

December Departmental Reports

Celebrate
Relax
Experience

it's human ature



December 2019
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. DJO Global – DJO Bracing & Support Kick Off Meeting, 1/1/2020-1/9/2020. 42 room nights
2. Thermo Fisher Scientific – Offsite Meeting January 2020, 1/27/2020-1/30/2020. 72 room nights
3. Palo Alto Networks – High Executive Meeting February 2020, 2/17/2020-2/19/2020. 50 room nights
4. Oriden Global – QBR April 2020, 4/6/2020-4/9/2020. 50 room nights
5. Mr. Rooter - 2020-06 Regional Meeting, 6/9/2020-6/10/2020. 30 room nights
6. HPN Global - 71066V2 Team Meeting, 6/16/2020-6/17/2020; 320 room nights
7. BioFire Diagnostics, I.L.C - Brand Planning Meeting, 7/4/2020-7/11/2020. 347 room nights
8. HPN Global – 71477 2020 Summer Leadership, 7/14/2020-7/16/2020. 105 room nights
9. HPN Global - 71401 Cintas August 2020 FAS West Winners Circle, 8/6/2020-8/7/2020. 90 room nights
10. Wilderness Medicine Society - Winter Meeting 2022, 1/27/2020-2/3/2020. 420 room nights
11. Siemens A&D Executive Council Meeting. 7/13/19 – 7/16/20. 73 room nights
12. SJM Ski Trip 2019-2020. 1/16/20 – 1/20/20. 45 room nights
13. 2020 National Council of State Boards of Nursing Board of Directors Retreat. 10/18/20 – 10/21/20. 51 room nights
14. Heartland Payment Systems. 5/3/20 – 5/7/20. 400 room nights
15. Northern California Golf Association. 8/30/20 – 8/31/20. 50 room nights
16. April 2020 Vistar Corporate Retreat. 4/17/20 – 4/19/20. 30 room nights
17. RxBenefits PFP Summit. 1/20/20 – 1/24/20. 28 room nights

DEFINITE BOOKINGS:

1. Thermo Fisher Scientific – Lake Tahoe Meeting, 5/4/2020-5/5/2020; \$6870 in room revenue, 30 room nights and 20 people at Ritz Carlton Lake Tahoe
2. TransUnion - 2021 Sales Excellence Incentive, 7/13/2020-7/18/2020; \$56210 in room revenue; 152 room nights and 37 people at the Hyatt Regency Lake Tahoe
3. Associated Builders and Contractors, Inc. – 2021 ABC Chapter Presidents Management Conference 7/25/2021-8/1/2021; \$58473, 242 room nights and 80 people at Resort at Squaw Creek
4. Washington State Department of Retirement Systems – NCSSSA 2021 Lake Tahoe, 9/17/2021-9/22/2021; \$33927 in room revenue; 263 room nights and 60 people at Village at Squaw Valley

UPCOMING SITE VISITS

- January 29-30, 2020. Site Inspection for Southeastern Lumber Manufacturers Association, Inc. – 2023 Annual Conference. This program is 831 Room nights/221 Peak Rooms/400 People. This program is considering the Hyatt Regency Lake Tahoe
- February 5-6, 2020. Site Inspection for Rotary International District 5160 Conference 2021-22. This program is 355 room nights/155 Peak Rooms/350 People. This program is considering Resort at Squaw Creek.

TRADESHOWS, EVENTS & SALES CALLS CONDUCTED

Staff attended Connect Southwest – December 8-10, 2019 in Scottsdale, AZ. Connect Southwest is an education conference and appointment-only trade show. Hosted by Connect, the event brings together the most active planners, suppliers and experts in Southwest association meetings and events for a quality packed day of general sessions, roundtables, pre-set appointments and networking. Connect Southwest is the business marketplace, where RFPs are placed, dates are secured and relationships are developed for future business. Staff had 23 appointments and has generated 3 RFPs. In addition to this event, Staff conducted sales appointments December 10-11, 2019 with the following people:

1. Cindy Hughes, Direct Business Development, Global Cynergies
2. Kim Barnes, National Account Manager, Global Cynergies
3. Jennifer Henrich, Procurement Sale Assistant, Global Cynergies
4. Lisa Stevens, National Account Manager, Global Cynergies
5. Jaime Cook, Owner, Strategic Meetings
6. Laura Scheller, President, Solmonte Hospitality
7. Kim Burtraw, Director, Meetings and Events, Association of Energy Service Professionals

Staff attended CalSAE Seasonal Spectacular - December 16-17, 2019 in Sacramento, CA. CalSAE's prime event, Seasonal Spectacular, features the largest annual association industry tradeshow on the West Coast including EXCHANGE - The CalSAE Appointment Show, education programs, luncheon, and networking opportunities. Over 350 exhibiting companies attended the one day tradeshow. The North Lake Tahoe CVB booth included hotel partners: Resort at Squaw Creek and the Village at Squaw Valley. The North Lake Tahoe CVB and our partners Resort at Squaw Creek and the Village at Squaw Valley had almost 120 people come by our booth. In addition to CALSAE Seasonal Spectacular, Resort at Squaw Creek, Village at Squaw Valley and the North Lake Tahoe CVB hosted a client dinner at Lucca Restaurant & Bar on December 16th. In attendance were the following clients:

1. Stephanie Pridmore, CalCIMA
2. Moina Fong, Western Plant Health Association
3. Della Yee, California Veterinary Medical Association
4. Donna Leon, Meetings & More, Inc
5. Sean McDonald, McDonald Association Management Company
6. Christina Hake, Aver Murphy
7. Jimmy Madrigal, League of CA Community Colleges
8. Ursa Stearns, Hospitality Performance Network Global (HPN)
9. Kimber Chavez, UC Davis Eye Center

10. Megan Hemming, CA Special Districts Assn

CHICAGO CONTRACT UPDATE:

- Conducted NIS Presentation
- Attended: Experient Wrap-up Party, PCMA Holiday Event, MPI Holiday Event, Holiday Showcase
- Booked our next Chicago in-market event: Elton John on June 19th
 - We currently have two partners signed up: The Village & Resort at Squaw Creek



Leisure Departmental Report
December 2019

TRAVEL TRADE SALES CALLS & MEETINGS:

- Attended:
 - RSCVA & NLT joint sales mission to Guadalajara, Mexico to promote the 5th anniversary of the direct flight out of Reno Tahoe International Airport.
 - (70) agents trained
 - (35) media trained
- Coming up:
 - Visit California Outlook Forum – February

INTERNATIONAL MEDIA:

- Hosted
 - Expedia Media, Australia – December 23-26, 2019
- Coming up:
 - Marina Vidigal Brandilcone, Brazil Digital Influencer – January 11
 - Gabi Temer, Latin America – Jan 30- Feb 1, 2020

TRAVEL TRADE FAMS:

- Coming up:
 - United Airlines China FAM: February 2020
 - MTS Pre FAM: March 2020
 - Travel Masters, Canada: May 2020
 - German POST IPW FAM: June 2020

MARKETING CAMPAIGNS:

- Travelzoo: December campaign to their 20K database
 - Captures high-quality Travelzoo members, drives bookings
 - ROI to be reported upon completion

INTERNATIONAL OFFICE UPDATE:

- Germany, Austria, Switzerland:
 - (6) meetings conducted with: CRD, America Unlimited, Faszination, CANUSA, VUSA Switzerland and FTI
 - Confirmed new marketing co-operative with CANUSA
 - Featured North Lake Tahoe in the December 17th newsletter
 - 42.5% open rate
 - 5.2% click rate
- Canada October Update:
 - (2) meetings conducted with Huntington Travel and Travel Impresarios

- (29) agents trained during a joint NLT and Hyatt webinar
- UK/Ireland Update:
 - (5) Meetings conducted with Expedia, BA Holidays, Travel Bulletin and Virgin Holidays
 - (234) agents trained at the Virgin Holidays Lunch, Travel Counsellors in Bristol and Hayes & Jarvis
 - Attended the Kuoni Holiday Party, the Norwegian Supplier Appreciation Day, and Turquoise Holidays Appreciation Event
- Australia October Update:
 - (9) Meetings conducted with: Viva Holidays, Helloworld Viva Sales calls, Helloworld Fern Tree Gully, Helloworld Stud Park and Helloworld Knox Westfield
 - (324) agents trained at Viva Holidays roadshow, Helloworld roadshow and the Brand USA partner breakfast

Events Update
Katie Biggers
December 2019

Chamber

- Community Awards
 - OVL –Squaw Valley, April 23rd, 2020
 - Menu Selection Completed
 - Leading the ongoing Solicitations for Auction Items
 - Sponsorship tier completed and posted
 - Nominations to go out in Mid January
 - Board Participation outline finalized/to present updates each month
- Chamber Mixer at Northstar/ PR Summit at Ritz
 - Assisted with Event Promotion, Outreach, and Execution

Special Event Partnership Funding

- Finalizing Event Resource Toolkits, to go out to producers in January
- Drafting Partnership Funding Contracts (12) to be sent out in early January, along with Toolkits

Marketing Event Sponsorships

Winter Marketing Events Sponsorships

- 2020 WinterWonderGrass Squaw | March 27-29 | Squaw Valley
 - January 9 - Tahoe Schedule Announce
 - January 16 - Tahoe Single Day Tickets On Sale
 - January 23 - Tahoe Price Increase
- Mountain Travel Symposium | March 29-April 4 | Squaw Valley/North Lake Tahoe
 - 2020 Welcome Party planning in progress - “Hollywood in the High Sierra” at High Camp
 - Band contract signed- Jumpstart
 - Apres Ski Party at KT Deck
 -
- Tourism Cares Sustainability Conference | May 13-15 | Squaw Valley/North Lake Tahoe
 - Planning community visits and nonprofit partnerships
 - *UC Davis Science Center, Tahoe Food Hub, Tahoe Truckee Community Foundation, Take Care Tahoe, Tahoe Fund, Keep Tahoe Blue, Sierra Nevada College, Tahoe Adventure Company, Squaw Valley, CAP Radio, Big Truck, We the Trees, Shane McConkey Foundation*

Summer Events Sponsorships

- 2020 Broken Arrow Skyrace | June 19-21 | Squaw Valley
- 2020 Lake Tahoe Summit Classic Lacrosse Tournament | June 20-21 | North Lake Tahoe/Truckee
- 2020 Spartan North American Championships | September 26-27 | Squaw Valley

