
August Departmental Reports

Explore
Awaken
Celebrate
Relax
Experience

it's human ature





Leisure Departmental Report
July 2019

MARKETING COOPERATIVES & EVENTS:

- Global Itinerary Project:
 - Subsidized by the High Sierra Council
 - Site visits to the area in September 9-10th
 - Includes: 15 high quality photos, blog creation, social media stories/posts in English and German and built out itinerary development
- Travel Weekly: California Plus Magazine
 - ½ page advertisement & ½ page advertorial
 - 60K copies are produced and sent to major travel agencies
 - Estimated travel agent reach is 175K

TRAVEL TRADE SALES CALLS & MEETINGS:

- Site Visits conducted with:
 - Best Day Travel, Mexico – properties shown: Mourelatos, Tahoe Mountain Lodging, Squaw Valley Lodge and The Resort at Squaw Creek
- Attended:
 - UK & Ireland Sales Mission
 - Largest delegate attendance in California history (41 DMO/hotel representatives)
 - 3 cities: Dublin, Glasgow, and London
 - Consisted of: B2B meetings, travel agent tradeshow, media receptions. We met with 19 product managers from key companies and over 220 travel agents.
- Upcoming Shows:
 - Visit California Canada Mission – September
 - Vancouver World Expo – September
 - Our in market firm DCI will be attending. Sharing the booth with Newport Beach & Huntington Beach to reduce cost
 - Active America China – September
 - Travel NV Mexico Sales Mission – September
 - LA Sales Calls with RSCVA – November

INTERNATIONAL MEDIA:

- Future Media:
 - Travel Nevada – Food & Travel, Mexico – September
 - 172K monthly distribution
 - Canada Digital Influencer FAM – October
 - Gold Pass Program shared with Mammoth Lakes & Yosemite

TRAVEL TRADE FAMS:

- Attended/Hosted:
 - RSCVA Biggest Little City FAM – July 16-18th
- Future FAMS:
 - Air Canada FAM – October
 - Australian American Express Luxury FAM – November
 - MTS Pre & Post FAMS – March/April 2020
 - Travel Masters VIP Incentive Trip, Canada – May 2020

INTERNATIONAL OFFICE UPDATE:

- Canada October Update:
 - Trainings Conducted: Sarah trained new in-market representative, Tania Kedikian
 - 2 Key Meetings: Flight Network – large OTA and Senior Discover Tours.
 - Next up:
- UK/Ireland Update:
 - Attended the UK Sales Mission
 - Agents trained: 220
 - Trainings Conducted: Holiday Architects
 - Total agents trained: 2
 - 5 Key Meetings Conducted: British Airways Holidays, Funway Holidays, Hayes and Jarvis, Travel bulletin, and Travel Counsellors
- Australia October Update:
 - 6 Key Meetings Conducted: DriveAway, Qantas Hotels, Delta, American Express, Travel Counsellors
 - Highlights: Brand USA/Delta and Virgin 4th of July Event
 - New Ikon Package: MountainWatch Tour 2020 – coming to Squaw Valley January 25th – Feb 1st. This is a five-week tour that MountainWatch is embarking on to become Ikon Tour Experts. Guests can go to five Ikon resorts as a package they are now selling.
- NEW: German/Australia/Switzerland – representation launching on September 1st. Contract has been approved by the marketing co-operative and signed.

PROJECTS:

- Year End International Summary – *included separately.*

VISAVUE DATA, Q2

- Domestic Data
 - Quarter 2 – April- June
 - Total Spend: \$102,807,260
 - Y/Y Growth: 5.5%
 - Average cardholder spend: \$230.88

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	Chico-Paradise
Phoenix – Mesa, AZ	New York & New Jersey
Seattle-Tacoma-Bremerton	Seattle-Tacoma-Bremerton
Chico – Paradise, CA	Stockton – Lodi, CA
Denver- Boulder, CO	Las Vegas, NV

- International Data
 - Quarter 2: April – June
 - \$1,019,904
 - - 9.8% growth
 - Average cardholder spend: \$212.97

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

North Lake Tahoe International Efforts Update

Canada:

- Key Highlights
 - Secured 49 key tour operators and travel agency sales calls in the course of 18/19
 - Trained 8 key sales associates during an in-person destination for Flight Centre
 - Launching advertising campaign with Flight Centre
 - Secured 58 participants which collectively generated an average of \$26,375,000 CAD in annual bookings and \$450,000 CAD per individual in sales production
 - Kensington Tours adding product
 - Air Canada FAM October 15-17 (10) agents (2) sales managers
 - Transitioning workload to Tania Kedikian
 - Hosted event in Vancouver in April resulting in a 4.53 score for NLT's appeal

UK/Ireland

- Key Highlights
 - Total Agents trained: 499
 - Hosted the UK SuperFAM in October with (8) agents
 - Hosted (2) multi-destination FAMs with Napa, Mammoth, South Lake Tahoe & Huntington Beach. Sip, Surf and Ski FAM in March
 - Virgin Holidays co-op USA multi destination holidays launched in March as an itinerary to include San Francisco, Sonoma, North Lake Tahoe and Tuolumne County. California Clinic is an opportunity for Virgin Holidays staff can ask questions through a Workplace by Facebook group or in person.
 - British Airways co-op with the Daily Telegraph also featured online. Print publication Saturday, January 19th.
 - Hosted a multi-platform marketing campaign with British Airways
 - Other marketing campaigns included: Gold Medal Travel Agent, Virgin Holidays Sales Incentive, American Sky Travel, Ski Solutions and launched North Lake Tahoe's new site on InTheSnow.Com
 - 28% increase in brochure/product placement

Australia

- Key Highlights
 - Total Agents Trained: 844
 - Co-op marketing campaigns with: Sno'n'ski, Luxury Escapes Magazine,
 - Our Gate 7 in market rep attended all of the Australia & NZ ski shows on our behalf.
 - 36% increase in hotel product across 16 retailers

Additional Marketing Campaigns:

- HotelBeds – shared with South Lake Tahoe & RSCVA – touching domestic, Canada, UK & China
- Best Day Travel Mexico & Price Travel Mexico – with Travel Nevada and RSCVA
- Chinese Tourism Development – multi-channel campaign
- CanUSA German – digital and sales incentive campaign
- Ski USA & Ski Brazil winter focused digital social media campaign
- Ski.com partner newsletter campaign
- Passion Media Travel Trade campaign, Canada

Other Key Highlights:

- Visit California's China Co-op – having an in-market representative attend (8) China trainings/events on our behalf
- Joined the California Star program – adding North Lake Tahoe product to the Visit California training platform.
- Hosted (14) International FAMs from China, Australia, UK, South Korea, and Germany

Looking towards 2019/2020 year:

- September 1st launching German representation with MSI
- Strategic development for all tier 1 markets
 - Specifically looking into tour operator targets for France to support our High Sierra representation.
- Attending international sales missions in all three of our markets – Canada, UK & Australia. In addition, we will conduct a sales mission in Mexico and potentially one other market.
- North Lake Tahoe and Squaw Valley are hosting Mountain Travel Symposium 2020



July 2019 Conference Report

A. New Meeting & Event RFPs:

1. Allied Solutions – 2021 Client Networking Conference – 8/20/21-8/26/21. 1140 room nights; 460 people
2. Allied Solutions – 2020 Client Networking Conference – 8/21/20-8/27/20. 1140 room nights; 460 people
3. Toyota Financial Services – 3/14/20-3/19/20. 116 room nights; 85 people
4. Incentive Travel Solutions – 5/31/20-6/8/20. 655 room nights; 400 people
5. Air Movement and Control Association – 7/11/20-7/15/20. 67 room nights for 35 people
6. Council of Graduate Schools – 7/8/21-7/14/21. 1,115 room nights; 250 people
7. Wilderness Medical Society – Winter Annual Meeting; February 2021; 405 room night; 250 people
8. California Department of Conservation - California Geological Survey; August 2019; 24 room night; 12 people
9. California Council for Affordable Housing - CCAH 2020 Spring Conference; May 2020; 110 room nights; 200 people.
10. Amazon TBD; ProServe; 10/19; October 2019; 165 room nights; 40 people
11. HPN Global - 60113V2 Annual Stockholders Meeting; Sept 2020; 315 room nights; 110 people
12. HPN Global - 67506 - 2020 Advisory Committee Meeting; July 2020; 100 room nights; 30 people
13. Western Intergovernmental Child Support Engagement Council - 2022 WICSEC Annual Training; September 2022; 1478 room nights; 450 people
14. Rothmans Benson & Hedges National Commercial Conference 2021; February 2021; 1265 room nights; 400 people
15. Lori's Gifts – Incentive; January 2020; 80 room nights; 30 people
16. Isagenix International LLC - Isagenix 3-7 Start Retreat; September 2020; 81 room nights; 27 people
17. HPN Global - 60113V3 Annual Stockholders Meeting; September 2020; 240 room nights; 110 people
18. HPN Global - 67755 - 2020 Assn Annual Convention; June 2020; 210 room nights; 125 people
19. Association of Chamber of Commerce Executives (ACCE) Foundation - Vodafone Fall Sales Retreat 2019; September 2019; 27 room nights; 9 people
20. HPN Global - 67793 Incentive Group October 2019; October 2019; 33 room nights; 22 people
21. KAISER PERMANENTE - KP, 2020 Leadership Meeting; August 2020; 155 room night; 50 people
22. CrowdStrike Product and Engineering All Hands; September 2019; 1350 room nights; 300 people
23. Fleet Feet Sports Annual Managers Meeting; October 2020; 300 room nights; 150 people

