

April Departmental Reports

WELCOME
Celebrate
Relax
Experience

it's human ature



April 2020
Conference Sales Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Synnex Corporation – Secret Sauce Event, July 22-24, 2020, 20 room nights, estimated \$6,000 room revenue
2. Brittany Barr Consulting – Pharmaceutical West POA Meeting, August 3-6, 2020, 94 room nights, estimated \$20,000 room revenue
3. Destination Link Hospitality LLC – Tech Meeting, September 14-18, 2020, 500 room nights, estimated \$75,000 room revenue
4. LearnSkin – IDS Conference, October 5-10, 2020, 625 room nights, estimated \$127,400 room revenue
5. HPN Global - 74008 Performance Club, January 3-6, 2021, 982 room nights, estimated \$196,400 room revenue
6. Esource - ACBG Committee Meeting, April 19-22, 2021, 76 room nights, estimated \$13,000 room revenue

DEFINITE BOOKINGS:

1. State Farm NCST Agent Meeting, August 4-5, 2020, 147 room nights, \$65,000 room revenue at Ritz Carlton Lake Tahoe
2. 101 Lacrosse Team, August, July 31 - August 1, 2020, 68 room nights, \$13,820 room revenue at the Inn at Boatworks
3. CalSAE Elevate, April 24-27, 2022, 650 room nights, \$116,106 room revenue at Resort at Squaw Creek

CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS

- Staff created the Spring Newsletter – All in this together - featuring our Stronger Together public relations campaign, COVID 19 North Lake Tahoe Business Updates, COVID 19 Tool, and North Lake Tahoe virtual tours. This newsletter went out to 750 meeting planners nationwide with an open rate of 25%-29%.
- Staff created an email campaign to meeting planners – What's your favorite season in Lake Tahoe? Puzzled? This email features four puzzles showcasing the seasons of Lake Tahoe. This email campaign went to over 550 planners and had an open rate of 17%-25%.
- Staff welcomed and entered 46 new HelmsBriscoe Associates into our CRM System (IDSS) that have joined HelmsBriscoe since January 2020. Each associated was sent our Conference Spring Newsletter.
- Staff had a conference call with Beverly Lewis, Placer County Film Commission to discuss COVID 19 Business Readiness for film crews and productions. North Lake Tahoe has the potential for a July 2020 reality TV production coming to the area for six weeks and possibly needing up to 85 room per night.

- Staff participated in the HPN Global Facetime Live event- Focus on Resilience. This event provided information on how the meetings industry handling bookings, cancellations, and postponement during COVID 19.
- Staff participated in the North Lake Tahoe Business Readiness Zoom Calls for Lodging, Restaurants and Activity Providers.
- Staff assisted in putting together the Business Readiness Checklist Recommendations for activity providers in North Lake Tahoe
- Staff went through contact list received from January 2020 Outdoor Retailers Show. Companies and organizations were put in our CRM system (IDSS) and put into distribution lists.
- Staff attended Smart Meetings Webinar: Preparing to Address Meeting Risk When the Industry Resumes: A Guide For Meeting Planner and Hotel Sales Professionals
- Staff went through PMCM contact list received from Reno Tahoe Client Event and entered all contacts into our CRM System. Contacts were put into distribution list and emailed Spring Newsletter.



Leisure Departmental Report
April 2020

TRAVEL TRADE SALES CALLS, MEETINGS, & SITE VISITS:

- MTS 2020 Cancelled

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:

- Germany – High Sierra Webinar (North Lake Tahoe, Yosemite Mariposa County, Mammoth Lakes) scheduled for May 11th, 2020
- Mexico - Hosted webinar on April 30th with Best Day Travel for (185) agents
- Virtual trainings for trade May 11-24 and group May 25-31

INTERNATIONAL OFFICE UPDATE:

- With each international office:
 - Implementing recovery plans, scheduling webinars, newsletters to distribute NLT assets to align with tour operator's hashtag campaigns to dream now to be ready to book when travel bans are lifted
 - 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:
 - Travel trade activities are currently paused and on hold
 - Prepare and send out trade newsletter for April/May. Newsletter sent on April 29, 2020 to 183 subscribers. Open Rate: 40.9 %. Click Rate: 12.7 %
 - Received 6 travel trade and 73 consumer requests
 - Distributed registration login for High Sierra Webinar for May 11
 - CRD has announced insolvency
- Canada Update:
 - Working on Fall dates for Travel Masters Incentive FAM
 - Working on brochure analysis due in June
 - Sent out monthly note to agents, with North Lake Tahoe thank you messaging and updates on destination during COVID
 - Worked on schedule webinars (*all of which have been postponed at this time*)

- In Canada predicts easing of travel restrictions for international short-haul (mid-to late-August) and long-haul travel (into the fall)
- UK/Ireland Update:
 - Created in-house agent engagement platform “Mogul” with first webinar May 6
 - Registered for webinar with Travel Counsellors
 - Distributed a tour operator questionnaire on travel trends
 - (15) calls conducted with Bon Voyage, British Airways, Charitable Travel, Elegant Resorts, Flight Centre, Kuoni, Ocean Holidays, Purely America, Quintessentially, Scott Dunn, Trailfinders, Travel Bulletin, Turquoise Holidays, United Airlines, USAirtours – Travelplanners
 - Attended webinars with AFAR - Coping with the Covid-19 Crisis in the Travel Industry and TTG’s Keep Your Business Alive
 - Accor launched ALL (Accor Live Limitless) At Home, a new global digital entertainment campaign. Aimed at letting guests and the broader public discover new experiences and live their passions while at home
 - Kuoni has launched #KuoniMoments across its social channels with short inspirational videos
 - Flight Centre is in the second week of #OpenMyWorld, which aims to spotlight a destination or theme
 - Trailfinders started pushing the sales messaging and has shared packages deals for end of 2020 and early 2021 on its Facebook page
- Australia October Update:
 - (17) meetings and events completed with Luxury Escapes, Mogul Ski, Flight Centre, Destination Webinars, DMO Australia and New Zealand update Brand USA, Expedia and United Airlines
 - Distributed quarterly newsletter “North Lake Tahoe Dream”
 - Distributed questionnaire to tour operators on travel trends

Events Update

Katie Biggers | April 2020

Attended Tahoe Spark Event April 4-5, NLTRA Marketing sponsored event that pivoted to Virtual

Attended North Lake Tahoe Leadership Program - Virtual - April 23rd

Quarterly Meetings- Received updates from Resorts on next steps/events

- Quarterly Meeting - Squaw Alpine - April 8th
- Quarterly Meeting - Homewood Resort - April 10th
- Quarterly Meeting- Northstar - April 16th

Webinars:

- CalFest: State of the Industry
- Managing the Virtual Experience
- How to Shift Programming and Fundraising in Times of Crisis
- Mountain Travel Crisis & Recovery: How to Re-Emerge and Build Trust in a COVID-Conscious World
- Tempest Webinar: Preparing for Recovery
- Virtual Events 101

Event Sponsorships (Can be utilized for Operations/Marketing)

Summer Events Sponsorships

- 2020 Broken Arrow Skyrace | June 19-21 | Squaw Valley - event cancelled due to COVID-19 (was able to recoup costs and producer sent check of full amount back)
- 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 - Status meetings with Northstars staff to determine when/if this event will be taking place
- 2020 Spartan North American Championships | September 26-27 | Squaw Valley -contract finalized, planning stages, looking at virtual events to promote the September Race.

