

# FY19 Performance Highlights



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**THE ABBI  
AGENCY**™

# Public Relations



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## PR Snapshot

### Annual Overview

In FY18-19, we focused more on SMARI insights and shoulder season visitation, working in messages of wellness and sustainability. We shifted messaging to accommodate more of a leisure, less extreme guest, and up-played the luxury / family components. We successfully completed media FAMs during shoulder season, and became more focused with our journalist vetting as compared to FY17-18.

**BIG WINS!** Our two Forbes placements were among the largest annual editorial coverage we received in 2019. They were a result of a hosted, Tier-1 FAM. Woo Woo!

**903** total placements

**24** Domestic FAMS

**10** International FAMS

# Annual Placement Highlights

## Forbes Summerhouse, A Tahoe Luxury Properties Top-Tier Vacation Rental In Any Season

- Reach: 34,304,784
- Ad Value: \$317,319.25
- Domain Rank: 95
- Social Shares: 159

891 views | Feb 28, 2019, 10:51pm

### 'Summerhouse' Is A Tahoe Luxury Properties Top-Tier Vacation Rental In Any Season



Kim Westerman Senior Contributor @

Luxury and family travel, food destinations, wine and coffee trends.



Summerhouse's sun-filled master suite. PHOTO:RECTURE

So, you want to go to Tahoe, and you want enough space for extended family or friends to join you. Right away, you're faced with a conundrum. The hotels that might meet your needs for bed count don't offer connecting rooms or common spaces for cooking and socializing. And the Airbnb choices are largely unvetted and offer nothing in the way of service or amenities. Enter Tahoe Luxury Properties, whose more than 140 homes in the region are tailor-made for groups looking for high-end lodging, many with the best views money can buy, kitchens worthy of their own TV shows, and ample space for both privacy and communal living, as you choose.

## Forbes Why You Should Follow Us To Reno And Lake Tahoe

- Reach: 32,771,518
- Ad Value: \$303,136.54
- Domain Rank: 95
- Social Shares: 466

### Why You Should Follow Us To Reno And Lake Tahoe



DeMarco Williams Contributor  
Forbes Travel Guide Contributor Group @  
Forbes Travel Guide

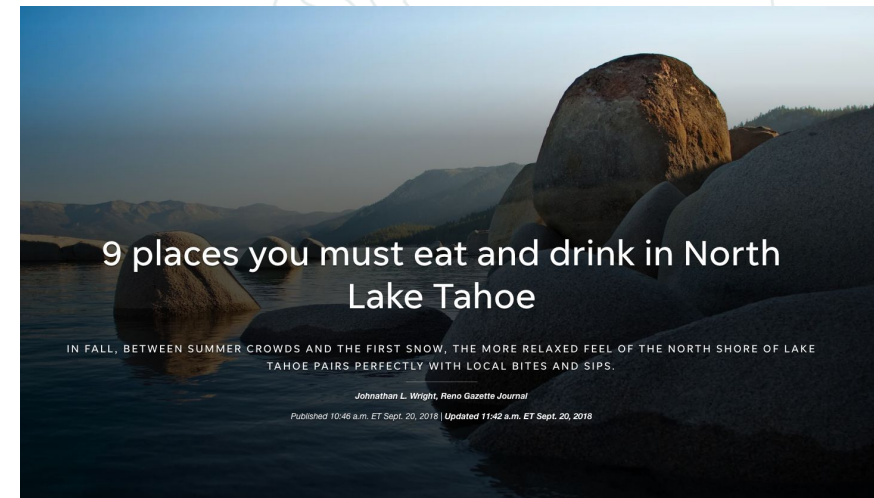


Lake Tahoe VISITRENOTAHO.COM

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 stops 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.

## USA Today 9 places you must eat and drink in North Lake Tahoe

- Reach: 26,527,292
- Ad Value: \$245,377.45
- Domain Rank: 95
- Social Shares: 1



# Social Media



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# Social Media Approach

**Annual Overview:** In 2019/19, North Lake Tahoe continued to grow its social media presence with Local Luminaries and Treasures of Tahoe campaigns, Room with a View and 12 Days of Tahoe giveaways, social media influencers, and user-generated content. North Lake Tahoe now reaches 217k fans across all platforms with over 1 million engagements over the past year.

## Follower increase: 8.3% increase

- **Facebook - 3% increase**
- **Instagram - 47% increase**
- **Twitter - 4.5% increase**

**Hosted Influencers:** Kelly Huibregtse (@asideofsweet), Lisa Bao (@lisabao), Laura Gimbert (@prbossbabe), Maren & Max Engh (@voyagerguru)

**BIG WINS!** Treasures of Tahoe campaign became our highest performing campaign to date, 12 Days of Tahoe giveaway led to Instagram page reaching over 60k followers, overall Instagram performance leads competitors in followers and public engagements.



