

April Departmental Reports

Awaken
Celebrate
Relax
Experience

it's human ature



north lake tahoe

April 2021
Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Blueprint to Practice Automation - Epic Mastermind Experience, August 5-8, 2021, 165 room nights, 100 people
2. HPN Global - 76689 Confidential Influence Event, August 11-15, 2021, 30 room nights, 14 people
3. HPN Global - 76808 - Room Block Only, October 11-15, 2021, 40 room nights, 10 people
4. Sacramento County of Education - SCOE Retreat, June 16-17, 2021, 18 room nights, 20 people
5. Soccer Shots Franchising - 2022 National Convention, July 19-23, 2022, 485 room nights, 300 people
6. HPN Global - 77067 Executive Recruiting Retreat, June 7-10, 2021, 36 room nights, 12 people
7. HPN Global - 77086 - Recruitment Incentive, November 4-7, 2021, 60 room nights, 20 people
8. HPN Global - 76994V2 Summer Executive Meeting, July 14-16, 2021, 20 room nights, 10 people
9. Sweat Equity Ventures - 2020 Team Meeting, August 23-26, 2021, 60 room nights, 20 people
10. Snow Tours, Inc - Schmusmeister Ski and Board Club - Detroit, February 26-March 5, 2022, 42 room nights, 24 people
11. Soccer Shots Franchising - 2022 National Convention, July 19-23, 2022, 485 room nights, 300 people
12. Sacramento County Office of Education - Retreat, June 16-17, 2021, 18 room nights, 20 people

NEW INQUIRIES:

1. Dr. Fabrizio Mancini D.C., P.C. - Mentorship -MX-PC, January 27-30, 2022, 45 room nights, 40 people
2. Plumbing-Heating-Cooling Contractors Association - 2022 PHCC-WEST Annual Convention & Trade Show, April 5-8, 2022, 85 room nights, 85 people
3. Association of California School Administrators - 2021 July Board Meeting, July 25-28, 2021, 108 room nights, 35 people
4. California Seed Association - 2023 Annual Convention, March 11-15, 2023, 360 room nights, 150 people
5. HEWLETT PACKARD - Ezmeral Software SKO, July 23-29, 2021, 1050 room nights, 300 people
6. Sunrise Dental Solutions - Annual Summit 2022, September 21-26, 2022, 208 room nights, 80 people

7. Brex. - Executive Retreat, July 22-25, 2021, 33 room nights, 12 people
8. SAP - US Summit, April 3-6, 2022, 162 room nights, 150 people
9. American Orthopaedic Foot & Ankle Society - Winter Meeting, February 16-20, 2022, 570 room nights, 150 people
10. Osher Institute - 2023 National Resource Conference, October 14-18, 2023, 670 room nights, 260 people
11. R1 RCM - Commercial Mid Year Meeting, July 12-14, 2021, 120 room nights, 40 people
12. Toyota North America - KC Region 2021 Golf Incentive, October 2-6, 2021, 74 room nights, 20 people
13. Vincent Owner's Club - 2023 Internation Ralley - VOC, May 14-20, 2023

NEW DEFINITES:

1. HPN Global - 76501 Corporate HR Planning Meeting, September 20-24, 2021, \$34163 room revenue, 127 room nights, 40 people

CONFERENCE SALES PROJECTS

- Staff continues to add new associates from HelmsBriscoe to our IDSS data base. All the new associates receive a follow up email with our group and meetings incentives plus a link to our "Know Before You Go Guide".
- April 15, 2021, Staff attended CalSAE zoom call and tech run to over final keynote address format for CalSAE Elevate.
- Staff continue to review and provide edits for the new meeting & conference planning guide.

SITE VISITS & SALES CALLS:

- Regional Site Visits:
 - April 9, 2021 Staff conducted a site visit and meeting at the North Tahoe Events Center.
 - April 9, 2021 Staff conducted a site visit and meeting at Gar Woods Grill & Pier.
 - Future site visits are planned for June and July.
- Staff assisted in setting up site visit for Conference of California Public Utility Counsel site visit for April 11-13, 2021. This annual meeting is for April 21-24, 300 room nights and 130 people. This program visited the Ritz Carlton Lake Tahoe, Village at Squaw Valley, and the Resort at Squaw Creek

TRADE SHOWS & EVENTS:

- CalSAE Virtual Elevate: April 27-29, 2021. 145 California Association Executives, Association Manager and Third-Party Planners were in attendance. Our organization provided sponsorship for this California Society of Associations Executives annual event.
 - We assisted in the planning of Party with the Partners - Escape the Desert Island Team Challenge opening event. Our team won the event.
 - We also sponsored session "Now You See It: Unlocking the Power of Your Data." Staff gave the introduction along with regional highlights. We also took place in the final announcements as RSC is next year's host.

UPCOMING TRADE SHOWS AND EVENTS:

- Upcoming Tradeshows:
 - May 24-26, 2021, Connect Corporate & Association, Las Vegas, NV
 - June 28-30, 2021, HelmsBriscoe ABC, Dallas, TX

CHICAGO EFFORTS:

- Personal sales calls being made in May and June.
- North Lake Tahoe continues to be represented on the Chicago Destination Reps social media sites: Facebook, Instagram and Linked-In and on the website. A new campaign launched in April 2021 that will feature North Lake Tahoe.



north lake tahoe

April 2021
Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Launched the Traveler Responsibility Pledge
- Developed a presentation and program for Visit California's Third Thursday
 - April 14th, we presented to 70 of Visit CA's staff, board members and agency team members on all the hidden gems of North Lake Tahoe.
 - We had great partner participation – Tahoe Via, Old Greenwood, Wolfdale's, Sugarbowl, Homewood and Squaw Valley.
 - Link to the [presentation](#)
 - Password: j4^\$q+\$K
 - [link](#) to our newsroom article
- Met with Travel Nevada on international recovery efforts
- Met with Visit California on international recovery efforts
- High Sierra Visitors Council Projects:
 - Finalized Visit CA High Sierra newsletter – April.
 - Lead on the High Sierra Influencer Program – we did a kickoff call in March and plan to rollout all influencer content in May/June.
 - Lead on the VCA podcast opportunity – June
- Networking
 - Attended SkiTops Networking Event – April 8th
- Newsletters
 - Traveler Responsibility Pledge went out on April 30th
 - Open rate 20%

TRADESHOWS & FAMS

- Attended the TravPro Adventure/Sports Virtual Summit
 - [Link to contacts](#)
 - 204 booth visits
- Attended Mountain Travel Symposium
 - 18 B2B meetings and attended educational forums
 - [Link to leads](#)
- Attended the Virtually Yours Travel NV Virtual Roadshow – April 26-29th
- Coming up:
 - Visit California Luxury Forum – May 5th & 6th

INTERNATIONAL UPDATES

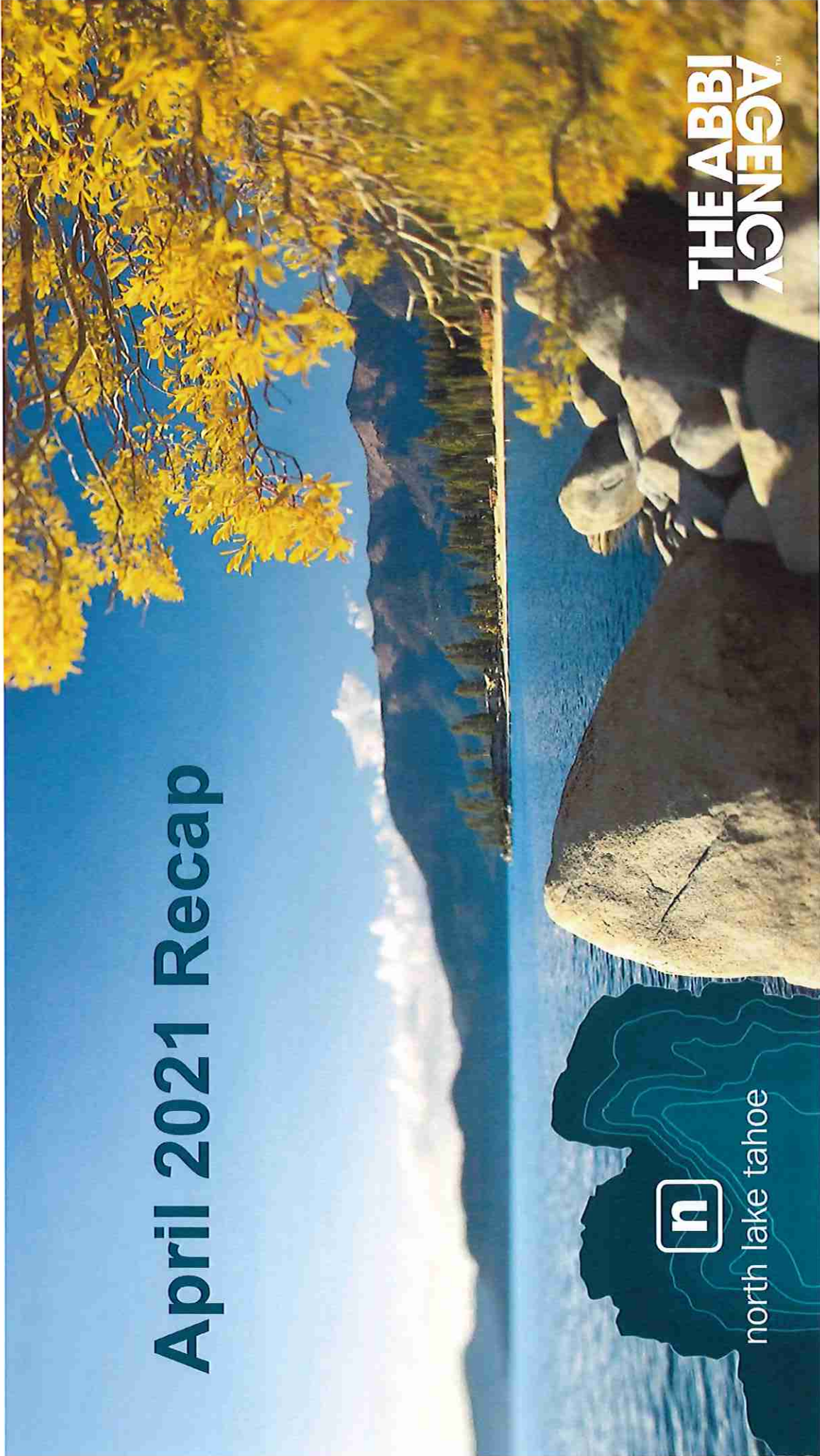
- Canada/DCI – limited scope of work
 - Presented to Kensington Tours
 - Working on (2) future trainings

April 2021 Recap



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The background image shows a serene outdoor scene. In the foreground, a person is kayaking on a calm, blue lake. In the middle ground, a person is sitting on a sandy beach, looking out at the water. The background features a dense line of green trees under a clear blue sky. The overall atmosphere is peaceful and natural.

Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

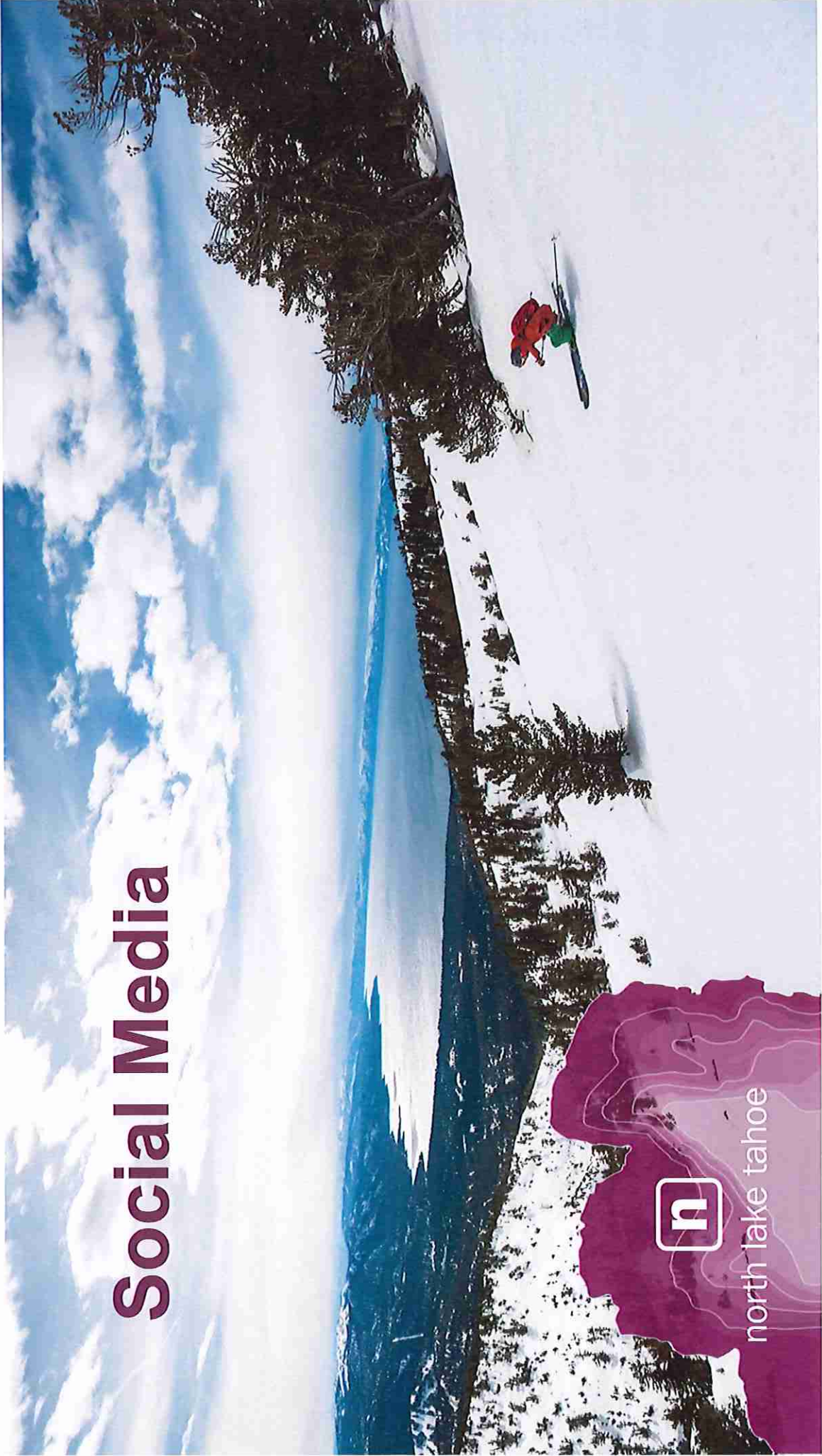
- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 0.5% increase in Facebook followers and -0.3% decrease in Instagram followers.
 - SoCal: -0.75% decrease in Facebook followers and -4.5% decrease in IG followers.

Content

- Blog
 - Goal: 1 per month
 - Completed: 2 (one was held over from March)
- Newsletter
 - Goal: 1
 - Completed: 2 (one was held over from March)



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: **234,752**
- Total audience increased by **0.2%** with **484** new followers from the last month.
- Total Impressions: **6,134,675 (-19.3%)**
- Total Engagement: **77,035 (-5.4%)**

Insights:

- Overall performance is slightly down from the previous month, though March did have a dramatic increase in performance. April saw the launch of new campaigns including the North Tahoe Eats Contest and the Traveler Responsibility Pledge.

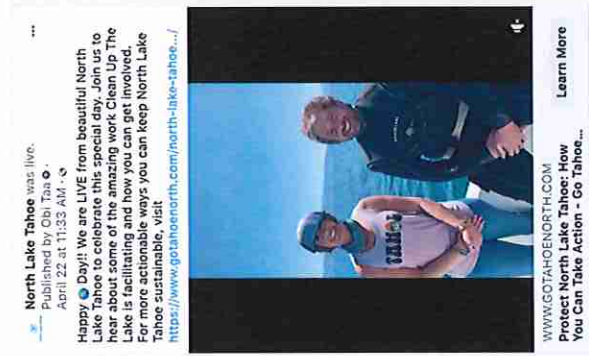
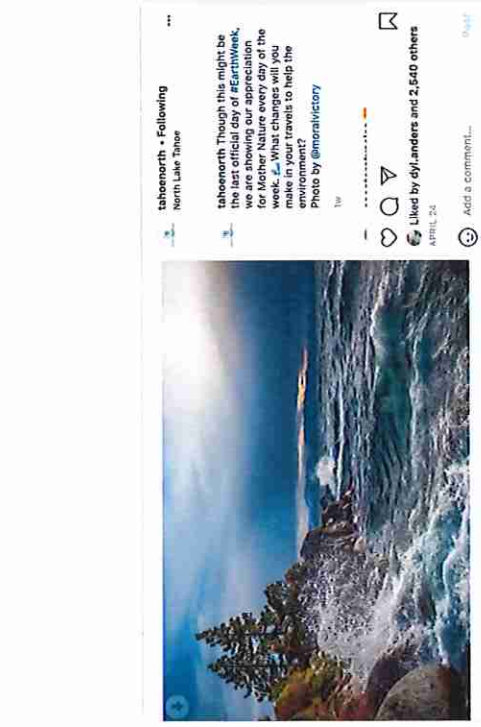


Top Posts by Engagement

#1 Instagram Post: 38.3k impressions, 37k reach, 2.6k engagements, 6.9% engagement rate

#1 Facebook Post: 9.2K impressions, 7.1k reach, 1.3k engagements, 14.6% engagement rate

#1 Twitter Post: 2.7k impressions, 140 engagements, 5.1% engagement rate



Content Messaging

North Lake Tahoe Social Media Efforts

- North Lake Tahoe has returned to higher posting frequency, with approx. 5-7 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 spring travel and the in-market campaign have been included.

Local Business Support:

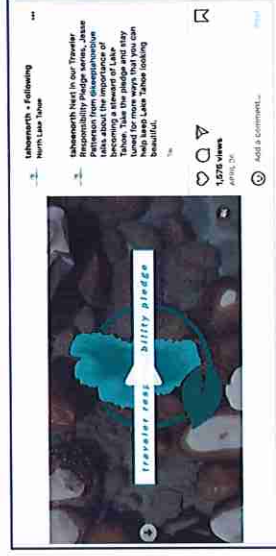
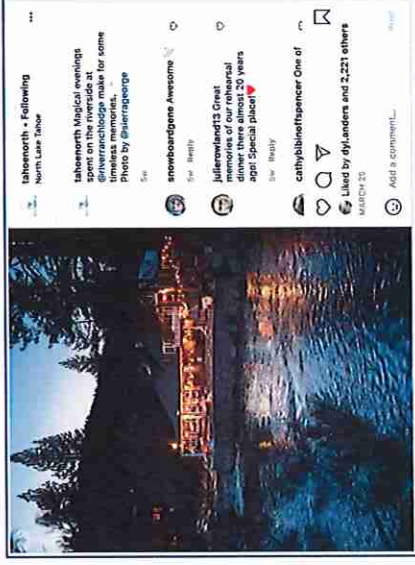
- The Takeout Tahoe campaign continues to run across social media, with posts being boosted and promoted to in-market visitors.
- On top of Takeout Tahoe we have been continuing to share ways visitors can support local restaurants and retailers.

North Tahoe Eats Contest

- To further support North Lake Tahoe's dining experiences, the North Tahoe Eats Contest launched at the beginning of April as a photo submission contest, where visitors to the region can submit photos of their favorite meals from around the lake either through a CrowdRiff form or through the #NorthTahoeEats hashtag.

Traveler Responsibility Pledge

- With the launch of the Traveler Responsibility Pledge, our social channels have developed a launch strategy for releasing the video series over the next few weeks, supported through Instagram stories and additional in-feed posts.



Instagram Competitor Set

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


 **TahoeNorth**
 TahoeNorth

22 #NorthTahoeEsts #EarthWeek
 #TahoePledge

20,453 153 20,606 936.64

Most Popular Media by tahoenorth





 **TahoeSouth**
 TahoeSouth

12 #Regram #MondayMotivation
 #Regram

12,038 159 12,197 1,016

Most Popular Media by tahoesouth

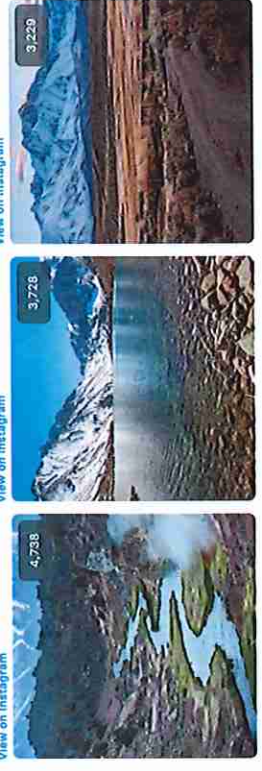


 **visitmammoth**
 visitmammoth

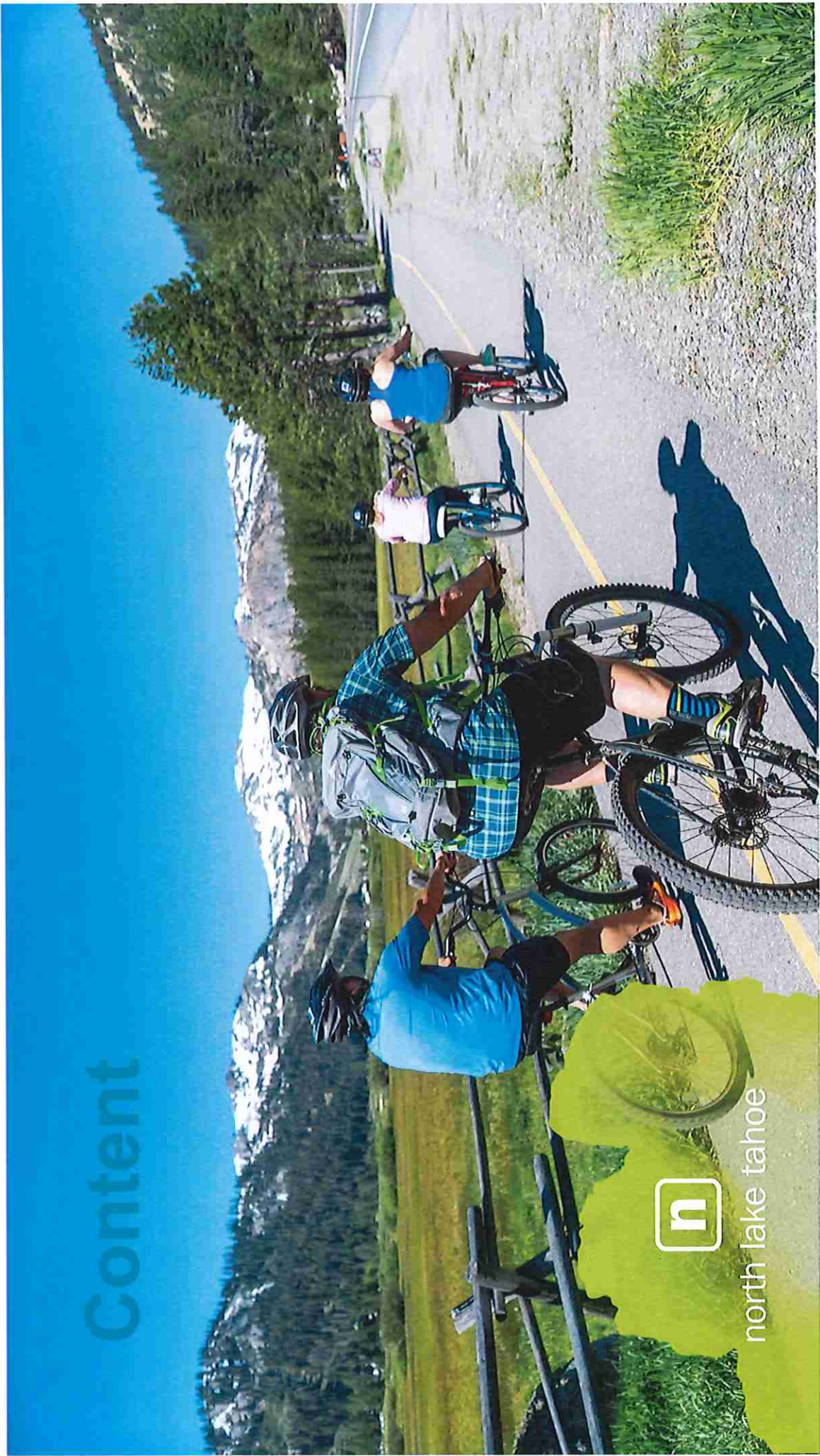
26 #VisitMammoth
 #RecreateResponsibly
 #StaySafeToStayOpen

43,622 337 43,959 1,681

Most Popular Media by visitmammoth



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.



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
- Sustainability
- Being a good Tahoe neighbor

Campaigns:

- Tahoe Eats Photo Contest, Dual Days
- Sustainability Pledge Launch



Newsletters Posted: 2

- *Tahoe Earth Day: Honoring and Protecting Our Mountain Paradise*

- Non-segmented newsletter.
- Open rate: 9.9 percent.
- Click through rate: 0.4 percent.
- Newsletter performance suffers when not segmented.

