

# September Departmental Reports

Celebrate  
Relax  
**Experience**

it's human ature



September 2020  
Conference Report

**NEW MEETINGS & RFPs DISTRIBUTED:**

1. Fortive - Fluke Corporation - President's Club West, February 11-14, 2021, 64 room nights, 16 people
2. Shell Oil - Regional Wholesale Council, March 1-3, 2021, 90 room nights, 30 people
3. Novus Franchising, Inc. - Franchise Conference 2021, September 12-19, 2021, 519 room nights, 250 people
4. Fleet Reserve Association - Regional Meeting, August 24-28, 2022, 140 room nights, 40 people
5. Alliance Defending Freedom - Summit 2023, July 8-14, 2023, 1316 room nights, 325 people
6. Association Management Solutions, LLC - AMS ED Retreat 2020, 10/26/ 26-10/27/2020, 36 room nights, 18 people
7. Clark Equipment Company - Bobcat Marketing Meeting 2020, 11/9/2020-11/13/2020, 40 room nights, 10 people
8. HPN Global - 75015 - Incentive Trip, 12/10/2020-12/12/2020, 30 room nights, 10 people
9. Robbins Research International - Plat Financial 2021, 2/27/2021-3/8/2021, 1491 room nights, 250 people
10. American College of Gastroenterology - 2021 ACG Winter Board, 3/3/2021-3/6/2021, 104 room nights, 60 people
11. Maritz Global Events - Room Block Lake Tahoe, 5/27/2021-5/28/2021, 52 room nights, 65 people
12. United Healthcare Services, Inc. - HealthMarkets Celebration Supertrip WEST 2021, 7/12/2021-7/16/2021, 271 room nights, 250 people
13. Bakery Equipment Manufacturers and Allieds, (BEMA) - 2023 June Annual Meeting, 6/18/2023-6/25/2023, 842 room nights, 400 people
14. Synnex Corporation - STELLR Executive Board Summit, 3/5/2021-3/6/2021, 40 room nights, 20 people

**DEFINITE BOOKINGS:**

- Experiment Station Section - 2021 ESS Meeting, 9/26/2021-10/1/2021, 345 room nights, 120 people

**SITE VISITS AND SALES CALLS**

- September 28-30, 2020. Site Inspection conducted for the Commercial Vehicle Solutions Network, June 2022 Summit. This program is 539 room nights, 200 people for June 3-8, 2022. This program sited the Ritz Carlton Lake Tahoe and the Hyatt Lake plus Old

Greenwood/Grays Crossing Golf Course, Northstar Golf Course, Gar Woods Grill and Pier, sailing with Tahoe Sailing Charters.

### **CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS**

- Staff updated and sent out bi-weekly conference sales reports in September. This report provides updates on new leads, bookings, trade shows, COVID 19 cancelations, re-bookings, and group business through December 2020.
- Staff attended CalSAE - Industry Partner check in call on September 2, 2020.
- Staff attend the Meet California Alliance DMO Update Webinar on September 17, 2020. The webinar was well received and about 150 industry professionals were dialed in to hear our updates from California DMO, California Travel Association and California Hospitality Lodging Association.
- Staff conducted a virtual North Lake Tahoe Meetings and Conventions Webinar on September 22, 2020 to ConferenceDirect Associates.
- Staff conducted a virtual Conference Sales – DOS Meeting on September 22, 2020. The agenda included updates on the following:
  - Geo Markets & Chicago Update
  - New Meeting Incentive Program (attached)
  - iDSS Clean-up & MCC Website Audit
  - NLT Partnerships
  - Draft Tradeshow & Travel Schedule (attached)

### **TRADE SHOWS & EVENTS:**

- September 29-30, 2020. Staff attended All Things Meetings Virtual. Staff attending this two-day event virtually with our virtual trade show booth. This event had 674 meeting planners register. Of the 674 planners, 248 of them attended. A trade show recap will be available with a list of all the planners.

### **UPCOMING TRADE SHOWS & EVENTS:**

- October 19, 2020, Connect Express. Staff will be attending this one-day, appointment-based event virtually with Staff meeting with Association and Corporate Meeting Planners.
- October 20, 2020, North Lake Tahoe CVB will be sponsoring, attending, and moderating a breakout at CD Insight by Conference Direct.

### **CHICAGO EFFORTS:**

- In September more top Chicago accounts were visited and blessed with pizza, or a lunch and a socially distanced visit. Calls were made to AMC – The Executive Director of Meetings and a Senior Meeting planner, Amer Acad of Dermatology - 2 different planners & Broadwater. Clients were visited in person and got an update about our North Lake Tahoe happenings.
- North Lake Tahoe will be featured on the Chicago Destination Reps social media sites, Facebook, Instagram and Linked-In.
- Additional follow-up took place with clients that attended the North Lake Tahoe Virtual Presentation via a “Coffee Chat” with the Chicago Destination Rep team.
- *Flip-Flop into Summer Campaign* – Completed in September. Chicago area clients received a mailing or a personal visit delivery.

## 2020-2021 North Lake Tahoe Sales Schedule

DATE	TRADESHOW/EVENT	TEAM MEMBER	LOCATION
<b><u>JULY</u></b>			
22	Visit CA Roadshow	Sarah Winters	Virtual Meeting
<b><u>AUGUST</u></b>			
6	Conference Direct California	Greg Howey	Virtual Meeting
10-13	ASAE Annual Meeting & Expo	Ass Sales Manager	Virtual Meeting
13	Conference Direct - Pacific NW	Greg Howey	Virtual Meeting
<b><u>SEPTEMBER</u></b>			
TBD	Conference Sales Meeting	Conference Team	Virtual Meeting
15	Tourism Cares Conference	Sarah Winters	Virtual Meeting
16	All Things Meetings	Greg Howey	Mountain View
<b><u>OCTOBER</u></b>			
TBD	Leisure Sales Meeting	Leisure Sales Team	North Lake
TBD	Bay Area Sales Calls w/RSCVA	Sarah winters	San Francisco
7-9	Rural Roundup	Bart Peterson	Virginia City, NV
19-21	Connect	Sarah, Greg, Bart	Las Vegas NV
<b><u>NOVEMBER</u></b>			
TBD	Governor's Global Tourism Summit	Sarah & Bart	Reno, NV
4	Prestige Meetings SF	Greg Howey	San Francisco
18	All Things Meetings – SF	Greg Howey	San Francisco
<b><u>DECEMBER</u></b>			
TBD	Conference Sales Meeting	Conference Team	North Lake
TBD	Southern CA Sales Calls w/RSCVA	Sarah Winters	Southern CA
TBD	Expedia Conference	Sarah Winters	Las Vegas, NV
14-15	Seasonal Spectacular	Greg Howey	Sacramento, CA
<b><u>JANUARY</u></b>			
TBD	Outdoor Retailer Conference	Bart Peterson	Denver, CO
<b><u>FEBRUARY</u></b>			
15-16	Visit California Outlook Forum	Sarah & Bart	San Francisco
24-25	Connect Chicago	Bart Peterson	Chicago, IL
<b><u>MARCH</u></b>			
28-31	Ski Tops	Sarah Winters	TBD

