

January Departmental Reports

Now with
Celebrate
Relax
Experience

it's human ature



January 2021
Conference Sales Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Osteopathic Physicians & Surgeons - OMM Weekend, 6/11/2021-6/13/2021, 100 room nights, 50 people
2. American Bar Association - FSLC Spring Meeting, 5/9/2023-5/14/2023, 404 room nights, 225 people
3. Conference Direct - NCPA 2021 Summer Board of Directors Meeting, July 25-27, 2021, 28 room nights, 15 people
4. Palffy Wedding, September 29-October 2, 2021, 35 room nights, 50 people
5. Ziprecruiter - President Chair Enterprise Group, March 3-6, 2022, 42 room nights, 28 people
6. American Council of Engineering Companies - 2022 Summer Public Affairs Conference, June 8-12, 2022, 175 room nights, 85 people

NEW INQUIRIES:

1. Compass Group USA, Inc - 2022 Retention and Sales Excellence, 1/16/2022-1/23/2022, 541 room nights, 250 people
2. Cutera, Inc - Workshop Q1, 3/4/2021-3/7/2021, 30 room nights, 50 people
3. California Warehouse Association - 2021 Annual Meeting, 3/11/2021- 3/12/2021, 25 room nights, 50 people
4. California Trails Conference Foundation- 2022 Conference, March 7-, 2022, 475 room nights, 400 people
5. McKesson Corporation - #13724 Radiation Business & Education Meeting, October 5-9, 2021, 325 room nights, 150 people

TRADE SHOWS & EVENTS:

- Attended the MPI Southern California Chapter State of Industry Education Event – January 28th
- Attended the MPI Sacramento Sierra Nevada Chapter Membership Committee Meeting –

PROJECTS:

- Webinars Attended
 - January 6 - CVENT webinar “Understand the Planner Perspective.”
 - January 13 - CVENT webinar “Effectively Managing Inbound Leads”
 - January 15 – webinar on “Group Business Insight, January 2021”
 - January 20 – CVENT webinar “Increase RFP Conversion Rates”
- Newsletter Distribution
 - January 27th - Meetings & Events Incentives on 1001 Planners located in West Coast States. The e-blast newsletter had a 24% open rate.
- Finalized the MCC website update

- Finalized the MCC weddings website update
- Finalized our CRM database training manual

CHICAGO EFFORTS:

- Mailing and personally dropping off Valentine's packages with Lake Tahoe masks & cookie and brownie mix to top clients. Adding Bart's info to card.
- North Lake Tahoe continues to be represented on the Chicago Destination Reps social media sites: Facebook, Instagram and Linked-In and on the website.
- Virtual Yoga being planned for top accounts in February/March.
- Key events attended:
 - GMC-PCMA Virtual Reception
 - PCMA Convening Leaders Conference
 - MPI Holiday Event



Leisure Departmental Report
January 2021

KEY MEETINGS & PROJECT WORK

- Educated and on-boarded the five new Tourism Development Committee members
- Launched Australia PR scope of work
- Met with DCI on next phases of Canada contract
 - To engage in up to (4) more webinars trainings in spring 2021
- Attended all day IDSS Sales Training
- Lead on NLT Sustainability Travel Project
 - Creating content for GTN
 - Working with Augustine on the development of the sustainability pledge
 - Working with Kind Traveler to secure non-profit selection
 - Organizing Tourism Cares Conference – looking at moving dates to fall of 2021
 - Met with Sierra Business Council to go over local business involvement

TRADESHOWS, SALES CALLS & TRAININGS

- Attended the Visit CA Rural Committee
- Attended the Visit CA High Sierra meeting
 - Lead on High Sierra Influencer Program – we had an RFP review and selected company.
 - Working on upcoming Tradeshow for the High Sierra – Family Travel Expo
- Participating in the upcoming Virtually Yours Travel NV Virtual Roadshow
 - Currently have one lodging partner signed up – The Village at Squaw Valley
- Attended Visit Asheville's Virtual FAM and working with Liz to develop NLT's virtual FAM program for spring 2021
- Met with internal team to develop new DestiMetrics distribution platform
- Upcoming Tradeshows:
 - Visit CA Virtual Outlook Forum – February
 - Go West Virtual Summit – March

MARKETING CAMPAIGNS

- Leisure sales newsletter went out to 3000 agents and had an open rate 22%
- Upcoming Marketing Campaign:
 - Started outreach for spring NLT Expedia marketing and sales program to select dates and recruit hotel partners
- Wrapped up Travel NV Crisis Recovery Expedia Campaign
 - 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*
- Impressions: 3.05M
- Clicks: 3,129
- Room Nights: 103
- Gross bookings: \$22,690.04

VISAVUE DATA

- Q3 July – September
 - Total spend: \$162,176,325
 - Year over year growth during this quarter was +2.5%
 - Average cardholder spend: \$249.42
 - Top regions visiting: San Francisco, Sacramento, Reno, LA, San Diego, Phoenix, Las Vegas, Seattle, New York, Stockton, Chico

Chamber | Events Update
Katie Biggers | January 2021
Ongoing Webinars/Meetings

- Weekly Placer County Economic Development Covid-19 Response
- NTBA/TCDA Board Meetings and Monthly NTBA/TCDA Economic Vitality Meetings
- BACC Committee meeting, Monthly Tourism Development Meetings, Board of Directors
- Chamber Master Trainings/Member Zone + Events
- IDSS Trainings led by Anna and team
- Event Quarterly Meeting, Squaw, Homewood
- One Tahoe City- TCDA Annual Membership Meeting

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

- 2021 WinterWonderGrass
 - WWG has postponed the 2021 event to April 1-3, 2022.
 - Working with producers on possibly hosting smaller local events.
 - Discussing selling Merch at the Visitor Center to promote 2022.
 - With the cancellation of the 2021 event, \$24,400 in the event sponsorship budget are now available.
- 2021 Spartan North American Championships
 - September 25-26, 2021
 - This event is still scheduled to take place in 2021 as of now. Finalizing contract now.
 - With PR coming in house (Liz), we will not hire the Abbi Agency for an event contract this year. That will return \$4,000 to the event sponsorship budget.
- 2021 Lake Tahoe Summit Classic Lacrosse Tournament
 - June 18-20, 2021 | North Lake Tahoe/Truckee
 - This event is still scheduled to take place in 2021 as of now. Contract is finalized.
 - Summit Lacrosse Ventures (SLV) has approached staff regarding some additional funding to support new initiatives. Staff will bring more details to the committee in the coming months.
- 2021 Independence Day Fireworks
 - TCDA and NTBA are currently in discussion with the firework production company Pyrospectacular for the 2021 fireworks shows. Staff is working on gathering additional details from both organizations and plan to have them present at an upcoming meeting.

