

November Departmental Reports

Reports
Awaken
Celebrate
Relax
Experience

it's human  ature



October 2019
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Verizon Wireless - Q4 Retail Director F2F December 2019. 39 room nights; 13 people
2. HPN - 70232 Staff Retreat, January 2020; 21 room nights; 7 people
3. Nevada Association of School Boards - Educational Summit March 2020. 45 room nights; 60 people
4. Solar Energy Industries Association - Board of Directors, January 2020. 75 room nights; 60 people
5. Sony Interactive Entertainment - DevCon, April 2020. 1370 room nights; 600 people
6. Mannatech Inc. - 2020 Presidential Summit, June 2020; 201 room nights; 120 people
7. HPN - 70224 Planning Meeting June 2020; 41 room nights; 14 people
8. United Ancient Order of California - 2019 Annual Convention; June 2020; 70 room nights; 350 people
9. Markel Corporation - West Agent Event, July 2020; 60 room nights; 30 people
10. MobilityWare - 30th Anniversary Trip, July 2020; 555 room nights; 305 people
11. Atlanta Technical College - Annual Leadership Conference, July 2020; 306 room nights; 120 people
12. Siemens - A&D Executive Council Meeting - July 2020, 72 room nights; 31 people
13. GIN Unite, LLLC - Conference & Convention, July 2020; 416 room nights; 350 people
14. Fleet Reserve Association - FRA Regional Meeting, July 2020; 100 room nights; 45 people
15. Fusion Marketing - Summer Getaway, August 2020; 819 room nights; 600 people
16. Guitar Center - Champions Incentive, August 2020; 66 room nights; 60 people
17. Peterbilt Motors Company, 2020 Reveal NV, August 2020; 887 room nights; 200 people
18. Credit Union National Association - 4th Annual CEO Council Conference, September 2020; 165 room nights; 80 people
19. Greystar - Maintenance & Construction Annual Meeting; October 2020; 266 room nights; 120 people
20. State Bar of Texas - New Frontiers in Marital Property Law, October 2020; 155 room nights; 125 people
21. Elite Travel Group - 2020 Group, December 2020; 24 room nights; 16 people
22. International Sports Vision Association - 2021 Annual Convention, February 2021; 225 room night; 200 people
23. Siemens - President's Circle Trip, February 2021; 451 room nights; 190 people
24. Brittany Barr Consulting - Pharmaceutical 2021 National Sales Meeting, February 2021; 415 room nights; 100 people
25. TDIndustries - President's Club Incentive, March 2021; 30 room nights; 10 people
26. Insurance Industry Committee on Motor Vehicle Administration - 2021 Spring Meeting, March 2021; 110 room nights; 50 people
27. Washington State Department of Retirement Systems - NCSSA 2021 - Lake Tahoe, September 2021; 243 room nights; 60 people

28. Pesticide Applicators Professional Association – Education & Seminar, September 202; 120 room nights; 175 people
29. Rotary International – District 5160 Conference, September 2021; 355 room nights; 350 people
30. Sociologists for Women in Society – Winter Meeting, January 2022; 481 room nights; 300 people
31. HPN – 70231 Spring Meeting, April 2022; 560 room nights; 250 people
32. California State Beekeepers Association – Annual Convention, November 2022; 442 room nights; 350 people

DEFINITE BOOKINGS:

1. Verizon Wireless - Q4 Retail Director F2F, December 10-12, 2019; \$5724 in room revenue, 39 room nights and 13 people at the Ritz Carlton Lake Tahoe
2. Synnex Corporation – Samsung Mobility Reseller Incentive, January 17-20, 2020; \$25200 in room revenue; 72 room nights and 18 people at the Hyatt Lake Tahoe
3. Ladenburg Thalmann Asset Management – Top Producers Conference, February 1-8, 2020; \$75000, 219 room nights and 75 people at the Resort at Squaw Creek
4. Society of Military Orthopaedic Surgeon – 62nd Annual Meeting, December 12-19, 2020; \$215135 in room revenue; 1382 room nights and 300 people at Resort at Squaw Creek
5. Association of Chief Business Officers for California Community Colleges – Spring 2021 Conference, May 15-18, 2021; \$85852 in room revenue, 520 room and 225 people at Resort at Squaw Creek
6. Association of Chief Business Officers for California Community Colleges – Spring 2022 Conference, May 14-18, 2022; \$88242 in room revenue, 520 room and 225 people at Resort at Squaw Creek
7. American Senior Housing Association – Rising Leaders & Mid Year Meeting 2021, June 15-17, 2021; \$115536 in room revenue, 460 room nights; 250 people at Hyatt Lake Tahoe

TRADESHOWS & SALES CALLS CONDUCTED

- Attended:
 - HPN Annual Partner Conference – October 3-6, 2019 in Seattle, WA. The CVB conducted 15 one-on-one appointments with HPN associates checking in on existing business and presenting North Lake Tahoe as the destination for future business.
 - The CVB conducted the following Sales Calls in the Seattle area October 2-3, 2019
 - SarahBeth Donaghy, Event Marketer, Facebook
 - Jennie Levine, Global Account Executive, ConferenceDirect
 - Adrienne Blue, Global Accounts Coordinator, Conference Direct
 - Lacey Hein, Senior Sourcing Specialist, Carlson Wagonlit Travel
 - Gina Broel, Senior Events Manager, RealTime Productions
 - Connect Tech & Medical – October 13-16, 2019, Dallas TX. The CVB had 28 one-on-one appointments. The tradeshow generated two RFP's from the Atlanta Technical College for July 2020, 303 room nights, 120 people and Siemens Corporation for February 2021, 451 room nights, 190 people. A third

RFP is expected from the Capital Association Management for October 2022 or 2023.

- The CVB conducted the following Sales Calls in the Dallas area October 15-16, 2019
 - Gina Bianchi, Director of Meeting Services, Zoom7
 - Darryl Levitt, Marketplace Senior Meeting Planner, Deloitte
 - Cindy Shtur, Director of Global Accounts, Conference Direct
 - Karen Beck, Director of Travel & Administration, NCH
 - Heather Baumbach, Senior Project Manager, Fusion Marketing
- Upcoming:
 - Connect Georgia – November 18-19
 - Connect Southwest – December 8-9
 - CalSAE Seasonal Spectacular – December 16-17

CHICAGO CONTRACT UPDATE:

- Hosted the Carrie Underwood Concert with (16) meeting planners and (1) local partner, the Resort at Squaw Creek
- (9) hosted client meetings & sales calls
- Attended Destination Celebrations Show in Indianapolis – 67 clients attended
- Met with partners to assist with Chicago Sales Calls
 - The Village at Squaw Valley
 - The Resort at Squaw Creek
- Coming up:
 - PCMA Signature Event with RSCVA – November
 - MPI Signature Luncheon – November
 - Society of Actuaries – Office Presentation – November

PROJECTS:

- The sales team is sending out updates and key information from all trade shows attended. Our partners have asked for additional information on each show and we also want to provide more qualified follow up. Attached you will find reports on the last three largest conference sales tradeshow.
 - Connect Marketplace – August
 - HPN Partner Conference - September
 - Connect Medical & Tech – September
- Tourism Cares Site Visits – November
- MTS Planning – on going

Connect

ASSOCIATION | CORPORATE | EXPO | SPECIALTY | SPORTS | TOUR

Connect MarketPlace August 26-28, 2019

The appointment-only trade show brings together the most active planners, suppliers and experts in association, corporate, expo, sports and specialty meetings for one-on-one Marketplace appointments.

The industry leading event is designed to help attendees build deeper relationships and gain skills during specially designed education sessions and gatherings. The environment creates a positive charge of collective potential, which meeting professionals and hospitality representatives can incorporate into their own meetings. During Marketplace, business gets done as buyers and sellers meet in preset, scheduled appointments specific to their markets; exchange RFPs; arrange future site visits; and book events.

This year Greg Howey, National Sales Manager, attended the Association track of appointments and Bart Peterson, Business Development Manager, attended the Corporate track of appointments. The North Lake Tahoe CVB had over 75 one-on-one appointments. Here are the appointment highlights:

1. The Meetings Network - California Association of Facilities and Quality Care Health Foundation Summer Conference is still considering North Lake Tahoe for their July 2022 program. 660+ room nights/350 people
2. HelmBriscoe - Sierra Pacific Synod Professional Leadership Conference; October 2020; 150 room nights/90 people
3. International Symposium for the North American Lake Management Society; November 2021-2023; 450 room nights/350 people
4. Association of California School Administrators. Potential for a September 2020 Women in School Leadership Forum and their Annual Leadership Summit in October/November 2021.
5. Resort and Commercial Recreation Association National Conference; November 2023 and 2024. 275 room nights/150 people.
6. International Association of Wildland Fire Safety Summit & Human Dimension Conference; Spring or Fall 2021; 285 room nights/200 people.
7. Automotive Parts Associates. Inc – Summer Board Meeting July 2021 or 2023; 62 room nights/30 people.

In addition to the North Lake Tahoe CVB, Connect MarketPlace was also attended by sales representatives from Resort at Squaw Creek and the Village at Squaw Valley.

As mentioned above Connect MarketPlace offers specially designed education sessions and the most talked about and attended one was the **"The Fyre Within"**. Who among us hasn't failed at something? The Fyre Festival took that to a whole new level in the events industry. Andy King and Marc Weinstein are two of the faces of that disaster, but their speaking engagement was anything but a bomb. The duo drew an audience of 700 during a lunchtime engagement as part of their Speaker Showcase, who overcame many obstacles on his path, also had the audience enthralled during the showcase.

Another education session attended was the "RFP Challenge—How Planners and Suppliers get to Yes". The planner submits their RFP, but is it enough to be accepted by the hotel? Conversely, is the supplier

being an effective adviser to help the planner get a "Yes" on their RFP? Let's take a closer look at how a lack of understanding of common business practices on both sides of the transaction affects how each views the RFP, and learn strategies for both sides to win in the RFP process. Education and training is so important in your position, as well as understanding how the other side operates to achieve success. When planners think like a hotel revenue manager and have a strategic plan for each meeting, and suppliers move away from transactional RFP responses driven by revenue management and become advisers that provide solutions, both sides win. Here are the highlights from this session:

Industry Trends:

- Room inventory increase by 1.9%
- Hotel occupancy forecasted to flatten or decline
- Hotel ADR forecasted to increase by 2.5%
- Demand forecasted to increase 2%

Top Planner Challenges

- Suppliers not reading RFP's
- Auto Responses driven by revenue management
- No rooms space is not a reason for a decline when property could partner with another property
- Not providing solutions to get to Yes... be an advisor

Supplier Survey Challenges

- Incomplete RFP's/ no history & spend data
- Understate room block and F&B revenues
- Unrealistic expectations for meeting space concessions
- Details not provided in RFP regarding budget, F&B spend history
- Flexibility not noted in RFP
- Unrealistic expectations for meeting space & concessions
- Lack of updates throughout the RFP process
- Decision of where selected not provided and why

Industry Profit Margins:

- Rooms 77%
- Group F&B 38%
- F&B Outlets 19%
- Recreation/Spa 15%
- Retail/Misc Depts 15%

How Hotels Are Selected According to Recent Event Technology Survey

- 15-20 hotels are sourced per RFP
- 10% of RFP's are not being responded to
- 37% of lowest bids win
- 20% of the RFP's responded to 1st win, 2nd 20% that respond win and 3rd 20% that reply win...
60% chance to win if you respond 1st, 2nd or 3rd

Cost Savings: Metrics to Measure Success of Hotel Selection

- Sleeping Room Rates
- Concessions
- F&B Comp/Discounts

- AV Production / Hotel Support Services
- Internet Comp/Discounts
- Hotel Fees & Surcharges
- Preferred Suppliers
- Master Account Discounts (for larger meetings)

Photos:





CONNECT MEDICAL & TECH RECAP

North Lake Tahoe Sales Manager, Greg Howey, attended the Connect Tech & Medical – October 13-16, 2019, Dallas TX.

