

March Departmental Reports

Awaken
Celebrate
Relax
Experience

it's human ature



March 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Calafiore Retreat, 4/23/2020-4/26/2020, 75room nights, 25 people
2. 101 Lacrosse, 6/19/2020-6/21/2020, 80 room nights, 80 people
3. Novo Nordisk - A/S-Central Leadership Team Mtg, 6/22/2020-6/24/2020, 84-room nights 28 people
4. Greystar Management Services LP - T.O.P. Meeting, 7/22/2020-7/24/2020, 50 room nights, 25 people
5. HPN Global-73381 August 2020 Retreat, 8/13/2020-8/16/2020, 60 room nights, 30 people
6. Google Search 2020 Offsite, 8/24/2020-8/26/2020, 1800 room nights, 2000 people
7. HPN Global-72129 2020 Customer Meeting, 9/8/2020-9/11/2020, 182-room nights,90 people
8. Endeavor Business Media - 2020 Jewelers Summit West Coast, 10/16/2020-10/20/2020, 315-room nights, 130-people
9. Hilltop Securities-2021 Leadership Conference, 2/4/2021-2/7/2021, 222 room nights 70 people
10. ScanSource Golden Ticket, 2/6/2021-2/9/2021, 40 room nights, 30 people
11. Water Sports Industry Association-Summit 2021, 2/21/2021-2/26/2021, 255 room nights, 200-people
12. American Bar Association -2021 Planning Retreat, 6/15/2021-6/20/2021, 178-room nights, 50 people
13. Midwest Veterinary Supply-60th Anniversary Midwest Veterinary Sales Meeting, 7/24/2021-7/31/2021, 748 room nights, 250 people
14. Indiana Bankers Association 2022 Central States Conference, 6/12/2022-6/16/2022, 206 room nights, 60 people
15. National Association of African Americans in Human Resources-Annual Conference 2022- 9/26/2022-10/2/2022, 359 room nights, 200-people
16. National Association of African Americans in Human Resources-Annual Conference 2023, 9/24/2023-10/1/2023, 359 room nights, 200-people
17. LearnSkin - IDS Conference, 10/5/2021-10/10/2021, 625 room nights, 400 people

DEFINITE BOOKINGS:

1. HPN Global - 72193 - Planning Meeting, 6/11/2020 - 6/14/2020, \$8955 in room revenue, 45 room nights, 14 people at Village at Squaw Valley
2. APARTMENT LIST - 2020 Company Retreat, 8/9/2020 - 8/11/2020, \$49722 in room revenue, 238 room nights, 200 people at Village at Squaw Valley
3. AUTODESK - Business Planning & Review, 9/15/2020 - 9/17/2020, \$41825 in room revenue, 175 room nights, 50 people at Hyatt Regency Lake Tahoe Resort, Spa and Casino
4. Zillow Group Inc. - Sales Champion Offsite 2021, 2/22/202 - 2/25/2021, \$146625 in room revenue, 375 room nights, 250 people at The Ritz-Carlton, Lake Tahoe

SITE VISITS AND FAMS CONDUCTED

- March 3-4, 2020, ConferenceDirect Mike Ditter Team Fam & Retreat – North Lake Tahoe. The Hyatt Lake Tahoe, Diamond Peak Resorts, Resort at Squaw Creek and the North Lake Tahoe CVB hosted 13 associates from Conference Direct with the associates being located in the Pacific Northwest, D.C. and New York. The Mike Ditter Team enjoyed accommodations at Hyatt, skiing & snowboarding at Diamond Peak and skate & broomball plus dinner at Resort at Squaw Creek.
- March 9-10, 2020, Site Inspection for the Google Search – Annual Offsite. This program is over 1800 room nights/900 peak rooms/2000 people for August 2020. This program is considering Resort at Squaw Creek, Village at Squaw Valley, PlumpJack, Granlibakken, Hyatt Regency, Ritz Carlton, North Star, Tahoe Mountain Lodging, and Welk Resorts.

CHICAGO EFFORTS:

- Attended the below events:
 - PCMA Spring Luncheon
 - SITE Networking Event
 - Bureau Luncheon – Rosemont
- Designed a comfort package that went out to NLT clients



Leisure Departmental Report
March 2020

TRAVEL TRADE SALES CALLS, MEETINGS, & SITE VISITS:

- MTS 2020 Cancelled – working on next steps for a future year
 - Cancelled all contracts and returned all items eligible for return
 - Worked on all correspondence in conjunction with cancelling MTS and coordinated efforts with Squaw properties/partners
- Tourism Cares – postponed to June 2021

INTERNATIONAL MEDIA:

- All international media FAMS have been postponed and/or cancelled

TRAVEL TRADE FAMS:

- All FAMS have been postponed and/or cancelled

PROJECT WORK:

- Travel Trade newsletter when out to 463 tour operators and travel agents.
 - 24% open rate
- Mexico – working on a webinar training with Best Day Travel for April 30th

INTERNATIONAL OFFICE UPDATE:

- With each international office:
 - Preliminary call with updates from each country with COVID
 - Secondary call to discuss the remainder of the fiscal year
 - Each office has provided an individual recovery plan that has been approved for April-June.
 - Sarah to manage implementation of all recovery plans and will report back monthly.
- Germany, Austria, Switzerland:
 - Generated new covid weekly responses
 - Cancelled all upcoming travel
 - Put together a recovery plan
 - Hosted (4) meetings
- Canada October Update:
 - Cancelled May Travel Masters Incentive FAM – working on fall dates
 - Prepped recovery plan
 - Attached on the Virtuoso Toronto Roadshow
 - Held key meetings with: Vision Canada, Voyages, Westjet, Trufflepig, Travel Impresarios, New Wave Travel, Air Canada and Huntington Travel
 - Worked on schedule webinars (*all of which have been postponed at this time*)

- UK/Ireland Update:
 - Created COVID recovery report & updates
 - Created a tour operator questionnaire
 - (7) Meetings conducted with Bon Voyage, British Airways, Mogul, Not Just Travel, Flight Centre, Virgin Holidays, Gold Medal
 - Attended Unite Visit USA, Visit USA Members Spring Meeting
- Australia October Update:
 - (17) meetings and events completed
 - Completed the Brand USA Road Trips with Viva Holidays
 - Completed a recovery plan and questionnaire to go out to tour operators on cancellation
 - COVID strategies and documents

Events Update

Katie Biggers | March 2020

Marketing Event Sponsorships (Can be utilized for Operations/Marketing)

Winter Marketing Events Sponsorships

- 2020 WinterWonderGrass Squaw | March 27-29 | Squaw Valley
 - Date Change due to COVID-19 → April 9-11, 2021
- Mountain Travel Symposium | March 29-April 4 | Squaw Valley/North Lake Tahoe
 - Date Change--> Postponing 2023/24
 - “Hollywood in the High Sierra” at High Camp - facilitate getting out of contracts
- Tourism Cares Sustainability Conference | May 13-15 | Squaw Valley/North Lake Tahoe
 - Date Change- Postponed→ June 2-4, 2021
 - Work on communications to local community and partners

Summer Events Sponsorships

- 2020 Broken Arrow Skyrace | June 19-21 | Squaw Valley - contract finalized, event cancelled due to COVID-19 (working with producer to get the funds returned)
- 2020 Lake Tahoe Summit Classic Lacrosse Tournament | June 20-21 | North Lake Tahoe/Truckee -contract finalized, planning stages - (worked with producers to look at back updates/postpone due to COVID-19) - (August 1-2 tentative)
- 2020 Enduro World Series - Continental Series|August 22-23 | Northstar California - contract approved at Tourism Development and Board of Directors Meeting
- 2020 Spartan North American Championships | September 26-27 | Squaw Valley -contract finalized, planning stages

Other events in March discussions for 2020

- Autumn Food and Wine | September 18-20 | Northstar California, approved at Tourism Development and Board of Directors Meetings to cancel the event for the 2020 year.

