

January Departmental Reports

Celebrate
Relax
Experience

it's human ature



January 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. GOOGLE - Tahoe Team Event (ES), 2/11/2020-2/13/2020, 50 room nights
2. Nestle USA -10185 Kroger Team Meeting, 2/24/2020-2/27/2020, 96 room nights
3. THERMO FISHER SCIENTIFIC - Off-site Meeting, 2/25/2020-2/27/2020, 60 room nights
4. The Linux Foundation - Member Summit 3/8/2020 - 3/14/2020, 46 room nights
5. GOOGLE - AB Northern CA, 4/15/2020-4/16/2020, 275 room nights
6. State Farm Mutual Automobile Insurance Company - NCST Agent Meeting, 5/4/2020,5/6/2020, 280 room nights
7. Teleflex - Vascular Manager Meeting, 5/10/2020- 5/14/2020, 260 room nights
8. Boehringer Ingelheim Animal Health - BIAH-WSC PREMIER,5/14/2020-5/16/2020, 122 room nights
9. HPN Global - 72193 - Planning Meeting, 6/11/2020-6/14/2020, 42room nights
10. Brex - Corporate 2020 Retreat, 7/8/2020-7/10/2020, 329 room nights
11. Cargill Inc. - 2020 Summer Meeting, 7/20/2020-7/23/2020, 735 room nights
12. Bruce Wilson & Company - Thought Leaders' Summit, 8/10/2020-8/12/2020, 95 room nights
13. HPN Global - 69571V2 Summer Meeting, 8/20/2020-8/22/2020, 130 room nights
14. Eastern Sierra Trails Coalition - 2020 Trail & Transportation Summit, 9/16/2020-9/18/2020, 140 room nights
15. Todd Durking Mastermind Institute 2020, 9/24/2020-9/27/2020, 135 room nights
16. DriveTime Inc. - Directors Meeting Fall 2020, 9/28/2020-10/1/2020 120 room nights
17. Phillips 66 - Board and Strategy Meeting, 10/6/2020 -10/11/2020, 115 room nights
18. WellSky - 2020 VIP Meeting, 10/10/2020-10/11/2020, 46 room nights
19. State Farm Mutual Automobile Insurance Company - Fall Planning Houston Team, 11/9/2020-11/11/2020, 80 room nights
20. Coloplast Corp. - 2020 Sales Meeting, 11/14/2020-11/20/2020, 418 room nights
21. International & American Associations for Dental Research - 2021 IADR/AADR Winter Board of Directors Meeting, 12/7/2020-12/12/2020, 117 room nights
22. 10x Genomics - GCM 2021, 1/24/2021 - 1/28/2021, 1055 room nights
23. Evangelical Lutheran Church in America - Bishops Assistants' Meeting, 3/16/2021-3/21/2021, 335 room nights
24. State Bar of Texas - ESTATE PLANNING STRATEGIES 2021, 4/21/2021-4/25/2021, 175 room nights
25. Aha! - On-Site June 2021, 5/29/2021-6/3/2021, 622 room nights
26. Commercial Vehicle Solutions Network - CVSNI June 2021 Summit, 6/3/2021-6/10/2021, 541 room nights
27. World Wide Group™ LLC - Moving Up, 7/6/2021 - 7/9/2021, 300 room nights
28. Wilderness Medical Society - Summer Meeting 2021, 7/9/2021-7/15/2021, 670 room nights
29. HPN Global – 70263 ANNUAL FRANCHISE MEETING 2021, 9/17/2021- 9/23/2021, 724 room nights

30. National Association of Water Companies (NAWC) - 2021 Water Summit, 10/1/2021-10/6/2021, 665 room nights
31. Associated Air Balance Council - October 2021 Meeting, 10/12/2021-10/15/2021, 293 room nights
32. HPN Global - 71947 Couples Trip Winter 2022, 1/6/2022-1/9/2022, 90 room nights
33. California Municipal Utilities Association - 2022 Annual Conference, 3/27/2022-3/29/2022, 314 room nights
34. Rotary District 5180 - 2022 Annual District Conference, 4/29/2022-5/1/2022, 260 room nights
35. Society for Consumer Psychology - 2023 Annual Conference-Consumer Behavior, 3/1/2023-3/5/2023, 755 room nights
36. California Municipal Utilities Association - 2024 Association Annual Conference, 3/24/2024-3/26/2024, 314 room nights

DEFINITE BOOKINGS:

1. Ameritas Life Insurance Corporation - 2020 RP Forum, 8/17/2020-8/19/2020, \$20926 in room revenue, 82 room nights, 40 people at the Hyatt Regency Lake Tahoe Resort, Spa and Casino"
2. State Bar of Texas - NEW FRONTIERS IN MARITAL PROPERTY LAW, 10/7/2020-10/11/2020, \$36411 in room revenue, 159 room nights, 125 people at The Ritz-Carlton, Lake Tahoe"
3. State Bar of Texas - ESTATE PLANNING STRATEGIES 2021, 4/21/2021 -4/25/2021, \$40075 in room revenue, 175 room nights, 125 people at The Ritz-Carlton, Lake Tahoe
4. Fabricators & Manufacturers Association International, FMA & FMAC Board of Director Meeting 2021, 6/6/2021-6/10/2021, \$26850, 90 room nights, 48 people at The Ritz-Carlton, Lake Tahoe

SITE VISITS CONDUCTED

- 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

UPCOMING SITE VISITS & FAMS:

- February 3-4, 2020. Site Inspection for the Zillow Group – Sales Champions Circle 2021. This program is 375 Room nights/125 Peak Rooms/250 people for February 2021. This program is considering the Ritz Carlton 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 for October 2021. This program is considering Resort at Squaw Creek.
- RSCVA Conference Direct Fam – February 19, 2020, Hyatt Lake Tahoe
- Hyatt Conference Direct FAM – March 4th – North Shore of Lake Tahoe

TRADESHOWS, EVENTS & SALES CALLS CONDUCTED

Staff attended PCMA Reno Tahoe Client Event and PCMA Annual Conference – January 6-8, 2020 in San Francisco. From this event we have generated one lead from the World Wide Group – Moving Up. This is July 2021 program for 300 room nights and 300 people.

North Lake Tahoe – January 2019 – Denise Cmiel

Marketing/ Promotional Projects

January & Next Steps:

-
- PCMA Live – Jan 6-7, 2020
-
- Lake Tahoe Advisory Meeting – Jan 14, 2020
-
- ACFAS Presentation – Jan 22, 2020
-
- AAOMS Presentation – Jan 22, 2020
-
- AMC Presentation – Jan 30, 2020
-
- Travel Nevada Mission – Elk Grove Village - Feb 10, 2020
- Apple Vacations and Evening Agent Trade-show and Dinner
-
- AHA – Annual Update – Feb 11, 2020
-
- EDI (Executive Directors Inst) – Milwaukee – Sales Calls and Tradeshow – Feb 20, 2020
-
- Connect Chicago – Feb 24-25, 2020
-
- PCMA – Spring Luncheon – March 10, 2020
-
- Destination Celebration – Minneapolis – April 15–16, 2020
-
- Am Bar Assn – Presentation – April 28, 2020
-
- Lake Tahoe Signature Event 2020 – Elton John Concert – June 19, 2020
-
- Kirkland and Ellis – Presentation – July 15, 2020
-
- Meetings and Incentives Summit – Tradeshow – Aug 12, 2020
-
- Destination Celebration – Indianapolis Trade Show – Sept 27, 2020
-
- MPI Signature Luncheon – Nov 24, 2020 – Heading up the Sponsorship Committee for
- Destination Reps
- Holiday Showcase – Dec 2020

- PCMA Holiday Mixer – Dec 2020
-
- SITE – Holly Trolley Event – Dec 2020

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Projects/ Account Updates

- Local Hotel Connections:
 - Working with Deb Scholl/ Resort at Squaw Creek on Am Bar Assn tentative – We are now on the short list for this meeting, SGO Prospect & - IDSOG prospect also looking at the Resort at Squaw Creek.
 - Hyatt Regency – Hyatt is short-listed for ABA – Construction Law Mtg for June 2021
 - Working w Marla Spears/ Ritz Carlton – Still hoping for Elton John Concert partner.
 - Granlibakken – Bidding on ELCA – Asst. Bishops Meeting – March 2021
 -

Marketing and Promotion Projects:

- VIP Valentine's Gifts – Lake Tahoe Candles & Starbucks Cards to key local customers.
- Finalized Elton John Concert Signature Event for June 19, 2020 – Began client invites from key tentatives and top Lake Tahoe account lists. Working with Resort at Squaw Creek & Village to identify their key prospects also. Targeting promotional items for the event to be finalized by end of March. Getting partner input and ideas on these items too.
- Partner Opportunities
 - Elton John Concert – 2 partners confirmed – room for 1 additional partner
 - Destination Celebration Event – Minneapolis- Connected with properties that have expressed interest in targeting collaboration events in the Chicago and Midwest area in recent months. Currently no Minneapolis partner attendees.

