

---

# May Departmental Reports

Celebrate  
Relax  
**Experience**

it's human ature





## north lake tahoe

May 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. Placer County, Vaccine Clinic, June 2021, 20 room nights, 10 attendees
2. Enpro, Inc, 2021 Enpro EEC Retreat, August 2021, 68 room nights, 17 attendees
3. OE Federal Credit Union, Executive Planning Seminar, August 2021. 36 room nights, 18 attendees
4. HPN Global, Sales Summit, November 2021, 680 room nights, 200 attendees
5. HPN Global, Anonymous Group Name. March 2022, 2100 room nights, 800 attendees
  - Sourced the entire Village of Squaw Valley
6. Hamilton Group Meeting Planners, Wetzel's Pretzels 2022 Meeting, May 2022. 500 room nights, 200 attendees
7. HPN Global, July Meeting . July 2022. 54 room nights, 18 attendees

8. Church of the Nazarene, District Superintendents Leadership Program, September 2022, 287 room nights, 150 attendees

### **NEW DEFINITES**

- No groups turned definite this month.

### **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".
- Staff finalized the edits to the new Conference Planning Guide. Link to the updated guide will be added to our GTN website and can be found by [clicking here](#).
- Staff continue to review and provide edits for the new meeting & conference planning guide.

### **SITE VISITS & SALES CALLS**

- Upcoming Site Visits
  - Sarah – hosting Megan Hemming from California Special Districts Association – June
  - Bart – hosting Jeremy Wright Shaw of HPN – contracted a group for the Hyatt – September 2021

### **TRADE SHOWS & EVENTS**

- Connect Corporate and Association – May 24-26, 2021
  - 36 association meetings and 21 corporate appointments
  - Link to follow up – [click here](#).

### **UPCOMING TRADE SHOWS AND EVENTS**

- Upcoming Tradeshows:
  - June 28-30, 2021, HelmsBriscoe ABC, Dallas, TX

### **CHICAGO EFFORTS**

- Attended 6 virtual events including: Destination Reps Marketing Meeting, PCMA Meeting, Am Academy of Dermatology.
- Participated in the Destination reps May Marketing campaign – a total of (3) NLT ads.
- Coming up: working on additional in person client calls, another virtual yoga session and signed up for Destination Celebration taking place in November 2021.



## north lake tahoe

May 2021

Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

- Attended the Reno Tahoe Territory Meeting – May 12<sup>th</sup>
- Met with the Resort at Squaw Creek
- Brainstorming session with CEOs on International Recovery Plan
- Met with Kind Traveler
  - Sales Efforts:
    - Current properties on board: Squaw Valley Lodge and Plumpjack
    - Working on getting: The Village at Squaw Valley, Sunnyside, East West Partners
  - Marketing Efforts:
    - Finalized copy for the website
    - Working on Kind Facts
    - Working on press release and activation plan

### **TRADESHOWS & FAMS**

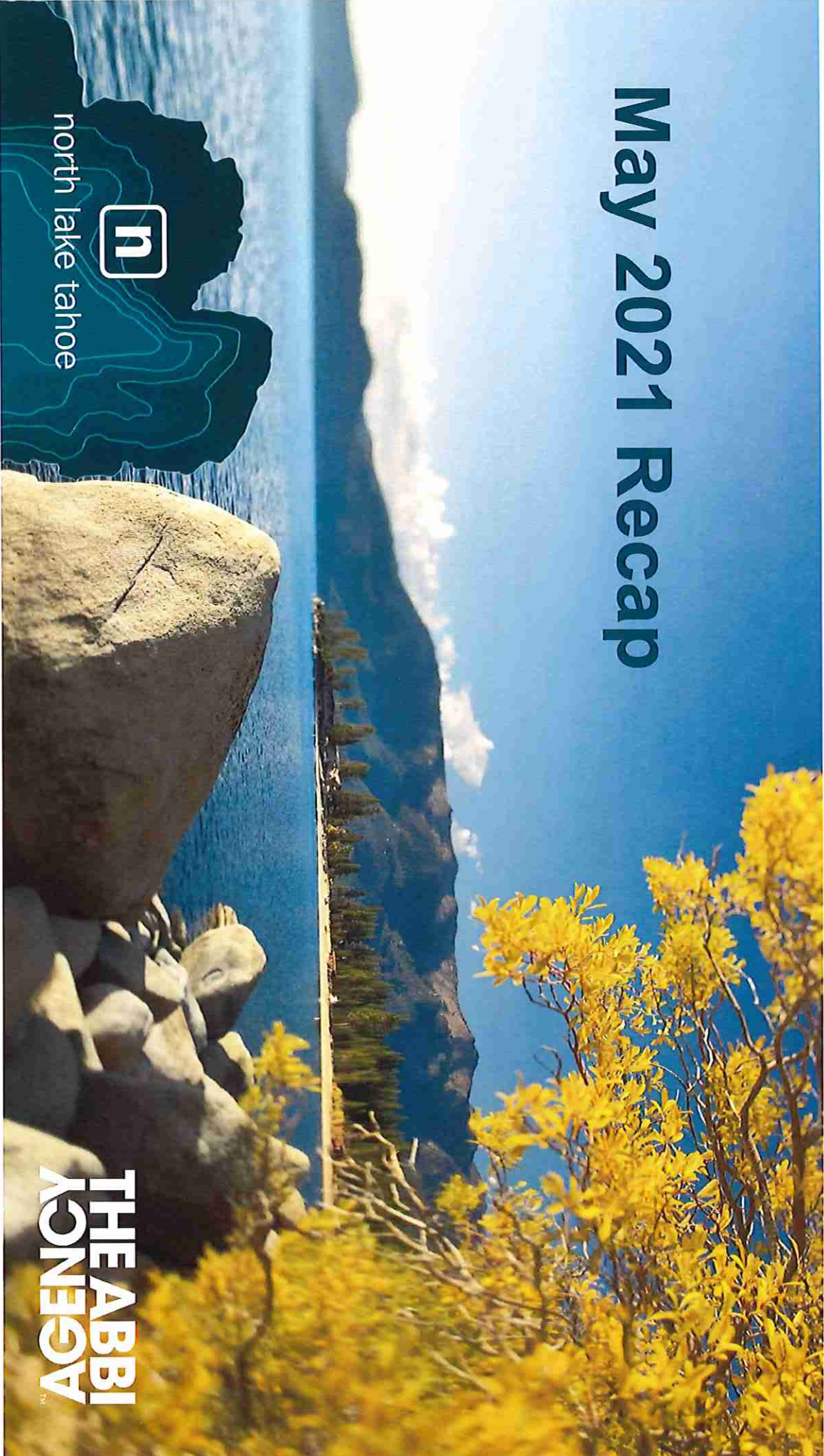
- Attended the Visit California Luxury Summit:
  - May 5-6, 2021
  - Two lodging partners participated in appointments – The Resort at Squaw Creek and The Ritz-Carlton
  - [Link to notes](#)
- Hosted Visit California AAA Domestic Virtual FAM with the Via Ferrata. AAA Travel, a leading US travel company, will be hosting a 4-day virtual program that will provide Visit California and partners the opportunity to educate their 3,000 national agents.
- Planned the below opportunities:
  - Traveler Responsibility Influencer – May 8<sup>th</sup>
  - High Sierra Influencer program with SLT and Truckee Tahoe – June 8<sup>th</sup>
  - High Sierra Podcast - End of June
- Currently planning site visits for:
  - Getaroom.com – June
  - Expedia – June

### **INTERNATIONAL UPDATES**

- Canada/DCI – limited scope of work and are working on future webinar trainings for June. With the following companies:
  - Ellison Tours
  - Contiki
  - Butterfield & Robinson

- Canada Airlift
  - Air Canada – has released seats through December
  - Westjet focusing on domestic travel

# May 2021 Recap



north lake tahoe



THE ABBEY  
KONNEGY™



# **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

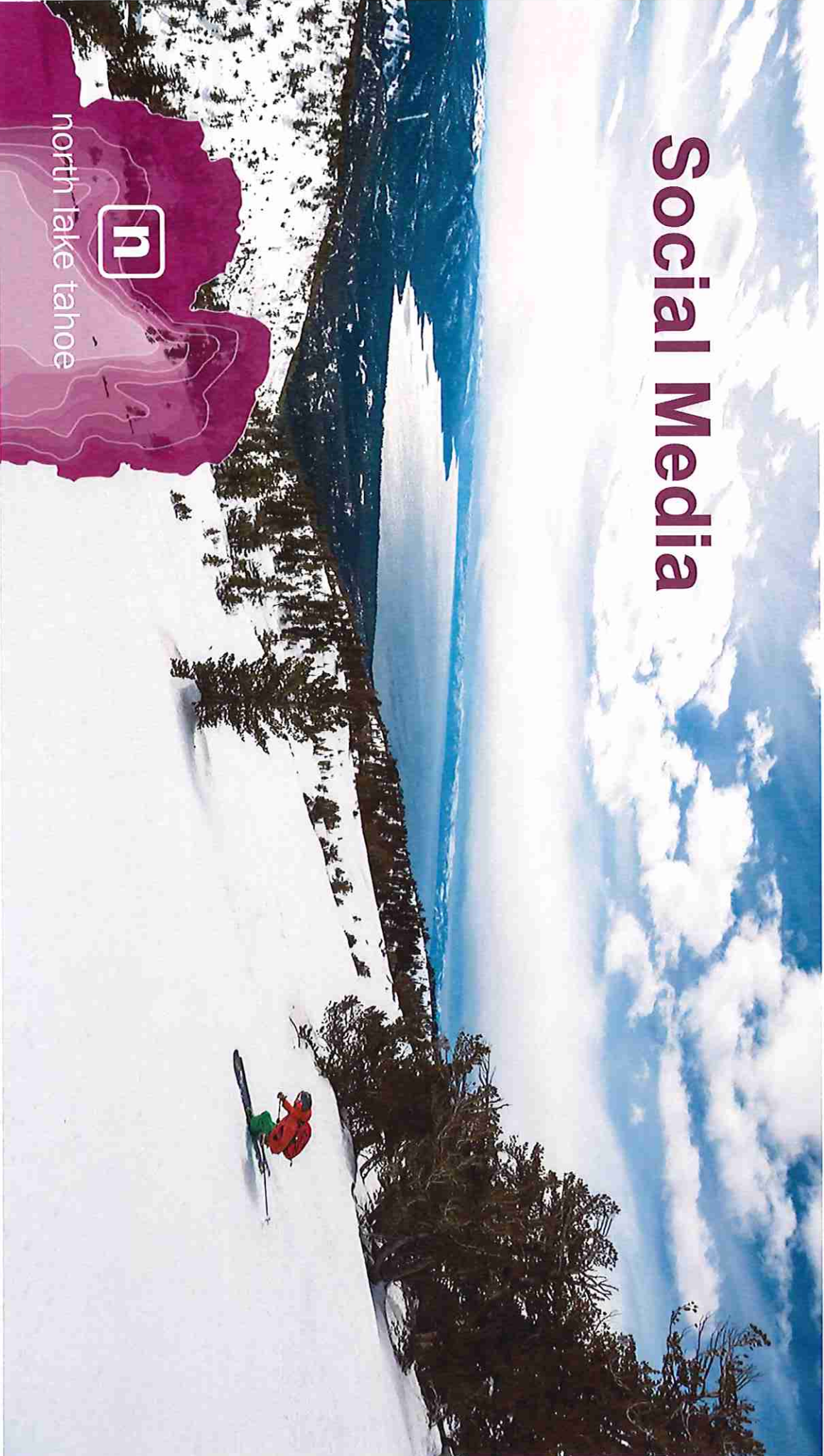
- Blog
  - Goal: 1 per month
  - Completed: 2 (both to be published in June)
- Newsletter
  - Goal: 1
  - Completed: 1



north lake tahoe



# Social Media



north lake tahoe



# Social Media Approach

## Strategy

- For the month of May we focused on sustainability and continued to push the Traveler's Responsibility Pledge, videos, and messaging.
- We issued a Call to Action to take the pledge and Facebook frames to further engage our followers.
- North Lake Tahoe has continued posting more frequently, 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.

