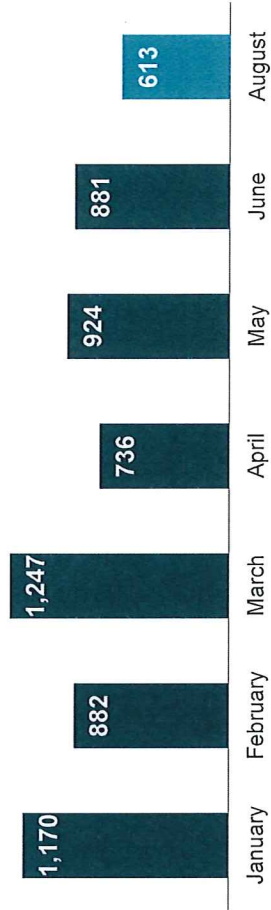
 north lake tahoe

Web Performance

- MCC ads directed over 600 users to GoTahoeNorth.com, with visitors spending over one minute on the site and viewing over 1.7 pages per session. Similar to historical trends, traffic from email ads spent more time on site and viewed more pages per session than traffic from social ads.

- The largest share of traffic landed on the meetings page (50%), followed by the lodging page (14%), and homepage (10%). Notably, traffic that landed on the events page spent the most time on the site (two minutes average time on site).

Sessions From MCC Ads



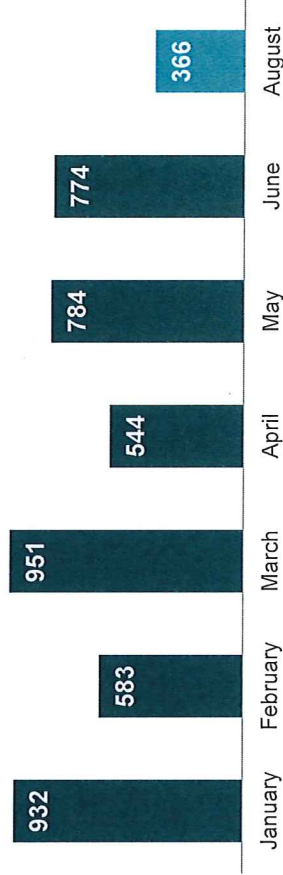
Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Email	366	807	01:47	2.20	48.36%
Social	247	274	00:26	1.11	91.50%
Total	613	1,081	01:15	1.76	65.74%

August Advertising Report | MCC

Email Performance

- The August 9th e-blast directed over 360 users to the website, where users spent on average 1:47 seconds on the site and viewed over two pages per session.
- Users stemming from email ads spent more time on things to do pages, including golf and dining, than any other page. Notably, traffic that landed on the golf page spent 2.5 minutes on the site. Going forward, we would suggest sending more traffic to these pages as users appear to be more engaged.

Sessions From Emails



Vendor	Sessions	Pageviews	Pages Per Sessions	Time on Site	Bounce Rate	Spend
MCC Email 8/9	366	807	2.20	01:47	48.36%	\$700
Total	366	807	2.20	01:47	48.36%	\$700

August Advertising Report | MCC

August 9th Eblast

north lake tahoe | LODGING | THINGS TO DO | MEETINGS

Review
Strategize | it's human nature

OPT OUTSIDE FOR YOUR NEXT EVENT

In North Lake Tahoe, there is no shortage of opportunities to move your meeting or event outside. Brainstorm new ideas in small group settings on horseback or paddleboards. Strategize among stunning sugar pine trees or beachfront at our unique meeting venues, like the Thunderbird Lodge, as the crisp mountain air refreshes attendees. Let North Lake Tahoe be the backdrop to your most memorable meeting yet.

DISCOVER A NEW WAY OF MEETING

- 30 MEETING FACILITIES
- 200,000+ SQ. FT. OF MEETING SPACE
- 7,000+ ROOMS
- 120+ EATERIES
- 50 GOLF COURSES

Book your next meeting in North Lake Tahoe!

SUBMIT AN RFP

Download your free conference planning guide!

