



north lake tahoe

Chamber | CVB | Resort Association

March Departmental Reports

Conference Department Report for March 2019

In March 2019 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 is working on the following new RFPs:

- Cross Borders Drilling – Leadership Training, May 2019, 360 room nights
- Salt Lake Summit Lacrosse Team, June 2019, 140 room nights
- SoCal Express Lacrosse Team, June 2019, 46 room nights
- Western Caucus Foundation – Summer Trip, August 2019, 60 room nights
- CAAAA – Meeting & Board Retreat, September 2019, 14 room nights
- Google – Annual Meeting, Maps Division, October 2019, 250 room nights
- Allegran – Vryalara Incentive, February 2020, 183 room nights
- Med City Anesthesia – CRNA CME, March 2020, 240 room nights
- Service Roundtable – Spring International Conference, March 2020, 619 room nights
- HPN – 63819 Top Producers Incentive, May 2020, 164 room nights
- American Society for Reproductive Rheumatology – Annual Meeting, June 2020, 565
- National Ground Water Association – MidYear Board Meeting, June 2020, 66 room nights
- Storck USA – National Sales Meeting, July 2020, 228 room nights
- HPN – 63874 Annual Franchise Meeting, September 2020, 684 room nights
- Architectural Woodwork Institute – Annual Convention, September 2020, 449 room nights
- Western Conference of Prepaid Medical Service Plans – Mid Year/Summer Board Meeting, June 2021, 1030 room nights
- International Foundation of Employee Benefit Plans – July 2021, 378 room nights
- HPN 63622 Staff Retreat - July 2019, 72 room nights, 12 people
- HPN The Rock Church Women's Retreat, September 2019, 140 room nights, 140 people
- HPN Sales Meeting - October 2019, 135 room nights, 45 people
- BMW Southern Region Dealers Meeting, February 2021, 669 room nights, 220 people
- CrowdStrike Commercial Team Club 2020, February 2020, 237 room nights, 160 people
- Disabled American Veterans - Mid-Winter Conference 2021, January 2021, 259 room nights, 85 people
- AmpCoil Summit, September 2019, 500 room nights, 300 people
- DAVCA - State Convention - Jun 2021, 824 room nights, 200 people
- Vanir Construction Management, Inc. 2019 Senior Leadership Business Meeting, August 2019, 90 room nights, 45 people
- The Clorox Company - CLT HPT August 2019, 24 room nights, 12 people
- AGS 2020 Winter Summit, January 2020, 1089 room nights, 334 people
- CalPERS January 2020 Board Offsite, 195 room nights, 150 people
- HPN Global 64179 Summer 2019 Meeting, July 2019, 76 room nights, 28 people

The following programs have gone definite:

- California Veterinary Medical Association- Fall Seminar & Board of Governors Meeting, October 2-6, 2019 at the Resort at Squaw Creek, 480 room nights
- California County Superintendents – General Membership Quarterly Meeting, October 17-21, 2019 at the Ritz-Carlton, 176 room nights
- Flyers Energy Owners Meeting , October 10-12, 2019, 61 room nights; \$23,789 in room revenue and 45 ppl at the Ritz Carlton Lake Tahoe

Staff hosted a site visit for California Code Enforcement Officers. They are considering Resort at Squaw Creek for their October 2020 Annual Conference. It will generate just under 700 room nights.

Staff attended the NLTRA Board of Directors Meeting

Staff attended the monthly Marketing Coop Meeting

Staff attended the NLTRA monthly mixer

Staff attended Mountain Travel Symposium 2020 planning meeting at High Camp

Staff conducted a phone interview with Lori Tenney from Meetings Today magazine for an article she is writing on North Lake Tahoe

Staff hosted a site visit for Neurosurgical Society of America Annual Conference. They are considering the Resort at Squaw Creek, Ritz-Carlton, Hyatt and Edgewood. The group will bring over 500 room nights to the area.

Staff participated in monthly agency status call with Abbi and Augustine

Staff worked with Augustine Agency on changes to the new MCC microsite

Staff hosted the quarterly Conference Sales Committee Meeting

Staff participated in conference call with Stacy Wald from Data Trace regarding December 2020 SOMOS meeting. They will bring 500 room nights to the Resort at Squaw Creek in December

Staff participated in a phone interview with Janet Fullwood who is writing an article on Tahoe for Northstar Media

Staff attended Connect Financial in Denver March 4-6. Staff met with 20 planners. Staff is following up on appointments. So far we have received the following RFP from the event: BMW Southern Region Dealers Meeting, February 2021, 669 room nights, 220 people

Staff attended Luxury Meetings Summits in Los Angeles, Newport Beach, La Jolla and Scottsdale; March 11-15, 2019. Met with 10-15 planners at each event. Staff is entering and updating Meeting Planner accounts in IDSS with sales meeting notes and doing following up.

