

NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

Committee Members: **Chair:** **Caroline Ross**, Squaw Valley Business Association
Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
Sarah Otero, Wanda's Flower Shop | **Alyssa Reilly**, North Tahoe Business Association | **Lindsay Thayer**, LT Marketing
Greg Long, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association
Amy Kyleberg, | Northstar | **Doug Burnett**, Northstar | **Patrick Lacey**, Homewood Mountain Resort |
Katie Biggers, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative | **Emily Setzer**

Chair: **Becky Moore**, Granite Peak Management | **Vice Chair:** **Christine Horvath**, Squaw Alpine
Brit Crezee, Sotheby's International Realty | **Brett Williams**, Agate Bay Realty
Carlynn Fajkos, Tahome Marketing | **Kressa Olguin**, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton |
Ray Villaman, Tahoe Restaurant Group | **Susan Whitman**, Northstar |
Tyler Gaffaney, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe
Wendy Hummer, EXL Media
Advisory Board Member: **Erin Casey**, Placer County

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/86283536531?pwd=bUMxY0R3blgvd2NZQVFWN1IWVEI5Zz09>

Meeting ID: 862 8353 6531

Passcode: 422412

+1 669 900 9128 US (San Jose)

- 1:00 p.m.** **1. Call to Order – Establish Quorum**
- 2. Public Forum**-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
- 1:05 p.m.** **3. New Member Introductions**
- 1:15 p.m.** **4. Agenda Amendments and Approval**
- 1:20 p.m.** **5. Approval of In-Market Tourism Development meeting minutes from Nov 17, 2020** **Page 1**

1:25 p.m

Other Items:

6. Partnership Funding Second Call for Applications Discussion - Katie Biggers (15 minutes) **Page 4**

7. Takeout Tahoe & Shop & Win Contest Recap - Abbi Agency (15 minutes) **Page 5**

8. Takeout Tahoe Campaign Extension Update - Amber (10 minutes) **Page 20**

9. Discussion on Future Campaigns (15 minutes)

2:15 p.m.

10. Committee Member Reports/Updates from Community Partners (1-2 mins each)

2:20 p.m.

11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

In-Market Tourism Development Draft - Meeting Minutes – Tuesday November 17, 2020

The In-Market Tourism Development Meeting was held virtually through Zoom.

Committee member that joined via teleconference:

TCDA: Kylee Bigelow

NTBA: Alyssa Reilly, Lindsay Thayer

Incline Village Community Business Assoc.: Greg Long, Paul Raymore

Squaw Valley Business Association: Caroline Ross, Steve Lamb

West Shore Business Association: Jennifer Capistran

Chamber of Commerce: Katie Biggers

NLTRA Board of Directors member: Jim Phelan

Tourism Development Committee: Becky Moore, Brit Crezee, Taylor Gaffaney, Carlynne Fajkos, Christine Horvath, Wendy Hummer,

Staff in attendance: Jeff Hentz, Amber Burke, Liz Bowling, Katie Biggers, Anna Atwood

Other in attendance: Cathy Nanadiego, Lindsay Moore, Connie Anderson, Brittany Lima, Stephanie Hoffman

1. Meeting called to order at 1:03pm
2. Public Comment: None
3. New Member Introduction
Amber introduced the new members that now have seats on the BACC Committee and will be joining us for the In-Market Tourism Development meetings. New members include Jennifer Capistran, Doug Burnett, Patrick Lacey, Lindsay Thayer and Sahra Otero.
4. **Agenda Amendments and Approval GAFFANEY/HUMMER/UNANIMOUS**
5. **Motion to approve the In-Market Meeting minutes from September 29, 2020 GAFFANEY/LONG/UNANIMOUS**
6. **Action/Motion Items:**
 - a. Approval of Partnership Funding Program Recommendations
Katie reviewed all the partnership applications that got funded. Applications for funding of events taking place in 2021 were submitted on October 16th. A selection panel reviewed the applications and met with all applicants before making funding recommendations based on existing criteria. Amber emphasized that we would support all the other events that did not get funded through our event calendar, newsletters, and blogs.

Comments:

- Carlynne questioned if they report in after their event? Katie stated there is robust reporting they must complete after the event.
- Caroline questioned if the 2020 event received funding? Katie stated that most of the events gave all the money back, but some events did keep the money as it was a hybrid event.
- Caroline questioned if this money rolls over to next Fiscal year? Amber shared it does not roll over.

- Wendy questioned how long we have to allocate the additional \$10K funding that was not decided on? Amber shared it must be allocated before this Fiscal Year; by June 30, 2021.
- Brit questioned how the process works and how the event producers are aware of the grant funding? Katie reviewed the process and stated it is posted on social media, Liz produces a press release, and it is posted to our website. It also goes out to our robust event distribution list.
- Christine questioned if the NLTRA would open it up for a new process again, (the \$10K left) or would it be applied to existing events? Amber and Katie shared if we feel there is a need to do another call for applications, we can. The situation can be re-assessed in February.

**Motion to approve the Partnership Funding Recommendations
HORVATH/HUMMER/UNANIMOUS/BIGELOW ABSTAINED**

7. North Tahoe Shop & Win Contest Update

North Lake Tahoe will be creating and promoting a holiday shopping contest to be run via the Goosechase App to promote and support shopping at local retailers and businesses during the holiday shopping season. This shopping may include shopping in-person, online or by purchasing gift cards. Timing: November 28, 2020 – January 3, 2021.

Goals:

- Encourage shopping local during the holiday season to both visitors and locals.
- Educate locals, visitors and “new locals” on the importance of shopping locally.
- Encompass as many business sectors as possible
- Create an engaging “event” that lasts for multiple weeks.
- Utilize the Goosechase App that was purchased with NLTRA TD committee funds.