DOWNLOAD FREE GUIDE

GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

- From Reno-Tahoe International — 45-minute drive
- From Sacramento International — 2-hour drive
- From San Francisco International — 3-hour drive

north lake tahoe

For more information, contact Jason Neary, Director of Conference Sales, North Lake Tahoe CIB at 800-462-5186 ext. 106 or Jason@GoTahoeNorth.com.

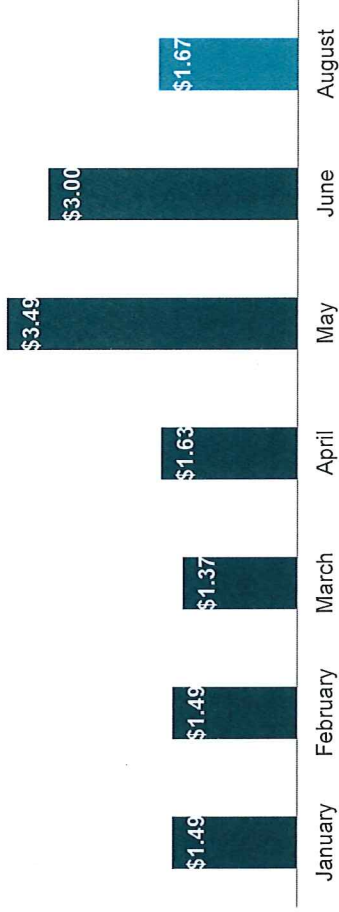
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August Advertising Report | MCC

Social Performance

- Social ad CTRs increased by 20% this month, helped by newly-implemented creatives and a retargeting strategy. Notably, new creatives resulted in a 0.16 percentage point bump in prospecting CTRs and a 0.12 percentage point bump in engagement rates.
- Retargeting efforts resulted in an additional 110 link clicks at an impressive 0.66% CTR. Going forward, we expect our retargeting efforts to pick up as ads continue to garner impressions.


CPC Trending



Ad Type	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	Cost Per Engagement
Prospecting	64,751	437	0.67%	\$800	\$1.83	121	0.19%	\$6.61
Retargeting	16,764	110	0.66%	\$237	\$2.15	20	0.12%	\$11.85
Video	30,351	182	0.60%	\$181	\$0.99	34	0.11%	\$5.32
Total	111,866	729	0.65%	\$1,218	\$1.67	175	0.16%	\$6.96