New Tentative Business:

ELCA – March 2021 – 335 Room nights – Granlibakken Bidding – Dana Adams – Attended our Lake Tahoe Mission Event in October 2019

Drive-Time – Oct/Nov 2020 – 129 RNS

New Prospect Meetings:

SGO/IDSOG – Aug 2022 or 2023 – 285 RNS

Pending: Decisions Q1/Q2 - 2020

ABA – Forum on Construction Law – June 2021 – 178 Room nights

GIBU Leadership Summit – 2020 – 41 Room nights

NCSBN – Oct 2020 – 41 Room nights

Lost Business

Air Movement Control Assn – July 2020 – 77 Room nights – Had attrition credit from a canceled meeting & opted to use that toward this meeting here in Chicago



Leisure Departmental Report
January 2020

TRAVEL TRADE SALES CALLS, MEETINGS, & SITE VISITS:

- Hosted Site Visits:
 - Expedia
 - MTS
 - SF Travel & Brazil Reps
 - Planning site visits for: North America Travel Service, UK
- Upcoming Travel:
 - Visit California Outlook Forum – February
 - Mountain Travel Symposium – March
 - California Cup – April
 - IPW in June

INTERNATIONAL MEDIA:

- Hosted:
 - Marina Vidigal Brandileone, Brazil Digital Influencer – January 11
 - Gabi Temer, Latin America – Jan 30- Feb 1, 2020
- Upcoming:
 - Lifestyle Magazine, Brazil – March
 - Travel NV UK Influencer FAM – April
 - Canada Influencer FAM – May

TRAVEL TRADE FAMS:

- Coming up:
 - MTS Pre FAM: March 2020
 - RSCVA China FAM: April 2020
 - Travel Masters, Canada: May 2020
 - Volaris Mexico FAM: May 2020
 - German POST IPW FAM: June 2020
 - Travel NV Post IPW FAM: June 2020

MARKETING CAMPAIGNS:

- German: signed off to participate in the Visit CA German CANUSA campaign
 - Two- month Campaign running Feb and March
 - Hotels will be featured on site
 - Social media ads will run
 - Facebook, Instagram and newsletters will be distributed and posted
- Australia:
 - Karry-on & Viva Holidays Brand USA campaign

- This campaign features advertorials and editorial content on the trade publication – Karry On
- This also features direct sales with Viva Holidays
- Expedia Spring Marketing Campaign
 - Launching March 15th and running until May 15th
 - Targeting fly drive destinations
 - Using winter creative and then moving into spring creative
 - Currently have four partners signed up to participate

INTERNATIONAL OFFICE UPDATE:

- Conducted 6-month review for each international office
- Germany, Austria, Switzerland:
 - (9) meetings/introductions to NLT product made
 - Attended the CMT Stuttgart January 11-19
 - The show saw 30K visitors over 9 days.
 - Upcoming Shows:
 - Reisen Hamburg – February
 - F.re.e. München, February
 - On-going projects:
 - Working on booking June for an Immersion trip to the destination
 - Newsletter sent out with an open rate of 48.4% and click rate of 6%
- Canada October Update:
 - (3) meetings conducted with Huntington Travel, Trufflepig and WestJet Vacations.
 - (2) agents trained at YYZ and Marlin travel
- UK/Ireland Update:
 - Blacked out for trainings during the month of January
 - (4) Meetings conducted with American Sky, Discover North America, Ice Lolly, Travel Weekly
 - Worked on additional event projects: Aer Lingus Roadshow development and Destinations Show
 - Worked on pricing out an Out of Bounds event in the UK
- Australia October Update:
 - (5) Meetings conducted with: Sno'n'ski, Travel Partners, Qantas Hotels, American Airlines and United Airlines
 - (19) agents trained at Travel partners
 - New Marketing Program: Brand USA joint partnership with Karry On and Viva Holidays.
 - Big industry news:
 - TripAdvisor Australia laid off over 200 employees
 - Bushfires in Australia hit a \$1 Billion dollar loss to the industry
 - Excite Holidays as collapsed
 - China banned tours to Australia

ON-GOING PROJECTS:

- 2ND round of MTS site visits took place
- Planning for MTS almost complete
 - Welcome Party is almost completely planned
 - Pre-Trade FAM – Complete
 - Pre-Group Arrivals FAM – complete
 - Transportation – Feb
 - Staffing/Volunteer projects – Feb

January 2020 Recap



north lake tahoe

**THE ABBI
AGENCY**™

An aerial photograph of a lake with vibrant turquoise water. The water's color varies from deep blue to light green, indicating different depths and possibly submerged rocks or vegetation. The shoreline is lined with lush green trees and several large, smooth, light-colored rocks. The overall scene is bright and scenic.

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
 - Jan. Update: 3 placements in Southern California; 2 placements in California statewide

- SEO Impact

- Increase number of earned media placements in publications with a higher domain rank authority than GoTahoeNorth.com
 - Jan. Placement w/ Highest DA: [North Lake Tahoe is Awesome in Winter — Even if You Don't Ski](#) - By Shauna Farnell, Matador Network (DA: 83)

- Shoulder Season Messaging

- Increase earned media coverage in fall and spring.
 - Jan. Secret Season Placement Highlight: [WinterWonderGrass is the Bridge from Snow to Spring](#) - By Alysia Gray Painter, NBC Los Angeles & NBC San Diego

- Emerging Markets

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

- Media Fams

- Confirmed 6 of 11 domestic FAMs
- 6 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
 - Jan. Update: Update form for "What's New Spring" release sent to partners. Release to be updated when information received from partners



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Overall Objectives & KPIs

Social Media

- **Goal**
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 0.5% increase in Facebook followers (42 new followers) and -0.1% decrease in Instagram followers (-6 new followers)
 - SoCal: 0.8% decrease in Facebook followers (-218 followers) and 4.7 % increase in IG followers (136 followers)
- **FB Lives**
 - Completed 2 of 4 for annual SOW fulfillment
- **FB Giveaways**
 - Completed 2 of 4 for annual SOW fulfillment
- **Host 4 Influencer Fams Per Year**
 - Completed Fall deliverable
 - Outlined opportunities for spring



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Social Media (cont)

- **Lives**
 - Conduct 4 FB or IG lives
 - Nov: 1 Lives conducted
 - Jan: 1 Lives conducted
 - Next: May Dual Days Live
- **Giveaways**
 - Conduct 4 giveaways (2 big, 2 small-scale)
 - Nov: 2 giveaways conducted (Friendsgiving + Liftmas)
 - Next: February Valentine's Giveaway

Content

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

Public Relations



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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 Target 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 our region’s special “secrets.” Additionally, we are supplementing coverage with 4 hosted FAMS per shoulder season and utilizing a quarterly press release to showcase the season’s events and partner 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

- Spring Long Leads and FAM Outreach; WinterWonderGrass; NLT as a “Best Place to Travel in Spring”; Leap of Love in Squaw Valley; Sustainability/Eco-Friendly Companies and Resorts; Dual Days; and Spring Indulgences

Media Conversations (highlights)

- **Local/Regional:** Lori Rackl (Chicago Tribune) - Lori is coming to North Lake Tahoe in summer 2020. While she's in region, she stated that she may work on a few travel pieces for Chicago Tribune. She requested a follow-up as her trip approaches. TAA is actively maintaining communication with her.
- **National/Industry (flight markets):**
 - Kristy Alpert (Fodor's Travel) - FAM media brief sent to NLTRA for approval
 - Alex Schechter (AFAR) - working on two potential stories
 - Wendy Gould (NBC, Popsugar) - interested in a FAM, seeing if she can get an assignment from her editor(s)
 - William & Heather Rochfort (Backpacker, AFAR, Washington Post) - answered journalist's questions regarding family-friendly hiking offerings, gauging FAM interest
 - Ian Centrone (Men's Journal) - loves the dual-day concept, gauging FAM interest and editorial assignment
 - Leslie Hsu Oh - CNTraveler, Backpacker – interested in springtime activities

PR Snapshot

Press Releases

- The Spring Partner Request Form for the 2020 “*What’s New Spring*” press release was sent out to partners. TAA is currently compiling information and drafting the “*What’s New Spring*” press release.

FAM Coordination

- TAA hosted 1 Domestic and 1 International mini FAM in January:
 - Shauna Farnell (Matador Network + 5280): What to do in North Lake Tahoe in winter besides skiing; why Colorado residents should opt to ski in North Lake Tahoe
 - Gabi Temer (JujanaTrip - Brazil): Winter activities in North Lake Tahoe (Learn to Ski & Ride, snowshoeing)
- TAA is also currently coordinating 5 FAMs for 2020:
 - Francesca Page + family (ABC, NBC, CBS, Fox): March 5-9
 - Brent Crane (Penta): March 16-20
 - UK Influencer FAM: (Partner with Travel Nevada Influencer FAM): April 16-19
 - Jennifer Fast: (@JennExplores - Canada): April 2020
 - Kristy Alpert (Fodor’s): Pending NLTRA approval





PR Results

PLACEMENTS: 12

TAA PLACED COMBINED DOMAIN RANK: 73

TOTAL IMPRESSIONS: 15,550,730

GOTAHOENORTH.COM DOMAIN RANK: 56

PUBLICATION HIGHLIGHTS:

- Matador Network, NBC Los Angeles, NBC San Diego, USA Today 10Best, Mountain Living, Delta Sky Magazine

KEY INSIGHTS:

- TAA saw an increase in coverage in southern California surrounding specific North Lake Tahoe events (including WinterWonderGrass and Squaw Valley's Leap of Love), aligning with our goal to promote and highlight special events to flight markets to draw attention and visitation.
- TAA also saw 2 placements from media FAMs (from Matador Network and Mountain Living Magazine), with 1 placement highlighting the Tahoe Film Festival and 1 highlighting non-ski winter activities in North Lake Tahoe, aligning with our goal to highlight off-piste winter activities and host media from target publications in the region.