Connie shared the outreach and tactics strategy for both partners and consumers. There will be a one-sheet w/contest overview & FAQs along with a Business Toolkit for partner education. For the consumer there will be in-shop flyer w/overview, instruction and QR code. There will also be a landing page on GoTahoeNorth.com. The media buys would include radio and a social media advertisement, probably a few different carousel ads.

Comments:

- Lindsay questioned if it would make sense to include it on the North Tahoe Truckee page? Amber shared that it is on her radar but suggested talking offline with Lindsay directly about this.
- What are the prizes? Amber is working on this. They are asking the businesses to donate but everyone is struggling right now but she allocated \$800 aside in the budget for prizes. Becky liked the idea of purchasing gift cards to support the local businesses at this point.

8. Takeout Tahoe Campaign Update

NLTRA has created a Takeout Tahoe Campaign and along with a guide to support the local restaurants. The Guide is downloadable and there is also landing page on GoTahoeNorth.com. The Takeout Tahoe Guide is separated by region.

A weekly ad campaign is a carousel ad with a focus on select restaurants from each region. Connie shared the weekly schedule for each region.

Comments:

- Christine questioned on the ads, is it clear enough that it is takeout? Amber shared she can try to enlarge the logo size.
- Caroline encouraged everyone to join the Facebook page North Tahoe Eats and for deals and specials. It was recommended that each business association share this with their members.
- If we do a poster could we do both Shopping & Dining? Amber said she will look into combining the two as a backup.
- Amber stated there will be a press release going out on the Takeout Tahoe.
- Lindsay recommended handing these out to front desk staff at lodging properties.
- Caroline recommended that everyone re-messaging this guide out to their business members.

9. In-Market Tourism Development Budget Review
Amber reviewed the In-Market budget spreadsheets with the committee members.
10. Event Update
Katie gave a quick update on 2021 events. The Broken Arrow Sky Race will be brought to the committee in January. The WinterWonderGrass in Colorado was just canceled but more information on WinterWonder Grass Tahoe will be decided on in January. Katie is working with Northstar on the Enduro race. Tahoe Film Fest is scheduled to take place in early December.
11. Committee Member Reports/Update
No committee member updates.
12. Adjournment
The meeting adjourned at 2:21pm.



MEMORANDUM

Date: January 26, 2021
TO: NLTRA In-Market Tourism Development Committee
FROM: Katie Biggers, Sr. Event Specialist
RE: 20.21 Discussion on Remaining Partnership Funding Grant Funds

Action Requested:

No action is being requested at this time.

Background:

The North Lake Tahoe Resort Association (NLTRA) facilitates a Special Event Partnership Funding program for annual special events in the North Lake Tahoe region. We received 12 applications in November. We funded 8 of the 12 events, that fit our criteria and that the Partnership Funding panel recommended.

Note: those awarded funds must be used for marketing and public relations purposes only - they cannot be used on operational costs. Events must generate overnight visitors for at least one (1) Placer County lodging partner to be considered for funding

The total amount of funding we have available, among all recipients collectively, is \$50,000. We approved \$40,000.

Staff is interested in opening the discussion for a second round of funding. With the changing climate of events, we know that our grant cycle in October/November was early for some producers to apply (hard to determine what the regulations would be etc. due to COVID-19 restrictions).

This second round would give producers an opportunity to come back to us with more detailed information on their events, now that they may have a better understanding of what is happening in the region and have had more time to pivot their operational plans. We also have an excess of Opportunistic Funds we can potentially pull from in the 20.21 Event Budget

Fiscal Impact:

20.21 Budgeted Amount for Partnership Funding:	\$50,000
Allocated Funds:	\$40,000

CAMPAIGN REPORT

NORTH LAKE TAHOE: HOLIDAY SHOPPING CONTEST

OVERVIEW

Strategy Overview

North Lake Tahoe looks to update its Shopping Campaign in 2020 to provide a more interactive experience for locals and in-market visitors via the Goosechase application. Additionally, the 2020 campaign seeks to bring back many tactics of the in-market holiday shopping contests that benefits local businesses. These businesses may include:

- Retailers
- Non-traditional retailers like Tahoe ArtHaus and dining establishments who sell gift cards

Goal

The North Lake Tahoe in-market shopping campaign aims to highlight the unique shopping experiences of local retailers in North Lake Tahoe while encouraging purchases.

CREATIVE / CREATIVE

While the centerpiece of the campaign was around the digital contest via Goosechase, a variety of collateral pieces were created to support outreach in-person to education visitors at local businesses as well as visitor centers.

These elements included:

- A toolkit
- A business poster
- Store signage



CREATIVE / CREATIVE



I SUPPORT
NORTH LAKE TAHOE
BUSINESSES



NORTH TAHOE
Shop & Win
CONTEST
Shop Local. Support Local.

North Lake Tahoe businesses have teamed up to make holiday shopping even more rewarding this year with a Holiday Scavenger Hunt. Shop local, support small businesses, get creative, and just to win!

Follow These Easy Steps
To Start Playing Now!

- ✓ **Download**
the free iOS/Android App
- ✓ **Search**
for our scavenger hunt, **North Tahoe Shop & Win**, within the app or click the QR code below for a direct link.
- ✓ **Gather Your Team, or Head Out Solo**
and grab your friends to shop safely this holiday season and win by completing some or all of the 10+ challenges while exploring our North Lake Tahoe communities and businesses this holiday season.

The Holiday Hunt
Nov 28 - Jan 3

The Holiday Hunt starts on Nov. 28, 2020, Small Business Saturday, and runs through Jan. 3, 2021.

