
May Departmental Reports

WAKE UP
Awaken
Celebrate
Relax
Experience

it's human  ature



May 2019 Conference Report

A. New Meeting & Event RFPs:

1. North Bay Swell Lacrosse Club, June 2019; 24 room nights, 48 people
2. AmTrav Corporate Travel – TS Meeting, June 2019; 20 room nights; 10 people
3. ServiceNow – Training & Certification Leadership Meeting July 2019; 52 room nights; 13 people
4. Teva Pharmaceuticals – July 2019 Meeting; 56 room nights; 14 people
5. 38 North Connections – AS July 2019 Company Offsite; 75 room nights; 140 people
6. HPN – 50th Birthday Event; July 2019; 32 room nights; 32 people
7. Milliman – West Coast Retreat; August 2019; 120 room nights; 60 people
8. AJC – World Congress 2019; August 2019; 135 room nights; 60 people
9. DigiCert – CAB Meeting; September 2019; 63 room nights; 40 people
10. Arthur J Gallagher – 2019 PestSure Fall Meeting; September 2019; 245 room nights; 120 people
11. Charter Spectrum – MDU Customer Advisory Board Fall 2019; September 2019; 60 people
12. Rollbar – 2019 October Offsite; 200 room nights; 50 people
13. Tahoe City Productions – Christmas in Tahoe; November 2019; 490 room nights; 70 people
14. ScanSource – Golden Ticket 2020; January 2020; 45 room nights
15. University of Florida Continuing Medical Education - Winter Anesthesia Conference; February 2020; 170 room nights
16. BASF – Master Contractor Program 2020; February 2020; 100 room nights; 100 people
17. Cloud Security – 2020 Sales Kick Off Meeting; March 2020; 1100 room nights; 400 people
18. Evangelical Lutheran Church in America – Bishop’s Assistants Meeting; March 2020; 335 room nights; 120 people
19. NuVasive – Chairman’s Club 2020; April 2020; 192 room nights; 110 people
20. SutterHealth – Governance Symposium; April 2020; 345 room nights; 165 people
21. California Special Districts Association – Special District Leadership Academy Conference II 2020; 212 room nights; 70 people
22. ACTS 29 - West Lead Pastor Retreat 2020; July 2020; 360 room nights; 250 people
23. EveryChild California – Great Administrators Seminar 2020; July 2020; 215 room nights; 150 people
24. Helios Education Foundation – 2020 Retreat; August 2020; 68 room nights; 30 people
25. Society of Marketing Professional Service - PRC 2021 Annual Conference; 580 room nights; 300 people
26. TravelBound & SkiBound – April 2021 Youth Ski Trip; April 2021; 84 room nights; 44 people
27. Bakery Equipment Manufacturers and Allieds – Annual Meeting 2021; 947 room nights; 350 people
28. Vistar Corporation – Annual Business Meeting; August 2021; 950 room nights; 350 people
29. California State BeeKeepers Association – 2021 Annual Convention; November 2021; 442 room nights; 350 people
30. EventPrep, Inc. – Strong Bonds Event #ARNG-FY19-00058; September 2019; 54 room nights; 52 people

B. Definite Meetings & Events:

1. Omnicell Q3 PMO Meeting, August 18-22, 2019, 45 room nights; \$11,542 in room revenue and 15 ppl at the Hyatt Regency Lake Tahoe
2. Direct Selling Association – Sales & Marketing Conference 2019, December 10-12, 2019; 400 room nights; \$43,125 in room revenue and 350 people at the Hyatt Regency Lake Tahoe

C. Site Visits:

1. May 10-11, 2019 - Storck LP, USA – July 2020; 228 room night; 95. Properties visited: Hyatt Lake Tahoe, Resort at Squaw Creek, Ritz Carlton and Village at Squaw Valley. Offsite venues visited: Thunderbird Lodge, Gar Woods Grill & Pier, and High Camp
2. May 21-22, 2019 - National Conference of State Legislatures Pew Juvenile Justice Meeting – September 2019; 83 room nights; 40 people. Properties visited: Hyatt Lake Tahoe and Edgewood

D. Trade Shows & Events Attended:

1. May 6-8, 2019 Connect New York
2. May 6-11, 2019 National Association of Sports Commissions
3. May 28-31, 2019 HelmsBriscoe ABC



Leisure Departmental Report
May 2019

MARKETING COOPERATIVES & EVENTS:

- Sko'n'Ski in conjunction with the Flight Centre Expos – Sydney/Melbourne/Brisbane

TRAVEL TRADE SALES CALLS & MEETINGS:

- Attended:
 - IPW: June 1-5th – Tahoe Mountain Lodging and The Hyatt partnered with North Lake
 - Held 57 Meetings – Leads to follow
 - Hosted a Post-FAM of 14 journalists and 16 travel trade representatives
- Upcoming Shows:
 - UK & Ireland Sales Mission – July
 - Visit California Canada Mission – September

INTERNATIONAL MEDIA:

- Future Media:
 - Canadian Traveller Magazine – June
 - China Media FAM – 3 journalists with Travel Nevada – June
 - Canada Digital Influencer FAM – October

TRAVEL TRADE FAMS:

- Hosted:
 - Post IPW China FAM with the RSCVA - 5 agents
 - Post IPW FAM with Visit California – 16 agents
- Future FAMS:
 - MailPound Travel Agent FAM with the RSCVA – June
 - BLC FAM RSCVA – July
 - Air Canada FAM – October

INTERNATIONAL OFFICE UPDATE:

- Working on all three office updates for the 2019/2020 year.
- Canada October Update:
 - Conducted trainings in Toronto at Truffle Pig & Flight Centre
- UK/Ireland Update:
 - 85 Total Agents trained: BA Holidays, American Sky,
 - 2 Meetings Conducted with Table Talk Media and Virgin Holidays
- Australia October Update:
 - 2 Meetings Conducted: Travel Counsellors and Helloworld/Qantas Holidays

- 332 Agents trained at Mogul Ski, Skimax agent event in Melbourne, Flight Centre Sydney & Brisbane, Sno'n'ski, Skimax reservations team, Qantas Holidays, Travel Partners and AMEX
- 10 Snow Expo's: Snow Travel Expo's in Sydney & Melbourne, Travelplan Consumer Expo's in Melbourne, Sydney and Brisbane, Mogul Ski consumer event

VISAVUE DATA, Q1

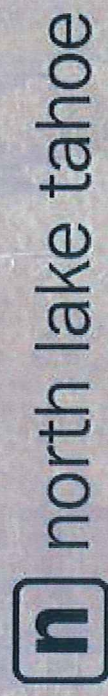
- Domestic Data
 - Quarter 1: January- March
 - Total Spend: \$130,829,030
 - Y/Y Growth: 14.3%
 - Average cardholder spend: \$255.92

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
New York & New Jersey	New York, Northern New Jersey
Seattle -Tacoma - Bremerton	Seattle -Tacoma - Bremerton
Washington, Baltimore, DC	Chico - Paradise, CA
Chico - Paradise, CA	Stockton - Lodi, CA
Salinas, CA	Washington -Baltimore, DC

- International Data
 - Quarter 1: January- March
 - \$1,761,520
 - - 11.4% growth
 - Average cardholder spend: \$331.24

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

May 2019 Recap



A scenic view of a river with a person kayaking, surrounded by lush green trees and a white rock in the foreground. The text is overlaid on a semi-transparent white box.

Public Relations Results

Content Review

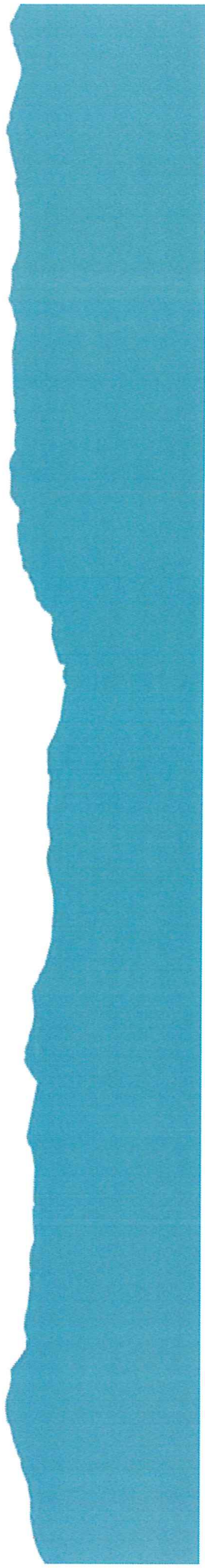
Social Media Update

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) Utilize a “champagne media list” to work toward the top 50-100 target publications and journalists for NLT.