24. Dairy Farmers of America - Board & Strategic Information Meeting - July 2020; 445 room nights; 150 people
25. Pacific Sociological Association - PSA - 2022 Annual Conference; March 2022; 1029 room nights; 350 people
26. National School Boards Association - NSBA - COSA School Law Seminar 2023; October 2023; 499 room nights; 148 people
27. National School Boards Association - NSBA - COSA School Law Seminar 2024; October 2024; 499 room nights; 148 people
28. HPN Global - 67766-October National Fall Convention; October 2021; 712 room nights; 250 people
29. Council of State Governments - West LSA 2020; August 2020; 79 room nights; 25 people
30. Unknown Worlds Entertainment - Gaming Company Retreat; January 2020; 161 room nights; 40 people

B. Definite Meetings & Events:

1. HEOR Leadership and Field Team Meeting, August 21-23, 2019; \$5,496 in room revenue and 12ppl at The Ritz-Carlton
2. American International Auto Dealers Association – Board Meeting, July 15-18, 2019, \$17,575 in room revenue; 54 room nights and 26 people at the Ritz-Carlton
3. California Association of Area Agency’s on Aging, Meeting & Board Retreat, September 17-19, 2019; \$10,890 in room revenue; 54 room nights and 22 people
4. David Bayer, LLC – Legendary Life, January 1-16, 2020; \$63,993 in room revenue, 257 room nights and 140 people
5. American Wood Protection Association – Annual Meeting, April 23-May 1, 2020; \$107,166, 760 room nights and 300 people

C. Trade Shows & Events Attended:

- a. All Things Meetings Santa Clara, August 24, 2019. 325 Corporate and Association Meeting Planners in attendance
- b. BMO Financial Bank - Lunch & Learn - July 8, 2019 – Presentation to the BMO Chicago meeting planning team and also the Montreal Team via Webinar. Perfect target especially for the Hyatt and the Ritz. Very well received!
- c. Destination Reps – Summer Golf Event – July 31, 2019 – 30 Local Chicago clients attended lunch and a clinic or played golf. I helped facilitate the outing the day of the event

D. Site Visits

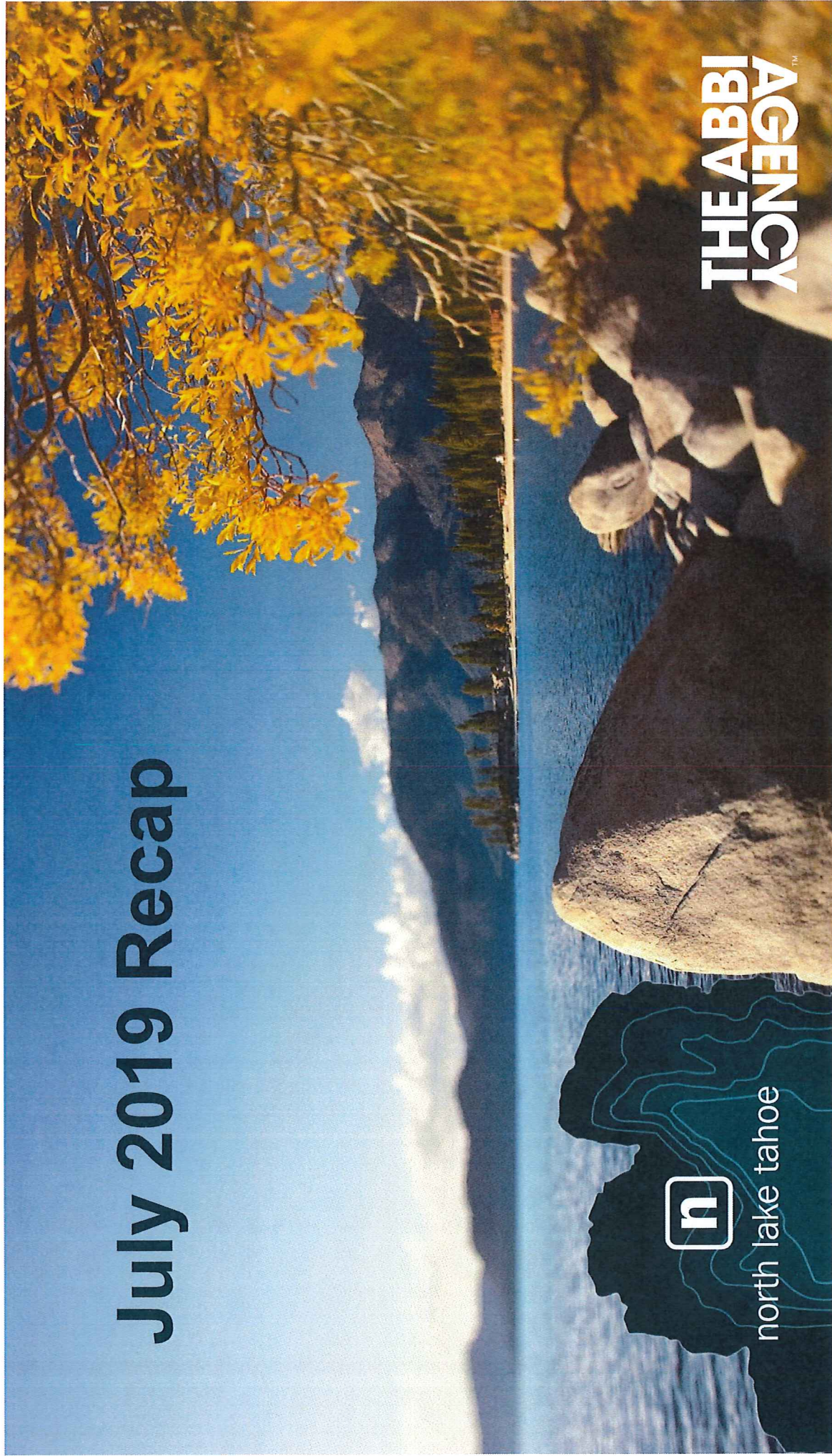
- a. Site Inspection for AFS 2020 Foundry Leadership Conference, July 30-August 1, 2019. This program is for September 2020/257 Room nights/80 Peak Rooms/150 People. This program is considering the Hyatt Lake Tahoe and the Resort at Squaw Creek.


July 2019 Recap



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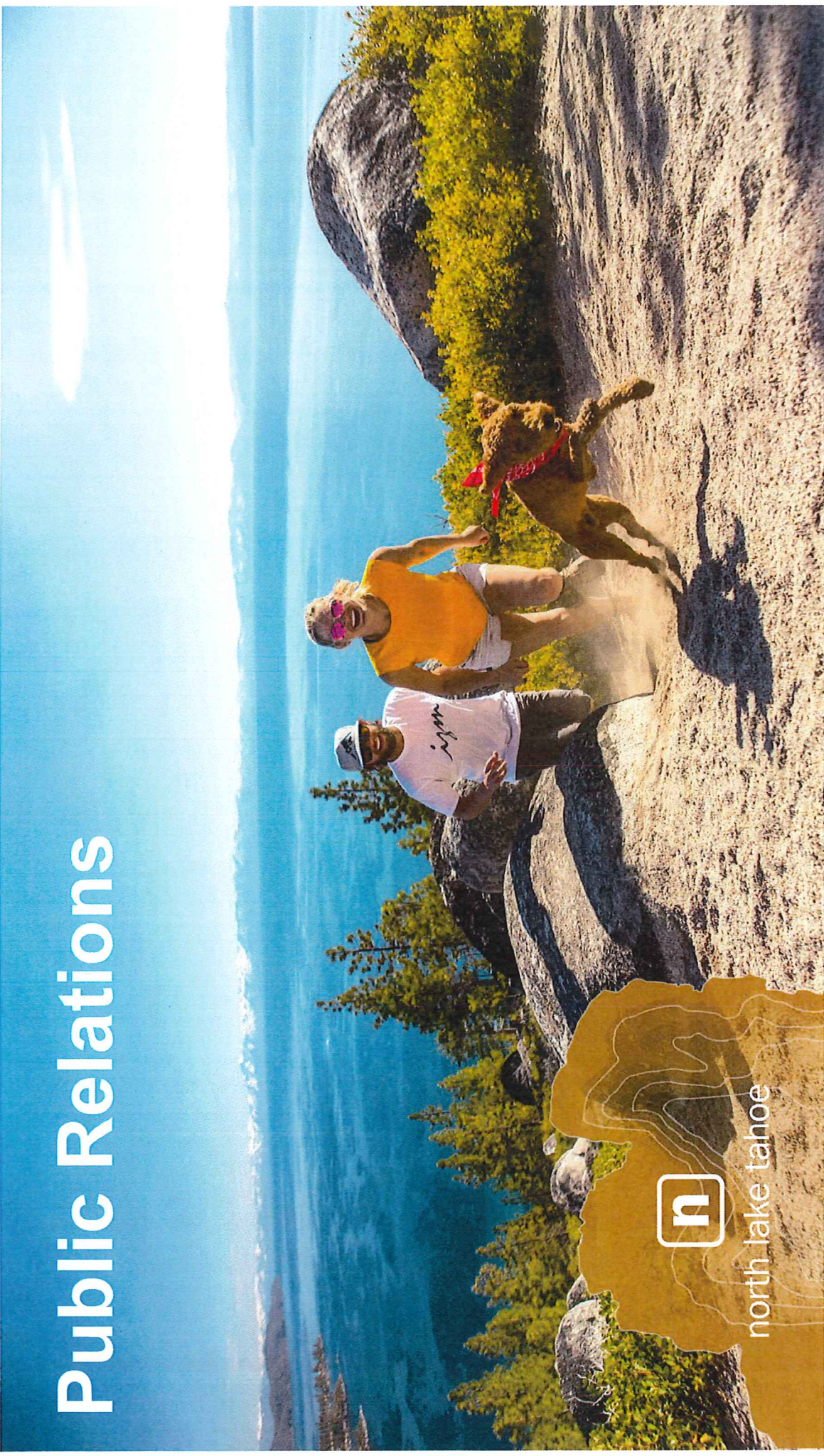
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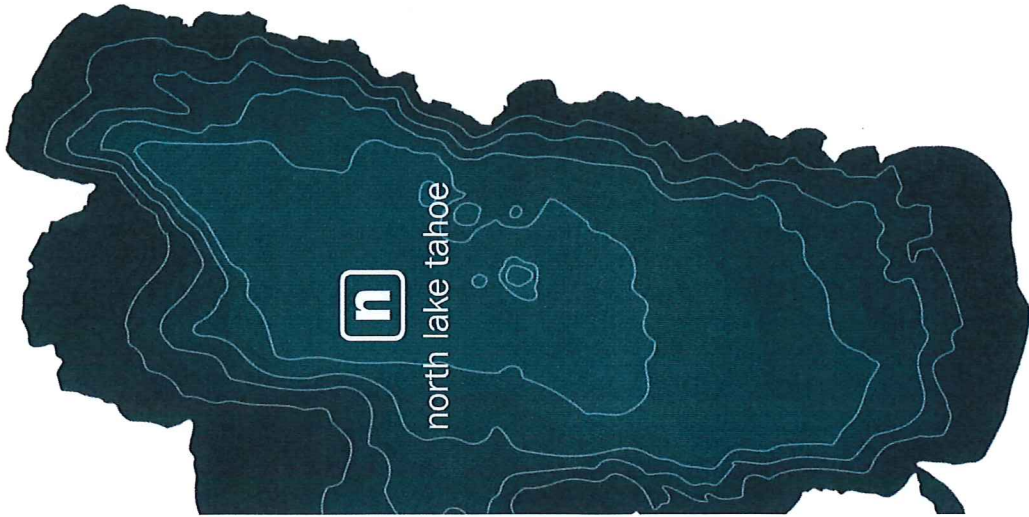
A scenic view of a river with a person in a kayak, a large rock in the foreground, and trees on the banks. The text is overlaid on a semi-transparent white box in the center of the image.