Special Event Partnership Funding (Grant Funding utilized for marketing specific purposes)

- First set of invoices received from producers, and submitted to accounting

Partnership Funding- Cancelled/Postponed Events

- 2020 Homewood - Pride Ride | March 28-29 | Homewood Resort / Cancelled - returned funds
- 2020 Tahoe Spark | April 4-5 | Kings Beach / Pivoting to Virtual Event (Same dates)
- 2020 Wild and Scenic Film Fest |April 17-18 |Tahoe City, Tap Haus Postponed- November 7th

Upcoming Spring/Summer Events Sponsored by the North Lake Tahoe Marketing Cooperative

Big Blue Adventure Race Series | North Lake Tahoe/Truckee

- Contract was finalized for Big Blue Adventure Race Series- (below) and invoices submitted to accounting

Truckee Running Festival May 31| Squaw Valley Half Marathon and Run to Squaw 8 Miler June 7 | Lake Tahoe Mountain Bike Race June 20 | Burton Creek Trail Runs June 21 | Tahoe Off-road Triathlon June 27 | Tahoe City Swim June 27 | Run to The Beach July 4 | Big Chief 50K July 12 | Donner Lake Kids Triathlon July 18 |

March 2020 Recap



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THE ABBI
AGENCY™

An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing dark rocks and patches of green algae or seaweed beneath the surface. Lush green evergreen trees are scattered along the shoreline, their branches extending over the water. In the bottom left corner, several large, smooth, light-colored rocks are visible. The overall scene is serene and natural.

Public Relations
Social Media
Blog and Newsletter 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
 - March Update:
 - 1 placement 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
 - March Placements:
 - **Embark On A Virtual Tour Of America's Reno-Tahoe Region - By Jared Ranahan (DA: 95)**

- Shoulder Season Messaging

- Increase earned media coverage in fall and spring.
 - March Secret Season Placement Highlight: **Destination Fun! 3 Vacation Spots Near You** by Megan Wiskus, Style Magazine

- Emerging Markets

- Obtain at least one media placement in a publication that is targeted to emerging markets identified in the Tourism Development Plan
 - We did not receive a placement in an emerging market in March.



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Overall Objectives & KPIs

Public Relations (cont.)

- Media FAMs

- 11 Domestic FAMs
 - 5 Completed FAMs
 - 5 Pending FAMs
- 5 of 8 international full FAMs
- 3 of 8 international mini-FAMs
- 2 of 4 domestic influencer FAMs

- Press Releases

- Issue 4 quarterly “What’s New” releases, and up to 4 local releases
 - March Update:
 - “What’s New Spring” press release distribution is paused.
 - Destination Statement press release was distributed to regional market.



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Overall Objectives & KPIs

Social Media

- **Goal**
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 0.60% increase in Facebook followers (46 new followers) and 0.68% increase in Instagram followers (30 new followers)
 - SoCal: -0.23% decrease in Facebook followers (-61 new followers) and -0.49% increase in IG followers (-15 new followers)
- **FB Lives**
 - Completed 2 of 4 for annual SOW fulfillment
- **FB Giveaways**
 - Completed 3 of 4 for annual SOW fulfillment
- **Host 4 Influencer FAMs Per Year**
 - Completed Fall deliverable
 - Spring opportunities are halted.

Social Media (cont)

- **Lives**
 - Conduct 4 FB or IG lives
 - Nov: 1 Lives conducted
 - Jan: 1 Lives conducted
- **Giveaways**
 - Conduct 4 giveaways (2 large, 2 small)
 - Completed March Valentine's Giveaway

Content

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



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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. Securing valuable backlinks increases searchability for GoTahoeNorth.com
- We utilize a “*Target Media List*” to track against North Lake Tahoe’s 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 four 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

- Summer/Fall Long Leads, FAM Outreach, Pride Ride, WinterWonderGrass, High-Altitude Training, Human-Powered Sports, Spring Indulgences, Corporate Team-Building Trends, Wellness for MCC audiences,
- COVID-19: Destination Statement, Resilient Positive Messaging

Media Conversations (highlights)

- **Local/Regional:**
 - Megan Wiskus (*Style Magazine - Sacramento*) — Provided journalist with images and information.
 - Kayla Carr (*Getaway Reno-Tahoe*) — Provided information on summer in North Lake Tahoe.
- **National/Industry (flight markets):**
 - Leslie Hsu Oh (*Outside, REI, CNTraveler*) — Interested in adventure travel for the entire family and experiential activities.
- **International:**
 - Pending Placements: *Travel & Food Mexico, Blue & Blanc*



PR Snapshot

Press Releases

- “What’s New Spring” press release has been drafted, distribution has been paused.
- Destination Statement press release was distributed to regional market.

FAM Coordination

- TAA has paused on coordinating 5 FAMs for 2020:
 - Domestic
 - Brent Crane (*Penta*): Postponed TBD
 - Jill Robinson (*AFAR, Travel + Leisure*): Postponed TBD
 - International
 - UK Influencer FAM: (Partner with Travel Nevada Influencer FAM): Postponed TBD
 - Jennifer Fast: (@JennExplores - Canada): Postponed Sept.
 - Brooke Wilson (@BrookeWilson - Canada): Postponed Sept.
- TAA has 3 pending Domestic FAMs for 2020:
 - Kristy Alpert (*Fodors*): dates TBD
 - Leslie Hsu Oh (*Outside, REI, CNTraveler*): Summer dates TBD
 - Grace Bastidas (*Parents Latina*): dates TBD

Please note: The emerging coronavirus situation is causing concerns among our scheduled and potential FAM journalists. Journalists have voiced concerns over travel. We are working with each of them to reschedule as opportunities present.



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PR Results

TOTAL PLACEMENTS: 11

- 10 Domestic Placement
- 1 International Placement

TAA PLACED COMBINED DOMAIN RANK: 62

GOTAHOENORTH.COM DOMAIN RANK: 56

EST. IMPRESSIONS: 268,291,496

EST. COVERAGE VIEWS: 209,371

PUBLICATION HIGHLIGHTS:

- *Forbes, NBC Los Angeles, Mountain Living, Washington Post, Style Magazine*

KEY INSIGHTS:

- TAA saw one placements from media FAM coordination (from Miss Travel Guru), with one placement featuring a guide to a family-friendly vacation to North Lake Tahoe is a family-friendly destination.
- In light of COVID-19, travel journalists have switched to covering coronavirus and/or experiential travel.

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



Meet a Little Pup with a Big Job



Our dogs? They give us so much. Our pooch can be cuddling on our lap or giving us a friendly lick on the chin or simply snoozing at our side, and every single moment seems like a spirit-raising, feel-good gift.

Est. Coverage Views:	6,570
Est. NBC Monthly Visits:	2.44M
Ad Value:	\$22,570.00
Domain Rank:	81
Key Messages:	Tahoe experts

Forbes

Embark On A Virtual Tour Of America's Reno-Tahoe Region



While the southern side of Lake Tahoe offers bustling nightlife, the picturesque northern shore is home to some of the region's most striking natural beauty. Viewers can tune in to a large number of livestreams scattered on and around the coast, with each one offering its own unique glimpse into life around the lake. Take a peek at the gentle waves brushing against King's Beach Pier, or search for wildlife scurrying atop the snow in Squaw Valley. Feel free to pick any of the cameras at random - no matter which one is chosen, it's guaranteed that it will portray one of North Lake Tahoe's many idyllic landscapes.

Est. Coverage Views:	79,800
Est. Forbes Monthly Visits:	108 Million
Ad Value:	\$999,000.00
Domain Rank:	95
Key Messages:	Natural beauty and idyllic landscapes



Meetings & Conventions Update

Strategy

- Received industry expert commentary from North Lake Tahoe MCC experts for media relations efforts
- Leveraging editorial calendars / target media lists
- Targeted media relations featuring key pillars
(i.e. custom pitches, phone calls)

March Key Messages & Trends

- Corporate Team-Building Trends and Activities
- Sustainability & Eco-Friendly Spaces — Tahoe's Green Promise
- Wellness-Infused Meetings
- North Lake Tahoe as a Small Market Meetings Locale

MCC Results

March Media

Conversations / Pending Placements

- **MeetingsNet**

Key Message: *Sustainable/Green Meetings*

Status: Sent information on new developments, waiting for placement.

- **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. TAA followed up again on 3/2 to check placement status.

- **CVENT Meetings Magazine**

Key Message: *Eco-Friendly MCC Spaces*

Status: Waiting for placement. TAA followed up with journalist again on 3/9 to check placement status.

Target Publications

- *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 Meetings*
- *PCMA Convene Magazine*
- *Prevue Magazine Meetings*
- *Small Market*
- *Smart Meetings*
- *Special Events Magazine*
- *Successful Meetings*

Social Media



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Social Media Approach

Strategy

- Use aspirational social media content to provide virtual tours of the North Lake Tahoe region while maintaining overall engagement and page reach.

