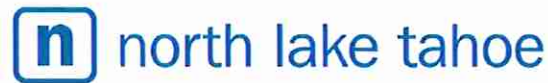

February Departmental Reports

Celebrate
Relax
Experience

it's human ature





February 2021
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. 101 Lacrosse - June 19-20, 2021, 100 room nights, 50 people
2. Ziprecruiter - President Chair Enterprise Group, March 3-6, 2022, 42 room nights, 28 people
3. Ziprecruiter - President Chair ISO Group, March 2-6, 2022, 54 room nights, 16 people
4. Catholic Alumni Clubs International - 63rd Annual National Convention, July 14-22, 2023 1, 414 room nights, 75 people
5. Lucid Motors - Commercial Shoot, February 21-26, 2021, 45 room nights, 10 people
6. Tire Industry Association - Board of Directors Mid-year Meeting, June 20-25, 2022, 84 room nights, 60 people
7. California Correctional Supervisors Organization - CCSO State Board Meeting, April 15-16, 2021, 40 room nights, 20 people
8. EIG Servic, Inc. - Employers Holdings, Inc- Annual Board of Directors Retreat, September 19-25, 2021, 84 room nights, 20 people
9. Bureau of Land Management - Pre-Season Fire Training 2022, April 3-7, 2022, 300 room nights, 150 people

NEW INQUIRIES:

1. Ameriprise Financial - 2021 Owner Meeting, May 2-5, 2021, 60 room nights, 20 people
2. College of American Pathologists - CAP 4/21 Executive Committee, April 15-18, 2021, 22 room nights, 10 people
3. CFM Equipment Distributors - CFM Fall 2021, September 16-19, 2021, 130 room nights, 90 people
4. OpenGov - 2021 All Team SKO, July 11-14, 2021, 747 room nights, 275 people
5. National Association for Community College Entrepreneurship - 2022 Annual Conference, 1363 room nights, 500 people

NEW PROSPECTS:

1. West Coast Lumber and Building Association - Ski Trip & Meeting, March/April 2021, 40 room nights, 20 people
2. McCormick Systems Inc - 2023 Annual Users Conference, March 2023, 390 room nights, 130 people
3. California Manufactured Housing Institute - Board Meetings, June 2022, 10 room nights, 40 people
4. Alaska Airlines - Annual Officer Meetings, September 2022, 105 room nights, 35 people
5. KME International - Annual Meeting, October 23-27, 2021, 3200 room nights, 1200 people
6. CA Indian Manpower Consortium Inc - Annual Meeting, November 3-7, 2021, 750 room nights, 150 people

NEW DEFINITES:

1. Lucid Motors - Commercial Shoot, 2/21/2021-2/26/2021, 63 room nights, 10 people

CONFERENCE SALES PROJECTS & TRAININGS

- Redesign of the Meetings & Conventions Planner is underway. Estimated completion timeframe is April.
- February 2, SDR Prospecting and Lead Generation Call. Discussed how the partnership is going and what area to improve.
- February 12, Staff attended CVENT Group Business Insights for January 2021. See attached slide recap on this webinar. Please click here to view the link to the [webinar](#).
- Staff reach out to new HelmsBriscoe Associates the joined the organization with welcome emails with our new incentive along with conference resources.
- Staff passed the Cvent Supplier Network Certification exam with a score of 95%.

TRADE SHOWS & EVENTS:

- North Lake Tahoe sales staff each hosted a virtual event in their geographical markets.
 - February 4, Tahoe Rum Trail Virtual Happy Hour with West Coast States Meeting Planners with a total of eight meeting planners.
 - February 18, Tahoe Rum Trail Virtual Happy Hour with Central & Southern States Meeting Planners with a total of five meeting planners.
 - February 25, Tahoe Rum Trail Virtual Happy Hour with North Eastern States Meeting Planners with a total of seven meeting planners.

CHICAGO EFFORTS:

- Mailed Valentine's packages with Lake Tahoe masks & cookie and/or brownie mix to top clients.
- North Lake Tahoe continues to be represented on the Chicago Destination Reps social media sites: Facebook, Instagram and Linked-In and on the website.
 - Currently planning a NLT feature for April.
- Virtual Yoga scheduled for top accounts on March 2, 2021.



Leisure Departmental Report
February 2021

KEY MEETINGS & PROJECT WORK

- Redevelopment of the Tourism Industry webpage is underway. Goal is to have this completed by end of year.
- Sustainability Pledge Development underway
- Hosted a DCI training webinar
- Hosted (2) Expedia discussion for upcoming marketing opportunities.
 - A second Travel NV opportunity
 - Visit CA marketing co-op.
 - North Lake Tahoe spring campaign
- Attended the Reno Tahoe Territory Meeting
- Attended the Visit California Training – California Now Stories
- Attended Lake Tahoe Sustainable Recreation and Tourism Workshop
- High Sierra Projects
 - Lead on Podcast Opportunity
 - Lead on Imagery Content Opportunity
 - Lead on Influencer Program – May 2021
 - Lead on planning Family Expo on March 16th

TRADESHOWS & FAMS

- Currently planning a Virtual Mexico FAM with Visit CA – taking place March 17th
- Tradeshow Attended
 - Visit CA Virtual Outlook Forum – February
- Upcoming Tradeshow:
 - Visit CA Family Expo – March
 - Virtually Yours Travel NV Travel Agent Show – March
 - Mountain Travel Symposium – April
 - Connect Travel – Tour Operator – April
 - Adventure Travel Expo – April
 - Visit California Team Training – April

MARKETING CAMPAIGNS

- Prepping spring newsletter to go out to agents through IDSS
- Re-engaging in HotelBeds Visit CA co-op, which was temporarily paused.
- Working with marketing team to develop spring 2021 Expedia Campaign

INTERNATIONAL UPDATES

- Australia contract moved to a public relations contract January – March. See updates in PR report.
- Canada/DCI – limited scope of work
 - Currently working on developing (4) new webinar trainings for March – June
 - Confirmed training with Kensington Tours on April 13th
 - Discussions to do trainings with Collette Tours, Ellison Tours, and Butterfield & Robinson.