## 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: **235,406**
  - Total audience increased by **0.3%** with **685** new followers from the last month.
- Total Impressions: **6,751,129 (10%)**
- Total Engagement: **118,580 (53.9%)**

## Insights:

- Overall performance is up from last month. In May we continued to increase awareness around the new Traveler Responsibility Pledge and sustainability messaging. We also had an influencer in market helping to drive awareness to the Pledge.



# Top Posts by Engagement

**#1 Instagram Post:** 60,624 impressions, 6,093 engagements, 10.1% engagement rate

**#1 Facebook Post:** 183,778 impressions, 15,336 engagements, 8.3% engagement rate

**#1 Twitter Post:** 3,279 impressions, 279 engagements, 8.5% engagement rate

 **tahoenorth**  
Sat 5/1/2021 11:11 am PDT

Today is the first day of May, so we hope that you may go forth and enjoy this beautiful spring day! 🌿 Photo by:...



**Engagement Rate (per Impr...** 10.1%  
**Impressions** 60,624  
**Engagements** 6,093

 **North Lake Tahoe**  
Sat 5/1/2021 12:38 pm PDT

Today is the first day of May, so we hope that you may go forth and enjoy this beautiful spring day! 🌿 Photo from IG:...



**Engagement Rate (per Imp...** 8.3%  
**Impressions** 183,778  
**Engagements** 15,336

 **@TahoNorth**  
Sat 5/22/2021 12:20 pm PDT

Perched at the top of the Tunnel Creek Trail is the famous Monkey Rock, one of many hidden treasures found around...



**Engagement Rate (per Impre...** 8.5%  
**Impressions** 3,279  
**Engagements** 279

# 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:

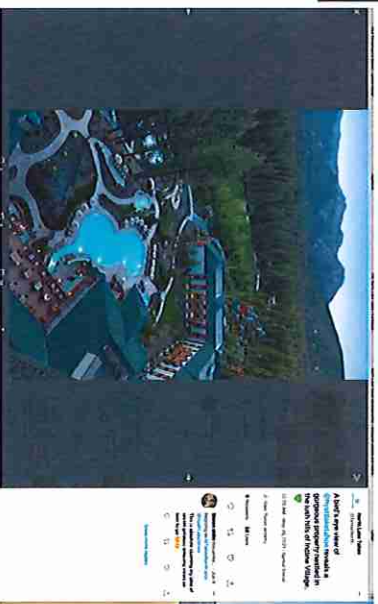
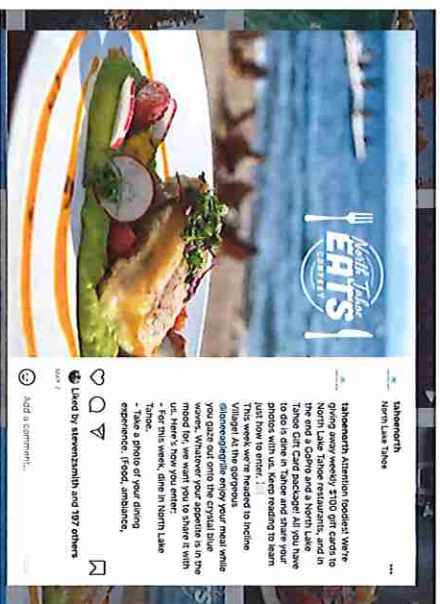
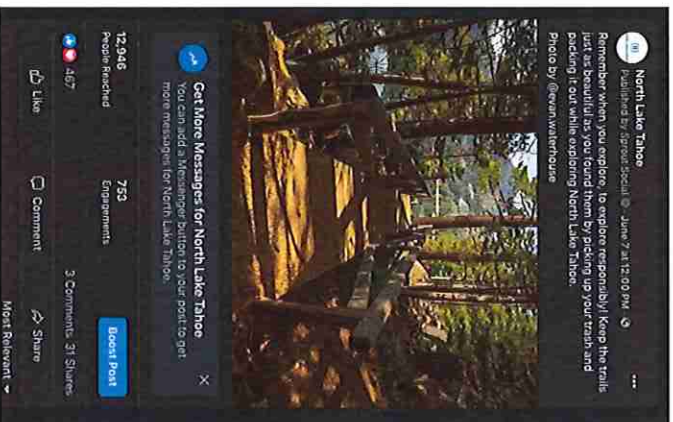
- The North Tahoe Eats campaign continues to run across social media, with posts being boosted and promoted to in-market visitors via organic posts and stories.

## North Tahoe Eats Contest

- The North Tahoe Eats Contest ended in May. The content was 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.



# 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.



north lake tahoe

## Content Approach (cont)

### Blogs:

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

### Newsletters:

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



north lake tahoe

# Bloggs & Newsletters

## Key Themes:

- Spring Dual Days
- Travel Preparedness
- Responsible Travel / Leave No Trace

## Campaigns:

- Dual Days
- Sustainability Pledge Continued
- Biking and trail usage

## Newsletters Posted: 1; In Draft: 1

- *Thank You for Taking the Pledge to Protect North Lake Tahoe*
  - Segmented newsletter (pledge subscribers)
  - Open rate: 62.1 percent.
  - Click through rate: 6.9 percent.
  - Newsletter performance suffers when not segmented.
- *Get Ready for Summer in North Lake Tahoe*
  - Newsletter publishing in June.

## Blogs In Draft/Review: 2

- *Travel Responsibility: How You Tap Into North Lake Tahoe's Sustainability Ethos*
  - Post Pending
- *North Lake Tahoe on Two Wheels - Taking Tahoe By Bicycle*
  - Metrics pending, to be included in June report.

**Pledge Subscribers: 55**



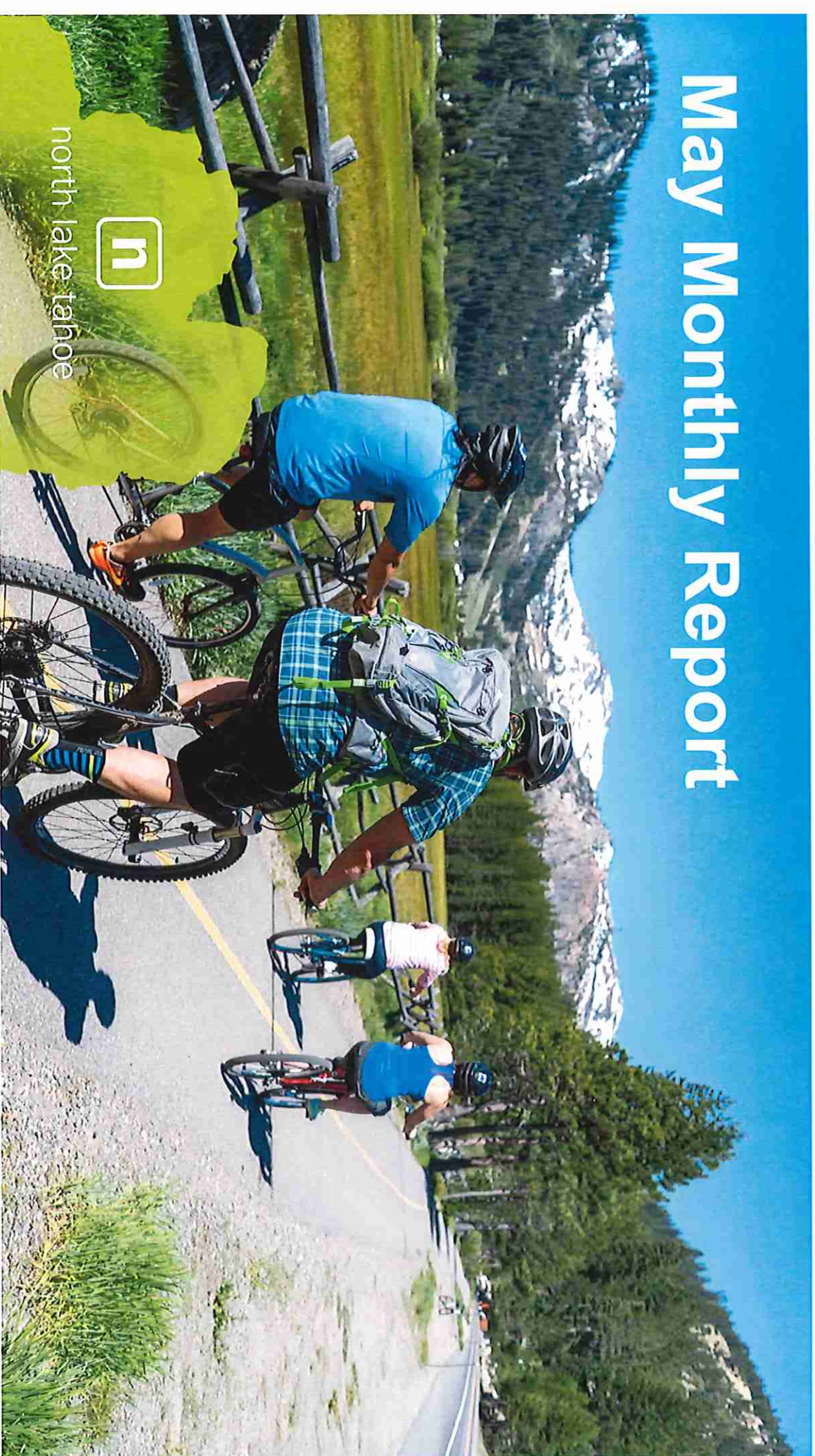
north lake tahoe



A scenic landscape featuring a wooden cabin with a red roof nestled among trees on a hillside. In the foreground, there are large, smooth, grey rocks along a shoreline. The sky is a clear, vibrant blue with a few wispy clouds. The overall scene is peaceful and natural.