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

- 2021 Homewood - Pride Ride | March 26-28 | Homewood Resort (working with producer to get operational funding from Tourism Development out of opportunistic funds, presented at 1/26 Meeting)
- 2021 Tahoe City Food and Wine Festival (June 6-12 Subject to Change) | Tahoe City (working with producer to firm up their event plan and marketing plan)

- High Sierra Archery | June 12-13th, 2021 | Homewood Mountain Resort (working with producers to expand to Squaw Valley this summer, also connecting them with EXL Media to firm up a digital marketing plan so they can approach Tourism Development for operational funding at 2/23 Meeting)
- 2021 Tahoe Paddle Racing Series | July 24 - August 28 & 29 - September 18 & 19 | Waterman's Landing-Carnelian Bay & West Shore
 - 2021 Lake Tahoe Dance Festival | July 28-30 | North Lake Tahoe/West Shore (Working with producer to attend Tourism Development meeting - they are requesting more operational funding on 2/23)
 - 2021 TaHoeNalu | August 7-8 | Kings Beach
 - 2021 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley
 - 2021 Halloweekends at Homewood | October 22-24 | Homewood Resort (Working with producer to attend Tourism Development meeting - they are requesting more operational funding on 2/23)

Other Event Updates - (For Committee Reference)

- 2021 Tourism Cares
 - Currently postponing from June 2021 to October 2021
 - Assisting Leisure and Conference team with planning community visits and nonprofit partnerships.
 - Sponsorship funding came out of the NLT Marketing Coop budget.

Chamber/COVID-19 Communications/Ongoing Event Duties

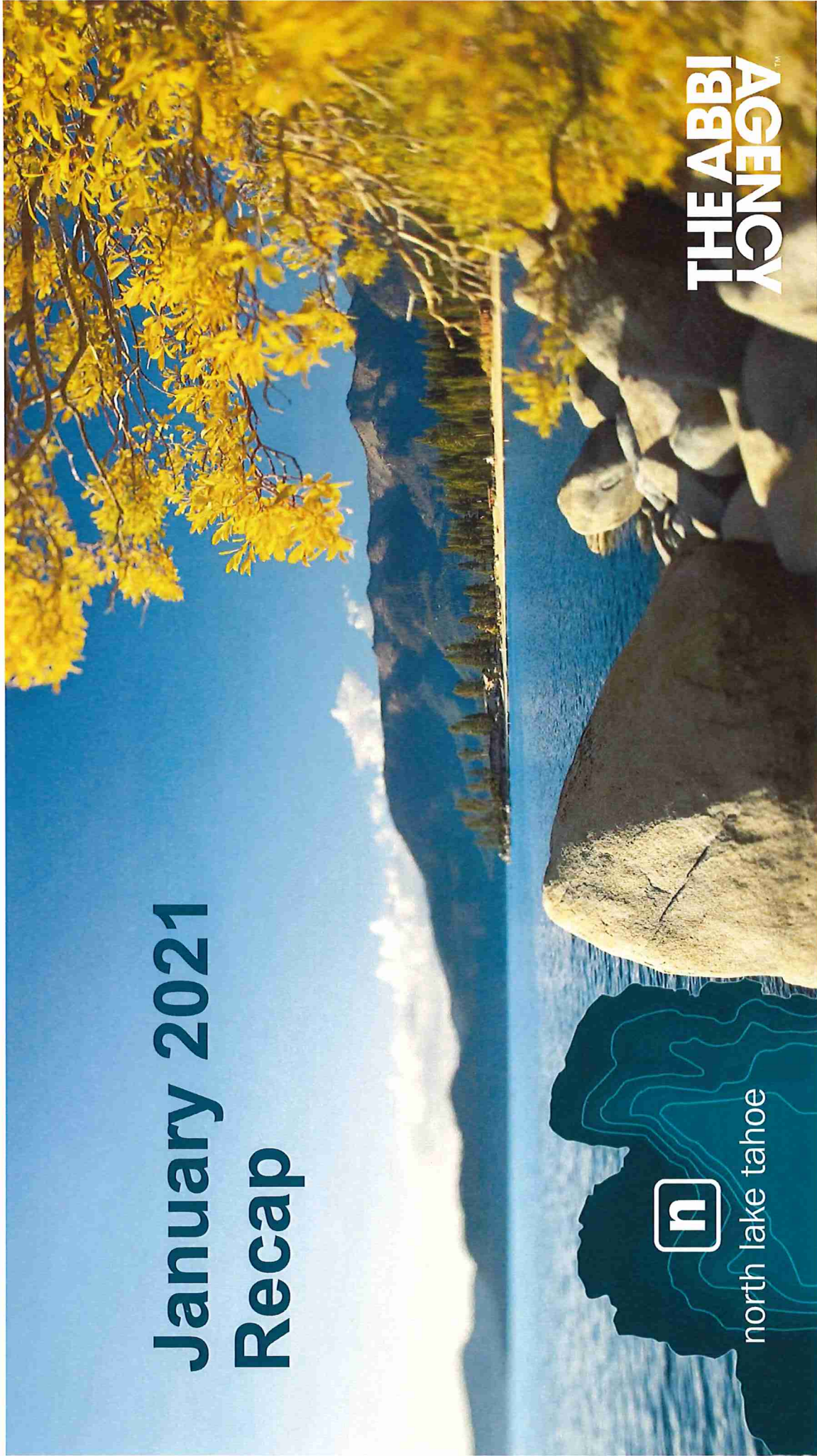
- Lead on planning and promotion of Monthly Breakfast Club programming via Zoom (agendas, speaker forms, creating zoom links, social media, and promoting it to partners and local calendars)
- Working to organize Partnership Funding Event Sponsorship Contracts and Event Resource Kits for 21-22 Fiscal Year (includes post event recap requirements, regional information and process document, post event survey questions, nlt talking points, regional media contacts, logos and images) .
- Lead facilitator on the Placer Shares Community Collaborative - Led Brainstorm/implementation for NLT Emergency Rent Program in conjunction with Sierra Business Development Center, our local business agencies (TCDA, NTBA , SVBA). Awarded \$175,000 in Emergency Rent grants to local businesses.
- Working on Chamber outreach to businesses renewing membership for January Businesses .
- Keeping up on Trash mitigation efforts, sourcing bags for pickup and recycling, discussing plans with partner organizations.
- Working on Destimetrics data sharing protocols with marketing and sales staff.
- NLT Restaurant- Take Out Tahoe Campaign -Created and continue to monitor FB Page for campaign - "North Tahoe EATS", and Assisting Marketing Director with other Takeout projects as needed
- Brainstorming and updating our Media Kits/Membership Benefit Brochures with up to date information and added benefits due to COVID reducing the amount of networking events we have, etc.
- Chamber Member 2 Member Newsletter outreach/organization and submittal to Liz
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Responsible for all NLTRA website updates as needed (mostly business and resource pages with all loan, grant updates as they change daily)

January 2021 Recap



north lake tahoe

THE ABBBI
AGENCY
LONENOVTM



The background image shows a vibrant scene of a river. In the foreground, a large, light-colored rock sits on the bank. The water is a deep, clear blue-green, with a kayaker in a yellow kayak and white gear paddling across it. The far bank is lined with lush green trees under a bright sky. A semi-transparent white box is centered over the image, containing the title text.

Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

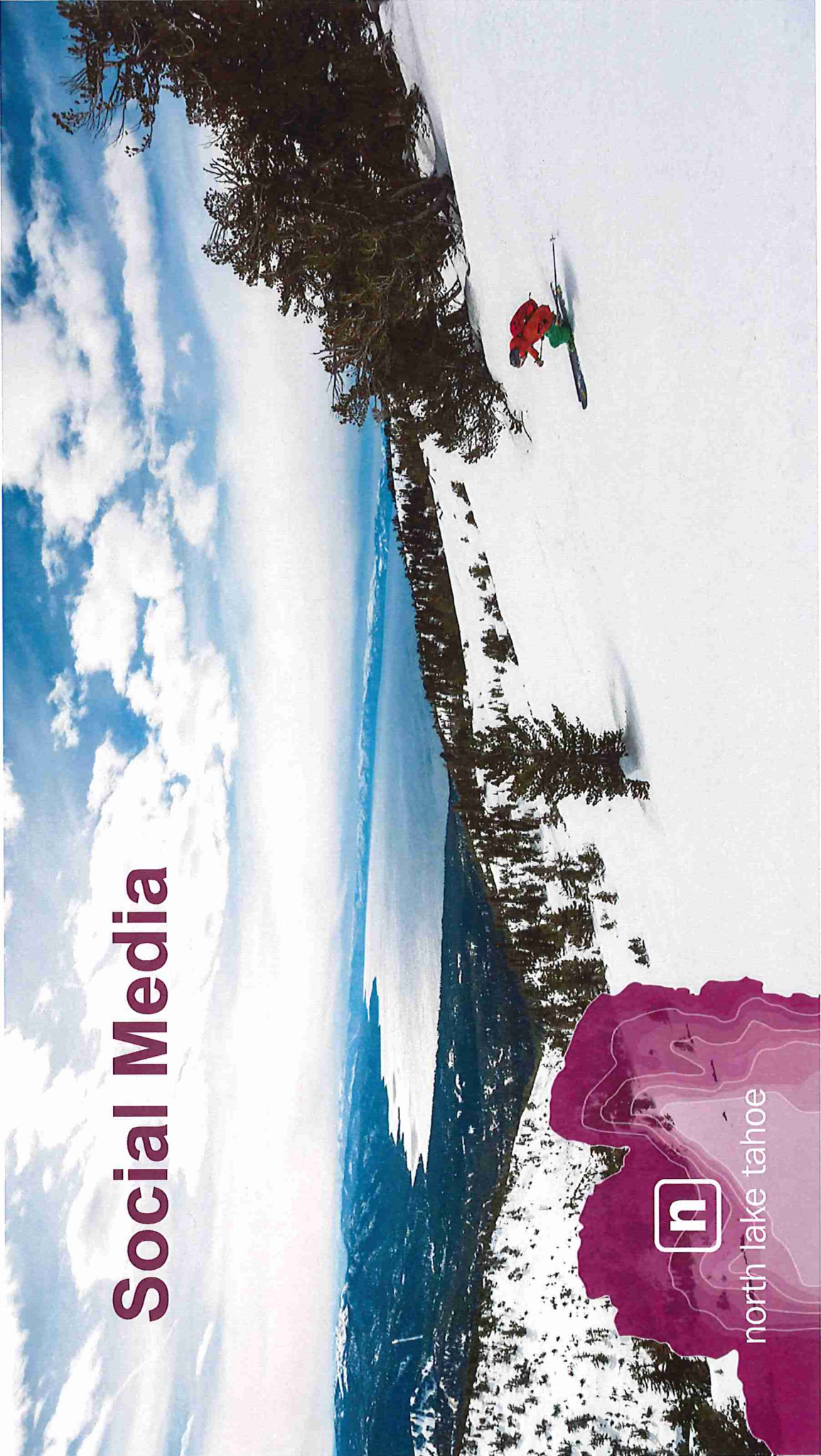
- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -3.93% decrease in Facebook followers and -3.75% decrease in Instagram followers.
 - SoCal: -9.18% decrease in Facebook followers and -48.40% decrease in IG followers.

Content

- Blog
 - Goal: 1 per month
 - Completed: 1 published in December; 1 updated and published in January.
- Newsletter
 - Goal: 1 per month
 - Completed: 2



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: **232,965**
 - Total audience increased by **0.2%** with total net audience growth decreasing by **2.8%** compared to the previous month.
- Total Impressions: **1,888,756 (+33%)**
- Total Engagement: **117,473 (+114%)**

Insights:

- Engagements and impressions increased over the course of January. Because we have increased our posting frequency slightly, with imagery focused on beautiful scenic imagery, we believe this benefited our pages.

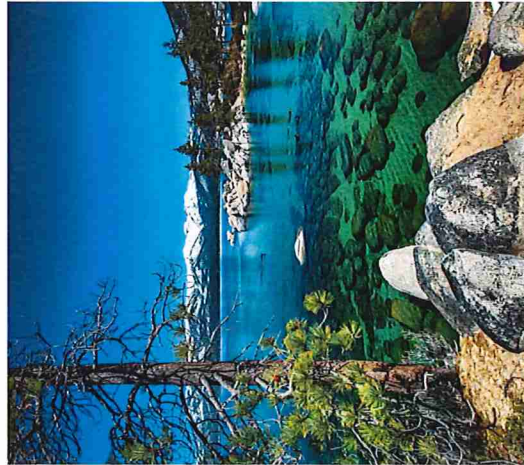


Top Posts by Engagement

#1 Instagram Post: 63k impressions, 61k reach, 8.1k engagements, 12% engagement rate

#1 Facebook Post: 188K impressions, 179k reach, 18k engagements, 10% engagement rate

