

December Departmental Reports

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December 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. BASF- Innovation Symposium, 11/4/2021-11/8/2021, 700 room nights, 300 people

NEW INQUIRIES:

1. HPN – 75565, 5/22/2021-5/26/2021, 220 room nights, 110 people
2. Asian Real Estate Association – 2021 Fair Housing & Diversity Meeting, 4/7/2021-4/9/2021, 100 room nights, 100 people
3. Neustar, Inc. - COE Event, 9/20/2021-9/25/2021, 165 room nights, 80 people
4. Believe Media – Film Crew & Production, 1/20/2021-1/23/2021, 180 room nights, 60 people
5. Two Rock Ventures – Scouting Location Crew, 12/26/2020-1/1/2020, 42 room nights, 6 people

CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS

- Staff created and finalized the NLT CRM IDSS Sales Training Manual
- Staff continues to add additional/new planners from MPI to our IDSS database
- Staff reach out to new HelmsBriscoe Associates the joined the organization with welcome emails with our new incentive along with conference resources.
- Newsletters:
 - Season's Greetings newsletter went out on December 22, 2020 to 1686 planners located in West Coast States. The e-blast newsletter had a 25% open rate.
 - Happy Holidays newsletter went out on December 23, 2020 to 817 planners in the Central and South East State. The e-blast newsletter had a 16% open rate.
 - Know Before You Go – MCC Guide to database of 500 meeting planners. The e-blast newsletter had a 16% open rate.

TRADE SHOWS & EVENTS:

- December 7, 2020 HPN Annual Partner Conference
 - Attached is the summary.
- December 16-17, 2020, CalSAE Seasonal Spectacular Virtual Trade Show. Staff attended this event with representatives from Resort at Squaw Creek and Village at Squaw Valley. This year's event had 280 meeting planners register and attend. Staff and our property representatives had 47 appointments. See the attached recap for further information on the event along with the CVB's appointments.
 - Attached is the summary.

MARKETING & PUBLIC RELATIONS:

- Launched the Know Before You Go Meeting & Conventions Guide

- Launched the marketing plan for the Know Before You Go MCC Guide, which includes:
 - Lead Generation Program
 - LinkedIn Ads
 - Programmatic Display Ads
 - Email Newsletters
 - Paid Search
 - Meetings Today Advertorial

SITE INSPECTIONS:

Staff joined on the recent virtual site on Dec 3, 2020:

- **American Bar Association** - 2022 Planning Retreat - 178 room nights, 50 people – This program had chosen North Lake Tahoe for 2021 and was deciding between the Hyatt Regency and the Resort at Squaw Creek. Initial virtual sites have already been conducted. They are now only considering 2022 for back to back meetings with the Fall Conference below.
- **American Bar Association** – 2022 Fall Conference - 835 room nights, 500 people – This program had chosen North Lake Tahoe for 2021 but decided to not hold this meeting in 2021. Initial virtual sites had already been conducted.

CHICAGO EFFORTS:

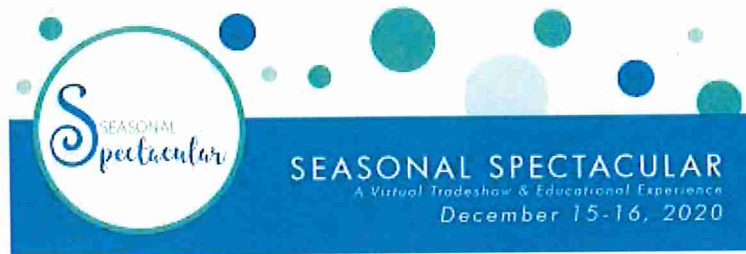
- North Lake Tahoe was featured on the Chicago Destination Reps social media sites, Facebook, Instagram and Linked-In.
- Mailed and personally dropped off Christmas/Holiday Cards and Lake Tahoe masks to top clients.
- Participated in a Live Community Service Event at the Chicago Food Depository with clients and the Destination Reps. Dec 2nd, 2020

HPN 2020 Annual Global Partner Conference December 7-8

Bart Peterson attended the conference virtually. This years event was a hybrid event with attendees in person in Scottsdale, AZ and virtually. He had 20 scheduled appointments and one no-show. HPN is the only major company of its kind that operates its own internal sourcing system. Planners stressed the value of their network for referrals. Here are the appointment highlights:

1. NEW lead: 75565 L&HM Incentive 2022 for 110 people May 22-26, 2022. Sourced Granlibakken, Village at Squaw Valley, Resort at Squaw Creek, Northstar and Ritz-Carlton.
2. Brien Arone, Vice President, Global Accounts. Sarasota, FL. Potential program for 75 people on average in Spring 2021. 15 year background with Ritz-Carlton.
3. Jessica Bernhardt, Vice President, Global Accounts. South Carolina. Client base executive level groups on the East Coast. Potential program of 60 people on peak Fall 21'.
4. Allison Chagnon-Cavalluzzi, Vice President, Global Accounts. South Carolina. Possible program third week of July 21' for 40 person board meeting.
5. Tracy Stein, Vice President, Global Accounts. Chicago, IL. Very familiar with our destination as she lived in Incline Village previously and close friends with our Chicago Rep, Denise Cmiel.
6. Paul Miller based in Sacramento, knows our destination very well, values CVB relationship, no current RFP's however.
7. Shelagh Fuller, VP, Global Sales. Phoenix, AZ.
8. Tulcy Jones, Vice President, Global Accounts. Phoenix, AZ. Referred me to Christine Kavanagh who has program 75565 L&HM Incentive 2022 for 110 people May 22-26, 2022, which she sourced NLT properties as a result.

9. Steve Griffith, Vice President, Global Accounts. Potential optical group program for April 21' of 100 people.
10. Susan Raible, VP Global Accounts. Lake Wales, FL.
11. Troy Whelan, Vice President, Global Accounts. Minneapolis, MN. Primarily works with medical field. Values CVB relationship.
12. Laurel Wykes, Global Account Director. San Diego, CA. Clients include smaller associations from 30-300 and board meetings.
13. Gilbert Zeind, Global Account Director. Boston, MA.
14. Kim Zukoski, Vice President, Global Accounts. Tampa, FL.
15. Jennifer Witherington, Vice President, Global Accounts. San Francisco, CA. Potential program May 21'.
16. Araceli Cadena, Global Account Director. Los Cabos, Mexico. Clients mainly from finance industry. Potential for program for Q2 or Q3 21'.
17. Cheryl Cipriano, VP Global Accounts. Phoenix, AZ. Potential program for Ritz or Hyatt.
18. Caroline Crumpton, Vice President, Global Accounts. Fernandina Beach, FL. Clients from mid west in corporate, association and incentive, but no current RFP's.
19. Julia Willmott, Global Account Director. Las Vegas, NV. Knows the destination very well as a result of working for the RSCVA previously.
20. Edgardo Barrantes, Vice President, Global Accounts. San Diego, CA.



CALSEA'S SEASONAL SPECTACULAR RECAP

December 15-16, 2020, Virtual


The association community came together to discover, inspire, and connect at our first-ever virtual Seasonal Spectacular. We engaged in two days of virtual tradeshow exhibits, one-on-one appointments, fun and engaging networking, and great education programs. This year's event was a virtual one that included an appointment show, education programs, and networking opportunities such as a virtual happy hour trivia game.

Over 280 planners registered and attended this year's event. The North Lake Tahoe CVB's virtual booth included hotel partners: Resort at Squaw Creek and the Village at Squaw Valley.



North Lake Tahoe Convention & Visitors Bureau, Resort at Squaw Creek & The Village at Squaw Valley


Company Information:



Address:
100 North Lake Blvd
Tahoe City, CA 96141 US

Phone: (530) 967-4111
Site: www.northlake.com
Phone: (530) 967-4111


Booth Staff:



Curtis Weaver
Executive Marketing Manager
North Lake Tahoe CVB

Click to enlarge or drag to scroll with drag


[Download PDF](#)



Bria Pagan
Special Sales Coordinator
Village at Squaw Valley

Click to enlarge or drag to scroll with drag

[Download PDF](#)



Cindy Perry
Executive Assistant
Resort at Squaw Creek

Click to enlarge or drag to scroll with drag

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About Us

Tahoe is a region in the western United States, known for its beautiful mountains and crystal clear lakes providing the best backdrop for recreation, entertainment and shopping. The area's offerings are varied and diverse with 20 park resorts, 100+ hotels and 100+ restaurants. 200,000+ visitors flock to the area each year. 7,000+ homes & 100+ miles of trails.

Featured Products:

- Lodging & Accommodations
- Convention & Event Services
- Destination Management & Transportation
- Recreation
- Mountain & Winter Sports
- Specialty Venues

Information & Links:

North Lake Tahoe Meetings & Events:
www.northlake.com/meetings

The Village at Squaw Valley Meetings & Events:
www.villageatquawvalley.com/meetings

Resort at Squaw Creek Meetings & Events:
www.resortatquawcreek.com/meetings

Downloads & Literature:

North Lake Tahoe Meetings & Events Literature

[Download PDF](#)


Team Building & Group Activities

[Download PDF](#)


Audio Visual & Destination Management Capabilities

[Download PDF](#)


Video Gallery:



Destination Video



Resort at Squaw Creek



Village at Squaw Valley / So. Lake Tahoe

The following are Appointment Notes from the CVB's 17 appointments:

1. David Cheng
Commission on POST (Peace Officer Standards and Training)
david.cheng@post.ca.gov
(916) 227-4855

Met with David. No meetings or events at this time. Organization does 30-40 meetings per year. Generally around 25 people. Group Rates at State per diem \$90 per night.

2. Nina Buthee
EveryChild California
nina@everychildca.org
(916) 443-5919
This organization has 3 conferences per year: Operations and Management Summit (June), Great Administrators (July), and the Annual Fall Technical Assistance. Plus June-July Board Retreat for 40 people. North Lake Tahoe bid on the 2020 Great Administrators Event that was awarded to Santa Barbara. 215 room nights, 150-200 ppl, midweek. Rates \$220-250.
3. Stacey Siqueiros
Association of CA Water Agencies
staceys@acwa.com
(916) 669-2386
This Association does two conference per year in the Spring and Fall. These events are 1000-1500 people events. Training events from this organization are best suited for North Lake Tahoe properties such as their Continuing Legal Education Events (CLE), 100-150 people, that take place in the Fall.
4. Edie Martinelli
Academic Senate for CA Community Colleges (ASCCC)
edie@asccc.org
(916) 445-4753
5. April Lonero
Academic Senate for CA Community Colleges (ASCCC)
april@asccc.org
(916) 445-4753
From this association the meetings and event that would be best suited for North Lake Tahoe are this organizations Executive Committee & Board Meetings. They plan 10-12 of these meeting per year, 20-25 people, 16 rooms. They did have one planned at the Landing for June 2020 that had to be cancelled.
6. Janet Waldie
Precision Meeting Management & Consulting
janet@precisionmeetingmgmt.com
(916) 284-5094
Janet works with the California Society of Health-System Pharmacists (CSHP) and the California Automotive Wholesalers' Association (CAWA). The CAWA holds Leadership Meetings and Education Forums that would be suitable for North Lake Tahoe in February and June. Janet anticipates here meeting will be mainly hybrid events start this Spring. In addition to these associations Janet also works with Adventist Health on events.
7. Megan Hemming
CA Special Districts Association (CSDA)
meganh@csda.net
(916) 442-7887

This association has their June 2021 GM Leadership Summit at RSC. 464 room nights. This organization puts on the following events each year: Special District Leadership Academy, Special District Legislative Days, General Manager Leadership Summit, Annual Conference and Exhibitor Showcase, SDRM Spring Education and Board Secretary/Clerk Conference. The next open event that is Meg thinks will be a great fit for North Lake Tahoe is the Board Secretary/Clerk Conference. 300 people for October 2022. Meg anticipates releasing open RFP in March 2021