About Connect Medical: Connect Medical | Connect Tech 2019 in Dallas brings together stakeholders from the medical and technology sectors with hoteliers and suppliers for prescheduled one-on-one meetings, continuing education sessions, keynote general sessions and quality networking with industry colleagues.

Next steps: The CVB is working on getting a third RFP from the Connect Medical & Tech from Capital Association Manage for the American Association of Birth Centers. 90 Rooms on Peak, October 2022 or 2023.

Appointments that NLT Conducted:

1.	JOANNA OLIVER	ENVISION HEALTHCARE	DALLAS	TEXAS
2.	MEGAN FOSSE	PRESTIGE GLOBAL MEETING SOURCE	SEATTLE	WASHINGTON
3.	MALEKA WATSON	TOPS ORTHO	ATLANTA	GEORGIA
4.	RICHARD WILLIAMS	AMERICAN GUEST USA	NEW YORK	NEW YORK
5.	ZENA YOUNG	YOUNGHEARTS EVENT PLANNERS LLC	UNION CITY	GEORGIA
6.	ROCKY LUCAS	PIEDMONT HEALTHCARE	ATLANTA	GEORGIA
7.	TIFFANY SCHWINDEN	CONFERENCEDIRECT	OVIEDO	FLORIDA
8.	ANN-MARIE NANNY	AMBIT ENERGY	DALLAS	TEXAS
9.	KITRINA SMITH	YOUNGHEARTS EVENT PLANNERS LLC	JACKSONVILLE	FLORIDA
10.	TAMERA POPE	TYLER TECHNOLOGIES	LUBBOCK	TEXAS
11.	TOM SCHWINDEN	CONFERENCEDIRECT	OVIEDO	FLORIDA

12. MARIA KO	MAKO TRAVEL CANADA	VANCOUVER	BRITISH COLUMBIA
13. YVONNE DEESE	THE UNIVERSITY OF TEXAS HEALTH SCIENCE CENTER AT TYLER	TYLER	TEXAS
14. VICTOR OCAMPO	HELMSBRISCOE	KINGWOOD	TEXAS
15. MIKE NESBIHAL	JTB USA, INC.	JERSEY CITY	NEW JERSEY
16. CHERYL ROGERS	SOLARA MEDICAL SUPPLIES	CHULA VISTA	CALIFORNIA
17. JACQUELYN WILSON	VIRTUOSO	FORTH WORTH	TEXAS
18. MELISSA GLAZIER	AMERICAN GUEST USA	NEW YORK,	NEW YORK
19. ROD RYDELL	KEENE RESEARCH INSTITUTE	IRVINE	CALIFORNIA
20. CAROLYN GAILES	NJA MEETINGS AND EVENTS LLC	FLORHAM PARK	NEW JERSEY
21. NIKKI GOLDEN	INTERNATIONAL SOCIETY FOR THE ADVANCEMENT OF SPINE SURGERY	ROSEMONT	ILLINOIS
22. DION WYLIE	SIEMENS HEALTHINEERS	LOS ANGELES	CALIFORNIA
23. TRACIE PERSON	HPN GLOBAL	UNION	KENTUCKY
24. CYNTHIA GRADDY	CAPITAL ASSOCIATION MANAGEMENT, LLC	WASHINGTON	DISTRICT OF COLUMBIA
25. FRANCESCA MINGIONE	IEEE	PISCATAWAY	NEW JERSEY
26. ALEXIS STREETS	BASKET TREATS	LAUREL	MARYLAND
27. ALEX PEREZ	CONNECTSOLUTIONS33	RED OAK	TEXAS
28. LAUREN DUNNAWAY	INFINIX GLOBAL MEETINGS & EVENTS	PLANO	TEXAS

- o The following RFP's were generated from Connect Medical & Tech:

ACCOUNT NAME	EVENT	START DATE	END DATE	ATTENDEES	ROOMS ON PEAK	TOTAL ROOM NIGHTS
Atlanta Technical College	Annual Leadership Conference	7/12/2020	7/15/2020	120	102	306
Siemens Corporation	President's Circle Trip 2020 SI 33711	2/3/2021	2/11/2021	190	107	451



HPN ANNUAL PARTNER CONFERENCE RECAP

Greg Howey attended the HPN Annual Partner Conference in Seattle, WA – October 3-6, 2019. Here are the top producing HPN associates:

- Amy Walkewiak, Brynn Mehrkens, Kristin Vines, Karen Myers, Mark Dallman, Casey Kruer, Mandi Graziano, Bill Kaiser, and Andre Kraft.
- Top 5 Booked Destination by HPN: Orlando, Phoenix, Las Vegas, Chicago and Atlanta.
- For 2019 here is a breakdown for Room Revenue Booked per lead: 63% of less \$25,000; 26% are \$25,000 to \$100,000; 7% are \$100,000 to \$250,000 and 4% are greater than \$250,000
- For 2019 here is breakdown of Market Segments booked by HPN: 59% Corporate, 22% Association and 19% Other.
- In 2019 the average program booked was 5 nights and average rates was \$212 per night.
- Property types booked by HPN in 2019 were the following: 14% Luxury, 15% Upper Moderate, 47% Mid Scale and 24% Limited Service.
- NEW Strategic CVB Partnership with HPN includes the following:
 - For each RFP, the CVB will receive a response link – This is where the CVB can enter any notes about incentive
 - The CVB will also be copied on the NSO email they sent out for each program sourced to your destination. This email contains the associate information and three documents, one is a PDF of all meeting details, one is a word document with the agenda details specifically and one is an HCL attachment noting all destination & hotels sourced in the RFP.
 - The CVB has the opportunity to also be copied on each hotel's RFP link. When we source an RFP – an individual response link goes to each property.
 - Each month, the CVB will receive a report documenting anything that booked definite in our city.
 - Each quarter, HPN will conduct a best practices webinar which we will receive an early invitation for – we may send out to any hotels we think could benefit from furthering their partnership with us.
 - HPN will have a couple webinars next year where we can showcase a few key hotels for their associates.



Leisure Departmental Report
October 2019

TRAVEL TRADE SALES CALLS & MEETINGS:

- Attended:
 - Reno Tahoe Territory Meeting
 - Leisure Sales Networking Event in Seattle
- Site Visits
 - HotelBeds

INTERNATIONAL MEDIA:

- Upcoming
 - Canada Digital Influencer FAM – October
 - Gold Pass Program shared with Mammoth Lakes & Yosemite

TRAVEL TRADE FAMS:

- Hosted FAMS
 - Air Canada FAM – October
 - DCI Immersion Trip – October
 - RSCVA China FAM – October
 - Shanghai Spring Travel FAM – October

INTERNATIONAL OFFICE UPDATE:

- Germany, Austria, Switzerland:
 - (11) travel agents trained at DER Touristik headquarters in Frankfurt
 - (6) key meetings with tour operators were conducted with CRD, America Unlimited, Faszination Fernweh, Fairflight Touristik, CANUSA, VUSA Switzerland
 - Edits to the German brochure complete and printing underway
 - German office completed the tour operator analysis
 - Team has signed up for (5) consumer shows – the next is America Unlimited consumer show in Bremen, November 8-10th
 - North Lake Tahoe was featured on the Visit CA German Facebook page, resulting in 64 likes and 2 shares
 - North Lake Tahoe was featured in October newsletter
 - Open rate 43.5%, click rate was 1.5% and this was sent to 135 subscribers
- Canada October Update:
 - Key Highlights: DCI Immersion Trip consisting of 12 hotel site visits
 - Hosted Air Canada FAM with 6 qualified agents
 - (6) agents trained

- (5) meetings conducted
- Summary of September Vancouver Expo attended: In total, the VIT Expo had 382 travel agents and 6442 consumers attendees
- UK/Ireland Update:
 - XX trained at USAirtours
 - () Meetings conducted with American Sky, Lime Management, Vacations to America,
 - Key Events: Black Diamond team attended the Flight Centre Appreciate Event, The Telegraph Ski & Snowboard Festival & the Travel Counsellors Conference
 - North Lake Tahoe was featured in the Black Diamond newsletter this month
 - Sent to over 2000 UK & Irish travel trade industry partners
 - Newsletter had a 23.09% open-rate and a 7.23% click through rate.
- Australia October Update:
 - (7) Meetings conducted with: Luxury Escapes, Kogan Travel, Helloworld, Qantas Holidays, Flight Centre, Travel Associations and United Airlines
 - Key Event: Attended the United Airlines agent launch for the new direct flight Melbourne to SFO
- France, High Sierra Contract:
 - Featured in the TUI fly & drive brochure
 - Adding 3 sales calls per month to the High Sierra contract

PROJECTS:

- NEW: Launched our new Travel Trade Tourism Industry Newsletter
 - This was sent to 504 agents and included information on NLT's fall season

VISA VUE:

- Domestic Data: Quarter 3 – July – September
 - Total Spend: \$158,757,710
 - Y/Y Growth: 5.8%
 - Average cardholder spend: \$230.03

Top Markets by Spend (\$)	Top Markets by Cardholder Count (# of people)
San Francisco – Oakland	San Francisco – Oakland
Sacramento – Yolo	Sacramento – Yolo
Reno, NV	Reno, NV
Los Angeles, Riverside, CA	Los Angeles, Riverside, CA
San Diego, CA	San Diego, CA
New York & New Jersey	New York & New Jersey
Phoenix – Mesa, AZ	Seattle-Tacoma-Bremerton
Seattle-Tacoma-Bremerton	Phoenix – Mesa, AZ
Las Vegas, NV/AZ	Stockton – Lodi, CA
Denver- Boulder, CO	Chico- Paradise, CA

- International Data: Quarter 3 – July – September
 - \$1,508,256
 - - 16% growth
 - Average cardholder spend: \$175.03

