

October Departmental Reports

celebrate
Celebrate
Relax
Experience

it's human ature



October 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. International Foundation of Employee Benefit Plans - 2022 IFEBP Collection Procedures Institute, 9/9/2022-9/14/2022, 435 room nights, 120 people
2. Lingerfelt Commonwealth Partners - February 2021 Ski Group, 2/23/2021-2/26/2021, 18 room nights, 12 people
3. Associated Equipment Distributors - 2021 AED Small Dealer Conference, 11/6/2021-11/8/2021, 85 room nights, 50 people
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- An e-blast newsletter went out on October 14, 2020, to 659 planners attended the All Things Meetings Virtual Tradeshow in September 2020.
 - The e-blast newsletter had a 36% open rate.
- An e-blast Autumn newsletter on October 13, 2020, to 696 planners in the states of California, Nevada, and Oregon.
 - The e-blast newsletter had a 20% open rate.
- Staff attended the CVENT Source: Group Business Insights webinar on October 16th.

- Staff continues to add new planners from MPI to the database. October chapters include: Greater Orlando, North Florida and South Florida.

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 - See tradeshow recap attached.
- October 20, 2020, North Lake Tahoe CVB sponsored, attended, and moderated breakout sessions at CD Insight by ConferenceDirect.
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CHICAGO EFFORTS:

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- "Day in Lake Tahoe" Destination Rep Campaign was sent to over 1000 clients in the Destination Rep database!
 - ROI will be included in future follow up.
- North Lake Tahoe was featured on the Chicago Destination Reps social media sites, Facebook, Instagram and Linked-In.



Connect Corporate October 20-21, 2020

Connect Corporate is an education conference and appointment-only trade show that is part of the large conference Connect Marketplace. Hosted by Connect, the event brings together the most active planners, suppliers and experts throughout the United States for corporate meetings and events for a quality packed two-days of general sessions, roundtables, pre-set appointments and networking. Connect Corporate is the business marketplace, where RFPs are placed, dates are secured, and relationships are developed for future business.

Overall, the Connect Marketplace had over 1,000 people attend the event in person and 175 people attended virtually.

This year Greg Howey attended the Connect Corporate virtually. He had 33 scheduled appointments. 27 appointments actualized and 6 appointments either were a No Show or there was a Bad Connection and the appointment was lost or very short. Here are the appointment highlights:

1. National Interstate Insurance. Potential for TWO programs. April 2020 and February 2023. 50 rooms per night for 3 nights.
2. Maritz Global Events (Atlanta, GA). Potential for a Waste Management Company Incentive for 70 people in April 2022
3. Alation. Potential for a Spring/Summer incentive for 25-50 people. They will be looking for cabins and cottages on one property.
4. HelmsBriscoe (Miami, FL). Potential Porsche Financial Services program for October 2021. 53 rooms on peak, 376 room nights and 106 people. This RFP was received and sourced.
5. Mirion Technologies. Potential October 2021 Sales Meeting for 140 people
6. Framework Meeting & Destinations. Potential program with the International Association of Industrial Accident Boards and Commissions for April 2021 or 2022. 240 people
7. Cambridge Investment Research. Potential for a large incentive for April, June or September 2021. The program is supposed to be in Tucson in February 2021 but is now looking at new locations.
8. Evisions, Inc. Potential program for January 2022. This is a sales kickoff event for 100-110 people. Approximately 100-110 guestrooms on peak, Sun-Wed, Three nights.
9. NJA Meetings and Events (Florham Park, NJ). Potential for Clinical Investigators Meetings for 50 people. These meetings take place in April-June and August-November.
10. Globe Guides. Potential for Staff Retreat and Incentives. 55 people on average. This are Virtual Companies with employees work remotely. These programs are usually 7-12 days in Tier 2 and 3 cities.

Bart Peterson attended the Connect Association virtually. He had 31 scheduled appointments. 26 appointments actualized and 5 appointments either were a No Show. Here are the appointment highlights:

1. Unique Creations. Potential for 20ppl in Feb 2021 for an incentive. Interested in cabins/cottages.

2. Bella Events, LLC. Potential program for Federation of Tax Administrators. 75 people on average in Spring 2021.
3. SBI Association Management. Two potential board meetings for 50 people.
4. International Association of Government Officials. Potential for mid-winter 2021 program for 125 people for 3 nights.
5. Convexx. Potential for June 14-19 or 19-26, 2022 program of 80-120 people.
6. The Exeter Group. Potential Annual Program October 2022 for 500 people.
7. Alpha Kappa Psi Professional Business Fraternity. Possible program January 2022 for 350 people.
8. McVeigh Global Meetings & Events. Possible program for 300-500 people Fall 2021.
9. International Association of Black Professional Firefighters - South West Region. Possible program Fall 2021 or 2022.
10. ConfereceDirect, Terry Bemis. Possible program with the American Canoe Association. Interested in new destinations for them.
11. DAG & Associates. Possible program January 2021 for 100 people.



Industry Insights 2020

About: IndustryInsights VIRTUAL are half day virtual events that are held monthly and provide our customers with up-to-date statistics and trends, current meetings industry content, and "Hot Topic" discussions, as well as the opportunity to network with ConferenceDirect Associates and Partners.

General Session: The New Look fo F2F Meetings

Speakers: Jerry Horan, Steve Enselein, Hyatt, Frances Maestre, Shepard Exposition Services and Stephanie Naegele, Visit Orlando

- Visiting the DMO was a recurring theme. They are going to hold the most up to date knowledge.
- Meetings in person can be successful, but people are still unsure.
- Focus on what is working - starting upon arrival at the airport, cleaning procedures, touch points are all in place.
- Recommendation for planning an in-person meeting is to speak to DMO
- What is working really well: temperature checks, mask mandate, social distancing, only utilizing 50% of the meeting place.
- Challenges: Dual program - virtual and live, technology is a challenge
- Partner with local resources - supply medical concierge options, etc for incoming groups.
- Enhance signage
- Hyatt is adding a new position - Hygiene Managers at hotels.
- Hyatt is surveying employees on safety and making sure they feel safe and comfortable going to work.
- Resources provided:
 - [Forbes](#) Will Meetings Ever Be The Same?
 - [ConferenceDirect - Meetings Recovery](#)
 - Hybrid Meeting Resources: [Meeting Mentor](#), [ConferenceDirect Adapting to the Future](#)

I was unable to attend the breakout sessions as we moderated our own panel discussion on: New Normal - Meetings In Nature

- Discussion 1: 10 attendees
 - Key note that came from this discussion: health professionals, pharmaceuticals, public health associations will most likely not be coming back for at least another year or until a vaccine is out, tested and provided to the country.
- Discussion 2: 7 attendees
- Discussion 3:

Industry/Insights 2020: Agenda x Tradeshow Re-cap - Google Drive x

cdindustryinsights.pathable.co/agenda#/?limit=20&scroll=item,owopRP24ZpTlghixk,owopRP24ZpTlghixk,214,1&skip=1&sortBy=fields[0]=sta...

ConferenceDirect Home Schedule People Sponsors Networking Support Desk Resources Past Events Account

VIEW MY AGENDA CALENDAR VIEW EXPORT PRINT Search GO

THU JUL 30 TUE AUG 18 THU SEP 24 TUE OCT 20

10:30 AM PDT

Discussion Group: New Normal – Meetings in Nature, moderated by Sarah Winters with North Lake Tahoe
Sarah Winters North Lake Tahoe
10:30 AM - 11:00 AM PDT

Discussion Group: Open Networking Room - start a conversation with your peers!
10:30 AM - 11:00 AM PDT

Discussion Group: Post-Covid, Drive or Fly? Moderated by Peter Cancila with Caesars Entertainment
Peter Cancila Caesars Entertainment Jason Gaudet Caesars Entertainment Abby Hobbs, CMP Caesars Entertainment
10:30 AM - 11:00 AM PDT

10:55 AM PDT

General Session: The New Look of
https://cdindustryinsights.pathable.co/meetings/virtual/PQbaPdeX8gnP99WP

ATM_2020_Import...csv a1580t159896771...pdf VWT Domestic Nort...xls VWT Domestic Nort...xls VWT Domestic Nort...xls Show all X

Type here to search 10:27 AM 10/20/2020



1st Annual All Things Meetings Virtual Trade Show 2020 - Recap

North Lake Tahoe Sales Manager, Greg Howey, attended the 1st Annual All Things Meetings Virtual Trade Show 2020 – September 29-30, 2019.

About the 1st Annual All Things Meetings Virtual Trades Show 2020:

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.

Attendees log in with a username and private password. Once inside planners saw a listing of all exhibitors and 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 Diagrams 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 an enormous 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.

Our booth experienced 20 people coming by the booth and four people engaging 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.

Virtual Trade Show Booth

The screenshot shows a virtual trade show booth for 'north lake tahoe'. At the top, there is a navigation bar with links for Home, Trade Show Floor, Events, Exhibitors: Type of Service, Exhibitors: USA, Exhibitors: Worldwide, New Registration, and Help. The booth header includes the company name 'north lake tahoe', a 'MANAGE' button, and a 'DIRECT ONLINE VISIT & BUY' button. The main content area is divided into sections: 'Company Info' featuring a scenic image of a lake and text describing the area as a premier meeting location; a profile for Greg Howey; a 'Files' section with links to various documents like 'Come See Fly Free Site Promotion' and 'Meetings & Conventions Incentive Program'; and a 'Video' section with a thumbnail of a lake scene.

Zoom Chats with Planners

The screenshot displays a Zoom meeting interface. The main window shows a video call with two participants: Fran Pecho on the left and Greg Howey, Senior National Sales Manager, on the right. Greg Howey's video is shared, showing a scenic view of a lake at sunset. The Zoom control bar at the bottom includes options for Mute, Stop Video, Security, Participants, Polls, Chat, Share Screen, Reactions, More, and End. On the right side, a chat window is open, showing a list of participants (Greg Howey and Fran Pecho) and a group chat message: 'Good afternoon from Beautiful Lake Tahoe!'.



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Chamber | Events Update
Katie Biggers | October 2020

Ongoing Webinars/Meetings

- Weekly Placer County Economic Development Covid-19 Response
- NTBA/TCDA Board Meetings and Monthly NTBA/TCDA Economic Vitality Meetings
- BACC Committee meeting, Month Tourism Development Meetings, Board of Directors
- Event Quarterly Meetings: Squaw Valley, Homewood, Northstar

Event Sponsorships (Can be utilized for Operations/Marketing)

- 2020 TCDA Scavenger Hunt/Adventure Race Event- Promotion and messaging for Safe and Responsible Travel, finished challenges second week of October
- 2021 Spartan North American Championships | September 26-27 | Squaw Valley - - Brought to October BOD Meeting for Final Review, working with Spartan on Final contract for signature
- 2021 Lake Tahoe Summit Classic Lacrosse Tournament -Brought contract to Tourism Development Committee in October, prepped for Board of Director meeting.
- 2021 Enduro Race : In contact with Northstar on first steps for sponsorship negotiations, etc.