Staff conducted a planning visit for the Google Search August 2019 event. The meeting planners were in North Lake Tahoe March 17-19, 2019. Staff set up properties to be visited at North Star. This program will bring over 2000 people to North Lake Tahoe and generate 3000 plus room nights.

Staff attended Connect Mountain Incentive in Lake Louise, CANADA March 19-23. Staff met with 26 planners. Staff is following up on appointments. So far we have received the following RFP from the event: ghSMART & Company, Inc. Sociat Summit 2020, October 2020, 330 room nights, 125 people

Staff attended Luxury Meetings Summits in Denver and Park City; March 26-28, 2019. Met with 10-15 planners at each event. Staff is entering and updating Meeting Planner accounts in IDSS with sales meeting notes and doing following up. . So far we have received the following RFP from the event: W.W. Grainger, July 2019, 80 room nights, 20 people

Staff reviewed March 2019 groups and requested all room pick up and revenue reports.

Staff completed February travel expense report.

Staff completed February Conference Department Report.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of March, 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
March 2019

MARKETING COOPERATIVES:

- On-going: Visit California China Co-Op. Presentation created and sent over for the Shanghai Training
- California Star Training Module - Visit California's travel agent portal.
 - 2018 summary: 1,139 searches for North Lake Tahoe, 45 video views, 21 brochure downloads

TRAVEL TRADE SALES CALLS & MEETINGS:

- Attended:
 - Ski Tops: March 25-29th
 - 20 Appointments with domestic wholesale product managers
 - Mountain Travel Symposium:
 - 29 appointments with international wholesale product managers
 - Announced MTS 2020 is in North Lake Tahoe
 - To view the video – [click here](#)
 - NLT Vancouver Event & Trainings:
 - 60 people attended, 5 North Lake Tahoe Partners
 - In addition, Air Canada and Travel Masters trainings took place
- Upcoming:
 - NAJ East Coast: April 23-26th
 - California Cup Industry Trade FAM: April 29- May 3rd
 - IPW: June 1-5th

INTERNATIONAL MEDIA:

- Hosted:
 - Marie Claire, Australia
 - Volaris In-Flight Magazine
- Upcoming:
 - The Scottish Sun: April
 - Visit California Digital Influencer, Mexico: April
 - House of Coco, UK – April
 - Post IPW FAM – June

TRAVEL TRADE FAMS:

- Upcoming:
 - Australia Winter FAM – April
 - China FAM – April
 - IPW Post FAM: June

INTERNATIONAL OFFICE UPDATE:

- Canada October Update:
 - Continued outreach for Vancouver Event
 - Sales calls made to: Amex Travel Platinum, CWT Concierge, Flight Centre and Tully Luxury Travel
 - W
- UK/Ireland Update:
 - Total Agents trained: 15 with Brightsun travel
 - Meeting conducted: Discover North America
 - In-market hosting (2) FAMS with 13 product managers
 - Events attended: Visit USA Members Meeting & Brand USA Travel Week
- Australia October Update:
 - Meetings Conducted: 13 with Flight Centre, Infinity Holidays, Visit USA, Trip.com, Delta Air Lines, Helloworld, Travelport, United Airlines, News Corp, Travelex, 7 Travel and Travello
 - Total Agents trained: 27 with Helloworld and Flight Centre in Winston Hills, Seven Hills, Norwest and Baulkham Hills.

Marketing & Events Update

Amber Burke

March 2019

Special Event Partnership Funding

- All contracts are fully executed, and the deposit funds have been paid.

Marketing Event Sponsorships

- WinterWonderGrass – March 29th – 31st
 - Friday & Saturday sold out. Overall event at 98%+ capacity.
 - WWG late night shuttle services was a success.
- NASTAR – April 4th – 7th
 - Wind/weather limited on-site activation to Friday only. NLT will have presence in the Village for a weekend at a later date.
- 2019 Enduro World Series Bike Race at Northstar California \$80,000 sponsorship approved
- 2019 Broken Arrow Sky Race at Squaw Valley \$7,500 additional sponsorship approved

Marketing Campaigns

- Third video/blog/guide in spring Treasures campaign was released on 4/5 and focused on dual days.
 - Forth Treasure will focus on hot tubs in the region.
- In-Market Tourism Development Summer Campaigns were approved.
 - Summerlong Music
 - Summer Mountain Campaign

Asset Collection

- Snowfest! – February 28th – March 10th
 - Locations: Tahoe City, Pioneer Cocktail Club, Gar Woods
 - Shot List: Fireworks, Parade, Pioneer Cocktail Club Block Party, Polar Bear Plunge
- Winter/Spring Photo/Video Shoot - April 11th & 12th
 - Businesses Included: Resort at Squaw Creek, Granite Place at Boulder Bay Resort, Hyatt Regency Lake Tahoe, Agate Bay Vacation Rentals, Tahoe Cross Country Ski Area, Gar Woods
 - Shot List: Establishing shots of all businesses, scenic, outdoor lunch, après, dining, ice skating, snowshoeing, fire pits, s'mores, meeting space, vacation rental experience, hot tub, cross-country ski
- Spring Ski Photo/Video Shoot – April 17th or 18th
 - Location: Homewood
 - Shot List: Spring skiing, après, scenic

PR/Communications

- Spring/Summer PR Summit will take place on May 23rd. Invitation going out soon.



