

April Departmental Reports

Explore
Awaken
Celebrate
Relax
Experience

it's human  ature

April 2019 Conference Report

In April 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:

- CrossFit Affiliate 2019 - September 2019, 525 room nights, 800 people
- K Films Lead - Visit California Scouting Team, April 2019, 10 room nights, 10 people
- HPN Global - Cintas Meeting, August 2019, 50 room nights, 75 people
- HPN Global – Corporate Retreat, March 2020, 100 room nights, 50 people
- TANGERINE TRAVEL CHRISTMAS TRIP, December 2020, 228 room nights, 150 people
- 38 North Connections - Astra Offsite Meeting, May 2019, 66 room nights, 112 people
- HelmsBriscoe - W.W. Grainger July 2019 Meeting, 80 room nights, 20 people
- HPN Global - Sales Meeting November 2019, 160 room nights, 40 people
- HPN Global - Exec Retreat, October 2019, 100 room nights, 50 people
- Global Cynergies - British Petroleum January 2020 Meeting, 550 room nights, 125 people
- Balboa Meetings & Event Solutions - Omnicell Q3 PMO Meeting, August 2019; 45 room nights, 15 people
- HPN Global - FS STAR Sales Executive's Meeting. March 2020; 324 room nights 120 people
- Infinix Global Meeting and Events - Rx Worldwide - 2847G, November 2019, 567 room nights, 270 people
- True Lacrosse – June 2019, 60 room nights, 60 people
- Medtronic – Global Aortic Marketing Team Offsite, July 2019, 45 room nights, 45 people
- Star Building Systems – Summer PAC Meeting, August 2019, 113 room nights, 65 people
- National Conference of State Legislatures – Pew Juvenile Justice Meeting, September 2019, 83 room nights, 40 people
- US Ski & Snowboard Association – US Freestyle Championships, March 2020, 55 room nights, 22 people
- National Wildlife Federation – Annual Conference, June 2020, 659 room nights, 250 people
- Family Matters – On the Homefront, October 2021, 162 room nights and 80 people

The following programs went definite:

- Rubicon Advisor – Annual Compliance Meeting, August 4-5, 2019, 42 room nights at the Hyatt Regency Lake Tahoe
- HPN Global - Cintas Meeting, August 25-26, 2019, 70 room nights at Resort At Squaw Creek
- Women on Course – Summer Golf Weekend, August 24-26, 2019, 54 room nights at the Resort at Squaw Creek.

Staff conducted a planning visit for Microsoft Bing – Go For The Gold, June 2019 event. The meeting planners were in North Lake Tahoe April 3-4, 2019. The planners visited the host property, Hyatt Regency Lake Tahoe. Staff took planners to offsite venues and activities that included ATVs, Bentley Heritage Distillery, Town of Genoa, PlumpJack's, Tahoe Via Ferrata, and Moody's Bistro. This program will bring 45 people to North Lake Tahoe and generate 138 room nights.

Staff conducted a site visit with Disable American Veterans, California Chapter (DAVCA) Institute for their January 2021 – Mid – Winter Conference on April 25-26, 2019. DAVCA conducted a site visit at Granlibakken Tahoe. This program has the potential to generate 260 room nights and bring 150 people to North Lake Tahoe.

Staff conducted a site visit with Disable American Veterans, California Chapter (DAVCA) Institute for their DAVCA - State Convention - June 2021 on April 25-26, 2019. DAVCA conducted a site visit of Granlibakken Tahoe. This program has the potential to generate 824 room nights and bring 200 people to North Lake Tahoe.

Staff conducted a site visit with members from the Architectural Woodwork Institute for their September 2020 Annual Convention, April 10-11, 2019. During the site visit members had lunch at Moody's Bistro and conducted site visits of the Resort at Squaw Creek and Hyatt Lake Tahoe. This program has the potential to generate 450 room night and bring 250 people to North Lake Tahoe.

Staff hosted a site visit for the American Wood Protection Association. They are considering the Hyatt Regency and Resort at Squaw Creek for their April 2020 Annual Meeting. This program has the potential to generate 760 room nights and 300 people to our region.

Staff attended Connect Connected in Oakland, California, April 22-23, 2019. Staff had 20 + one-on-one appointments with planners. Staff is following up on appointments.

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: SMART & Company, Inc. Social Summit 2020, October 2020, 330 room nights, 125 people

Staff attended Luxury Meetings Summits in Denver and Park City; March 26-28, 2019. Staff 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 attended the Destination CA in Los Angeles. Destination CA is the leading hosted-buyer event for elite meetings and incentive professionals looking to book business in California. Staff had 26 appointments with meeting planners and generated 2 new leads.

Staff attended the ASAE XDP in Washington, DC. The Xperience Design Project (XDP) is a two-day, business-focused experience for association professionals and industry partners. Staff had 13 appointments with meeting planners and generated 1 lead already.

Staff attended the CalSAE ELEVATE Conference in Palm Springs, CA. North Lake Tahoe is a sponsor of this conference which is attended by over 150 association executives that represent millions of dollars of meeting purchasing power. Through our sponsorship, the CVB was able to introduce speakers in numerous sessions and promote North Lake Tahoe to attendees. Staff also had a table at the entrance to the convention center that provided North Lake Tahoe information to attendees. Staff also was able to attend the "Party with the Partners" which allowed them to network with all 150 association executives. This opportunity was only available to sponsors.

Staff met with new Resort at Squaw Creek east coast sales person Kurt Titus to discuss strategy.

Staff attended the GoToWebinar - Innovation in the Meetings Industry, presented by Miles Partnership on April 25, 2019.

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

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of April, staff made over 350 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



Leisure Departmental Report
April 2019

MARKETING COOPERATIVES & EVENTS:

- Expedia Spring Campaign Update – currently seeing a \$20:\$1 ROI
 - Room nights: 1,814
 - ADR: \$231
- MTS 2020
 - Finalizing sponsorship asks
 - Working on site visit for August

TRAVEL TRADE SALES CALLS & MEETINGS:

- Attended:
 - Mountain Travel Symposium – Leads attached
 - Hosted Vancouver Sales Mission with (6) North Lake Partners. Summary went out to our local lodging partners with new contact information.
 - [Click here to learn more.](#)
 - Travel Nevada's Rural Roundup
 - North American Journeys East Coast Summit, NYC
- Future Shows:
 - California Cup Industry Trade FAM: April 29- May 3rd
 - IPW: June 1-5th
 - The High Sierra Region is sponsoring the Visit California Plaza. This year IPW is in California, so there is a large state wide activation.
 - UK & Ireland Sales Mission – July

INTERNATIONAL MEDIA:

- Hosted:
 - The Scottish Sun
 - Visit California Digital Influencer, Mexico with Carlos Lang
 - House of Coco, UK
- Future Media:
 - Canadian Traveller Magazine – June
 - China Media FAM – 3 journalists with Travel Nevada – June
 - 14 international media on the IPW Post FAM - June
 - Canada Digital Influencer FAM – October

TRAVEL TRADE FAMS:

- Hosted:
 - Australia: HelloWorld & American Airlines FAM – 10 participants
 - [Travel Agent Blog](#) on this fam.