#1 Twitter Post: 39,286 impressions, 1,059 engagements, 9% engagement rate



tahoenorth

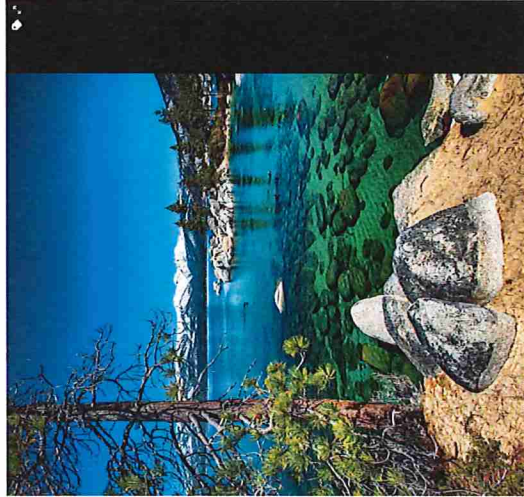
The views found along Tahoe's east shore are without a doubt iconic. That being said please practice safe, legal, and responsible parking. Park in a designated spot rather than just along the side of the road. Parking in an undesignated location can be incredibly dangerous, especially during winter driving conditions. So if you're looking to explore the east shore, we recommend parking at one of the many designated parking locations (ie. The East Shore Trail parking lot next to Tunnel Creek Cafe) before embarking out on your adventure. @landscapeandlens

4w

Like Comment Retweet Save

Liked by stevensmith and 7,778 others

JANUARY 10



North Lake Tahoe @tahoenorth

The views found along Tahoe's east shore are without a doubt iconic. That being said please practice safe, legal, and responsible parking. Park in a designated spot rather than just along the side of the road. Parking in an undesignated location can be incredibly dangerous, especially during winter driving conditions. So if you're looking to explore the east shore, we recommend parking at one of the many designated parking locations (ie. The East Shore Trail parking lot next to Tunnel Creek Cafe) before embarking out on your adventure. @landscapeandlens

4w

Like Comment Retweet Save

Liked by stevensmith and 7,778 others

JANUARY 10

North Lake Tahoe @tahoenorth

We have received up to 15" of snow throughout the North Tahoe region with plenty more on the way. Be advised that a Blizzard warning is in effect from now through Friday morning. Travel during this time is discouraged as roads have the potential to be very dangerous.

11:17 AM · Jan 27, 2021 · Twitter Web App

8 Retweets 4 Quote Tweets 53 Likes

Content Messaging

North Lake Tahoe Social Media Efforts

- North Lake Tahoe has returned to higher posting frequency, with approx. 5 posts per week (optimized for each platform). Content is 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.

Local Business Support:

- The Takeout Tahoe campaign continues to run across social media, with posts being boosted and promoted to in-market visitors.
- On top of Takeout Tahoe we have been continuing to share ways visitors can support local restaurants and retailers.

Winter Resort/Snow 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 Travel

- 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.
- We have also made an effort to educate our audience on any weather related travel changes.

COVID-19 Restrictions

- In an effort to inform our audience on the changes, our posts aim to keep North Lake Tahoe's audience up to date on any changes within the industry.

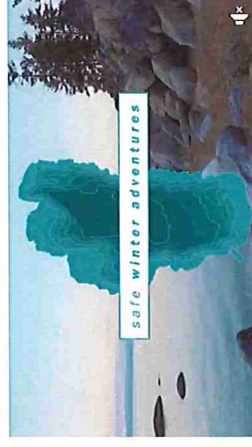


North Lake Tahoe Published by Sprout Social · January 27 at 11:00 AM · 3W
Not sure if you heard, but it snowed last night ❄️ We have received up to 15" of snow throughout the North Tahoe region with plenty more on the way. Be advised that a Blizzard warning is in effect from now through Friday morning. Travel during this time is discouraged as roads have the potential to be very dangerous. The snow will be there and waiting for you once the storm has passed. ❄️



North Lake Tahoe Published by Sprout Social · January 14 at 12:47 PM · 1W

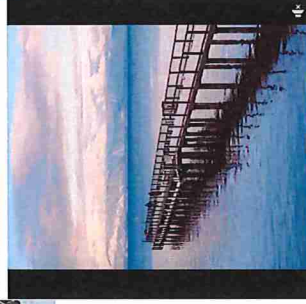
Interested in snowshoeing, cross country skiing or backcountry? With so many snow-covered adventures to be found in the region, it's important to know before you go out and explore any outdoor recreation in North Lake Tahoe. Learn tips from locals for responsible and safe explorations.



tahoenorth
tahoenorth Winter adventures require solid fuel to keep you going. So grab your food to go! Places like Granibaker's & Noodle Food Truck, and even many sit-down restaurants, are offering delicious take-out to go. That way you can stay fueled and keep moving. #TahoeNorth

tahoenorth
tahoenorth North Lake Tahoe is a unique region whose mountain charm spans both California and Nevada. As a result, the Stay Home order for the Greater Sacramento Region in California -- Inclusive of Placer and Nevada Counties -- The California side of North Lake Tahoe will now be entering the Purple Tier, which allows visitors to accommodate and for outdoor dining. The Nevada side remains as is, open with no restrictions. The Nevada side of the lake is committed to maintaining all COVID-19 safety protocols and standards. Like, repost, retweet, tag.

North Lake Tahoe Published · January 26 at 8:11 AM · 1W
Today is National Plan for Vacation Day. So in honor of that, enjoy this dreamy lakeside video of Tahoe City and then head to GoTahoeNorth.com to find inspiration for your next Tahoe adventure. It's never too early to start planning something to look forward to! #PlanforVacation



Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In January @TahoeNorth had more engagements than Tahoe South and fewer than Visit Mammoth. All destinations are continuing to weave in beautiful imagery with safety messaging with about the same posting frequency throughout the month of January.

 [tahoenorth](#)
 [tahoenorth](#)

20 #tahoenorth #TahoeNorth #2021vision

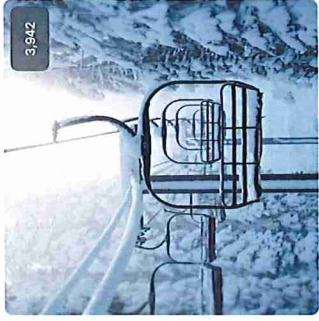
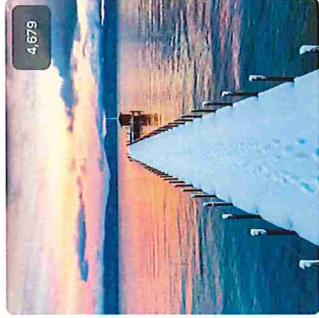
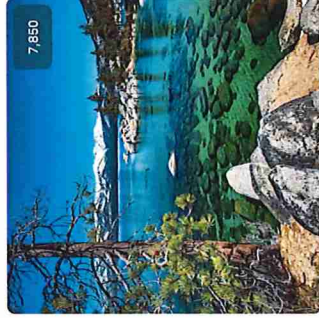
48,331

