



north lake tahoe

Chamber | CVB | Resort Association

August 2018 Departmental Reports

Conference Department Report for August 2018

In August 2018 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff worked on 30 new leads in August 2018. Those leads represent approximately 9700 potential room nights, 44500 attendees and over \$2,000,000 of room revenue.

Staff is working on the following new leads:

- Syneos Health, Inc., President's Club Trip, May 16-19, 2019; 44 room nights.
- HPN – Government Meeting, October 15-17, 2018; 46 room nights.
- Adventist Health – Mission Summit, April 10-13, 2019; 589 room nights.
- Rave Restaurant Group – 2019 Pizza Inn Owners Conference, October 20-23, 2019; 240 room nights.
- ServiceNow – Leadership Meeting, October 20-24, 2019; 61 room nights.
- HPN – Religious 2019/2020 Annual Conference, April 28-30, 2019; 315 room nights.
- MCI Group – Corporate Meeting Program, January 2020; 540 room nights
- HPN – Insurance Company Meeting, July 2019; 300 room nights.
- Verizon Wireless , September 2018; 30 room nights.
- HPN – Religious 2020 Fall Retreat, September 14-17, 2020; 375 room nights.
- HPN – Assessment Conference - Spring & Fall, March or October 2019; 30 room nights.
- HPN - Mini-Conference, March 30-April 2, 2019; 70 room nights.
- HelmsBriscoe - Embodied Leadership Program 2019, January, May and September 2019; 55 room nights.
- Obesity Medicine Association – 2019 Board Retreat, February 2019; 28 room nights.
- WatchGuard Technologies, Inc – 2019 Global Partners Conference, April 2019; 1250 room nights.
- American Orthopaedic Foot & Ankle Society – Surgical Complications Course, May 2019; 225 room nights.
- Idaho Auto Dealers Association – Annual Convention, May 2019; 270 room nights.
- Convenience Distribution Association – Executive Retreat, June 2019; 30 room nights.
- Balloon Federation of America – High Sierra Balloon Camp, June 2019; 70 room nights.
- Texas Society of Certified Public Accountants – Annual Meeting of Members, June 2019; 515 room nights.
- California Child Development Administrators Association – Board Retreat, July 2019; 40 room nights.
- American International Automobile Dealers Association – Board Meeting, July 2019; 54 room nights.
- California Educational Technology Professionals Association – Board Meeting, July 2019; 23 room nights.
- The Institute of Makers of Explosives (IME) – Annual Fall Meeting, September 2019; 220 room nights.
- California Police Activities League – Fall Training Conference & Business Meeting, October 2019; 305 room nights.
- California Landscape Contractors Association – Annual Meeting, November 2019; 180 room nights.
- Duke Realty – Board Retreat, July 2020; 88 room nights.
- California Association – Annual Conference, October 2020; 216 room nights.

- US Dry Bean Convention – Annual Convention, July 2021; 1358 room nights.
- National Association of Public Pension Attorneys – Legal Education Conference, June 2023; 982 room nights.

The following programs turned definite:

- WD-40 - 2019 Americas National Sales Meeting September 19-23, 2019. Potential to generate 831 room nights; \$165,000 in room revenue and bring 130 people to Resort At Squaw Creek
- Akorn Pharmaceuticals Mid-Year 2018; September 24-27, 2018. Potential to generate 208 room nights; \$49,000 in room revenue and bring 80 people to Hyatt Lake Tahoe
- Insight - Dell Passport to Paradise; January 10-14, 2019. Potential to generate 80 room nights; \$34,000 in room revenue and bring 40 people to the Ritz Carlton Lake Tahoe.
- ThermoFisher Executive Retreat September 4-6, 2018. Potential to generate 49 room nights; \$9,750 in room revenue and bring 32 people to the Landing Resort & Spa

Staff conducted a site visit with ThermoFischer. This program has the potential to generate 45 room nights and bring 27 people to Lake Tahoe September 4-6, 2018.

Staff hosted a site visit for the Water Sports Industry Association. This group is considering North Lake Tahoe and Park City, UT for this program. If Tahoe is selected the program will generate approximately 220 room nights and \$50,000 in room revenue.

Staff hosted a site visit for California Police Activities League. CalPAL is considering North Lake Tahoe for their Fall Training Conference & Business Meeting in October 2019. The event will generate 305 room nights and over \$45,000 in room revenue.

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

Staff attended the ASAE Annual Trade Show preshow meeting at RSCVA.

Staff attended the American Society of Association Executives Annual Tradeshow in Chicago, IL. The ASAE Annual Meeting & Exposition is where thousands of association professionals and industry partners gather to exchange time, resources, strategies, solutions, and more. Over three days of learning, growing, and finding inspiration, attendees are equipped with a year's worth of support in their daily responsibilities as leaders in the association industry.

Staff cohosted a customer event with RSCVA at the ASAE Annual Tradeshow. 78 customers attended the event and staff was able to meet nearly each of them. The majority of the attendees have potential future business for North Lake Tahoe.

Staff attended the monthly Marketing Cooperative Meeting.

Staff met with Squaw Valley Director of Sales & Marketing to discuss conference sales strategy.

Staff reviewed all the meeting planners attending Connect Market Place Corporate for August 23-26, 2018. Staff requested over 115 appointments.

Staff attended Connect Marketplace Corporate. Staff had 33 appointments and started following up to generate leads from this event.

Staff attended Connect Marketplace Association. Staff had 36 appointments and started following up to generate leads from this event.

Staff worked with ThermoFisher this to confirm their lodging contract along with an offsite activity at the Tahoe Treetop Adventure Park in Tahoe Vista and an offsite dinner at Gar Wood or Caliente for 23 people, September 4-6, 2018.

Staff attended the NLTRA Board Meeting.

Staff participated in monthly agency status call with Abbi Agency and Augustine Agency.

Staff participated in a conference call regarding the 2020 Mountain Travel Symposium.

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

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of August, staff made over 400 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



Leisure Departmental Report
August 2018 Report

TRAVEL TRADE INFORMATION:

- Signed up for the Visit California China Product Development Series. This is the third year that NLT is participating. Visit California represents NLT in ten unique training sessions across China including Beijing, Shanghai, Guangzhou, Chengdu, Wuhan, Taipei, Shenzhen and Hangzhou.
- Site Visits with AlliedTPro - Receptive Operator out of Las Vegas looking to book Thomas Cook India Series into Lake Tahoe
- Met with our new Best Day, Mexico Sales Market Manager
- Working with Travel Nevada on a New Zealand/United Airlines Promotion
- New Events:
 - *SkiTops Networking Mixer*: North Lake Tahoe, Squaw Valley and SkiTops are teaming up to offer a networking opportunity in North Lake Tahoe. September 20th.
 - *Expedia Forum*: Being hosted by the Hyatt on October 17th. Expedia is conducting a joint South Lake Tahoe & North Lake Tahoe training. Invites to follow.

