

September Departmental Reports

Explore
Awaken
Celebrate
Relax
Experience

it's human  ature





Conference Sales Department
August 2019

NEW MEETINGS & RFPs DISTRIBUTED:

1. Society of Teachers of Family Medicine – August 2021. 129 room nights: 46 people
2. California Counties Foundation – March/April 2020. 75 room nights: 45 people
3. Uber Eats Executive Offsite – October 2019. 41 room nights: 20 people
4. HPN 2021 Reward Incentive – September 2021. 200 room nights: 100 people
5. McKesson 2020 Drive Trip – July 2020. 259 room nights for 157 people
6. British Petroleum – March 2020; 550 room nights: 125 people
7. 2020 Westway President's Council – July 2020; 101 room night; 47 people
8. San Francisco Trial Lawyers 2020 Adventure CLE Conference – May 2020; 60 room night; 20 people
9. Computrition – Foodservice Software Solutions 40th Anniversary Event – March 2021; 230 room nights; 150 people.
10. Statefarm Auto Insurance – 2019 Fall Planning- November 2019; 70 room nights; 60 people
11. MoreEvents – Tahoe Corporate Meeting – November 2019; 181 room nights; 300 people
12. 10X Genomics Q4 Leadership Meeting; October 2019; 176 room nights; 45 people
13. 10X Genomics Q4 Leadership Meeting; October 2020; 176 room nights; 45 people
14. Netmotion Software SKO 2019; January 2020; 222room nights; 60 people
15. Anthroscopy Association of North America – July 2021 BOD Meeting; 96 room nights; 40 people
16. Dairy Farmers of America- Environmental Health & Safety Conference; August 2020; 300 room nights; 100 people
17. Nevada Optometric Association Annual Meeting; March 2020; 50 room nights; 35 people
18. OmniSci Company Kick Off; February 2020; 450 room nights; 150 people
19. State Farm - 2021 NCMA SVP Club; August 2020; 653 room nights; 400 people
20. Weintraub Tobin Law Firm Retreat; September 2020; 114 room nights; 70 people
21. HPN Global Conference November 2020; 178 room night; 100 people

DEFINATE BOOKINGS:

1. Thermo Fisher Scientific – Offsite, August 26-28, 2019; \$7,648 in room revenue, 30 room nights and 10 people at the Ritz Carlton
2. AutoDesk TS AEC Planning, September 30-October 3, 2019; \$7,648 in room revenue; 38 room nights and 11 people at the Ritz-Carlton
3. Partsmaster – 2020 Incentive, June 24-28, 2020; \$60,697 in room revenue; 205 room nights and 100 people at the Hyatt Lake Tahoe
4. California Association of Code Enforcement Officers, October 19-22, 2020; \$116,768 in room revenue, 690 room nights and 300 people at Resort at Squaw Creek

5. American Wood Protection Association – Annual Meeting, April 23-May 1, 2020; \$107,166, 760 room nights and 300 people

TRADESHOWS & SALES CALLS CONDUCTED:

- Attended:
 - Connect Market Place in Louisville KY, August 26-29, 2019. Staff had over 70 appointments with Corporate and Association Meeting Planners
 - ASAE – Columbus – Aug 10-13, 2019 – Also attended the Reno/Tahoe Reception on Sunday night.
 - M&I Tradeshow – Schaumburg, IL - Aug 14, 2019
- Upcoming:
 - HPN Annual Partner Conference – October
 - Connect Tech & Medical – October

CHICAGO CONTRACT UPDATE:

- Attended the BMO Financial Bank Lunch & Learn Event
- Conducted (33) client meetings
- Holiday Gift Giveaway – purchased
- Upcoming:
 - Destination Celebration Show – September
 - PCMA Educational event – September
 - National Safety Council Presentation – September
 - AMC Presentation – September

MCC MARKETING & PR UPDATES:

- Creative approved for LinkedIn and Facebook Targeted Ad's
- New MCC site for advertising tracking is complete - <https://www.gotahoenorth.com/meet-in-tahoe/>
- New Partnership Print Opportunities have been identified:
 - Smart Meetings
 - Meetings Today

PROJECT WORK:

- Completed re-design of the Come See, Fly Free flyer
- Sponsorship/Incentive Travel for CVB research is underway
- Next Conference Sales Advisory Committee: September 11th at Granlibakken Tahoe
- Tourism Cares Conference – sourcing additional lodging
- HelmsBriscoe updates and contracting for 19/20 is complete
- Partnership Opportunities:
 - Carrie Underwood Chicago Event – 3 partners signed up
 - CALSAE Seasonal Spectacular – 2 partners signed up
 - All Things Meetings, Silicon Valley – 1 partner signed up



Leisure Departmental Report
August 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 Counsellors, UK Campaign
 - Online Training Program
 - Promotion of destination video & NLT brand
 - ½ page in the Destination Guide
 - Targeted email to over 20K agents
 - Packages listed on website
- Bonotel & SportVac Vacations – brochure produced by Augustine and submitted

TRAVEL TRADE SALES CALLS & MEETINGS:

- Meeting and site visits conducted with Expedia
- Site visits being planned for Audley Travel, UK – September
- 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:

- Future FAMS:
 - Air Canada FAM – October
 - DCI Immersion Trip – 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:
 - Agents Trained: 3
 - (3) Key Meetings: Canadian Automobile Association, Flight Network OTA, Senior Discover Tours
 - Event Highlights: Attended the GLOBUS Trade Luncheon on behalf of North Lake Tahoe
- UK/Ireland Update:
 - Trainings conducted with American Sky & Flight Centre:
 - Total agents trained: 56
 - (2) Key Meetings Conducted: Bon Voyage and travel Counsellors
- Australia October Update:
 - 160 Agents Trained
 - (6) Key Meetings Conducted: TravelZoo, Hawaiian Airlines, United Airlines, Nova Entertainment, Travel You and American Express
 - Highlight: iTravel Webinar
 - PR placement: Man of Style on the Ale Trail
- NEW: German/Australia/Switzerland – representation launching on September 1st. Contract has been approved by the marketing co-operative and signed.
 - Launch call, presentation planning and strategic planning underway

PROJECTS:

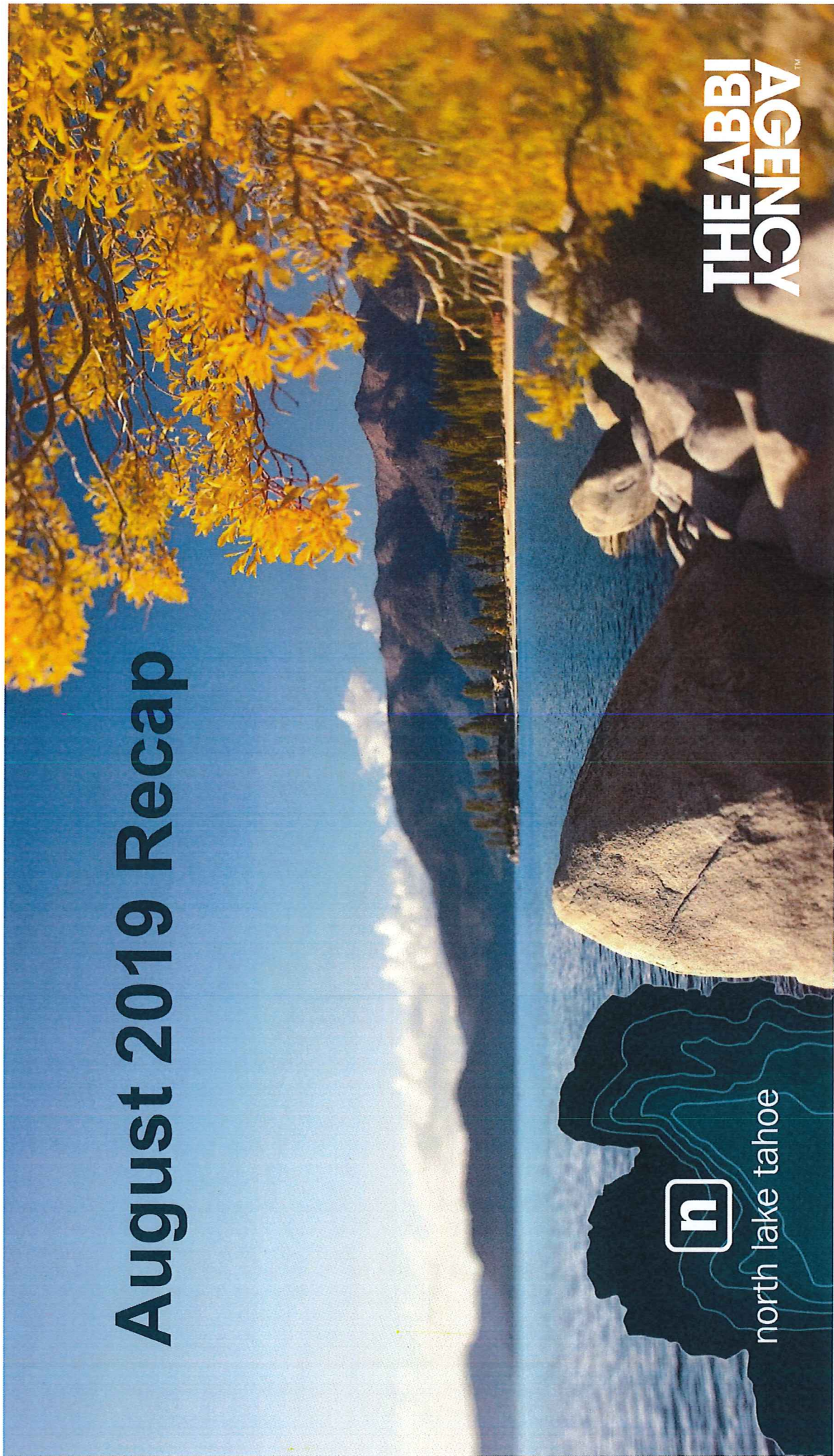
- Tourism Cares Conference:
 - Booked this industry conference for May 2020 with Squaw Valley
 - Logo is created, images provided and planning is underway
- China Ready Document:
 - Rough draft complete, edits underway
 - Next step – rebranding
- MTS 2020
 - Hosted site visits August 19-21st
 - Sponsorship requests went out
 - Planning for Group FAM, Trade FAM and event are underway