Public Relations Social Media Content

Public Relations



north lake tahoe



PR 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; 6) Deploy a quarterly press release to showcase the holistic lifestyle, events, news within each community.

OBJECTIVES: 1) Increase public awareness of the destination within target 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) to drive markets; 3) Earn editorial coverage and backlinks in publications with a high domain rank authority to increase SEO impact

CONTENT + NOTABLE PITCHES: Four Seasons in One Day (4th of July), Wanderlust Festival and Wellness Offerings, Autumn Food & Wine + Experiential Dining + Secret Season, Fall FAMs, Meetings + Conventions, Tahoe Film Fest Preview, New Luxury + Wellness Offerings, Sustainable Travel, Winter Preview

Results

PLACEMENTS: 22 PUBLICITY VALUE: \$3,403,141.13 TOTAL IMPRESSIONS: 367,907,149

PUBLICATION HIGHLIGHTS: Forbes, SHAPE, Los Angeles Times, Via Magazine, NBC Los Angeles, NBC Bay Area, NBC San Diego, Red Tricycle, Explore Magazine, Ski Solutions

FAM COORDINATION: The Abbi Agency (TAA) did not host any FAMs in July but did secure two FAMs for the month of September to focus on the Autumn Food & Wine Festival and Fall/Secret Season in North Lake Tahoe. Future hosted FAMs include Jared Ranahan, Contributor for USA Today, 10Best and TripSavvy; Robin Sussman, Contributor for Modern Luxury Houston and Texas Lifestyle Magazine; and potentially Jessi Cape, Food Editor for the Austin Chronicle. TAA also continued coordinating a trip for Canadian influencers Angela Liguorri and Matthew Massa.

MEDIA MISSIONS: TAA did not carry out any media missions in July; but confirmed dates for FY20. We will visit New York in January as part of Visit California's International Media Marketplace; and we will visit Dallas / Houston in March 2020.

PRESS RELEASES / MEDIA ALERTS ISSUED: The Abbi Agency drafted a press release announcing North Lake Tahoe's new German Representation.

KEY INSIGHTS: In July, TAA focused on outreach surrounding the Autumn Food & Wine Festival and Wanderlust Festival while also highlighting the region's overall experiential dining and wellness culture. TAA continued outreach to our champagne list publications surrounding North Lake Tahoe's secret season and fall FAMS. TAA secured targeted coverage in the LA Times, NBC Los Angeles and NBC Bay Area, highlighting the Wanderlust festival as well as three separate Forbes placements.

COVERAGE BOOK: <https://coveragebook.com/b/d55444ae>

Placement Highlights

Forbes The Best Family Resorts in North Lake Tahoe

- Reach: 106,907,085
- Ad Value: \$998,890.54
- Domain Rank: 95
- Social Shares: 1

The Best Family Resorts In Lake Tahoe



Roger Sands Contributor @
Travel
Advisor, Paid for Travel Magazine Writer, BFLA, NYC

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Lake Tahoe with the Sierra Nevada mountains in the background. © GETTY IMAGES

With an average of 300 days of sunshine a year, featuring some of the world's best ski resorts and beaches, Lake Tahoe is a quintessential family vacation destination.

Los Angeles Times Ballroom Burn: It's a 'Joyful' Workout That Blasts Calories

- Reach: 820,000
- Ad Value: \$7,585
- Domain Rank: 93
- Social Shares: 5

Los Angeles Times

Ballroom Burn: It's a 'joyful' workout that blasts calories



Yoga, sports, hikes, meditation and lake are all part of Wanderslust Squaw Valley. (Wanderslust)

By KIMBA DAWMAN JULY 20, 2019 | 11:53 AM
A midweek yoga retreat, a fitness and music festival, getting in a "Ballroom Burn" and affordable hikes — these are just a few ways to stay active as we delve into the heart of summer.

Are you up for a last-minute getaway? You need to act now: A new offering at the upcoming Wanderslust Squaw Valley in North Lake Tahoe is a series of "immersion"

Forbes The Best Hotels in North Lake Tahoe

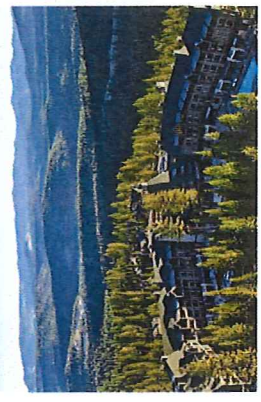
- Reach: 106,907,085
- Ad Value: \$998,890.54
- Domain Rank: 95
- Social Shares: 157

The Best Hotels In North Lake Tahoe



Roger Sands Contributor @
Travel
Advisor, Paid for Travel Magazine Writer, BFLA, NYC

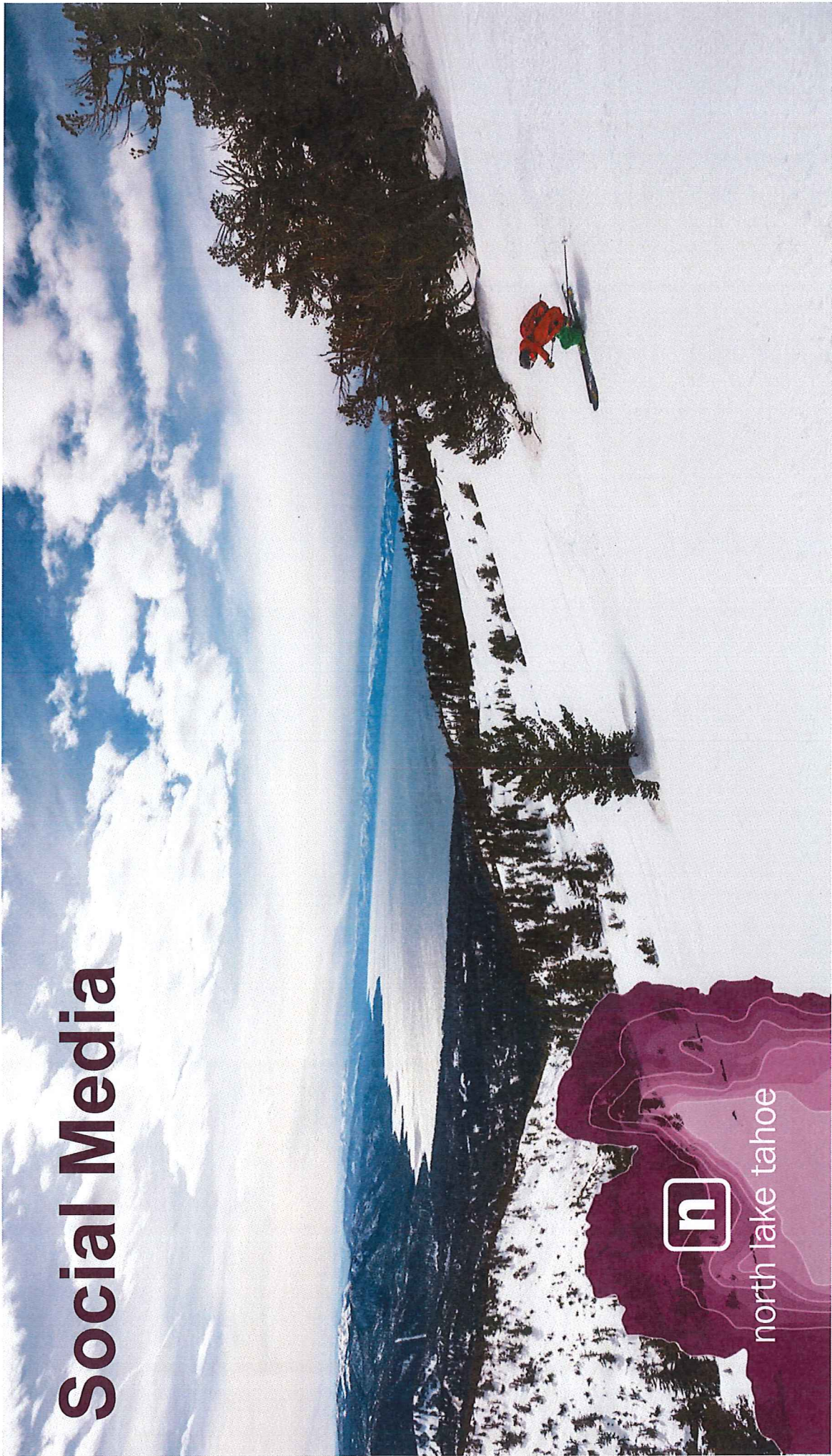
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The North Lake Tahoe area boasts an array of impressive hotels. THE RITZ-CARLTON, LAKE TAHOE

