

North Lake Tahoe Sales, Marketing & PR Summary




north lake tahoe

SALES & INTERNATIONAL MARKETING



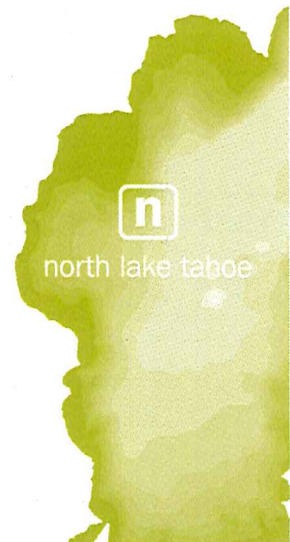
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**Conference Sales Efforts
2018/2019 Highlights**

2018/2019 Conference Highlights

- **Ended hotel commissions and conference dues**
- **The sales team increased the number of room nights mid-week by 56%**
- **Room revenue from bookings increased by 35%**
- **The total room nights generated by leads increased by 10%**
- **Increased leads from Illinois, Washington D.C., Georgia, Oregon, Washington, Texas and Arizona by 29%**
- **Booked major industry event into the destination - MTS 2020**
- **New Collateral was created:** Meet in Tahoe Video, new website to track advertising, new pop up banners, etc.
- **Sales Missions & Tradeshow**
 - 21 trade shows attended
 - In the following markets: Chicago, New York, Atlanta, Salt Lake City, Denver, Dallas, Houston, San Jose, Los Angeles, Phoenix, Oakland, and Sacramento
- **25 site visits conducted**
 - 13 of these site visits have turned into definite group bookings



PR/Marketing MCC Highlights

- PR 11 placements with a total reach of 113,792

OUTDOOR SPACES IN BEAUTIFUL PLACES

From terraces, lawns and pavilions to decks, islands and ice bars, options are abundant and magnificent.

BY BETH BUEHLER FROM THE SPRING/SUMMER 2019 ISSUE



Mountain Meetings

- Reach: 57,800
- AVE: \$58.27

Navigating Northern California

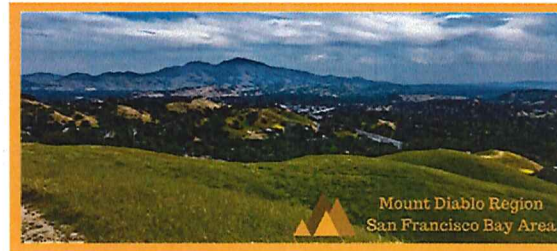
Destination Galleries Hotels & Destinations

BY JT LONG ON AUGUST 01, 2018

Sponsored by [Visit Walnut Creek](#) and [Visit Concord](#)

Welcome to the Mount Diablo Region

NEXT



Whether you want to explore the mountain trails, sip a craft brew, experience an outdoor concert or shop the finest retail stores, the scenic Mount Diablo region—home to Walnut Creek and Concord—has something for everyone! Walnut Creek is the Jewel of the East Bay—and a new frontier for meetings, conferences, and business travel. Concord offers a unique selection of meeting space and an array of events, activities, and entertainment—making it a true Northern California original.

Explore meeting destinations by trolley, rail, bike and...pedal bar

Smart Meetings, Navigating Northern California

- Reach: 20,021
- AVE: \$185.19

Bling Out Your Wild West Outdoor Tour

BY ALLISON FAZIO ON AUGUST 10, 2018

Hyper-local experiences are a popular conference incentive for attendees. [So are outdoor activities](#). Luckily for them, the West—and we mean all of it (Southwest, Northwest, West Coast, et al.)—delivers on both ends. Luckily for you, we've curated a list of unique wilderness tours that are at once totally far out and very near to some of the most popular meetings destinations on this side of the states. Can you hear the RFPs?

Explore the Wilds of Jackson Hole



Photo credit: Hotel Terra Jackson Hole

Take a break from the feasting in the conference room with an off-site wildlife safari led by Wild Things of Wyoming's naturalist Kurt Johnson, brought to you by [Hotel Terra Jackson Hole](#) and [Teton Mountain Lodge & Spa](#). Get close and personal with bison, elk, bighorn, sheep, moose, coyotes, wolves and bald eagles in Grand Teton and Yellowstone national parks. Bring your camera for a photography workshop in the open, and leave your cares behind.