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



MATADOR network

North Lake Tahoe is awesome in winter — even if you don't ski



MOST PEOPLE WHO VISIT North Lake Tahoe in winter are planning to hit the slopes. After all, the region in California's high Sierra hosted the 1960 Winter Olympic Games and is home to a dozen world-class ski areas all within 40 miles of one another. To go without at least attempting to ski or snowboard would appear to be selling your trip short. But if you, for whatever reason, are not there to slide downhill on a plank of some sort, there are plenty of other activities to keep you entertained, active, well-fed, and slaked on both booze and jaw-dropping lake views.

Est. Readership: 995,449
Ad Value: \$9,207.90
Domain Rank: 83
Key Messages: Non-Ski Winter Activities in North Lake Tahoe

7 SAN DIEGO

WinterWonderGrass Is the Bridge from Snow to Spring

Squaw Valley's sound-big bash rolls out the nice notes as March makes its exit.



SHAKING OFF WINTER? Stowing our stretchy pants is a start. Putting away our heaviest sweater, the one we wear each night when we watch our shows, is a solid move. And saying goodbye to the canisters of cocoa? We don't have to do that quite yet, though the days of lemonade and iced tea are on the way. There are many routes for traveling out of winter's backdoor and into the soft and chilly sunshine of spring, but for music fans in the Golden State? One of the "ships" they take between the two seasons involves a major three-day music festival in Lake Tahoe. It's the [WinterWonderGrass Music & Brew Festival](#), and it will be spreading the sweet tangy goodness to one and all from...

Est. Readership: 1,830,000
Ad Value: \$16,927.50
Domain Rank: 81
Key Messages: WinterWonderGrass (syndicated to NBC Los Angeles)

These 10 hotels are the best for apres ski



The Village at Squaw Valley | Olympic Valley, California

Avid skiers in Southern California often opt for Mammoth Mountain for its close proximity, but its sister mountain in the north, Squaw Valley, is often less crowded and provides more skiable acreage and lifts.

The slopeside accommodations at [The Village](#) are condominium-style suites equipped with a full kitchen and fireplace, so you can cozy up in your room after hitting the slopes. The European-inspired Village features over 50 bars, shops and restaurants such as [Rocker](#). You'll find locals and families alike warming up post-ski with drinks and pub fare, like the Rocker nachos (which are a must).

Est. Readership: 1,708,621
Ad Value: \$15,804.74
Domain Rank: 77
Key Messages: Best Après Ski Hotels

FEB. 29 WEDDING

Marry on a Mountaintop, Then Ski Away

Wed your sweetheart, or renew your vows, at this offbeat Squaw Valley event (it's happening on Feb. 29, natch).



THE 29TH OF FEBRUARY? It's a day when all sorts of memorable and noteworthy and whimsical and offbeat events occur. After all, it is a date we only experience during leap years, and thus it takes on an almost magical aura, as if it materializes out of thin air, and then disappears again, for another four years. If you're feeling some of that magic as 2020 deepens, and you're feeling the love, too, perhaps you and your paramour will want to consider a...

MOUNTAIN-MERRY WEDDING, or vow renewal, at 8,200 feet. For [Squaw Valley | Alpine Meadows](#) in Lake Tahoe will be holding one of the sweetest and ski-est sweetheart-united ceremonies in all the land on the final day of February 2020, and it involves couples tramping it up to the resort's High Camp Upper Deck. Once there,

Est. Readership: 2,320,000
Ad Value: \$21,460.00
Domain Rank: 81
Key Messages: Squaw Valley's Leap of Love



Meetings & Conventions Update

Strategy

- Creating interview questions for North Lake Tahoe MCC experts; gathering industry expert commentary for pitching efforts
- Spring FAM outreach
- Leverage editorial calendars / target media lists
- Targeted media relations featuring key pillars and *(i.e. custom pitches, phone calls)*

January Key Messages & Trends

- Wellness & 'Digital Detox'
- Sustainability & Eco-Friendly Spaces — Tahoe's Green Promise
- Meetings at Golf & Spa Resorts
- Luxury Mountain Meetings
- Meetings at Historic Gaming Resorts

MCC Results

January Media Conversations / Pending Placements

- **Smart Meetings**

Key Message: *Meetings at Sea*

Status: Connected Chuck Kapelke with Larry at the *Tahoe Gal* to discuss the *Tahoe Gal's* corporate event offerings aboard the ship.

- **CVENT Meetings Magazine**

Key Message: *Eco-Friendly MCC Spaces*

Status: Waiting for placement. TAA followed up with journalist again on 1/31 placement status.

Target Publications

(new Top Target outlets in teal)

- Associations Now Magazine
- BizBash
- Black Meetings & Tourism Magazine
- Business Facilities Magazine
- Business Travel News
- [California Meetings + Events](#)
- [Connect Corporate](#)
- [Corporate & Incentive Travel](#)
- [Cvent Meetings Magazine / Elite Meetings](#)
- Hispanic Meetings & Travel
- Hotel Management
- Incentive Magazine
- Insurance & Financial Meetings Management
- [Meetings & Conventions](#)
- [Meetings Today](#)
- [MeetingsNet](#)
- [Mountain Magazine](#)
- PCMA Convene Magazine
- [Prevue Magazine](#)
- [Smart Meetings](#)
- Special Events Magazine
- [Successful Meetings](#)

Social Media



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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 (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 0.4% from the previous month, with Twitter seeing the highest growth with a 9% increase
- Overall engagements are up 33%, with Twitter seeing the highest growth with a 143% increase. This can be attributed to the high levels of engagement from Food Travel Chat.
- Impressions grew by 79%



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Growth + Campaigns

Campaigns:

Learn to Ski and Ride FB Live

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

Food Travel Chat

- 345k impressions
- 13k engagements

January Growth

- **Facebook:** 183 new followers
- **Instagram:** 910 new followers
- **Twitter:** 94 new followers

Total Impressions:

- 10,238,104
- 79% increase from previous month

Total Engagements:

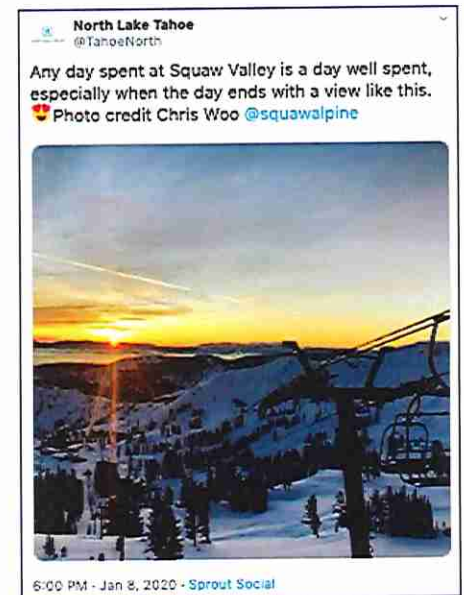
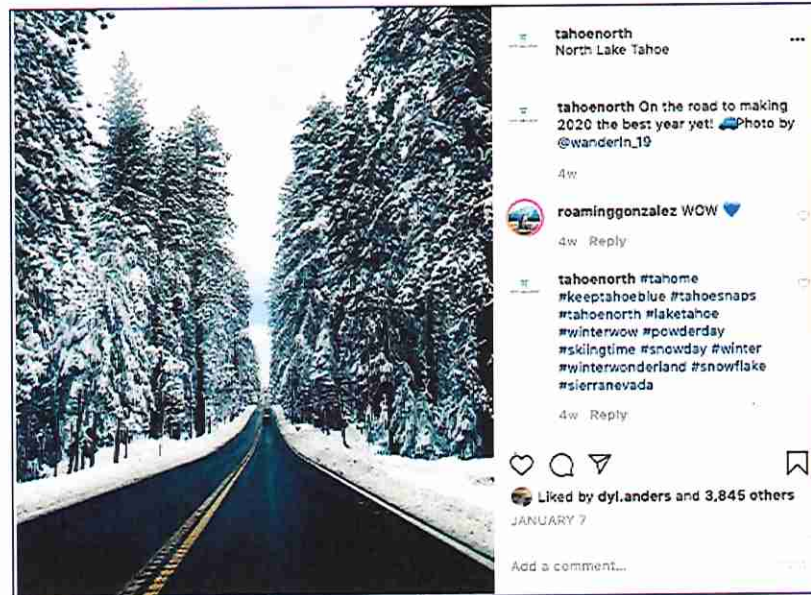
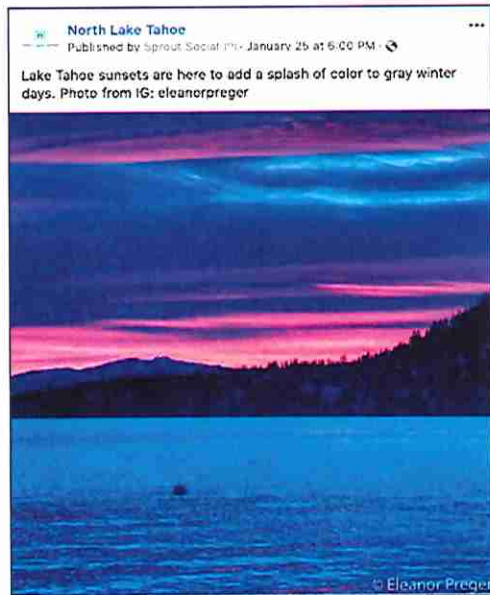
- 123,719
- 33% increase from previous month

