

August Departmental Reports



north lake tahoe

August 2022

Meetings & Conventions Report

TURNED DEFINITE

1. California Coalition for Adequate School Housing - CASH July 2022 Quarterly Board of Directors Meeting - 7/7/22-7/9/22, 24 rooms, 25 people
2. Mountain Mikes Pizza - 2023 Convention - 10/13/23-10/16/23

NEW MEETINGS & RFPs DISTRIBUTED

3. HPN - 86825 - Team Retreat - 12/12/22-12/15/22, 42 rooms, 15 people
4. Black Writers Collective - Writeful Retreats - 4/6/23-4/9/23, 100 rooms, 25 people
5. HPN - 85674V2 - Fast Start Incentive 2023 - 6/3/23-6/7/23, 91 rooms, 40 people
6. Ed-Ventures, Inc. - NKT23 - Incentive Group - 8/2/23-8/6/23, 80 rooms, 40 people
7. HPN - 85595 - BTI - Breakthrough August 2023 - 8/9/23-8/16/23, 807 rooms, 250 people
8. HPN - 86772 - Succos 2023 Sep - 9/28/23-10/8/23, 1250 rooms, 325 people
9. Aerospace Employees Trave Club - Friends & Family Annual Winter Experience - 3/14/24-3/18/24, 140 rooms, 50 people
10. Fire District Association of California - 2024 FDAC Annual Conference - 4/8/24-4/11/24, 212 rooms, 120 people
11. Association of National Park Rangers - Ranger Rendezvous - 10/1/24-10/8/24, 325 rooms, 75 people

NEW INQUIRIES

1. American Association for Agricultural Education - 2025 AAAE Annual Meeting West - 5/17/25-5/22/25, 445 rooms, 200 people
2. Medtronic - Diabetes U.S. Sr. Leadership Meeting - 9/19/22-9/21/22, 30 rooms, 10 people
3. Insight Direct USA - Insight 2023 Lenovo Incentive Group - 6/7/23-6/20/23, 121 rooms, 80 people
4. California Seed Association - Ca. Seed Assoc / Annual / 2024 - 3/10/24-3/13/24, 315 rooms, 150 people
5. Western Conference of Teamsters Pension Trust - WCT Pension Trust - Board of Trustees Meeting 2024 - 7/7/24-7/8/24, 77 rooms, 60 people
6. Dairy Farmers of America - July 2023 Board & Strategic Information Meeting - 7/8/23-7/15/23, 458 rooms, 125 people
7. California and Nevada Credit Union League - 2023 - Summit Roundtable SRT - 8/7/23-8/11/23, 113 rooms, 65 people

TRADESHOWS

- Connect Marketplace August 8-10 in Detroit MI. NLT staff held (28) Corporate appointments and (21) Association appointments. Meeting notes were distributed to NLT conference partners. RFP's from this event to date:
 - a. Aerospace Employees Trave Club - Friends & Family Annual Winter Experience - 3/14/24-3/18/24, 140 rooms, 50 people. Site visit scheduled for Sept. 18-19.
 - b. Equipment and Tool Institute - ToolTech2023 - 4/24/23-4/28/23, 383 rooms, 150 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Bi-Annual DOS Meeting August 15th to outline proposed sales travel schedule, CVB incentives and marketing opportunities
 - Midwest sales rep Denise Cmiel conducted site visits at all NLT conference properties 8/15-8/17
 - DOS survey sent to partners to gather feedback for FY22/23 strategy
 - Call with ConferenceDirect to discuss the annual marketing partnership
 - Review the annual agreement with HPN - Hospitality Provider Network
 - MCC newsletter was distributed on 8/26 to 8,437 planners and is currently at a 30% open rate
 - Registered for CalSAE Seasonal Spectacular and renewed annual membership

SITE VISITS & SALES CALLS

- None in August

Chicago Rep Efforts

Sales calls and presentations:

- AMC (Presentation to the entire team which included virtual attendees),
- Am College of Foot and Ankle Surgeons
- Soc of Actuaries – Luncheon for team
- Am Bar Assn – Presentation to the entire sourcing team members
- Augeo/Wellington – Luncheon and presentation to the regional team director
- Emergency Nurses presentation
- Am Soc of Derm Surgeons – Presentation
- AAO Maxillofacial Surgeons
- Am Hospital Assn – Presentation
- Int'l Food Manufacturing Assn – Luncheon

Attended Meetings and Incentives Worldwide Summit & Tradeshow – Met with 30 plus planners



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August 2022
Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Call with Ecomadic 8/4 to discuss sustainability destination promotion
 - Call with Kind Traveler 8/10 for product development
 - Call with Terra Herbst of Bonotel for product development
 - SkiTops domestic ski wholesale networking mixer at Gar Woods 8/23
 - Bi-Annual DOS Meeting August 15th to outline proposed sales travel schedule
 - Call with Reach Global Marketing to discuss representation services in Canada
 - Call with DCI to discuss representation services in Canada

- Key Projects:
 - Visit California CA Star newsletter was sent on 8/1 listed North Lake Tahoe as their partner spotlight where we highlighted the Summers Official Playground and Traveler Responsibility Pledge
 - Sportvac Lifestyle Magazine 2022-2023 content submission
 - NLT Leisure newsletter was distributed on 8/31 to 2,791 product managers and travel agents and is currently at a 28% open rate
 - Building itinerary for French influencer couple and their baby (@onmetlesvoiles) on a High Sierra road trip from September 26th - 28th
 - High Sierra Visitor Council's request for video content for new Tik Tok channel fulfilled
 - Planning FAM w/Volaris Airlines top selling agents and Travel Nevada for September 11th
 - Scheduled ski.com webinar for Sept 15th
 - Planning Fall campaign with Expedia
 - Reviewing 2022-2023 Ski.com COOP Brochure opportunity

VISA VUE DATA

- Domestic Data - January - June 2022
 - Top Cities - Visitor Origin:
 - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
 - Key spending findings on these cities:
 - SF is down by 0% YoY
 - Sacramento -5%% YoY
 - Reno +25% YoY
 - San Jose/Sunnyvale/Santa Clara +5%
 - LA/Long Beach/Anaheim -1% YoY
 - Santa Rosa -4% YoY

- San Diego +13% YoY
- Santa Cruz 0% YoY
- New York +34% YoY
- Total spend: \$276.5 M (all) and \$177.8M (non-resident)
- Top spend by market:
 - Restaurants 19.6%
 - Food & Grocery 19.42%
 - Retail 3.1%
 - Hotels & Lodging 16.6%
- International Data - January - June, 2022
 - Total spend: \$2.1M
 - Estimated visitors: 7.6K
 - Top countries by spend
 - Canada 356k
 - UK 260k
 - China Mainland 122k
 - Mexico 152k
 - Australia 135k
 - Germany 90k
 - France 79k
 - Top spend by markets:
 - Restaurants & Dining 28.26%, 594
 - Hotels & Lodging 19.85%, 417k
 - Retail 14.6%, 307

EXPEDIA DATA

QTD (Beginning Jul 1)

YOY Room Night Share +23%

YOY ADR -5%

Avg ADR \$413

Avg Booking Window- 51 Days

Cancel Rate 30%

YTD (Beginning Jan 1)

YOY Room Night Share -27%

YOY ADR +7%

Avg ADR \$384

Avg Booking Window- 52 Days

Cancel Rate 34%

August 2022 Monthly Report



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August Executive Summary – Consumer Campaign

- In August, North Lake Tahoe concluded the Summer campaign and transitioned to the Fall Campaign earlier than expected starting 8/25. The change was due to appealing to visitors looking to plan ahead for the fall season.
- With that transition, certain tactics phased out for the Summer campaign, which meant overall less impressions. This was true for the Los Angeles Search spend, which was reduced by 30% from July. However, certain tactics optimized spend with Paid Social serving a 213% increase in impressions and winning 7,000 additional clicks from July. TOS conversions rose 278% to 545 for a good launch into the Fall campaign.
- Sustainability, High Value and Retargeting creative earned very high amounts of TOS conversions. All three generational audiences performed similarly to previous months with around 26 conversions each.



August Executive Summary – National Paid Search Campaign

- The national Google paid search campaign continued into August focusing on “Lake Tahoe” keywords. Keywords were broken out into four campaigns to include “Stay,” “Plan,” “Dine” and “Play” in correlation with site structure and searches.
- Although all campaigns performed well, the “Plan” and “Dine” campaigns performed best, producing a combined 3,000+ clicks and having 10.99% and 11.72% respective CTRs.
- The campaign captured a 9.82% CTR, down slightly from July, but overall very high above the industry average of 4.68%.



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August Executive Summary – MCC Campaign

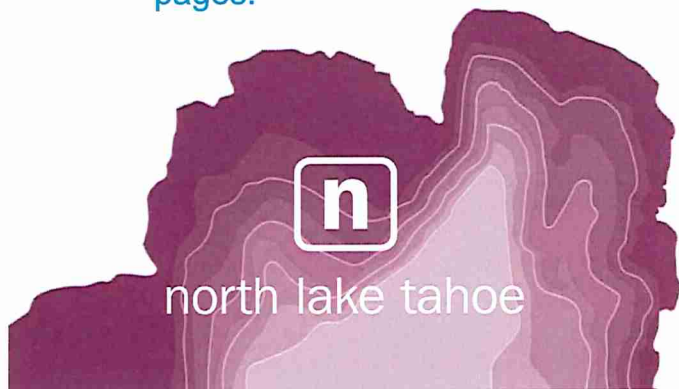
- August spent a minimal additional \$813 from July with the introduction of new creative. With only \$800 more in spend, the campaign earned 23% more clicks.
- However, due to more impressions, there was a slight decrease in CTR by 0.23%. The campaign earned an additional 48 TOS conversions with a drop in cost per conversion of \$25.
- Similar to July, August's Social earned the most conversions (36 TOS sessions).
 - August YouTube ran 57% of total impressions while Social ran only 18% of impressions.
 - The "Audio-Visual" creative earned 83% of Social TOS conversions. This creative significantly outperformed all others for a second month in a row.