Smart Meetings, Bling Out Your Wild West Outdoor Tour

- Reach: 18,142
- AVE: \$167.81

Marketing Highlights - Social Media

Social Ad Examples



North Lake Tahoe
Sponsored

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

Get Outside with Your Group [Learn More](#)

Like Comment Share

Facebook Prospecting

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



North Lake Tahoe
Sponsored

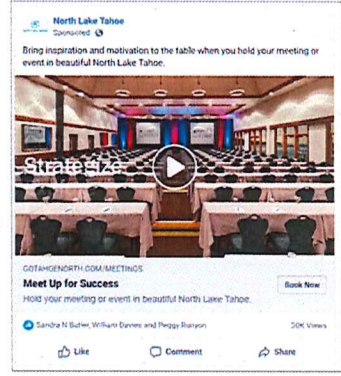
Go beyond the meeting room when you book your next conference or event in North Lake Tahoe.

Unique Meeting Venues [Learn More](#)

Like Comment Share

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 held your meeting or event in beautiful North Lake Tahoe.

Meet Up for Success [Book Now](#)

HOLD your meeting or event in beautiful North Lake Tahoe.

Sandra N Butler, William Davies and Peggy Blanton 20K Views

Like Comment Share

Facebook Video Prospecting

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

The background of the slide is a scenic photograph of a lake. In the foreground, there are several large, smooth, light-colored rocks. The water is a deep blue-green color, with some ripples and reflections. In the middle ground, a person is kayaking on the water, moving towards the left. The background is filled with lush green trees, likely evergreens, under a bright sky. The overall scene is peaceful and natural.

**Conference Sales Efforts
Looking towards 2019/2020**

CONFERENCE SALES: LOOKING FORWARD

- **Re-design the conference sales “incentive/sponsorship” program**
- **Create new communication process for tradeshow and events**
 - Reporting on each tradeshow and summary of events
 - ROI tracking
 - Standardize reporting practices and branding
- **DMO research**
- **Creating additional collateral materials:** Destination Video, one-page information sheets on transportation, group dining, group activities, etc.
- **Increase long-haul group/conference business**
- **Improve the Meeting & Events section on the website**
- **Improve Meetings media exposure and return media spend**
 - Increase creative assets, including meetings specific destination video
 - Create marketing partner opportunities
- **Host up to (4) consumer events annually**
- **Increase total bookings over FY 18/19 by 5%**
- **Increase room nights generated through leads over FY 18/19 by 5%**



The background image shows a serene lake scene. In the upper left, a person in a red kayak is visible on the water. The foreground is dominated by large, smooth, light-colored rocks. The right side of the image is framed by the dense, green foliage of evergreen trees. The water is a deep, clear blue, and the overall atmosphere is peaceful and natural.

Leisure Sales Efforts 2018/2019 Highlights

Leisure Sales 2018/2019 Highlights

- **Launched our third International Office with DCI in Canada**
- **Engaged in 27 International Marketing Campaigns**
 - **Examples Include: Expedia, HotelBeds, InTheSnow.com, Escapism, Ski Brazil/Ski USA, Ski.com, Ski Solutions, AAA, Dreamscapes Canada, CanUSA Germany, Virgin Holidays, Best Day Mexico, Gold Medal, etc.**
 - **Success Story: British Holidays/Airlines Campaign, UK: This marketing program featured North Lake Tahoe in the Telegraph Magazine (500K circulation) as well as Highlife Magazine, British Airways award winning in-flight magazine. This project was subsidized by Visit California, allowing smaller destinations to have access to such a large company.**
- **North Lake Tahoe hosted our 1st International Sales Event/Mission**
- **New Collatorial and sales kit created in 7 different languages**
- **Australia: 26% increase in hotel product across 16 tour operator retailers**
- **UK/Ireland: 28% increase in hotel product across 54 tour operator retailers**
- **As tracked by Visa Vue, our international spend has grown 11%**
- **Sales Missions & Tradeshow**
 - **13 trade shows attended, including (2) international missions to Canada and Mexico**
- **Familiarization Tours (FAMS)**
 - **FAMS: 24 Media FAMS and 14 Travel Trade FAMS with over 20 countries touched**



EXPEDIA MARKETING CAMPAIGNS

Successful Trade Campaigns, Expedia:

We ran (2) Expedia campaigns during fiscal year 18/19.