August Advertising Report | MCC

Social Ad Examples




Prospecting

Impressions: 65K
Link Clicks: 437
CTR: 0.67%
Engagement Rate: 0.19%



Retargeting

Impressions: 17K
Link Clicks: 110
CTR: 0.66%
Engagement Rate: 0.12%

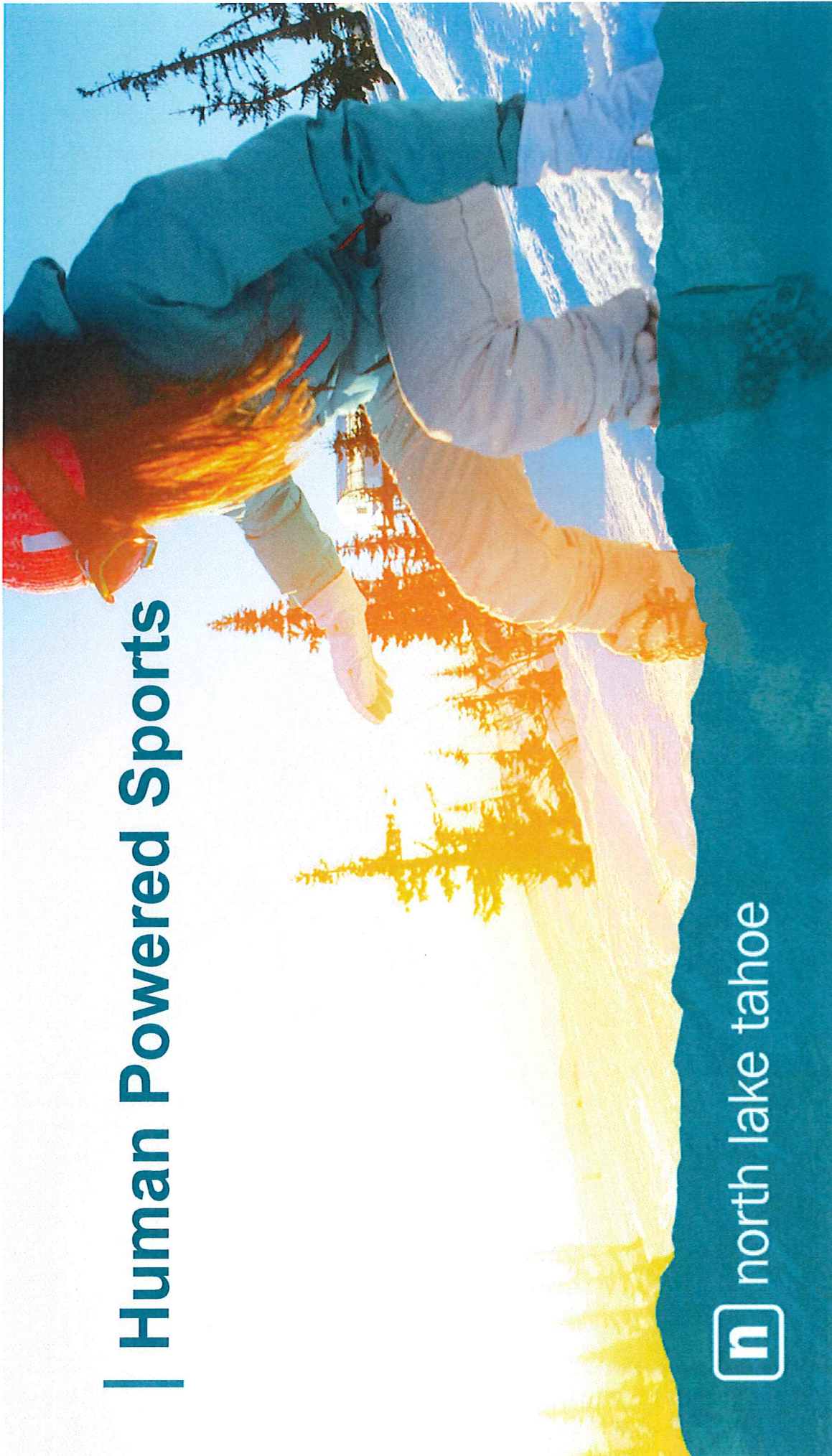



Video

Impressions: 30K
Link Clicks: 182
CTR: 0.60%
Engagement Rate: 0.11%

August Advertising Report | MCC

| Human Powered Sports

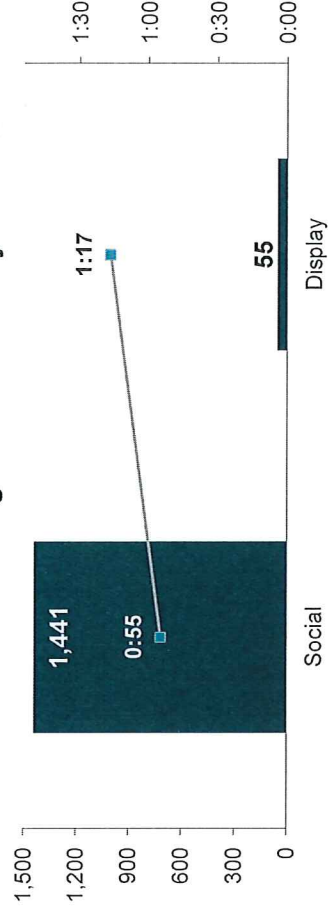


 north lake tahoe

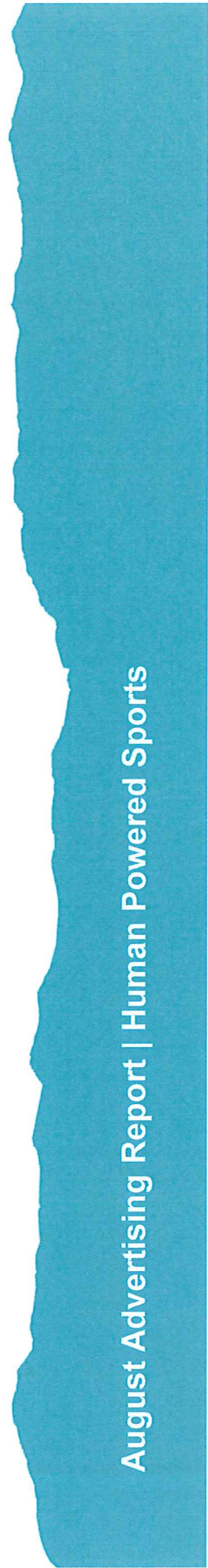
Web Performance

- In its first month, the Human Powered Sports campaign directed just under 1.5K users to North Lake Tahoe's website, where users spent nearly one minute on the site and viewed roughly two pages per session.
- Of the 1.5K web visitors, 93% landed on the Things to Do page. Among the remaining visitors who continued to explore the site, 10% navigated to the hiking page, 5% to the biking page, and 2% to the North Lake Tahoe Ale Trail page.

Sessions and Average Time on Site by Medium



Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Social	1,441	2,834	00:55	1.97	59.82%
Display	55	71	01:17	1.29	85.45%
Total	1,496	2,905	00:56	1.94	60.76%

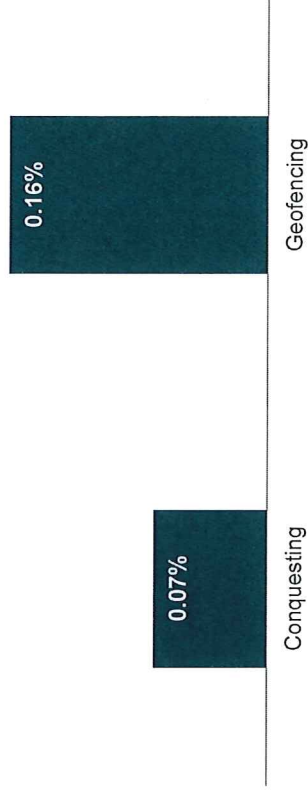


August Advertising Report | Human Powered Sports

Display Performance by Placement

Click Through Rates by Placement

- In just two days at the end of August, HPS banner ads amassed 97K impressions and almost 100 clicks, resulting in a 0.10% CTR. We will look to analyze this medium further as more data starts to compile.



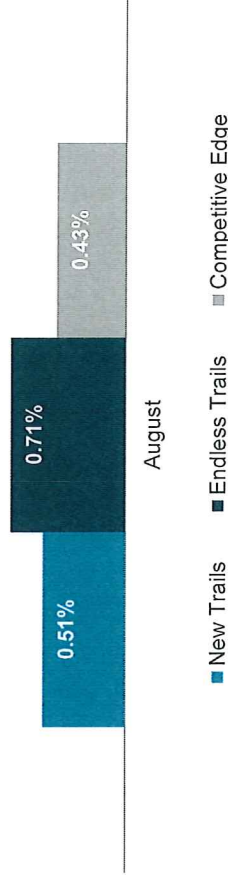
Placement	Impressions	Clicks	CTR	CPC	Media Cost
Conquesting	60,295	40	0.07%	\$4.52	\$181
Geofencing	37,030	58	0.16%	\$2.23	\$130
Total	97,325	98	0.10%	\$3.17	\$310

August Advertising Report | Human Powered Sports

Social Performance

Creative CTR Trending

• HPS social ads accounted for 347K impressions in August, resulting in a 0.53% CTR and a 0.62% engagement rate. Compared to other campaigns, this represents a less-than-average CTR, but an above-average engagement rate.