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August Executive Summary - Website

- There were over 95K visitors to GoTahoeNorth.com in August. This was a 3.16% increase from July 2022, with the majority of traffic coming from organic search (68.9%).
- The average session duration was 1:12 (industry average is 1 minute). Users were up 28.5% and sessions were up 9.1% when comparing YoY.
- Top locations were similar to previous months and in line with paid media campaign target markets, including Los Angeles driving the highest amount of visitors to the site than any other city.
- Similar to previous months, the homepage had the most amount of pageviews followed by the webcams page and summer activities. The lodging and events pages continue to be among the highest visited, edging out informational pages.



August Executive Summary - Content

- There were three blogs this month posted including one on EV charging stations and close by activities, a blog on camping and another on team building activities.
- Two newsletters were sent out in the month of August. The first highlighted summer sunsets, EV stations and fall's secret season. The second promoted weddings, vow renewals and anniversary celebrations in the region as well as the NLT Challenge and camping. Both had high open rates at 27.1% and 26.2% (industry average is 16%).
- CrowdRiff metrics were down a bit this month as summer closed out.



August Executive Summary – PR Coverage

- Reporters nationwide and top-tier publications have name recognition of Lake Tahoe and are starting to see branding of North Lake Tahoe.
- There were 25 clips with 1.97B estimated digital monthly visits and 2M estimated digital coverage views. There was also one TV segment with 3.29M estimated views that was broadcasted multiple days.
- Coverage featured the best places to see fall foliage, incredible things to do in Tahoe (besides skiing), golfing in North Lake Tahoe, dog-friendly hotels, ski resorts with thriving summer scenes, best swimming spots, best camping spots and the Labor Day Drone Light Show.
- Pitching efforts primarily focused on Labor Day camping and fishing spots, luxury ski resort destination, National Golf Month, fall destinations that feel like summer, what to do while your EV charges, human powered sports, where to see fall foliage, fall mountain biking and spring 2023 travel destinations.



August Executive Summary – Organic Social Media

- Top Facebook posts included scenic summer views and dining. The post with the highest lifetime engagements featured a hiking view in Incline Village. Facebook content generated over 57K engagements and an overall engagement rate of 2.8% (benchmark 0.30%).
- Instagram content promoted summer events, lodging and dining. Content generated over 371K impressions. There was an increase due to video content promoted on Reels. Top posts included summer events and landscape views. Custom content featured a scenic views promoting NLT and Me reel, which generated 66.9K views and 5.1K engagements.



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An aerial photograph of a kayaker on a lake. The water is a vibrant turquoise color, and the surrounding landscape includes green pine trees and large, light-colored rocks. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Paid Media".

Paid Media

Consumer Paid Media



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Consumer Paid Media Executive Summary

- Fall creative began serving as early as 8/25 on some platforms. The early launch aimed to drive more bookings in fall and flights shifted so the heavier spend landed on the beginning of the Fall campaign. August reporting also includes Fall target markets and video creatives in addition to Summer campaign metrics.
- Los Angeles Search spend was reduced by 30% since July as the Summer campaign came to a close. The channel earned 389 fewer TOS conversions. The slight drop was a result of less spend since August's lower cost per conversion (-\$1.41) indicated more effective results this month.
- Sustainability, High Value and Retargeting earned high amounts of TOS conversions. All three generational audiences performed similarly to previous months with around 26 conversions each.
- Paid Social served a 213% increase in impressions and won 7,000 additional clicks from July. TOS conversions rose 278% to 545 for a good launch into the Fall campaign.



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All Campaigns Overview

Start Date
8/1/2022

End Date
8/31/2022

1,963,441
IMPRESSIONS

\$0.95
COST PER CLICK

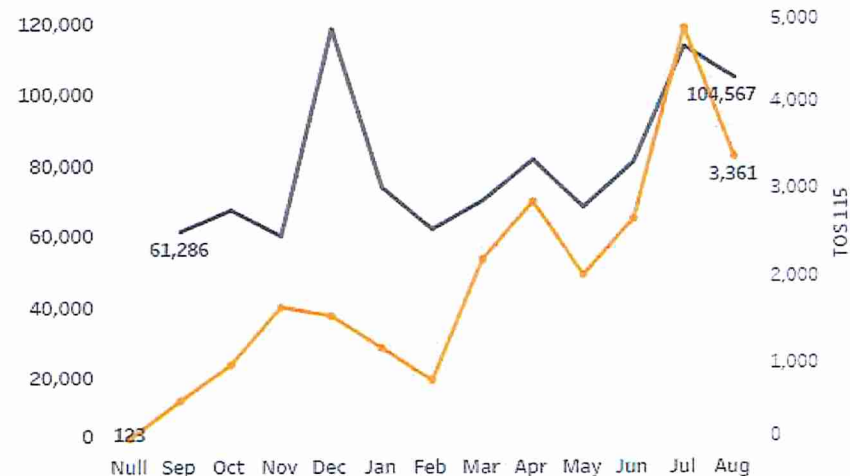
22,363
CLICKS

3,484
TOS
CONVERSIONS

\$6.07
COST PER TOS
CONVERSION

- August served an additional 15M impressions than June and saw 6,700 more clicks.
- Cost per click lowered by 8 cents overall and earned 8% fewer TOS conversions for a total of 1,802 conversions in August.

Sessions | TOS 115 Conversions



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Submit RFP Conversion
Consumer	1,689,322	16,026	0.95%	\$1.00	\$15,997.74	1,802	\$8.88	0
MCC	227,814	1,791	0.79%	\$1.35	\$2,417.31	79	\$30.60	0
National	46,305	4,546	9.82%	\$0.60	\$2,735.85	1,603	\$1.71	0
Total	1,963,441	22,363	1.14%	\$0.95	\$21,150.90	3,484	\$6.07	0

Overview by Medium

Start Date
8/1/2022

End Date
8/31/2022

1,689,322
IMPRESSIONS

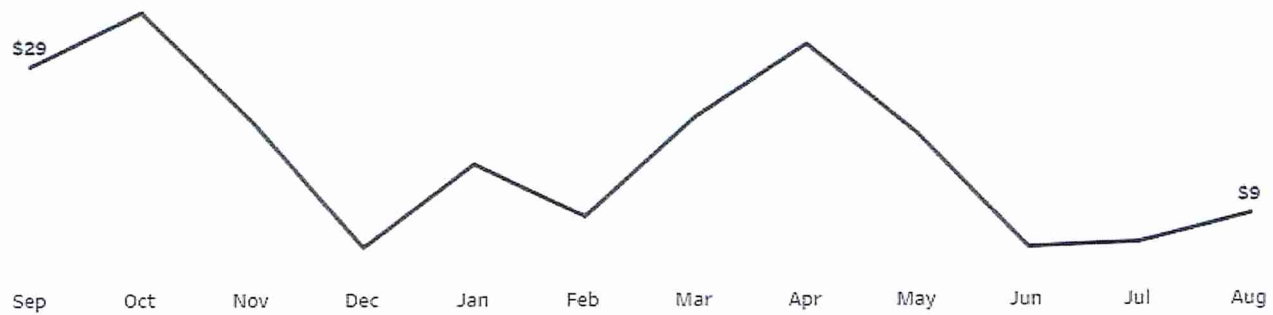
16,026
CLICKS

\$1.00
COST PER CLICK

1,802
TOS CONVERSIONS

\$8.88
COST PER TOS
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	307,483	\$633.28	574	\$1.10	0.19%	317	\$2.00
	TripAdvisor	0	\$0.00	0	N/A	0.00%	5	N/A
Paid Search	Google Search	41,124	\$3,006.65	2,731	\$1.10	6.64%	927	\$3.25
Paid Social	Facebook	1,132,872	\$11,131.24	10,860	\$1.02	0.96%	547	\$20.35
	Instagram	27,908	\$362.75	200	\$1.81	0.72%	0	N/A
Video	TikTok	169,126	\$659.98	1,353	\$0.49	0.80%	0	N/A
	Facebook	10,660	\$200.29	307	\$0.65	2.88%	6	\$33.38
	Instagram	149	\$3.55	1	\$3.55	0.67%	0	N/A
Grand Total		1,689,322	\$15,997.74	16,026	\$1.00	0.95%	1,802	\$8.88

