

# August Departmental Reports

Celebrate  
Relax  
**Experience**

it's human ature



## north lake tahoe

August 2021

Meetings & Conventions Report

### **NEW MEETINGS & RFPs DISTRIBUTED**

1. Viking Travel - Kao Executive Meeting - 9/21/21 - 9/24/21, 27 rooms, 10 people
2. Alegria Destination & Events - Baseball Team Room Block - 9/24/21 - 9/27/21, 60 rooms, 45 people
3. Prestige Global - IWC - Feb 2022 - TB Retreat - 1/30/22 - 2/3/22, 120 rooms, 50 people
4. Great American Trucking - Agency Advisory Meeting - 5/5/22 - 5/6/22, 35 people, 70 rooms
5. American Land Title Association - ALTA 2022 Summer Board Meeting - 6/6/22 - 6/11/22, 18 people, 54 rooms
6. Water Quality Association - 2022 Mid-Year Leadership Conference - 9/13/22 - 9/16/22, 280 rooms, 100 people
7. Denise Amber Lee Foundation - Conference 2023 - 1/27/23 - 2/1/23, 1,690 rooms, 500 people
8. The Meetings Network - CA Seed Association Annual Confernce 2023 - 3/11/23 - 3/15/23, 360 rooms, 115 people
9. National Safe Boating Council - International Boating & Water Safety Summit - 3/16/23 - 3/22/23, 630 rooms, 200 people
10. HelmsBriscoe - Rotary 5180 2023 Conference - 5/5/23 - 5/7/23 - 260 rooms, 350 people

### **NEW INQUIRIES**

1. HPN - 78329V3 - Sukkot Sep 2021 - 9/19/21 - 9/30/21 - 2,750 rooms, 250 people
2. ConvaTec - ConvaTec - President's Club 2021 - 9/28/21 - 10/3/21 - 104 rooms, 48 people
3. The Meetings Network - California Grain and Feed Association Board Meeting - 11/3/21 - 11/5/21 - 26 rooms, 22 people
4. HelmsBriscoe - Scribe 2021 Scientific Advisory Board Retreat 11/4/21 - 11/10/21 - 57 rooms, 28 people
5. Gainsight Retreat November 16-19,2021 - 11/15/21 - 11/18/21, 181 rooms, 60 people
6. New Way Trucks Sales Meeting - 1/2/22 - 1/5/22 - 62 rooms, 20 people
7. Breakthrough Academy - BTA Winter Summit 2022 - 1/13/22 - 1/15/22 - 530 rooms, 300 people
8. Prestige Global - IWC - Jan 2022 - Retailer Training - 1/27/22 - 1/30/22 - 150 rooms, 150 people
9. Physicians Business Solutions - Mastermind Group - Park City, Lake Tahoe - 2/17/22 - 2/19/22 - 15 people, 30 rooms
10. Retera - Company Offsite February - 2/22/22 - 2/24/22 - 300 people, 900 rooms

11. Antolin-Antonio Wedlow HQ Hotel 74 Wedding - 3/21/22 - 3/24/22 - 100 people, 74 rooms
12. Keurig Dr Pepper - 2022 Dr Pepper Top Performers - 6/4/22 6/10/22 - 180 people, 455 rooms
13. Origami Owl 2022 Incentive - 6/8/22 - 6/12/22 - 210 people, 450 rooms
14. American Concrete Institute - ACI 2022 TAC Summer Meeting - 7/13/22 - 7/17/22 - 20 people, 105 rooms
15. Midwest Veterinary Supply NSM - 7/23/22 - 7/29/22 - 200 people, 748 rooms
16. Enverus Sales Kickoff 2022 - 8/7/22 - 8/9/22 - 150 people, 450 rooms
17. Northwest Public Power Association - NWPPA BOD Fall 2022 - 9/13/22 - 9/16/22 - 55 people, 95 rooms
18. HealthTech Management Services - HealthTechS3 2022 Trustee & Physicians Conference - 50 people, 162 rooms
19. HPN - 78353V2 - President's Club 2023 - 4/27/23 - 4/30/23 - 60 people, 180 rooms
20. International Foundation of Employee Benefits Plans - 2023 IFEBP Collection Procedures Institute - 11/3/23 - 11/9/23 - 125 people, 400 rooms

## **NEW DEFINITES**

## **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Finalized the 21/22 budget
  - Finalized the 21/22 sales schedule
  - Working on contracting for 21/22 partnerships with CVENT, Conference Direct, HB and HPN.

## **SITE VISITS & SALES CALLS**

- Hosted Site Visits:
  - Hosted Susie Schultz (HPN) and Nancy White from Public Consulting Group August 3rd & 4th
  - Hosted Janet Caldarelli (Martiz Global Events) & Chrissy Weems from Origami Owl 2022 Incentive on August 12 & 13th

## **TRADE SHOWS & EVENTS**

- Attended trade shows: none for August
- Upcoming trade shows:
  - Connect Chicago - September 28-29
  - Destination Celebration, Minneapolis Trade Show - November 2021
  - Connect Pacific Northwest November 15-16

## **CHICAGO EFFORTS**

- Our in-market representative, Denise Cmiel focused on the below for the month of June:
  - personal sales calls - meeting with clients from home

- Coming up:
  - Destination Reps networking event on August 12th - Chicago Dogs baseball event
  - Registered for Working on contracting for the 21/22 fiscal year