Tentative Event Sponsorships

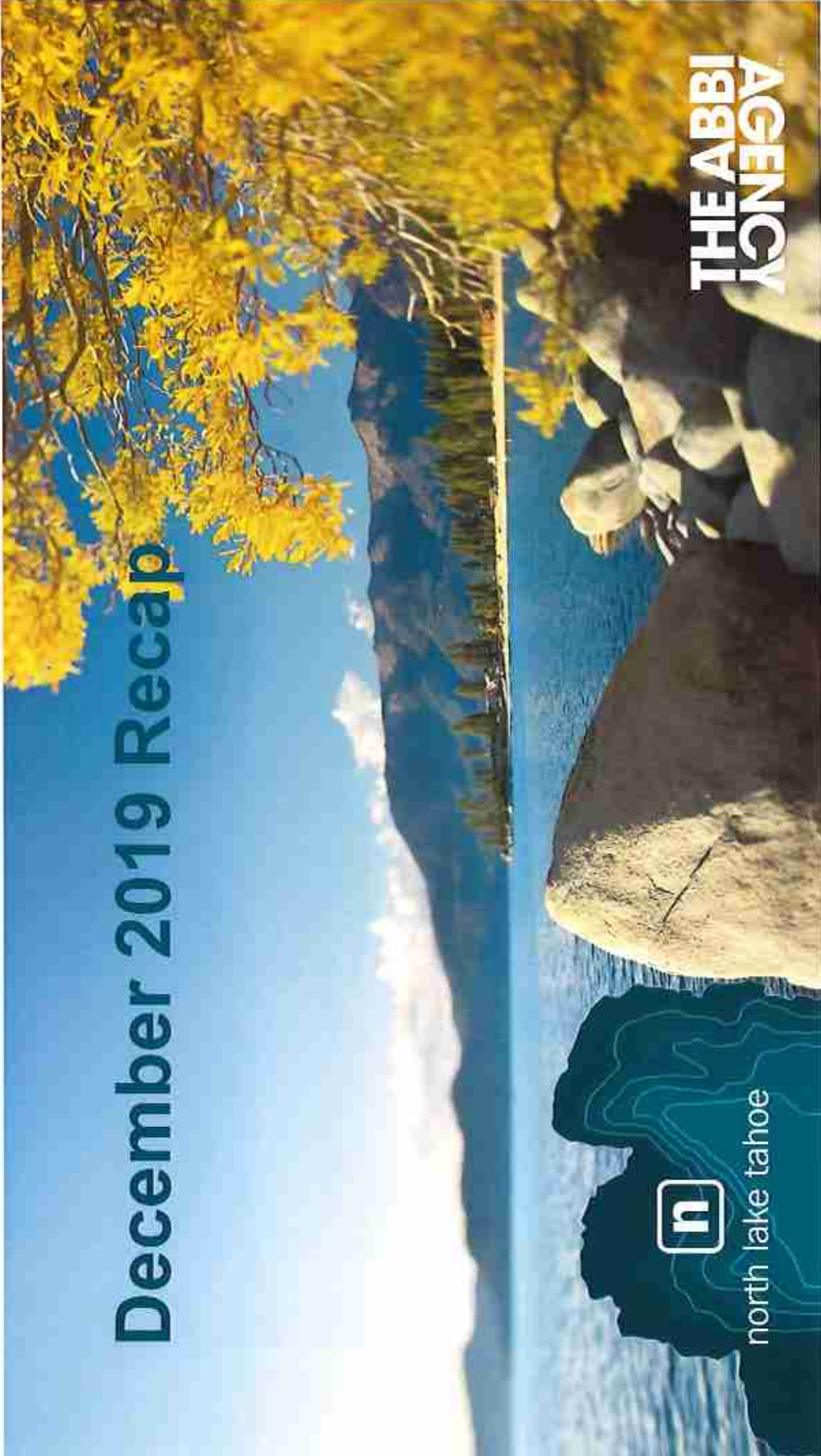
- Wanderlust | July 16-19 | Squaw Valley (In contract negotiations for 2020)
 - Decreasing amount of North American festivals, we will be one of the three and the only 4 day US festival
 - Potential opportunities to have a booth at an out of market Wanderlust event. Either Brooklyn or Palm Springs
- EWS North American Enduro Series|August 22-23 | Northstar California (Presenting Feb TD Meeting)
- Autumn Food and Wine | September 18-20 | Northstar California (Presenting 1/28 TD Meeting)

December 2019 Recap



north lake tahoe

THE ABBBI
AGENCY





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 Texas
 - Dec. Update: 2 placements in Southern California; 3 placements in California statewide
- SEO Impact
 - Increase number of earned media placements in publications with a higher domain rank authority than gotahoenorth.com
 - Dec. Placement w/ Highest DA: [North Lake Tahoe is the Ideal Destination for Outdoor Adventure](#) - *By Jared Ranahan, Forbes* (DA: 95)

- Shoulder Season Messaging
 - Increase earned media coverage in fall and spring.
 - Dec. Secret Season Placement Highlight: [An Adventure Traveler's Guide to North Lake Tahoe \(When It's Not Dumping Snow\)](#) - *By Johnie Galt, Men's Journal*

- Emerging Markets
 - Obtain at least one media placement in publication that is targeted to emerging markets identified in the Tourism Development Plan
 - Dec. Update: N/A

- Media Fams
 - Confirmed 6 of 11 domestic FAMS, 5 of 8 international full FAMS, 3 of 8 international mini FAMS, and 2 of 4 domestic influencer FAMS

- Press Releases
 - Issue 4 quarterly "what's new" releases, and up to 4 local releases
 - Dec. Update: "What's New Winter" release was distributed for the winter season.



Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -0.5% decrease in Facebook followers (-32 new followers) and 2% increase in Instagram followers (70 new followers)
 - SoCal: 1.3% decrease in Facebook followers (-278 followers) and 1.8% increase in IG followers (52 followers)
- FB Lives
 - Completed 1 of 4 annually
- FB Giveaways
 - Completed 2 of 4 annually
- Host 4 Influencer Fams Per Year
 - Completed Fall Deliverable
 - Outlined opportunities for spring

Social Media (cont)

- Lives
 - Conduct 4 FB or IG lives
 - Nov: 1 lives conducted
 - Next up: Jan Learn to Ski/Ride
- Giveaways
 - Conduct 4 giveaways (2 big, 2 small-scale)
 - Nov: 2 giveaways conducted (Friendsgiving + Liftmas)

Content

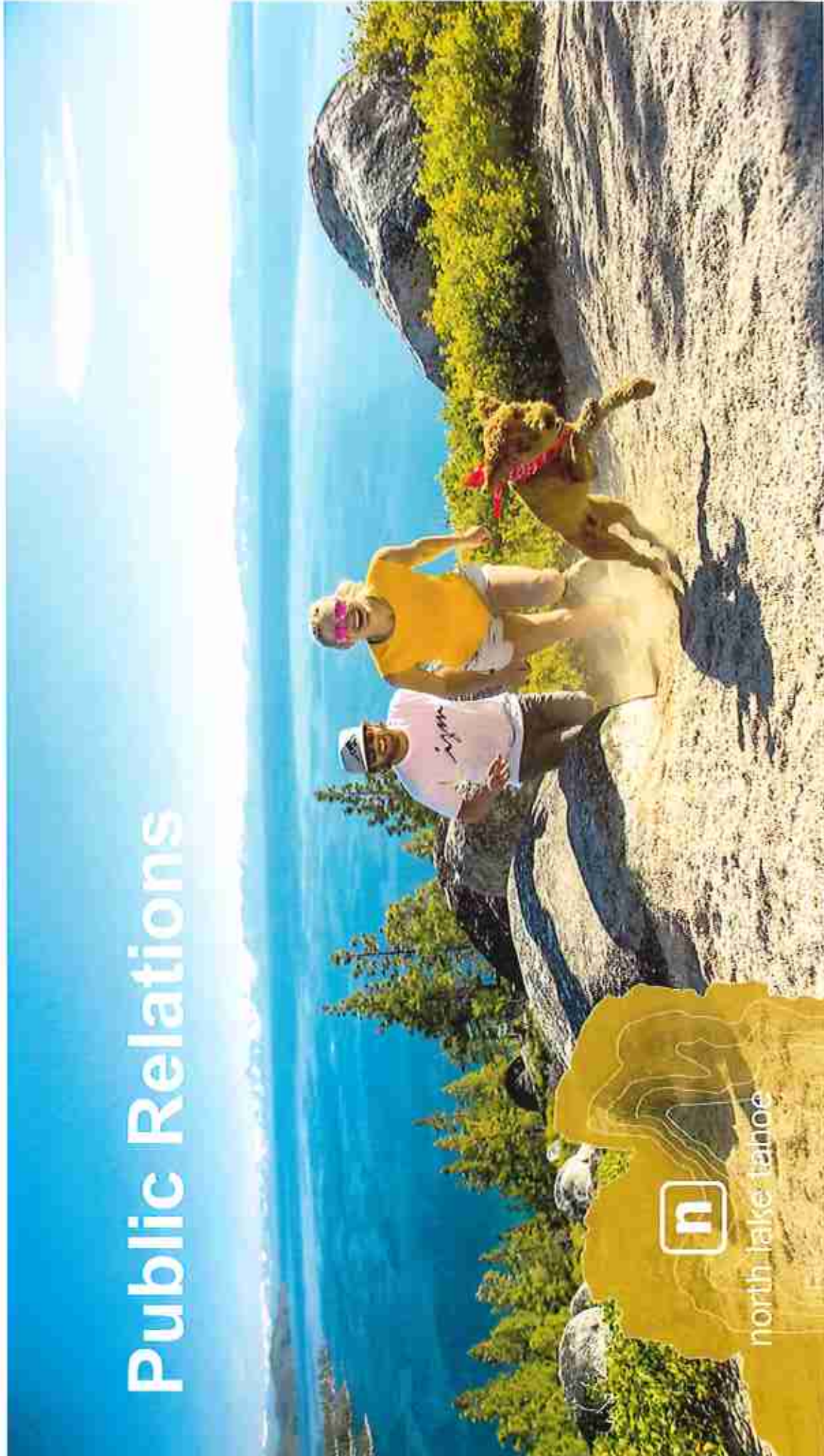
- Blog
 - Goal: 2 per month
 - Completed: 2
- Newsletter
 - Goal: 1 per month
 - Completed: 1

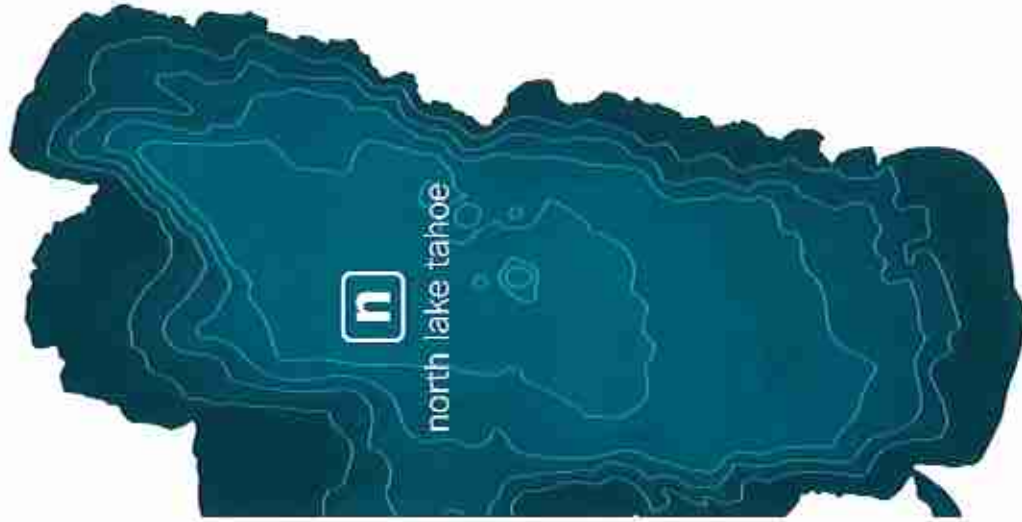


Public Relations



northlake.tahoe





PR Strategy

1. Search-Driven PR

- The Abbi Agency works to earn placements in publications with a higher domain rank authority than GoTahoeNorth.com By securing valuable backlinks to GoTahoeNorth.com, searchability increases.
- We utilize a "Champagne Media List" to track against North Lake Tahoe's top 50-100 target publications.