Paid Social Performance

Start Date
8/1/2022

End Date
8/31/2022

1,159,310
IMPRESSIONS

11,018
CLICKS

\$1.04
CPC

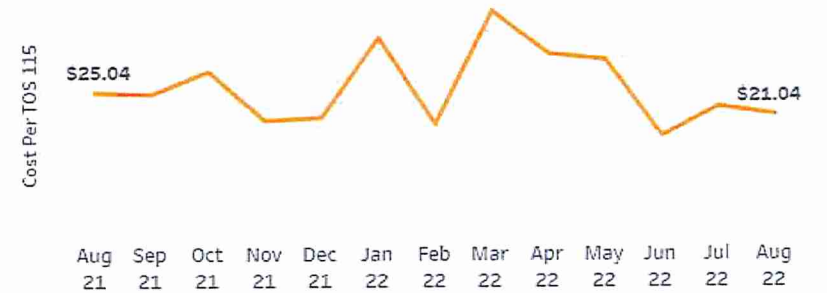
545
TOS 115
CONVERSIONS

\$21.04
COST PER TOS 115
CONVERSION

Trending Impressions



Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	High Value	309,517	1,585	0.51%	\$1.78	\$2,818.44	2	115	\$24.51
	Millennial Megan	222,124	1,231	0.55%	\$1.37	\$1,685.55	1	27	\$62.43
	The Jones Family	218,148	1,607	0.74%	\$1.07	\$1,721.78	0	27	\$63.77
	Boomer Ben	185,648	1,625	0.88%	\$1.06	\$1,724.46	1	26	\$66.33
	Sustainability	106,529	3,366	3.16%	\$0.54	\$1,801.68	1	255	\$7.07
	Facebook	2,868	110	3.84%	\$0.35	\$38.77	2	12	\$3.23
	Instagram	23	0	0.00%	N/A	\$0.21	0	0	N/A
Retargeting	Retargeting	114,453	1,494	1.31%	\$1.12	\$1,675.16	6	83	\$20.18
Total		1,159,310	11,018	0.95%	\$1.04	\$11,466.05	13	545	\$21.04

Paid Social Creative Performance, Instagram

Start Date
8/1/2022

End Date
8/31/2022

27,892
IMPRESSIONS

200
CLICKS

\$1.81
CPC

\$362.50
COST

0.72%
CTR

				Impressions	Clicks	CTR	Cost	CPC
Instagram	Prospecting	Evergreen	High Value	11,962	63	0.53%	\$133.92	\$2.13
			Sustainability	11,532	117	1.01%	\$192.02	\$1.64
			The Jones Family	1	0	0.00%	\$0.01	N/A
Los Angeles	The Jones Family	Millennial Megan		1,355	4	0.30%	\$8.05	\$2.01
			The Jones Family	972	2	0.21%	\$4.63	\$2.31
			Boomer Ben	880	3	0.34%	\$7.10	\$2.37
			Instagram	20	0	0.00%	\$0.21	N/A
Portland	The Jones Family	Instagram		3	0	0.00%	\$0.00	N/A
			The Jones Family	1	0	0.00%	\$0.01	N/A
			Boomer Ben	1	0	0.00%	\$0.01	N/A
Retargeting	Evergreen	Retargeting	1,143	11	0.96%	\$15.94	\$1.45	
	Portland	Retargeting	22	0	0.00%	\$0.61	N/A	
Grand Total				27,892	200	0.72%	\$362.50	\$1.81

Paid Social Creative Performance, Facebook & Twitter

Start Date
8/1/2022

End Date
8/31/2022

1,131,418
IMPRESSIONS

10,818
CLICKS

\$1.03
CPC

545
TOS 115
CONVERSIONS

\$20.37
COST PER TOS 115
CONVERSION

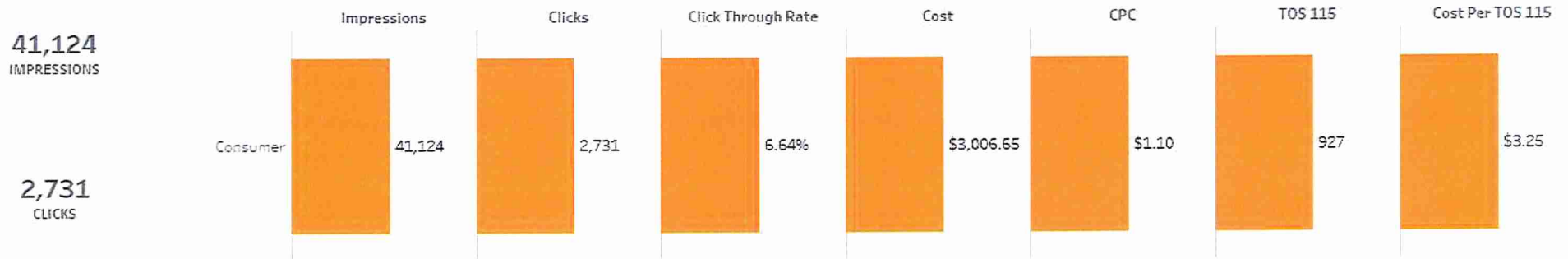
				Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	Evergreen	The Jones Family	775	38	4.90%	\$11.58	\$0.30	0	N/A
			Boomer Ben	696	32	4.60%	\$12.18	\$0.38	0	N/A
			High Value	297,555	1,522	0.51%	\$2,684.52	\$1.76	115	\$23.34
			Sustainability	94,997	3,249	3.42%	\$1,609.66	\$0.50	255	\$6.31
			Facebook	1,119	62	5.54%	\$13.95	\$0.23	7	\$1.99
Los Angeles	Prospecting	Evergreen	The Jones Family	215,616	1,533	0.71%	\$1,695.23	\$1.11	27	\$62.79
			Boomer Ben	183,402	1,575	0.86%	\$1,695.33	\$1.08	25	\$67.81
			Millennial Megan	220,769	1,227	0.56%	\$1,677.50	\$1.37	27	\$62.13
			Facebook	845	31	3.67%	\$12.62	\$0.41	2	\$6.31
Portland	Prospecting	Evergreen	The Jones Family	783	34	4.34%	\$10.32	\$0.30	0	N/A
			Boomer Ben	669	15	2.24%	\$9.84	\$0.66	1	\$9.84
			Facebook	904	17	1.88%	\$12.20	\$0.72	3	\$4.07
Retargeting	Evergreen	Retargeting		112,680	1,467	1.30%	\$1,644.17	\$1.12	83	\$19.81
			Portland	608	16	2.63%	\$14.44	\$0.90	0	N/A
Grand Total				1,131,418	10,818	0.96%	\$11,103.55	\$1.03	545	\$20.37

Paid Search Performance

Start Date
8/1/2022

End Date
8/31/2022

Ad Group Performance



927
TOS 115
CONVERSIONS

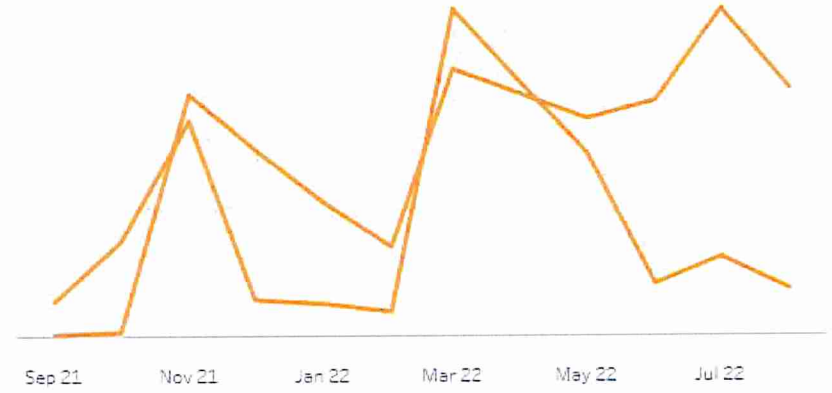
\$3.25
COST PER TOS 115

\$1.10
COST PER CLICK

Impressions | Clicks

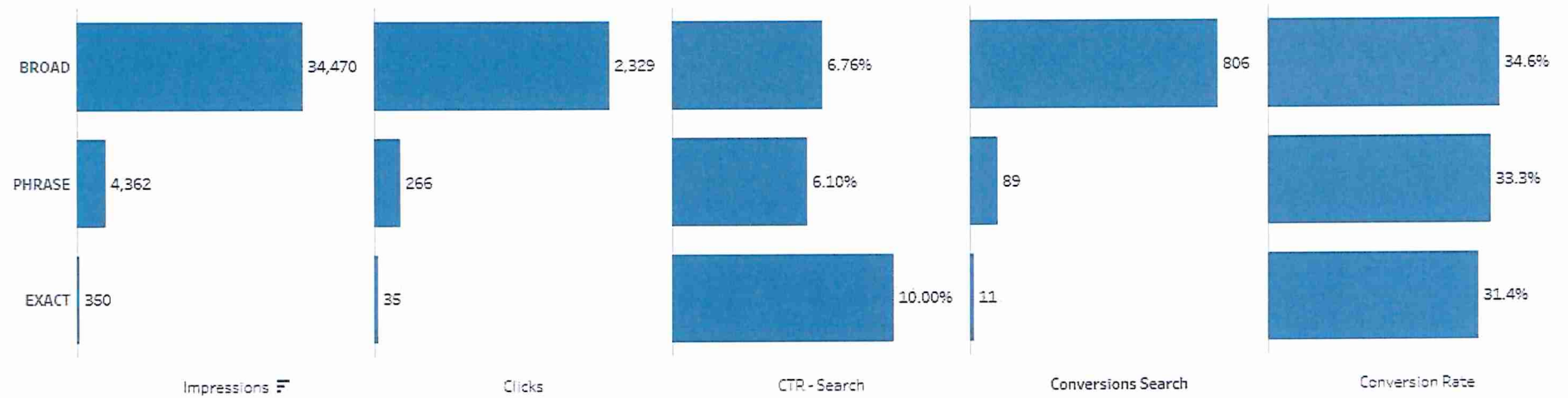


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



		Impressions	Cost	Clicks	CPC	CTR	Conversions
Consumer	DESKTOP	17,550	\$1,297.22	792	\$0.61	4.51%	345
	MOBILE	19,129	\$1,603.90	1,840	\$1.15	9.62%	551
	TABLET	3,809	\$105.54	99	\$0.94	2.60%	29