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

March 2019 Recap

 north lake tahoe

the
abbi
agency

An aerial photograph of a lake with a kayaker in a red kayak on the left. The water is a deep blue-green, and there are large rocks in the foreground and trees on the right side. A semi-transparent white box with rounded corners is centered over the image, containing the text.

Public Relations Results

Content Review

Social Media Update

PUBLIC RELATIONS APPROACH

STRATEGY: The Abbi Agency sent custom pitches to key journalists within the fly/drive markets, with a heavy focus on southern California, New York and national travel publications. High-level “evergreen messages” were sent to longer haul flight markets, while more granular messages (midweek travel, spring secrets, extended resort dates) were sent to drive markets.

OBJECTIVES: The Abbi Agency aims to increase public awareness of the destination within key target flight markets and national publications. The Abbi Agency executed a deskside media mission to San Diego, Orange County and Los Angeles in early March. The Agency also distributed a seasonal “What’s New Spring 2019” release, focusing on capital improvements, new amenities, iconic Spring activities and signature events.

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 earned editorial coverage in high domain ranking publications, securing valuable backlinks which, in turn, increase the searchability of gotahoenorth.com, year-over-year.

CONTENT + NOTABLE PITCHES: March outreach focused on “spring ski” messaging, leveraging our excellent snow season and extended resort dates. We focused on “mindfulness and wellness in the mountains,” dual sport days and WinterWonderGrass. We continued to push “offbeat winter sports,” with snowshoeing, bird feeding at Chickadee Ridge and lakeside Apres spots.

PUBLIC RELATIONS RESULTS

PLACEMENTS: 121

PUBLICITY VALUE: \$288,633.81

TOTAL IMPRESSIONS: 31,203,641

PUBLICATION HIGHLIGHTS: Elite Daily, NBC Los Angeles, NBC San Diego, NBC Bay Area, Visit California, Mountain Meetings, Roseville Today

FAM COORDINATION: The Abbi Agency hosted Stephen Rosanove from Marie Claire Australia in March for a Sips to Slopes story. The Agency also hosted Sam Boykin from Connect Meetings for a luxury bleisure story. April and May FAMs include 1) David Dickstein, freelancer for Bay Area News Group and Southern California News Group (LA Daily News, OC Register, LB Press-Telegram, etc); and 2) Tina Lassem with Endless Vacation.

MEDIA MISSIONS: The Abbi Agency executed desksides in Orange County, San Diego and Los Angeles.

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

KEY INSIGHTS: The Abbi Agency leveraged consistent winter storms to pitch “spring skiing” in North Lake Tahoe, with lavish apres experiences, shopping and “offbeat winter sports.” We also pushed the environmental and “green travel” angle, leveraging the region’s strides toward green energy and lower emissions. We received some big hits in Southern California and national digital publications. Many publications are interested in lesser-known experiences (or “Treasures”) that are unique to each region, i.e. Feeding the Birds at Chickadee Ridge.

PUBLIC RELATIONS: MARCH MEDIA MISSION

In March, The Abbi Agency PR team executed a Media Mission in Southern California, meeting with Key Journalists and publications to provide insights to North Lake Tahoe experiences. The in-person meetings are hugely valuable in pursuing long-term relationships and trust with journalists.

MARKETS: 3 PUBLICATIONS: 8

MARKETS AND PUBLICATIONS: Los Angeles (Modern Luxury, Travelbreak Blog, Travelage West); Orange County (OC Weekly); San Diego (Pacific Magazine, San Diego Tribune, San Diego Magazine, 52 Perfect Days)

KEY PITCHES: We discussed high-level talking points of North Lake Tahoe, including its year-round amenities and accessibility, outdoor recreation, luxury and differentiators (largest alpine lake with 12 downhill ski resorts). On a granular level, we discussed Spring-specific activities and events, the “magic of the shoulder season,” mountain food/bev and “wellness in the mountains.”

INSIGHTS AND OPPORTUNITIES: The SoCal deskside mission was *great* for our luxury and family verticals. Road Trips and “funky/unheard of experiences” are trending, so Via Ferrata and the Emerald Bay Maritime Trail were both big hits. We also discussed “Treasures in Tahoe,” and spoke to our current content campaign. Modern Luxury, SD Magazine and Pacific Magazine were all interested in luxury travel angels, while several of the others were more interested in roundups and road trips. The Abbi Agency will meet two of the editors from SD Mag and Modern Luxury in North Lake Tahoe again this summer, as they will be there for personal trips. The Abbi Agency sent follow-up information to all journalists, and will continue to foster these relationships to pursue spring/summer story opportunities.