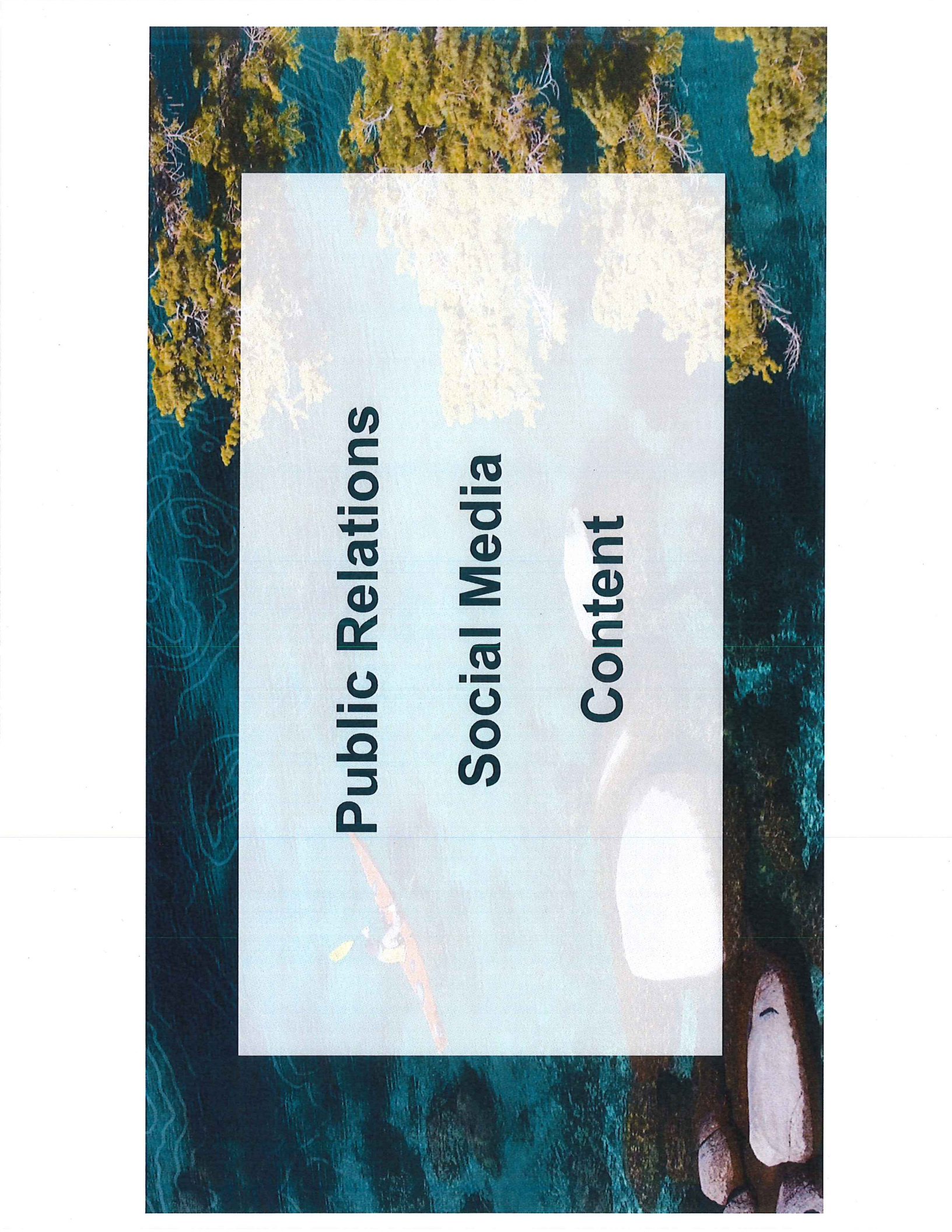
August 2019 Recap



north lake tahoe

THE ABBBI
AGENCY
LONEREA™



A scenic view of a river with a person kayaking, overlaid with a semi-transparent white box containing text. The background shows a person in a yellow kayak on a river, with a large white rock in the foreground and dense green trees on the banks. The text is centered within the white box.

Public Relations Social Media Content

Objectives & KPIs

Public Relations

- Flight markets: Increase number of earned media impressions in target flight markets of Southern California, New York and Houston/Dallas
- SEO Impact: Increase number of earned media placements in publications with a higher domain rank authority than gotahoenorth.com
- Shoulder Season Messaging: Increase earned media coverage in fall and spring.
- Emerging markets: Obtain at least one media placement in publication that is targeted to emerging markets identified in the Tourism Development Plan
- Media Missions: host desk-side meetings in 2 target flight markets per year

- Media Fams:

- Host at least two media FAMs per year from new markets.
- Host 11 domestic, 16 international (8 full, 8 mini) and 4 influencer FAMs from target markets/publications
- Press releases: issue 4 quarterly "what's new" releases, and up to 4 local releases

Social Media

- Increase followers
 - ... from Bay Area by 5 percent
 - ... from So Cal by 5 percent
- Increase followers in target flight markets (NYC, SoCal, Houston / Dallas)
- Host 4 influencer fams from flight markets
- Lives - Conduct 4 FB or IG lives
- Giveaways - Conduct 4 giveaways (2 big, 2 small-scale)

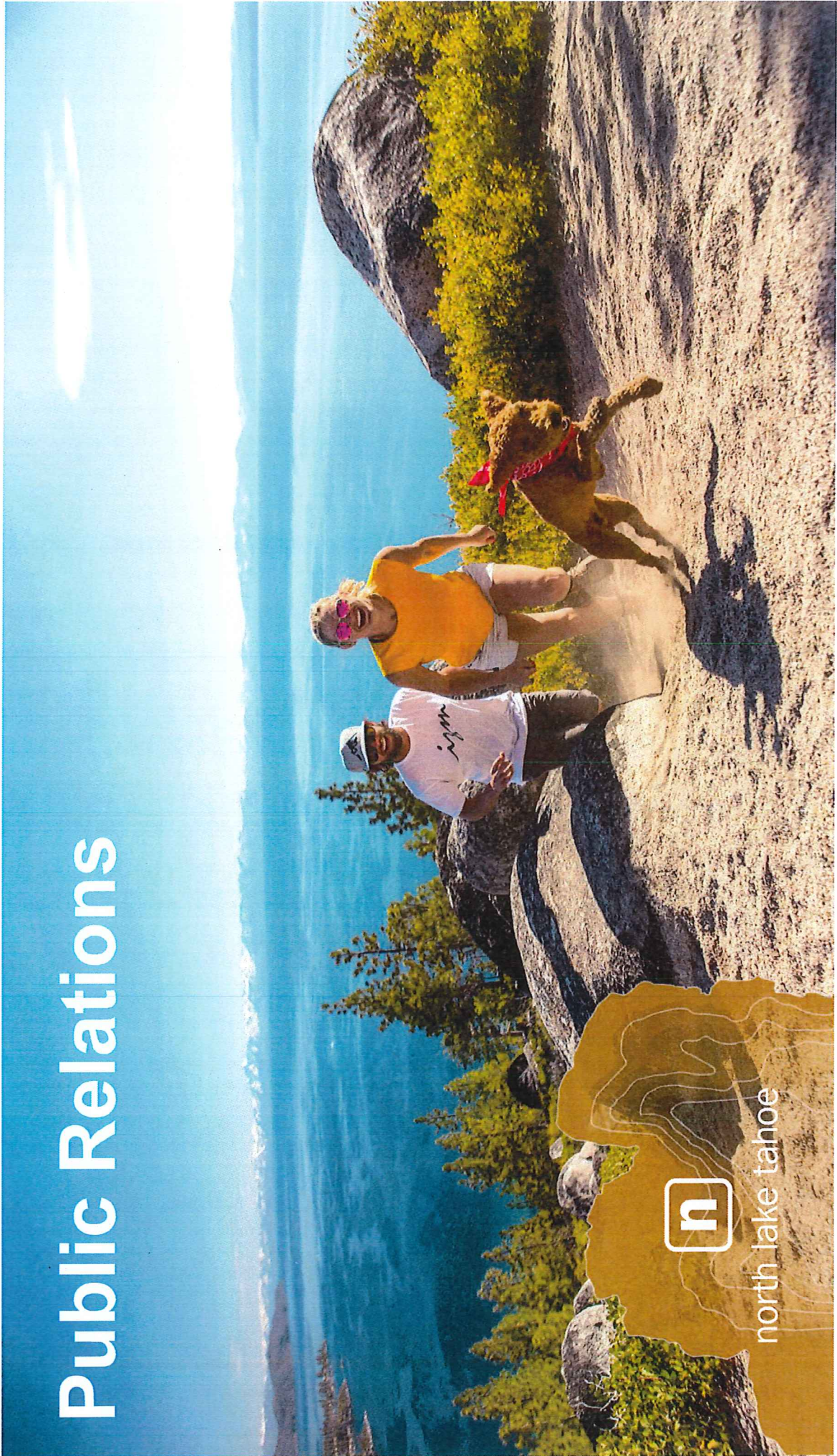
Content

- Blog: Create two content articles per month
 - increase blog UVM
- Newsletter: Create 1 newsletter per month
 - Increase open rate, click through rate

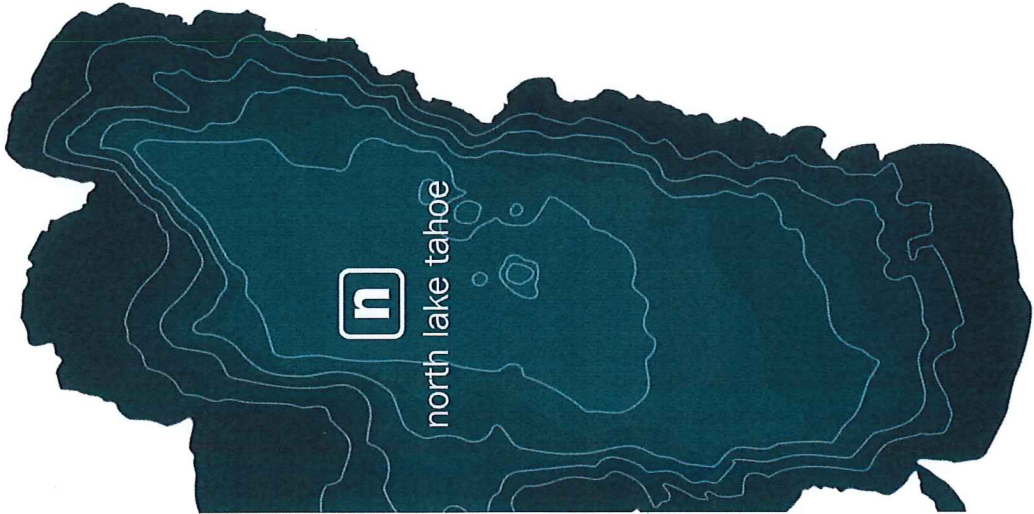


north lake tahoe

Public Relations

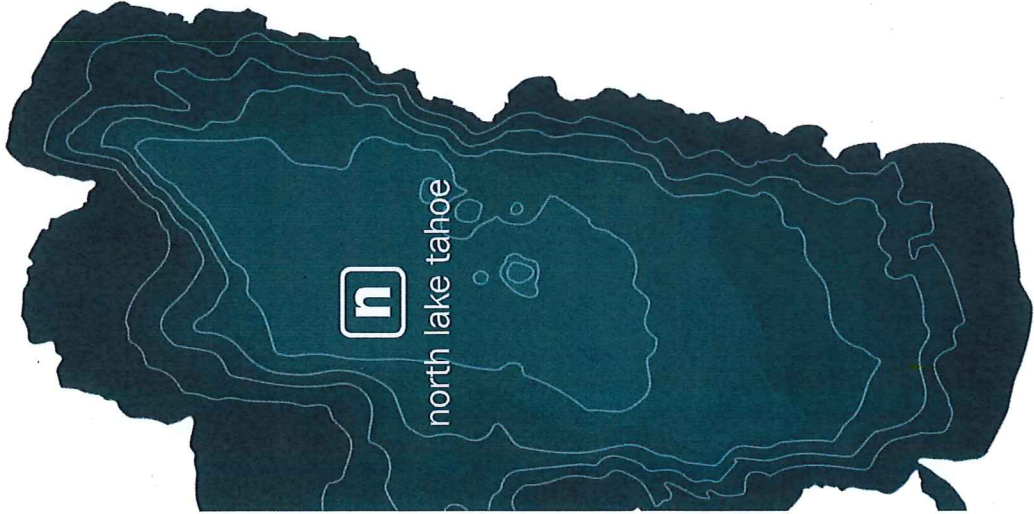


north lake tahoe



PR STRATEGY

- 1. Search-driven PR:** The Abbi Agency aims to earn placements in publications with a higher domain rank authority than gotahoenorth. By securing valuable backlinks to gotahoenorth.com, it increases searchability. We will utilize a “champagne media list” to track against the top 50-100 target publications for North Lake Tahoe.
- 2. Shoulder season visitation:** The Abbi Agency will push shoulder season messaging (i.e. high-altitude training, scenic hikes, food & beverage, wellness and dual-sport days) to increase visitation in spring and fall. We will leverage the “Tahoe Treasures” campaign to bring awareness around alluring “secrets,” and supplement coverage with 4 hosted FAMS per season. We will utilize a quarterly press release to showcase the holistic lifestyle, events and news, year-round.
- 3. Midweek Travel + Extended Stays:** The Abbi Agency will leverage direct flight markets, including Southern California, New York and Houston/Dallas to increase length of stay and national brand awareness.
- 4. SMARI insights:** The Abbi Agency will increase messaging around destination drivers, including leisure hiking, dining, scenery and value. The Agency will reserve “extreme messages” like ski/ride for niche audiences only.