- Future FAMS:
 - Post IPW FAM with 16 travel trade product managers – June
 - Post IPW China FAM with the RSCVA
 - MailPound Travel Agent FAM with the RSCVA

INTERNATIONAL OFFICE UPDATE:

- Working on all three office updates for the 2019/2020 year.
- Canada October Update:
 - Destination Presentation prep – designed new materials specifically for upcoming trainings
 - Meetings Conducted: Air Canada, Air Canada Vacations, Flight Centre, New Wave Travel
- UK/Ireland Update:
 - 39 Total Agents trained: Abercrombie & Kent and Flight Centre
 - 6 Meeting conducted: Abercrombie & Kent, Elegant Resorts, Hayes & Jarvis, Tour America, Norwegian Airlines, & Travel Bulletin
- Australia October Update:
 - 6 Meetings Conducted: Trip.com, Delta Airlines, AMEX Travel, Ellendale Travel, Orbitz Worldwide Travel and Travelers Choice
 - 173 Agents trained at the Visit USA Regional Expo's in Townsville and Carins, Infinity Holidays Perth, Qantas Holidays Perth, Floreat World of Travel, Travellers Choice, Ready to Go Travel, Travel Directors and Flight Centre Macquarie

Company Name	First Name	Last Name	Title	Email	Country	Notes
Ski.com	Kelly	O'Brien	Co-op and Promotions Manager	kobrien@ski.com	USA	Sarah to follow up with Kelly on ROI of newsletter marketing project. Working with Synexis, Intinopia and direct on lodging contracts.
Gendron Ski Travel	Jarick	Robidoux	Ski Group Sales	jrobidoux@voagesgendron.com	Canada	Sell FIT, but focusing more on group business. Groups average between 25-30 people. Currently selling (4) NLT properties. Looking at selecting group rates and dates for next year in the ski village ONLY. Would fly into Reno, needs NLT Express information.
North American Hosts	Kelly	Dallman-Hoyos	Director of Product	kelly@northamericanhosts.us	USA	Mostly sells to the German market. Direct connect ONLY. Not working with my North Lake properties, but wants too. Interested in ISC, SVL, TML & Base Camp
Snow Tours, Inc	Robert	Rosensteel	Groups Manager	bobrosensteel@snowtours.com	USA	Sells Northstar by request, mostly selling Squaw Valley. Interested in getting a list of lodging properties and adding Squaw Valley Lodge. Interested in information on last tracks from Diamond Peak or any UNIQUE ski opportunities to the region.
Hagen Alpin Tours	Rita	Hagen	Owner	hagen@pulver-schnee.de	Germany	Sells all German. Interested in our multi-region map to learn how to build new roadtrips. Sarah to send German brochure. Interested in hearing from the Epic Pass and Ikon pass on best possible multi location ski road trips.
GetSkiTickets.com	Erika	Trover	Owner/Founder	Erika@GetSkiTickets.com	USA	Interested in connecting with Mt. Rose and Homewood. Adding lodging and trying to get up to speed with Synexis. Currently working with Intinopia, but looking at adding additional channels for their lodging sales efforts.
CHALO CHALE ADVENTURES AND HOLIDAYS	RUPALI	NANDA	DIRECTOR	rupalinanda@chalochaleholidays.com	India	No product yet in the US, only in Europe & Asia. Interested in working with new hotels. They book through Bonotel, Hotels.com, GTA. Sarah to send a note on which hotels they can book. Filming a documentary in the coming months, interested in doing a stop in Tahoe.
Luxury Escapes	Karsha	Stewart			Australia	Currently working with some of our higher end properties. Run 2 week campaigns during non-peak times. Can do destination spotlights and create new content. Doing new roadtrips throughout Australia, Sarah to connect with Australia in-market team.
Canadian Affair	Stuart	Rogers	Product & Commercial Manager	stuart.rogers@canadianaffair.com	United Kingdom	Working with Epic & Ikon. Can book through North American Hosts when not booking direct. Interested in trainings and marketing campaigns. Sarah to send new spanish brochure.
De Gala Skihouse	Edgar	Castellanos	CEO	ecastellanos@vgtours.mx	Mexico	Two parts to their business, travel agents & tour operator. On the tour operator side, they are creating packages, lodging, ski passes and transportation. Sarah to send Map so they can see a lay of the land. Needs NLT express rates.
Ofertashieve.com	Juan Carlos	Perez baadiola	General manager	info@ofertashieve.com	Spain	Get Squaw rates to them. They need lodging to bundle with Vail & Ikon rates. TML, SVL, ISC, Ritz, send rates.
Undercover Tourist	Barbara	Peterson	VP, Business Development	barb@undercovertourist.com	USA	Books all through North American Hosts. 80% of ski is booked into Colorado or Canada.
WintersportCanadaAmerica	Elsa	Schepers	CEO & Founder	info@wintersportcanadaamerica.nl	Netherlands	Out of Australia, most skiing in Tahoe are booking IKON passes and going on joint trip to Mammoth & Squaw. Interested in doing a joint FAM with Squaw and Mammoth.
SkiMax Holidays	Rodney	Muller	Managing Director	rodney@skimax.com.au	Australia	Albion Experiences are looking on vetting new activity providers/ unique opportunities. They do a 20% commission. Looking for outdoor experiences. Need personal experiences - paddleboarding, hosts, hiking, hosts, but must be insured.
Albion	Bret	Bechis			USA	Year round business. Four/five star - higher end properties. Sarah to send brochure. Interested in images and content for their newsletter.
Teresa Perez Tours	Pablo	Trova	Products Analyst Ski Destinations	pablo.trova@teresaperez.com.br	Brazil	Covers Latin America, Mexico & Brazil. Launched Ikon Pass in Mexico already. Interested in a North Lake FAM.
SKUSA / SKIBrasil	Syama	Reyes	Marketing Manager	syama@twgroup.com	Brazil	Very interested in adding Base Camp. Tahoe is up 13% and summer grew 14%. Mostly domestic business.
Getaroom.com	Jayne	Gamble	Director of Market Strategy	jgamble@getaroom.com	USA	Snow reportings & Snow condition reporting - if you are interested in marketing with this online and print publication - please feel free to reach out
SnoCountry	Tom	Horrocks			USA	OTA in Australia. They focus ONLY on winter business and beginner skiers. They focus on educated these first time or casual skiers on which destination to pick and why. They sell to Australia, UK and are expanding into China. Goal is to work direct, but right now they are pulling inventory from Expedia. They use North American Hosts for lift tickets. Interested in expanding their knowledge on Lake Tahoe and providing better content.
SnowPak	Jennifer	Henley	Partnership Manager	jennifer@snowpak.com	Australia	North Lake Tahoe did a marketing push last winter, but the ROI was not high. Interested in more trainings, but are mostly sending business to Canada.
Ski Solutions	Paul	Russell	Head of Product and Commercial	Paul@skisolutions.com	United Kingdom	Needs more images and videos. US numbers are up. Very interested in adding some smaller properties, but they mostly book through North American Hosts or Bonotel
CANUSA Touristik	Sarina	Keil	Product Manager Canada	sarina.keil@canusa.de	Germany	Growth in CA & USA. Would like to add Northstar. Needs private car companies and properties in Northstar
Holiday World	ROGER	JONES	WEB MANAGER	sales@holidayworld.ltd.uk	United Kingdom	Agency all across Canada, but homebased in Toronto. Interested in doing a joint marketing campaign that features ski and golf with South Lake Tahoe & Reno Tahoe.
Merit Travel Ski Vacations	Allison	Patriquin	Manager Product and Marketing	apatriquin@merittravel.com	Canada	
Ski Independence	Pete	Burnett		nick@ski.com	United Kingdom	Small base, but both Epic & Ikon pass has raised the brand awareness of US Skiing. Interested in additional Squaw lodging.

Alpine Adventures	Amy	Yearwood	Vice President of Sales	amy@alpineadventures.net	USA	95% FTI Sales through travel agencies. Interested in a travel agent firm to help re-focus California ski. Luxury and high end clients
Luxury Retreats	Alaina	Henry			Canada	Looking for high end luxury vacation rental opportunities in Tahoe... luxury arm of Altbob



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

April 2019 Recap



north lake tahoe

THE ABBEY
KONIGS

A scenic photograph of a river with a person in a kayak and a white water raft. The text is overlaid on a semi-transparent white box.

Public Relations Results

Content Review

Social Media Update

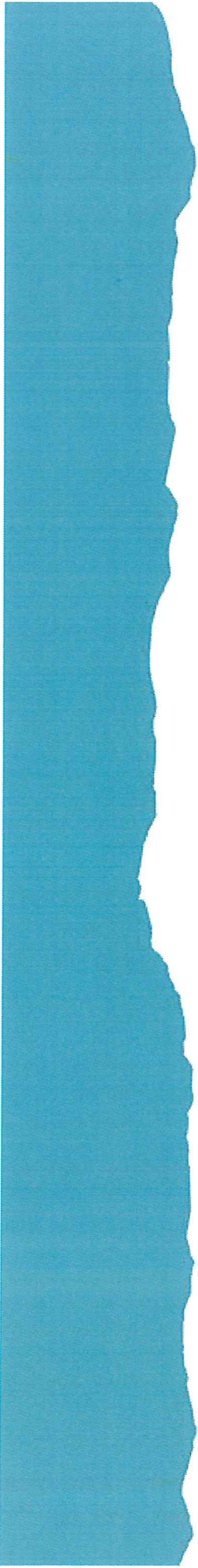
PUBLIC RELATIONS APPROACH

STRATEGY: 1) Message to drive markets to fulfill shoulder season travel; 2) Utilize the “Tahoe Treasures” campaign to unveil lesser known aspects of the region; 3) Build upon SMARI research to increase messaging surrounding “leisure, low-key” activities, food and beverage, and family travel; 4) Target direct flight markets, including Southern California and New York; 5) Take advantage of a healthy snow season to position North Lake Tahoe as the “dual sport day mecca;” 6) Target key So-Cal, M&C and art/culture media to fulfill our shoulder season message.