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: **226,945**
 - Increased by 0.2% from the previous month, with Instagram seeing the biggest increase with 0.5%.
- Overall engagement is down 24% from the previous month, mostly due our decrease in posting frequency based on our COVID-19 strategy.



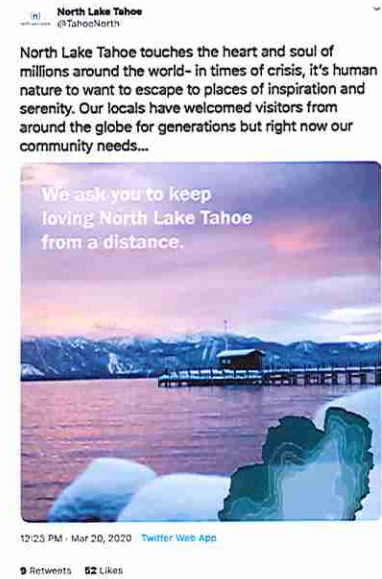
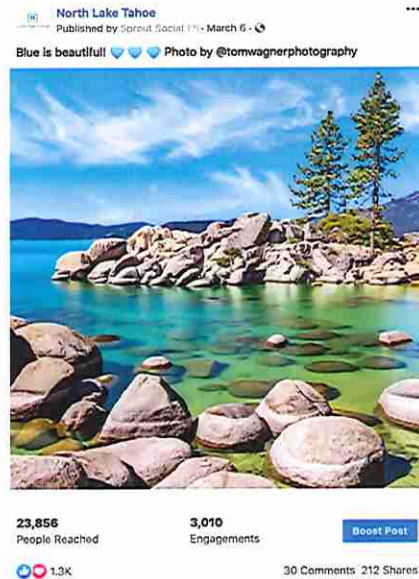
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Top Posts by Engagement

#1 Facebook Post: 23k impressions, 23k reach, 3k engagements, 13% engagement rate

#1 Instagram Post: 28k impressions, 27k reach, 3k engagements, 10.7% engagement rate

#1 Twitter Post: 37k impressions, 494 engagements, 9.7% engagement rate



COVID-19 Messaging

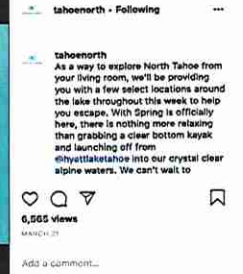
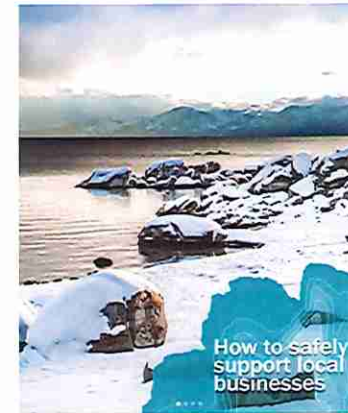
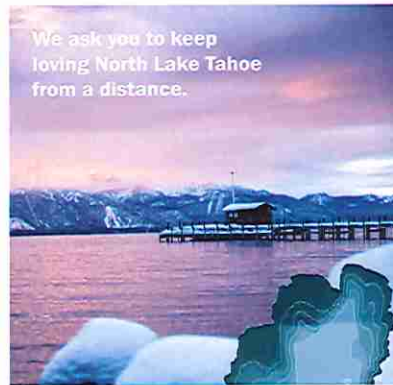
Across all of North Lake Tahoe's social media channels, our team has created a blend of aspirational tour-imagery along with educational messaging around COVID-19. Messaging has been a mix of telling our audience to stay away until the time is right along with how locals can safely support local businesses.

Impressions:

- 302,921

Engagements:

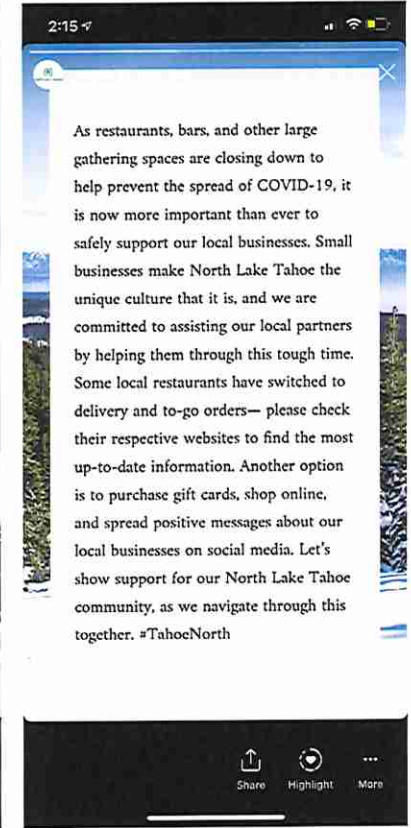
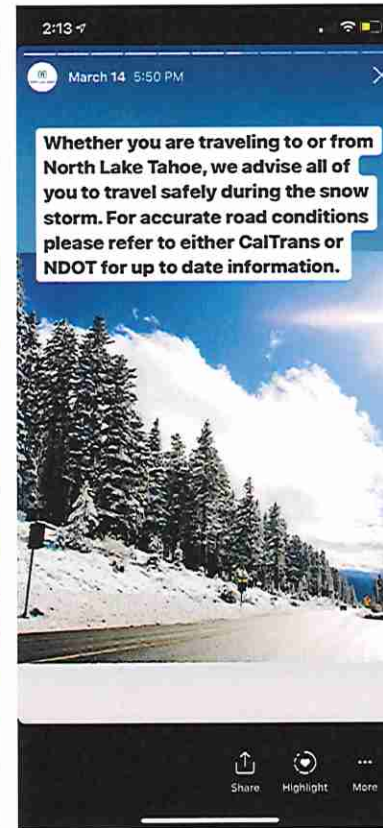
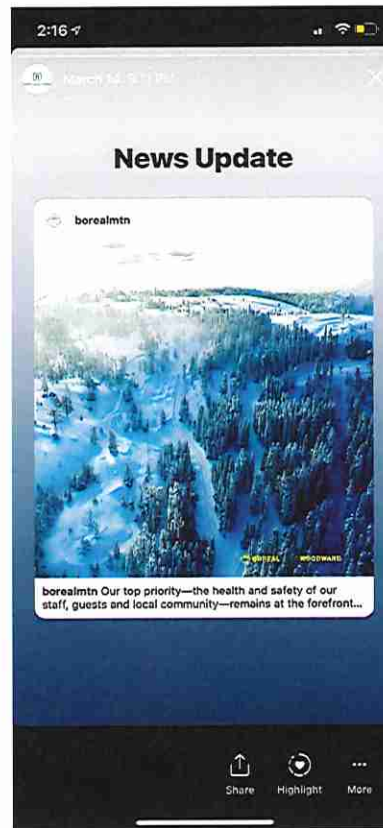
- 19,743



Instagram Story Highlights

Brief Overview:

Instagram stories for the month of March included news updates regarding the closures of ski resorts, travel/road updates, and a redistribution of our general COVID-19 messaging found across our other social channels.

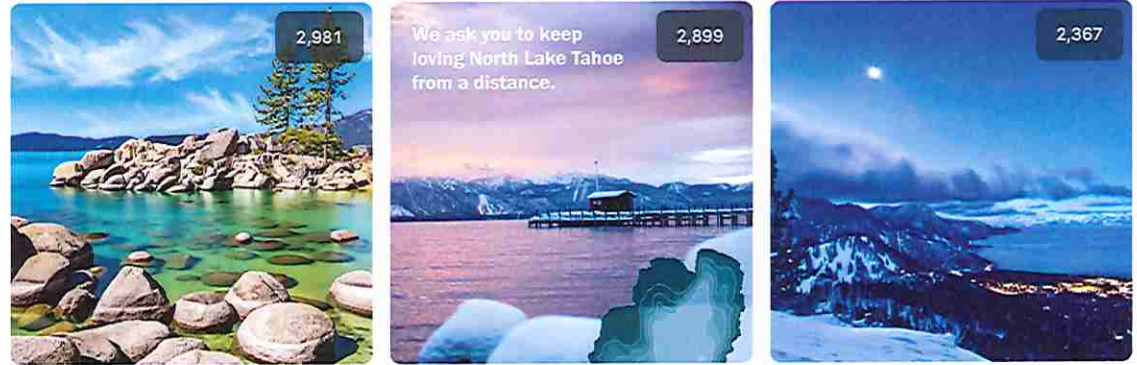


Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In March, @tahoenorth received more engagements than both @tahoesouth.