HIGHLIGHTED PLACEMENTS - March

NBC Los Angeles Mountains and Music Merge at WinterWonderGrass

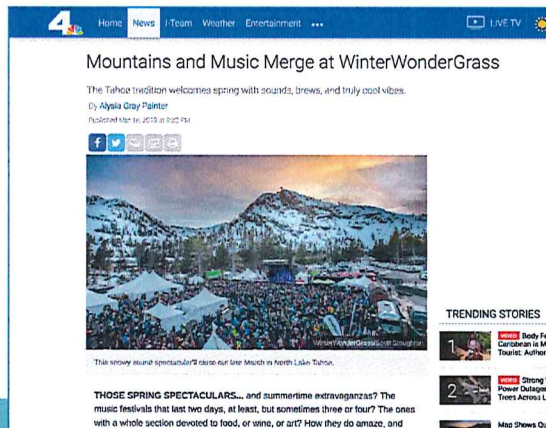
- Reach: 649,453
- Ad Value: \$6,007.44
- Domain Rank Authority: 82
- Social Shares: 37

Elite Daily The 5 Best Places To Live In The U.S. If You Love The Outdoors & Want A Change

- Reach: 3,890,762
- Ad Value: \$35,989.55
- Domain Rank Authority: 87
- Social Shares: 108

Southwest: The Magazine Reno-Tahoe

- Reach: 5,000,000
- Ad Value: \$46,250.00
- Domain Rank Authority: Print
- Social Shares: 25



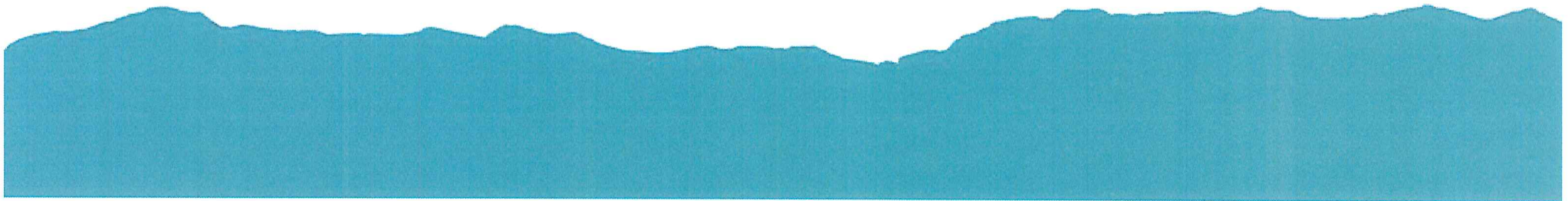
CONTENT

BLOG AND TRIP IDEAS: Content connects to newsletter and editorial themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas. Monthly, The Abbi Agency develops one timely Blog Post and one evergreen Trip Idea post.

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: Spring Transition, Dual Days, Events

CAMPAIGNS: Treasures of Tahoe; WinterWonderGrass; Tahoe Events Outlook



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 2

Winter Transportation Press Release
Media Alert: First Winter Storm in North Lake Tahoe

BLOGS POSTED: 4

Treasures of Tahoe #9: Snowshoeing at Chickadee Ridge
| 1 Social Share

Spring Event Outlook: Your Guide to Spring in North Lake Tahoe
| 28 Social Shares

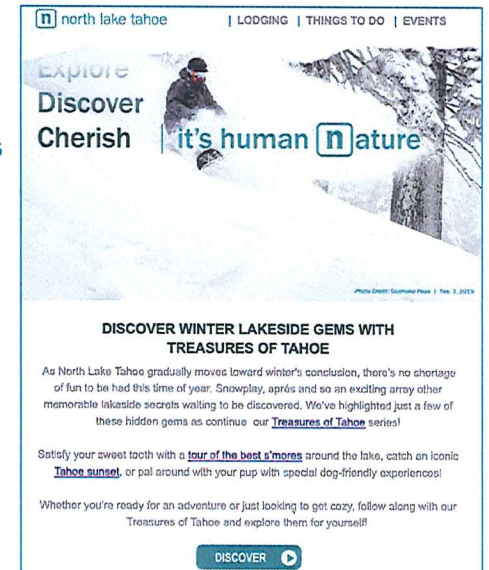
WinterWonderGrass 2019: The Bluegrass Lover's Guide to North Lake Tahoe | 43 Social Shares

Treasures of Tahoe #8: Dog Days of Winter | 1 Social Share

NEWSLETTER: 1

Discover Lakeside Treasures in North Lake Tahoe


Open Rate: 7.8 %



CONTENT - TREASURES OF TAHOE

In March, The Abbi Agency continued the Treasures of Tahoe content campaign for spring, highlighting lesser-known spots and experiences around North Lake Tahoe.