OBJECTIVES: The Abbi Agency aims to: 1) Increase public awareness of the destination within target drive/flight markets, and in national travel publications; 2) Drive shoulder season and mid-week visitation through key messaging (i.e. dual-sport days / secret season); 3) Earn editorial coverage and backlinks in publications with a high domain rank authority to increase SEO impact

CONTENT + NOTABLE PITCHES: May focused on “Limitless Lake Tahoe” to promote the accessibility/mission of the No Barriers Summit; “Ski in the Summer” to promote Squaw’s extended season; Summerlong Music and Mountain Messaging to move travelers throughout the region; Wanderlust and overall summer wellness offerings; Autumn Food & Wine and experiential dining.



PUBLIC RELATIONS RESULTS

PLACEMENTS: 8 PUBLICITY VALUE: \$306,466.31 TOTAL IMPRESSIONS: 33,131,494

PUBLICATION HIGHLIGHTS: Global Traveler, Roseville Today, 7x7, Connect Corporate, Connect Faith, Connect Association, Forbes, Forbes Travel Guide

FAM COORDINATION: The Abbi Agency hosted Dave Dickstein (Southern California News Group) for a piece on food & beverage, history and leisure travel in North Lake Tahoe. We also hosted Devin Friedman (Departures Mag) which will appear in Fall 2019. Lastly, we planned itineraries for Jennifer Hubbert & Alison Hodgins (Explore Magazine, Canadian Traveller); and worked on a long-lead international FAM: Angela Liguori & Matthew Massa (Canadian Social Media Influencers).

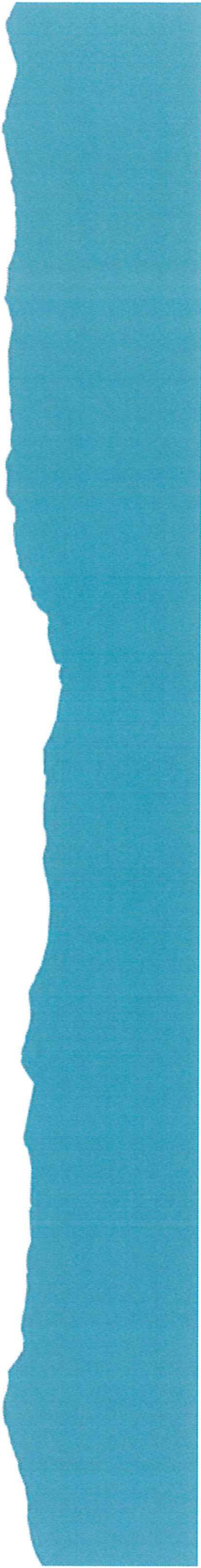
MEDIA MISSIONS: TAA did not carry out any media missions in May.

PRESS RELEASES / MEDIA ALERTS ISSUED: 0

The Abbi Agency worked on 1) What's New Summer; and 2) Tourism Impact Release to distribute in June.

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

KEY INSIGHTS: This month, we received one story from a hosted FAM (Forbes + Forbes Travel Guide); The Abbi Agency continued to pitch summer offerings, wellness, and an overall accessibility message. TAA earned placements in top tier publications like 7x7, Forbes and Forbes Travel Guide. TAA reached key target markets by hosting a journalist and influencer from Southern California.



HIGHLIGHTED PLACEMENTS - May

Forbes

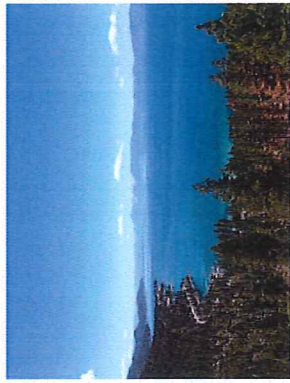
Why You Should Follow Us To Reno And Lake Tahoe

- Reach: 32,771,518
- Ad Value: 303,136.5415
- Domain Rank Authority: 95
- Social Shares: 410

Why You Should Follow Us To Reno And Lake Tahoe



Delancey Williams
Forbes Travel Guide Contributor Group



Lake Tahoe | www.forbes.com

Lake Tahoe and Reno have heard all of your back-handed jokes about how the two cities are nothing more than Las Vegas' far less glamorous cousin. And sure, the two spots separated by about an hour do gambling, lavish stage shows and steak dinners on a smaller scale. But these destinations are so much more than mere Sin City spinoffs.

7x7

50 Things to Do in Tahoe This Summer

- Reach: 84,000
- Ad Value: \$777
- Domain Rank Authority: 63
- Social Shares: 235



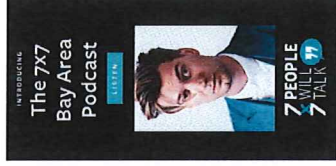
NEIGHBORHOODS EAT • DRINK WORKOUTS • WELLNESS ART • DESIGN STYLE • BEAUTY WINE COUNTRY



50 Things to Do in Tahoe This Summer

By [Christina Hoffmann](#) May 06, 2019

Like us on Facebook



Global Traveler

Lure of Lake Tahoe

- Reach: 71,850
- Ad Value: 664.61
- Domain Rank Authority: 55
- Social Shares: N/A

Lure of Lake Tahoe

May 2019, United States



Photo: © SQUAW CREEK

By [Mark Chesnut](#) - May 1, 2019

LOCATED IN THE PICTURESQUE Sierra Nevada mountain range on the border between northwestern Nevada and California, Lake Tahoe offers a postcardperfect destination for nature lovers. And there's lots to love, from expansive ski resorts and luxurious hotels to gourmet cuisine and exciting outdoor activities that make the most of the region's lush natural beauty, year-round.

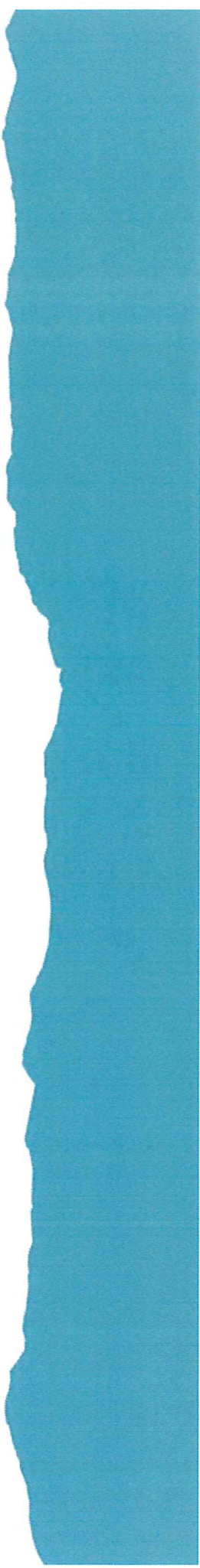
CONTENT

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; Tahoe Summer; Docks and Decks; Opening Day



CONTENT REVIEW

BLOGS POSTED: 3

Docks, Decks, and Date Nights: Love is in the Air and on the Water this Spring | 81 Social Shares

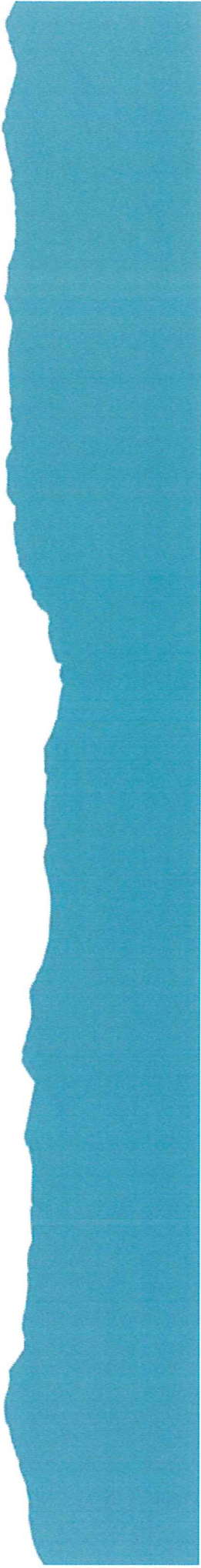
North Lake Tahoe Celebrates Opening Day at the Lake 2019 | 14 Social Shares

History and Legends: North Lake Tahoe Then & Now | 0 Social Shares (Not Yet Promoted)

NEWSLETTER: 2

Spring Treasures Newsletter
9.4% Open Rate

Spring Has Arrived In North Lake Tahoe
8.5% Open Rate



SOCIAL MEDIA

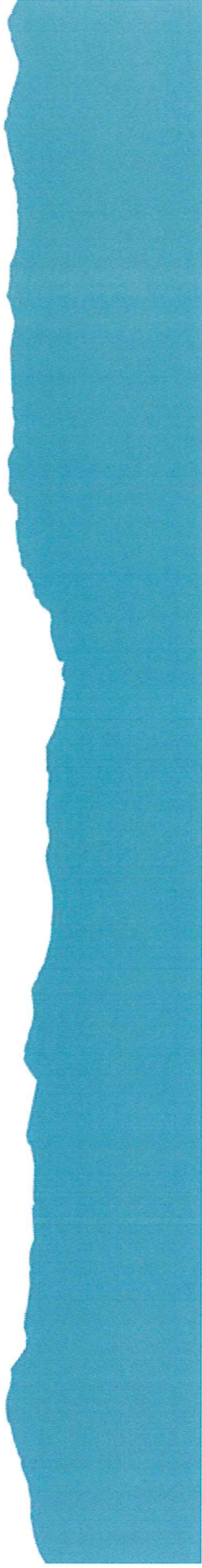
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Continuing spring messaging, focusing on Dual Season Days mixing winter and summer activities, then transition into summer messaging.