All destinations published messaging discouraging travel within the region.

Most Popular Media by taheenorth



visitmammoth 21 #VisitMammoth 41,882 737 42,619 2,029 ^

tahoesouth 19 #Regam #regam #MiracleMarch 27,627 317 27,944 1,471 ^

Most Popular Media by visitmammoth



Most Popular Media by tahoesouth



Content



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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 time-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 of conveying 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 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 for trip planning, year-round.
- With two blogs per month, each is designed to **improve SEO**, **increase brand awareness** (especially during shoulder 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).

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 *explore North Lake Tahoe* as its offerings change throughout the seasons.



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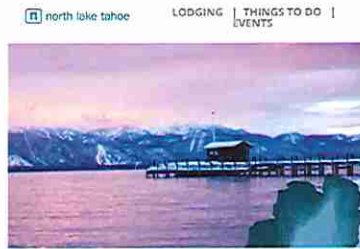
Blogs & Newsletters

Key Themes:

- COVID-19 related crisis communications.

Campaigns:

- Stay At Home, Stay Safe.



NORTH LAKE TAHOE NEEDS YOU TO KEEP YOUR DISTANCE
A COVID-19 Community Update

The North Lake Tahoe destination has welcomed visitors from around the globe for generations and as such, over 60% of jobs in North Lake Tahoe are within leisure industries. The business community is feeling acute impacts of COVID-19 and given state directives from both Nevada and California Governors' to stay home, and shutter non-essential businesses, large scale events have been canceled and the majority of ski resorts are closed.

For the safety of residents, the North Lake Tahoe destination is asking visitors to refine travel plans and come again when travel is safe and viable. While social distancing practices are evident in our outdoor communities, the reality of an influx of visitors to the region will severely impact the small but mighty health care system, front-line service workers, and the overall inventory of necessary supplies.

The destination will continue to monitor the COVID-19 outbreak with guidance from Placer County Public Health, Washoe County Health District and state officials, along with tourism industry partners including Visit California, Travel Nevada and U.S. Travel to ensure the most accurate and timely information is provided to visitors on this topic.

Newsletters Posted: 1

- **North Lake Tahoe COVID-19 Newsletter**
 - 15% open rate (6 % increase over prev. month)
 - 0.3% Click-thru rate

Blogs Posted: 1

- **North Lake Tahoe Destination Statement**
 - 514 page views

DESTINATION STATEMENT

The North Lake Tahoe destination has welcomed visitors from around the globe for generations and as such, over 60% of jobs in North Lake Tahoe are within leisure industries. The business community is feeling acute impacts of COVID-19 and given state directives from both Nevada and California Governors' to stay home, and shutter non-essential businesses, large scale events have been canceled and the majority of ski resorts are closed.

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"The impacts of this pandemic will be far-reaching for months to come," explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "To support local businesses reliant on tourism, we are asking people who hold North Lake Tahoe close to their hearts to consider making donations, purchase gift cards or go to online e-commerce sites, and write words of encouragement on small business social pages. Equally important is that you not cancel your trip completely, but rather postpone to a time when travel is viable again."



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Thank You!

March 2020 Digital Paid Media Recap



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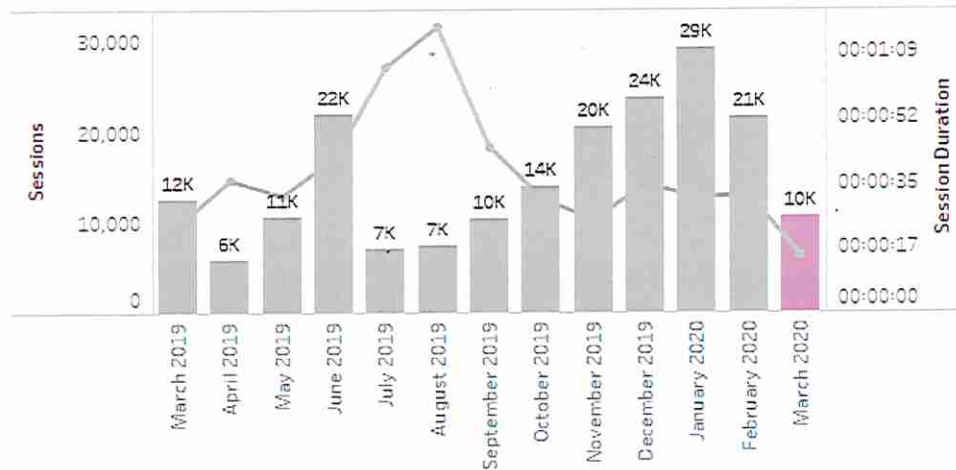
Executive Summary

- The MCC Campaign and Consumer campaigns in March ran from 3/5-3/15.
- With the winter and MCC campaigns being paused while site migration adjustments took place, little snowfall at the end of February and beginning of March, and COVID-19 beginning to take effect on the region and the nation, we saw little volume this month. All ads were shut off mid-March.
- However, even with lower levels of ad spend we saw similar return on results, measured as cost per click and cost per time on site conversion.
- Combined MCC and Consumer campaigns generated 3.29M impressions, which resulted in 8.6K clicks and 10.4K sessions, as well as 780 TOS conversions and 26 Book Now conversions.

Campaign Performance

- Total conversion levels were lower given the campaign pause, but conversion rates were steady.
- MCC did better than the Consumer campaign as far as click-through rate. Bounce rate for MCC did increase which may be attributed to the increase of event cancellations nationally and internationally.

Sessions and Time on Site



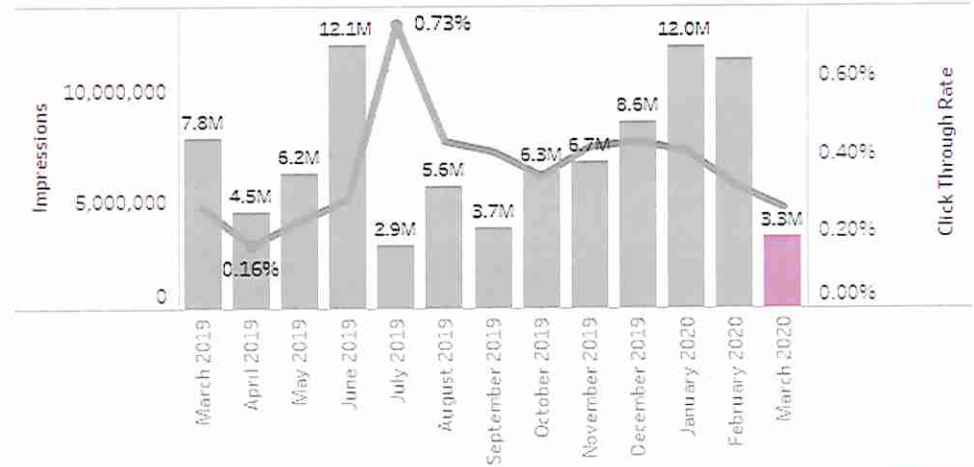
Campaign Group	Impressions	Spend	Clicks	Click Through Rate	Sessions	Session Duration	Pages per Session	Bounce Rate	Time on Site Conversions	Book Now Conversions
Consumer	3,266,514	\$20,125	8,378	0.26%	10,259	00:00:13	1.2	86%	759	26
MCC	24,612	\$236	181	0.74%	147	00:00:24	1.1	96%	21	0
Grand Total	3,291,126	\$20,361	8,559	0.26%	10,406	00:00:14	1.2	86%	780	26



Campaign Performance Consumer & MCC

- In March, we ran Display, Paid Social, Paid Search and TripAdvisor for the Consumer campaign. MCC ran Paid Social and Paid Search.
- Overall, we spent less than ¼ of the money we had spent in February and received about ¼ the amount of impressions, indicating similar returns based on spend.