VISAVUE DATA

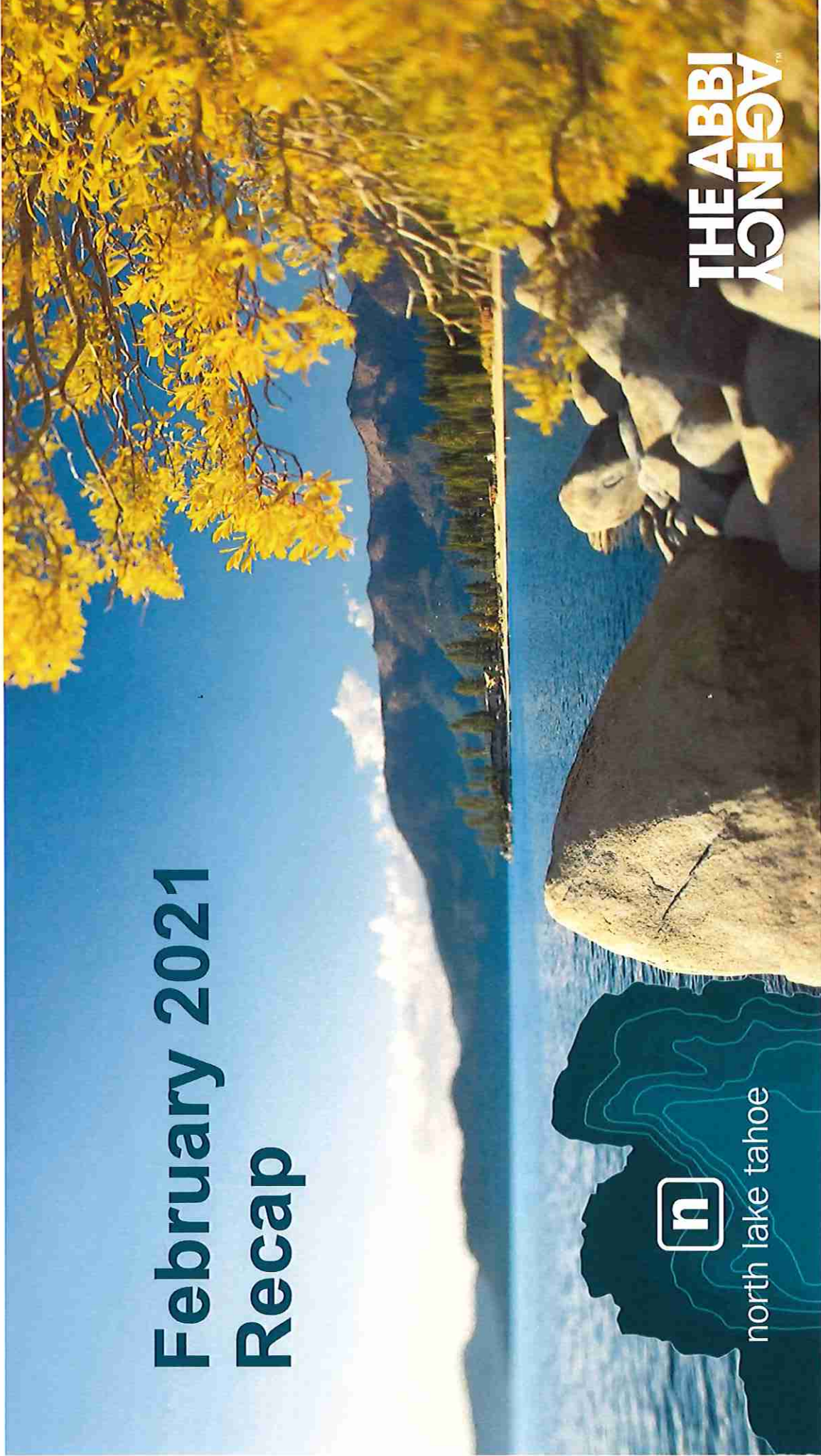
- Q4 Domestic Data: September – December 2020
 - Total spend: \$107,703,903
 - Year over year growth during this quarter was +4.7%
 - Average cardholder spend: \$277.35
 - Top regions visiting: San Francisco, Sacramento, Reno, LA, San Diego, New York/NJ, Stockton/Lodi, Chico/Paradise, Seattle/Tacoma, New York, Salinas, Modesto

February 2021 Recap



north lake tahoe

THE ABBBI
LONERBY™



An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing the rocky bottom and some submerged vegetation. In the upper right, there is a dense cluster of green trees. In the lower left, a person is seen kayaking on the water. The overall scene is bright and scenic.

Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

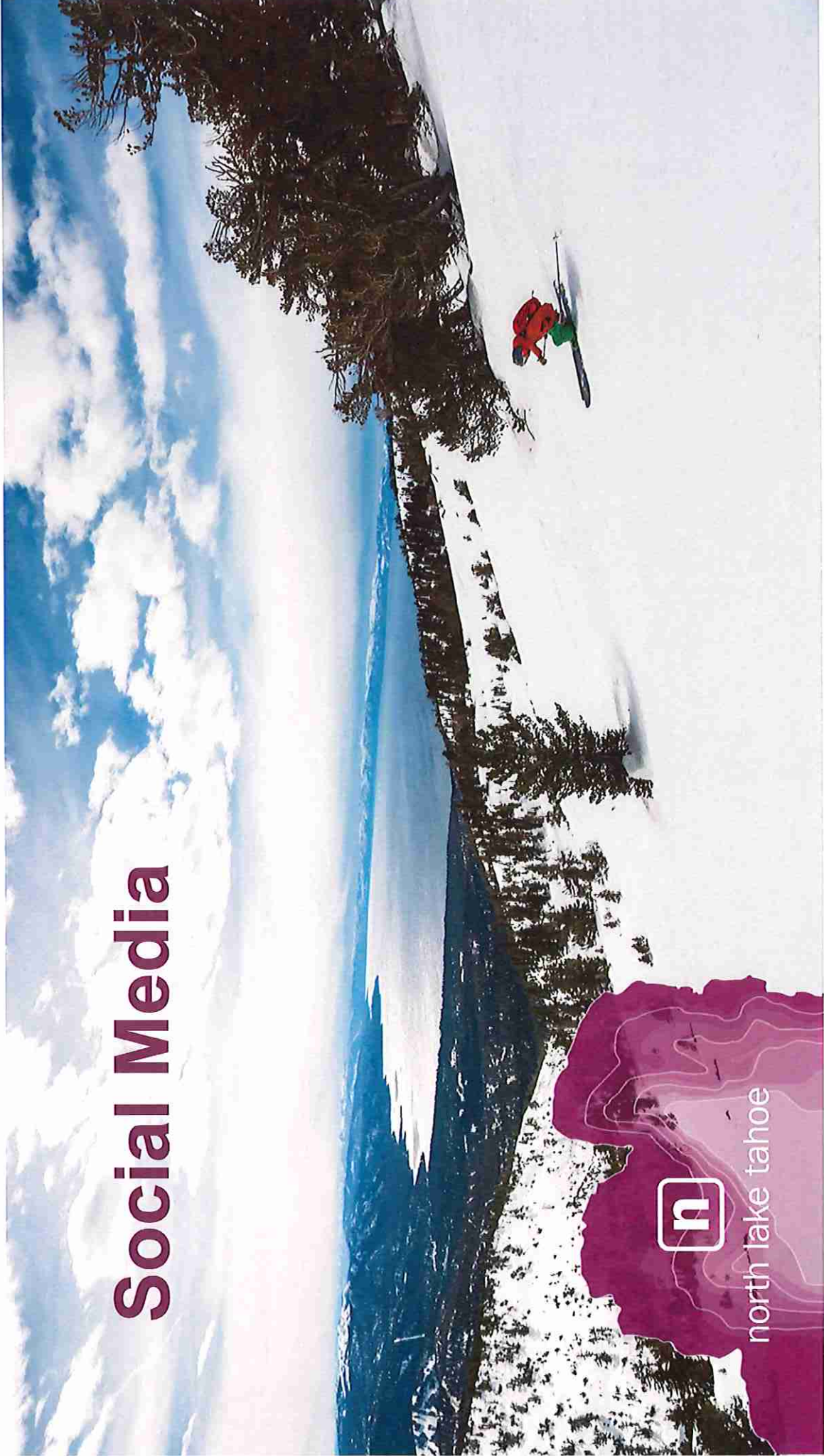
- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: -3.93% decrease in Facebook followers and -3.75% decrease in Instagram followers.
 - SoCal: -9.18% decrease in Facebook followers and -48.40% decrease in IG followers.

Content

- Blog
 - Goal: 1 per month
 - Completed: 1
- Newsletter
 - Goal: 1 (experimentally segmented for two audiences)
 - 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: **233,746**
- Total audience increased by **0.1%** with total net audience growth decreasing by **66%** compared to the previous month.
- Total Impressions: **1,117,672 (-40%)**
- Total Engagement: **57,358 (-51%)**

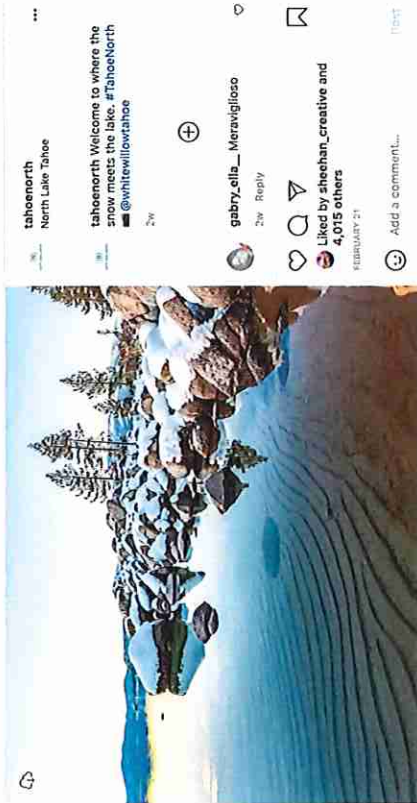
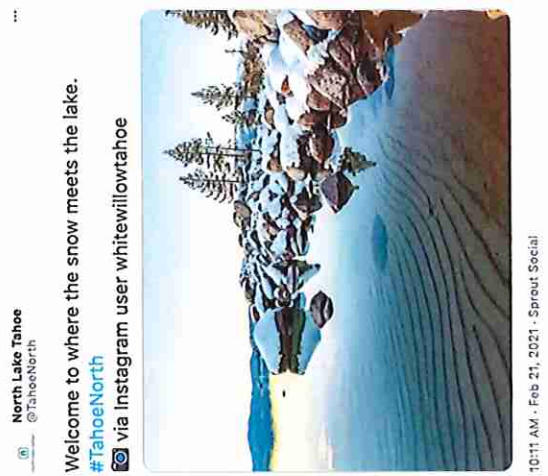
Insights:

- Engagements and impressions decreased in February from the previous month. While there were high-performing posts over the month of February, this decrease can be attributed to a strong start of the year in January, as well as a lack of new snow to attract our audience.



Top Posts by Engagement

- #1 Instagram Post: 53k impressions, 53k reach, 4.1k engagements, 7.7% engagement rate
- #1 Facebook Post: 24K impressions, 14k reach, 2.5k engagements, 10.3% engagement rate
- #1 Twitter Post: 3.5k impressions, 165 engagements, 4.6% engagement rate



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

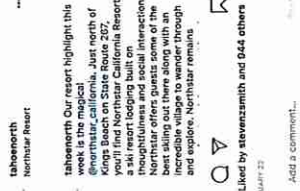
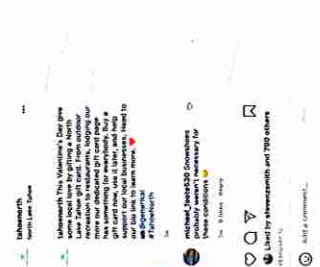
- Posts and videos shared to educate our audience around the opening dates for individual resorts with messaging related to safety and access booking to specific resorts.

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.