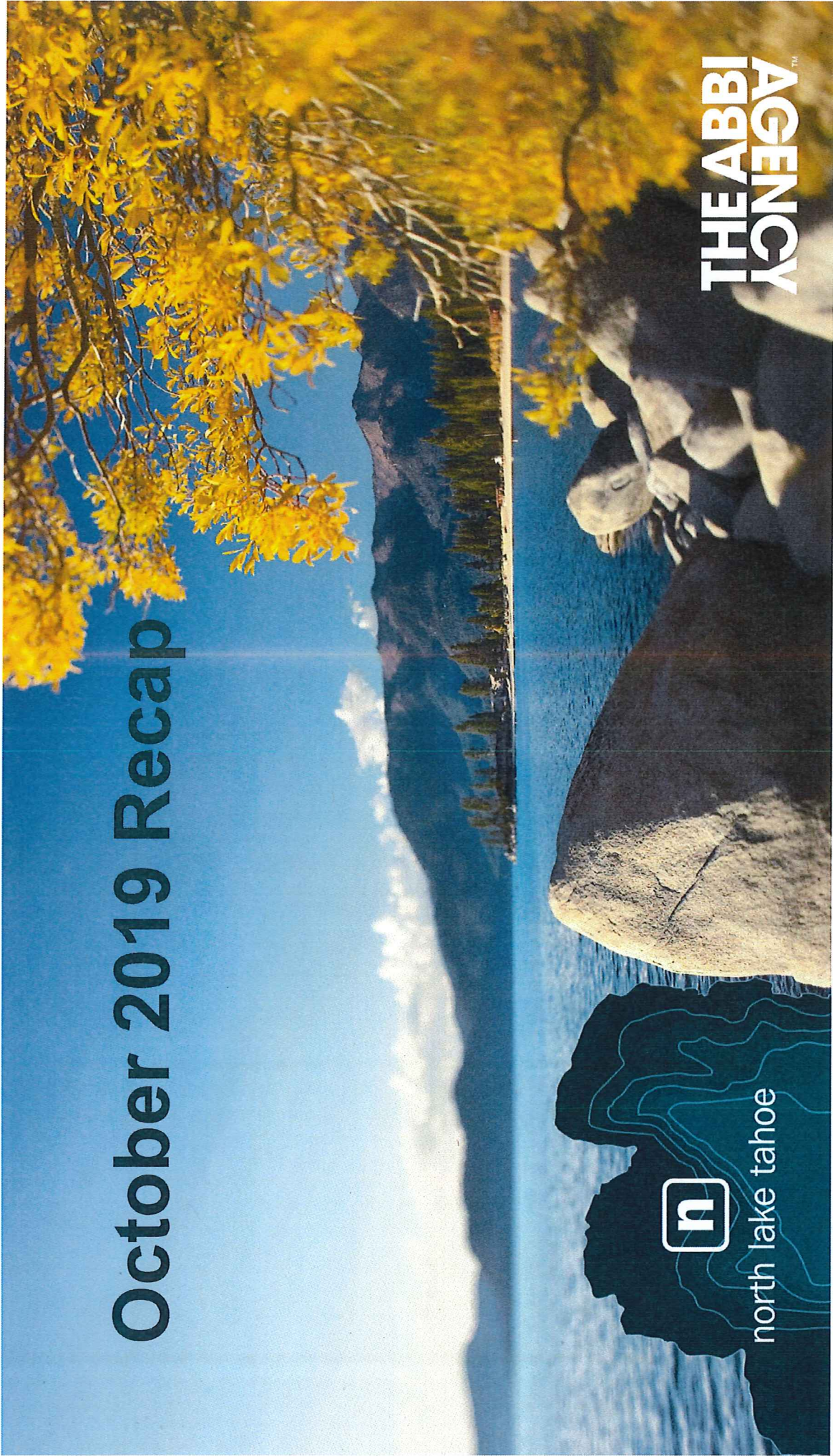
Top Country by Spend (\$)	Top Country by Cardholder Count (# of people)
Canada	Canada
United Kingdom	United Kingdom
Australia	Germany
France	France
Germany	Australia
China	China
Republic of Ireland	Republic of Ireland
New Zealand	Spain
Switzerland	Mexico
Spain	Denmark

October 2019 Recap



north lake tahoe

THE ABBBI
AGENCY
LONERAY™





**Public Relations
Social Media
Content**

Overall Objectives & KPIs

Public Relations

- Flight markets: Increase number of earned media impressions in target flight markets of Southern California, New York and Houston/Dallas
 - **Oct: 3 placements in NYC-based publications**
- SEO Impact: Increase number of earned media placements in publications with a higher domain rank authority than gotahoenorth.com
 - Oct. Placements w/ Highest DA:
 - Endless Vacation - "Après Ever After" (DA: 98)
 - Reader's Digest - "The Spookiest Tourist Attraction in Every State" (DA: 91)
- Shoulder Season Messaging: Increase earned media coverage in fall and spring.
 - Secret Season Placement Highlight: Adventure Sports Network - "An Adventure Traveler's Guide to North Lake Tahoe (When it's Not Dumping Snow)"
- Emerging markets: Obtain at least one media placement in publication that is targeted to emerging markets identified in the Tourism Development Plan
 - Oct Update: N/A



- Deskside missions: 2 per year in target flight markets
 - Oct 2019: Seattle - Liz Bowling completed desksides for the *Out of Bounds* premier.
 - Jan 2020: NYC
 - March 2020: Houston / Dallas
- Media Fams:
 - Bleu & Blanc (Mexico)
- Press releases: issue 4 quarterly "what's new" releases, and up to 4 local releases
 - Oct releases sent: **Winter is Here / What's New Winter release completed and edited**

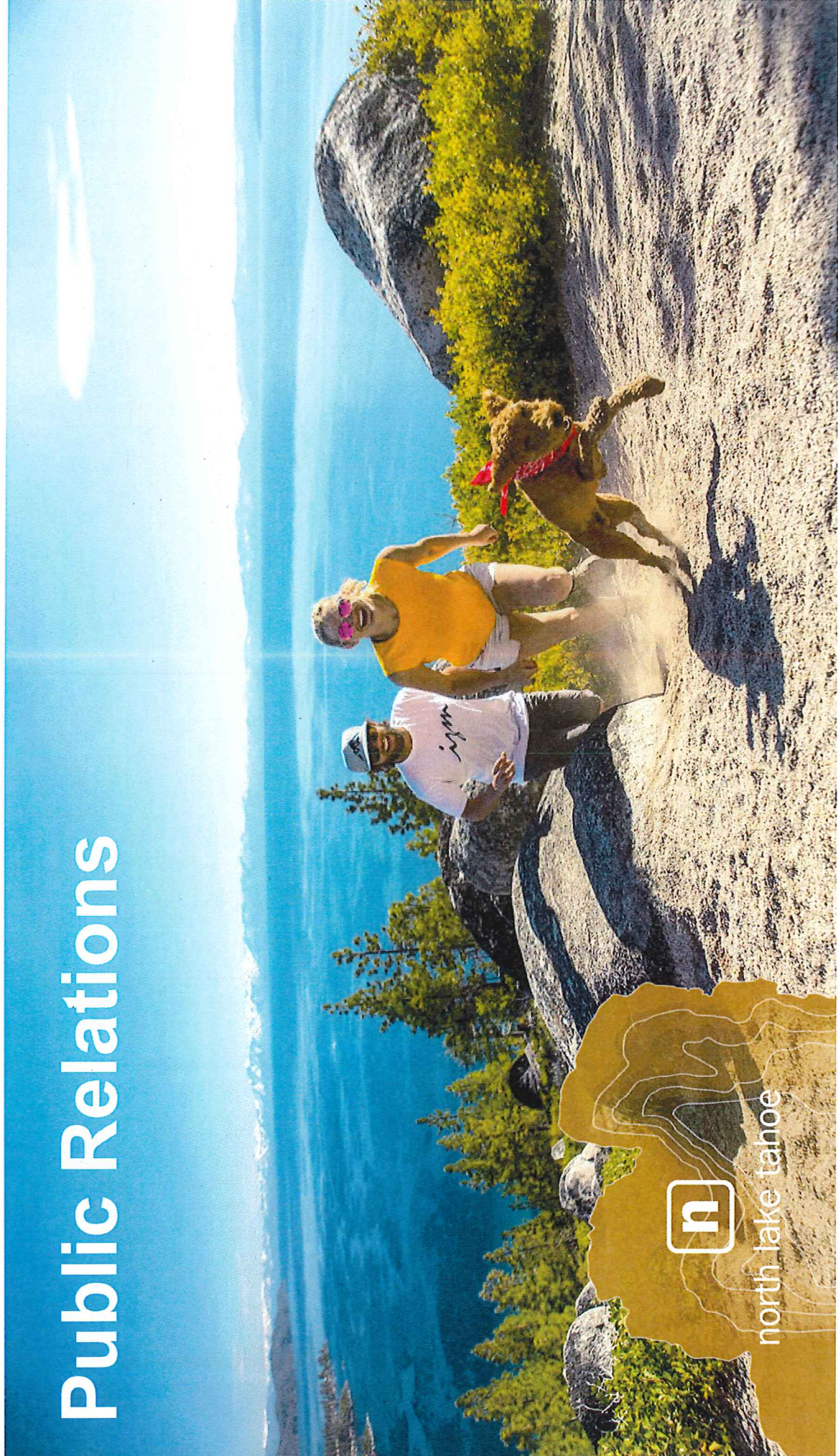
Social Media

- Increase followers: from Bay Area / SoCal by 5 percent
 - **Bay Area: 0.29%** decrease in Facebook followers (-29 new followers) and **5.8%** increase in Instagram followers (263 new followers)
 - **SoCal: 5.08%** increase in Facebook followers (1,361 followers) and **1.92%** increase in IG followers (58 followers)
- Host 4 influencer fams per year
 - Oct: Dr. Cacinda, Angela Ligouri/Matthew Massa
- Lives - Conduct 4 FB or IG lives
 - Oct: 1 live conducted. Tahoe Biltmore Ghost Tour
- Giveaways - Conduct 4 giveaways (2 big, 2 small-scale)
 - Oct: 0 giveaways conducted. Giveaways planned for Nov. and Dec.

Content

- Blog: goal - 2 per month; completed 2
 - Newsletter: goal - 1 per month; completed 1*
- * Moved to early November for winter rework.

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: Winter Preview / Sustainable Skiing, Lake Tahoe Film Fest, Passport to Dining, Ski Resort Meetings, Spring FAM Outreach

PRESS RELEASES: The 2019 "What's New Winter" Release is currently being sent out to local, regional and national news outlets.

MEDIA CONVERSATIONS (highlights)

- **Local/Regional:** Sierra Nevada Media Group - Mike Peron is incorporating winter info into next podcast, sent winter info to editors at Tahoe Daily Tribune/Lake Tahoe Action; Tahoe Magazine - sent photos of regional winter events to Kevin MacMillan
- **National/Industry (flight markets):** Shape Magazine - keeping Tahoe in mind for 2020 and considering Squaw for Healthy Travel Awards; Outdoor Sports Guide - working on Tahoe Bucket List piece, interested in a potential FAM
- **International:** Helloworld Travel (Australia) - crafting one-day itinerary in NLT (FAM is a joint effort with H Travel Nevada)
- **M&C:** Sent info and photos to Jeff Heilman from Meetings Today

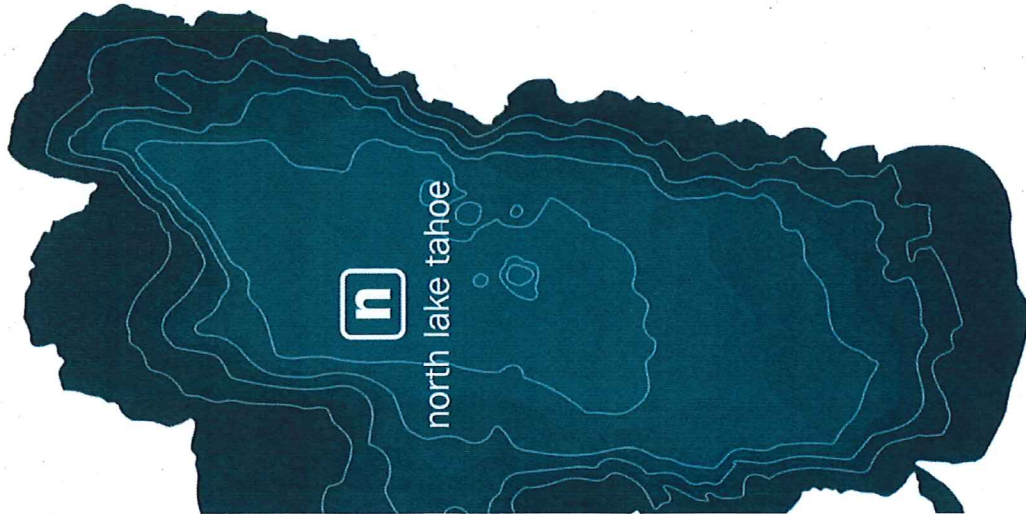
DESKSIDES / MEDIA MISSIONS: TAA carried out a Pacific Northwest media mission in October for the *Out of Bounds* premier in Seattle; Liz Bowling attended desksides with local media and influencers. Additionally, we plan to visit New York in January as part of Visit California's International Media Marketplace; and we will visit Dallas / Houston in March 2020.

