
May Departmental Reports

Celebrate
Relax
Experience

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May 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. California Fuels & Convenience Alliance (CFCA) - Conference, October 14-15, 2020, 250 room nights, 250 people
2. Search Ministries - Staff Conference, July 14-18, 2021, 233 room nights, 150 people

DEFINITE BOOKINGS:

1. California Special Districts Association - Directors Meeting, June 24-26, 2020, 14 room nights, \$2,590 room revenue, Resort at Squaw Creek
2. California Special District Association - General Manager Leadership Summit, June 24-29, 2021, \$85,960 room revenue, Resort at Squaw Creek

SITE VISITS AND FAMS CONDUCTED

- ABA – Forum on Construction Law – June 2021 – 178 Room nights – On 5/29/20 – Virtual site inspection with Resort at Squaw Creek (RSC) took place with Deb Scholl and Colten Dawson. It was their first virtual site and went well. On June 8th, the Hyatt Lake Tahoe will have their virtual site hosted by Ashlee Barton and a decision will hopefully be made in June 2020.

CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS

- Staff created the June MCC Newsletter – TahoeLove – Together, We Stand Strong – An Update from North Lake Tahoe. This newsletter will feature updates on our lodging and businesses re-opening along with what visitor should know before they visit North Lake Tahoe.
- Staff participated in the HPN Global Facetime Live event- HPN - Turning the Page to Collaborate, Connect & Continue. This event provided information on how the meetings industry handling bookings, cancellations, and postponement during COVID 19.
- Staff updated and Sent out Bi-weekly conference sales reports in May. This report provides updates on new leads, booking, COVID 19 cancelations, re-bookings and group business through September 2020.
- Staff listed in on the webinar Mountain Tourism in the Age of COVID-19: What the Data Tells Us.
- Staff participated in the HPN Global Facetime Live event- HPN Global - Moving Forward: Let's Meet. This event focused what meetings and events are going look

during and after COVID 19, Blind spots planners and hotels may be overlooking, Confidence to proceed with a conference and How others are approaching planning

- Staff participated in CALSAE Couch Chat to get updates and discussions on California Association meetings.
- Our Chicago Conference Sales Representative has conducted Zoom Yoga Classes with an instructor for meeting planners in the Chicago area. As a many as 12 planners have participated.



Leisure Departmental Report
May 2020

TRAVEL TRADE SALES CALLS, MEETINGS, & SITE VISITS:

- MTS virtual meetings with (23) domestic and international wholesalers

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:

- Newsletter to NLT's travel trade database announcing openings

INTERNATIONAL OFFICE UPDATE:

- Each international office is working on their annual brochure analysis
- Each international office is working on an in-depth survey of airline status, bookings and capacities.
- Germany, Austria, Switzerland:
 - High Sierra Webinar on May 11th had 73 attendees
 - Travel trade activities are currently paused and on hold
 - No major changes among the tour operators. Everybody seems to be in a waiting position, eager to come back once travelling is possible again.
 - The German Federal Foreign Office is planning to lift the worldwide travel warning for tourists on June 15 for (31) European countries.
- Canada Update:
 - Working on Fall dates for Travel Masters Incentive FAM
 - Working on brochure analysis due July 1, 2020
 - Sent out monthly note to agents, with North Lake Tahoe thank you messaging and updates on destination during COVID
- UK/Ireland Update:
 - Mogul, Black Diamonds in-house agent engagement platform was launched with over (150) agents signing up so far
 - Agent/product manager webinar on the High Sierra Region on May 7th saw (35) participants
 - Meetings with Abercrombie & Kent, American Airlines, America As You Like It, Bon Voyage, British Airways, British Airways Holidays, E-Dreams/Odigeo, Frontier Travel, MVP Travel, Norwegian Airlines and Travel Gossip.
 - PR coverage in Selling Travel, Selling Travel Twitter, ABTA print and online, TravelBiz and Travel Bulletin

- Australia Update:
 - Gate 7's "Leave the Lights On" plan launched as a hub of content for the travel trade industry
 - (3) meetings with Trip-A-Deal, Expedia, and Helloworld/Viva Holidays
 - Domestic air travel returns in June, to New Zealand in July and possible international by September

Events Update

Katie Biggers | May 2020

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

Event Sponsorships (Can be utilized for Operations/Marketing)

Summer Events Sponsorships

- 2020 Lake Tahoe Summit Classic Lacrosse Tournament | June 20-21 | North Lake Tahoe/Truckee -contract finalized, planning stages - (working with producers to look at back updates/postpone due to COVID-19) - (August 1-2 tentative) updates in June
- 2020 Olympic Valley Drive In | July 3-5 | Squaw Valley - (Tentative) - Working with producers on finalizing contract
- 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.
- 2020 Lake Tahoe Dance Festival | July 22-24 | North Lake Tahoe/Truckee - May 26th Presentation to TD for Virtual Event
- Social Distancing Boating Concert Event- Discussions for June TD meetings
- TCDA Scavenger Hunt/Adventure Race Event- Discussions for June TD Meetings

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) invoices submitted to accounting