OBJECTIVES: The Abbi Agency aims to increase public awareness of the destination within key target drive/flightmarkets, and in national travel publications. Through strategic messaging, The Abbi Agency helps to uncover lesser known pillars — i.e. arts, dining— to appeal to diverse travelers and to disseminate spending throughout the region.

The Abbi Agency aims to increase earned editorial coverage in high domain ranking publications, securing valuable backlinks which, in turn, increase the SEO impact and searchability of gotahoenorth.com, year-over-year.

CONTENT + NOTABLE PITCHES: April focused on dual sport days, high-altitude training, NLTURA events (No Barriers / Wanderlust), sustainability and “green travel,” ski/ride slang (i.e. “chasin’ chowder), Top 5 Spring Experiences and “What’s New.”



PUBLIC RELATIONS RESULTS

PLACEMENTS: 9 **PUBLICITY VALUE:** \$91,356.14 **TOTAL IMPRESSIONS:** 9,876,339

PUBLICATION HIGHLIGHTS: Elite Daily, Insider, The San Diego Union-Tribune, Modern Luxury, Visit California

FAM COORDINATION: The Abbi Agency hosted Tina Lassen (Endless Vacation) for an "Après Ever After" piece and Sheri Baer (Punch Magazine) for a spring feature. TAA continued planning and coordination for four FAMS, including Dave Dickstein (Southern California freelancer), Devin Friedman (Departures Mag), Jennifer Hubbert & Alison Hodgins (Explore Magazine, Canadian Traveller), Angela Liguori & Matthew Massa (Canadian Social Media Influencers)

MEDIA MISSIONS: TAA did not carry out any media missions in April.

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

KEY INSIGHTS: TAA continued to pitch spring and summer in North Lake Tahoe, focusing on events including Easter at the lake, the Wanderlust festival, No Barriers Summit, Shakespeare Festival and multiple live music series. TAA submitted content to fulfill media requests from Parents.com, Be Golf (Mexico) and Tahoe Magazine. Long lead pitching included Autumn Food and Wine outreach. TAA also drafted talking points for summer and golf.

HIGHLIGHTED PLACEMENTS - April

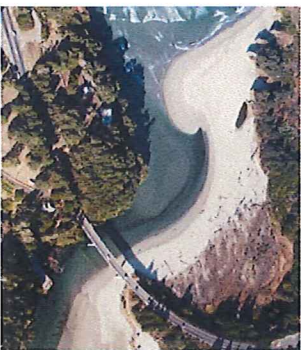
Modern Luxury San Francisco

Earth Day is Every Day

- Reach: 65,000
- Ad Value: \$601.25
- Domain Rank Authority: 36
- Social Shares: 375

Earth Day is Every Day

Jill Robinson | Photo: Rick Herrington. Courtesy of Napa Mendocino County | March 21, 2019
Pack up and go green in five easy, eco-approved itineraries from San Francisco.



SLIDESHOW
Mendocino's Big River Estuary
(1 of 11)

Sustainable travel is tricky. The urge to see the world and experience other cultures is real, yet to do so often has a negative impact on the planet. Take a turn in an eco-friendly direction with an easy, green-field getaway from San Francisco—each option a distinct but environmentally compatible destination for good.

Lake Tahoe
The jewel of the High Sierra, Lake Tahoe loses nature lovers year-round. Head out on Tunnel Creek Trail, near Incline Village, Nev., for a boat trail around the lake with post views of the lake. Be prepared for steep climbing, but reaching Monkey Rock and the overlooking vista makes the challenge worthwhile. If you prefer a more relaxed experience, take a scenic boat ride on the lake. Book a picnic spot on the shore where you can enjoy the view while the lunch sits, and a picnic basket, picnic chairs, blankets, and a picnic table are available for rent. The lake is open to enjoy the lake in all seasons.

Elite Daily

The Best Wildflower Fields In America Will Make Your Insta Feed Bloom Like An

- Reach: 3,494,744
- Ad Value: \$32,326.38
- Domain Rank Authority: 85
- Social Shares: 9



The Best Wildflower Fields In America Will Make Your Insta Feed Bloom Like An Influencer's

by [HEATHER COOPER](#) | a MONTH AGO | [F](#)

San Diego Union Tribune

Reno-Tahoe

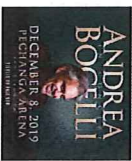
- Reach: 702,535
- Ad Value: \$6,498.45
- Domain Rank Authority: 87
- Social Shares: 42

Travel deals for Big Island, Lake Tahoe, Vermont



Hilton Waikoloa Village offers all-inclusive packages for U-T readers

By [KATHY HANCOCK](#) | April 4, 2019 | 3:07 PM
Hilton Waikoloa Village on the sunny Kohala Coast of Hawaii's Big Island is extending a rare all-inclusive deal for Uline-U-Tribune Travel Book readers. Book April 2-14 for stays starting April 14 through Dec. 30. You'll get daily breakfast and dinner (including lunch during the weekend), plus unlimited beer, wine and cocktails through your stay, along with accommodations in the resort's Grand Tower, access to three pools and a fitness center.



1. Buy round-trip airfare for California, Massachusetts, Connecticut
2. Stay 7 nights at \$129 per night
3. Eat, drink and be merry
4. Travel. Travel. Travel.

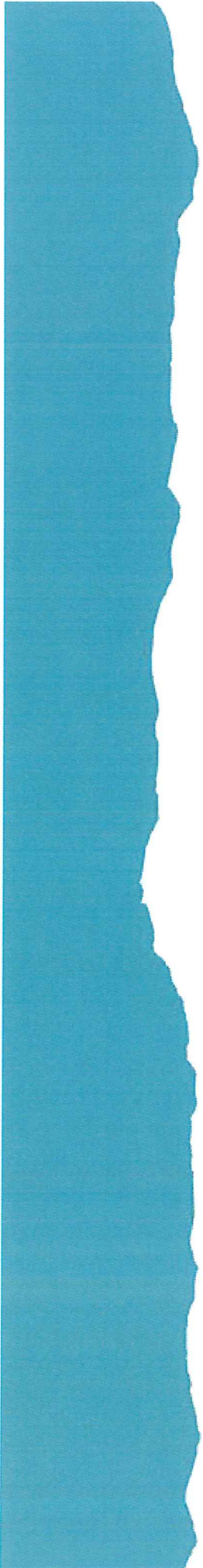
CONTENT

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

Spring Into Adventure: Seven Ways To Take Advantage Of Longer Days In North Lake Tahoe | 113 Social Shares

Celebrate Mom with the Best Mother's Day Weekend in North Lake Tahoe | 14 Social Shares

5 Ways You Can Keep North Lake Tahoe Beautiful* | 43 Social Shares

Treasures of Tahoe #10: Dual Season Days | 73 Social Shares

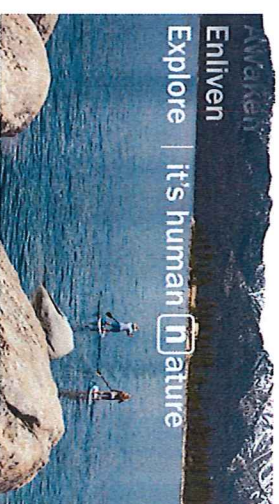
NEWSLETTER: 1

Spring has Arrived in North Lake Tahoe - Here's How to Make the Most of It**

Open Rate: 7.8 %

* Signals content refresh.

** Developed in April, approved and scheduled for distribution in May.



SPRING HAS SPRUNG IN NORTH LAKE TAHOE - GET THE MOST OUT OF IT

Spring is officially in full-swing up at North Lake Tahoe, and that means one of the most unique experiences you'll find anywhere in the world.