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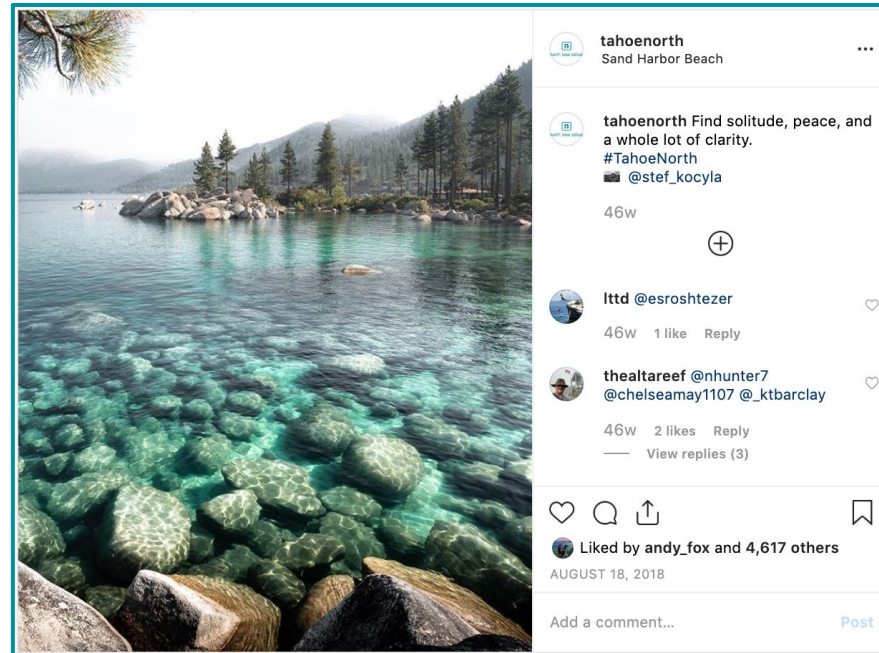
# Annual Top Performing Posts

## Facebook



**Reactions:** 25,538  
**Comments:** 1,554  
**Shares:** 1,970  
**Engagement Rate:** 15%

## Instagram



**Reactions:** 4,845  
**Comments:** 58  
**Saves:** 167  
**Engagement Rate:** 12.1%

## Twitter



**Likes:** 183  
**Retweets:** 40  
**Replies:** 4

# Content



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# Content Overview

## Annual Overview FY '18/19:

**Total Blog Posts for FY: 44**

**Total Shares: 1200+**

## **Total Newsletters for FY '18/19: 18**

**Avg. Open Rate: ~8.5 %**

**Avg. CTR: ~0.675 %**



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# Content Overview

## Performing Content / Big Wins

- [52 Weeks in North Lake Tahoe](#) - This key piece of pillar content which covers a year's worth of experiences in Tahoe has given the region an easily updated piece of evergreen content that has garnered thousands of UUVs and shares since conception.
- [Your Guide to Tahoe's 12 Downhill Resorts](#) - This educational piece helps consumers choose their ski and ride experience based on a number of factors, and is seen by the Google Algorithm as being so authoritative that it has earned its place on Google's coveted "smart answers" placement on the search engine ranking page.



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# Content Overview

## Performing Content / Big Wins

- [Tahoe Treasures Series](#) - This integrated marketing campaign included a blogging component that educates visitors about Tahoe “off the beaten path”, exposing them to must-see locations that might not be discussed at length anywhere else. These posts are often widely shared.



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# Looking Ahead ...



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# FY19-20 Scope of Work Changes / Additions

## PR (local, regional, national, international)

- **Priority media markets:**
  - **Primary Markets:** Southern California, New York (tri-state area), Portland / Seattle
  - **Secondary Markets:** Houston / Austin / Dallas, Chicago, Phoenix
- **NEW pillar:** Wellness / sustainability
- **International FAMS:** 16 total fams (8 full, 8 mini), with an added monthly retainer for media vetting, project management, reporting
- **Domestic FAMS:** 11 total fams, prioritized by tier-1 publication and flight market

## Social Media

- **Influencer FAMS:** prioritized by flight market and pillar content

## Blog - *focus on evergreen content*

- 2 blogs per month
- Evergreen, aspirational, informative
- Defined voice & tone
- 600–900 words for regular content
- 1200-2500 words for pillar content, like “52 Weeks in Tahoe”
- Divide between “listicle” format and in-depth reportage

## Newsletter - *focus on time-sensitive content*

- 1 newsletter per month
- Newsworthy, time-specific
- Segmentation project



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**Thank you!**