**Thank You!**

# May Monthly Report



north lake tahoe

An aerial photograph of a lake with a kayaker in a yellow kayak and a white boat. The water is a deep blue-green color. The shoreline is visible with some rocks and greenery. The text 'SEO' is centered in the middle of the image.

# SEO

## May SEO Overview

- For the month of May, Augustine created an ongoing [Issues doc](#) with SEO problems that have arisen over the last few months that development help is needed to fix.
- Augustine identified 59 new broken links on the site and was able to fix a majority of them with the remaining broken links are listed in the Issues doc.
- A couple of issues Augustine previously sent were resolved in May including removing the old website from indexing and proper canonicals for listing pages were set up.



## SEO UPDATES: Removed Old Site from Indexing

- As mentioned in the last report, it appeared that the old site — which is archived at [old.gotahoenorth.com](http://old.gotahoenorth.com) — was still being indexed. This issue appears to have been fixed.
- This was accomplished by creating 301 redirects for pages on the old site to their corresponding equivalent page on the new site. Most of the redirects were successful, however two aren't working properly (reference **“\*NEW ISSUE\* Fix Broken Redirects From Old Site”** in [Issues doc](#)).



north lake tahoe

## SEO UPDATES: Fixed Broken Links

- There were 59 new instances of broken links on the site – the majority of these have been fixed.
- The remaining broken links require the development team's assistance. These are outlined in the “**\*\*ISSUE\* Existing Broken Links\***” section of the [Issues doc](#).



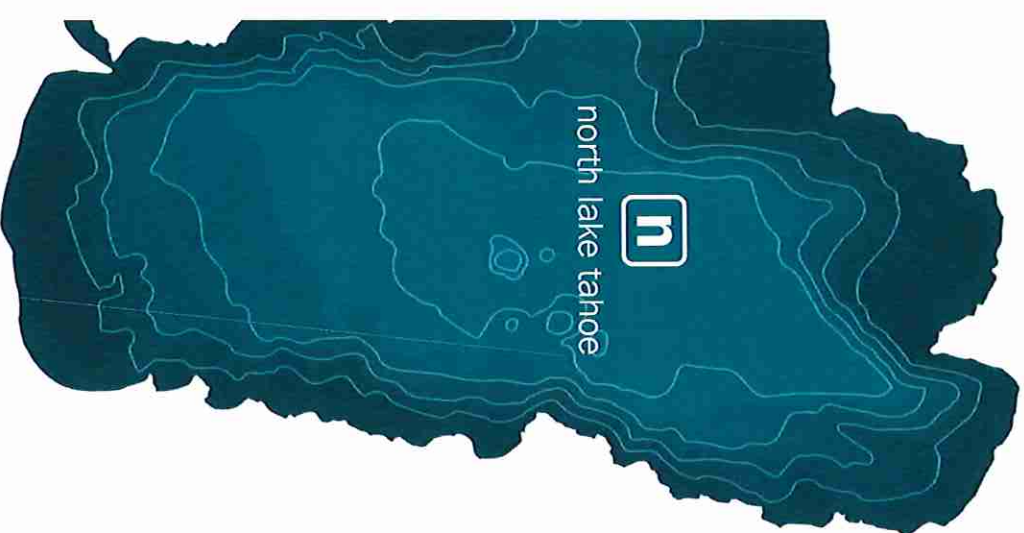
north lake tahoe

## SEO UPDATES: Listing Pages Canonicalized

- A previous report found that listing pages were not being canonicalized, creating duplicate content issues. **This issue has been fixed and listing pages appear to all now have proper canonicals set up.**



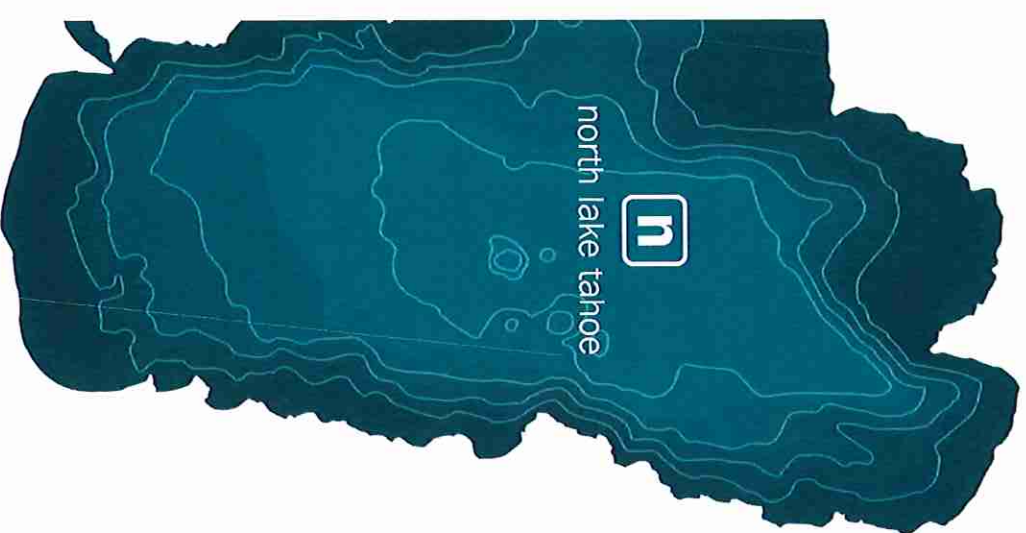
north lake tahoe



## NEW ISSUES: Reduce CSL

- As of June 2021, Google will be instituting a new ranking factor called “Core Web Vitals.” This ranking factor measures page experience and consists of several metrics. One of those metrics is cumulative layout shift (CLS). Over the next couple months, we will be addressing any issues that arise related to this new ranking factor. At the moment, the most noticeable is that that logo in the main menu is generating a layout shift that Google is flagging.
- You will notice this shift when refreshing the homepage. Look at the top main menu. At initial load, the logo does not appear. After a few moments, it appears causing the menu items to shift to the right. This shift is a red flag for Google. We recommend reducing any instances of CSL where possible, like the logo in the main menu.





## **NEW ISSUES: Reduce CSL (cont'd.)**

- To fix this particular issue, we recommend creating a set height and width size attribute for the logo or implementing an aspect ratio to ensure adequate space is reserved for the logo upon load.
- Once the logo's CSL issue is resolved, the next item to address is the video hero on the homepage. This too is creating a downward shift on the page during load. To fix this shift, similarly reserve a set space for the hero video to load into. Currently, the hero video's size is defined using CSS as width: 100% and height: 100%. While this is useful for responsive design, it creates issues with page experience and moving forward Google will flag it as poor SEO, which is why specific dimensions need to be set to reserve the space for loading the video. Alternatively, we can have a call to review the best ways to implement and avoid a high CSL.

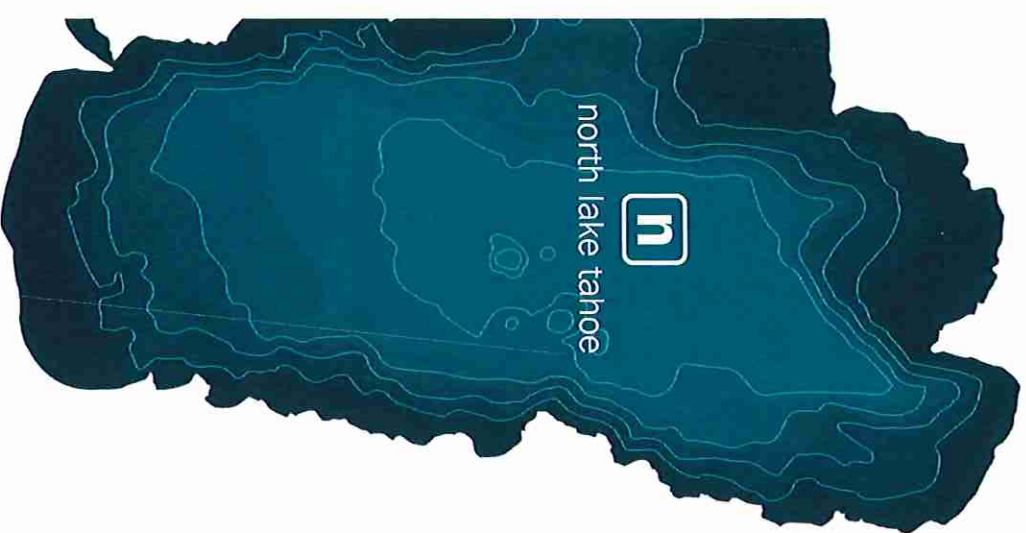
## NEW ISSUES: Missing Homepage Canonical

- The homepage currently does not have a canonical set. We recommend setting one up by adding the following code in its <head> section:
  - `<link rel="canonical" href="https://www.gotahoenorth.com" />`



A scenic view of a turquoise lake with a person kayaking, framed by a semi-transparent white rectangle. The text "PAID MEDIA" is centered within the white area.

# PAID MEDIA



## Executive Summary

- Overall, campaigns performed well with good engagement rates, conversions and impression delivery to targeted audiences.
- After discussions with TripAdvisor concerning delivery and results, they dramatically improved and added additional bonus impressions through May.
- YouTube drove a much higher level of TOS conversions suggesting high interest after messaging through video.
- The iOS update lowered conversion data with user tracking and change of 28-day click window to 7-days.
- As the Texas campaign progressed, we improved from 3x higher conversion costs vs SoCal down to less than 2x in most cases.