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. (Granlibakken, Za's) Contract finalized, Assisting with Risk Mitigation Plans regarding COVID-19, and NEW Sponsorship ideas.

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

- 2020 Wild and Scenic Film Festival - Pivoted to Virtual. Working with producers on Radio spots, promotion and NLTRA Messaging on Safe travel for their November event.

Canceled, Worked with Producers to Return Funds

- 2020 Halloweekends at Homewood | October 23-25 | Homewood Resort -Cancelled

Chamber/COVID-19 Communications/Ongoing Event Duties

- Continued to Lead TBID Outreach for Tier 1 - Non Lodging Businesses - **Main focus for October**
- Tier 2 and 3 TBID Contact Organization and outreach - Emails
- NLT Restaurant- Take Out Tahoe Campaign -Created a FB Page for campaign - "North Tahoe EATS", and Assisting Marketing Director with other Takeout projects as needed
- Shop Local Campaign- Goosechase meetings and Direction. Assisting Mkt Director as needed and TCDA.
- Creation of Tahoe Connect- Tahoe Peer 2 Peer Networking Groups - Currently 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.) Looking to move to December. Outreach to Leaders continues and we are hopefully going to introduce at Breakfast Club group or sometime early December
- Organized and sent out Partnership Funding Applications for Event Sponsorship funds for 21-22 Fiscal Year. Organized a panel of local professionals and planned for the November virtual panel event with 8 panelists and 12 producers.

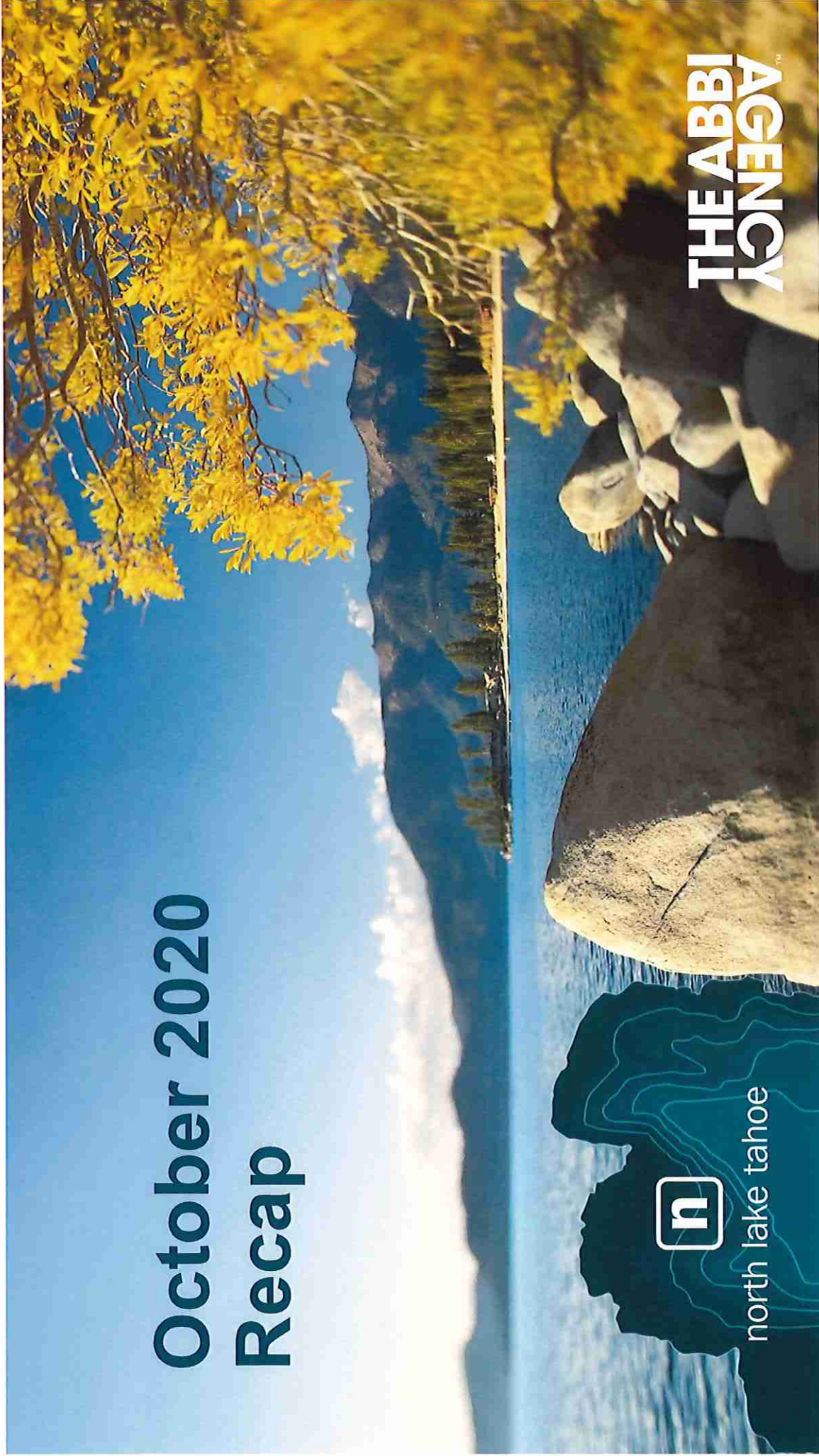
- Partnership Funding Meetings: 1:1 meetings with producers prior to application submission.
- Working on a Small Business Saturday plan with Tahoe City Downtown Association Economic Vitality Board. Distribute Swag and information on our Shop Local Campaign -which launches the same day.
- Placer Shares Outreach throughout the community - Continued efforts as Placer was introducing extensions for the program
- Working on Chamber outreach to businesses renewing membership for Nov/Dec Businesses
- Brainstorming and updating our Media Kits/Membership Benefit Brochures with up to date information and added benefits due to COVID reducing the amount of networking events we have, etc.
- Chamber Member to Member Newsletter outreach/organization and submittal to Liz
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Responsible for all NLTRA website updates as needed

October 2020 Recap



north lake tahoe

THE ABBBI
AGENCY™



The background image shows a serene lake scene. In the foreground, a large, smooth, light-colored rock sits on the shore. The water is a deep, clear blue-green, with a person in a yellow kayak visible in the distance. The shoreline is lined with lush green trees and bushes. A semi-transparent white rectangular box is centered over the image, containing the text.

Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

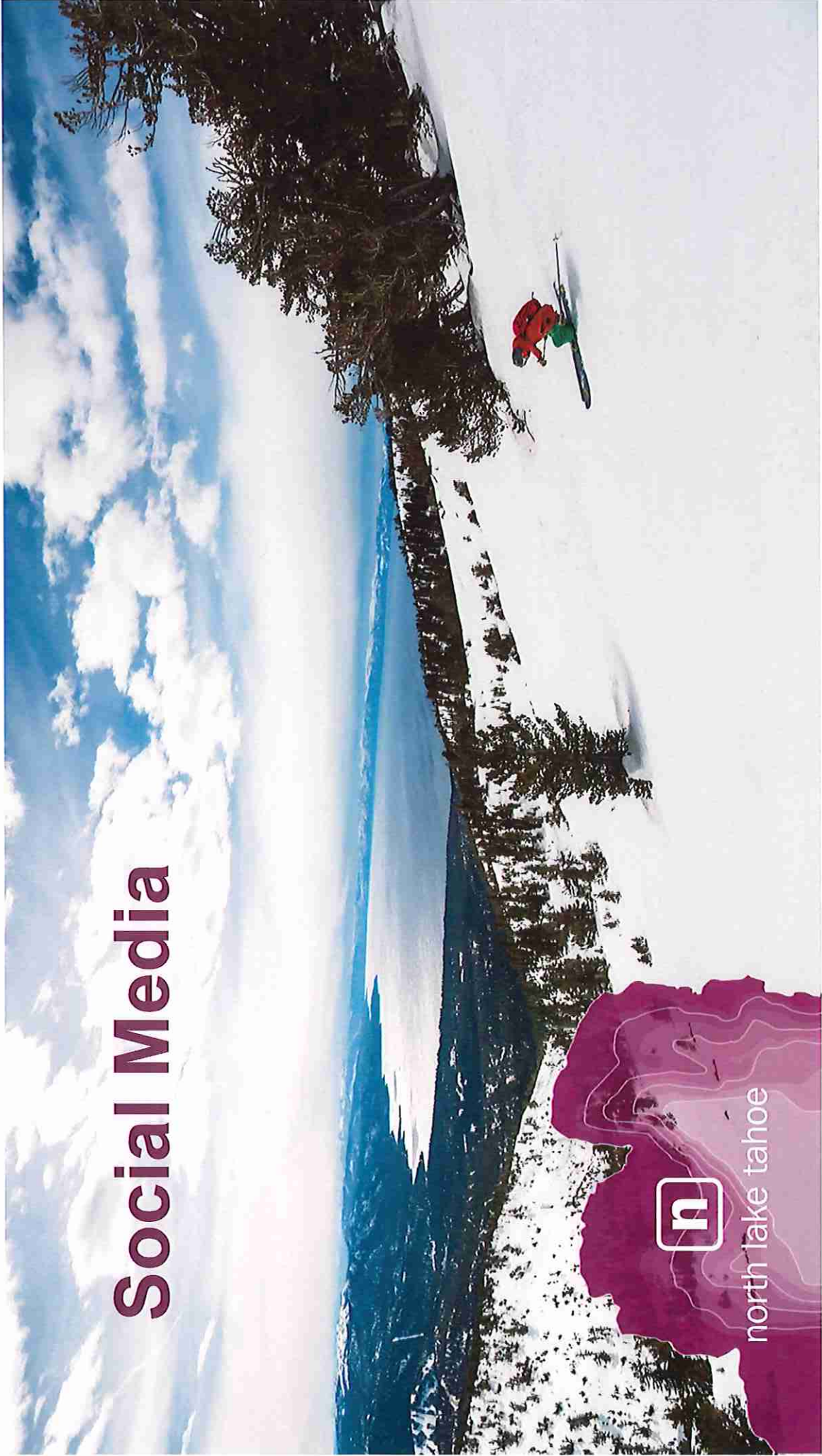
- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -0.38% decrease in Facebook followers and -0.20% decrease in Instagram followers.
 - SoCal: 0.09% decrease in Facebook followers and -0.35% decrease in IG followers.