INTERNATIONAL TRADE:

- Canada updates will begin after their immersion trip.
- UK/Ireland July Monthly Report:
 - Meetings conducted: Best at Travel, Kenwood Travel, North American Travel Service (NATS) and US Air Tours (4)
 - Trainings:
 - American Sky Training: 16 agents
 - Cosmos: 30 agents
 - Ocean Holidays: 2 agents

INTERNATIONAL MEDIA:

- Conducted Abbi Agency NLT training - a refresher to help them build out diversified FAMs with our partners.
- Hosted:
 - Travel Nevada French Digital Influencer, Hugo Le Beller, August 4-5th
 - Visit California UK Journalist Kim Leuenberger, August 16-19th
 - Jaslin Yu from SingTao USA, one of the biggest Chinese-American publications, August 26th
- Upcoming Media:

- India Journalist Ashwin Rajagopalan, joint effort with South Lake Tahoe, September 2-11th
- Australia Journalist from Body + Soul Magazine, End of September
- Travel Nevada Global Tourism Summit Post Media FAM: November
 - 25 journalists from 10+ countries

TRAVEL TRADE FAMS:

- Hosted
 - RSCVA PHG China Tour Operator FAM - August 28th
- Upcoming FAMS:
 - Visit California UK Super FAM in October 6-8
 - RSCVA & Brand USA China Mega FAM - October 27-30th
 - Virgin Holidays, UK: November 2-3rd
 - North Lake Tahoe Winter FAM – January

INTERNATIONAL OFFICE UPDATE:

- Canada Update:
 - New office, Destination Counsellors International. Our new Trade Sales Manager is Collette Baert. NLT hosted the DCI Immersion Trip, August 20-25th

SALES MISSION INFORMATION:

- Next Sales Missions:
 - Visit California Canada Sales Mission: 9/29-October 5th
 - Toronto, Montreal, Calgary, and Vancouver
 - RSCVA LA Sales Mission, Nov 5-9th
 - Travel Nevada Global Tourism Summit, November 12-14th - Reno, NV

VISAVUE DATA Q2:

- *International Statistics Q2 (April-June)*
 - \$1,190,105
 - 24.7% growth
 - Average cardholder spend: \$236.65

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

Singapore

Switzerland

- *Domestic Statistics Q2 (April-June)*
 - \$97,462,918
 - 3.8% growth
 - Average cardholder spend: \$222.84

Top Markets By Spend (\$)	Top Markets by Cardholder Count (# of people)
San Francisco – Oakland	San Francisco – Oakland
Sacramento – Yolo	Sacramento – Yolo
Reno, NV	Reno, NV
Los Angeles, Riverside, CA	Los Angeles, Riverside, CA
San Diego, CA	San Diego, CA
Phoenix, AZ	Cico, CA
New York, Northern New Jersey	Stockton Lodi
Chico, CA	Seattle, Tacoma, Bremerton
Seattle, Tacoma, Bremerton	New York & Northern New Jersey
Stockton, Lodi	Las Vegas

Events & Marketing Update – August 2018

General

- Launched Room with a View social media contest featuring 8 properties
- Worked on decreasing 404 errors on GTN.com
- Submitted annual event report for County report
- Escorted Canada team on a sailing charter when in town

Chamber

- Involved in website discovery process for new nltra.org site

BACC

- Development of committee reorganization proposal (work in progress – will be presented to the NLTRA Tourism Development Committee at the September meeting)
 - Met with NTBA, TCDA and SVNA to discuss
- Continued Peak Your Adventure program which runs into October

AF&W

- Assistance with AF&W seminar and judging logistics
- Run a social media contest for tickets via consumer and chamber pages
- TAA worked on PR and bringing in journalists/media to event
- Completed & submitted liquor license and insurance paperwork

Tahoe Film Fest

- Connected Northstar and Tahoe Film Fest for potential transportation sponsorship

Enduro World Series

- Met with Northstar and the Enduro World Series producers regarding a potential sponsorship of the 2019 event taking place at Northstar. Working through negotiations and hope to present to the Tourism Development Committee in October or November.

No Barriers

- Communicating with No Barriers regarding a sponsorship of the 2019 No Barriers Summit

WinterWonderGrass Tahoe

- Met with new CMO for WWG and discussed 2019 event
 - New event dates are March 29 – 31, 2019. One week earlier
 - Launching a new website – targeting September 13, 2018
 - Adding a Vermont event in 2019 at Stratton Mountain – December 14 – 16, 2018

Mountain Travel Symposium

- Announced no Meeting Exchange program starting in 2019. NLTRA has notified regional partners regarding the 2020 event. None of the partners were too concerned and this should bring costs down.

Wanderlust – Out of Market Events

- Discussed potential opportunities to have a booth at an out of market Wanderlust event. Received information and reviewing.

Upcoming Sponsored Events –August, September and October

- *Big Blue Adventure Series* | Dates Vary | Locations Vary – North Lake Tahoe
 - Emerald Bay Trail Run – September 16, 2018 (West Shore)
 - Lederhosen 5K – September 22, 2018 (Squaw Valley)

- Great Trail Race – October 7, 2018 (Tahoe City)
 - Northstar Free-Ride Festival | September 13 – 17 | Northstar California
 - Tahoe Adventure Van Expo | September 15 | Homewood
 - Spartan World Championships | September 29 – 30 | Squaw Valley
 - Tahoe City Oktoberfest | September 29 | Tahoe City
-



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

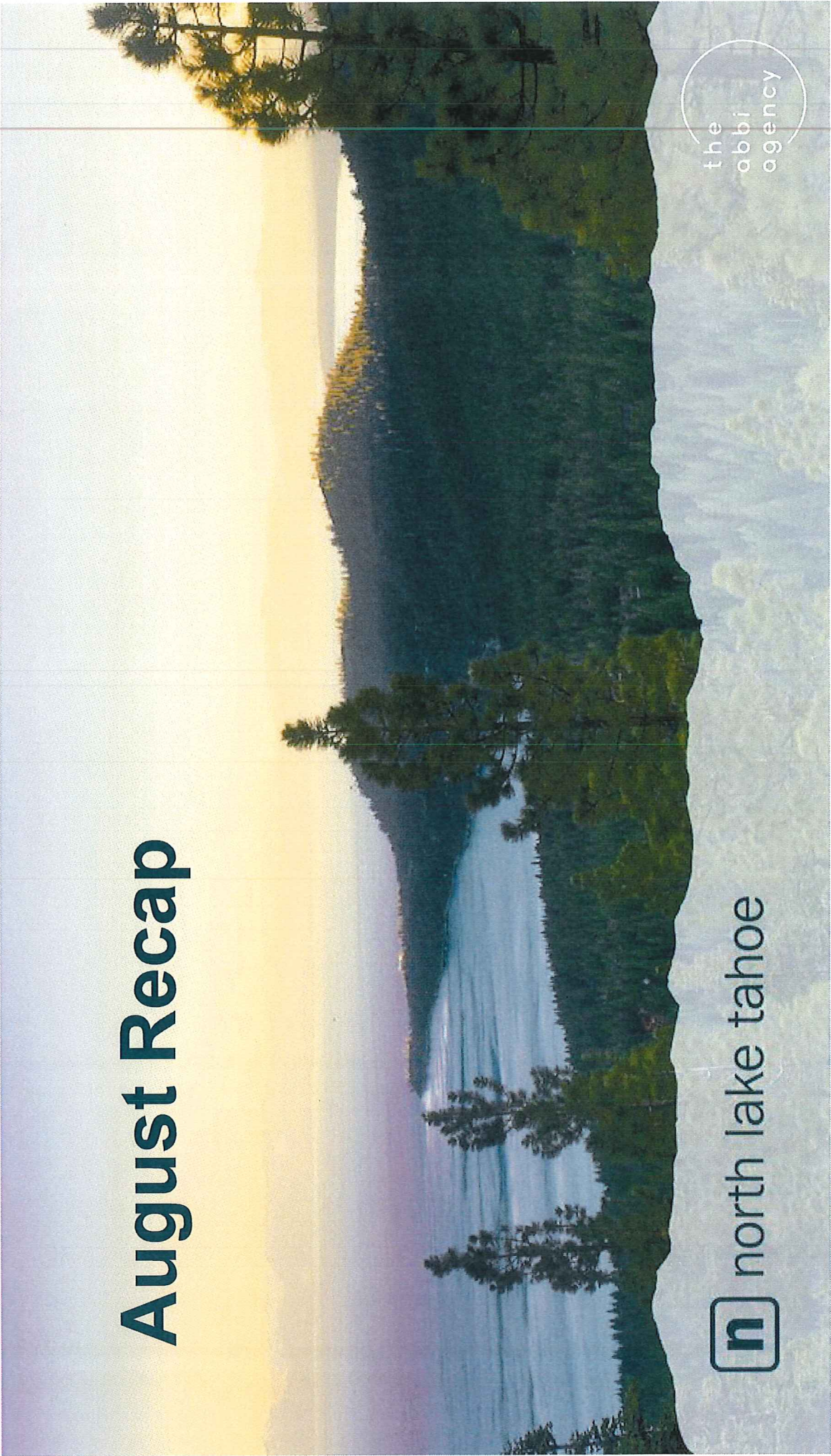
Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

August Recap

 north lake tahoe

the
abbi
agency



A scenic view of a river with a person kayaking, surrounded by lush green trees and a clear blue sky. The kayaker is in the lower left, and the river flows towards the right. The background is filled with dense green foliage and a bright, clear sky.