## north lake tahoe

August 2021  
Tourism Development Report

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

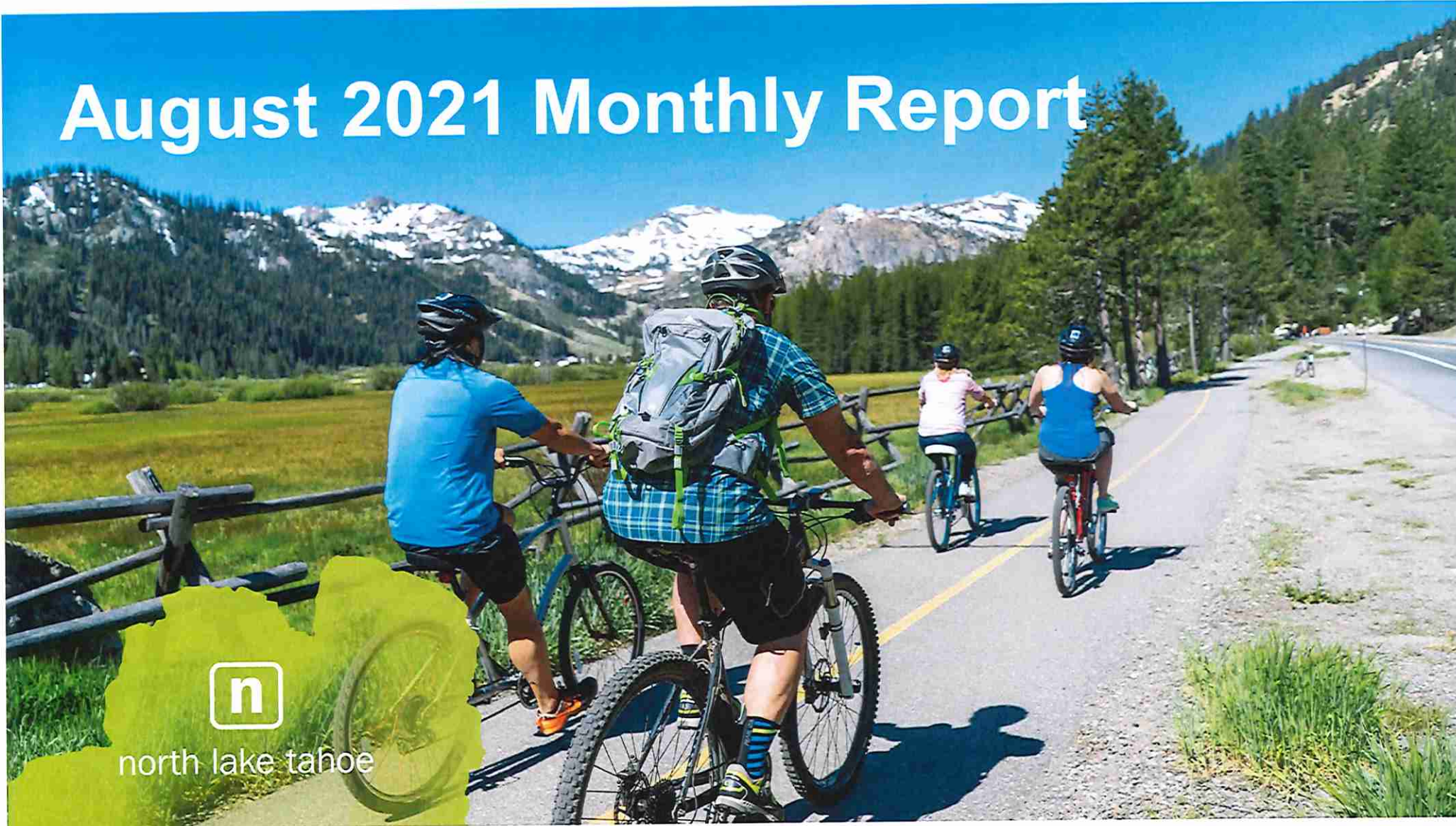
- Key Meetings:
  - GoWest discussion with Tahoe South on February 22' sustainable travel panel
  - Reno Tahoe Territory meeting August 11th
  - Attended the Visit California Rural Grant Committee meeting - August 11th
  - Hosted a High Sierra Executive Committee meeting - we submitted our year end report to Visit California and our 21/22 plan. The 2021/2022 plan was approved.
  - Met with Visit CA about IPW High Sierra participation
  - Met with Kind Traveler
    - Currently working on next phase of the sales process
    - Working on PR and marketing roll-out
  - Partner Meetings included
    - Met with Squaw Valley Lodge on updates to property and needs
    - Met with the RSCVA on internal changes and partnership opportunities
- Projects
  - Finalized the 21/22 Tourism Sales budget
  - Finalized on 21/22 Tourism Sales travel schedule
  - Planned WestJet Vacations webinar - taking place 9.9
  - Reviewed and sent international scope of work recommendations to CEOs
  - Planning for maternity leave
    - roles and responsibilities
    - trainings
  - Met with Visa Vue on new data dashboard and below is updated reporting

### **VISA VUE DATA**

- Domestic Data - January - June, 2021
  - Top Cities - Visitor Origin:
    - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
    - Key findings on these cities:
      - SF is up by 16% y/y
      - Sacramento is up by 36% y/y
      - Reno is up by 26% y/y
      - LA/Long Beach/Anaheim is up by 62% y/y
      - Santa Rosa is up 49% y/y
  - Total spend: \$253.9 M (all) and \$163.7M (non-resident)
  - Top spend by market:

- Restaurants 33%
- Food & Grocery 22%
- Retail 14%
- Hotels & Lodging 8%
- International Data - January - July, 2021
  - Total spend: \$658,000
  - Estimated visitors: 2.8K
  - Top countries by spend
    - Canada
    - Mexico
    - China Mainland
    - Peru
    - United Kingdom
    - Guatemala
    - Russia
    - Chile
    - New Zealand
    - Switzerland
  - Top spend by markets:
    - Restaurants & Dining
    - Hotels & Lodging
    - Retail

# August 2021 Monthly Report



north lake tahoe

The background image shows a vibrant blue lake with a person in a red kayak. The scene is framed by green trees on the right and large grey rocks in the bottom left. A semi-transparent white rectangular box is centered over the image, containing the text 'Paid Media' in a bold, dark blue font.

# **Paid Media**



## Paid Media Executive Summary

- The Summer Campaign saw a strong social pledge (TRP) trend with messaging resonating well with locals and visitors.
- Display ads performed above average while pulling in the lowest TOS conversion costs.
- Social video ads showed above average CTR for video assets.
- The local/visitor market campaign performed better with TOS conversions, and fly markets received the highest impressions.



# Overview by Campaign

Start Date: 8/1/2021  
End Date: 8/31/2021

858,550  
IMPRESSIONS

11,839  
CLICKS

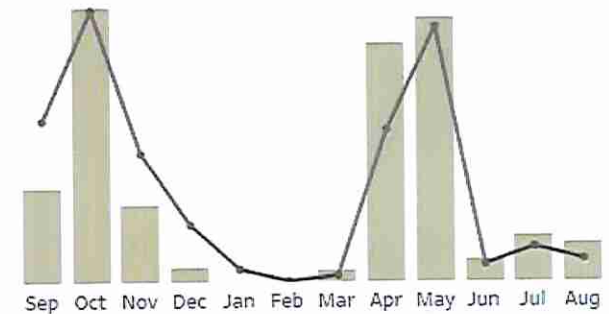
\$0.58  
CPC

288  
TOS 115  
CONVERSIONS

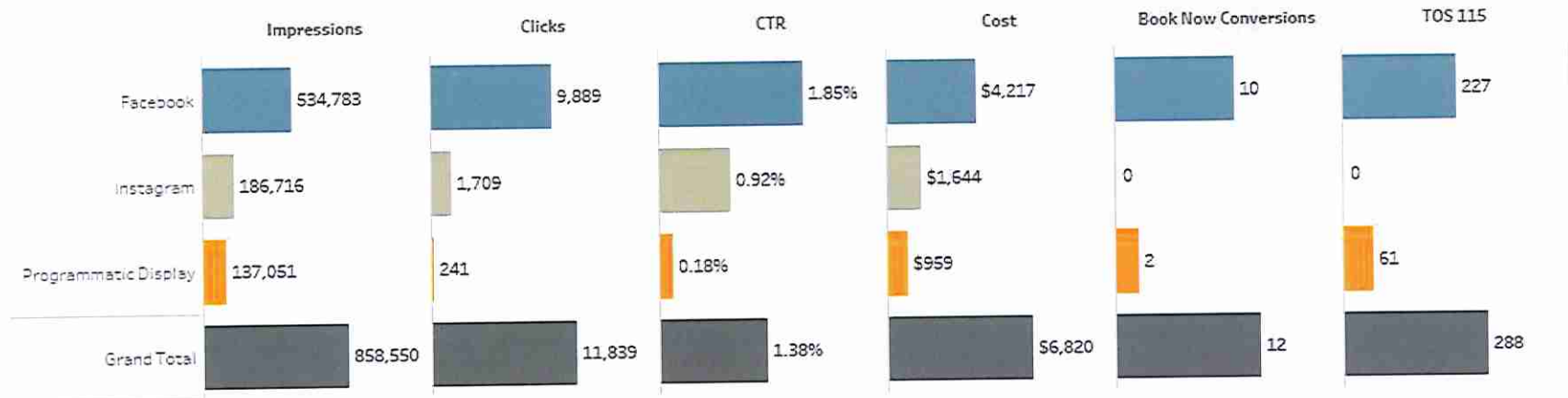
\$23.68  
COST PER TOS 115  
CONVERSION

- Campaigns performed at a higher-than-average CTR and converted 280+ TOS 115s.
- The platforms ranked the following in TOS 115 performance: Facebook, Display and Instagram.
  - Note: all platforms were affected by the recent Apple update. We'll continue to monitor how this change affects future campaigns.
- The campaign optimized towards Facebook over Instagram due to higher TOS conversions.