Instagram Competitor Set

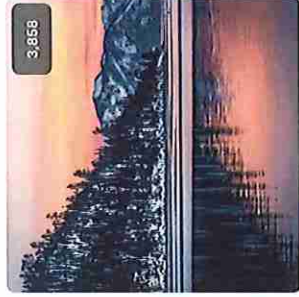
Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In February @TahoeNorth had more engagements than Tahoe South and fewer than Visit Mammoth. All destinations are continuing to weave in beautiful imagery with safety messaging with about the same posting frequency throughout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


 **tahoenorth**
tahoenorth

20 #TahoeNorth #2021Vision #TravelNevada

31,078 338 31,416 1,571

Most Popular Media by tahoenorth




 **tahoessouth**
tahoessouth

12 #regram #KeepDreaming #LakeTahoe

13,192 121 13,313 1,109

Most Popular Media by tahoessouth

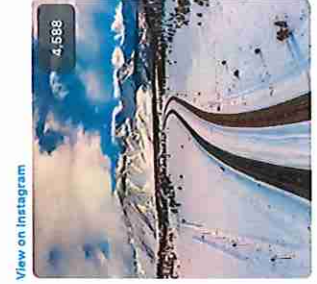


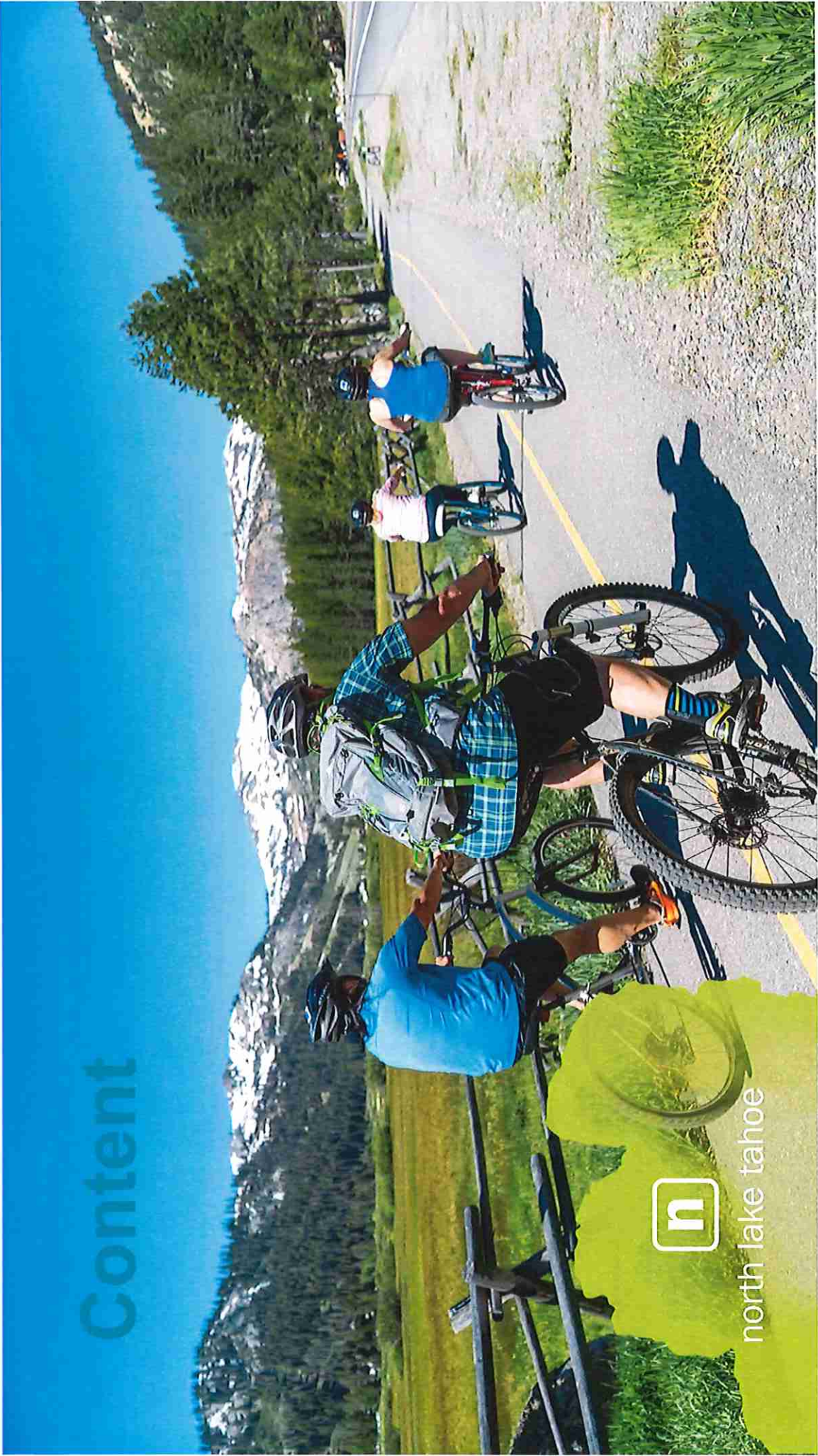
 **visitmammoth**
visitmammoth

27 #StaySafeToStayOpen #VisitMammoth #MammothLakes

56,348 353 56,701 2,100

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.



Blogs & Newsletters

Key Themes:

- Winter Sports
- Travel Preparedness
- 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

- *Snow has touched down in NLT*
 - Flight Market Segment Statistics: Open Rate 21.1% | CTR 0.5
 - Drive Market Segment Statistics: Open Rate 25.5% | CTR 1.5

Blogs Posted: 1

- *Winter Sports Are For Everyone: Tips for Beginners*
 - Page views: 186 | Avg. time on page: 02:08





Thank You!



NORTH LAKE TAHOE DIGITAL REPORT

February 2021

EXECUTIVE SUMMARY

- The MCC campaign had over 227,000 impressions with an overall CTR of .88%.
- The second email for the campaign went out in February and provided a CTR of 10.74%.
- Search saw an CTR increase to 3.54%.
- Paid social had an average CTR of .71%.
- Due to campaign extension there was a reduction in monthly budget and impressions.