Public Relations Results

Content Review

Social Media Update

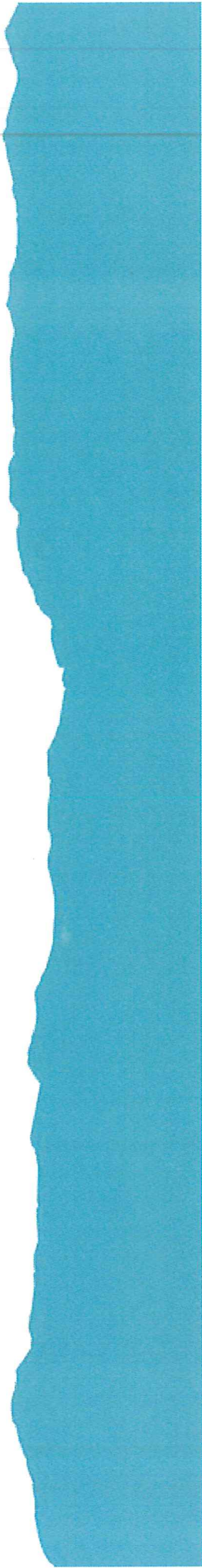
PUBLIC RELATIONS APPROACH

STRATEGY: August outreach centered around key regional topics, including fall outdoor recreation and wellness, the “secret season,” fall family getaways and the 33rd annual Autumn Food and Wine Festival. The Abbi Agency worked ahead of Winter opportunities, including season pass specials and perks and “offbeat winter activities.”

OBJECTIVES: The Abbi Agency aims to increase public awareness of the destination within key target flight markets and national publications. Regional outreach is targeted at timely features and shoulder season coverage, while national outreach aims to grow awareness and brand strength overall. The Abbi Agency aims to increase ad equivalency, number of impressions and number of backlinks year-over-year.

FAM COORDINATION: In August, The Abbi Agency hosted freelance travel journalist Will McGough for a comprehensive feature on the region’s outdoor recreation, locally-sourced food, history, and culture, which was published in MSN and Travel Pulse. The team coordinated trips for Autumn Food and Wine journalists, including Todd Schofield (Rocklin & Roseville Today), Dianne Lange (Diablo Magazine), Rich Tancredi (Los Gatos Magazine) and Johnathan Wright (RGJ / USA Today). FAM coordination was also executed for International journalists Ashwin Rajagopalan (Chennai, India) and Jaymie Hopper (Australia).

CONTENT + NOTABLE PITCHES: What’s New Fall, Autumn Food and Wine, Labor Day Weekend; Secret Season, Best Destinations of 2019, Fall Family Getaways



PUBLIC RELATIONS RESULTS

PLACEMENTS: 29 PUBLICITY VALUE: \$ 739,061.06 TOTAL IMPRESSIONS: 77,538,982

PUBLICATION HIGHLIGHTS: Express (United Kingdom), Sunday Mirror (United Kingdom), Daily Star (United Kingdom), Reader's Digest, ATT, Fresh Journey's (China), Brides, NBC Los Angeles, Reno Tahoe Tonight, Travel Alerts, Smart Meetings, Sierra Sun, Diablo, Tahoe Weekly, Coronado Times, NBC San Diego, NBC Bay Area

FAM COORDINATION: Jonathan Wright (RGJ / USA Today), Will McGough (Travel Pulse, MSN), Todd Schofield (Rocklin & Roseville Today), Dianne Lange (Diablo Magazine), Rich Tancredi (Los Gatos Magazine); Jaymie Hooper (International - Australia); Ashwin Rajagopalan (international - India).

MEDIA MISSIONS: The Abbi Agency did not complete any media missions this month, but continued follow-ups with journalists from the spring NYC Media Mission and began identifying opportunities for a fall Media Mission.

COVERAGE BOOK: https://coveragebook.com/coverage_books/87ce240c/

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

HIGHLIGHTED PLACEMENTS - AUGUST

Sunday Mirror (UK, Print) The Wilder West

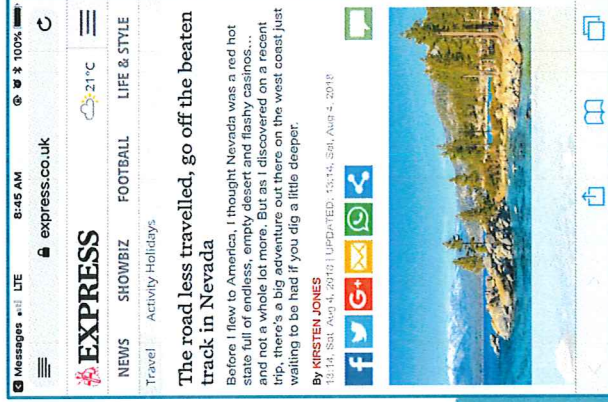
- Reach: 36.5M
- Ad Value: \$338,349.34
- Domain Authority: N/A
- Social Shares: N/A



Express (UK)

The road less travelled, go off the beaten track in Nevada

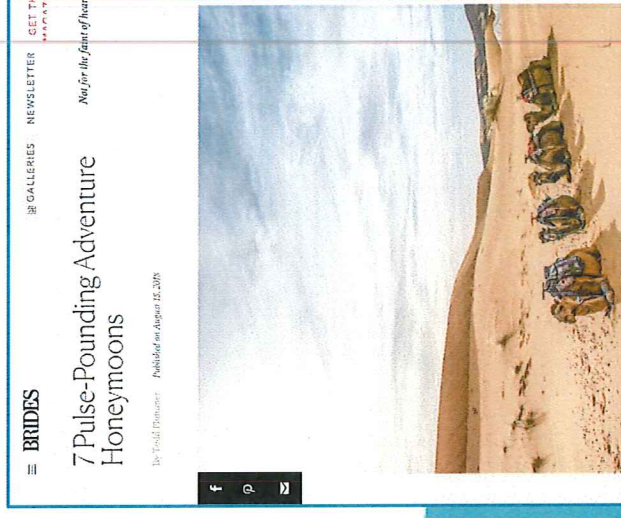
- Reach: 23.6M
- Ad Value: \$218,779.83
- Domain Authority: 91
- Social Shares: 3



Brides

7 Pulse-Pounding Adventure Honeymoons

- Reach: 1M
- Ad Value: \$9,392.64
- Domain Authority: 79
- Social Shares: 68



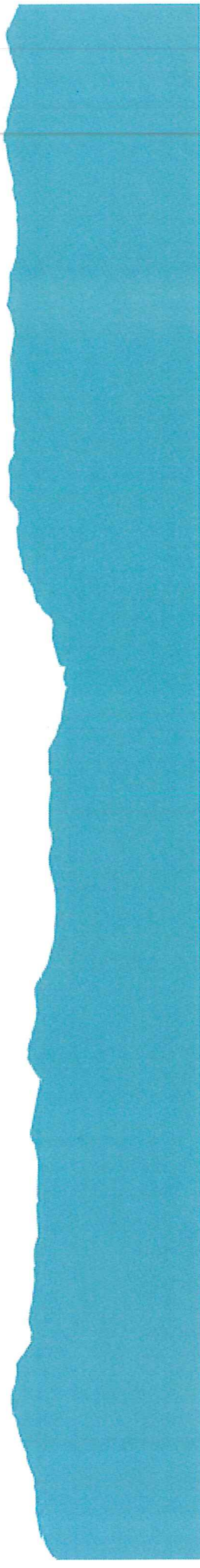
CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas (posted: 1-2 times monthly; also shared on social channels)

NEWSLETTER: content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights

KEY THEMES: Mountainside Exploration, Fall Flavors / Autumn Food and Wine, Human Powered Sports

CAMPAIGNS: Peak Your Adventure, Fall Flavors / Autumn Food and Wine; SEO recalibration and development of segmentation survey for newsletter.