# All Campaigns Overview

Start Date: 5/1/2021  
End Date: 5/31/2021

10,942,360 IMPRESSIONS

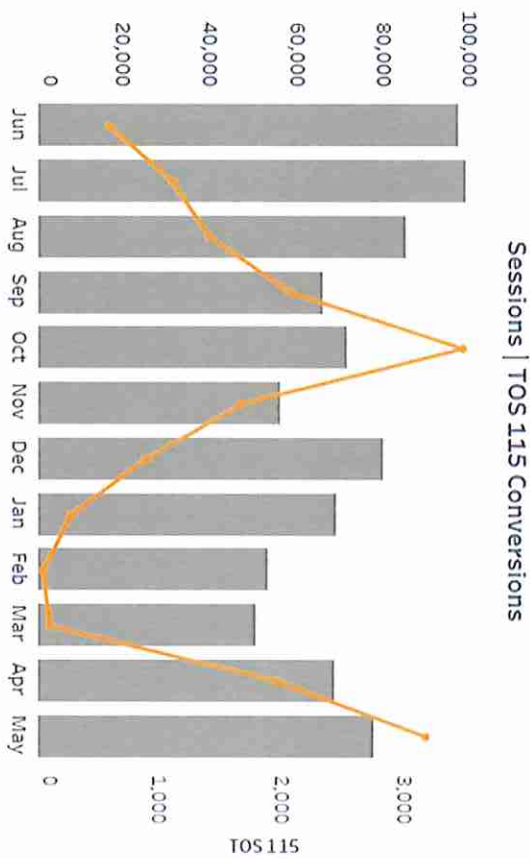
\$1.00 COST PER CLICK

59,216 CLICKS

3,172 TOS CONVERSIONS

\$18.58 COST PER TOS CONVERSION

- The Consumer and MCC campaigns provided a combined nearly 11M impressions in May.
- The MCC campaign lead the CTRs with an impressive 1.21% across tactics.
- The Consumer campaign lead the TOS and Book Now conversions.



## Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now Conversions
Consumer	10,812,461	57,643	0.53%	\$0.99	\$56,892.23	3,169	\$17.95	96
MCC	129,899	1,573	1.21%	\$1.31	\$2,054.05	3	\$684.68	1
<b>Total</b>	<b>10,942,360</b>	<b>59,216</b>	<b>0.54%</b>	<b>\$1.00</b>	<b>\$58,946.28</b>	<b>3,172</b>	<b>\$18.58</b>	<b>97</b>

A person in a yellow kayak is paddling down a river. The water is clear and blue. The riverbank is lined with green trees and large rocks. A semi-transparent white box is overlaid on the image, containing the text 'Texas Consumer Campaign Overview'.

# Texas Consumer Campaign Overview

# Overview by Campaign - Texas

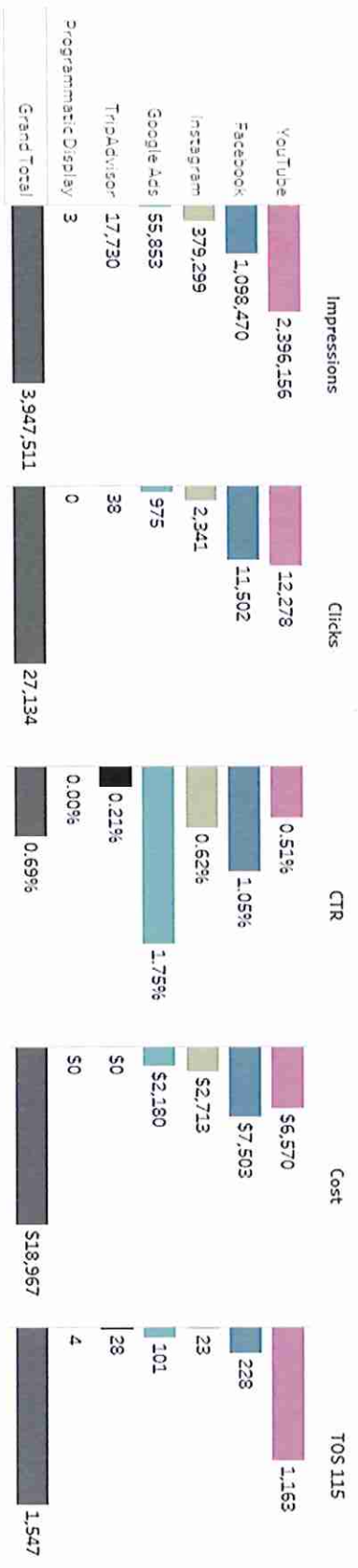
Start Date: 1/1/2021  
 End Date: 5/31/2021

Campaign	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now Conversions
----------	-------------	--------	-----	-----	------	---------	------------------	----------------------

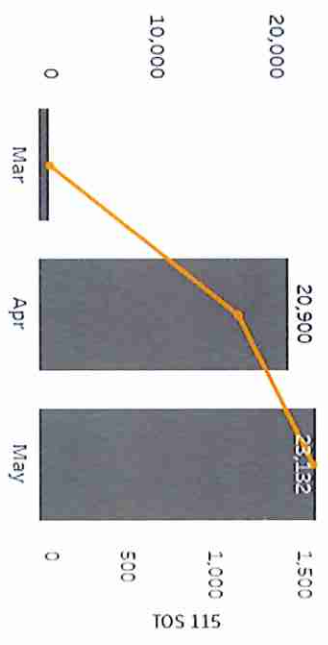
Consumer	3,947,511	27,134	0.69%	\$0.70	\$18,966.97	1,547	\$12.26	17
----------	-----------	--------	-------	--------	-------------	-------	---------	----

- As the campaign ramped down, CTRs started to decrease as well hitting just below industry averages (paid search 1.9%, paid social .89%).

## Creative Performance



## Sessions | TOS 115 Conversions



# Overview by Medium

Start Date  
5/1/2021

End Date  
5/31/2021

**3,947,511**

IMPRESSIONS

**27,134**

CLICKS

**\$0.70**

CPC

**1,547**

TOS 115  
CONVERSIONS

**\$12.26**

COST PER TOS 115  
CONVERSION

Persons	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
---------	---------	---------------------	------------------	----------------------	-------------

Boomer Ben	1,242	6.3%	\$8.89	1	3,049,824
Know Before You Go	27	2.6%	\$24.10	0	127,824
Lodging	104	6.1%	\$23.34	6	216,662
Millennial Megan	30	1.5%	\$51.26	2	299,896
The Jones Family	28	1.9%	\$40.19	3	179,782
<b>Grand Total</b>	<b>1,431</b>	<b>5.5%</b>	<b>\$44.73</b>	<b>12</b>	<b>3,873,928</b>

Cost Per TOS 115



Channel	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
---------	-------------	--------	-----	-----	------	---------	------------------

Display	17,733	38	0.21%	\$0.00	\$0.01	32	\$0.00
Paid Search	55,853	975	1.75%	\$2.24	\$2,180.13	101	\$21.59
Paid Social	1,061,055	8,515	0.80%	\$0.89	\$7,539.08	225	\$33.51
Video	2,812,870	17,606	0.63%	\$0.53	\$9,247.75	1,189	\$7.78
<b>Grand Total</b>	<b>3,947,511</b>	<b>27,134</b>	<b>0.69%</b>	<b>\$0.70</b>	<b>\$18,966.97</b>	<b>1,547</b>	<b>\$12.26</b>

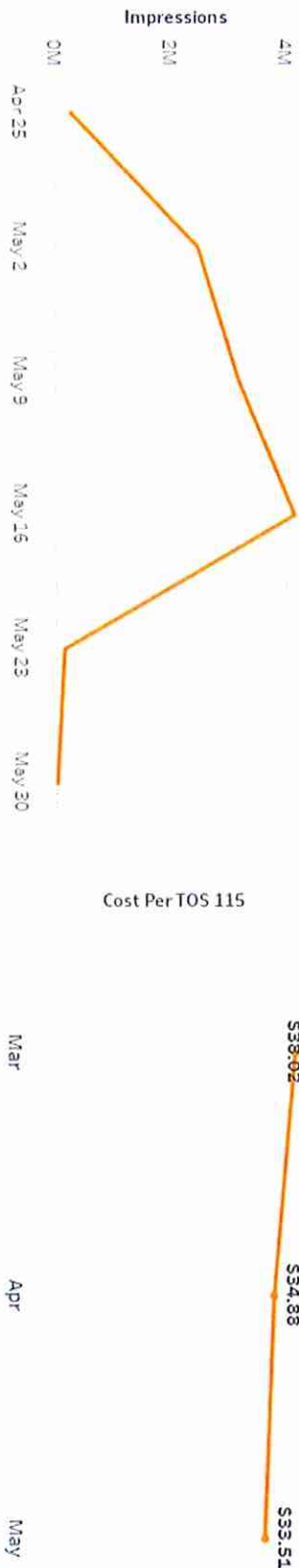


# Paid Social Performance

Start Date: 5/1/2021  
End Date: 5/31/2021

- Boomer Ben creative is the best performing ad set and surpassed paid social industry benchmark (.89%).
- Despite providing one of the lower CTRs, the Retargeting Lodging ad set provided nearly half of the TOS conversions.

## Social Trending Performance



1,061,055 IMPRESSIONS

8,515 CLICKS

225 TOS 115 CONVERSIONS

12 SUM OF ALL CONVERSIONS

\$33.51 COST PER TOS 115 CONVERSION

Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	Boomer Ben	236,953	2,250	0.95%	\$0.80	\$1,798.28	50	\$35.97
	Know Before You Go	127,824	1,029	0.81%	\$0.63	\$650.78	21	\$30.99
	Millennial Megan	299,835	2,062	0.69%	\$0.75	\$1,537.66	26	\$59.14
	The Jones Family	179,782	1,458	0.81%	\$0.77	\$1,126.45	28	\$40.19
Retargeting	Lodging	216,661	1,716	0.79%	\$1.41	\$2,426.91	100	\$24.27
<b>Total</b>		<b>1,061,055</b>	<b>8,515</b>	<b>0.80%</b>	<b>\$0.89</b>	<b>\$7,539.08</b>	<b>225</b>	<b>\$33.51</b>

# Paid Social Creative Performance

Start Date: 5/1/2021  
End Date: 5/31/2021

## Creative Performance

Platform	Ad Name	Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Lodging	199,091	1,595	0.80%	\$2,102	\$1.32	99	\$21.23
	Boomer Ben	173,221	1,726	1.00%	\$1,128	\$0.65	47	\$24.00
Instagram	The Jones Family	136,351	1,237	0.91%	\$783	\$0.63	24	\$32.62
	Millennial Megan	92,292	856	0.93%	\$468	\$0.55	13	\$35.97
	Know Before You Go	80,801	760	0.94%	\$345	\$0.45	19	\$18.18
SUM OF ALL CONVERSIONS	Millennial Megan	207,543	1,206	0.58%	\$1,070	\$0.89	13	\$82.31
	Boomer Ben	63,732	524	0.82%	\$670	\$1.28	3	\$223.36
	Know Before You Go	47,023	269	0.57%	\$305	\$1.13	2	\$152.64
	The Jones Family	43,431	221	0.51%	\$343	\$1.55	4	\$85.63
COST PER TOS 115 CONVERSION	Lodging	17,570	121	0.69%	\$325	\$2.69	1	\$325.41
	<b>TOTAL</b>	<b>1,061,055</b>	<b>8,515</b>	<b>\$0.89</b>				