**APRIL**

7-9	HelmsBriscoe ABC	Greg Howey	Dallas, TX
11-17	Mountain Travel Symposium	Sarah Winters	Vail, Colorado
11-16	California Cup	Bart Peterson	Santa Barbara
TBD	CalSAE Elevate	Greg Howey	TBD
TBD	Connect CA	Greg Howey	California
TBD	Connect Mountain Incentive	Bart Peterson	TBD
TBD	Connect NYC	Sarah Winters	TBD

**MAY**

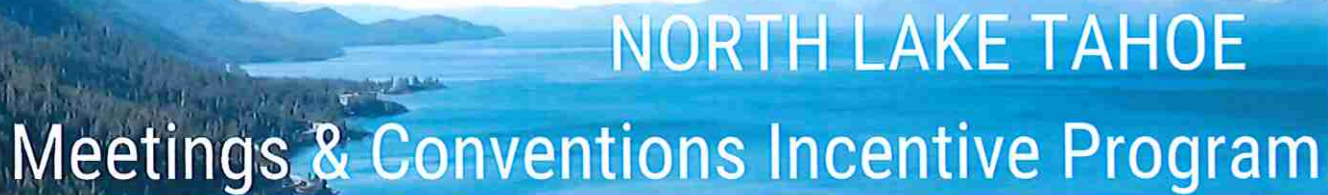
TBD	Leisure Sales Task Force	Sarah Winters	North Lake
TBD	Sales Mission Canada	Sarah Winters	Canada
TBD	TopGolf Client Event	Greg Howey	Roseville, CA
10-14	International Pow Wow (IPW)	Sarah Winters	Las Vegas, NV

**JUNE**

2-4	Tourism Cares Conference	Sarah Winters	North Lake
TBD	SF Giants Client Event	Greg Howey	San Francisco
TBD	Conference Sales Meeting	Conference Team	North Lake

**JULY**

TBD	Sacramento River Cats Client Event	Greg Howey	Sacramento
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A scenic view of North Lake Tahoe, showing the lake's blue waters, surrounding green mountains, and a small town on the shore under a clear sky.

# NORTH LAKE TAHOE

## Meetings & Conventions Incentive Program

While getting to North Lake Tahoe is easy with its proximity to nearby airports, Reno Tahoe, Sacramento and San Francisco, we are making it even easier for your meeting attendees to come and explore our Northern Nevada and Northern California destination. When you book your meeting through North Lake Tahoe CVB, take advantage of our booking incentive:

### How to qualify

Eligible meeting planners or meeting professionals will receive a booking incentive/supplement based on the following criteria:

- Meeting RFP must be submitted to North Lake Tahoe for distribution to North Lake Tahoe hotels
- Meeting is booked at a selected North Lake Tahoe hotel
- Meeting must actualize:
  - October 1st – December 15th
  - April 1st – June 15th

### What you receive

Based on the size of your meeting, you will receive one of the following credits:

- 25-50 actualized rooms: \$500
- 51-100 actualized rooms: \$1000
- 101-200 actualized rooms: \$1500
- 201+ actualized rooms: \$2000

*Eligibility is based on new proposals, originated by North Lake Tahoe CVB and distributed to two or more properties, that booked one more nights. Cash incentives are paid out within 30 days of group arrival. North Lake Tahoe CVB reserves the right to end the incentive program at any time and funds are used on a first come, first serve basis. For more information, or submit your RFP, please contact the sales team at [Sales@GoTahoeNorth.com](mailto:Sales@GoTahoeNorth.com)*

GoTahoeNorth.com

 north lake tahoe

#### North Lake Tahoe Visitor Centers

100 N Lake Blvd.  
Tahoe City, CA 96145  
(530) 583-3494

969 Tahoe Blvd.  
Incline Village, NV 89451  
(775) 832-1606



## **All Things Meetings Virtual Tradeshow Recap**

**Staff Member:** Sr. Sales Manager, Greg Howey

**Tradeshow Dates:** September 29-30, 2020

### **Tradeshow Notes**

The event was marketed to qualified meeting planners across the USA. Their live events, normally marketed only to Northern California planners, attract 500+ RSVPs and 350 attendees. This event had 674 planners register for the event and 248 planners attended.

The virtual show was set up so once you logged in, you would be taken to your individualized site where planners saw a listing of all exhibitors. They had access to a search engine that can identify specific exhibitors by a combination of geography and type of service.

The exhibitor's booth is a live streaming video chat room with logo, pictures, and links to sales material to view or download. Exhibitors were able to see who is in their room and address them via video in real time, by chat, or by private message. The attendee could communicate via video, chat or private message. See images supplied below.

Attendees were able to download materials the exhibitor made available such as special offers, promotions, and guides, etc. Links to web sites and video were also available.

The system they used had a number of glitches, so the company is researching to find out if meeting planners had trouble logging as well as if suppliers were notified when the planners come into the booth.

Roughly 20 people meeting planners came to the North Lake Tahoe booth, but four people engaged in chats.

At this time no immediate leads were generated. The North Lake Tahoe CVB will be following up on the contact list given. If hotel partners would like a copy of that list sent to them please contact [Greg@GotahoeNorth.com](mailto:Greg@GotahoeNorth.com).

## Virtual Trade Show Booth

MeetingPro

Home Trade Show Floor Events Exhibitors Type of Service Exhibitors USA Exhibitors Worldwide New Registration Help

north lake tahoe CURRENT AND UPDATES MANAGE

Company Info

The North Lake Tahoe region's affordable meeting facilities are as varied and unique as the surrounding High Sierra terrain. From intimate, small boardroom spaces to 50-room grand meeting rooms to upscale ballrooms that fit hundreds, the area offers more than 20 meeting sites in California and Nevada, 240,000 square feet of meeting space and 7,000 rooms.