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 1

What's New Fall

BLOGS POSTED: 2

High-Altitude Decompression: Your Post Burning-Man Guide to North Lake Tahoe | Social Shares: 5
Taste North Lake Tahoe: Your Guide to Fall Flavors | Social Shares: N/A

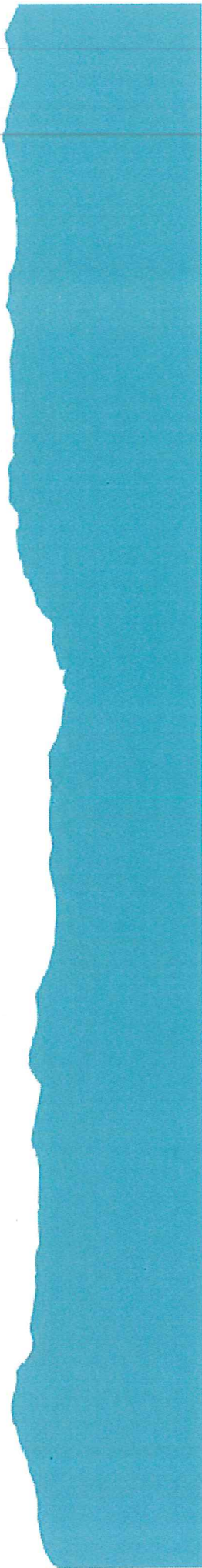
Note: Social shares for the month of August may not be accurate because the social share plugin seems to have started malfunctioning after the last site update.

NEWSLETTERS DISTRIBUTED: 1

Celebrate Summer in North Lake Tahoe

10.2% open rate, 1% click-thru rate (CTR)

Majority opened around 4PM



SOCIAL MEDIA

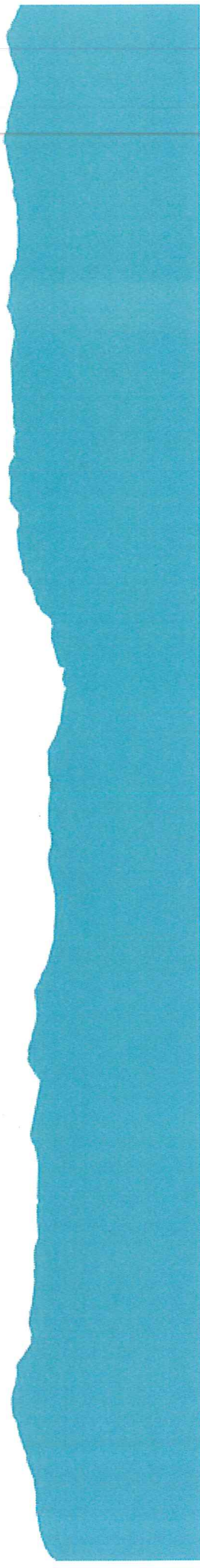
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Focus on Summer messaging promoting the full range of experiences in North Lake Tahoe - from lake to mountaintop.

OBJECTIVES: Promote Summer activities and the upcoming events that resonate best with our audiences.

CAMPAIGNS: Wanderlust, Luminaries Shorts, Summerlong Music, Peak Your Adventure

ENGAGEMENT INSIGHTS: The Room with a View campaign launched in August is driving high engagement levels as compared to other social content.



SOCIAL MEDIA UPDATE

AUGUST GROWTH:

- Facebook: 775 New Fans
- Instagram: 714 New Followers
- Twitter: 68 New Followers

- Total Impressions: 3.3M
- Total Engagements: 78k

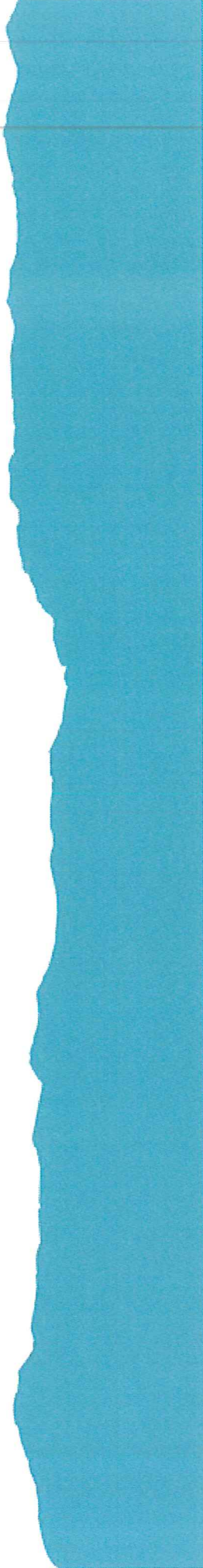
SOCIAL CAMPAIGNS & TACTICS:

Kim Leuenberger Takeover

- Impressions: 60.5k
- Avg. Reach Per Story: 2.9k

Peak Your Adventure Photo Voting

- Impressions: 20.2k
- Avg. Reach Per Story: 2.2k

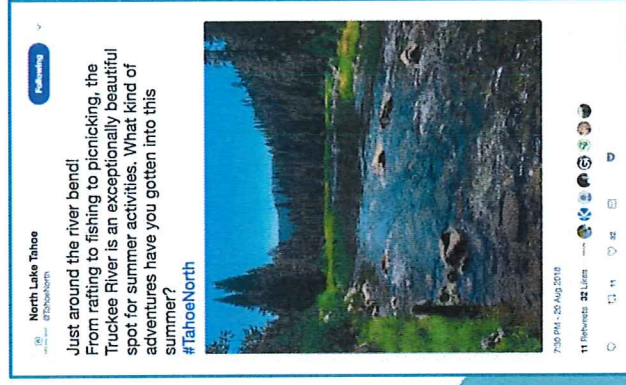


SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Speedboat Album: 14k Reach, 755 Reactions, 102 Comments, 88 Shares

#1 Instagram Post, Sand Harbor: 39k Impressions, 4.6k Likes, 57 Comments

#1 Twitter Post, Truckee River: 32k Reach, 33 Likes, 11 Retweets



KIM LEUENBERGER INSTAGRAM STORY TAKEOVER HIGHLIGHTS

[@kim.ou takeover](#)

The crystal clear turquoise waters of Lake Tahoe is all you could ever dream of 🍷

Taking the aerial tram to go up above @squawvalpine

#takeover [@visitalifornia](#) [@kim.ou](#)

GOODBYE TAHOE

Time for me, @kim.ou, to sadly leave North Tahoe and make my way back home to London! It's been the best time and thank you for following along!

PADDLE YOGA

SOCIAL MEDIA INSIGHTS

MONTHLY HIGHLIGHTS

- The number of Twitter mentions and direct messages increased by 53% since July.
- In July the number one city that engaged with our Facebook page was Reno with Los Angeles at #2. In August we moved Los Angeles and San Francisco to the top two cities that engaged with our Facebook page.
- The number of followers on Instagram increased by 2% on Instagram.
- Compared to Tahoe South and Visit Mammoth, we are receiving a significantly higher engagement rate on Facebook.

INSIGHTS AND TAKEAWAYS

- Recent data has stated that while Facebook favors video, photo content is performing the best on the platform currently.
- Tahoe South posted 2 photos on Facebook during the month of August and received an average of 54 engagements per post compared to our 198.
- All of the top posts between Tahoe South, Visit Mammoth, and Tahoe North on Instagram feature very similar photos that capitalize on the “Human Nature” theme. (See next page for top posts).