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Consumer	858,550	11,839	1.38%	\$0.58	\$6,820.23	12	288	\$23.68



## Overview by Medium

Start Date  
8/1/2021

End Date  
8/31/2021

858,550  
IMPRESSIONS

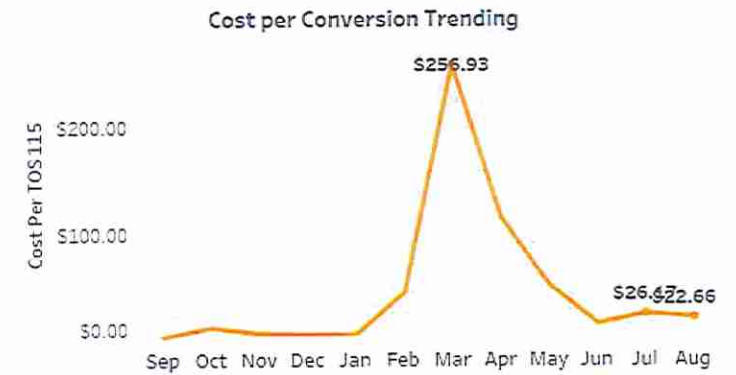
11,839  
CLICKS

\$0.58  
CPC

288  
TOS 115  
CONVERSIONS

\$23.68  
COST PER TOS 115  
CONVERSION

Target Group	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Fly Markets	62	1.3%	\$55.69	2	525,870
Local/Visitor	226	3.2%	\$14.90	10	332,680
<b>Grand Total</b>	<b>288</b>	<b>2.4%</b>	<b>\$23.68</b>	<b>12</b>	<b>858,550</b>



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	137,051	241	0.18%	\$3.98	\$959.36	2	61	\$15.73
Paid Social	721,499	11,598	1.61%	\$0.51	\$5,860.87	10	227	\$25.82
<b>Grand Total</b>	<b>858,550</b>	<b>11,839</b>	<b>1.38%</b>	<b>\$0.58</b>	<b>\$6,820.23</b>	<b>12</b>	<b>288</b>	<b>\$23.68</b>

# Paid Social Performance

Start Date  
8/1/2021

End Date  
8/31/2021

721,499  
IMPRESSIONS

11,598  
CLICKS

\$0.51  
CPC

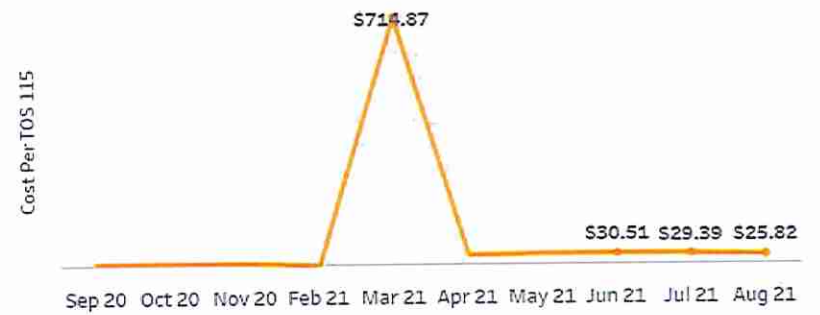
227  
TOS 115  
CONVERSIONS

\$25.82  
COST PER TOS 115  
CONVERSION

Trending Impressions



Cost per Conversion Trending



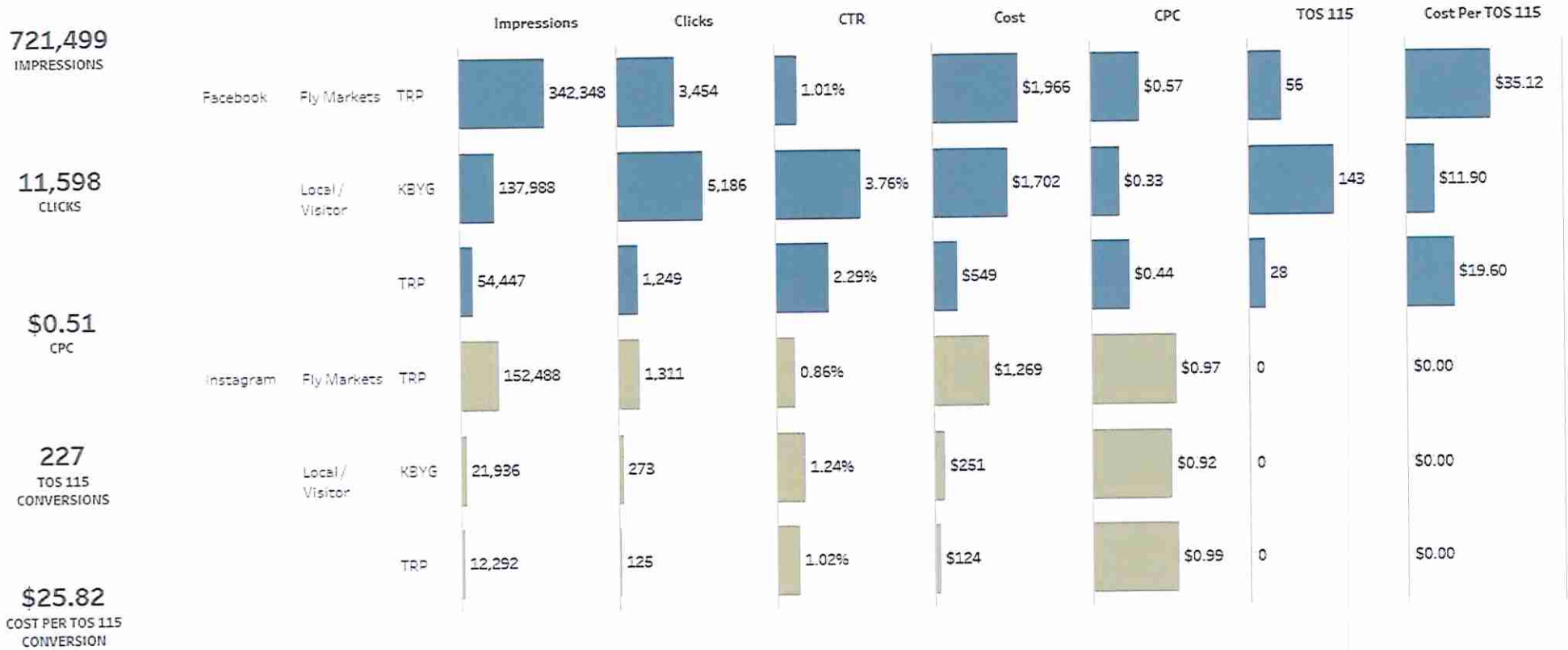
Targeting	Target Group	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	Fly Markets	494,836	4,765	0.96%	\$0.68	\$3,235.44	2	56	\$57.78
	Local / Visitor	226,663	6,833	3.01%	\$0.38	\$2,625.43	8	171	\$15.35
<b>Total</b>		<b>721,499</b>	<b>11,598</b>	<b>1.61%</b>	<b>\$0.51</b>	<b>\$5,860.87</b>	<b>10</b>	<b>227</b>	<b>\$25.82</b>