Truckee Running Festival / Cancelled | Squaw Valley Half Marathon and Run to Squaw 8 Miler postponed June 7 → August 30 | Lake Tahoe Mountain Bike Race June 20 / Cancelled | Burton Creek Trail Runs June 21 → Postponing Date TBD | Tahoe Off-road Triathlon June 27 → Postponing Date TBD | Tahoe City Swim June 27→ Postponing Date TBD | Run to The Beach July 4 / Cancelled | Big Chief 50K July 12 → Postponing September 13 (Tentative) | 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 - Event Cancelled
- 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, discussing with producers potential options
- 2020 Lake Tahoe Music Festival | August 12 - 14 | North Lake Tahoe/Truckee - Event was cancelled
- 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
- Created California Travel Month Travel Matters Graphics
- Assisting team with PPE distribution, designing of graphics for PPEs and surveys/data
- Assisting team with Roundtable Discussion and Virtual Town Halls and Follow up
 - Follow ups to aide in development of Visitor Readiness Guide
- Created content for Reopening Visitor Readiness Guide
- Weekly/Biweekly updates to the COVID Business offerings/listings
- Created Multiple Surveys to distribute to the business community
 - Reopening Information- COVID-19 North Lake Tahoe Business Survey
 - North Lake Tahoe Consumer Sentiment Survey
 - Sourcing Personal Protective Equipment During the COVID-19 Pandemic

COVID-19 Messaging Public Relations Analysis

Completed: May 21, 2020



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EXECUTIVE SUMMARY

North lake Tahoe set out to analyze its media coverage surrounding COVID-19 to determine key message pull through, media market, and share of voice in order to understand the full extent and success of the DMO's communications efforts to protect its community throughout the pandemic.



MEDIA PLACEMENTS OVERVIEW

During the timeframe of March 14 to May 15, 2020, 78 media placements mentioned North Lake Tahoe resulting in **2,356,653 estimated coverage views**.

[Click here](#) for a full list of North Lake Tahoe media placements.

[Click here](#) for a full list of all COVID-19 media Placements.



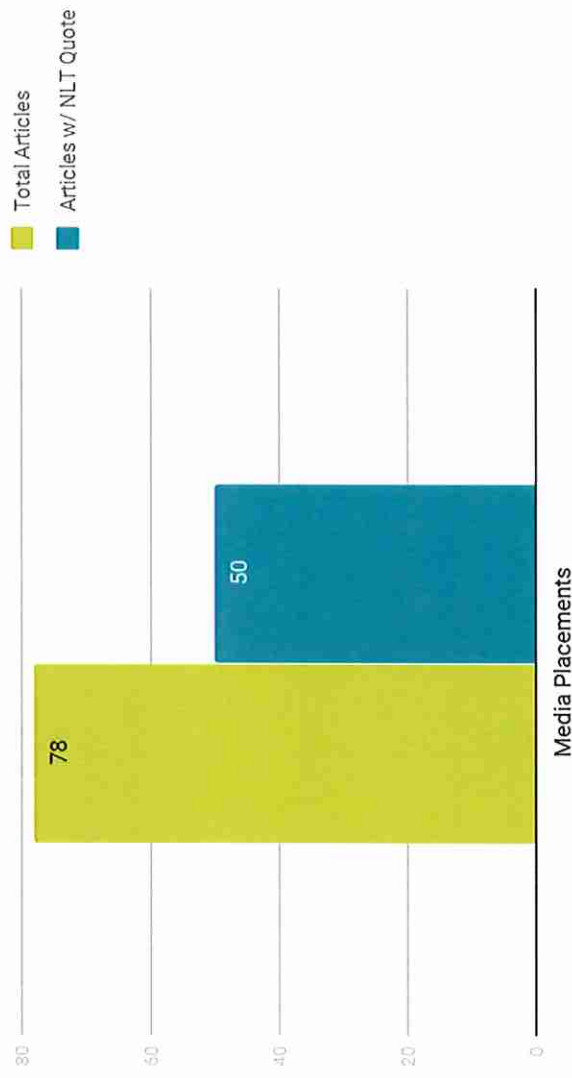
TOTAL MEDIA PLACEMENTS WITH NLT QUOTE

The analysis included a review of media placements that included a quote from a North Lake Tahoe representative against total number of placements.

Of the 78 media placements that mention North Lake Tahoe, 50 placements included a quote from a North Lake Tahoe representative.