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 | Donner Lake Triathlon July 18th & 19th | Alpine Fresh Water Swim July 19th | Truckee Half Marathon & 5K August 1 | Marlette 50K and 10 Miler August 9 | XTERRA Trail Run 5K & 10K August 15 | XTERRA Lake Tahoe August 15 | Lake Tahoe Triathlon August 22nd & 23rd | Lake Tahoe Open Water Swim August 23 | Emerald Bay Trail Run September 12 | Lederhosen 5K September 19 | Tahoe Adventure Challenge September 20 | Great Trail Race October 4

North Lake Tahoe Partnership Funding Grants- Marketing Sponsorships

- 2020 Tahoe Paddle Racing Series | 7/25, 8/29, 9/19, 9/20 (weather) | Waterman's Landing- Carnelian Bay & West Shore (Postponed 5/30 race to 7/25)

- 2020 Lake Tahoe Dance Festival | July 22-24 | North Lake Tahoe/Truckee - Status meeting (4/20) with producer to determine if the event will take place July 22-24
- 2020 TaHoeNalu | August 1 - 2 | Kings Beach - Event currently will plan to take place but may pivot the model of the food truck area/pavillion
- 2020 Lake Tahoe Music Festival | August 12 - 14 | North Lake Tahoe/Truckee - Event is changing their model due to funding and is having a closeout concert to end their LTMF Tahoe Performances for good
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley - taking place as planned
- 2020 Tahoe 200 Running Festival | September 11-13 | Homewood Resort - taking place as planned
- 2020 Halloweekends at Homewood | October 23-25 | Homewood Resort - taking place as planned

Chamber/COVID-19 Communications

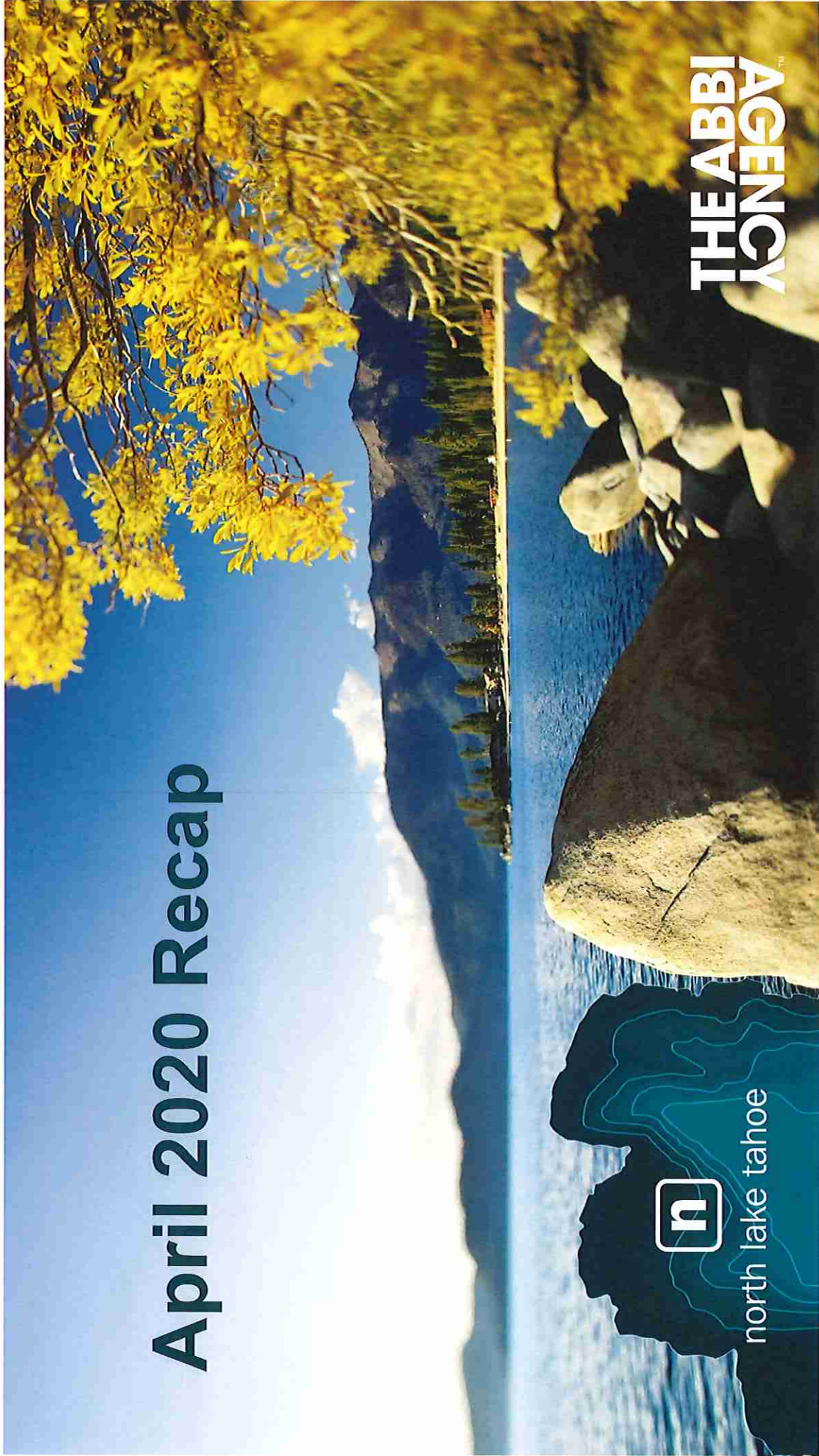
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Responsible for all NLTRA website updates as needed
- Creating/maintaining Stronger Together pages and content
- Assisting with gift cards program/promotions
- Daily updates to the COVID Business offerings/listings
- Aided in production/note taking of Roundtable discussions on Business Readiness per sector (Lodging, Retail, Outdoor Activity Providers, Restaurants, Public Lands)
- Created Multiple Surveys to distribute to the business community
 - NLTRA Lodging Survey – TOT Deferment Initiative
 - North Lake Tahoe- Industry Call - Securing A Financial Lifeline Through COVID-19
 - COVID-19 North Lake Tahoe Business Survey
 - North Lake Tahoe -Gift Card Recovery Program
 - Sourcing Personal Protective Equipment During the COVID-19 Pandemic

April 2020 Recap



north lake tahoe

THE ABBBI
AGENCY
LONEBOY™



A scenic landscape featuring a vibrant blue river or stream flowing through a lush green forest. In the foreground, a large, smooth white rock sits on the bank. The sky is a soft, pale blue with wispy white clouds. The overall scene is bright 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
 - April Update:
 - 1 placement in California statewide
- SEO Impact
 - Increase number of earned media placements in publications with a higher domain rank authority than GoTahoeNorth.com
 - April Placement Highlight w/ Backlink:
 - North Lake Tahoe Businesses Seek Community Support During Quarantine - By Samantha Smerechinak, KRMV News 4 (DA: 71)
- Shoulder Season Messaging
 - Increase earned media coverage in fall and spring.
 - April Placement Highlight:
 - **Destination Fun! 3 Vacation Spots Near You** - By Megan Wiskus, Style Magazine (print)
- 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 April.



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Overall Objectives & KPIs

Public Relations (cont.)

- Media FAMs
 - 11 Domestic FAMs
 - 5 Completed FAMs
 - 5 Pending/Paused FAMs
 - 8 international full FAMs
 - 5 Completed FAMs
 - 2 Pending/Paused FAMs
 - 8 international mini-FAMs
 - 4 Completed mini-FAMs
 - 1 Pending/Paused mini-FAM
 - 2 of 4 domestic influencer FAMs
- Press Releases
 - Issue 4 quarterly “What’s New” releases, and up to 4 local releases
 - April Update:
 - “What’s New Spring” press release distribution is paused.
 - North Lake Tahoe Local Business Gift Card Program press release was distributed to regional markets.



Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 0.46% decrease in Facebook followers (-35 followers) and -1.26% decrease in Instagram followers (-56 new followers)
 - SoCal: 0.67% increase in Facebook followers (181 new followers) and -0.52% increase in IG followers (-16 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)

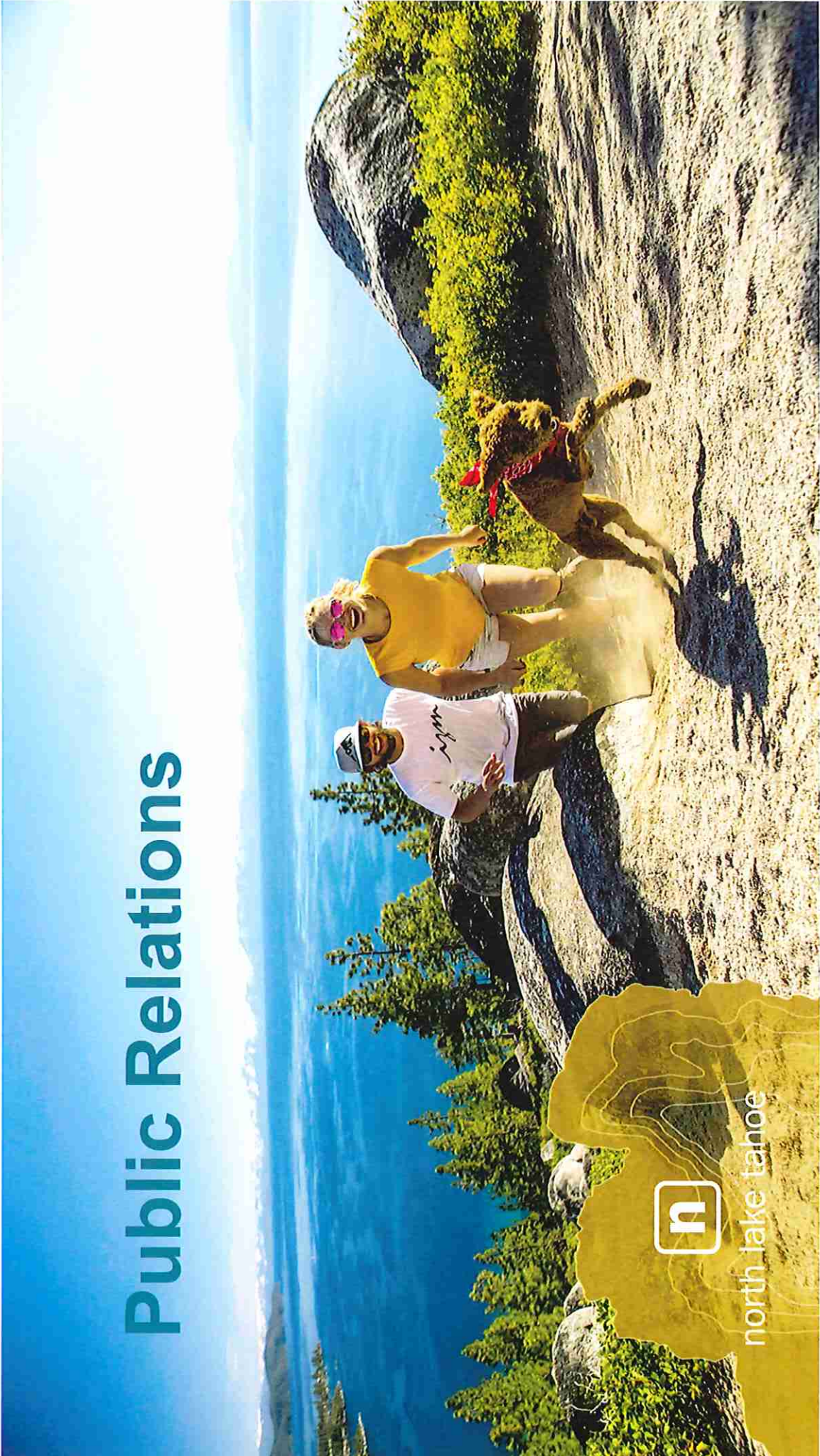
- Lives
 - Conduct 4 FB or IG lives
 - Nov: 1 Lives conducted
 - Jan: 1 Lives conducted
- Giveaways
 - Conduct 4 giveaways (2 large, 2 small)
 - Completed April Valentine's Giveaway

Content

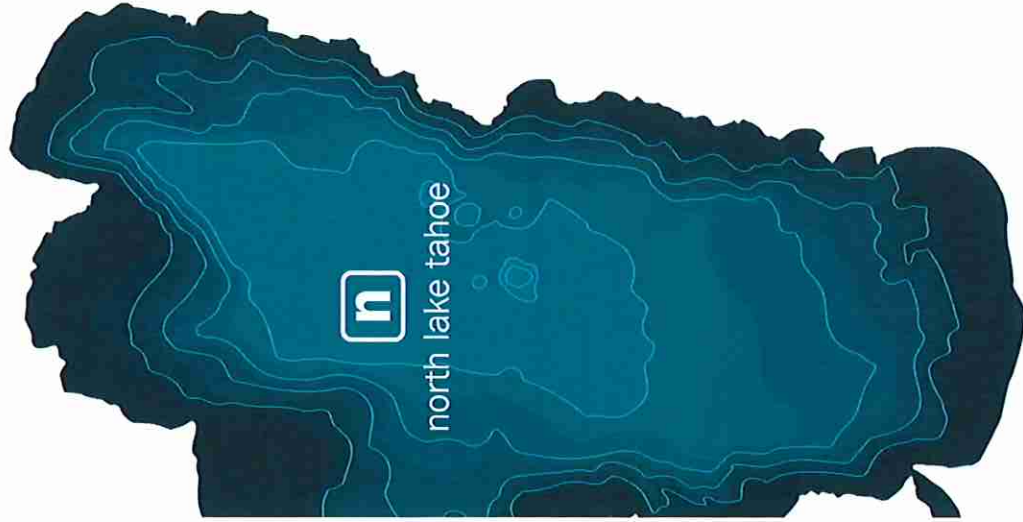
- Blog
 - Goal: 2 per month
 - Completed: 1 (posted in May)
- Newsletter
 - Goal: 1 per month
 - Completed: 1 (being sent in May)



Public Relations



north lake tahoe



PR Strategy

1. Search-Driven PR

- The Abbi Agency works to earn placements in publications with a higher domain rank authority than GoTahoeNorth.com. 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

- North Lake Tahoe Virtual Experiences on Instagram, Best Places to Travel for Nature Lovers, Golf Vacations
- COVID-19: Resilient Positive Messaging, NLT Local Business Gift Card Program

Media Conversations (highlights)

Local/Regional:

- Alysia Gray Painter (NBC Los Angeles) — In communication about the Gift Card Program
- Jenny Kane (Reno Gazette-Journal) — In communication about NLT's positive messaging surrounding COVID-19

National/Industry (flight markets):

- Ana Maria (Buzzfeed) — In communication about the NLT Instagram
- Decker Royal (Via Magazine) — In communication about 2021 Anniversary dates

International:

- Pending Placements: *Travel & Food Mexico, Blue & Blanc*



PR Snapshot

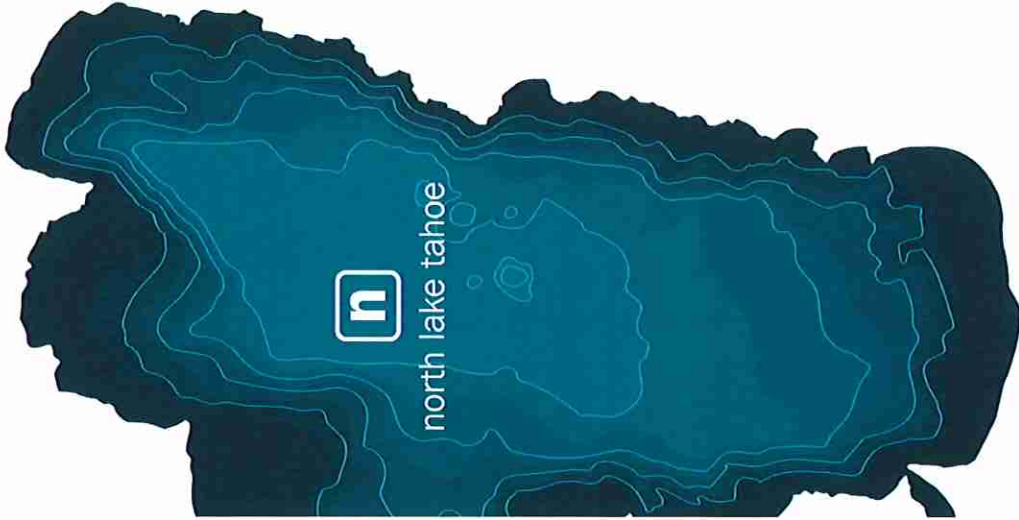
Press Releases

- “What’s New Spring” press release has been drafted, distribution has been paused.
- NLT Local Business Gift Card Program press release was distributed to regional markets.

