
March Departmental Reports

Awaken
Celebrate
Relax
Experience

it's human ature





March 2021

Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Interact - Winter Retreat, December 2-5, 2021, 300 room nights, 200 people
2. California Bus Association - Annual Conference, October 20-25, 2023, 487 room nights, 225 people
3. HPN Global - July 2021 Meeting, July 15-17, 2021, 40 room nights, 20 people
4. American Institutes for Research - Pathways to Success Training, August 2-4, 2021, 40 room nights, 20 people
5. Summit Lacrosse Ventures, LLC - Lake Tahoe Summit Classic Tournament - Teams Courtesy Rates & Discounts, June 17-20, 2021, 650 room nights, 2,000 people
6. Summit Lacrosse Ventures, LLC - Lake Tahoe Summit Classic Tournament - Event Staff and Referees, June 17-20, 2021, 60 room nights, 20 people
7. Aria Travel Service - Commonwealth Homicide Program, November 7-13, 2021, 352 room nights, 50 people
8. ZipRecruiter - President's Chair - ISO, March 3-6, 2022, 48 room nights, 54 people
9. Freedom Financial Network- 2022 President's Club, April 6-11, 2021, 440 room nights, 220 people
10. HPN Global - 76501 Corporate HR Planning Meeting, September 20-24, 2021, 115 room nights, 35 people
11. Lamont Associates - ASHA July 2021, July 24-28, 2021, 105 room nights, 35 people
12. National Association of Women in Construction - 2021 Board Orientation, July 15-18, 2021, 60 room nights, 20 people
13. Nevada National Guard, June 11-12, 2021, 56 room nights, 53 people
14. CANVAS Meetings & Events - Ski Trip, February 3-6, 2022, 92 room nights, 200 people
15. Conference of California Public Utility Counsel - Annual Meeting- April 24-26, 2022, 300 room nights, 130 people

NEW INQUIRIES:

1. HPN Global - 276215 Top Agent Trip, May 6-9, 2021, 60 room nights, 40 people
2. HPN Global - 76191 Administration Team Offsite, July 11-14, 2021, 24 room nights, 8 people
3. Colorplast Corp - 2021 Wound and Skin National Sales Meeting, November 13-19, 2021, 418 room nights, 105 people
4. Siemens Corporation - 40088- Si West Region Sales Meeting, October 11-13, 2021, 255 room nights, 125 people
5. State Farm Insurance - Overflow - 2021 NCMA SVP Club Overflow Block, August 9-14, 2021, 450 room nights, 90 people
6. Swim USA - April 2020 Photo Shoot, April 18-20, 2021, 33 room nights, 10 people
7. Asset Mark, Inc. - Platinum 2021, August 30-September 1, 2021, 255 room nights, 125 people

NEW PROSPECTS:

1. Inland Marine Underwriters Association - Annual Meeting, May 2023, 1200 room nights, 300 people
2. Juniper Project - Staff Retreat, August 2021, 136 room nights, 40 people

NEW DEFINITES:

1. Palffy Wedding, October 1-2, 2021, \$2197.00 room revenue, 15 room nights,
3. 101 Lacrosse, June 18-20, 2021, \$2250.00 room revenue, 10 room nights,
4. Summit Lacrosse Ventures, LLC - Lake Tahoe Summit Classic Team Courtesy Rates, \$4,567.42 room revenue, 32 room nights

CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS

- March 12, Staff attended CVENT Group Business Insights from February 2021. Click on [CVENT Group Business Insights](#) for the slide show recap.
- Staff continues to add new planners from MPI to the database.
- Staff continues to reach out and add new HelmsBriscoe Associates
- (2) Newsletters were distributed
 - March 15th an eblast went out to 1016 planners in Central and Southeast states with updates on state openings. This e-blast had a 13% open rate.
 - March 26th an eblast sent out to discuss state openings and incentives for fall 2021 and beyond. This was specific to west coast meeting planners.

SITE VISITS & SALES CALLS:

- Staff assisted in setting up site visit for Employers Holdings site visit for March 15, 2021. This annual Board of Directors Retreat for September 2021, 84 room nights and 20 people. This program visited the Hyatt Lake Tahoe, Ritz Carlton Lake Tahoe and PlumpJack Squaw Valley Inn

TRADE SHOWS & EVENTS:

- Both Bart and Greg attended Connect Cyber - March 2-3, 2021, Connect Cyber, hosting a total of 34 appointments. To review the Connect Cyber Recap, please [click here](#).
- Sarah Winters and Bart Peterson attended DMA West Summit and attended various webinars including: DMO Data Clutter – How to Capture the Correct Data, Great Marketing Comes with Great Responsibility, How to Leverage Locals to Bring Visitors to Your Destination, and Using Data and Insights to Plan Strategy.
- Staff attended the North Tahoe Webinar for Vail Resorts. NLT staff updated the Vail sales team on offerings in North Lake Tahoe.

CHICAGO EFFORTS:

- Virtual Yoga was held for top accounts on March 2, 2021. Bart Peterson was a part of the client event to meet Chicago clients. Great feedback and so many thank you emails from the attendees!
- North Lake Tahoe continues to be represented on the Chicago Destination Reps social media sites: Facebook, Instagram and Linked-In and on the website. Ready to launch a new campaign that will begin April 2021 that will feature North Lake Tahoe!



March 2021

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Tour Operator Meetings
 - Met with TravelZoo on marketing and sales opportunities.
 - Met with Expedia on upcoming site visits.
 - Met with GetARoom.com – Tahoe is their highest producing west coast market.
- Key Partner Meetings
 - Met with the RSCVA on future joint projects and updates
 - Met with the Hyatt to connect on updates
 - Finalized creative for the Kind Traveler Program and met with Kind Traveler to discuss sales efforts
 - Attended the RTT Meeting
 - Met with Visit CA to work on the Third Thursday Program. We will be participating in this program on April 15th and presenting key highlights and news from NLT to 70+ VCA staff members, creative agencies and board members.
- Key Project – Sustainability Pledge
 - Taking the lead on the influencer program
 - Overseeing VIC activation, newsletter distribution for sales, assisting with producing the partner tool-kit, sharing with lodging partners, reviewing all content alongside Liz and Amber.
 - Prepping for launch – April 22nd.
- Met with Expedia and North Lake Tahoe lodging properties to launch our NLT Spring Campaign. Met with Augustine to finalize creative
- High Sierra Visitors Council Projects:
 - Lead on the VCA podcast opportunity
 - Lead on the High Sierra Influencer Program – we did a kickoff call in March and plan to rollout all influencer content in May/June.
 - Working on a responsible travel newsletter – April.
 - Working on VCA e-newsletter – April
- Newsletters
 - Virtual Ski FAM newsletter went out March 31st with an open rate of 23%