Performance Overview

Start Date
2/1/2021

End Date
2/28/2021

227,193
IMPRESSIONS

2,026
CLICKS

\$1.40
COST PER CLICK

50
PRIMARY
CONVERSIONS

\$12.79
COST PER TOS
CONVERSION

Ad Performance

Channel	Impressions	Clicks	Click Through Rate	Cost
Display	132,042	263	0.20%	\$264.08
Email	9,321	1,001	10.74%	
Paid Search	5,475	194	3.54%	\$375.53
Paid Social	73,798	527	0.71%	
Video	6,557	41	0.63%	
Grand Total	227,193	2,026	0.89%	\$639.61

Click Share



Lead Share



Overview by Campaign

Start Date
2/1/2021

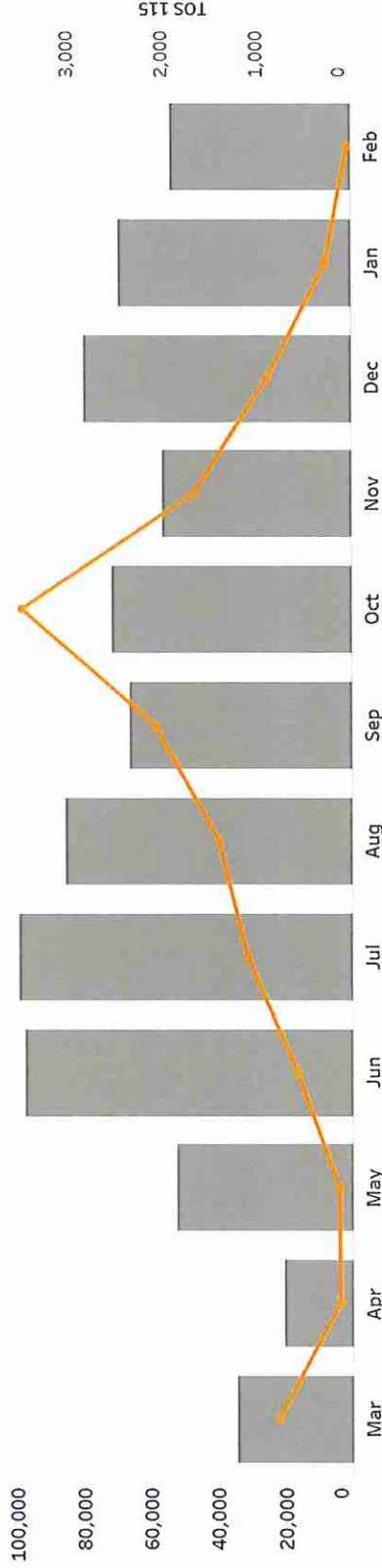
End Date
2/28/2021

227,193
IMPRESSIONS

2,026
CLICKS

\$0.32
COST PER CLICK

Sessions | TOS 115 Conversions



41

PRIMARY
CONVERSIONS

\$15.60
COST PER TOS
CONVERSION

Campaign	Clicks	Impressions	Click Through Rate	Cost per Click	Cost	Tos 115	Cost Per Primary
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MCC	2,026	227,193	0.89%	\$0.32	\$639.61	41	\$15.60
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Overview by Medium

Start Date
2/1/2021

End Date
2/28/2021

While only the MCC campaign was live, there was some residual site traffic from previous consumer campaigns.

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per Primary	Submit RFP Conversion	Cost per Submit RFP Conversion
Boomer Ben	1	0.0%	\$0.00		\$0.00
Fail-RT	7	0.0%	\$0.00		\$0.00
Hotel	3	5.0%	\$22.02		\$0.00
KBYG	2	2.6%	\$32.97		\$0.00
mctravel	2	3.0%	\$32.99		\$0.00
Outdoor	0	0.0%			\$0.00
Readiness Guide	1	0.0%	\$0.00		\$0.00

227,193
IMPRESSIONS

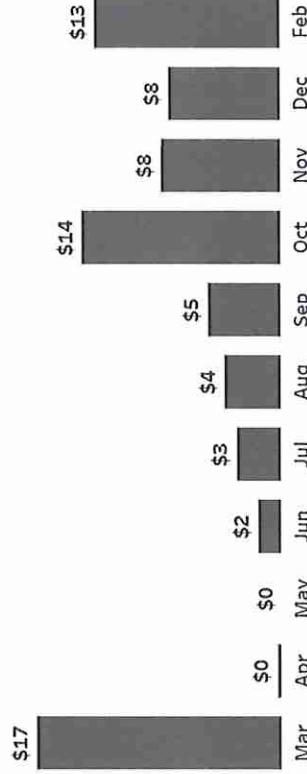
2,026
CLICKS

\$0.32
COST PER CLICK

41
PRIMARY CONVERSIONS

\$15.60
COST PER TOS CONVERSION

Cost per Conversion Trending



Channel	Clicks	Impressions	Click Through Rate	Cost per Click	Tos 115	Cost Per Primary
Display	263	132,042	0.20%	\$1.00	7	\$37.73
Email	1,001	9,321	10.74%	\$0.00		\$0.00
Paid Search	194	5,475	3.54%	\$1.94	34	\$11.05
Paid Social	527	73,798	0.71%	\$0.00		\$0.00
Video	41	6,557	0.63%	\$0.00		\$0.00
Grand Total	2,026	227,193	0.89%	\$0.32	41	\$15.60