- *Culinary Adventures in North Lake Tahoe*

- Segmented across markets.
- Average open rate: 19.5 percent.
- Average click through rate: 1.5 percent.

Blogs Posted: 2

- *Protect North Lake Tahoe: How You Can Take Action*

- Page views: 342
- Time on page: 2:32

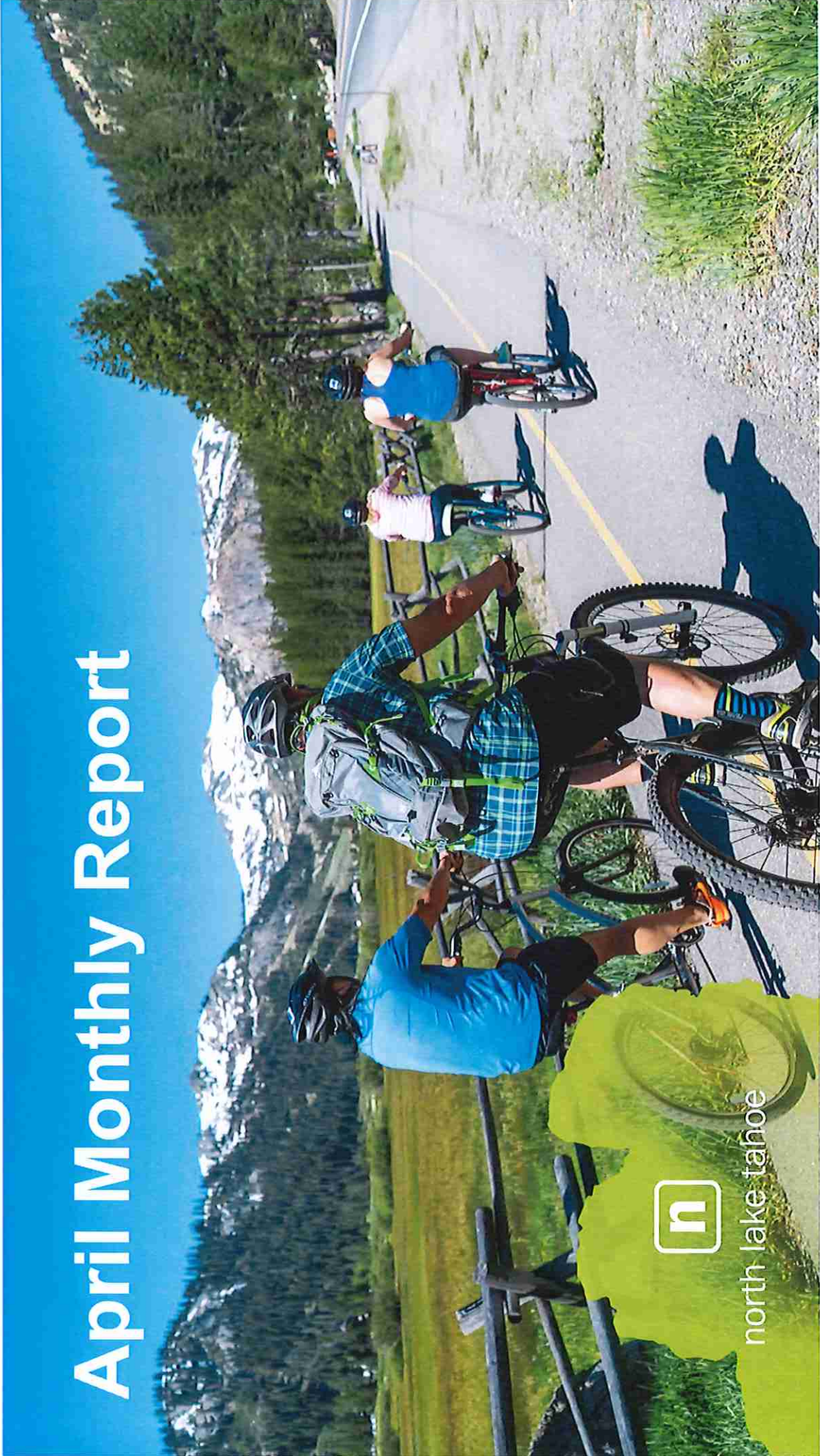
- *Explore the Mouthwatering World of North Lake Tahoe Dining*

- Page views: 86
- Time on page: 2:43

The image features a scenic landscape with a river, forest, and mountains. A semi-transparent white box is overlaid on the center of the image, containing the text "Thank You!". The text is written in a bold, dark blue font. The background shows a river flowing through a forested area, with mountains in the distance under a clear blue sky. The foreground is dominated by large, smooth, light-colored rocks.

Thank You!

April Monthly Report



north lake tahoe

The background image is a composite of three nature scenes. The top portion shows a dense forest of evergreen trees with vibrant yellow-green foliage. The middle portion features a calm lake with a person in a yellow kayak paddling across the water. The bottom portion depicts a white bear standing on a sandy or rocky shore next to the water's edge. The text 'SEO REPORT' is centered over the lake scene.

SEO REPORT

Remove Old Site From Indexing

- The old site — which is archived at old.gotahoenorth.com — is still being indexed and creating critical errors that are being passed on to the new, live site. Removing the old site from indexing is a high priority that we recommend addressing as soon as possible.
- We have discussed this issue in the past and the decision at the time was to see if the old site would deindex automatically from SERP with the aid of some redirects. At the moment some pages on the old site, such as the homepage old.gotahoenorth.com/ redirect to the new, live site. However, most pages do not, like: old.gotahoenorth.com/lake-tahoe-activities/downhill-resorts/.
- You can view additional instances [here](#).
- To fix this problem, we recommend setting up server-side authentication requiring login access to old.gotahoenorth.com. This way no one can view that site without logging in first. This will tell search engines that no pages on this subdomain should be indexed.



Fix Broken Links

- There were 151 new instances of broken links on the site. Augustine fixed all instances aside for the following which will require the development team's assistance.

• Page Where Broken Links 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 we noticed that the button's URL is inputted correcting however for someone 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 like that use this field.

- <https://www.gotahoenorth.com/travel-industry-toolkit/>
Similar issue to the one above. Relating to the button for "North Lake Tahoe Events."
- <https://www.gotahoenorth.com/event/lake-tahoe-summerfest-2/all/>
The hyperlinked name "Ekaterina Semanchuk" points to a non-existent page.
- <https://www.gotahoenorth.com/event/lake-tahoe-summerfest-2/all/>
The hyperlinked name "six orchestra concerts" points to a non-existent page.
- <https://www.gotahoenorth.com/event/snowfest-2/all/>
The hyperlinked name "https://www.tahoefest.org/event-schedule/" points to a non-existent page.
- <https://www.gotahoenorth.com/event/northern-lights-tahoe-film-fest/all/>
The hyperlinked Facebook icon at the very bottom of this page points to a non-existent page.
- <https://www.gotahoenorth.com/event/daily-sunset-kayak-tour/all/>
The hyperlinked website button at the top of this page points to a non-existent page.

Fix Redirect Issues

- It appears that recently the linking structure for the following page was changed from: <https://www.gotahoenorth.com/events/annual-events/lake-tahoe-autumn-food-and-wine/> to <https://www.gotahoenorth.com/annual-events/lake-tahoe-autumn-food-and-wine>
- We recommend setting up a 301 redirect from the first one to the second one.
 - In the future we recommend avoiding changing URLs after a page has been published. If a change is needed, it's very important to set up a 301 redirect from the old to new URL.
- This change created another issue related to the URL: <http://www.tahoefoodandwine.com/>. At some point a 301 redirect was set up for it pointing to the first link above. This creates Redirect Loops. Redirect Loops are when URL A redirects to URL B which redirects to URL C. The better practice is for URL A to redirect to URL C. To solve this: <http://www.tahoefoodandwine.com/> should redirect to <https://www.gotahoenorth.com/annual-events/lake-tahoe-autumn-food-and-wine>.

Canonicalize Pages

- The listing pages are not currently canonicalized. As a result, because they are generating a URL parameter, the page is registering as duplicate content.
- The first step towards correcting this issue is placing a canonical tag on all listing pages.
- Most pages on the site are not currently canonicalized. Ideally, all would be. Every page on the site should have canonicalization. Right now, we recommend prioritizing the homepage and listing pages. Then moving on to the rest of the site.

Title Tag	Duplicates
Tahoe Blooms Floral Designs - Go Tahoe North	2 pages

1. https://www.gotahoenorth.com/listing/tahoe-blooms-floral-designs/?ref_by=florists
2. <https://www.gotahoenorth.com/listing/tahoe-blooms-floral-designs/>

Fix Code Error on Homepage

- On the homepage, under the “What’s Happening in Lake Tahoe” section, two of the boxes are generating a code error. These boxes are:
 - Sunset Kayak Tours
 - Full Moon Kayak Tours
- These boxes contain this erroneous code: `<a href="https://www....`

We recommend identifying the reason for this code and removing it.



Fix Critical Errors

- There are 46 critical errors on the site. They require the development team's further review. Identifying and addressing the issues for those listed below should fix the rest.
 - <https://www.gotahoenorth.com/lodging/pricing/inexpensive/>
This page's filter is returning the following and requires further review by development:
Warning: Invalid argument supplied for each() in /gotahoenorth.com/htdocs/wp-content/themes/gtn20/functions/lodgings.php on line 53
 - The following pages are returning the following heading: Undefined Undefined NaN. Additionally, although the first three have different URLs, when you click on them the page title and content are exactly the same.
 - <https://www.gotahoenorth.com/venue/eric-johnson-solo-evening-acoustic-guitar-piano-seated-crown-room-show/>
 - <https://www.gotahoenorth.com/venue/george-clinton-parliament-funkadelic/>
 - <https://www.gotahoenorth.com/venue/polyrhythmic-album-release-party/>
 - <https://www.gotahoenorth.com/venue/200-ft-banana-split-extravaganza/>
- Several "Organizer" pages are registering as Soft 404s. While technically not a 404 Page Not Found Google is noticing that content is missing or there is something wrong with the page's content.
 - <https://www.gotahoenorth.com/organizer/local-school-holiday-performance/>
 - <https://www.gotahoenorth.com/organizer/the-psychology-of-humor/>
 - <https://www.gotahoenorth.com/organizer/mountain-specialized-womens-weekend-2/>

Review Questionable Pages

- If this page is not relevant, we recommend removing it and setting up an appropriate 301 redirect, if relevant. If it is relevant, we recommend reviewing the “Touch Lake Tahoe” module to make sure it is set up properly and no links are broken within it as it’s creating issues on the site.
 - <https://www.gotahoenorth.com/chris-test>
- These two pages are questionable, especially since the main menu links to [gotahoenorth.com/events](https://www.gotahoenorth.com/events) (without the “-2” on the end of the URL). In the next phase of SEO improvements a overhaul of the site structure is recommended, and page structuring will be streamlined so no pages exist like this on the site. However, in preparation for the bigger site structure update, it’s a good idea to take care of unnecessary paths like these as they arise in monthly maintenance checks.
 - <https://www.gotahoenorth.com/events-2/>
 - <https://www.gotahoenorth.com/events-2/submit-your-event/>

Review Questionable Pages

- As soon as the spring campaign is complete, we recommend removing the first two URLs. The first two point to a page with a canonical tag, however, that canonical is broken. Oddly, the last URL, which should be the page's only URL, points to a version of the page that does not have a canonical at all.
 - <https://www.gotahoenorth.com/lake-tahoe-activities/nevada-things-to-do-spring/>
 - <https://www.gotahoenorth.com/lake-tahoe-activities/california-things-to-do-spring/>
 - <https://www.gotahoenorth.com/lake-tahoe-activities/spring/>
- This link is for a page for the homepage's hero video. We recommend reviewing this page, and verifying why it exists and if there is a better way to deliver this content that doesn't require creating an entire page just for it. Ideally this page wouldn't exist. At the very least, this page should be removed from the sitemap. It is currently marked "no index" but in the XML sitemap which is sending Google conflicting messages.
 - https://www.gotahoenorth.com/home/nlt_summer_loop/

Review Questionable Pages: Sitemap Conflict

- There are several pages that have been marked as “no index” but are found in the sitemap. The sitemap is as a guide by search engines on how they index pages. The “no index” tag tells search engines you don’t want a page to appear in search engines. Having both creates a conflict. Here are some examples:

- https://www.gotahoenorth.com/member_types/jewelrv-jewelrv-repair/
- https://www.gotahoenorth.com/home/nlt_summer_loop/
- <https://www.gotahoenorth.com/itineraries-and-information/north-lake-tahoe-hindi-itinerary/>
- <https://www.gotahoenorth.com/itineraries-and-information/north-lake-tahoe-french-itinerary/>
- <https://www.gotahoenorth.com/lake-tahoe-activities/resort-discount-pricing-flyer/>
- <https://www.gotahoenorth.com/lake-tahoe-activities/apres-ski>
- https://www.gotahoenorth.com/lake-tahoe/business-community/incline-village-crystal-bay-visitors-bureau/december_2020_special-board-mtg_bodagenda/
- <https://www.gotahoenorth.com/listing/peppertree-inn/tower-view/>

- We recommend at the very least removing these pages, and similar ones, from the XML sitemap. For instance, all pages containing the path “/member_types/” should be marked “no index” and removed from the XML sitemap. We also recommend reviewing why these pages exist. For example, the last six pages listed above appear to be a page whose sole purpose is downloading/viewing a Word doc or PDF. Creating pages for this purpose is not advisable, and if possible, an ulterior way of sharing this content should be found.