TRADESHOWS & FAMS

- Attended DMA West throughout the month of March. Educational webinars took place each Thursday. <https://vimeo.com/user88005570/download/529132731/e638dde34a>
- Attended the TravPro Adventure/Sports Virtual Summit
- Attended the Visit CA/High Sierra Family Expo:

- Over 1000 attendees
 - Over 400 both visits
- Hosted Visit CA Virtual Ski FAM in conjunction with Squaw Valley | Alpine Meadows – click [here](#) to see the FAM.
- Coming up
 - Planning for MTS – April 14-16th
 - Virtually Yours NV Virtual Travel Agent Show – April 26-29th

INTERNATIONAL UPDATES

- Canada/DCI – limited scope of work
 - Presented to Collette Tours
 - Working on (3) future trainings including Kensington Tours in April

March 2021 Recap



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THE ABBI
AGENCY™

The background of the slide is a vibrant, high-angle photograph of a lake. The water is a deep, clear blue-green, with ripples and reflections. In the upper left, a person in a white kayak is visible, paddling across the water. The lower left corner shows several large, smooth, light-colored rocks protruding from the water. On the right side, the dense green foliage of evergreen trees hangs over the water's edge. A semi-transparent white rectangular box is centered over the image, containing the main 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
- **Newsletter**
 - Goal: 1
 - Completed: 1



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Social Media



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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: **234,350**
 - Total audience increased by **0.3%** with total net audience growth increasing by **139%** compared to the previous month.
- Total Impressions: **7,598,702 (+579%)**
- Total Engagement: **81,451 (+40%)**

Insights:

- Engagements and impressions increased in March from the previous month. This dramatic increase can be attributed in large part to the Texas digital ads.



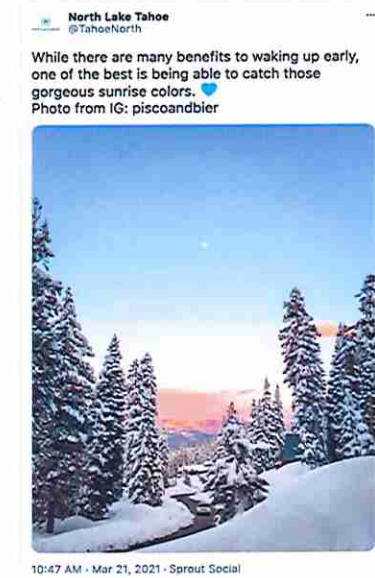
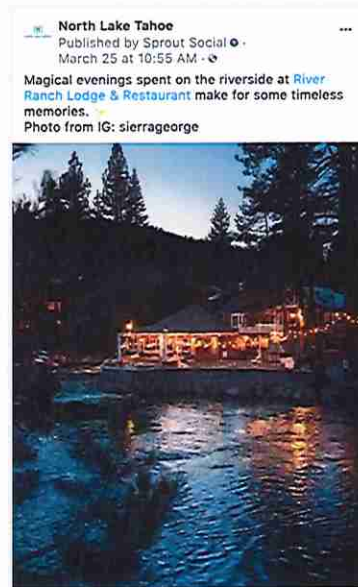
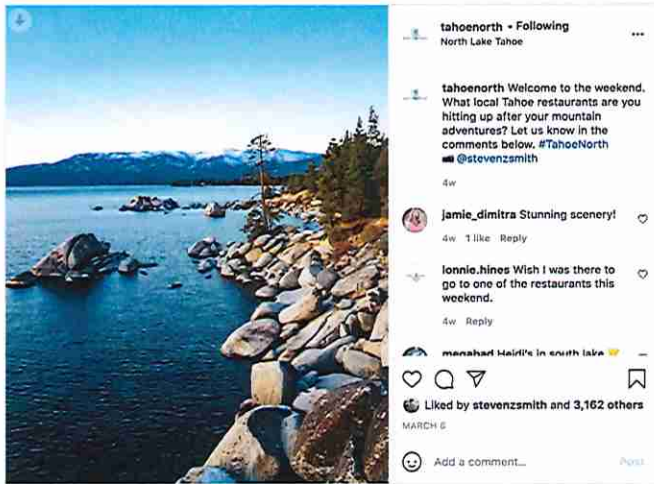
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Top Posts by Engagement

#1 Instagram Post: 43k impressions, 41k reach, 3.2k engagements, 7.5% engagement rate

#1 Facebook Post: 28K impressions, 28k reach, 2.1k engagements, 7.5% engagement rate

#1 Twitter Post: 5.9k impressions, 265 engagements, 4.5% 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.



tahoenorth • Following North Lake Tahoe

tahoenorth Located along the Truckee River next to the historic Fanny Bridge, @stahoebridgecider is one of the most scenic (and one of the most delicious) spots to enjoy a meal in Tahoe City. Check out their outdoor patio seating and see for yourself!

Like by stevenzsmith and 937 others

MARCH 24

Add a comment...



tahoenorth • Following North Lake Tahoe

tahoenorth North Lake Tahoe is a unique region whose mountain charm spans both California and Nevada. As of Sunday, March 14th, Placer County, on the California side, officially moved into the Red Tier of COVID-19 restrictions. Dining is permitted to open indoors at maximum 25% capacity, as well as outdoor dining, and takeout from over 150 restaurants is still available. Retail establishments are open at 50% capacity. On the Nevada side, dining establishments, gyms, arcades and other indoor businesses are allowed to operate with 50% capacity, as of March 15th. Still, both sides of the lake are committed to maintaining all COVID-19 safety protocols and regulations. Masks and social distancing continue to be required and enforced throughout the region. For more info on COVID-19 travel, head to our

Like by stevenzsmith and 578 others

MARCH 17



tahoenorth • Following North Lake Tahoe

tahoenorth Afternoon walk on... whatever you do, make sure to enjoy North Lake Tahoe responsibly. If you have to make all state and local agencies to be safe and healthy!