FAM Coordination

- TAA has paused on coordinating 5 FAMs for FY 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 FY 2020:
 - Kristy Alpert (*Fodors*): dates TBD
 - Leslie Hsu Oh (*Outside, REI, CNTraveler*): 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.



PR Results

TOTAL PLACEMENTS: 11

- 11 Domestic Placements

TAA PLACED COMBINED DOMAIN RANK: 59

GOTAHOENORTH.COM DOMAIN RANK: 56

EST. IMPRESSIONS: 3,044,086

EST. COVERAGE VIEWS: 62,375

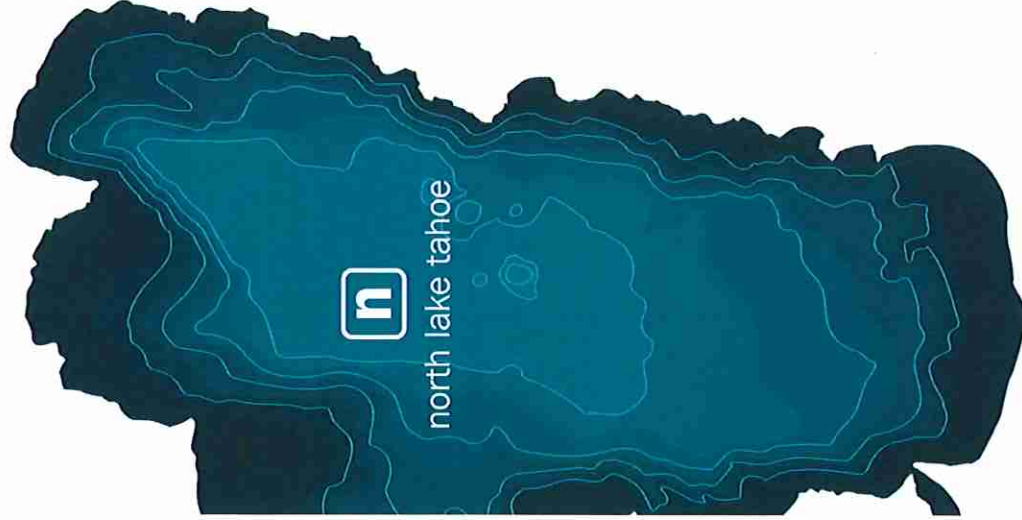
PUBLICATION HIGHLIGHTS:

- *Style Magazine, Visit California, Meetings Today, KOLO 8 News Now, KCBS Radio Bay Area, KRNV Channel 4, TravelAwaits*

KEY INSIGHTS:

- TAA saw two placements highlighting secret season, with one placement in northern California featuring a guide to spring indulgences (food, hotels, etc.) in North Lake Tahoe, and one placement featuring outdoor escapes for meeting attendees during fall and spring.
- TAA also saw two placements in meetings and conventions publications, aligning with our objective to promote North Lake Tahoe as a meetings and events locale.
- In light of COVID-19, travel journalists have switched to covering coronavirus and/or experiential travel.

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



time

DESTINATION FAMILY

Spring's opening, which means it's time to build it from here. Let's fill this with a fun mix of a great holiday. For those looking to get away, we've got you covered. For those who want to stay, we have a destination for you. Read on for our top picks of where to go, stay, and play this season.

TRAVEL TIPS **TWO WAYS** **TRAVEL TIPS** **TWO WAYS**

NORTH LAKE TRIP If you're looking for a great getaway, North Lake Tahoe is the perfect spot. The area is known for its stunning views, world-class skiing, and beautiful beaches. It's a great place to enjoy the outdoors and relax with your family.

TRAVEL TIPS **TWO WAYS** **TRAVEL TIPS** **TWO WAYS**

TRAVEL TIPS **TWO WAYS** **TRAVEL TIPS** **TWO WAYS**

TRAVEL TIPS **TWO WAYS** **TRAVEL TIPS** **TWO WAYS**



Est. Print Readership: 59,240
Ad Value: \$546.97
Domain Rank: N/A
Key Messages: Spring Indulgences



North Lake Tahoe community banding together to battle pandemic's effect on economy



Est. Coverage Views: 4,900
Est. KOLO Monthly Visits: 994,653
Ad Value: \$9,200.54
Domain Rank: 69
Key Messages: "Stronger Together" Messaging; Gift Card Program



North Lake Tahoe Businesses Are Encouraging People To Buy Gift Cards Until the Shelter-In-Place Ends

KCBS Radio: On-Demand



North Lake Tahoe Businesses Are Encouraging People *

00:00 / 01:10



Est. Coverage Views: 84
Est. KCBS Monthly Visits: 42,024
Ad Value: \$388.72
Domain Rank: 86
Key Messages: Gift Card Program



North Lake Tahoe businesses seek community support during quarantine



Est. Coverage Views: 1,401
Est. KRNV Monthly Visits: 343,564
Ad Value: \$3,177.99
Domain Rank: 71
Key Messages: "Stronger Together" Initiative; Gift Card Program

THE ILLUSTRATION/LAKE TAHOE BY NORTHEAST
Attendees can enjoy the fresh air at these notable outdoor event venues in Lake Tahoe
TAHOE TREASURES
BY SARAH KLOEPPLE



In Lake Tahoe—the largest alpine lake in North America—breathhtaking views are a given. Straddling the California and Nevada borders in the Sierra Nevada Mountains, it's a prime year-round destination for tourists and meeting attendees alike.

Est. Print Readership: 55,100
Ad Value: \$509.68
Domain Rank: N/A
Key Messages: Outdoor Meeting Venues and Activities

8 Outdoor Venues in Lake Tahoe That Surround Attendees in Nature

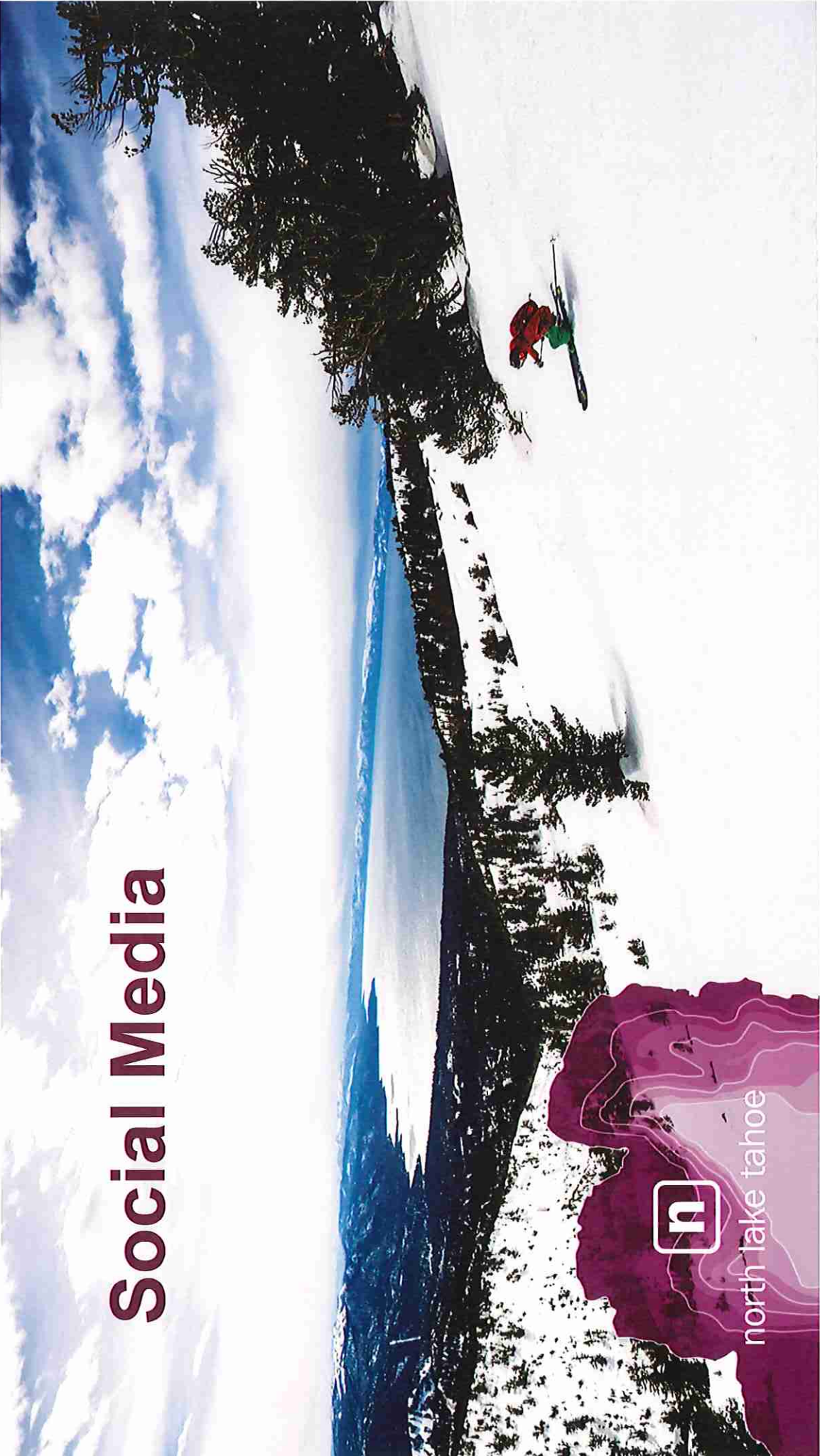
In Lake Tahoe—the largest alpine lake in North America—breathhtaking views are a given. Straddling the California and Nevada borders in the Sierra Nevada Mountains, it's a **prime year-round destination** for tourists and meeting attendees alike.