# Paid Social Creative Performance

Start Date  
8/1/2021

End Date  
8/31/2021

## Creative Performance



# Display Performance

Start Date  
8/1/2021

End Date  
8/31/2021

**137,051**  
IMPRESSIONS

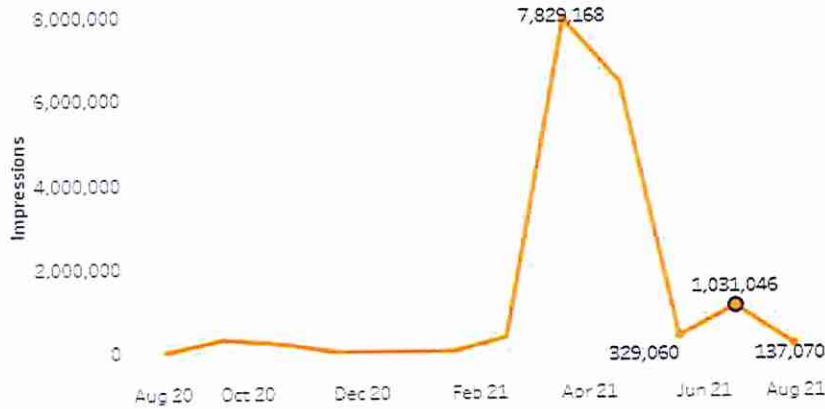
**241**  
CLICKS

**\$3.98**  
CPC

**61**  
TOS 115  
CONVERSIONS

**\$15.73**  
COST PER TOS 115  
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Programmatic Display	137,051	241	0.18%	\$3.98	\$959.36	61	\$15.73
<b>Grand Total</b>	<b>137,051</b>	<b>241</b>	<b>0.18%</b>	<b>\$3.98</b>	<b>\$959.36</b>	<b>61</b>	<b>\$15.73</b>

# Display Creative Performance

Start Date  
8/1/2021

End Date  
8/31/2021

**137,051**  
IMPRESSIONS

**241**  
CLICKS

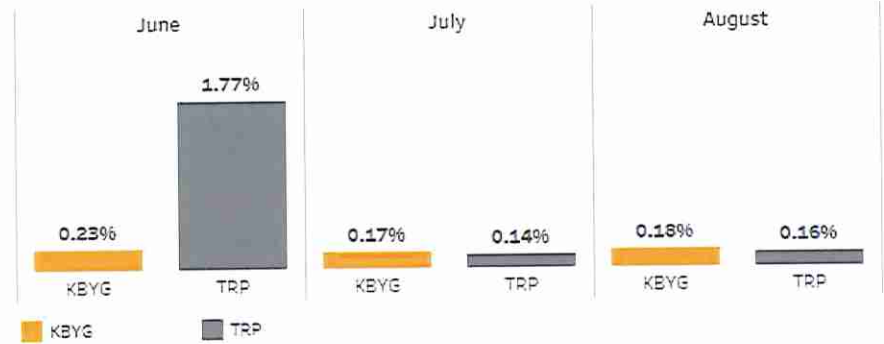
**\$3.98**  
CPC

**61**  
TOS 115  
CONVERSIONS

**\$15.73**  
COST PER TOS 115  
CONVERSION

- Fly Markets delivered the highest CTR levels.
- The Pledge campaign resonated strongly with the local/visitor audience.
  - Local/Visitor Pledge campaign ran the highest number of TOS conversions at the lowest cost.
- Display cost less per TOS 115 conversion than paid social.

Creative CTR Trending



Target Group	Ad Name	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Local/ Visitor	KBYG	67,846	119	0.18%	\$3.99	\$474.92	18	\$26.38
	TRP	38,171	46	0.12%	\$5.81	\$267.20	37	\$7.22
Fly Markets	KBYG	15,625	35	0.22%	\$3.13	\$109.37	1	\$109.38
	TRP	15,409	41	0.27%	\$2.63	\$107.86	5	\$21.57
<b>Grand Total</b>		<b>137,051</b>	<b>241</b>	<b>0.18%</b>	<b>\$3.98</b>	<b>\$959.36</b>	<b>61</b>	<b>\$15.73</b>

## Paid Media Recommendations

- The pledge messaging strongly resonated with local audiences and local visitors.
  - Continue pledge campaigns through the end of the year and build into seasonal messaging.
- For social, continue impression optimization for higher-performing ads to grow TOS 115 conversion.
- For display, look for further enhancements to reach vs. frequency for locals and visitors.
- Continue to lead with social (highest TOS 115 results) and back strongly with display (lowest cost per TOS 155).





A scenic view of a lake with a white cabin on a rocky shore, overlaid with a semi-transparent white box containing the word 'Website'. The background shows a clear blue lake, green trees, and a white cabin on a rocky shore. The word 'Website' is centered in a bold, dark blue font within a white rectangular box.

# Website

## Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
80,134 (+11%)	103,606 (+17%)	168,269 (-3%)	1.62 (-17%)	1.29 (+5%)	1:00 (-32%)	86,639 (-1%)	16 (-48%)

- There were 80,134 visitors to GoTahoeNorth.com, up 11% from July. Sessions were also up 17%.
- There were 86,639 events, down 1% and 16 pledge form completions. This slight decrease in events was most likely due to the Caldor Fire affecting lodging interest.



*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

## Location

State	Users	Time on Page
California	39,262	1:04
Nevada	6,816	1:18
Oklahoma	4,810	0:06
Texas	3,318	1:08
Washington	2,357	1:08

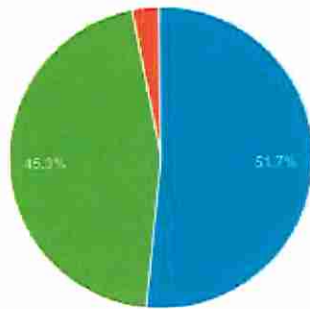
City	Users	Time on Page
San Francisco	5,351	0:54
Sacramento	3,813	0:58
Los Angeles	3,316	0:55
Incline Village	2,803	0:59
Reno	2,084	1:39
Truckee	1,836	1:08
San Jose	1,526	0:52
Roseville	1,387	1:34
Cheyenne	987	0:01
Quincy	959	0:01

- Of the top five states, the most engaged with the website was Nevada at 1:18.
- The top 10 cities were mostly nearby California and Nevada cities with Reno as the most engaged audience at 1:39 average time on page. These locations were likely seeking local information about the Caldor Fire.



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# Device



1. ■ mobile
2. ■ desktop
3. ■ tablet

Device Category	Acquisition			Behavior			Conversions <span>All Goals</span>	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	80,134 <small>% of Total: 100.00% (80,134)</small>	78,398 <small>% of Total: 100.00% (78,325)</small>	103,606 <small>% of Total: 100.00% (103,606)</small>	75.12% <small>Avg for View: 75.12% (0.00%)</small>	1.62 <small>Avg for View: 1.62 (0.00%)</small>	00:01:00 <small>Avg for View: 00:01:00 (0.00%)</small>	75.20% <small>Avg for View: 75.20% (0.00%)</small>	77,908 <small>% of Total: 100.00% (77,908)</small>
1. mobile	41,509 (51.72%)	40,582 (51.76%)	54,288 (52.40%)	77.97%	1.46	00:00:53	69.76%	37,873 (48.61%)
2. desktop	36,388 (45.34%)	35,533 (45.32%)	46,136 (44.53%)	71.59%	1.82	00:01:08	80.30%	37,046 (47.55%)
3. tablet	2,358 (2.94%)	2,283 (2.91%)	3,182 (3.07%)	77.72%	1.61	00:01:07	93.93%	2,989 (3.84%)



- Most users visited the site from mobile with 51.7% of the total.
- Desktop users were the most engaged with 1:08 average time on page and 1.82 pages per session.

*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

## Top Pages Visited

- Users were most engaged with the Webcams page (4:30) followed by the COVID-19 (2:37). The webcams page also had many more visitors than the next highest page due most likely to the Caldor Fire.
- The most prominent demographics were females ages 25-34 from Bay Area cities.