Content

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



Social Media



north lake tahoe

Social Media Approach

Strategy

- Based upon county restrictions, North Lake Tahoe has adopted a limited posting strategy of three posts per week (optimized for each platform) focusing on responsible travel/education.
- General consumer sentiment has improved so select messages around fall and winter travel and the in-market campaign have been included.

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: **231,837**
- Total audience increased by **0.1%** with total net audience growth decreasing by **15%** compared to the previous month.
- Total Impressions: **4,020,727 (+152%)**
- Total Engagement: **86,610 (+43%)**

Insights:

- Engagements and impressions grew over the course of October. We believe this had to do with a shift back to posting beautiful scenic photos connected with safety messaging.
- Infrequent posting and lack of paid media, boosting campaigns is leading to decreased following. The boosting budget is planned to resume in November to assist.

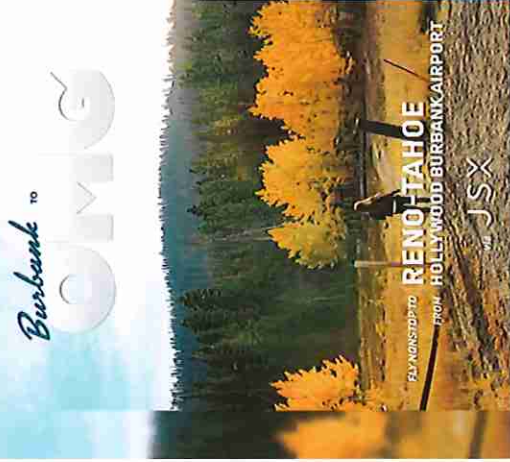


JSX Launch

In conjunction with RASC's promotion of the recent JSX Burbank to Reno-Tahoe flight launch, North Lake Tahoe JSX now flies to Reno-Tahoe International Airport from Burbank. Enjoy luxury hop-on jet service at an affordable price. Book your fall getaway now.

- 716,410 Impressions
- 407,617 Reach
- 1,000 Link Clicks

North Lake Tahoe
Published by Steven Smith · October 12 at 10:37 AM ·
Alpine autumn dreamscapes are waiting for you in North Lake Tahoe. JSX now flies to Reno-Tahoe International Airport from Burbank. Enjoy luxury hop-on jet service at an affordable price. Book your fall getaway now.



North Lake Tahoe
Published by Steven Smith · October 13 at 10:43 AM ·
Are you ready for fall adventures? JSX now offers quick, comfortable flights to Reno-Tahoe International Airport from Burbank. Hop-on and land at your mountain escape in North Lake Tahoe. We'll meet you in the mountains.

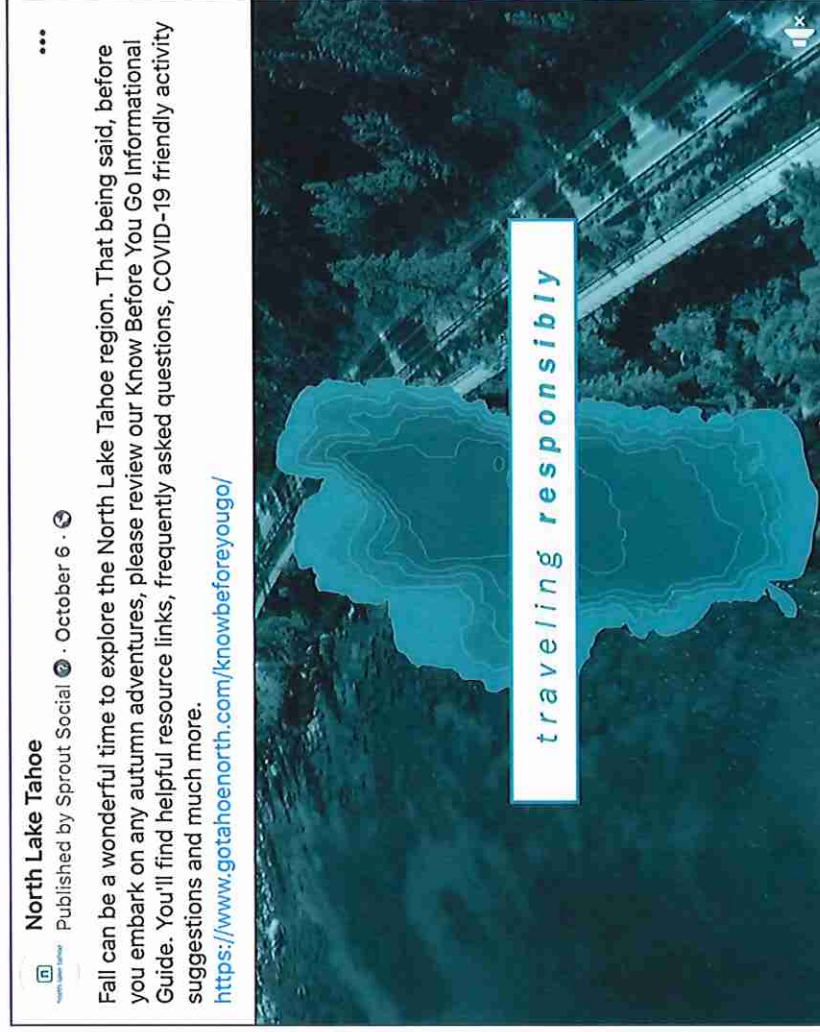


JSX.COM
JSX | Book Non-Stop Flights & Airfare
Learn More

Fall Responsible Travel

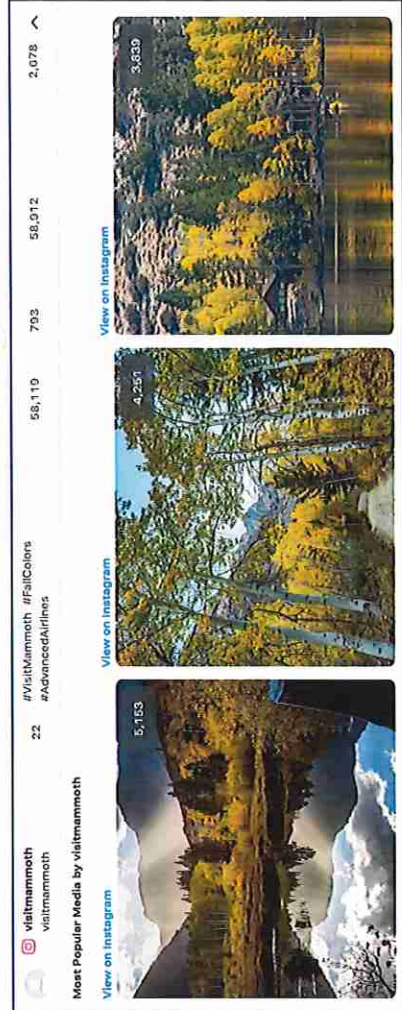
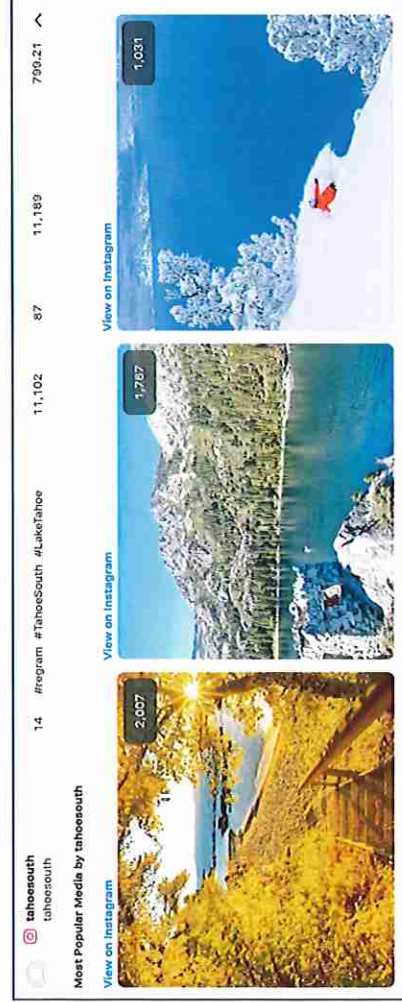
In order to properly promote responsible fall travel in North Lake Tahoe, the responsible fall travel video was promoted on Facebook and Instagram. The post was targeted to our drive markets, encouraging them to check out our "Know Before You Go" guide before they visit. The post performed incredibly well, with the following results:

- 104,032 Impressions
- 50,913 Reach
- 1,505 Link Clicks



Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In October @TahoeNorth published fewer posts than @TahoeSouth but received a larger amount of impressions and engagements. Visit Mammoth on the other hand posted an average of 5 posts a week, and yielded a large follower growth and larger engagements and impressions. Visit Mammoth has also focused almost exclusively on beautiful aspirational fall imagery, most likely to combat information surrounding its difficult fire season.



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.



Blogs & Newsletters

Key Themes:

- Sustainability
- Safety
- Support local businesses: Adaptive Tahoe Dining
- Winter Travel

Campaigns:

- Take Out Tahoe, new flight market, sustainability.



Newsletters Posted: 1

- *Explore Tahoe Flavors—Then Get Ready for Winter*
 - Open Rate 23.1% | CTR 0.9 %

Blogs Posted: 1

- *Takeout Tahoe: Exploring Inspiring Spots to Dine On-the-Go in North Lake Tahoe*
 - Page views: 131 | Avg. time on page: 02:34 (above average of 01:23)

In-Market Campaign: Take Out Tahoe

- *Take Out Tahoe Landing Page & Guide*
 - Page views: 529 (Blog + Landing Page combined)
 - Downloadable content [here](#).

A scenic landscape featuring a vibrant rainbow arching over a calm lake. The foreground is dominated by large, smooth, dark grey and brown rocks. In the background, a dense forest of evergreen trees is visible under a clear blue sky with a few wispy clouds. The overall atmosphere is peaceful and natural.