2. Shoulder-Season Visitation

- The Abbi Agency will push shoulder season messaging (i.e. high-altitude training, scenic hikes, food & beverage, wellness and dual-activity days) to increase visitation in spring and fall. We are leveraging the "Tahoe Treasures" campaign to bring awareness around alluring our region's special "secrets," and supplementing coverage with 4 hosted FAMS per season. We are utilizing a quarterly press release to showcase the year-round holistic lifestyle, events and news.

3. Midweek Travel + Extended Stays

- The Abbi Agency is focusing efforts on direct-flight markets (Southern California, New York and Houston/Dallas) to increase longer midweek stays while growing national brand awareness.

4. SMARI Insights

- The Abbi Agency is increasing 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

- Tahoe Film Festival / Out of Bounds Premier, 12 Resorts Open Announcement, Ski Meetings, Winter Wellness, Tahoe Film Festival, Spring FAM Outreach

Press Releases

- The 2019 "What's New Winter" Release was sent out to local, regional and national news outlets, and distributed via the PR Wire.

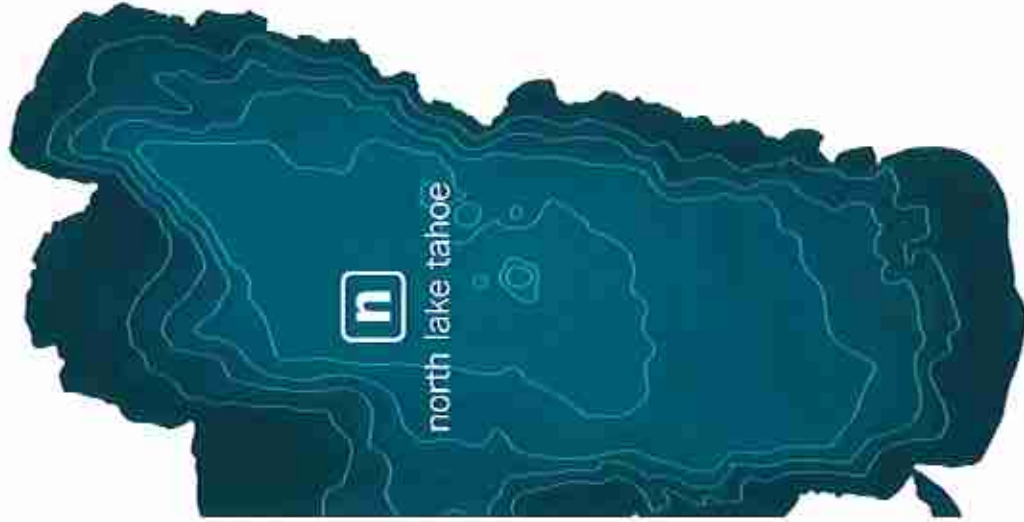
Media Conversations (highlights)

- **Local/Regional:** Chicago Tribune - Lori Rackl requested a follow up in spring regarding spring experiences in North Lake Tahoe.
- **National/Industry (flight markets):** Travel + Leisure / Yahoo / Departures - sent information on signature winter/spring North Lake Tahoe experiences to Patricia Doherty per her request; followed up to gauge interest in a press trip.
- **International:** N/A

Fam Coordination

- TAA hosted **1 Domestic** and **1 International** mini FAM in December:
 - Dominic Sinacola (Paste Magazine); Tahoe Film Festival
 - Lisa Perkovic (Expedia Australia; Expedia New Zealand Blog); Winter activities and luxury experiences
- TAA is also currently coordinating **5 FAMs** for 2020:
 - Shauna Farnell (Matador Network; 5280); Jan. 15 - 18
 - Gabi Temer (Brazilian influencer) (Mini FAM); Jan. 30 - Feb. 1
 - Francesca Page + family (ABC, NBC, CBS, Fox); March 5-9
 - Joanne Malek + photographer (Hashtag Life - UK); March 2020
 - Jennifer Fast and Glenn (@JennExplores - Canada); April 2020
 - Brent Cage (Pentia); Pending NLTRA approval





PR Results

PLACEMENTS: 24

TOTAL IMPRESSIONS: 984,062,795

DOMAIN RANK AUTHORITY (NLT): 56

PUBLICATION HIGHLIGHTS:

- Forbes, Los Angeles Times, Condé Nast Traveler, Meetings Today, Men's Journal, Paste Magazine, The Mercury News, MSN, PureWow

KEY INSIGHTS:

- TAA saw an increase in coverage in both southern California and northern California markets surrounding winter activities (including après ski offerings) and general winter adventure, aligning with our goal to promote and highlight ski season to drive and flight markets.
- TAA also saw 5 placements from media FAMs (including Forbes and Paste Magazine), including 3 placements with a shoulder season focus, aligning with our goal to push shoulder season visitation to national and industry-specific markets.

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

Placement Highlights

PASTE

Tuning out Existential Angst at Tahoe Film Fest

Surrounded by the majesty of nature, Dom watched a bunch of depressing documentaries about how screwed nature really is.



If one were predisposed to a cynical take on pretty much everything, there's a bitter sense of irony to the [Tahoe Film Fest](#). In its fifth year, the festival featured both high-profile [Netflix](#) premieres—[Marriage Story](#) and [The Two Poppers](#)—bookending the weekend—and a special screening of Roland Emmerich's [Midway](#), starring everyone's favorite Ocean Master, Patrick Wilson.

Est. Readership: 1,436,920
Ad Value: \$261,840.51
Domain Rank: 95
Key Messages: Tahoe Film Festival

Forbes

North Lake Tahoe Is The Ideal Destination for Outdoor Adventure



As an expense of influence, the more frequent to travel peaks and valleys of intense pleasure, the dominant one company is the finest beauty of Lake Tahoe, taking active and grand climbing over the peak for outdoor years have been hard to the (independent) and culture of the lake, seeking it to become the largest, more like in North America as well as the second deepest lake in the United States. Though it's associated for its spectacular beauty, visitors to Lake Tahoe will also find beautiful local culture and countless outdoor adventure opportunities.

While most visitors are drawn to the leading spots of North Lake Tahoe, the quiet atmosphere on the lake's northern shore provides the perfect opportunity for a tropical vacation. With over 100 miles of shoreline, the lake's atmosphere of Tahoe City is a great jumping-off point. The natural beauty of Lake Tahoe with the Tahoe Film Fest, a one-of-a-kind festival that brings around the culture of the lake, Tahoe City is a great home-sharing point for the lake, but with a January

Est. Readership: 28,307,082
Ad Value: \$261,840.51
Domain Rank: 95
Key Messages: Experiential Dining, Fall Outdoor Adventure

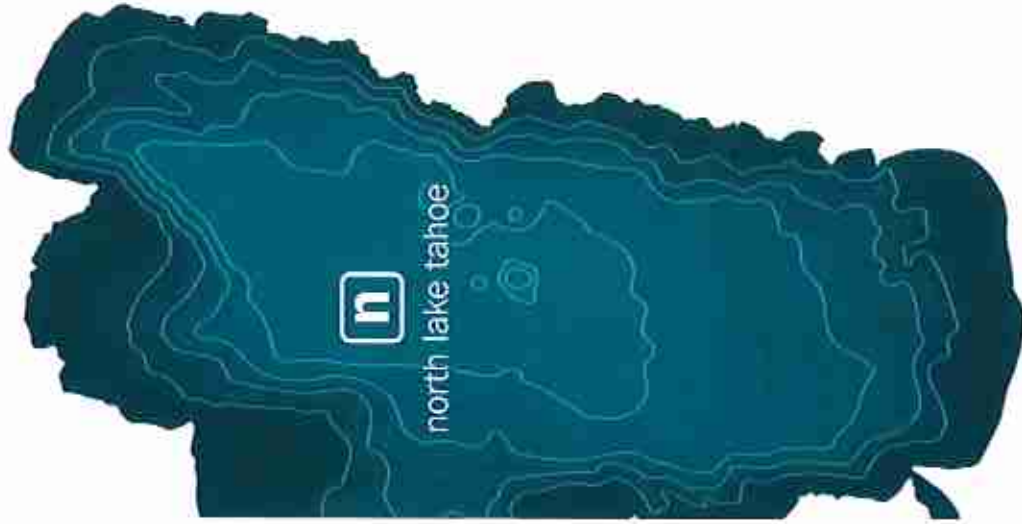
Meetings & Conventions Update

Strategy

- Pushing wellness topics & wellness-themed meetings
(i.e. spas, taking your meeting outside, mindfulness, etc.)
- Focusing on tahoe's commitment to sustainability
- Leverage peak season to promote ski resort meetings
- Spring FAM outreach
- Leverage editorial calendars / target media lists
- Targeted media relations featuring key pillars
(i.e. custom pitches, phone calls)

December Key Messages & Trends

- Winter Meetings & Conventions Spaces
- Wellness & 'Digital Detox'
- Sustainability & Eco-Friendly Spaces
- Meetings at Spa Resorts
- Golf Meetings



M&C Results

December Placements

Meetings Today (online)
 Novel Nevada Offsite Venues That Aren't Casinos
 By Jeff Heilman

- Reach: 15,974
- Ad Value: \$147.76
- Domain Rank: 49
- Social Shares: 1



Meetings Today (print)
 Novel Nevada
 By Jeff Heilman

- Est. Readership: 55,000
- Ad Value: \$508.75
- Domain Rank: N/A
- Social Shares: N/A

Thunderbird Lodge, Incline Village
www.thunderbirdlodge.org
 "Captain" George Whittell Jr. became one of the wealthiest—and most scandalous—playboys in California after liquidating his inherited stock holdings just ahead of the 1929 stock market crash. His full-throated legacy includes commissioning the rustic 1929 Thunderbird Lodge, a jewel on Lake Tahoe's east shore.
 Designed by Nevada's original official state architect, Frederic DeLungchamps.