Paid Search Performance

Start Date: 8/1/2022 End Date: 8/31/2022

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost Per Conversion
fishing	9,324	107	\$0.87	1.15%	\$123.69	33	30.6%	\$3.75
camping California	5,037	591	\$0.85	11.73%	\$695.31	185	31.3%	\$3.75
best camping	2,491	174	\$1.23	6.99%	\$141.90	47	26.7%	\$3.05
lakeside camping	1,603	179	\$0.92	11.17%	\$193.70	49	27.4%	\$3.95
camping vacation	1,408	79	\$0.94	5.61%	\$84.00	17	21.9%	\$4.85
boating	1,126	25	\$1.04	2.22%	\$24.10	6	24.0%	\$4.02
north tahoe	1,105	126	\$1.70	11.40%	\$74.21	56	44.1%	\$1.34
what to do in tahoe	1,062	146	\$1.46	13.75%	\$100.01	75	51.4%	\$1.33
north lake tahoe lake	1,054	97	\$0.59	9.20%	\$165.05	45	46.4%	\$3.67
best lakes to visit	967	114	\$0.56	11.79%	\$203.24	38	33.3%	\$5.35
mountain biking	941	17	\$0.83	1.81%	\$20.55	2	11.6%	\$10.28
beaches	911	16	\$1.08	1.76%	\$14.78	6	37.5%	\$2.45
camping Nevada	897	101	\$0.72	11.26%	\$140.91	35	35.1%	\$3.97
best campsites	727	67	\$1.39	9.22%	\$48.22	11	16.4%	\$4.36
best lakes	673	40	\$0.73	5.94%	\$54.51	11	27.5%	\$4.96
vacation rentals	609	29	\$0.90	4.76%	\$32.14	9	31.0%	\$3.57
events	586	71	\$1.57	12.12%	\$45.27	28	39.4%	\$1.62
watercraft rentals	537	54	\$0.84	10.06%	\$64.05	12	22.2%	\$5.34
hiking	485	11	\$0.89	2.27%	\$12.35	2	18.2%	\$6.18
best lakes california	459	28	\$0.51	6.10%	\$54.84	10	35.7%	\$5.48
north shore tahoe	326	49	\$1.37	15.03%	\$35.86	26	54.0%	\$1.35
fishing California	326	0	N/A	0.00%	\$0.00	0	0.0%	N/A
things to do	305	60	\$1.31	19.67%	\$45.63	27	45.0%	\$1.69
north lake tahoe	281	28	\$0.98	9.96%	\$28.44	11	39.3%	\$2.59
kayaking	278	16	\$0.91	5.76%	\$17.56	6	37.5%	\$2.93
trails for hiking	202	3	\$0.56	1.49%	\$5.35	2	66.7%	\$2.68

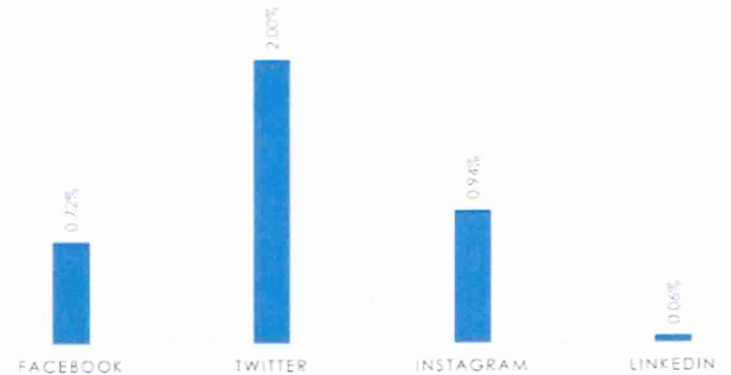
Industry Benchmarks

Average click-through rate for search advertising



Business Category	Avg. Click-Through Rate
Arts & Entertainment	10.67%
Animals & Pets	6.45%
Apparel / Fashion & Jewelry	6.19%
Attorneys & Legal Services	3.84%
Automotive -- For Sale	7.93%
Automotive -- Repair, Service & Parts	5.39%
Beauty & Personal Care	5.44%
Business Services	4.72%
Career & Employment	5.33%
Dentists & Dental Services	4.69%
Education & Instruction	5.46%
Finance & Insurance	5.07%
Furniture	5.73%
Health & Fitness	5.94%
Home & Home Improvement	4.21%
Industrial & Commercial	5.34%
Personal Services (Weddings, Cleaners, etc.)	6.12%
Physicians & Surgeons	6.11%
Real Estate	7.79%
Restaurants & Food	7.19%
Shopping, Collectibles & Gifts (General)	6.33%
Sports & Recreation	7.73%
Travel	0.55%

AVERAGE CTR BY SOCIAL MEDIA CHANNEL



LOCALIQ

Search Advertising Benchmarks Report

- Paid search CTR fell below (6.64%) the industry average of 8.54%

- Facebook delivered above the industry standard at 0.96%.

Consumer Paid Media Recommendations

- Search, both the general and South Tahoe targeting campaigns, earned the majority of TOS conversions. Expanding Paid Search into 2023 will play a key role in summer 2023's success.
- Recommend leveraging mobile audiences (Datafy) on additional platforms where possible. Specific audience targeting increases the effectiveness of spend by serving audiences who have indicated an interest in North Lake Tahoe or the travel messages.
- Allocate lighter spend for Jones Family audience once back to school limits their travel (during Fall campaign). Balance out with a heavier spend on the Boomer Ben and Millennial Megan audiences.



National Paid Search



Overview by Medium

Start Date
8/1/2022

End Date
8/31/2022

46,305
IMPRESSIONS

Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Search	46,305	4,546	9.82%	\$0.60	\$2,735.85	354	1,603	\$1.71

4,546
CLICKS

\$0.60
CPC

Grand Total	46,305	4,546	9.82%	\$0.60	\$2,735.85	354	1,603	\$1.71
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1,603
CONVERSIONS

\$1.71
COST PER TOS 115
CONVERSION

Paid Search Performance

Start Date
8/1/2022

End Date
8/31/2022

Ad Group Performance

46,305
IMPRESSIONS

4,546
CLICKS

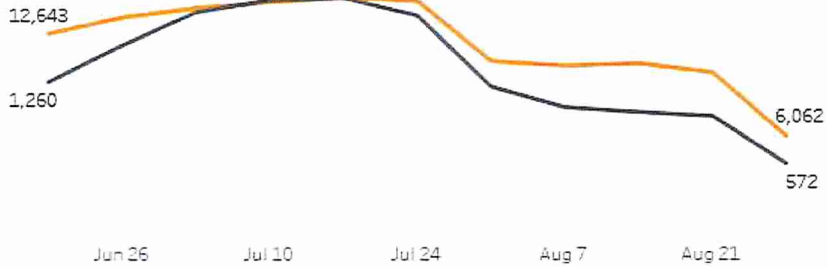
\$0.60
COST PER CLICK

1,603
TOS 115
CONVERSIONS

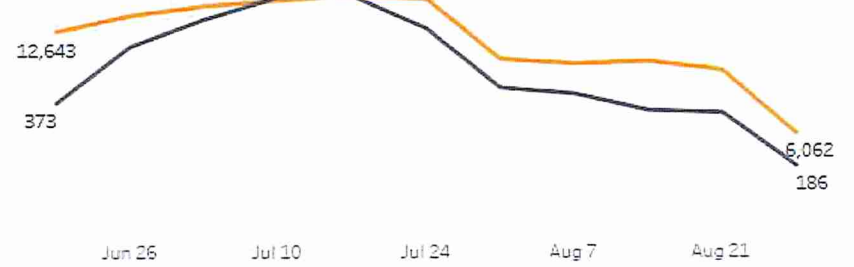
\$1.71
COST PER TOS 115
CONVERSIONS

		Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Prospecting	Stay	17,010	1,223	7.19%	\$912.01	\$0.75	483	\$1.89
	Plan	15,152	1,665	10.99%	\$911.81	\$0.55	572	\$1.60
	Dine	14,143	1,658	11.72%	\$912.03	\$0.55	549	\$1.66
Grand Total		46,305	4,546	9.82%	\$2,735.85	\$0.60	1,603	\$1.71