PR SNAPSHOT

PITCH ANGLES: Autumn Food & Wine Festival + Experiential Dining, Spartan + High Altitude Training, Winter Preview + Sustainable Skiing, Mountain Meetings

PRESS RELEASES: The 2019 "What's New Fall" Release is in the final stages of revision.

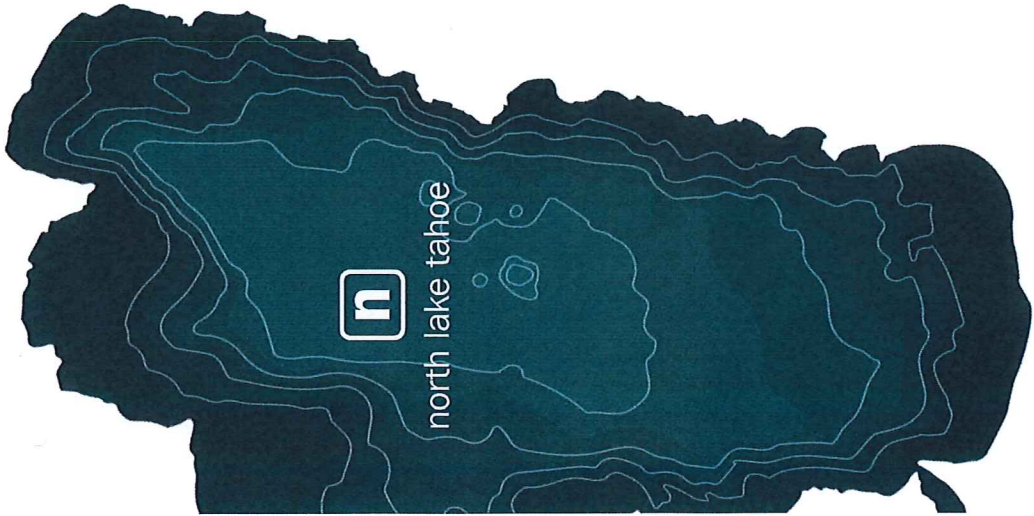
MEDIA CONVERSATIONS (highlights)

- **Local/Regional:** Sierra Sun, Tahoe Daily Tribune, KKOH, KTVN, Fox 11 Reno, Fox 40 Sacramento, Nevada News Network, Sierra Nevada Media, NBC Bay Area, Roseville Today
- **National/Industry (flight markets):** 5280.com, Matador Network, Better Homes and Gardens, Lonely Planet, Travel Pulse, Modern Luxury Dallas
- **International:** Black Diamond Newsletter - UK
- **M&C:** Meetings Today

DESKSIDES / 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.

FAM COORDINATION:

Jared Ranahan (USA Today, 10Best): September 18-22, 2019
Robin Sussman (Modern Luxury Houston): September 19-22, 2019
Johnie Gall (Influencer, @dirbagdarling): September 24-26, 2019; Sustainable message, dog-friendly.
Angela Ligouri + Matthew Massa (Canadian Influencers): October 1-3, 2019
Juan Pablo Montes Edgar & Arturo Mateos Ortega (Food & Travel Mexico): September 23-24, 2019



PR Results

PLACEMENTS: 18

TOTAL IMPRESSIONS: 16,804,648

DOMAIN RANK AUTHORITY (NLT): 55

PUBLICATION HIGHLIGHTS: Nat Geo Traveller India, The Mercury News, NBC Bay Area, NBC Los Angeles, Orange County Register, Moonshine Ink, Roseville Today

KEY INSIGHTS: The Mercury News - Via Ferrata; NBC Bay Area - Autumn Food & Wine Festival; NBC Los Angeles - Autumn Food & Wine Festival; Orange County Register - narrative piece about visit to Tahoe

COVERAGE BOOK: <https://coveragebook.com/b/d/55444ae>

Placement Highlights

Nat Geo Traveller India Ski Like a Girl in Tahoe (print and online)

- Reach: 175,218
- Ad Value: \$1,620.77
- Domain Rank: 55
- Social Shares: 21

DESTINATIONS TRIP IDEAS ITINERARIES TRAVEL TIPS PHOTOS AND MORE

Ski Like a Girl in Tahoe
 A beginner takes on the talcum-white slopes of Lake Tahoe and learns to take things in her stride.



It takes a little more than just a pair of skis to enjoy the region's slopes at Lake Tahoe's Heavenly Ski Resort. For the effort a month of winter fun, you'll need to be prepared for the weather, the terrain, and the altitude. But the rewards are worth it.

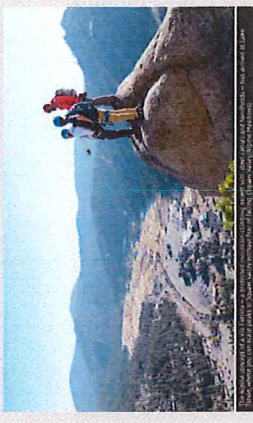
On a bright, sunny day, a beginner skier in a red jacket and black pants is learning the basics of skiing on a snowy slope. She is being instructed by a professional ski instructor in a blue jacket. The instructor is demonstrating the proper technique for turning, and the beginner is following along. The background shows a beautiful view of Lake Tahoe and the surrounding mountains.

The Mercury News Tahoe Adventures: Squaw's Via Ferrata Takes to the Peaks

- Reach: 8,967,723
- Ad Value: \$82,951.44
- Domain Rank: 92
- Social Shares: 9

NEWS | LOCAL | BUSINESS | SPORTS | ENTERTAINMENT | OPINIONS | LIFESTYLE

Tahoe adventures: Squaw's Via Ferrata takes to the peaks



SQUAW VALLEY — We were under a gloomy, overcast sky when we set out for our mountain climb for the day. The weather was not ideal, but the view of the valley below was worth the effort.

The climb was challenging, but the sense of accomplishment was great. We reached the top of the peak and enjoyed the view of the valley below. The weather was not ideal, but the view was worth the effort.

NBC Los Angeles This Tahoe Food Fest Has Fall-Starting Magic

- Reach: 2,211,276
- Ad Value: \$20,454.30
- Domain Rank: 81
- Social Shares: 0

HOME NEWS FROM QUAKER ENTERTAINMENT

This Tahoe Food Fest Has Fall-Starting Magic



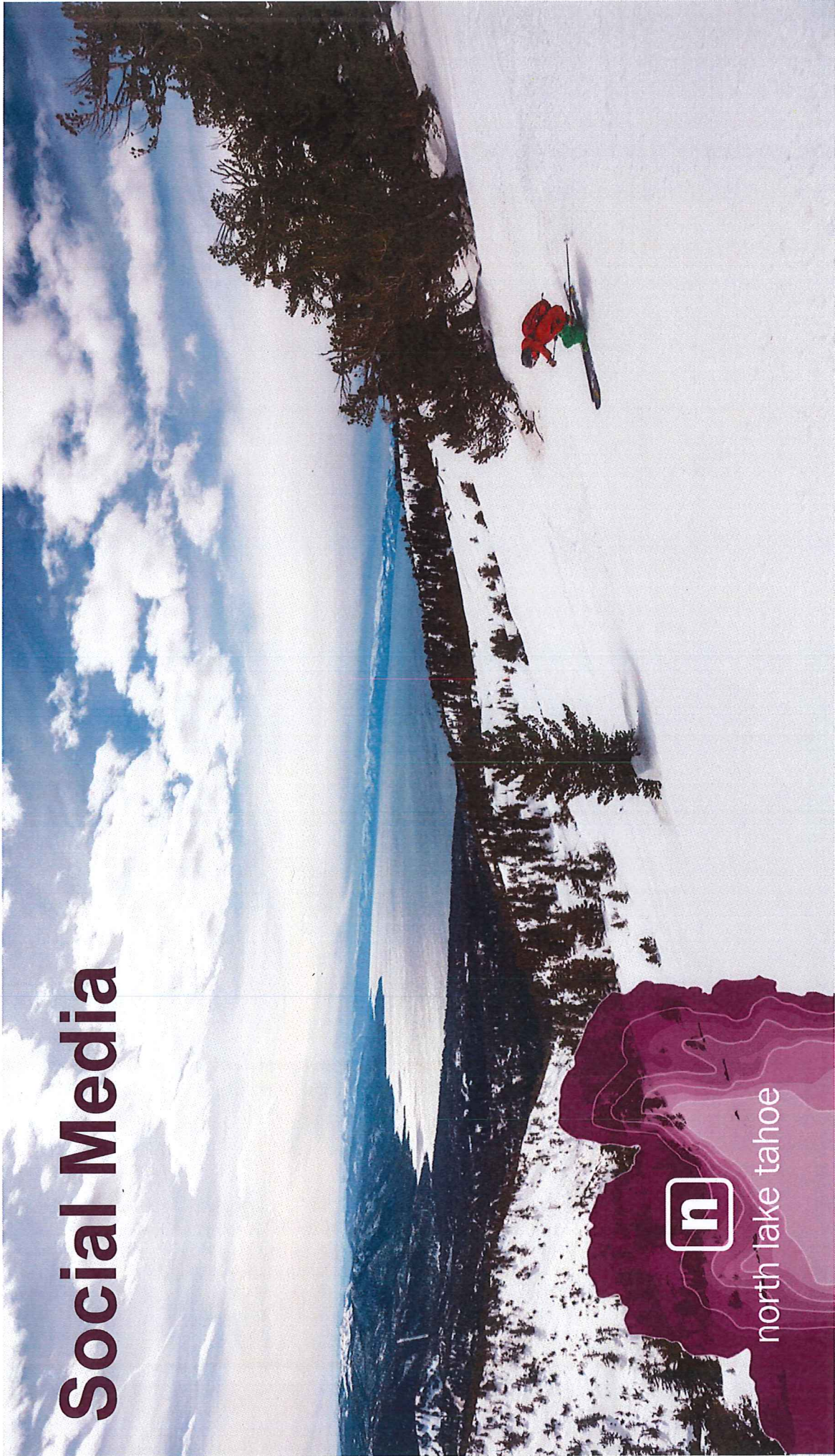
The Autumn Food & Wine Festival in North Lake Tahoe is the perfect spot to shake away the end of summer. It's a celebration of the season's bounty, with local vendors and chefs showcasing their best work.