Like by stevenzsmith and 1,083 others

MARCH 17



tahoenorth • Following

tahoenorth Cold weather doesn't mean we can't enjoy our favorite... @stahoebridgecider is the place to go for all your winter needs. They have a variety of... @stahoebridgecider is the place to go for all your winter needs. They have a variety of...

Like by stevenzsmith and 489 others

MARCH 17



tahoenorth • Following


tahoenorth Rating towards a... @stahoebridgecider is the place to go for all your winter needs. They have a variety of... @stahoebridgecider is the place to go for all your winter needs. They have a variety of...

Like by @ylanders and 1,083 others

MARCH 17

Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In March @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 March.

 **tahoessouth**
tahoessouth 14 #regram #KeepDreaming #LakeTahoe 11,790 129 11,919 851.36 ^

Most Popular Media by tahoessouth

[View on Instagram](#) [View on Instagram](#) [View on Instagram](#)

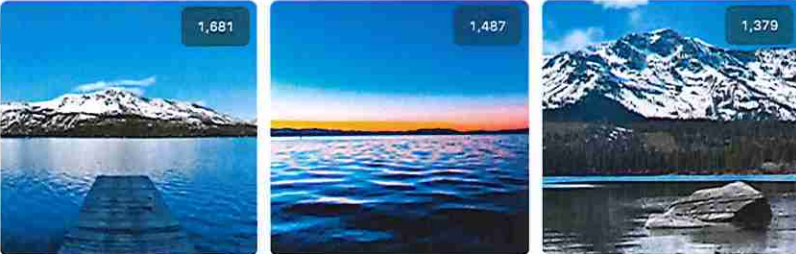


Image Description	Engagements
Lake with wooden dock	1,681
Sunset over water	1,487
Snow-capped mountain	1,379

 **tahoenorth**
tahoenorth 23 #TahoeNorth 30,779 201 30,980 1,347 ^

Most Popular Media by tahoenorth

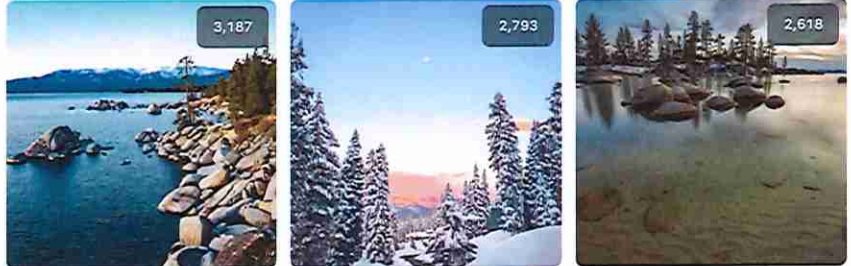


Image Description	Engagements
Rocky shoreline with blue water	3,187
Snowy mountain peak	2,793
Rocky lake shore	2,618

 **visitmammoth**
visitmammoth 33 #VisitMammoth #StaySafeToStayOpen #WeekdayWarrior 54,028 367 54,395 1,648 ^

Most Popular Media by visitmammoth

[View on Instagram](#) [View on Instagram](#) [View on Instagram](#)



Image Description	Engagements
Snowy mountain range	3,918
Car on a snowy road	3,773
Snowy mountain landscape	2,660

Content



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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.



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Content Approach (cont)

Blogs:

- We have shifted from “events-based marketing” and are focusing primarily on education/responsible travel and evergreen content.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog per month, each is designed to **improve SEO, increase brand awareness** (especially during shoulder seasons) and **provide educational content**.
- Most blogs range from 600-800 words (a length that Google deems valuable).
- The **Content Guidelines** draft is complete and will be evolved in tandem with the brand book in 2021.

Newsletters:

- The newsletter takes a more “news and events” approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to *explore North Lake Tahoe* as its offerings change throughout the seasons.



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Blogs & Newsletters

Key Themes:

- Spring Dual Days
- Travel Preparedness
- Safe Parking/Driving Behaviors
- Local Culinary Culture

Campaigns:

- Tahoe Eats Photo Contest, Dual Days

Newsletters Posted: 0

- ***Culinary Adventures in North Lake Tahoe***
 - March newsletter will be segmented between Texas Flight Market, Southern California Flight Market and Drive Market.
 - As of March 31, client was reviewing newsletter copy.
 - Anticipated launch date: April 12

Blogs Posted: 1

- ***Explore the Mouthwatering World of North Lake Tahoe Dining***
 - As of March 31, blog was awaiting client review.
 - Blog was posted on April 8