Impressions | Clicks



Impressions | TOS 115 Conversions



Paid Search Performance

Start Date
8/1/2022

End Date
8/31/2022

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
lake tahoe restaurants	7,173	881	\$1.84	12.28%	\$477.76	291	33.1%
lake tahoe cabins near lake	4,812	399	\$1.38	8.29%	\$289.32	231	57.9%
lake tahoe fine dining	2,891	324	\$1.56	11.21%	\$207.36	125	38.5%
lake tahoe getaway packa..	2,781	329	\$1.76	11.83%	\$186.85	129	39.2%
lake tahoe vacation	2,682	154	\$1.34	5.74%	\$114.63	101	65.6%
lake tahoe house rentals	2,541	186	\$1.36	7.32%	\$136.58	130	69.9%
things to do in lake tahoe	2,267	232	\$1.88	10.23%	\$123.21	71	30.6%
lake tahoe vacation homes	2,138	151	\$1.13	7.06%	\$133.08	105	69.5%
lake tahoe vacations	2,086	261	\$1.87	12.51%	\$139.23	115	43.9%
lake tahoe rentals	1,870	109	\$1.18	5.83%	\$92.41	74	67.9%
lake tahoe wedding packa..	1,645	158	\$1.75	9.60%	\$90.06	52	32.9%
lake tahoe wedding venues	1,142	117	\$1.82	10.25%	\$64.39	47	40.5%
lake tahoe weddings	1,129	90	\$1.95	7.97%	\$46.26	25	27.8%
lake tahoe airbnb	952	92	\$1.46	9.66%	\$63.00	40	43.5%
best places to stay in lake ..	893	51	\$1.39	5.71%	\$36.80	29	56.9%
lake tahoe vacation packa..	857	127	\$1.77	14.82%	\$71.86	44	34.6%
restaurants in lake tahoe	753	111	\$1.88	14.74%	\$59.17	34	30.6%
best restaurants in lake t..	736	104	\$1.87	14.13%	\$55.52	35	33.7%
lake tahoe lakefront dining	614	68	\$2.56	11.07%	\$26.59	34	50.7%
things to do in lake tahoe ..	605	65	\$1.61	10.74%	\$40.46	28	43.1%
lake tahoe elopement	579	64	\$2.35	11.05%	\$27.28	21	32.8%
restaurants lake tahoe	558	50	\$1.99	8.96%	\$25.15	16	32.0%
lake tahoe summer vacati..	486	51	\$1.91	10.49%	\$26.65	20	39.2%
lake tahoe weddings on a ..	434	56	\$1.84	12.90%	\$30.48	32	56.5%
lake tahoe vacation rentals	408	37	\$1.35	9.07%	\$27.43	30	81.1%
all inclusive lake tahoe va..	377	52	\$1.91	13.79%	\$27.23	22	42.3%

Display Performance by Placement

Start Date
8/1/2022

End Date
8/31/2022

307,483
IMPRESSIONS

574
CLICKS

322
TOS 115
CONVERSIONS

0.19%
CLICK THROUGH RATE

\$1.97
COST PER
TOS CONVERSION

- Optimizations to programmatic display helped to lower the cost per conversion by more than 30 cents since July.
- The influx of fall creative late in August positively affected trends. Will continue to monitor and optimize during the fall season.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	307,483	574	0.19%	\$1.10	\$633.28	317	\$2.00
TripAdvisor	0	0	0.00%	N/A	\$0.00	5	N/A
Grand Total	307,483	574	0.19%	\$1.10	\$633.28	322	\$1.97

Display Performance by Creative

Start Date
8/1/2022

End Date
8/31/2022

Creative CTR Trending

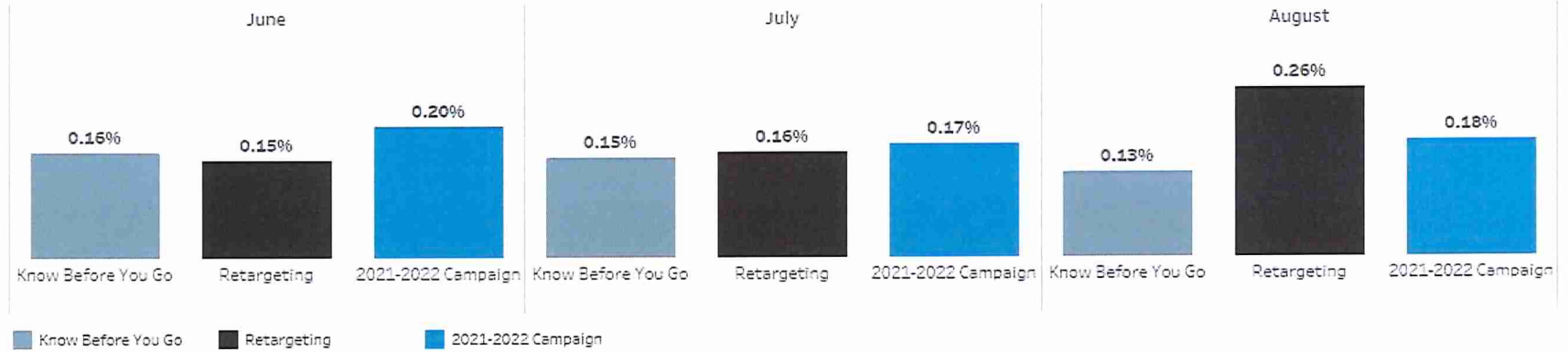
307,483
IMPRESSIONS

574
CLICKS

322
TOS 115
CONVERSIONS

0.19%
CLICK THROUGH RATE

\$1.97
COST PER
TOS CONVERSION



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
2021-2022 Campaign	245,880	437	0.18%	\$0.97	\$422.80	30	\$14.09
Retargeting	43,893	114	0.26%	\$0.91	\$104.22	290	\$0.36
Know Before You Go	17,710	23	0.13%	\$4.62	\$106.26	2	\$53.13
Grand Total	307,483	574	0.19%	\$1.10	\$633.28	322	\$1.97

Video Performance

Start Date
8/1/2022

End Date
8/31/2022

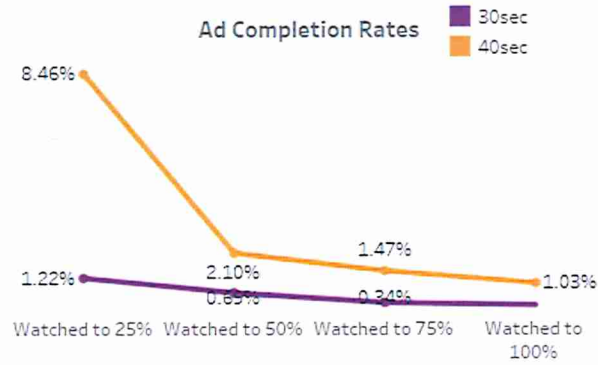
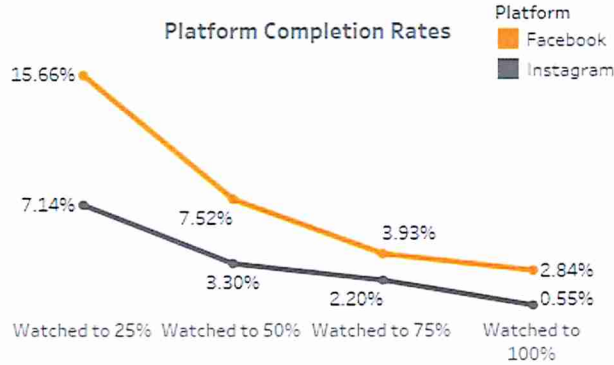
218,020
IMPRESSIONS

184,094
TOTAL VIEWS

6
TOS CONVERSIONS

\$0.50
COST PER CLICK

\$191.40
PRIMARY CPC



Top Ads	Video Views
pt_la	49,040
pt_phx	46,650
pt_seattle	43,759
pt_portland	39,499
trp	2,011
fall-mill	884
fall-retargeting	786
fall-family	742
fall-boomer	723

Platform	Targeting	Ad Name	Impressions	Video Views	Watched to 10..	Video Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 1..
Facebook	Prospecting	trp	10,660	1,975	1.04%	307	2.88%	\$200.29	\$0.65	6	\$33.38
		fall-boomer	3,057	722	1.80%	92	3.01%	\$48.10	\$0.52	0	N/A
		fall-mill	2,944	878	3.70%	112	3.80%	\$39.71	\$0.35	0	N/A
		fall-family	2,565	741	4.05%	120	4.68%	\$36.57	\$0.30	0	N/A
		Retargeting	fall-retargeting	2,639	772	9.21%	146	5.53%	\$60.08	\$0.41	0
Instagram	Prospecting	trp	149	36	0.00%	1	0.67%	\$3.55	\$3.55	0	N/A
		fall-mill	20	6	0.00%	0	0.00%	\$0.21	N/A	0	N/A
		fall-family	1	1	0.00%	0	0.00%	\$0.01	N/A	0	N/A
		fall-boomer	1	1	0.00%	0	0.00%	\$0.01	N/A	0	N/A
		Retargeting	fall-retargeting	40	14	2.50%	0	0.00%	\$0.94	N/A	0
TikTok	Prospecting	pt_la	53,725	49,040	0.00%	407	0.76%	\$191.59	\$0.47	0	N/A
		pt_phx	50,984	46,650	0.00%	359	0.70%	\$190.59	\$0.53	0	N/A
		pt_seattle	47,937	43,759	0.00%	397	0.83%	\$195.39	\$0.49	0	N/A
		pt_portland	43,298	39,499	0.00%	374	0.86%	\$181.35	\$0.48	0	N/A
		Grand Total			218,020	184,094	0.29%	2,315	1.06%	\$1,148.39	\$0.50

Website Performance

Start Date: 8/1/2022
End Date: 8/31/2022

104,567
SESSIONS



Top Regions

Region	Sessions
California	39,029
Nevada	4,519
Washington	3,520
Texas	2,625
Oregon	2,350