Fall Campaign, September 15, 2018 - December 15, 2018

This campaign featured (6) hotel partners and resulted in the following:

- *Return on Investment for participating hotels: \$35:\$1*
- *Return on Investment for the region: \$99:\$1*
- ○ *6.8 million impressions*
- *1000 room nights booked at the participating hotels*
- *2,544 room nights booked throughout the entire region*

Spring Campaign: March 15, 2019 - June 1, 2019

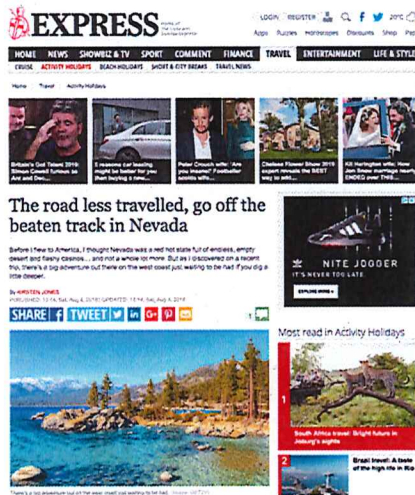
This campaign featured (6) hotel partners and resulted in the following:

- *Return on Investment for participating hotels: \$22:\$1*
- *Return on Investment for the region: \$151:\$1 (highest of any campaign)*
- *4.5 million impressions*
- *915 room nights booked for the participating hotels*
- *2,800 room nights booked throughout the entire region*
- *\$15,387,941 booked in revenue during the campaign alone*
- *Canada sales increased on select platforms (hotels.com) by up to 72.3%*
- *Visitation during this same time frame up 5%*



International Media Highlights

Express (UK)



[The road less travelled, go off the beaten track in Nevada](#)

Kristin Jones

Reach: 23,651,874

Quien (Mexico)



[El paraíso para los amantes del yoga celebra 10 años de existencia](#)

Pedro Aguilar

Reach: 26,527,292

Body and Soul (Australia)



[Mindfulness in the Mountains \(Print\)](#)

Jaymie Hooper

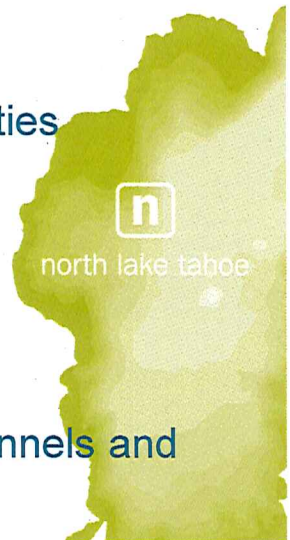
Reach: 1,383,879

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**Leisure Sales Efforts
Looking towards 2019/2020**

Leisure Sales: Looking Ahead

- **Launch fourth international office - Germany, Sept 1st**
 - Maximizing efforts in France (High Sierra) and UK, Australia, Canada
- **Re-branding leisure and trade itineraries**
- **Creating a quarterly trade newsletter to be sent to trade database**
 - Focus would be to provide travel trade data, updates, trends etc
- **Execute marketing campaigns in tier 1/tier 2 markets**
 - Additional support by supporting new flight patterns
- **Plan and execute MTS 2020**
- **Creating China Ready Guide for our local partners**
- **Hosting international trade and media FAMs: Focusing on only tier 1/tier 2 opportunities**
- **Creating materials in other languages**
- **Maximize and increase participation in IPW**
- **Develop tradeshow sales schedule for future years**
- **Destimetrics: Increase partner participation and the distribution of the data**
- **Increase US based product as well as international - continue to grow receptive channels and engage more in travel agent channels**



MARKETING



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A scenic photograph of a lake with a kayaker, rocks, and trees, overlaid with a semi-transparent white box containing text. The background shows a person in a kayak on a calm, blue-green lake. In the foreground, there are large, smooth rocks and the branches of evergreen trees. The text is centered within a white rectangular area.