Impressions and Click Through Rate



Campaign Group	Channel	Impressions	Spend	Clicks	Click Through Rate	Sessions	Session Duration	Pages per Session	Bounce Rate	Time on Site Conversions	Book Now Conversions
Consumer	Display	2,075,638	\$13,060	3,094	0.15%	5,633	00:00:09	1.3	81%	524	14
	Paid Social	1,152,697	\$5,619	4,801	0.42%	4,137	00:00:16	1.1	93%	160	6
	Paid Search	38,179	\$1,446	483	1.27%	489	00:00:40	1.8	72%	75	6
MCC	Paid Social	24,607	\$229	179	0.73%	145	00:00:14	1.1	97%	20	0
	Paid Search	5	\$7	2	40.00%	2	00:12:04	4.0	50%	1	0
Grand Total		3,291,126	\$20,361	8,559	0.26%	10,406	00:00:14	1.2	86%	780	26



March Digital Report | Consumer & MCC

CONSUMER



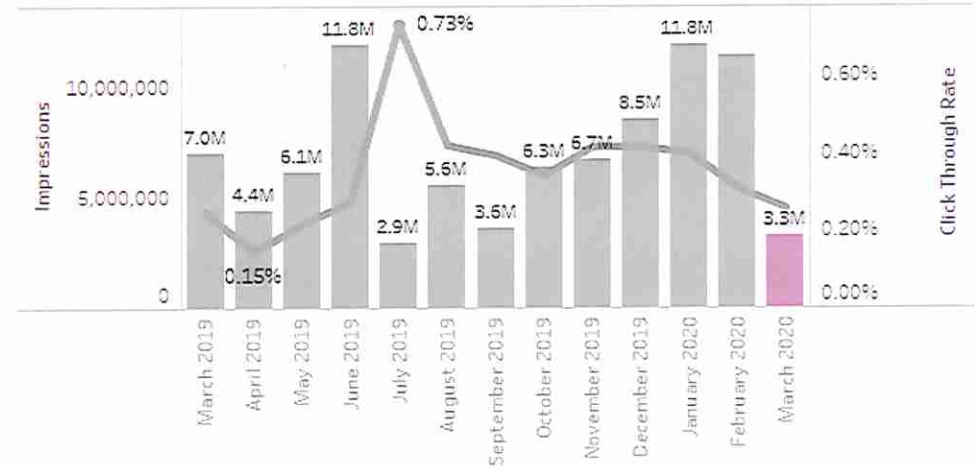
north lake tahoe



Campaign Performance Consumer

- In March, we ran Display, Paid Search, Paid Social, and Trip Advisor. Click-through rate continued to trend down as we came out of winter and were especially affected by COVID-19.

Impressions and Click Through Rate

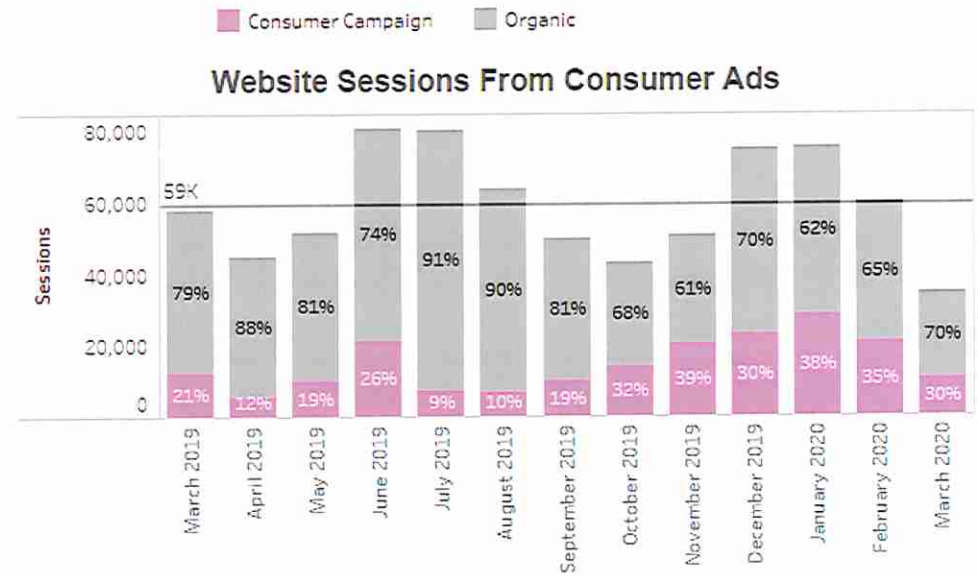


Campaign Group	Channel	Impressions	Spend	Clicks	Click Through Rate	Sessions	Session Duration	Pages per Session	Bounce Rate	Time on Site Conversions	Book Now Conversions
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	Paid Social	1,152,697	\$5,619	4,801	0.42%	4,137	00:00:16	1.1	93%	160	6
	Paid Search	38,179	\$1,446	483	1.27%	489	00:00:40	1.8	72%	75	6
Grand Total		3,266,514	\$20,125	8,378	0.26%	10,259	00:00:13	1.2	86%	759	26



Website Performance

- Although both organic and paid website traffic was down, our paid ads still made up a normal 30% percent of total website traffic.
- Paid Search found qualified traffic in March with a high 40 second time on site average.



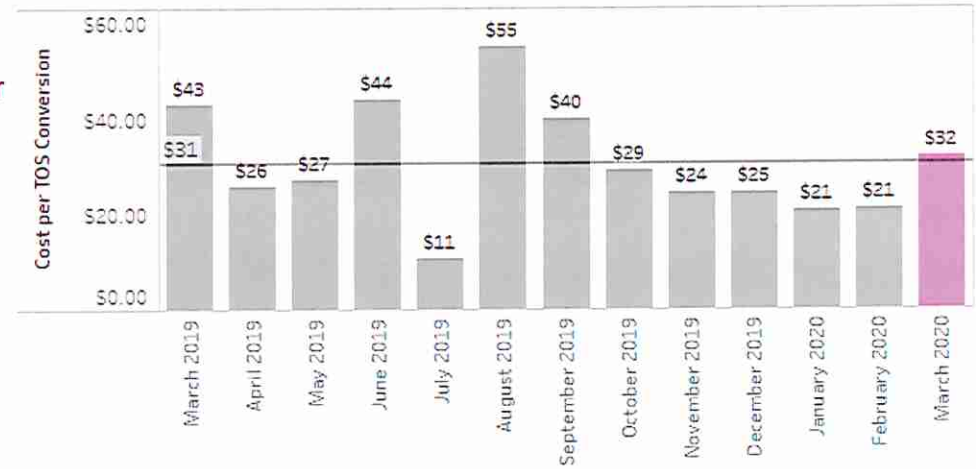
Channel	Sessions	Session Duration	Pages per Session	Bounce Rate
Display	5,633	00:00:09	1.3	81%
Paid Social	4,137	00:00:16	1.1	93%
Paid Search	489	00:00:40	1.8	72%
Grand Total	10,259	00:00:13	1.2	86%



Display Performance Placement

- On average, retargeted visitors spent longer on the website. Cost per conversion was also more efficient.
- High impact site skins performed very well, showing a high click-through rate and low cost per click.

Cost Per TOS Conversion Trending



Targeting	Ad Type	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	Display	1,496,118	1,190	0.08%	\$8,225	\$6.91	133	\$61.84	0
	Added Value	261,228	166	0.06%	\$0	\$0.00	24	\$0.00	0
	High Impact	70,208	1,378	1.96%	\$1,229	\$0.89	119	\$10.32	0
	Native	67,413	53	0.08%	\$843	\$15.90	8	\$105.33	0
Retargeting	Display	84,266	142	0.17%	\$653	\$4.60	60	\$10.88	3
Grand Total		1,979,233	2,929	0.15%	\$10,949	\$3.74	344	\$31.83	3

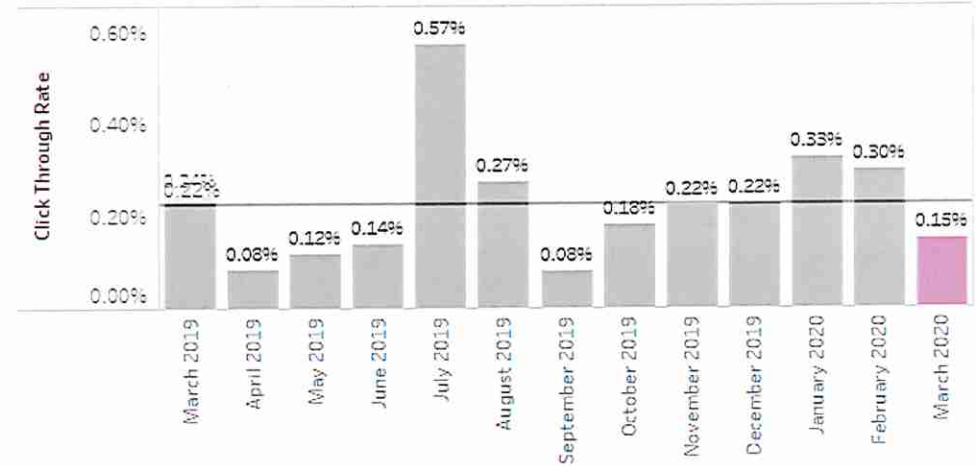
March Digital Report | Consumer



Display Performance Creative

- Overall click-through rates trended down with travel uncertainty.
- General creative continued to outperform other persona creatives.