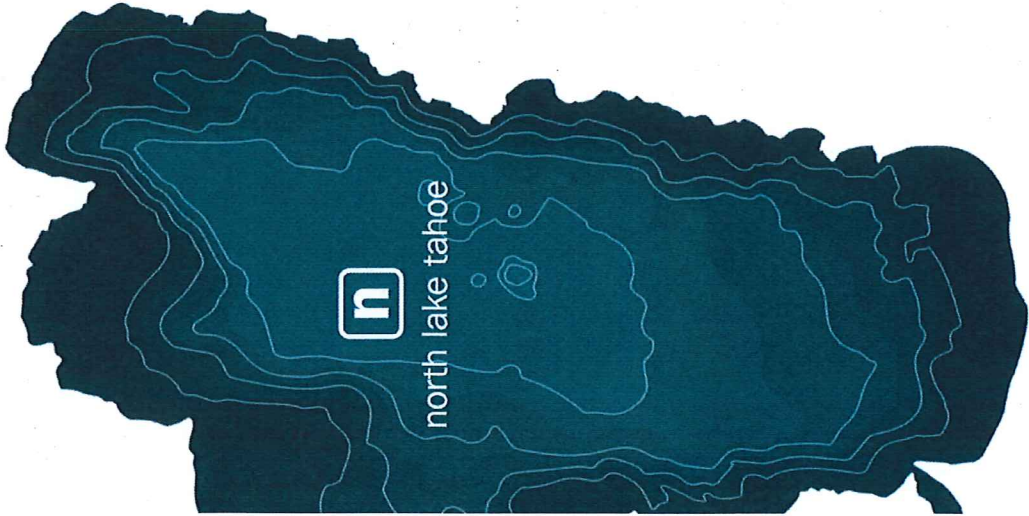
FAM COORDINATION:

TAA hosted three FAMs in October: 1 journalist FAM and 2 influencer FAMs.

- Elizabeth Santana + Luis Gabriel Elizondo (Bleu & Blanc Mexico): "Read, Drink & Reconnect in California"
 - Angela Ligouri (@angelaligs) + Matthew Massa (@thismattexists): outdoor adventure travel, fall/secret season
 - Dr. Caciinda Maloney (@pointsandtravel): luxury travel, arts & culture, wellness, boomer experiences
- TAA is also coordinating two FAMs for November:
- Deanne Revel + Rachael Jones (Travel Channel): Nov. 1-4 - COMPLETED
 - Sean Kennedy + Ash Hart + Scott McCracken + Aaron Kelly (Helloworld Travel Australia): Nov. 18

TAA is working to reschedule Robin Sussman's cancelled fall FAM for spring 2020.





PR Results

PLACEMENTS: 10

TOTAL IMPRESSIONS: 31,476,783

DOMAIN RANK AUTHORITY (NLT): 53

PUBLICATION HIGHLIGHTS: Reader's Digest, Meetings Today, Departures Magazine, Adventure Sports Network, Trip Savvy, Endless Vacation

KEY INSIGHTS: TAA saw an increase in coverage in national/NYC markets and locally surrounding winter previews and new ski resort news as well as outdoor adventure and specific holiday/event coverage (including Halloween and Passport to Dining), aligning with our goal to promote and highlight ski season to national markets and outdoor adventure to industry-specific markets.

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

Placement Highlights

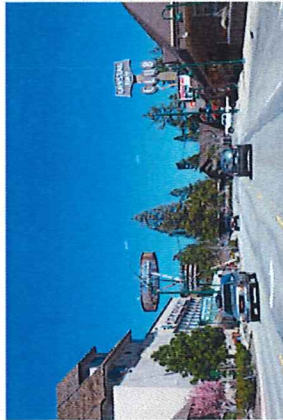
Reader's Digest

"The Spookiest Tourist Attraction in Every State"

- Reach: 12,716,841
- Ad Value: \$117,630.78
- Domain Rank: 91
- Social Shares: 0

OLDSPICE/ISTOCK

Nevada: Crystal Bay



In the 1950s, the North Lake Tahoe town of Crystal Bay was the playground of the rich and famous, including members of the Baruch, Marilyn Monroe, and the Kennedy family. In fact, Frank Sinatra once owned the former CalNeva Lodge, which has evolved in a variety of conspiracy theories involving secret underground tunnels, presidential attacks, and Marilyn Monroe's death. In addition, the Tahoe Billmore in Crystal Bay is thought to be haunted by Mary, a former performer in the Aspen Cabaret Showrooms.

Adventure Sports Network

"An Adventure Traveler's Guide to North Lake Tahoe (When It's Not Dumping Snow)"

- Reach: 596,724
- Ad Value: 5,519.70
- Domain Rank: 79
- Social Shares: 13

Adventure Sports Network



An Adventure Traveler's Guide to North Lake Tahoe (When It's Not Dumping Snow)

A dog-friendly, environmentally minded brewery for your next trip to Tahoe.

October 18, 2018 | By James Lee | 3



Everyone remembers the three-eyed golden retriever "The Simpson," swimming victory around the pond outside the Springfield nuclear power plant. Turns out even the purest water in the world has its own creepy critter population. U.C. Davis Science Center has just pulled from the shores of North Lake Tahoe, inside the LED-covered glass and building, yeast for water samples collected by environmental researchers, a full-size model of a freshwater yeast, and creative exhibits about the lake's ecosystem. An environmental food, because of residents who needed a place to dump their beer. In addition, the Tahoe Billmore in Crystal Bay is thought to be haunted by Mary, a former performer in the Aspen Cabaret Showrooms.



Departures Magazine

"In Tahoe, Outdoor Adventure Abounds"

- Reach: 146,678
- Ad Value: \$1,356.77
- Domain Rank: 62
- Social Shares: 0

DEPARTURES

CITY GUIDES TRAVEL FASHION AIR CULTURE HOME DESIGN LOCAL NEWSLETTER



Travel

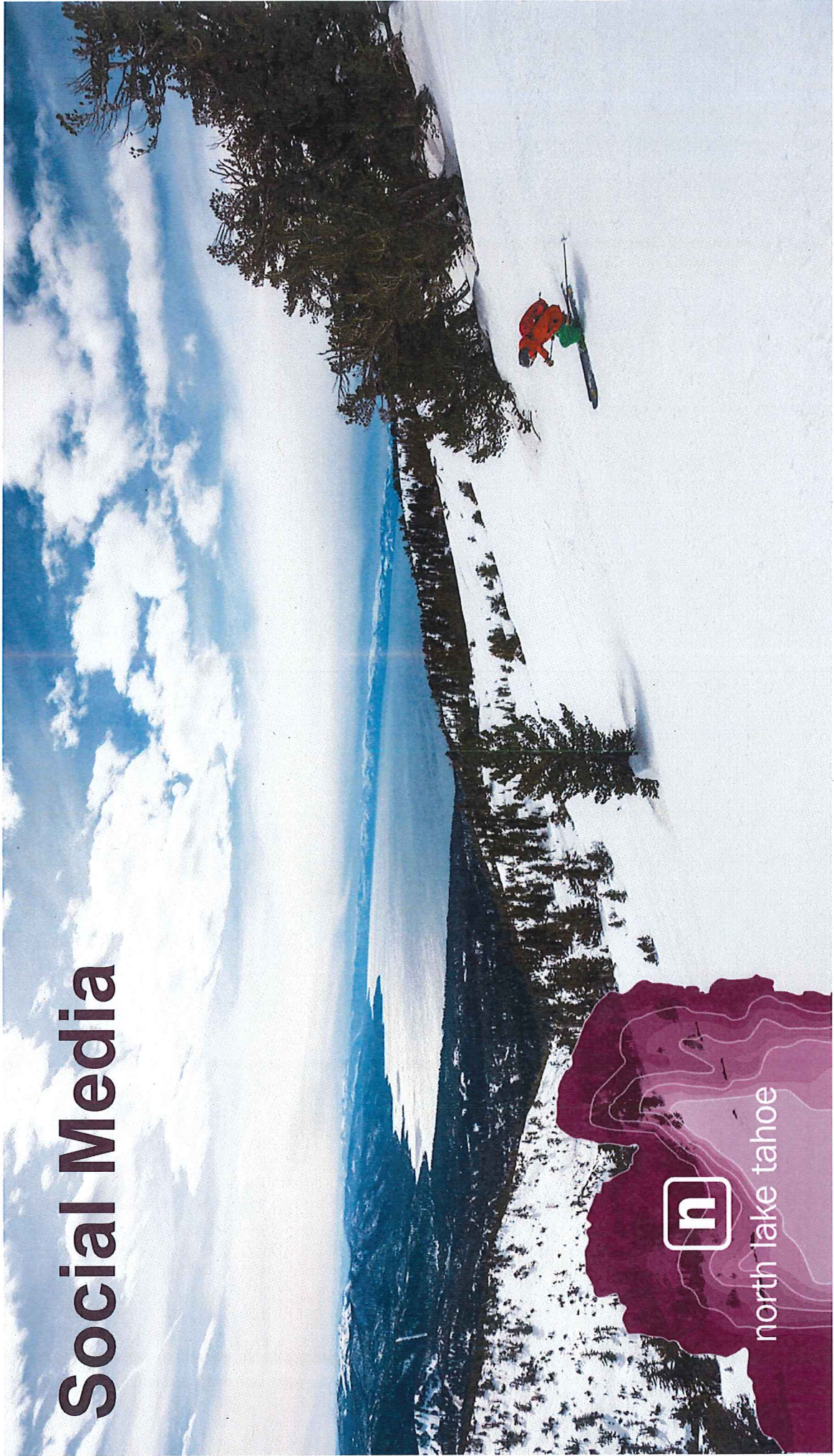
In Tahoe, Outdoor Adventure Abounds

Skiing in the morning, swimming in the afternoon, hiking and biking in between—Lake Tahoe's choice-your-own-adventure spirit is quintessential California.

By David Friedman | October 16, 2019

At 10:30 a.m. it was warmer high in the peaks of Squaw Valley, one of the largest ski resorts in North America. It was what you'd expect in a late February squall in the Sierra Nevada. There were three inches of snow on the ground, and the wind was strong enough that they'd shut down one of the trails and closed the whole lot, tubular situations at a lodge called High Camp, which sit atop one of the mountains.

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 0.4% from the previous month, with Instagram seeing the highest growth with a 1.4% increase. Twitter was the platform that saw the most overall growth this month, with a 7.5% increase in Twitter impressions and a 3.5% increase in engagements.