8. Danielle Smith
Adventist Health
daniellemosmith@gmail.com
(916) 781-4733
Held their April 2019 Mission Summit at RSC. 505 room nights. All meetings and events for 2021 on hold right now. She does have one RFP out for bid in Southern California for October 2021. She is hoping to start sourcing in March 2021.
9. Karl Baur
Osteopathic Physicians & Surgeons of CA (OPSC)
karl@opsc.org
(916) 822-5246 x4
Looking to source an upcoming June or July 2021 Event for 50-80 people including instructors over a weekend. The RFP should be ready in January 2021 with site visits in February or March.
10. Marlene Blas
CA Association of Marriage & Family Therapists (CAMFT)
mblas@camft.org
(858) 429-7511
For this organization the first 6 months of 2021 meetings and events are on hold. Here are the meetings and events they hold through out the year:
 - 500-700 people Annual Conference usual take place in the Spring.
 - 20-25 people Board Meetings 4 times per year
 - 75-150 people Fall Symposium
11. Carla Datanagan
UC Davis - Conference & Event Services
cdatanagan@ucdavis.edu
(530) 754-0695
Met with Carla. She is now doing almost all of the sourcing for UC Davis including continuing medical and along with the larger academic programs from the University.
12. Laura Cole-Rowe
CA Association for Local Economic Development (CALED)
laura@caled.org
(916) 448-8252
Potential for Summer Board Retreats of 30-40 people and their July Rural Exchange for 50-100 people
13. Laura Thomas
CA Association of Health Facilities (CAHF)

lthomas@cahf.org
(916) 432-5199

Their annual convention take place in November. 2021 and 2022 are contracted in Palm Springs. Potential for their July Summer Institute program. 2021 will be virtual and 2022 will be in Monterey.

14. Stephanie Pridmore
CA Construction & Industrial Materials Association (CalcIMA)
spridmore@calcima.org
(916) 554-1000 x101
This organization conduct two main conferences each year. The annual February Education Conference and the April Legislative Conference. In 2021 the Education Conference will be virtual and so far the Legislative Conference has not been scheduler in 2021. With this organization networking is very important at their events.
15. Heather Starkey
CA Land Title Association (CLTA)
hs@clta.org
(916) 444-2647
This association's annual conference takes place in April. April 2020 was supposed to take place at Park Hyatt in Carlsbad but was canceled due to COVID 19. This annual conference is 180-200 people, Sunday-Tuesday. During this conference is there is ½ day for activities. 2021 will be a virtual conference. This conference was at Squaw Creek back in 2000. This conference can meet in Nevada. Interested in Hyatt Regency Lake Tahoe.
16. Susan Paul
Judicial Council of CA
susan.paul@jud.ca.gov
(415) 865-4524
The Judicial Council holds 6-8 business meetings per year. The average size is 90-100 people and about 75-80 rooms on peak. Fall 2021 is the potential time frame for the next live meeting.
17. Richard Markel
Association for Wedding Professionals International (AFWPi)
richard@afwpi.com
(916) 392-5000
Looking to put together a Spring Destination Wedding Fam for his top producing members to get more familiar with North Lake Tahoe Wedding Venues.



Leisure Departmental Report
December 2020

KEY MEETINGS & PROJECT WORK

- Launched Australia PR scope of work
- Attended Reno Tahoe Territory Meeting
- Lead on NLT Sustainability Travel Project
 - Creating content for GTN
 - Working with Kind Traveler – interviewing non-profits for the give back program and soliciting hotels to participate.
 - Organizing Tourism Cares Conference – looking at moving dates to fall of 2021

TRADESHOWS, SALES CALLS & TRAININGS

- Attended the below tradeshow and
 - Expedia Virtual Explore 2020 Conference – December 9-10th
 - Visit California Luxury Travel Summit – December 15-16th which consisted of 15 B2B sales meetings. See attached lead generation sheet.
 - All follow up complete.
 - Additional meetings are being requested and conducted in January 2021
- Completed the below travel agent trainings:
 - TrufflePig Canada Training – December 3rd
 - HotelBeds Travel Agent Training – December 10th
- Upcoming Tradeshow:
 - Visit CA Virtual Outlook Forum – February
 - Go West Virtual Summit – March

MARKETING CAMPAIGNS

- Upcoming:
 - Started outreach for spring NLT Expedia marketing and sales program to select dates and recruit hotel partners
 - Reached out to Bonotel to discuss upcoming campaigns
 - Leisure newsletter to go out in January 2021, development underway
- Existing on-going 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.

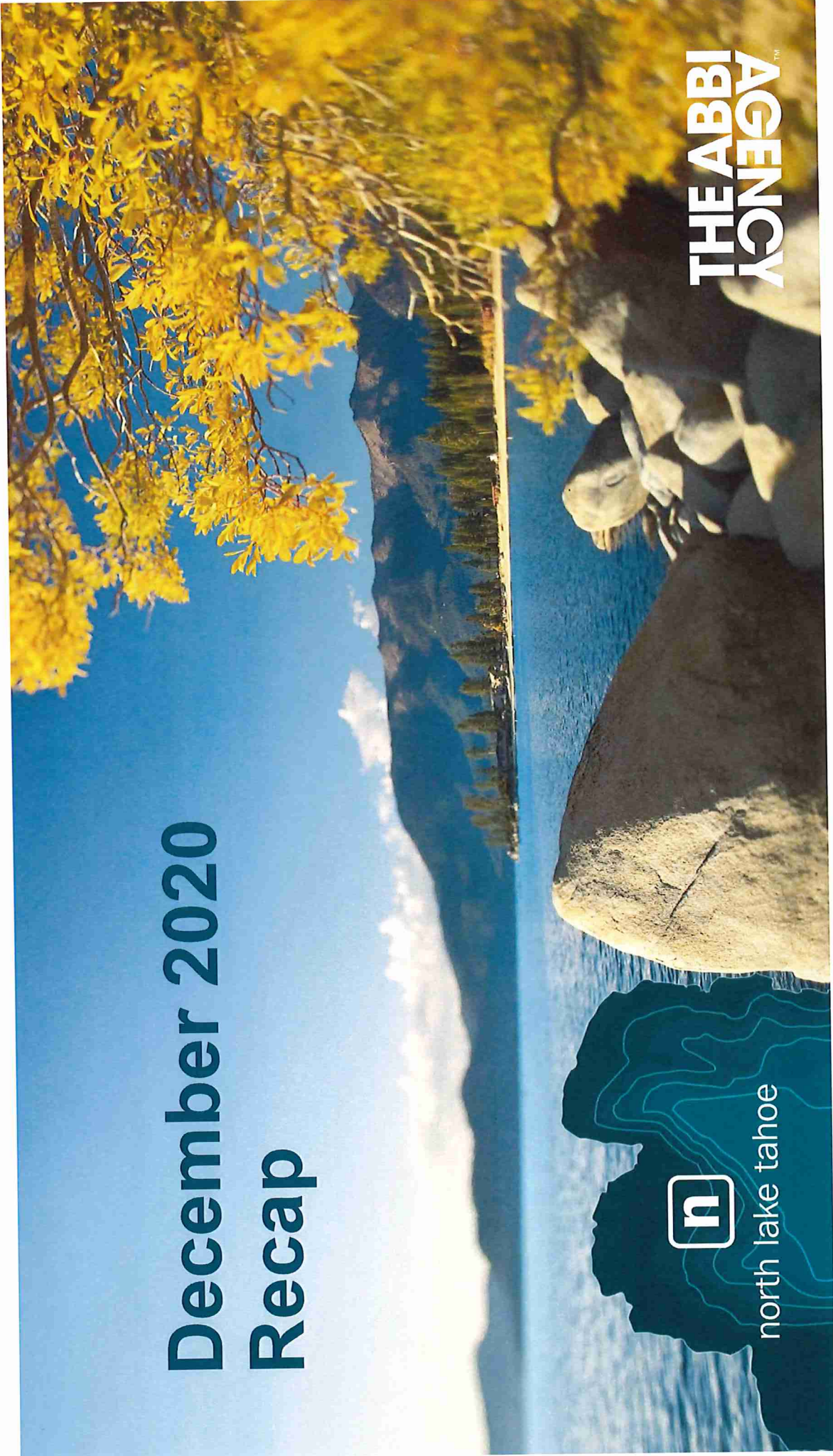
Name	Role	Company	Contact	About the company	Notes
Christa Sokolitz	Travel Advisor	Ember World	christa@emberworldtravel.com	At Ember World Travel we plan custom vacations for clients who are looking for luxury outside the typical top ten lists. We will provide you with a truly unforgettable experience that will take you into the heart of the destination to experience the location, food and culture like a local.	Based out of Michigan, has never been but is very interested in visiting. Add to newsletter. Did not know anything about North Lake or South Lake Tahoe.
Mary Steadman	Director of Partners & Lifestyle	LJURA	m.steadman@lurallifestyle.com	LJURA Lifestyle Management is a members-only bespoke luxury lifestyle company, servicing Ultra High Net Worth Individuals across the globe.	Based out of the UK. Most of her clients are in the middle east or europe. Most of her Europe clients book family trips (2-3) weeks a year. Love California, interested in more follow up.
Arienne Orozco	Luxury Travel Advisor	Concierge Travel Advisors	arienne@concierpeta.com	Concierge Travel Advisors is a distinctive leisure and corporate travel firm serving clients worldwide. Our team combines a passion for travel with years of business experience to create extraordinary, seamless journeys personalized for each of our clients.	Based out of Denver, was not as familiar with North Lake, but had been to visit South Lake Tahoe. Her clients are luxury, she would want help planning in the future.
Sasha Charney	Travel Advisor	Enlivened Travel	scharney@departurelounge.com	Enlivened Travel aims to connect clients with meaningful, nature-inspired & culturally rich travel.	Sasha's company is based out of Texas, but she lives in the Bay Area. Has asked to meet me in person and is going to connect me with a new travel agency to come down (when life opens back up) to do a training. Needs resources on snow play. Interested in getting links sent from Agate Bay and TLUX. Clients are all in the US, all over the country. Mostly clients in the US and a few in Canada. Would like me to send presentation and would like to schedule a training for the 12 other agents in his office. New nothing about North Lake or Tahoe. Very interested in sending more clients here.
Ralph Crawford	Director of Destinations & Experiences	Tully Luxury Travel	RalphC@tullyluxurytravel.com	Canada Based Agency TTI Travel is a Canadian, family owned boutique travel management company specializing in custom corporate travel solutions and personalized travel arrangements for discerning leisure travellers.	Rescheduled training for first week of January.
Lucia Vieira	Vice President	Away by TTI Travel	lvieira@tticanada.com	GG Luxury Travel is a boutique travel firm specializing in luxury family vacations, honeymoon/romantic escapes, and special getaways. Every vacation is planned according to the unique interests and needs of the traveler. Developing relationships with our select clients and creating a lifetime of memorable travel experiences is our mission.	Based in Dallas. Mostly US based clients. Lived in SF for 20+ years, but needed a refresher. Interested in condo style units, specifically when it comes to ski.
Kathleen Whalen	Travel Advisor	GG Luxury Travel	kathleen@ggluxurytravel.com	I own my own LLC Travel agency, and am an independent affiliate of Nexion Travel Group. I sell almost exclusively luxury, customized travel to clients located around the USA, primarily in Texas, and the northeast. I work with DMCs and Luxury Tour operators to customize vacations for my clients primarily in Europe, but I have been expanding into Africa, and of course the US in these Covid times. California is definitely of interest to my clients and to me.	
Diane Frisch	Owner/Advisor	Diane Frisch Destinations	dianef@dfdestinations.com	We believe that every travel experience is as unique as you are. The human connection, whether it's a connection to a warm sea, a peaceful temple, a rural village community, a freshly made caipirinha, or the native jungle wildlife, is what makes travel transformative. With our trusted network of local partners, Oracle Journeys maps out unique voyages and opens up your world.	Based in Dallas with clients throughout the US - half out of NY and the rest is a growing marketing out of Texas. Has requested images, videos and the presentation. Very interested in more details from Tahoe Mountain Lodging.
Barbara Cesario	Managing Director & Founder	Oracle Journeys	barbara@oracle-journeys.com	we are retail travel agency focus in luxury experience, we are virtuoso members, and in 10 years we have become preferential partners peninsula hotels, Rocco forte hotels, stars, luminus, preferred platinum, influx - small luxury hotels	Rescheduled training for first week of January. Based in Mexico City, is very interested in year round - very little ski, but more interested in that now that families want to see more options. Mostly summer. Needs new destinations. Sarah to send vacation planner and other spanish marketing collateral.
Maike Saharun	General Manager/Owner	Travel Design	maite@traveldesign.com.mx	Vice-Roi Travel at Alhour is a team of skilled agents focused on VIP, Executive Corporate Travel, and Luxury Leisure experiences.	Based in Chicago. Recently met with Susan at Virtuoso and was very excited about Hyatt in Tahoe. Sarah to send information on Chicago to Rene flights.
Tade Holison	General Manager	Alhour	Tade.Holison@alhour.com	Executive Escapes is a boutique travel consultancy providing bespoke travel planning for high end clients, including couples and families with the occasional small group. Typically, travelers are flying premium class commercial or privately. The company custom designs the experiences on the ground along with local suppliers and strives to bring the "wow" factor to clients with flawless execution and exceptional service. Arrangements include but are not limited to: villas and estate homes, unique resorts, yachts, luxury cruising and expeditions, and other extraordinary experiences. Given the nature of our typical client base, we work in any geographic area requested, often on short notice.	
Eileen Spear	Owner/Advisor	Exclusive Escapes	luxury@exclusive-escapes.com		Based out of Boston, with all US clients. Very very interested in Tahoe, sending clients here, learning more, visiting, etc. Sarah to send Know Before You Go Guide.