Optimize Social Media - Instagram & Twitter Link Trees

- Consider creating a link tree for the bio link on Instagram and Twitter. You may already have this set up, and just decided to prioritize the current link to the Traveler Responsibility Pledge page. However, if not, a bio link tree can be an easy way to funnel traffic from social media accounts to high-value pages on the site. Click on the bio links on these accounts for examples:
 - https://www.instagram.com/barefoot_surf/?hl=en
 - <https://www.instagram.com/gap/>
 - <https://www.instagram.com/byheartmade/?hl=en>
- To create these link trees we recommend creating a page on the site that acts as a link tree instead of using third party tools. Augustine can help design this link tree to generate the best possible SEO benefit based on your preferences.

Optimize Social Media - Facebook Sitelinks

- The [proper link](#) to the GTN Facebook page has been added in the footer.
- We recommend disabling/closing the other, invalid account (facebook.com/LakeTahoeNorth) otherwise it will continue to rank alongside the proper one, potentially creating a conflict.
- The current Facebook page also does not link to the website in the About section. Nor does the About include links to the Instagram account. We recommend reviewing the About info on Facebook and updating wherever possible.



Optimize Social Media - YouTube Sitelinks

- YouTube does not link to the correct URL for the site <https://www.gotahoenorth.com>. Instead, it links to the non-secure HTTP version (<http://gotahoenorth.com/>).
- While search engines do not count social media links as backlinks, we still recommend ensuring the correct canonical address is used wherever the URL is shown and can be easily updated.



Avoid Creating Near Identical Pages

- We have found some instances where near identical pages are being created for similar events. Two examples are shown below:
 - <https://www.gotahoenorth.com/event/art-hikes-experience-art-within-nature/2020-09-19/>
<https://www.gotahoenorth.com/event/art-hikes-experience-art-within-nature/2020-09-20/>
 - <https://www.gotahoenorth.com/event/bear-factory/2019-02-16/>
<https://www.gotahoenorth.com/event/bear-factory-2/2019-03-09/>
- The only real difference between these are their dates. As a result these are registering as duplicate content and diminishing the site's crawl budget.
- Ideally, if the same event occurs yearly only one page would be created for it, and then updated each year to reflect the new date. If that is not possible within the current workflow for creating events on the site, we recommend at the very least creating different content for each event, meaning the second event would have completely different images and copy.

Review Press Release Linking

- Several press releases were sent out with broken links. Specifically, the “About North Lake Tahoe” section at the bottom of these releases contained the anchor text “Deals” hyperlinking to <http://deals/>. This link does not exist.
- Augustine fixed the currently affected press releases, but for future reference, we recommend reviewing your press release links in the “About North Lake Tahoe” section just to ensure they work.



The image is a vertical composition. The top portion shows a dense forest of evergreen trees with vibrant green foliage. Below this, a semi-transparent white rectangular box is centered, containing the text 'PAID MEDIA REPORT' in a bold, dark blue, sans-serif font. The background of the entire image is a scenic view of a river with clear, turquoise water. In the lower-left foreground, a person is kayaking on a narrow, reddish-brown kayak. In the lower-right foreground, a polar bear is resting on a rocky, mossy shore. The overall scene is bright and naturalistic.

PAID MEDIA REPORT

EXECUTIVE SUMMARY

- Overall, campaigns are performing well with good engagement rates, conversions and impression delivery to targeted audiences.
- Original questions/concerns about the ‘family’ audience performance have been alleviated with high engagement rates.
- TripAdvisor, which for many years as been a top 3 performer, is one of our lower performing channels. Optimizations are in progress and a high priority with the vendor offering bonus impressions for May.
- For paid search, SoCal markets are showing the lowest conversion costs with the Texas coming in at about 3x higher. Additional optimizations have been implemented.

All Campaigns Overview

15,399,121
IMPRESSIONS

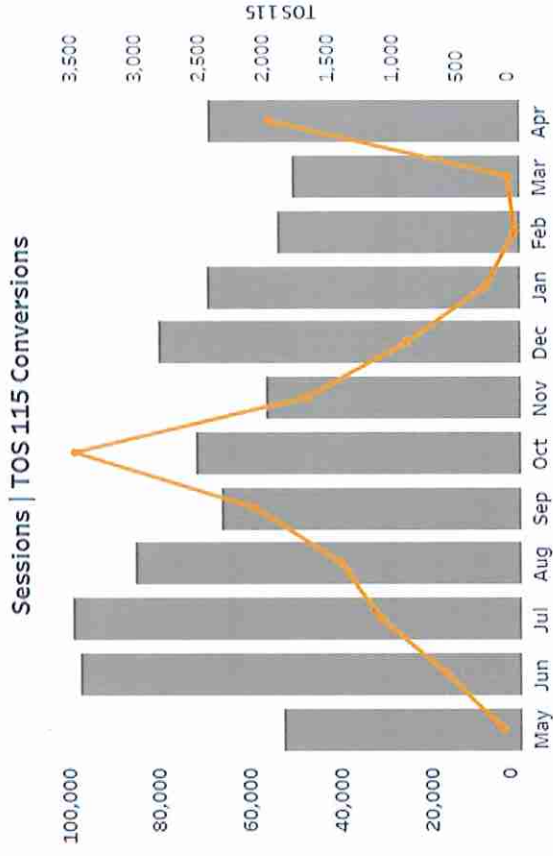
- With all Consumer campaigns in full swing, there are dramatic increases in conversions and site traffic.
- The TX campaign received several optimizations the final weeks of April to help improve campaign metrics through the month of May.
- The SoCal campaign began reaching optimization impression levels at the end of April which will also show during the month of May.
- The MCC campaign continues at lower impression levels through June.

\$2.22
COST PER CLICK

48,957
CLICKS

1,951
TOS
CONVERSIONS

\$55.80
COST PER TOS CONVERSION



Campaign Overview

Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversions
Consumer	13,214,480	44,317	0.34%	\$2.44	\$108,254.86	1,910	\$56.68	104
MCC	2,184,641	4,640	0.21%	\$0.13	\$595.09	41	\$14.51	3
Total	15,399,121	48,957	0.32%	\$2.22	\$108,859.95	1,951	\$55.80	107



CONSUMER: TEXAS

Overview by Campaign - Texas

Start Date
4/1/2021

End Date
4/30/2021

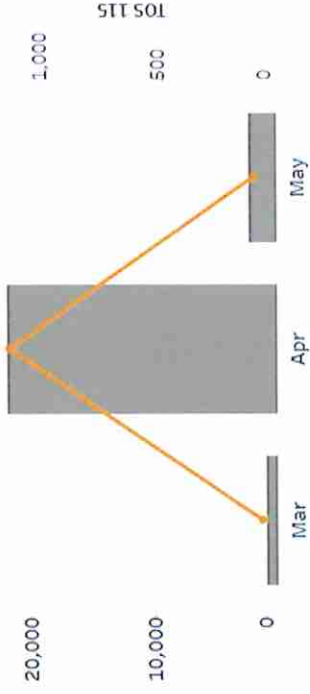
Campaign	Impressi...	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversi...
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5,922,576
IMPRESSIONS

Consumer 5,922,576 25,452 0.43% \$1.63 \$41,489.68 1,127 \$36.81 34

25,452
CLICKS

Sessions | TOS 115 Conversions



\$1.63
COST PER CLICK

Creative Performance

Creative	Impressions	Clicks	Click Through Rate	Cost	TOS 115
Programmatic Display	2,122,145	2,294	0.11%	\$10,611	181
Facebook	1,402,444	12,802	0.91%	\$7,736	236
YouTube	1,128,344	5,534	0.49%	\$3,126	552
TripAdvisor	646,546	404	0.06%	\$13,577	46
Instagram	448,891	2,626	0.58%	\$3,008	25
Google Ads	174,206	1,792	1.03%	\$3,431	87
Grand Total	5,922,576	25,452		\$41,490	1,127

1,127
PRIMARY
CONVERSIONS

\$36.81
COST PER TOS
CONVERSION

Overview by Medium

Start Date
4/1/2021

End Date
4/30/2021

5,922,576
IMPRESSIONS

25,452
CLICKS

\$1.63
COST PER CLICK

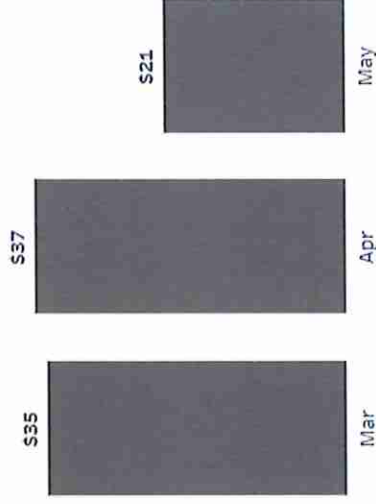
1,127
PRIMARY
CONVERSIONS

\$36.81
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per Primary	Book Now Conversions	Impressions
Boomer Ben	650	5.2%	\$17.85	8	2,267,941
Know Before Yo...	120	3.7%	\$54.76	4	976,749
Lodging	102	6.4%	\$66.05	4	704,791
Millennial Megan	67	2.3%	\$98.21	2	927,651
The Jones Family	101	3.1%	\$65.02	5	871,238

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Display	2,768,691	2,698	0.10%	\$8.97	\$24,188.19	227	\$106.56
Paid Search	174,206	1,792	1.03%	\$1.91	\$3,431.32	87	\$39.44
Paid Social	1,545,143	11,249	0.73%	\$0.78	\$8,824.26	253	\$34.88
Video	1,434,536	9,713	0.68%	\$0.52	\$5,045.91	560	\$9.01
Grand Total	5,922,576	25,452	0.43%	\$1.63	\$41,489.68	1,127	\$36.81

Social Ad Performance

Start Date
4/1/2021

End Date
4/30/2021

1,545,143
IMPRESSIONS

- The Family audience has been performing better than expected. Unexpectedly, the Millennial audience has been the lower performer overall.
- The retargeting and KBYG messaging has been the highest performing conversion ad sets overall.
- The iOS update was released the final week of April and should begin impacting conversion data in May.