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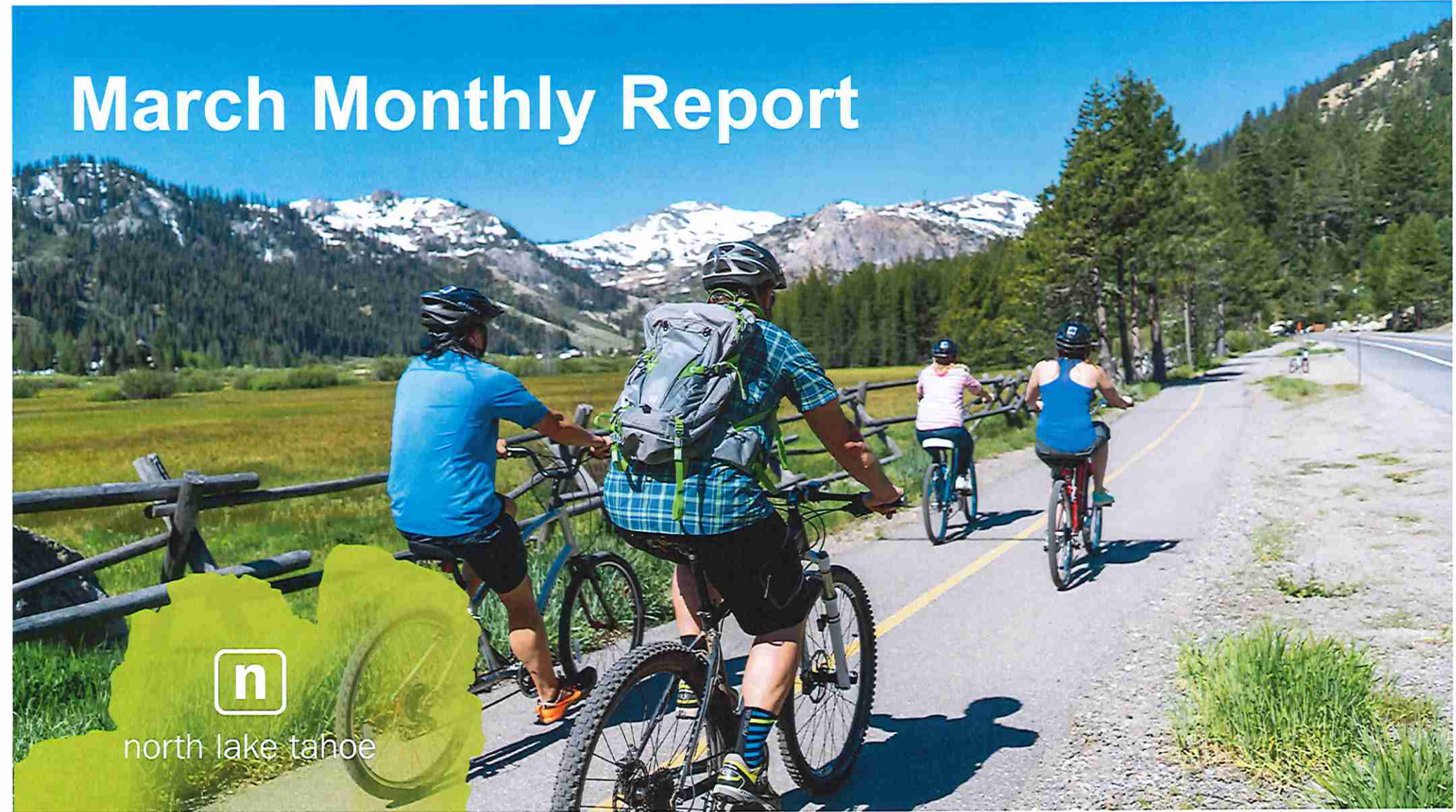


Thank You!

March Monthly Report



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SEO REPORT

KEYWORDING

SOCIAL MEDIA*

BROKEN LINKS*

TRAFFIC INSIGHTS

NEXT STEPS*

**Note that these sections include items that need to be passed along to development to fix (recapped in Next Steps section). Also note that 404 errors are not included in this report because any 404 issues coming up appear to be resolving on their own.*

KEYWORDING

- It has only been a few months since implementing keyword updates and it typically takes 3+ months for Google to fully register updates so it is too soon to further modify these.
- Recommend holding off on additional keyword modifications until site and page structure updates (Phase 2) move forward. This is to ensure time spent keywording is efficiently allocated, and there's no risk of potentially redoing any work.

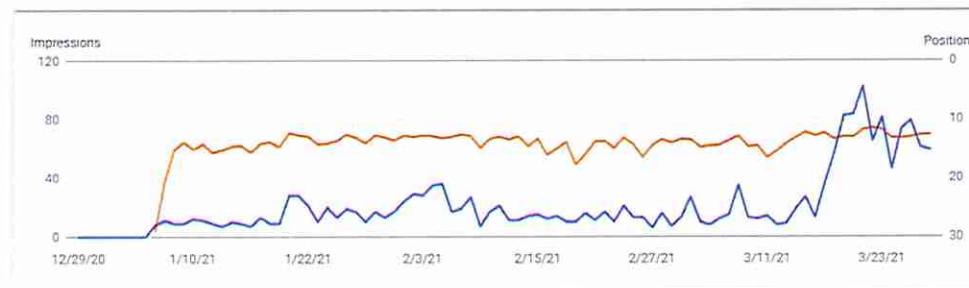


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DINING PAGE

- The chart below shows performance on the [dine page](#) for primary keyword **lake tahoe restaurants**. Previously this keyword was not being targeted.
- Since implementing this keyword in January 2021, the page has shown a steady incline in impressions and rank, breaking through onto the first page of results mid-March.

Key:
Purple Line = Page Position
Orange Line = Page Impressions

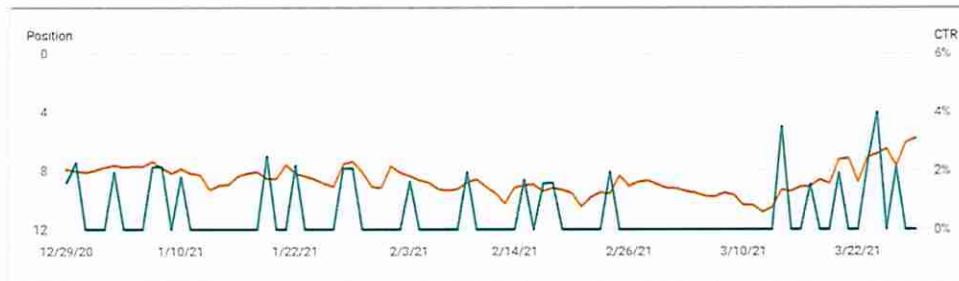


LODGING PAGE

- The chart below shows performance for the [lodging page](#) for primary keyword **lake tahoe lodging**.
- Performance falls in line with the assumption Google typically takes 3+ months to register updates, with page rank and click-through-rate (CTR) beginning to increase steadily around mid-March.

Key:

Green Line = Page
Click-Through-Rate
Orange Line = Page
Impressions



SOCIAL MEDIA

- The footer redesign and update is functioning well. One key addition to it was the inclusion of social media icon links. As these links are now more easily accessible on the site, a high-level review of North Lake Tahoe's social media accounts was performed.
- Social media benefits SEO due to its strong ability to drive quality traffic to the site. It is important to ensure that these pages are optimized to that end. At the same time, optimizing branding and messaging on these platforms will also help to improve overall performance and create a positive user experience cross-channel.



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SOCIAL LOGO

- The logo on all social media accounts does not show properly and should be adjusted.
- Since this is typically the first thing users will see on a social media page, it is important to design a high-quality, fully-readable logo. Having part of it cut off can be perceived as poor brand messaging.