Planning a North Lake Tahoe meeting or event and wanting to take advantage of an area with endless recreation opportunities between presentations? Or maybe you want to plan the perfect Tahoe team retreat? The North Lake Tahoe Conventions and Visitors Bureau is your one-stop shop to help streamline the planning and executing of your program. From hotel and air tickets to transportation and A/V setup to Wi-Fi and photo booths, we are here to guide you through the process.

Greg Howey  
g.howey@northlake.com

Links  
[HTTPS://WWW.VISITNORTHLAKE.COM/MEETINGS/](https://www.visitnorthlake.com/meetings/)

CURRENT AND UPDATES

FILES

- Come See My Free Site Promotion
- Meetings & Conventions Incentive Program
- North Lake Tahoe - Meetings in the Mountains or the Lake
- North Lake Tahoe Group & Conference Planning Guide
- North Lake Tahoe MGC Presentation

Video

0:02 / 1:04

## Zoom Chats with Planners

Zoom Meeting

Speaker View

Participants (2)

- Greg Howey, Senior National Sale... (Host, me)
- Fran Pecho

yes no go slower go faster more clear all

Invite Mute All Unmute All

Zoom Group Chat

From Me to Everyone  
Good afternoon from Beautiful Lake Tahoe!

To: Everyone

Type message here...

Mute Stop Video Security Participants Polls Chat Share Screen Reactions More End

Type here to search

1:24 PM 9/30/2020





Leisure Departmental Report  
September 2020

### **PROJECT WORK**

- Added new domestic travel agents to our iDSS database as follow up to (2) virtual travel agents tradeshows.
  - Sent out newsletter to over 250+ new domestic travel agents.
  - Open rate 40%
- Kind Traveler Program
  - Working on the sales portion of this program, developing a target list, presentation, and next steps with team.
  - Next up: Mark from Kind Traveler to present at Leisure Sales Task Force meeting in October.

### **COMMITTEES**

- Attended the Visit California International Committee Meeting and keynote are below:
  - Focusing on domestic travel agent acquisition and domestic marketing campaigns.
  - After January 2021, re-visiting the UK, Canada, and Mexico markets.
  - For more information or to see this presentation, please email Sarah Winters.
- Attended the Visit California Rural Committee Meeting
- Visit the High Sierra Programs:
  - Engaged with Visit CA on recovery efforts – working on social media content and sharing deliverables with partners.
  - Developing a High Sierra Resource Guide with Visit California.

### **MARKETING CAMPAIGNS**

- Travel NV Expedia Campaign - Discover Your Nevada
  - Focus is on destination relief and recovery. Includes dedicated landing pages, reporting, re-targeting and competitive of NV comp set.
  - Campaign Dates: *October 15, 2020 – January 15, 2021*
- Visit California HotelBeds Campaign:
  - Focus: Targeting domestic travel agents throughout the U.S.
  - Includes: Dedicated landing page, newsletter blasts, social media push and more. [Click here](#) to see landing page.
  - Campaign Dates: *October 13, 2020 – March 13, 2021*

### **TRADESHOWS & TRAININGS:**

- Attended the Tourism Cares Virtual Conference, September 14<sup>th</sup>

- Key topics included: Covid-19 Recovery Plans, A Call to Action: Sustainability is the New Resilience
- [Link to notes](#)
- Go West Summit – RSCVA attended this virtual tour operator event and leads have been completed and sent to partners.
- Attended the Best Day, Mexico Webinar Trainings
  - Two-part series updating Reno/Tahoe/Vegas partners on what to expect during and post covid-19 and how to engage in their marketing/sales efforts in the future.

### **INTERNATIONAL OFFICE UPDATE**

- Australia September report:
  - (12) new agents trained
  - (5) meetings & events completed with Traveloapp, Flight Centre, Karryon, Travel Counsellors and Visit USA
  - Fall Newsletter sent out - The Secret Season: Discover Autumn in North Lake Tahoe
  - October focus: content update, resource centre update and Tahoe trivia
- Canada September report:
  - Launched our 20/21 contract with training sessions for the new team member, Pamela.
  - Analysis of priorities through December 2020.
  - Working on first webinar – list of agents and companies.
  - Proposed attending virtual ACTA event – evaluating opportunity now.
  - We are holding off on all key hours, sales calls and trainings until January 2021 in order to maximize sales efforts post covid-19.

## Events Update

Katie Biggers | September 2020

### Ongoing Webinars/Meetings

- Weekly Placer County Economic Development Covid-19 Response
- NTBA/TCDA Board Meetings and Monthly NTBA/TCDA Economic Vitality Meetings
- North Tahoe '20/21 Ski Season Roundtable Event - Created Agendas and promoted event region wide
- Attended Quarterly Meetings with Squaw, Homewood regarding Events
- Nevada County - Moving to Orange Webinars/Outside Dining

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

#### **Summer Events Sponsorships**

- 2020 Spartan North American Championships | September 26-27 | Squaw Valley - - Brought to September 24th TD meeting for Final Approval, and Prepped for October BOD Meeting
- 2020 TCDA Scavenger Hunt/Adventure Race Event- Promotion and messaging for Safe and Responsible Travel

### Winter Events Sponsored by the North Lake Tahoe Marketing Cooperative

Tahoe Film Fest | December 3-6, 2020 | Working with producers on expansion into Tahoe City. Contract finalized, Assisting with Risk Mitigation Plans regarding COVID-19, and Sponsorship ideas.

**North Lake Tahoe Partnership Funding Grants- (Marketing Sponsorships)** Worked with all producers to promote MaskUp Campaigns, Know Before You Go Guides, Gift Card Campaigns, etc.