December 2020 Recap



north lake tahoe

THE ABBBI
AGENCY
LONEREA™



The background of the slide is a scenic photograph of a lake. The water is a deep, clear blue-green color. In the foreground, there are several large, smooth, light-colored rocks. The shoreline is lined with dense green trees. In the middle ground, a small island with a white cabin is visible. The sky is bright and slightly hazy. The text is centered over a semi-transparent white rectangular area.

Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -2.10% decrease in Facebook followers and -3.15% decrease in Instagram followers.
 - SoCal: -4.24% decrease in Facebook followers and 0.30% increase in IG followers.

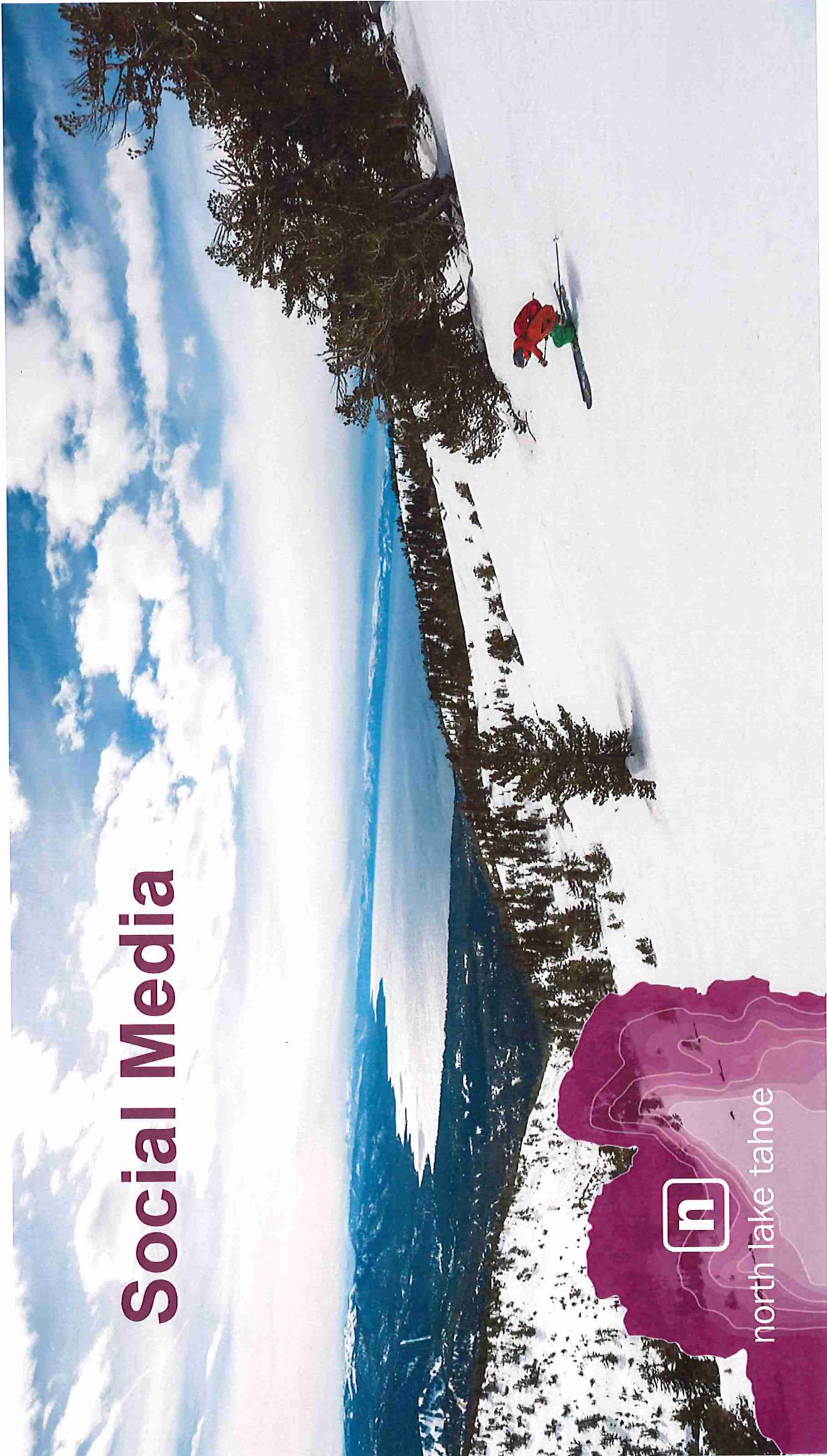
Content

- Blog
 - Goal: 1 per month
 - Completed: 1 published in December; 1 updated and published in January.
- Newsletter
 - Goal: 1 per month
 - Completed: 1



north lake tahoe

Social Media



north lake tahoe

Social Media Approach

Strategy

- North Lake Tahoe has returned to higher posting frequency, with approx. 5 posts per week (optimized for each platform). Content has focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.
- General consumer sentiment has improved so select messages around 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: **232,832**
- Total audience increased by **0.2%** with total net audience growth decreasing by **2.8%** compared to the previous month.
- Total Impressions: **1,415,540 (-41%)**
- Total Engagement: **54,905 (-31%)**

Insights:

- Engagements and impressions dropped over the course of December. We believe this had to do with the continued focus on educational content as opposed to the aspirational scenic content our audience was initially attracted to the page by.
- Additionally lack of consumer ad spending affects page growth.

Top Posts by Engagement

#1 Instagram Post: 38k impressions, 35k reach, 3.6k engagements, 79.5% engagement rate

#1 Facebook Post: 52K impressions, 49k reach, 3.5k engagements, 6.7% engagement rate

#1 Twitter Post: 4,171 impressions, 256 engagements, 6.1% engagement rate



tahoenorth • Following
North Lake Tahoe

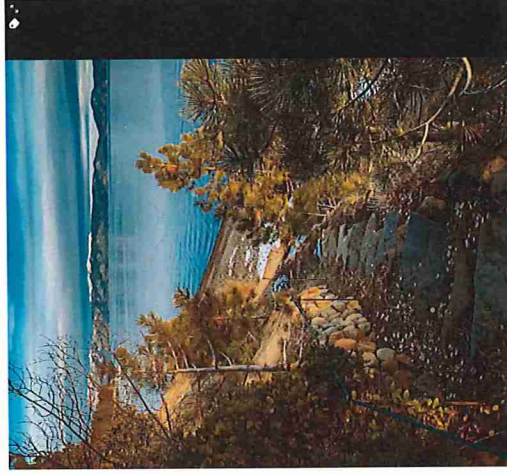
tahoenorth North Lake Tahoe received a special gift in the form of up to 7" of snow last night, and we're celebrating with a snow day! Swipe through to see how a fresh blanket of snow looks around the lake. ❄️

While we're all excited for ski season, we ask that everybody visiting North Lake Tahoe adhere to the most recent COVID-19 guidelines, to ensure that our ski resorts and other businesses can stay open, as well as creating a safe and fun winter experience for everyone who can read up on the latest guidelines at the link in bio!

@granibakken
@mtreskittahoe

Liked by stevensmith and 3,567 others
DECEMBER 17, 2020

Add a comment...



North Lake Tahoe
@TahoeNorth

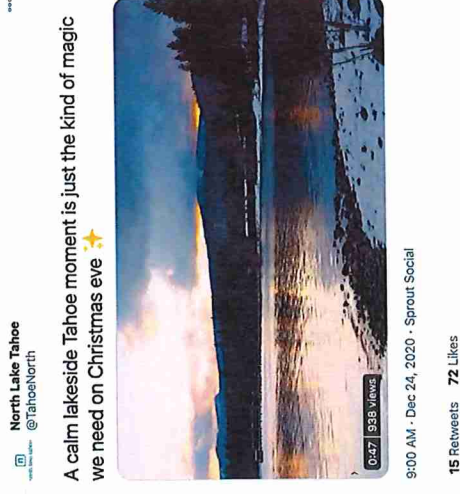
3.6k
2.6k
21 Comments 207 Shares

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Granibakken
@granibakken

mtreskittahoe
@mtreskittahoe

Liked by stevensmith and 3,567 others
DECEMBER 17, 2020



North Lake Tahoe
@TahoeNorth

A calm lakeside Tahoe moment is just the kind of magic we need on Christmas eve ✨

9:00 AM · Dec 24, 2020 · Sprout Social
15 Retweets 72 Likes

Supplementary 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.

In-Market Campaigns:

- The Take Out Tahoe campaign continues to run across social media, with posts being boosted and promoted to in-market visitors.
- The Holiday Shopping Contest and supporting local businesses messaging and promotion continued.

Winter Resort Messaging

- Posts and videos shared to educate our audience around the opening dates for individual resorts with messaging related to safety and access booking to specific resorts.

Winter Responsible Recreation

- Shared visuals and messages that connect to the Winter Know Before You Go guide. When applicable we have linked to the section of the website where visitors can download the guide.

COVID-19 Restrictions

- In an effort to inform our audience of the recent shutdowns, a post was created and shared in an effort to educate our audience on the changes implemented across the state of California.