Growth + Campaigns

September growth:

- Facebook: 0 new followers
- Instagram: 1,007 new followers
- Twitter: 49 new followers

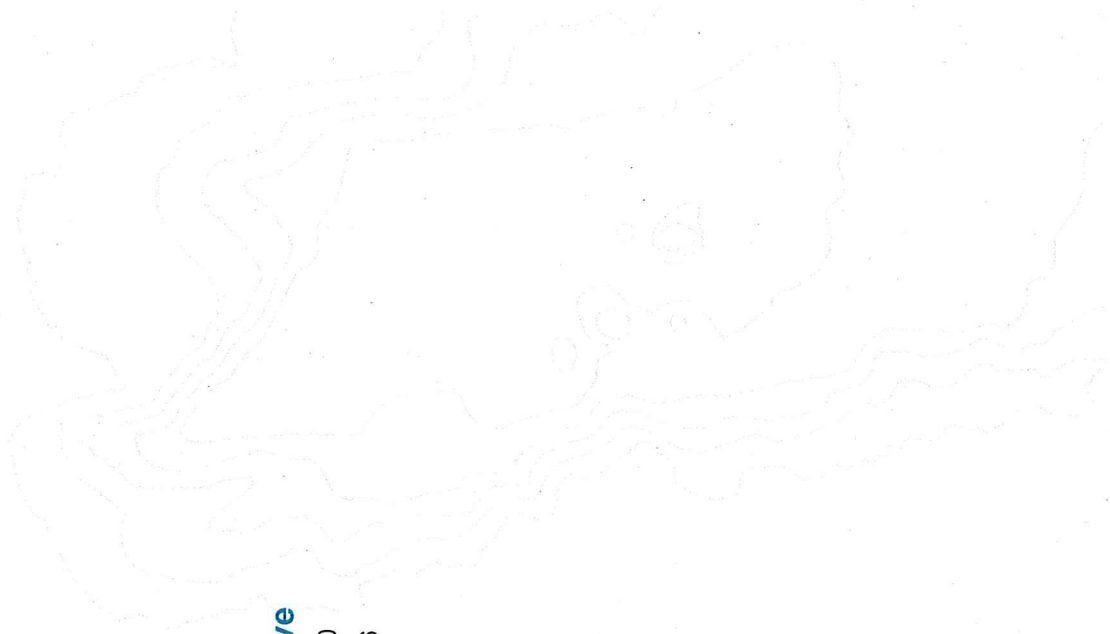
Total Impressions: 3,955,166

Total Engagements: 92,944

Campaigns:

Ghost Stories FB Live

- Impressions: 5,920
- Engagements: 306



Top Posts by Engagement

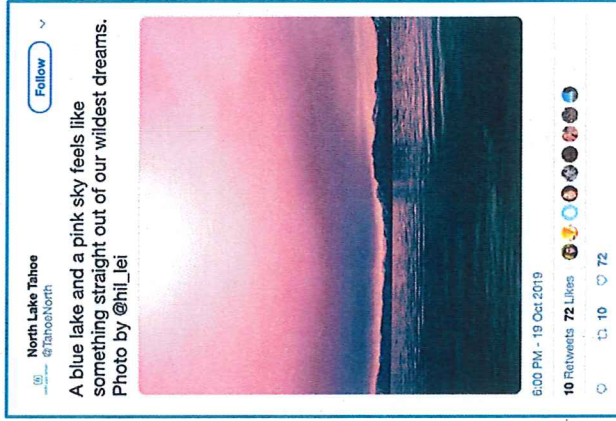
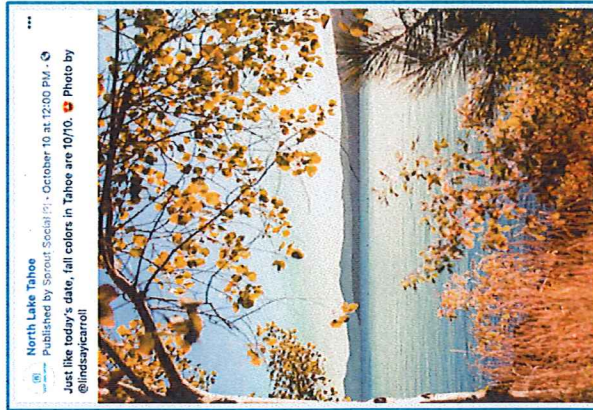
#1 Facebook Post: Fall UGC - 226 reactions, 8 comments, 13 shares

#1 Instagram Post: Sunset UGC - 3,766 likes, 79 comments, 108 saves

#1 Twitter Post: Lake UGC UGC - 73 likes, 0 retweets, 0 replies

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.



Ghost Stories Facebook Live

In the spirit of Halloween, and to help promote the Tahoe Biltmore, our Facebook went live with Jamie Lee Jurgensen of the Tahoe Biltmore and paranormal investigator Patrick McQueary to talk about the urban legends and ghost stories that haunt North Lake Tahoe.

Impressions: 5,920

Engagements: 306

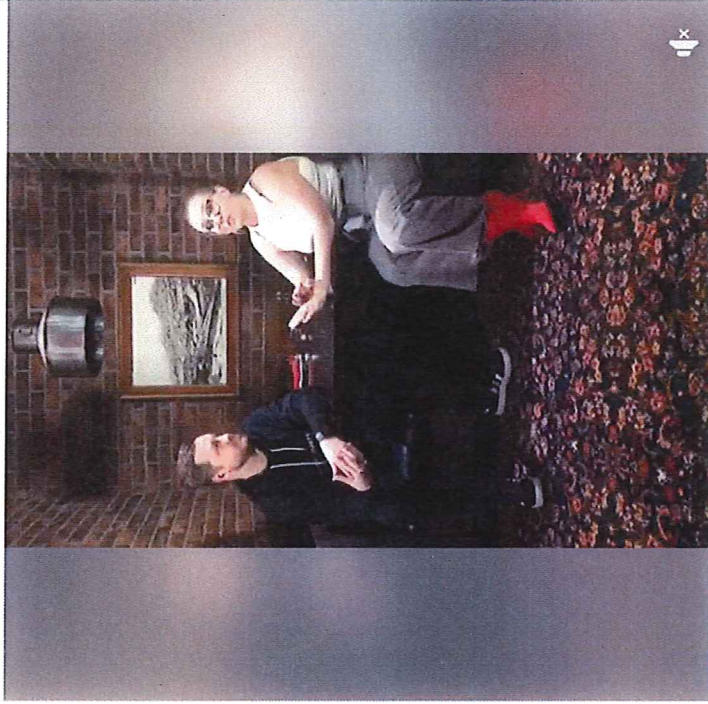
Live Views: 1,597



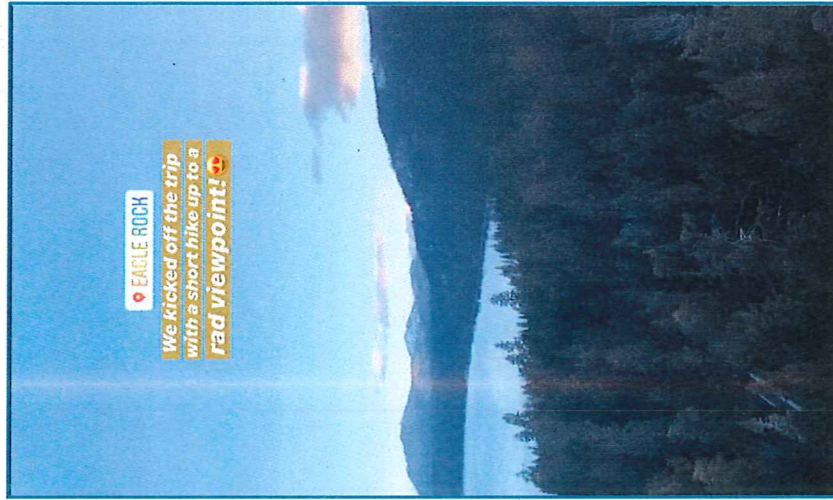
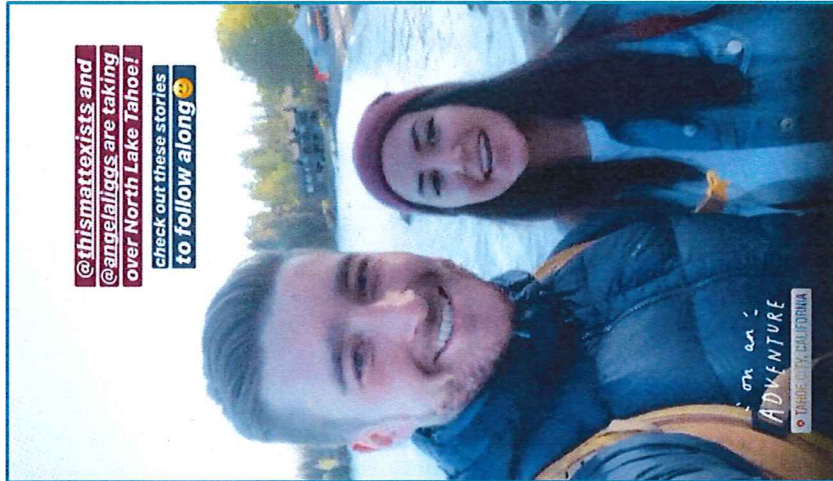
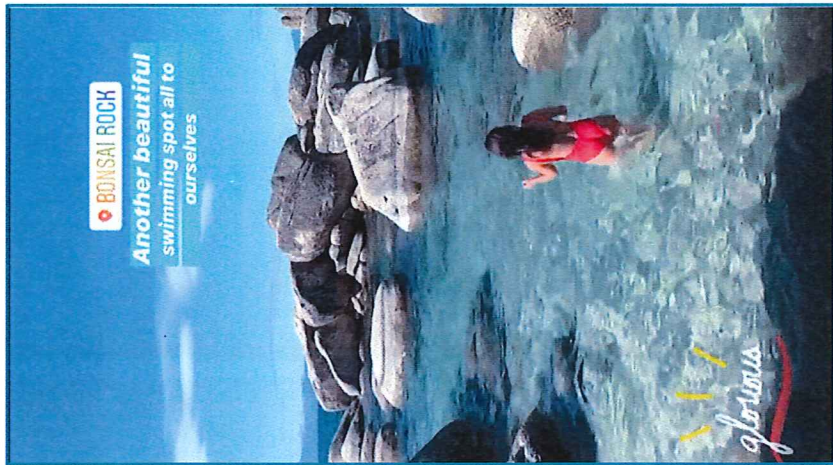
North Lake Tahoe was live.

Published by Obi Taa [?] · October 14 at 4:41 PM · 🌐

We are LIVE at the [Tahoe Biltmore Lodge & Casino](#) with Jamie-Lee Jurgensen and paranormal investigator Patrick McQueary from [The Haunted Side](#). Just in time for Halloween, we're talking about some of the ghosts and ghouls that can be found in North Lake Tahoe. Stay tuned, if you dare!