Total Media Placements vs NLT Quoted

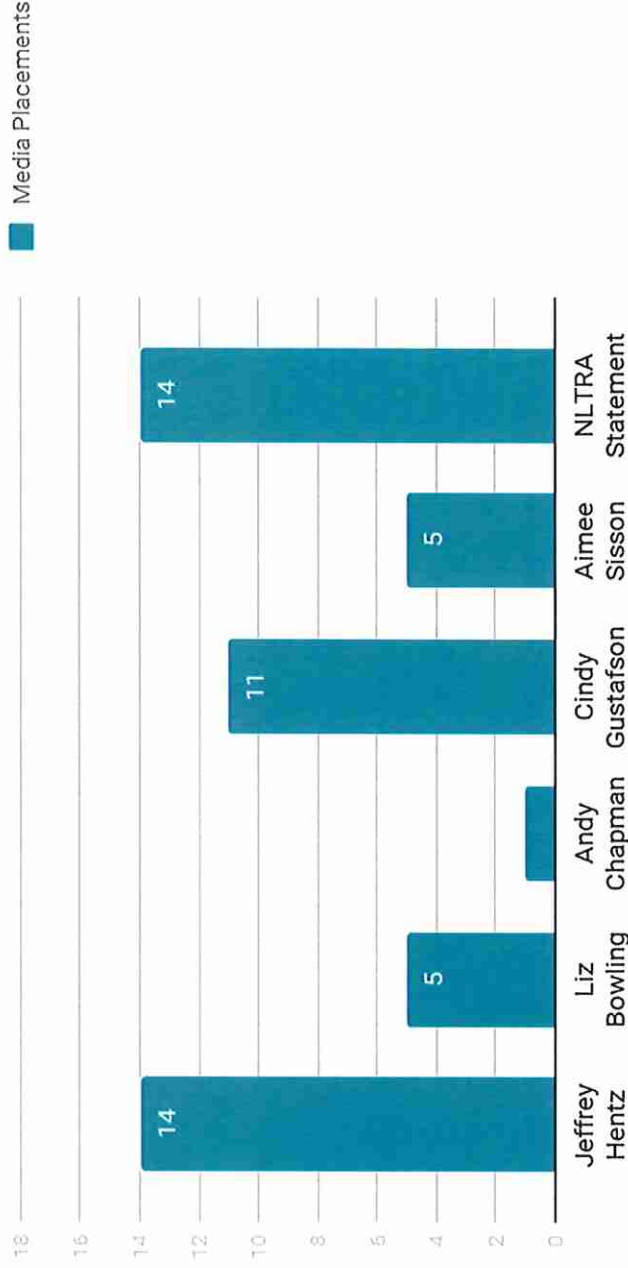


NLT QUOTED BREAKDOWN

Of the placements that included a quote from a NLT representative, the following individuals were quoted.

- Jeffrey Hentz: 14
- Liz Bowling: 5
- Andy Chapman: 1
- Cindy Gustafson: 11
- Aimee Sisson: 5
- NLTRA Statement: 14

North Lake Tahoe Quoted



KEY MESSAGE BREAKDOWN

The analysis reviewed two main key message buckets **Business Support** and **Public Health**.

Business Support

Accounted for 14 media placements resulting in 17.7% of the total number of media placements.

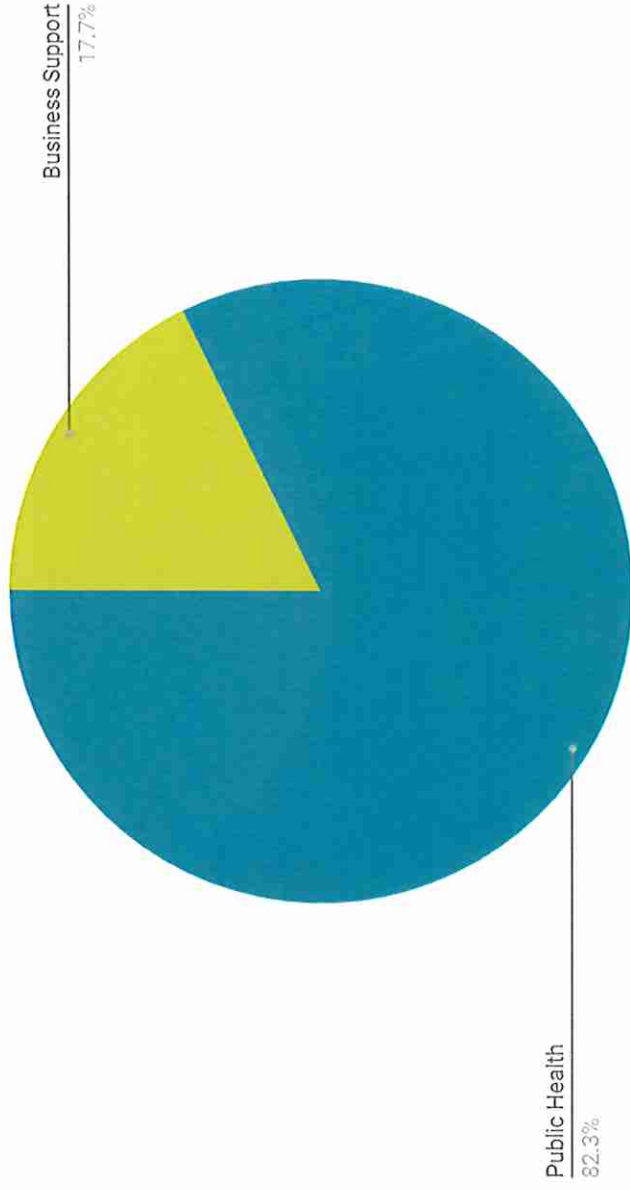
Public Health

Accounted for 65 media placements resulting in 82.3% of the total number of media placements.



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Key Message Breakdown



SUB KEY MESSAGE BREAKDOWN

Within the two message buckets (**Business Support** and **Public Health**), the analysis included specific pull through of the following sub messages.

Business Support:

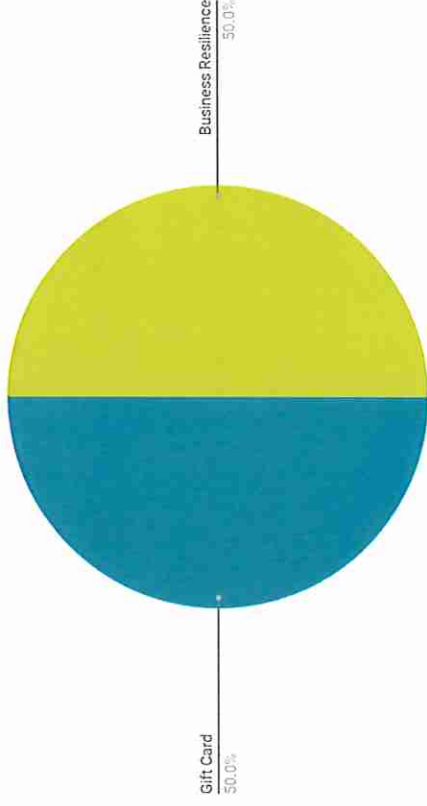
- **Business Resilience:** Accounted for 7 media placements resulting in 50% of the total number of media placements in this bucket.
- **Gift Card:** Accounted for 7 media placements resulting in 50% of the total number of media placements in this bucket.