Creative Campaigns & Paid Media
2018/2019 Highlights

Marketing Highlights - Creative

- **Established Seasonal Creative & Messaging Positioning**
 - Spring: Twice the Fun/Dual Days
 - Summer: Summer's Official Playground
 - Fall: Secret Season
 - Winter: Winter Wow
- **Incorporated SMARI Research into Creative Asset Imagery**
 - Designed Wider Variety of Seasonal Creative to Target Established Personas
- **Created Season Specific Landing Pages**
 - Directed all advertising to landing pages with season specific information and interactive information
- **Designed New "Topography" Creative Campaign for a 2019 Summer Launch**
- **Developed Destination Video to Showcase NLT as a Year-Round Destination**
 - Final editing currently taking place
- **Conducted Three Photo Shoots**
 - Fall General, Winter General & Spring Skiing

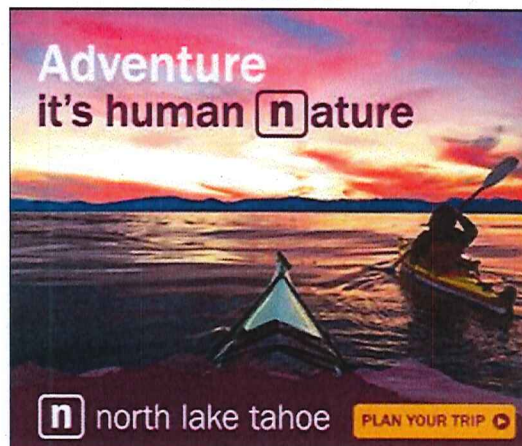


Creative Samples

Summer 2018



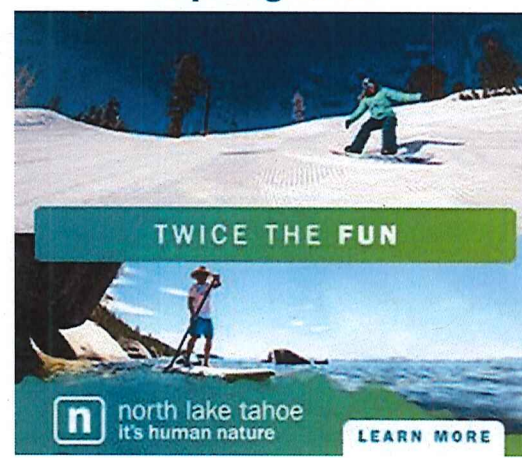
Fall 2018



Winter 2018/19



Spring 2019



Marketing Highlights - Paid Media

- **Generated Over 213M Total Media Impressions - *Increased 13.5% YOY***
- **Annual Website Visitation: 372,094 - *Increased 5% YOY***
- **Time On Site Conversions (115 Seconds+): 129,176 - *Increased 15% YOY***
- **Consumer Advertising (SMARI Results)**
 - Generated 32% Awareness in Target Markets
 - Reached 4.7M Households in Target Markets
 - NLTMC Spent \$0.16 to reach a household - Industry Norm is \$0.54
- **Eliminated Sacramento from Shoulder Season Messaging**
 - Reallocated resources to SoCal due to increased flights



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A scenic photograph of a lake with a kayaker, rocks, and trees, overlaid with a semi-transparent white box containing text. The background shows a person in a red kayak on a blue lake, with large rocks in the foreground and green trees on the right side. The text is centered in the white box.