Prizes

Prizes will be awarded each week, so download the app and start playing at any time. Or join us for the whole contest and rack up the most points, by completing as many challenges as you can, and win the grand prize.

For details, visit
GoTahoeNorth.com/ShopandWin



Scan the code with your camera to Sign Up For The Contest

NORTH TAHOE
Shop & Win
CONTEST
Shop Local. Support Local.



CONTENT / CONTENT

- **Blog:** *“Shop Local & Win! Support North Lake Tahoe’s Shopping Scene this Holiday Season”*
 - 439 Page Views
 - 1:13 avg. time spent on page

- **Featured in Newsletter:** *“Holiday Preparations Underway in North Lake Tahoe”*
 - 26.3 % Open Rate
 - 0.9 % CTR



ENTER THE NORTH LAKE TAHOE SHOP & WIN CONTEST

If you'll be in North Lake Tahoe this holiday, spice up your shopping season by joining in the fun of a new scavenger hunt experience. North Lake Tahoe businesses have teamed up to make holiday shopping even more rewarding this year with the North Tahoe Shop & Win Holiday Contest. Shop local, support small businesses, get creative, and win!

The Holiday Hunt starts on Small Business Saturday, November 28, and runs through January 3, 2021.

CONTEST RESULTS

- Teams Signed Up: 77
 - Active Teams: 39
- Challenge Submissions: 609
- Landing Page: 1,561 pageviews
 - Avg. Time on Landing Page: 2:12
- Participants were a mix of full-time residents, second homeowners and both first time and repeat visitors.

North Lake Tahoe launches five-week Shop Local campaign

Business [FOLLOW BUSINESS](#) | November 25, 2020

Submitted to the Sierra Sun



theabbiagency.com

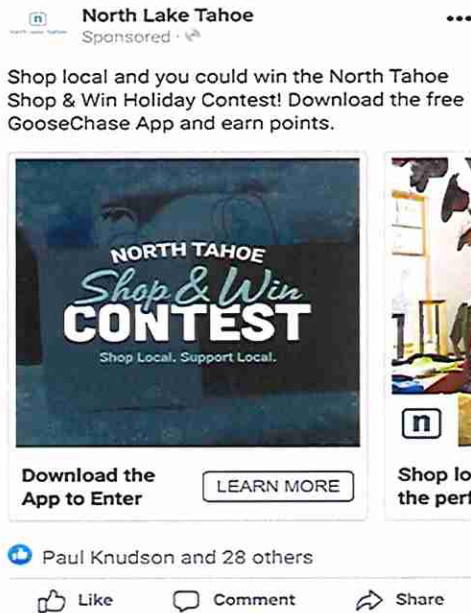
@theabbiagency

Local Media Coverage

- Nov. 2, 2020: Visit California
 - [Support Small Businesses by Gifting California Goods this Holiday Season](#)
- Nov. 25, 2020: Sierra Sun
 - [North Lake Tahoe launches five-week Shop Local campaign](#)
- Dec. 8, 2020: KCRA Sacramento
 - [Shop Local Holiday Gift Guide](#)
- Dec. 11, 2020: Sierra Sun
 - [Retailers, nonprofits brace for shutdown's impact on holiday shopping](#)
- Jan. 15, 2021: Moonshine Ink
 - [Boosting Business in the Pandemic](#)

Note: The campaign began on November 23rd with the contest start date of November 28th, Small Business Saturday. Placer County was put in a Stay at Home Order on December 11th which lasted through the end of the contest.

PAID MEDIA



Overall, the shopping contest campaign raised a good deal of awareness of the contest, and garnered over 1,000 clicks. The campaign performed better than platform average across the board. The campaign did encounter one issue related to spend pacing. The campaign had spent according to schedule up to the days immediately leading to Christmas, at which time it experienced a significant decrease in spending, indicating the campaign was out-bid by other advertisers capitalizing on holiday messaging. TAA adjusted daily spend and bid caps to increase auction-time wins but the campaign was not able to recoup spend pacing. As there was additional budget that was not spent, we have three recommendations for a make-good resolution, presented on a later slide.

While ads and posting were updated to reflect COVID-19 restrictions and Stay at Home orders that were announced during the campaign, we believe that these changes affected the overall participation in the campaign.

SOCIAL MEDIA ADS

FACEBOOK/INSTAGRAM

- The CPC was lower than the combined platform average of \$1.97.
- Of our clicks, 808 were unique website visits.
- Our CTR was higher than the combined average of .48% by nearly double.
- Facebook listed the ad as “above average” quality.

	Impressions	Clicks	CTR	Reach	CPC
Hybrid	137,484	1,318	0.96%	40,095	\$1.32

RADIO

- 100x :30 second spots ran.
- 45x :60 live reads were performed by KTKE DJs.
- Added value of 2 social media posts.
- 26k online listeners, and approximately 540k terrestrial listeners for 566k total reach.
- Estimated impressions at 82,070,000.



MAKE-GOOD OPTIONS

REFUND

The Abbi Agency can refund NLT for the unspent portion of the campaign amounting to \$1,062.

CREDIT

The Abbi Agency can provide NLT with a credit for the unspent portion of the campaign amounting to \$1,062 to be spent in future shopping campaigns.