Public Health:

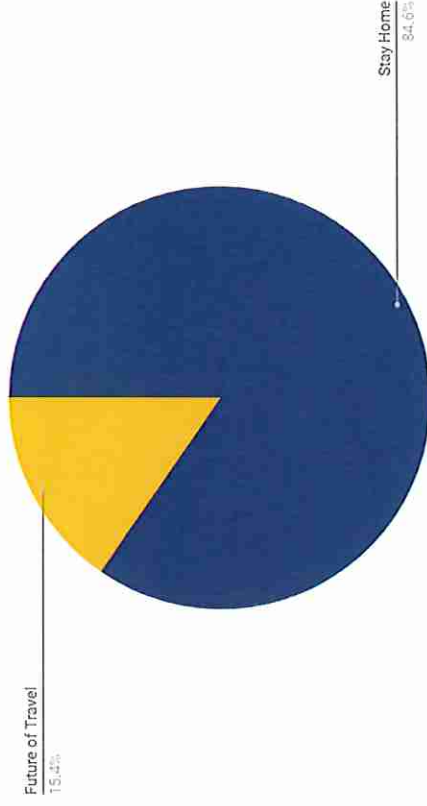
- **Stay Home:** Accounted for 55 media placements resulting in 84.6% of the total number of media placements in this bucket.
- **Future of Travel:** Accounted for 10 media placements resulting in 15.4% of the total number of media placements in this bucket.



Business Support Key Message Breakdown



Public Health Key Message Breakdown



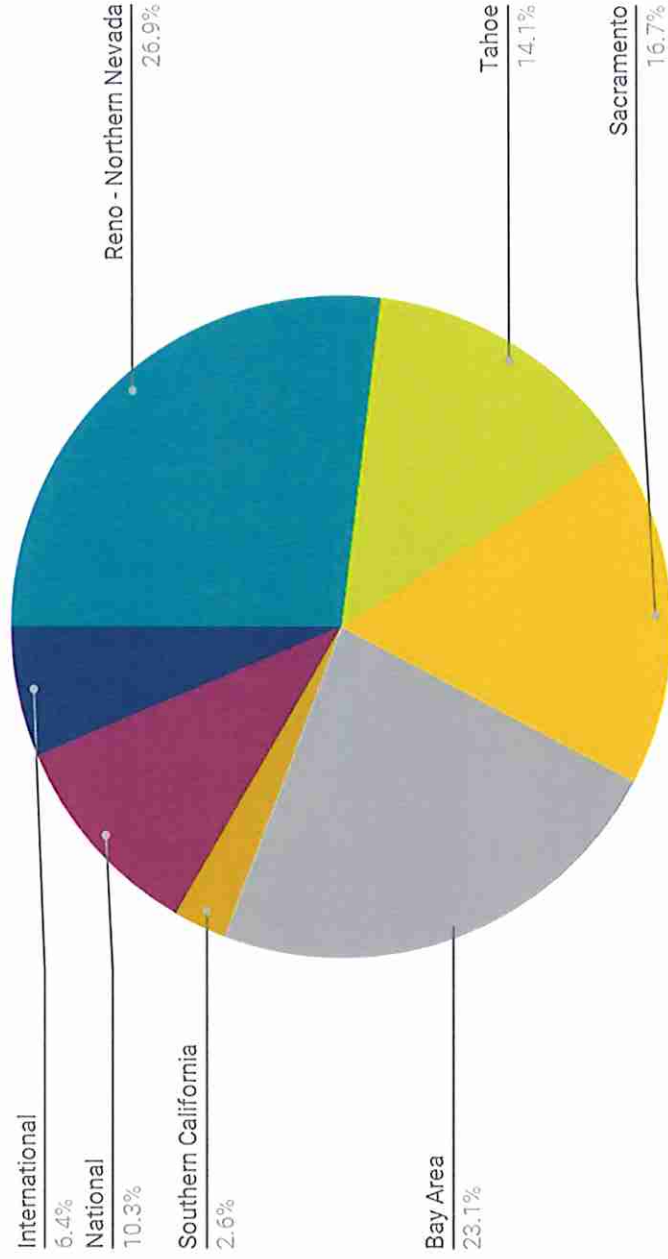
MEDIA MARKET

Placements were included in the following markets:

Media Markets Placements:

- Reno - Northern Nevada: 21
- Tahoe: 11
- Sacramento: 13
- Bay Area: 18
- Southern California: 2
- National: 8
- International: 5