438

48,769

2,438

Most Popular Media by tahoenorth



 [tahoessouth](#)
 [tahoessouth](#)

13 #regram #TahoeSouth #DogGoals2021

169

21,676

1,667

Most Popular Media by tahoessouth

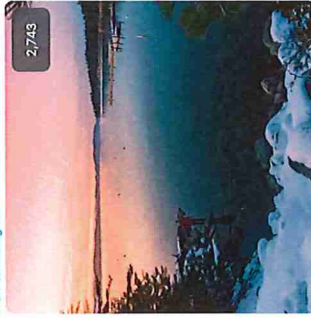
View on Instagram



View on Instagram

2,749

View on Instagram



 [visitmammoth](#)
 [visitmammoth](#)

16 #StaySafe #MammothLakes #VisitMammoth

52,200

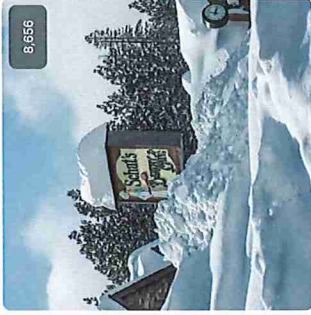
841

53,041

3,315

Most Popular Media by visitmammoth

View on Instagram



View on Instagram

6,450

View on Instagram



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.



north lake tahoe

Blogs & Newsletters

Key Themes:

- Safety
- Winter Travel Advisories
- Safe Parking/Driving Behaviors
- Update to stay at home orders/tiers

Campaigns:

- Transit safety, Know Before You Go, Winter Advisory

Newsletters Posted: 1

- *Stay-at-Home Orders Lifted 2021*
 - Open Rate 41.6% (15.6 percentage growth rate) | CTR 0.9 %

Blogs Posted: 2

- *Dashing Through the Snow: Your Guide to Getting Around North Lake Tahoe this Winter*
 - Page views: 430 | Avg. time on page: 02:06
- *Planning to Visit North Lake Tahoe This Winter? Here's What You Need to Know*
 - Page views: 476 | Avg. time on page: 02:10



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 Videos:

- Lodging Winter Update
- General Responsible Travel Video
- Winter Outdoor Recreation Safety
- Takeout & Dining

Planned Videos:

- Final video subject - TBD

Distribution:

Currently, the photos and videos have been utilized on North Lake Tahoe's owned channels including website and social media and boosted to the drive market.

The grant includes 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.

Post and Boost results through January:

Total Impressions: 68,475

Total Engagements: 2,041



north lake tahoe



A scenic landscape photograph featuring a rocky shoreline in the foreground, a body of water in the middle ground, and a dense forest of evergreen trees in the background. The sky is a vibrant blue with a bright sun creating a lens flare effect. The text "Thank You!" is overlaid on the image in a bold, blue font.

Thank You!



north lake tahoe

Chamber | CVB | Resort Association

Public Relations + Communications

January Report

Communications

- To further educate the local community on North Lake Tahoe's Tourism Business Improvement District, we are developing three additional content tools to be shared across NLTRA's digital channels ahead of the District formation in July 2021. All content was written in-house and a local videographer filmed the video. The project will include:
 - An overview video describing how the TBID will work features interviews with Jeffrey Hentz, Cindy Gustafson and Erin Casey
 - An animated and still timeline graphic describes timing specifics of when a TBID was first introduced as a funding model, the petition drive process and next steps
 - A funding sources graphic that describes three key funding sources, governance structure and areas of spend
- 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).
- 8 Newsletters were issued in January with an average open rate of 36%. Focus was centered on updated Tier guidance from the state of California, promotion of the North Lake Tahoe Emergency Relief Fund, Placer County vaccine information, lodging data and more.
- A communications toolkit was compiled to launch the North Lake Tahoe Emergency Rent Relief Fund, inclusive of a press release and digital graphic.
- Continued collaboration with local partners to ensure consistency in safety messaging.

Earned Media

- Compiled seasonal pitches and story ideas ahead of the IMM TravMedia conference. This virtual conference is typically held in New York City; this year was virtual and resulted in 37 media appointments over 3 days with a range of top tier publications.
- Continued pitching of the following press materials: What's New Winter; Takeout Tahoe; Shop Local and TBID; shared snow totals and date-stamped photos with national press following the January storm (this effort resulted in two placements – San Francisco Chronicle and The Coast News in San Diego).
- To ensure local media partners had facts and information pertaining to the TBID, the NLTRA Communications Director and CEO hosted two meetings – one with Sierra Sun's editorial staff, one with Moonshine Ink's editorial staff, and arranged an interview with KTKE that was broadcast three times and shared on the station's Facebook page.

Placements

January Issue: About Town San Diego
Distributed in various locations around San Diego

Jan. 8, 2021: KTKE
[Community Spotlight: TBID; NLT Emergency Rent Relief Grant Program](#)

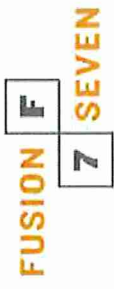
Jan. 13, 2021: Wall Street Journal
[Ski Tourism Faces a Boom or Bust Winter Season](#)
UVM: 39,949,169
Domain Authority: 94

Jan/Feb Issue: Marin Living Magazine
[North Lake Tahoe's Slopes Are Open — and Safer Than Ever](#)

Jan. 15, 2021: Moonshine Ink
[Boosting Business in the Pandemic](#)
UVM: 4,054
Domain Authority: 47

Jan. 15, 2021: Sierra Sun
[Rent Relief Program offers eligible small businesses financial support](#)
UVM: 53,624
Domain Authority: 59

Jan. 29, 2021: SF Chronicle
[Photos show snow piling up at Tahoe resorts](#)
UVM: 6,271,922
Domain Authority: 86



NORTH LAKE TAHOE DIGITAL REPORT

January 2021

EXECUTIVE SUMMARY

- The MCC campaign had nearly 335,250 impressions.
- The first email for the campaign went out in January and provided a CTR of 10.2%.
- MCC's video view rate was at 79% and over 4,000 views.
- Search is performing well with an average CTR of 3.31%.
- 98% of the website sessions were new users.