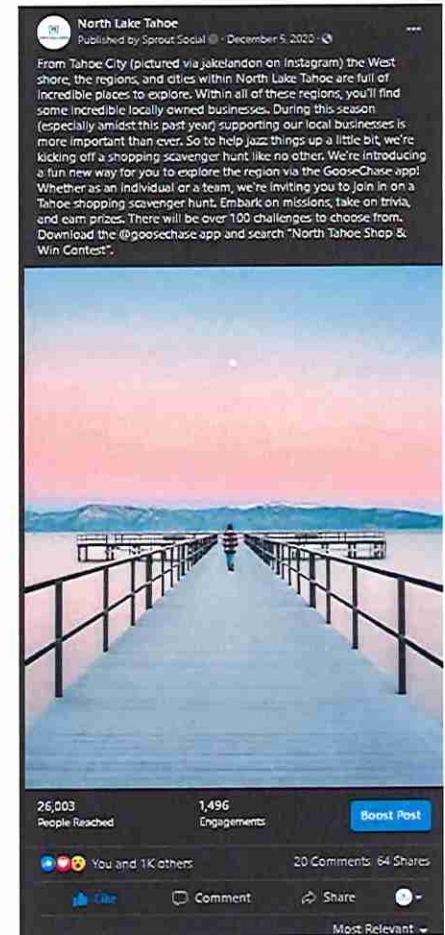
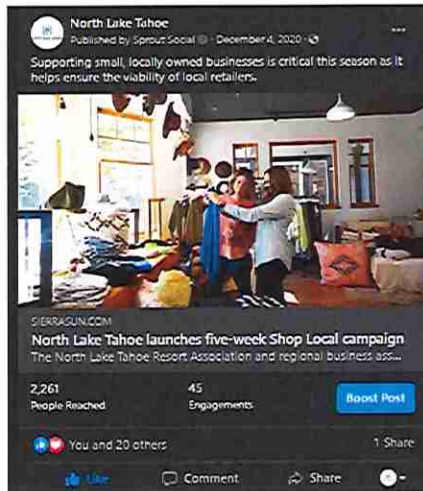
Q1 CAMPAIGN

The Abbi Agency can run a campaign during Q1 for the remainder of the budget. Suggested messaging would include either shopping or a general takeout message.

SOCIAL MEDIA SOCIAL MEDIA

The Holiday Shopping Campaign was promoted via social media featuring a mix of different post styles and imagery, geared towards encouraging our audience to support their favorite local businesses and explore the area in a safe and interactive way.

THE ABBI AGENCY + NORTH LAKE TAHOE



THE ABBI AGENCY + NORTH LAKE TAHOE

SOCIAL MEDIA ANALYTICS

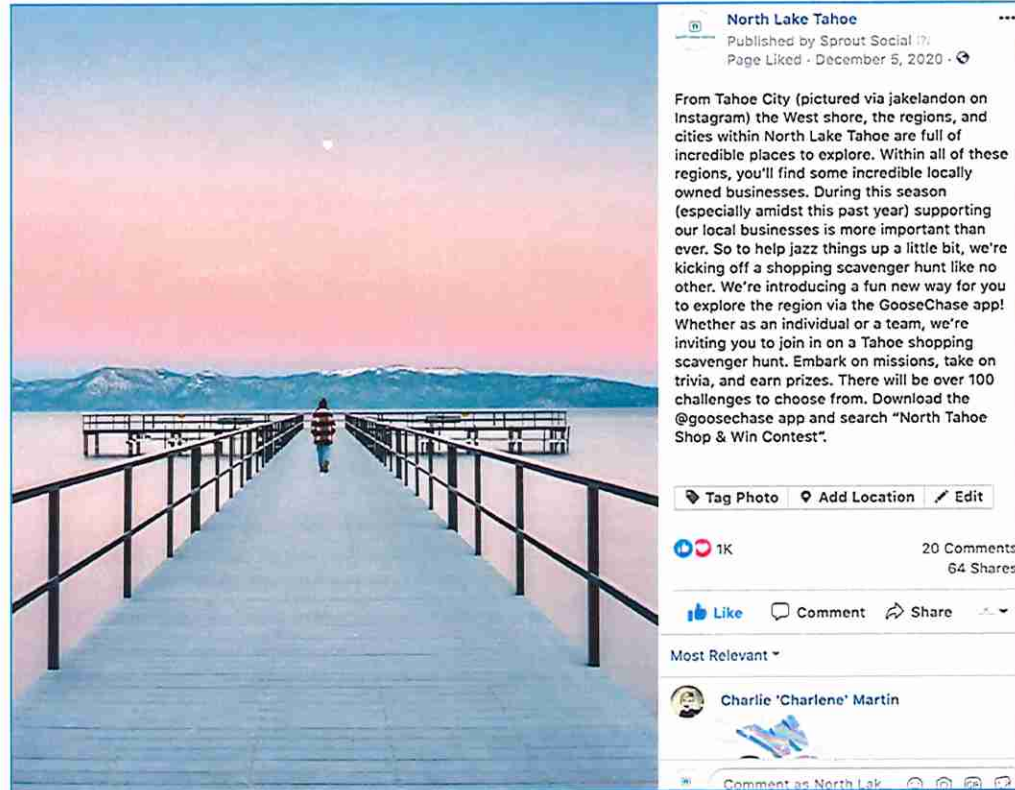
- The table to the right breaks down the performance of the Holiday Shopping Campaign on social media by platform.