- Total Campaign to date Impressions: 605,504
- Total Campaign Engagements: 27,529
- Total Campaign Shares: 1,089
- Spring Treasure #1 Launch Date: March 20
- Newsletter Opens: 4,546



SNOWSHOEING AT CHICKADEE RIDGE

Location: INCLINE VILLAGE
Best Time of Year: SPRING

TREASURES OF TAHOE

On a snowy trail high in the Mt. Rose Wilderness, fulfill your Snow White fantasies with some friendly mountain chickadees that will eat right out of your hand! Grab your snowshoes and be rewarded with a snowy spring experience unlike any other.

What Is It?
Chickadee Ridge is a three-mile trail located near Incline Village in the Desolation Wilderness area of Mt. Rose. The trail offers a great snowshoeing adventure for visitors of all skill levels. But 'Chickadee' isn't just part of the trail's name - adventurers can say hello to these friendly little birds by offering them birdseed!

Where Can I Find It?
Chickadee Ridge is located 1.2 miles southwest of Mt. Rose Summit off the Mt. Rose Highway at the junction of the highway and Ophir Creek. Visitors can park along the side of the highway to access the trailhead, which begins at a dense forest area. Follow the established trail up to the elevated area, Chickadee Ridge, for the lookout over the lake.

Insider Tips

- Head out to the trail early in the morning or on weekdays to beat crowds, and have the chickadees all to yourself!
- Chickadee Ridge is a dog-friendly trail, so your pup can tag along in the adventures! Just make sure that they are kept on a leash, and don't scare off the chickadees.
- While most of the trail is flat enough for sturdy hiking boots, bring snowshoes for areas where snow is piled up a bit higher.

Fun Facts

- Sunflower seeds are the go-to choice for chickadees, so be sure to pick some up from your local grocery or pet store!
- Chickadees, specifically the black-capped chickadee that travelers will find at the Ridge, are some of the most human-friendly birds around, tolerating human approach to a much greater degree than other species of birds.
- The black-capped chickadees that populate Chickadee Ridge are also known as "cheeseburger birds". The birds have gained this nickname as they welcome spring with their signature three note whistle, which sounds like they are saying "cheese-bur-ger".
- Black-capped chickadees are the most common bird in the Tahoe Basin.

If You Like This, You'll Love:
Other snowshoe trails around North Lake Tahoe that are perfect for spring bluebird days include:

- [Sturdee Canyon Trail](#) near Olympic Valley
- [Snooner Lake Trail](#) near Glenbrook
- [Royal Gorge](#) near Donner Summit

n north lake tahoe

Find more at GoTahoeNorth.com/treasures

SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Transitioning from a winter with record snowfall into the first few weeks of spring, social messaging focuses on Dual Season Days mixing winter and summer activities.

OBJECTIVES: Capitalize on North Lake Tahoe's spring season by promoting winter activities and prolonged winter snow, combined with lakeside summer sports.

CAMPAIGNS: Treasures of Tahoe, #TahoeSnowTracker, WinterWonderGrass Live

ENGAGEMENT INSIGHTS: Overall engagement for NLT social channels decreased minimally, however both Twitter and Instagram engagements increased in March thanks to captivating UGC that highlights spring days in North Lake Tahoe.

SOCIAL MEDIA UPDATE

MARCH GROWTH:

- **Facebook:** 188 New Fans
- **Instagram:** 1,107 New Followers
- **Twitter:** 111 New Followers

- **Total Impressions:** 4.9M
- **Total Engagements:** 74.5k

SOCIAL CAMPAIGNS & TACTICS:

WinterWonderGrass Facebook Live

- Impressions: 8.5k
- Engagement: 700

Instagram Takeovers: Tahoe City/Granlibakken; Sugar Bowl


- Stories Posted: 15
- Impressions: 37,500+

SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Snow Article Share: 81.2k Reach, 2.8k Reactions, 482 Comments, 586 Shares

#1 Instagram Post, Incline UGC: 46.1k Impressions, 4.1k Likes, 44 Comments

#1 Twitter Post, Incline UGC: 93.4k Reach, 185 Likes, 40 Retweets



North Lake Tahoe
Published by Obi Taa · March 12 at 9:53 AM ·

Check out this incredible footage of a driver passing through 41 feet of snow through North Lake Tahoe! 500 inches of snow has fallen at Squaw Valley Alpine Meadows this season, making for some extraordinary sights! Read more at the link below!