SOCIAL MEDIA INSIGHTS

Instagram Comp Set Comparison

Most Popular Media by @tahoenorth



4582 Engagements



3786 Engagements



3222 Engagements

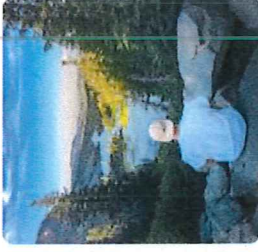
Most Popular Media by @visitmammoth



5127 Engagements



3744 Engagements



3599 Engagements

Most Popular Media by @tahoessouth



3137 Engagements



3120 Engagements




2761 Engagements

A scenic landscape featuring a calm body of water reflecting the sky and surrounding greenery. The sky is a mix of soft blues and yellows, suggesting a sunset or sunrise. The water is still, creating a clear reflection of the sky and the trees on the shore. The trees are lush and green, with some taller, darker trees in the background. A white, rounded rectangular box is centered over the image, containing the text "Thank You".

Thank You

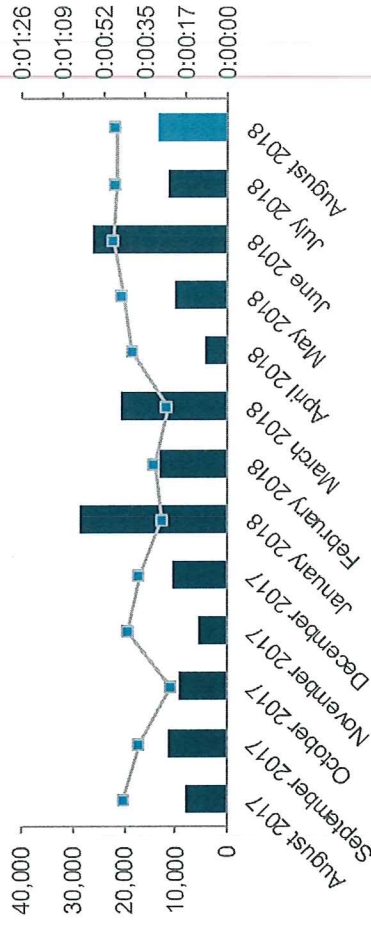
| August Advertising Report

 north lake tahoe

Overview by Campaign

- Consumer and MCC campaigns combined for over 5.5 million impressions in August, resulting in 13.5K website visits and 4.6K sessions over 115 seconds. Compared to July, the total number of time on site conversions improved by 7%.
- Traffic from MCC ads increased considerably this month (+125%), due to the addition of display ads. Overall, the average time on site this month was 31% higher than the 12-month average. This suggests optimizations aimed toward improving session duration are having a positive effect.

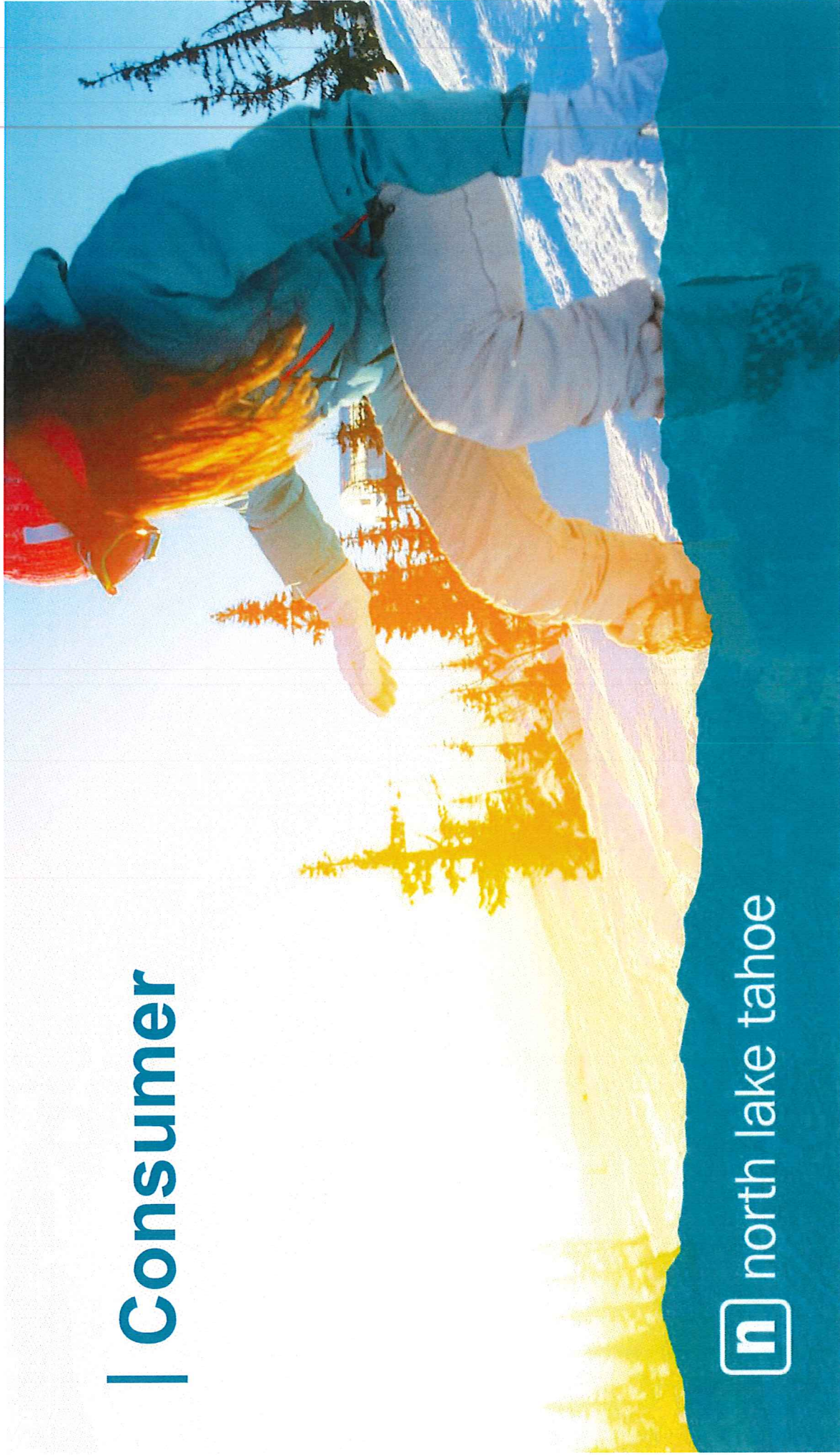
Sessions and Time on Site Over Time



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	4,912,050	0.38%	\$42,944	11,738	00:45	1.7	76%	4,358	620
MCC	616,399	0.26%	\$4,064	1,728	00:59	1.7	64%	246	1
Total	5,528,449	0.37%	\$47,008	13,466	00:47	1.7	75%	4,604	621

August Advertising Report | All Campaigns

| Consumer



 north lake tahoe

Executive Summary

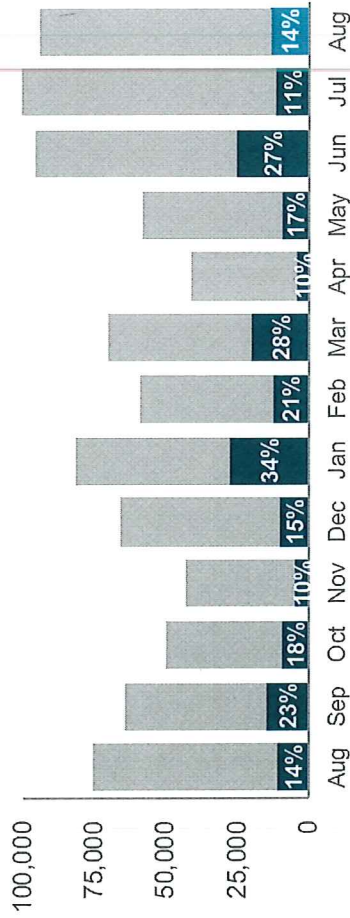
- The Consumer campaign served over 4.9 million impressions in August, resulting in 11.7K site visits. Notably, over 37% of all users stemming from digital ads spent at least 115 seconds on the site and 5% clicked a “book now” button.
- Among Paid Search ads, the Summer campaign concluded and the Fall campaign began in August. The Fall campaign showed promising initial results, with searches related to camping, boating, and hiking driving the largest share of site visits so far.
- Email ads continued to prove their efficacy this month, accounting for over 700 time on site conversions. In addition, this channel drove the second lowest cost per conversion, trailing just Paid Search.
- Fall creative development began in August, with a landing page dedicated to the fall campaign. Fall digital and social media ads are also being refreshed and updated for the season.