Located in the Sierra Nevada mountain range, straddling California and Nevada, Lake Tahoe is the quintessential four-season playground.

Social Media



north lake tahoe

Social Media Approach

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Use content campaigns (like Treasures of Tahoe), giveaways, and engaging user-generated content to increase awareness of lesser-known summer activities and increase overall engagement.

OBJECTIVES:

- **Instagram:** Maintain a 5-7 % engagement rate month over month (this is *very high*, compared to industry average of 2-3 percent)
- **Facebook:** Maintain a 3-4% engagement rate month over month (the industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)
- **Increase overall followers** by at least 0.5% monthly

FOLLOWER + ENGAGEMENT INSIGHTS:

Total followers increased by 0.5% from the previous month, with Instagram seeing the highest growth with a 1% increase. While overall engagements are down, Twitter engagements have increased 11.5% and July saw one of our top performing post of all time on Instagram (5.8k engagements, see Slide 10).



Growth + Campaigns

July growth:

- Facebook: 296 new followers
- Instagram: 703 new followers
- Twitter: 115 new followers

Total Impressions: 4,787,591

Total Engagements: 67,413

Campaigns:

Treasures of Tahoe: Summer Music

- Launch Date: July 3
- Impressions: 76,530
- Engagements: 1,151

Wanderlust Festival: Giveaway, Lives, Playlist

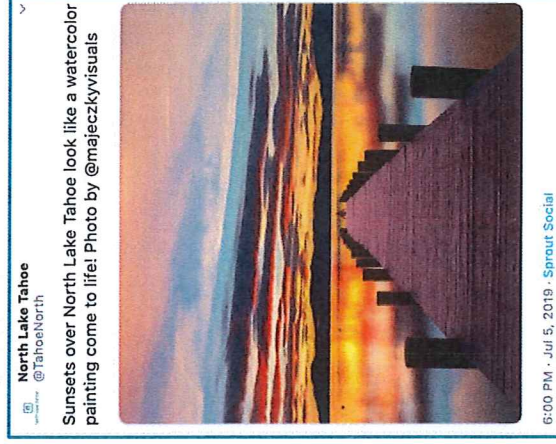
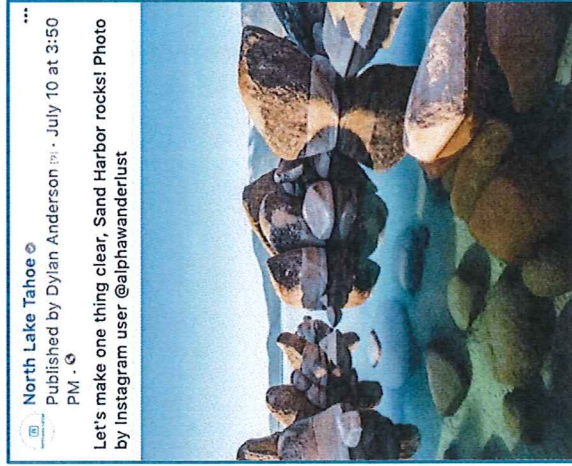
- Impressions: 122,010
- Engagements: 3,899

Top Posts by Engagement

- #1 Facebook Post: Sand Harbor UGC - 1.3k likes, 136 comments, 160 shares, 77.1k impressions
- #1 Instagram Post: Sand Harbor UGC - 5.8k likes, 85 comments, 268 saves, 61.9k impressions
- #1 Twitter Post: Sunset UGC - 131 likes, 19 retweets, 10.3k impressions

KEY TAKEAWAY

User generated content and aspirational, scenic imagery continues to perform the best. According to Hootsuite, posts containing or featuring UGC has a 4.5% higher conversion rate than non-UGC posts.



6:00 PM · Jul 5, 2019 · Sprout Social

Meetups, Takeovers & Lives!

Instagram Meetup

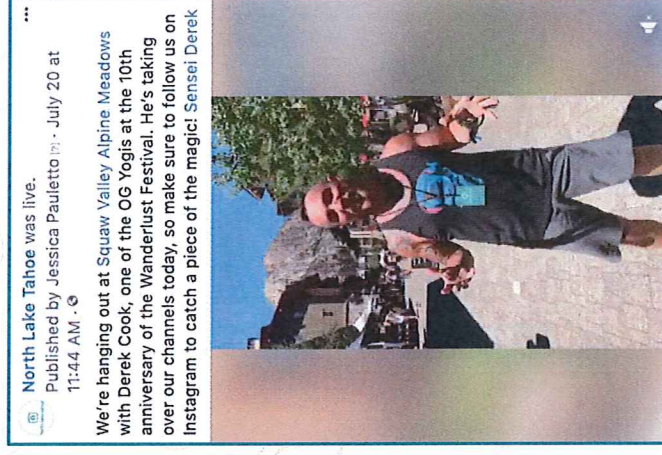
In an effort to connect local influencers and generate authentic social media coverage, we hosted an "Instagram Meetup" at Northstar California to promote Tahoe Star Tours. The following influencers had the opportunity to explore the cosmos, and enjoy a summer mountain activity. Overall, the organic, word-of-mouth strategy helps disseminate traffic in North Lake Tahoe and shed light on lesser known aspects of the region.

- Justin Majeczky ([majeczkyvisuals](#))
- Britt Von Steinen ([brittventures](#))
- Brian Walker ([brian.walker](#))

Facebook & Instagram Lives

We partnered with yogi, speaker and teacher, [Derek Cook](#), in a Facebook Live at the 10th Anniversary of the Wanderlust Festival. Derek told us why he loves North Lake Tahoe compared to other Wanderlust Venues, and what's special about yoga in the mountains.

- Instagram Live Stories - 10 stories, 30k impressions, 3 engagements
- Facebook Live - 5.1k impressions, 260 engagements



Giveaways

During the month of July, @TahoeNorth conducted 1 giveaway:

Wanderlust Zen Songs Giveaway: Instagram audiences comment with their favorite “zen song” for a chance to win a ticket to the Wanderlust Festival and be included in a Wanderlust Zen Spotify playlist.

Impressions: 35.2k

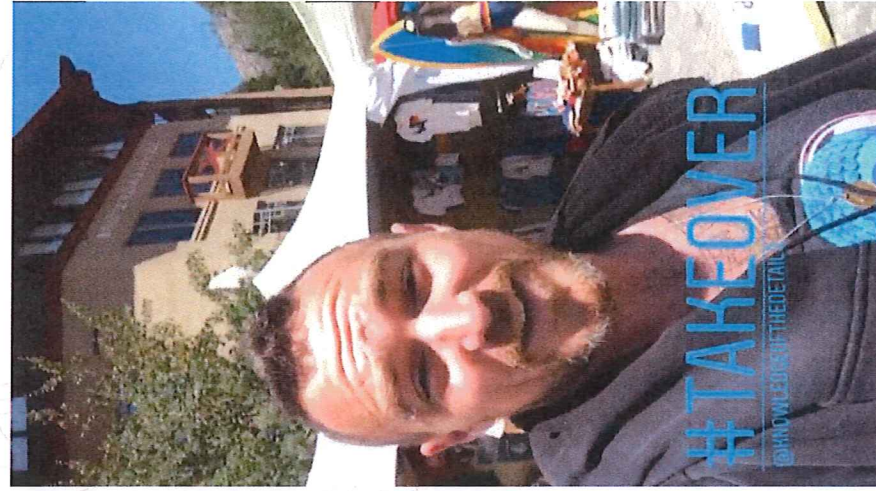
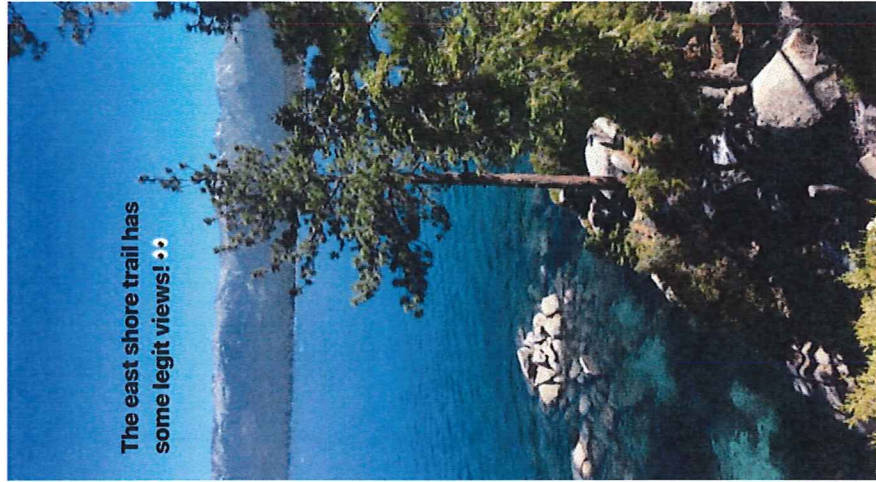
Engagements: 580

Reach: 47,864

This giveaway performed similarly to other recent event-centric giveaways, such as the RAY Festival and No Barriers, but under-performed in comparison to a similar Spotify giveaway like WinterWonderGrass and non-event giveaways like the Dual Days giveaway in spring.