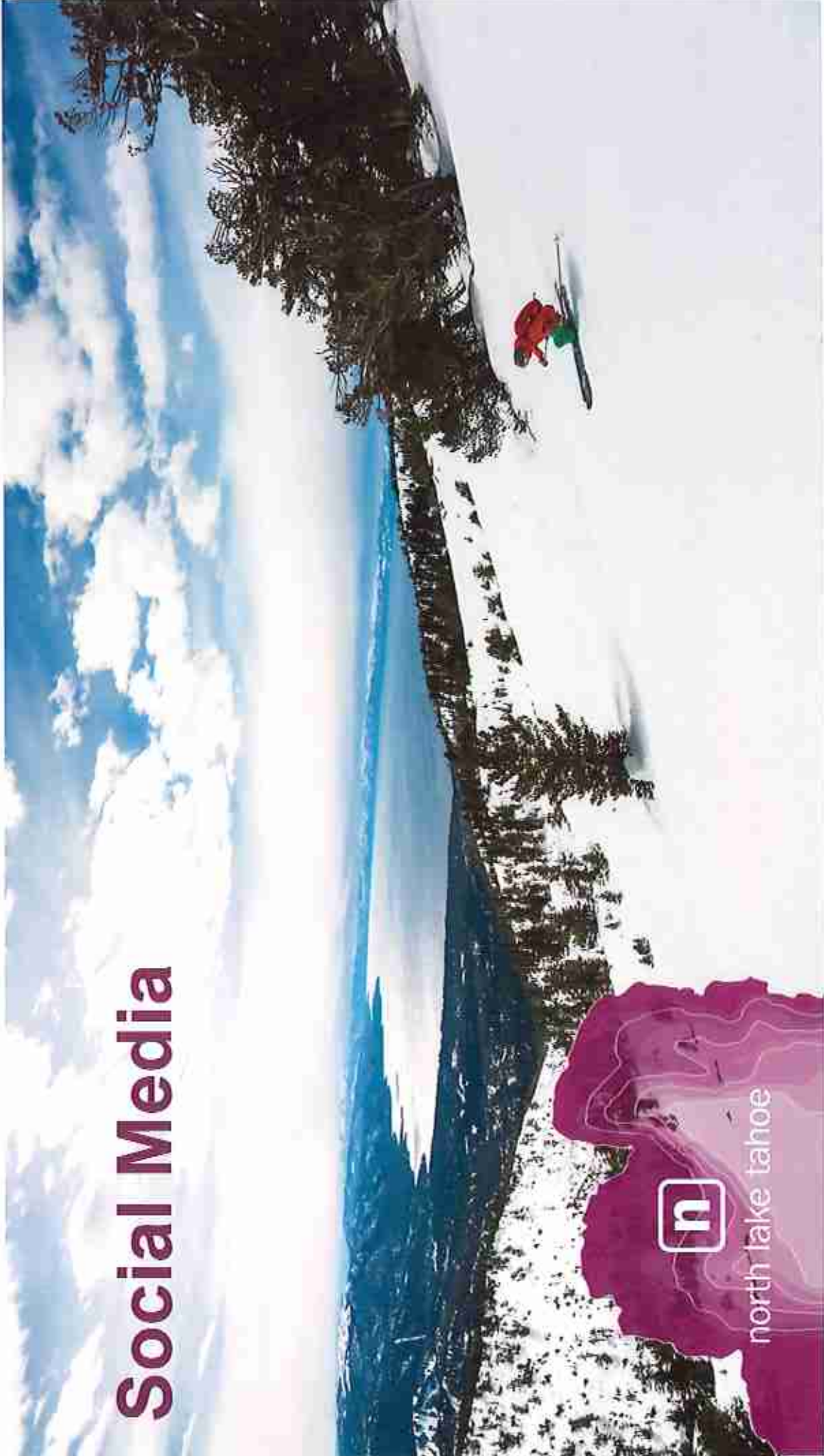
Pending Placements / Media Conversations

- CVENT Meetings Magazine** - Sent more information on eco-friendly meetings space/programs to Kate Doyle Hooper per her request, TAA followed up on status of story.
- Smart Meetings** - Dan Johnson forwarded spring FAM invitation to his colleagues; TAA followed up with Dan to gauge his colleagues' interest.

Target Publications

- | | |
|---|---|
| <ul style="list-style-type: none"> Associations Now Magazine BizBash Black Meetings & Tourism Magazine Business Facilities Magazine Business Travel News Business Traveler California Meetings + Events Connect Meetings Corporate & Incentive Travel Curbed Ski / Curbed Travel Cvent Meetings Magazine Elevation Outdoors Magazine Fodor's Hispanic Meetings & Travel Incentive Magazine Insurance & Financial Meetings Management | <ul style="list-style-type: none"> International Meetings Review Meetings & Conventions Meetings + Events Meetings Today MeetingsNet Mountain Magazine PCMA Convene Magazine Prevue Magazine Ski Area Management Skiift Smart Meetings Successful Meetings Snow Goer Magazine Travel Agent Magazine |
|---|---|

Social Media



north lake tahoe

Social Media Approach

Strategy

- Use content campaigns (like *Treasures of Tahoe*), giveaways, and engaging user-generated content to increase awareness of winter 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%)
- **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

Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

Total followers:

- Increased by 0.6% from the previous month, with Instagram seeing the highest growth with a 1.7% increase
- Though overall engagements are down 20%, the amount of comments and messages our channels received increased by 243% thanks to our Liftmas Giveaway
- Impressions grew by 10%.



Growth + Campaigns

Campaigns:

12 Days of Liftmas Giveaway

- 345k impressions
- 13k engagements
- 4,080 entries

December Growth

- Facebook: 35 new followers
- Instagram: 1,253 new followers
- Twitter: 79 new followers

Total Impressions:

- 5,703,307; 9.8% increase from previous month

Total Engagements:

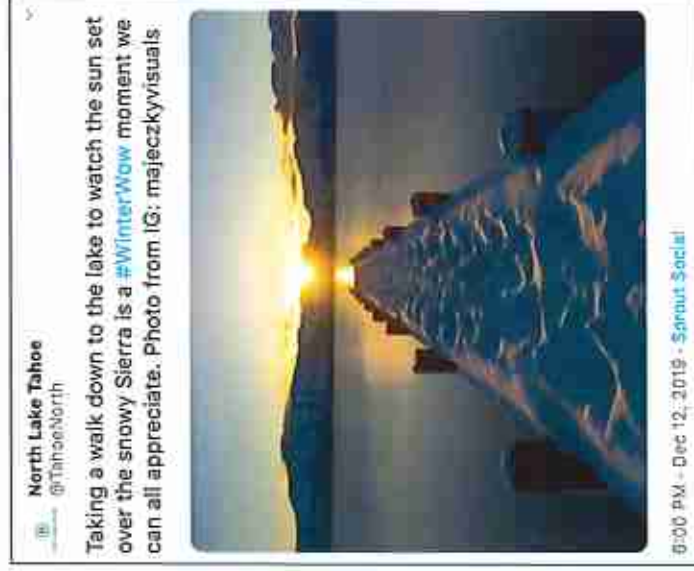
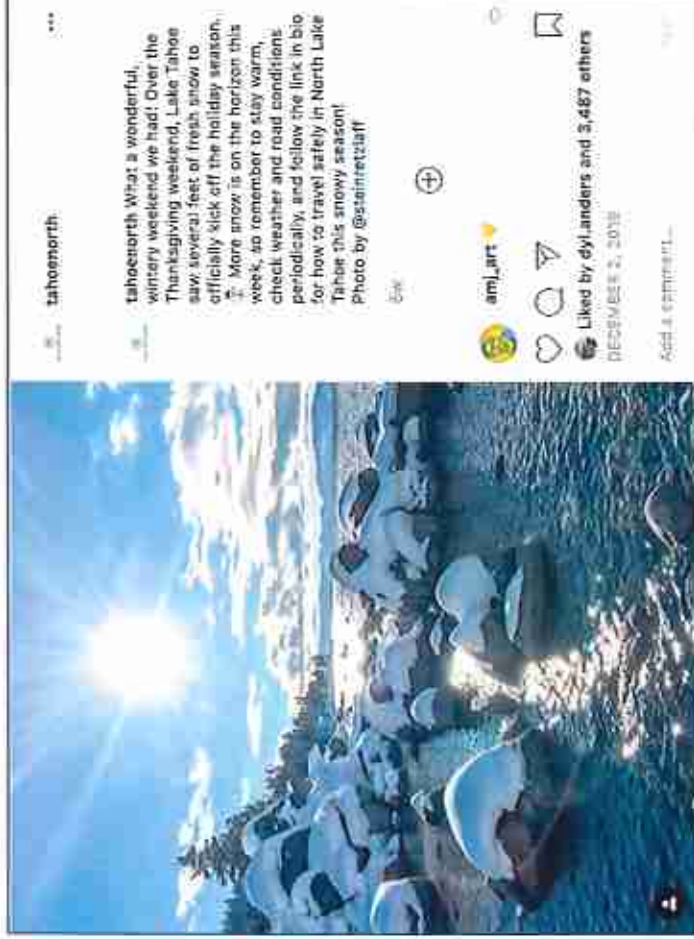
- 88,309; 20% decrease from previous month

Top Posts by Engagement

#1 Facebook Post: 16k impressions, 16k reach, 1.8k engagements, 11.5% engagement rate

#1 Instagram Post: 37.3k impressions, 31k reach, 3.6k engagements, 9.7% engagement rate

#1 Twitter Post: 5.7k impressions, 5.7k reach, 91 likes, 15 retweets



Friendsgiving Contest

To promote winter skiing and our resort partners, North Lake Tahoe held the 12 Days of Liftmas Giveaway. This contest gave our followers the opportunity to enter to win a pair of lift passes to each of our 12 downhill resorts, every day of the 12 days leading up to Christmas. This contest was one of our highest performing contests, and improved on all metrics in comparison to our 2018 Christmas giveaway.

Impressions:

- 345,030 total impressions (increased by 9% from 2018)

Engagements:

- 13,262 total impressions (increased by 7% from 2018)

Entries:

- 4,080 total entries (increased by 45% from 2018)

Follower Growth:

- 793 new followers (increased by 29% from 2018)



Tahoe Snow Tracker

Tahoe North kicked off its seasonal snow reporting with both stories and feed posts informing audiences of storm totals, as well as additional information including resort openings and travel safety.