Page	Visitors	Time on Page	Top Demos
Webcams	43,278	4:30	M/25-34/San Francisco
Home	17,736	1:02	F/25-34/San Francisco
Wildfire Resources	6,363	2:30	F/25-34/San Francisco
Lodging	4,228	1:15	F/25-34/San Francisco
Hiking Trails	4,220	0:30	F/18-24/Incline Village
COVID-19	4,097	2:37	F/25-34/San Francisco
Summer Activities	3,614	1:19	F/25-34/San Francisco
Biking	3,124	0:05	F/25-34/San Jose
SUP	2,880	0:05	F/25-34/San Jose
Lake Tahoe Activities	2,855	0:32	F/25-34/Incline Village

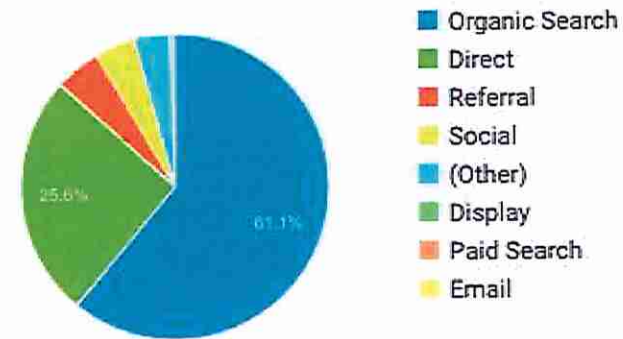
*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

## Channel Performance

- Organic Search brought in the most users to the website at 49,626.
- Users coming to the website from Referrals were the most engaged with the website (2:23).



Top Channels



Source	Visitors	Session Duration
Organic Search	49,626	1:07
Direct	20,809	0:38
Referral	3,934	2:23
Social	3,445	0:30
Paid Social	2,985	0:14

*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

## Referrals

- VisitingLakeTahoe.com brought in the most visitors at 2,455. This site also brought in the most engaged users (2:59).

Source	Visitors	Session Duration
VisitingLakeTahoe.com	2,455	2:59
Facebook Mobile	1,863	0:27
Instagram	739	0:13
T.Co	262	0:21
Facebook Link	205	1:18



*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

## Blogs

- On 8/24, Augustine posted a blog in preparation for the Spartan Race in September. The blog promoted outdoor activities in all seasons to encourage return travel for outdoor enthusiasts.
- Due to lack of promotion because of focus on the Caldor Fire and uncertainty of the event, the page received 23 views and had an average time on page of 1:44.



Hiking Human Powered Sports Outdoors Pet Friendly Secret Season Ski & Snowboard Spring Summer  
Things To Do Uncategorized Winter

### WHERE SPARTANS STAY AND PLAY FOR EXTRA ADVENTURE

This fall, the Spartan North American Championship will return to the rugged mountains of North Lake Tahoe. The event is the culmination of the United States and Canada's National Series, bringing the best obstacle course racers on the continent to the picturesque destination with \$62,000 in prize money on the line. However, with such a concentration of activities that put athletes...

[READ MORE >](#)

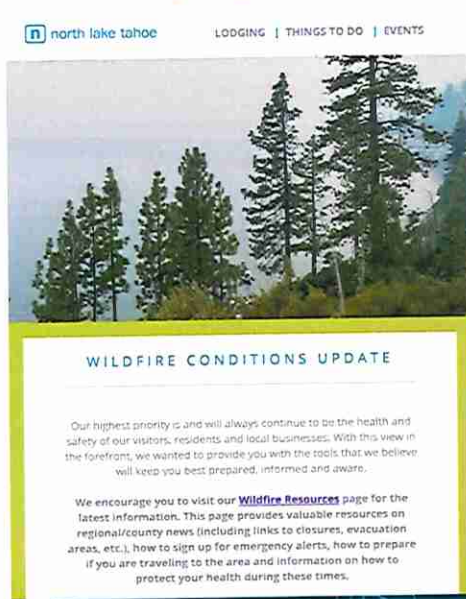
[f](#) [t](#) [G+](#)

*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

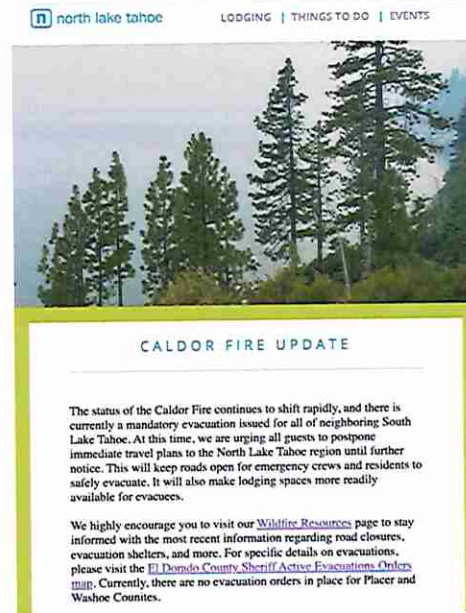


# eNewsletters

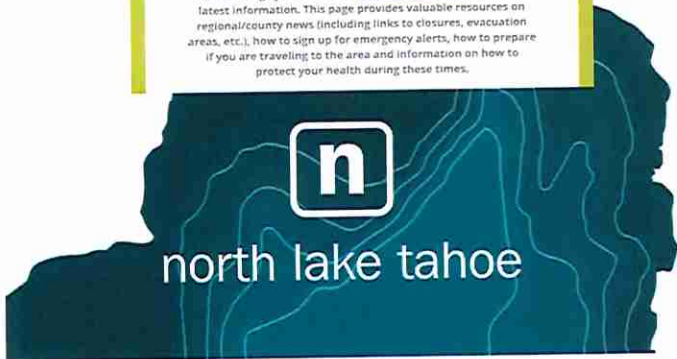
- In the month of August, Augustine sent two eNewsletters, both pertaining to the Caldor Fire. Both had extremely high open rates and CTR due to interest in the Caldor Fire.



Sent: 8/27  
Open Rate: 52.1%  
(Industry Avg: 16%)  
CTR: 15.3%  
(Industry Avg: 1.6%)



Sent: 8/30  
Open Rate: 44.1%  
(Industry Avg: 16%)  
CTR: 4.8%  
(Industry Avg: 1.6%)



*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

# SEO Traffic Performance

Acquisition			Behavior			Conversions <span>All Goals ▾</span>	
Users <span>?</span> <span>↓</span>	New Users <span>?</span>	Sessions <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>	Goal Conversion Rate <span>?</span>	Goal Completions <span>?</span>
12.69% <span>▲</span> 49,626 vs 44,036	13.77% <span>▲</span> 47,855 vs 42,065	27.13% <span>▲</span> 67,313 vs 52,947	8.37% <span>▲</span> 76.30% vs 70.40%	13.07% <span>▲</span> 1.60 vs 1.84	22.20% <span>▲</span> 00:01:07 vs 00:01:26	3.39% <span>▲</span> 86.65% vs 83.82%	31.44% <span>▲</span> 58,330 vs 44,378

- Traffic from Organic Search was up 13% and goal completions were up 31% from July.
- Engagement metrics were slightly down but these numbers remain strong.