Top Posts by Engagement

#1 Facebook Post: 16k impressions, 16k reach, 1.6k engagements, 10% engagement rate

#1 Instagram Post: 33.5k impressions, 32k reach, 3.4k engagements, 10.2% engagement rate

#1 Twitter Post: 13.6k impressions, 83.5k reach, 99 likes, 9 retweets



Learn to Ski and Ride Facebook Live

To promote **Learn to Ski and Ride Month**, North Lake Tahoe partnered with **Homewood Mountain Resort** for a ski tutorial on Facebook Live.

The Facebook Live encouraged first time skiers to watch a free ski tutorial with a first-time skier learning from a trained ski instructor, and to pursue other ski tutorials occurring all around North Lake Tahoe in the month of January.

Impressions:

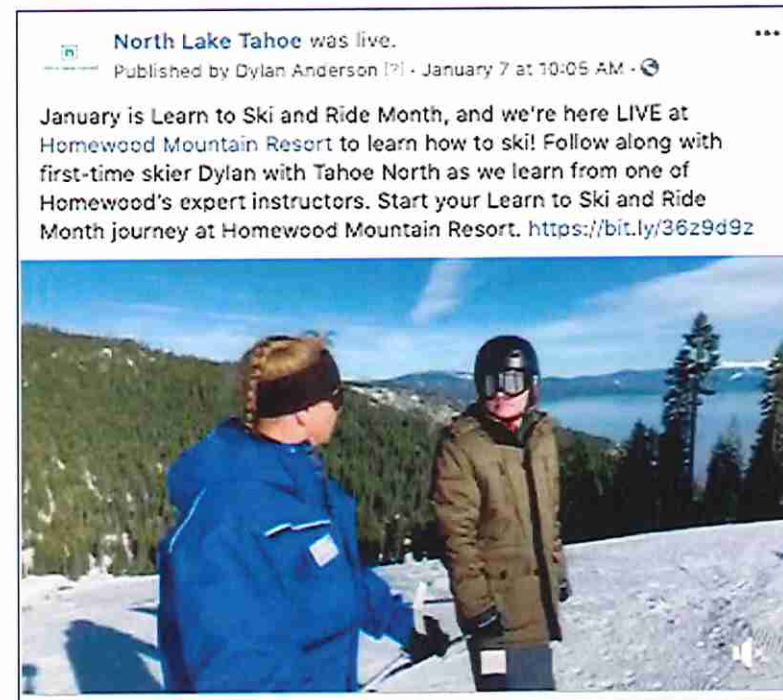
- 4,965 impressions

Engagements:

- 239 engagements

Video Views:

- 1,534 video views



Visit California Food Travel Chat

To celebrate **California Restaurant Month** in conjunction with Visit California, North Lake Tahoe participated in the **Food Travel Chat** through our Twitter account. Multiple California destinations participated in the event, offering dining and experiential recommendations to promote tourism to California.

Total Impressions:

- 37,091

Total Engagements:

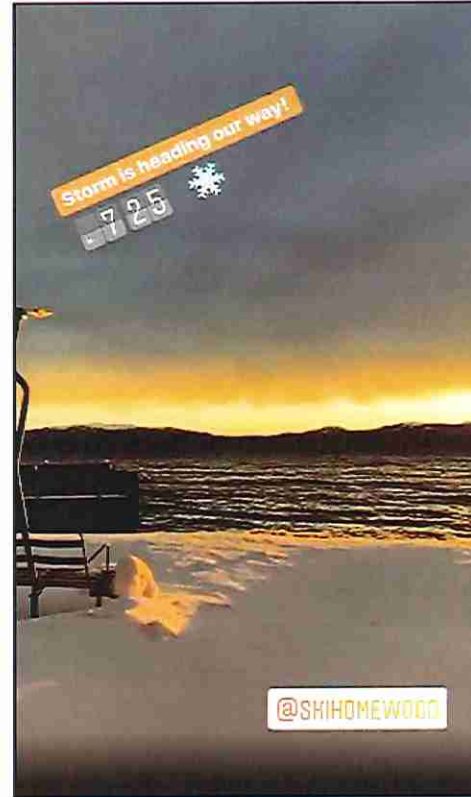
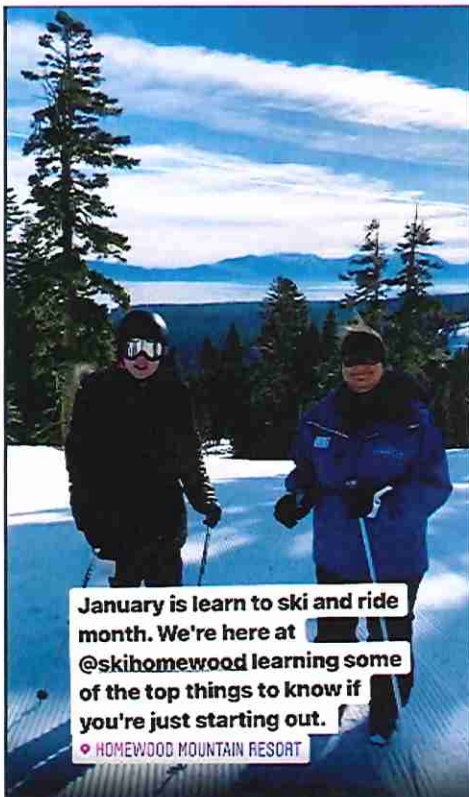
- 1,216

Total New Fans:

- 30



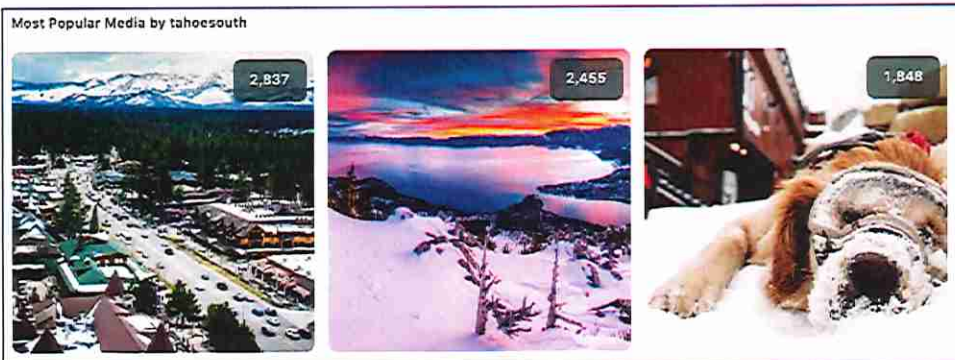
Instagram Story Highlights



Instagram Competitor Set

In January, @tahoenorth received more engagements than @tahoesouth.