Instagram Story Highlights

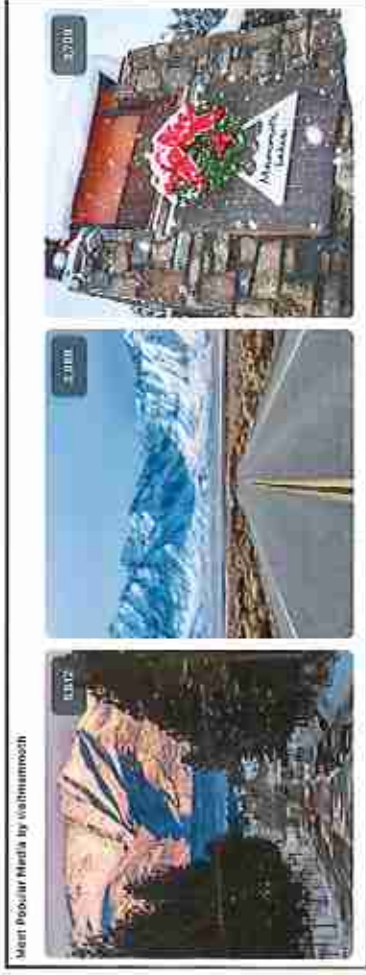
Attention Everyone:
We have a very special
Christmas gift for all of
you starting tomorrow!
Check back on our page
tomorrow (12/14) at 9am
to find out what it is 🎁



Instagram Competitor Set

In December, @tahoenorth received almost 10x more comments on our posts than @tahoesouth and @visitmammoth.

Tahoe North also received a higher net follower growth than both competitors.



Content



north lake tahoe

Content Approach

Overall Strategy:

The Abbi Agency has evolved content strategy by:

- **Creating evergreen blog messages** to provide consumers with messages that are beneficial year-round.
- **Reserving news-sensitive information for monthly newsletters** with the understanding that the newsletter can inspire and motivate travel intent.
- **Brand Voice & Tone** – Blogs and newsletters are crafted with an identifiable “character,” with the intent to convey the “Tahoe experience” in all levels of the decision making funnel.
- **Granular content per channel** for better segmentation to fly/drive market audiences.



Content Approach (cont)

Blogs:

We have moved away from "events-based marketing" and are focusing primarily on evergreen content—while at the same time maintaining our commitment to highlighting partners, experiences and NLTMC 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).

Newsletters:

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:

- Shopping options in North Lake Tahoe, winter celebration, winter lodging and holiday planning, après-ski.

CAMPAIGNS:

- Winter preview, holiday shopping, learn to ski & ride.

Newsletters Posted: 1

- *Happy Holidays from North Lake Tahoe!*
 - 10.5% open rate (1.5 increase over previous month)
 - 0.4% click through rate (.1% increase over previous month)

Blogs Posted: 2

- 52 Weeks in North Lake Tahoe (post refresh with current updates)
 - Promotion pending



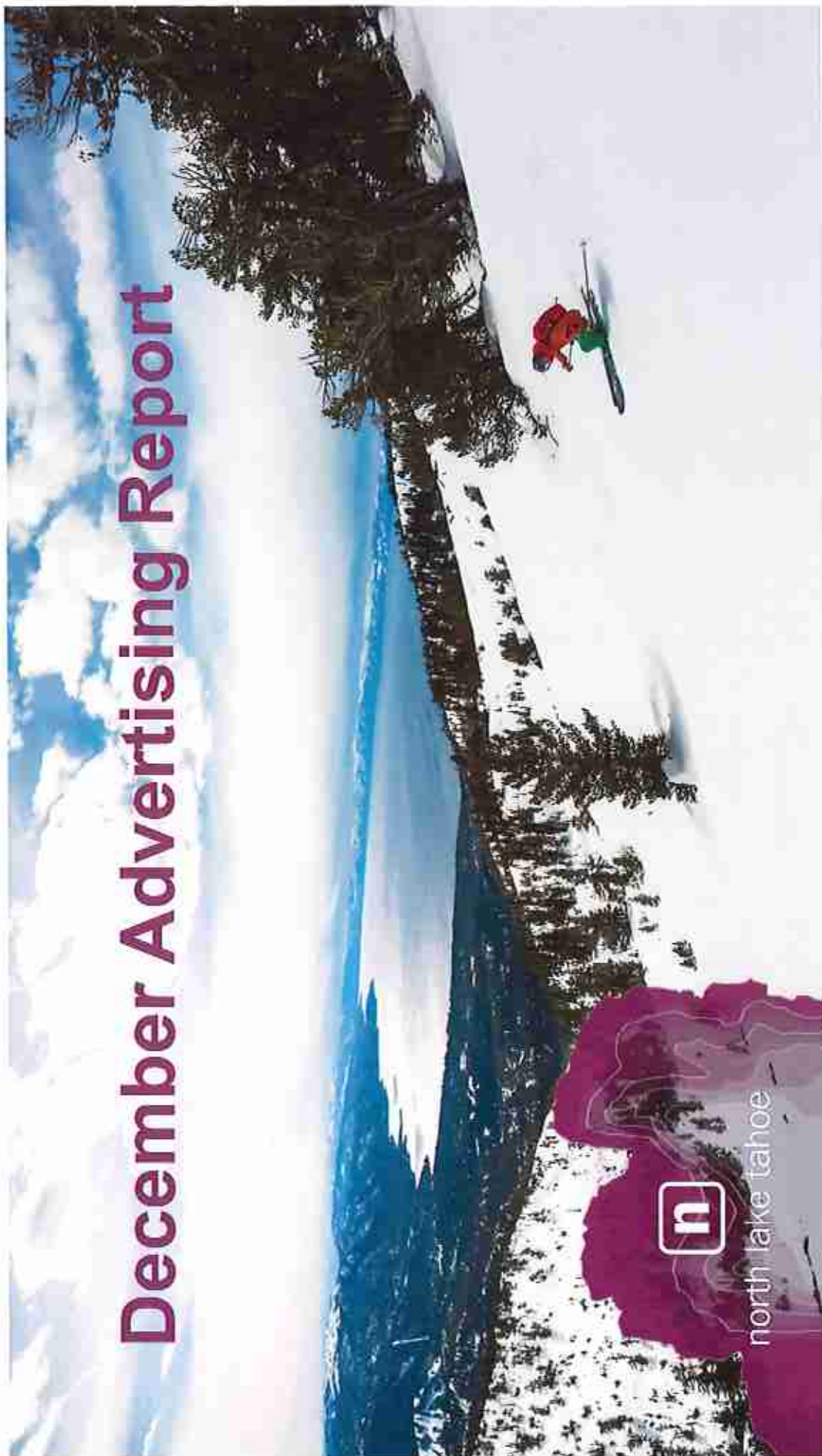


Thank you!

December Advertising Report



north lake tahoe



Executive Summary

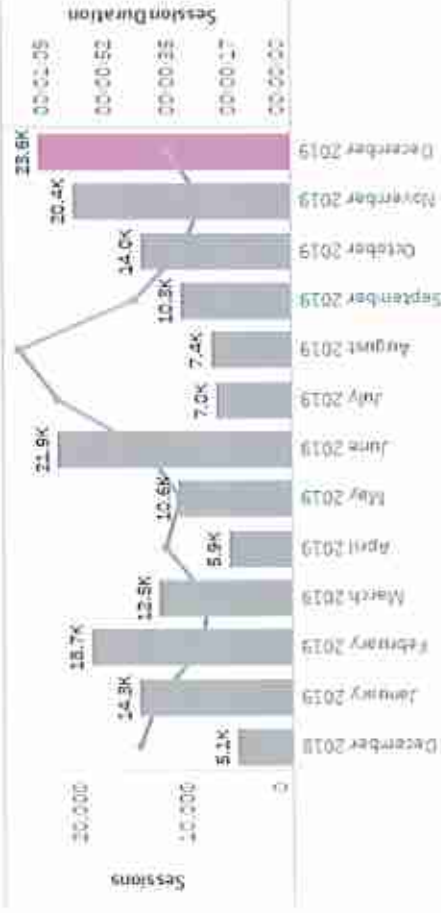
- As we moved fully into the winter season the campaign launched on all social and digital platforms. Both MCC and the Consumer campaign generated 8.3M impressions, which resulted in 34K clicks and 21K sessions, as well as 4.1K TOS conversions and over 469 Book Now conversions.
- Paid Search and Email continue to drive higher results with social media following in third.
- Further testing and optimizations with Reddit and Twitter have proved successful. We are excited about Twitter conversion and click rates as well as Reddit's initial TOS conversions.



Campaign Performance

- In December we ran on various social channels including Facebook, Reddit, Twitter and YouTube.
- Paid Search converted at the highest click through rate and longest average sessions duration at 1 minute.
- Display drove qualified traffic at a reasonable cost, with a \$3 cost per click and the second longest average sessions duration at 44 seconds.