# Paid Search Performance

Start Date  
5/1/2021

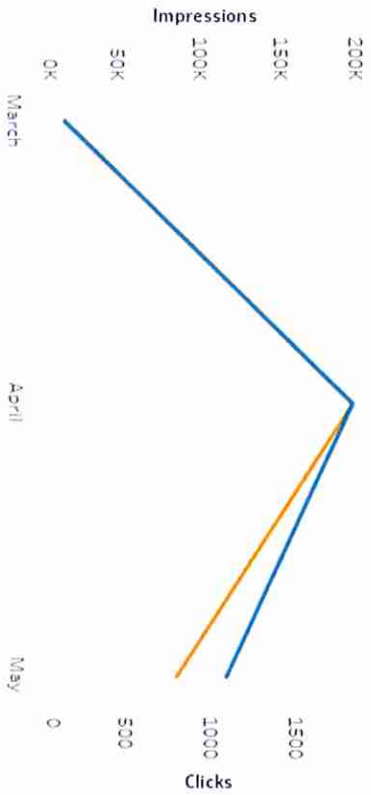
End Date  
5/31/2021

## Ad Group Performance

Ad Group	Impressions	Clicks	CTR	Cost	CPC	Conversions
Consumer 2020-21	49,978	624	1.25%	1,512	\$0.41	\$3
Dallas	33,932	469	1.38%	810	\$0.58	\$5
Houston						

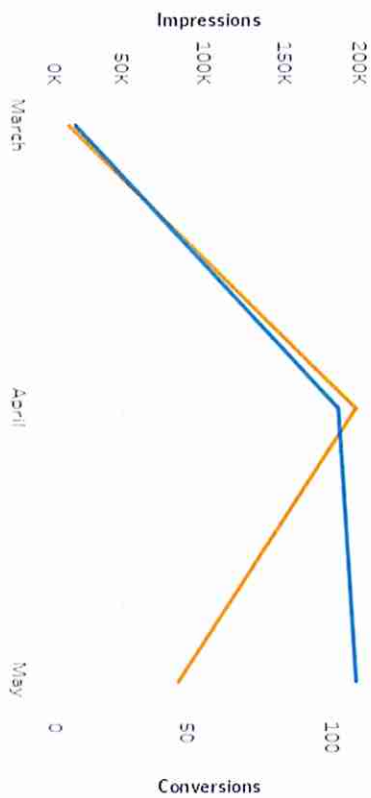
**\$0.47**  
COST PER CLICK

### Impressions | Clicks



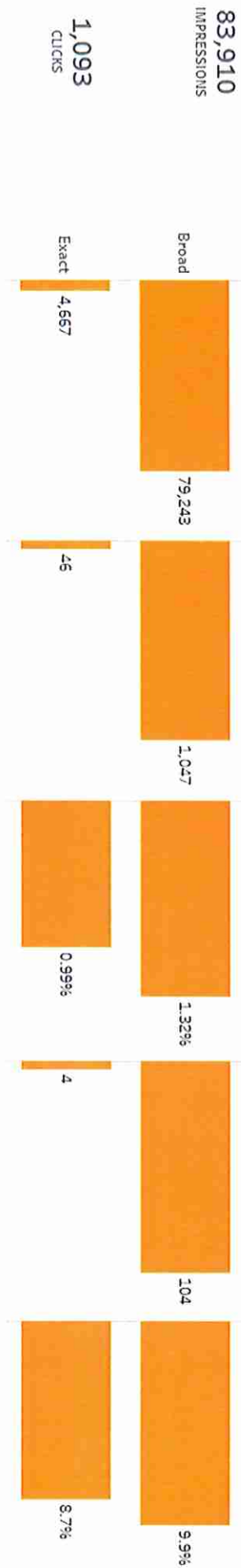
**\$21.59**  
COST PER TOS 115  
CONVERSIONS

### Impressions | Conversions



# Paid Search Performance

## Keyword Match Type Performance



**\$0.47**  
COST PER CLICK

## Campaign Performance

	Impressions	Cost	Clicks	CPC	CTR	Conversions
<b>108</b> TOS 115 CONVERSIONS	Dallas 49,978	1,512	624	\$0.41	1.25%	\$3
<b>\$21.59</b> COST PER TOS 115 CONVERSIONS	Houston 33,932	\$10	469	\$0.58	1.38%	\$5

# Paid Search Performance

Start Date: 5/1/2021  
End Date: 5/31/2021

## Keyword Performance

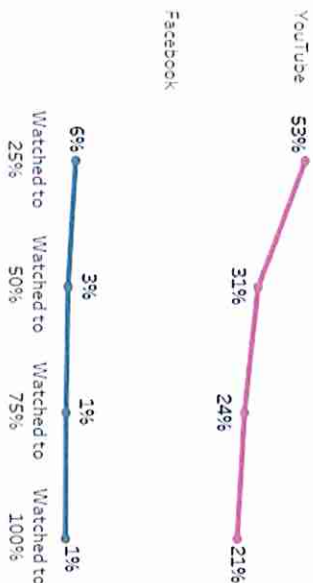
Keywords	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost per Conversion
AutomaticKeywords	49,671	212	\$0.86	0.43%	\$247.85	9	4.2%	\$2.83
+fishing	34,428	262	\$0.79	0.76%	\$333.37	5	1.9%	\$2.87
+hiking	25,395	265	\$0.39	1.04%	\$676.00	53	20.0%	\$2.87
+kayaking	16,554	385	\$0.43	2.33%	\$905.09	77	20.0%	\$2.87
+beaches	9,814	213	\$0.53	2.17%	\$401.14	30	14.1%	\$2.87
fishing	4,285	7	\$0.93	0.16%	\$7.54			\$2.87
+boating	3,902	79	\$0.76	2.02%	\$104.13			\$2.87
+river+rafting	3,057	194	\$0.42	6.35%	\$457.23	30	15.5%	\$2.87
+horseback+riding	2,667	183	\$0.64	6.86%	\$284.80	15	8.2%	\$2.87
+mountain+hiking	1,819	39	\$0.63	2.14%	\$61.65	3	7.7%	\$2.87
beaches	1,609	6	\$0.73	0.37%	\$8.23	1	16.7%	\$2.87
+paddle+boarding	1,577	59	\$0.51	3.74%	\$115.57	16	27.1%	\$2.87
+outdoor+hiking	1,555	1	\$0.53	0.06%	\$1.88			\$2.87
+rafting+river	1,476	87	\$0.45	5.89%	\$194.70	7	8.0%	\$2.87
+hiking+trails	985	24	\$0.44	2.44%	\$55.16	8	33.3%	\$2.87
hiking	956	3	\$0.72	0.31%	\$4.16	1	33.3%	\$2.87
+camping+California	803	54	\$0.99	6.72%	\$54.75	1	1.9%	\$2.87
+best+camping	651	72	\$1.01	11.06%	\$71.62			\$2.87
+water+parasailing	543	25	\$0.40	4.60%	\$62.29	2	8.0%	\$2.87
mountain biking	492	4	\$1.01	0.81%	\$9.97			\$2.87
horseback riding	477	13	\$1.13	2.73%	\$11.54	4	30.8%	\$2.87
+north+lake+tahoe+lake	435	48	\$0.51	11.03%	\$94.50	10	20.8%	\$2.87
+white+water+river+traf.	399	14	\$0.32	3.51%	\$43.17	6	42.9%	\$2.87
+river+water+rafting	388	22	\$0.39	5.67%	\$56.42			\$2.87
+water+river+rafting	373	11	\$0.51	2.95%	\$21.63			\$2.87

# Video Performance

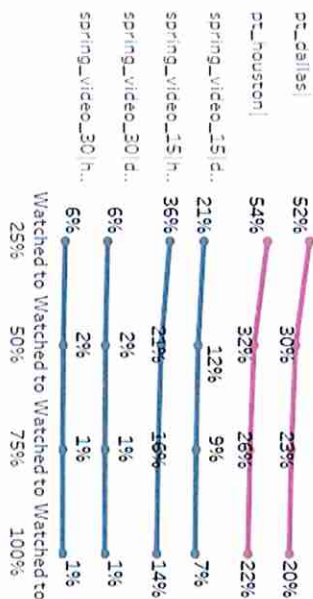
Start Date: 5/1/2021  
End Date: 5/31/2021

- One in every five viewers completed the video ads in full on YouTube.
- The :15 videos performed better for completion rates on Facebook.

## Video Completion Rates



## Video Completion Rates



## Top Ads

Ad Creative	Total Views
pt_dallas	1,879,618
pt_houston	1,192,043
spring_video_15 dallas	3,464
spring_video_15 houston	4,957
spring_video_30 dallas	26,892
spring_video_30 houston	11,505

1,189

TOS CONVERSIONS

Platform	Impressions	Watched to 100%	Video Clicks	Cost	TOS 115	Cost Per TOS 115
----------	-------------	-----------------	--------------	------	---------	------------------

YouTube

2,396,156

20.7%

12,278

\$6,570

1,163

\$5.65

\$0.53

COST PER CLICK

Facebook

415,714

1.0%

5,328

\$2,677

26

\$102.98

\$7.78

PRIMARY CPC

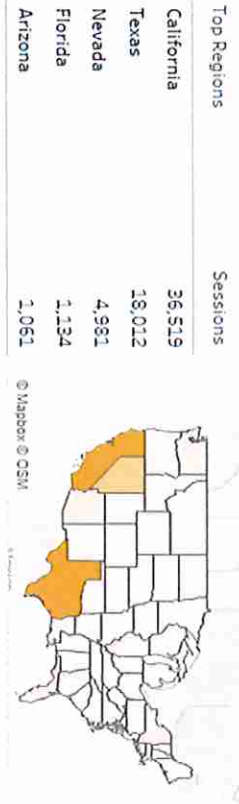
<b>Grand Total</b>	<b>2,812,870</b>	<b>17.8%</b>	<b>17,606</b>	<b>\$9,248</b>	<b>1,189</b>	<b>\$7.78</b>
--------------------	------------------	--------------	---------------	----------------	--------------	---------------

# Website Performance

Start Date 5/1/2021 End Date 5/31/2021



00:00:20  
SESSION DURATION



1.2  
PAGES PER SESSION

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	3,400	3,944	00:00:20	1.2	92%
Native	5	7	00:00:05	1.4	60%
Search	12,880	16,707	00:00:22	1.3	84%
Social	6,132	7,044	00:00:17	1.1	91%
Video	715	820	00:00:20	1.1	90%
<b>Grand Total</b>	<b>23,132</b>	<b>28,522</b>	<b>00:00:20</b>	<b>1.2</b>	<b>87%</b>

A person in a yellow kayak is paddling down a river. The water is clear and blue. The banks are lined with green trees and rocks. A semi-transparent white box is overlaid on the image, containing the text 'Social Consumer Campaign Overview'.