**Creative Campaign & Paid Media
Looking Forward 2019/2020**

Looking Forward - Creative Campaign & Paid Media

- **Implementation of “Topography” Creative Campaign**
- **Reskin of Most Visited Pages on GTN.com**
- **Create Varied Versions of Destination Video**
 - **:30 and 1 minute - Sales Presentations & Commercial Usage (Spartan)**
- **Expand into Orange County and San Diego Markets**
- **Narrow HHI for Older & Younger Audiences to Better Message Targets**
- **Target Younger Audiences through New Social Channels (Reddit)**
- **Target Older, More Affluent Audiences through Direct Publications (Snow Mag.)**
- **Utilize Video Messaging that Builds a Story to Increase Frequency and Create Excitement/Interest in NLT (Sequential Messaging)**
- **Identify Visitors to NLT Competitive Set Destination and Serve Ads to Ensure NLT is Top of Mind**

Looking Forward - Creative Samples



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Social Media, Blog & Content
2018/2019 Highlights

Marketing Highlights - Social Media, Blog & Content

- **Tahoe Treasures Content Campaign**
 - 14 Treasures Created - 4 Fall, 4 Spring, 3 Winter (In-Market Focus), 3 Summer (In-Market Focus)
 - Contributed to 25,728 Blog Views - 17% Increase YOY
- **User Generated Content Continued to Perform Significantly Better than Owned Content**
- **Social Media Fan Acquisitions**
 - Facebook Increased 75% | Instagram Increased 21% | Twitter Increased 4%
- **Focused on Driving Social Media Engagement**
 - Contests - Room with a View, WWG Giveaway, 12 Days of Christmas
 - UGC, Regional Influencer Takeovers
 - Instagram Engagements Increased 7.2%
- **Transitioned Past “Newsworthy, Time-Sensitive” Blogs to Evergreen Content**
- **Optimized Blog Posts to Align with SEO Trends**
 - Top Performing Blog Post: 52 Weeks in North Lake Tahoe
 - Users spent 620% more time engaging/reading this page than all others on site



A scenic photograph of a lake with a kayaker, rocks, and trees, overlaid with a semi-transparent white box containing text. The background shows a calm lake with a person in a kayak on the left, large rocks in the foreground, and green trees on the right. The text is centered in the white box.

**Social Media, Blog & Content
Looking Forward 2019/2020**

Marketing Highlights - Social Media, Blog & Content

- **Continue SEO Keyword Focus within Blog Content**
- **Segmentation of Newsletter Database Based on Zip Code**
 - Allows for micro messaging to target the appropriate fanbase
- **Stronger Focus on Pinterest Social Media Channel**
- **Focus on Enriching Current Content Campaigns**
- **Small Scale Content Creation**
 - North Lake Tahoe Alpine Challenge (Spartan Training Guide - Evergreen Piece)
 - Off the Mat Wellness Series
- **Increase in Partnerships for Social Media Channel Takeovers**
 - Flight Market Influencers
 - Highlight Regional Partners



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**Event Sponsorships
2018/2019 Highlights**

Marketing Highlights - Event Sponsorships

- **23 Sponsored Events**
 - 18 Took Place in 18.19 FY
- **18 Events Attracted 53,000+ Visitors to the Region**
 - Majority of attendance numbers solely participant/ticketed guests, does not reflect the larger impact due to friends and family in attendance
- **Leveraged Sponsorships to Extend Reach of Destination Marketing**
 - 2018 Spartan World Championship
 - 420K Unique Event Page Views
 - 1M+ Digital Advertising Impressions, 19.9M Social Advertising Impressions
 - Live Stream - 19.2M Impressions, 12.7M Page Views, Two 1-Hour Shows on ESPN
 - 2018 Wanderlust Yoga Festival
 - NLT Wellness Curated Messages Delivered to Wanderlust Audience in San Diego, Dallas and LA via Social Media Posts
- **Creation & Implementation of Event Producer Toolkit**



A scenic view of a lake with a kayaker, rocks, and trees. The water is a deep blue-green color. In the foreground, there are several large, smooth, light-colored rocks. On the right side, there are green evergreen trees. In the middle ground, a person is kayaking on the water. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