Sessions and Time on Site

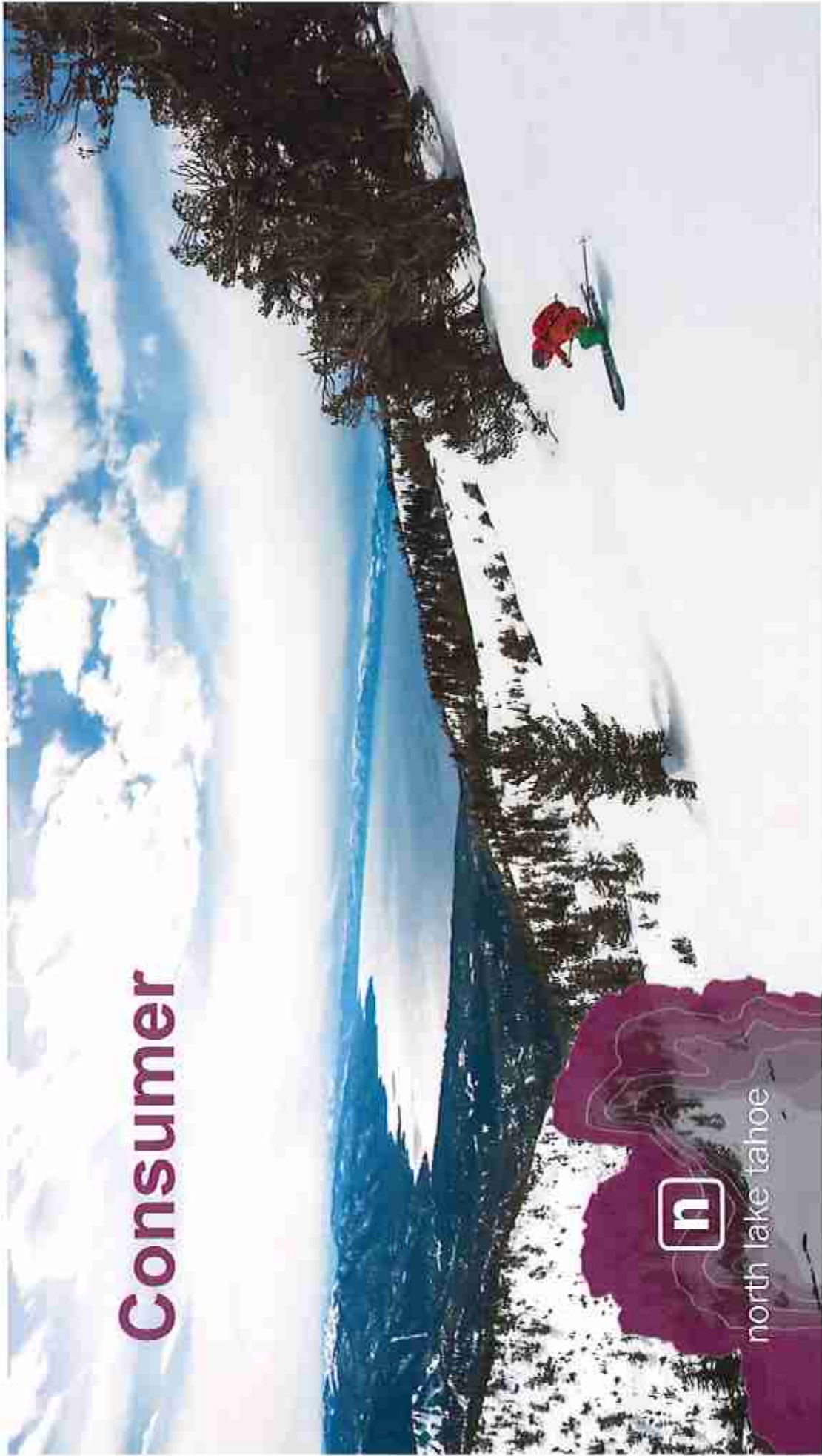


Campaign Group	Impressions	Spend	Clicks	Click Through Rate	Sessions	Session Duration	Pages per Session	Bounce Rate	Time on Site Conversions	Book Now Conversions
Consumer	8,199,942	\$60,758	34,862	0.43%	22,590	00:00:33	1.4	79%	3,976	463
MCC	95,976	\$3,005	1,758	1.83%	959	00:00:59	1.6	71%	1,036	6
Grand Total	8,295,920	\$63,762	36,620	0.44%	23,549	00:00:34	1.4	79%	5,012	469



December Digital Report | Consumer & MCC

Consumer



north lake tahoe

Website Performance

- Average session duration is up from 24 seconds in November to 33 seconds in December. Increase is led by display, while session duration on other channels are similar to November.
- Display bounce rates improved with the winter messaging.

Consumer Campaign Organic

Website Sessions From Consumer Ads



Channel	Sessions	Session Duration	Pages per Session	Bounce Rate
Paid Social	12,808	00:00:17	1.2	88%
Display	5,665	00:00:45	1.6	69%
Paid Search	2,495	00:01:01	1.9	65%
Email	1,622	00:01:08	1.6	66%
Grand Total	22,590	00:00:33	1.4	79%

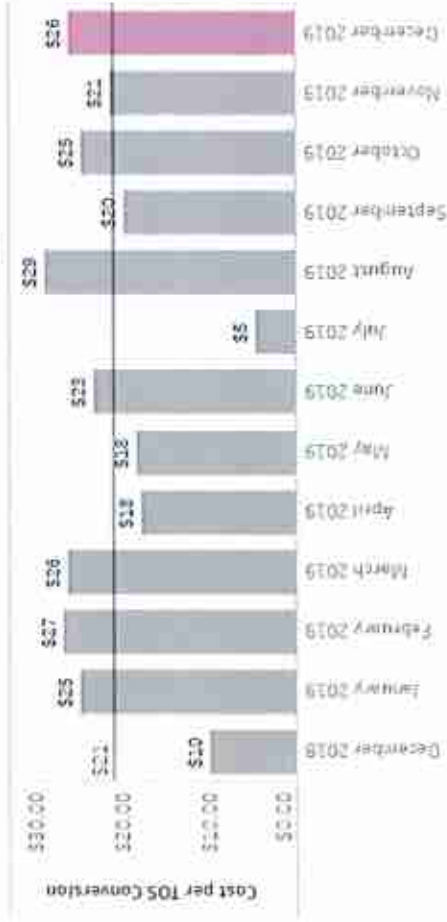


December Digital Report | Consumer

Display Performance Placement

- Retargeting had the highest click through rate and lowest cost per click.
- Prospecting had the most TOS conversions and Book Now conversions.

Cost Per Conversion Trending



Targeting	Impressions	Clicks	Spend	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	5,152,214	10,901	\$38,665	0.21%	\$3.55	1,105	\$34.99	107
Retargeting	162,761	459	\$1,261	0.28%	\$2.75	434	\$2.90	6
Grand Total	5,314,975	11,360	\$39,925	0.21%	\$3.51	1,539	\$25.94	113

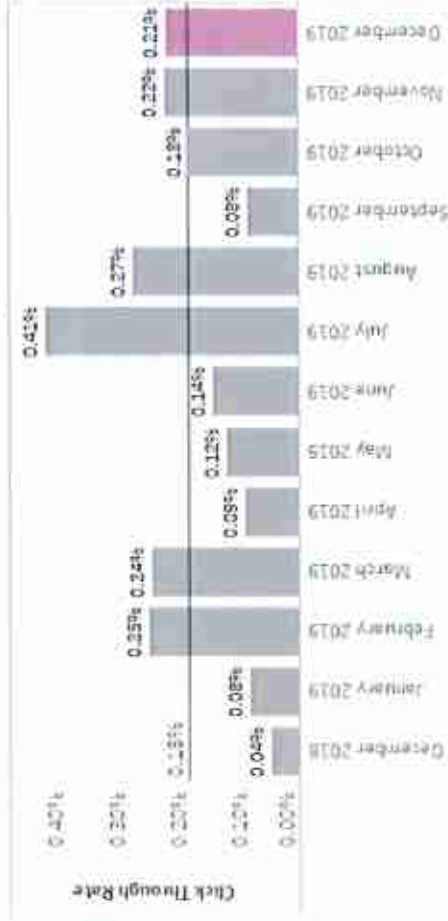


December Digital Report | Consumer

Display Performance Creative

- Since the start of the winter campaign, click through rates have been higher than the 12-month average.
- Among the persona's, General performed best, with the lowest cost per click and the most TOS and most Book Now Conversions.

Creative CTR Trending



Persona	Impressions	Clicks	Spend	Cost per Click	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions	TOS Conversion Rate
General	3,155,990	8,880	\$28,557	\$3.22	0.28%	1,361	\$20.98	108	15.33%
Families	839,652	931	\$4,438	\$4.77	0.11%	91	\$48.77	1	9.77%
Workaholics	691,249	855	\$3,642	\$4.26	0.12%	37	\$98.44	0	4.33%
Outdoor Enthusiasts	628,084	694	\$3,288	\$4.74	0.11%	50	\$65.77	4	7.20%
Grand Total	5,314,975	11,360	\$39,925	\$3.51	0.21%	1,539	\$25.94	113	13.55%



December Digital Report | Consumer

Display Ad Examples



General

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

Impressions: 3.18M
Clicks: 8,880
CTR: 0.28%
TOS Conversions: 1,361
CVR: 15.33%



Families

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

Impressions: 840K
Clicks: 931
CTR: 0.11%
TOS Conversions: 91
CVR: 9.77%



Outdoor Enthusiasts

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

Impressions: 628K
Clicks: 694
CTR: 0.11%
TOS Conversions: 50
CVR: 7.20%



Workaholics

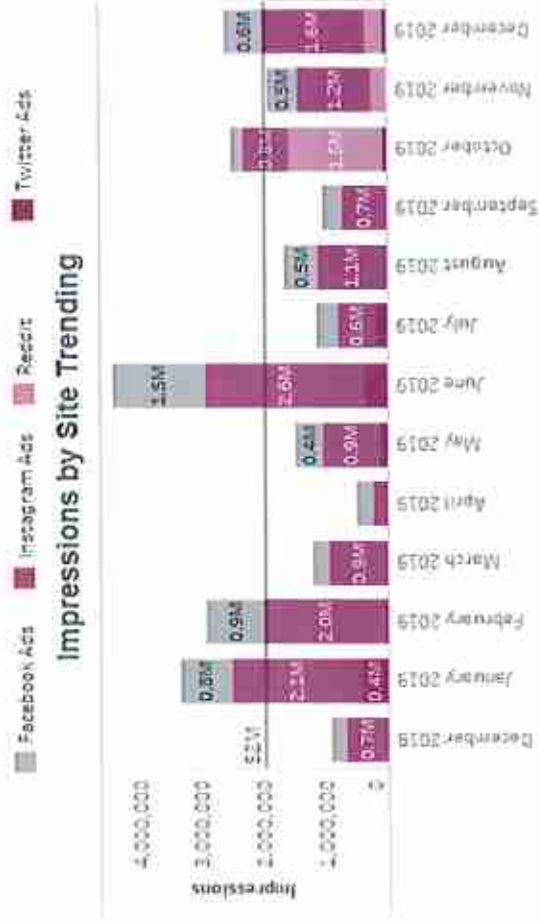
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 691K
Clicks: 655
CTR: 0.12%
TOS Conversions: 37
CVR: 4.33%

December Digital Report | Consumer

Social Media Performance Facebook, Instagram, Reddit & Twitter

- Cost per Click was lowest on Reddit and highest on Twitter. However Twitter did have the highest Click Through Rate.
- Facebook continues to perform at high levels for the main KPIs.



Site	Impressions	Spend	Clicks	Cost per Click	Click Through Rate	Time on Site Conversions	Cost per TO5 Conversion	Book Now Conversions
Facebook Ads	629,208	\$5,596	8,856	\$0.63	1.41%	578	\$9.68	31
Instagram Ads	1,619,722	\$7,033	7,594	\$0.93	0.47%	312	\$22.54	70
Reddit	297,872	\$520	1,146	\$0.45	0.38%	10	\$52.00	0
Twitter Ads	56,806	\$1,637	887	\$1.85	1.56%	90	\$18.19	15
Grand Total	2,603,608	\$14,786	18,473	\$0.80	0.71%	990	\$14.94	116

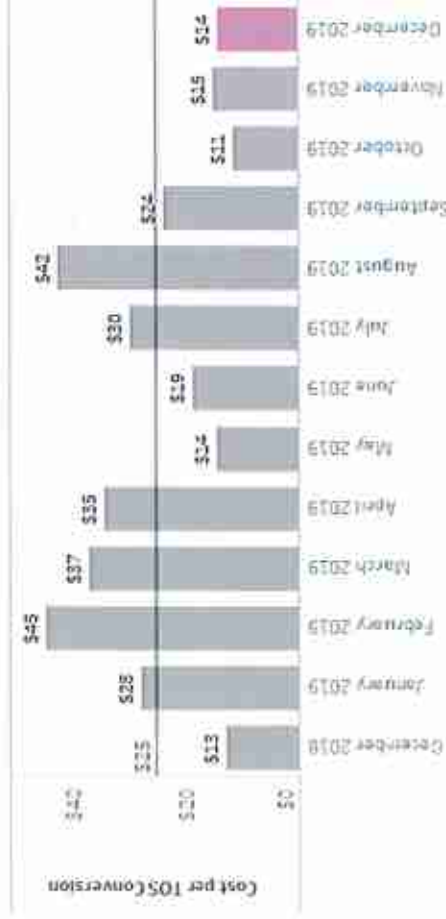
December Digital Report | Consumer



Social Media Performance Facebook & Instagram

- Our prospecting efforts continue to drive initial reach and fill our retargeting pools for higher ROI opportunities.
- On Facebook, Retargeting had the lowest cost per TOS conversion and most TOS conversions.
- On Instagram, Retargeting also had the lowest cost per TOS conversion.