Whether it's snowy slopes in the winter or the sprawling turquoise lake in the background in spring, summer or fall, planners are apt to take advantage of Lake Tahoe's myriad outdoor event venues. The setting is especially hard to beat when the sapphire blue water is at its prime clarity (often 75 to 100 feet of visibility).

Est. Coverage Views: 286
Est. Meetings Today Monthly Visits: 12,400
Ad Value: \$114.20
Domain Rank: 48
Key Messages: Outdoor Meeting Venues and Activities

Social Media



north lake tahoe

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: **227,114**
 - Increased by 0.1% from the previous month, with Twitter seeing the biggest increase with 0.3%.
- Total Impressions: **633,825**
- Total Engagement: **38,988**
- Overall engagement is down 50% from the previous month, mostly due our decrease in posting frequency based on our COVID-19 strategy. That being said, engagement per individual post is still relatively high, which is very good.

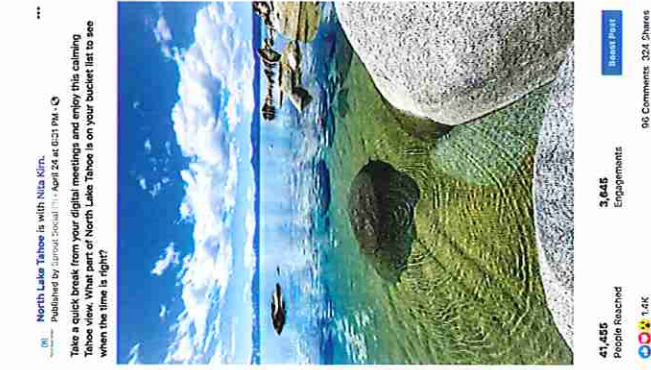


Top Posts by Engagement

#1 Facebook Post: 46k impressions, 41k reach, 3.6k engagements, 7.9% engagement rate

#1 Instagram Post: 30k impressions, 29k reach, 3.7k engagements, 12.6% engagement rate

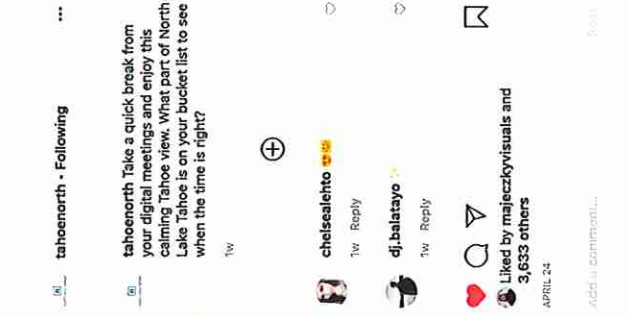
#1 Twitter Post: 53k impressions, 313 engagements, 7.8% engagement rate



North Lake Tahoe is with Nita Min. Published by Sprout Social on April 24 at 6:31 PM - Q

Take a quick break from your digital meetings and enjoy this calming Tahoe view. What part of North Lake Tahoe is on your bucket list to see when the time is right?

41,455 People Reached
3,645 Engagements
96 Comments 324 Shares



taheonorth • Following

taheonorth Take a quick break from your digital meetings and enjoy this calming Tahoe view. What part of North Lake Tahoe is on your bucket list to see when the time is right? 1w

chelsealehto 1w Reply
dji.balatayo 1w Reply

Liked by majeczkyvisuals and 3,633 others

APRIL 24

Add a comment...



North Lake Tahoe @taheonorth

Take a quick break from your digital meetings and enjoy this calming Tahoe view. What part of North Lake Tahoe is on your bucket list to see when the time is right?

6:31 PM · Apr 24, 2020 · Sprout Social

1 View Tweet activity
10 Retweets 88 Likes

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.

Tour Videos:

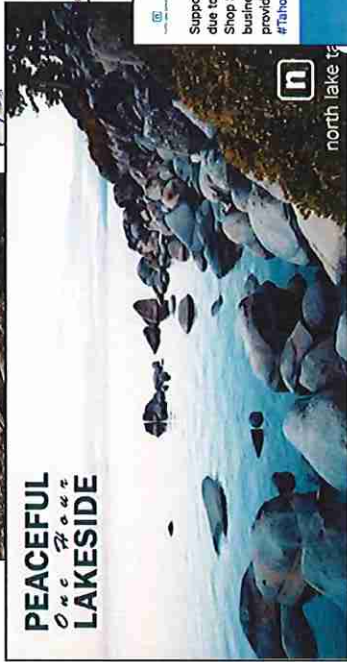
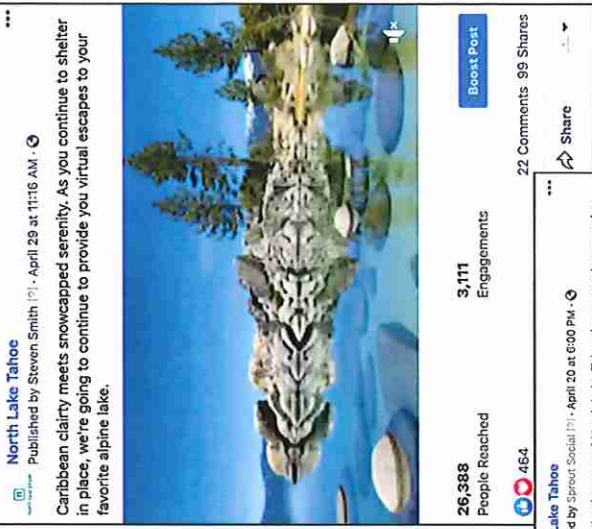
- Across North Lake Tahoe's social media platforms we have been releasing a variation of tour videos. We began the implementation of an hour long video on YouTube as a way for guests to escape in a brand new way.

Gift Card Promotion:

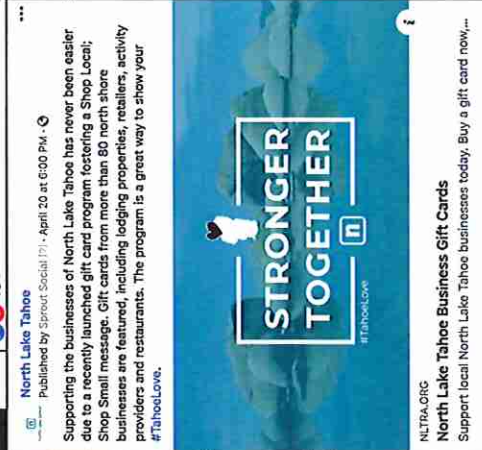
- We have also begun the promotion of the gift card program across all of our social media channels.