00:00:56
SESSION DURATION

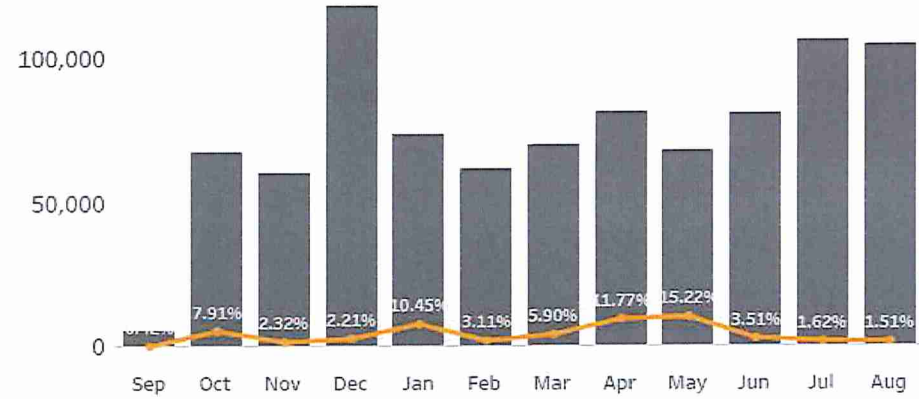
1.6
PAGES PER SESSION

87%
NEW USER SESSION RATE

77%
BOUNCE RATE

Medium	Sessions	🔍	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	71,336		107,945	00:00:49	1.5	80%
Referral	10,059		21,925	00:01:30	2.2	63%
Direct	9,805		16,650	00:01:06	1.7	76%
Search	7,588		15,497	00:01:29	2.0	59%
Social	4,122		5,149	00:00:20	1.2	88%
Total	104,567		169,023	00:00:56	1.6	77%

Website Sessions From Paid Ads



MCC Paid Media



north lake tahoe

MCC Paid Media Executive Summary

- August spent an additional \$813 than July, likely due to launch times for creative. With only \$800 more in spend, Meetings earned 23% more clicks but decreased the CTR by 0.23%.
 - Meetings earned an additional 48 TOS conversions with a drop in cost per conversion of \$25.
- Similar to July, August's Social earned the most conversions (36 TOS sessions).
 - August YouTube ran 57% of total impressions while Social ran 18% of impressions.
 - The "Audio-Visual" creative earned 83% of Social TOS conversions. This creative significantly outperformed all others for a second month in a row.



north lake tahoe

Overview by Campaign

Start Date
8/1/2022

End Date
8/31/2022

227,812
IMPRESSIONS

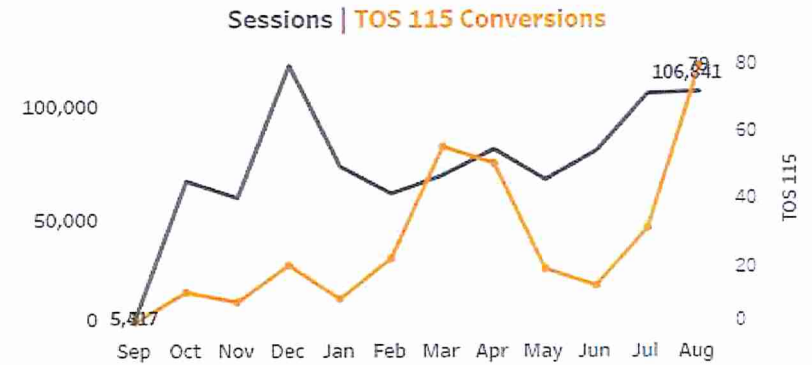
1,792
CLICKS

\$1.46
COST PER CLICK

79
TOS CONVERSIONS

\$33.09
COST PER TOS
CONVERSION

- Meetings won 48 more TOS conversions than July while cutting cost per TOS conversion by \$25.
- Meetings campaign spend increased by \$813 overall.
- North Lake Tahoe spent \$1.46 per click, a low cost per click for this industry, while jumped to a total of 1,792 clicks (+336).
- Social earned 46% of total conversions followed by Display (22%) and then video (32%).



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	227,812	1,792	0.79%	\$1.46	\$2,613.80	0	79	\$33.09
Total	227,812	1,792	0.79%	\$1.46	\$2,613.80	0	79	\$33.09

Overview by Medium

Start Date
8/1/2022

End Date
8/31/2022

Cost per Conversion Trending

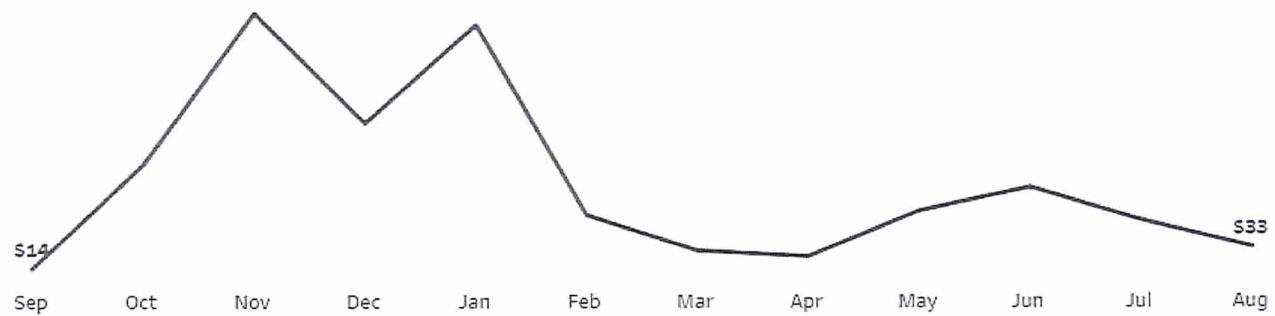
227,812
IMPRESSIONS

1,792
CLICKS

\$1.46
COST PER CLICK

79
TOS CONVERSIONS

\$33.09
COST PER TOS
CONVERSION



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	36,100	\$196.37	141	\$1.39	0.39%	18	\$10.91
Paid Social	Facebook	40,317	\$527.73	1,122	\$0.47	2.78%	36	\$14.66
	Instagram	641	\$5.80	4	\$1.45	0.62%	0	N/A
Video	YouTube	131,194	\$1,450.86	393	\$3.69	0.30%	18	\$80.60
	Facebook	19,472	\$432.81	132	\$3.28	0.68%	7	\$61.83
	Instagram	88	\$0.23	0	N/A	0.00%	0	N/A
Grand Total		227,812	\$2,613.80	1,792	\$1.46	0.79%	79	\$33.09

Paid Social Performance

Start Date
8/1/2022

End Date
8/31/2022

40,958
IMPRESSIONS

1,126
CLICKS

2.75%
CTR

36
TOS 115
CONVERSIONS

\$14.82
COST PER TOS 115
CONVERSION

Platform	Targeting	Creative	Impressions	Clicks	Click Through Rate	Cost per Click	TOS 115	Cost per TOS Conversion	Costs
Facebook	Retargeting	Audio Visual	30,126	897	2.98%	\$0.45	30	\$13.49	\$404.55
		Room to Project	3,927	103	2.62%	\$0.44	3	\$15.17	\$45.51
		Conference Rooms	3,665	78	2.13%	\$0.57	2	\$22.13	\$44.26
		Retargeting	1,868	32	1.71%	\$0.56	1	\$18.04	\$18.04
		Breakout Session	731	12	1.64%	\$1.28	0	N/A	\$15.37
Instagram	Retargeting	Room to Project	222	2	0.90%	\$1.36	0	N/A	\$2.72
		Retargeting	214	1	0.47%	\$1.37	0	N/A	\$1.37
		Audio Visual	174	1	0.57%	\$1.49	0	N/A	\$1.49
		Conference Rooms	21	0	0.00%	N/A	0	N/A	\$0.16
		Breakout Session	10	0	0.00%	N/A	0	N/A	\$0.06
Grand Total			40,958	1,126	2.75%	\$0.47	36	\$14.82	\$533.53

Display Performance by Placement

Start Date
8/1/2022

End Date
8/31/2022

36,100
IMPRESSIONS

141
CLICKS

18
TOS 115
CONVERSIONS

0.39%
CLICK THROUGH RATE

\$10.91
COST PER
TOS CONVERSION

- Display cost per TOS conversion fell by \$10.41, saving NLT 50% on TOS conversion costs since July.
 - Display spend was equal to that of July's spend. Programmatic did see a 12% drop in clicks and CTR compared to July.
- Display Retargeting earned 44% of TOS conversions.
 - The Retargeting campaign reaches professionals already exposed to the North Lake Tahoe brand.
- "Conference Rooms" creative earned 50% of display conversions and maintained the lowest cost.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	36,100	141	0.39%	\$1.39	\$196.37	18	\$10.91
Grand Total	36,100	141	0.39%	\$1.39	\$196.37	18	\$10.91