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
Families	665,531	486	0.07%	\$3,554	\$7.31	45	\$78.99	0	9.26%
Outdoor Enthusiasts	583,702	518	0.09%	\$3,076	\$5.94	42	\$73.24	0	8.11%
Workaholics	522,311	377	0.07%	\$2,437	\$6.47	41	\$59.45	0	10.88%
General	207,689	1,548	0.75%	\$1,882	\$1.22	216	\$8.71	3	13.95%
Grand Total	1,979,233	2,929	0.15%	\$10,949	\$3.74	344	\$31.83	3	11.74%

March Digital Report | Consumer



Display Ad Examples



General

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

Impressions: 0.21M
Clicks: 1,548
CTR: 0.75%
TOS Conversions: 216
CVR: 13.95%



Families

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

Impressions: 666K
Clicks: 486
CTR: 0.07%
TOS Conversions: 45
CVR: 9.26%



Outdoor Enthusiasts

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

Impressions: 584K
Clicks: 518
CTR: 0.09%
TOS Conversions: 42
CVR: 8.11%



Workaholics

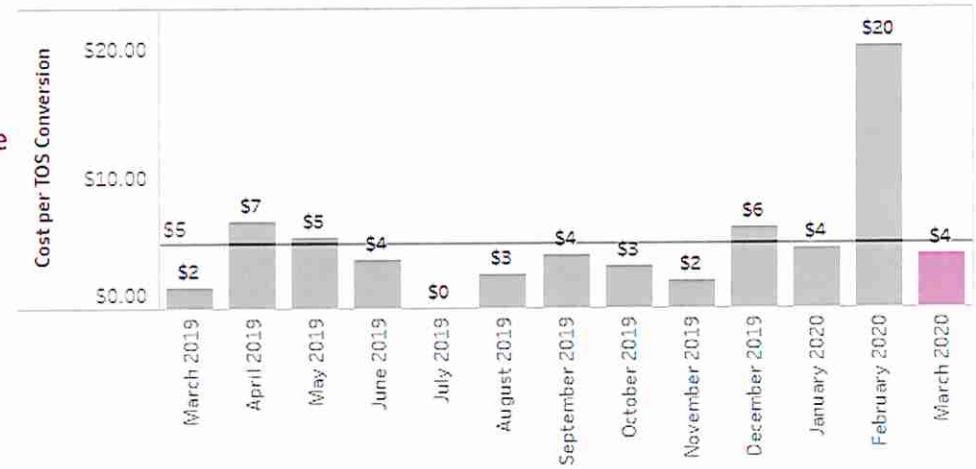
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 522K
Clicks: 377
CTR: 0.07%
TOS Conversions: 41
CVR: 10.88%

Trip Advisor Performance

- Trip Advisor performed well and returned to stable levels. We feel lower inventory and competitive levels along with optimizations drove this improvement.

Cost Per TOS Conversion Trending



Ad Groups	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Always On	96,131	164	0.17%	\$2,111	\$12.87	148	\$14.26	7
Destination Sponsorship	270	1	0.37%	\$0	\$0.00	6	\$0.00	4
Audience Extension	4	0	0.00%	\$0	\$0.00	26	\$0.00	0
Grand Total	96,405	165	0.17%	\$2,111	\$12.79	180	\$11.73	11

March Digital Report | Consumer



Trip Advisor Ad Examples

Always On

The 'Always On' category features three distinct advertisements for North Lake Tahoe. Each ad includes the North Lake Tahoe logo (a blue square with a white 'n') and the tagline 'north lake tahoe It's human nature'.
1. The first ad shows a skier in a red jacket descending a snowy slope. It includes a location pin icon, the text 'ALPINE MEADOWS SKI RESORT Alpine Meadows, CA', and a 'LEARN MORE' button.
2. The second ad shows two people in winter gear sitting on a sled on a snowy mountain. It includes a location pin icon, the text 'GRANLIBAKKEN TAHOE Tahoe City, CA', and an 'EXPLORE NOW' button.
3. The third ad shows a scenic view of a rocky shoreline with a blue lake and snow-capped mountains. It includes a location pin icon, the text 'ALPINE MEADOWS SKI RESORT Alpine Meadows, CA', and a 'BOOK NOW' button.

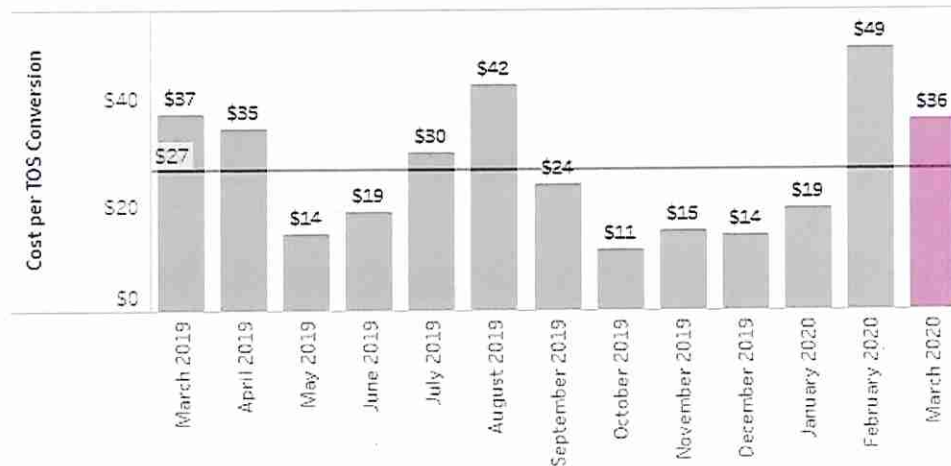
Destination Sponsorship

The 'Destination Sponsorship' category features a single advertisement for Stillwater Spa & Salon. The ad is set against a background of a woman relaxing in a spa. It includes a yellow location pin icon, the text 'STILLWATER SPA & SALON Incline Village, NV', the North Lake Tahoe logo and tagline, and an 'EXPLORE NOW' button.

Social Media Performance Facebook & Instagram

- Cost per time one site conversion was similar to last year.
- On average, Facebook visitors spent longer on the website. Cost per time on site conversion was more efficient.

Cost per TOS Conversion Trending



Site	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Facebook Ads	98,981	1,004	1.01%	\$931	\$0.93	109	\$8.54	1
Instagram Ads	597,749	3,322	0.56%	\$3,217	\$0.97	37	\$86.96	1
Grand Total	696,730	4,326	0.62%	\$4,149	\$0.96	146	\$28.42	2



Facebook and Instagram Ad Examples

Facebook Creative

The image displays three Facebook ad creatives for North Lake Tahoe, each with a distinct visual and text layout. The first ad features a concert scene with the text "Listen under the stars and feel over the moon. Nothing comes close to all the #WinterWow happening in North Lake Tahoe this season." and a "BOOK NOW" button. The second ad shows a scenic view of a lake and mountains with the text "What are you waiting for? Come discover a winter that wows in a world-class destination." and a "BOOK NOW" button. The third ad is a carousel-style ad with the text "Adventurous or relaxing, luxurious or cozy, mountain or lake, North Lake Tahoe is winter's perfect getaway." and a "Find Your Picturesque Adventure" headline.