Media Market



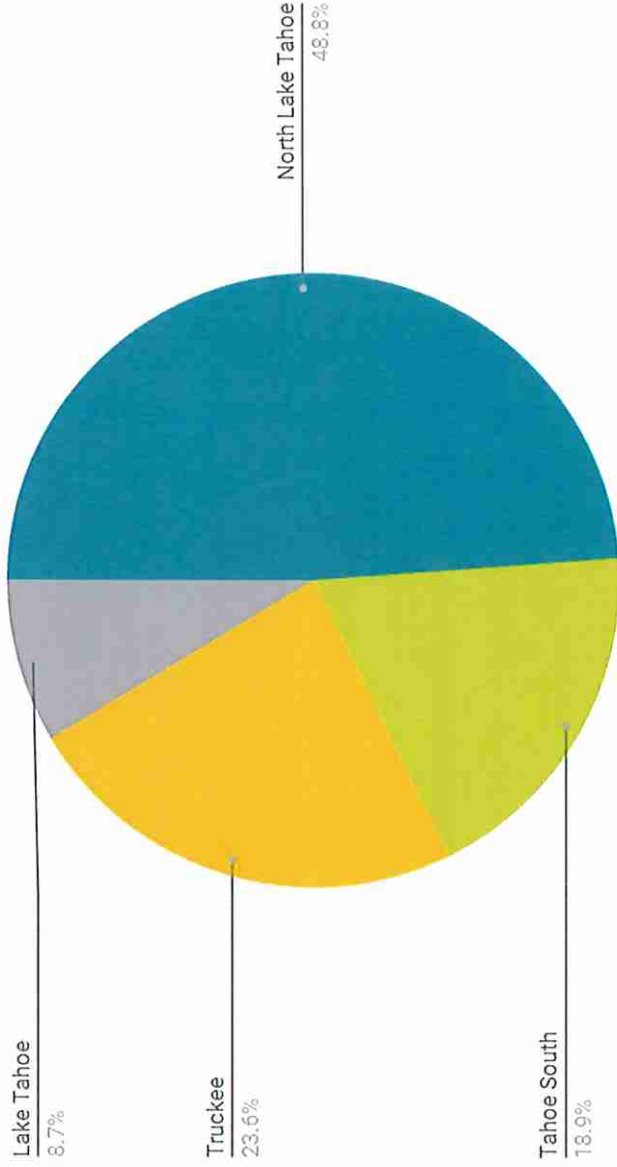
SHARE OF VOICE

The analysis also included share of voice against similar destinations.

SOV Placement Breakdown:

- North Lake Tahoe: 62
- Tahoe South: 24
- Truckee: 30
- Lake Tahoe: 11

Share of Voice





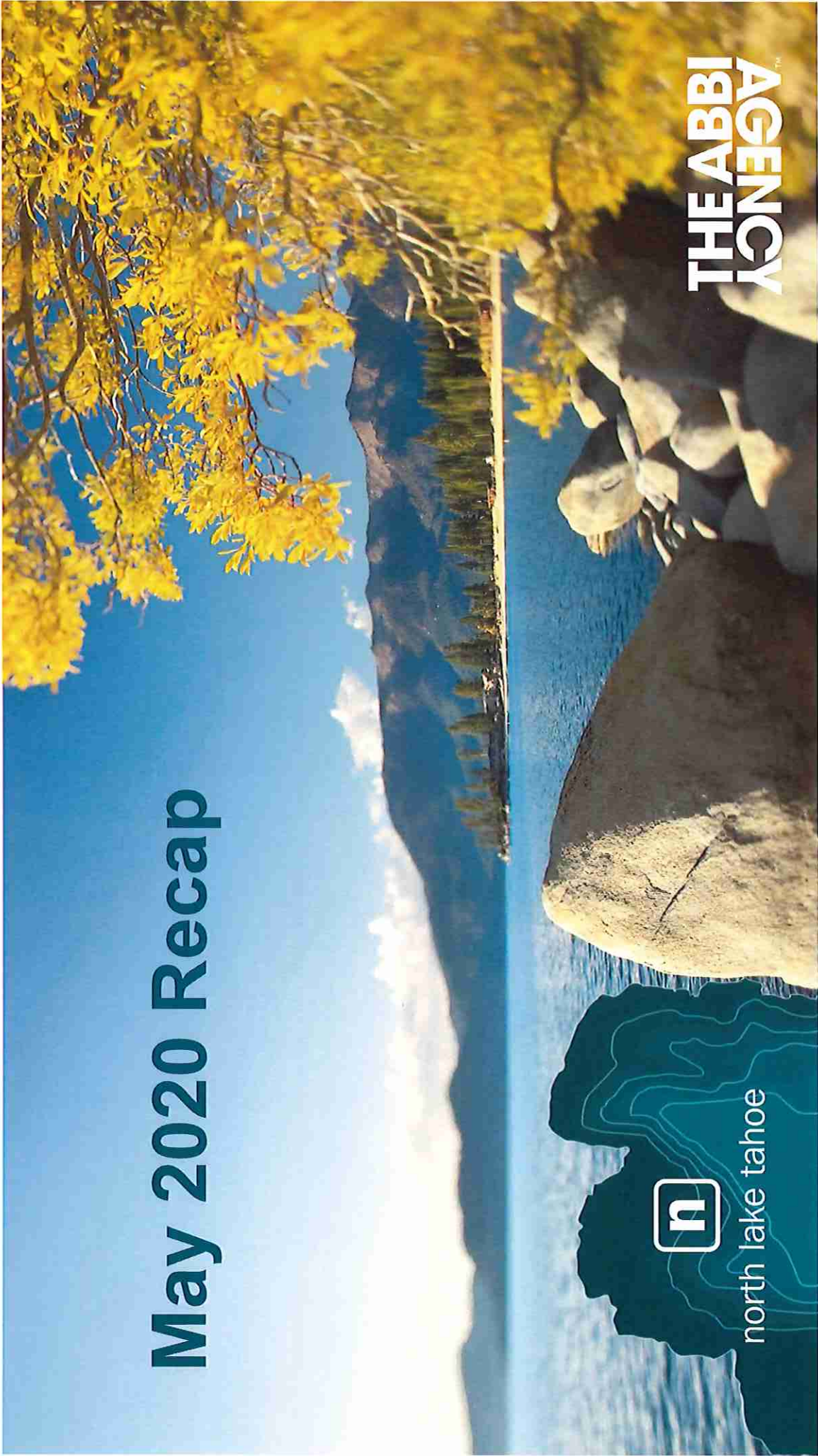
Thank You!