Display Performance by Creative

Start Date
8/1/2022

End Date
8/31/2022

36,100
IMPRESSIONS

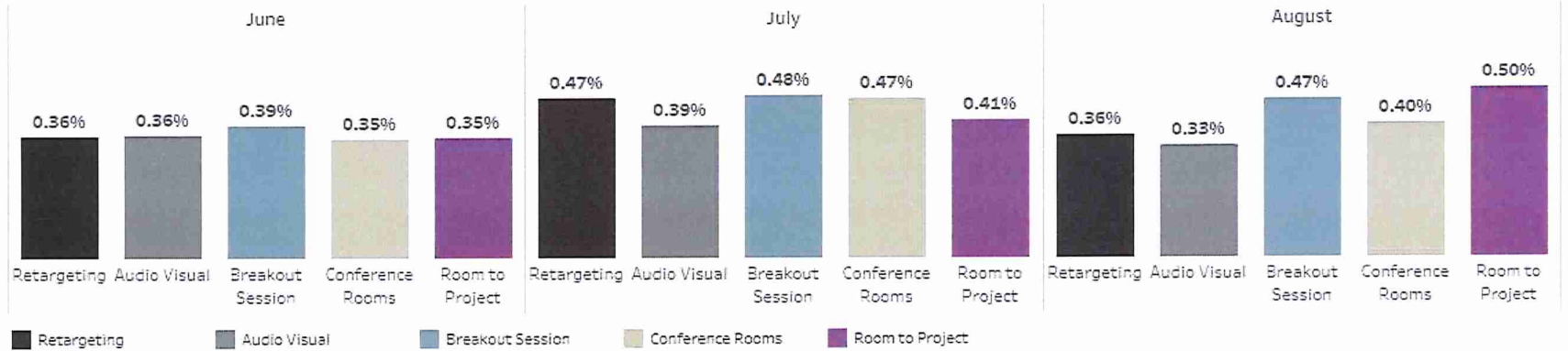
141
CLICKS

18
TOS 115
CONVERSIONS

0.39%
CLICK THROUGH RATE

\$10.91
COST PER
TOS CONVERSION

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	18,103	65	0.36%	\$1.95	\$126.72	8	\$15.84
Room to Project	4,631	23	0.50%	\$0.78	\$17.92	0	N/A
Audio Visual	4,565	15	0.33%	\$1.18	\$17.67	1	\$17.67
Breakout Session	4,498	21	0.47%	\$0.83	\$17.41	0	N/A
Conference Rooms	4,303	17	0.40%	\$0.98	\$16.65	9	\$1.85
Grand Total	36,100	141	0.39%	\$1.39	\$196.37	18	\$10.91

Video Performance

Start Date: 8/1/2022
End Date: 8/31/2022

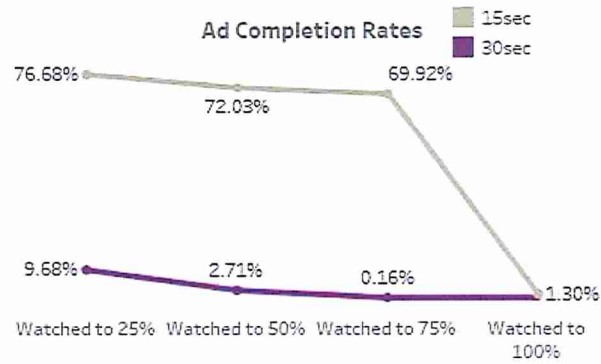
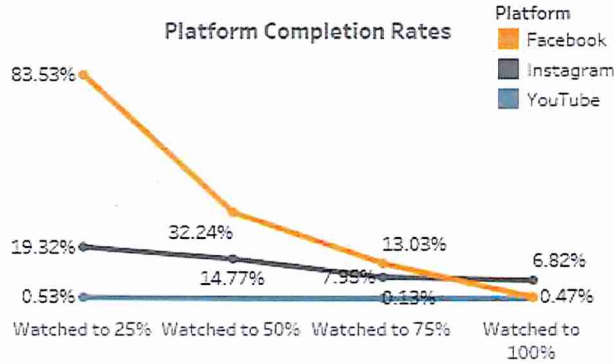
150,754
IMPRESSIONS

31,384
TOTAL VIEWS

25
TOS CONVERSIONS

\$3.59
COST PER CLICK

\$75.36
PRIMARY CPC



Top Ads	Video Views
summer-mcc-30s_video	14,397
rt_mcc-2022-23	14,127
summer-mcc-15s_video	2,876

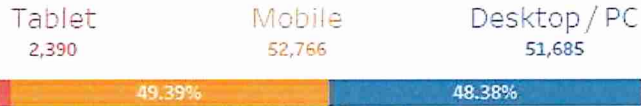
Platform	Targeting	Ad Name	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	CPC	TOS 115	Cost Per TOS 115	Costs
Facebook	Retargeting	summer-mcc-30s_video	15,978	14,385	0.31%	106	0.66%	\$3.42	7	\$51.85	\$362.97
		summer-mcc-15s_video	3,494	2,851	1.17%	26	0.74%	\$2.69	0	N/A	\$69.84
Instagram	Retargeting	summer-mcc-15s_video	56	25	8.93%	0	0.00%	N/A	0	N/A	\$0.16
		summer-mcc-30s_video	32	12	3.13%	0	0.00%	N/A	0	N/A	\$0.07
YouTube	Retargeting	rt_mcc-2022-23	131,194	14,111	0.13%	393	0.30%	\$3.69	18	\$80.60	\$1,450.86
Grand Total			150,754	31,384	0.18%	525	0.35%	\$3.59	25	\$75.36	\$1,883.90

Website Performance

Start Date
8/1/2022

End Date
8/31/2022

106,841
SESSIONS



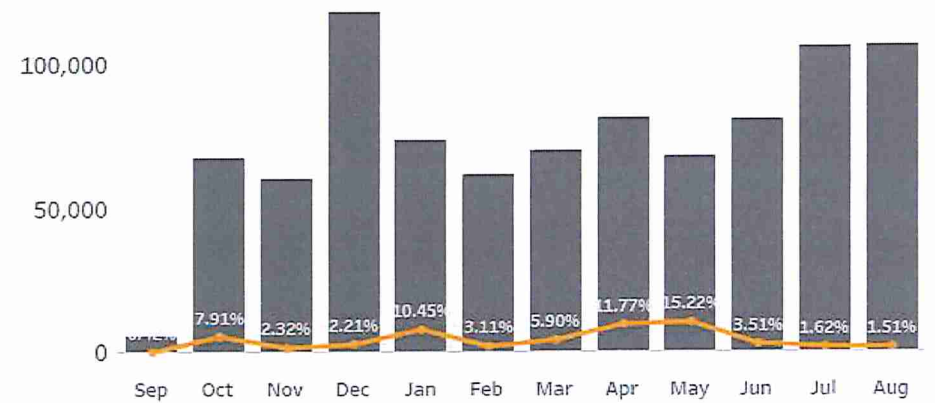
00:00:56
SESSION DURATION

1.6
PAGES PER SESSION

Top Regions	Sessions
California	40,101
Nevada	4,622
Washington	3,625
Texas	2,701
Oregon	2,448



Website Sessions From Paid Ads



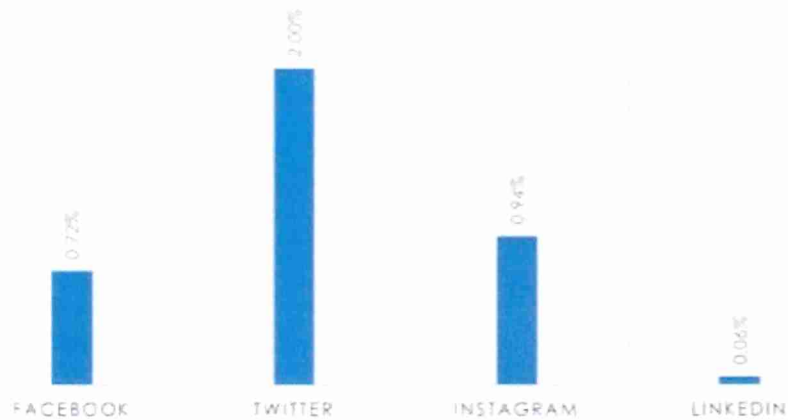
87%
NEW USER SESSION RATE

77%
BOUNCE RATE

Medium	Sessions	🔗	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	72,526		110,141	00:00:50	1.5	80%
Referral	10,334		22,583	00:01:30	2.2	63%
Direct	10,088		17,103	00:01:06	1.7	76%
Search	7,826		15,944	00:01:29	2.0	59%
Social	4,378		5,446	00:00:20	1.2	88%
Total	106,841		173,111	00:00:56	1.6	77%

Industry Benchmarks

AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Facebook performed well above the industry standard (0.72%) at 2.78%.

MCC Paid Media Recommendations

- The 2022-23 fiscal year launched strong with higher TOS conversions and better returns across the board than July.
 - Will continue to monitor the "Conference Rooms" creative to inform ongoing creative efforts and revisions.
- Facebook exceeded industry benchmarks. Will continue to push and monitor these campaigns to drive valuable TOS conversions.
 - LinkedIn paused for a majority of the August month. This was corrected and is now active and set to a lifetime campaign build rather than month-by-month.



north lake tahoe

A scenic photograph of a lake with a kayaker in the distance, large rocks in the foreground, and evergreen trees on the right. A semi-transparent white rectangular box is centered over the image, containing the word "Website" in a bold, dark blue font.