Cost per Conversion Trending



Site	Targeting	Impressions	Spend	Clicks	Cost per click	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Facebook Ads	Prospecting	364,764	\$3,616	5,204	\$0.69	1.43%	285	\$12.69	20
	Retargeting	236,854	\$1,821	3,490	\$0.52	1.47%	286	\$6.37	11
	Conquesting	27,590	\$159	162	\$0.98	0.59%	7	\$22.76	0
Instagram Ads	Prospecting	1,040,155	\$5,336	4,946	\$1.08	0.48%	139	\$38.39	30
	Retargeting	534,684	\$1,408	2,477	\$0.57	0.46%	170	\$8.28	40
	Conquesting	44,883	\$289	161	\$1.80	0.36%	3	\$96.45	0
Grand Total		2,248,930	\$12,629	16,440	\$0.77	0.73%	890	\$14.19	101



December Digital Report | Consumer

Facebook and Instagram Ad Examples

Facebook Creative

A carousel of four Facebook ads for North Lake Tahoe. Each ad features a different winter activity: cross-country skiing, snowmobiling, snowshoeing, and snow tubing. The ads include text descriptions, photos of people enjoying the activity, and a 'BOOK NOW!' button. Engagement metrics like likes, comments, and shares are visible for each post.

- Ad 1:** "Clear skies. Clear mind. Clear your schedule. Your breathtaking getaway is only a stop away." [BOOK NOW!](#) 1 Like, 1 Comment, 1 Share
- Ad 2:** "Cozy up to a snow-softened winter experience and create memories that will last a lifetime." [BOOK NOW!](#) 2 Comments, 1 Share
- Ad 3:** "Linen up the boys and feel over the moon. Kneeling come close to all the excitement happening in North Lake Tahoe this season." [BOOK NOW!](#) 1 Comment, 6 Shares
- Ad 4:** "Experience the magic of the winter season and create memories that will last a lifetime." [BOOK NOW!](#) 3 Likes, 1 Comment, 1 Share

Instagram Story

An Instagram story featuring a close-up of a person wearing a white helmet and blue goggles, smiling. The background is a snowy, mountainous landscape. A white text box at the bottom right says "plan your winter now" with a circular arrow icon. The "North Lake Tahoe" logo is in the top right corner.

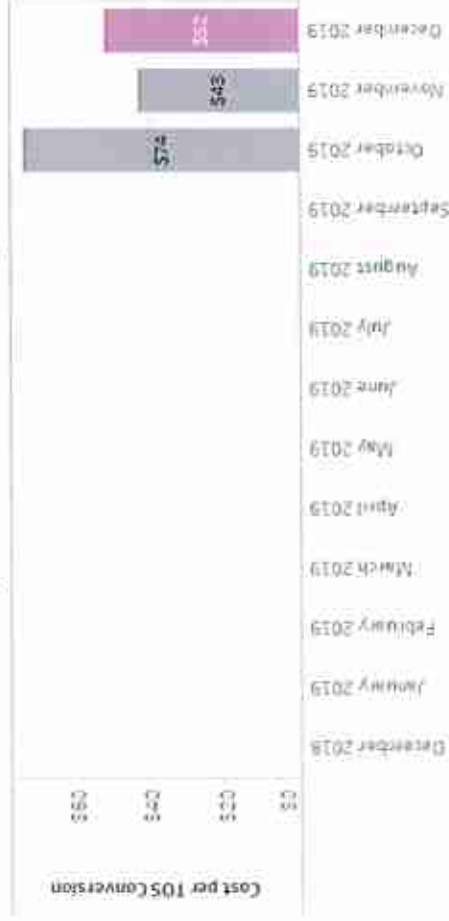
December Digital Report | Consumer

Social Media Performance

Reddit

- Reddit impressions are less expensive compared to other paid social channels and have performed well in initial testing at low budget levels.
- Reddit TOS conversion tracking is still new, and we will further optimize towards this KPI through the winter season.

Cost per Conversion Trending



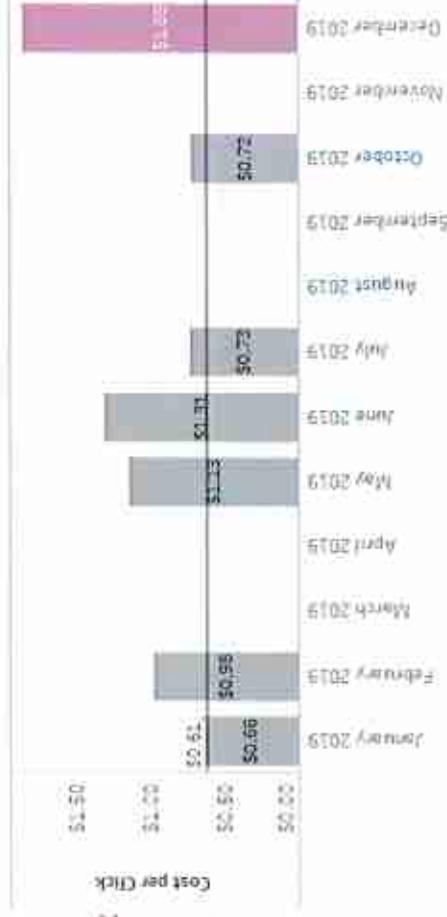
Targeting	Impressions	Spend	Clicks	Cost per Click	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	297,872	\$520	1,146	\$0.45	0.38%	30	\$52.00	0
Grand Total	297,872	\$520	1,146	\$0.45	0.38%	30	\$52.00	0



Social Media Performance Twitter

- Twitter's Cost per Click has been trending higher and we are looking at additional optimizations to bring this lower.
- Twitter has a high Click Through Rate when compared to other paid social channels. We recommend continuing our test on Twitter as the platform is continuing to see improvements with our main KPI's.

Cost per Click Trending



Geo	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Book Now Conversions
Fly	56,806	\$1,637	887	1.56%	\$1.85	90	15
Grand Total	56,806	\$1,637	887	1.56%	\$1.85	90	15

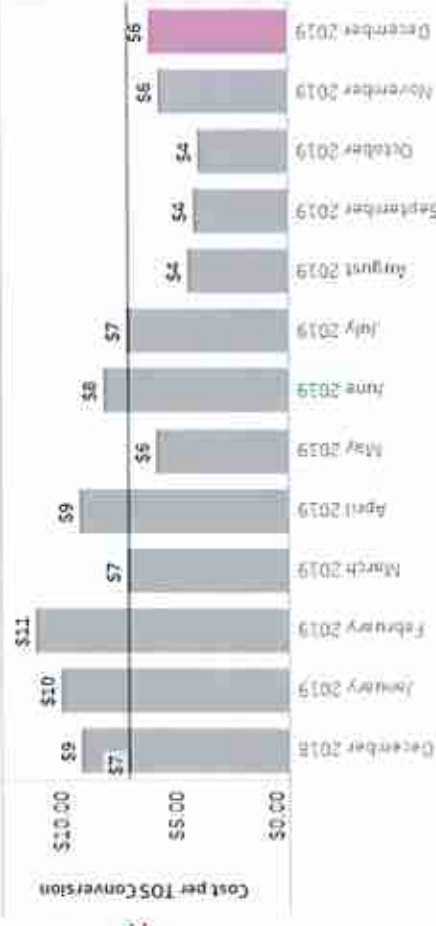


December Digital Report | Consumer

Search Performance

- Across all channels, paid search continues to achieve the highest click through rates.
- Evergreen local had the highest click through rate at 5.66%. This ad set also had the lowest cost per TOS conversion and 31 Book Now conversions suggesting high relevance towards our target audience.
- The winter ad group received the most TOS and Book Now conversions.

Cost per Conversion Trending



Paid Search Group	Impressions	Spend	Clicks	Cost per Click	Click Through Rate	Time on Site Conversions	Book Now Conversions	Cost per TOS Conversion	TOS Conversion Rate
Winter 2019	32,507	\$2,055	1,085	\$1.89	3.34%	250	111	\$8.22	23.04%
Evergreen - Vacation	46,722	\$730	531	\$1.37	1.14%	115	61	\$6.35	21.66%
Evergreen - Local	6,358	\$412	359	\$1.15	5.66%	123	31	\$3.35	34.26%
General	8,292	\$289	400	\$0.75	4.82%	86	31	\$3.47	21.50%
Grand Total	93,859	\$3,486	2,375	\$1.47	2.53%	574	234	\$6.09	24.17%



December Digital Report | Consumer

Video Performance Youtube

- A new type format called Sequential Video ran where the viewer sees three ads in a row across a period of time. This format aims to tell the story of the destination with longer length of content.
- Winter video one led the way with the highest view rate and most clicks. During the second video interaction view rates decreased. Those who made it to the third had a Click Through Rate and TOS conversion at a higher level.