Event Sponsorships
Looking Forward 2019/2020

Looking Forward - Event Sponsorships

- **Major Events**
 - 2019 Enduro World Series - *August*
 - 2019 Spartan World Championships - *September*
 - 2020 Mountain Travel Symposium - *March/April*
- **Leverage Event Sponsorship Benefits for Presence in Flight Markets**
- **Implementation of Strategic Media Receptions with Sponsored Events**
- **Partnership Funding Program for 2020 Regional Events**



PUBLIC RELATIONS



north lake tahoe





**Public Relations
2018/2019 Highlights**

Public Relations Highlights

- **Media Market Focus: Southern California, New York City, Non-Stop Flight Markets**
- **26 Domestic FAMs**
 - Generated 99 Placements
 - Increased ROI over previous years
- **Media Mission: Southern California Desksides**
- **854 Placements**
 - SoCal Market up 3% from FY 17/18
 - Newswire implementation helped to triple overall number of placements from FY 17/18



Public Relations 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

By Anne Kelly | Feb 26, 2019 | 10:00 AM

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



Anne Kelly

Travel and Lifestyle Writer, Real Estate.com, The Huffington Post



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 scattered 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

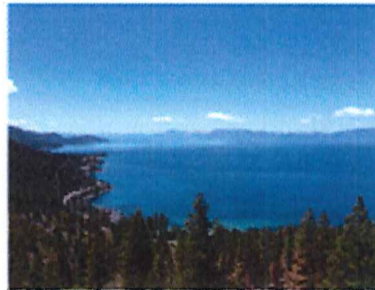


Delia Williams

Contributor

Forbes Travel Guide

Forbes Travel Guide

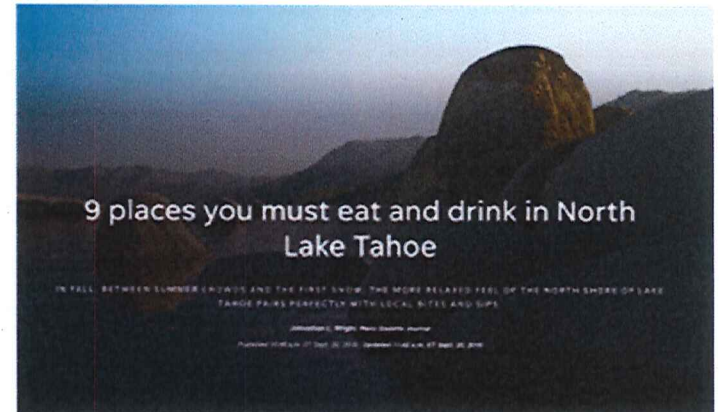


Lake Tahoe and Reno have heard all of your back-handed jokes about how the two cities are nothing more than Las Vegas' far less glamorous cousin. And sure, the two stops separated by about an hour do gambling, Irish stage shows and steak dinners on a smaller scale. But these destinations are so much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



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Public Relations
Looking Forward 2019/2020

Looking Ahead: 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 non-stop 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.

Looking Ahead: Public Relations Implementation

- **Media Market Focus**
 - Primary: Southern California, New York (tri-state area), Texas (Houston, Dallas, Austin)
 - Secondary/Opportunistic: Portland/Seattle, Chicago, Phoenix
 - Situational (shoulder season outreach, events, crisis): Drive Market
- **Domestic FAMs (11 Media; 4 Influencer)**
 - Fall - USA Today
 - Fall - Modern Luxury Houston
 - Fall - Johnie Gall, Influencer
- **Desksides:**
 - September 2019: Sacramento (in conjunction with TV interview)
 - January 2020: NYC (participating in the TravMedia IMM with Visit California)
 - March 2020: Texas (Houston, Dallas, Austin)



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Looking Ahead: Public Relations Implementation

Content

- Updated Press Room on GoTahoeNorth.com
- Itineraries: Wellness, Family, Arts & Culture, Luxury, Food & Libations, Outdoor Adventure, Seasonal
- Seasonal Press Releases - What's New Information (partner content submissions)
- Seasonal Talking Points
- Visit CA Submissions (monthly)

Events

- Continuing to highlight marquee events in North Lake Tahoe and driving media attendees around the region (ex: Enduro World Series Media Reception)