Thank You!



north lake tahoe

Chamber | CVB | Resort Association

Public Relations + Communications October 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 continue to be centered around holiday programming, a *Leave No Trace* message for fall and winter and Backcountry Safety Awareness Week (12/14-12/18).
- Presented COVID response efforts and a ski season preview (press release and video) to the Community Collaborative on Oct. 6.
- 16 Newsletters were issued in October with an average open rate of 35%. Focus remained on reopening guidance from the State of California's Blueprint for a Safer Economy, TBID Communications, the Takeout Tahoe campaign and funding opportunities for local businesses.
- Created a What's New Google Form for partners to weigh in on key pitch angles, story ideas and new information for the '20-21 winter season. 11 businesses and stakeholders participated; content will help drive the What's New Winter press release (distribution: November).
- Participated on the Visit California PR Committee Meeting on Oct. 8.
- Began planning for the bi-annual PR Summit; focus will be Crisis Communications. Save the date: Friday, Nov. 11 from 1-2:30pm
- A Welcome to Winter press release and video was distributed on Oct. 15 to media and local partners detailing the importance of planning ahead and checking resort websites in advance of winter travel. The video was shared across consumer digital channels and to date has the following results:
 - Impressions: 41,488
 - Engagements: 1,918
 - Views: 13,255

Earned Media

- Conducted a series of interviews for Women of Winter article in Moonshine Ink's November Issue. The article includes interviews with Deirdra Walsh (Northstar California), Michelle Parker (Professional Athlete; Mask UP Tahoe influencer), Kari Brandt (Diamond Peak), Jen Gurecki (Coalition Snow).
- 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:
 - Conducted a number of virtual media desksides with National, Southern California and Pacific Northwest media to talk about winter travel and FAM opportunities.
 - Crafted three story ideas for the Visit California content submission; focused on holiday travel, shop local and non-ski activities (two were featured on Visit CA channels as of Nov. 11).
 - Media pitches: Fall Getaway; Holiday Round-up, January FAMs, Cross Country Skiing options, Halloween Activities.
 - Provided photos and fact checking for destination piece in San Joaquin Magazine (print date: December)
 - Press Release Development and Distribution: Incline Village Visitor Center Renaming; Welcome to Winter
- Placements:
 - Oct. 2, 2020: Visit California Podcast (Episode 44)
 - [Future Hotel Deals Blog Post](#)
 - [23 Fall 2020 Events in California](#)
 Sends: 157K Opens: 23.6K
 - Oct. 10, 2020: Business Insider
 - [How California Ski Towns Will Welcome Back Visitors](#)
 UVM: 75,530,833; Domain Authority: 94
 - Oct. 16, 2020: Rocklin Roseville Today
 - [NORTH LAKE TAHOE PREPARES FOR SAFE WINTER SKI SEASON](#)
 UVM: 125,000
 - Oct. 16, 2020: Los Angeles Times
 - [Insiders call it the 'Secret Season,' when travel bargains are everywhere: It's happening now](#)
 UVM: 31,800,607; Domain Authority: 93
 - Oct. 20, 2020: The Mercury News (syndicated across multiple news outlets)
 - [Coronavirus changes at Lake Tahoe ski resorts will be mostly indoors](#)
 UVM: 6,380,368; Domain Authority: 91
 - Oct. 23, 2020: Diablo Magazine
 - [One Fine Weekend in West Lake Tahoe](#)
 UVM: 12,156; Domain Authority: 55



north lake tahoe

Chamber | CVB | Resort Association

FOR IMMEDIATE RELEASE

North Lake Tahoe launches *Takeout Tahoe* to support and promote regional restaurants

As cooler temperatures and capacity limitations impact restaurant operations, the North Tahoe destination offers critical support to local dining establishments.

NORTH LAKE TAHOE, Calif. (Nov. 5, 2020) – The North Lake Tahoe Resort Association (NLTRA) recently launched Takeout Tahoe, an initiative to support and promote local restaurants through fall, winter and beyond. The campaign includes a downloadable guide to help visitors and locals navigate the 150+ restaurant options in the region, a North Tahoe EATS Facebook Page, and a contest element that will award restaurant gift cards to further support eating local.

“We recognize the innate need to keep North Lake Tahoe communities safe and local businesses open,” explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “Our goal with the Takeout Tahoe campaign is to highlight the range of culinary options throughout the region and support local businesses as they continue to modify operations due to state guidance and cooler temperatures.”

The Takeout Tahoe Guide includes in-depth information about North Tahoe’s communities along with a listing of restaurants currently offering curbside pick-up. Throughout November and December, the NLTRA is awarding \$150 in restaurant gift cards to one lucky winner, enter by submitting your restaurant receipt to one of two North Lake Tahoe Visitor Centers (located in Incline Village and Tahoe City).

The NLTRA recognizes that To-Go options mean extra waste. Included with all Takeout Tahoe promotional materials is an underlying theme that reinforces a Leave No Trace message. Businesses are asked to communicate the following with guests and patrons:

- Use proper receptacles and make sure the garbage ends up inside. If a trash bin is full, find another.
- Pack it in, pack it out -- bring a reusable bag to store your waste.
- Be mindful about food storage -- don't store food in your car and adhere to trash regulations if you're in a vacation rental. Use bear boxes and make sure to lock it.

For more information about the Takeout Tahoe campaign, visit GoTahoeNorth.com.

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Press Contact:

Liz Bowling, North Lake Tahoe Resort Association

liz@gotahoenorth.com or (303) 726-7104



north lake tahoe

FOR IMMEDIATE RELEASE

WHAT'S NEW AND HOW TO SAFELY ENJOY NORTH LAKE TAHOE THIS WINTER

New and familiar experiences have been bolstered by significant investments designed to ensure the health and safety for residents and visitors

NORTH LAKE TAHOE, Calif. (Nov. 9, 2020) - The resilient businesses and communities that make up the North Lake Tahoe region are prepared to welcome visitors this winter with a variety of outdoor activities that provide an opportunity to take a deep breath, spread out and reconnect with nature. New and familiar experiences have been bolstered by significant investments designed to ensure health and safety. To help slow the spread of COVID-19 and keep businesses open, face coverings are required, and responsible recreation and leave no trace ethics are strongly encouraged. Guests are also asked to maintain physical distance from others while at Tahoe area ski resorts, businesses, on trails, public lands and other recreational areas.

“Despite the challenges the world has faced over the past nine months, our business community, residents and visitors have quickly adapted to new protocols in support of our tourism-based economy,” said Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. “The businesses in our region are incredibly resilient and have put tremendous thought and effort into ensuring they can operate safely and welcome visitors to our community. With 12 ski resorts and plenty of space to get outdoors, we are excited to welcome visitors back to enjoy the crisp, clean mountain air in North Lake Tahoe.”

What's New for Winter 2020-21

- Takeout Tahoe is a new initiative to support and promote local restaurants, the campaign includes a downloadable guide to help visitors and locals navigate the 150+ restaurant options in the region, a North Tahoe EATS Facebook Page, and a contest element that will award restaurant gift cards to further support eating local. gotahoenorth.com
- Starting on Nov. 28 (Small Business Saturday), North Lake Tahoe will kick off a five-week shopping challenge, encouraging locals and visitors to shop local. The free shopping contest will run through the Goosechase App, awarding players points as they shop through five distinct districts in the region. gotahoenorth.com
- A coalition of avalanche safety, nonprofit and winter backcountry organizations have established Dec. 14-18 as Tahoe Backcountry Safety Awareness Week to amplify messaging around backcountry safety and avalanche education opportunities. This week-long series of educational videos will lead up to a live panel of local professional athletes who will provide learning opportunities and resources for the public. takecaretahoe.org
- Free backcountry or avalanche clinics hosted by AlpenGlow Expeditions on select dates in The Village at Squaw Valley. alpenglowexpeditions.com
- A full lineup of intimate, seated and socially distanced live music concerts at the Crystal Bay Club Casino. crystalbaycasino.com
- Dining reservations and cashless transactions at Diamond Peak. diamondpeak.com
- New technology and on-mountain upgrades including RFID ticketing and scanning, online food and beverage ordering and cashless transactions at Homewood Mountain Resort. skihomewood.com
- Guided hikes and outdoor activities for resort guests staying at the Hyatt Regency Lake Tahoe Resort, Spa and Casino including morning meditation, “Paint and Sip in the Pines” art class, and a pinecone hunt for families. hyatt.com

- New snowmaking and a refreshed Kids Adventure Zone near Powder Bowl with wood carved animals including bears and pine martens at Northstar California Resort. northstarcalifornia.com
- Nearly \$5 million in upgrades at Mt. Rose Ski Tahoe, including new snowmaking and a snowmaking storage tank, new first aid facility, a winch cat and trail grading to offer a high quality snow surface all season long. skirose.com
- Enjoy an al fresco Après Ski Experience at The Ritz-Carlton, Lake Tahoe, featuring Moët & Chandon Ice Imperial, Blanc and Rose, and a raw bar of chef favorites. ritzcarlton.com/laketahoe
- Online ordering and covered outdoor dining on the patio at River Ranch. riverranchlodge.com
- Find new hand-sanitizing stations, more outdoor seating and mobile food ordering at Squaw Valley Alpine Meadows. A fleet of electrostatic sanitizing sprayers were also purchased, with the resort investing nearly \$1 million in health and safety measures. squawalpine.com
- Sugar Bowl Resort installed RFID lift gates to provide touchless scanning, and will introduce its new “Care Team” this winter, responsible for resort sanitation and cleanliness and communicating with guests about the resort’s COVID-19 policies. sugarbowl.com
- Advance reservations and face coverings are required for ice skating, the sled hill, cross country ski and snowshoeing at the Tahoe City Winter Sports Park. tcpud.org/winter

Resort Opening Dates (weather and conditions permitting)

- Boreal Mountain California: Nov. 23, 2020
- Diamond Peak: Dec. 10, 2020
- Donner Ski Ranch: TBD
- Granlibakken Tahoe Resort: TBD
- Homewood Mountain Resort: Dec. 11, 2020
- Mt. Rose Ski Tahoe: TBD
- Northstar California: Nov. 20, 2020
- Royal Gorge: Nov. 27, 2020
- Soda Springs: Nov. 27, 2020
- Squaw Valley Alpine Meadows: Nov. 25, 2020
- Sugar Bowl: Nov. 27, 2020
- Tahoe City Winter Sports Park: Nov. 27, 2020
- Tahoe Donner Downhill Ski Resort Dec. 11, 2020
- Tahoe Donner Cross-Country Ski Center: Nov. 27, 2020
- Tahoe XC: TBD

Learn or Do Something New

- Take an AIARE 1 avalanche course with Alpenglow Expeditions. Learn in a digital classroom before spending two full days outdoors with experienced guides in small groups. Teen classes offered over the holidays. alpenglowexpeditions.com
- Go sledding at Granlibakken Tahoe. Tickets available in 1.5-hour time blocks will only be sold online in advance. granlibakken.com
- Explore the forest under your own power by learning to skate, cross country ski or snowshoe at Tahoe XC. tahoexc.org
- Take a relaxing stroll along one of the paved, plowed paths along Lake Tahoe and the Truckee River. tcpud.org/trails

Access & Recreate in North Lake Tahoe Safely

“Know Before You Go” has become the mantra and best practice adopted by businesses large and small in North Lake Tahoe. As the region responds to ever-changing protocols required by local, state and federal health officials, patrons are encouraged to review the region’s [Know Before You Go guide](#) and check directly with businesses and lodging properties before visiting to understand current procedures as they are subject to change. Many businesses, including ski areas, restaurants and other outdoor activities, are requiring advance reservations or tickets to manage visitation levels that allow for physical distancing, and are not offering the ability to purchase on-site.