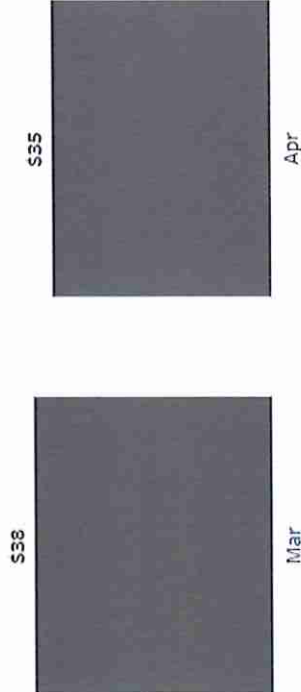
11,249
CLICKS

253
PRIMARY
CONVERSIONS

13
SECONDARY
CONVERSIONS

\$34.88
COST PER TOS
CONVERSION

Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per TOS 115
Prospecting	Boomer Ben	281,938	2,336	0.83%	\$0.74	\$1,720.93	41	\$41.97
	Know Before You Go	420,325	2,762	0.66%	\$0.63	\$1,727.48	82	\$21.07
	Millennial Megan	370,449	2,403	0.65%	\$0.72	\$1,729.27	25	\$69.17
	The Jones Family	318,857	2,660	0.83%	\$0.65	\$1,729.38	42	\$41.18
Retargeting	Lodging	153,574	1,088	0.71%	\$1.76	\$1,917.20	63	\$30.43
Total		1,545,143	11,249	0.73%	\$0.78	\$8,824.26	253	\$34.88

Paid Social Creative Performance

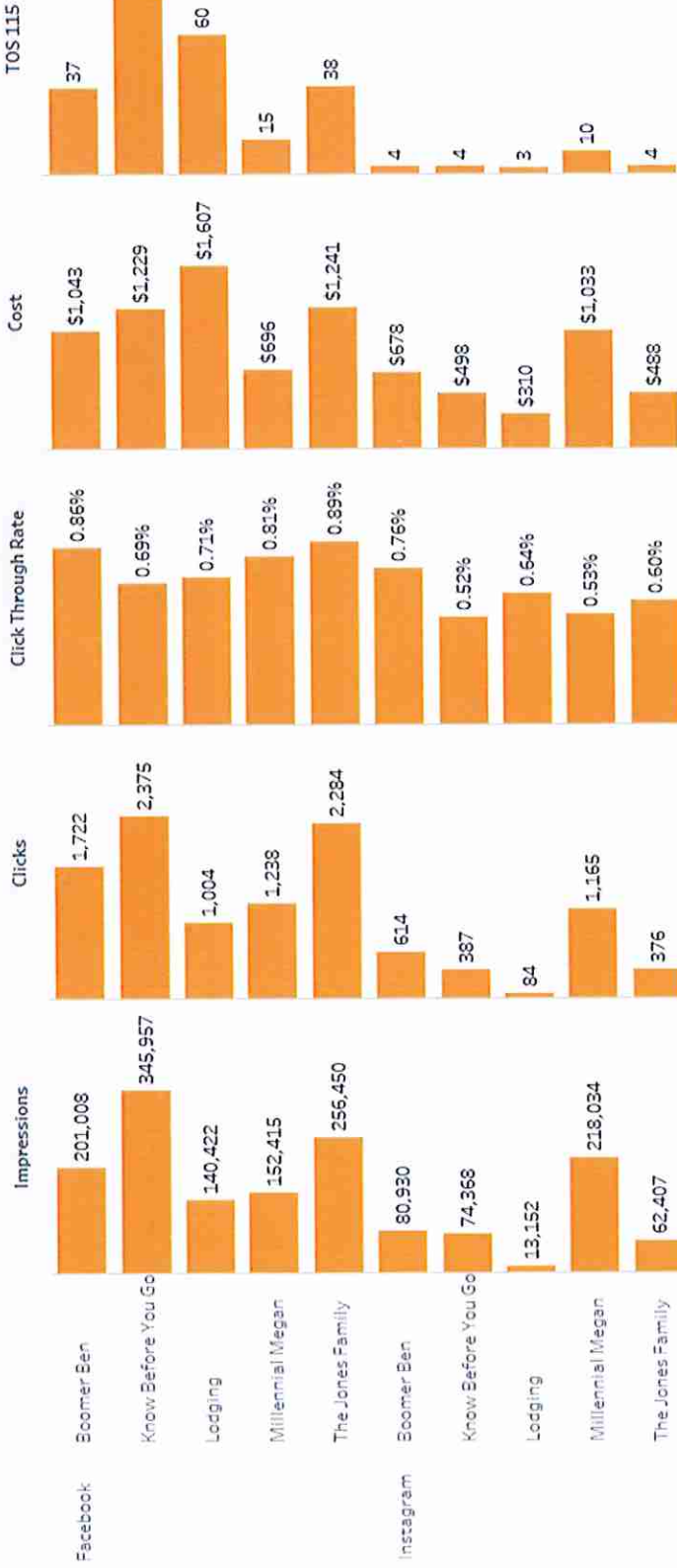
Start Date
4/1/2021

End Date
4/30/2021

Creative Performance

1,545,143

IMPRESSIONS



11,249

CLICKS

253

PRIMARY
CONVERSIONS

\$0.78

COST PER CLICK

\$34.88

COST PER TOS
CONVERSION

Display Performance by Placement

Start Date 4/1/2021
End Date 4/30/2021

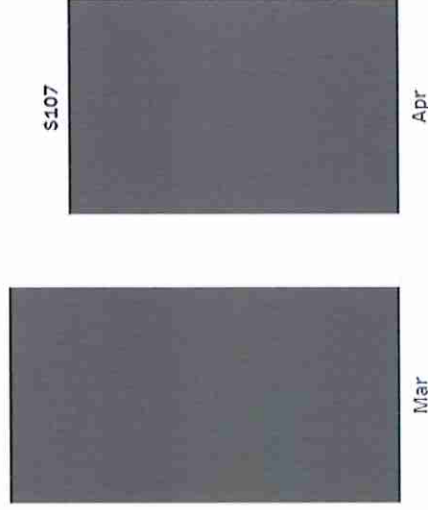
2,768,691
IMPRESSIONS

2,665
CLICKS

227
TOS 115
CONVERSIONS

- TripAdvisor performance has seen the worst conversion levels we have seen in over three years. They have multiple teams working on this and we should see drastic improvement in May.
- Our programmatic GPS targeting of past visitors as well as lookalike audiences has seen good results. We are hopeful recent optimizations see additional improvements.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Programmatic Display	2,122,145	2,261	0.11%	\$4.69	\$10,610.73	181	\$58.62
TripAdvisor	646,546	404	0.06%	\$33.61	\$13,577.47	46	\$295.16
Grand Total	2,768,691	2,665	0.10%	\$9.08	\$24,188.19	227	\$106.56

\$9.08
COST PER CLICK

\$107
COST PER
TOS CONVERSION

Display Performance by Creative

Start Date 4/1/2021
End Date 4/30/2021

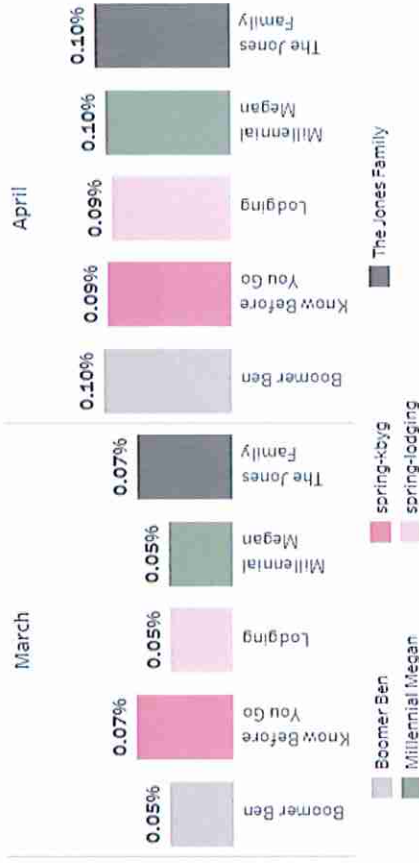
2,768,691
IMPRESSIONS

2,665
CLICKS

227
TOS 115
CONVERSIONS

- As the campaign gained steam through impression delivery and optimizations, we saw good improvements verse the initial launch days in March.
- All creative is performing at similar levels for CTR, but the Boomer and Family audiences are seeing higher conversions.

Creative CTR Trending

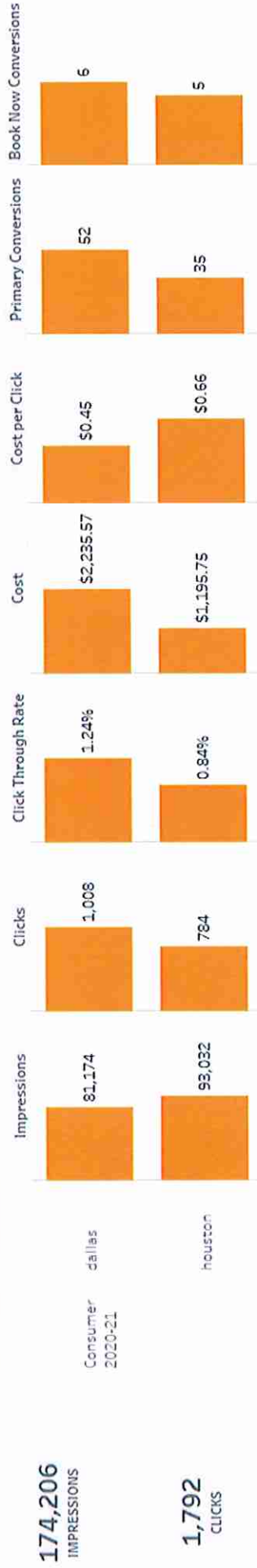


Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Boomer Ben	551,457	538	0.10%	\$8.99	\$4,836.86	49	\$98.71
Know Before You Go	556,424	524	0.09%	\$9.24	\$4,848.19	38	\$127.45
Lodging	551,217	498	0.09%	\$9.68	\$4,819.49	39	\$123.58
Millennial Megan	557,202	532	0.10%	\$9.12	\$4,850.84	42	\$115.50
The Jones Family	552,381	573	0.10%	\$8.44	\$4,837.81	59	\$82.00
Grand Total	2,768,691	2,665	0.10%	\$9.08	\$24,188.19	227	\$106.56

Paid Search Performance

Start Date 4/1/2021
End Date 4/30/2021

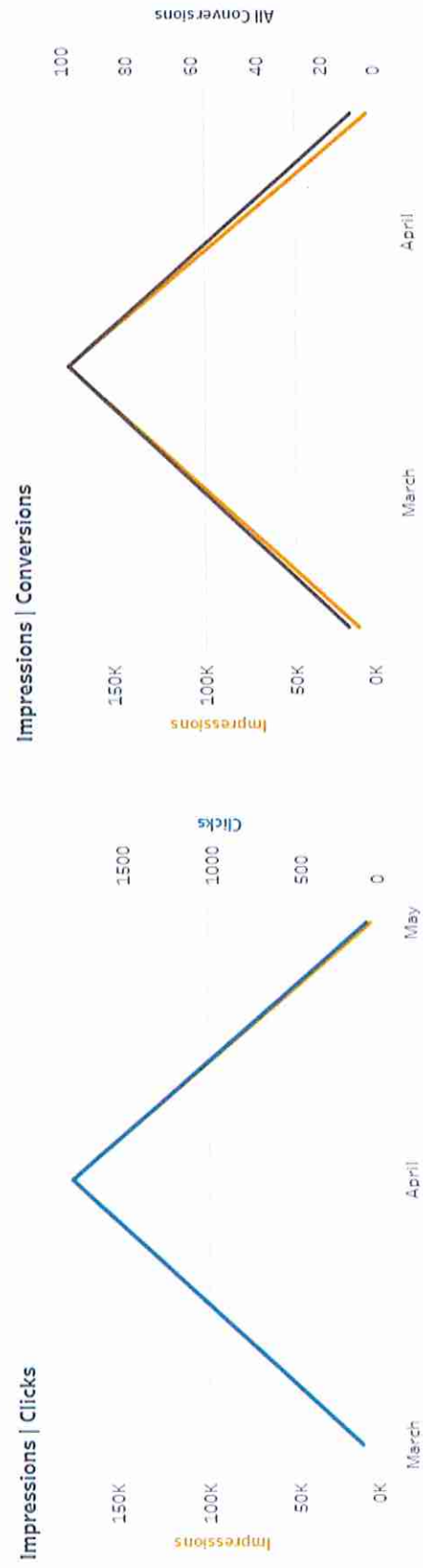
Ad Group Performance



174,206
IMPRESSIONS

1,792
CLICKS

Impressions | Clicks



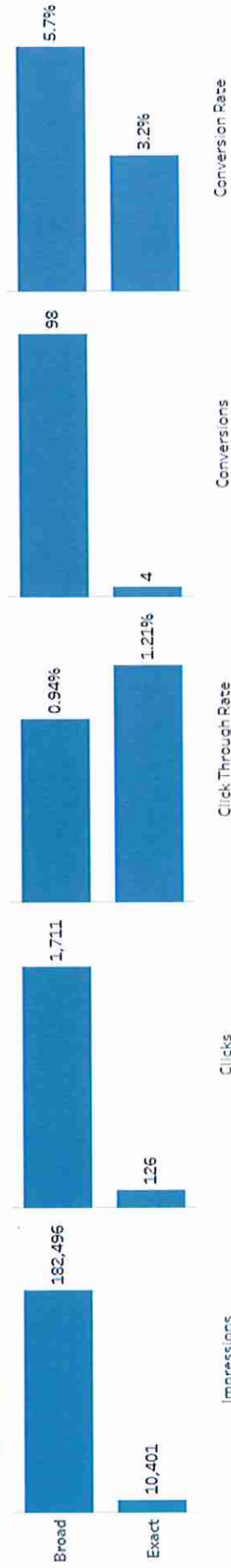
98
TOS 115
CONVERSIONS

\$39.44
COST PER TOS 115

\$0.52
COST PER CLICK

Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
dallas	81,474	2,236	1,008	\$0.45	1.24%	52
houston	93,032	1,196	784	\$0.66	0.84%	35