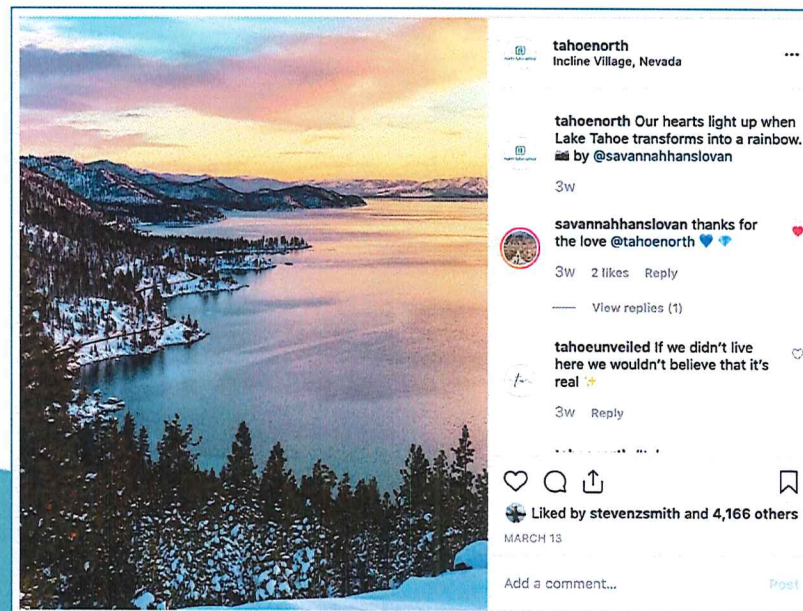
81,308 People Reached **11,102** Engagements [Boost Again](#)

Boosted on Mar 14, 2019 Completed By Obi Taa

People Reached	3.6K	Link Clicks	446
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[View Results](#)

👍👎🗨️ 1.2K 110 Comments 579 Shares



tahoenorth
Incline Village, Nevada

tahoenorth Our hearts light up when Lake Tahoe transforms into a rainbow. 🌈 by @savannahhanslovan

3w

savannahhanslovan thanks for the love @tahoenorth 🌈💙

3w 2 likes Reply

— View replies (1)

tahoenveiled If we didn't live here we wouldn't believe that it's real 🌈

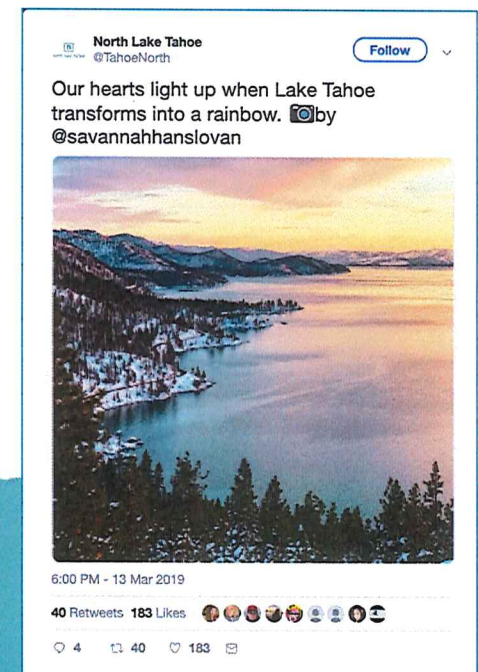
3w Reply

👍👎🗨️🔖

👍 Liked by stevenzsmith and 4,166 others

MARCH 13

Add a comment... Post



North Lake Tahoe
@TahoeNorth [Follow](#)

Our hearts light up when Lake Tahoe transforms into a rainbow. 🌈 by @savannahhanslovan

6:00 PM · 13 Mar 2019

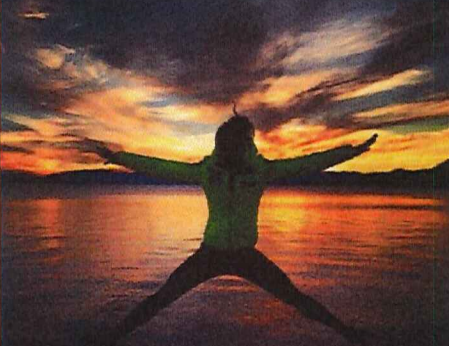
40 Retweets 183 Likes

👍👎🗨️📧

INSTAGRAM STORY HIGHLIGHTS


HAPPY #INTERNATIONALWOMENS DAY
TO THE INCREDIBLE LADIES OF LAKE

TAHOE!



SWIPE UP TO READ MORE ABOUT
SOME OF OUR INSPIRING FEMALE
LOCAL LUMINARIES, LIKE
@LILALAPANJA!

WILL WE BE SEEING YOU AT OUR
SUNSETS AND S'MORES MEETUP
TONIGHT AT @HYATTLAKETAHOE ?



SWIPE UP TO RSVP, AND WE'LL SEE
YOU AT 5PM! 😊

Spotify

Check out our
WinterWonderGrass
playlist, as curated by
YOU!