*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

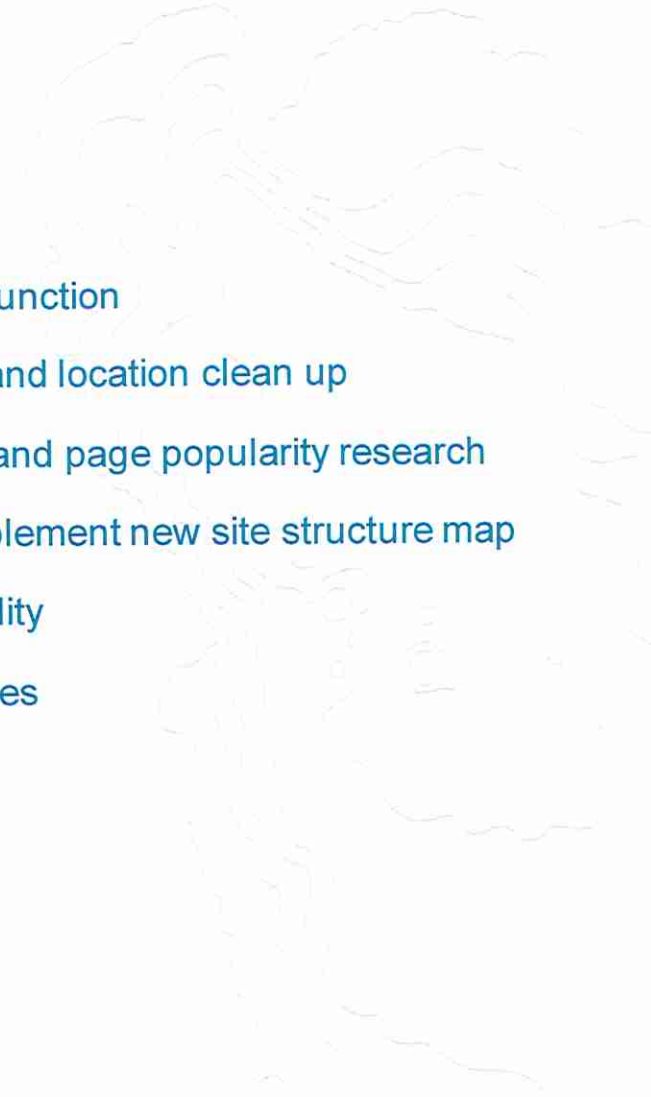
# SEO Progress

## Completed :

- Review site hierarchy
  - Map out current navigation
  - Identify duplicate and unnecessary pages
  - Mockup new navigation recommendations for desktop and mobile based on current navigation and duplicate/unnecessary pages

## In Progress:

- Listing page malfunction
- Event organizer and location clean up
- Keyword, SERP and page popularity research
- Optimize and implement new site structure map
- Search functionality
- H1 and H2 updates
- Plugin review

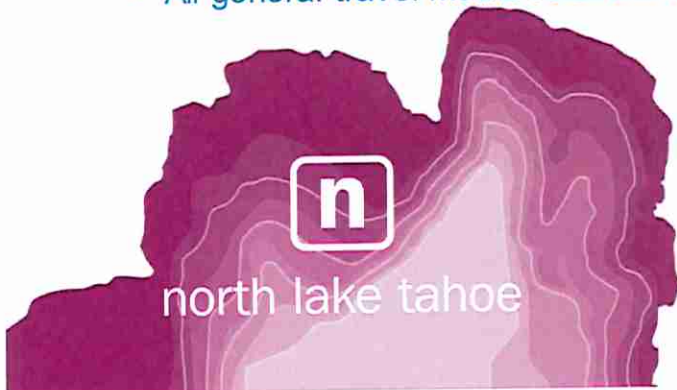




# Public Relations

## PR August Recap

- Augustine kicked off public relations efforts this month, developing a thorough understanding of the destination as well as beginning overarching strategy planning and media relations efforts including the overall monitoring of the destination. The team also initially began organizing Media Familiarization (FAM) Tours and continues to complete an audit of the press room page.
  - Augustine's PR Team continuously attends panels with travel media as well as gathers insights from industry partners. Ongoing travel trends include road trips, bucket list experiences, outdoors, luxury/private experiences, soft adventures and wellness retreats. Culture, equity and diversity, sustainability, character-driven storytelling and how-to travel will continue to drive media stories as well.
- Augustine shifted PR efforts the second half of August and began closely monitoring developments of the Caldor Fire. The team joined a Visit California wildfire/air quality crisis call to support guided crisis tactics as well as developed media talking points and a joint statement with nearby tourism partners.
- All general travel media relations efforts/FAM Tour planning was put temporarily put on hold due to the Caldor Fire.



## Crisis Communications

- Developed media talking points to be utilized for incoming media inquiries and owned channels related to the Caldor Fire.
- Partnered and developed a joint statement with Tahoe South asking guests to postpone visits to the Lake Tahoe region until further notice. The press release was distributed August 31 to Sacramento, San Francisco Bay Area, Tahoe and Reno media as well as specific contacts.
- Supported various media inquiries/interviews related to the release as well as continued to monitor coverage and ongoing updates.
- Caldor Fire coverage involving North Lake Tahoe included the *Sacramento Bee*, Sacramento's Fox 40, San Francisco's KPIX 5 CBS, *Mercury News*, *East Bay Times*, *San Luis Obispo Tribune*, *Fresno Bee*, *SFGate*, among other outlets across the region and beyond.



# Caldor Fire Crisis Coverage Highlights



## Caldor Fire: Tourists asked to stay away from Tahoe



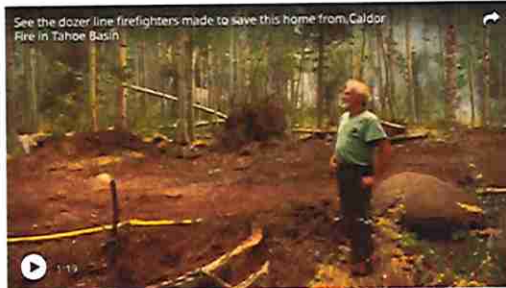
THE SACRAMENTO BEE

SUBSCRIBE

## Live Updates: Caldor Fire now near Kirkwood; Tahoe tourism agencies discourage visits

BY MICHAEL MCDOWEN  
UPDATED: SEPTEMBER 07, 2021 09:43 AM

Twitter Facebook Email Print



Jay Anderson, 66, watched as firefighters cut a bulldozer line and set a backfire that saved his home and the neighborhood on Apache Way in Meyers in the Tahoe Basin during the Caldor Fire on Tuesday, Aug. 31, 2021. BY PAUL KTAGAZI, LEZLIE STERLING



BREAKING NEWS Caldor Fire: Firefighters get a break as South Lake Tahoe escapes damage, but danger still looms

## Caldor Fire: Firefighters get a break as South Lake Tahoe escapes damage, but danger still looms

'I'm not gonna breathe a sigh of relief until it's out.'

Facebook Twitter Email Print



## 'Do not attempt': Officials ask tourists not to come to Lake Tahoe over Labor Day

By Andrew Chamings  
Sep. 1, 2021 | Updated: Sep. 1, 2021 12:25 pm



Thick haze hangs over Highway 50 in South Lake Tahoe from the Caldor Fire, Monday, Aug. 30, 2021, with air quality index readings of over 600. Media/James Group/The Mercury News/Photo.com Group via Getty Images

## Media Relations Updates

- Prior to the Caldor Fire, Augustine began regular media relations efforts connecting with various journalists and influencers. The team also initially began organizing FAM Tours. Due to the Caldor Fire, September FAM Tour visits/planning have been temporarily put on hold and will be resumed and rescheduled as appropriate.
- Proactive Pitch Angles (pre-Caldor Fire):
  - Road trips in and around Lake Tahoe
    - Coordinated a virtual deskside with writer Molly O'Brien who also attended a FAM Tour in early spring 2021 leading to additional earned media coverage.
  - ADA compliant trails
- Media Conversations (pre-Caldor Fire):
  - Lonely Planet, Orbitz Travel, JustLuxe, Travel Squire, freelance writers contributing to various outlets.



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## Earned Media Results

- Secured Clips: 1
- Est. Digital Monthly Visits: 4.45M
- Est. Digital Coverage Views: 5.76K
- Coverage via [Lonely Planet](#) featured road trip ideas while traveling through North Lake Tahoe, which included Sand Harbor Beach, Monkey Rock, Jason's Beachside Grille, Gar Woods and The Ritz-Carlton, Lake Tahoe.
- Note: Coverage had been coordinated and secured prior to the Caldor Fire.