Paid Search Performance

Start Date 4/1/2021 End Date 4/30/2021

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
+fishing	83,186	437	\$0.60	0.53%	\$725.38	9	2.1%	\$86.09
+hiking	32,278	103	\$0.32	0.32%	\$318.02	19	18.4%	\$18.42
AutomaticKeywords	18,690	45	\$0.53	0.24%	\$84.88	4	8.9%	\$5.62
+kayaking	12,927	139	\$0.52	1.08%	\$264.91	15	10.8%	\$17.81
+beaches	10,416	212	\$0.51	2.04%	\$412.88	21	9.9%	\$21.55
+boating	9,617	150	\$0.65	1.56%	\$230.67			
fishing	5,731	15	\$0.58	0.26%	\$26.06	9	4.9%	\$6.09
+horseback +riding	2,711	183	\$0.58	6.75%	\$317.04			
+outdoor +hiking	2,453	0		0.00%	\$0.00			
+mountain +biking	1,861	17	\$0.76	0.91%	\$22.27			
+best +camping	1,576	192	\$0.64	12.18%	\$901.05	1	0.5%	\$940.33
beaches	1,002	5	\$0.48	0.50%	\$10.34			
+paddle +boarding	979	12	\$0.51	1.23%	\$23.37	1	8.3%	\$15.14
+river +rafting	901	34	\$0.33	3.77%	\$101.85	6	17.6%	\$19.74
mountain biking	728	8	\$0.99	1.10%	\$8.12			
+hiking +trails	696	9	\$0.34	1.29%	\$26.85			
hiking	450	1	\$0.79	0.22%	\$1.27			
horseback riding	386	19	\$0.70	4.92%	\$27.04	1	5.3%	\$43.54
+best +fishing	362	12	\$0.53	3.31%	\$22.52			
+outdoor +fishing	336	1	\$1.12	0.30%	\$0.89			
+rafting +river	330	11	\$0.30	3.33%	\$37.21			
boat parasailing	288	3	\$0.16	1.04%	\$18.52			
water parasailing	276	3	\$0.43	1.09%	\$6.90			
+lake +boating	256	22	\$0.58	8.59%	\$37.61			
+stand +up +paddle +boar..	232	0		0.00%	\$0.00			
+white +water +river +raf..	209	5	\$0.31	2.39%	\$16.08	1	20.0%	\$14.35
								\$19.74

Video Performance

Start Date 4/1/2021
End Date 4/30/2021

1,434,536
IMPRESSIONS

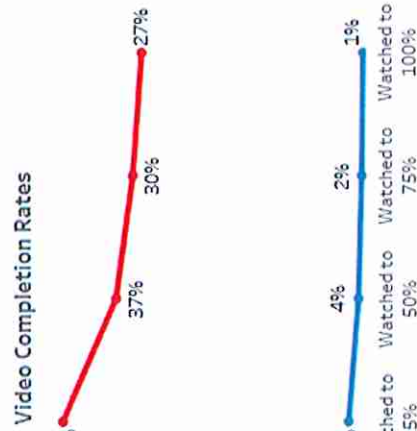
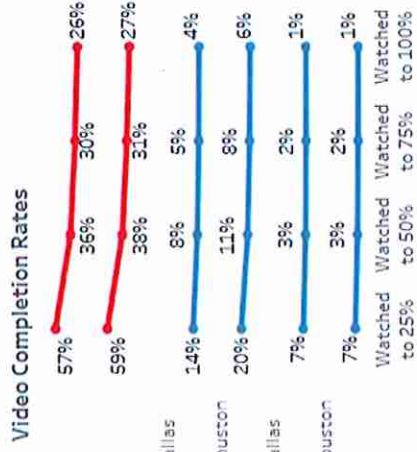
1,755,748
TOTAL VIEWS

560
PRIMARY CONVERSIONS

\$0.52
COST PER CLICK

\$9.01
PRIMARY CPC

Top Ads Views	Total
pt_dallas	1,076,483
pt_houston	631,953
spring_video_15 dallas	3,482
spring_video_15 houston	4,368
spring_video_30 dallas	23,550
spring_video_30 houston	13,873



Platform	Impressions	Watched to 100%	Video Clicks	Cost
Facebook	306,192	1.5%	4,179	\$1,920
YouTube	1,128,344	26.6%	5,534	\$3,126
Grand Total	1,434,536	24.2%	9,713	\$5,046

Website Performance

Start Date
4/1/2021

End Date
4/30/2021

20,894
SESSIONS

Mobile Sessions **10,491** Desktop Sessions **966** Tablet Sessions **517**



Top Regions

Region	Sessions
California	30,422
Texas	16,406
Nevada	4,579
Florida	1,071
New York	1,033



00:00:19
SESSION DURATION

1.2

PAGES PER SESSION

91%

NEW USER SESSION RATE


88%

BOUNCE RATE

Website Sessions From Paid Consumer Ads



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	3,196	3,626	00:00:21	1.1	91%
Native	9	32	00:04:04	3.6	22%
Search	6,570	8,991	00:00:25	1.4	82%
Social	11,000	13,107	00:00:17	1.2	90%
Video	119	148	00:00:26	1.2	85%
Grand Total	20,894	25,844	00:00:20	1.2	88%



CONSUMER: SOCAL

Overview by Campaign

Start Date
4/1/2021

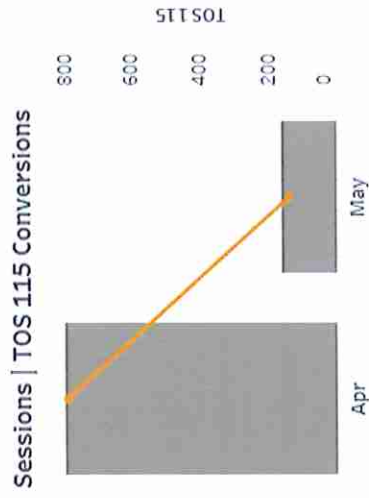
End Date
4/30/2021

Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversions
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2,735,265
IMPRESSIONS

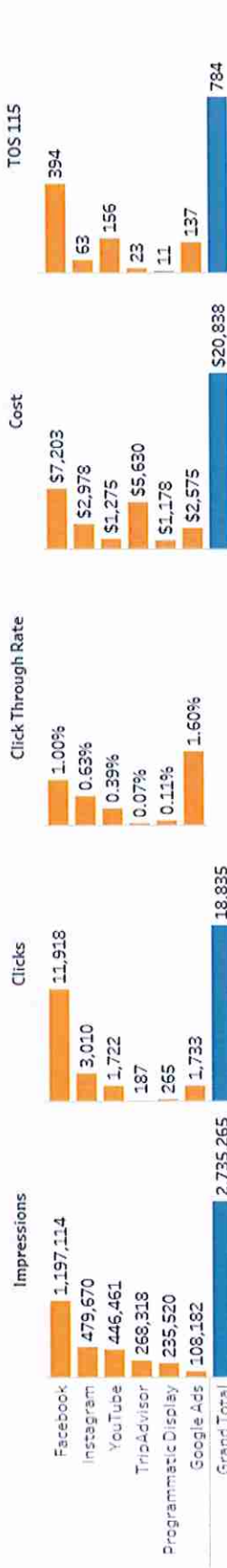
Consumer 2,735,265 18,835 0.69% \$1.11 \$20,837.86 784 \$26.58 70

18,835
CLICKS



\$1.11
COST PER CLICK

Creative Performance



784
PRIMARY
CONVERSIONS

\$26.58
COST PER TOS
CONVERSION

Overview by Medium

Start Date
4/1/2021

End Date
4/30/2021

2,735,265
IMPRESSIONS

18,835
CLICKS

\$1.11
COST PER CLICK

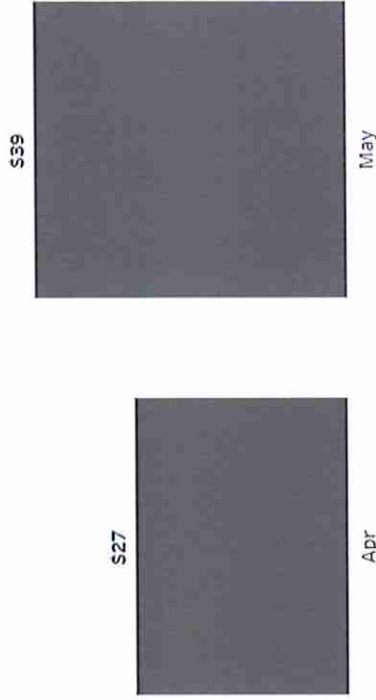
784
PRIMARY
CONVERSIONS

\$26.58
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate	Cost per Primary	Impressions
Boomer Ben	248	3.8%	\$22.99	1,038,555
Know Before You Go	103	3.5%	\$30.72	455,849
Lodging	115	8.3%	\$26.06	244,756
Millennial Megan	56	2.2%	\$56.51	475,428
The Jones Family	125	3.5%	\$25.35	399,059

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Paid Social	1,464,583	12,456	0.85%	\$0.72	\$8,922.34	435	\$20.51
Video	658,662	4,194	0.64%	\$0.60	\$2,532.74	178	\$14.23
Display	503,838	452	0.09%	\$15.06	\$6,807.53	34	\$200.22
Paid Search	108,182	1,733	1.60%	\$1.49	\$2,575.24	137	\$18.80
Grand Total	2,735,265	18,835	0.69%	\$1.11	\$20,837.86	784	\$26.58

Social Ad Performance

Start Date: 4/1/2021
End Date: 4/30/2021

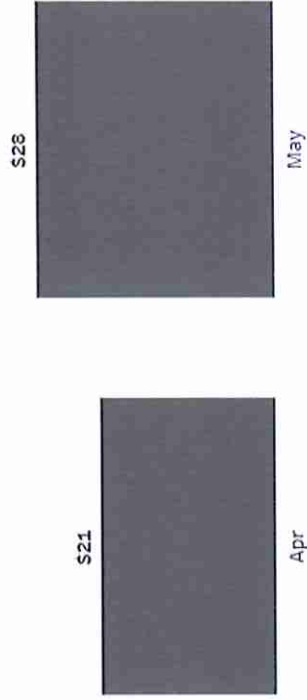
1,464,583
IMPRESSIONS

- The Family audience has been performing better than expected. Unexpectedly, the Millennial audience has been the lower performer overall. Similar to Texas.
- The iOS update was released the final week of April and should begin impacting conversion data in May.

12,456
CLICKS

435
PRIMARY
CONVERSIONS

Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS	Primary
Prospecting	The Jones Family	290,344	3,479	1.20%	\$0.46	\$1,592.60	118	\$13.50
	Lodging	189,614	1,331	0.70%	\$1.91	\$2,546.39	114	\$22.34
	Know Before You Go	347,366	2,927	0.81%	\$0.56	\$1,593.03	93	\$17.13
	Boomer Ben	270,763	2,317	0.86%	\$0.69	\$1,596.44	60	\$26.61
	Millennial Megan	366,596	2,502	0.68%	\$0.64	\$1,593.88	50	\$31.88
Total		1,464,583	12,456	0.85%	\$0.72	\$8,922.34	435	\$20.51