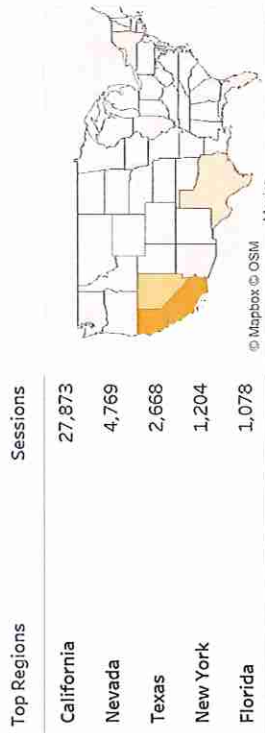
Website Performance

Report Date
2/1/2021 to 2/28/2021

1,395
SESSIONS

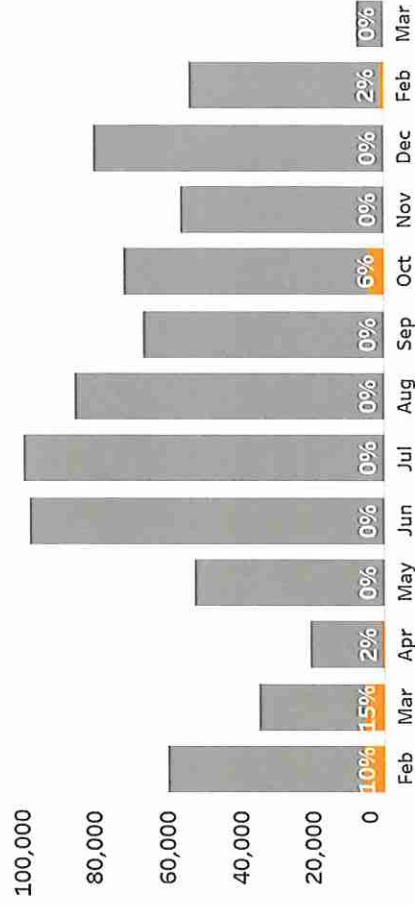


00:01:15
SESSION DURATION



2.0
PAGES PER SESSION

Website Sessions From Paid MCC Ads



93%
NEW USER SESSION RATE

Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
--------	----------	-----------	--------------	-------------------	-------------

Display	832	1,833	00:01:39	2.2	53%
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Search	188	464	00:01:48	2.5	69%
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Social	375	469	00:00:06	1.3	90%
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65%
BOUNCE RATE

Total	1,395	2,766	00:01:15	2.0	65%
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Social Ad Performance

Start Date
2/1/2021

End Date
2/28/2021

73,798
IMPRESSIONS

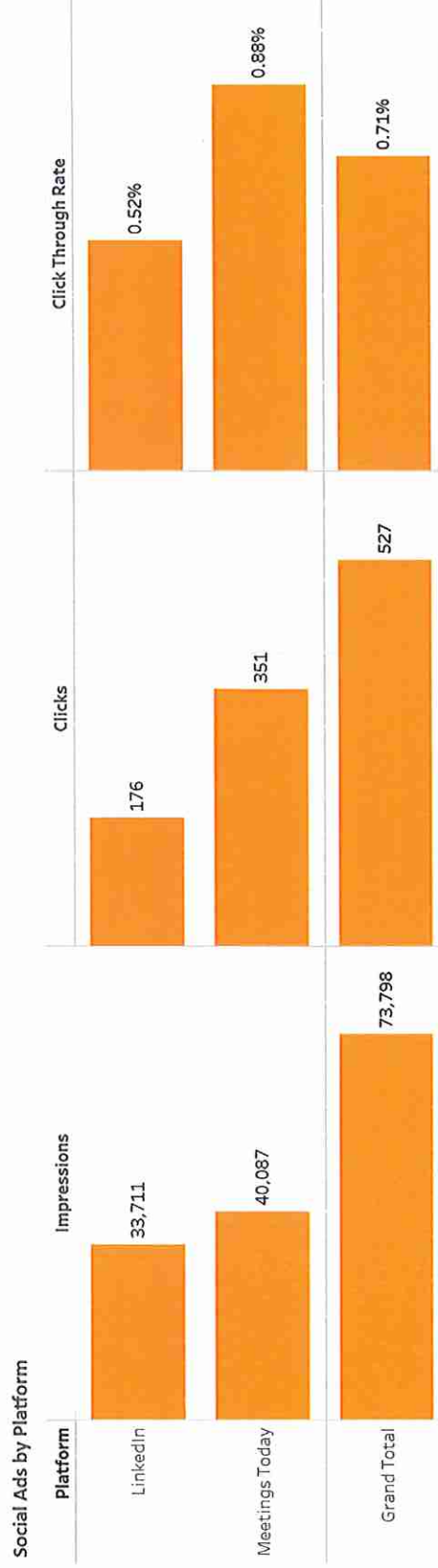
527
CLICKS

0
PRIMARY
CONVERSIONS

0
SECONDARY
CONVERSIONS

0
COST PER TO S
CONVERSION

Meetings Today Facebook had a very high CTR with over .88% and had significantly higher clicks than LinkedIn.