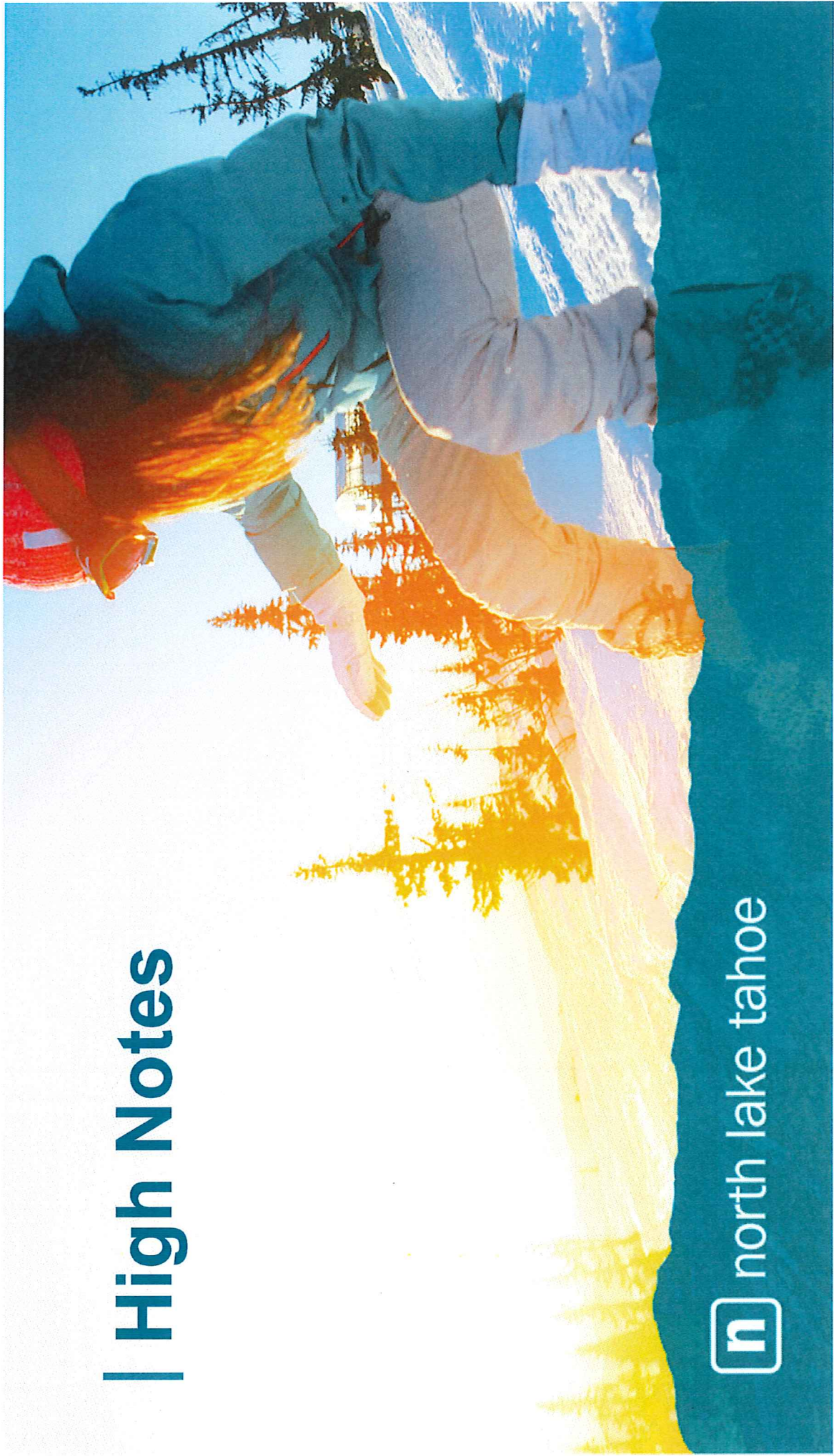



• Notably, the New Trails creative was extremely effective in driving engagement, including 1.5K post reactions, 65 shares, and 30 comments. Users who commented on ads complemented Tahoe on its beauty and shared stories of their prior visits, both of which helped drive positive sentiment around the brand.