With an uptick in backcountry gear sales indicating more people may venture out this year than ever before, the Know Before You Go concept also applies to backcountry exploration. Plan to take an AIARE 1 avalanche course beforehand, frequently check resources like the Sierra Avalanche Center for conditions updates, and be prepared for changing weather before heading out. First responders may not be able to locate those in backcountry areas quickly, so being prepared and remembering there's always more to learn about recreating safely in the backcountry is critical.

Leave No Trace

Whether it's food waste or a broken sled, to keep Tahoe beautiful remember to pack out what you pack in--it's the right thing to do. North Lake Tahoe has animal proof trash and recycle bins throughout the region. If one is full, find another and help keep the animals that live here wild.

Learn more about what to expect and how to travel and recreate responsibly in North Lake Tahoe at gotahoenorth.com/knowbeforeyougo.

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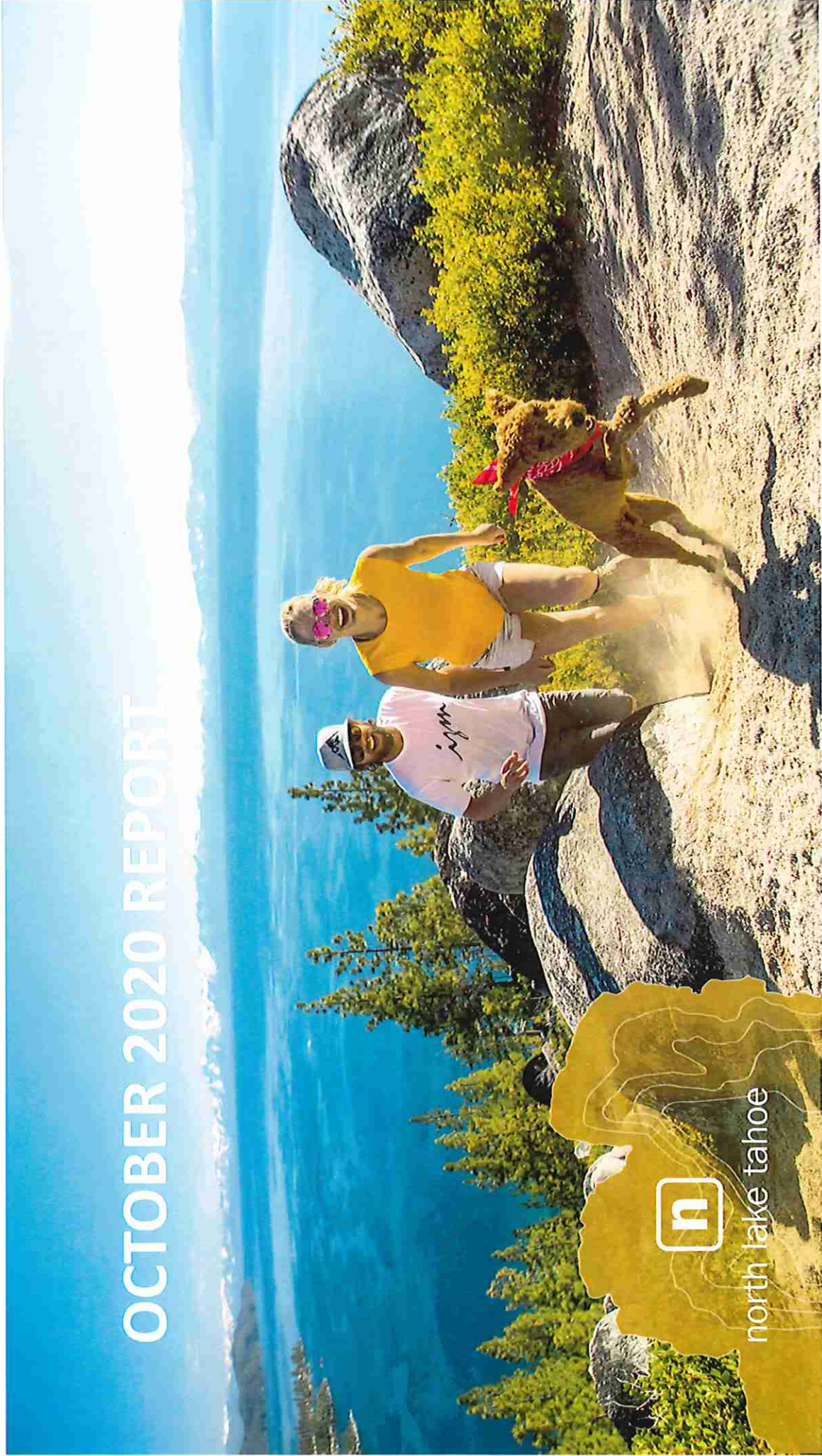
About North Lake Tahoe

North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts (the highest concentration of resorts in North America), hundreds of miles of trails, half a dozen communities, and a growing number of nationally recognized human-powered activities. With mindfulness and environmental sustainability at its core, this year-round playground is an ideal setting for adventure-bound travelers to reconnect with natural beauty. Learn more at GoTahoeNorth.com and explore [Know Before You Go](#) content that includes a [guide](#) to help navigate the region safely, and offers sample itineraries, road trip suggestions and points of interest across North Lake Tahoe.

Press Contact:

Liz Bowling, North Lake Tahoe Resort Association
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OCTOBER 2020 REPORT



north lake tahoe

Executive Summary

- October saw an increase in traffic as well as conversions. The new influx of visitors has allowed for optimizing personas and performance in the current COVID-19 environment.
- Time on Site (TOS) conversions have increased substantially, suggesting high quality traffic, targeting, creative, messaging and that consumers are looking for more information during the COVID-19 pandemic.
- Mobile traffic has a commanding presence and continues to perform well.
- Average CPC of \$1.01 suggests a good balance between quality traffic and efficient audience acquisition.



Overview by Campaign

Report Date
10/1/2020 to 10/31/2020

- October saw a large increase in impressions with high TOS conversions, confirming high quality and efficient targeting.
- A CTR of 0.76% is average among large audience numbers.

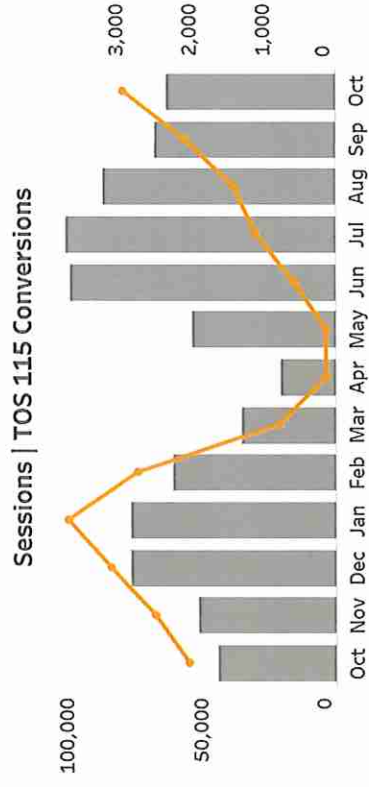
4,572,676
IMPRESSIONS

34,641
CLICKS

\$1.01
COST PER CLICK

2,991
PRIMARY
CONVERSIONS

\$11.65
PRIMARY CPC



Campaign Name	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button
Consumer	4,572,676	34,641	0.76%	\$1.01	\$34,851.79	2,991	\$11.65	76
Total	4,572,676	34,641	0.76%	\$1.01	\$34,851.79	2,991	\$11.65	76

Website Performance

Report Date
10/1/2020 to 10/31/2020

20,306
SESSIONS

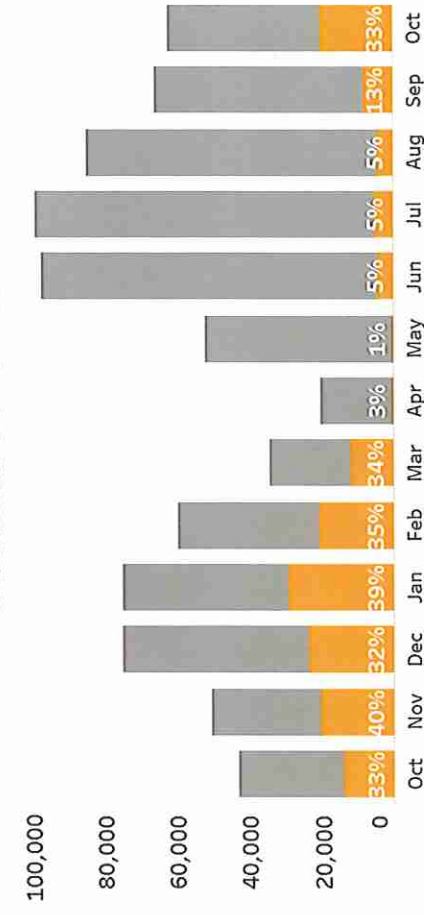
00:00:28
SESSION DURATION

1.4
PAGES PER SESSION

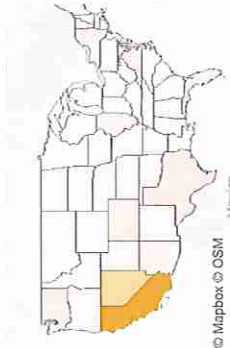
86%
NEW USER SESSION RATE

85%
BOUNCE RATE

Website Sessions From Ads



Top Regions	Sessions
California	43,226
Nevada	4,189
Texas	1,532
Washington	1,330
Colorado	1,145



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	185	240	00:00:23	1.3	81.62%
Email	3,072	3,579	00:00:23	1.2	89.55%
Native	8	18	00:00:54	2.3	25.00%
Paid Search	5,700	11,383	00:01:01	2.0	66.30%
Paid Social	11,341	13,137	00:00:13	1.2	92.69%
Total	20,306	28,357	00:00:28	1.4	84.68%

Overview by Medium

Report Date
10/1/2020 to 10/31/2020

- Display continues to have the highest impressions filling the upper funnel.
- Paid Search is driving the highest conversions at the bottom of the funnel.
- Paid Social is driving the middle and bottom of the funnel quite well with high TOS conversions.