May 2020 Recap



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**Public Relations (on hold)
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
 - All efforts on hold
- Shoulder Season Messaging
 - Increase earned media coverage in fall and spring.
 - All efforts on hold
- SEO Impact
 - Increase number of earned media placements in publications with a higher domain rank authority than GoTahoeNorth.com
 - All efforts on hold
- Emerging Markets
 - Obtain at least one media placement in a publication that is targeted to emerging markets identified in the Tourism Development Plan
 - All efforts on hold



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
 - All efforts on hold
- Press Releases
 - Issue 4 quarterly "What's New" releases, and up to 4 local releases
 - All efforts on hold



Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 1.8% increase in Facebook followers and -0.27% decrease in Instagram followers.
 - SoCal: -0.08% decrease in Facebook followers and 0.69% increase in IG 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)

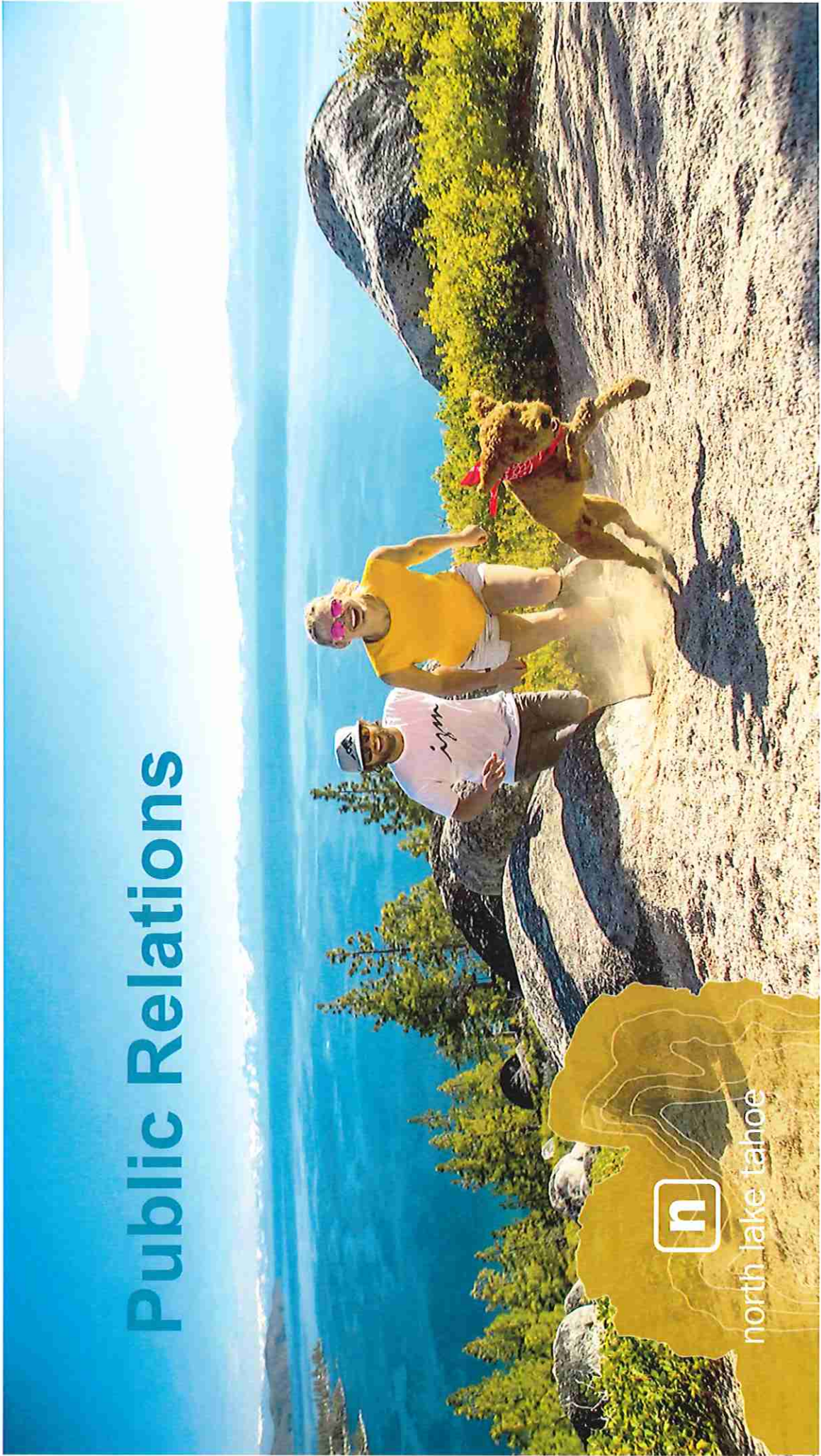
- Lives
 - Conduct 4 FB or IG lives
 - Nov: 1 Lives conducted
 - Jan: 1 Lives conducted
- Giveaways
 - Conduct 4 giveaways (2 large, 2 small)
 - On hold for May

Content

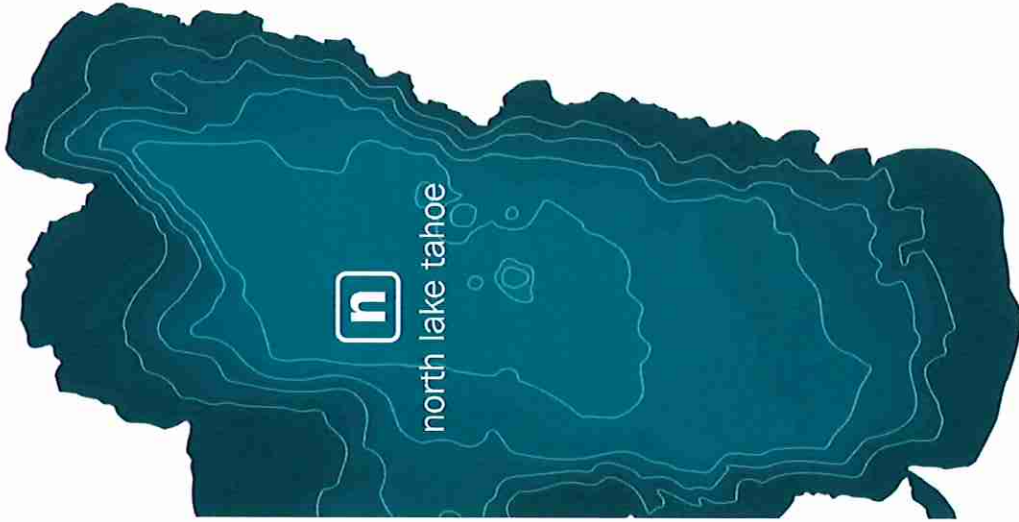
- Blog
 - Goal: 2 per month
 - On hold for May
- Newsletter
 - Goal: 1 per month
 - Completed: 1



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.