Website Performance

• Digital ads resulted in 11.7K visits to North Lake Tahoe's website in August, up from 10.8K the prior month. Increased traffic this month helped drive a 25% improvement in site traffic year-over-year.

• The uptick in site traffic is largely due to the addition of emails this month (+2K visits). In addition, users stemming from emails spent the second-longest time on site and viewed the second-most pages per session.

Website Sessions From Consumer Ads



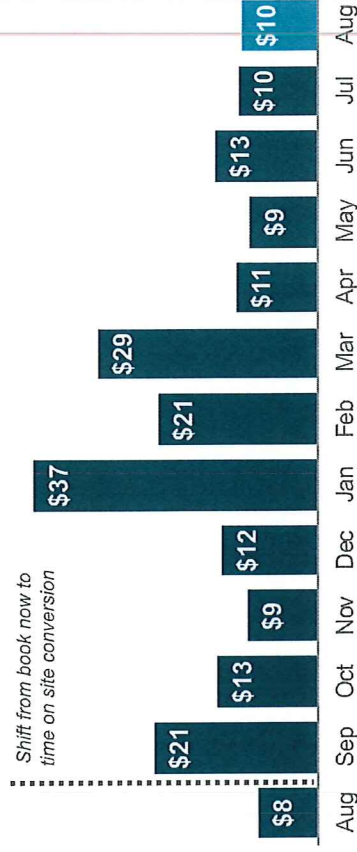
Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Display	3,539	5,177	00:32	1.5	84%
Paid Social	3,254	4,318	00:15	1.3	86%
Paid Search	2,877	6,706	01:29	2.3	58%
Email	2,068	3,349	00:54	1.6	73%
Total	11,738	19,550	00:45	1.7	76%

August Advertising Report | Consumer

Overview by Medium

- Overall, Consumer ads combined for 4.9 million impressions in August, up from 4.5 million the prior month. This resulted in 18.9K ad clicks and 4.4K time on site conversions.
- There was minimal variance in performance among channels this month, as shown by a consistent cost per conversion. Of note, the addition of email sends in August did drive a slight increase in CTR and time on site conversions.

Cost per Conversion Trending

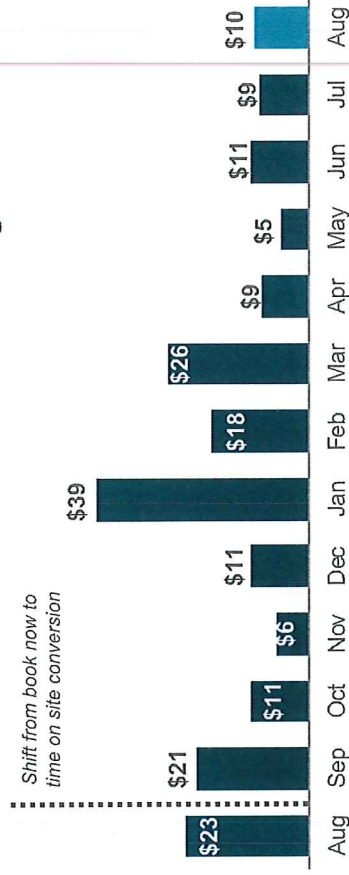


Medium	Impressions	Clicks	CTR	TOS Conversions	Spend	Cost per TOS Conversion	Book Now Conversions
Display	3,779,597	10,230	0.27%	2,534	\$25,640	\$10.12	142
Paid Search	365,478	2,733	0.75%	740	\$3,693	\$4.99	446
Paid Social	346,925	2,145	0.62%	350	\$5,772	\$16.49	22
Email	255,000	3,646	1.43%	721	\$5,100	\$7.07	10
Online Video	165,050	126	0.08%	13	\$2,739	\$210.66	-
Total	4,912,050	18,880	0.38%	4,358	\$42,944	\$9.85	620

Display Performance by Placement

- Display ads resulted in 2.5K time on site conversions in August, up from 2.4K the prior month (+4%). This is largely the result of increased spend on Rich Media ads.
- Compared to August 2017, total impressions served increased by 14% while overall clicks improved by 80%. This helped drive increased web traffic at a lower cost during the shoulder season.

Cost Per Conversion Trending



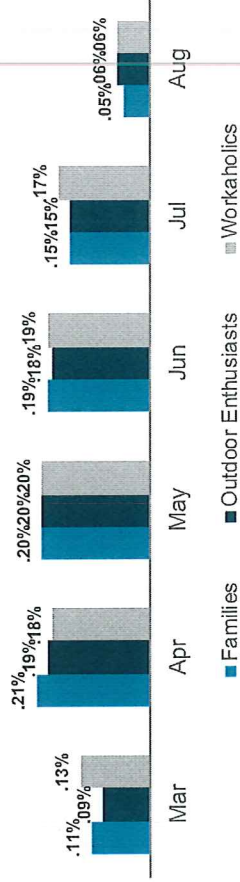
Placements	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	3,090,735	9,610	0.31%	\$2.35	\$22,540	770	\$29.27	14
Retargeting	521,087	309	0.06%	\$6.32	\$1,954	217	\$9.00	5
TripAdvisor	167,774	311	0.19%	\$3.69	\$1,146	1,547	\$0.74	123
Total	3,779,597	10,230	0.27%	\$2.51	\$25,640	2,534	\$10.12	142

August Advertising Report | Consumer

Display Performance by Creative

- Targeted display ads witnessed a drop in overall CTRs this month. Despite the drop in total clicks, the number of time on site conversions remained consisted month-over-month.
- Regionally, users in New York and Los Angeles continued to respond best to display ads, combining for 80% of all time on site conversions. In addition, users from these regions accounted for 82% of all book now conversions.

Creative CTR Trending




Creative	Impressions	Clicks	CTR	CPC	Media Cost	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	736,295	403	0.05%	\$8.22	\$3,313	56	\$59.17	1
Outdoor Enthusiasts	666,598	368	0.06%	\$8.15	\$3,000	51	\$58.82	6
Workaholics	701,230	391	0.06%	\$8.07	\$3,156	53	\$59.54	4
Total	2,104,123	1,162	0.06%	\$8.15	\$9,469	160	\$59.18	11

Display Ad Examples

Families

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

Impressions: 736K
Clicks: 403
CTR: 0.05%
TOS Conversions: 56
CVR: 13.90%



Enjoy family and friends
PLAN YOUR TRIP
north lake tahoe

Outdoor Enthusiasts

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

Impressions: 667K
Clicks: 368
CTR: 0.06%
TOS Conversions: 51
CVR: 13.86%




Experience crystal blue waters
PLAN YOUR TRIP
north lake tahoe

Workaholics

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

Impressions: 701K
Clicks: 391
CTR: 0.06%
TOS Conversions: 53
CVR: 13.55%

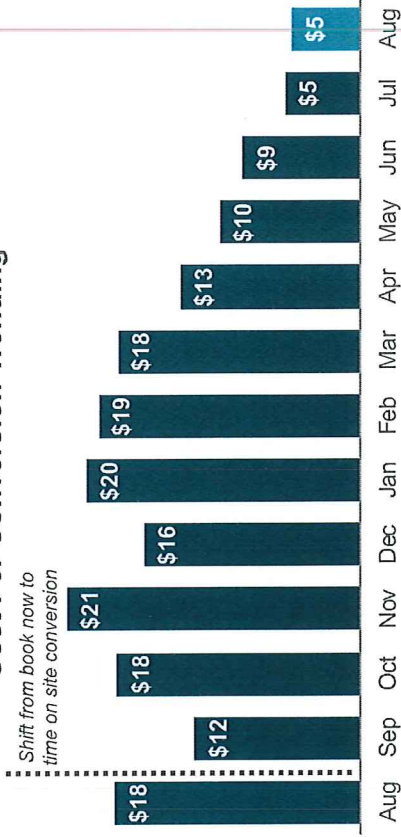


Enjoy a picturesque course
PLAN YOUR TRIP
north lake tahoe

Paid Search Performance

- Paid Search ads continued to provide consistent performance in August, accounting for 72% of all book now conversions.
- The Fall campaign launched in August, showing impressive initial results. So far, keywords related to camping, boating, and hiking are performing best. In addition, we found that “beaches” keywords performed well last year. Therefore, we plan to A/B test keywords related to “beaches” to see if the strong performance continues this year.