4,572,676
IMPRESSIONS

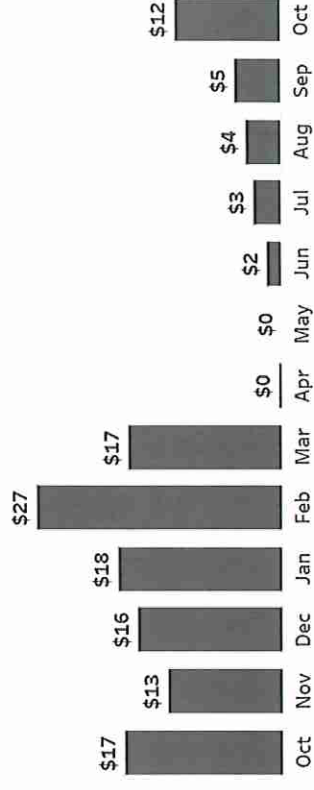
34,641
CLICKS

\$1.01
COST PER CLICK

2,991
PRIMARY
CONVERSIONS

\$11.65
PRIMARY CPC

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button
Display	2,787,343	6,084	0.22%	\$2.32	\$14,118.74	456	\$30.96	13
Paid Search	406,553	5,867	1.44%	\$2.07	\$12,132.02	1,352	\$8.97	124
Paid Social	1,378,780	22,690	1.65%	\$0.38	\$8,601.03	1,183	\$7.27	63
Total	4,572,676	34,641	0.76%	\$1.01	\$34,851.79	2,991	\$11.65	200

Display Performance by Placement

Report Date
10/1/2020 to 10/31/2020

2,787,343
IMPRESSIONS

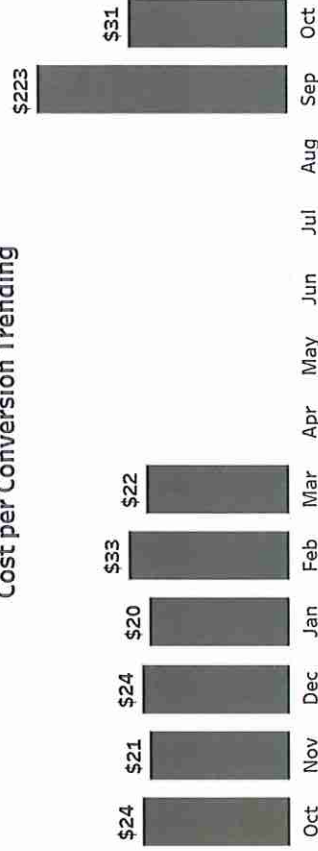
6,084
CLICKS

13
BOOK NOW
CONVERSIONS

\$31
COST PER
TOS CONVERSION

Cost per Conversion Trending

- October Display saw an above average CTR of 0.23%.
- Our TOS conversions are slightly below average and pre-COVID-19 levels.
- TripAdvisor is performing at average conversion levels.



Platform	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button
Programmatic Display	2,567,043	5,814	0.23%	\$2.43	\$14,118.74	391	\$36.11	5
Trip Advisor	220,300	270	0.12%	\$5.71	\$1,542	65	\$23.72	8
Total	2,787,343	6,084	0.22%	\$4.01	\$15,660.74	456	\$29.92	13

Display Performance by Creative

Report Date
10/1/2020 to 10/31/2020

- The Jones Family target has the highest CTR at 0.26%, growing from the lowest CTR last month.
- The Know Before You Go guide has the highest number of conversions by far.
- Retargeting (RT) conversions are providing the lowest CTR at .17%.
- All display ads surpassed industry benchmarks (0.08%-0.1%).

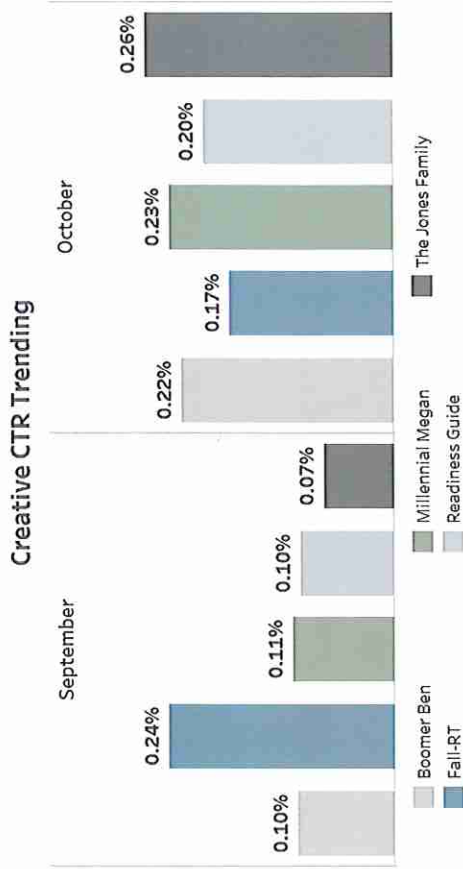
2,787,343
IMPRESSIONS

6,084
CLICKS

456
TOS 115
CONVERSIONS

13
BOOK NOW
CONVERSIONS


\$31
COST PER
TOS CONVERSION



Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button
Boomer Ben	582,629	1,288	0.22%	\$2.24	\$2,890.92	86	\$33.62	5
Millennial Megan	443,266	1,037	0.23%	\$2.03	\$2,106.32	58	\$36.32	1
The Jones Family	542,769	1,402	0.26%	\$2.05	\$2,872.21	95	\$30.23	3
Readiness Guide	1,005,492	1,992	0.20%	\$2.55	\$5,076.76	148	\$34.30	4
Fall-RT	213,187	365	0.17%	\$3.21	\$1,172.53	69	\$16.99	4
Total	2,787,343	6,084	0.22%	\$2.32	\$14,118.74	456	\$30.96	13

Display Ad Examples

Boomer Ben




WE'RE PREPARED TO WELCOME YOU BACK SAFELY

north lake tahoe
get back to nature

PLAN NOW

Imp: 583K
Clicks: 1,288
CTR: 0.22%
TOS Conv: .86
CVR: 6.68%

Millennial Megan



YOUR SAFETY IS IN OUR NATURE

north lake tahoe
get back to nature

PLAN NOW

Imp: 443K
Clicks: 1,037
CTR: 0.23%
TOS Conv: 58
CVR: 5.59%

The Jones Family




WE GIVE SAFE TRAVELS NEW MEANING

north lake tahoe
get back to nature

PLAN NOW

Imp: 543K
Clicks: 1,402
CTR: 0.26%
TOS Conv: 95
CVR: 6.78%

Readiness Guide



VIEW OUR KNOW BEFORE YOU GO INFORMATIONAL GUIDE

north lake tahoe
get back to nature

PLAN NOW

Imp: 1M
Clicks: 1,992
CTR: 0.20%
TOS Conv: 148
CVR: 7.43%

Paid Search Performance

Report Date
10/1/2020 to 10/31/2020

The Evergreen and General ad sets had click through rates that exceeded the 1.9-2% industry average.

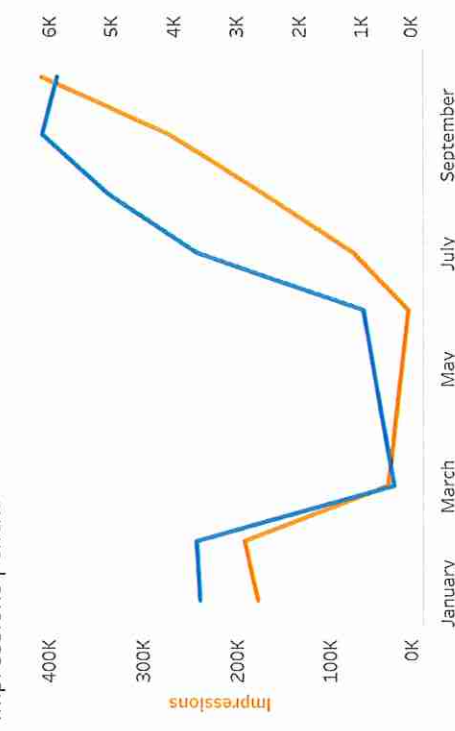
Ad Group Performance

Ad Group	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Book Now Conversions
Consumer 2020-21	3,799	323	8.50%	\$267.72	\$1.21	140	13
Evergreen - Local	40,537	837	2.06%	\$943.85	\$0.89	299	27
Evergreen - Vacation	16,390	987	6.02%	\$943.91	\$1.05	305	28
General	274,700	2,629	0.96%	\$4,975.27	\$0.53	439	40
LA	6,906	98	1.42%	\$979.56	\$0.10	8	1
MB	41,005	677	1.65%	\$3,001.39	\$0.23	129	12
SanFran	23,216	316	1.36%	\$1,020.32	\$0.31	32	3
SB							

406,554
IMPRESSIONS

5,867
CLICKS

Impressions | Clicks

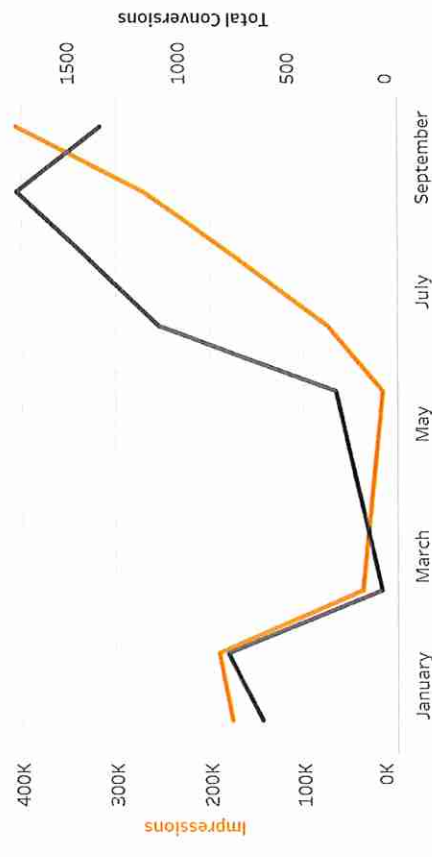


1,351
TOS 115
CONVERSIONS

122
BOOK NOW
CONVERSIONS

\$0.48
PRIMARY CPC

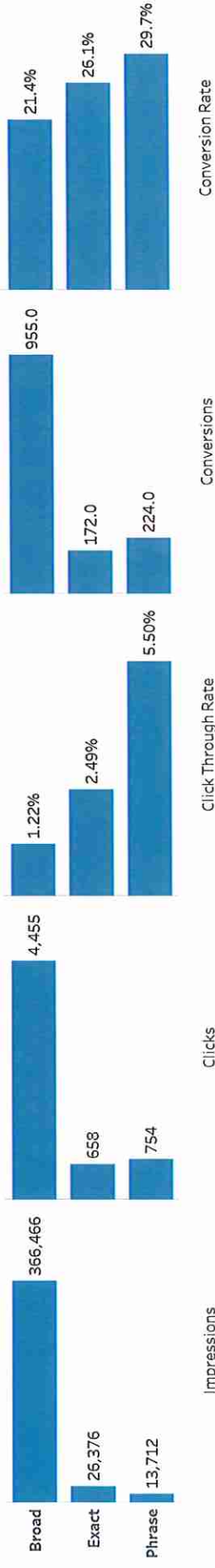
Impressions | Conversions



Paid Search Summary

Report Date
10/1/2020 to 10/31/2020

Keyword Match Type Performance



Campaign Performance

Campaign	Impressions	Cost	Clicks	Click Through Rate	Cost per Click	Conversions
Evergreen - Local	3,799	268	323	8.50%	\$1.21	140
Evergreen - Vacation	40,537	944	837	2.06%	\$0.89	299
Fall 2020-2021	345,827	9,977	3,720	1.08%	\$0.37	608
General	16,390	944	987	6.02%	\$1.05	305