SOCIAL LINKING

- Facebook and YouTube do not link to the correct URL for the site <https://www.gotahoenorth.com>. Instead, they link to the non-secure HTTP version (<http://Gotahoenorth.com/>).
- While search engines do not count social media links as backlinks, ensuring that the correct approved address is used wherever the URL is shown is still recommended.



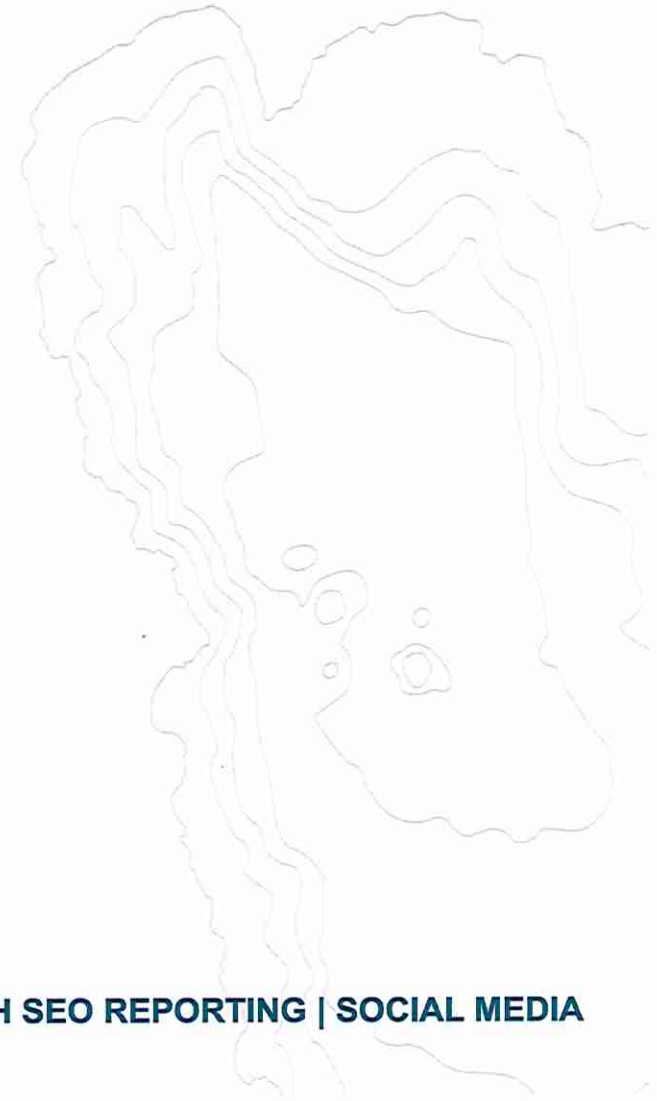
FACEBOOK

- The website footer is linking to an incorrect Facebook Page: <https://www.facebook.com/LakeTahoeNorth> Please update to: <https://www.facebook.com/TahoeNorth/>
- Delete <https://www.facebook.com/LakeTahoeNorth> as this unused page could make it confusing for users to find the currently active Facebook page.
- Add the web address and email address to the company contact details to <https://www.facebook.com/TahoeNorth/>. Currently they're missing.



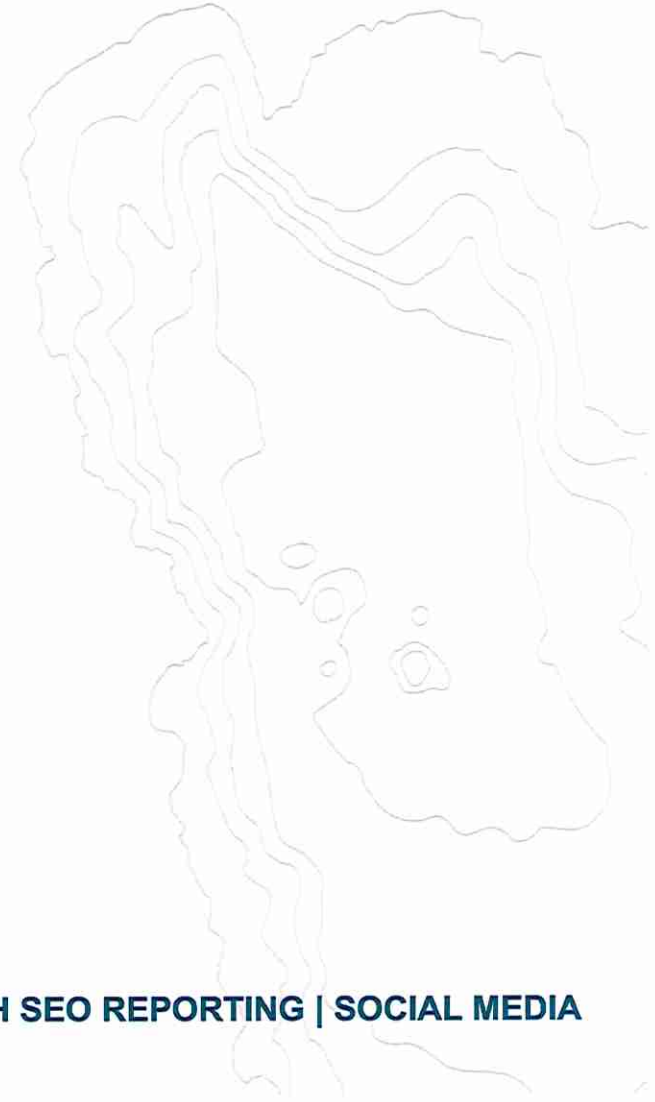
TWITTER

- The posting cadence is good as well as overall account set up was done properly. No recommended adjustments, aside for the logo fix previously mentioned.



YOUTUBE

- Recommend removing “2020” from the hero video on the [YouTube page](#) (titled “North Lake Tahoe 2020 Destination Video”). While the current video works well to introduce the brand, promoting the video as 2020 makes it appear outdated and may discourage viewers from engaging with it, potentially causing them to bounce. This change will also ensure the video stays evergreen and should help increase views over the long term.
- At some point, it may be worth reviewing Go Tahoe North's YouTube SEO to ensure videos are optimized for search on both Google and YouTube.