The festival is a great way to enjoy the outdoors and support local businesses. It's a perfect way to start the fall season.

WHAT DO YOU THINK?
 Would you say that people in your area are more likely to attend fall festivals?

Yes, definitely
 Somewhat
 No, not at all

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 0.6% from the previous month, with Instagram seeing the highest growth with a 1.5% increase. While overall engagements are down, Instagram engagements have increased 7.1%.



Growth + Campaigns

July growth:

- Facebook: 227 new followers
- Instagram: 1,015 new followers
- Twitter: 41 new followers

Total Impressions: 5,778,785

Total Engagements: 121,334

Campaigns:

Treasures of Tahoe: Squaw Mountain, Star Tours, & Donner Summit

- Launch Dates: August 2, 26, 30
- Impressions: 159,368
- Engagements: 3,879

NLT Alpine Challenge

- Impressions: 71,292
- Engagements: 2,147

Top Posts by Engagement

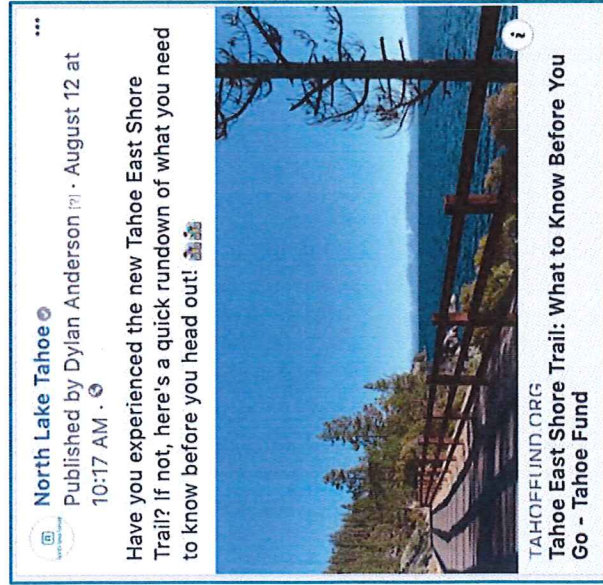
#1 Facebook Post: Tahoe East Shore Trail Link - 243 likes, 33 comments, 80 shares, 27k impressions

#1 Instagram Post: Secret Harbor UGC - 5.3k likes, 43 comments, 192 saves, 76.1k impressions

#1 Twitter Post: Night time UGC - 60 likes, 11 retweets, 2.7k impressions

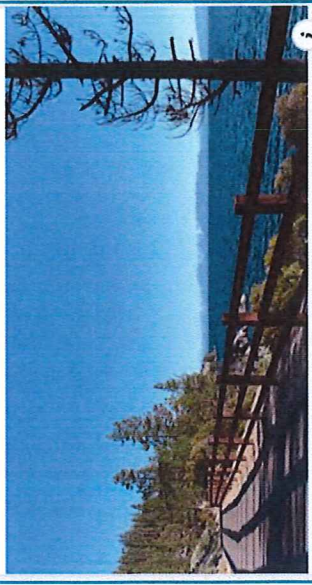
KEY TAKEAWAY

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.



North Lake Tahoe
Published by Dylan Anderson 171 · August 12 at 10:17 AM · 🌐

Have you experienced the new Tahoe East Shore Trail? If not, here's a quick rundown of what you need to know before you head out! 📍



TAHOEFFUND.ORG
Tahoe East Shore Trail: What to Know Before You Go - Tahoe Fund



tahoenorth
North Lake Tahoe

tahoenorth We interrupt your weekend for a brief moment of clarity. Photo by @gabriella_viola

2w
gabriella_viola Thank so much for the feature @tahoenorth

2w Reply
tahoenorth #tahome #keepsahoeblue #tahoesnaps #tahoenorth #laketahoe #exploremore #stayandwander #staywild #optoutside #wanderlust

Liked by tahoeographer and 5,357 others
AUGUST 24
Add a comment...



North Lake Tahoe
@TahoeNorth

Even in the dark, Lake Tahoe's beauty shines through. Photo by @beeveephoto

Treasures of Tahoe

North Lake Tahoe launched the remaining three Treasures of Tahoe videos and blogs during the month of August.

- **Treasure #13: Squaw Valley Mountain Adventures**

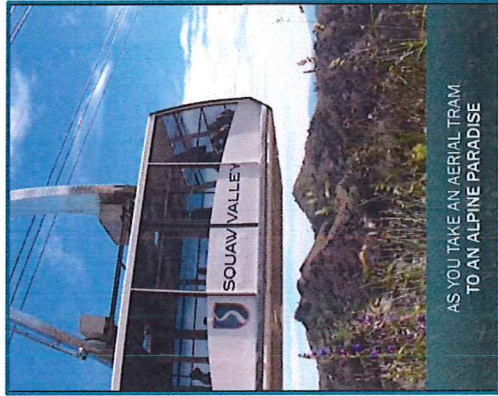
- Impressions: 62.7k
- Engagements: 1,448
- Views: 24.1k

- **Treasure #14: Tahoe Star Tours**

- Impressions: 60.5k
- Engagements: 985
- Views: 16.1k

- **Treasure #15: Donner Summit Day Hikes**

- Impressions: 36k
- Engagements: 1,446
- Views: 14k



AS YOU TAKE AN AERIAL TRAM TO AN ALPINE PARADISE

DONNER SUMMIT DAY HIKES

TREASURES OF TAHOE

Fall has never been more beautiful than when you're exploring North Lake Tahoe's mountainside. Get the most out of fall foliage, Tahoe history, and scenic views with day hikes around Donner Summit!

Insider Tips

- Dogs are welcome on the Mount Judah Loop as well as the Pacific Crest Trail, as long as they are kept on a leash. Please be sure to check all signs and trails to make sure that your pup can tag along, too!
- The weather can change quickly, so make sure you have extra layers and water on hand when necessary, not only to avoid ending up like the ill-fated party, but to properly enjoy your surroundings without tingling too too quickly.

Fun Facts

- The Sunday Walking Tour portion of the Donner Party Hikes begins at the Alder Creek site that is believed to be the site of the Donner family cabin.
- The 1,659-foot Donner Tower was the first railroad tower built in California. The tower's name was scrapped in August 1867, and the first train passed through it on June 18th, 1868.
- The last train passed through it in 1993 when the route was changed to a new location.

If You Like This, You'll Love:

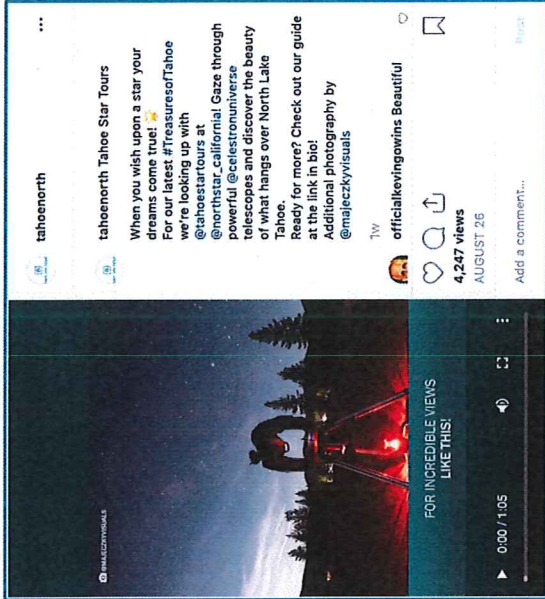
- Castle Peak, 3.5 miles, +1,850 feet elevation gain
- Mount Lincoln, 3.5 miles, +1,200 feet elevation gain
- Donner Peak Trail, 3.8 miles, +882 foot elevation gain

What is it?

- Take a step back in time and learn more about the tragic history of the Donner Party. [The Donner Party Hikes](#) are a two-day package experience, September 1-15.
- The [Sundays Hikes](#) take guests to interpretive trails and offer detailed historical information about the Donner Party, as well as emigrant and area history.
- The [Sundays Historical Walking Tour](#) explores the fascinating history of the Donner Party. The tour begins at the Donner Camp Pictic Area, followed by an interpretive walk which includes tales of the grueling travels and misadventures of the Donner Party. The tour concludes with a walk made along the way. Participants then take to the Donner Memorial State Park to view the Murphy Cabin Site and Pioneer Monument.
- For more hikes around Donner Summit bursting with area history and scenic beauty:
 - [Hike a portion of the iconic Pacific Crest Trail](#)
 - [Hike Donner Summit to Squaw Valley](#), allowing you to experience part of one of the most famous trails in the world.
 - [Hike the Sierra Nevada for yourself!](#) Climb to at least 15 miles, this stretch makes for the perfect fall day outing for the true outdoor explorer.
- One of the most unique hikes in North Lake Tahoe, the [Donner Summit to Donner Lake](#) takes you through an abandoned 19th Century railroad tunnel. Discover ancient petroglyphs, centuries-old artifacts, and a view of the Donner Lake and the Donner Summit Bridge and Donner Lake!

Find more at GoTahoe.com/resources

north lake tahoe

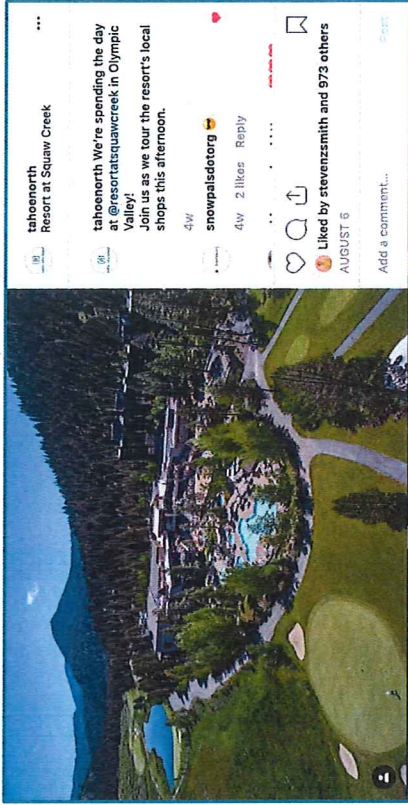


Takeovers!

Resort at Squaw Creek

To promote summer shopping in North Lake Tahoe, the Resort at Squaw Creek took over our Instagram account on August 6 to showcase the boutique shopping and local crafts at the resort through two in-feed posts and Instagram stories.

- Post Impressions: 38.6k
- Post Engagements: 1,749
- # of Stories: 23
- Story Impressions: 75.2k



Deux Omies

To help promote new local business, as well as unique lakefront experiences for the summer and fall, Deux Omies in Kings Beach took over our Instagram account to highlight their yoga and SUP classes through an in-feed post and Instagram stories.