Display Performance by Placement

Start Date 2/1/2021
End Date 2/28/2021

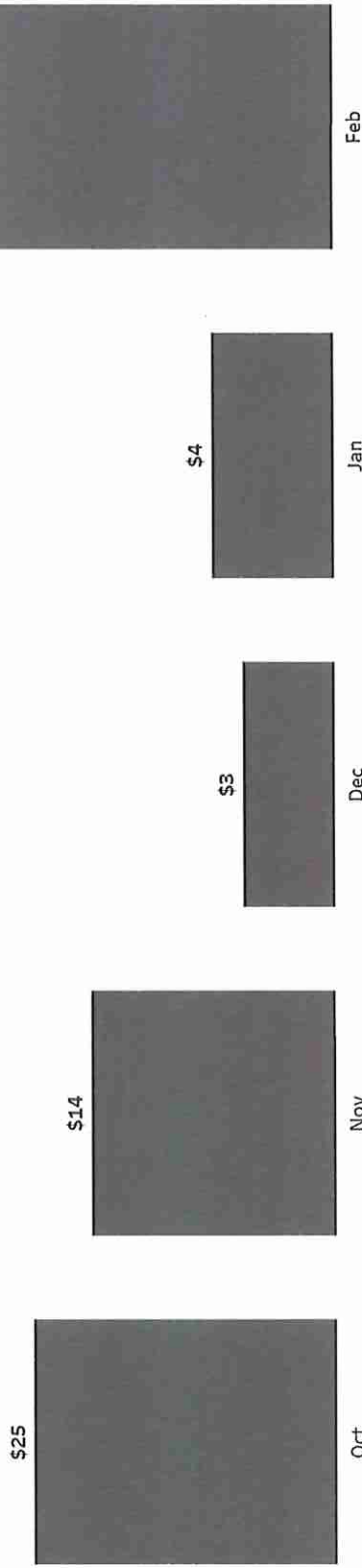
Cost per Conversion Trending

132,042
IMPRESSIONS

263
CLICKS

1.00
CPC

\$17
COST PER
TOS CONVERSION

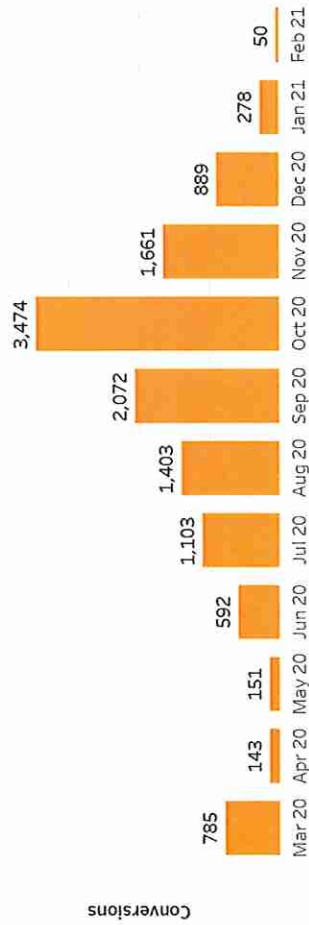


SUBMIT RFP
CONVERSIONS

Platform	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Submit RFP Conversion
Programmatic Display	132,042	263	0.20%	\$1.00	\$264.08	7	\$37.73	
Total	132,042	263	0.20%	\$1.00	\$264.08	7	\$37.73	

Trending Performance

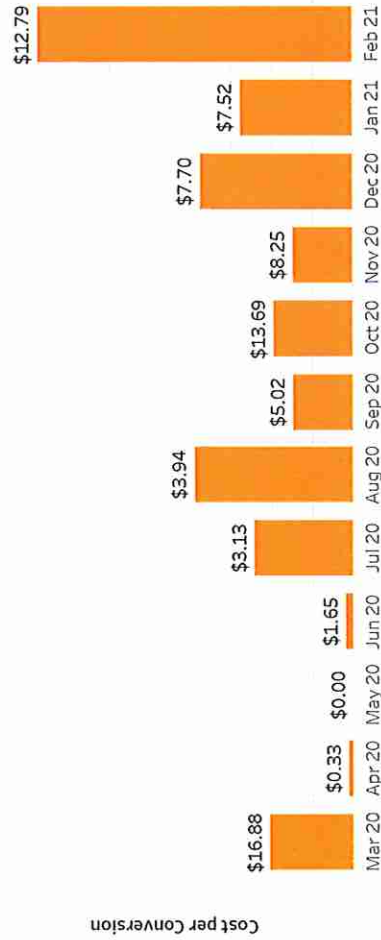
TOS 115 & Submit RFP



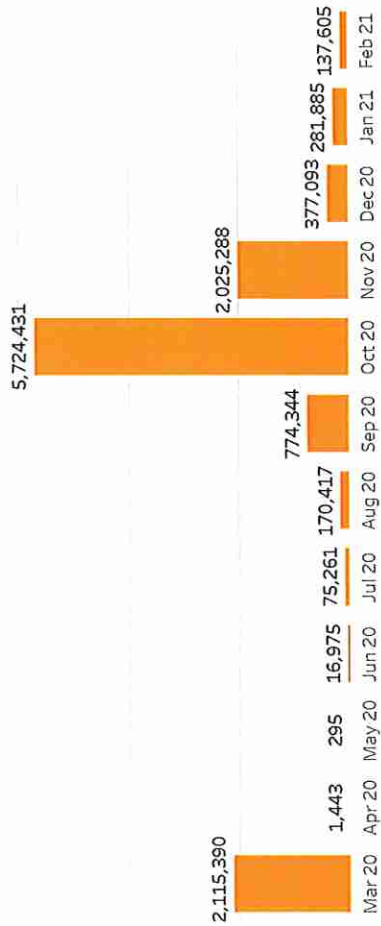
Website Sessions



Cost per TOS 115 Conversion



Impressions



Display Performance by Creative

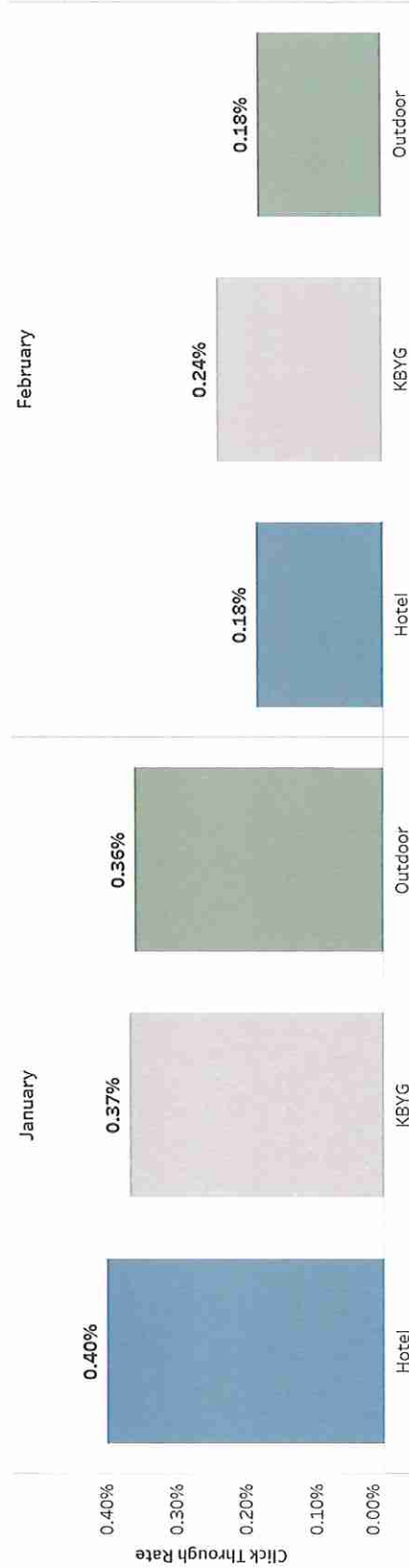
Start Date 2/1/2021
End Date 2/28/2021

132,042
IMPRESSIONS

263
CLICKS

1.00
CPC

Creative CTR Trending



Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Submit RFP Conversion
Hotel	33,030	60	0.18%	\$1.10	\$66.06	3	\$22.02	
KBYG	32,969	78	0.24%	\$0.85	\$65.94	2	\$32.97	
mcctravel	32,992	66	0.20%	\$1.00	\$65.98	2	\$32.99	
Outdoor	33,051	59	0.18%	\$1.12	\$66.10	0		
Total	132,042	263	0.20%	\$1.00	\$264.08	7	\$37.73	