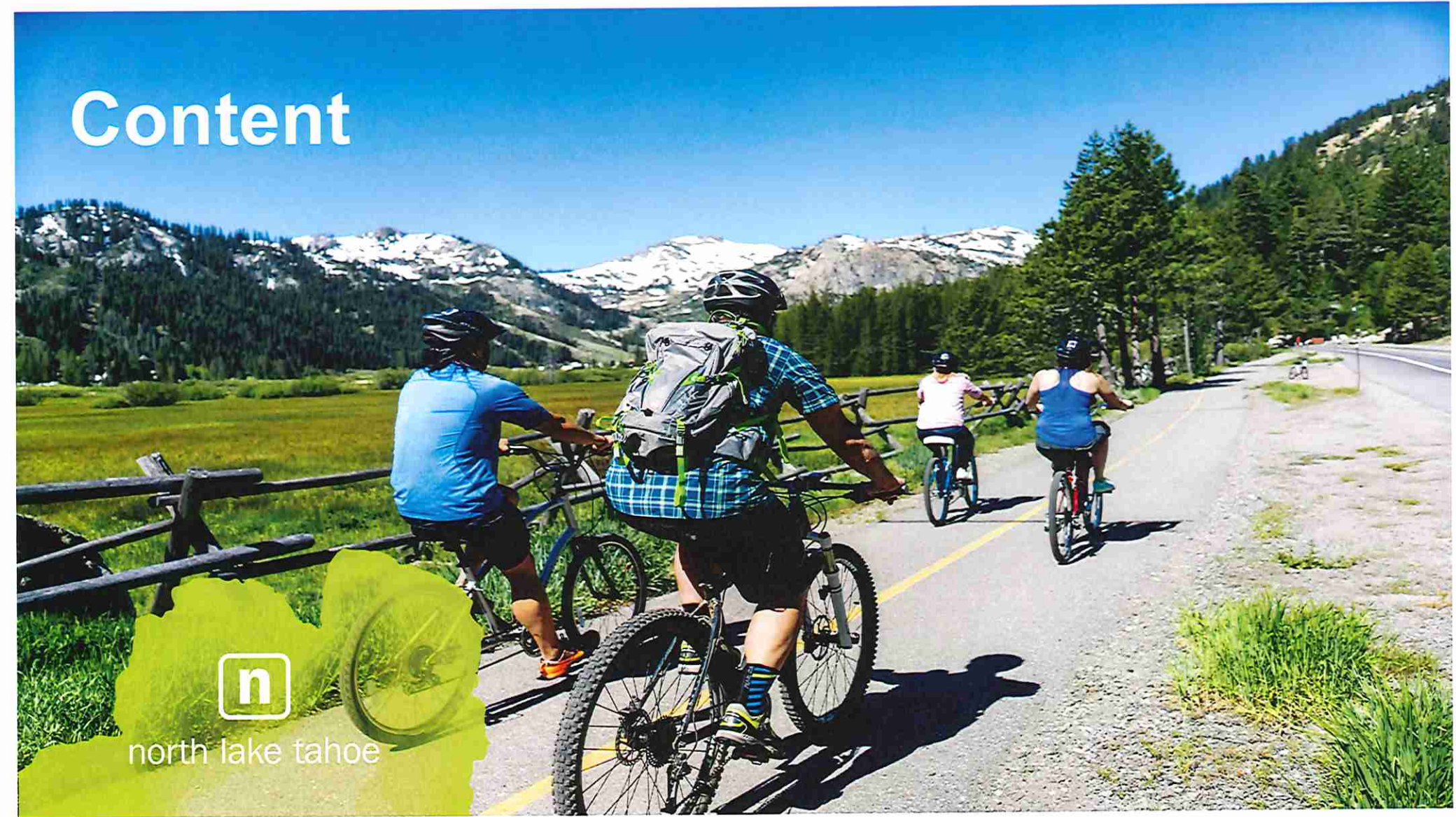
Tahoe North also received a higher net follower growth than both Tahoe South and Visit Mammoth.



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.



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Content Approach (cont)

Blogs:

- We have moved shifted 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*” (+/- 1,200 words).



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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

- ***NLT Romantic Mountain Getaways***
 - 6.6% open rate
 - 0.3% click through rate
- ***North Lake Tahoe Visitor Insights Survey***
 - 8.8% open rate
 - 1.1% click through rate (.7% increase over previous month)

Blogs Posted: 2

- ***2020 in North Lake Tahoe: Starting Your Year Off Right***
 - 110 Pageviews
- ***Love in Lake Tahoe: Six Valentine's Day Dates for You and Your Sweetheart***
 - 83 Pageviews



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Thank you!

JANUARY 2020



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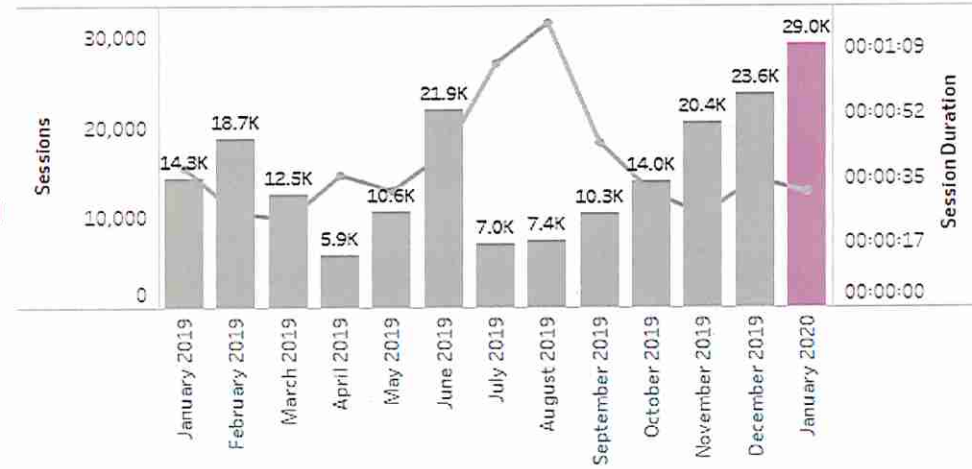
Executive Summary

- We are fully in the winter season campaign across all social and digital platforms.
- Combined, The MCC and Consumer campaign generated 11.3M impressions, which resulted in 48K clicks and 29K sessions, as well as 4.3K TOS conversions and 411 Book Now conversions.
- Display and Twitter drove high quality traffic this month. We are excited about the audience on Twitter as they are engaged and active, driving the most Book Now conversions of Social Media Ads. .
- Reddit's Price per Click increased while it's Click Through Rate did not. We are continuing to test new options on this platform.

Campaign Performance

- In January we ran on all channels including Google Search, Facebook, Reddit, Twitter, LinkedIn and YouTube.
- Display, once again, performed well and at a reasonable cost, with an average \$2.5 Cost per Click and the second highest TOS conversion rate. Twitter also converted at the highest Click Through Rate and had the longest average sessions duration at 45 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	11,179,851	\$79,772	46,527	0.42%	28,110	00:00:30	1.4	83%	4,252	402
MCC	115,749	\$2,918	817	0.71%	771	00:00:33	1.3	89%	71	9
Grand Total	11,295,600	\$82,690	47,344	0.42%	28,881	00:00:30	1.4	83%	4,323	411



January Digital Report | Consumer & MCC

CONSUMER



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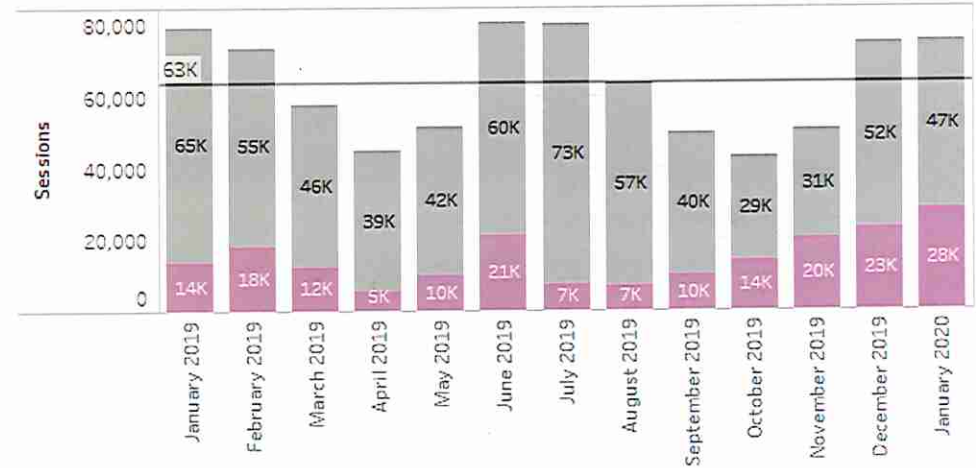


Website Performance

- Email, Display and Paid Search drove qualified traffic in January.
- Display visitors had the highest average page views per session.
- Email visitors spent the longest average time on site, with 50% of email visitors spending at least 115 seconds.

Consumer Campaign Organic

Website Sessions From Consumer Ads



Channel	Sessions	Session Duration	Pages per Session	Bounce Rate
Paid Social	15,639	00:00:16	1.2	90%
Display	6,713	00:00:47	1.8	75%
Paid Search	3,574	00:00:44	1.7	72%
Email	2,184	00:00:59	1.5	75%
Grand Total	28,110	00:00:30	1.4	83%



Display Performance Placement

- Prospecting showed strong performance with the highest Click Through Rate, most TOS conversions and Book Now conversions.
- Optimizations drove display ad CTR up from .21% in December to .31% this month and lower cost per conversions.
- Retargeting efforts continue strong results with cost per conversions near \$6.