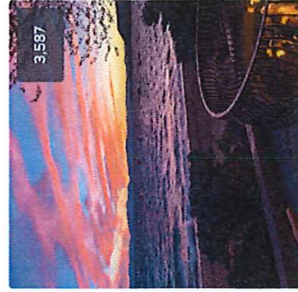
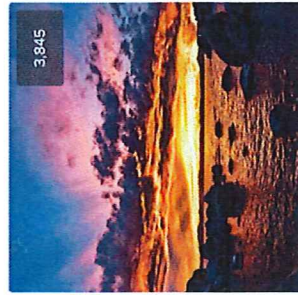
Instagram Story Highlights



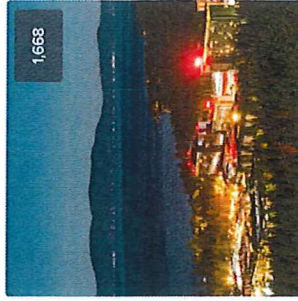
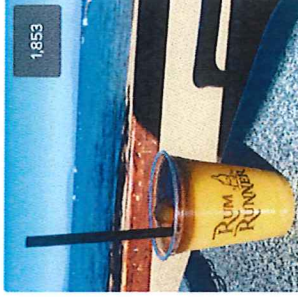
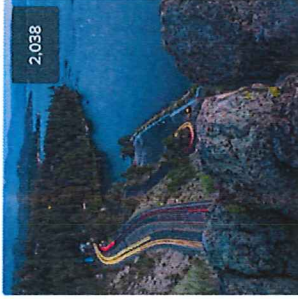
Total Story Impressions for October: 79k impressions ; Average Reach per Story: 3,395

Instagram Competitor Set

Most Popular Media by tahoenorth

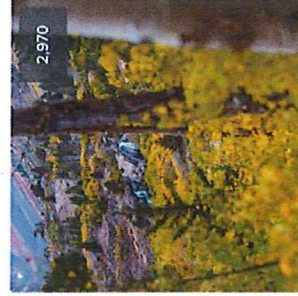
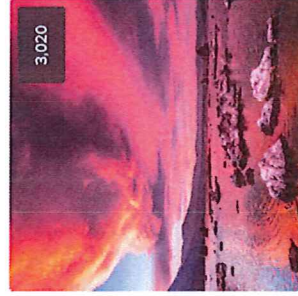
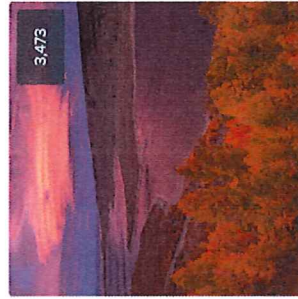


Most Popular Media by tahoesouth



In October, @tahoenorth received more engagements (60.9k) than, @tahoesouth (30.2k), and about equal to @visitmammoth (60.9k). Additionally, Tahoe North has the largest following of both of our competitors.

Most Popular Media by visitmammoth



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 NL TRA 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: Shoulder season activities, Tahoe Dining, preview to après, preview to winter

CAMPAIGNS: Tahoe Arts and Culture, Halloween, Opening Day

NEWSLETTERS POSTED: 0*

History and Haunts in North Lake Tahoe
N/a open rate | N/A CTR

- This newsletter has been moved to November to focus on opening day.

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

3 things to do this Halloween in North Lake Tahoe
75 Social Shares | 256 Blog Views

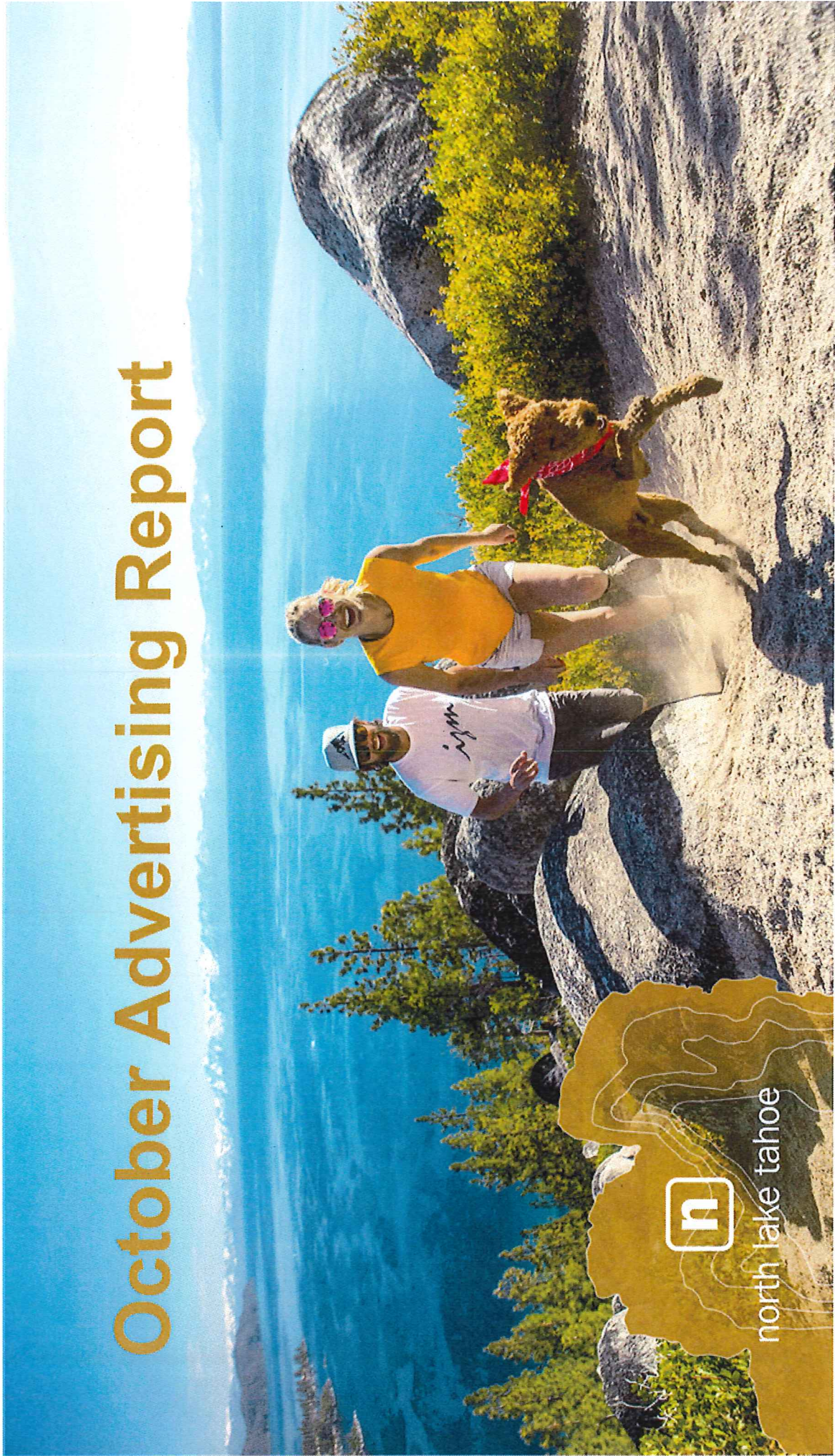
Your Guide to Autumn Arts and Culture in North Lake Tahoe
35 Social Shares | 93 Blog Views



A scenic landscape photograph featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and misty mountains in the background. The sky is a clear, vibrant blue. The foreground is dominated by large, smooth, light-colored rocks. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Thank you!".

Thank you!

October Advertising Report



north lake tahoe

Executive Summary

Consumer

- The Consumer campaign served over 4.77M impressions in October resulting in 13.8K website visits. 11.65% of all visitors from the digital ads spent more than 115 seconds on GoTahoeNorth.com.
- Paid Search drove quality site traffic, resulting in 2.0K website visits, an average time on site of 00:01:18 and 142 Book Now conversions (as counted by Google Analytics).
- Fall targeted the Bay Area.

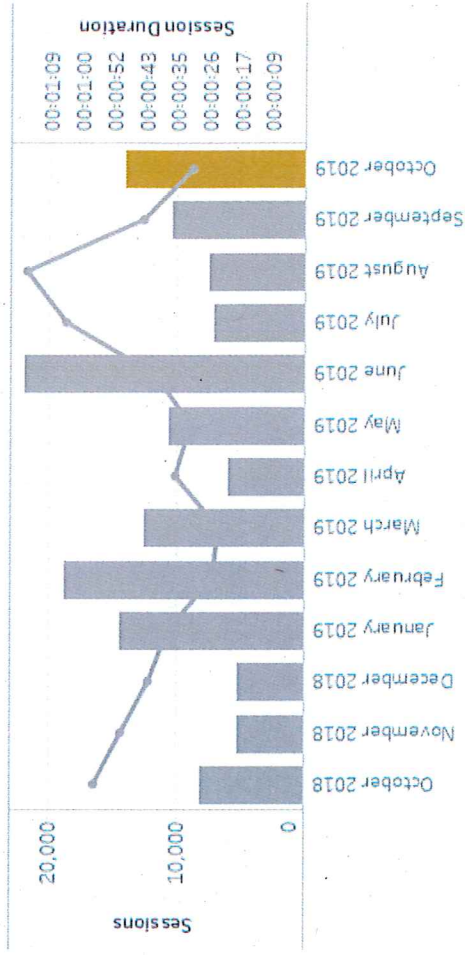
MCC

- The MCC campaign served nearly 11.4K impressions in October resulting in 79 website visits. 10.13% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.

Overview by Campaign

- Consumer and MCC ads combined for 4.77M impressions in October, resulting in nearly 13.89K website visits and 2.01K time on site conversions. In addition, digital ads drove 395 users to click a Book Now button on GoTahoeNorth.com.
- Sessions this year increased by 74% compared to October of last year (there were 8,051 sessions last year). Organic traffic has decreased compared to this time last year but paid traffic has seen an increase. Better targeting and optimization helped drive the increase in traffic.