Creative	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	Cost Per Engagement
New Trails	220,928	1,118	0.51%	\$2,095	\$1.87	1,578	0.71%	\$1.33
Endless Trails	68,579	487	0.71%	\$1,190	\$2.44	332	0.48%	\$3.59
Competitive Edge	57,911	249	0.43%	\$583	\$2.34	246	0.42%	\$2.37
Total	347,418	1,854	0.53%	\$3,869	\$2.09	2,156	0.62%	\$1.79

August Advertising Report | Human Powered Sports

| High Notes

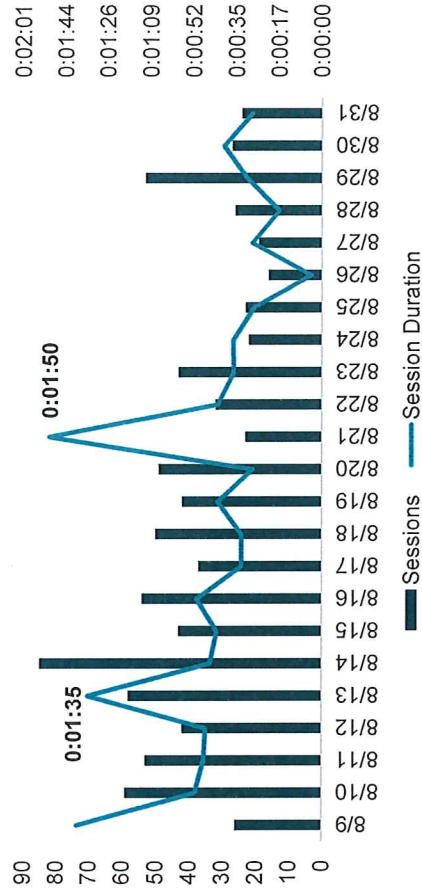


 north lake tahoe

Web Performance

- The High Notes campaign resulted in 906 website visits in its first month. Users who visited the website viewed nearly 1.8 pages per session and spent 45 seconds on the site.
- Over 1 in 4 people who landed on the High Notes landing page then clicked on the View Full Event Lineup button. Once here, users spent 1:40 exploring the lineup, notably the Music on the Beach event on 8/25.

Sessions and Time on Site by Day



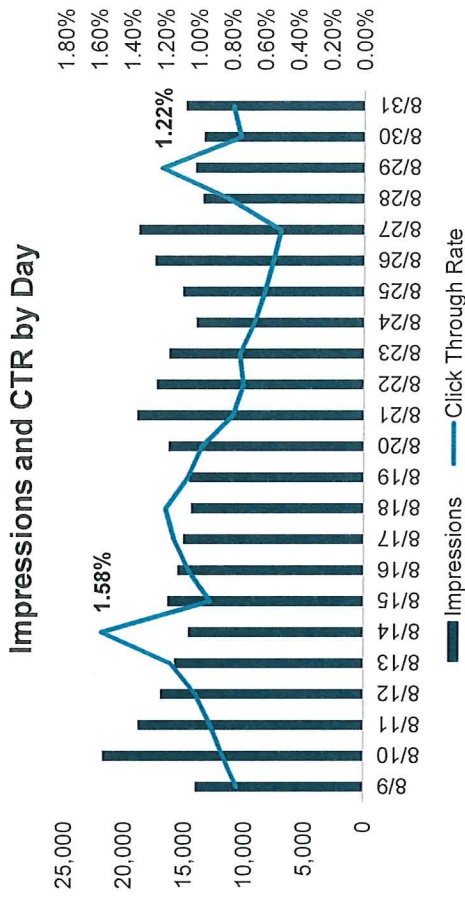
Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Social	906	1,607	00:45	1.77	63.36%
Total	906	1,607	00:45	1.77	63.36%

August Advertising Report | High Notes

Social Performance

• Facebook's canvas ad option proved to be extremely effective in driving high CTRs, as the High Notes campaign earned the highest CTR of any in August.

• In addition to a high CTR, the High Notes canvas ad was also very engaging, earning 1.5K post reactions, 180 shares, and 49 comments. Overall, comments on the posts were overwhelmingly positive, with numerous users claiming they love Tahoe City and Kings Beach in particular.



Creative	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	Cost Per Engagement
Canvas Ad	368,359	3,295	0.89%	\$3,550	\$1.08	1,730	0.47%	\$2.05
Total	368,359	3,295	0.89%	\$3,550	\$1.08	1,730	0.47%	\$2.05

August Advertising Report | High Notes



Thank You