Instagram Story Highlights



Total Story Impressions for July: 61.4k impressions ; Average Reach per Story: 2,673

Instagram Competitor Set

Most Popular Media by tahoenorth



5447 Public Engagements



3243 Public Engagements



2606 Public Engagements

Most Popular Media by tahoesouth



2409 Public Engagements



2348 Public Engagements



2276 Public Engagements

In July, @tahoenorth received more engagements (50.4k) than @tahoesouth (38.5k). Additionally, Tahoe North has the largest following of both of our competitors.

Most Popular Media by visitmammoth



5995 Public Engagements



4928 Public Engagements



4000 Public Engagements

Content



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Content Overview

Overall Strategy: The Abbi Agency has shifted its content strategy by **1) creating evergreen blog messages** to provide consumers with messages that are beneficial year-round; and **2) reserve news-sensitive information for monthly newsletters**. The Abbi Agency has analyzed North Lake Tahoe's brand voice and tone, and has proposed a more identifiable "character" in which all content contributors can represent. We aim to create a "Tahoe experience" in all levels of the decision making funnel. We want North Lake Tahoe's voice to be undeniably "Tahoe," with a laid back, outdoor driven, aspirational feel. We are also beginning to strategize more granular content per channel, to better segment messages to fly/drive market audiences.

BLOG AND TRIP IDEAS: The Abbi Agency has proposed moving blogs away from "events-based marketing" and focusing primarily on evergreen content—while at the same time maintaining our commitment to highlighting partners, experiences and NLTRA commitments. In this way, we create aspirational messages that are useful to consumers, year round. With two blogs per month, each is designed to **improve SEO, increase brand awareness** (especially during secret seasons) and **provide educational content**. Most blogs range from 600-800 words (a length that Google deems valuable), while reserving a few pieces for longer-form "essay content," like "52 Weeks in North Lake Tahoe" (about 1,200 words).

NEWSLETTER:

The newsletter takes a more "news and events" approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to stop what they're doing to *explore North Lake Tahoe* as its offerings change throughout the seasons.



Blogs & Newsletters

KEY THEMES: Wellness, Outdoor Activities, Beachside Activities, Tahoe Views

CAMPAIGNS: Wanderlust, Beachside Tahoe, Tahoe's Treasures, Stargazing

NEWSLETTERS POSTED: 1

Summer's Official Playground—Your Mountain Getaway
9.0 open rate | 0.8 CTR

BLOGS POSTED: 4 (2 general, 2 Tahoe Treasures)

Wish Upon a Star: Where to Stargaze in North Lake Tahoe
41 Social Shares | 130 Blog Views

Fun In the Sun: Best Beaches in North Lake Tahoe
251 Social Shares | 686 Blog Views

Treasures of Tahoe 12: Summerlong Music
65 Social Shares | 612 blog views

Treasures of Tahoe 13: Squaw Valley Mountain Adventures
9 Social Shares (promotions just beginning) | 180 blog views



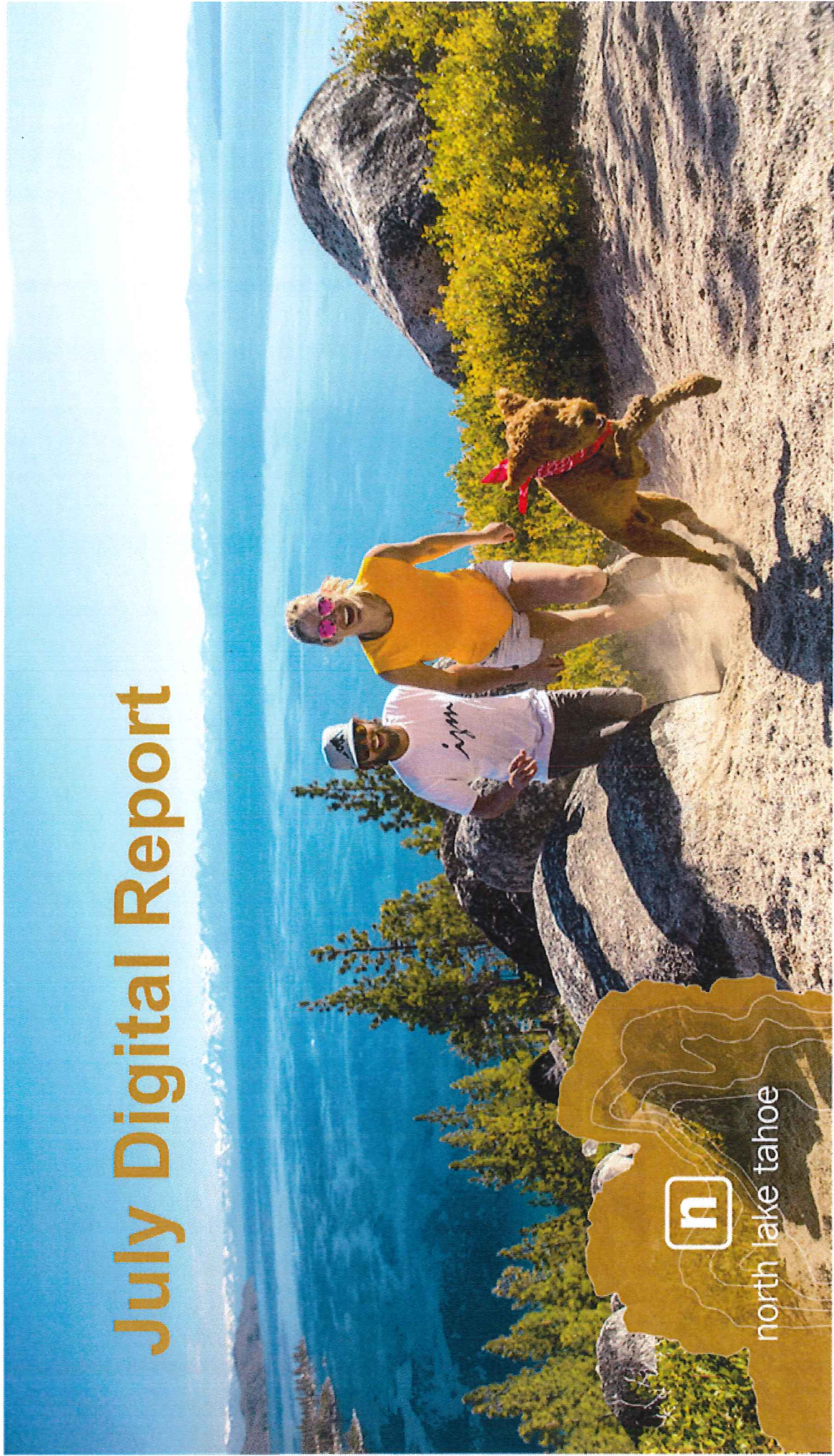
north lake tahoe



A scenic landscape photograph featuring a rocky shoreline in the foreground, a body of water in the middle ground, and a dense forest of evergreen trees in the background. The sky is a deep blue with a bright, glowing light source, possibly the sun or moon, creating a lens flare effect. The overall mood is serene and natural.

Thank you!

July Digital Report



north lake tahoe

Executive Summary

Consumer

- The Consumer campaign served 2.9M impressions in July resulting in 7.0K website visits. 28.22% of all visitors from the digital ads spent more than 115 seconds on GoTahoeNorth.com.
- Email ads drove the highest quality site traffic, resulting in 2.1K website visits, with an average time on site of 01:26, and 1 book now conversion.

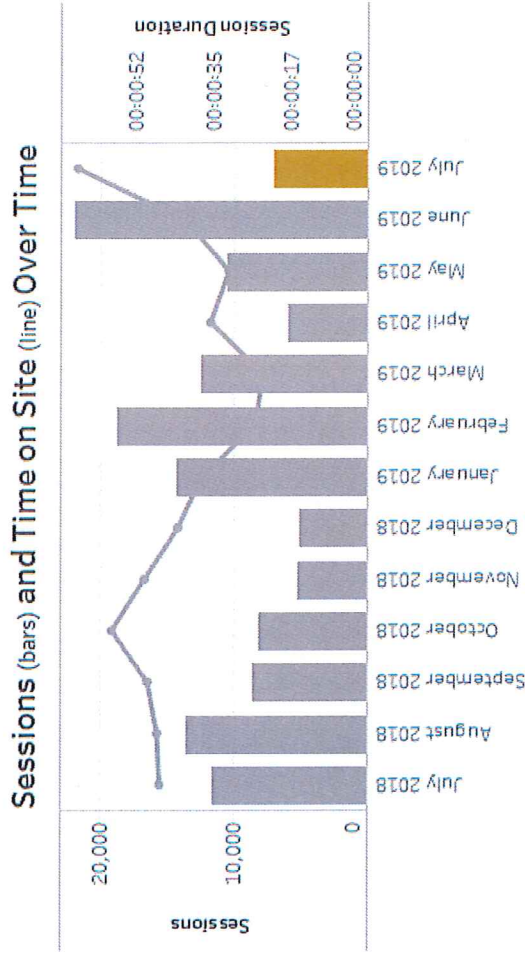
MCC

- MCC campaign was quiet in July, with only Retargeting ads running. Search and LinkedIn are being ramped up.
- The MCC campaign served over 0.6K impressions in July resulting in 5 website visits.