Cost Per Conversion Trending



Campaign	Impressions	Clicks	CTR	Cost	CPC	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Evergreen – Vacation	109,464	852	0.78%	\$1,396	\$1.64	258	\$5.41	221
Evergreen – Local	12,200	959	7.86%	\$463	\$0.48	348	\$1.33	174
Summer 2018	231,701	808	0.35%	\$1,563	\$1.93	106	\$14.75	34
Fall 2018	12,113	114	0.94%	\$272	\$2.39	28	\$9.71	17
Total	365,478	2,733	0.75%	\$3,693	\$1.35	740	\$4.99	446

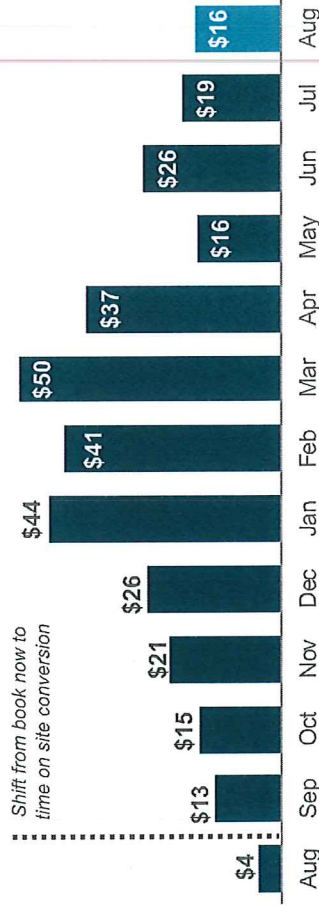
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Facebook Ad Performance

Facebook and Instagram ads matched their season-low cost per conversion in August, resulting in 350 time on site conversions at \$16 per. Outdoor Enthusiasts were especially receptive this month, resulting in the largest share of book now conversions.

Conquesting ads have shown weak initial performance, including a 0.34% CTR. As a result, we will closely monitor the performance of this targeting strategy and optimize accordingly.

Cost per Conversion Trending



Target	Impressions	Link Clicks	CTR	Spend	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Families	73,102	422	0.58%	\$1,344	32	\$42.01	2
Outdoor Enthusiasts	102,159	619	0.61%	\$1,342	44	\$30.49	13
Workaholics	56,715	573	1.01%	\$1,342	36	\$37.29	1
Retargeting	94,288	460	0.49%	\$1,323	233	\$5.68	6
Conquesting	20,661	71	0.34%	\$421	5	\$84.13	0
Total	346,925	2,145	0.62%	\$5,772	350	\$16.49	22

Facebook Ad Examples

Dynamic Creative

Impressions: 265K
Clicks: 1.3K
CTR: 0.47%
Engagement: 644
TOS Conversions: 310
CVR: 24.72%

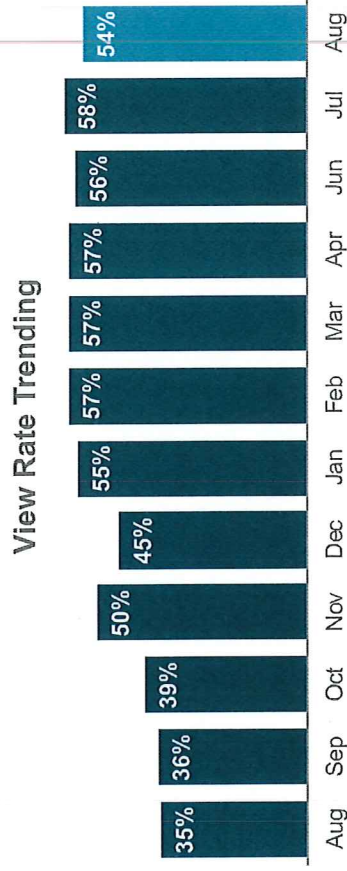
Summer Video

Impressions: 82K
Views: 11.8K
View Rate: 14%
Engagement: 283
TOS Conversions: 40
CVR: 4.49%

YouTube Performance

• YouTube ads resulted in 89K video views in August for an average view rate of 54%. This equated to just \$0.03 per view. Compared to August 2017, the view rate on NLT's YouTube videos has improved by over 1.5x.

• Similar to past months, families with kids were most likely to click on YouTube videos and spend significant time on NLT's site. As a result, we will look to adjust our spend to tailor to this audience.



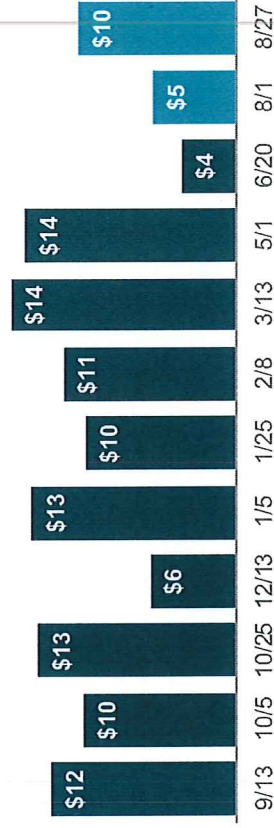
Target	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	Spend	TOS Conversions
Family Memories	29,263	38	14,523	50%	74%	59%	53%	49%	\$525	4
Outdoor Enthusiasts	65,309	37	33,950	52%	74%	61%	55%	52%	\$1,085	5
Workaholics	27,194	27	14,087	52%	75%	60%	55%	51%	\$429	1
RT	43,284	24	26,138	60%	80%	68%	63%	60%	\$699	3
Total	165,050	126	88,698	54%	76%	62%	57%	53%	\$2,739	13

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Email Performance

- Two emails sent in August reached 255K people resulting in 46K opens (a 18% open rate). Notably, the 12-month average open rate is 16.6%.
- Since switching to a new email vendor, we have seen an over 3x increase in email link clicks. This resulted in a nearly 4x increase in time on site conversions and a 63% improvement in cost per time on site conversion.