# **Social Consumer Campaign Overview**



# Overview by Campaign - Social

Start Date  
5/1/2021

End Date  
5/31/2021

6,933,618  
IMPRESSIONS

30,661  
CLICKS

\$1.24  
CPC

1,699  
TOS 115  
CONVERSIONS

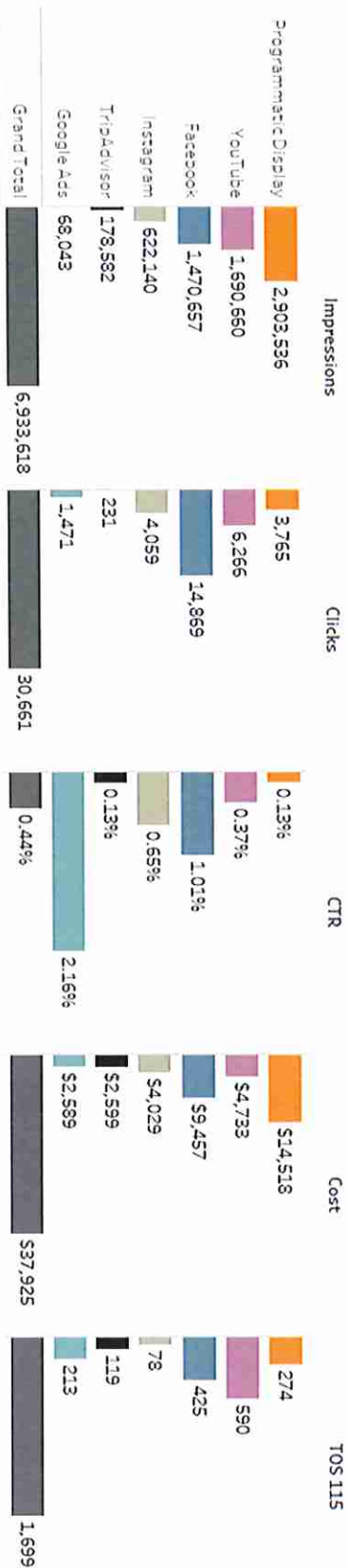
\$22.32  
COST PER TOS 115  
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now Conversion
----------	-------------	--------	-----	-----	------	---------	------------------	---------------------

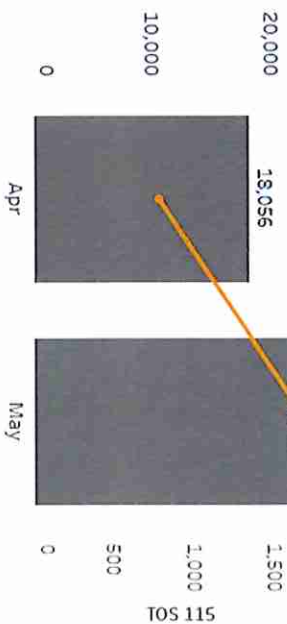
Consumer 6,933,618 30,661 0.44% \$1.24 \$37,925.25 1,699 \$22.32 92

- The SoCal campaign provided more impressions than the Texas campaign, and while it had a lower overall CTR, it provided over 5x the number of Book Now conversions.

## Creative Performance



## Sessions | TOS 115 Conversions



# Overview by Medium

Start Date: 5/1/2021  
End Date: 5/31/2021

- While the Boomer Ben audience had the most TOS conversions, The Jones Family had the most Book Now conversions.
- Industry benchmarks were exceeded for all paid search (2%) and display ads (.08-.1%). Paid social was just below the industry benchmark of .89%.

Cost per Conversion Trending



6,933,618 IMPRESSIONS

30,661 CLICKS

\$1.24 CPC

1,699 TOS 115 CONVERSIONS

\$22.32 COST PER TOS 115 CONVERSION

Persona	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Boomer Ben	750	5.6%	\$16.05	3	2,865,193
Know Before You Go	180	4.3%	\$30.96	17	1,025,733
Lodging	168	6.1%	\$57.28	16	843,321
Millennial Megan	128	3.2%	\$44.04	6	1,068,459
The Jones Family	195	4.3%	\$28.88	27	969,460
<b>Grand Total</b>	<b>1,421</b>	<b>4.9%</b>	<b>\$24.73</b>	<b>69</b>	<b>6,772,176</b>

Cost Per TOS 115  
\$30.00  
\$10.00

\$0.00 Apr May

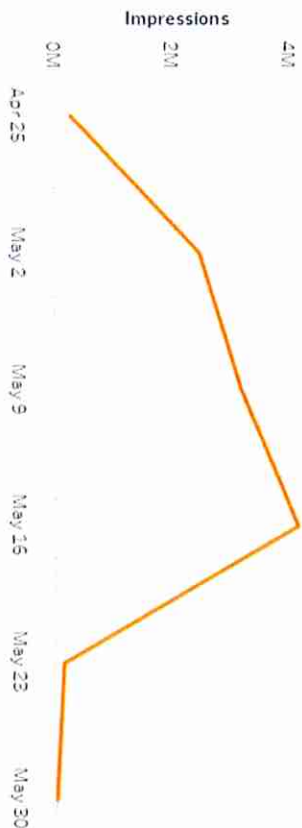
Channel	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Display	3,082,118	3,996	0.13%	\$4.28	\$17,117.06	393	\$43.55
Paid Search	68,043	1,471	2.16%	\$1.76	\$2,589.11	213	\$12.16
Paid Social	1,829,815	15,727	0.86%	\$0.75	\$11,819.89	479	\$24.68
Video	1,953,642	9,467	0.48%	\$0.68	\$6,399.19	614	\$10.42
<b>Grand Total</b>	<b>6,933,618</b>	<b>30,661</b>	<b>0.44%</b>	<b>\$1.24</b>	<b>\$37,925.25</b>	<b>1,699</b>	<b>\$22.32</b>

# Paid Social Performance

Start Date: 5/1/2021  
End Date: 5/31/2021

- Boomer Ben and The Jones Family had the highest click through rates exceeding the industry benchmark of .89%.
- The Jones Family also had the most TOS conversions, closely followed by Lodging and KBYG ad assets.

## Social Trending Performance



## Cost per Conversion Trending



15,727  
CLICKS

1,829,815  
IMPRESSIONS

479  
TOS 115  
CONVERSIONS

59  
SUM OF ALL  
CONVERSIONS

\$24.68  
COST PER TOS 115  
CONVERSION

Targeting	Persons	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	Boomer Ben	301,685	3,228	1.07%	\$0.66	\$2,122.29	73	\$29.07
	Know Before You Go	415,266	3,429	0.83%	\$0.60	\$2,052.32	113	\$18.16
	Lodging	295,466	2,122	0.72%	\$1.61	\$3,409.16	119	\$28.65
	Millennial Megan	457,620	3,192	0.70%	\$0.66	\$2,118.57	54	\$39.23
	The Jones Family	359,778	3,756	1.04%	\$0.56	\$2,117.55	120	\$17.65
<b>Total</b>		<b>1,829,815</b>	<b>15,727</b>	<b>0.86%</b>	<b>\$0.75</b>	<b>\$14,819.89</b>	<b>479</b>	<b>\$24.68</b>

# Paid Social Creative Performance

Start Date: 5/1/2021  
End Date: 5/31/2021

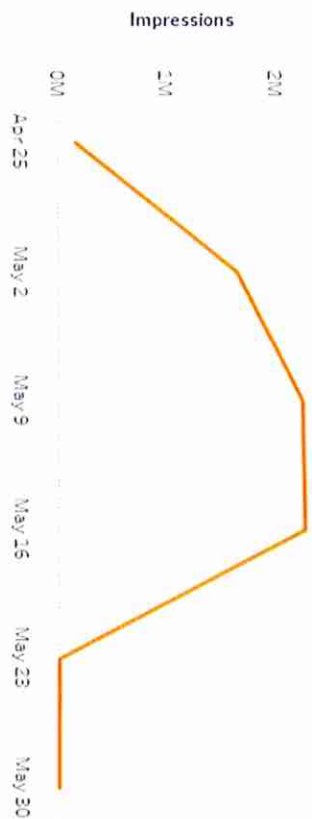
## Creative Performance

Platform	Ad Name	Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Know Before You Go	325,914	2,936	0.90%	\$1,509	\$0.51	106	\$14.24
	The Jones Family	266,019	3,186	1.11%	\$1,593	\$0.50	96	\$16.60
	Lodging	254,582	1,836	0.72%	\$2,679	\$1.46	109	\$24.58
	Boomer Bar	207,578	2,465	1.19%	\$1,383	\$0.56	65	\$21.27
	Millennial Megan	133,582	1,245	0.93%	\$626	\$0.50	25	\$25.06
	Millennial Megan	324,038	1,947	0.60%	\$1,492	\$0.77	29	\$51.45
	Boomer Bar	94,107	763	0.81%	\$740	\$0.97	8	\$92.45
	Know Before You Go	89,352	493	0.55%	\$543	\$1.10	7	\$77.62
	The Jones Family	73,759	570	0.77%	\$524	\$0.92	24	\$21.84
	Lodging	40,884	286	0.70%	\$730	\$2.55	10	\$72.99
SUM OF ALL CONVERSIONS		479						
COST PER TOS 115 CONVERSION								\$24.68

# Display Performance

Start Date: 5/1/2021  
End Date: 5/31/2021

## Display Campaign Trending



## Cost per Conversion Trending



2,988,719 IMPRESSIONS

3,809 CLICKS

\$4.44 CPC

328 TOS 115 CONVERSIONS

\$51.60

COST PER TOS 115 CONVERSION

Platform	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
----------	-------------	--------	-----	-----	------	---------	------------------

Programmatic Display	2,864,939	3,711	0.13%	\$3.86	\$14,324.69	273	\$52.47
TripAdvisor	123,780	98	0.08%	\$26.52	\$2,599.38	55	\$47.26

<b>Grand Total</b>	<b>2,988,719</b>	<b>3,809</b>	<b>0.13%</b>	<b>\$4.44</b>	<b>\$16,924.07</b>	<b>328</b>	<b>\$51.60</b>
--------------------	------------------	--------------	--------------	---------------	--------------------	------------	----------------

# Display Creative Performance

Start Date: 5/1/2021  
End Date: 5/31/2021

2,988,719 IMPRESSIONS

3,809 CLICKS

\$4.44 CPC

- All ad sets saw about the same CTR, all exceeding industry benchmarks (.08-.1%).
- Millennial Megand and The Jones Family provided the most TOS conversions.