Overview by Campaign

- Consumer and MCC ads combined for 2.95M impressions in July, resulting in 6.99K website visits and 4.12K time on site conversions. In addition, digital ads drove 560 users to click a book now button on GoTahoeNorth.com.
- Sessions this year decreased by ~40% compared to July of last year (there were 11,564 sessions last year). Traffic is down for both paid and organic traffic. Ad impressions are down 43% and clicks are down 1%. Traffic decreases are at a similar rate to ad impression decreases.

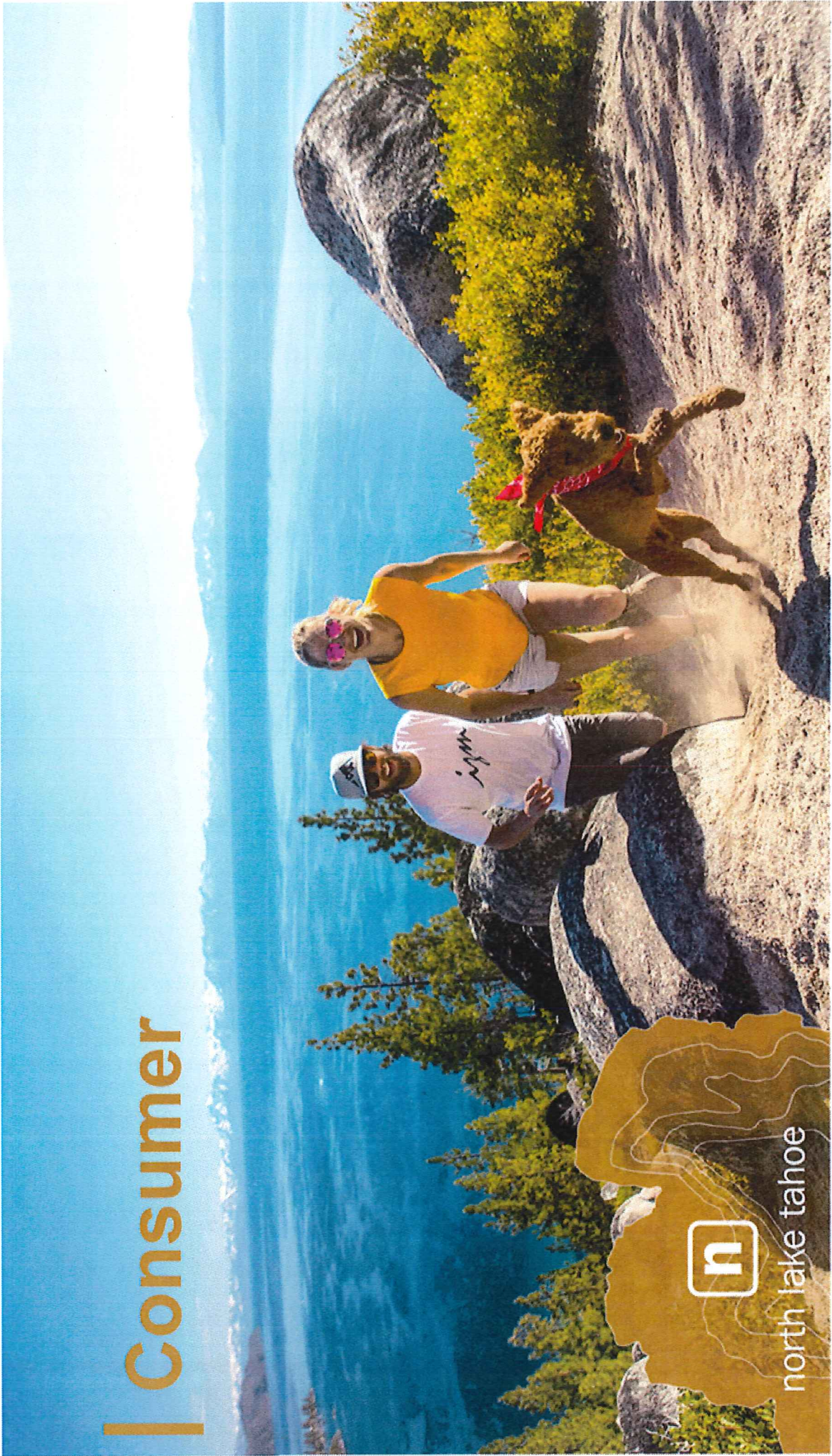


Campaign Group	Channel	Impressions	CTR	Spend	Sessions	Time on Site	Pages per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	Display	1,059,846	0.41%	\$9,208	278	00:00:40	1.5	83%	2,035	151
	Email	333,700	1.58%	\$6,670	2,075	00:01:22	1.9	59%	993	1
	Paid Search	432,748	0.83%	\$6,168	4,303	00:00:59	1.9	69%	868	333
	Paid Social	1,118,492	0.74%	\$8,379	323	00:00:26	1.4	84%	222	75
MCC	Paid Social	573	1.22%	\$15	8	00:00:12	1.4	88%	0	0
Grand Total		2,945,359	0.73%	\$30,440	6,987	00:01:03	1.9	67%	4,118	560



July Digital Report | Consumer

| Consumer

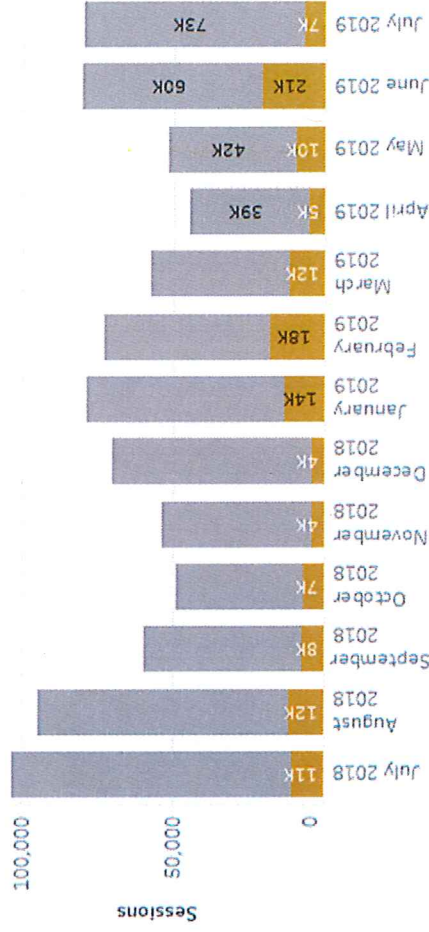


north lake tahoe

Website Performance

- Of 7k visitors, 2,075 sessions were attributed to the Email channel, much higher than previous recent months. We believe the new creative helped drive more sessions as we see a boost in CTR as well.
- Users from Email ads spent the most time on site (00:01:22). Email 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	278	00:00:40	1.5	83%
Email	2,075	00:01:22	1.9	59%
Paid Search	4,303	00:00:59	1.9	69%
Paid Social	323	00:00:26	1.4	84%
Grand Total	6,979	00:01:03	1.9	67%

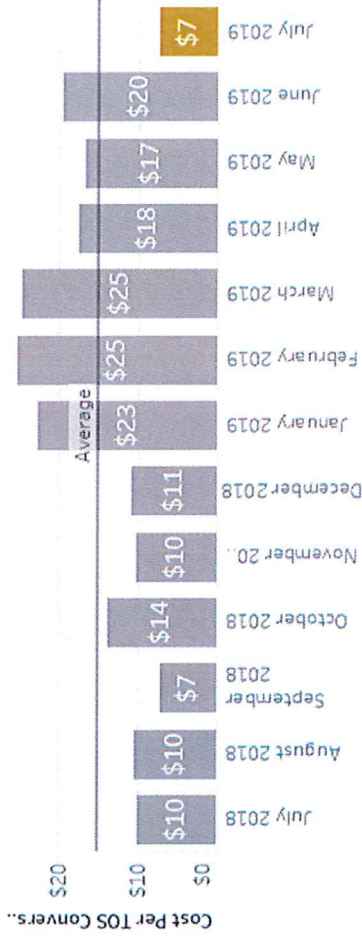


July Digital Report | Consumer

Overview by Medium

- Consumer ads served over 2.94M million impressions in July resulting in 3.1K time on site conversions. This resulted in an average cost per conversion of \$7.39.
- Display ads were highly effective, accounting for 49% of TOS conversions in July.
- Paid Search was the most efficient channel with a \$7 cost per conversion and 333 book now conversions.