Platform	Impressions	Clicks	Engagement	New Followers	Posts Sent
Facebook	107,761	318	2,200	405	4
Instagram	73,090	N/A	4,772	1,169	2
Twitter	1,421	10	20	70	1
Total	182,272	328	6,992	1,644	7

TOP PERFORMING POSTS

The screenshots to the right indicate the top performing post on Facebook for the date range:

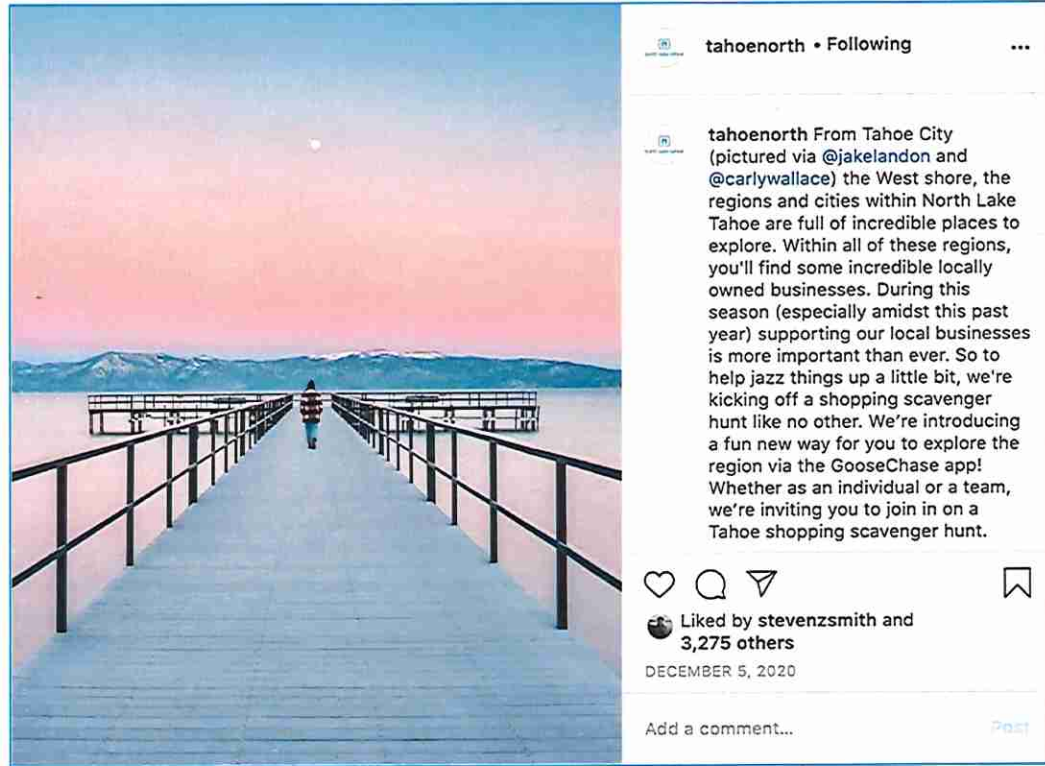
- Impressions: 27,655
- Reactions: 1,113
- Comments: 33
- Shares: 65



TOP PERFORMING POSTS

The screenshots to the right indicate the top performing post on Instagram for the date range:

- Impressions: 45,586
- Reactions: 3,276
- Comments: 14
- Saves: 84



THANK YOU!

CAMPAIGN REPORT

NORTH LAKE TAHOE: TAKEOUT TAHOE

OVERVIEW

Strategy Overview

The Takeout Tahoe initiative is in an effort to support regional dining partners during these uncertain times while capacity is limited due to regulations on indoor dining and physical distancing.

Goals

- Encourage takeout options to both visitors and locals
- Highlight each dining “region” in North Lake Tahoe
- Provide information to make takeout an easy option
- Create a collateral piece for lodging properties and STR’s to distribute and/or put in rooms encouraging takeout

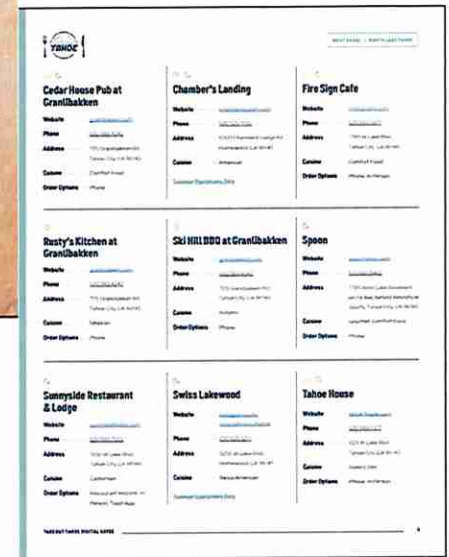
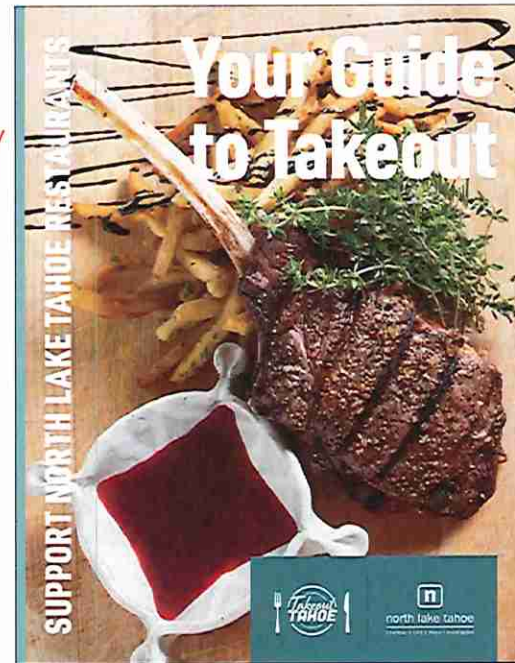
CONTENT CONTENT

The Takeout Tahoe Guide was created to showcase each region throughout the region and provide a collateral piece for local businesses and lodging properties to provide to visitors encouraging support of local restaurants. All content included notes about responsible travel including throwing away trash.