BROKEN LINKS

- After initially eliminating all broken links on the site at the beginning of January, we noticed 91 new instances of broken links have been generated. New broken links being generated is very common, and one of the most important reasons we regularly check.
- A majority of these broken links are due to a glitch in the backend editor for some events..
- Augustine fixed all instances of broken links, aside from the following which will require Smith & Jones' assistance.



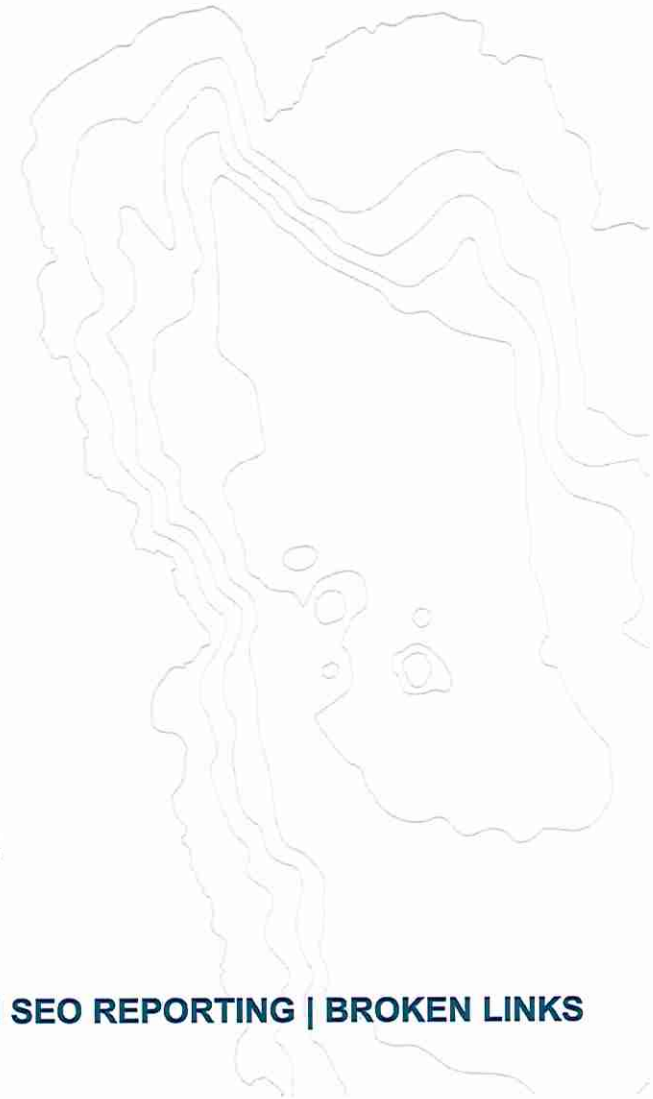
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BROKEN LINKS

- Page Where Broken Link in Found: www.farwestnordic.org
 - At the bottom of the page there is a button for Far West Nordic that returns a 404. After inspecting the backend, the button's URL is inputted correct but for some reason on the page the URL is automatically changing to <https://www.gotahoenorth.com/lake-tahoe-activities/nordic-skiing/www.farwestnordic.org>. This may be an issue with the backend input field and should be addressed as this could create issues for future pages that use this field.
- Similar issue as above, the website link input field do not seem to be working properly for the following:
 - <https://www.gotahoenorth.com/event/projected-closing-weekend-festivities-diamond-peak/2019-04-14/>
 - <https://www.gotahoenorth.com/event/marie-strassburger-guest-artist/2021-03-31/>
 - <https://www.gotahoenorth.com/event/easter-at-gar-woods-grill-pier/>

BROKEN LINKS

- The following point to a non-existent page and Augustine can't access the backend to fix it:
 - <https://www.gotahoenorth.com/event/lake-tahoe-summerfest-2/all/>
 - The hyperlinked names "Ekaterina Semanchuk" and "six orchestra concerts"
 - <https://www.gotahoenorth.com/event/snowfest-2/all/>
 - The hyperlinked name "https://www.tahoesnowfest.org/event-schedule/"
 - <https://www.gotahoenorth.com/event/snowfest-2/all/>
 - The hyperlinked Facebook icon at the very bottom of this page
 - <https://www.gotahoenorth.com/event/daily-sunset-kayak-tour/>
 - The website link on this page
- <https://www.gotahoenorth.com/chris-test/>
 - The Touch Lake Tahoe graphic seems to be malfunctioning and generating a broken link. When the graphic is clicked it directs to this page: <http://imgstyle=max-width:100%src=//cdn.thinglink.me/api/image/733446012454043649/1024/10/scaletowidht#t-733446012454043649;1043138249'class=alwaysThinglink/scriptasyncharset=utf-8src=//cdn.thinglink.me/jse/embed.js/script>. This link can be found in the script code for the graphic.



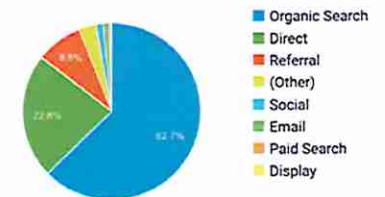
ORGANIC TRAFFIC INSIGHTS

- Users were up 41% from 2020. Across the board metrics saw positive improvement for engagement, conversion and traffic metrics.
- The share of March organic search traffic is now 63%, compared to 41% in 2020.

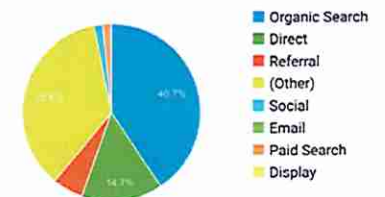
Default Channel Grouping	Acquisition		Behavior				Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	40.71%	44.37%	45.29%	12.22%	20.82%	38.27%	60.66%	133.42%
	42,786 vs 30,407	42,085 vs 29,151	50,365 vs 35,009	67.22% vs 76.58%	1.94 vs 1.61	00:01:26 vs 00:01:02	85.60% vs 53.28%	43,542 vs 18,654
1. Organic Search								
Mar 1, 2021 - Mar 31, 2021	27,353 (62.69%)	26,497 (62.96%)	32,261 (63.42%)	69.97%	1.81	00:01:21	88.35%	28,502 (65.46%)
Mar 1, 2020 - Mar 31, 2020	12,392 (40.67%)	11,886 (40.77%)	14,874 (42.49%)	73.00%	1.74	00:01:12	73.40%	10,918 (58.53%)
% Change	120.73%	122.93%	116.90%	-4.15%	4.17%	13.40%	20.36%	161.06%

Top Channels

Mar 1, 2021 - Mar 31, 2021



Mar 1, 2020 - Mar 31, 2020



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NEXT STEPS

- Fix logo on all social accounts to remove cutoff.
- Fix Facebook link on website footer to correct link.
- Delete <https://www.facebook.com/LakeTahoeNorth> page as it is inactive.
- Add web address and company contact information to Facebook.
- Update website link on Facebook and YouTube to <https://www.gotahoenorth.com>.
- Provide Smith & Jones broken links requiring backend access to fix.