- 2020 Tahoe Paddle Racing Series | 8/29, 9/19, 9/20 (weather) | Waterman's Landing-Carnelian Bay & West Shore - Finalizing Post Event Reports and invoicing
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley - Pivoted to Virtual - Finalizing post event reporting with new staff member from their organization
- 2020 Wild and Scenic Film Festival - Pivoted to Virtual. Working with producers on Radio spots, promotion and NLTRA Messaging on Safe travel

Canceled, Worked with Producers to Return Funds

- 2020 Tahoe 200 Running Festival | September 11-13 | Homewood Resort - Cancelled
- 2020 Halloweekends at Homewood | October 23-25 | Homewood Resort -Cancelled

### Chamber/COVID-19 Communications/Ongoing Event Duties

- NLTRA/TCDA/NTBA- NLT Restaurant- Take Out Tahoe Campaign -Facebook Research, Looking at TakeoutTahoe/Tahoe Eats "Event" Assisting Marketing Director with projects as needed
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Responsible for all NLTRA website updates as needed
- Continually working with NT Fire on Fire Preparedness and Awareness Campaigns regarding Fire Safety in the Basin.

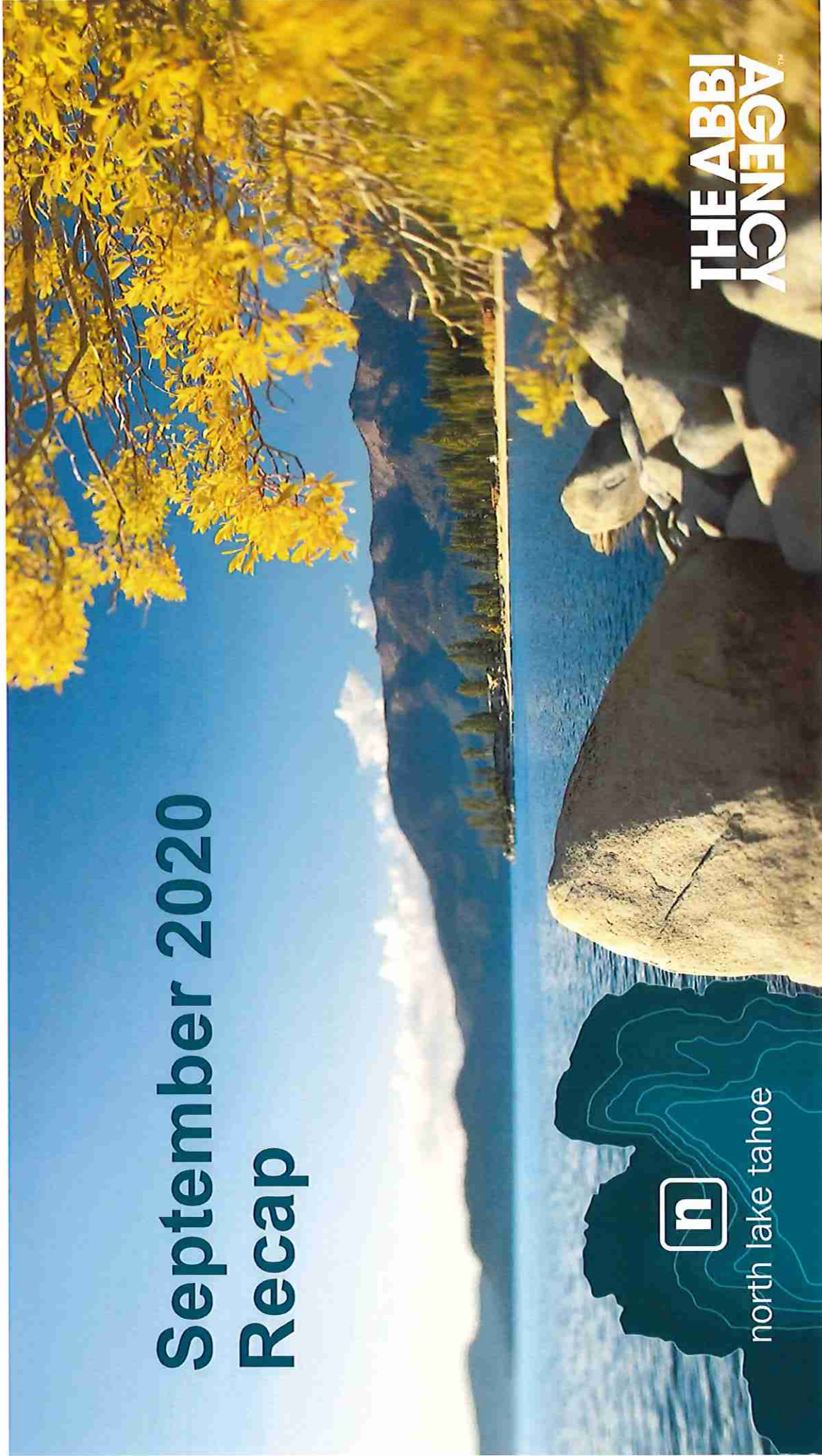
- Creation of Tahoe Connect- Tahoe Peer 2 Peer Networking Groups - Working with NTBA/TCDA to give community members an opportunity to voice their opinions and collaborate, as well as the ability to share victories and challenges they may currently be dealing with. (promotion, messaging, outreach, etc.)
- Working on Chamber onboarding New members, and Media Kits
- Messaging to North Lake Tahoe Ambassador Program Members. Worked on creation of projects, and an incentive program with NTBA Marketing Associate.
- Pushed out a great amount of messaging on all lakeside/river Labor Day cleanup efforts. (NLTRA Cals, Partners, FB, Etc).
- Launched Partnership Funding Applications for Event Sponsorship funds for 21-22 Fiscal Year.
- 2021 Snowfest Meetings regarding Contingency plans, and ways to pivot
- Quarterly Email to producers with event updates
- Placer Shares Outreach throughout the community - Kings Beach door to door
- Placer Eats and Drinks outreach throughout the community - emails and calls
- Led TBID Outreach for Tier 1 - Non Lodging Businesses
- Tier 3 TBID Contact Organization and outreach

# September 2020 Recap



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# **Social Media Blog and Newsletter Content**