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

CAMPAIGNS: Dual Days Giveaway, Putting on the Ritz Giveaway

ENGAGEMENT INSIGHTS: Engagements are up more than 70% from the previous month, especially on Facebook and Instagram, thanks to engagement boosting giveaways and content.



SOCIAL MEDIA UPDATE

MAY GROWTH:

- Facebook: 245 New Fans
- Instagram: 2,250 New Followers
- Twitter: 42 New Followers

- Total Impressions: 4.4M
- Total Engagements: 107.4k

SOCIAL CAMPAIGNS & TACTICS:

Dual Days Giveaway

- Impressions: 72,141
- Engagements: 2,683

Putting on the Ritz Giveaway

- Impressions: 33,938
- Engagements: 1,871

No Barriers

- Impressions: 2,490
- Engagements: 34

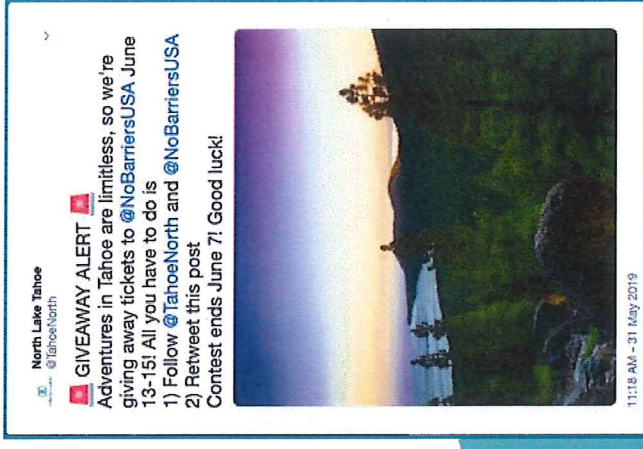
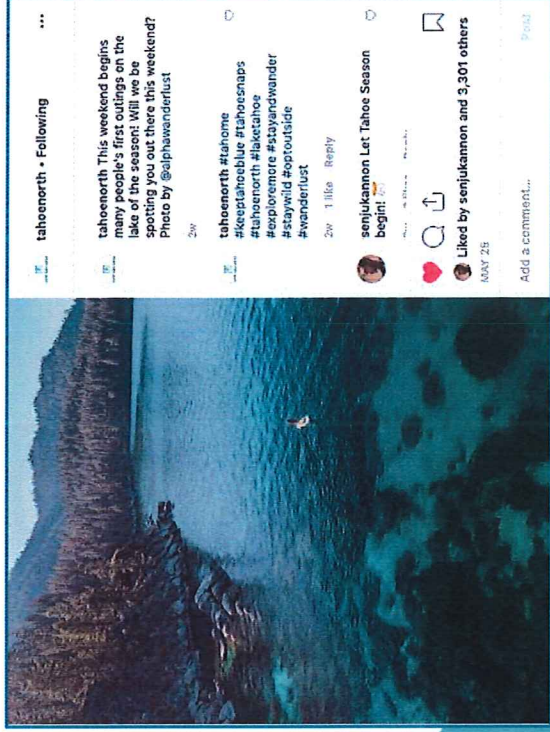
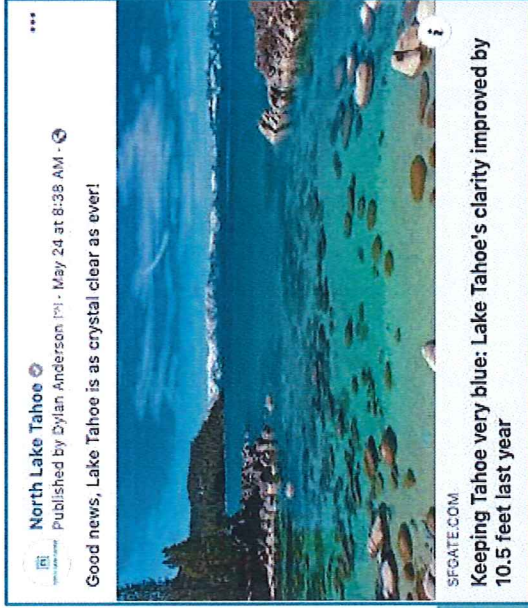


SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Lake Clarity: 190.6k Reach, 25.2k Reactions, 1.5k Comments, 1.9k Shares

#1 Instagram Post, First Day on the Lake: 42.6k Impressions, 3.3k Likes, 23 Comments

#1 Twitter Post, No Barriers Giveaway: 41.3k Reach, 21 Likes, 12 Retweets



SOCIAL MEDIA - INSTAGRAM TAKEOVER

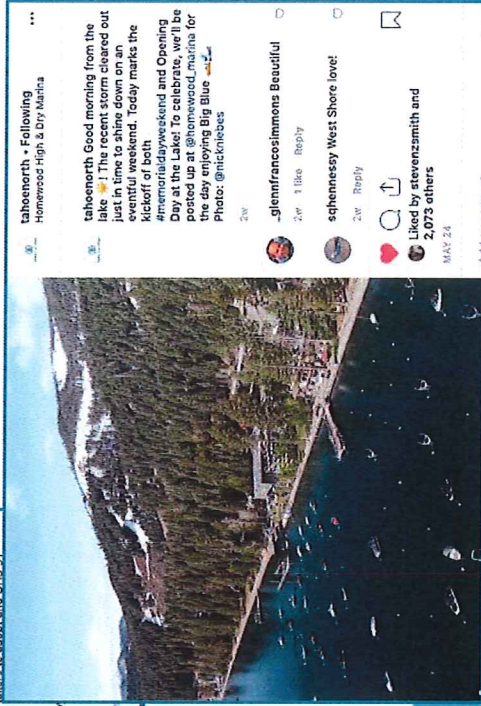
During the month of May,
@TahoeNorth hosted two IG
takeovers with **Homewood High &**
Dry Marina and West Shore Cafe.

Number of Posts: 3

Impressions: 84,865

Engagements: 5,679

Reach: 65,586



SOCIAL MEDIA - GIVEAWAYS

During the month of May, @TahoeNorth held three separate giveaways across all platforms:

- Dual Days Giveaway (FB, IG) - Encourage audience to experience Dual Season Days in Tahoe by giving away prize packages.
- Putting on the Ritz Giveaway (IG) - Partnering with Tahoe Dance Collective to give away a stay at the Ritz-Carlton.
- No Barriers Giveaway (TW) - Promoting the No Barriers Summit by giving away tickets to the event.