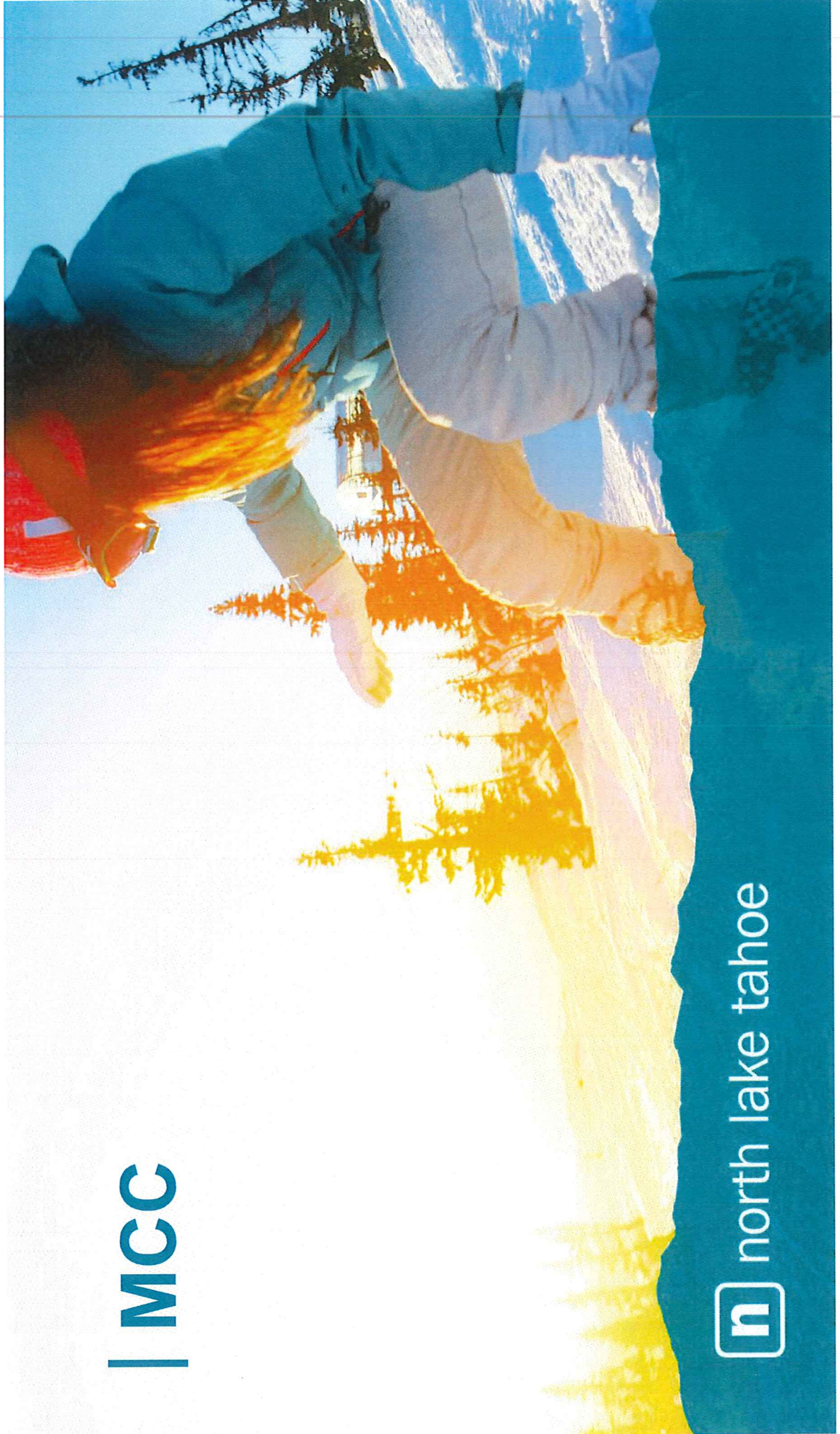
Email Cost per TOS Conversion by Send Date



Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per TOS Conversion	Book Now Conversions
8/1	127,500	24,541	19.25%	1,897	7.73%	471	24.83%	\$2,550	\$5.41	3
8/27	127,500	21,007	16.48%	1,749	8.33%	250	14.29%	\$2,550	\$10.20	7
Total	255,000	45,548	17.86%	3,646	8.00%	721	19.78%	\$5,100	\$7.07	10

August Advertising Report | Consumer

| MCC



 north lake tahoe

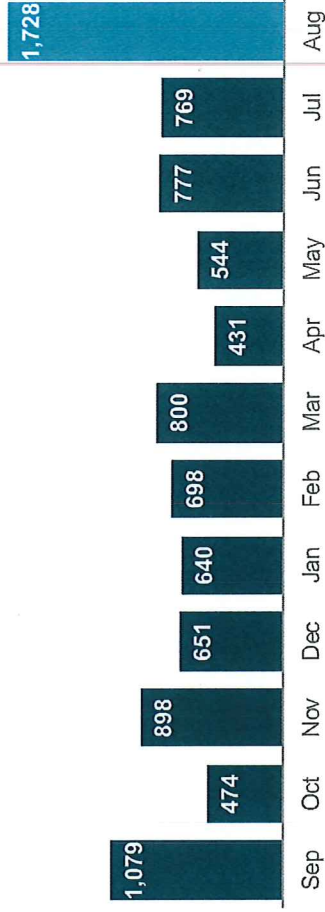
Executive Summary

- The addition of fresh display ads helped drive a 125% increase in site traffic this month, bringing the overall number of site visits from MCC ads to 1.7K.
- Going forward, we believe we should continue running display geofencing ads in an effort to maximize site traffic.
- Email continues to drive strong website traffic with an increase of time on site conversions compared to last month, resulting in an improved cost per conversion.
- The MCC microsite is in progress, moving into the coding phase this month. Once completed, new creative for the meetings audience will be developed, including a refreshed email template.

Web Performance

- Website traffic increased considerably in August, helped by the addition of display ads. Notably, 83% of all users stemming from banner ads were first-time site visitors.
- In line with historical trends, email ads continued to provide the highest quality site traffic, including the longest time on site and most pages per session. Display retargeting ads also drove impressive performance, including an average time on site of 01:00 and 1.6 pages viewed per session.

Sessions From MCC Ads

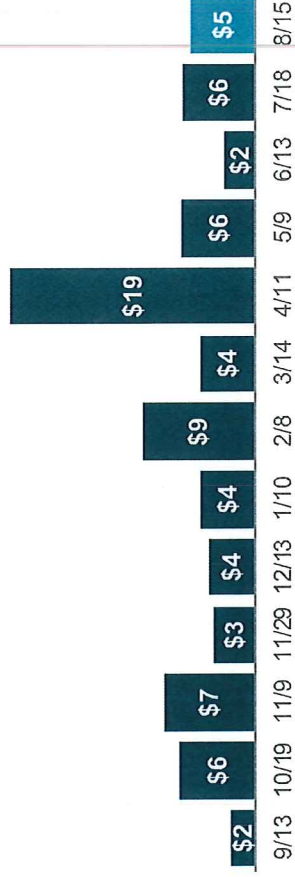


Platform	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Email	851	1,779	01:42	2.1	46%
Display	642	894	00:20	1.4	77%
Facebook	235	277	00:12	1.2	90%
Total	1,728	2,950	00:59	1.7	64%

Email Performance

- The lone MCC email sent on 8/15 was sent to 21.5K users resulting in 3.4K opens. This equated to an open rate of 16%, right in line with the 12-month average.
- Compared to the prior month, the number of time on site conversions from MCC email ads increased by 13%. As a result, the overall cost per conversion improved to \$5.

Email Cost per TOS Conversion by Send Date



Date Sent	Delivered	Opens	Open Rate	Clicks	CTR	TOS Conversions	Conversion Rate	Spend	Cost per Conversion
8/15	21,500	3,410	15.86%	583	17.10%	168	28.82%	\$850	\$5.06
Total	21,500	3,410	15.86%	480	17.10%	168	28.82%	\$850	\$5.06

Social Performance

- Facebook and Instagram ads continued their impressive performance in August, resulting in 379 ad clicks for an average CTR of 0.67%. In addition, MCC ads drove 60 time on site conversions for an average cost per conversion of \$13.
- The use of dynamic creative is still yielding positive results. Therefore, we will continue to deploy this strategy until we start to see signs of overexposure.

CPC Trending



Social Channel	Impressions	Link Clicks	CTR	Cost	CPC	Engagement	Engagement Rate	TOS Conversions	Video Views
Facebook	53,479	372	0.70%	\$753	\$1.09	107	0.20%	56	503
Instagram	3,163	7	0.22%	\$39	\$2.32	36	1.14%	4	-
Total	56,642	379	0.67%	\$792	\$1.12	143	0.25%	60	503

August Advertising Report | MCC

Social Ad Examples

Facebook Prospecting

Impressions: 32K
Link Clicks: 170
CTR: 0.53%
Engagement Rate: 0.25%

Facebook Retargeting

Impressions: 13K
Link Clicks: 82
CTR: 0.62%
Engagement Rate: 0.41%

Facebook Video

Impressions: 11K
Link Clicks: 127
Video Views: 503
View Rate: 4.44%
Engagement Rate: 0.08%



Thank You