An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a red kayak. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, the dense green foliage of evergreen trees borders the water. A semi-transparent white rectangular box is centered over the image, containing the text "PAID MEDIA REPORT" in a bold, dark blue, sans-serif font.

PAID MEDIA REPORT

EXECUTIVE SUMMARY

- Traffic is slightly lower than past months.
- There has been an increase to the CPA as a result of traffic decline.
- Email is the best converting and Display had the best impression amount.
- All the creative is roughly the same performance wise with the KBYG performing only slightly better.

Overview by Campaign

Start Date: 3/1/2021
End Date: 3/31/2021

693,484
IMPRESSIONS

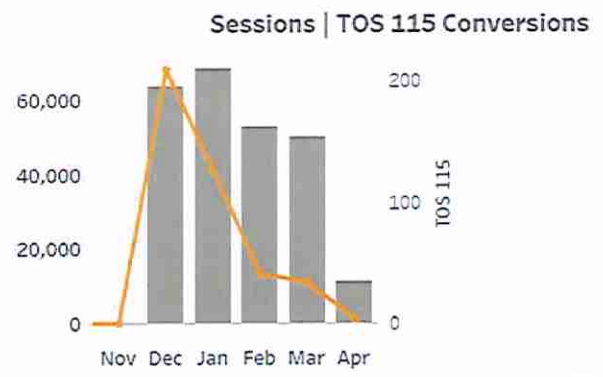
2,537
CLICKS

\$1.16
COST PER CLICK

236
PRIMARY CONVERSIONS

\$12.48
COST PER TOS CONVERSION

- Traffic is slightly lower than past months.
- TOS conversions are also similar to past months.
- CPC is at \$1.16 which is good.



Campaign	Impressions	Clicks	Click Through Rate	Cost Per Click	Cost	TOS 115	Cost per TOS 115
MCC	693,484	2,537	0.37%	\$1.16	\$2,944	236	\$12.48

Overview by Medium

Start Date
3/1/2021

End Date
3/31/2021

693,484
IMPRESSIONS

2,537
CLICKS

\$1.16
COST PER CLICK

236
PRIMARY
CONVERSIONS

\$12.48
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per Primary	Submit RFP Conversion	Cost per Submit RFP Conversion
Hotel	3	1.8%	\$82.74		\$0.00
KBYG	5	2.9%	\$49.81		\$0.00
mcctravel	1	0.7%	\$247.08		\$0.00
Outdoor	5	3.5%	\$49.49		\$0.00

Cost per Conversion Trending



Channel	Impressions	Clicks	Click Through Rate	Cost Per Click	Cost	TOS 115	Cost per TOS 115
Display	575,328	616	0.11%	\$1.61	\$992	14	\$70.84
Email	9,321	942	10.11%	\$0.00		169	\$0.00
Paid Search	7,939	305	3.84%	\$2.05	\$626	20	\$31.28
Paid Social	93,516	628	0.67%	\$2.11	\$1,327	32	\$41.47
Video	7,380	46	0.62%	\$0.00		1	\$0.00
Grand Total	693,484	2,537	0.37%	\$1.16	\$2,944	236	\$12.48

Social Ad Performance

Start Date
3/1/2021

End Date
3/31/2021

93,516
IMPRESSIONS

628
CLICKS

32
PRIMARY
CONVERSIONS

\$41.47
COST PER TOS
CONVERSION

- 90,000+ impressions on social performance is healthy.
- LinkedIn is performing better then past months and the clicks have increased.
- Meetings Today's numbers are almost the same as previous months, only decreasing by 5 clicks.

Campaign	Platform	Impressions	Clicks	Click Through Rate	Cost Per Click	TOS 115	Cost	Cost per TOS 115
MCC	LinkedIn	53,429	277	0.52%	\$4.79	32	\$1,327	\$41.47
	MeetingsToday	40,087	351	0.88%	\$0.00	0		\$0.00
Grand Total		93,516	628	0.67%	\$2.11	32	\$1,327	\$41.47

Display Performance by Placement

Start Date
3/1/2021

End Date
3/31/2021

575,328
IMPRESSIONS

616
CLICKS

- Over 500,000+ impressions.
- A CPC of \$1.61 is healthy.
- The projected CPCs are beginning to rise.

Cost per Conversion Trending



\$71
COST PER
TOS CONVERSION

Platform	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Submit RFP Conversion
Programmatic Display	575,328	616	0.11%	\$1.61	\$991.75	14	\$70.84	
Total	575,328	616	0.11%	\$1.61	\$991.75	14	\$70.84	