North Lake Tahoe Sponsored
Listen under the stars and feel over the moon. Nothing comes close to all the #WinterWow happening in North Lake Tahoe this season.
GOTAHOENORTH.COM
Let The Sights & Sounds Move You
BOOK NOW
Darrell Sni... 6 Comments 18 Shares
Like Comment Share

North Lake Tahoe Sponsored
What are you waiting for? Come discover a winter that wows in a world-class destination.
GOTAHOENORTH.COM
World-Class Views. World-Class Adventure.
BOOK NOW
Yao W... 110 Comments 562 Shares
Like Comment Share

North Lake Tahoe Sponsored
Adventurous or relaxing, luxurious or cozy, mountain or lake, North Lake Tahoe is winter's perfect getaway.
Find Your Picturesque Adventure
Plan your personal winter getaway now.
52 2 Shares
Like Comment Share

Instagram Stories

The image shows two Instagram Story ads for North Lake Tahoe. The first story features a map of the region with a person on a ski lift, overlaid with the text "find endless adventure" and a "Learn More" button. The second story shows a group of people at a casino table, overlaid with the text "plan your #winterwow" and a "Learn More" button.

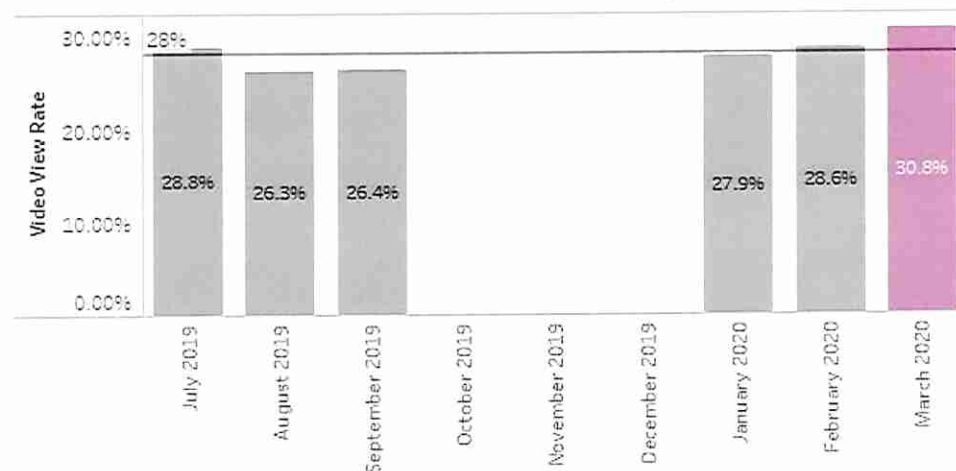
tahoenorth Sponsored
find endless adventure
Learn More

tahoenorth Sponsored
plan your #winterwow
Learn More

Social Video Performance Facebook & Instagram Video

- The winter video performed better on Facebook, with a higher click-through rate, lower cost per click, and more time on site conversions.
- Video view rate continued to trend up, despite the shorter time for running advertising on social platforms.

Video View Rate Trending



Targeting	Site	Impressions	Video Views	Video View Rate	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Book Now Conversions
Winter Video	Facebook Ads	294,096	100,153	34.05%	412	0.14%	\$1,035	\$2.51	9	0
	Instagram Ads	161,871	40,438	24.98%	63	0.04%	\$435	\$6.90	1	0
Grand Total		455,967	140,591	30.83%	475	0.10%	\$1,470	\$3.09	10	0



Facebook and Instagram Video Ad Examples

Video Creative

The image displays three examples of Facebook video advertisements for North Lake Tahoe. Each ad features a video player with a play button icon overlaid on a winter scene. The first ad shows a family sledding down a snowy slope. The second ad shows a person standing on a snowy mountain peak. The third ad shows a person wearing ski goggles and a helmet. Each ad includes a 'BOOK NOW' button and engagement metrics such as likes, comments, and shares.

Ad 1: North Lake Tahoe Sponsored. Video: Family sledding. Text: GOTAHOENORTH.COM Winter - Go Tahoe North. Engagement: 602 likes, 19 Comments, 45 Shares.

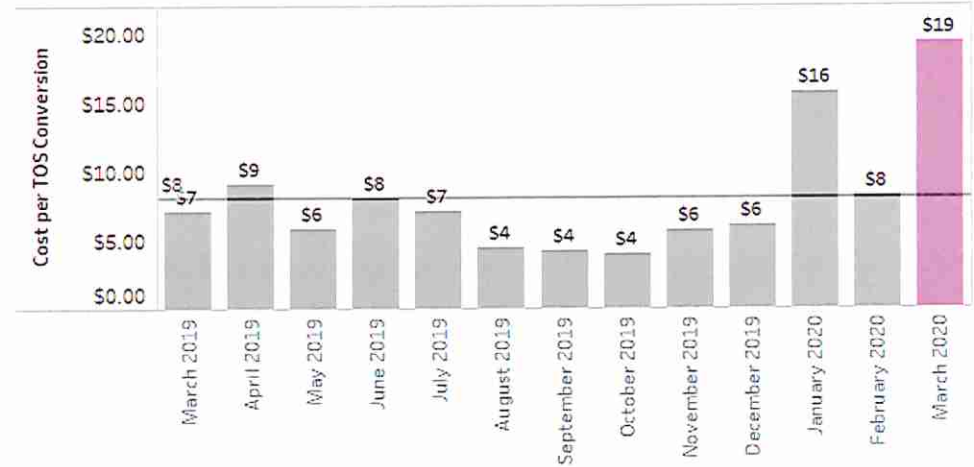
Ad 2: North Lake Tahoe Sponsored. Video: Person on mountain peak. Text: GOTAHOENORTH.COM Winter - Go Tahoe North. Engagement: 0 likes, 1 Comment.

Ad 3: North Lake Tahoe Sponsored. Video: Person in ski gear. Text: GOTAHOENORTH.COM Winter - Go Tahoe North. Engagement: 13 likes, 1 Comment, 3 Shares.

Search Performance

- Evergreen Vacation keywords and ads drove higher conversions at lower costs.
- Evergreen Local saw the highest click-through rate and time on site conversion rate as well.
- Cost per TOS Conversion was much higher which is attributed to the lack of snowfall as well as COVID-19. Search marketing declined immediately as less consumers were looking for places to travel, thus impacting our results.

Cost per TOS 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
Evergreen - Vacation	21,089	\$360	177	\$2.03	0.84%	23	3	\$15.63	12.99%
Winter 2019	13,549	\$736	183	\$4.02	1.35%	30	3	\$24.54	16.39%
Evergreen - Local	3,541	\$350	123	\$2.85	3.47%	22	0	\$15.93	17.89%
Grand Total	38,179	\$1,446	483	\$2.99	1.27%	75	6	\$19.28	15.53%



March Digital Report | Consumer

MCC



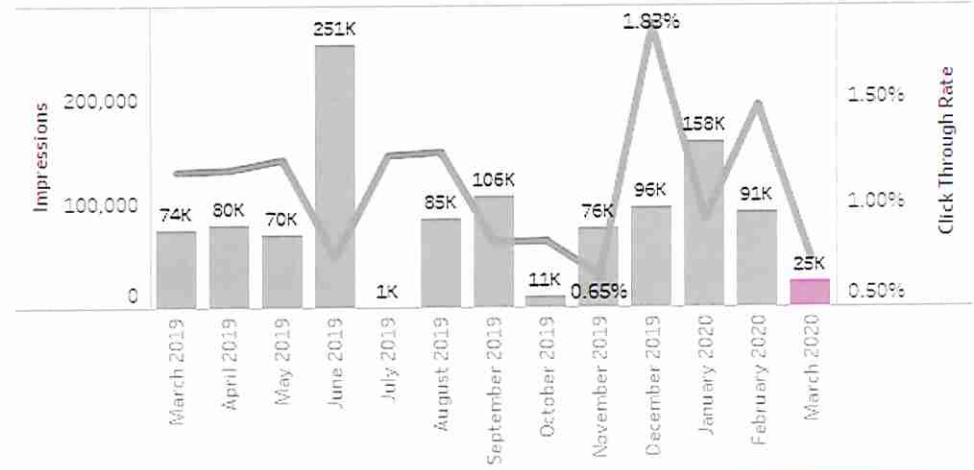
north lake tahoe



Campaign Performance MCC

- Ads ran on Paid Search, Facebook, Instagram and LinkedIn.
- The Paid Search impression level declined dramatically in March providing only a few sessions versus previous months. This was due to campaign pauses and budget clarifications.