The guide was also shared on the following content platforms:

- Landing Page
- Blog
- Newsletter

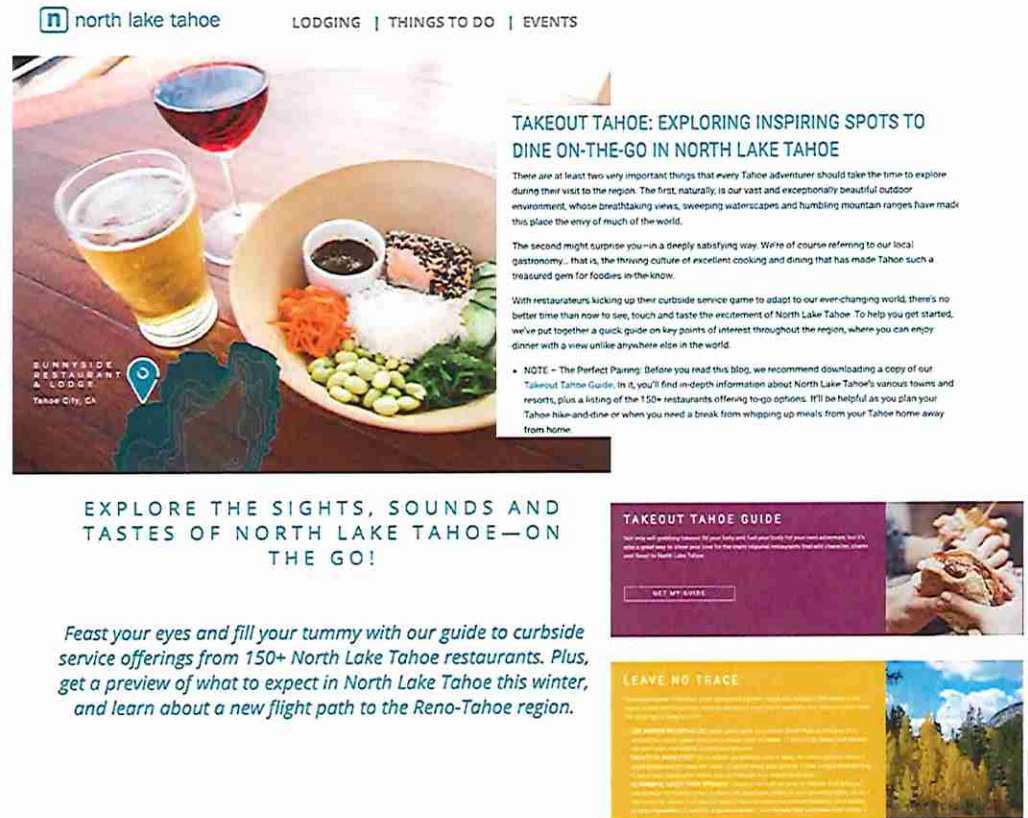
THE ABBI AGENCY + NORTH LAKE TAHOE



THE ABBI AGENCY + NORTH LAKE TAHOE

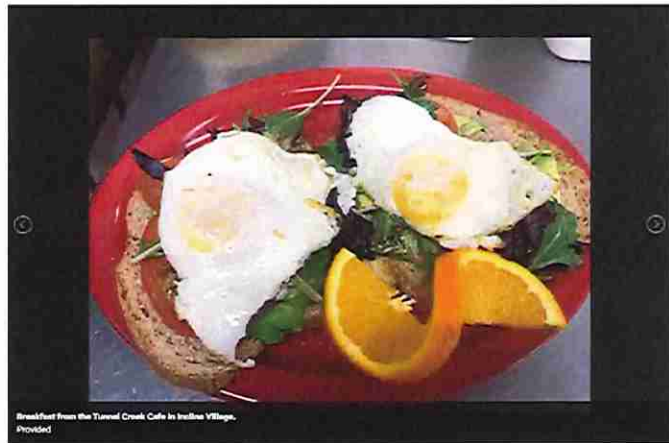
Content Results

- **Landing Page: “Takeout Tahoe:”**
 - 3633 Page Views | 2:09 avg. time spent on page
- **Blog: “Takeout Tahoe: Exploring Inspiring Spots to Dine On-the-Go in North Lake Tahoe”**
 - 636 Page Views | 2:25 avg. time spent on page
- **Newsletter: “Explore Tahoe Flavors—Then Get Ready for Winter”**
 - 23.4 % Open Rate | 0.9 % CTR



MEDIA PLACEMENTS

NLTRA launches 'Takeout Tahoe' to support local restaurants



Breakfast from the Tunnel Creek Cafe in Incline Village. Provided



INCLINE VILLAGE, Nev. — As temperatures drop and people begin to gather indoors, officials warn that COVID-19 cases will continue to increase.

With more potential restrictions in the near months, restaurants may have to adapt similarly to how they did in the spring of this year.

In the beginning of the pandemic in March, when restaurants closed and shelves at grocery stores were limited, people began resorting to the rocks.

- Nov. 9, 2020: Tahoe Daily Tribune; Sierra Sun
 - [NLTRA launches Takeout Tahoe to support local restaurants](#)
- Nov. 25, 2020: LA Times
 - <https://www.latimes.com/travel/story/2020-11-25/covid-19-tips-skiing-snowboarding-winter>
- December Edition: Edible Reno-Tahoe
 - Takeout Tahoe
- Dec. 18, 2020: Sierra Sun
 - [Businesses Adjust to New Restrictions](#)
- Jan. 15, 2021: Moonshine Ink
 - [Boosting Business in the Pandemic](#)

SOCIAL MEDIA VIDEO

The Takeout Tahoe campaign was launched across all of our social media platforms in October and ran through the season. While the campaign is technically *over* we are still continuing to educate our audience on the ways in which they can support local restaurants by ordering takeout during this time.