Search Lonely Planet



Destinatio

All Feature Stories > North America > USA > Lake Tahoe > See mining towns and mountain...

## See mining towns and mountain tops on these Lake Tahoe road trips

MOLLY O'BRIEN 27 AUGUST 2021  
*Lonely Planet Writer*



## Additional Earned Media Results

- Flagged/Secured Clips: 2
- Est. Digital Monthly Visits: 4.63M
- Est. Digital Coverage Views: 6.94K
- Coverage via [Lonely Planet](#) featured ideas on how to get around Lake Tahoe. [TravelAge West](#) highlighted best outdoor activities in Lake Tahoe during summer.
- Note: Writer Molly O'Brien attended a FAM Tour in spring 2021. Coverage had been coordinated and secured prior to the Caldor Fire.



Search Lonely Planet



All Feature Stories > North America > USA > Lake Tahoe > How to get around in...

### How to get around in Lake Tahoe

MOLLY O'BRIEN 20 AUGUST 2021  
Lonely Planet Writer



## Upcoming PR Initiatives

- Continue to monitor Caldor Fire news/updates as well as continue updating media talking points as appropriate.
- Partner and develop a joint statement with Tahoe South welcoming guests back to the Lake Tahoe region.
- Finalize PR strategy planning, complete audit of the press room page and continue general travel media relations efforts pitching relevant story ideas to target media as appropriate.
- Continue FAM Tour planning working with partners and reschedule postponed visits when the time is right.
- Submit interest in Visit California's LA Fall 2021 media event. Begin coordinating additional desksides/media missions.
- Develop a "Call for Content" form and a What's New/Seasonal fall press release when appropriate.



A scenic view of a lake with a kayaker, rocks, and trees, overlaid with a semi-transparent white box containing the text "Social Media". The background shows a clear blue lake with a person in a red kayak on the left. Large grey rocks are in the foreground, and green trees are on the right. The text "Social Media" is centered in a bold, dark blue font within a white rectangular area.

# Social Media

## Facebook Overview

Data	July	August	MoM
Audience	130,612	130,528	-0.06%
Impressions	1,203,552	1,168,838	-2.9%
Engagement	42,602	39,400	-7.5%

- Due to Caldor Fire conditions, Augustine paused in-feed travel inspiration content and provided safety and weather updates.
- 1.1M impressions and 6.2K post clicks were generated.
- The most reached audience was women aged 35-44. The highest reached locations included Tahoe City, Los Angeles and Kings Beach.
- Facebook continues to be a driving force to provide updates, increase brand awareness and drive traffic to the website.

*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*



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# Facebook Top Posts

- Top posts provided safety updates as well as sustainability messaging.
- In alignment with public relations efforts, Augustine provided safety updates on social media to inform audiences of conditions in the area.
- Engagement on posts relating to updates remained high, with most comments wishing for the safety of locals in the Tahoe Basin.



Post Title	Date	Total Engagements
Safety Update: The health and safety of our local residents, visitors, businesses and emergency personnel are our highest priority. At this time, as South Lake Tahoe is under an	Mon 8/30/2021 6:06 am PDT	1,541
Sustainability is at the forefront of all we do in North Lake Tahoe. When planning your trip, keep sustainability top of mind. Take the Traveler Responsibility Pledge and join	Sat 8/14/2021 12:10 pm PDT	897
The USDA Forest Service Pacific Southwest Region is announcing a temporary closure of State Parks on the West Shore effective August 22, 2021, at 11:59 p.m. through September 6, 2021 at 11:59 p.m. Stay safe and follow U.S. Forest Service- Tahoe National Forest for further updates.	Fri 8/20/2021 4:48 pm PDT	487

Metric	Post 1 (8/30/2021)	Post 2 (8/14/2021)	Post 3 (8/20/2021)
Total Engagements	1,541	897	487
Reactions	662	491	74
Comments	51	44	16
Shares	81	47	20
Post Link Clicks	136	10	12
Other Post Clicks	611	305	365

*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

## Instagram Overview

Data	July	August	MoM
Audience	81,832	82,609	+0.31%
Impressions	667,088	631,111	-5.4%
Engagement	26,670	13,555	-49.2%

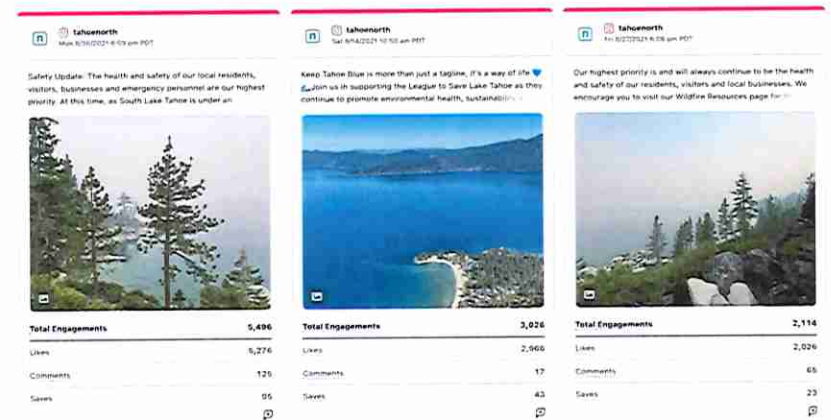


- Instagram strategy this month included the use of stories to provide safety updates.
- While trip inspiration content was paused for the month, there continued to be an upward trend in audience growth, gaining 252 followers.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and Sacramento.

*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

# Instagram Top Posts

- Similar to Facebook, top posts provided safety updates as well as sustainability messaging.
- Augustine continued to engage with Instagram audiences to provide necessary updates.
- Engagement on Instagram posts remained high with audience comments sending positive wishes and thanking first responders for protecting the area.



*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*



## Twitter Overview

Data	July	August	MoM
Audience	22,689	22,823	+0.6%
Impressions	30,231	38,624	+27.6%
Engagement	1,067	1,484	+39.2%

- Twitter content consisted of updates and news.
- Content resonated well on Twitter with increases in impressions and engagements.
- The Twitter audience increased this month, gaining 134 followers.
- Increases this month during the pause in content is a positive indicator that Twitter audiences are engaged with news worth content and updates relating to North Lake Tahoe versus travel inspiration.

*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*



# Twitter Top Posts

- Top posts provided safety updates during the Caldor Fire.
- Twitter audience was highly engaged with safety updates and ensuring safety for locals and visitors.
- Other top posts featured sustainability in North Lake Tahoe which continues to remain at the forefront of social strategy.

Post Content	Total Engagements	Likes	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
As South Lake Tahoe is under an evacuation order, we are asking all travelers to postpone upcoming trips to North Lake Tahoe to keep the roads open and to make lodging...	695	67	22	69	515	0
As the Caldor fire continues to grow, we encourage visitors and residents to stay informed on the latest information. You can sign up for emergency alerts to get the most up-to-date...	357	12	7	213	125	6
Sustainability is at the forefront of all we do in North Lake Tahoe. When planning your trip, keep sustainability top of mind. #SUSTAIN19	129	22	4	2	101	0



*\*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

## Upcoming Initiatives

### Tik Tok

Build content itineraries for TikTok.

### Pinterest

Build seasonal custom assets for Pinterest in alignment with ongoing paid media campaigns.

### LinkedIn

Create LinkedIn content strategy.



The background image shows a vibrant blue lake with a person in a kayak. The water is clear, revealing rocks and greenery beneath the surface. The sky is bright with soft, white clouds. The overall scene is peaceful and natural. A semi-transparent white rectangular box is centered over the image, containing the title text.