# Overall Objectives & KPIs

## Social Media

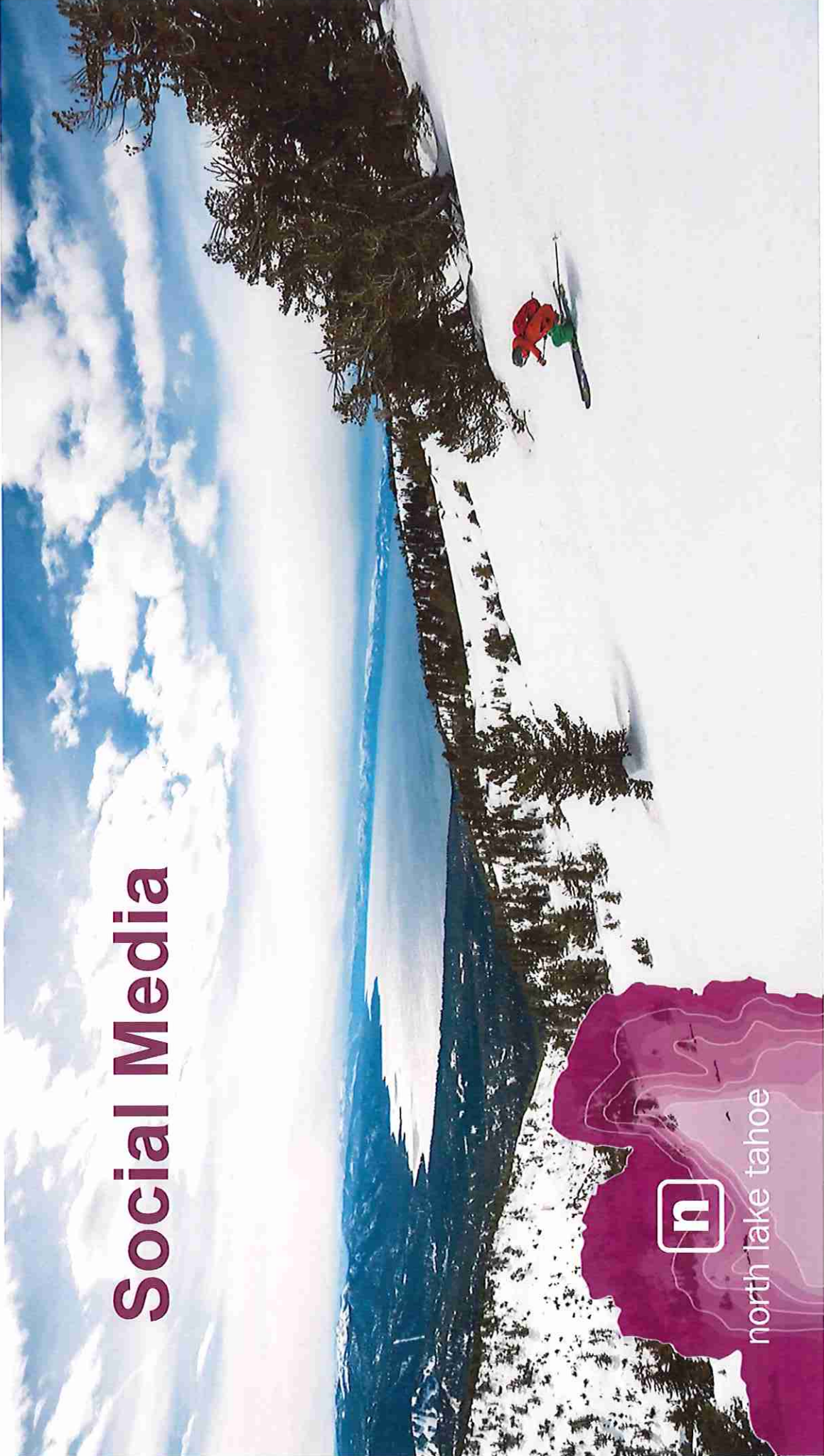
- Goal
  - Increase followers: from Bay Area / SoCal by 5 percent
    - Bay Area: 0.0% increase in Facebook followers and 0.0% increase in Instagram followers.
    - SoCal: 0.47% increase in Facebook followers and 1.69% increase in IG followers.

## Content

- Blog
  - Goal: 1 per month
  - Completed: 0
- Newsletter
  - Goal: 1 per month
  - Completed: 0



# Social Media



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# Social Media Approach

## Strategy

- Based upon current travel trends in-market, county restrictions, and general consumer sentiment, North Lake Tahoe has adopted a limited posting strategy. This limited strategy includes three posts per week (optimized for each platform) each of which focuses on responsible travel/education as the primary message.

## 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: **231,649**
- Total audience increased by **0.1%** with total net audience growth decreasing by **58.3%** compared to the previous month.
- Total Impressions: **1,591,348 (+8.9%)**
- Total Engagement: **60,427 (+6%)**

## Insights:

- Engagements and impressions grew over the course of September, whereas in previous months that had remained constant or declined, indicating that there is more time being spent engaging with and reviewing travel content.




# Top Posts by Engagement

**#1 Instagram Post:** 32.6k impressions, 31.7k reach, 2.9k engagements, 9.1% engagement rate

**#1 Facebook Post:** 36.1K impressions, 33.9k reach, 3.2k engagements, 8.9% engagement rate

**#1 Twitter Post:** 8,130 impressions, 290 engagements, 3.6% engagement rate



tahoenorth • Following

With cooler weather fall in North Lake Tahoe is an opportune time to get out and enjoy the outdoors. Please do your part and Recreate Responsibly. If you arrive and find lots of "red flag" warnings throughout the summer and fall seasons. [gotahoenorth.com/wildfiresour...](http://gotahoenorth.com/wildfiresour...)

Like Comment Retweet

SEPTEMBER 7

Add a comment...

Liked by [dylananders](#) and **2,887** others

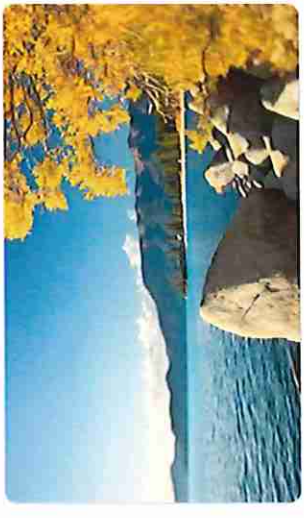
North Lake Tahoe  
September 7

With cooler weather fall in North Lake Tahoe is an opportune time to get out and enjoy the outdoors. Please do your part and Recreate Responsibly. If you arrive and find lots of "red flag" warnings throughout the summer and fall seasons. [gotahoenorth.com/wildfiresour...](http://gotahoenorth.com/wildfiresour...)



North Lake Tahoe  
@TahoeNorth

Fall is officially upon us. While this season does bring beautiful scenery, the need for strict fire safety is still as important as ever. Be aware that the region is regularly under fire "red flag" warnings throughout the summer and fall seasons. [gotahoenorth.com/wildfiresour...](http://gotahoenorth.com/wildfiresour...)