Dual Days

Impressions: 72,141

Engagements: 2,683

Reach: 43,783

Putting On the Ritz

Impressions: 33,938

Engagements: 1,871

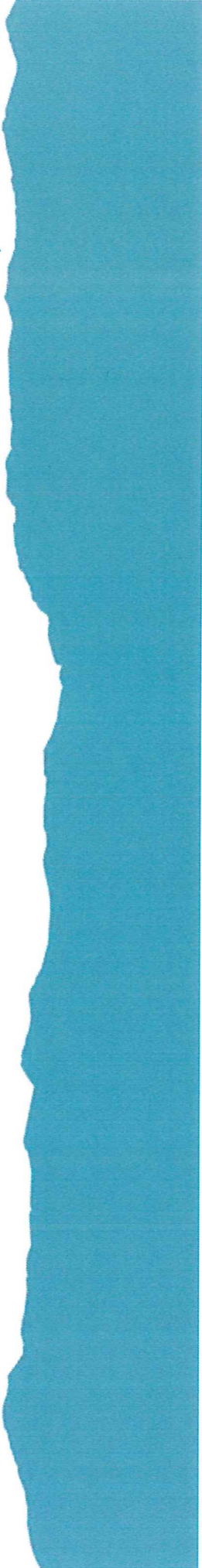
Reach: 26,148

No Barriers

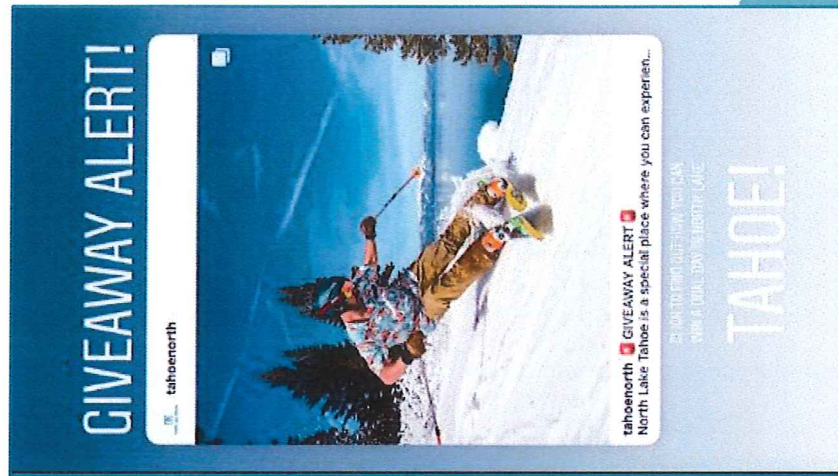
Impressions: 2,490

Engagements: 34

Reach: 41,354



INSTAGRAM STORY HIGHLIGHTS



SOCIAL MEDIA INSIGHTS

Instagram Competitor Set Comparison

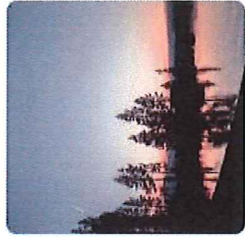
Most Popular Media by @tahoenorth



3325 Public Engagements

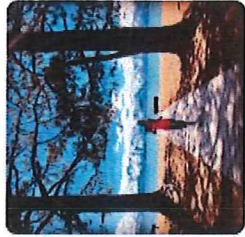


2777 Public Engagements



2619 Public Engagements

Most Popular Media by @tahoesouth



1756 Public Engagements



1634 Public Engagements



1541 Public Engagements

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

Most Popular Media by @visitmammoth



5772 Public Engagements



3581 Public Engagements




3443 Public Engagements

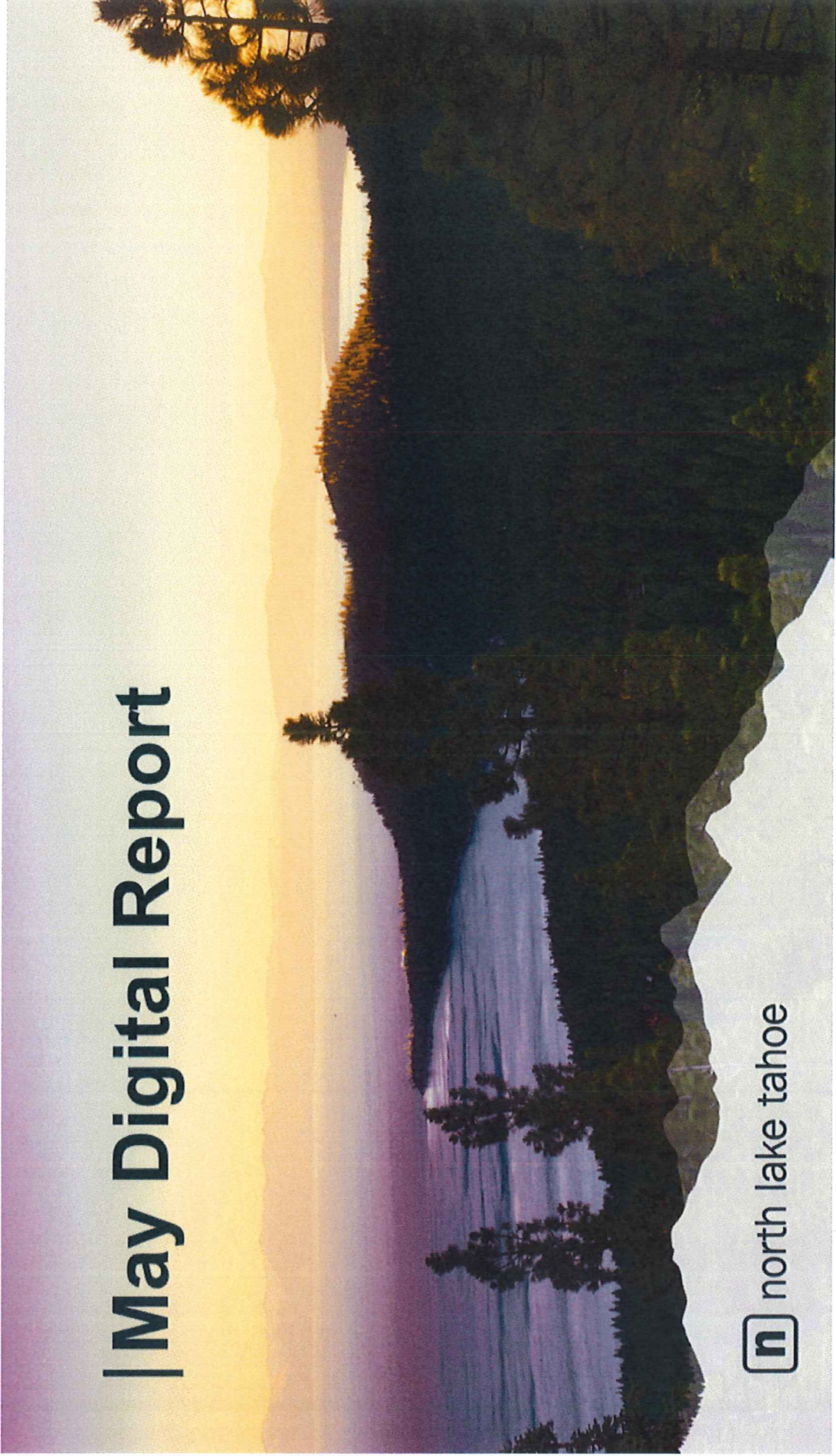


Thank You!

**THE ABBI
AGENCY**TM

| May Digital Report

 north lake tahoe



Executive Summary

Consumer

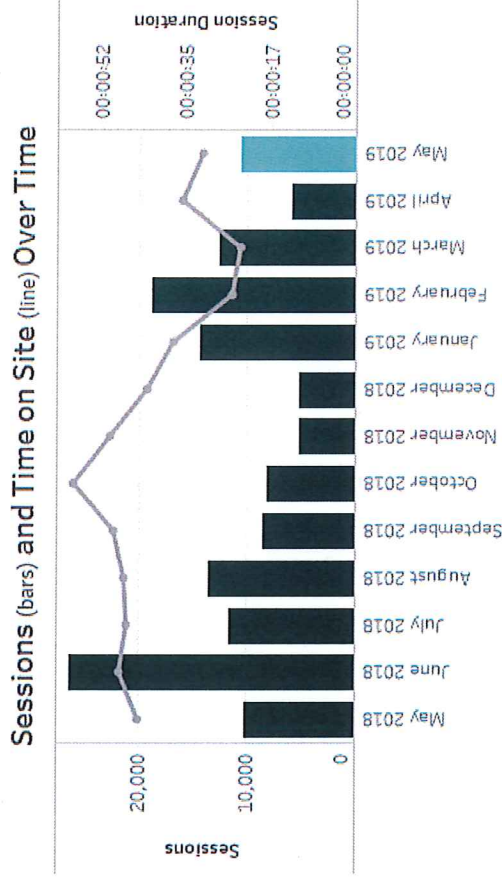
- The Consumer campaign served 6.1M impressions in May resulting in 9.9K website visits. 17.25% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.
- Paid Search ads drove the highest quality site traffic, resulting in 0.8K website visits, with an average time on site of 01:26, and 103 book now conversions.

MCC

- The MCC campaign served over 70.4K impressions in May resulting in 689 website visits. 24.53% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.