#TahoeMemories

- We have started to promote the gift card program across North Lake Tahoe's social media channels, with Instagram receiving the highest sentiment and engagement.




YOUTUBE.COM
North Lake Tahoe –East Shore Beach – 1 Hour
Enjoy one hour of the majestic and peaceful east shore of Lake Tahoe.



Instagram Competitor Set

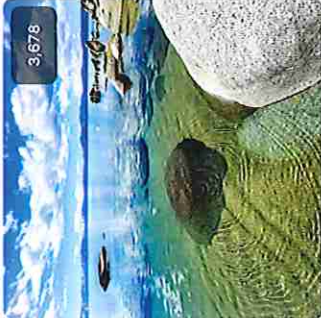
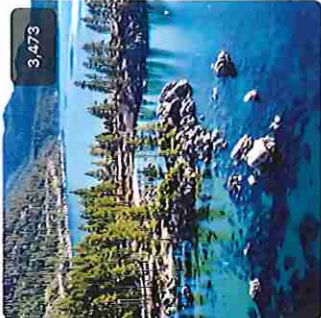
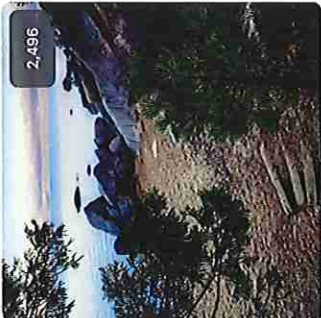
Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In April, @tahoenorth received more engagements than @tahoesouth.


All destinations published messaging discouraging travel within the region. Tahoe North had a smaller posting frequency than Visit Mammoth and Tahoe South. For May we have decided to up our posting frequency to accommodate.


[tahoenorth](#)
 tahoenorth

9 #TahoeLove #StayHome #TahoeNorth 17,300 175 17,475 1,942


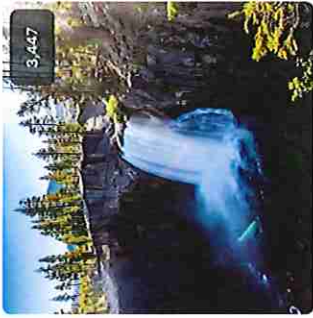
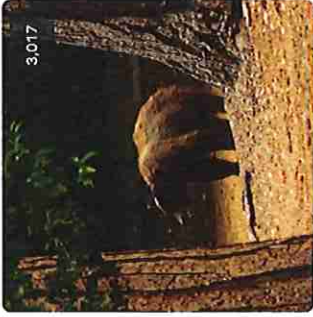
Most Popular Media by tahoenorth


 3,678	 3,473	 2,496
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[visitmammoth](#)
 visitmammoth

17 #StayHomeMono #SaveMammoth #MammothLakes 31,378 447 31,825 1,872

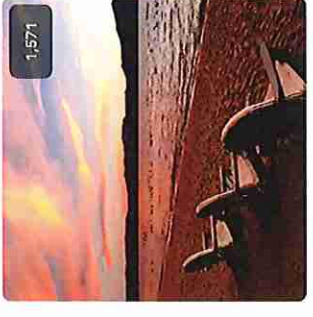

Most Popular Media by visitmammoth

 4,669	 3,447	 3,017
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[tahoesouth](#)
 tahoesouth

20 #FlattenTheCurve #HealTheWorld #LakeTahoe 12,183 207 12,390 620

Most Popular Media by tahoesouth

 1,571	 1,559 pink and blue, floating on through your feed tonight, sending #TahoeLove out to everyone.
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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 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.



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.



Blogs & Newsletters

Key Themes:

- COVID-19 related crisis communications.

Campaigns:

- Stay At Home, Stay Safe.

Newsletters Posted: 0

- *North Lake Tahoe Stay Connected Newsletter*
 - Newsletter poised for May release.

Blogs Posted: 0

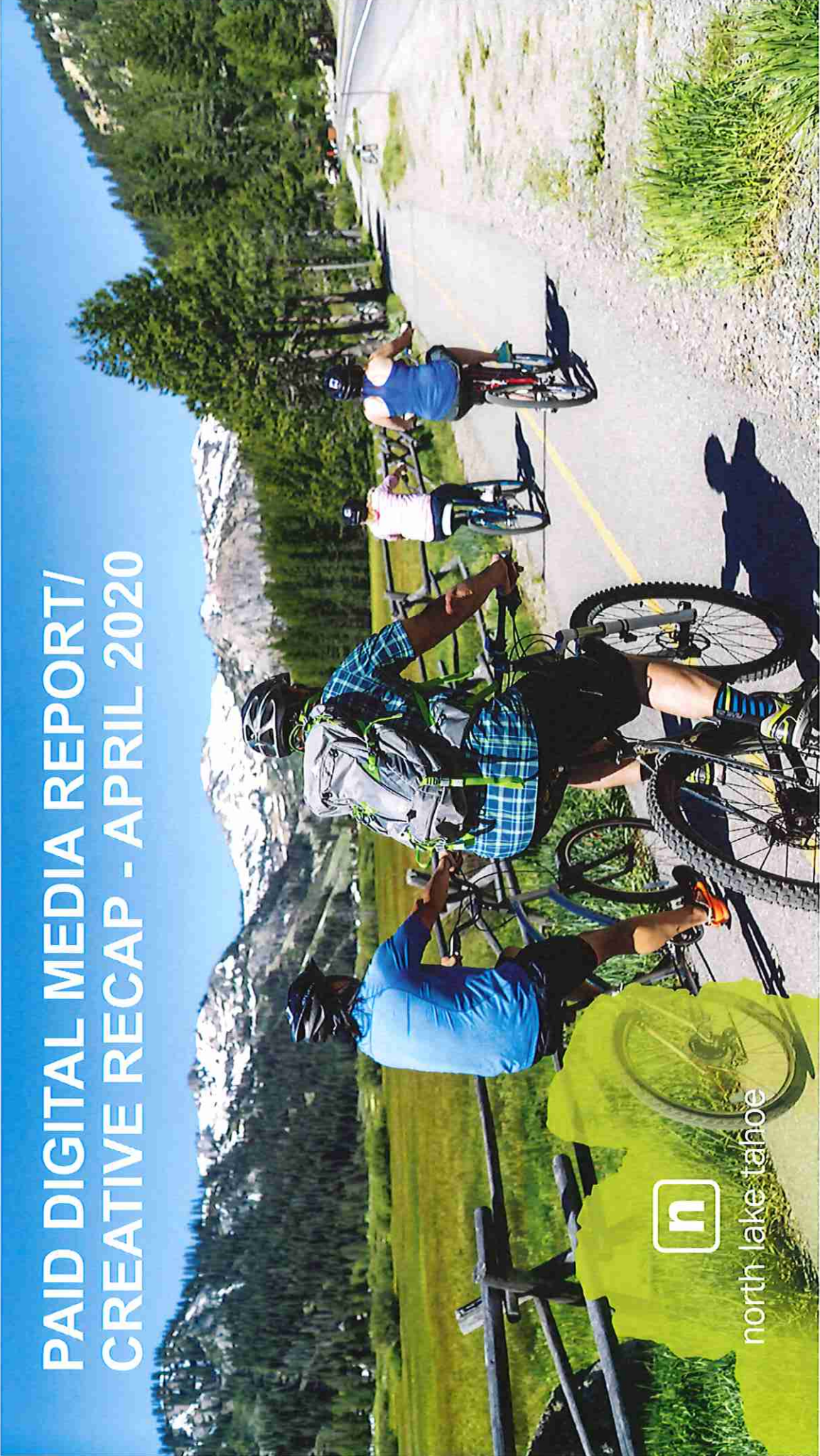
- *No blog included in the April Scope of Work*