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

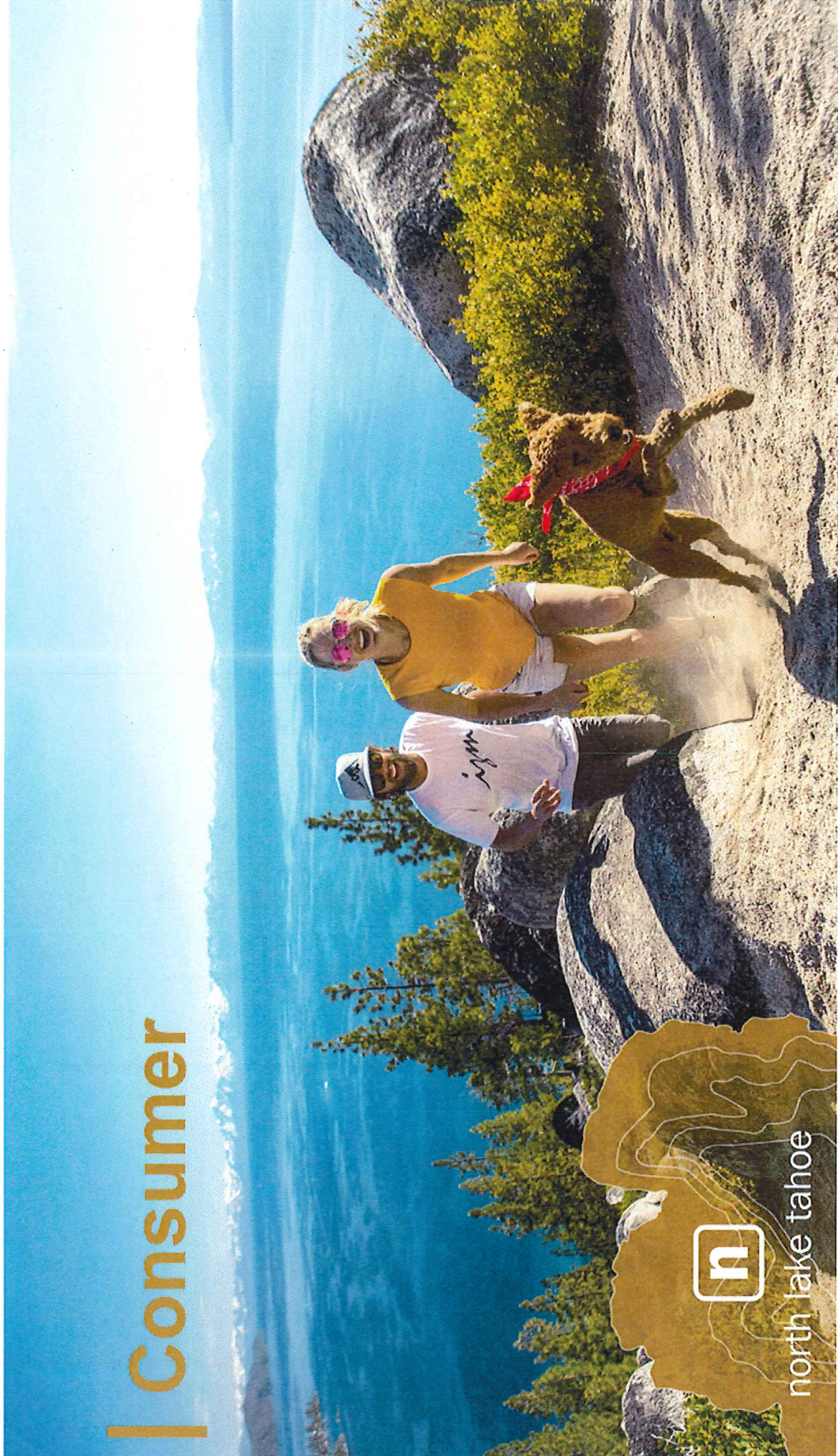


Campaign Group	Impressions	CTR	Spend	Sessions	Time on Site	Pages per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	4,759,063	0.35%	\$37,873	13,803	00:00:29	1.4	80%	2,000	393
MCC	11,389	0.82%	\$631	79	00:01:07	1.4	89%	10	2
Grand Total	4,770,452	0.35%	\$38,503	13,885	00:00:29	1.4	80%	2,010	395



October Digital Report | Consumer & MCC

| Consumer

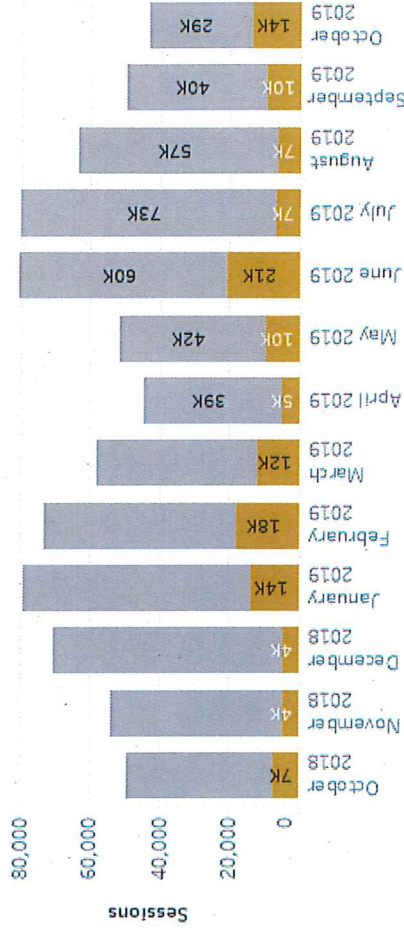


north lake tahoe

Website Performance

- Of the 13.8K Visitors, 8.2K were attributed to Paid Social.
- Users from Paid Search ads spent the most time on site (00:01:18) viewed the most pages and had the lowest bounce rate.

Website Sessions From Consumer Ads



Channel	Sessions	Avg. Time on Site	Pages per Session	Bounce Rate
Paid Social	8,239	00:00:19	1.3	82%
Display	3,611	00:00:26	1.3	81%
Paid Search	1,953	00:01:18	2.0	66%
Grand Total	13,803	00:00:29	1.4	80%

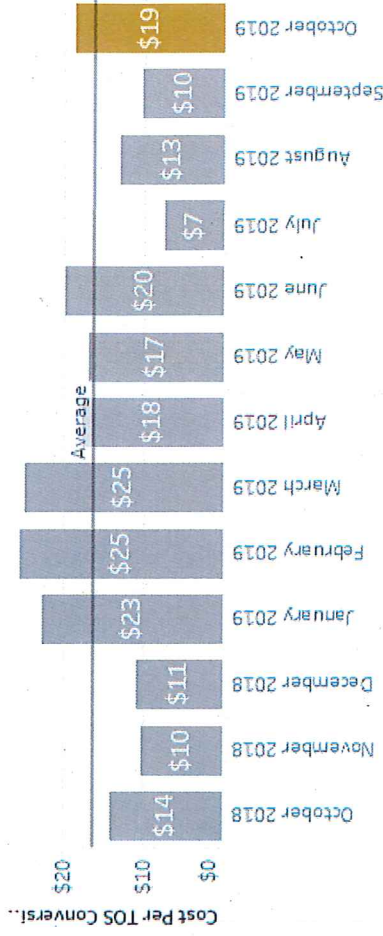


October Digital Report | Consumer

Overview by Medium

- Consumer ads served 4.76M impressions in October resulting in 2.00K time on site conversions, and an average cost per conversion of \$18.94.
- Display ads were highly effective, accounting for 53% of TOS conversions in October. Display had 1,065 time on site conversions at \$24.59 per conversion, the highest this month.

Cost Per Conversion Trending



Channel	Spend	Impressions	Clicks	CTR	TOS Conversions	Cost Per TOS Conversion	Book Now Conversions
Display	\$26,191	3,182,208	5,646	0.18%	1,065	\$24.59	42
Paid Social	\$5,568	980,024	9,034	0.92%	447	\$12.46	217
Online Video	\$4,377	517,794	590	0.11%	51	\$85.83	0
Paid Search	\$1,737	79,037	1,549	1.96%	437	\$3.97	134
Grand Total	\$37,873	4,759,063	16,819	0.35%	2,000	\$18.94	393

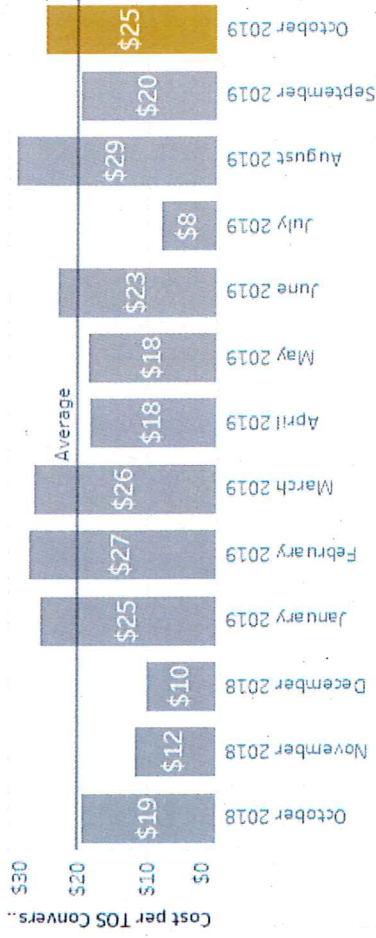


October Digital Report | Consumer

Display Performance by Placement

- The average cost per time on site conversion from display ads was \$24.60 in October. Prospecting ads were the most expensive.
- Retargeting ads drove the most TOS conversions in October with 532 and 19 Book Now conversions.

Cost Per Conversion Trending



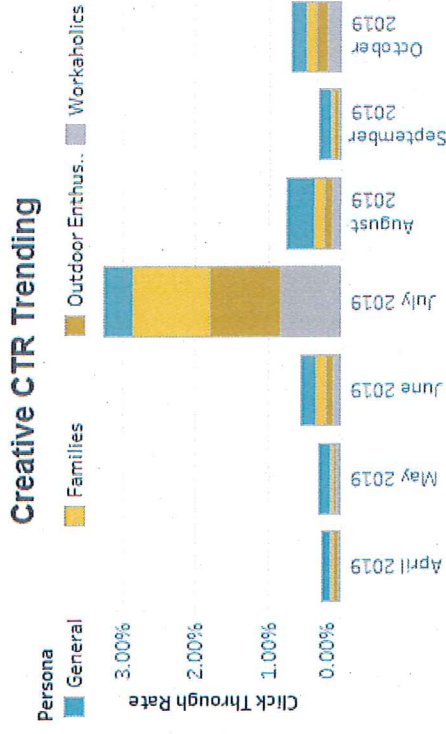
Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Conversions
Prospecting	\$13,964.25	1,892,599	4,581	0.24%	\$3.05	248	\$56.31	4
Retargeting	\$8,773.81	1,132,104	908	0.08%	\$9.66	532	\$16.49	19
TripAdvisor	\$3,458.28	157,505	150	0.10%	\$23.06	285	\$12.13	19
Grand Total	\$26,196.34	3,182,208	5,639	0.18%	\$4.65	1,065	\$24.60	42



October Digital Report | Consumer

Display Performance by Creative

- In October, Display ads received 5,646 clicks, at a click through rate of 0.18%.
- The General ads were most effective during October, resulting in 891 TOS conversions and 38 Book Now conversions.
- Workaholics had the highest click through rate in October at 0.20%.



Persona	Impressions	Clicks	Spend	Cost per Click	Click Through Rate	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
General	2,005,071	3,800	\$19,722.09	\$5.19	0.19%	891	\$22.13	38
Families	538,853	756	\$2,963.69	\$3.92	0.14%	60	\$49.39	1
Outdoor Enthusiasts	380,366	564	\$2,092.01	\$3.71	0.15%	60	\$34.87	2
Workaholics	257,918	526	\$1,418.55	\$2.70	0.20%	54	\$26.27	1
Grand Total	3,182,208	5,646	\$26,196.34	\$4.64	0.18%	1,065	\$24.60	42



October Digital Report | Consumer

Display Ad Examples



General

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

Impressions: 2,005K
Clicks: 3,800
CTR: 0.19%
TOS Conversions: 891
CVR: 23.45%



Families

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

Impressions: 539K
Clicks: 756
CTR: 0.14%
TOS Conversions: 60
CVR: 7.94%



Outdoor Enthusiasts

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

Impressions: 380K
Clicks: 564
CTR: 0.15%
TOS Conversions: 60
CVR: 10.64%



Workaholics

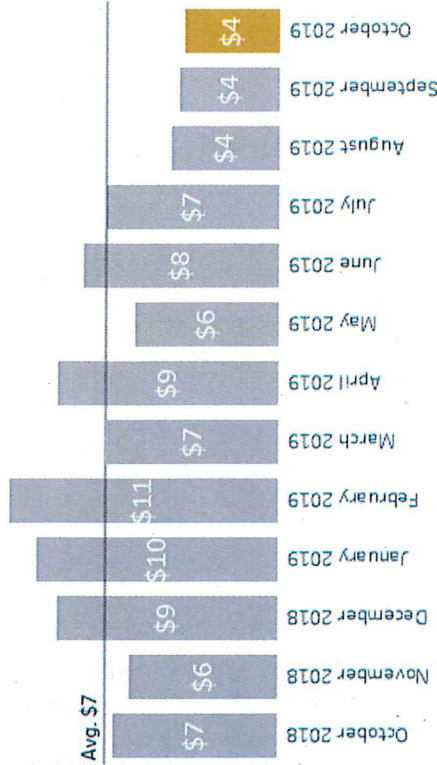
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 258K
Clicks: 526
CTR: 0.20%
TOS Conversions: 54
CVR: 10.27%

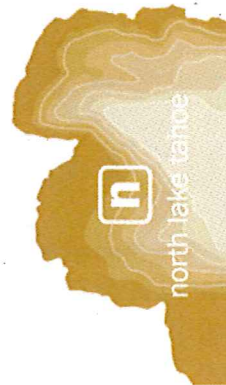
Paid Search Performance

- The campaign with the highest click through rate was Evergreen - Local at 10.95% and a cost per click of \$0.60.
- Within Evergreen - Local, the local_activities keyword group performed best at 11.66% click through rate from 487 clicks on 4.2K impressions.
- TOS conversions attributed to Paid Search totaled 437 in October, -34% compared to last month due to decreased spend in the shoulder season.
- At \$4 per conversion for a third month, conversions continue to cost below the yearly average.