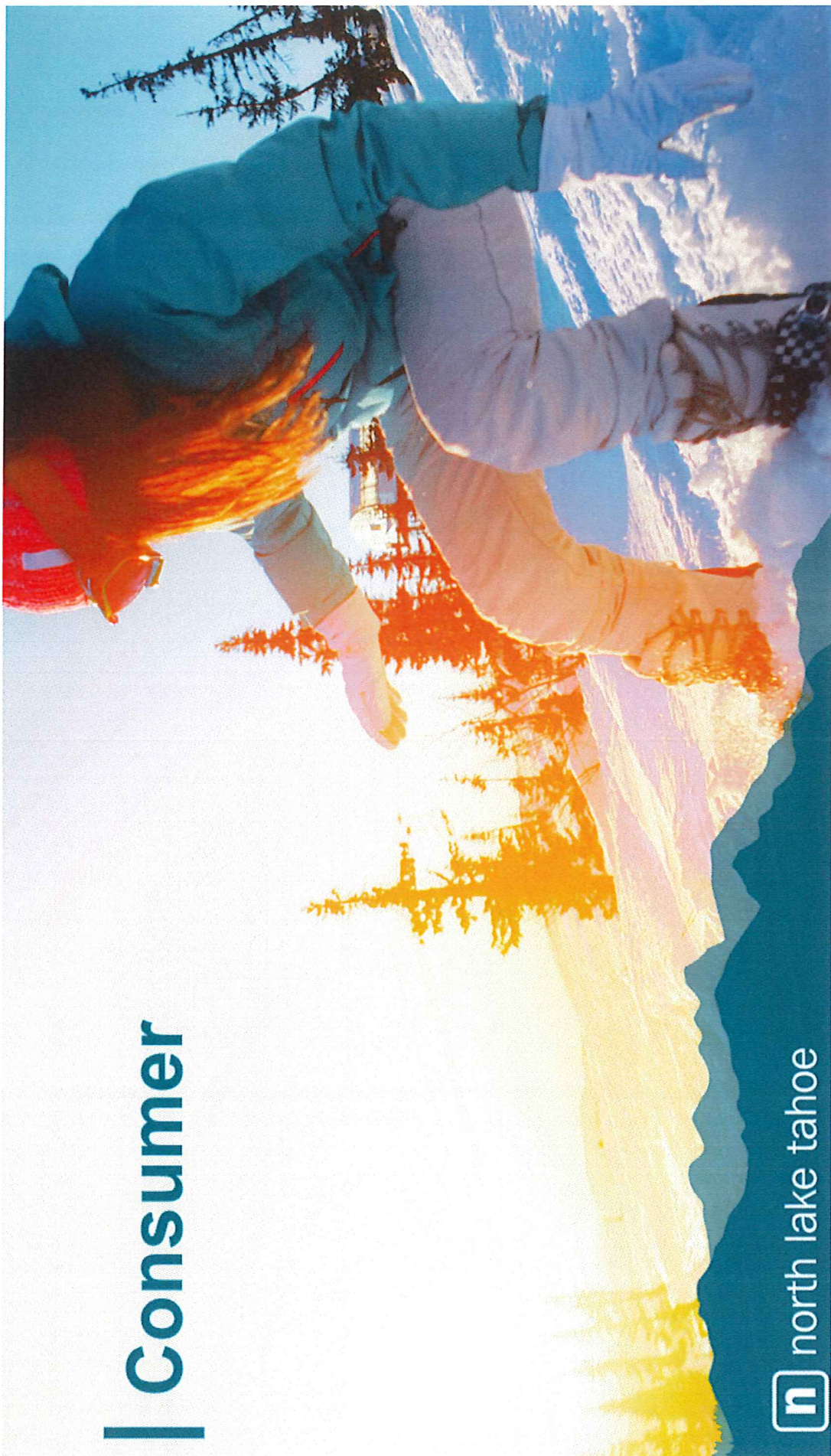
Overview by Campaign

- Consumer and MCC ads combined for 6.21M impressions in May, resulting in 7.9K website visits and 3,030 time on site conversions. In addition, digital ads drove 339 users to click a book now button on GoTahoeNorth.com.
- Sessions this year decreased by -22% compared to May of last year (there were 10,185 sessions last year).



Campaign Group	Impressions	CTR	Spend	Sessions	Time on Site	Pages per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	6,138,644	0.22%	\$49,946	7,245	00:00:33	1.4	82%	2,958	339
MCC	70,413	1.20%	\$1,642	689	00:00:22	1.3	88%	210	0
Grand Total	6,209,057	0.23%	\$54,588	7,934	00:00:32	1.4	83%	3,168	339

| Consumer

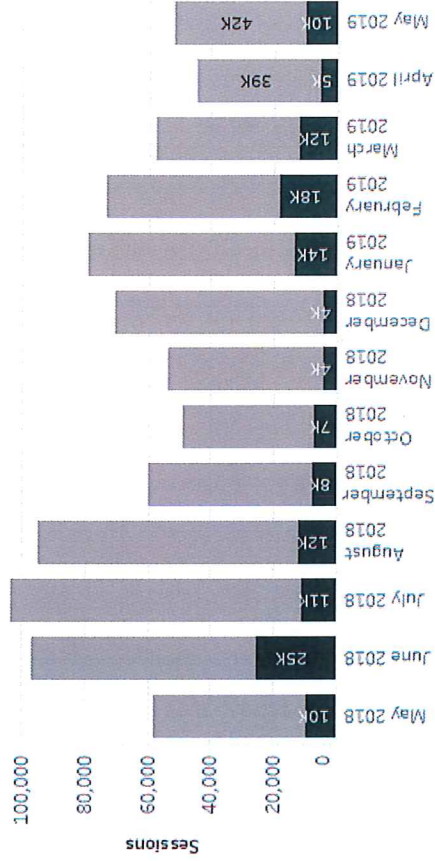


 north lake tahoe

Website Performance

- Of the 7.2k visitors, 3.8K sessions were from Display ads.
- Users from Paid Search ads spent the most time on site (00:01:29). Paid Search is showing the highest time on site and lower bounce rates in comparison to other media channels.

Website Sessions From Consumer Ads

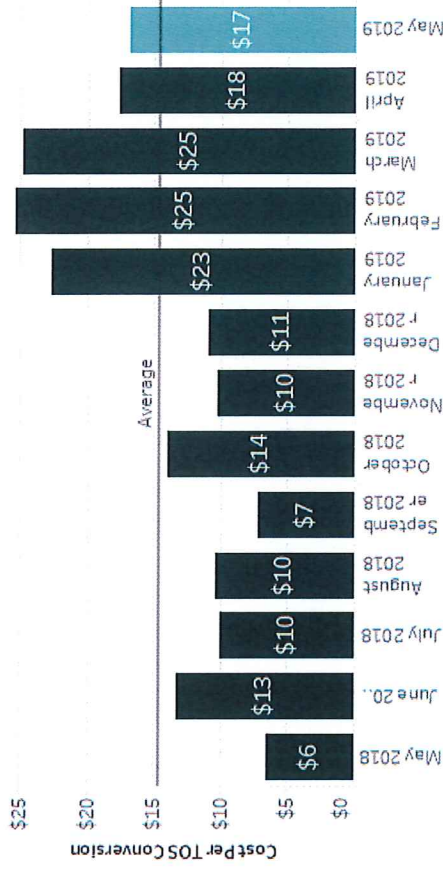


Channel	Sessions	Avg. Time on Site	Pages per Session	Bounce Rate
Display	3,756	00:00:21	1.2	89%
Email	1,297	00:00:13	1.2	90%
Paid Search	791	00:01:29	2.3	56%
Paid Social	1,399	00:00:53	1.7	70%
Grand Total	7,243	00:00:33	1.4	82%

Overview by Medium

- Consumer ads served over 6.14M impressions in May resulting in 3.0K time on site conversions. This resulted in an average cost per conversion of \$16.90.
- Display ads were highly effective, accounting for 42% of TOS conversions.
- Paid Search was the most efficient channel with a \$6 cost per conversion and 102 book now conversions.

Cost Per Conversion Trending

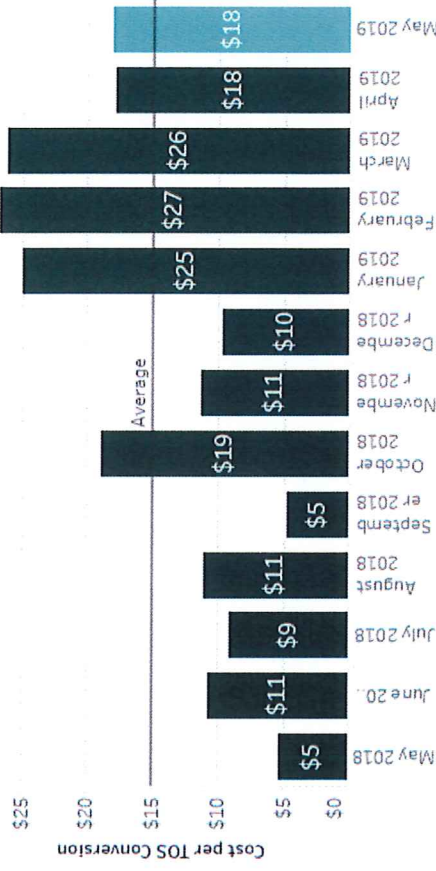


Channel	Spend	Impressions	Clicks	CTR	TOS Conversions	Cost Per TOS Conversion	Book Now Conversions
Display	\$34,486	4,592,592	5,398	0.12%	1,892	\$18.23	94
Online Video	\$138	6,495	6	0.09%	1	\$138.27	0
Paid Search	\$1,231	79,389	757	0.95%	207	\$5.95	102
Paid Social	\$14,091	1,460,168	7,083	0.49%	856	\$16.46	143
Total	\$49,946	6,138,644	13,244	0.22%	2,956	\$16.90	339

Display Performance by Placement

- The average cost per time on site conversion from display ads was \$18.11 in May.
- TripAdvisor ads drove the most time on site conversions in May with 1,003, these ads also led to 56 book now conversions.
- An explanation behind Expedia ads typically having a high cost per TOS could be attributable to the fact that these ads do not directly link to the gotahoenorth.com site. Expedia users generally convert through Expedia rather than our site.