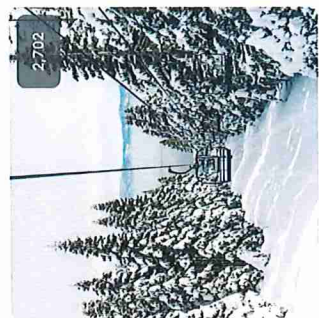
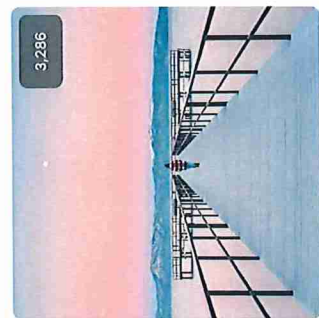


Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In December @TahoeNorth received fewer engagements than Tahoe South and Visit Mammoth. It appears as though Visit Mammoth has made the shift to include fewer safety related messages and has primarily gone back to its strategy of high quality owned aspirational imagery. This approach has netted them an incredibly high engagement rate. While they still focus on safety from time to time, its messaging has mostly gone back to aspirational imagery.

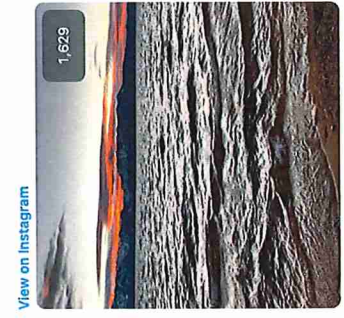
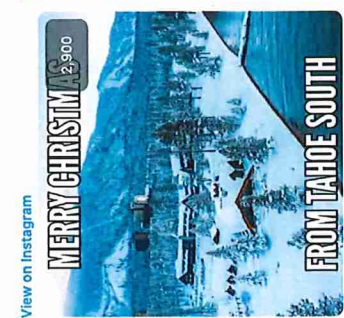
 **tahoenorth** tahoenorth 19 27,097 226 27,323 1,438

Most Popular Media by tahoenorth



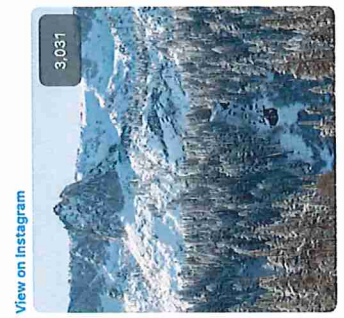
 **tahoessouth** tahoessouth 11 #regram #LakeTahoe #Regram 15,725 140 15,865 1,442

Most Popular Media by tahoessouth

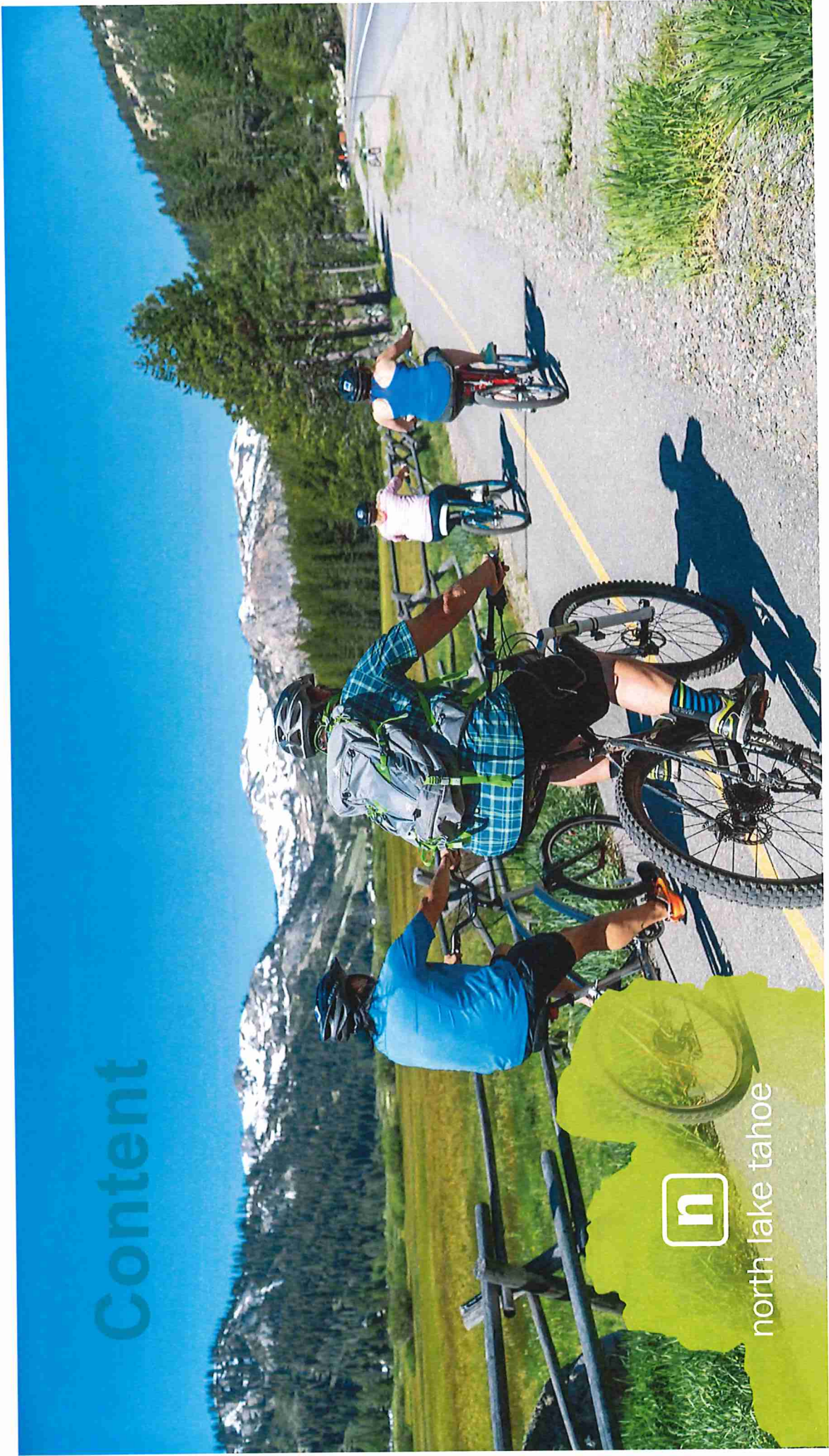


 **visitmammoth** visitmammoth 16 #StaySafe #MammothLakes #ShopLocal 27,098 220 27,318 1,707

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 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:

- Safety
- Winter Travel Advisories
- Safe Parking/Driving Behaviors

Campaigns:

- Transit safety, Know Before You Go, Winter Advisory

Newsletters Posted: 1

- *Planning to Travel to North Lake Tahoe This Winter? Here's What You Need to Know*
 - Open Rate 26% (8.7 percentage growth rate) | CTR 2.7 % (1.8 percentage growth rate)

Blogs Posted: 1

- *Planning to Visit North Lake Tahoe This Winter? Here's What You Need to Know*
 - Page views: 6 | Avg. time on page: TBD



north lake tahoe

Content Marketing Campaign: Winter Responsible Travel Video Series

Overview

North Lake Tahoe received a COVID-19 CARES ACT Grant from Travel Nevada to promote the openness and safety of the destination.

This grant will be used for a multi-part winter responsible travel video series as well as supporting photography of safe travel.

Completed Video:

- Lodging Winter Update

Planned Videos:

- Overarching Winter Responsible Travel
- Winter Outdoor Recreation Safety
- Takeout & Food Safety
- Final video subject - TBD

Distribution:

The photos and videos will be utilized on North Lake Tahoe's owned channels including website and social media.

The grant does include paid advertising dollars for the videos which will be deployed within Q1 2021 to align with current COVID-19 travel restrictions and the resumption of consumer spending.



north lake tahoe

A scenic landscape photograph featuring a rocky foreground with large, smooth, brownish-grey stones. In the middle ground, there is a calm body of water reflecting the sky. The background shows a dense forest of evergreen trees under a clear blue sky with a few wispy clouds. A bright, golden light source is visible on the left side of the image, creating a strong glow and reflection on the water.

Thank You!



north lake tahoe

Chamber | CVB | Resort Association

Public Relations + Communications

December Report

Communications

- Compiled Talking Points for partners and Visitor Centers, specific to winter travel and State guidance.
- Facilitated a Crisis Communications and Public Relations Summit featuring a panel of industry experts: Ryan Becker: VP of Communications, Visit California; Abbi Whitaker: CEO/Founder, The Abbi Agency; Jess Weaver: President/Founder, JVP Communications; Stephanie Herrera: PIO, Placer County; Michael Reitzell: President, Ski California; Megan Michaelson: Freelance Journalist. There were 81 participants on the Zoom call and the meeting recording was shared out following the Summit via newsletter, blog and social media.
- On Dec. 30, NLTRA issued a press release, video and FAQs document announcing the passing of the Tourism Business Improvement District and the approval to move forward from Placer County. Content materials were shared through the NLTRA newsletter, with Placer County and local media. This has resulted in media placements with Moonshine Ink, Sierra Sun, KTKE and Lake Tahoe TV.
- 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 winter and Backcountry Safety Awareness Week (12/14-12/18).
- A content audit was conducted on the NLTRA.org COVID-19 Community page, ensuring information is up to date with current guidance. Several tiles of content were added and some were combined and/or removed.
- 12 Newsletters were issued in December with an average open rate of 36%. Focus was centered on education and resources regarding the State of California Stay Home Order, along with promotion of the Public Relations and Crisis Communications Summit and local business news.
- Continued collaboration with local partners to ensure consistency in safety messaging.

Earned Media

- Media Inquiries & Pitch Angles: focus on Takeout Tahoe, Shop Local and winter safety – including the updated Know Before You Go Guide and responsible travel tactics.
- Meetings & Conventions: wrote article for Helms Briscoe to launch the Meetings & Conventions Know Before You Go Guide
- Virtual Desksides: Molly O'Brien (Trip Savvy; Business Insider), Kimberley Lavato (Conde Nast Traveler), Amy Whitley (freelance writer, Pacific Northwest), Mayumi Elegado (Moonshine Ink – future business features), Dan Jewett (Marin Living Magazine)

- IMM Preparation: Compiled story ideas, videos and photos for the upcoming TravMedia IMM Virtual Conference at the end of January
- Continued pitching of the following press materials: What's New Winter; Takeout Tahoe; Shop Local (Highlight: As of January 11, there have been close to 40,000 page views of the gift card purchasing portal, driving awareness and revenues for local businesses).

Placements

- Dec. 1, 2020: Thrillist
[10 Best Ski Destinations Near Los Angeles and San Diego](#)
- Dec. 3, 2020: Conde Nast Traveler
[Where to Eat Play & Stay Around Lake Tahoe](#)
- Dec. 4, 2020: Sierra Sun
[Tahoe Forest CEO gives COVID update at Breakfast Club forum](#)
- Dec. 4, 2020: Sierra Sun
[Local leaders provide updates at monthly Breakfast Club meeting](#)
- Dec. 7, 2020: Los Angeles Times
[At these California ski resorts, slopes are open, but what about lodging?](#)
- Dec. 8, 2020: KCRA Sacramento
[Shop Local Holiday Gift Guide](#)
- Dec. 11, 2020: USA Today
[Still traveling despite the CDC warning? Here's how to pick a safe vacation destination](#)
- Dec. 11, 2020: Sierra Sun
[Retailers, nonprofits brace for shutdown's impact on holiday shopping](#)
- Dec. 11, 2020 KRON 4 (Bay Area)
[Traveling to Tahoe? Officials urge visitors to follow COVID guidelines](#)
- Dec. 16, 2020: KRON 4 (Bay Area)
[Tahoe Shutdown: COVID Travel Guidelines](#)
- Dec. 18, 2020: Sierra Sun
[Local Businesses Adjust to New Restrictions](#)
- Dec. 18, 2020: KFBK Sacramento Radio
[Tahoe Travel Ban: What Is Still Open And What It Means For Your Plans](#)
- Dec. 18, 2020: Trip Savvy
[10 Lesser Known US Destinations To Go Skiing This Winter](#)
- Dec. 28, 2020: Outside Magazine
[The Best Nordic Trails in the U.S.](#)



FOR IMMEDIATE RELEASE

North Lake Tahoe Resort Association receives the green light to create a Tourism Business Improvement District

The proposed TBID will bolster a year-round economy, offset tourism impacts and support local businesses

North Lake Tahoe, Calif. (Dec. 30, 2020) – The Placer County Board of Supervisors voted to start the formal process to create a Tourism Business Improvement District (TBID) in the North Lake Tahoe region to bolster a year-round economy, offset tourism impacts and support local businesses.