\$0.72
COST PER CLICK

\$20.51
COST PER TOS
CONVERSION

Paid Social Creative Performance

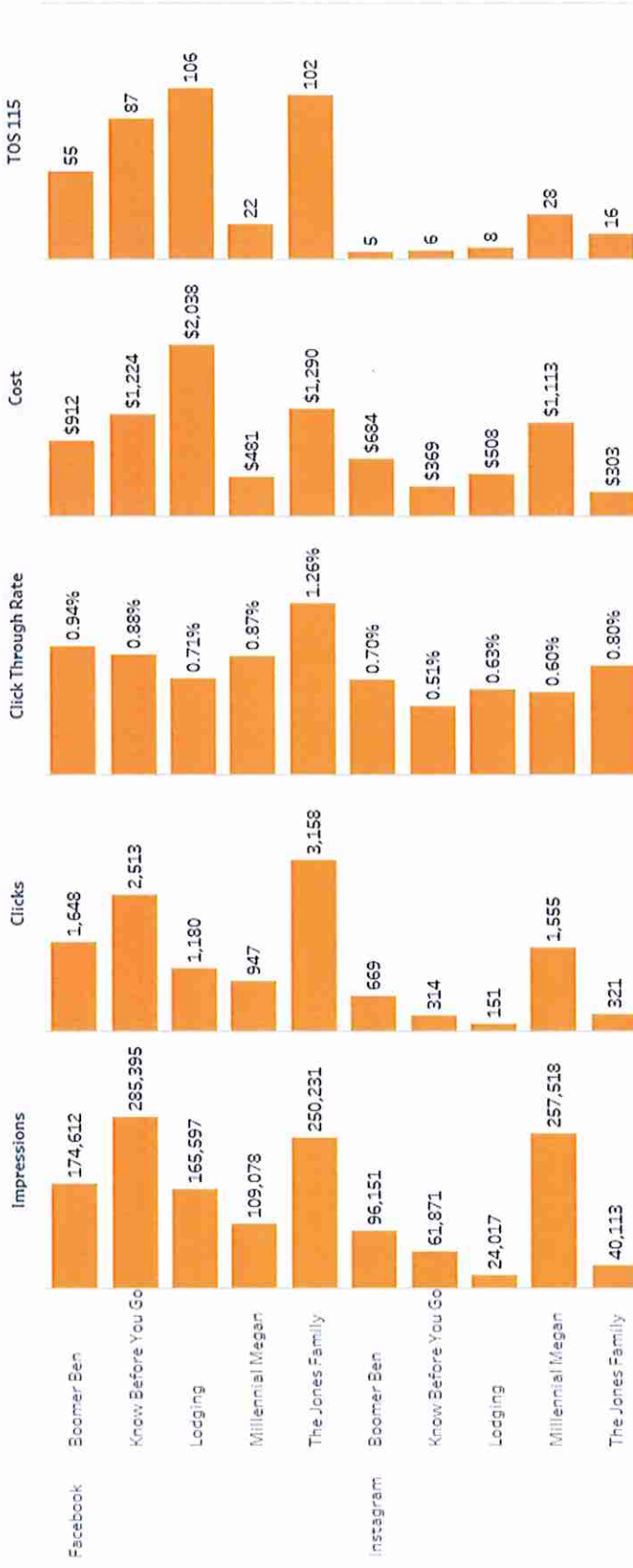
Start Date
4/1/2021

End Date
4/30/2021

Creative Performance

1,464,583

IMPRESSIONS



12,456

CLICKS

435

PRIMARY
CONVERSIONS

\$0.72

COST PER CLICK

\$20.51

COST PER TOS
CONVERSION

Display Performance by Placement

Start Date
4/1/2021

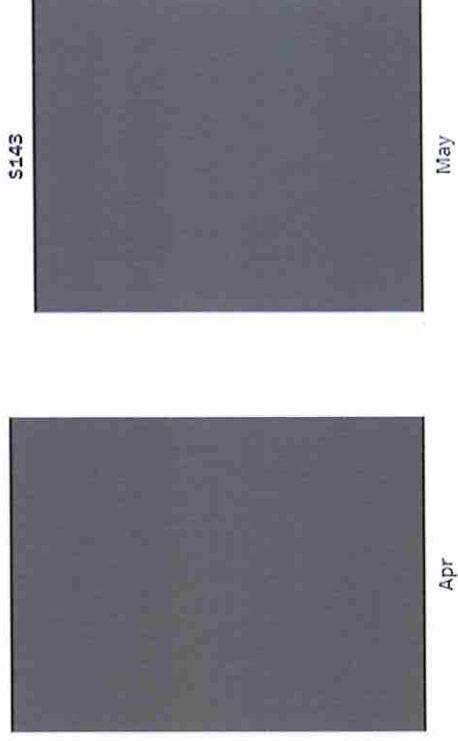
End Date
4/30/2021

501,117
IMPRESSIONS

- TripAdvisor performance has seen the worst conversion levels we have seen in over three years. They have multiple teams working on this and we should see drastic improvement in May.
- Our programmatic GPS targeting of past visitors as well as lookalike audiences has seen decent results. We are hopeful recent optimizations see additional improvements.

34
TOS 115
CONVERSIONS

Cost per Conversion Trending



3
BOOK NOW
CONVERSIONS

\$200
COST PER
TOS CONVERSION

Platform	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Programmatic Display	232,799	261	0.11%	\$4.46	\$1,163.99	11	\$105.82
TripAdvisor	268,318	187	0.07%	\$30.11	\$5,629.93	23	\$244.78
Grand Total	501,117	448	0.09%	\$15.47	\$6,793.95	34	\$199.82

Display Performance by Creative

Start Date 4/1/2021
End Date 4/30/2021

501,117
IMPRESSIONS

- As the campaign gained steam through impression delivery and optimizations, there were good improvements..

448
CLICKS

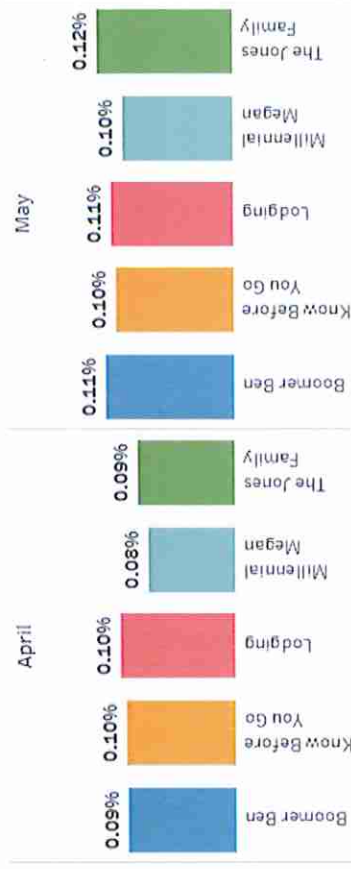
- All creative is performing at similar levels for CTR, but lower than expected. We are working on targeting segment and lookalike adjustments.

34
TOS 115
CONVERSIONS

3
BOOK NOW
CONVERSIONS

\$200
COST PER
TOS CONVERSION

Creative CTR Trending



Boomer Ben
Know Before You ..
Lodging
Millennial Megan
The Jones Family

Persona	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversions
Boomer Ben	111,791	105	0.09%	\$15.10	\$1,585.17	10	\$158.52	2
Know Before You Go	111,280	107	0.10%	\$14.81	\$1,585.09	10	\$158.51	
Lodging	55,142	56	0.10%	\$8.05	\$450.65	1	\$450.65	
Millennial Megan	111,541	85	0.08%	\$18.64	\$1,583.99	6	\$264.00	1
The Jones Family	111,363	95	0.09%	\$16.73	\$1,589.02	7	\$227.00	
501,117	448	0.09%	\$15.17	\$6,793.93	34	\$199.82	3	

Paid Search Performance

Start Date: 4/1/2021
End Date: 4/30/2021

Ad Group Performance

Ad Group	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	Primary Conversions	Book Now Conversions
Consumer 2020-21	54,242	907	1.67%	\$1,033.65	\$0.88	78	6
monterey	8,953	139	1.55%	\$256.43	\$0.54	5	0
san diego	36,994	559	1.51%	\$1,027.91	\$0.54	44	1
santab	7,993	128	1.60%	\$257.25	\$0.50	10	1

108,182
IMPRESSIONS

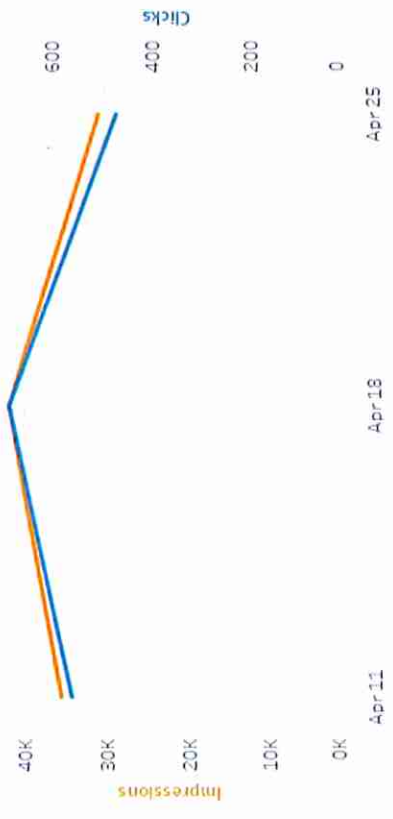
1,733
CLICKS

145
TOS ILS
CONVERSIONS

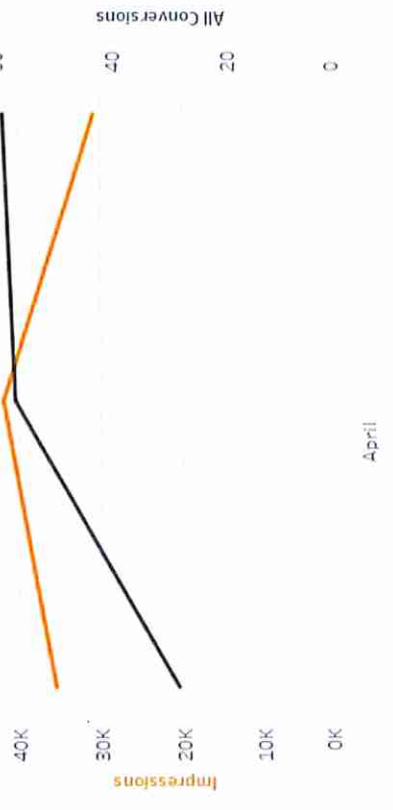
8
BOOK NOW
CONVERSIONS

\$0.67
COST PER CLICK

Impressions | Clicks

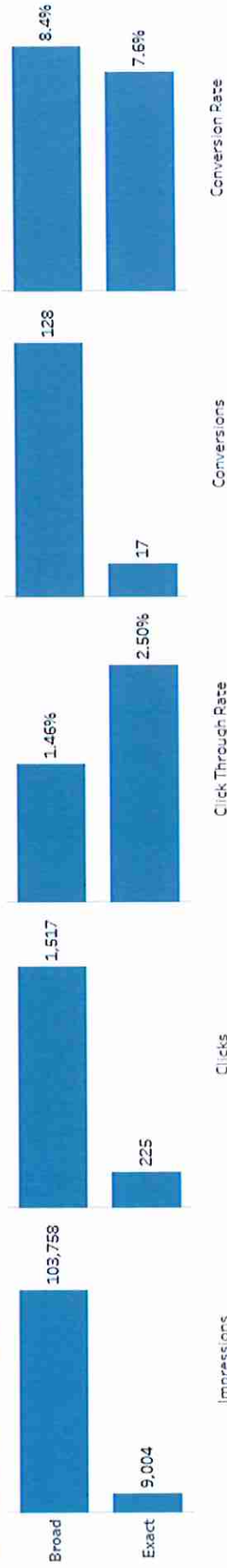


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	Cost per Click	Click Through Rate	Conversions
la	54,242	1,034	907	\$0.88	1.67%	78
monterey	8,953	256	139	\$0.54	1.55%	5
san diego	36,994	1,028	559	\$0.54	1.51%	44
santab	7,993	257	128	\$0.50	1.60%	10

Paid Search Performance

Start Date 4/1/2021
End Date 4/30/2021

Keyword Performance

	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
+fishing	34,875	241	\$0.80	0.69%	\$299.93	7	2.9%	\$37.36
+hiking	27,618	123	\$0.48	0.45%	\$254.53	24	19.5%	\$10.71
+kayaking	8,888	95	\$0.61	1.07%	\$155.10	20	21.1%	\$6.50
+beaches	5,256	63	\$0.82	1.20%	\$76.57	5	7.9%	\$17.34
Automatic keywords	4,580	9	\$0.41	0.20%	\$22.09			\$8.16
+boating	3,812	83	\$0.85	2.18%	\$97.23	1	12.5%	\$37.36
fishing	3,020	8	\$0.84	0.26%	\$9.53	2	5.3%	\$30.85
+mountain +biking	2,607	38	\$0.72	1.46%	\$52.78	4	1.5%	\$99.92
+camping +California	2,437	263	\$0.91	10.79%	\$288.61			\$10.71
+outdoor +hiking	1,662	0		0.00%	\$0.00	15	13.5%	\$13.01
+river +rafting	1,511	111	\$0.52	7.35%	\$213.73	5	8.3%	\$13.45
+horseback +riding	1,412	60	\$0.81	4.25%	\$74.25			\$17.34
beaches	1,192	1	\$0.44	0.08%	\$2.25	1	1.0%	\$99.92
+best +camping	1,034	101	\$0.93	9.77%	\$108.66			\$30.85
mountain biking	901	5	\$0.76	0.55%	\$6.57	11	14.5%	\$13.01
+rafting +river	877	76	\$0.54	8.67%	\$141.16	1	7.7%	\$10.71
+hiking +trails	791	13	\$0.55	1.64%	\$23.53			\$9.23
+golf +California	631	2	\$0.77	0.32%	\$2.60	2	11.8%	\$10.30
+paddle +boarding	613	17	\$0.62	2.77%	\$27.52	1	9.1%	\$37.36
+fishing +California	564	11	\$0.68	1.95%	\$16.21			\$99.92
camping California	563	78	\$1.08	13.85%	\$72.03	7	13.5%	\$10.46
hiking	530	0		0.00%	\$0.00			\$18.64
+north +lake +tahoe +lake	416	52	\$0.40	12.50%	\$130.51			
+marina +ca	326	0		0.00%	\$0.00	1	6.7%	\$13.45
horseback riding	298	15	\$1.17	5.03%	\$12.80			
+lake +boating	272	29	\$0.83	10.66%	\$34.79			