Only in Tahoe can you spend an exhilarating day kayaking or stand-up paddleboarding on a crystal clear lake, then sit along the Sierra Nevada toward your favorite food and beverage establishment for an evening of unique apices.

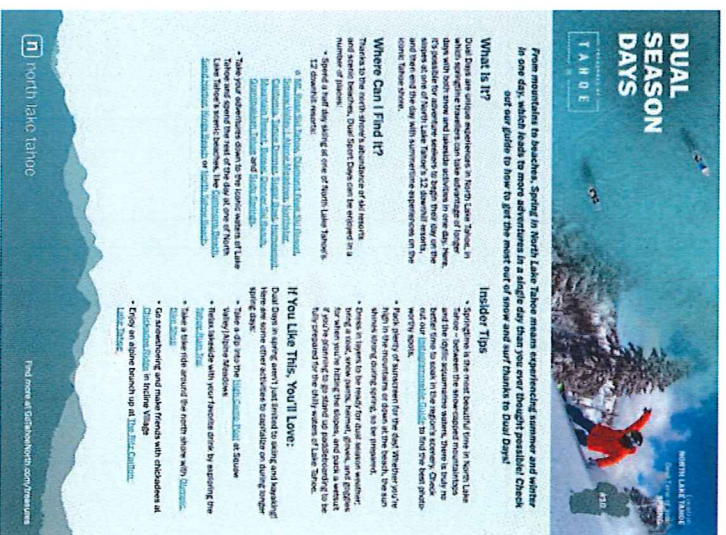
North Lake Tahoe's mountainside villages and beachside stralls will take your breath away all season long—and with human-powered sports, endless Dishes and sips, shopping and lodging available under the springtime sun, you'll never run out of things to do.

[DISCOVER](#)

CONTENT - TREASURES OF TAHOE

In April, 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: 638,956
- Total Campaign Engagements: 30,134
- Total Campaign Shares: 1,135
- Spring Treasure #3 Launch Date: April 9
- Newsletter Opens: Pending



DUAL SEASON DAYS
TAHOE

From mountain to beach, Spring in North Lake Tahoe means experiencing summer and winter in one day, which adds to more adventures in a single weekend. Check out our guide to how to get the most out of snow and sun thanks to Dual Days!

What is it?
Dual Days are unique experiences in North Lake Tahoe. In addition to the snow and sun, you'll also enjoy scenic views, trails with both snow and seasonal activities in one day. There's a guide for adventure seekers to help you get the most out of your Dual Days. You'll find the best spots for snow and sun and there's even a list of fun activities to do on the day with humorous experiences on the iconic Tahoe Shore.

Where Can I Find It?
Thanks to the north Tahoe's abundance of ski resorts and scenic beaches, Dual Days can be enjoyed in a number of places:
• Spring & Fall Day Spring at one of North Lake Tahoe's ski resorts: [Squaw Valley, Heavenly, Kirkwood, Northstar, and Donner](#)
• Summer & Winter Day at one of North Lake Tahoe's beaches: [Carnation, Crystal, Emerald Bay, Incline, and Sand Harbor](#)

Take your adventures down the iconic waters of Lake Tahoe and spend the rest of the day at one of North Lake Tahoe's scenic beaches or ski resorts.

Insider Tips
• Springtime is the most beautiful time in North Lake Tahoe. The snow is melting, the water is crystal clear, and the alpine scenery is stunning. Check out the [Tahoe Shore](#) for more information on the best spots to find the best beach views.
• Pack plenty of sunscreen for the day! Whether you're high in the mountains or down at the beach, the sun comes out strong during spring. So be prepared!
• Bring your own gear, including a hat, gloves, and goggles for when you're hitting the slopes, and pack a water bottle to stay hydrated and avoid dehydration. To be prepared for the fall, bring a jacket or sweater.
• **You Like This, You'll Love:**
Dual Days is a great event! Just finished toasting and soaking up the sun? Check out our [Spring Events](#) page for more ideas on what to do during the spring days.
• Take a dip into the [Crystal Lake](#) at Tahoe Valley Alpine Center.
• Head backside with your favorite drive by requesting the [Tahoe Shore](#) at [Tahoe Valley Alpine Center](#).
• Go snowboarding and make friends with childhood at [Crystal Lake](#) in Incline Village.
• Enjoy an après brunch up at [The 1922 Grill](#).
[Tahoe Shore](#)

Find more at [DiscoverNorth.com/Treasures](#)

[North Lake Tahoe](#)

SOCIAL MEDIA

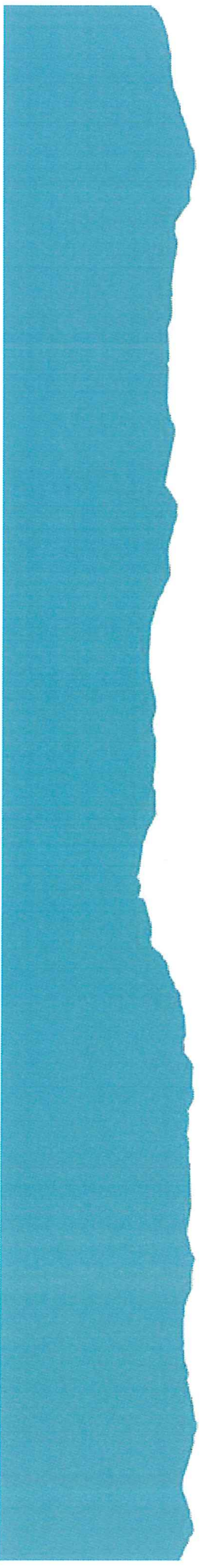
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Continuing spring messaging, focusing 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, RAY Giveaway

ENGAGEMENT INSIGHTS: Overall engagement for NLT social channels decreased minimally, however North Lake Tahoe's monthly engagements were higher than the average competitor engagements on both Facebook and Instagram.



SOCIAL MEDIA UPDATE

MARCH GROWTH:

- Facebook: 90 New Fans
- Instagram: 935 New Followers
- Twitter: 59 New Followers
- Total Impressions: **2.9M**
- Total Engagements: **61.6k**

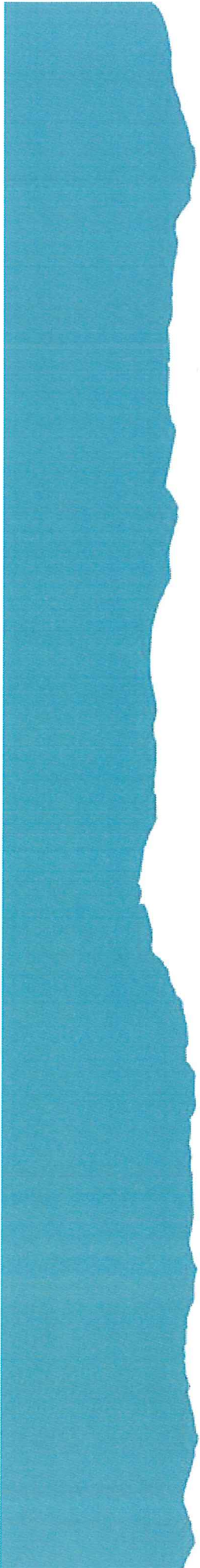
SOCIAL CAMPAIGNS & TACTICS:

RAY Facebook Giveaway

- Impressions: 5,745
- Engagement: 67
- Entries: 21

Instagram Takeovers: Carlos Lang

- Impressions: 98,736
- Engagements: 7,371



SOCIAL MEDIA - TREASURES OF TAHOE

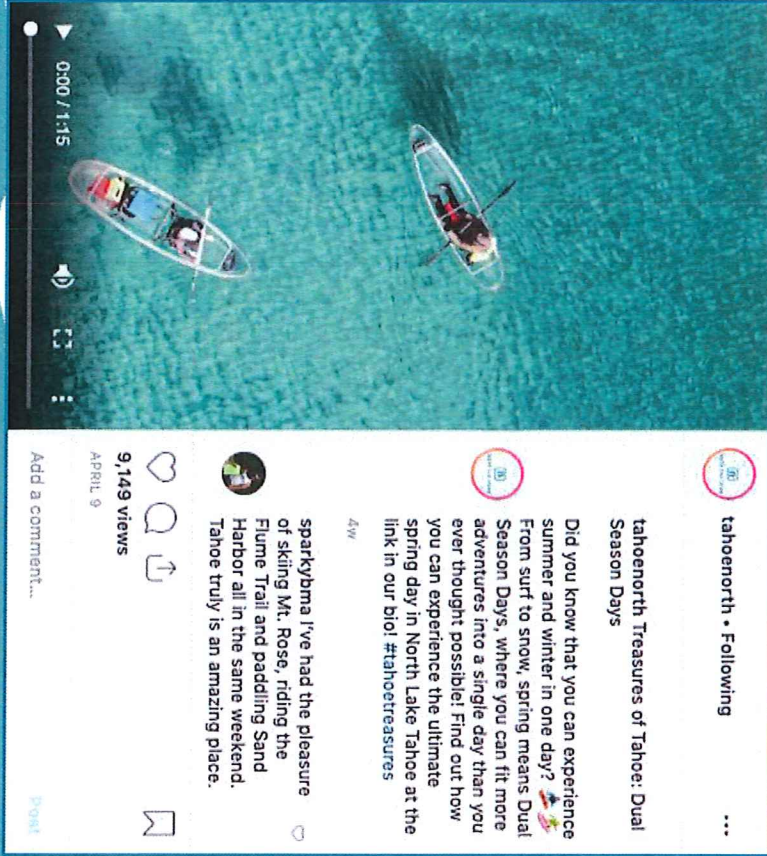
In April, North Lake Tahoe launched the 10th installment of the Treasures of Tahoe campaign and the 3rd for Spring, focusing on Dual Days experiences in spring.

Impressions: 33,452

Engagements: 2,605

Reach: 94,335

Views: 30,891



SOCIAL MEDIA - CARLOS LANG IG TAKEOVER

In April, Carlos E. Lang, a journalist from Mexico, took over Tahoe North's Instagram page for a day, including feed posts and IG stories.

of Posts: 3

Impressions: 98,736

Engagements: 7,371

Reach: 61,353

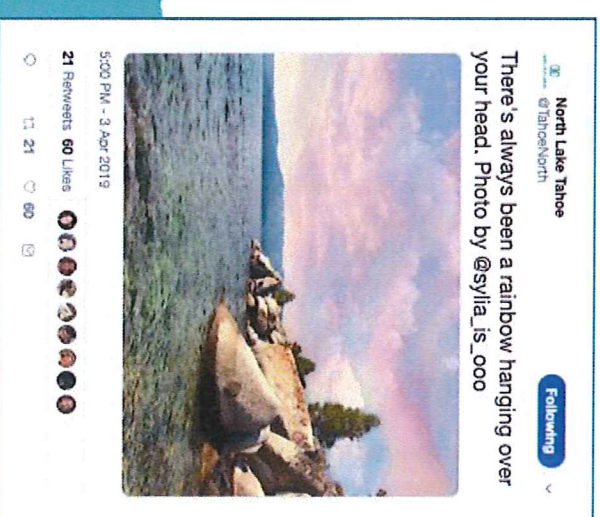


SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

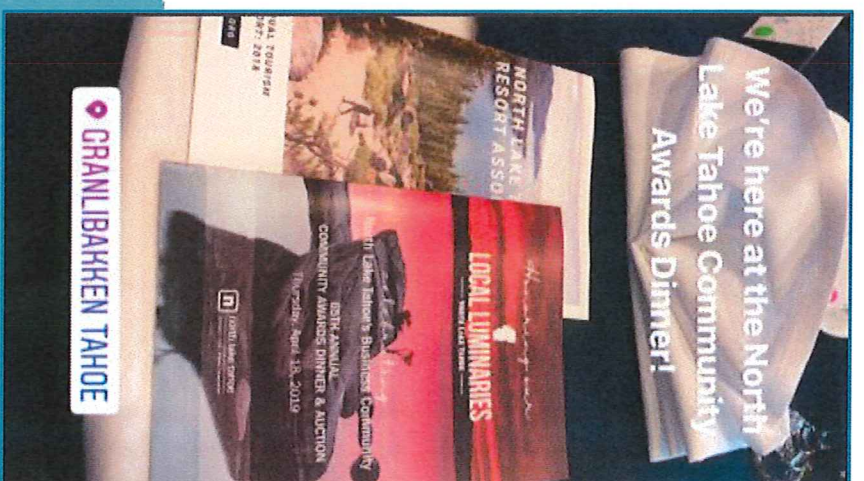
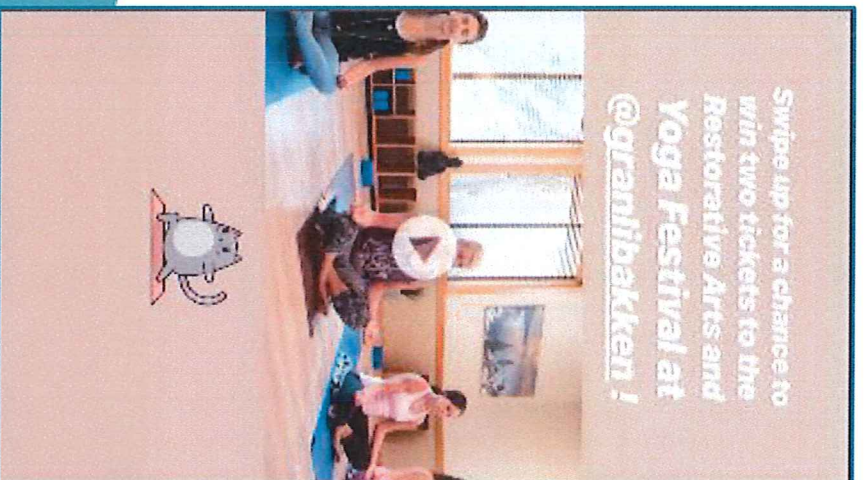
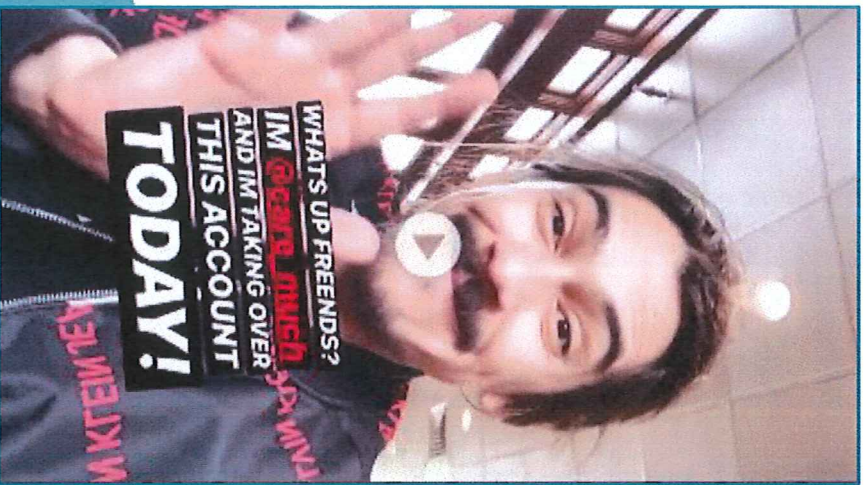
#1 Facebook Post, Earth Day Post: 16.4k Reach, 891 Reactions, 54 Comments, 88 Shares

#1 Instagram Post, Mexico Journalist Takeover: 45.2k Impressions, 4.1k Likes, 40 Comments

#1 Twitter Post, Rainbow UGC: 87.5k Reach, 60 Likes, 21 Retweets



INSTAGRAM STORY HIGHLIGHTS



SOCIAL MEDIA INSIGHTS

Instagram Competitor Set Comparison

Most Popular Media by @tahoenorth



4224 Public Engagements



3548 Public Engagements



3302 Public Engagements

Most Popular Media by @tahoesouth



2516 Public Engagements



1805 Public Engagements



1800 Public Engagements

On average, North Lake Tahoe Receives a higher engagement than @tahoesouth and @visitmammoth