The new TBID could generate up to \$7 million of locally controlled funds annually to support infrastructure projects and services and free up millions in local guest lodging tax revenues for workforce housing and traffic mitigation initiatives.

“This is an amazing first step for our business community in North Tahoe. Having worked on transportation and workforce housing issues for decades, I am pleased to see the direction this effort is taking,” said District 5 Supervisor Cindy Gustafson. “While TOT has served to bring many amazing projects to the community, I am excited about the business equity the TBID will bring. Many businesses that currently benefit from tourism do not have an avenue to contribute and participate in the conversation about the best use of local investment funds. I know that these are challenging times, but I am confident we will look back at this landmark as first step toward a more economically viable and collaborative North Tahoe.”

The TBID would fund \$3.15 million for marketing and visitor services - functions Placer County currently contracts with and allocates transient occupancy tax revenue to the North Lake Tahoe Resort Association to provide. With those services funded by a TBID, that \$3.9 million of transient occupancy tax revenue would be freed up to fund other local priorities, primarily local housing and traffic mitigation projects.

The remaining TBID funds will be used for offsetting tourism impacts, advocacy on behalf of local businesses, and economic development initiatives. The TBID gives the local business community full control of the funds.

“This is a major step forward in our efforts of forming a Tourism Business Improvement District for the North Lake Tahoe business community,” said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “The overwhelming support from all industry sectors validates the urgency and excitement for the funds that will be available from this initiative for critical visitor impact projects and programs. This TBID is a real example of partnership with Placer County, NLTRA, and the North Lake Tahoe business community coming together to build a cooperative business model that addresses key tourism impact needs and funding solutions.”

The NLTRA focuses on a full spectrum of tourism services, rooted in midweek and shoulder-season visitation and targeting the long-haul traveler in nonstop flight markets. This includes conference and leisure sales, consumer marketing, special events, public relations and visitor services for businesses in the North Lake Tahoe area. The Chamber of Commerce focuses efforts on educational support, industry communications, business development and advocacy, networking and economic analysis.

The NLTRA produces original content in-house to serve local businesses, most recently launching a gift card program and two shop/eat local campaigns to drive revenue for retailers and restaurants. With guidance from a 14-member Board of Directors and six committees, representatives from a broad range of business industries in North Lake Tahoe advise on consumer initiatives and corresponding budgets to ensure they reflect goals outlined in the Tourism Master Plan.

“We are humbled by the work we are able to do for the local business community and take very seriously the role we have in revenue generation for local business industries. We will continue to serve with equity, transparency and ethic,” continued Hentz.

Reports show a more than \$200 million funding gap to implement regional priorities identified in the Tourism Master Plan, including housing, transportation and economic development activities. A TBID will help close this gap and allow the North Lake Tahoe region to effectively compete with its neighbors, including South Lake Tahoe and Truckee, which have already formed their own districts. Throughout the state there are currently 109 TBIDs in operation in other tourism-based communities.

California law allows for the creation of a benefit assessment district to raise funds within a specific geographic area. The governing board for the TBID is established through the TBID formation process and would include representation from lodging, restaurant, retail and activities businesses located within the boundaries of the eastern portion of unincorporated Placer County.

Businesses within the TBID would be assessed based on annual revenues, at different rates according to the business type and size. Lodging would be assessed at two percent, except Squaw Valley Alpine Meadows and Northstar (which already have their own assessment districts) will be assessed at one percent. For all other tourism-related businesses, one percent will be assessed on revenues greater than \$150,000 and businesses making under that will be subject to a flat fee.

The next steps in the process will be the distribution of official notices to businesses that would be included in the district and holding public meetings to hear any comments or concerns. If the board, following the public hearing, determines there is no majority protest to the TBID, the board can adopt a resolution of formation.

The TBID would last five years under the current proposal. After five years, the board would again vote on whether to reestablish the district. Following recent approval from the Placer County Board of Supervisors, a public hearing notice will be sent in January 2021, followed by a public meeting in late January and a final public hearing in March.

###

About North Lake Tahoe Resort Association:

The North Lake Tahoe Chamber | Resort Association | CVB has supported small businesses and major resorts for over 65 years, ultimately enhancing the strong and vibrant North Tahoe business community. The Resort Association combines Chamber of Commerce and Destination Marketing services to assist local businesses and connect community leaders. Guided by directives outlined in the Tourism Master Plan, the team is focused on midweek and shoulder season visitation, transportation and housing solutions, and visitor services. The North Lake Tahoe Resort Association ultimately provides a collective voice for the local community.

Press Contact:

Liz Bowling, North Lake Tahoe Resort Association
liz@gotahoenorth.com or (303) 726-7104



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe's Tourism Business Improvement District

FAQ's

When does the TBID go into effect?

The Placer County Board of Supervisors voted to start the formal process to create a tourism business improvement district in the North Lake Tahoe region to bolster a year-round economy, offset tourism impacts and support local businesses. This unanimous vote was made on Tuesday, December 15, 2020. The next steps in the process will be the distribution of official notices to businesses that would be included in the district and holding public meetings to hear any comments or concerns. If the board, following the public hearing, determines there is no majority protest to the TBID, the board can adopt a resolution of formation. The TBID would last five years under the current proposal. After five years, the board would again vote on whether to reestablish the district. Under today's approval, a public hearing notice will be sent in January 2021, followed by a public meeting in late January and a final public hearing in March.

I need to update my Point-of-Sale system to include the assessment percentage, how will I do that?

There will be ample time to update POS systems to ensure reporting is in synch with Placer County's systems. The North Lake Tahoe Resort Association will host multiple trainings to ensure local businesses can easily transition into the TBID assessment model.

How will the TBID Assessment affect my local customers?

Because the assessment fee is minimal, local residents will not be largely impacted. For example, the TBID assessment on a \$200 restaurant bill is \$2. Civitas projects that on average, a full-time resident will spend up to \$30 per year on assessments.

What is the assessment percentage?

Businesses within the TBID will be assessed based on annual revenues, at different rates according to the business type and size. Lodging will be assessed at 2%, except Squaw Valley Alpine Meadows and Northstar, which already have their own assessment districts, will be assessed at 1%. For all other tourism-related businesses, 1% will be assessed on revenues greater than \$150,000 and businesses making under that will be subject to a flat fee.

What happens to Transient Occupancy Tax (TOT) funds managed by Placer County?

Placer County has committed to redirecting the \$4.1M it currently allocates to the North Lake Tahoe Resort Association and Business Associations to fund traffic management solutions and workforce housing initiatives. Hear directly from Erin Casey, Sr. Principal Management Analyst for Placer County for more information [HERE](#).

What does a TBID Mean for the local community?

The TBID could generate up to \$7M dollars of locally controlled funds annually to support infrastructure projects and free up millions in local guest lodging tax revenues for workforce housing and traffic mitigation initiatives. The TBID would fund \$3.15M for marketing and visitor services - functions Placer County currently contracts with and allocates transient occupancy tax revenue to the North Lake Tahoe Resort Association to provide. With those services funded by a TBID, that \$3.9M of transient occupancy tax revenue would be freed up to fund other local priorities, primarily local housing and transportation. The remaining TBID funds will be available to be used for mitigation of tourist impacts, advocacy on behalf of the local community, economic development and transportation projects. All funds raised by the TBID are required to be spent locally, and the TBID gives the local business community full control of the funds. The governing board for the TBID is established through the TBID formation process and would include representation from lodging, restaurant, retail and activities businesses located within the boundaries of the eastern portion of unincorporated Placer County. Find the governance structure [HERE](#).

What happens to NLTRA's Marketing Budget?

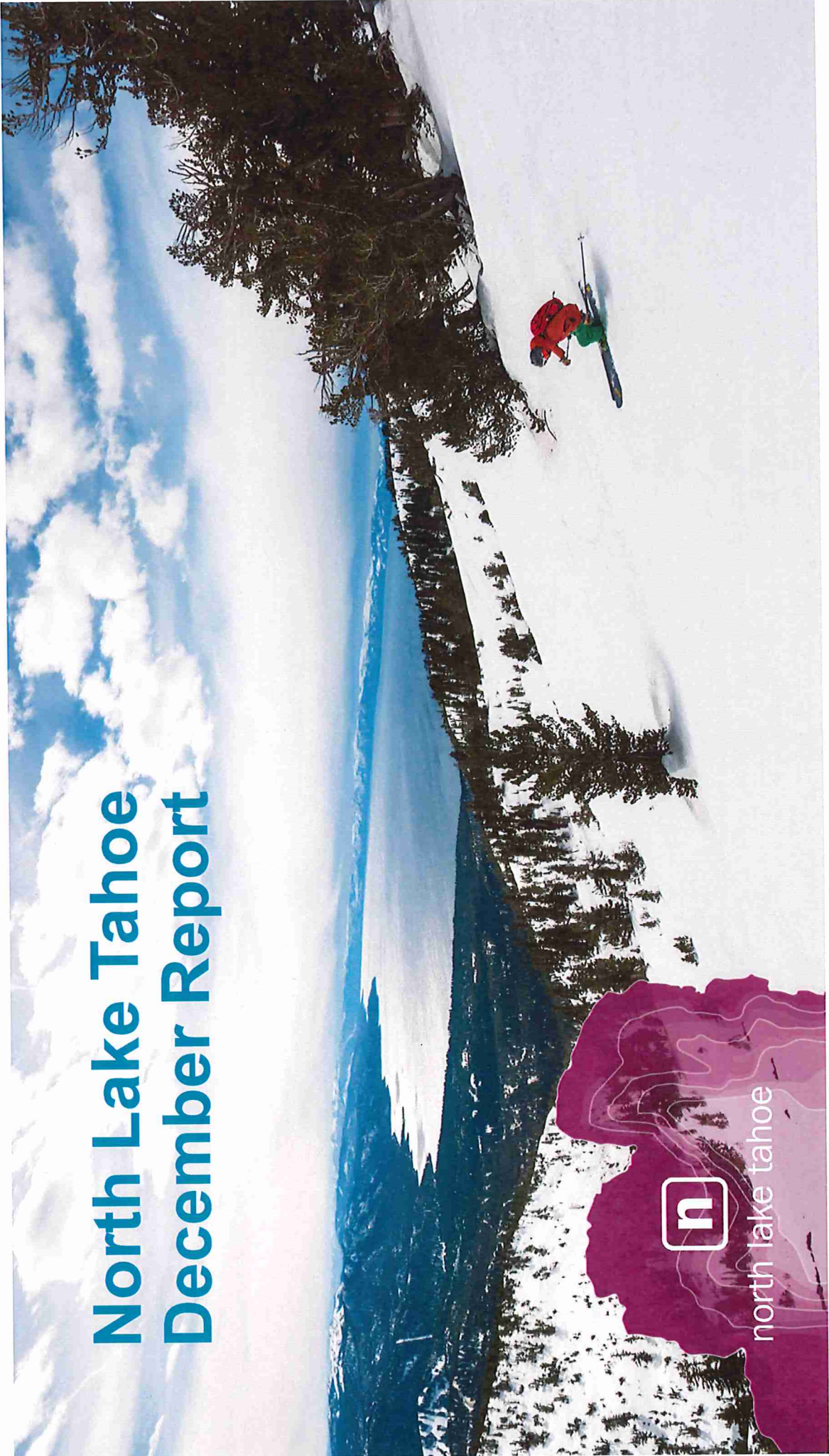
The North Lake Tahoe Resort Association (NLTRA) will allocate a similar budget (\$3.15M) to marketing and promotions. As specified in the Tourism Master Plan, the NLTRA focuses on a full spectrum of tourism services, rooted in midweek and shoulder-season visitation and targeting the long-haul traveler in nonstop flight markets. This includes conference and leisure sales, consumer marketing, special events, public relations and visitor services for businesses in the North Lake Tahoe area.