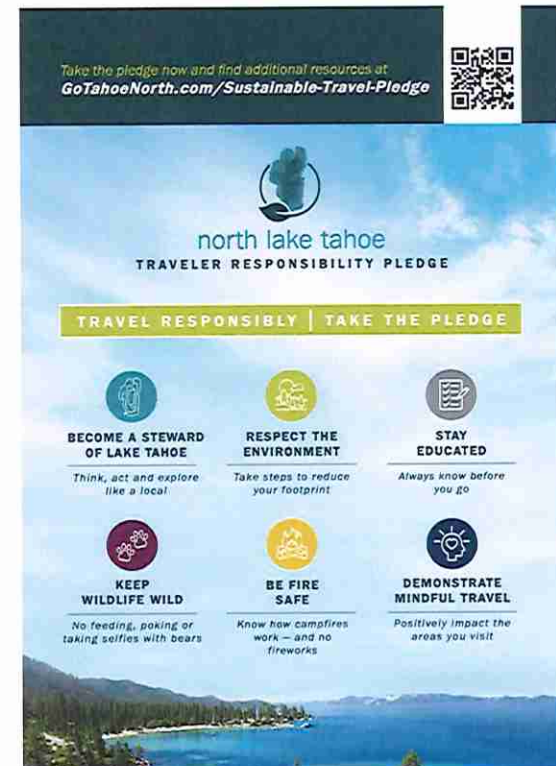
# **Traveler Responsibility Pledge**

## Traveler Responsibility Pledge QR Code Results

- QR codes have been generated to track traffic across collateral, print ads and signage.
- To date, the sandwich boards have provided the vast majority of scans (206 total, 58 in August), with the print ads providing (14 total, 1 in August).
- Scans are completely mostly on iPhones, with devices registered primarily in Chicago, followed by Modesto and San Jose.

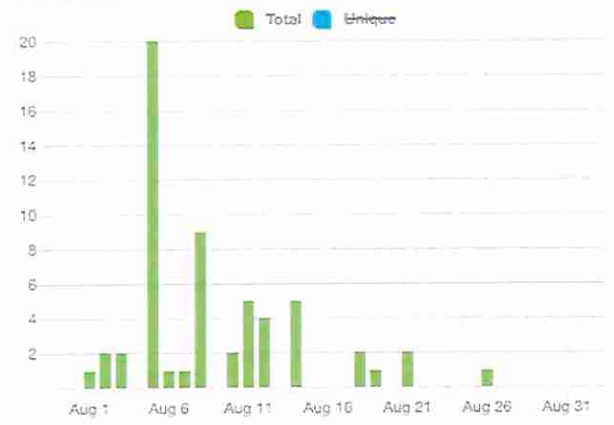


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# QR Code Results – Sandwich Boards

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	58	100%

SCANS BY TOP CITIES

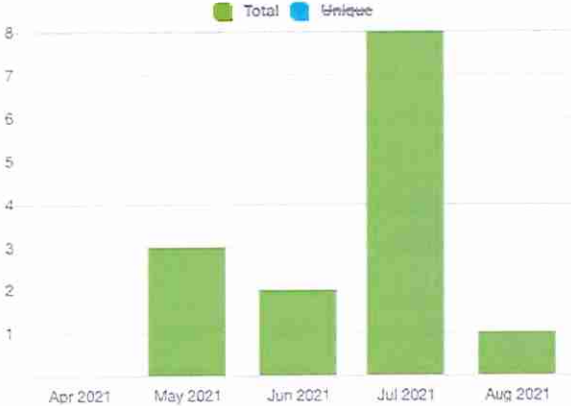
#	City	Scans	%
1	Chicago	12	20.69%
2	Modesto	5	8.62%
3	San Jose	5	8.62%
4	Indianapolis	3	5.17%
5	Jackson	3	5.17%
6	San Ramon	2	3.45%

Show less ^

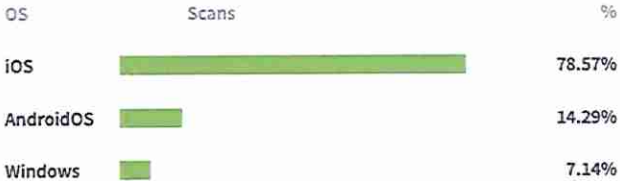


# QR Code Results – Print Ads

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	14	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Modesto	2	14.29%
2	Portland	2	14.29%
3	Roseville	1	7.14%
4	Crystal Bay	1	7.14%
5	Reno	1	7.14%
6	Boise	1	7.14%

Show less ^



An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a red kayak. The water is exceptionally clear, revealing the rocky bottom and some green algae. In the bottom left corner, several large, smooth grey rocks are visible. On the right side, the dense green foliage of evergreen trees hangs over the water's edge. A large, semi-transparent white rectangular box is centered over the image, containing the text "Other Creative Projects" in a bold, dark teal font.

# Other Creative Projects



## Creative Projects

- Developed wildfire resources social media ads in response to the Caldor Fire.
- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Spartan Race deliverables – finalized social media posts, :30 TV commercial, b-roll, email assets and print ad in preparation for the event in September.
- Fall campaign – finalizing creative for a wide variety of digital placements.



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An aerial photograph of a lake with clear, turquoise water. The water is surrounded by green trees and some grey rocks in the foreground. A white semi-transparent rectangular box is centered over the lake, containing the text "Industry Insights" in a bold, dark blue font.

# Industry Insights

## Industry Insights

- Summer ends in a quite a different place than it started: Since the Fourth of July, Americans' sense of normalcy and optimism about the pandemic's course has fallen by half. Over half (51.2%) of American travelers expect the pandemic to get worse in the next month; comparatively only 16.2% felt this way heading into the Fourth of July holiday just two months ago. When asked how close to "normal" the U.S. is in terms of leisure activity, just 21.6% of American travelers felt that the U.S. was at least 70% back to normal, down from 42.7% at the beginning of July. Those Millennial age or younger were much likelier than Baby Boomer-age travelers to feel normalcy (27.7% vs 15.1%). Meanwhile, those in the South were less likely to feel normalcy (16.1%). (*Destination Analyst*, "Travel Trends for Week of September 6th")



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## Industry Insights

- Although Americans largely remain excited to travel in the next 12 months, expectations to travel for leisure in the next 3 months has declined. In total, 71.4% said they have a high level of excitement. However, compared to just two weeks ago, fewer Americans now report planned overnight leisure trips (52.6% down from 56.7% two weeks ago) and leisure day trips (43.1% down from 51.4%) in that timeframe. Although Americans generally continue to see travel and leisure activities as safe rather than unsafe, air travel, indoor attractions and restaurants have suffered notable declines in safety perceptions. Since early July, perceptions of commercial air travel as safe has fallen to 37.1% from 51.1%, while indoor attractions (like museums and aquariums) have declined to 44.4% from 59.9%, and dining in a restaurants to 52.8% from 67.7%. (*Destination Analyst*, "Travel Trends for Week of September 6th")



## Industry Insights

- The American Hotel & Lodging Association (AHLA) has released the results of a mid-August national survey on the current pandemic sentiment conducted by Morning Consult. Among business travelers, 67% indicated they are likely to take fewer trips and 68% plan to take shorter trips. The American Hotel & Lodging Association (AHLA) has released the results of a mid-August national survey on the current pandemic sentiment conducted by Morning Consult. Among business travelers, 67% indicated they are likely to take fewer trips and 68% plan to take shorter trips. Looking at the long-term, business travel budgets may be changed forever, indicates Bloomberg, citing a survey of 45 companies across the US, Europe and Asia. Eighty-four percent of respondents are planning to spend less on travel. These global companies are signaling that innovative new communications tools are making many pre-pandemic trips unnecessary. (*The Travel Vertical*, "Travel Trends for 9/7")



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**THANK YOU**