6:00 PM · Sep 23, 2020 · Sprout Social

# Emergency 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.

## Mask Up Tahoe:

- The Mask Up Tahoe campaign continued to be shared across North Lake Tahoe's social channels.

## Leave No Trace

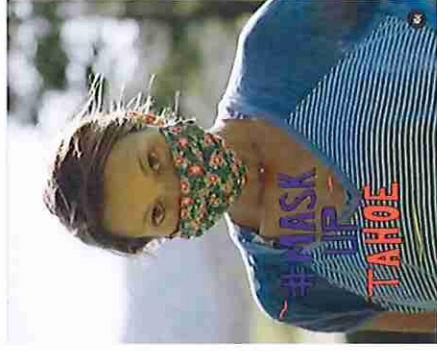
- In an effort to combat a recent surge in trash and litter in the Tahoe region, we have crafted messaging encouraging visitors to "leave no trace" and clean up after themselves.

## Recreate Responsibly

- Encouraging followers to respect nature, respect others, wear a mask, and only spread good vibes.

## Fire & Air Quality Safety

- Keeping the audience up to date with information about fires, road closures, and air quality.



# Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In September, @TahoeNorth received more overall engagements than Tahoe South. In terms of total published posts, Tahoe North has posted more than Visit Mammoth, but less than Tahoe South

@tahoenorth tahoenorth 1.4 #maskutahoe #tahoenorth #RecreateResponsibly 19,020 129 19,149 1,368

Most Popular Media by tahoenorth

	2,903
	2,201
	2,143




@tahoesouth tahoesouth 17 #RespectTahoe #respecttahoe #LakeTahoe 15,761 355 16,116 948

Most Popular Media by tahoesouth

	2,363
	1,765

@visitmammoth visitmammoth 12 #RecreateResponsibly #StaySafe #FacilitiesLocal 22,383 394 22,777 1,898

Most Popular Media by visitmammoth

	3,259
	3,963
	2,870

# 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 education/responsible travel and evergreen content.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog 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).
- The **Content Guidelines** draft is complete and will be evolved in tandem with the brand book in 2021.

## 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:

- Sustainability
- Safety
- Adaptive Tahoe Dining

### Campaigns:

- Take Out Tahoe, new flight market, sustainability.

### Newsletters Posted: N/A

- Agency newsletter paused in September.

### Blogs Posted: N/A

- Agency blog paused in September.

### Content In Production: Take Out Tahoe

- Top 10 places to dine outside in North Lake Tahoe (BLOG)
  - Slated for mid-October release.
- Takeout Tahoe campaign announcement (Newsletter)
  - To include: Announcement of JSX flight from Burbank to Reno-Tahoe.
  - Sustainability messaging.





A scenic landscape featuring a calm lake in the foreground, a rocky shoreline with large, smooth stones, and a dense forest of evergreen trees in the background. The sky is a clear, vibrant blue with a few wispy clouds. The overall atmosphere is peaceful and natural.

**Thank You!**

## Public Relations + Communications September Report

### Communications

- Regional Communications Call: continued participation with regional PR/PIO stakeholders to share outreach, responsible recreation/travel messaging and campaign updates (1x per week). Discussions shifted to PIO learnings and how to approach a *Leave No Trace* message for fall and winter.
- *Mask Up Tahoe* Advocacy Campaign: The last video was posted on September 17, in total 11 videos featuring 13 influencers and community leaders were shared across all consumer digital channels to amplify messaging around safe travel, reminding visitors and residents that wearing a face covering is a simple act, but a grand gesture to help slow the spread of Coronavirus. Results:

Individual	Platform	Impressions	Reach	Engagement	Comments
Travis Ganong	Instagram	17,056	16,197	932	26
	Facebook	14,436	11,674	932	17
Michelle Parker	Instagram	15,854	14,739	806	20
	Facebook	7,754	6,526	383	5
Sherry McConkey	Instagram	13,894	13,402	799	22
	Facebook	14,352	11,681	1,392	21
Montage Video	Instagram	9,616	8,627	431	11
	Facebook	60,742	49,199	1,386	28
Brendan Madigan	Instagram	10,608	9,671	431	12
	Facebook	24,440	17,136	1915	30
Cody and Elyse	Instagram	14,198	13,315	594	24
	Facebook	12,762	11,749	517	9
JT Holmes	Instagram	9,487	8,771	353	13
	Facebook	33,196	23,958	2,783	91
Ming Poon	Instagram	10,837	9,974	401	20
	Facebook	31,950	29,104	747	24
Jim Morrison	Instagram	10,885	10,125	336	17
	Facebook	11,330	5,860	506	9
Deadwinter Carpenters	Instagram	8,930	8,414	242	27
	Facebook	12,367	5,535	359	2
Rory Bosio	Instagram	8,617	8,209	245	5
	Facebook	6,296	5,398	357	11
TOTALS FACEBOOK		229,625	177,820	11277	247
TOTALS INSTAGRAM		129,982	121,444	5570	197
<b>TOTAL:</b>		<b>359,607</b>	<b>299,264</b>	<b>16847</b>	<b>444</b>

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Relax  
Experience

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### Communications (continued)

- Coordinated regional Ski Season Roundtable discussion on September 17 to discuss operational modifications for the upcoming season. In addition to participation from all regional resorts, representatives from Ski California, Visit California, Travel Nevada and Reno-Tahoe International Airport presented. There were 170 participants on the call, which resulted in the following media placements:
  - Tahoe Truckee Media & KTKR Radio Live Stream
  - Front Page feature in Sierra Sun
  - Digital feature in Moonshine Ink
- Content development followed the virtual discussion -- a press release will be issued in October about what incoming visitors can expect this winter season in North Lake Tahoe and a video detailing the importance of planning ahead and checking resort websites in advance of travel was also produced. Lastly, an animated resort map was produced to visually showcase the range of options in North Lake Tahoe. This can be used across consumer digital channels all winter.
- Developed regional fact sheet to communicate forest and public land closures due to nearby wildfires and smoke, and produced a business facing emergency resources document to share locally.