2019

WinterWonderGrass Fan Favorites

Swipe up for the link!


We asked and you answered! To get ready for 2019
WinterWonderGrass in Squaw Valley, March 29-31,
here's a playlist full of bluegrass jams as selected by our
fans.

57 SONGS

[PLAY ON SPOTIFY](#)

1. Wait so Long
Trampled by Turtles • P...

3:26

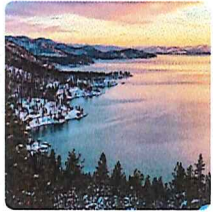


We're taking you on a
spring bluebird day in
Tahoe City!

SOCIAL MEDIA INSIGHTS

Instagram Competitor Set Comparison

Most Popular Media by @tahoenorth



4211 Engagements



3622 Engagements



2785 Engagements

Most Popular Media by @tahoesouth



2980 Engagements



2756 Engagements

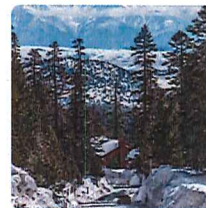


2618 Engagements

Most Popular Media by @visitmammoth



6352 Engagements



6222 Engagements




4598 Engagements

A scenic landscape photograph of a lake at sunset. The sky is a mix of purple, orange, and blue. The lake is calm, reflecting the sky. In the foreground, there are several tall pine trees. A semi-transparent white box with rounded corners is centered over the image, containing the text "Thank You" in a bold, dark blue font.

Thank You

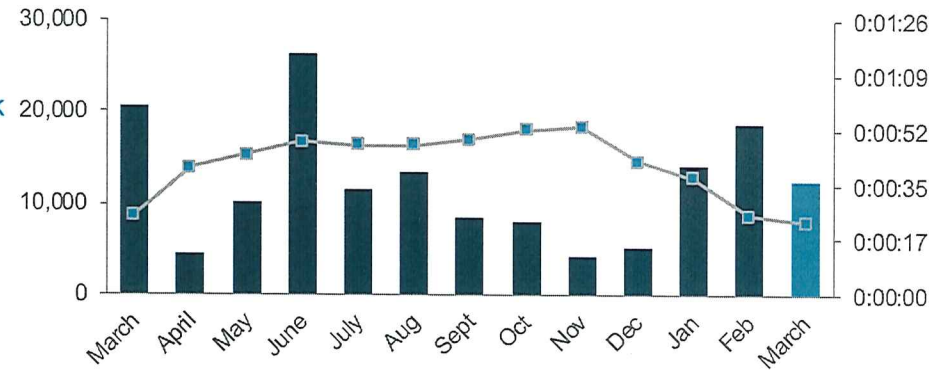
| March Advertising Recap

 north lake tahoe

Overview by Campaign

• Consumer and MCC ads combined for 7.03 million impressions in March, resulting in 12.5K website visits and 1.5K time on site conversions. In addition, digital ads drove 163 users to click a book now button on GoTahoeNorth.com.