- Post Impressions: 22k
- Post Engagements: 672
- # of Stories: 9
- Story Impressions: 36.3k



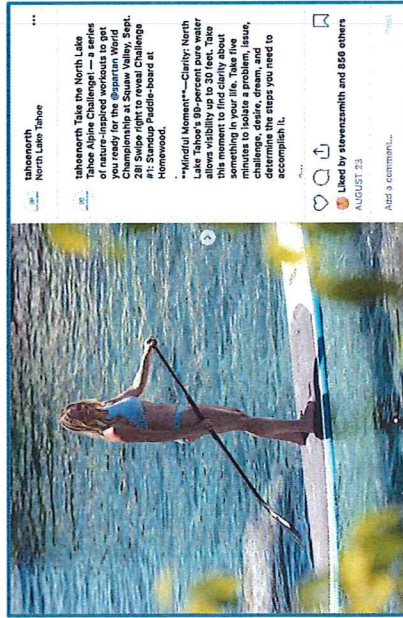
NLT Alpine Challenge

To promote the upcoming Spartan Race, North Lake Tahoe created an owned workout plan to engage the audience to partake in health and fitness, inspired by the Spartan athletes, while seeing the best of North Lake Tahoe. A blog post accompanied social graphics. The campaign began in August and will continue on into September.

Impressions: 71.2k

Engagements: 2,147

Reach: 43.1k



North Lake Tahoe
Published by Sprout Social™ · August 27 at 12:00 PM

Ready for leg day? Swipe right to reveal North Lake Tahoe's Alpine Challenge #2: Bike the Flume Trail, or follow the link to see all 5 challenges at <http://bit.ly/NLTAAlpineChallenge>

One of the most beautiful bike rides in North Lake Tahoe, the Flume Trail begins at a thrilling 8,740 foot elevation—a great way to build stamina and lower body strength before the Spartan World Championship at Squaw Valley Alpine Meadows, Sept. 28!

****Mindful Moment**—Freedom: Feel the invigorating rush of the alpine air as you speed down the trail. The adrenaline coupled with views of three alpine lakes will have you feeling free and fully alive. Take this opportunity to fully embrace the freedom of the present moment.**

North Lake Tahoe Alpine Challenge

Challenge 2: Biking the Flume Trail (high impact option)

Location: Flume Trail
Distance: 14 miles
Time: 3-5 hours
Calories Burned: 1200
Muscles Activated: Calves, thighs, glutes, shoulders, arms

TRAIN LIKE A SPARTAN WITH THE NORTH LAKE TAHOE ALPINE CHALLENGE

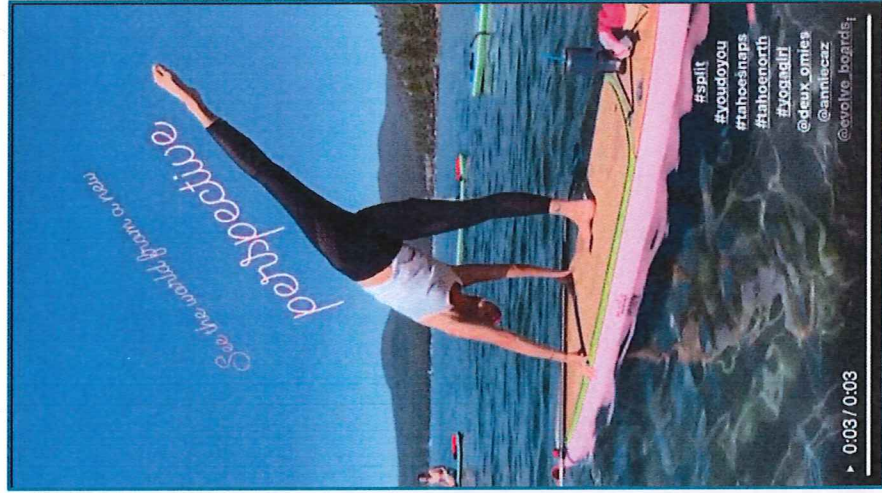
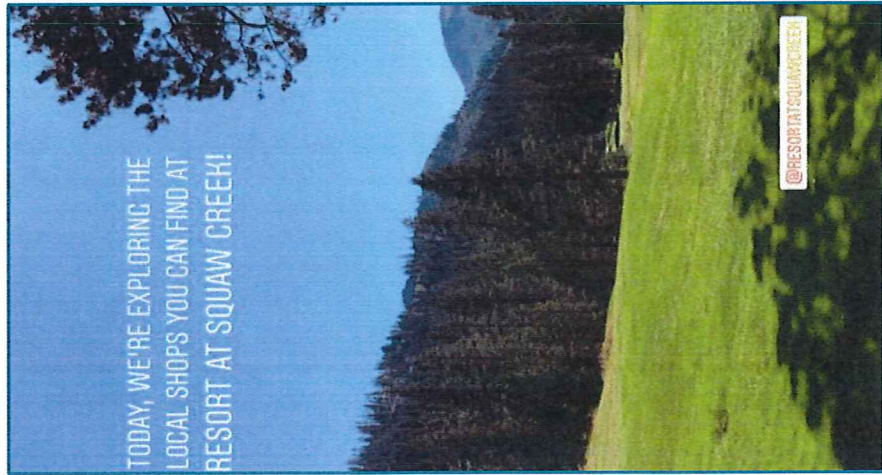
As Spartan Race World Championship storms Squaw Valley, Sept. 28, we're challenging you to get fit and train like a Spartan with the North Lake Tahoe Alpine Challenge!

Spartan hosts some of the world's finest athletes, who will be traveling from all corners of the Earth to compete in a High Sierra obstacle course, utilizing Squaw Valley's mountainous terrain to showcase stamina, endurance and physical fitness. After all, who needs a gym when you can train in the great outdoors?

Whether you're a pro-athlete or a leisure adventurer, we've created a series of challenges to warm up your muscles before the big race. They're meant to challenge and test your abilities, while showcasing the beauty and holistic wellness in North Lake Tahoe. (**See each *Mindful Moment!*)

So what are you waiting for? Take the Alpine Challenge, and improve your mind, body and spirit this fall!

Instagram Story Highlights



Total Story Impressions for August: 111.5k impressions ; Average Reach per Story: 3,134

Instagram Competitor Set

Most Popular Media by tahoenorth

Image Description	Engagements
Rocky shoreline with blue lake and mountains	5,401
Golden retriever on a rocky path	4,194
Sunset over a lake with mountains	2,994

Most Popular Media by tahoesouth

Image Description	Engagements
Rocky shoreline with blue lake and mountains	5,610
Sunset over a lake with mountains	3,141
Person on a rocky path overlooking a lake	2,790

In August, @tahoenorth received more engagements (53.6k) than the competitor average (51.4kk). Additionally, Tahoe North has the largest following of both of our competitors.

Most Popular Media by visitmammoth

Image Description	Engagements
Waterfall cascading over rocks	4,213
Mountain range with lake in foreground	3,759
Forested mountain range	3,019

Content



north lake tahoe

Content Approach

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.



north lake tahoe

Bloggs & Newsletters

KEY THEMES: Wellness, Outdoor Activities, Safety, Water and Beachside Activities, Tahoe Views, Spartan Race

CAMPAIGNS: Spartan Race, Beachside Tahoe, Tahoe's Treasures, Stargazing



north lake tahoe

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)

Thar She Blows: How to Safely Enjoy Boats, Sea-Doos and More in North Lake Tahoe
25 Social Shares | 199 Blog Views

Train Like a Spartan with the North Lake Tahoe Alpine Challenge
39 Social Shares | 152 Blog Views

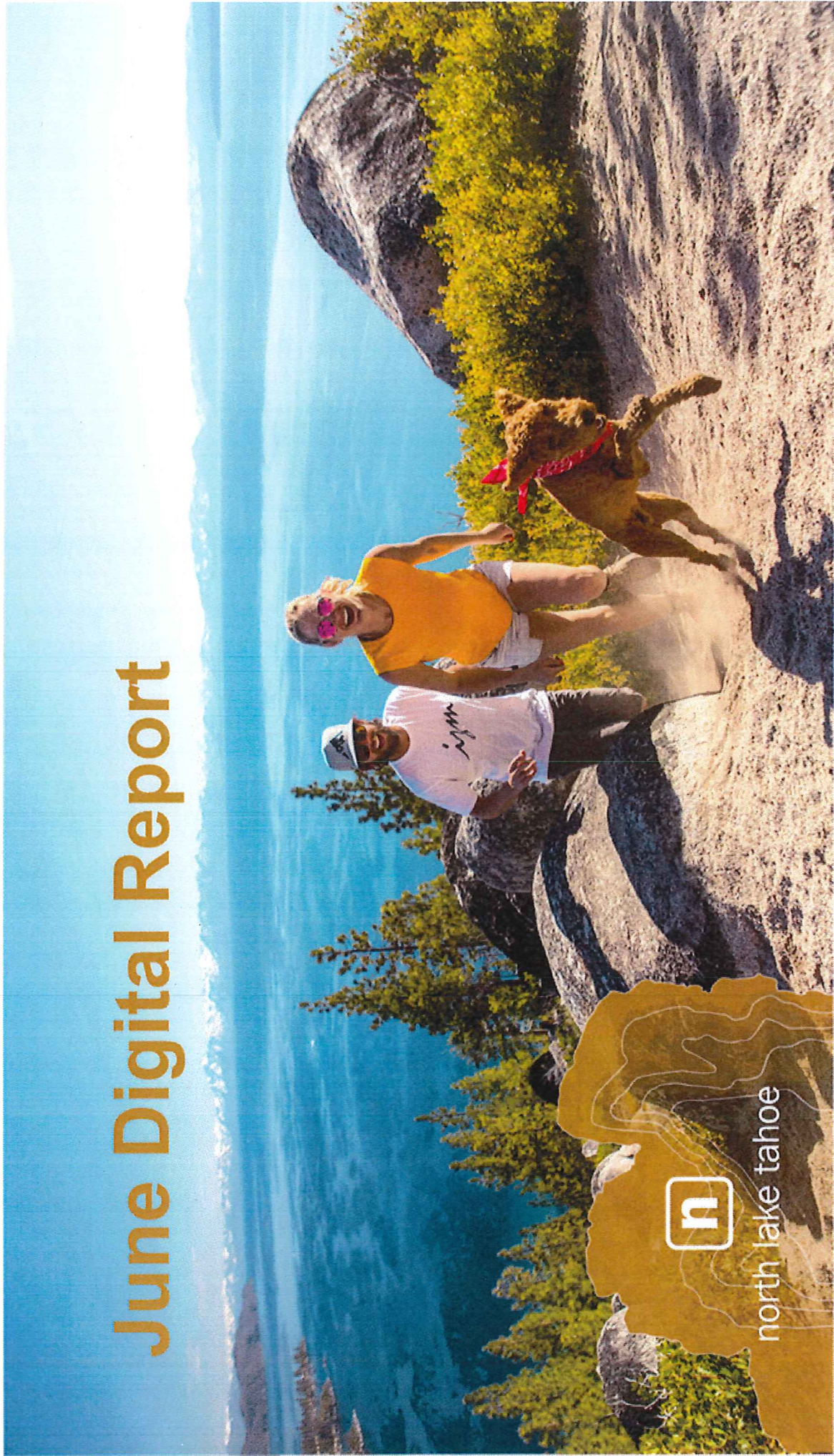
Treasures of Tahoe #14: Tahoe Star Tours
0 Social Shares | 464 blog views

Treasures of Tahoe #15: Donner Summit Day Hikes
9 Social Shares | 132 blog views

The image features a scenic landscape with a rocky shore in the foreground, water in the middle ground, and a forested hillside in the background. The sky is a deep blue with a bright, golden light source on the left side, creating a lens flare effect. The text "Thank you!" is centered in the middle of the image, written in a bold, black, sans-serif font.