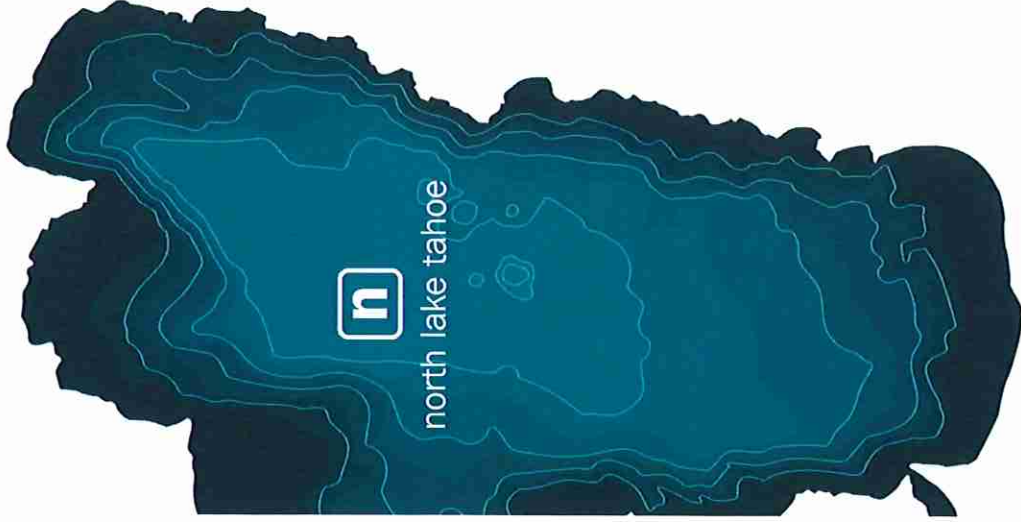


Thank You!

PAID DIGITAL MEDIA REPORT/ CREATIVE RECAP - APRIL 2020



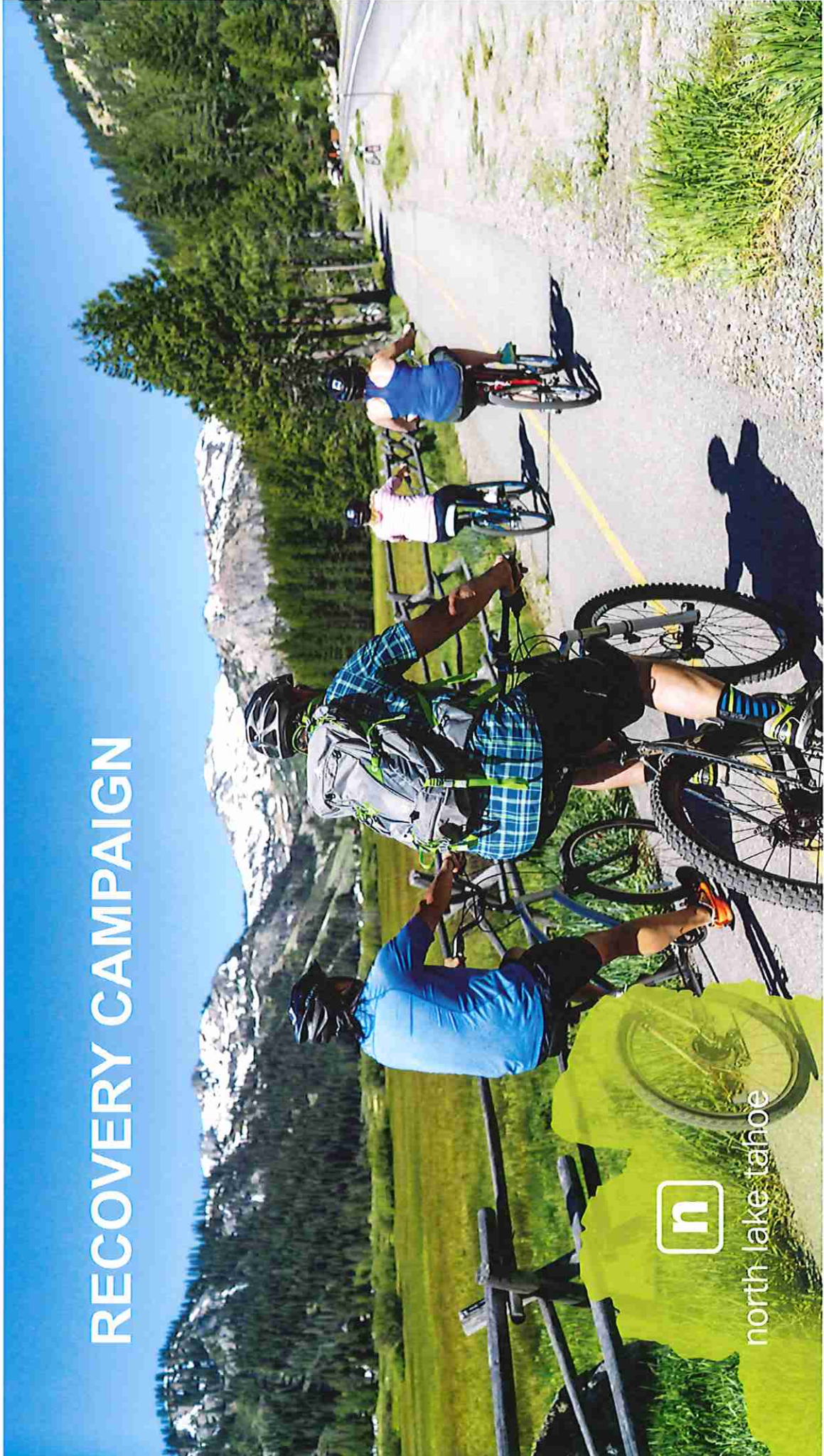
north lake tahoe



EXECUTIVE SUMMARY

- There was no paid media spend in April due to shelter-in-place orders made by the state (both California and Nevada) as a response to the COVID-19 pandemic.
- As COVID-19 continued to take effect on the region and the nation, we quickly shifted our strategy from traditional seasonal campaigns and developed a phased recovery approach.
- In addition to our Recovery Campaign efforts, we created branded North Lake Tahoe images to develop into digital puzzles for our past and future visitors as a reminder of the beauty of NLT, in addition to a sign of hope in our local community. #TahoeStrong

RECOVERY CAMPAIGN



north lake tahoe

AGENDA

Objectives

Phased Approach

MCC Strategy

APRIL 2020 REPORT | RECOVERY CAMPAIGN

OBJECTIVES

- **Develop a phased messaging approach that aligns with the brand while remaining sensitive to our audiences, community and the overall situation**
- **Adjust and attach tactics to appropriate phases**
- **Provide a recommendation on phase timing/deployment**

PHASED APPROACH

1

PHASE 1
RECOGNITION (CRITICAL)

STRONG BY NATURE
Acknowledging situation.
We are in this together.

Offer hope and share bright moments.

Tentative Timing:
Now-May

2

PHASE 2
REBOUND (IMPROVING SITUATION)

FIND YOUR NEW NORTH
Finding your new normal, a your own
pace. Provide potential visitors with the
tools they need to get back to nature one
step at a time.