Creative CTR Trending



Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Boomer Ben	609,866	788	0.13%	\$4.46	\$3,517.41	63	\$55.83
Know Before You Go	610,467	757	0.12%	\$4.65	\$3,520.35	67	\$52.54
Lodging	547,855	641	0.12%	\$4.45	\$2,853.74	49	\$58.24
Millennial Megan	610,849	823	0.13%	\$4.28	\$3,518.37	74	\$47.55
The Jones Family	609,682	800	0.13%	\$4.39	\$3,514.20	75	\$46.86
<b>Grand Total</b>	<b>2,988,719</b>	<b>3,809</b>	<b>0.13%</b>	<b>\$4.44</b>	<b>\$16,924.07</b>	<b>328</b>	<b>\$51.60</b>

# Paid Search Performance

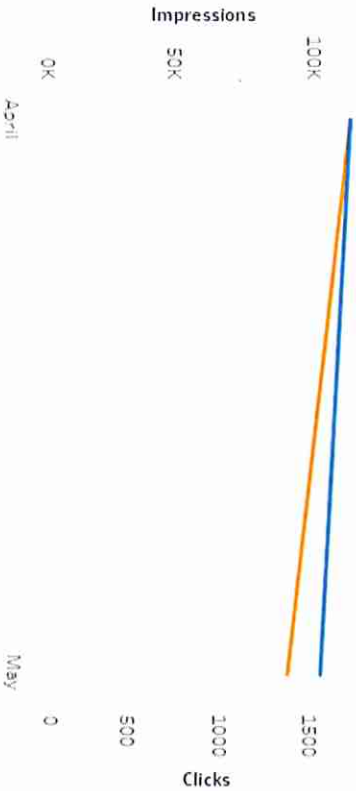
Start Date: 5/1/2021  
End Date: 5/31/2021

## Ad Group Performance

Ad Group	Impressions	Clicks	CTR	Cost	CPC	Conversions
Consumer 2020-21	39,313	780	1.98%	1,066	\$0.73	142
Los Angeles	37,348	547	1.46%	1,101	\$0.50	67
San Diego	6,507	120	1.84%	273	\$0.44	9
Monterey	6,263	116	1.85%	255	\$0.46	12
Santa Barbara						

**\$0.58**  
COST PER CLICK

### Impressions | Clicks



### Impressions | Conversions

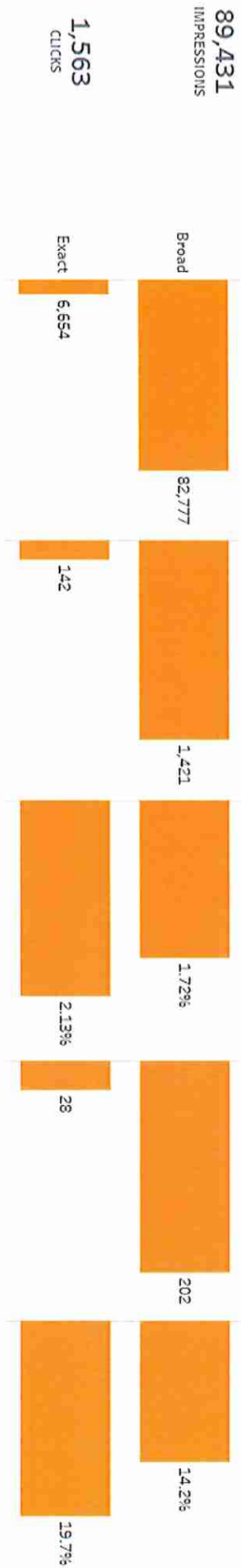


**\$12.16**  
COST PER TOS 115  
CONVERSIONS

**230**  
TOS 115  
CONVERSIONS

# Paid Search Performance

## Keyword Match Type Performance



**\$0.58**  
COST PER CLICK

## Campaign Performance

	Impressions	Cost	Clicks	CPC	CTR	Conversions
<b>230</b> TOS 115 CONVERSIONS						
Los Angeles	39,313	1,066	780	\$0.73	1.98%	142
San Diego	37,348	1,101	547	\$0.50	1.46%	67
Monterey	6,507	273	120	\$0.44	1.84%	9
Santa Barbara	6,263	255	116	\$0.46	1.85%	12
<b>\$12.16</b> COST PER TOS 115 CONVERSIONS						



# Paid Search Performance

Start Date: 5/1/2021  
End Date: 5/31/2021

## Keyword Performance

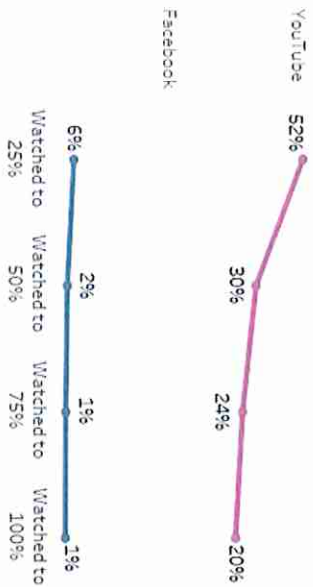
Keyword	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost per Conversion
AutomaticKeywords	49,671	212	\$0.86	0.43%	\$247.85	9	4.2%	\$27.5
+fishing	34,428	262	\$0.79	0.76%	\$333.37	5	1.9%	\$2.83
+hiking	25,395	265	\$0.39	1.04%	\$676.00	53	20.0%	\$2.83
+kayaking	16,554	385	\$0.43	2.33%	\$905.09	77	20.0%	\$2.83
+beaches	9,814	213	\$0.53	2.17%	\$401.14	30	14.1%	\$2.83
fishing	4,285	7	\$0.93	0.16%	\$7.54			\$2.83
+boating	3,902	79	\$0.76	2.02%	\$104.13			\$2.83
+river+rafting	3,057	194	\$0.42	6.35%	\$467.23	30	15.5%	\$2.83
+horseback+triding	2,667	183	\$0.64	6.86%	\$284.80	15	8.2%	\$2.83
+mountain+hiking	1,819	39	\$0.63	2.14%	\$61.65	3	7.7%	\$2.83
beaches	1,609	6	\$0.73	0.37%	\$8.23	1	16.7%	\$2.83
+paddle+boarding	1,577	59	\$0.51	3.74%	\$115.57	16	27.1%	\$2.83
+outdoor+hiking	1,555	1	\$0.53	0.06%	\$1.88			\$2.83
+rafting+river	1,476	87	\$0.45	5.89%	\$194.70	7	8.0%	\$2.83
+hiking+trails	965	24	\$0.44	2.44%	\$55.16	8	33.3%	\$2.83
hiking	956	3	\$0.72	0.31%	\$4.16	1	33.3%	\$2.83
+camping+California	603	54	\$0.99	6.72%	\$54.75	1	1.9%	\$2.83
+best+camping	651	72	\$1.01	11.06%	\$71.62			\$2.83
+water+parasailing	543	25	\$0.40	4.60%	\$62.29	2	8.0%	\$2.83
mountain biking	492	4	\$1.01	0.81%	\$3.97			\$2.83
horseback riding	477	13	\$1.13	2.73%	\$11.54	4	30.8%	\$2.83
+north+lake+tahoe+lake	435	49	\$0.51	11.03%	\$94.50	10	20.8%	\$2.83
+white+water+river+traf..	399	14	\$0.32	3.51%	\$43.17	6	42.9%	\$2.83
+river+water+rafting	388	22	\$0.39	5.67%	\$56.42			\$2.83
+water+river+rafting	373	11	\$0.51	2.95%	\$21.63			\$2.83

# Video Performance

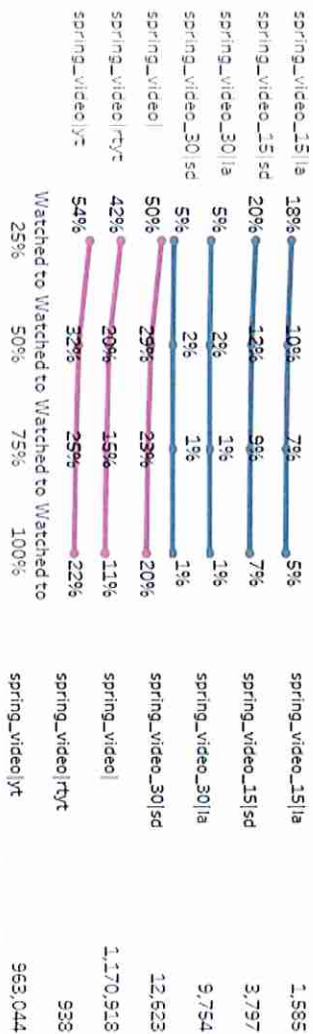
Start Date: 5/1/2021  
End Date: 5/31/2021

- Similar to the TX campaign, one in every five viewers completed the video ads in full on YouTube, and the :15 videos performed better for completion rates on Facebook.
- YouTube provided the most TOS conversions.

## Video Completion Rates



## Video Completion Rates



614

TOS CONVERSIONS

Platform	Impressions	Watched to 100%	Video Clicks	Cost	TOS 115	Cost Per TOS 115
----------	-------------	-----------------	--------------	------	---------	------------------

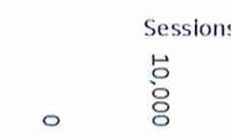
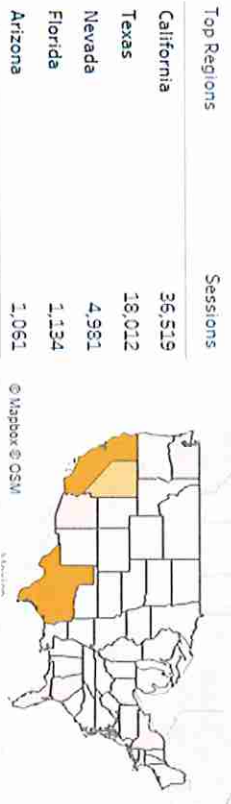
YouTube	1,690,660	20.5%	6,266	\$4,733	590	\$8.02
---------	-----------	-------	-------	---------	-----	--------

Facebook	262,982	1.0%	3,201	\$1,665	24	\$69.43
----------	---------	------	-------	---------	----	---------

<b>Grand Total</b>	<b>1,953,642</b>	<b>17.9%</b>	<b>9,467</b>	<b>\$6,399</b>	<b>614</b>	<b>\$10.42</b>
--------------------	------------------	--------------	--------------	----------------	------------	----------------

# Website Performance

Start Date: 5/1/2021  
End Date: 5/31/2021



1.2  
PAGES PER SESSION

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	3,400	3,944	00:00:20	1.2	92%
Native	5	7	00:00:05	1.4	60%
Search	12,880	16,707	00:00:22	1.3	84%
Social	6,132	7,044	00:00:17	1.1	91%
Video	715	820	00:00:20	1.1	90%
<b>Grand Total</b>	<b>23,132</b>	<b>28,522</b>	<b>00:00:20</b>	<b>1.2</b>	<b>87%</b>

A photograph of a kayaker on a river, with a semi-transparent white box overlaid on the image. The text 'MCC Campaign Overview' is centered within the box. The background shows a person in a yellow kayak on a river, with a rocky bank on the left and green trees on the right.