Thank you!

June Digital Report



north lake tahoe

Executive Summary

Consumer

- The Consumer campaign served 11.8M impressions in June resulting in 20.8K website visits. 17.22% 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 4.3K website visits, with an average time on site of 01:26, and 426 book now conversions.

MCC

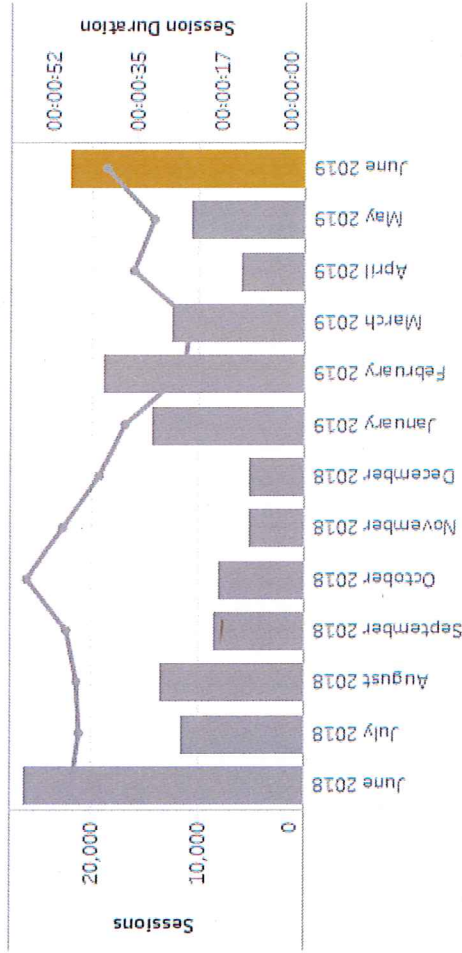
- The MCC campaign served over 229.1K impressions in June resulting in 1,103 website visits. 16.77% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.



Overview by Campaign

- Consumer and MCC ads combined for 12.06M impressions in June, resulting in 21.9K website visits and 5.9K time on site conversions. In addition, digital ads drove 1.1K users to click a book now button on GoTahoeNorth.com.
- Sessions this year decreased by -16% compared to June of last year (there were 26,237 sessions last year). Traffic is down for both paid and Organic traffic. Ad impressions are down 2.2% and clicks are down 11.13%. Video played a big role in June which explains the decrease in clicks as users are less likely to immediately click through to the website.

Sessions (bars) and Time on Site (line) Over Time

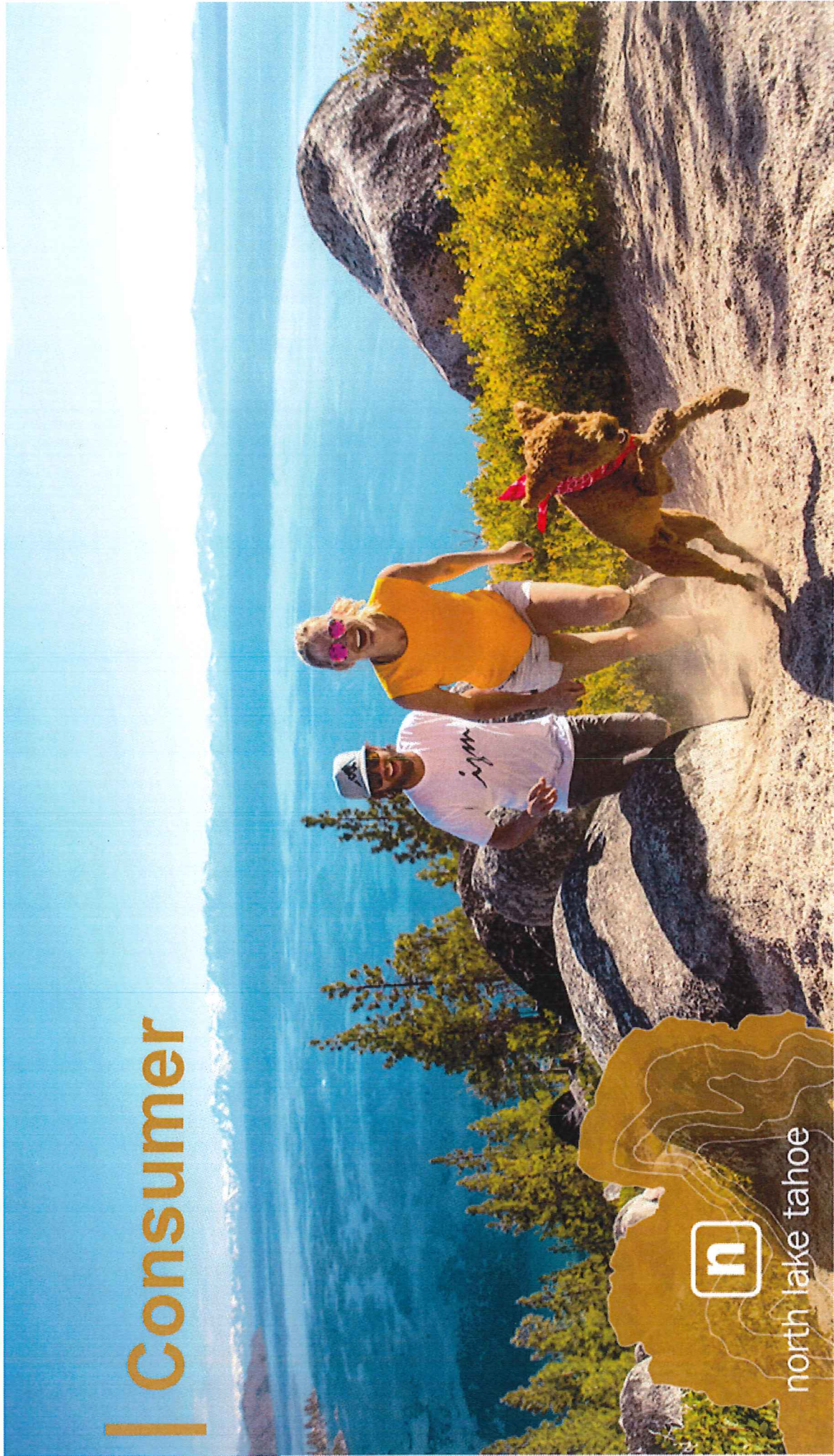


Campaign Group	Impressions	CTR	Spend	Sessions	Time on Site	Pages per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	11,813,248	0.27%	\$117,939	20,814	00:00:42	1.6	78%	5,965	1,058
MCC	250,590	0.74%	\$4,294	1,103	00:00:13	1.1	91%	207	0
Grand Total	12,063,838	0.28%	\$122,233	21,917	00:00:41	1.5	79%	6,172	1,058



June Digital Report | Consumer

| Consumer

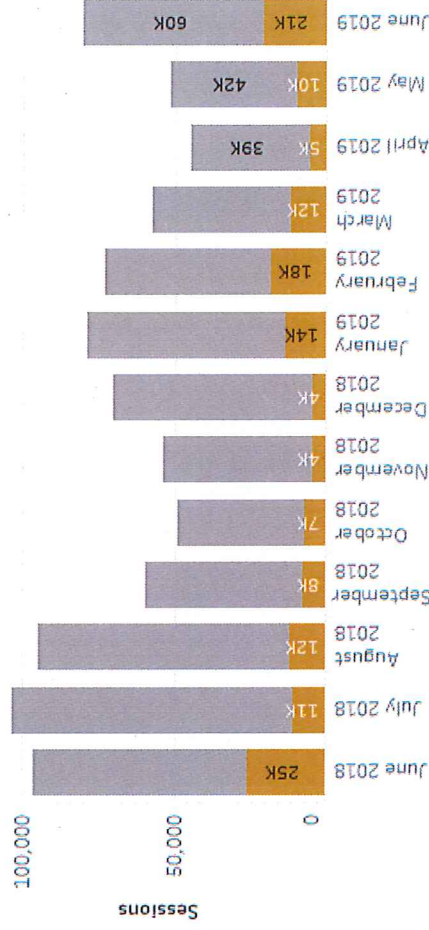


north lake tahoe

Website Performance

- Of 12.9k visitors, 12.0K sessions were attributed to the Paid Social channel, demonstrating the importance of having a presence during the "shoulder" season.
- Users from Paid Search ads spent the most time on site (00:01:12). Paid Search is showing the highest time on site and lower bounce rates in comparison to other media channels.

Website Sessions From Consumer Ads



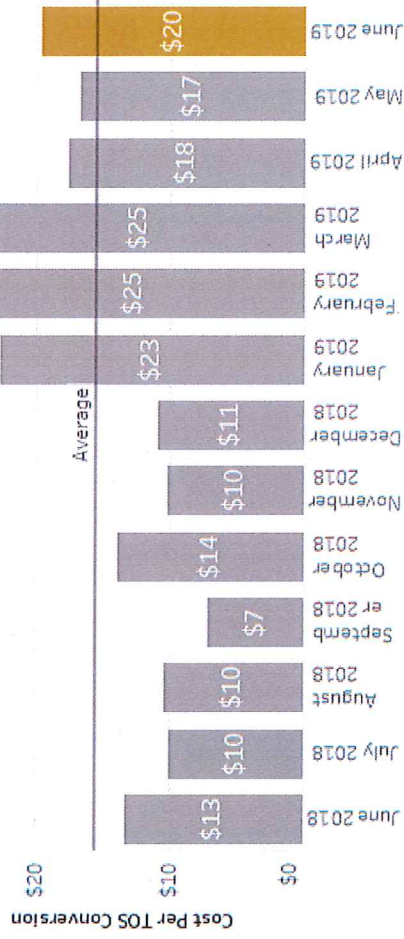
Channel	Sessions	Avg. Time on Site	Pages per Session	Bounce Rate
Display	3,953	00:00:33	1.4	88%
Email	518	00:00:22	1.3	87%
Paid Search	4,312	00:01:12	2.1	65%
Paid Social	12,029	00:00:35	1.4	79%
Grand Total	20,812	00:00:42	1.6	78%



Overview by Medium

- Consumer ads served over 11.81M impressions in June resulting in 3.0K time on site conversions. This resulted in an average cost per conversion of \$19.79.
- Display ads were highly effective, accounting for 44% of TOS conversions.
- Paid Search was the most efficient channel with a \$8 cost per conversion and 422 book now conversions.