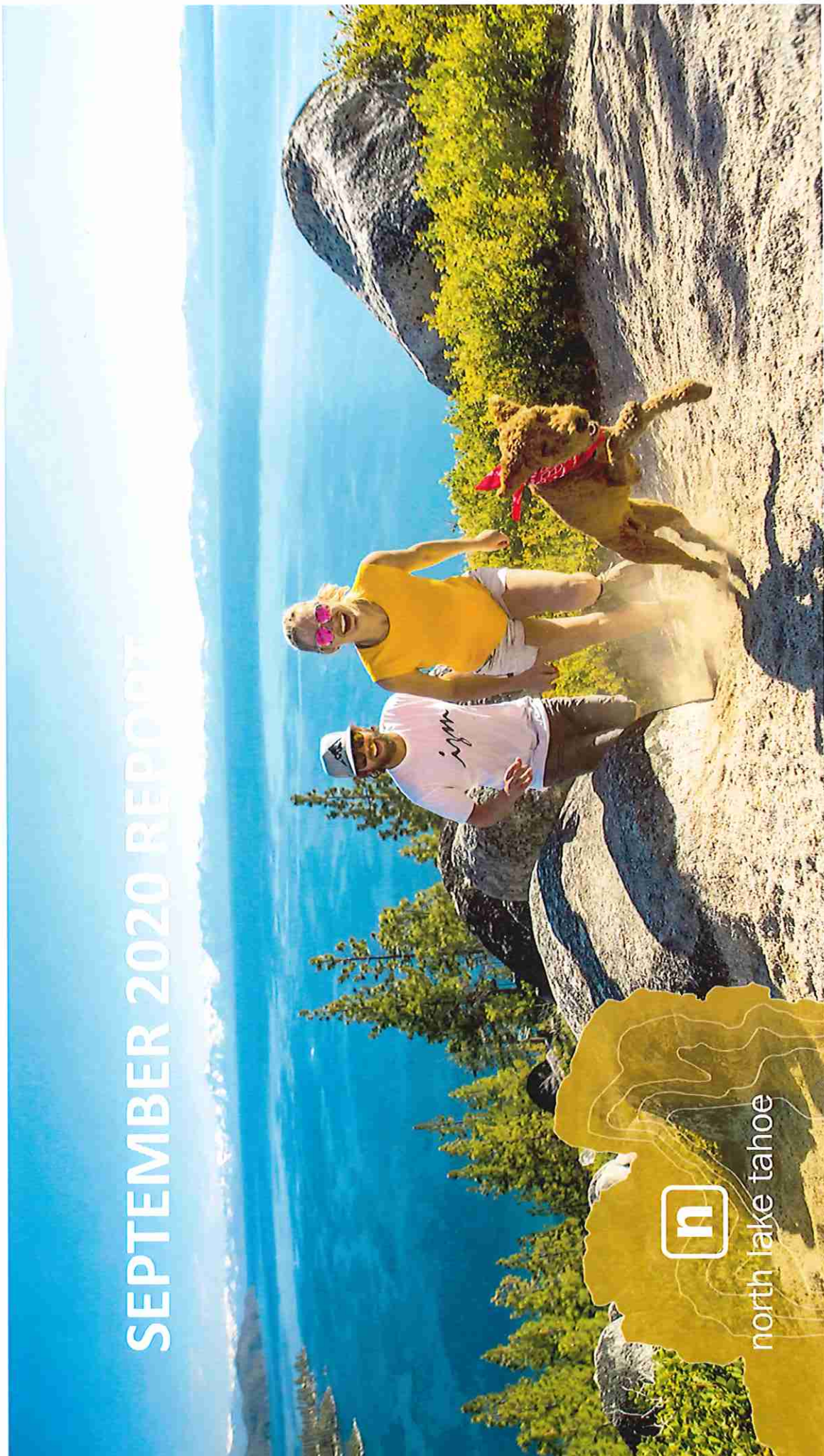
### Earned Media (Domestic + International)

- Media Inquiries & Pitch Angles: ski season trend inquiries started to come through from a variety of media outlets and freelancers who were focused on operational updates from the destination.
- Content, Media Relations & FAMs:
  - FAM support for Marie Claire Magazine (in market: September 12-14)
  - FAM support for National Geographic (in market: September 12)
  - FAM support for Conde Nast Traveler (in market: September 15-18)
  - Provided answers to Vacation Industry Review for best experiences in North Lake Tahoe
  - Facilitated call with SF Gate to discuss Stronger Together storylines and summer visitation
  - Pitched article for November issue of Moonshine Ink about the Women of Winter
  - Pitched fall leaf peeping and snowshoeing to two national publications
  - Crafted Visit California submission

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# SEPTEMBER 2020 REPORT



north lake tahoe

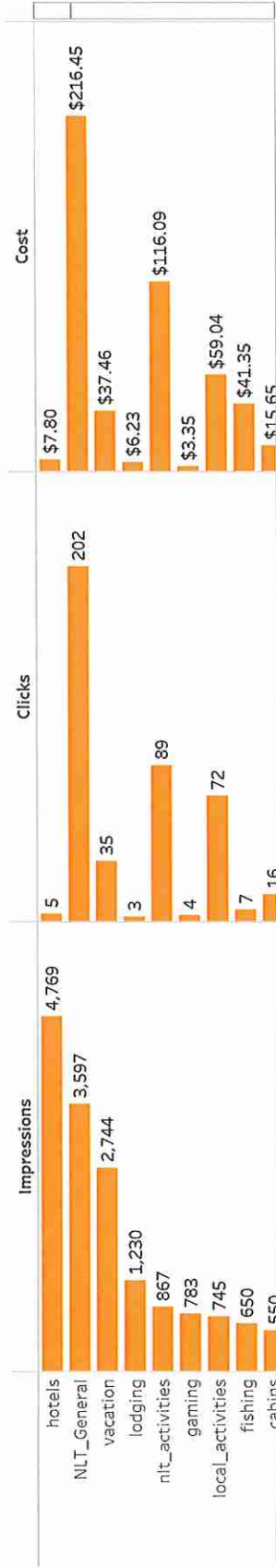
# Executive Summary

- The consumer search campaign continued throughout September, providing over 18k impressions, 487 clicks, and 186 primary conversions, which is expected to continue increasing.
- Broad Keywords had over 1K in conversions.
- Exact Keywords CTR was over 10%, which is a good indicator of specific keyword searches and that optimizations are on pace.
- Paid search provided an overall CTR of 2.7%, outperforming the industry average of 1.9%.