Statements from the North Lake Tahoe Resort Association & Placer County:

"This is a major step forward in our efforts of forming a Tourism Business Improvement District for the North Lake Tahoe business community," said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "The overwhelming support from all industry sectors validates the urgency and excitement for the funds that will be available from this initiative for critical visitor impact projects and programs. This TBID is a real example of partnership with Placer County, NLTRA, and the North Lake Tahoe business community coming together to build a cooperative business model that addresses key tourism impact needs and funding solutions."

"This is an amazing first step for our business community in North Tahoe. Having worked on traffic mitigation and workforce housing issues for decades, I am pleased to see the direction this effort is taking," said District 5 Supervisor Cindy Gustafson. "While TOT has served to bring many amazing projects to the community, I am excited about the business equity the TBID will bring. Many businesses that currently benefit from tourism do not have an avenue to contribute and participate in the conversation about the best use of local investment funds. I know that these are challenging times, but I am confident we will look back at this landmark as first step toward a more economically viable and collaborative North Tahoe."

North Lake Tahoe December Report



north lake tahoe

EXECUTIVE SUMMARY

- Although Consumer search was only running for a few days, the CTR was at 5.05%, which is higher than the industry average of 4.06%.
- Before the pause, the Consumer campaign was generating great conversions with over 60 Book Now clicks.
- MCC performed well considering the current pandemic situation. A good number of impressions were generated at the initial launch and are being monitored closely for optimizations and adjustments.



Overview by Campaign

Start Date
12/1/2020

End Date
12/31/2020

324,060
IMPRESSIONS

- Consumer had a very high CTR the minimum impressions received. This is good news and means the few ads that did run had a very high performance.

2,608
CLICKS

- MCC also had a very noteworthy CTR. With current trends projecting to be very low at .33-.45% due to pandemic, we came in at .50%.

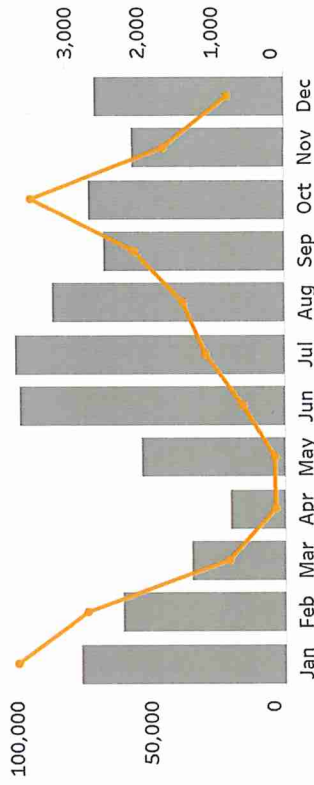
\$0.67
COST PER CLICK

- In all, December efforts generated 820 total TOS conversions and 65 Book Now conversions.

820
PRIMARY
CONVERSIONS

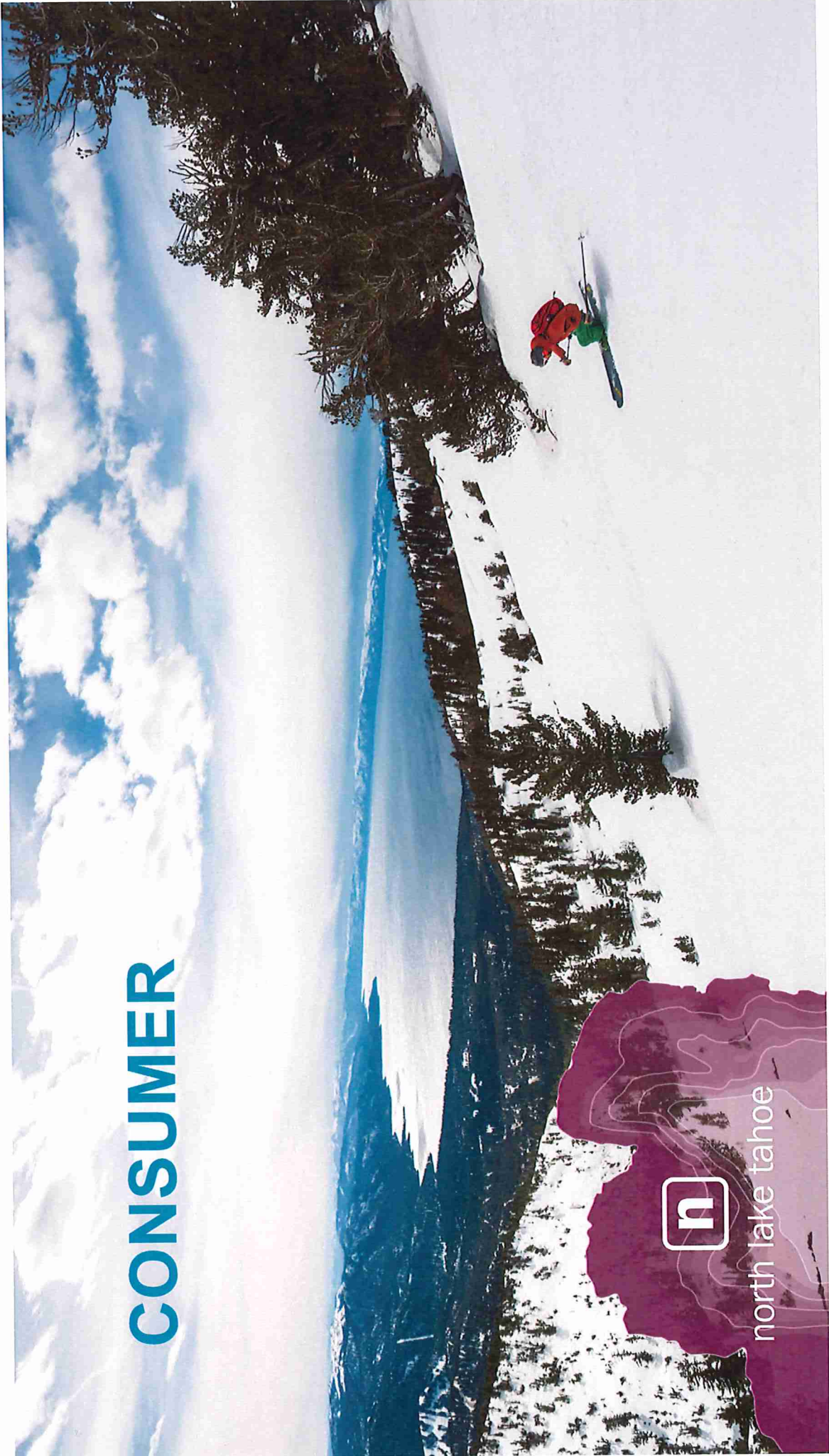
\$2.13
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Book Now Button	Submit RFP
Consumer	22,027	1,107	5.03%	\$0.87	\$966.71	654	\$1.48	64	
MCC	302,033	1,501	0.50%	\$0.52	\$781.80	166	\$4.71	1	
Total	324,060	2,608	0.80%	\$0.67	\$1,748.51	820	\$2.13	65	

CONSUMER



north lake tahoe

Website Performance

Report Date
12/1/2020 to 12/31/2020

1,277
SESSIONS

- With search doing most of the lifting we still managed to have an average of 2.3 pages per session and a low projected bounce rate of 54%.

00:01:21
SESSION DURATION

- While display, email and paid social did not run in December, residual activity was recorded due to the 30-day attribution window. Paid social provided the longest time on site and most pages per session.

2.3
PAGES PER SESSION

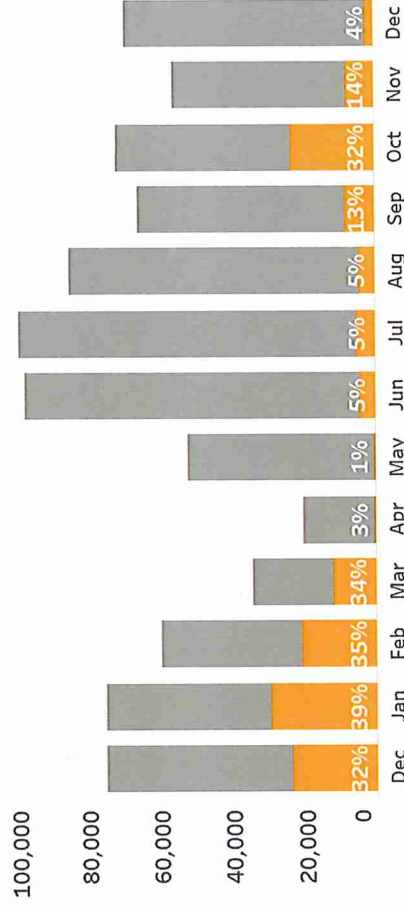
77%

NEW USER SESSION RATE

54%

BOUNCE RATE

Website Sessions From Paid Consumer Ads



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	5	5	00:00:00	1.0	100%
Email	2	3	00:00:02	1.5	50%
Paid Search	1,222	2,839	00:01:15	2.3	53%
Paid Social	48	120	00:04:06	2.5	56%
Total	1,277	2,967	00:01:21	2.3	54%

Overview by Medium

Start Date
12/1/2020

End Date
12/31/2020

22,027
IMPRESSIONS

1,107
CLICKS

\$0.87
COST PER CLICK

654
PRIMARY
CONVERSIONS

\$1.48
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per TOS Conversion	Book Now Conversions	Cost per Book Now Conversion
Boomer Ben	59	0.0%	\$0.00	2	\$0.00
Fall-RT	95	0.0%	\$0.00		
Millennial Megan	38	0.0%	\$0.00		
Readiness Guide	119	0.0%	\$0.00	1	\$0.00
The Jones Family	42	0.0%	\$0.00	1	\$0.00

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	Cost	TOS115	Cost per TOS Conversion	Book Now Conversions	Cost per Book Now Conversion
Display	111	0	0.00%	\$0.00	353	\$0.00	4	\$0.00
Paid Search	21,916	1,107	5.05%	\$966.71	301	\$3.21	60	\$16.11
Total	22,027	1,107	5.05%	\$966.71	654	\$1.48	64	\$15.10

Paid Search Performance

Start Date
12/1/2020

End Date
12/31/2020

Ad Group Performance

Ad Group	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Book Now Conversions
Consumer 2020-21	8,902	490	5.50%	\$464.30	\$1.06	142	37
General	8,437	583	6.91%	\$454.22	\$1.28	149	22
LA	4,577	34	0.74%	\$48.19	\$0.71	10	1