Display Performance by Creative

Start Date
3/1/2021

End Date
3/31/2021

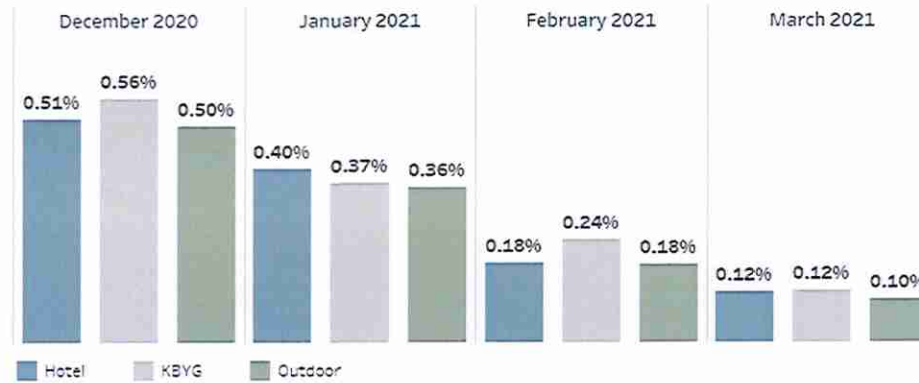
575,328
IMPRESSIONS

616
CLICKS

14
TOS 115
CONVERSIONS

\$71
COST PER
TOS CONVERSION

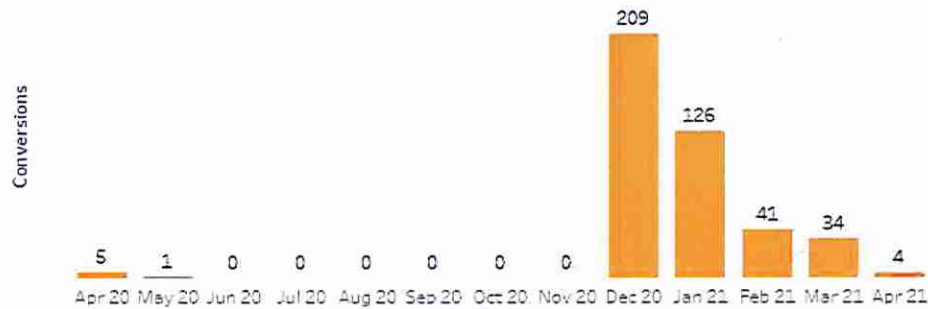
Creative CTR Trending



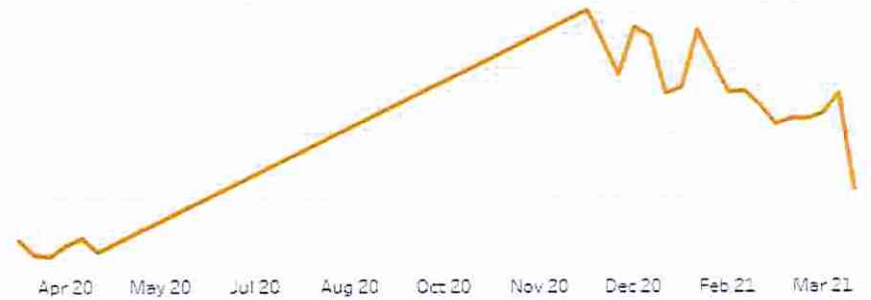
Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Hotel	143,760	166	0.12%	\$1.50	\$248.21	3	\$82.74
KBYG	144,414	171	0.12%	\$1.46	\$249.03	5	\$49.81
mcctravel	143,522	135	0.09%	\$1.83	\$247.08	1	\$247.08
Outdoor	143,632	144	0.10%	\$1.72	\$247.44	5	\$49.49
Total	575,328	616	0.11%	\$1.61	\$991.75	14	\$70.84

Trending Performance

TOS 115 & Book Now Conversions



Website Sessions



Cost per TOS 115 Conversion

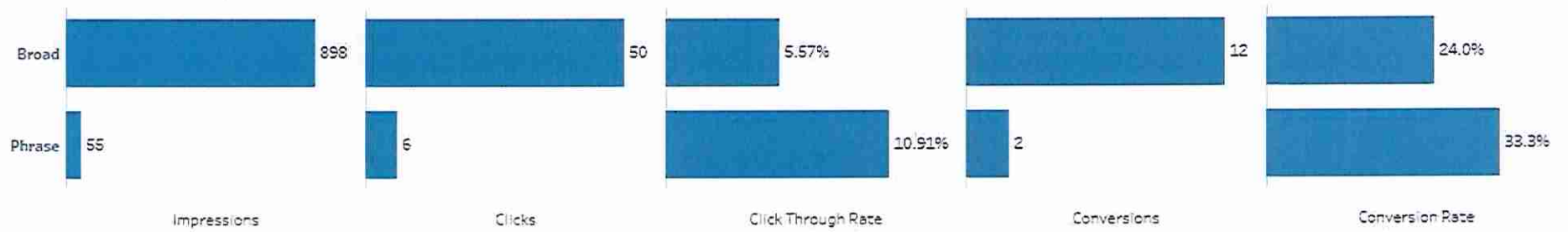


Impressions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

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

Paid Search Performance

Start Date
3/1/2021

End Date
3/31/2021

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to..	5,954	232	\$0.50	3.90%	\$468.13	17	7.3%	\$29.47
things to do in north shor..	755	21	\$0.50	2.78%	\$41.77	1	4.8%	\$24.41
lake tahoe venues	551	29	\$0.46	5.26%	\$62.53	4	13.8%	\$15.66
lake tahoe wedding venues	540	14	\$0.43	2.59%	\$32.60	2	14.3%	\$15.86
north lake Tahoe activities	128	9	\$0.44	7.03%	\$20.59			\$29.47
+lake +Tahoe +venue	4	0		0.00%	\$0.00			\$18.39
+lake +Tahoe +conference..	4	0		0.00%	\$0.00			\$9.12
+Tahoe +conference +cen..	3	0		0.00%	\$0.00			\$13.13
+lake +Tahoe +convention..	0	0			\$0.00			\$34.16
+Tahoe +convention +cen..	0	0			\$0.00			\$13.05

Website Performance

Report Date
3/1/2021 to 3/31/2021

1,040
SESSIONS

Mobile Desktop Tablet

560 426 54

35.41% 62.23%

Top Regions Sessions

California	25,662
Nevada	4,369
Texas	4,038
Florida	1,176
Washington	942



00:00:23
SESSION DURATION

1.4
PAGES PER SESSION

Website Sessions From Paid MCC Ads



90%
NEW USER SESSION RATE

86%
BOUNCE RATE

Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	466	655	00:00:23	1.4	85%
Search	115	217	00:01:29	1.9	74%
Social	459	557	00:00:05	1.2	89%
Total	1,040	1,429	00:00:23	1.4	86%



RECOMMENDATIONS

OVERALL

- There is a drop in overall traffic which is why we are seeing an increase in CPC and CTR.

SOCIAL

- All the creative is performing roughly the same so no real identifiers for changes.

SEARCH

- We are continually making updates to the keywords to keep the account up to industry standards.



THANK YOU