# **MCC Campaign Overview**

# Overview by Campaign

Start Date: 5/1/2021  
End Date: 5/31/2021

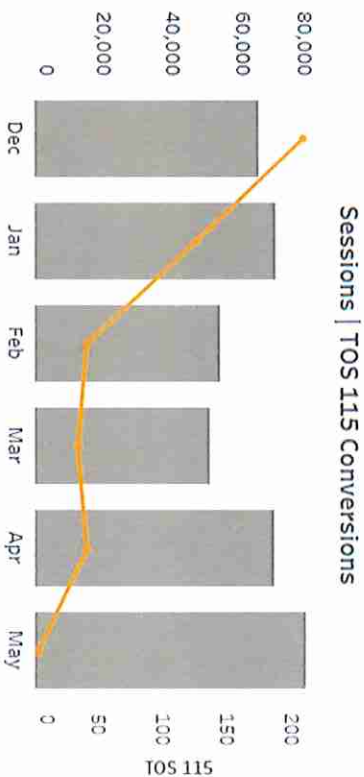
129,899 IMPRESSIONS

- The number of paid media tactics running decreased resulting in TOS conversions declining in addition to seeing no "Submit RFP" conversions.

1,573 CLICKS

- CTRs remain steady for the remaining media channels with a balanced CPC.

\$1.31 COST PER CLICK



3 TOS CONVERSIONS

\$684.68 COST PER TOS CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Submit RFP Conversion	TOS 115	Cost Per TOS 115
MCC	129,899	1,573	1.21%	\$1.31	\$2,054.05		3	\$684.68
<b>Total</b>	<b>129,899</b>	<b>1,573</b>	<b>1.21%</b>	<b>\$1.31</b>	<b>\$2,054.05</b>		<b>3</b>	<b>\$684.68</b>

# Overview by Medium

Start Date  
5/1/2021

End Date  
5/31/2021

## Cost per Conversion Persona

PERSONA	TOS 115	TOS Conversion Rate
Hotel	0	0.0%
KBYG	2	0.2%
Outdoor	1	0.0%
Travel	0	0.0%

- Although email saw a decent CTR, we are looking for more ways to increase 'submit RFP' conversions.
- Email drove the majority of traffic with paid search and social providing steady frequency and reach.

**\$1.31**

COST PER CLICK

**3**

TOS CONVERSIONS

Channel	Impressions	Clicks	CTR	CPC	Cost	Submit RFP	TOS 115	Cost Per TOS 115
Email	9,326	948	10.17%	\$0.00	\$0.00	0	1	\$0.00
Paid Search	4,706	177	3.76%	\$1.46	\$259.19	0	2	\$129.09
Paid Social	115,867	448	0.39%	\$4.01	\$1,795.87	0	0	\$0.00
<b>Grand Total</b>	<b>129,899</b>	<b>1,573</b>	<b>1.21%</b>	<b>\$1.31</b>	<b>\$2,054.05</b>	<b>0</b>	<b>3</b>	<b>\$684.68</b>

**\$684.68**

COST PER TOS  
CONVERSION

# Social Ad Performance

Start Date  
5/1/2021

End Date  
5/31/2021

**115,867**  
IMPRESSIONS

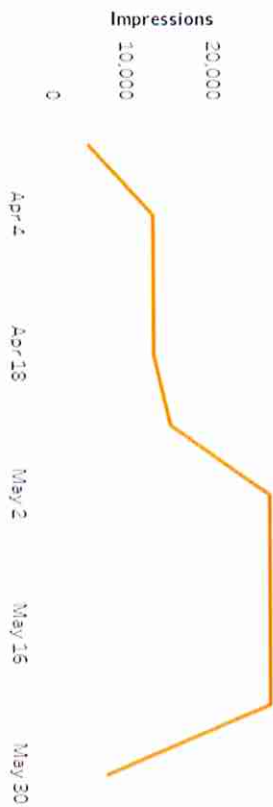
**448**  
CLICKS

**0**  
TOS  
CONVERSIONS

**0**  
BOOK NOW  
CONVERSIONS

**\$0.00**  
COST PER TOS  
CONVERSION

Social Trending Performance



Cost per Conversion Trending



Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost per TOS Conversion
-----------	-------------	--------	-----	-----	------	---------	-------------------------

Prospecting	115,867	448	0.39%	\$4.01	\$1,795.87	0	\$0.00
-------------	---------	-----	-------	--------	------------	---	--------

# Paid Search Performance

Start Date  
5/1/2021

End Date  
5/31/2021

• Paid Search performed extremely well with a CTR of 3.76%, exceeding the industry benchmark (1.9%).

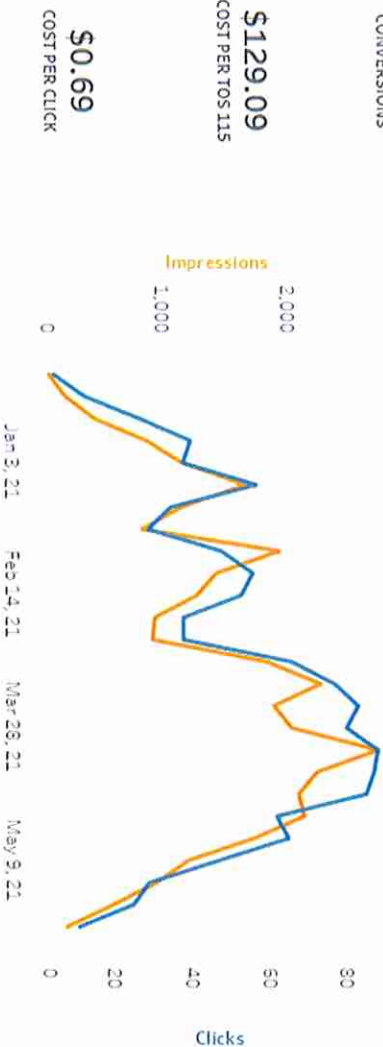
## Ad Group Performance

Ad Group	Impressions	Clicks	CTR	Cost	CPC	Conversions
MCC	4,706	177	3.76%	\$258.18	\$0.69	2

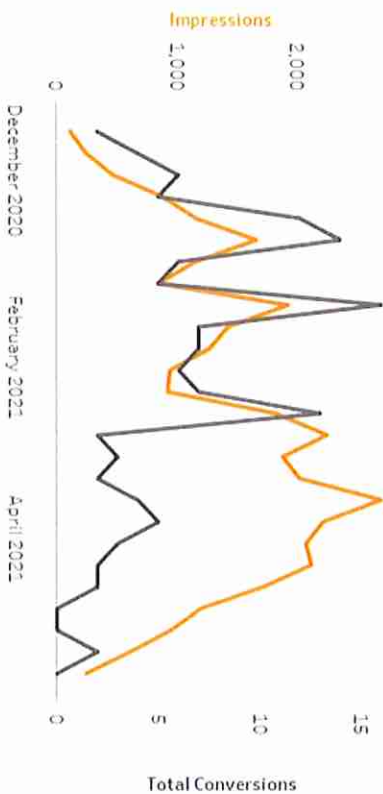
**177**  
CLICKS

**2**  
TOS 11S  
CONVERSIONS

## Impressions | Clicks



## Impressions | Conversions



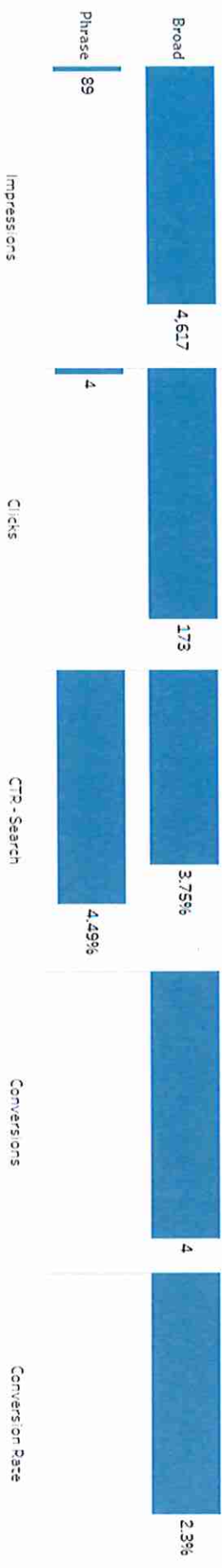
**\$129.09**  
COST PER TOS 11S

**\$0.69**  
COST PER CLICK



# Paid Search Performance

## Keyword Match Type Performance



## Campaign Performance

	Impressions	Cost	Clicks	CPC	CTR	Conversions
MCC	4,706	\$258.18	177	\$0.69	3.76%	4

# Paid Search Performance

Start Date: 5/1/2021 End Date: 5/31/2021

## Keyword Performance

Keyword	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate - Keyword	Cost per Conversion
+lake+Tahoe+conference..	4	0		0.00%	\$0.00		0.0%	\$290.90
+lake+Tahoe+convention..	2	0		0.00%	\$0.00		0.0%	\$235.86
+lake+Tahoe+venue	0	0			\$0.00		0.0%	\$429.30
+Tahoe+conference+cen..	1	0		0.00%	\$0.00		0.0%	\$241.73
+Tahoe+convention+cen..	1	0		0.00%	\$0.00		0.0%	\$805.15
lake tahoe venues	316	9	\$0.86	2.85%	\$10.44	3	33.3%	\$268.61
lake tahoe wedding venues	164	1	\$0.72	0.61%	\$1.36		0.0%	\$268.61
north lake Tahoe activities	89	4	\$0.74	4.49%	\$5.40		0.0%	\$268.61
north lake tahoe things to..	3,646	146	\$0.67	4.00%	\$217.09	1	0.7%	\$268.61
things to do in north shor..	493	17	\$0.71	3.52%	\$23.88		0.0%	\$268.61

## Recommendations

- For the Consumer campaign, YouTube TOS results are performing extraordinarily. This suggests videos are impactful at piquing interest and driving high quality site visitation. We recommend the increased use of video going forward on all campaigns.
- The MCC campaign is now extended through June for paid search and social to increase traffic to the overall campaign.
- As we continue to implement tracking through phone GPS tracking, we recommend messaging beyond specific target markets to visitors nationally with a smaller percentage of budget. Additional consideration will be given to conquering competitor locations.



north lake tahoe



**THANK YOU**