Cost Per Conversion Trending



Channel	Spend	Impressions	Clicks	CTR	TOS Conversions	Cost Per TOS Conversion	Book Now Conversions
Display	\$9,208	1,059,846	4,356	0.41%	2,035	\$4.52	151
Email	\$6,670	333,700	5,277	1.58%	993	\$6.72	1
Paid Search	\$6,168	432,748	3,612	0.83%	868	\$7.11	333
Paid Social	\$8,379	1,118,492	8,277	0.74%	222	\$37.74	75
Grand Total	\$30,425	2,944,786	21,522	0.73%	4,118	\$7.39	560

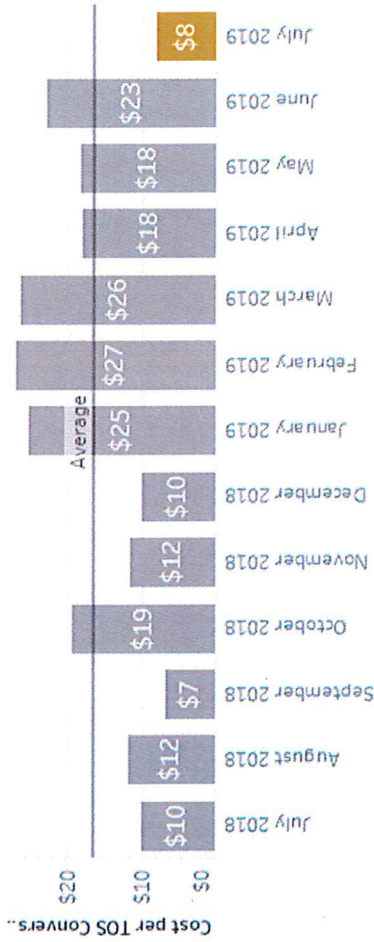


July Digital Report | Consumer

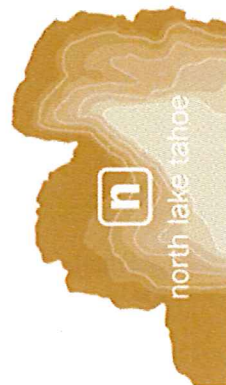
Display Performance by Placement

- The average cost per time on site conversion from display ads was \$7.97 in July.
- TripAdvisor ads drove the most time on site conversions in July with 1,183, these ads also led to 122 book now conversions.
- Cost per conversion has greatly decreased in July showing the effects of optimizations within audience and placements.

Cost Per Conversion Trending



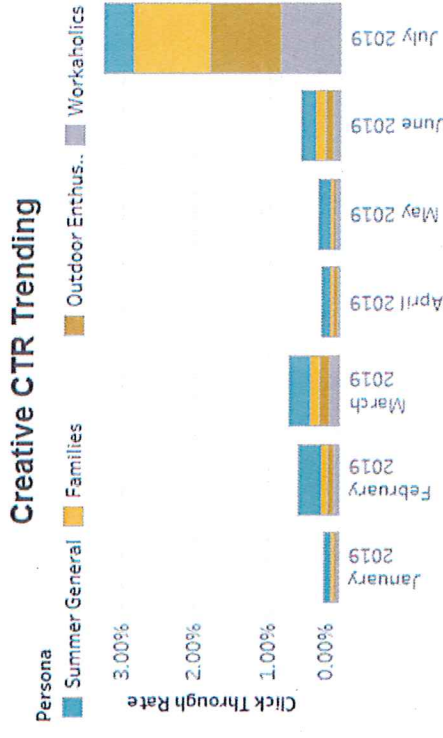
Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Book Now Button Clicks
Prospecting	\$9,200.29	707,260	4,030	0.57%	\$2.28	496	20
TripAdvisor	\$7,014.06	350,703	314	0.09%	\$22.34	1,183	122
Retargeting	\$0.35	1,882	11	0.58%	\$0.03	236	2
Grand Total	\$16,214.70	1,059,845	4,355	0.41%	\$3.72	1,915	144



July Digital Report | Consumer

Display Performance by Creative

- New summer creative is performing well as the 2019-2020 campaign ramps up.
- Prospecting ad clicks totaled 4,030 in July with a click through rate of 0.57%.
- The Families ads were most effective during July, resulting in 205 the total conversions.
- The Families ads had the highest click through rate in July at 1.06%. This would imply that the ads and creative were relevant for the group.

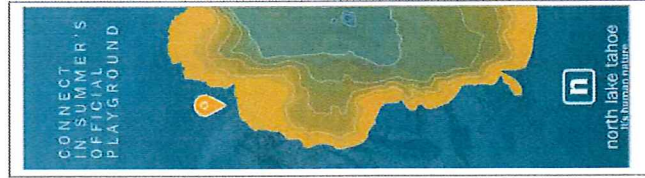


Persona	Impressions	Clicks	Spend	Cost per Click	Click Through Rate	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Summer General	685,394	3,822	\$9,081.70	\$2.38	0.56%	47	\$193.23	0
Families	7,644	81	\$41.33	\$0.51	1.06%	166	\$0.25	14
Outdoor Enthusiasts	7,003	68	\$37.97	\$0.56	0.97%	155	\$0.24	5
Workaholics	7,219	60	\$39.29	\$0.65	0.83%	128	\$0.31	1
Grand Total	707,260	4,031	\$9,200.29	\$2.28	0.57%	496	\$18.55	20



July Digital Report | Consumer

Display Ad Examples



Summer General

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

Impressions: 685K
Clicks: 3,822
CTR: 0.56%
TOS Conversions: 47
CVR: 1.23%



Families

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

Impressions: 8K
Clicks: 81
CTR: 1.06%
TOS Conversions: 166
CVR: 204.94%



Outdoor Enthusiasts

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

Impressions: 7K
Clicks: 68
CTR: 0.97%
TOS Conversions: 155
CVR: 227.94%



Workaholics

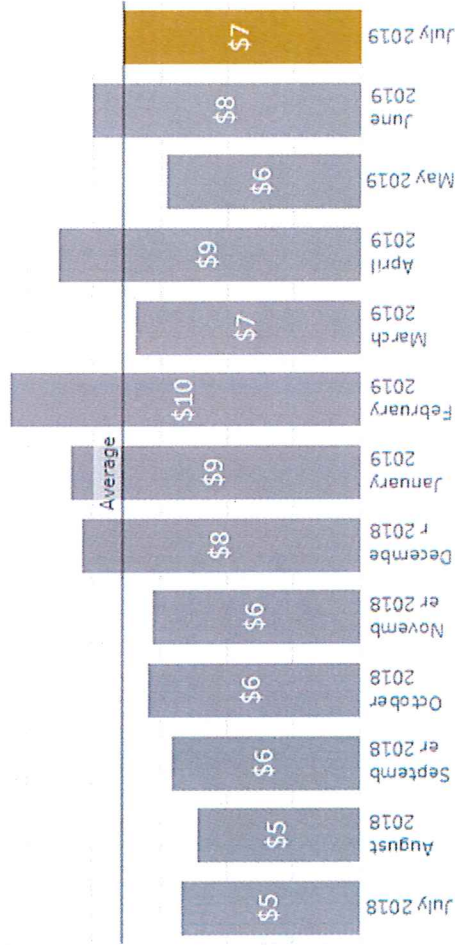
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 7K
Clicks: 60
CTR: 0.83%
TOS Conversions: 128
CVR: 213.33%

Paid Search Performance

- The campaign with the highest click through rate was Evergreen - Local at 11.23% and a cost per click of \$0.67.
- Total conversions increased from 778 in June to 867 in July.
- On April 1st, we launched the spring messaging and we are seeing the optimizations of that messaging improve ROI continuing into the Summer Campaign.

Cost Per Conversion Trending



Campaigns	Spend	Impressions	Clicks	Click Through R..	Cost per Click	TOS Conversions	Book Now Conv..	115s Conversions..
Summer 2019	\$2,959.82	189,015	1,354	0.72%	\$2.19	180	70	13.29%
Evergreen - Vacation	\$2,513.32	234,469	1,218	0.52%	\$2.06	308	149	25.29%
Evergreen - Local	\$695.35	9,264	1,040	11.23%	\$0.67	380	114	36.54%
Grand Total	\$6,168.49	432,748	3,612	0.83%	\$1.71	868	333	24.03%

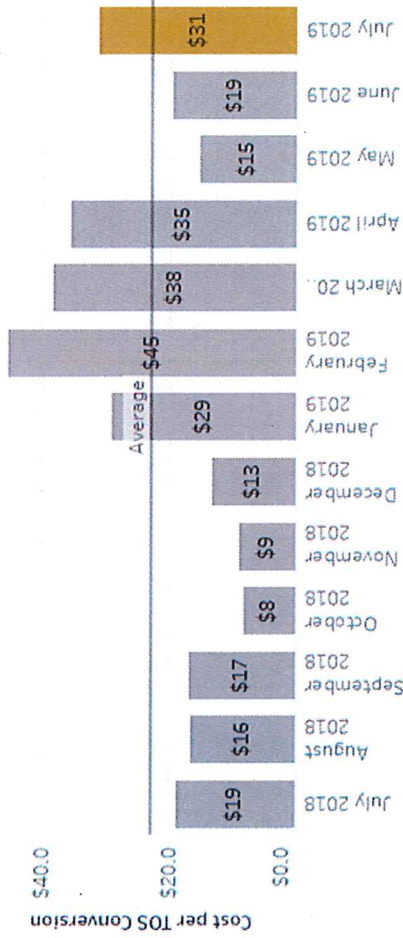


July Digital Report | Consumer

Facebook Ad Performance

- Cost per conversion in July was \$30.99 with 0222.00 TOS conversions and 75 book now clicks.
- Among Facebook ads, the Prospecting group had the highest TOS conversion rate at 4.40%.
- The target with the highest click through rate in July was Prospecting at 0.93%. Which can indicate that the creative and ads were appropriate for this audience.