Paid Search by Keyword

Report Date
10/1/2020 to 10/31/2020

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
+fishing	168,861	536	\$0.45	0.32%	\$1,187.02	85	15.9%	\$14.04
+hiking	45,900	267	\$0.23	0.58%	\$1,147.52	61	22.8%	\$18.08
+kayaking	19,867	231	\$0.35	1.16%	\$650.99	38	16.5%	\$17.89
+beaches	16,070	224	\$0.26	1.39%	\$867.18	23	10.3%	\$29.72
lake tahoe	13,712	754	\$1.08	5.50%	\$696.24	224	29.7%	\$3.09
+mountain +biking	13,611	125	\$0.39	0.92%	\$317.62	13	10.4%	\$20.75
+boating	11,553	195	\$0.39	1.69%	\$495.49	28	14.4%	\$14.95
+camping +California	10,370	757	\$0.40	7.30%	\$1,883.08	127	16.8%	\$14.56
fishing	10,134	35	\$1.00	0.35%	\$34.83	5	14.3%	\$13.52
+hotel	5,606	11	\$1.01	0.20%	\$10.85	4	36.4%	\$4.45
+hotels	5,362	10	\$0.88	0.19%	\$11.39	1	10.0%	\$4.45
+vacation	4,975	49	\$0.94	0.98%	\$51.86	16	32.7%	\$3.34
mountain biking	4,425	30	\$0.81	0.68%	\$36.99	4	13.3%	\$19.10
+best +camping	4,410	304	\$0.43	6.89%	\$707.62	40	13.2%	\$14.56
+vacations	4,378	42	\$0.93	0.96%	\$45.17	14	33.3%	\$3.34
+horseback +riding	4,345	168	\$0.45	3.87%	\$374.92	16	9.5%	\$22.76
+paddle +boarding	4,082	45	\$0.27	1.10%	\$165.14	12	26.7%	\$16.79
+casinos	3,876	12	\$2.40	0.31%	\$5.01	1	8.3%	\$4.38
+lodging	3,760	12	\$0.81	0.32%	\$14.76	6	50.0%	\$2.24
+outdoor +hiking	2,746	0		0.00%	\$0.00			\$14.76
+north +tahoe	2,701	278	\$0.96	10.29%	\$289.31	126	45.3%	\$2.56
+beaches +California	2,485	19	\$0.46	0.76%	\$41.03	7	36.8%	\$25.35
+stand +up +paddle +boar..	2,198	6	\$0.33	0.27%	\$18.06			\$11.81
+resort	2,026	41	\$0.88	2.02%	\$46.74	11	26.8%	\$4.32
+fishing +California	1,773	22	\$0.31	1.24%	\$71.24	2	9.1%	\$14.04

Social Ad Performance

Report Date
10/1/2020 to 10/31/2020

1,378,780
IMPRESSIONS

22,690
CLICKS

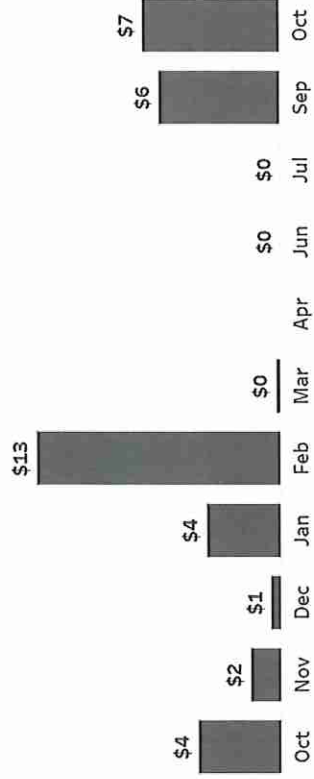
1,183
PRIMARY
CONVERSIONS

63
SECONDARY
CONVERSIONS

\$7.27
PRIMARY CPC

- The Know Before You Go guide performed well on social and had the highest conversion rate from all the prospecting groups at 3.09%.
- The MaskUp campaign had great engagement and the highest conversion rate amongst all ad groups.
- All ad groups are by far surpassing the average CTR of .89%. Boomer Ben had the highest CTR, but the Retargeting ads have the most conversions.

Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion	Book Now Button	Conversion Rate
Prospecting	Boomer Ben	355,465	8,461	2.38%	\$0.29	\$2,466.93	92	\$26.81		1.09%
	Millennial Megan	231,548	3,413	1.47%	\$0.43	\$1,453.20	44	\$33.03	3	1.29%
	The Jones Family	173,232	2,030	1.17%	\$0.44	\$887.00	54	\$16.43	7	2.66%
	Readiness Guide	304,645	3,401	1.12%	\$0.32	\$1,077.02	105	\$10.26	9	3.09%
Retargeting	Fall-RT	207,940	3,763	1.81%	\$0.51	\$1,915.75	468	\$4.09	36	12.44%
	Maskup	105,950	1,622	1.53%	\$0.49	\$801.13	420	\$1.91	8	25.89%
Total		1,378,780	22,690	1.65%	\$0.38	\$8,601.03	1,183	\$7.27	63	5.21%

Social Ad Examples

Boomer Ben

North Lake Tahoe Sponsored

Vibrant colors, fresh air, smaller crowds and special mid-week pricing. Nothing compares to the magic of fall during our Secret Season.

GOTAHENORTH.COM
Get Back to Nature
Safely plan the perfect fall getaway.

LEARN MORE

Impressions: 355K
Clicks: 8,461
CTR: 2.38%
TOS Conversions: 92
CVR: 1.09%

Millennial Megan

North Lake Tahoe Sponsored

Work less and play more. Discover fewer crowds and more mid-week specials during North Lake Tahoe's Secret Season.

GOTAHENORTH.COM
Your Safety Is In Our Nature
Plan the perfect fall getaway.

BOOK NOW

Impressions: 231K
Clicks: 3,413
CTR: 1.47%
TOS Conversions: 44
CVR: 1.29%

The Jones Family

North Lake Tahoe Sponsored

We're prepared to welcome you back safely. Reconnect with loved ones, indulge in fall flavors and get back to nature.

GOTAHENORTH.COM
Savor the Secret Season
Plan the perfect fall getaway.

BOOK NOW

Impressions: 173K
Clicks: 2,030
CTR: 1.17%
TOS Conversions: 54
CVR: 2.66%

Readiness Guide

North Lake Tahoe Sponsored

Know before you go - check out our informational guide to safely plan your getaway during our Secret Season.

GOTAHENORTH.COM
Your Safety Matters
Get back to nature this fall.

BOOK NOW

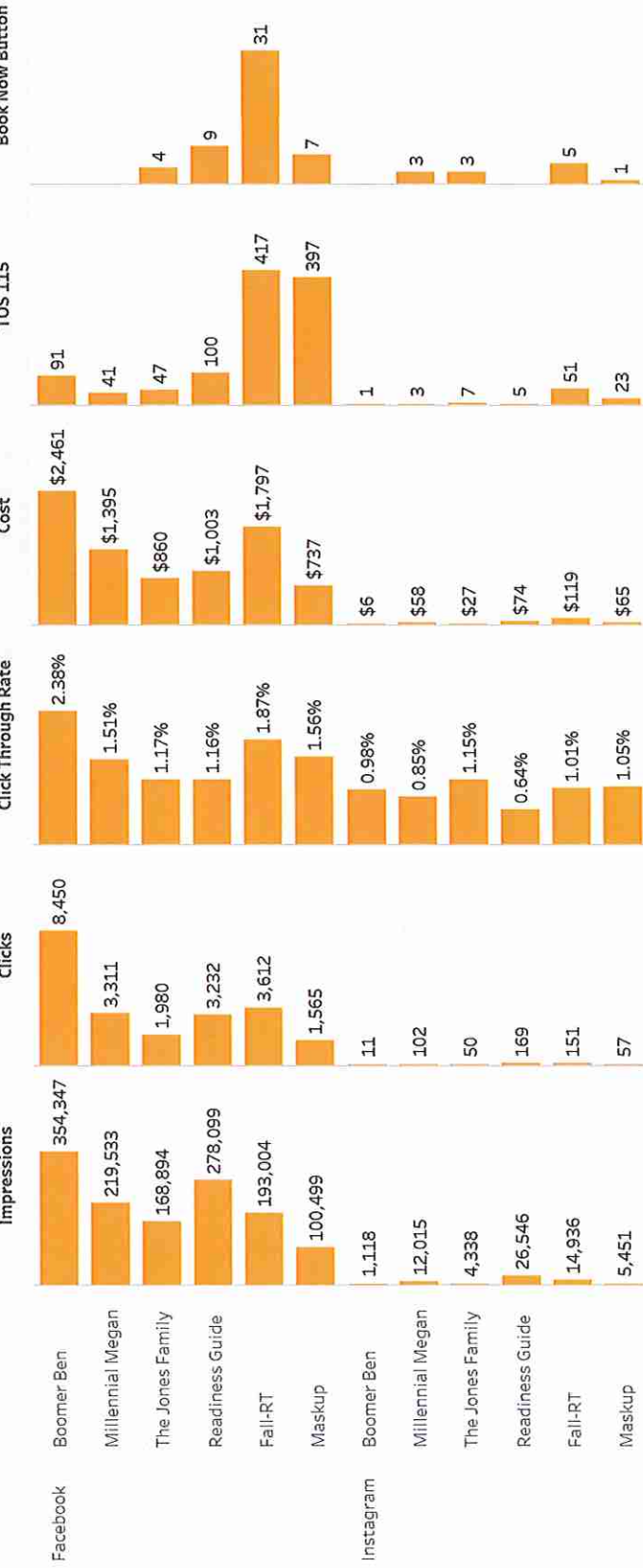
Impressions: 304K
Clicks: 3,401
CTR: 1.12%
TOS Conversions: 105
CVR: 3.09%