Cost Per Conversion Trending



Targeting	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	5,524,278	17,837	0.32%	\$42,938	\$2.41	1,716	\$25.02	78
Retargeting	302,692	452	0.15%	\$2,348	\$5.19	373	\$6.29	3
Grand Total	5,826,970	18,289	0.31%	\$45,286	\$2.48	2,089	\$21.68	81

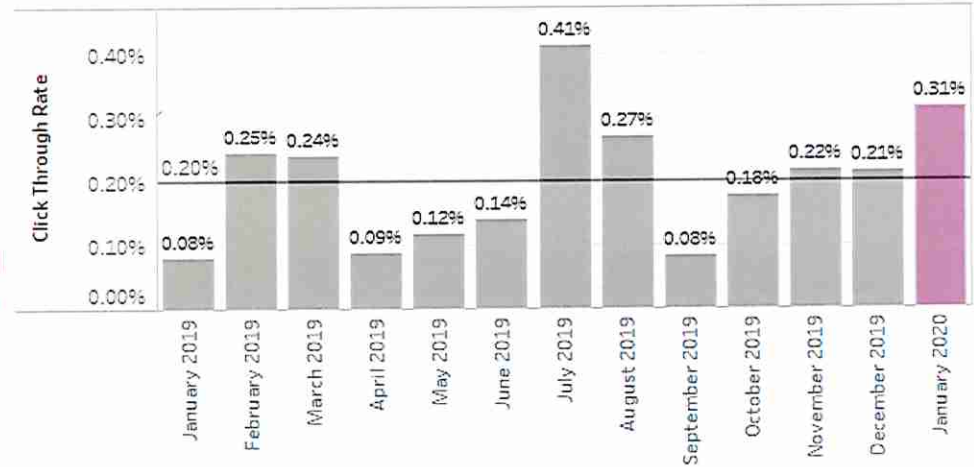
January Digital Report | Consumer



Display Performance Creative

- Since the start of the winter campaign, click through rates have been higher than the 12-month average. January continued that trend.
- TOS conversions increased from just over 1,500 in December to over 2,000 this month.
- The general ad creative and messaging continue to resonate across all target personas providing the highest Click Through Rate and all Book Now conversions.

Creative CTR Trending



Persona	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions	TOS Conversion Rate
General	3,349,143	16,078	0.48%	\$31,658	\$1.97	1,911	\$16.57	81	11.89%
Families	928,090	825	0.09%	\$5,104	\$6.19	75	\$68.06	0	9.09%
Outdoor Enthusiasts	825,222	860	0.10%	\$4,539	\$5.28	61	\$74.41	0	7.09%
Workaholics	724,515	526	0.07%	\$3,985	\$7.58	42	\$94.88	0	7.98%
Grand Total	5,826,970	18,289	0.31%	\$45,286	\$2.48	2,089	\$21.68	81	11.42%

January Digital Report | Consumer

Display Ad Examples



General

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

Impressions: 3.35M
Clicks: 16,078
CTR: 0.48%
TOS Conversions:
1,911
CVR: 11.89%



Families

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

Impressions: 928K
Clicks: 825
CTR: 0.09%
TOS Conversions: 75
CVR: 9.09%



Outdoor Enthusiasts

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

Impressions: 825K
Clicks: 860
CTR: 0.10%
TOS Conversions: 61
CVR: 7.09%



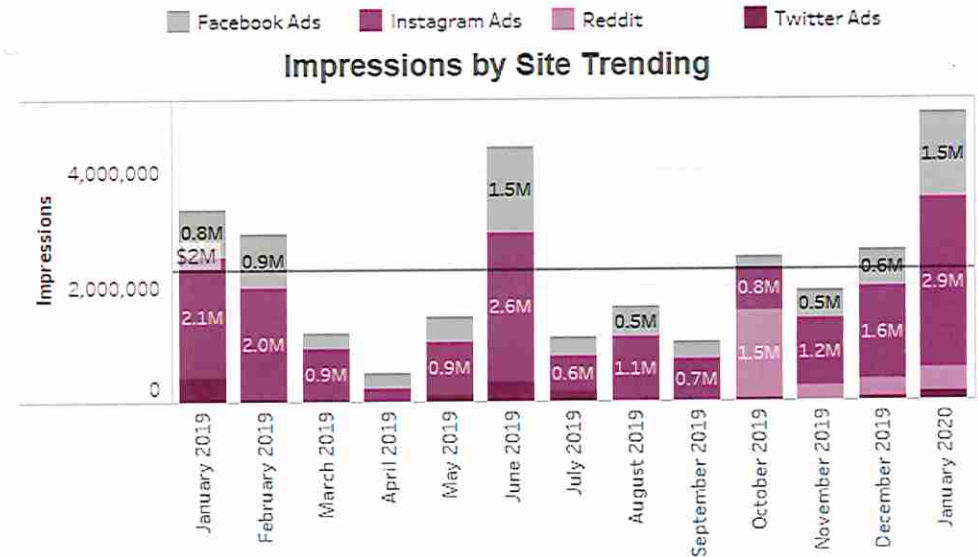
Workaholics

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

Impressions: 725K
Clicks: 526
CTR: 0.07%
TOS Conversions: 42
CVR: 7.98%

Social Media Performance Facebook, Instagram, Reddit & Twitter

- Cost per Click was lowest on Instagram and highest on Reddit. Facebook and Instagram performed great with a <\$1 Cost per Click.
- Relative to impressions, Twitter drove the most Book Now conversions. Twitter's audience looks engaged and active.



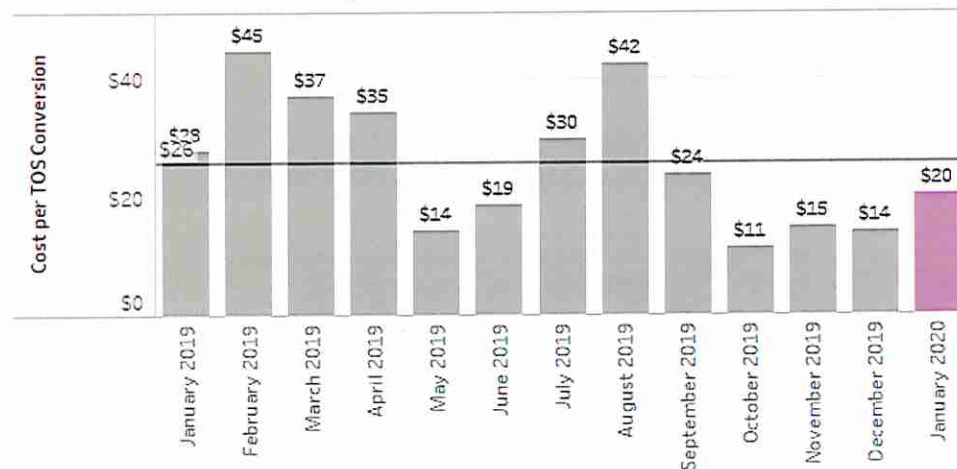
Site	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Facebook Ads	1,487,942	9,936	0.67%	\$7,436	\$0.75	569	\$13.07	22
Instagram Ads	2,944,044	10,193	0.35%	\$8,920	\$0.88	239	\$37.32	41
Reddit	424,574	1,050	0.25%	\$3,223	\$3.07	11	\$293.00	0
Twitter Ads	137,986	1,508	1.09%	\$3,279	\$2.17	118	\$27.79	22
Grand Total	4,994,546	22,687	0.45%	\$22,858	\$1.01	937	\$24.40	85



Social Media Performance Facebook & Instagram

- Retargeting continues to show effectiveness with the highest Click Through Rates and the most TOS conversions on both Facebook and Instagram.

Cost per Conversion Trending



Site	Targeting	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Facebook Ads	Prospecting	1,192,549	6,543	0.55%	\$5,415	\$0.83	210	\$25.79	8
	Retargeting	263,547	3,249	1.23%	\$1,882	\$0.58	348	\$5.41	14
	Conquesting	31,846	144	0.45%	\$139	\$0.96	11	\$12.63	0
Instagram Ads	Prospecting	2,441,129	7,867	0.32%	\$7,354	\$0.93	110	\$66.86	15
	Retargeting	433,000	2,088	0.48%	\$1,262	\$0.60	126	\$10.01	26
	Conquesting	69,915	238	0.34%	\$304	\$1.28	3	\$101.35	0
Grand Total		4,431,986	20,129	0.45%	\$16,357	\$0.81	808	\$20.24	63



Facebook and Instagram Ad Examples

Facebook Creative

The image displays four Facebook ad creatives for the North Lake Tahoe WinterWow event. Each ad features a different scene: people skiing, a couple by a fire, a concert, and a family walking. Each ad includes a headline, a call to action button, and engagement metrics.

- Ad 1:** "Clear skies. Clear mind. Clear your schedule. Your breathtaking getaway is only a click away." CTA: [BOOK NOW!](#) Engagement: 1 Like, 1 Share.
- Ad 2:** "Cozy up to a one-of-a-kind winter experience and create memories that will last a lifetime." CTA: [BOOK NOW!](#) Engagement: 1 Like, 2 Comments, 1 Share.
- Ad 3:** "Listen under the stars and feel over the moon. Nothing comes close to all the #WinterWow happening in North Lake Tahoe this season." CTA: [BOOK NOW!](#) Engagement: 65 Likes, 1 Comment, 6 Shares.
- Ad 4:** "Experience the magic of the winter season and create memories that will last a lifetime." CTA: [BOOK NOW!](#) Engagement: 3 Likes, 1 Comment, 6 Shares.