21,916
IMPRESSIONS

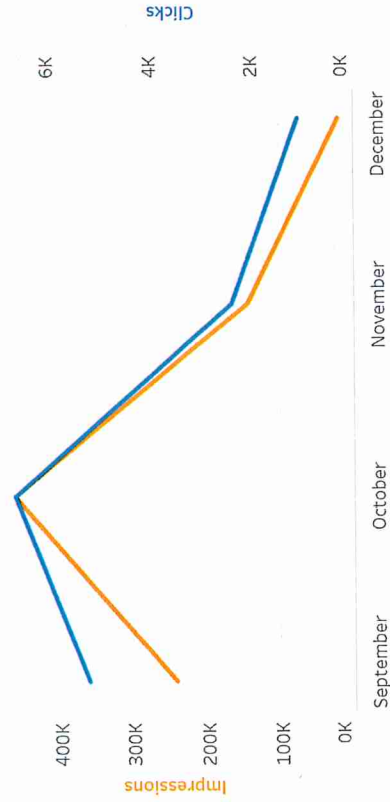
1,107
CLICKS

361
TOS 115
CONVERSIONS

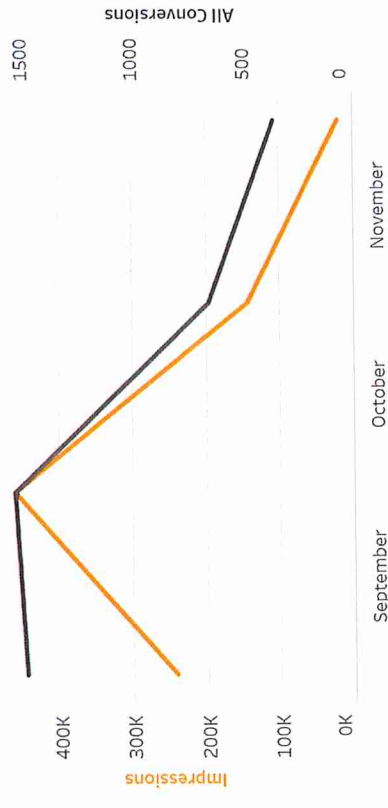
60
BOOK NOW
CONVERSIONS

\$1.15
COST PER CLICK

Impressions | Clicks

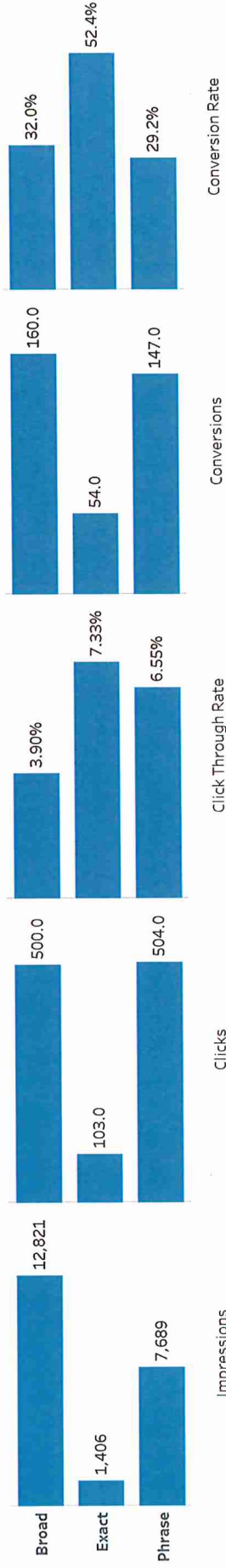


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
Evergreen - Vacation	8,902	464	490	\$1.06	5.50%	142
General	8,437	454	583	\$1.28	6.91%	149
LA	4,577	48	34	\$0.71	0.74%	10

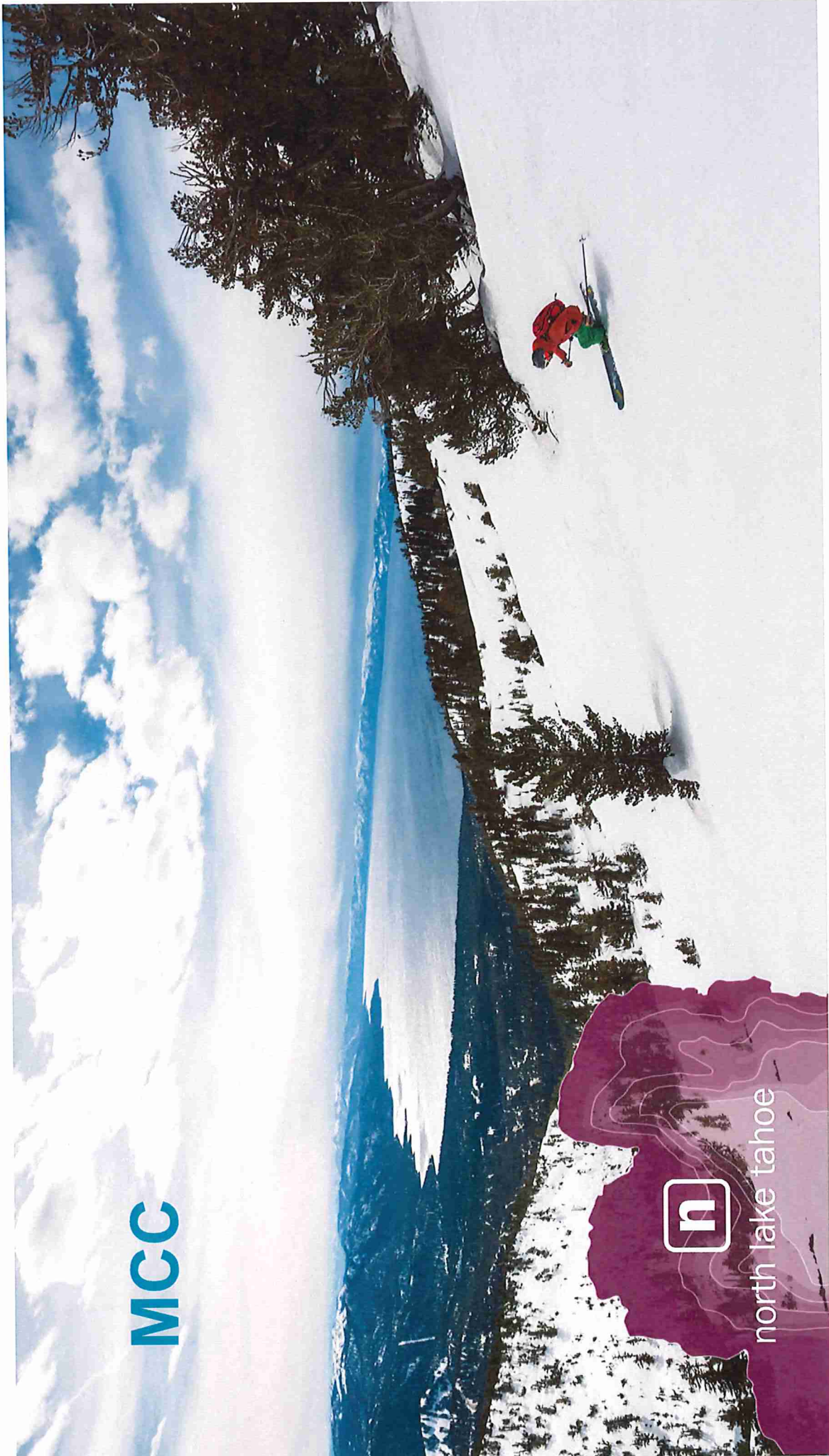
Paid Search Performance

Start Date 12/1/2020 End Date 12/31/2020

Keyword Performance

Keyword	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
lake tahoe	7,689	504	\$1.32	6.55%	\$380.54	147	29.2%	\$2.66
+fishing	2,454	7	\$0.99	0.29%	\$7.09	1	14.3%	\$4.43
+lake +cabin	1,274	130	\$1.22	10.20%	\$106.92	44	33.8%	\$2.42
+vacation	860	11	\$1.12	1.28%	\$9.84	1	9.1%	\$3.74
+resort	790	25	\$0.80	3.16%	\$31.18	10	40.0%	\$3.12
+hiking	704	2	\$0.38	0.28%	\$5.33	2	100.0%	\$2.67
+lodging	669	3	\$0.97	0.45%	\$3.08	3	100.0%	\$1.03
+north +tahoe	660	72	\$1.16	10.91%	\$61.97	25	34.7%	\$2.66
+casinos	660	2	\$1.69	0.30%	\$1.18	1	50.0%	\$1.18
+vacations	610	7	\$1.12	1.15%	\$6.24	3	42.9%	\$3.74
north lake tahoe	465	60	\$0.88	12.90%	\$67.81	33	55.0%	\$2.66
+north +lake +tahoe	456	40	\$0.93	8.77%	\$43.20	7	17.5%	\$2.66
+hotel	358	12	\$1.04	3.35%	\$11.59	5	41.7%	\$2.76
+cabin +rent	290	34	\$1.20	11.72%	\$28.34	16	47.1%	\$2.42
+hotels	289	8	\$1.04	2.77%	\$7.71	2	25.0%	\$2.76
+Things +to +do +in +lake ..	254	38	\$1.05	14.96%	\$36.20	14	36.8%	\$2.66
+mountain +biking	237	0	\$0.00	0.00%	\$0.00			
+cabin +Rentals	213	16	\$1.31	7.51%	\$12.24	3	18.8%	\$2.42
fishing	170	1	\$0.56	0.59%	\$1.78	1	100.0%	\$4.43
+beaches	125	1	\$2.22	0.80%	\$0.45			
+camping +California	111	6	\$0.64	5.41%	\$9.44	1	16.7%	\$6.49
+boating	107	0	\$0.00	0.00%	\$0.00			
lodging	106	0	\$0.00	0.00%	\$0.00			
+lake +cabin +rentals	106	10	\$1.25	9.43%	\$8.00	4	40.0%	\$1.03
+kayaking	106	3	\$1.36	2.83%	\$2.20	1	33.3%	\$2.42
+visit +lake +tahoe	96	12	\$0.89	12.50%	\$13.48	4	33.3%	\$2.66

MCC



north lake tahoe

Website Performance

Report Date
12/1/2020 to 12/31/2020

348
SESSIONS

- With some optimizations, social was the best form of outreach with over 200 new sessions.

00:00:22
SESSION DURATION

- The new user rate was at 91% and an average of 1.4 pages per session across all three mediums.

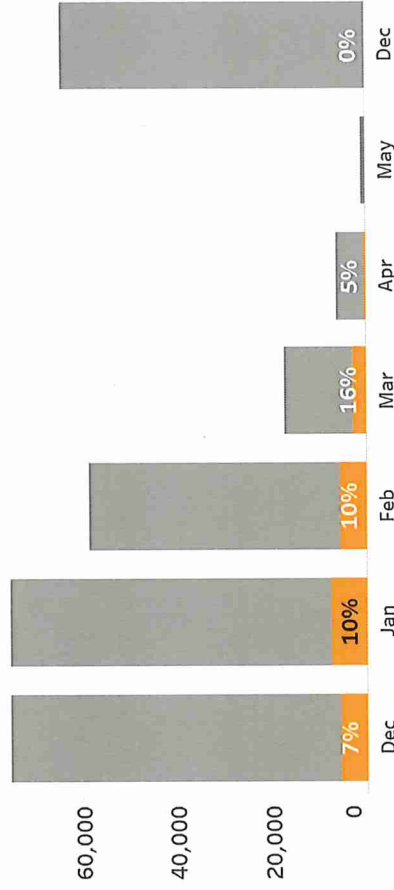
1.4
PAGES PER SESSION

*Display combines data for display and native. Video data is still getting compiled.