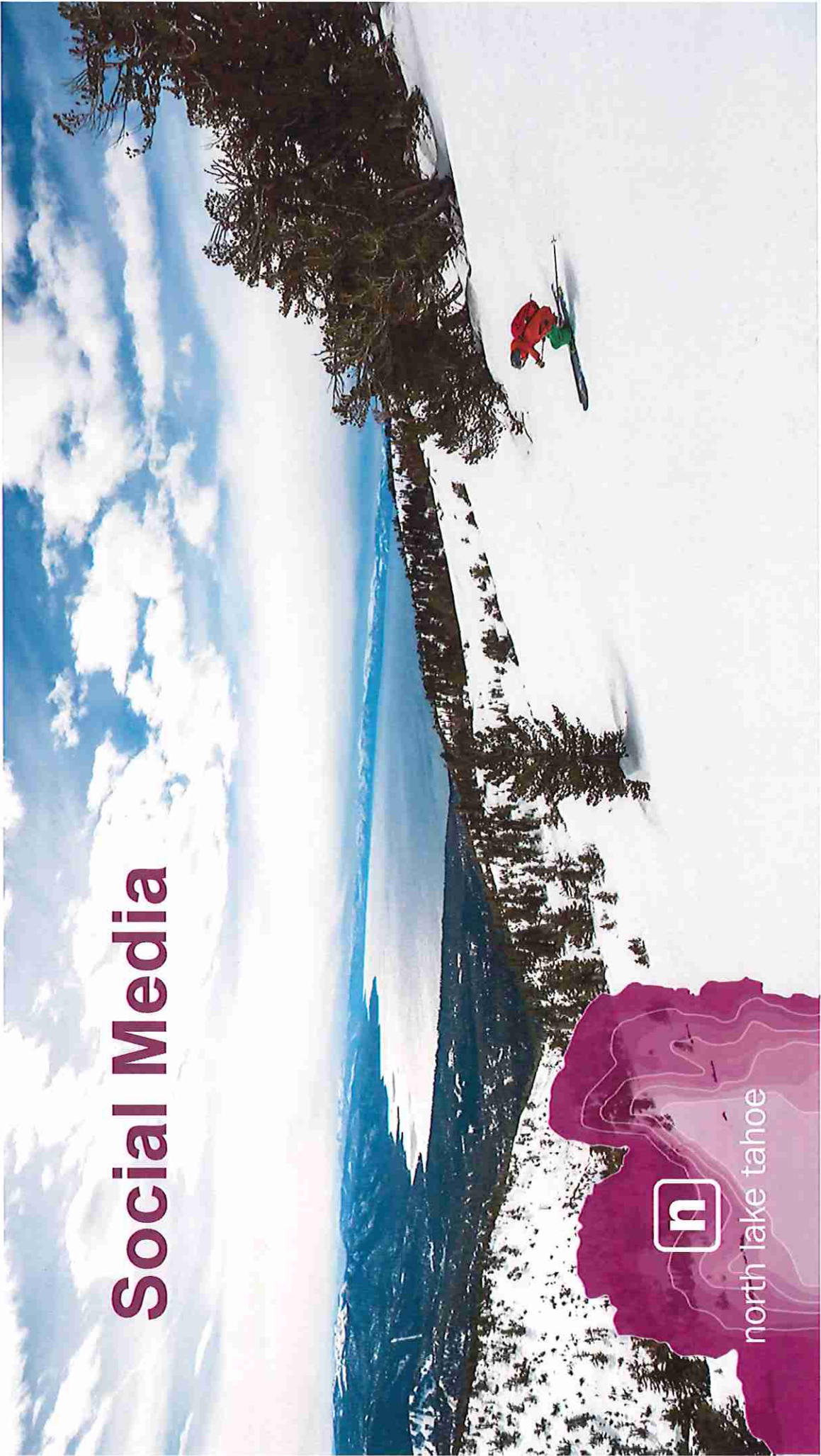
3. Midweek Travel + Extended Stays

- 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.

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: **227,189**
 - Increased by an average of 22% from the previous month, with Instagram seeing the biggest increase with 816% growth compared to the previous month.
- Total Impressions: **1,028,857 (+ 62%)**
- Total Engagement: **80,384 (+106%)**
- Overall engagement is up compared to the previous month by 106%. This is due to an increased posting schedule, but also due to a positive reception in our continued aspirational imagery.