Performance Overview

Start Date: 1/1/2021
End Date: 1/31/2021

Channel	Impressions	Clicks	Click Through Rate	Cost
Display	239,118	786	0.3%	\$478
Email	37,280	3,796	10.2%	\$1,327
Paid Search	5,401	179	3.3%	\$284
Paid Social	47,430	260	0.5%	\$1,190
Video	6,005	34	0.6%	\$1,327
Grand Total	335,234	5,057	1.5%	\$4,606

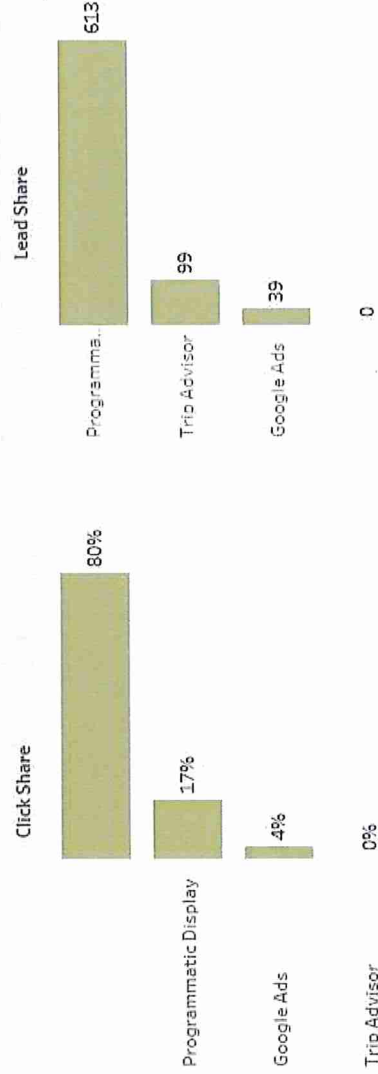
335,243
IMPRESSIONS

5,057
CLICKS

\$0.91
COST PER CLICK

278
PRIMARY
CONVERSIONS

\$7.52
COST PER TO S
CONVERSION



Overview by Campaign

Start Date: 1/1/2021
End Date: 1/31/2021

335,243
IMPRESSIONS

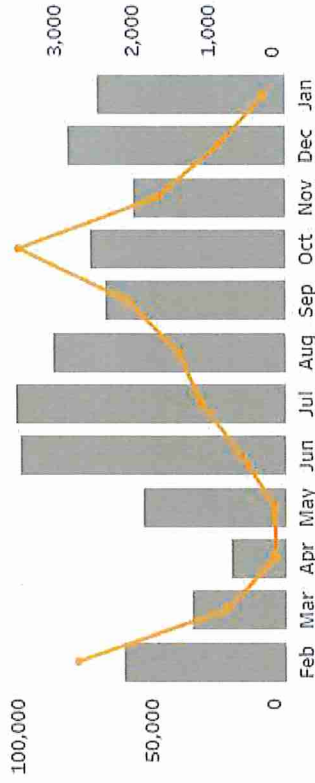
5,057
CLICKS

\$0.91
COST PER CLICK

278
PRIMARY
CONVERSIONS

\$7.52
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



The MCC campaign had an average CTR of 1.51% with a CPC of \$0.91.

Impressions	Clicks	Click Through Rate	Cost per Click	Cost	TOS 115	Cost per TOS Conversion	Max. Book Now Conversions	Submit RFP Conversion
335,234	5,057	1.51%	\$0.91	\$4,606	126	\$14.45	8	0

Overview by Medium

Start Date
1/1/2021

End Date
1/31/2021

335,243
IMPRESSIONS

5,057
CLICKS

\$0.91
COST PER CLICK

126
PRIMARY
CONVERSIONS

\$16.58
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	34	12.7%	\$3.95		\$0.00
KBYG	28	11.4%	\$4.80		\$0.00
mecctravel		0.0%	\$0.00		\$0.00
Outdoor	34	14.0%	\$3.98		\$0.00

Cost per Conversion Trending



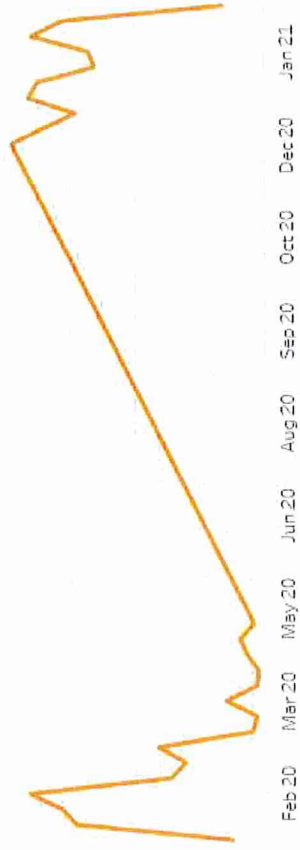
Channel	Impressions	Clicks	Cost per Click	Cost	TOS 115	Cost per TOS Conversion	Submit RFP Conversion	Cost per Submit RFP C.	Views	View Rate
Display	239,118	786	\$0.61	\$478	96	\$4.98	0	\$0.00		
Email	37,280	3,798	\$0.35	\$1,327	0	\$0.00	0	\$0.00		
Paid Search	5,401	179	\$1.59	\$284	30	\$9.47	0	\$0.00		
Paid Social	47,430	260	\$4.58	\$1,190	0	\$0.00	0	\$0.00		
Video	6,005	34	\$39.03	\$1,327	0	\$0.00	0	\$0.00	4,766	79%