Time on Site Conversions and View Rate by Ad



Ad Type	Impressions	Video Views	Spend	Clicks	Video View Rate	Cost per Click	Click Through Rate	Time on Site Conversions	TOS Conversion Rate
Winter video 1	117,021	66,544	\$3,467	105	56.87%	\$33.02	0.09%	12	11.43%
Winter video 2	86,899	30,523	\$1,497	78	35.12%	\$19.19	0.09%	2	2.56%
Winter video 3	59,854	19,696	\$1,068	81	32.91%	\$13.18	0.14%	10	12.35%
Grand Total	263,774	116,763	\$6,032	264	44.27%	\$22.85	0.10%	24	9.09%

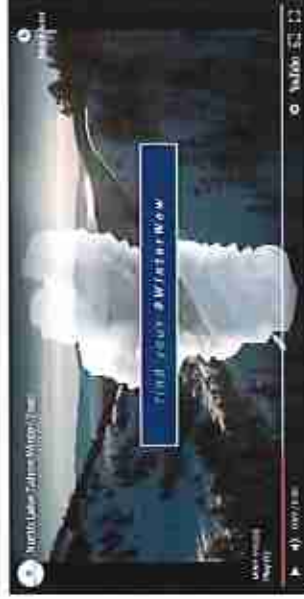


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YouTube Video Ad Examples

Video Examples

Video ad 1



Video ad 2



Video ad 3

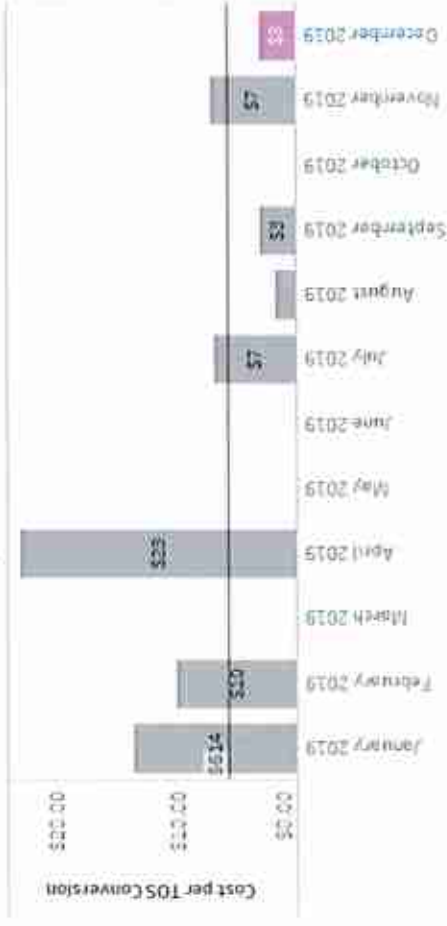


December Digital Report | Consumer

Email Performance

- In December we ran an email titled "Awaken Your Winter Soul" with results showing strong results in TOS conversions.
- An average session duration of 1 minute 9 seconds and 873 TOS conversions shows engagement driven by this specific email.

Cost per TOS Conversion



Ad	Email Send Date	Impressions	Spend	Email Opens	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	TOS Conversion %	Book New Conversions
Awaken Your Winter Soul	12/17/2019	187,500	\$2,550	30,925	2,654	1.42%	\$0.96	873	\$2.92	32.89%	0
Grand Total		187,500	\$2,550	30,925	2,654	1.42%	\$0.96	873	\$2.92	32.89%	0



December Digital Report | Consumer

MCC



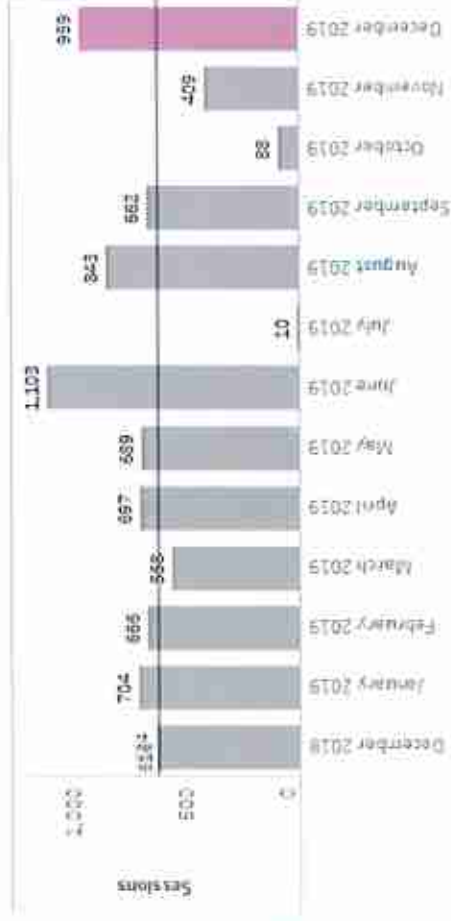
north lake tahoe



Website Performance

- Email led the way with the most sessions. Email also had the longest average session duration at 1 minute 9 seconds.
- Low Session Duration and a Bounce Rate above 95% are signs of low-quality traffic. A bounce is counted when a visitor views only a single page. To calculate Session Duration Google Analytics needs two different action timestamps. When a visitor only views one page and doesn't trigger a TOS or Book Now Conversion, they are recorded by Google Analytics as zero second Session Duration. We are analyzing creative for adjustments needed moving forward.

Website Sessions From MCC Ads



Channel	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Email	702	1,145	00:01:09	1.6	66%
Paid Search	223	331	00:00:35	1.5	81%
Paid Social	34	35	00:00:00	1.0	97%
Grand Total	959	1,511	00:00:59	1.6	71%

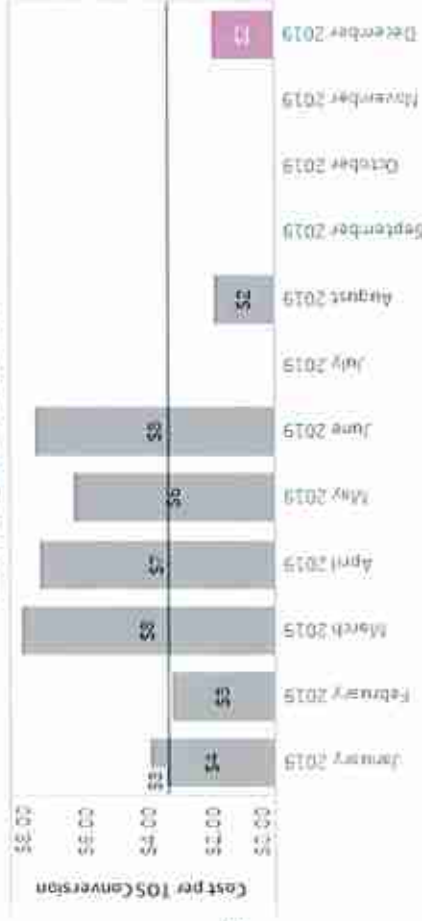


December Digital Report | MCC

Email Performance

Email Cost per TOS Conversion

data source: v_media (north_lake_tahoe)



- In December we ran an email titled "Meet Your Ideal Destination" which also showed strong results in TOS conversions and a cost per TOS conversion below \$2.
- Similar to our consumer email, this email performed really well with a low Time on Site conversion and higher Click Through Rate.

Ad	Email Send Date	Impressions	Spend	Email Opens	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	TOS Conversion Rate	Book Now Conversions
Meet Your Ideal Destination	12/3/2019	85,000	\$1,900	13,092	1,488	1.75%	\$1.28	996	\$1.81	66.94%	0

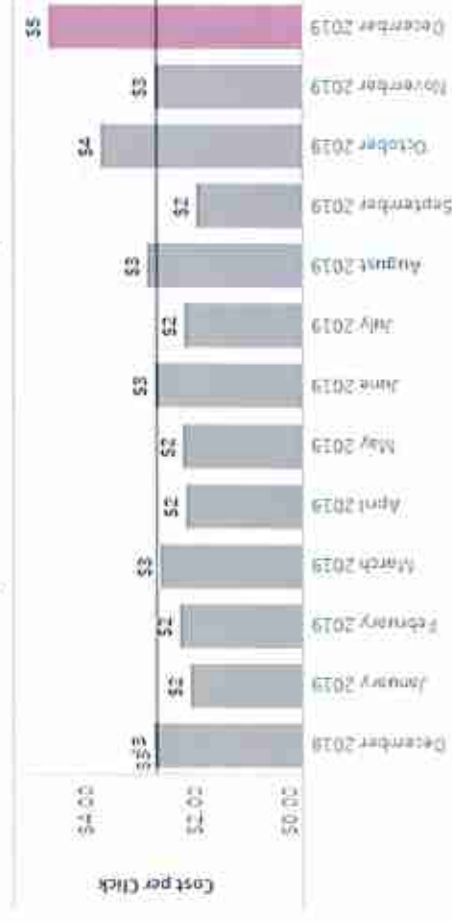


December Digital Report | Consumer

Social Media Performance Facebook & Instagram

- In December we only ran Retargeting on Facebook and Instagram.
- Facebook had a higher Click Through Rate and the bulk of TOS conversions.

Cost per Conversion Trending



Site	Targeting	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions
Facebook Ads	Retargeting	5,456	\$176	36	0.66%	\$4.89	5
Instagram Ads	Retargeting	1,187	\$23	7	0.59%	\$3.28	1
Grand Total		6,643	\$199	43	0.65%	\$4.63	6



December Digital Report | MCC

Facebook Ad Examples

Facebook



Instagram

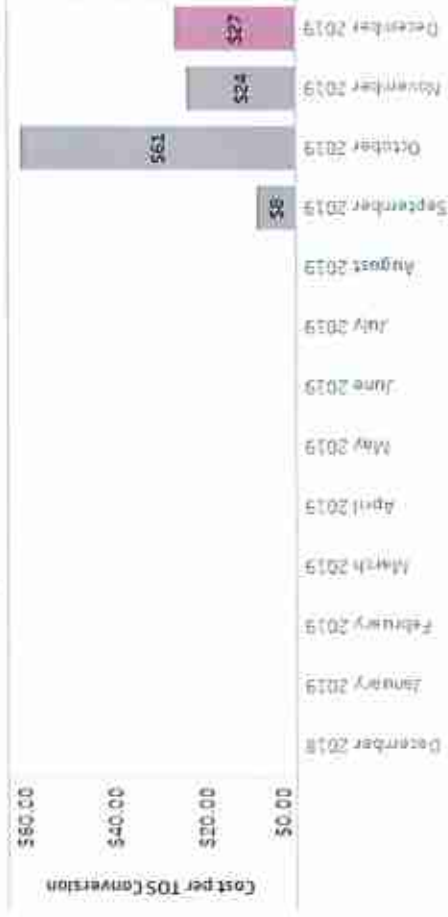


December Digital Report | MCC

Search Performance

- The Conference Center keyword group lead the way with the highest Click Through Rate and most TOS conversions showing higher relevance for this ad group.
- Meetings had good engagement, with a high click through rate but it was more expensive with a \$10 Cost per Click.
- Planning and Retreats were active but didn't receive as much interaction.

Cost per Conversion Trending



Keyword Group	Impressions	Spand	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	TOS Conversion Rate
Conference Center	3,504	\$554	191	5.45%	\$2.90	27	\$20.50	14.14%
Meetings	744	\$351	35	4.70%	\$10.02	7	\$50.10	20.00%
Planning	3	\$0	0	0.00%	\$0.00		\$0.00	0.00%
Retreats	84	\$1	1	1.19%	\$1.32		\$0.00	0.00%
Grand Total	4,335	\$906	227	5.24%	\$3.99	34	\$26.64	14.98%



December Digital Report | Consumer

A scenic landscape featuring a river flowing through a valley, with mountains in the background and a forest of evergreen trees in the foreground. The scene is captured during the golden hour, with warm sunlight illuminating the water and rocks. A semi-transparent white rectangular box is centered over the image, containing the text "Thank You!".

Thank You!