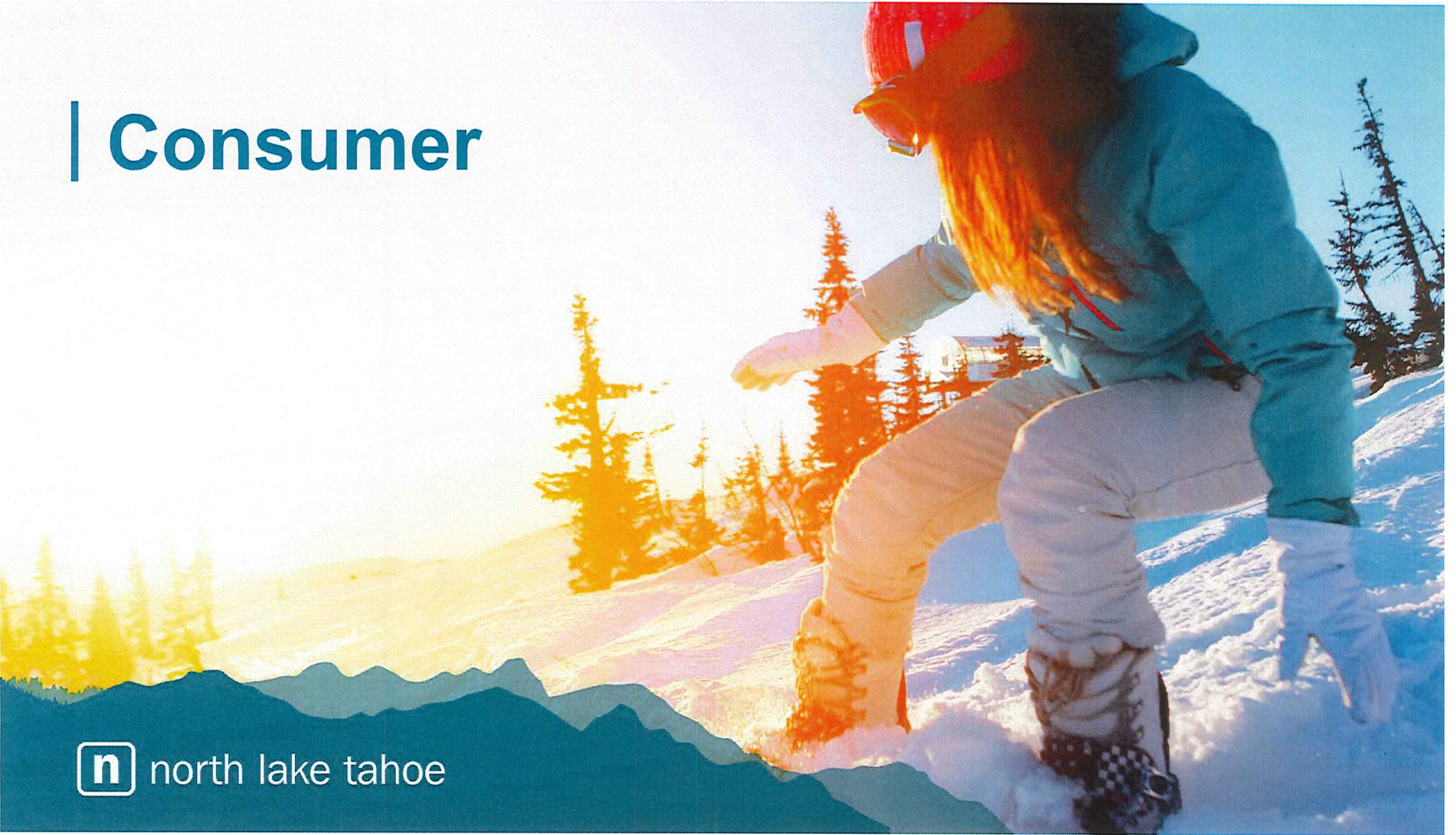
Sessions and Time on Site Over Time



Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	6,950,929	0.25%	\$56,345	11,911	0:24	1.3	85%	1,376	253
MCC	74,426	1.14%	\$1,642	558	0:17	1.2	90%	133	1
Total	7,025,355	0.26%	\$57,987	12,469	0:23	1.3	85%	1,509	254

March Digital Report | All Campaigns

| Consumer



 north lake tahoe

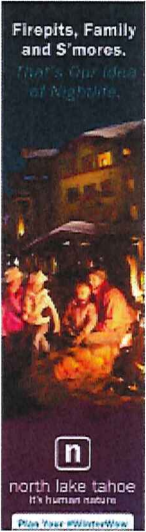


Executive Summary

Consumer

- The Consumer campaign served over 6.9 million impressions in March resulting in 11.9K website visits. 11.5% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.
- Paid Search ads continued to drive the highest quality site traffic, resulting in nearly 1.3K website visits, with an average time on site of 1:34 and 138 book now conversions.
- YouTube ads were viewed over 13.5K times resulting in an average cost per view of just \$0.06. In addition, YouTube ads drove 65 ad clicks and 13 time on site conversions.
- Spring positioning and creative messaging was finalized; all spring assets were starting to get built out.
- Planning for the winter/spring video shoot, destination video and art direction evolution were also in the works this month.
- FY19/20 planning began this month


Display Ad Examples



Families

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


Impressions: 619K
Clicks: 824
CTR: 0.13%
TOS Conversions: 53
CVR: 6.43%



Outdoor Enthusiasts

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

Impressions: 575K
Clicks: 810
CTR: 0.14%
TOS Conversions: 71
CVR: 8.77%



Workaholics

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

Impressions: 726K
Clicks: 1,068
CTR: 0.15%
TOS Conversions: 47
CVR: 4.40%

Facebook Ad Examples

Dynamic Creative



| MCC

 north lake tahoe



Executive Summary

MCC

- The MCC campaign served over 74.4K impressions in March, resulting in 558 site visits. 24% of all visitors from digital ads spent more than 115 seconds on the site.
- Email performance: In March, costs per Time on Site Conversions increased, but open rates and click through rates remained relatively constant compared to February.
- FY 19/20 planning began in March

Social Ad Examples

Facebook Prospecting

Impressions: 31K
 Link Clicks: 153
 CTR: 0.49%
 Engagement Rate: 0.27%

Facebook Retargeting

Impressions: 9K
 Link Clicks: 81
 CTR: 0.93%
 Engagement Rate: 0.21%

Facebook Video

Impressions: 13K
 Link Clicks: 69
 Video Views: 1,711
 View Rate: 1.40%
 Engagement Rate: 0.04%



Thank You