Tentative Timing:
May-June

3

PHASE 3
RECOVERY (TRAVEL READY)

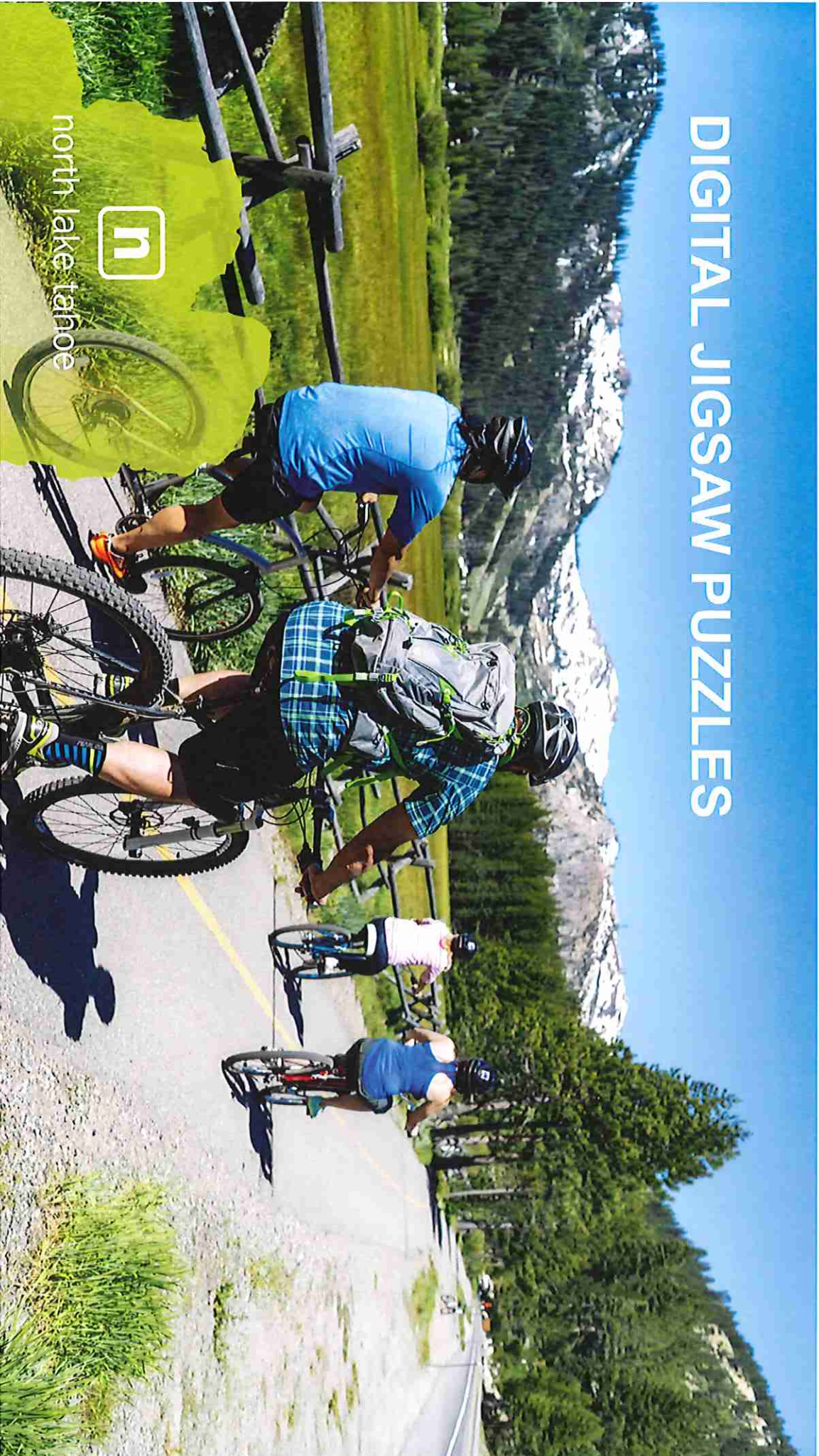
GET BACK TO NATURE
We are here for you and welcome you back.
We're ready when you're ready.

Tentative Timing:
Mid-June/Early July thru
late September/early October

MCC ACTIVATIONS

Utilize and scale Get Back to Nature messaging for MCC audiences, with emphasis on in-person meetings that allow you to get a breath of fresh air while also showcasing the unique venues and group focused activities North Lake Tahoe offers. Leverage the idea of outdoor/fresh air meetings.

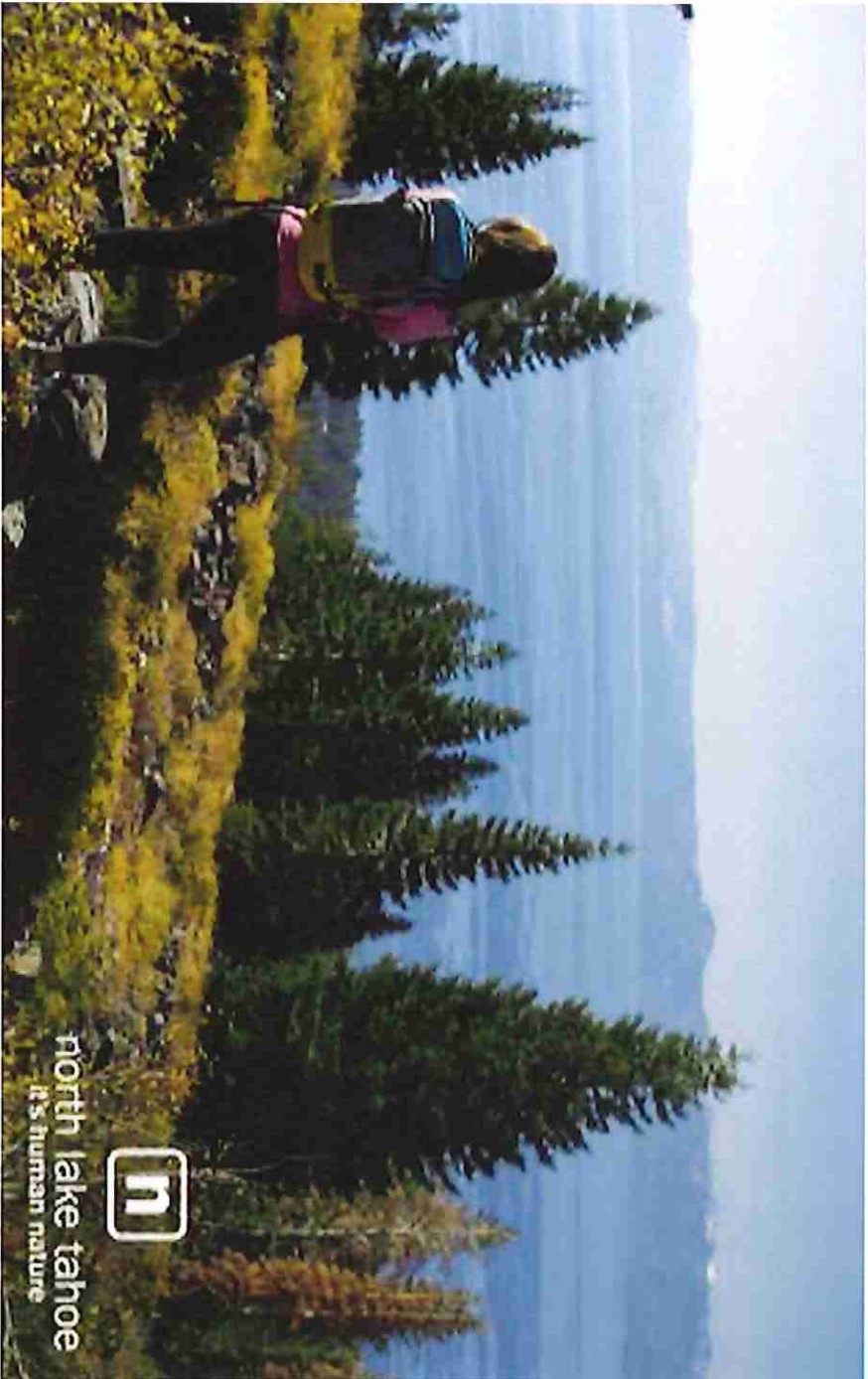
DIGITAL JIGSAW PUZZLES



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APRIL 2020 REPORT | DIGITAL JIGSAW PUZZLES



north lake tahoe
it's human nature



APRIL 2020 REPORT | DIGITAL JIGSAW PUZZLES

The image is a vertical composition of three distinct scenes. The top scene shows a rocky shoreline with large, smooth, light-colored boulders in the foreground and a dense forest of evergreen trees on a hillside in the background under a clear blue sky. The middle scene is a semi-transparent white rectangular area containing the text 'THANK YOU' in a bold, dark blue, sans-serif font. The bottom scene depicts a sunset over a body of water, with a bright yellow and orange sun partially obscured by a dark, silhouetted object in the foreground, creating a shimmering reflection on the water's surface.

THANK YOU