THE ABBI AGENCY +
NORTH LAKE TAHOE

TOP PERFORMING POSTS



tahoenorth - Following
Uncorked Square Valley

tahoenorth North Lake Tahoe is not just one of the most beautiful and sought after year-round destinations in the world—it's also one of the most exciting places to indulge your inner foodie. With local spots like @uncorkedtahoe offering their menu to-go, you can take world class dining on any adventure while supporting local businesses. If the reward of a delicious meal wasn't enough, here's even more motivation to #TakeoutTahoe! For the months of November and December we'll be giving away \$150 in North Lake Tahoe restaurant gift certificates to one lucky winner.

1. Enjoy takeout from a North Lake

Liked by dyl.anders and 448 others
November 26, 2020

Add a comment...

INSTAGRAM

theabbiagency.com

@theabbiagency

North Lake Tahoe
Published by Screenshot Social · November 16, 2020 ·

If a delicious meal isn't tantalizing enough for you, here's even more motivation to #TakeoutTahoe! For the months of November and December we'll be giving away \$150 in North Lake Tahoe restaurant gift certificates to one lucky winner.
bit.ly/Takeout-Tahoe



FACEBOOK

North Lake Tahoe
@TahoeNorth

Tahoe City is home to some incredible dining opportunities. On top of that, we're giving \$150 in North Lake Tahoe restaurant gift certificates to one lucky winner. Head to the link below to learn more:
gotahoenorth.com/takeouttahoe/



1:06 PM · Nov 10, 2020 · Twitter Web App

TWITTER

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SOCIAL MEDIA ANALYTICS

- Across Facebook, Instagram, and Twitter, the Takeout Tahoe campaign amassed a grand total of 346,954 impressions. While Facebook ended up reaching nearly twice as many people as Instagram, Instagram ended up far surpassing Facebook’s engagement.
- The top performing posts varied by platform, with more visual images of food performing well on Instagram. Whereas our graphics performed better on Facebook and Twitter.

Platform	Impressions	Clicks	Engagement	Posts Sent
Facebook	226,590	1,018	428	16
Instagram	105,607	N/A	2,829	7
Twitter	14,757	51	64	9

THE ABBI AGENCY + NORTH LAKE TAHOE

PAID MEDIA
PAID MEDIA

Overview: Ads ran for the duration of Q3, and were targeted to those within the North Lake Tahoe and surrounding drive-market. Overall, the ads performed well and raised considerable awareness about the culinary offerings in the region.

- Schedule:
 - West Shore: October 27 - November 2
 - Tahoe City: November 3 - November 9
 - Carnelian Bay, Tahoe Vista & Kings Beach: November 10 – November 16
 - Incline Village & Crystal Bay: November 17 – November 23
 - GENERAL TAKEOUT MESSAGING: November 24 – November 30
 - Northstar: December 1 – December 7
 - Olympic Valley & Alpine Meadows: December 8 – December 14

THE ABBI AGENCY + NORTH LAKE TAHOE

	Impressions	Clicks	CTR	Reach	CPC
West Shore	54,824	533	0.97%	114,141	\$1.40
Tahoe City	70,871	586	0.83%	17,192	\$1.28
Kings Beach/Tahoe Vista	51,239	534	1.04%	13,999	\$1.40
Incline Village/Crystal Bay	49,780	493	0.99%	14,431	\$1.52
Northstar	46,241	493	0.78%	12,852	\$2.07
Olympic Valley	42,466	296	0.70%	15,543	\$2.53
TOTALS	315,421	2,804	0.89%	71,854	\$1.60

INSIGHTS

SLHΘISNI

- Please note that average KPI for the following slides is based on data for Instagram, Facebook and the audience network combined, as that is how the ads served.
- The overall CPC was lower than the combined platform average of \$1.97. CPC did increase over the duration of the campaign -- a natural occurrence as we near the holidays and there is more competition at bidding time.
- Of our clicks, 1,645 were unique website visits.
- Our CTR of .89% was higher than the combined average of .48% with Kings Beach/ Tahoe Vista coming in highest at 1.04%.
- Overall ad quality was deemed "above average" by Facebook's algorithms.

AD #1

West Shore

- The CPC was significantly lower than the combined platform average of \$1.97 at \$1.40.
- Our CTR was higher than the combined average of .48% at .97%.

North Lake Tahoe
Sponsored · 🌐

The West Shore is home to several incredible eateries offering a wide variety of takeout options. Grab it to-go and enjoy!

West Shore

Support North Lake Tahoe Restaurants [Learn More](#)

Tacos
Sunnysid Restaura

Take tacos to-go and explore the shore.

👍❤️ 37 4 Comments 1 Share

👍 Like 💬 Comment ➦ Share

AD #2

Tahoe City

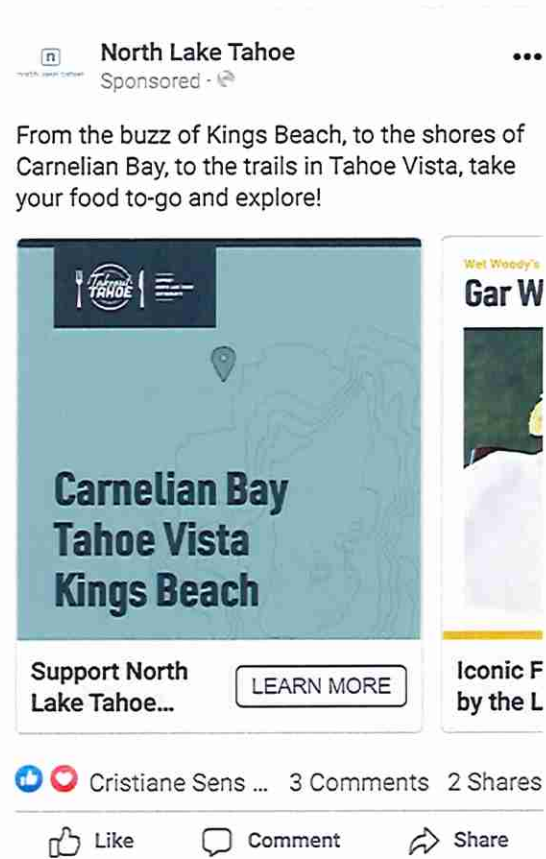
- The CPC was significantly lower than the combined platform average of \$1.97 at \$1.28.
- Our CTR was higher than the combined average of .48% at .83%.
- Ad shown is an example of a Story Ad placement -- please note it also ran in feeds and articles.