Most Popular Media by @visitmammoth



3837 Public Engagements



3230 Public Engagements



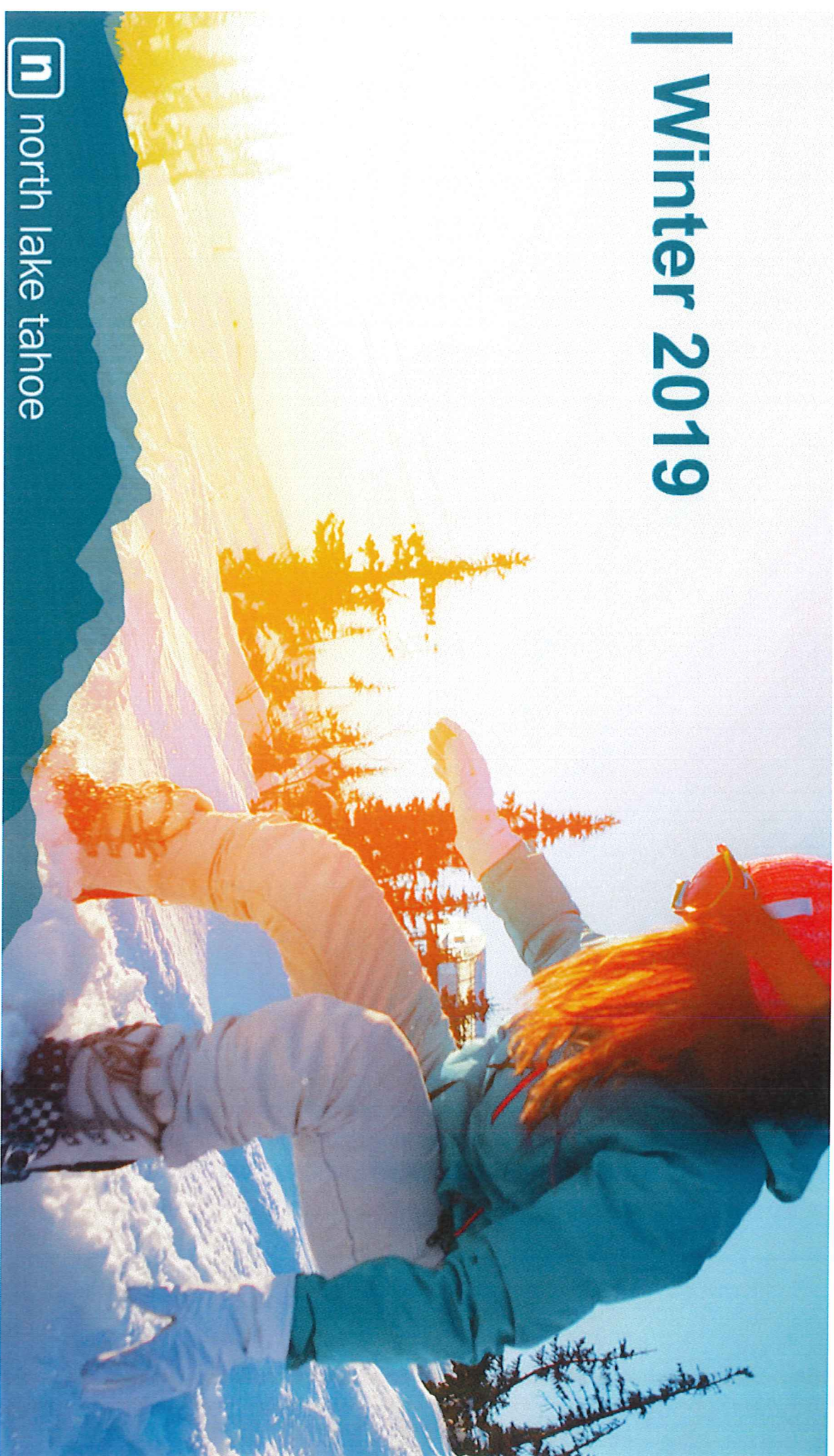
2987 Public Engagements



Thank You!

**THE ABBEY
AGENCY**

| Winter 2019



 north lake tahoe

A person in a yellow kayak is paddling down a river. The water is a vibrant blue-green color. In the background, there are lush green trees and a clear sky. The overall scene is bright and scenic.

Executive Summary

Consumer

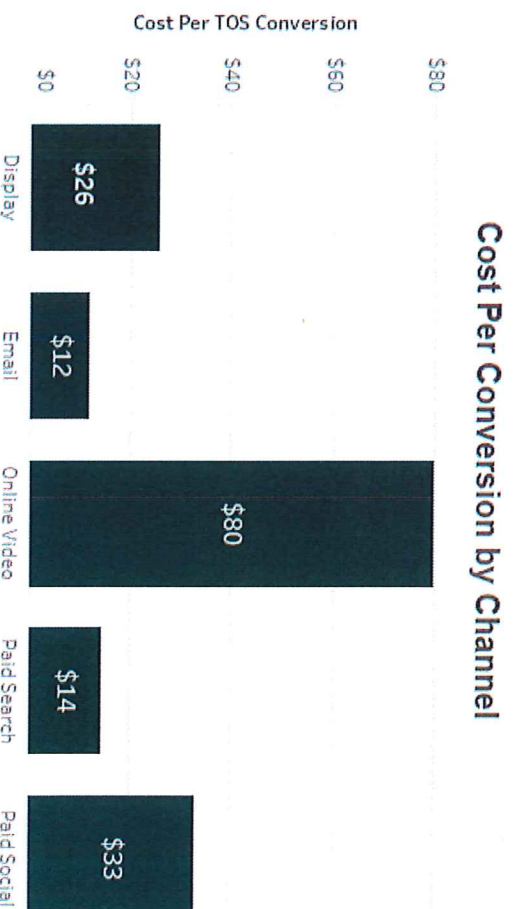
- The winter 2109 campaign served 21.2M impressions resulting in 58K clicks.
- The campaign led to 13.8K website visits with an average time on site of 26 seconds and 1.4 average pages per session. These visitors directly led to 8,402 time on site conversions and 1,203 book now conversions.
- Paid Search ads drove the highest quality site traffic, resulting in 3.1K website visits, with an average time on site of 51 seconds, and 262 book now conversions.
- Paid Search ads drove the most traffic to the site with 3.1K sessions. They also led to 607 TOS conversions and 256 book now conversions.
- The most efficient channel during this campaign was Email with an average cost per conversion of \$11.64.

Performance improved from the 2018 Winter campaign with a lower cost and a higher click through rate.



Overview by Channel

- The Winter campaign served 21.2M impressions across digital channels. This resulted in 8.4K time on site conversions and 1,203 book now conversions.
- Display ads drove the most time on site conversions with 4,589 at \$26.31 per conversion. These ads also received 22,972 clicks and 306 book now conversions.
- The most efficient channel this Winter was Email with the lowest average cost per TOS conversion of \$11.64.

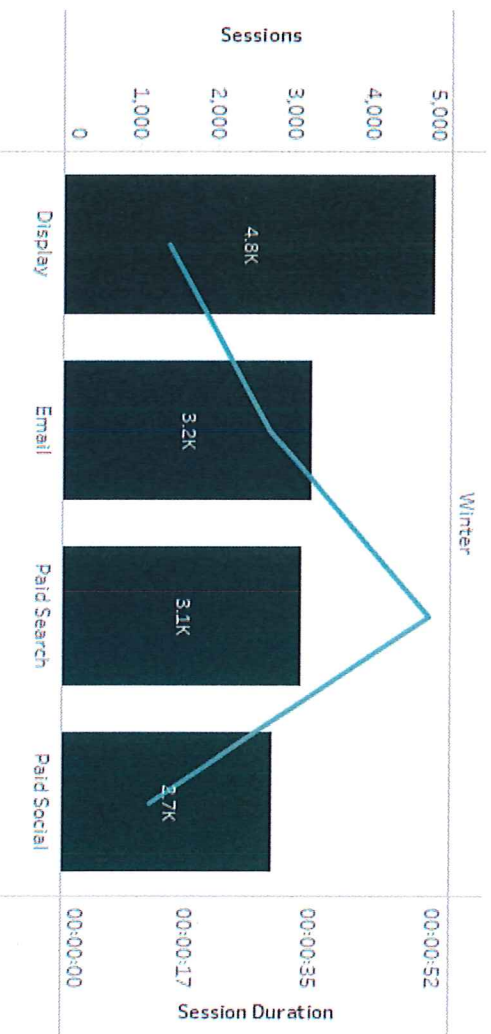


Channel	Spend	Impressions	Clicks	CTR	Time on Site Conversion	Cost Per TOS Conversion	Book Now Conversions
Display	\$120,717	11,504,494	\$22,972	0.20%	4,589	\$26.31	306
Paid Social	\$70,232	8,185,863	24,603	0.30%	2,148	\$32.70	639
Online Video	\$8,124	730,883	733	0.10%	102	\$79.65	2
Email	\$11,125	556,250	6,711	1.21%	956	\$11.64	0
Paid Search	\$8,511	233,434	3,075	1.32%	607	\$14.02	256
Grand Total	\$218,709	21,210,924	58,094	0.27%	8,402	\$26.03	1,203

Website Performance

- Digital executions accounted for 13.8K session during the Winter campaign.
- Winter ad visits were led by users from Display ads (4.8K sessions).
- Users from Paid Search ads spent the most time on site (00:00:51) and had a bounce rate of 68%.