Trending Performance

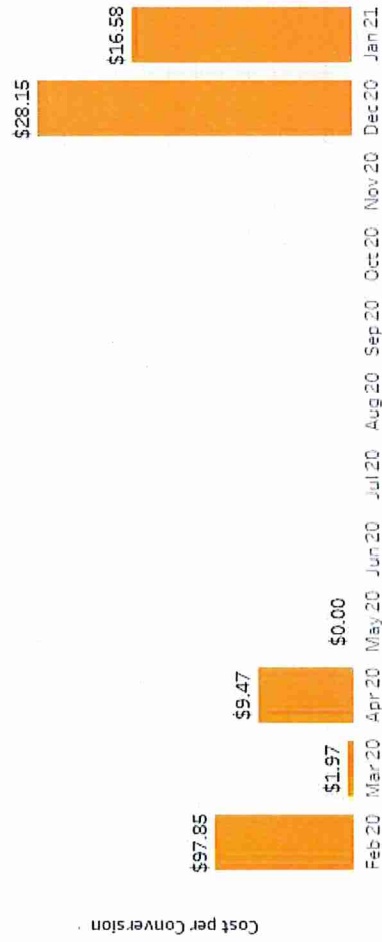
TOS 115 & Book Now Conversions



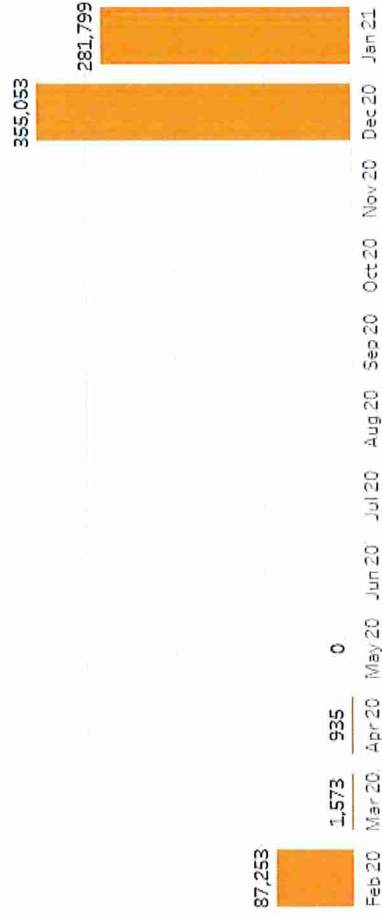
Website Sessions



Cost per TOS 115 Conversion



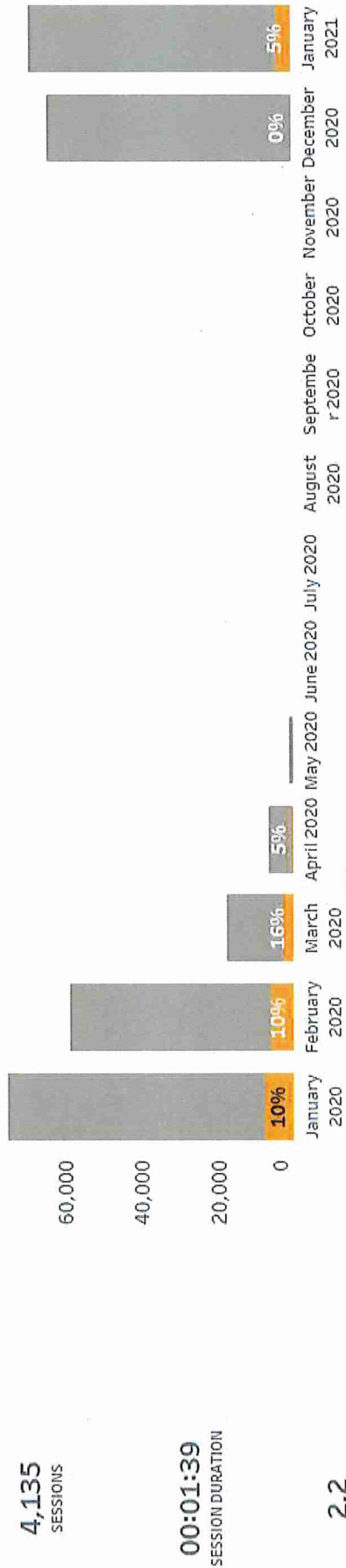
Impressions



Website Performance

Report Date
1/1/2021 to 1/31/2021

Website Sessions From Paid MCC Ads



4,135
SESSIONS

00:01:39
SESSION DURATION

2.2
PAGES PER SESSION

98%
NEW USER SESSION RATE

56%
BOUNCE RATE

Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	3,640	8,200	00:01:47	2.3	53%
Search	177	397	00:01:38	2.2	67%
Social	318	387	00:00:11	1.2	87%
Total	4,135	8,984	00:01:39	2.2	56%

Display Performance by Placement

Start Date 1/1/2021
End Date 1/31/2021

Cost per Conversion Trending

239,118
IMPRESSIONS

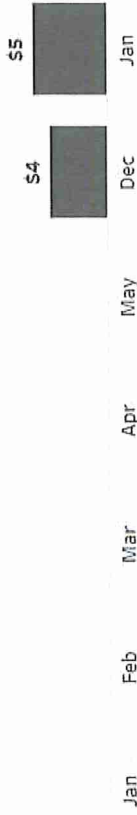
Display performed well with over 750 clicks, and a CTR of 0.33%.

786
CLICKS

96
TOS115
CONVERSIONS

SUBMIT RFP
CONVERSIONS

\$5
COST PER
TOS CONVERSION



Platform	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Submit RFP Conversion
Programmatic Display	239,118	786	0.33%	\$0.61	\$478.24	96	\$4.98	
Total	239,118	786	0.33%	\$0.61	\$478.24	96	\$4.98	

Display Performance by Creative

Start Date 1/1/2021
End Date 1/31/2021

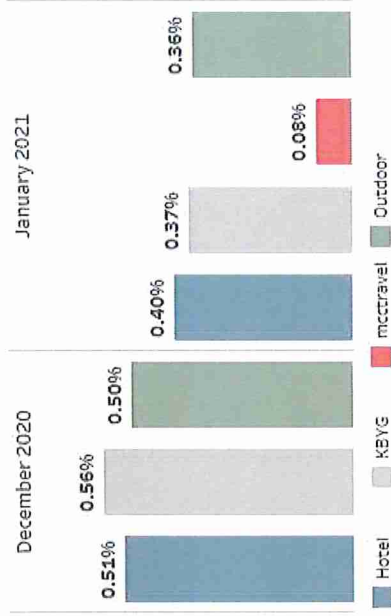
239,118
IMPRESSIONS

786
CLICKS

96
TOS 115
CONVERSIONS

\$5
COST PER
TOS CONVERSION

Creative CTR Trending



Display creative variants performed evenly across the platform impressions wise. However, the hotel creative had the most clicks.

Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS115	Cost per TOS Conversion	Submit RFP Conversion
Hotel	67,143	268	0.40%	\$0.50	\$134.29	34	\$3.95	
KBYG	67,184	246	0.37%	\$0.55	\$134.37	28	\$4.80	
mcctravel	37,176	30	0.08%	\$2.48	\$74.35		\$0.00	
Outdoor	67,615	242	0.36%	\$0.56	\$135.23	34	\$3.98	
Total	239,118	786	0.33%	\$0.61	\$478.24	96	\$4.98	