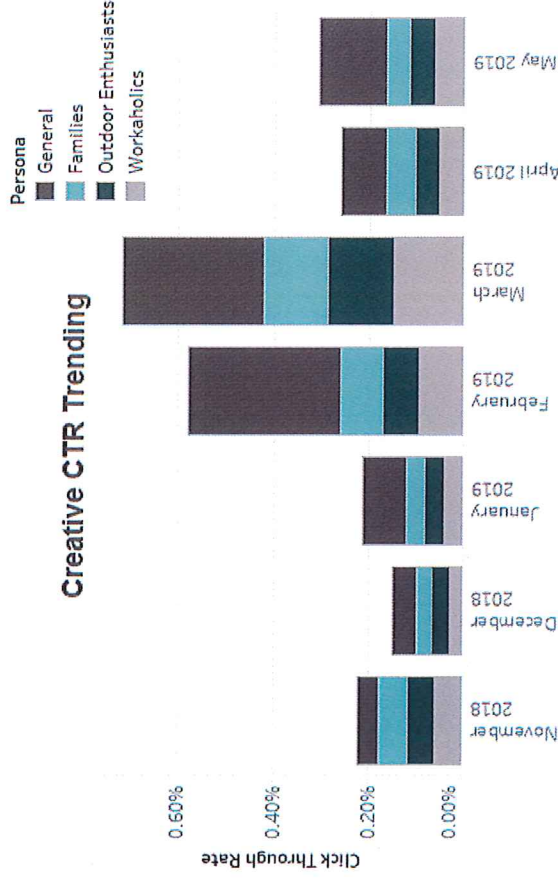
Cost Per Conversion Trending



Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Prospecting	\$13,861	1,713,989	3,371	0.20%	\$4.11	308	\$45.00	9
Expedia	\$7,773	1,700,967	845	0.05%	\$9.20	268	\$29.01	21
Retargeting	\$2,401	640,297	514	0.08%	\$4.67	312	\$7.70	8
TripAdvisor	\$10,205	528,754	661	0.13%	\$15.44	1,003	\$10.17	56
Grand Total	\$34,240	4,583,987	5,391	0.12%	\$6.35	1,891	\$18.11	94

Display Performance by Creative

- Prospecting Ad clicks totaled 3,371 in May with a click through rate of 0.20%.
- The General ads were most effective during May, resulting in 205 the total conversions.
- The General ads had the highest click through rate in May at 0.62%. This would imply that the ads and creative were relevant for the group.



Persona	Spend	Impressions	Clicks	Cost per Click	Click Through Rate	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
General	\$8,084	430,359	2,675	\$3.02	0.62%	205	\$39.44	7
Families	\$2,256	501,432	245	\$9.21	0.05%	35	\$64.47	2
Outdoor Enthusiasts	\$1,973	438,535	236	\$8.36	0.05%	36	\$54.82	0
Workaholics	\$1,546	343,643	215	\$7.19	0.06%	32	\$48.32	0
Grand Total	\$13,861	1,713,969	3,371	\$4.11	0.20%	308	\$45.00	9

Display Ad Examples



General

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

Impressions: 430K
Clicks: 2,675
CTR: 0.62%
TOS Conversions: 205
CVR: 7.66%



Families

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

Impressions: 501K
Clicks: 245
CTR: 0.05%
TOS Conversions: 35
CVR: 14.29%



Outdoor Enthusiasts

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

Impressions: 439K
Clicks: 236
CTR: 0.05%
TOS Conversions: 36
CVR: 15.25%



Workaholics

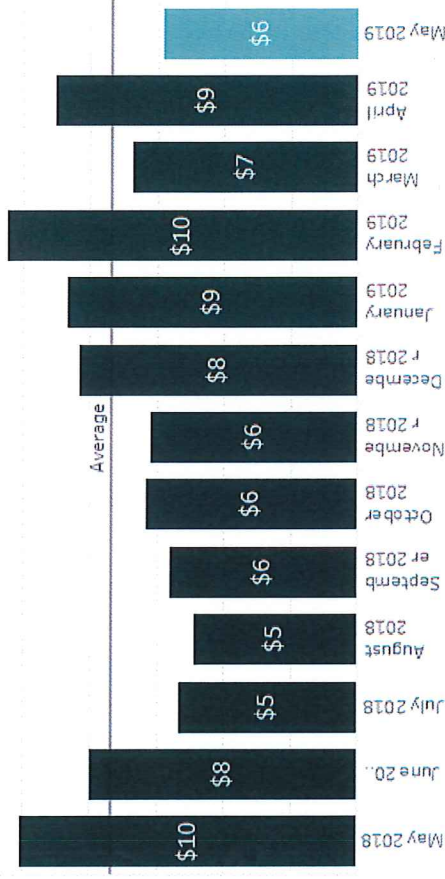
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 344K
Clicks: 215
CTR: 0.06%
TOS Conversions: 32
CVR: 14.88%

Paid Search Performance

- The campaign with the highest click through rate was Evergreen - Local at 11.08% and a cost per click of \$0.57.
- Total conversions increased from 167 in April to 183 in May. Conversion rate also increased from 28% to 30%.
- On April 1st, we launched the spring messaging and we are seeing the optimizations of that messaging improve ROI in May.

Cost Per Conversion Trending

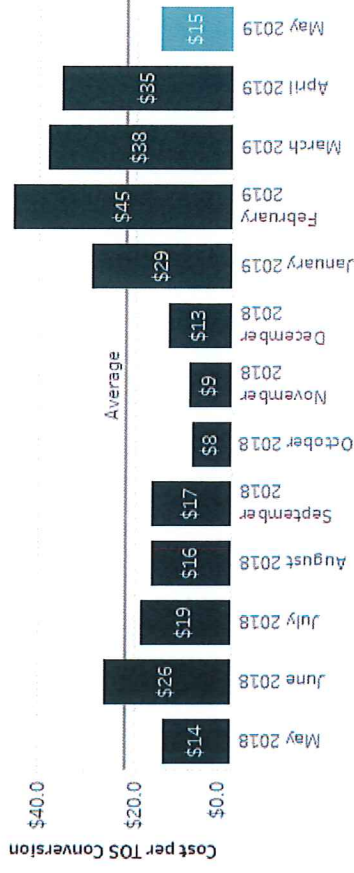


Campaigns	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversion	Book Now Conversions
Evergreen - Local	\$183	2,896	321	11.08%	\$0.57	105	\$1.74	28
Evergreen - Vacation	\$569	67,545	276	0.41%	\$2.05	78	\$7.29	60
Total	\$751	70,441	597	0.85%	\$1.26	183	\$4.11	88

Facebook Ad Performance

- Cost per conversion in May was \$10.11 with 763 TOS conversions and 129 book now clicks.
- Among Facebook ads, the Retargeting group had the highest TOS conversion rate at 33.86%.
- The target with the highest click through rate in May was Retargeting at 1.36%. Which can indicate that the creative and ads were appropriate for this audience.

Cost per Conversion Trending



Targeting	Placement	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Conquesting	facebook	\$144	7,736	31	0.40%	\$4.65	1	\$144.02	0
	instagram	\$6	956	1	0.10%	\$5.98			0
	Total	\$150	8,692	32	0.37%	\$4.69	1	\$150.00	0
Prospecting	facebook	\$4,246	289,962	2,216	0.76%	\$1.92	216	\$19.66	48
	instagram	\$879	72,073	221	0.31%	\$3.98	40	\$21.96	10
	Total	\$5,125	362,035	2,437	0.67%	\$2.10	256	\$20.02	58
Retargeting	facebook	\$1,142	86,739	1,203	1.39%	\$0.95	443	\$2.58	49
	instagram	\$119	20,623	256	1.24%	\$0.47	51	\$2.34	21
	Total	\$1,261	107,362	1,459	1.36%	\$0.86	494	\$2.55	70
Video	facebook	\$435	59,302	138	0.23%	\$3.15	8	\$54.39	0
	instagram	\$741	248,866	294	0.12%	\$2.52	4	\$185.15	1
	Total	\$1,176	308,168	432	0.14%	\$2.72	12	\$97.97	1
Grand Total		\$7,712	786,257	4,360	0.55%	\$1.77	763	\$10.11	129

Facebook Ad Examples

Dynamic Creative

The image displays four distinct Facebook ad creatives for North Lake Tahoe, arranged in a 2x2 grid. Each ad features a different scene and includes a text overlay, a 'Learn More' button, and engagement icons (like, comment, share).