Impressions and Click Through Rate



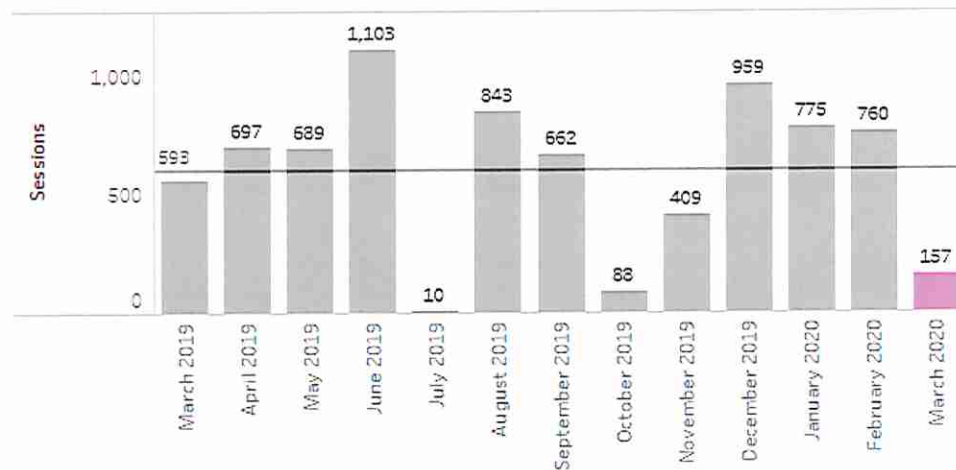
Campaign Group	Channel	Impressions	Spend	Clicks	Click Through Rate	Sessions	Session Duration	Pages per Session	Bounce Rate	Time on Site Conversions	Book Now Conversions
MCC	Paid Social	24,607	\$229	179	0.73%	145	00:00:14	1.1	97%	20	0
	Paid Search	5	\$7	2	40.00%	2	00:12:04	4.0	50%	1	0
Grand Total		24,612	\$236	181	0.74%	147	00:00:24	1.1	96%	21	0



Website Performance

- MCC sessions were down with travel restrictions and uncertainty beginning to settle in.
- Nearly all sessions came from Paid Social.

Website Sessions From MCC Ads



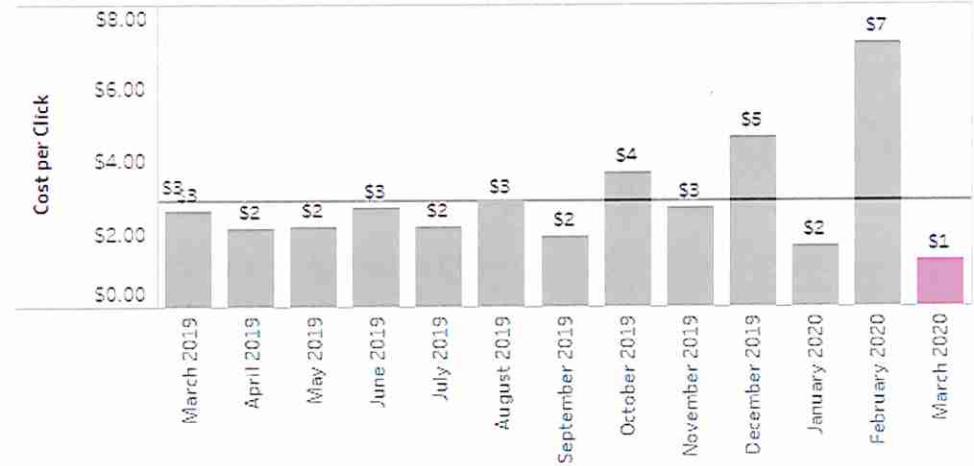
Channel	Sessions	Session Duration	Pages per Session	Bounce Rate
Paid Social	145	00:00:14	1.1	97%
Paid Search	2	00:12:04	4.0	50%
Grand Total	147	00:00:24	1.1	96%



Social Media Performance Facebook, Instagram & LinkedIn

- Ads ran on Facebook, Instagram and LinkedIn.
- Cost per click came back below average. It was \$6 lower than February.
- The system optimized towards Instagram, which had the most impressions and lowest cost per click.

Cost per Click Trending



Site	Targeting	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions
Instagram Ads	Prospecting	19,919	\$105	119	0.60%	\$0.88	0
	Retargeting	762	\$22	7	0.92%	\$3.10	14
Facebook Ads	Prospecting	1,705	\$21	27	1.58%	\$0.77	0
	Retargeting	657	\$31	11	1.67%	\$2.83	6
LinkedIn Ads	Prospecting	1,564	\$50	15	0.96%	\$3.36	0
Grand Total		24,607	\$229	179	0.73%	\$1.28	20



Facebook Ad Examples

Facebook

The Facebook ad examples are arranged horizontally. Each ad features a header with the 'North Lake Tahoe' logo and 'Sponsored' status. The first ad has a blue background with a lake scene and the text 'Adventure Inspire Connect Strategize'. The second ad shows a group of people hiking on a trail. The third ad shows people kayaking on a lake. All ads include a 'Learn More' button and engagement icons for Like, Comment, and Share.

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

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

Robert Smalls, Robert A. Bakula and 3 others
1 Share · 2.6K Views

Like Comment Share

North Lake Tahoe
Sponsored

Take advantage of a range of group activities when you book your next meeting or event in North Lake Tahoe.

Mix Business and Pleasure
Plan Your Ideal Meeting Now

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

Plan Your Ideal Meeting Now

Huzo Rado/Iso Andrade
Like Comment Share

North Lake Tahoe
Sponsored

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

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

Plan Your Ideal Meeting Now

Huzo Rado/Iso Andrade
Like Comment Share

LinkedIn

The LinkedIn ad features a header for 'North Lake Tahoe Convention & Visitors Bureau' with 20 followers and a 'Promoted' status. The main image shows a group of people sitting around a campfire. The text below the image reads 'Check all the boxes. With a ton of experiences to motivate and exhilarate all your attendees, North Lake Tahoe is the perfect meeting destination.' The ad includes a 'Meet. Greet. Play. Repeat.' headline, the website 'gotahoenorth.com', 13 likes, and a 'Reactions' section with 5 reactions. Engagement icons for Like, Comment, and Share are also present.

North Lake Tahoe Convention & Visitors Bureau
20 followers
Promoted

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

Meet. Greet. Play. Repeat.

gotahoenorth.com

13

Reactions

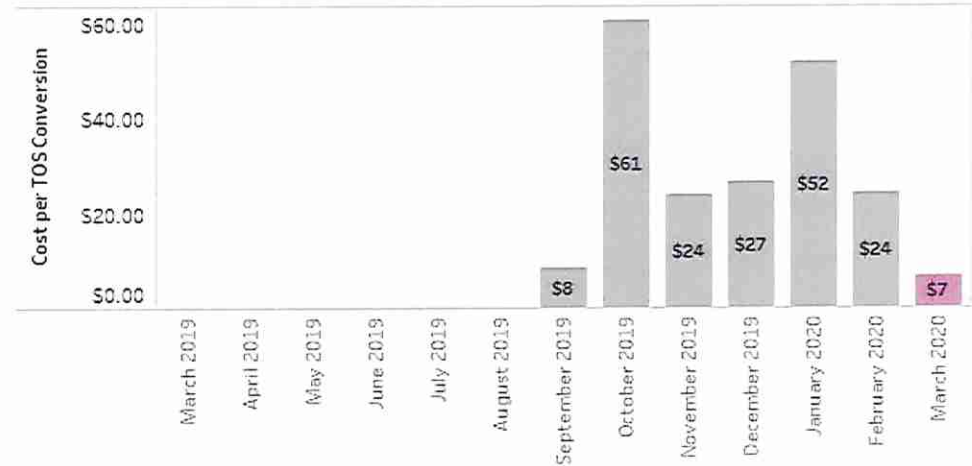
Like Comment Share

Add a comment...

Search Performance

- With such a focused group of keywords and a short run time, MCC saw low volume.
- Although search impressions were down sharply, engagement from those few sessions was high.

Cost per TOS 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	\$3	1	25.00%	\$3.40	0	\$0.00	0.00%
Meetings	1	\$3	1	100.00%	\$3.26	1	\$3.26	100.00%
Grand Total	5	\$7	2	40.00%	\$3.33	1	\$6.66	50.00%





THANK YOU