Cost Per Conversion Trending



Channel	Spend	Impressions	Clicks	CTR	TOS Conversions	Cost Per TOS Conversion	Book Now Conversions
Display	\$60,485	6,906,251	9,637	0.14%	2,609	\$23.18	143
Online Video	\$313	14,975	18	0.12%	1	\$312.64	0
Paid Search	\$8,219	484,867	4,332	0.89%	1,015	\$8.10	423
Paid Social	\$48,922	4,407,155	18,379	0.42%	2,335	\$20.95	492
Grand Total	\$117,939	11,813,248	32,366	0.27%	5,960	\$19.79	1,058

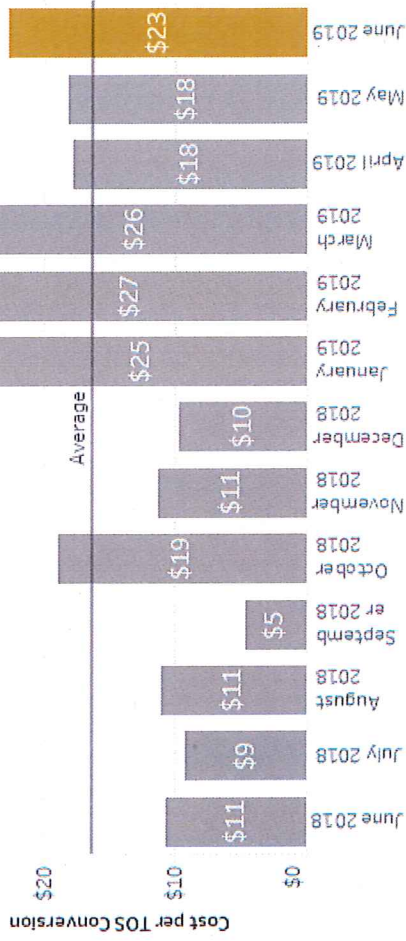


June Digital Report | Consumer

Display Performance by Placement

- The average cost per time on site conversion from display ads was \$22.74 in June.
- TripAdvisor ads drove the most time on site conversions in June with 1,453, these ads also led to 80 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



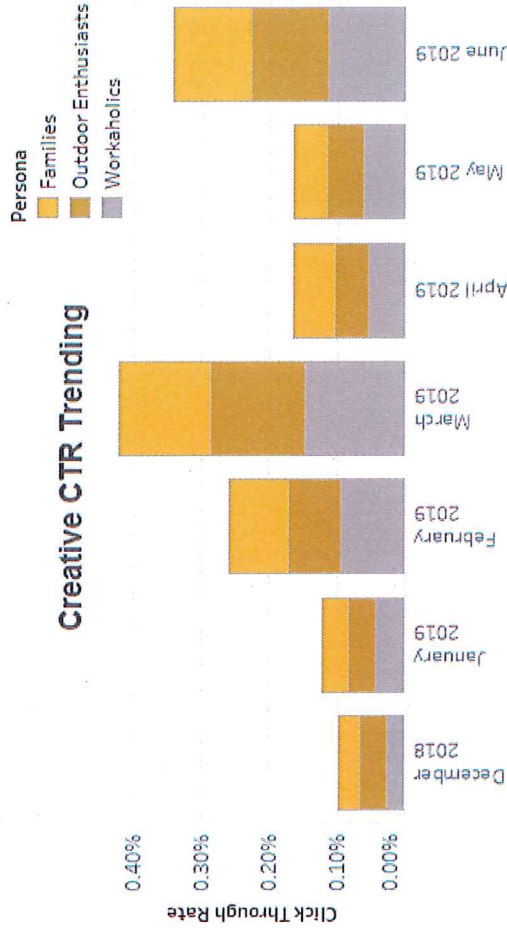
Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Prospecting	\$45,386.73	5,282,644	7,254	0.14%	\$6.26	623	\$72.85	39
Retargeting	\$3,887.01	1,036,537	1,575	0.15%	\$2.47	306	\$12.70	8
TripAdvisor	\$9,643.02	496,393	746	0.15%	\$12.93	1,453	\$6.64	80
Expedia	\$237.10	51,881	30	0.06%	\$7.90	219	\$1.08	16
Grand Total	\$59,153.86	6,867,455	9,605	0.14%	\$6.16	2,601	\$22.74	143



June Digital Report | Consumer

Display Performance by Creative

- Prospecting Ad clicks totaled 7,254 in June with a click through rate of 0.14%.
- The Families ads were most effective during June, resulting in 205 the total conversions.
- The Spring General ads had the highest click through rate in June at 0.52%. 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
Spring General	\$7,641.08	301,651	1,565	\$4.88	0.52%	155	\$49.30	9
Families	\$15,616.17	2,040,751	2,337	\$6.68	0.11%	195	\$80.08	15
Outdoor Enthusiasts	\$12,747.20	1,708,197	1,954	\$6.52	0.11%	134	\$95.13	7
Workaholics	\$9,382.27	1,232,045	1,399	\$6.71	0.11%	139	\$67.50	8
Grand Total	\$45,386.73	5,282,644	7,255	\$6.26	0.14%	623	\$72.85	39



June Digital Report | Consumer

Display Ad Examples



General

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

Impressions: 302K
Clicks: 1,565
CTR: 0.52%
TOS Conversions: 155
CVR: 9.90%



Families

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

Impressions: 2,041K
Clicks: 2,337
CTR: 0.11%
TOS Conversions: 195
CVR: 8.34%



Outdoor Enthusiasts

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

Impressions: 1,708K
Clicks: 1,954
CTR: 0.11%
TOS Conversions: 134
CVR: 6.86%



Workaholics

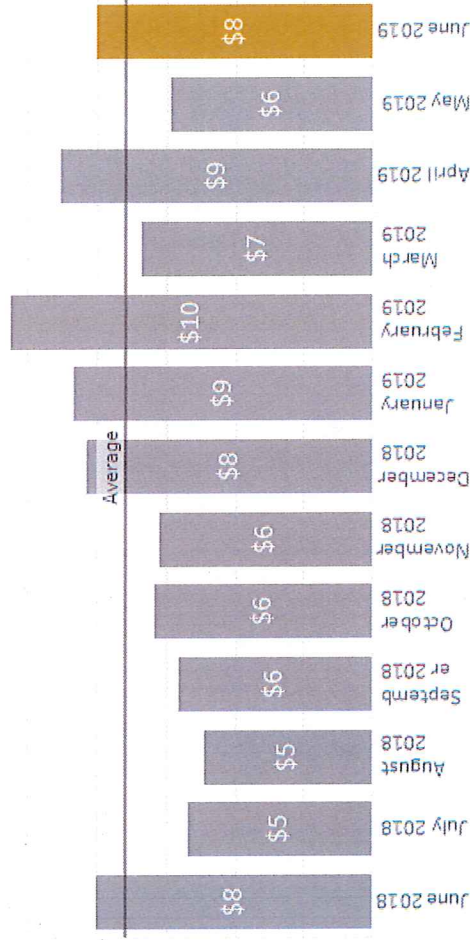
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 1,232K
Clicks: 1,399
CTR: 0.11%
TOS Conversions: 139
CVR: 9.94%

Paid Search Performance

- The campaign with the highest click through rate was Evergreen - Local at 10.14% and a cost per click of \$0.75
- Total conversions increased from 183 in May to 778 in June. Conversion rate also increased from 30% to 31%.
- 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 Rate	Cost per Click	TOS Conversions	Book Now Conversions	115s Conversion Rate
Evergreen - Local	\$991.33	13,062	1,325	10.14%	\$0.75	427	134	32.23%
Evergreen - Vacation	\$2,995.31	190,426	1,180	0.62%	\$2.54	352	227	29.83%
Grand Total	\$3,986.64	203,488	2,505	1.23%	\$1.59	779	361	31.10%



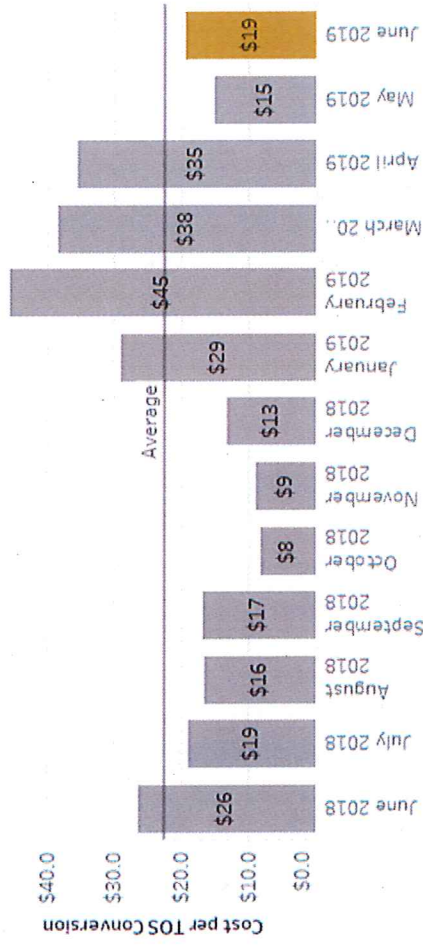
north lake tahoe

June Digital Report | Consumer

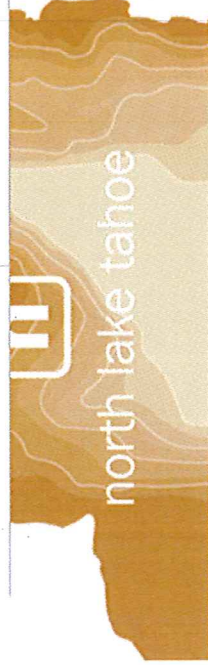
Facebook Ad Performance

- Cost per conversion in June was \$15.36 with 2,163 TOS conversions and 460 book now clicks.
- Among Facebook ads, the Retargeting group had the highest TOS conversion rate at 29.10%.
- The target with the highest click through rate in June was Retargeting at 1.71%. 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	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Conquesting	\$800.00	44,159	196	0.44%	\$4.08	15	\$53.33	1
Prospecting	\$16,265.06	970,313	4,069	0.42%	\$4.00	618	\$26.32	111
Retargeting	\$3,150.00	284,442	4,852	1.71%	\$0.65	1,412	\$2.23	342
Video	\$13,000.00	1,727,242	3,077	0.18%	\$4.22	118	\$110.17	6
Grand Total	\$33,215.06	3,026,156	12,194	0.40%	\$2.72	2,163	\$15.36	460



June 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 scene and text, demonstrating dynamic creative capabilities. The ads are as follows:

- Top-Left Ad:** Features a scene of a person in a red helmet and gear. Text: "Grab the best gear, get up and connect with nature in a whole new way during the best days of spring." Call to action: "Twice the Fun".
- Top-Right Ad:** Features a scene of a person in a bikini on a boat. Text: "Welcome to a destination where you'll find three. From mountainside to lakeside, adventure to relaxation, our perfectly paired spring adventures are twice the fun." Call to action: "Twice the Fun".
- Bottom-Left Ad:** Features a scene of a person in a red helmet and gear. Text: "From mountainside to lakeside, sun up to sun down, step to spirit—North Lake Tahoe is geared to leave you refreshed and rejuvenated." Call to action: "Twice the Fun".
- Bottom-Right Ad:** Features a scene of a person in a red helmet and gear. Text: "Elevate your senses this spring and refresh with adventures that are twice the fun." Call to action: "Twice the Fun".