Video Performance

Start Date
4/1/2021

End Date
4/30/2021

658,662
IMPRESSIONS



631,994
TOTAL VIEWS



178
PRIMARY
CONVERSIONS



3
SECONDARY
CONVERSIONS



\$14.23
PRIMARY CPC

Top Ads Views	Total
spring_video_15 la	1,317
spring_video_15 sd	3,054
spring_video_30 la	9,204
spring_video_30 sd	12,357
spring_video	325,575
spring_video rtyt	298
spring_video yt	280,199

Platform	Impressions	Watched to 100%	Video Clicks	Video Cost	TOS415
Facebook	212,201	1.1%	2,472	\$1,258	22
YouTube	446,461	22.8%	1,722	\$1,275	156
Grand Total	658,662	15.8%	4,194	\$2,533	178

Website Performance

Start Date
4/1/2021

End Date
4/30/2021

18,050
SESSIONS

Mobile Sessions **16,161** Desktop Sessions **1,203** Tablet Sessions **800**



Top Regions	Sessions
California	23,985
Texas	12,951
Nevada	3,167
Florida	771
New York	730



00:00:21
SESSION DURATION

1.2

PAGES PER SESSION

90%

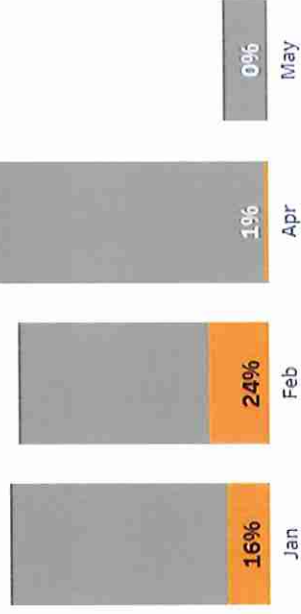
NEW USER SESSION RATE

87%

BOUNCE RATE

Website Sessions From Paid Consumer Ads

15,000
10,000
5,000
0



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	2,768	3,151	00:00:23	1.1	91%
Native	5	13	00:05:32	2.6	20%
Search	5,744	7,878	00:00:25	1.4	82%
Social	9,414	11,276	00:00:18	1.2	90%
Video	119	148	00:00:26	1.2	85%
18,050	22,466	00:00:21	1.2	87%	



MCC CAMPAIGN

Overview by Campaign

Start Date
4/1/2021

End Date
4/30/2021

2,184,641
IMPRESSIONS

4,640
CLICKS

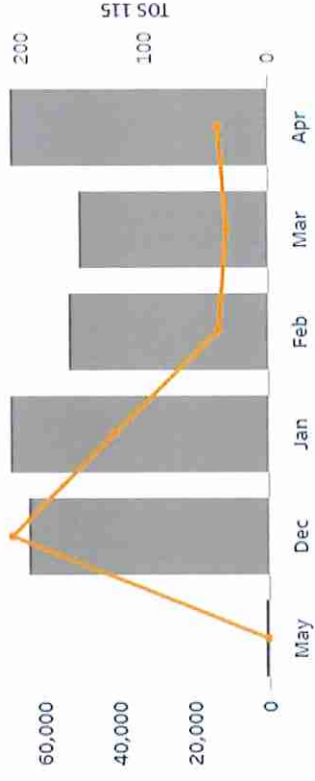
\$0.13
COST PER CLICK

41
PRIMARY
CONVERSIONS

\$14.51
COST PER TOS
CONVERSION

- TOS conversions are similar to past months.
- Overall CPC increased as more impressions were used through video to drive higher levels of visual aspects of the campaign and destination offerings.

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary	Book Now Conversions	Submit RFP Conversion
MCC	2,184,641	4,640	0.21%	\$0.13	\$595.09	41	\$14.51	3	
Total	2,184,641	4,640	0.21%	\$0.13	\$595.09	41	\$14.51	3	

Overview by Medium

Start Date
4/1/2021

End Date
4/30/2021

2,184,641
IMPRESSIONS

4,640
CLICKS

\$0.13
COST PER CLICK

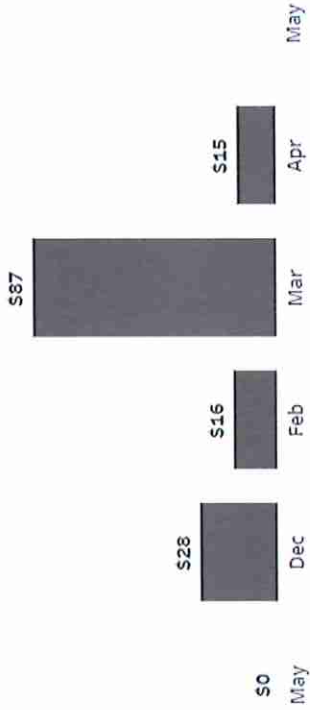
41
PRIMARY
CONVERSIONS

\$14.51
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate
Hotel	9	2.3%
InNeed	0	0.0%
Instream	0	0.0%
KBYG	4	1.0%
mcctravel	8	2.0%
Outdoor	8	1.7%
Richter7 North Lake Tahoe...	0	0.0%

Cost per Conversion Trending



Channel Raw	Impressions	Clicks	CTR	Cost Per Click	Cost	TOS 115	Cost per Primary
Display	2,156,668	3,197	0.15%	\$0.00	\$0.00	29	\$0.00
Email	9,320	1,033	11.08%	\$0.00	\$0.00	0	\$49.59
Paid Search	9,927	358	3.61%	\$1.66	\$595.09	12	\$49.59
Video	8,726	52	0.60%	\$0.00	\$0.00	0	\$0.00
Grand Total	2,184,641	4,640	0.21%	\$0.13	\$595.09	41	\$14.51

Display Performance by Creative

Start Date
4/1/2021

End Date
4/30/2021

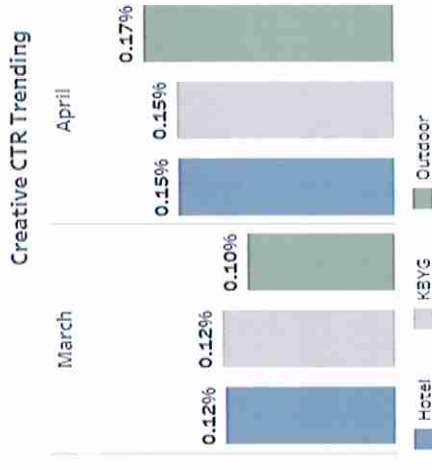
2,156,668
IMPRESSIONS

- This programmatic display data includes display and programmatic video.
- The CTR saw a dramatic increase this month as shown in the visual. We attribute much of this to the increased interest in MCC opportunities with COVID trending down.
- The 'outdoor' creative is trending the highest with the most recent shift in COVID environment.

3,197
CLICKS

29
TOS 115
CONVERSIONS

\$0
COST PER
TOS CONVERSION



Persona	Impressions	Clicks	CTR	TOS 115
Hotel	270,777	398	0.15%	9
InNeed	1,072,953	1,536	0.14%	0
KBYG	270,702	403	0.15%	4
mcctravel	271,169	396	0.15%	8
Outdoor	271,067	462	0.17%	8
Total	2,156,668	3,197	0.15%	29

Paid Search Performance

Start Date: 4/1/2021
End Date: 4/30/2021

Ad Group Performance

Ad Group	Impressions	Clicks	Click Through Rate	Cost	Cost per Click	TOS 115
MCC	9,927	358	3.61%	\$595.09	\$0.60	12

9,927
IMPRESSIONS

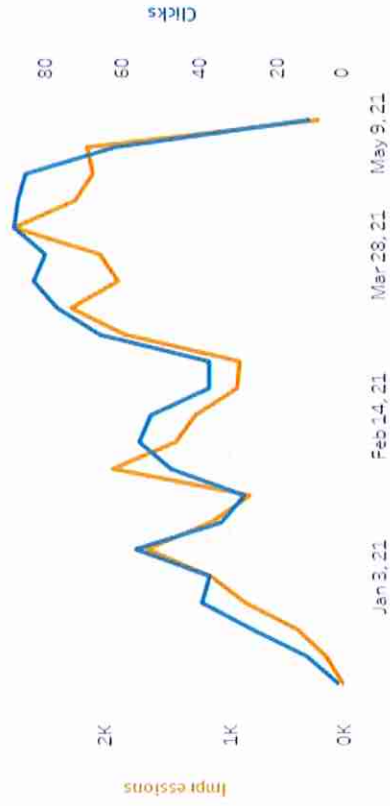
358
CLICKS

15
TOS 115
CONVERSIONS

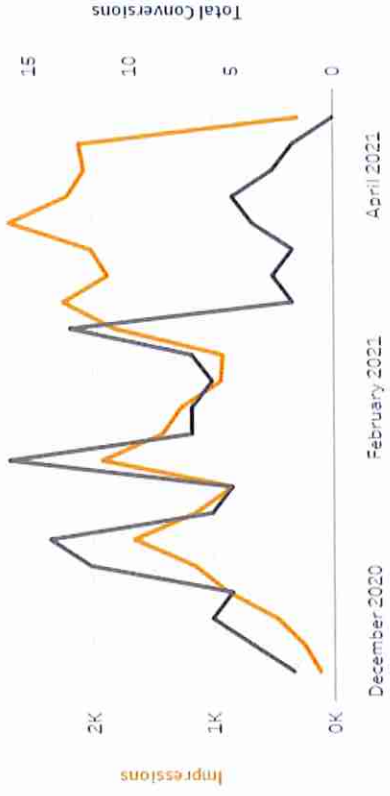
\$49.59
COST PER TOS 115

\$0.60
COST PER CLICK

Impressions | Clicks



Impressions | Conversions



Paid Search Performance

Start Date 4/1/2021
End Date 4/30/2021

Keyword Performance

Keyword	Impressions	Clicks	Cost per Click	Click Through Rate	Cost	Conversions	Conversion Rate	Cost per Conversion
north lake tahoe things to...	8,708	311	\$0.60	3.57%	\$517.24	8	2.6%	\$69.99
lake tahoe venues	634	14	\$0.69	2.21%	\$20.42	3	21.4%	\$6.83
lake tahoe wedding venues	362	8	\$0.70	2.21%	\$11.40	3	37.5%	\$3.83
north lake Tahoe activities	215	23	\$0.54	10.70%	\$42.66	1	50.0%	\$42.66
+Tahoe +conference +cen..	5	2	\$0.59	40.00%	\$3.37	1	50.0%	\$3.37
+Tahoe +convention +cen..	2	0	\$0.00	0.00%	\$0.00	0	0.00%	\$0.00
+lake +Tahoe +venue	1	0	\$0.00	0.00%	\$0.00	0	0.00%	\$0.00
+lake +Tahoe +convention..	0	0	\$0.00	0.00%	\$0.00	0	0.00%	\$0.00
+lake +Tahoe +conference..	0	0	\$0.00	0.00%	\$0.00	0	0.00%	\$0.00

Website Performance

Start Date: 4/1/2021
End Date: 4/30/2021

Mobile: 263 (20.61%)
Desktop: 574 (76.68%)
Tablet: 26

863 SESSIONS

Top Regions	Sessions
California	30,422
Texas	16,406
Nevada	4,579
Florida	1,071
New York	1,033



00:00:15 SESSION DURATION

1.2 PAGES PER SESSION

Website Sessions From Paid MCC Ads



Medium	Sessions	Pageviews	Time on Site	Pages per Session	Bounce Rate
Display	626	699	00:00:08	1.1	91%
Search	33	98	00:02:05	3.0	55%
Social	204	240	00:00:17	1.2	90%
Total	863	1,037	00:00:15	1.2	89%

93% NEW USER SESSION RATE

89% BOUNCE RATE

RECOMMENDATIONS

OVERALL

- We are beginning to see traffic opportunities for MCC audiences increase as COVID restrictions lower.
- The MCC campaign is now extended through June for paid search and social to catch up with previously lower traffic.
- Consumer: All eyes are focused on seeing TripAdvisor optimizations and improvements for the month of May.

PROGRAMMATIC DISPLAY

- Consumer: targeting and lookalike adjustments are implemented for additional improvements to CTR and conversions for SoCal in particular.
- MCC - With the higher CTR for the 'outdoor' creative, we are optimizing more placements accordingly.

SEARCH

- We have optimized campaign to higher performing keywords and traffic.

A scenic landscape featuring a rocky shoreline in the foreground, a dense forest of evergreen trees in the middle ground, and a bright, hazy sky with a prominent golden light source. The text "THANK YOU" is centered in a bold, dark blue font.

THANK YOU