Top Posts by Engagement

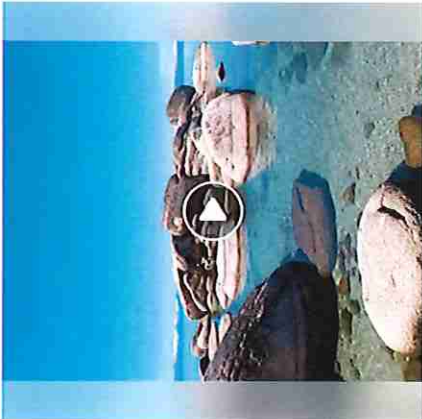
#1 Facebook Post: 174k impressions, 15k reach, 14.5k engagements, 8.3% engagement rate

#1 Instagram Post: 28 impressions, 26k reach, 3.8k engagements, 13% engagement rate

#1 Twitter Post: 37k impressions, 393 engagements, 10.8% engagement rate

North Lake Tahoe
Published by Sprout Social | Fri, May 7 at 5:00 PM · 🔄

Your weekly dose of North Tahoe serenity. We could watch this on loop for hours.



157,269 People Reached
14,767 Engagements
2.2K Comments
122 Comments, 774 Shares

Like Comment Share

Report Post

tahoenorth · Following



tahoenorth Even though you can't visit North Lake Tahoe right now, there is still an opportunity to reminisce on your past Tahoe trips and celebrate the #SpiritOfTravel. In honor of #mtw20, check out these wonderful #TahoeMemories shared to us from our Facebook fans! Thank you to Jerry W., Jennifer G., Angeline P., and Nancy H. for these amazing photos!

👍👍👍

Liked by stevenssmith and 3,706 others

MAY 4

Add a comment...

Post

North Lake Tahoe
@TahoeNorth

When you're hiking, there are moments when you catch a glimpse of the distant mountains through the trees that make you pause and smile. This particular hike is full of many beautiful views. Can any of you guess what trail this view is found on? #TahoeNorth



6:00 PM · May 26, 2020 · @TahoeNorth

2 Comments 20 Likes

COVID-19 Messaging

Across all of North Lake Tahoe's social media channels, our team continues to curate a blend of aspirational tour-imagery along with educational messaging to support local businesses.

Aspirational Imagery:

- Across North Lake Tahoe's social media platforms we have been releasing a variation of tour videos and photos. These continue to be our highest performing pieces of content by far.

Gift Card Promotion:

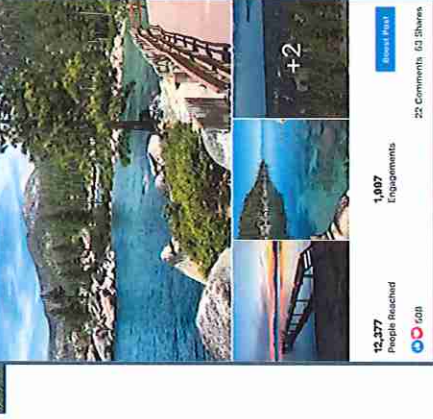
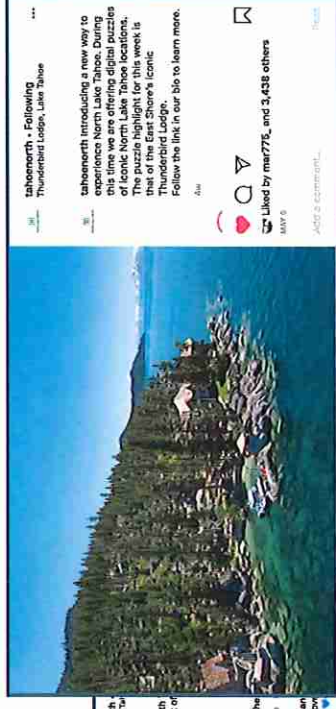
- We have continued with the promotion of the gift card program across all of our social media channels.

#SpiritofTravel

- In conjunction with our promotion of #TahoeMemories we participated in the #SpiritOfTravel social media campaign, resulting in some wonderful UGC.

Digital Puzzle:


- We also continue to promote the digital puzzle on social media, which has received high praise from our audience.



Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In May, @TahoeNorth received less overall engagements than @TahoeSouth, but received more engagements per post, which is good.


All destinations published messaging discouraging travel within the region, but have begun posting more frequently than they were the previous month.


T  **tahoenorth**
tahoenorth

#TahoeMemories #TahoeNorth #allfoalife

17 275 31,758 1,868

Most Popular Media by tahoenorth





T  **tahoessouth**
tahoessouth

#TravelNevada #TahoeLove #TahoeSouth

29 475 38,361 1,323

Most Popular Media by tahoessouth

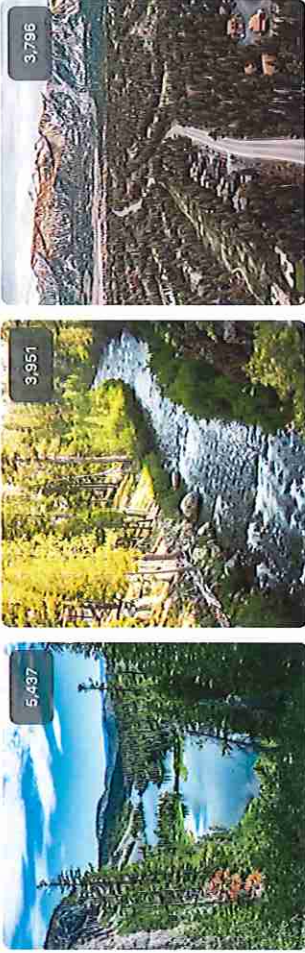


 **visitmammoth**
visitmammoth

#StayHomeMono #MammothLakes #SaveMammoth

22 47,402 572 2,181

Most Popular Media by visitmammoth





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 and sentimental thank you.

Campaigns:

- Stay At Home, Stay Safe, Appreciate Tahoe from a Distance.



Newsletters Posted: 1

- *North Lake Tahoe Stay Connected Newsletter*
 - 13.8 % Open Rate | 0.9 % CTR

Blogs Posted: 0

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



Thank You!