Instagram Story

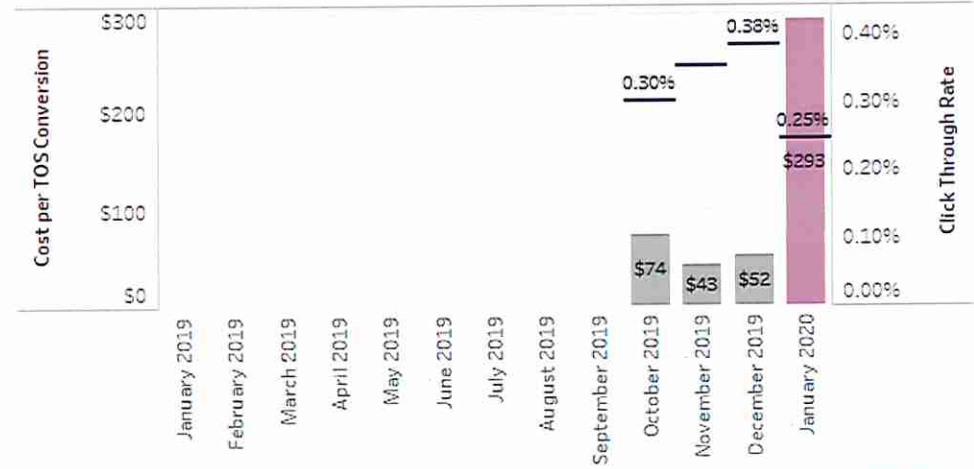
The image shows an Instagram Story ad for the North Lake Tahoe WinterWow event. It features a close-up of a smiling skier wearing a green jacket and goggles. The text "plan your #winterwow" is overlaid on the bottom. A "Learn More" button is visible at the bottom right.

Social Media Performance

Reddit

- As we have moved into peak season of our winter campaign, money was put toward all fly markets, increasing overall impressions and spend. We are seeing higher conversion costs in NY particularly.
- Reddit is a new advertising platform, larger swings in price and performance can be expected as Reddit develops its advertising model and audience engagement.
- We will look to continue optimizations to decrease Costs per Conversions.

Click Through Rate and Cost per Conversion Trending



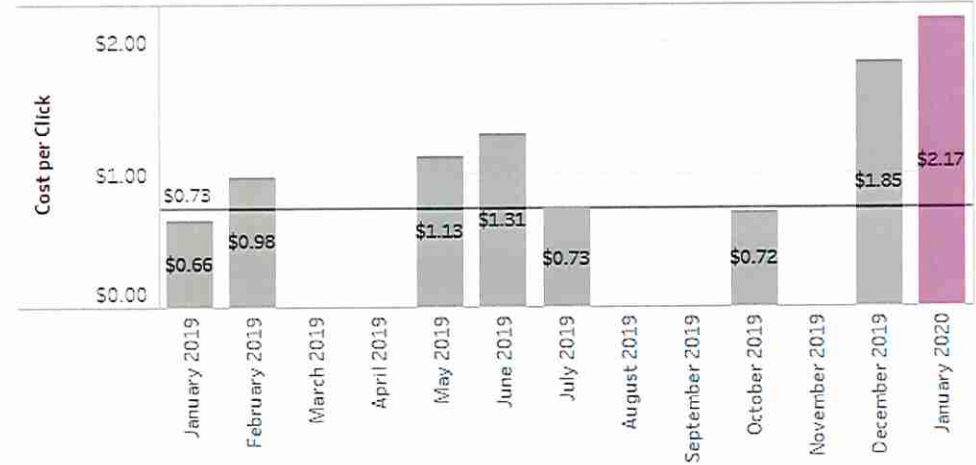
Targeting	Impressions	Spend	Clicks	Cost per Click	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	424,574	\$3,223	1,050	\$3.07	0.25%	11	\$293.00	0
Grand Total	424,574	\$3,223	1,050	\$3.07	0.25%	11	\$293.00	0



Social Media Performance Twitter

- While Twitter's Cost per Click continues to trend higher, Twitter led social channels in CTR and Book Now conversions.
- Twitter is finding a captive audience, and this month, performed very well and will continue to be optimized.

Cost per Click Trending



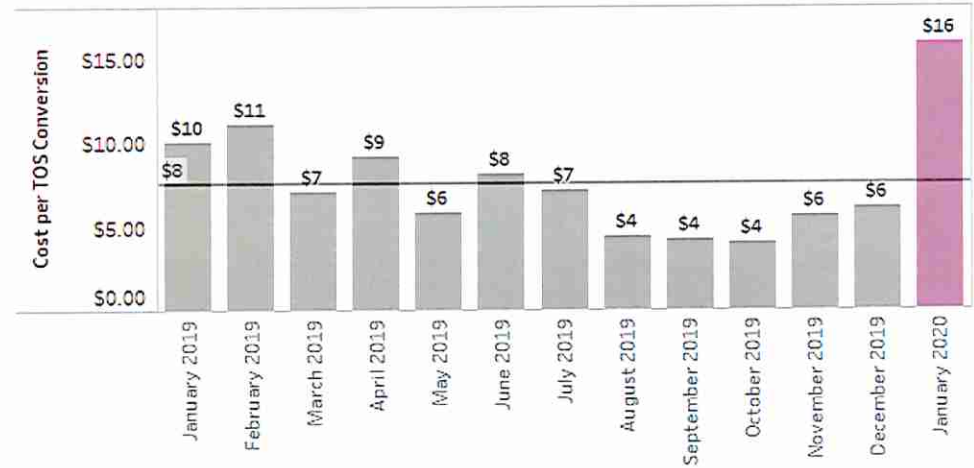
Geo	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Book Now Conversions
Fly	137,986	\$3,279	1,508	1.09%	\$2.17	118	22
Grand Total	137,986	\$3,279	1,508	1.09%	\$2.17	118	22



Search Performance

- Focus for paid search spend was put toward the winter campaign due to the weather patterns, increasing overall impressions and clicks from December.
- Going into February, shifts have already been made to even out the spend by search group to optimize to higher Click Through Rates and decrease Cost per 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	155,446	\$8,440	2,703	\$3.12	1.74%	434	199	\$19.45	16.06%
General	14,891	\$629	635	\$0.99	4.26%	138	37	\$4.56	21.73%
Evergreen - Vacation	470	\$4	3	\$1.46	0.64%	0	0	\$0.00	0.00%
Evergreen - Local	28	\$4	2	\$1.81	7.14%	3	0	\$1.21	150.00%
Grand Total	170,835	\$9,078	3,343	\$2.72	1.96%	575	236	\$15.79	17.20%

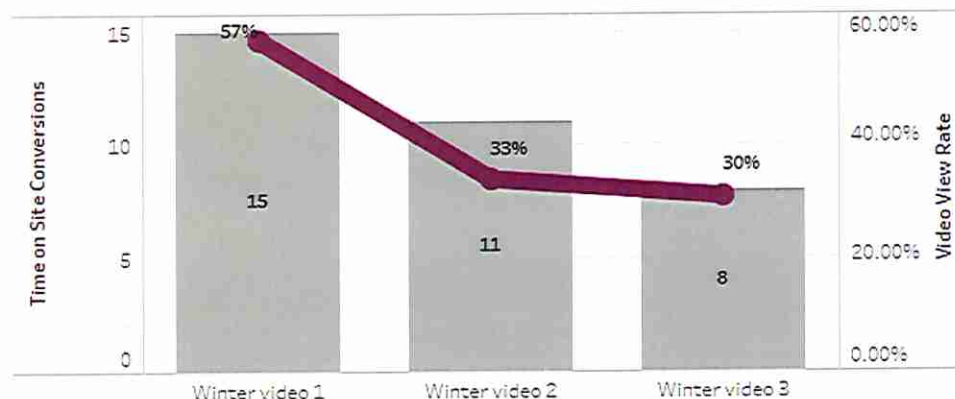


January Digital Report | Consumer

Video Performance Youtube

- On YouTube we continued prospecting activities through sequential videos. We also ran the third winter ad for retargeting pool.
- Retargeting audience was cheaper to target, resulting in the lowest Cost per Click. CTR was inline with the monthly average, showing its relative cost.
- Sequential ads all had higher than average TOS conversion rates.

Time on Site Conversions and View Rate by Ad



Video Type	Video	Impressions	Video Views	Video View Rate	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	TOS Conversion Rate
Sequential	Winter video 1	144,290	81,535	56.51%	112	0.08%	\$4,009	\$35.80	15	13.39%
	Winter video 2	116,866	38,383	32.84%	98	0.08%	\$1,660	\$16.94	11	11.22%
	Winter video 3	86,584	25,925	29.94%	71	0.08%	\$1,209	\$17.03	8	11.27%
Retargeting Video	Winter video 3	302,993	73,142	24.14%	278	0.09%	\$1,400	\$5.04	27	9.71%
Grand Total		650,733	218,985	33.65%	559	0.09%	\$8,279	\$14.81	61	10.91%

YouTube Video Ad Examples

Video Examples

Winter Video 1



Winter Video 2



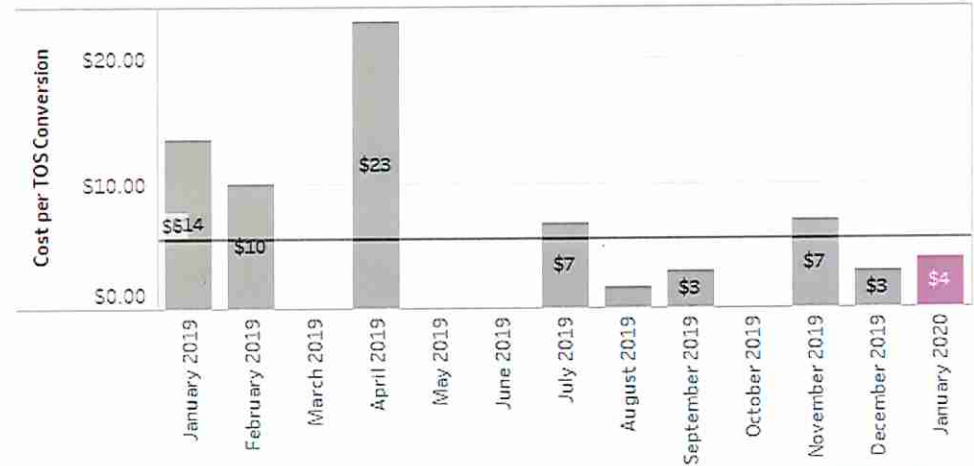
Winter Video 3



Email Performance

- In January we ran an email titled “Find Your Winter Wow”.
- Cost per TOS Conversion of \$4 is cheaper than the 12-month email average cost per conversion with over 600 conversions.