Sessions (Bars) Vs Session Duration (Lines) by Channel



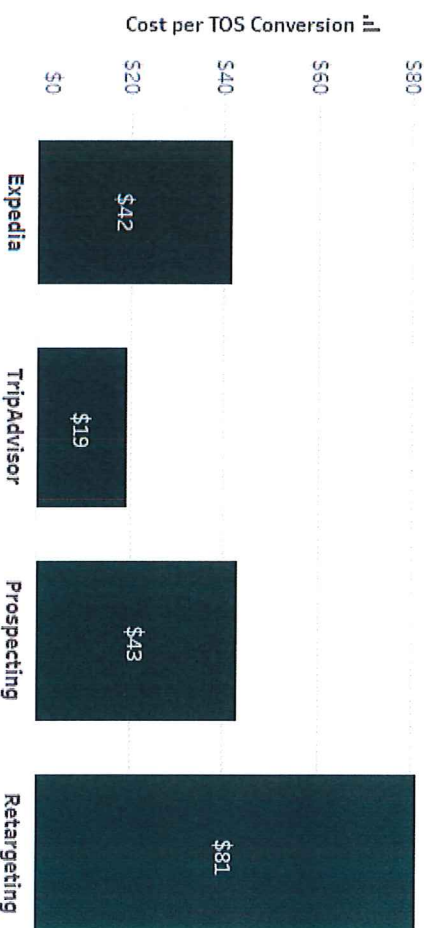
Channel	Sessions	Avg. Time on Site	Pages per Session
Display	4,780	00:00:15	1.3
Email	3,215	00:00:29	1.5
Paid Search	3,074	00:00:51	1.8
Paid Social	2,721	00:00:12	1.2
Grand Total	13,790	00:00:26	1.4

Display Performance

• Display ads drove the most time on site conversions at 4,589 with an average cost per conversion of \$26.31. Display also accounted for 306 book now conversions.

• TripAdvisor ads drove the most time on site conversions during this campaign with 3,181, these ads also led to 223 book now conversions.

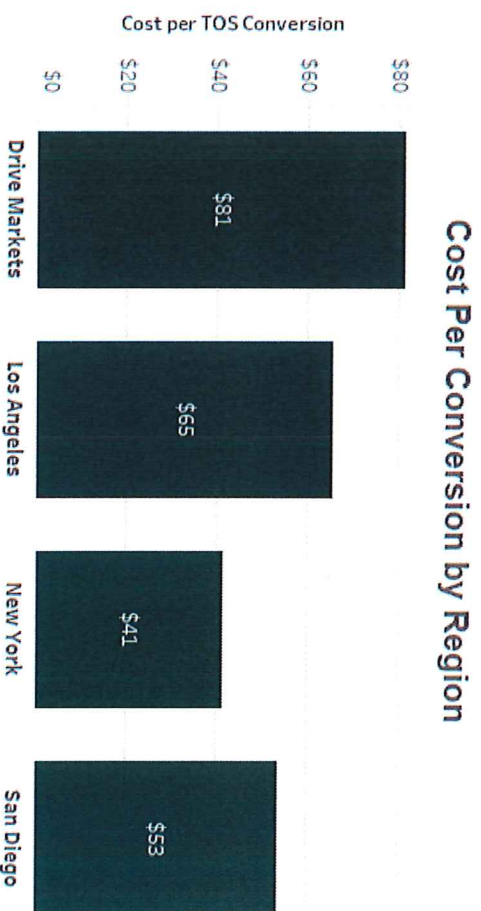
Cost Per Conversion by Placement



Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
TrippAdvisor	\$60,472	3,115,390	4,019	0.13%	\$15.05	3,181	\$19.01	223
Prospecting	\$47,735	5,650,530	17,761	0.31%	\$2.69	1,113	\$42.89	60
Retargeting	\$404	89,849	33	0.04%	\$12.25	5	\$80.86	1
Expedia	\$12,105	2,648,725	1,159	0.04%	\$10.44	290	\$41.74	22
Grand Total	\$120,717	11,504,494	22,972	0.20%	\$5.25	4,589	\$26.31	306

Display Performance by Region

- New York had the lowest cost per TOS conversion with 105 conversions at an average cost of \$41.13. They were also accountable for 5 book now conversions.



Region	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Drive Markets	\$404	89,849	33	0.04%	\$12.25	5	\$80.95	1
Los Angeles	\$2,861	635,875	374	0.06%	\$7.65	44	\$65.03	5
New York	\$4,319	959,704	528	0.06%	\$8.18	105	\$41.13	5
San Diego	\$12,540	1,439,042	1,411	0.10%	\$8.89	235	\$53.36	9
Grand Total	\$20,124	3,124,470	2,346	0.08%	\$8.58	389	\$51.73	20

Display Performance by Creative

- Display ads targeted toward Winter General were the most efficient ads, with the lowest cost per TOS conversion of \$23.92.
- Display ads targeted toward Outdoor Enthusiasts had the highest TOS conversion rate at 23.4%.

Cost Per Conversion by Persona



Persona	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Winter General	\$98,367	6,579,218	20,605	0.31%	\$4.77	4,113	\$23.92	273
Families	\$2,625	583,403	233	0.04%	\$11.27	32	\$82.04	2
Outdoor Enthusiasts	\$3,132	696,004	380	0.05%	\$8.24	89	\$35.19	5
Workaholics	\$4,487	997,146	598	0.06%	\$7.50	65	\$69.03	4
Grand Total	\$108,612	8,855,771	21,816	0.25%	\$4.98	4,299	\$25.26	284

Display Ad Examples



Firepits, Family and S'mores. That's Our Idea of Nighthike.

n


north lake tahoe
it's human nature

Plan Your #WinterWow

Families

Sizes: 1600x600, 3000x250, 3000x600, 3200x50, 728x90

Impressions: 1.87M
Clicks: 1,604
CTR: 0.09%
TOS Conversions: 186
CVR: 11.60%



Our Winter Cheer Is Crafted to Perfection

n


north lake tahoe
it's human nature

Plan Your #WinterWow

Outdoor Enthusiasts

Sizes: 1600x600, 3000x250, 3000x600, 3200x50, 728x90

Impressions: 1.80M
Clicks: 1,515
CTR: 0.08%
TOS Conversions: 203
CVR: 13.40%



Clear Skies. Clear Mind. Clear Your Schedule.

n

north lake tahoe
it's human nature

Plan Your #WinterWow

Workaholics

Sizes: 1600x600, 3000x250, 3000x600, 3200x50, 728x90

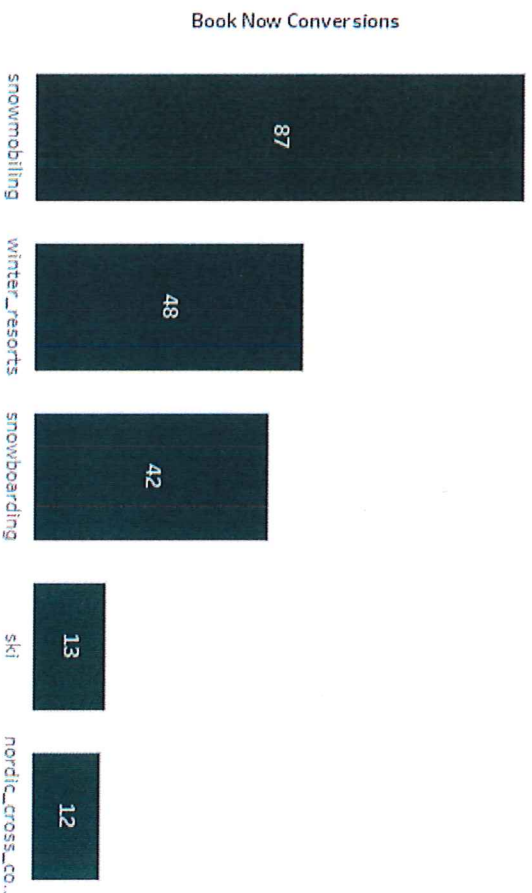
Impressions: 2.16M
Clicks: 2,022
CTR: 0.09%
TOS Conversions: 173
CVR: 8.56%

Paid Search Performance

The campaign resulted in 3,075 ad clicks for an average CTR of 1.32%. Of the traffic going to the site, 19.7% of them spent at least 115 seconds browsing GoTahoeNorth's site. Furthermore, 8.3% of this traffic ended up clicking on a book now button.