Social Ad Performance

Start Date: 1/1/2021
End Date: 1/31/2021

47,430
IMPRESSIONS

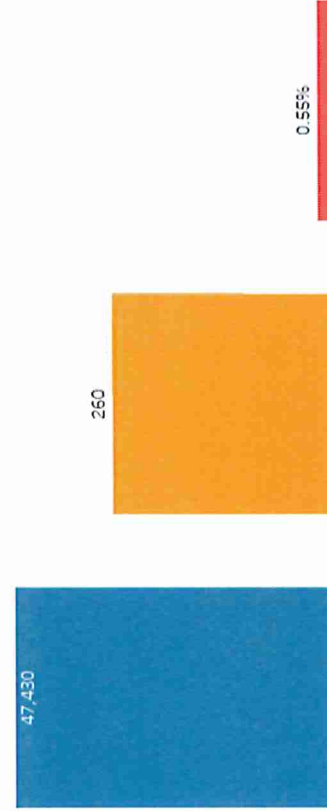
260
CLICKS

0
PRIMARY
CONVERSIONS

0
SECONDARY
CONVERSIONS

0
COST PER TOP
CONVERSION

Impressions
Clicks
CTR



Campaign	Impressions	Clicks	CTR	Total Conversions	Total Conversion Rate	Cost Per Conversion
nl_t_mcc-2020-2021	47,430	260	0.55%	0	0.0%	\$0.00

Paid Search Performance

Start Date 1/1/2021
End Date 1/31/2021

Ad Group Performance

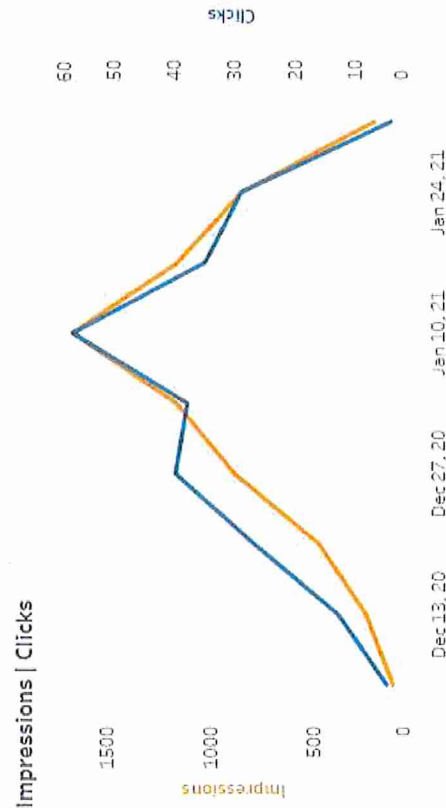
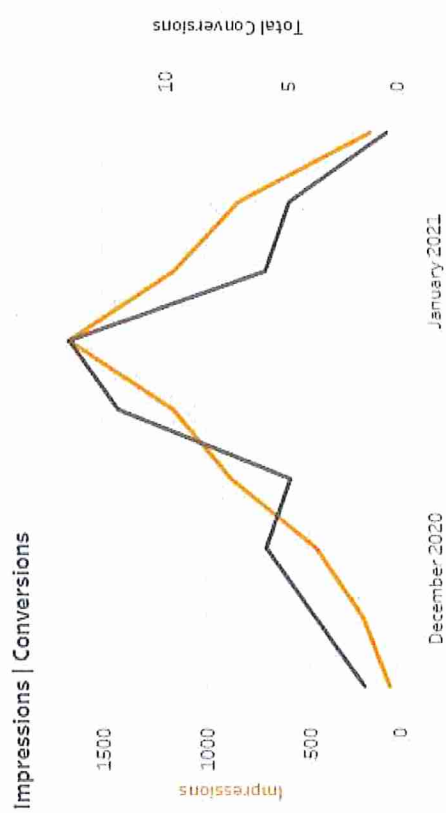
Ad Group	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115 Conversions	Submit RFP Conversion
MCC	5,401	179	3.31%	\$284.09	\$0.63	30	

5,401
IMPRESSIONS

179
CLICKS

39
TOS 115
CONVERSIONS

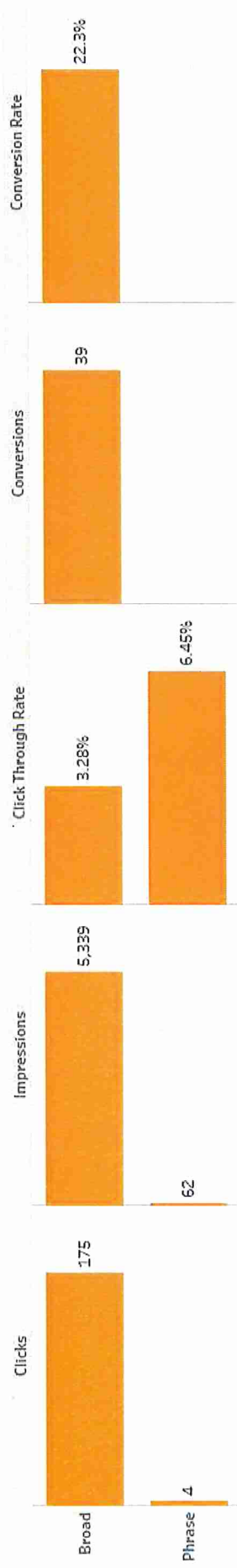
\$0.63
COST PER CLICK



Paid Search Performance

Start Date: 1/1/2021
End Date: 1/31/2021

Keyword Match Type Performance



Campaign Performance

MCC	5,401	\$284.09	179	\$0.63	3.31%	30
	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions

Paid Search Performance

Start Date: 1/1/2021
 End Date: 1/31/2021

Keyword Performance

Keyword	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to...	4,423	137	\$0.63	3.10%	\$217.60	31	22.68%	\$7.37
lake tahoe venues	575	24	\$0.63	4.17%	\$98.05	6	25.00%	\$6.96
lake tahoe wedding venues	302	11	\$0.77	3.64%	\$14.30	2	18.2%	\$6.96
north lake Tahoe activities	62	4	\$0.37	6.45%	\$10.79			\$7.73
+lake +Tahoe +venue	37	3	\$0.90	8.11%	\$3.35			\$7.42
+lake +Tahoe +conference..	1	0	\$0.00	0.00%	\$0.00			\$5.66
+Tahoe +conference +cen..	1	0	\$0.00	0.00%	\$0.00			\$9.30
+lake +Tahoe +convention..	0	0	\$0.00		\$0.00			\$14.86
+Tahoe +convention +cen..	0	0	\$0.00		\$0.00			\$5.65

RECOMMENDATIONS

OVERALL

The campaign has been adjusted to expand through May, spreading the budget out to additional months. This is to account for recent developments with vaccinations and optimism towards events later in the year, which in turn will increase interest for meetings over time.

DISPLAY

Display is performing well, and we're optimizing the campaign towards the best performing creatives.

SOCIAL

Social received a decrease in traffic for this space, so we are continually making optimizations to increase its performance.

SEARCH

Google Ads is beginning to remove the Broad Match Modified keyword option. Functionally they have said this shouldn't change how the keywords operate. This means you will see many Broad Match Modified keyword absorbed into the Phrase match type.

VIDEO

Video is doing exceptionally well and will continue optimizations to keep performance high.