91%
NEW USER SESSION RATE

86%
BOUNCE RATE

Website Sessions From Paid MCC Ads



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	28	46	00:00:23	1.6	86%
Search	64	132	00:00:44	2.1	72%
Social	256	308	00:00:17	1.2	89%
Total	348	486	00:00:22	1.4	86%

Overview by Medium

Start Date
12/1/2020

End Date
12/31/2020

345,053
IMPRESSIONS

1,866
CLICKS

\$0.47
COST PER CLICK

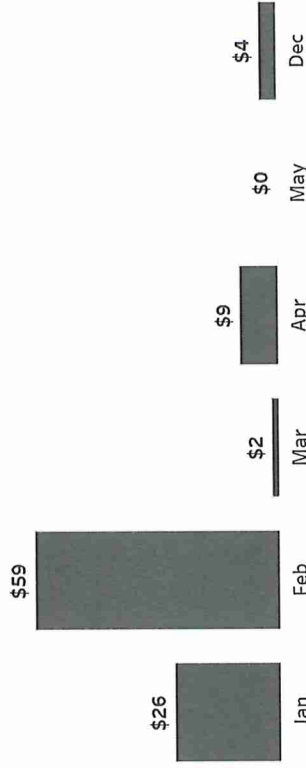
209
PRIMARY
CONVERSIONS

\$4.22
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS115	TOS Conversion Rate	Cost per TOS Conversion	Submit RFP Conversion	Cost per Submit RFP Conversion
Hotel	59	10.0%	\$3.88		\$0.00
KBYG	48	7.5%	\$4.77		\$0.00
Outdoor	87	15.3%	\$2.64		\$0.00

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	Cost	TOS115	Cost per TOS Conversion	Submit RFP Conversion	Cost per Submit RFP Conversion
Display	343,740	1,797	0.52%	\$687.48	194	\$3.54		\$0.00
Paid Search	1,313	69	5.26%	\$195.47	15	\$13.03		\$0.00
Paid Social	2,522	27	5.04%	0	0	0	0	0

Display Performance by Creative

Start Date
12/1/2020

End Date
12/31/2020

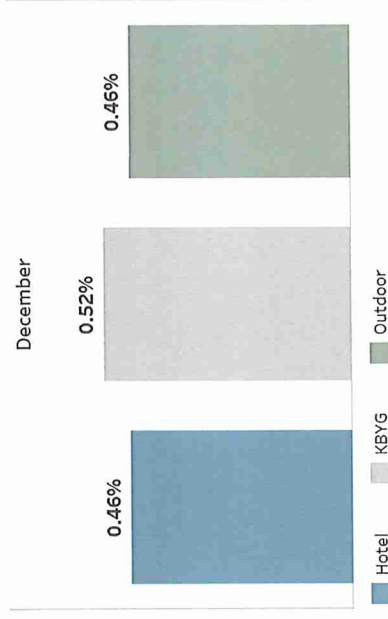
301,080
IMPRESSIONS

1,445
CLICKS

153
TOS 115
CONVERSIONS

- The Know Before You Go Guide had a better CTR compared to the other creative. Trends do show that a lot of people/company's are adopting a "planning" attitude for when the pandemic ends.
- Hotel and Outdoor performed very similarly to each other only differing in time on site, with Outdoor leading by 29 conversions.

Creative CTR Trending



Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Submit RFP Conversion
Hotel	100,363	464	0.46%	\$0.43	\$200.73	44	\$4.56	
KBYG	100,176	517	0.52%	\$0.39	\$200.35	36	\$5.57	
Outdoor	100,541	464	0.46%	\$0.43	\$201.08	73	\$2.75	
Total	301,080	1,445	0.48%	\$0.42	\$602.16	153	\$3.94	

\$4
COST PER
TOS CONVERSION

Social Ad Performance

Start Date
12/1/2020

End Date
12/31/2020

2,522
IMPRESSIONS

27
CLICKS

- The Outdoor creative had the highest CTR at 2.23%, with the Hotel creative providing the second highest CTR at 1.5%.

0
PRIMARY
CONVERSIONS

0
SECONDARY
CONVERSIONS

0
COST PER TOS
CONVERSION

Campaign Name	Creative Name	Impressions	Clicks	Click Through Rate	Conversions	Conversion Rate	Cost per Conversion
	mcchotel_timeline	781	9	1.50%	0	0	0
Website visits - Dec 7, 2020	mc outdoor_timeline	1,004	11	2.23%	0	0	0
	mcctravel_timeline	737	7	1.31%	0	0	0
Grand Total		2,522	27	5.04%	0	0	0

Paid Search Performance

Start Date
12/1/2020

End Date
12/31/2020

Ad Group Performance

Ad Group	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Submit RFP Conversion
MCC	953	56	5.88%	\$179.64	\$0.31	13	

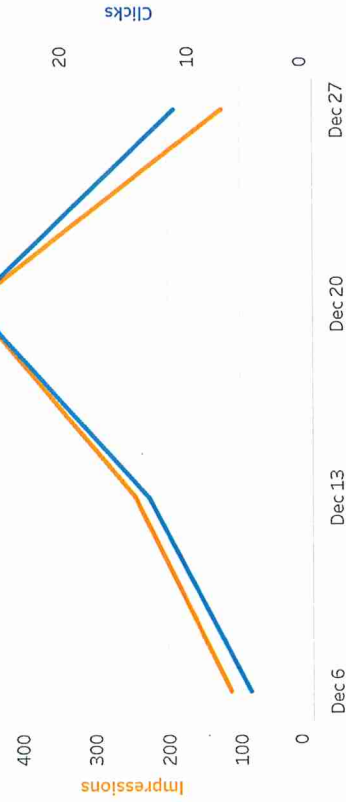
953
IMPRESSIONS

56
CLICKS

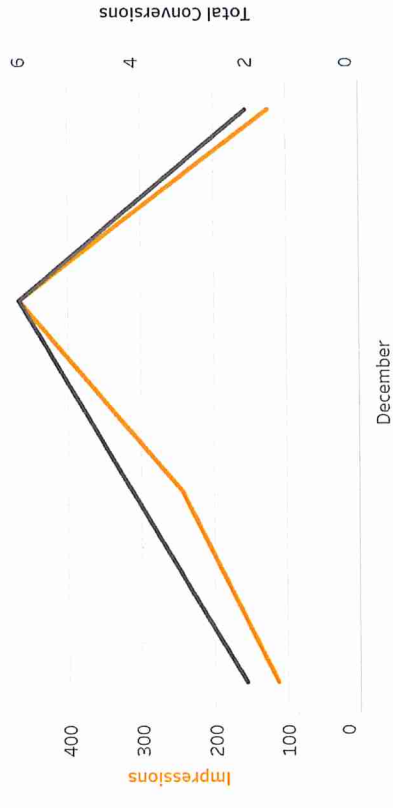
14
TOS 115
CONVERSIONS

\$0.31
COST PER CLICK

Impressions | Clicks

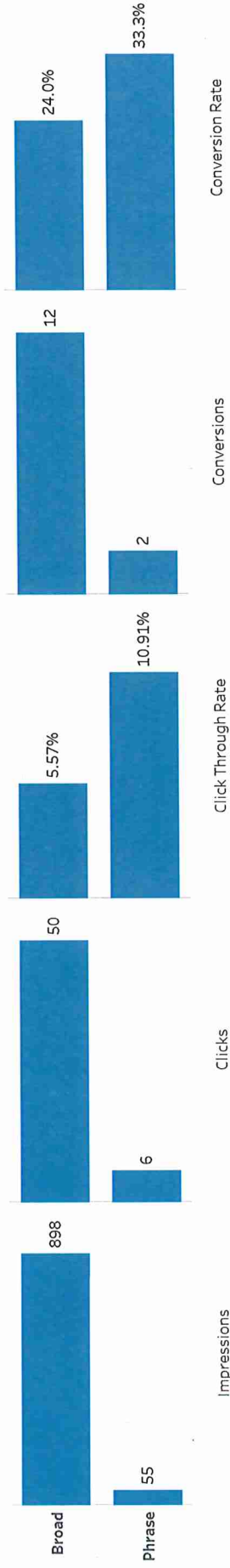


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
MCC	953	\$179.64	56	\$0.31	5.88%	13

Paid Search Performance

Start Date 12/1/2020 End Date 12/31/2020

Keyword Performance

Keyword	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to..	544	34	\$0.36	6.25%	\$94.08	4	11.8%	\$19.72
lake tahoe venues	200	3	\$0.47	1.50%	\$6.34	4		\$7.27
+lake +Tahoe +venue	98	8	\$0.16	8.16%	\$50.45	4	50.0%	\$10.91
north lake Tahoe activities	55	6	\$0.60	10.91%	\$10.00	2	33.3%	\$12.15
lake tahoe wedding venues	51	5	\$0.27	9.80%	\$18.77	4	80.0%	\$7.27
+Tahoe +convention +cen..	3	0		0.00%	\$0.00			\$7.24
+lake +Tahoe +conference..	1	0		0.00%	\$0.00			\$3.58
+Tahoe +conference +cen..	1	0		0.00%	\$0.00			\$6.66

RECOMMENDATIONS

- Continue to pause the Consumer campaign until the next course of action is decided upon.
- Current trends show that a lot of people/company's are adopting a "wait and see" attitude that is more forward planning and waiting the pandemic to end. Recommendation is to continue with the MCC campaign for to continue to reach meeting planners for future meetings.
- Social performed well for MCC. There is a decrease in traffic for this space and we will be making continual optimizations to increase its performance.
- The KBYG and the Outdoor creative were the best performing ads for MCC. Optimizations will be made to better targeting and increase audience interactions.
- Increase search performance by optimizing keywords.
- Emails start deploying in January, and will be monitored and optimized as needed.



A scenic landscape photograph featuring a rocky shoreline in the foreground, a dense forest of evergreen trees in the middle ground, and a body of water reflecting a bright sunset or sunrise in the background. The sky is a mix of blue and orange. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "THANK YOU" in blue, bold, uppercase letters.

THANK YOU

Lodging Referrals - 12/1/2020-12/31/2020	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	15	15
Tahoe Donner Cross Country Ski Center	13	11
Tahoe Luxury Properties	13	13
The Village at Squaw Valley	11	11
Granlibakken Tahoe	9	9
Hostel Tahoe in Kings Beach	9	8
Basecamp Hotel Tahoe City	8	7
Northstar California Resort	8	8
Tahoe Vista Lodge and Cabins	8	8
Cedar Glen Lodge	7	6
Hauserman Rental Group	7	7
Hyatt High Sierra Lodge, A Hyatt Residence Club	7	7
Tahoe Truckee Factory Stores	7	7
Tahoe Mountain Properties	6	5
Tahoe Time Vacation Rental	6	6
The Ritz-Carlton, Lake Tahoe	6	6
Cottage Inn at Lake Tahoe	5	5
Lake Tahoe Deluxe Vacation Rentals	5	5
Rustic Cottages	5	5
Castle Peak Vacation Rentals	4	3
Club Tahoe Resort	4	4
Meeks Bay Resort & Marina	4	4
Mother Natures Inn	4	4
Rockwood Lodge	4	4
Sunnyside Restaurant & Lodge	4	4
Tahoe Biltmore Lodge & Casino	4	4
Tahoe Moon Properties	4	4
Tahoe Sands Resort	4	4
Brockway Springs Resort	3	3
Cedar Crest Cottages	3	3
Constellation Residences at Northstar	3	3
Donner Lake Village	3	3
Donner Summit Rentals	3	3
Martis Valley Associates Property Rentals	3	3
Resort at Squaw Creek	3	3
River Ranch Lodge and Restaurant	3	3
Tahoe Getaways Vacation Rentals	3	3
Tahoe Rentals by Wells and Bennett Realtors	3	3
Vacation Station, Inc.	3	3
VACAY North Tahoe	3	3