- Top Left:** A person in a red life jacket is in the water. Text: "Grab the family gear up and connect with nature in a whole new way during the fall days of camp." Buttons: "Learn More", "Like", "Comment", "Share".
- Top Right:** A person is standing on a beach. Text: "Welcome to a destination where you can drive three. From Mountaintops to the lake, there are more to discover. Our perfect paired dining experiences are twice the fun." Buttons: "Learn More", "Like", "Comment", "Share".
- Bottom Left:** A person is skiing down a snowy slope. Text: "From mountaintops to beaches, sun up to sun down, you have to enjoy North Lake Tahoe a second to leave your retirement and rejuvenated." Buttons: "Learn More", "Like", "Comment", "Share".
- Bottom Right:** A person is sitting at a table in a restaurant. Text: "Enjoy your summer this spring and refresh with adventures that are twice the fun." Buttons: "Learn More", "Like", "Comment", "Share".

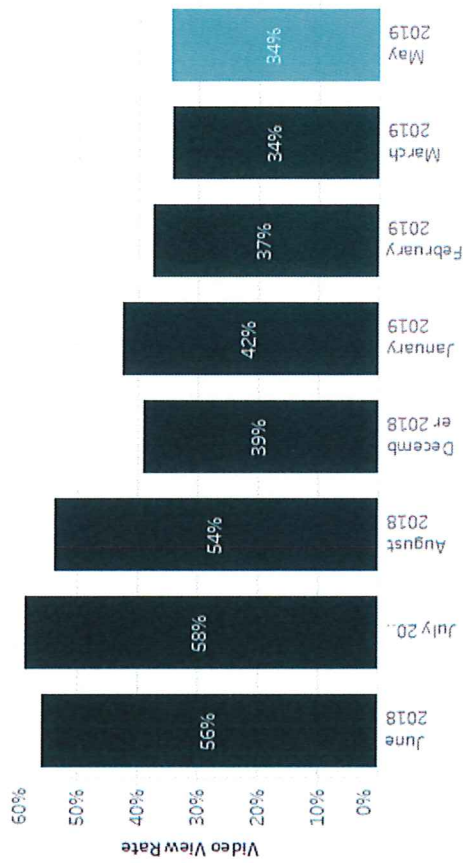
Instagram Story

The image shows an Instagram story for North Lake Tahoe. It features a split-screen image: the top half shows a person skiing on a snowy mountain, and the bottom half shows a person sitting at a table in a restaurant. A large green graphic with the text "TWICE THE FUN" is overlaid on the image. In the bottom right corner, there is a "Learn More" button and a "North Lake Tahoe" logo. The story is sponsored by "bibbernorth" and includes a close button (X) in the top right corner.

YouTube Performance

- YouTube ads served over 15.1K impressions in May, resulting in 5.2K video views and 13 clicks. This month, 100% completion rates outperformed YouTube's average of 18% indicating the audience is engaged with the content.
- Users in All were most likely to watch a YouTube ad with a 34.32% view rate.
- All users were most likely to spend 115 seconds browsing GoTahoeNorth.com.

View Rate Trending

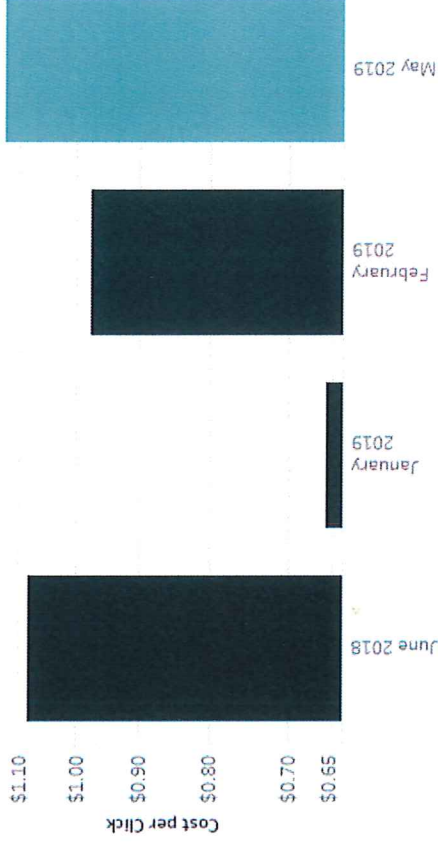


Target Location	Spend	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	TOS Conversions
All	\$384	15,100	13	5,183	34%	60%	43%	38%	33%	2
Grand Total	\$384	15,100	13	5,183	34%	60%	43%	38%	33%	2

Twitter Ad Performance

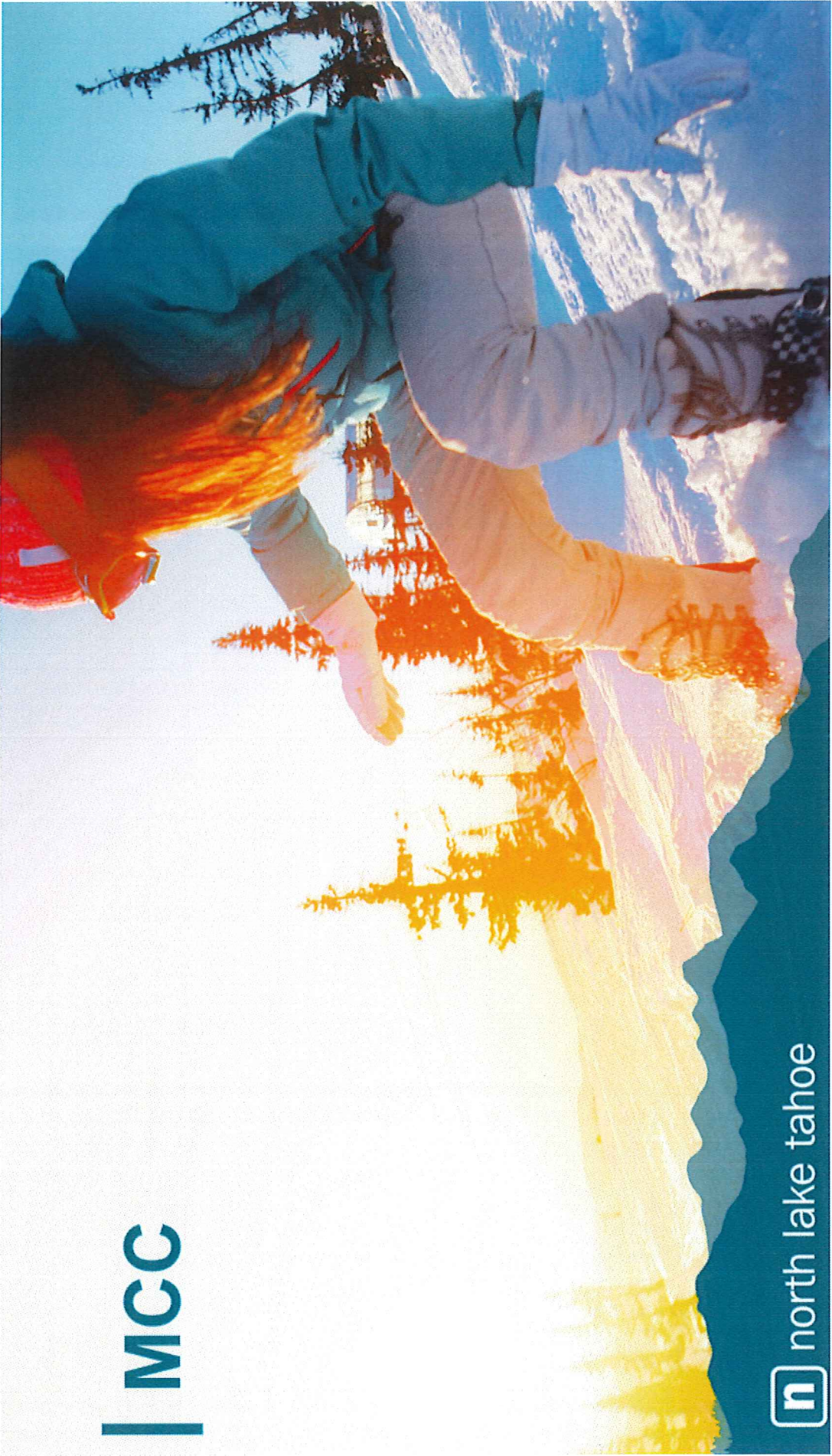
- Twitter ads in May resulted in 118,456 impressions and 1,040 link clicks.