The ad group with the highest click through rate was 'nit_sledding' at 23.94% and a cost per click of \$1.87

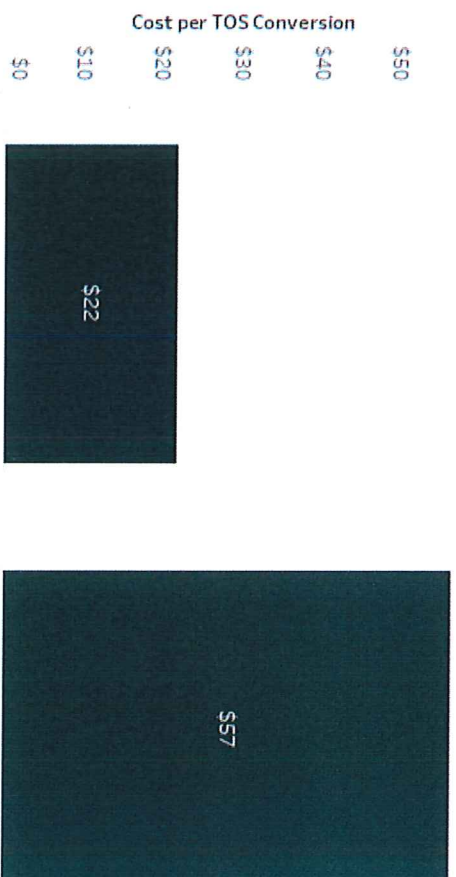
Book Now Conversions by Ad Group



Season	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Winter	\$8,511	233,434	3,075	1.32%	\$2.77	607	\$14.02	256
Grand Total	\$8,511	233,434	3,075	1.32%	\$2.77	607	\$14.02	256

Facebook And Instagram Performance

- Throughout the winter campaign, ads on Facebook and Instagram combined for 8.2M impressions resulting in 24.6K link clicks. Cost per conversion was \$32.70 with 2.1K TOS conversions and 639 book now clicks.
- Ads on Facebook drove the most clicks during the campaign.
- Ads on Facebook were the most efficient due to their lower cost per conversion.



Platform	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Facebook	\$31,847	2,572,421	13,828	0.54%	\$2.30	1,469	\$21.68	271
Instagram	\$38,385	5,613,442	10,775	0.19%	\$3.56	679	\$56.53	368
Grand Total	\$70,232	8,185,863	24,603	0.30%	\$2.85	2,148	\$32.70	639

Facebook And Instagram Performance

Cost per Conversion by Ad Format



- Throughout the winter campaign, there were 4 different ad formats that ran on Facebook and Instagram. The following compares each formats performance.
- Carousel ads drove the most clicks during the campaign at 13,785.
- Static ads were the most efficient due to their lower cost per conversion of \$12.91.

Ad Format	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Carousel	\$31,769	3,295,379	13,785	0.42%	\$2.30	1,593	\$19.94	430
IG Story	\$25,800	779,571	4,748	0.61%	\$5.43	194	\$132.99	181
Static	\$2,763	299,905	1,480	0.49%	\$1.87	214	\$12.91	1
Video	\$9,900	3,811,008	4,590	0.12%	\$2.16	147	\$67.35	27
Grand Total	\$70,232	8,185,863	24,603	0.30%	\$2.85	2,148	\$32.70	639

Facebook and Instagram Ad Examples

Dynamic Creative

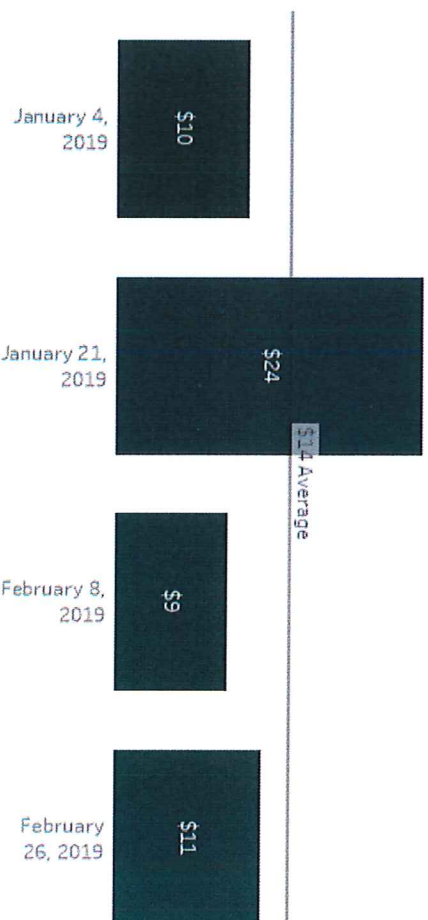
The image displays four examples of dynamic creative ads for Northern Lakes Tahoe, arranged in a 2x2 grid. Each ad is a square format with a different visual and headline, illustrating how the ad content changes based on user preferences.

- Top-Left Ad:** Features a photo of a snowy mountain landscape. The headline reads "Every Winter, Discover the Skies." Below the headline, it says "New Local Craft Beers from Over 40 Local Breweries." Buttons for "Learn More" and "New Local Craft Beers from Over 40 Local Breweries" are visible.
- Top-Right Ad:** Features a photo of a snowy mountain landscape. The headline reads "Top 5 Family-Friendly Ski Resorts in Lake Tahoe." Below the headline, it says "Check out the top 5 family-friendly ski resorts in Lake Tahoe and gain...". Buttons for "Learn More" and "Check out the top 5 family-friendly ski resorts in Lake Tahoe and gain..." are visible.
- Bottom-Left Ad:** Features a photo of a snowy mountain landscape. The headline reads "Adventure or relaxing? Solutions for every mountain or lake." Below the headline, it says "Northern Lakes Tahoe is here for you." Buttons for "Learn More" and "Adventure or relaxing? Solutions for every mountain or lake." are visible.
- Bottom-Right Ad:** Features a photo of a snowy mountain landscape. The headline reads "Find Endless Winter Adventure." Below the headline, it says "Explore Tahoe's Best Lodging". Buttons for "Learn More" and "Find Endless Winter Adventure" are visible.

Email Performance

- Winter emails were sent to 556.3K individuals and opened by 16.33% of the audience. This led to 6,711 clicks and 956 conversions for an average cost per conversion of \$11.64.
- Visitors from winter emails had an average session duration of 00:00:15 and averaged 1.2 pages per session.

Email Cost per TOS Conversion by Send Date



Date Sent	Subject Line	Spend	Delivered	Opens	Open Rate	Clicks	Click Through Ra..	Conversions	Cost per TOS Conversion	Book Now Conversions
January 4, 2019	Discover a Winter that Wows	\$3,475	173,750	30,031	17%	2,103	7%	337	\$10	0
January 21, 2019	Escape to a Winter that Wows	\$2,550	50,001	8,849	18%	729	8%	107	\$24	0
February 8, 2019	Escape to a Winter that Wows	\$2,550	127,500	20,066	16%	1,772	9%	290	\$9	0
February 26, 2019	Find Your Winter Wow in North Lake Tahoe	\$2,550	204,999	31,904	16%	2,107	7%	222	\$11	0
Grand Total		\$11,125	556,250	90,850	16%	6,711	7%	956	\$12	0



Thank You