Cost per Conversion Trending



Targeting	Spend	Impressions	Link Clicks	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Prospecting	\$3,420.16	417,705	3,882	0.93%	0171.00	\$20.00	50
Video	\$1,611.69	287,217	915	0.32%	017.00	\$94.81	13
Retargeting	\$1,533.40	189,663	1,184	0.62%	024.00	\$63.89	12
Conquesting	\$313.99	44,911	241	0.54%	010.00	\$31.40	0
Grand Total	\$6,879.24	939,496	6,222	0.66%	0222.00	\$30.99	75



July Digital Report | Consumer

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 visual and text combination, demonstrating dynamic creative capabilities.

- Top-Left Ad:** Shows a man and a woman sitting at a table outdoors, enjoying drinks. Text: "After a long day of play, you'll find plenty of options to temp your palate in Summer's Official Playground".
- Top-Right Ad:** Shows a family of four (two adults and two children) playing together in a park. Text: "Grab the whole family and tip on over to bond with nature and each other."
- Bottom-Left Ad:** Shows a man and a woman standing together, smiling. Text: "Day or night, you'll find that Summer's Official Playground is loaded with exhilarating experiences."
- Bottom-Right Ad:** Shows a person climbing a rope course in a wooded area. Text: "After a long day of play, you'll find plenty of options to temp your palate in Summer's Official Playground".

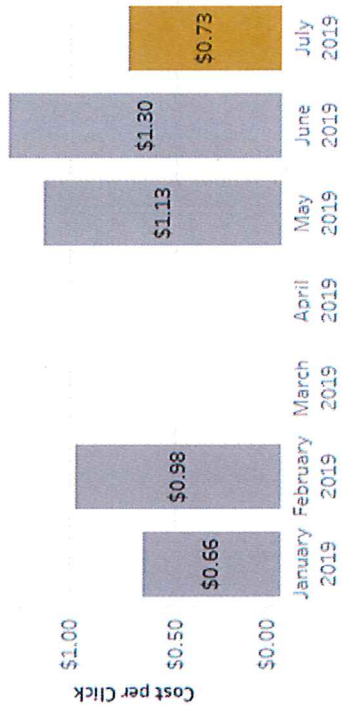
Instagram Story

The image shows an Instagram story for North Lake Tahoe. The background is a scenic view of a lake surrounded by mountains. The text "north lake tahoe" is overlaid on the image. The Instagram logo and the profile name "North Lake Tahoe" are visible in the top left corner.

Twitter Ad Performance

- Twitter ads in July resulted in 178,996 impressions and 2,055 link clicks.
- Twitter continues to perform well, especially among the younger Millennial audience.
- Twitter was not live in March and April.

Cost per Click Trending



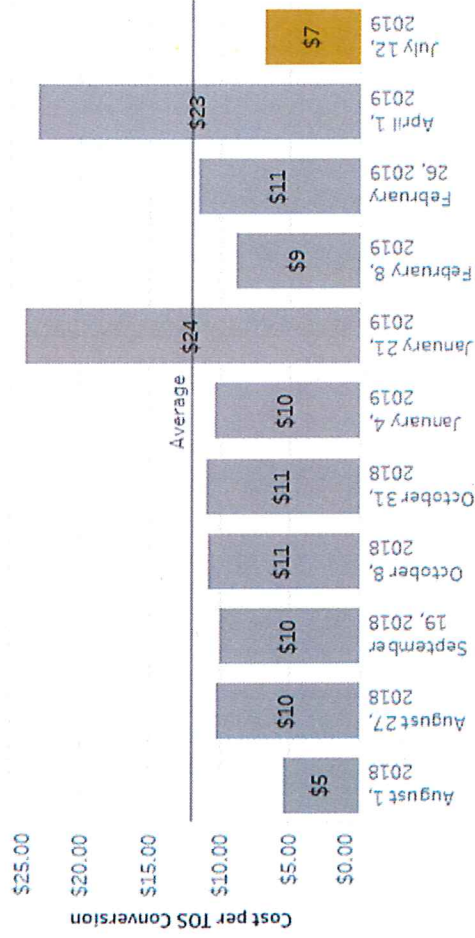
Persona	Impressions	Clicks	Click Through Rate	Spend	Total Engagement	Conversion Site Visits
LA/NY/SD General	178,996	2,055	0.70%	\$1,500.00	77	4
Grand Total	178,996	2,055	0.70%	\$1,500.00	77	4



Email Performance

- July's emails were opened by 17.49% of all users resulting in 5,277 clicks. This led to 993 conversions for an average cost per conversion of \$6.72.

Email Cost per TOS Conversion by Send Date



Subject	Spend	Delivered	Opens	Open Rate	Clicks	Click Through Rate	Conversions	TOS Conversion Rate	Cost per TOS Conversion	Book Now Conversions
Discover Summer's Official Playground	\$6,670	333,700	58,367	17%	5,277	9%	993	19%	\$7	1
Grand Total	\$6,670	333,700	58,367	17%	5,277	9%	993	19%	\$7	1



| MCC

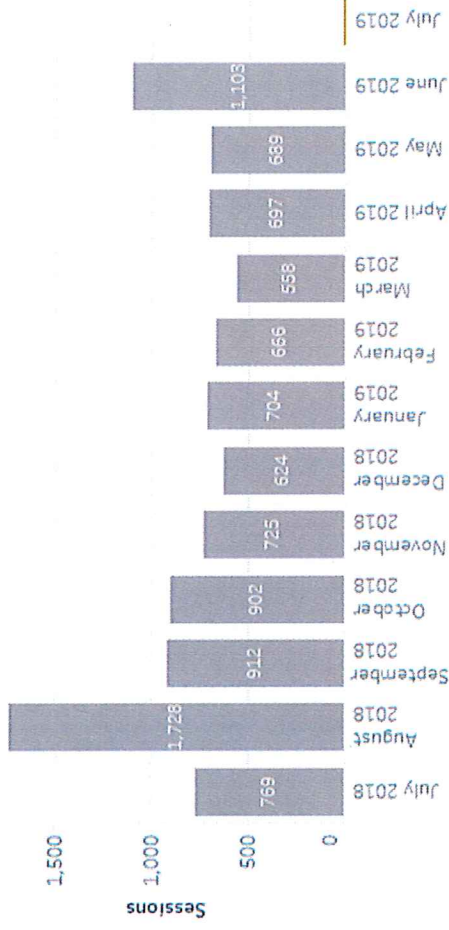


north lake tahoe

Website Performance

- MCC campaign was quiet in July, with only Retargeting ads running. 10 users visited GoTahoeNorth.com in July, down -99% from the same month last year (which had 769 sessions from ads).
- MCC ad visits were led by users from Paid Social ads (8 sessions).
- Users from Paid Social ads spent the most time on site (00:00:12).

Website Sessions From MCC Ads



Channel	Sessions	Pageviews	Avg. Time on Site	Pages per Session	Bounce Rate
Display	1	1	00:00:00	1.0	100%
Email	1	1	00:00:00	1.0	100%
Paid Social	8	11	00:00:12	1.4	88%
Grand Total	10	13	00:00:09	1.3	90%

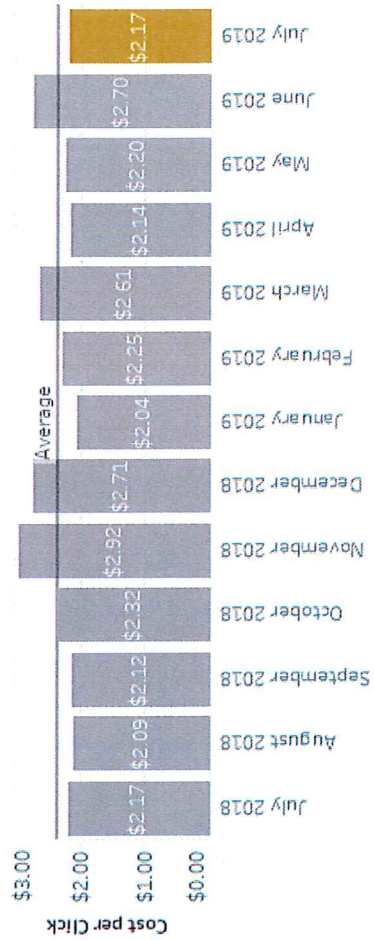


July Digital Report | MCC

Facebook Ad Performance

- No Conversions in July
- Retargeting ads continued to run in July while Paid Search and LinkedIn are being ramped up and proved to continue to be efficient.
- We only ran Retargeting in July.

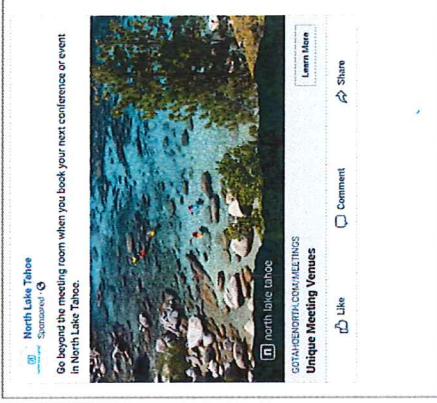
Cost per Conversion Trending



Targets	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	TOS Conversions	Video Views
Retargeting	\$15.16	573	7	1.22%	\$2.17	0	0
Grand Total	\$15.16	573	7	1.22%	\$2.17	0	0



Social Ad Examples



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

North Lake Tahoe
GOTTA/RENTAL.COM/MEETINGS
Unique Meeting Venues

Like Comment Share

Learn More

Facebook Retargeting

Impressions: 1K
Link Clicks: 7
CTR: 1.22%
Engagement Rate: 0.70%



Thank You