SUBMIT RFP
CONVERSIONS

\$17
COST PER
TOS CONVERSION

Paid Search Performance

Start Date
2/1/2021

End Date
2/28/2021

Ad Group Performance

	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	Primary Conversions	Submit RFP Conversion
MCC	5,475	194	3.54%	\$375.53	\$0.52	34	

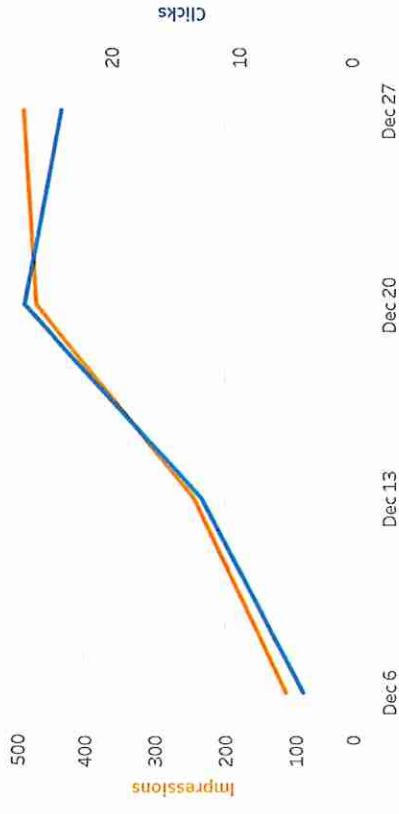
5,475
IMPRESSIONS

194
CLICKS

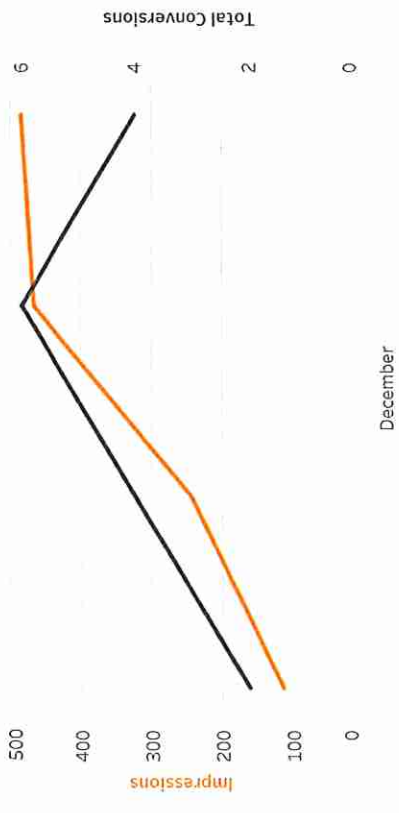
37
TOS 115
CONVERSIONS

\$0.52
COST PER CLICK

Impressions | Clicks

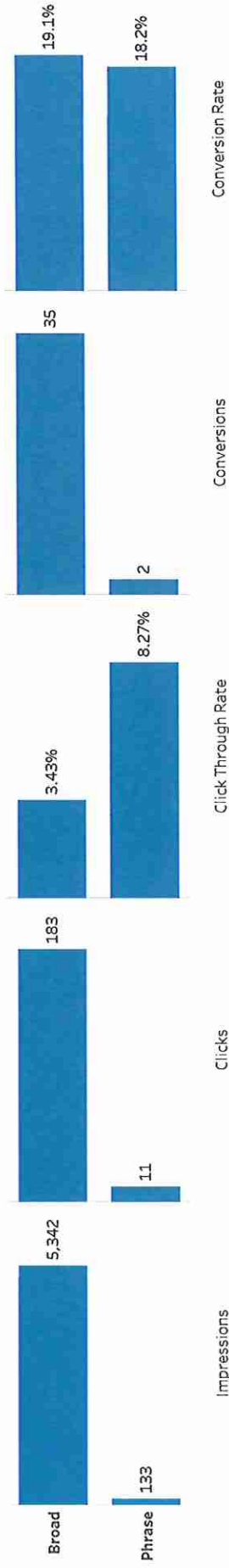


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

Campaign Performance		Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
MCC		5,475	\$375.53	194	\$0.52	3.54%	34

Paid Search Performance

Start Date 2/1/2021
End Date 2/28/2021

Keyword Performance

Keyword	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to..	3,854	136	\$0.52	3.53%	\$262.51	29	21.3%	\$9.16
lake tahoe venues	827	27	\$0.56	3.26%	\$47.85	2	7.4%	\$15.28
lake tahoe wedding venues	608	17	\$0.46	2.80%	\$37.32	3	17.6%	\$15.28
north lake Tahoe activities	133	11	\$0.52	8.27%	\$21.33	2	18.2%	\$9.16
+lake +Tahoe +venue	49	3	\$0.46	6.12%	\$6.52	1	33.3%	\$15.28
+Tahoe +conference +cen..	3	0	0.00%	0.00%	\$0.00			\$16.15
+lake +Tahoe +conference..	1	0	0.00%	0.00%	\$0.00			\$13.05
+lake +Tahoe +convention..	0	0			\$0.00			
+Tahoe +convention +cen..	0	0			\$0.00			\$35.48

RECOMMENDATIONS

DISPLAY

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

SOCIAL

Social is still having a decrease in traffic for this space (LinkedIn), so we are continually making optimizations to increase its performance. We can consider moving more funds to Facebook if March doesn't perform to expectations.

SEARCH

With the recent changes to match types we will continue to optimize for Phrase match type.

EMAIL

Email performed well so we will be discussing if any of the format needs to change.

Video

The numbers in this report are under review. They seem very low so we are verifying with our vendors.