Cost Per Conversion Trending



Campaigns	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Book Now Conversions	115s Conversion Rate
Evergreen - Vacation	\$789.85	46,038	515	1.12%	\$1.53	125	59	24.27%
Fall 2019	\$467.46	21,960	259	1.18%	\$1.80	48	22	18.53%
Evergreen - Local	\$303.05	4,595	503	10.95%	\$0.60	198	31	39.36%
General	\$176.19	6,444	272	4.22%	\$0.65	66	22	24.26%
Grand Total	\$1,736.55	79,037	1,549	1.96%	\$1.12	437	134	28.21%

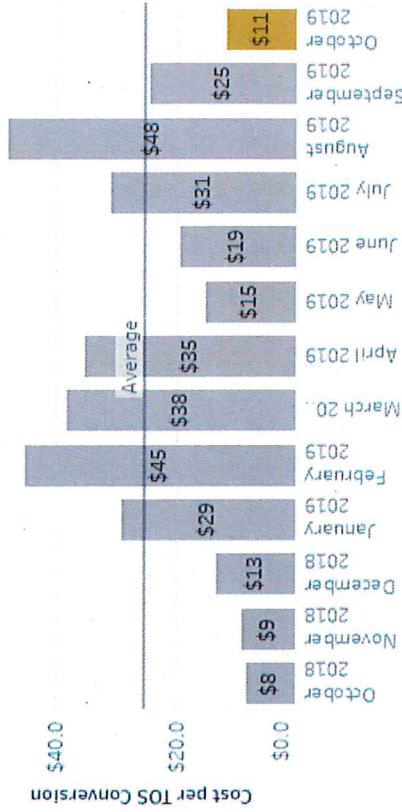


October Digital Report | Consumer

Facebook Ad Performance

- Cost per conversion in October was \$11.49 with 447 TOS conversions and 217 Book Now clicks.
- The Retargeting had the highest click through rate at 1.29% and provided the highest amount of TOS and Book Now conversions.

Cost per Conversion Trending



Targeting	Spend	Impressions	Link Clicks	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversion
Prospecting	\$2,165.13	309,897	2,215	0.71%	41	\$52.81	5
Video	\$765.57	176,985	942	0.53%	5	\$153.11	0
Retargeting	\$1,766.68	381,523	4,910	1.29%	390	\$4.53	212
Conquesting	\$436.92	72,224	363	0.50%	11	\$39.72	0
Grand Total	\$5,134.30	940,629	8,430	0.90%	447	\$11.49	217



October Digital Report | Consumer

Facebook and Instagram Ad Examples

Dynamic Creative

North Lake Tahoe
Sponsored

Crisp air, vivid colors and smaller crowds - discover North Lake Tahoe's Secret Season and experience fall like never before.

Fall in Love with Nature
Plan your perfect fall getaway.

Learn More

North Lake Tahoe
Sponsored

Plan your perfect fall getaway.

Explore Upward
Plan your perfect fall getaway.

North Lake Tahoe
Sponsored

Plan your perfect fall getaway.

Server Every Moment
Plan your perfect fall getaway.

Learn More

North Lake Tahoe
Sponsored

Plan your perfect fall getaway.

Experience the Wonder
Plan your perfect fall getaway.

Learn More

North Lake Tahoe
Sponsored

Plan your perfect fall getaway.

Server Life's Mer
Plan your perfect fall getaway.

Learn More

North Lake Tahoe
Sponsored

Crisp mountain air, colorful landscapes and fall lodging specials make it the perfect time to visit North Lake Tahoe.

Explore Lodging Specials
Plan the ultimate getaway in North Lake Tahoe.

Book Now

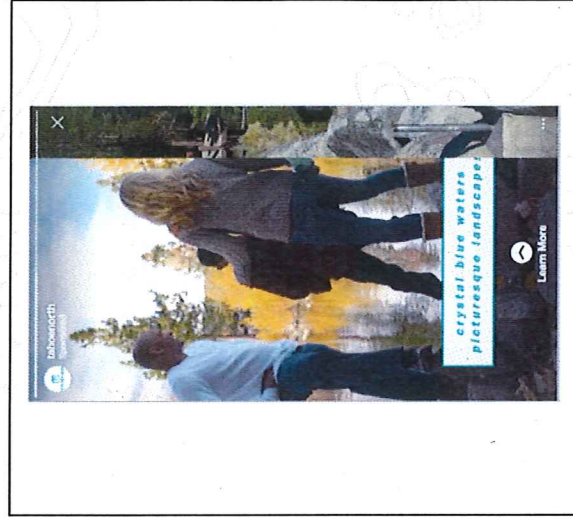
North Lake Tahoe
Sponsored

Plan your perfect fall getaway.

Find Your Winning Streak
Plan your perfect fall getaway.

Learn More

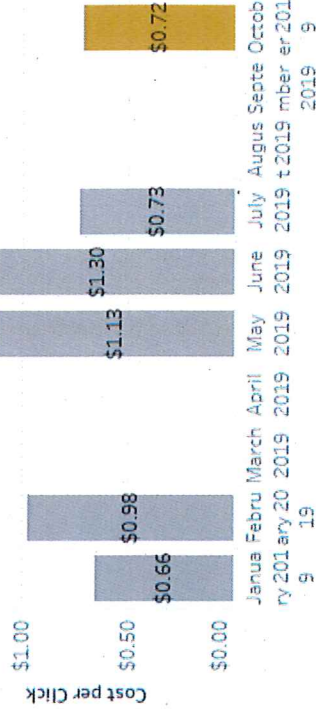
Instagram Story



Twitter Ad Performance

- Twitter ads in October resulted in 39.4K impressions and 604 link clicks.
- In October, we targeted a Twitter audience in the San Francisco area who clicked through at 1.00%.
- Twitter is flighted during key months to ensure a bigger impact and optimize budget on the platform:

Cost per Click Trending



Geo	Impressions	Clicks	Click Through Rate	Spend	Total Engagement	Conversion Site Visits
San Francisco	39,395	604	1.00%	\$433.79	22	21
Total	39,395	604	1.00%	\$433.79	22	21



October Digital Report | Consumer

| MCC

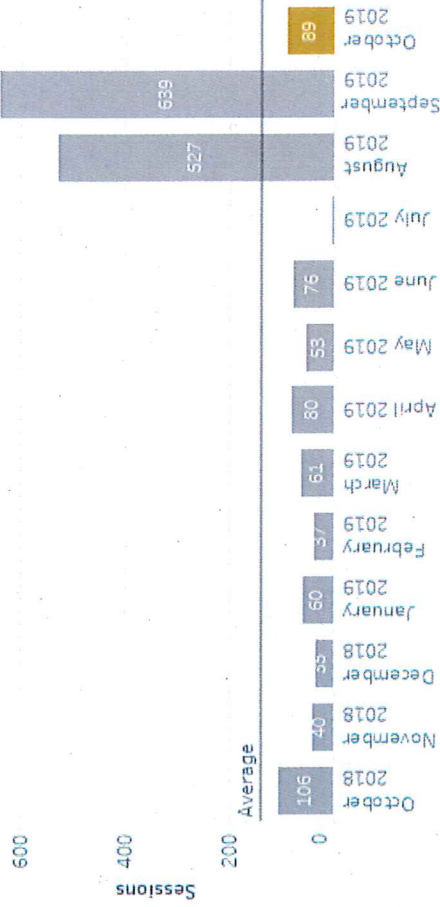


north lake tahoe

Website Performance

- The MCC campaign sessions dropped in October. 79 users visited GoTahoeNorth.com in October.
- MCC ad visits were mostly by users from Paid Social ads (42 sessions).
- Users from Paid Search ads spent the most time on site (00:01:36).

Website Sessions From MCC Ads



Channel	Sessions	Pageviews	Avg. Time on Site	Pages per Session	Bounce Rate
Paid Social	42	45	00:00:42	1.1	95%
Paid Search	37	67	00:01:36	1.8	81%
Grand Total	79	112	00:01:07	1.4	89%



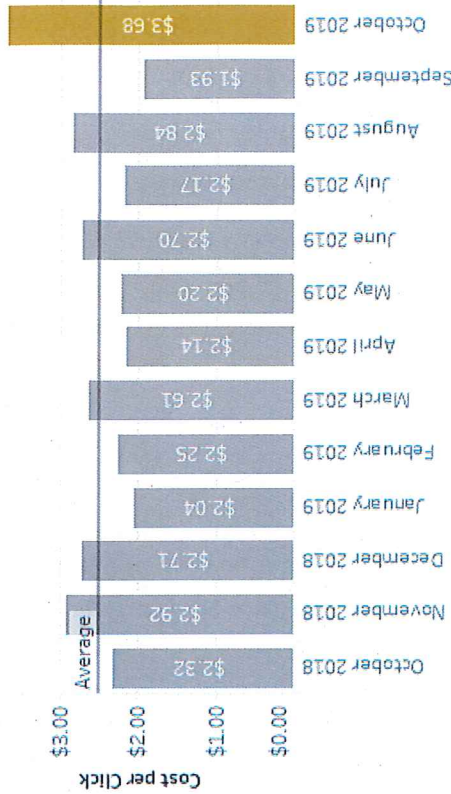
October Digital Report | MCC

Facebook Ad Performance

- In October, Facebook ads drove 3 TOS conversions, at a 5.36% conversion rate.
- This month we only ran a small amount of Retargeting ads on Facebook. We didn't run on LinkedIn.

Cost per Conversion Trending

For Facebook and LinkedIn




Site	Targeting	Spend	Impressions	Clicks	CTR	Cost per Click	TOS Conversions
Facebook Ads	Retargeting	\$206	10,542	56	0.53%	\$3.68	3
Total		\$206	10,542	56	0.53%	\$3.68	3




October Digital Report | MCC

Facebook Ad Examples

Facebook



 **North Lake Tahoe** Sponsored

With a ton of experiences to motivate and exhilarate all your attendees, North Lake Tahoe is the perfect meeting destination.



GOTAHOENORTH.COM
Meet. Greet. Play. Repeat.
Plan Your Ideal Meeting Now

[LEARN MORE](#)

 4  1 Share



Thank You