Cost per Click Trending



Persona	Impressions	Clicks	Click Through Rate	Spend	Total Engagement	Conversion Site Visits	Site	Book Now Conversions	TOS 115 Seconds
pt_drive 2019	118,456	1,040	0.28%	\$1,179.38	35	14	Twitter	2	8
Grand Total	118,456	1,040	0.28%	\$1,179.38	35	14	Grand Total	2	8

| MCC

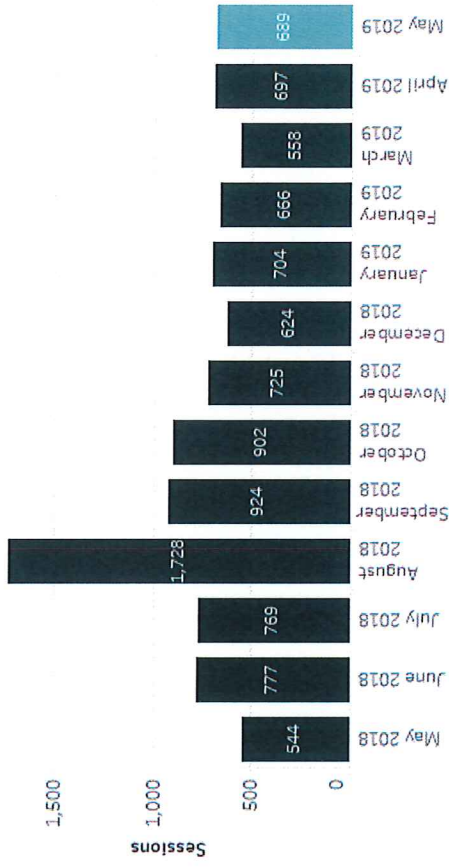


 north lake tahoe

Website Performance

- 689 users visited GoTahoeNorth.com in May, up 27% from the same month last year (which had 544 sessions from ads).
- MCC ad visits were led by users from Email ads (435 sessions).
- Users from Paid Social ads spent the most time on site (00:00:31).

Website Sessions From MCC Ads

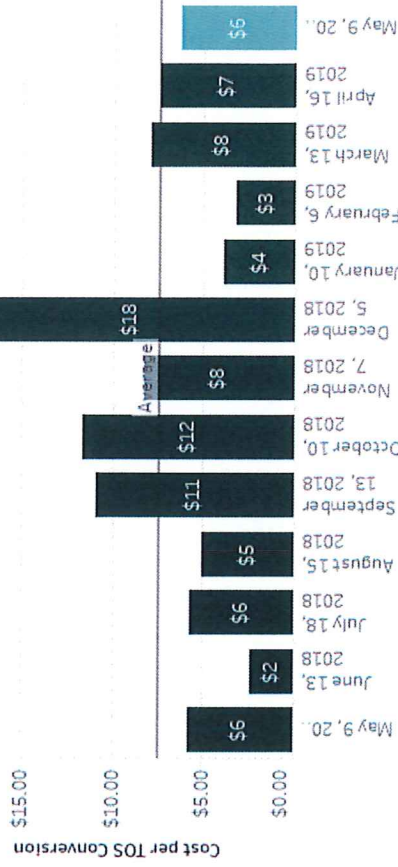


Channel	Sessions	Pageviews	Avg. Time on Site	Pages per Session	Bounce Rate	Submit-an-RFP
Email	435	591.0	00:00:17	1.4	87%	9
Paid Social	254	307.0	00:00:31	1.2	90%	0
Grand Total	689	898.0	00:00:22	1.3	88%	9

Email Performance

- May's emails were opened by 17.18% of all users resulting in 486 clicks.
- This led to 330 time on site conversions for an average cost per conversion of \$26.34.

Email Cost per TOS Conversion by Send Date

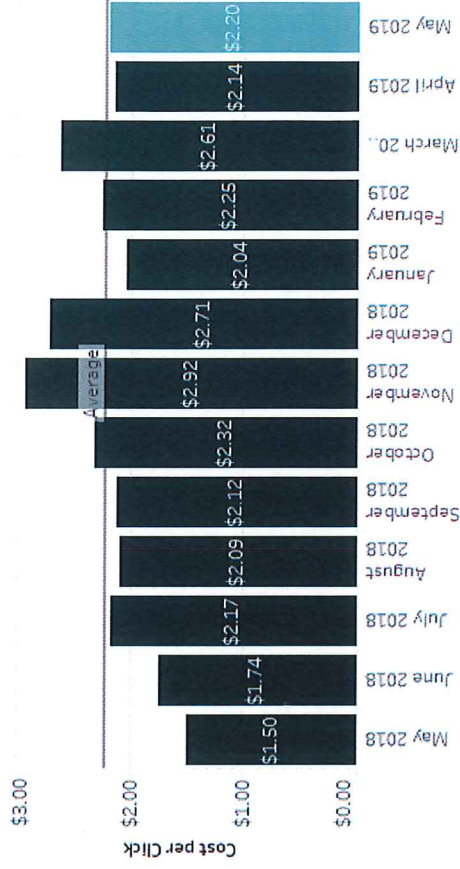


Month, Day, Year of Report Date	Subject	Spend	Delivered	Opens	Open Rate	Clicks	Click Through Ra..	Conversions	TOS Conversion..	Cost per TOS Conve..	Book Now Conversions
May 9, 2019	Business + Leisure = A Successful Meeting	\$850	21,500	3,693	17%	486	13%	135	28%	\$6	0
Grand Total		\$850	21,500	3,693	17%	486	13%	135	28%	\$6	0

Facebook Ad Performance


- Cost per conversion in May was \$10.56 with 75 TOS conversions and book now clicks.
- Among prospecting ads, the Video Prospecting group had the highest TOS conversion rate at 3.09%.
- The target with the highest click through rate in May was Retargeting at 1.02%. Which can indicate that the creative and ads were appropriate for this audience.

Cost per Conversion Trending



Targets	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Video Views
Prospecting	\$392	28,414	186	0.65%	\$2.11	20	0
Retargeting	\$200	7,533	77	1.02%	\$2.60	52	0
Video Prospecting	\$200	12,966	97	0.75%	\$2.06	3	1,509
Grand Total	\$792	48,913	360	0.74%	\$2.20	75	1,509

Social Ad Examples



North Lake Tahoe
Sponsored

Indulge in the outdoors, outside the conference room when you book your next event in North Lake Tahoe.

GO FORTH WITH US
Get Outside with Your Group

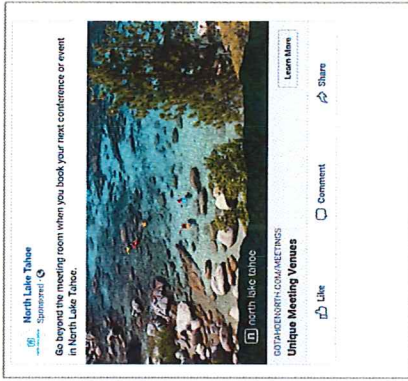
Like Comment Share

Learn More

30K Views

Facebook Prospecting

Impressions: 28K
Link Clicks: 186
CTR: 0.65%
Engagement Rate: 0.26%



North Lake Tahoe
Sponsored

Go beyond the meeting room when you book your next conference or event in North Lake Tahoe.

GO FORTH WITH US
Unique Meeting Venues

Like Comment Share

Learn More

Facebook Retargeting

Impressions: 8K
Link Clicks: 77
CTR: 1.02%
Engagement Rate: 0.57%



North Lake Tahoe
Sponsored

Bring inspiration and motivation to the table when you hold your meeting or event in beautiful North Lake Tahoe.

GO FORTH WITH US
Meet Up for Success

Like Comment Share

Book Now

30K Views

Facebook Video Prospecting

Impressions: 13K
Link Clicks: 97
Video Views: 1,509
View Rate: 1.00%
Engagement Rate: 0.07%



A scenic landscape photograph of a lake at sunset. The sky is a mix of orange, yellow, and purple. The lake is calm, reflecting the sky and the surrounding green trees. In the center of the image, there is a white rectangular box with rounded corners. Inside this box, the words "Thank You" are written in a bold, black, sans-serif font, oriented vertically.

Thank You



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

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