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 Now Conversions
Find Your Winter Wow	1/8/2020	187,500	\$2,550	32,822	2,208	1.18%	\$1.15	645	\$3.95	29.21%	0
Grand Total		187,500	\$2,550	32,822	2,208	1.18%	\$1.15	645	\$3.95	29.21%	0



MCC



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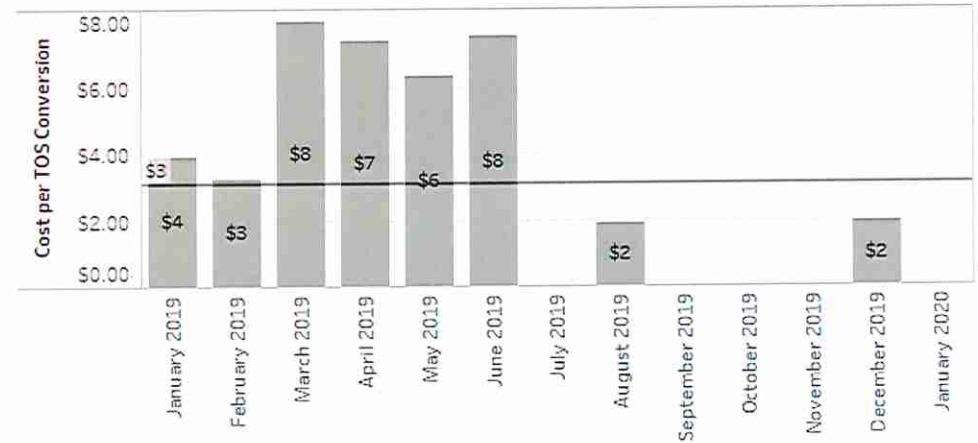


Email Performance

- In January we ran an email titled "Plan. Meet. Go." showing minimal results in TOS conversions. We are confirming the data as this is atypical for MCC emails.

Email Cost per TOS Conversion

data source: v_media (north_lake_tahoe)



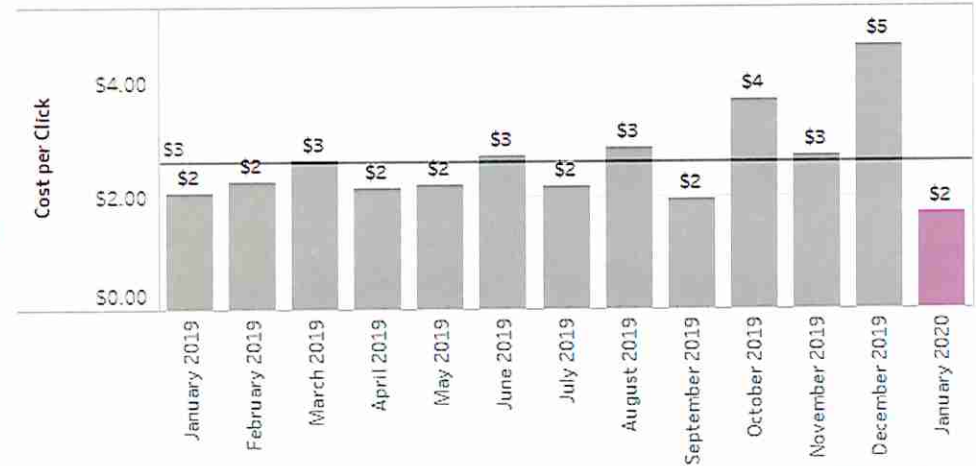
Ad	Email Send Date	Impressions	Spend	Email Opens	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	TOS Conversion Rate	Book Now Conversions
Plan. Meet. Go.	1/23/2020	42,500	\$850	7,247	637	1.50%	\$1.33	0	\$0.00	0.00%	0



Social Media Performance Facebook & Instagram

- Retargeting ads accounted for all TOS conversions from Facebook and Instagram.
- Prospecting ads didn't provide TOS conversions, but the engagement from these ads assisted in Retargeting performance. Additionally, this audience is quite inexpensive to advertise to, <\$1 average Cost per Click. Over time this has helped build a larger Retargeting pool.

Cost per Conversion Trending



Site	Targeting	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions
Facebook Ads	Prospecting	19,028	\$121	156	0.82%	\$0.78	0
	Retargeting	4,728	\$153	49	1.04%	\$3.12	28
Instagram Ads	Prospecting	72,482	\$295	314	0.43%	\$0.94	0
	Retargeting	2,180	\$57	13	0.60%	\$4.35	4
Linkedin Ads	Prospecting	9,127	\$326	35	0.38%	\$9.33	
Grand Total		107,545	\$952	567	0.53%	\$1.68	32



Facebook Ad Examples

Facebook

North Lake Tahoe Sponsored

Elevate your next meeting. From mountainside to lakeside, North Lake Tahoe provides the ideal backdrop for meetings and events.

Adventure Inspire Connect Strategize

GO.TAHOENORTH.COM

Meet. Greet. Play. Repeat. [Learn More](#)

Robert Smack, Robert A. Baldut and 3 others

1 hour · 2.4K Views

Like Comment Share

North Lake Tahoe Sponsored

Let the picturesque backdrop of North Lake Tahoe inspire ideas inside the meeting room and out.

GO.TAHOENORTH.COM

All Work, All Play. Plan Your Ideal Meeting Now. [Learn More](#)

Robert A. Baldut, Robert Smack and 3 others

Like Comment Share

Instagram

Instagram

tahoenorth Sponsored

The Sky's the Limit

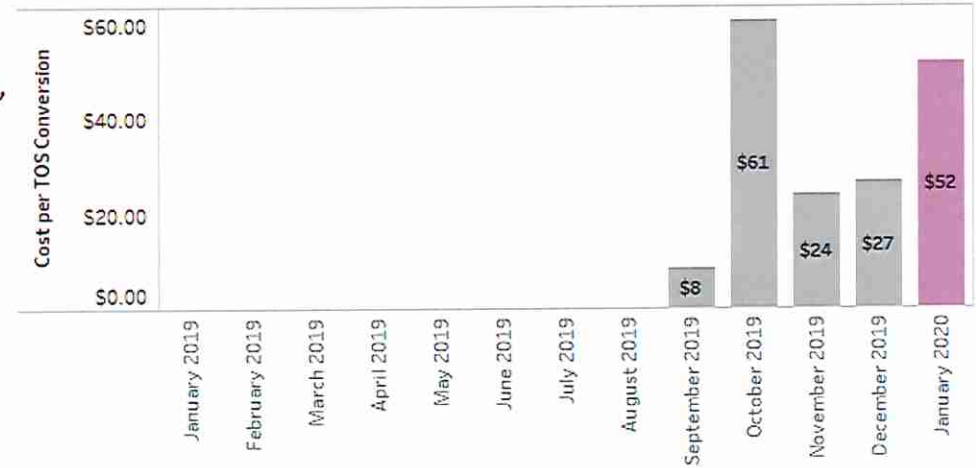
Elevate your next meeting. From mountainside to lakeside, North Lake Tahoe provides the ideal backdrop for meetings and events. [Learn More](#)

Like Comment Share

Search Performance

- The Conference Center keyword group was most-searched this month, resulting in the highest impressions, clicks and TOS conversions.
- Meetings had good engagement, with the highest CTR and second-highest TOS conversion rate.

Cost per Conversion Trending



Keyword Group	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	TOS Conversion Rate
Conference Center	4,105	\$952	194	4.73%	\$4.91	26	\$36.61	13.40%
Meetings	959	\$936	48	5.01%	\$19.51	10	\$93.63	20.83%
Retreats	207	\$79	8	3.86%	\$9.82	2	\$39.27	25.00%
Planning	5	\$0	0	0.00%	\$0.00	0	\$0.00	0.00%
Grand Total	5,276	\$1,967	250	4.74%	\$7.87	38	\$51.76	15.20%



A scenic landscape featuring a rocky shoreline in the foreground, a forested hillside on the left, and a body of water extending to the horizon. The sky is filled with soft, golden light, suggesting a sunset or sunrise. The text "THANK YOU!" is overlaid in the center of the image in a blue, sans-serif font.

THANK YOU!