Paid Social Creative Performance

Report Date
10/1/2020 to 10/31/2020

Creative Performance

1,378,780
IMPRESSIONS



22,690
CLICKS

1,183
PRIMARY
CONVERSIONS

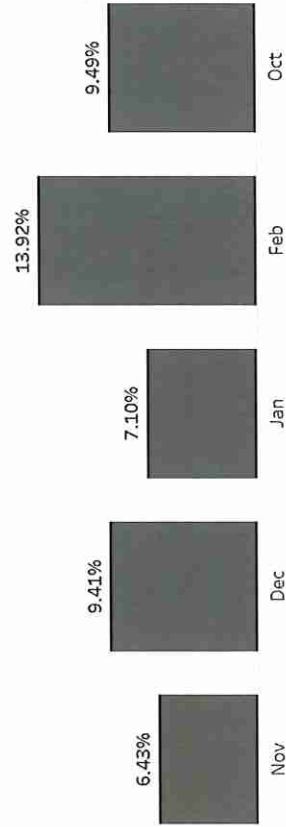
63
SECONDARY
CONVERSIONS

\$7.27
PRIMARY CPC

Email Performance by Placement

Report Date
10/1/2020 to 10/31/2020

Email CTR by Send Date



- October had one paid email that performed above average with the lowest cost per conversion in all media channels.
- High open rates and high conversion rates show good quality in traffic from email.
- The CTR was 9.49%, well above the industry average of 2-2.25% CTR.

31,223
OPENS

2,963
CLICKS

789
TOS 115
CONVERSIONS

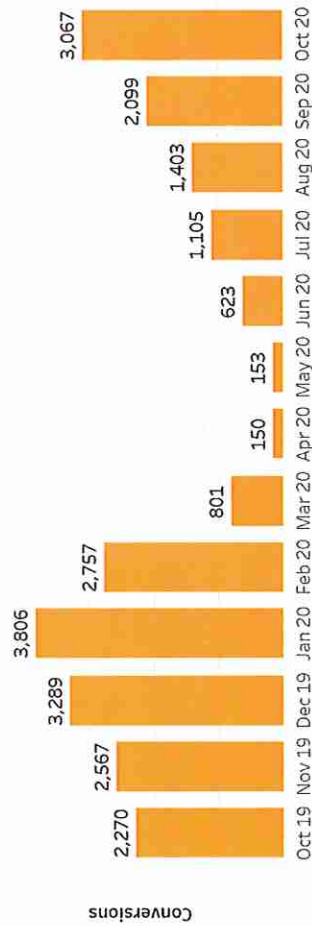
4
BOOK NOW
CONVERSIONS

\$5.28
COST PER
TOS CONVERSION

Campaign	Delivered	Opens	Open Rate	Clicks	CTR	TOS 115 Conversions	Conversion Rate	Spend	Cost per TOS Conversion	Book Now Conversions
Consumer	208,150	31,223	15.00%	2,963	9.49%	789	26.63%	\$4,163.00	\$5.28	4
Total	208,150	31,223	15.00%	2,963	9.49%	789	26.63%	\$4,163.00	\$5.28	4

Trending Performance

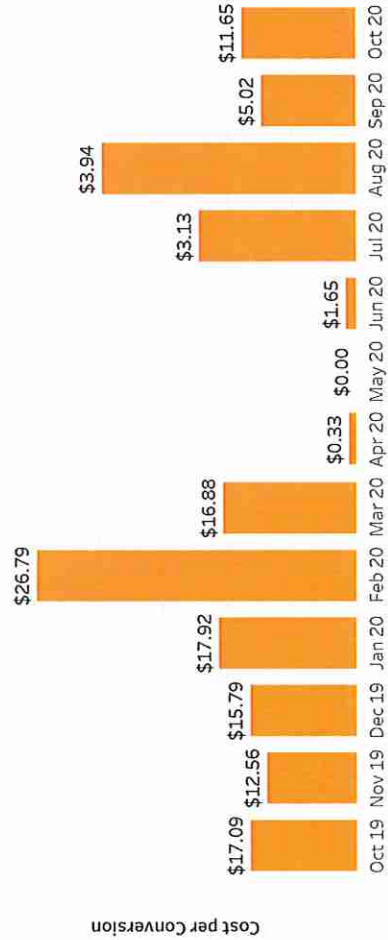
TOS 115 & Book Now Conversions



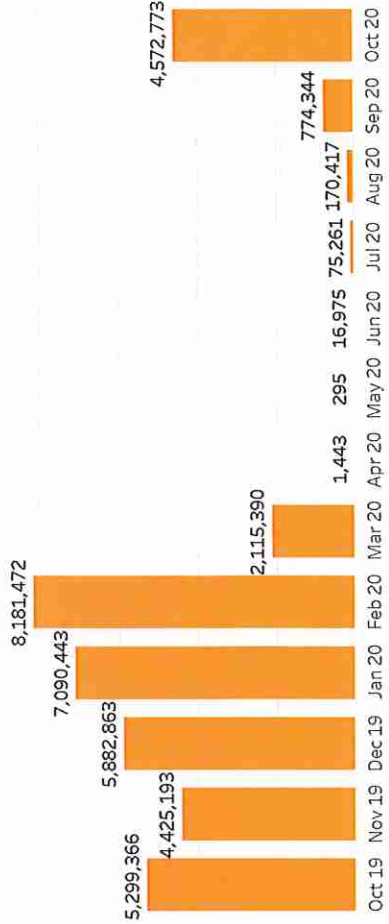
Website Sessions



Cost per TOS 115 Conversion



Impressions



RECOMMENDATIONS

OVERALL

- Continue using mobile-friendly content and load times to optimize for our high-tech audience.

SOCIAL

- Continue to highlight the Know Before You Go visitor readiness guide and include COVID-19 friendly winter activities.
- Develop and promote winter Mask Up campaign assets.

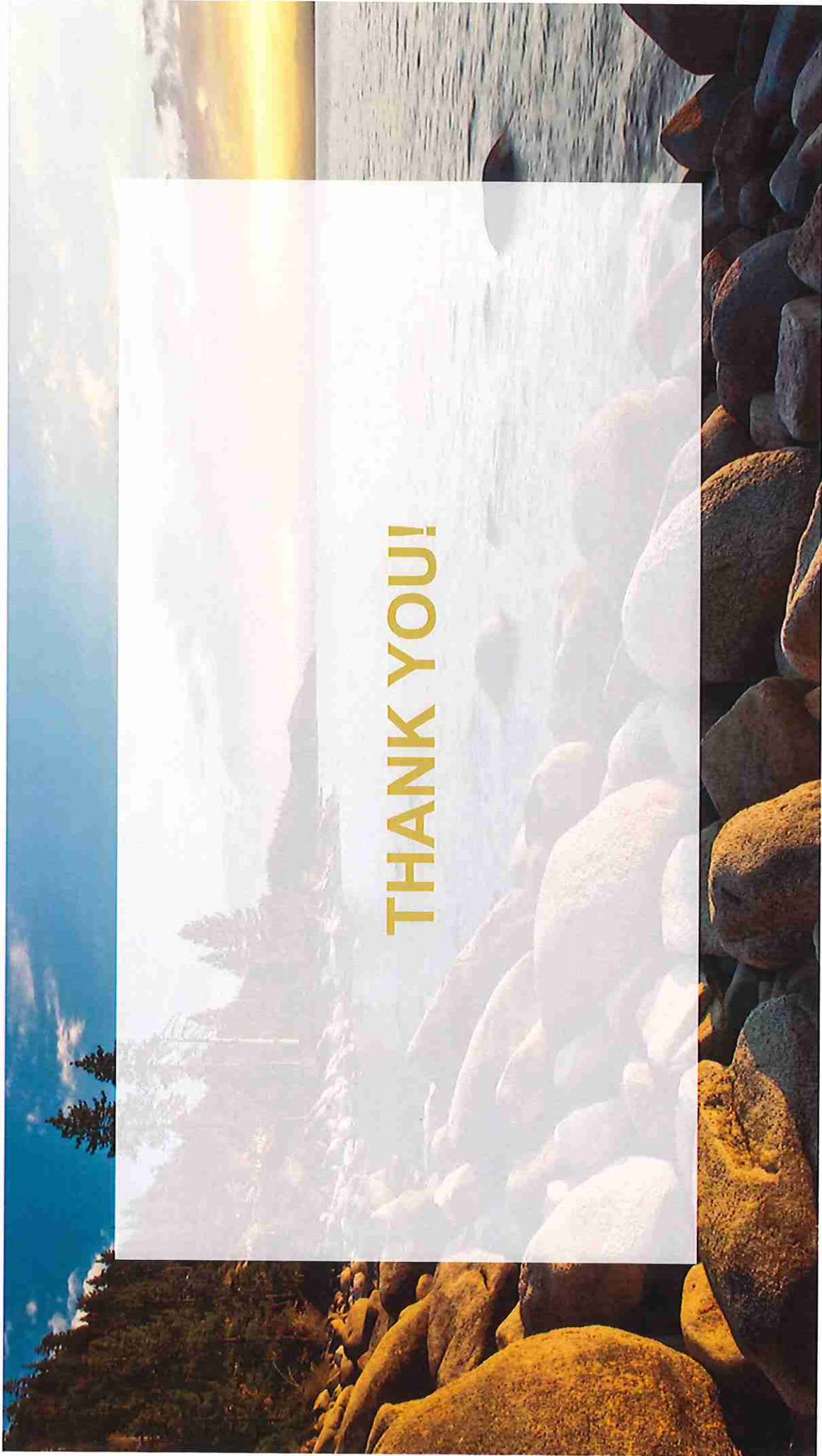
DISPLAY

- Display is performing well and above average. Continue to optimize through targeting.

SEARCH

- Phrase Keywords are performing well. Continue adding more long tailed phrases.
- CPA's and conversion rates are performing well and we will use the same messaging types and examples when switch from fall to winter.





THANK YOU!