AD #3

Carmelian Bay, Kings Beach and Tahoe Vista

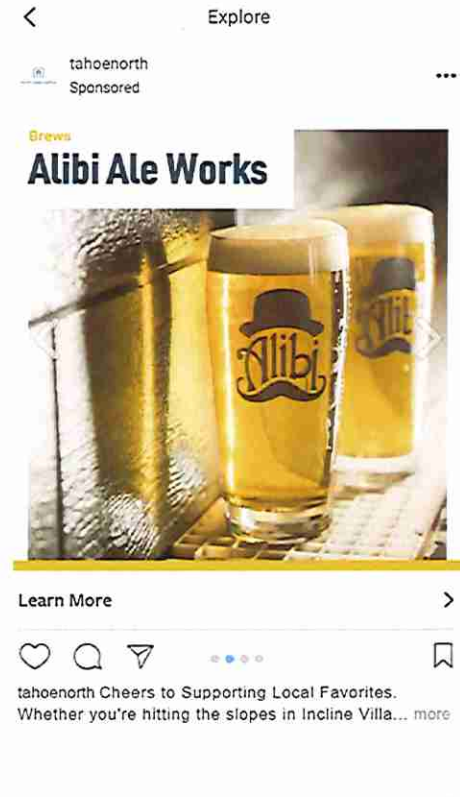
- The CPC was significantly lower than the combined platform average of \$1.97 at \$1.40.
- Our CTR was higher than the combined average of .48% at 1.04% -- which is also the highest CTR of the campaign.



AD #4

Incline Village and Crystal Bay

- The CPC was lower than the combined platform average of \$1.97 at \$1.52.
- Our CTR was higher than the combined average of .48% at .99%.



AD #5

Northstar

- The CPC was higher than the combined platform average of \$1.97 at \$2.07, not an uncommon occurrence as there is competition for placements during the holidays.
- Our CTR was higher than the combined average of .48% at .78%.

North Lake Tahoe
Sponsored · 🌐

Northstar offers a wide range of to-go options, for whatever you crave. Ski and savor at this mountain getaway.

Perfect Pies
Rubic

Northstar

Support North Lake Tahoe... [LEARN MORE](#) **Mounta and Top**

Rei Merz and 13 others 1 Comment

Like Comment Share

AD #6

Olympic Valley

- The CPC was higher than the combined platform average of \$1.97 at \$2.53, again, not an uncommon occurrence as there is high competition for placements during the holidays.
- Our CTR was still higher than the combined average of .48% at .70%.
- The ad shown is an in-app ad, though the ad was also placed in feeds and stories.



FUTURE RECOMMENDATIONS

- Photo Content:
 - When it comes to content on social media, we've found that high quality food photos tend to perform the best (especially on platforms like Instagram and even Pinterest). While not all restaurants within the region tend to have these, it would be valuable to consider executing a high quality food photoshoot. This would not only give us valuable marketing assets for the campaign, but would give us evergreen content. It would also give the individual properties assets to promote themselves.



FUTURE RECOMMENDATIONS

Audience Building

To harness an engaged audience while building awareness of restaurants, we recommend building a landing page where users can submit their information to sign up for our newsletter to be entered-to-win a weekly restaurant gift card. This link would be accompanied with the high quality images taken. Each post would promote both the restaurant at hand as well as the contest.

The landing page can be hosted on GoTahoeNorth.com and pixelated, so paid media would have the opportunity to retarget these people with relevant ads about local food as well as relevant blog articles. Blogs could mirror the “Tahoe Treasures” approach where adventures are paired with local businesses/restaurants.

NLT MARKETING CO-OP RESPONSIBLE TRAVEL VIDEO SERIES

Indulge Safely Video

Staff is working with the Abbi Agency team on the creation of a responsible travel video focused on restaurants with a heavy emphasis on the Takeout Tahoe campaign. The video is part of a 5-part video series which has been funded by a CARES act grant through our partners at the Incline Village Crystal Bay Visitors Bureau.

The video will highlight a variety of restaurants in the region and will include Takeout Tahoe, inspiration for enjoying your takeout in a beautiful North Lake Tahoe setting, and will emphasize throwing away trash properly.

The video is set to be released the week of January 25th.

NLT MARKETING CO-OP SOCIAL MEDIA CONTEST

Takeout Tahoe Social Media Contest

Staff is working with the Abbi Agency team on a social media contest to run through our consumer channels utilizing our new CrowdRiff platform. The contest will run through the North Lake Tahoe Marketing Cooperative budget.

The photo contest will span a number of NLT owned channels. The contest will live on the Takeout Tahoe landing page on GoTahoeNorth.com and will utilize a function in CrowdRiff for collecting photos. It will require participants to enter a photo of them enjoying NLT takeout to enter. The CrowdRiff system will acquire rights for NLT to use the photo in the future. This contest will be paired with a weekly or monthly gift card giveaway and would support the collection of UGC that could be used in resharing. In addition, there will be a UGC photo gallery that will live on the Takeout Tahoe landing page showcasing submitted photos.

NLT will use a boosting budget to promote the contest.

THANK YOU!