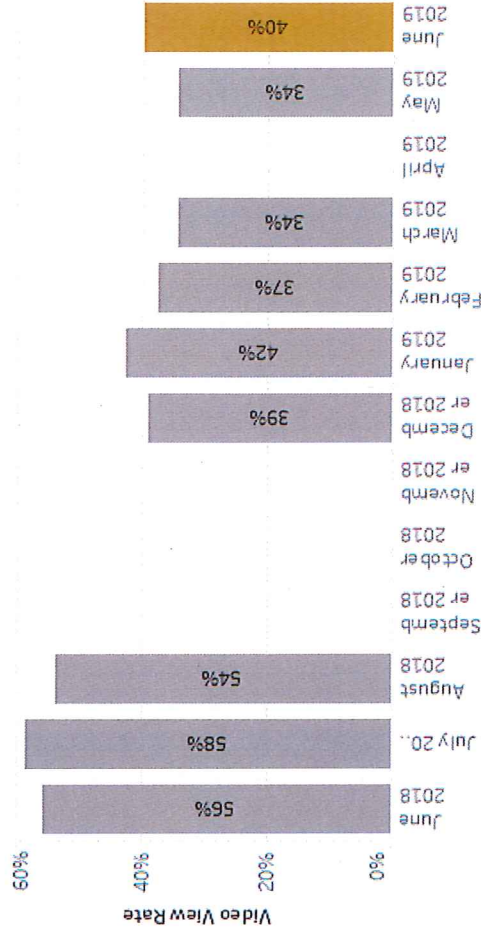
Instagram Story

The image shows an Instagram story for North Lake Tahoe. The story is a vertical video with a dark green overlay at the bottom. The text "TWICE THE FUN" is written in white, bold, capital letters across the middle of the overlay. In the bottom right corner of the overlay, there is a logo for "north lake tahoe" and the text "It's Mountain Ready" below it. A "Learn More" button is located in the bottom right corner of the story. The background of the story shows a person skiing down a snowy slope.

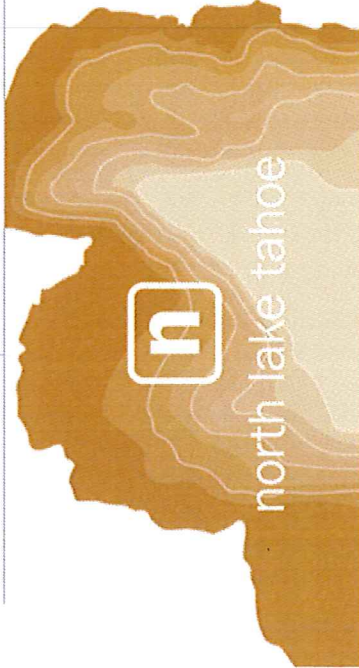
YouTube Performance

- YouTube ads served over 53.8K impressions in June, resulting in 21.4K video views and 49 clicks. This month, 100% completion rates outperformed YouTube's average of 18% indicating the audience is engaged with the content.
- Users in Drive targeting group watched YouTube ads at a 39.74% view rate, up from 34.32% in May.
- Drive users were most likely to spend 115 seconds browsing GoTahoeNorth.com.

View Rate Trending



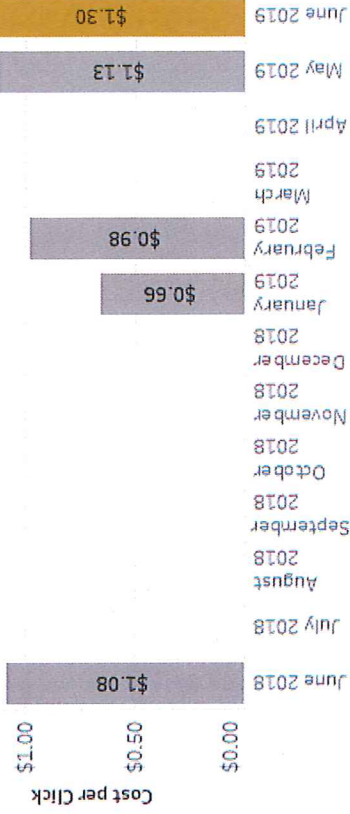
Target Location	Spend	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	TOS Conversions
Drive	\$1,643.82	53,771	49	21,368	39.74%	65%	50%	43%	39%	9
Grand Total	\$1,643.82	53,771	49	21,368	39.74%	65%	50%	43%	39%	9



Twitter Ad Performance

- Twitter ads in June resulted in 339,700 impressions and 2,839 link clicks.
- Twitter continues to perform well, especially among the younger Millennial audience.

Cost per Click Trending



Persona	Impressions	Clicks	Click Through Rate	Spend	Total Engagement	Conversion Site Visits
pt_drive 2019	339,700	2,839	0.29%	\$3,706.86	110	63
Grand Total	339,700	2,839	0.29%	\$3,706.86	110	63



| MCC

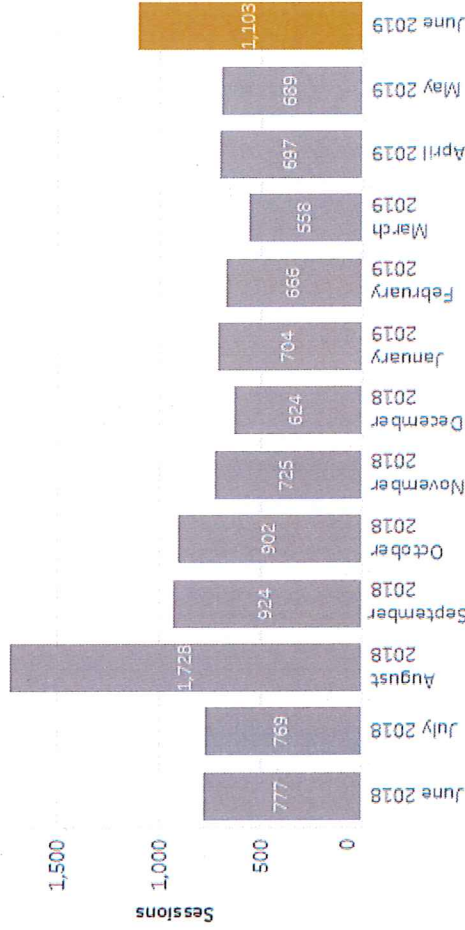


north lake tahoe

Website Performance

- 1,103 users visited GoTahoeNorth.com in June, up 42% from the same month last year (which had 777 sessions from ads).
- MCC ad visits were led by users from Paid Social ads (753 sessions).
- Users from Email ads spent the most time on site (00:00:19).

Website Sessions From MCC Ads



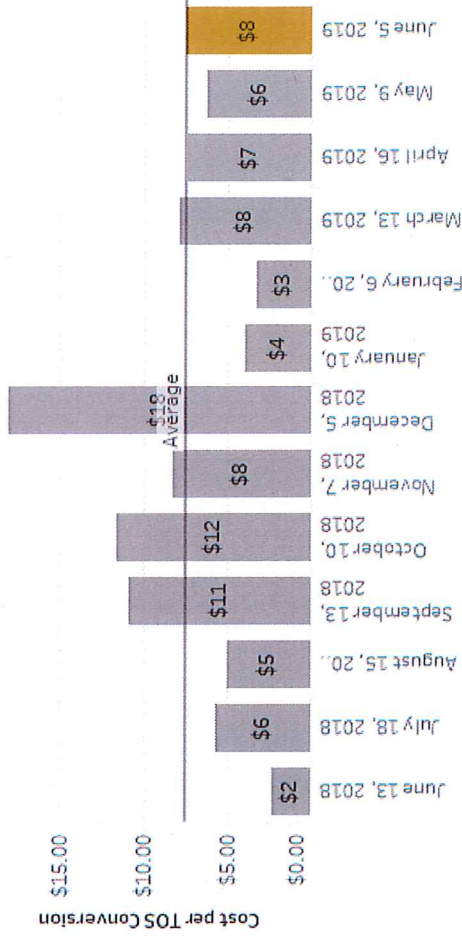
Channel	Sessions	Pageviews	Avg. Time on Site	Pages per Session	Bounce Rate
Display	6	6	00:00:00	1.0	100%
Email	344	388	00:00:19	1.1	90%
Paid Social	753	856	00:00:11	1.1	91%
Grand Total	1,103	1,250	00:00:13	1.1	91%



Email Performance

- June's emails were opened by 16.62% of all users resulting in 580 clicks.
- This led to 565 time on site conversions for an average cost per conversion of \$15.71.

Email Cost per TOS Conversion by Send Date



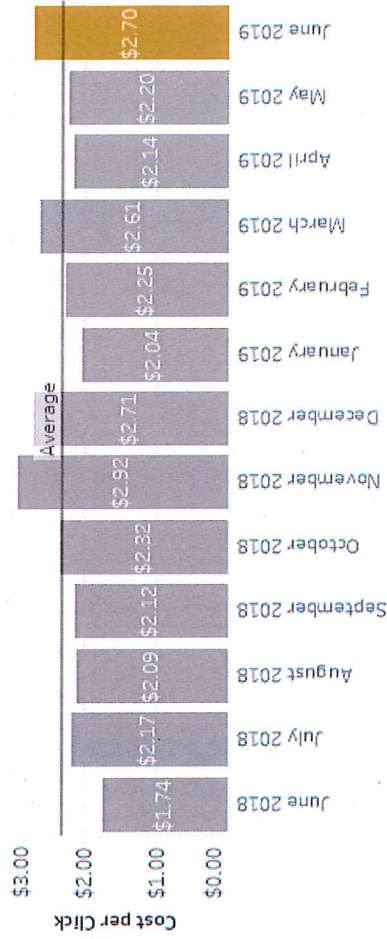
Month, Day, Year of Report Date	Subject	Spend	Delivered	Opens	Open Rate	Clicks	Click Through Rate	Conversions	TOS Conversion Rate	Cost per TOS Conversion	Book Now Conversions
June 5, 2019	Take Your Meeting To New Heights	\$850	21,500	3,573	16.62%	580	16.23%	113	19.48%	\$7.52	0
Grand Total		\$850	21,500	3,573	16.62%	580	16.23%	113	19.48%	\$7.52	0



Facebook Ad Performance

- Cost per conversion in June was \$36.64 with 94 TOS conversions and book now clicks.
- Among prospecting ads, the Video Prospecting group had the highest TOS conversion rate at 4.07%.
- The target with the highest click through rate in June was Retargeting at 0.84%. 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	\$1,276.00	114,922	594	0.52%	\$2.15	39	0
Retargeting	\$1,084.00	31,053	262	0.84%	\$4.14	38	0
Video Prospecting	\$1,084.00	83,115	418	0.50%	\$2.59	17	10,198
Grand Total	\$3,444.00	229,090	1,274	0.56%	\$2.70	94	10,198



Social Ad Examples

North Lake Tahoe
Sponsored

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

North Lake Tahoe
GOTAH/ENORTH.COM/MEETINGS
Get Outside with Your Group

Like Comment Share

Learn More

Facebook Prospecting

Impressions: 115K
Link Clicks: 594
CTR: 0.52%
Engagement Rate: 0.31%

North Lake Tahoe
Sponsored

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

North Lake Tahoe
GOTAH/ENORTH.COM/MEETINGS
Unique Meeting Venues

Like Comment Share

Learn More

Facebook Retargeting

Impressions: 31K
Link Clicks: 262
CTR: 0.84%
Engagement Rate: 0.26%

North Lake Tahoe
Sponsored

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

North Lake Tahoe
GOTAH/ENORTH.COM/MEETINGS
Meet Up for Success

Hold your meeting or event in beautiful North Lake Tahoe

Like Comment Share

Book Now

32K Views

Sarah H. Galic, William Lewis and Peggy Rayson

Facebook Video Prospecting

Impressions: 83K
Link Clicks: 418
Video Views: 10,198
View Rate: 4.44%
Engagement Rate: 0.08%



Thank You