# Paid Search Performance

## Ad Group Performance



**18,245**  
IMPRESSIONS

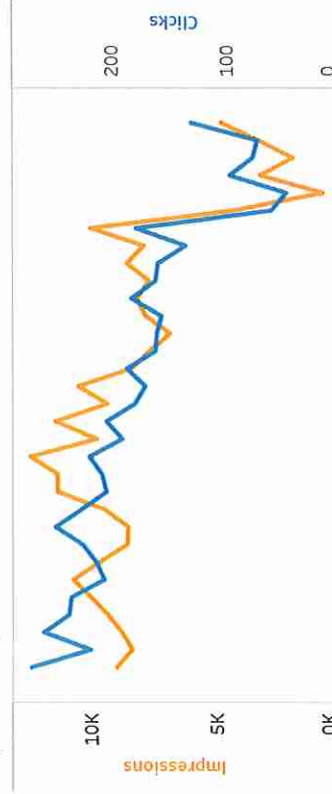
**487**  
CLICKS

**136**  
PRIMARY  
CONVERSIONS

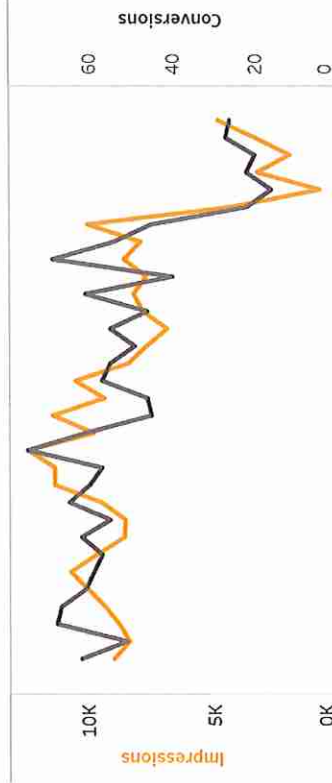
**0**  
SECONDARY  
CONVERSIONS

**\$5.50**  
PRIMARY CPC

## Impressions | Clicks

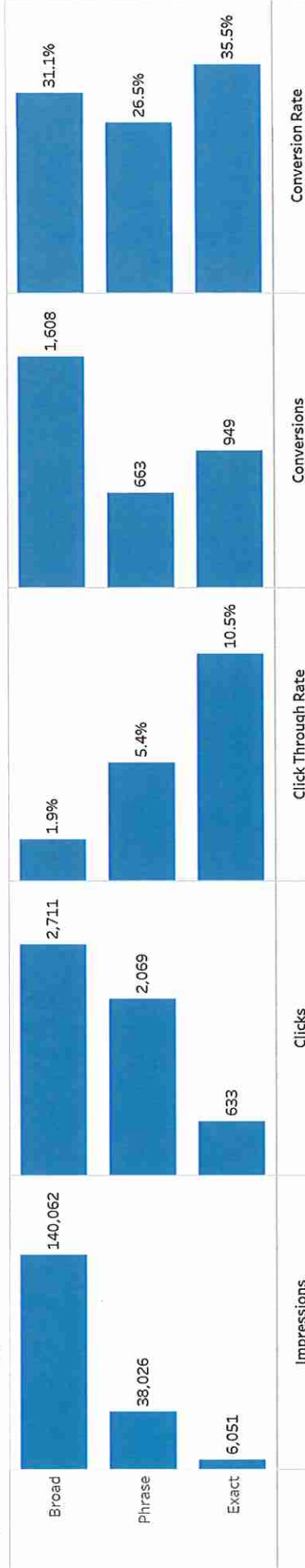


## Impressions | Conversions



## Paid Search Performance

### Keyword Match Type Performance



### Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
evergreen local	9,439	1,228	895	1	9.5%	272
evergreen vacation	131,415	2,564	2,054	1	1.6%	680
lake tahoe general	43,276	2,823	2,462	1	5.7%	663

# Paid Search Performance

## Keyword Performance

Keyword	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
lake tahoe	38,026	2,069	1	5.4%	2,352	548	26.5%	\$4.29
+hotel	29,054	37	1	0.1%	43	11	29.7%	\$3.93
+hotels	28,570	34	1	0.1%	40	15	44.1%	\$2.64
+vacation	20,954	216	1	1.0%	228	50	23.1%	\$4.55
+vacations	20,040	196	1	1.0%	202	44	22.4%	\$4.59
+north +tahoe	6,542	576	1	8.8%	810	223	38.7%	\$3.63
+lake +cabin	4,363	282	1	6.5%	345	71	25.2%	\$4.86
+lodging	4,040	9	2	0.2%	14	5	55.6%	\$2.88
+resort	3,278	89	1	2.7%	121	30	33.7%	\$4.02
+cheap +hotels	3,027	0		0.0%	0	0		
+north +lake +tahoe	2,322	178	1	7.7%	254	63	35.4%	\$4.03
+Things +to +do +in +lak..	2,035	224	1	11.0%	273	64	28.6%	\$4.27
+things +to +do	1,776	196	2	11.0%	295	50	25.5%	\$5.91
north lake tahoe	1,673	231	1	13.8%	253	80	34.6%	\$3.16
+cabin +rent	1,277	75	1	5.9%	95	22	29.3%	\$4.30
+cabin +Rentals	1,227	61	1	5.0%	78	21	34.4%	\$3.72
+activities	1,196	45	1	3.8%	58	15	33.3%	\$3.86
+casinos	1,075	5	0	0.5%	2	2	40.0%	\$0.96
+lake +vacation	1,015	22	2	2.2%	38	8	36.4%	\$4.75
what to do in tahoe	905	109	1	12.0%	144	23	21.1%	\$6.25
+lake +tahoe +california	652	16	1	2.5%	17	5	31.3%	\$3.40
what is there to do in ta..	623	72	1	11.6%	99	13	18.1%	\$7.61
+events	621	69	1	11.1%	98	31	44.9%	\$3.18
+California +cabin	590	16	1	2.7%	17	5	31.3%	\$3.39
north tahoe	501	73	1	14.6%	83	28	38.4%	\$2.95
+lake +tahoe +ca	498	7	1	1.4%	8	2	28.6%	\$4.18
+lake +tahoe +attractions	490	49	1	10.0%	61	14	28.6%	\$4.35



## RECOMMENDATIONS

- Closely monitor these initial numbers to ensure growth.
- Closely monitor broad keywords to ensure that the quality of convertor performing.





**THANK YOU!**