Website

Visitors & Sessions

Users

95,584

New Users

93,205

Sessions

106,841

Number of Sessions per User

1.12

Pageviews

173,111

Pages / Session

1.62

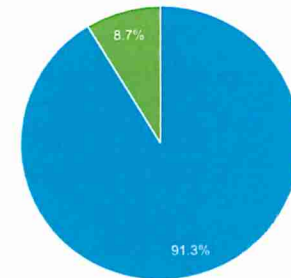
Avg. Session Duration

00:00:56

Bounce Rate

77.14%

■ New Visitor ■ Returning Visitor



- There were over 95K visitors to GoTahoeNorth.com in August. This was a 3.7% increase from July with the majority of traffic coming from organic search (68.9%).
- The average session duration was 0:56 (industry average is 1 minute). Users were up 28.5% and sessions were up 9.13% when comparing YoY.



north lake tahoe

Source: Google Analytics AUG 1 – AUG 31, 2022

Location

By State

Region	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	62,030 <small>% of Total: 64.90% (95,584)</small>	59,730 <small>% of Total: 64.08% (93,205)</small>	72,739 <small>% of Total: 68.08% (106,841)</small>	68.07% <small>Avg for View: 77.14% (-11.76%)</small>	1.87 <small>Avg for View: 1.62 (15.37%)</small>	00:01:19 <small>Avg for View: 00:00:56 (40.84%)</small>
1. California	34,432 (55.52%)	32,704 (54.75%)	40,101 (55.13%)	69.27%	1.82	00:01:14
2. Nevada	3,951 (6.19%)	3,566 (5.97%)	4,622 (6.35%)	68.91%	1.82	00:01:19
3. Washington	3,378 (5.29%)	2,935 (4.91%)	3,625 (4.98%)	67.39%	1.81	00:01:17
4. Texas	2,326 (3.64%)	2,211 (3.70%)	2,701 (3.71%)	60.39%	2.23	00:02:00
5. Oregon	2,304 (3.61%)	1,967 (3.29%)	2,448 (3.37%)	69.04%	1.79	00:01:19
6. New York	1,499 (2.35%)	1,418 (2.37%)	1,710 (2.35%)	65.67%	1.93	00:01:27
7. Illinois	1,318 (2.06%)	1,252 (2.10%)	1,484 (2.04%)	61.93%	2.01	00:01:24
8. Virginia	1,310 (2.05%)	1,264 (2.12%)	1,370 (1.88%)	80.29%	1.57	00:00:56
9. Florida	1,208 (1.89%)	1,154 (1.92%)	1,318 (1.81%)	74.28%	1.68	00:01:03
10. Arizona	999 (1.56%)	932 (1.56%)	1,137 (1.56%)	62.27%	2.18	00:01:50

By City

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	34,432 <small>% of Total: 36.02% (95,594)</small>	32,704 <small>% of Total: 35.09% (93,205)</small>	40,101 <small>% of Total: 37.53% (106,841)</small>	69.27% <small>Avg for View: 77.14% (-10.21%)</small>	1.82 <small>Avg for View: 1.62 (12.28%)</small>	00:01:14 <small>Avg for View: 00:00:56 (31.95%)</small>
1. Los Angeles	4,085 (11.36%)	3,751 (11.47%)	4,607 (11.49%)	68.24%	1.80	00:01:12
2. San Jose	3,982 (11.07%)	3,602 (11.01%)	4,591 (11.45%)	70.79%	1.69	00:01:05
3. San Francisco	3,578 (9.95%)	3,307 (10.11%)	3,946 (9.84%)	71.79%	1.64	00:01:00
4. Sacramento	3,369 (9.37%)	3,115 (9.52%)	3,769 (9.40%)	72.91%	1.64	00:01:05
5. Truckee	1,480 (4.12%)	1,362 (4.16%)	1,706 (4.25%)	73.27%	1.64	00:01:12
6. (not set)	901 (2.51%)	840 (2.57%)	974 (2.43%)	78.64%	1.51	00:00:52
7. South Lake Tahoe	650 (1.81%)	589 (1.80%)	715 (1.78%)	69.37%	1.71	00:01:01
8. San Diego	477 (1.33%)	445 (1.36%)	579 (1.44%)	61.83%	3.26	00:02:24
9. (not set)	422 (1.17%)	377 (1.15%)	487 (1.21%)	68.38%	1.79	00:01:28
10. Tahoe Vista	334 (0.93%)	305 (0.93%)	395 (0.99%)	68.10%	1.80	00:01:18



- Top states followed similar performance to previous months with paid media campaign target markets at the top of the list.
- Texas visitors were the most engaged with 2:00 average time on site.
- When looking at the top California cities, Los Angeles drove the most users to the website, and San Diego and Tahoe Vista visitors were the most engaged.

Source: Google Analytics AUG 1 – AUG 31, 2022

Top Pages Visited

- The homepage was a top driver of traffic followed very closely behind by the webcams and summer activities page. Other activities-based pages continue to be of interest.
- Users were most engaged with the webcams page (4:00) followed by lodging and getting-here both with 1:35 average time on page.
- Demographics were primarily aged 25-44.



Source: Google Analytics AUG 1 – AUG 31, 2022

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	173,111 % of Total: 100.00% (173,111)	154,397 % of Total: 100.00% (154,397)	00:01:31 Avg for View: 00:01:31 (0.00%)
1. /homepage	19,718 (11.39%)	16,244 (10.52%)	00:00:57
2. /webcams	5,230 (3.02%)	4,913 (3.18%)	00:04:00
3. /lake-tahoe-activities/summer	4,747 (2.74%)	3,912 (2.53%)	00:01:05
4. /lake-tahoe-activities	4,372 (2.53%)	3,764 (2.44%)	00:01:06
5. /lodging	4,371 (2.52%)	3,508 (2.27%)	00:01:35
6. /events	3,031 (1.75%)	2,540 (1.65%)	00:01:07
7. /lake-tahoe-activities/hiking/hiking-trails	2,112 (1.22%)	1,789 (1.16%)	00:01:19
8. /lake-tahoe-activities/beaches	2,055 (1.19%)	1,749 (1.13%)	00:01:13
9. /lake-tahoe/getting-here	2,048 (1.18%)	1,926 (1.25%)	00:01:35
10. /lodging/vacation-rental/all	1,867 (1.08%)	1,498 (0.97%)	00:01:17

Channel Performance

- Organic Search brought in the most users to the website with over 66K.
- The top three channels with the most user engagement were Referral (2:40), Paid Search (1:30) and Direct (1:06).

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓ % of Total: 100.00% (95,584)	New Users ? % of Total: 100.10% (93,205)	Sessions ? % of Total: 100.00% (106,841)	Bounce Rate ? Avg for View: 77.14% (0.00%)	Pages / Session ? Avg for View: 1.62 (0.00%)	Avg. Session Duration ? Avg for View: 00:00:56 (0.00%)
1. Organic Search	66,684 (68.87%)	64,498 (69.13%)	72,526 (67.88%)	80.23%	1.52	00:00:50
2. Direct	8,533 (8.81%)	8,381 (8.98%)	10,088 (9.44%)	76.36%	1.70	00:01:06
3. Paid Search	6,700 (6.92%)	6,402 (6.86%)	7,677 (7.19%)	58.62%	2.05	00:01:30
4. Social	5,026 (5.19%)	4,880 (5.23%)	5,365 (5.02%)	78.23%	1.45	00:00:26
5. Referral	4,230 (4.37%)	3,707 (3.97%)	4,973 (4.65%)	46.73%	2.98	00:02:40
6. (Other)	3,988 (4.12%)	3,788 (4.06%)	4,453 (4.17%)	87.45%	1.25	00:00:21
7. Display	1,662 (1.72%)	1,641 (1.76%)	1,751 (1.64%)	91.78%	1.10	00:00:08
8. Email	6 (0.01%)	4 (0.00%)	8 (0.01%)	75.00%	1.38	00:00:22



Source: Google Analytics AUG 1 – AUG 31, 2022

SEO Traffic Performance

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	19.88% ↑ 65,134 vs 54,333	20.73% ↑ 63,080 vs 52,250	7.46% ↑ 70,786 vs 65,872	17.27% ↑ 80.50% vs 68.65%	17.55% ↓ 1.51 vs 1.83	40.70% ↓ 00:00:49 vs 00:01:23
1. google / organic						
Aug 1, 2022 - Aug 31, 2022	65,134 (100.00%)	63,080 (100.00%)	70,786 (100.00%)	80.50%	1.51	00:00:49
Jul 1, 2022 - Jul 31, 2022	54,333 (100.00%)	52,250 (100.00%)	65,872 (100.00%)	68.65%	1.83	00:01:23
% Change	19.88%	20.73%	7.46%	17.27%	-17.55%	-40.70%



- The number of users (+19.9%) and new users (+20.7%) increased this month compared to July. Pages per session were down (-17.6%) as was average session duration (-40.7%). This trend indicates that users spent less time interacting with the site this month than in July.

Source: Google Analytics AUG 1 – AUG 31, 2022

SEO Maintenance

- August Updates
 - Fixed broken links (80 total)
 - Fixed redirect loops
 - Fixed duplicate meta-description
 - Fixed unoptimized title tags

- Pages in Progress
 - Optimize webcams page
 - Optimize dog-friendly pages
 - Optimize weather page
 - Optimize meetings pages
 - Create about us page
 - Optimize lodging pages
 - Optimize blog post layout
 - Remove permanently closed listings



Device

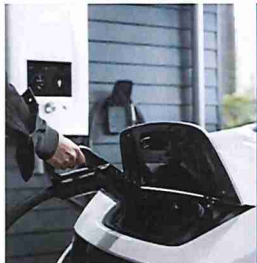
Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	95,584 <small>% of Total: 100.00% (95,584)</small>	93,301 <small>% of Total: 100.10% (93,205)</small>	106,841 <small>% of Total: 100.00% (106,841)</small>	77.14% <small>Avg for View: 77.14% (0.00%)</small>	1.62 <small>Avg for View: 1.62 (0.00%)</small>	00:00:56 <small>Avg for View: 00:00:56 (0.00%)</small>
1. desktop	47,623 (50.00%)	46,921 (50.29%)	51,685 (48.38%)	80.10%	1.65	00:00:57
2. mobile	45,556 (47.83%)	44,368 (47.55%)	52,766 (49.39%)	74.57%	1.58	00:00:54
3. tablet	2,070 (2.17%)	2,012 (2.16%)	2,390 (2.24%)	70.04%	1.80	00:01:19



- Most users visited the site from desktop with 50% of total users. This is a change of 67.1% compared to July. Mobile decreased by 26.6% compared to last month.
- Tablet visitors were the most engaged with 1:19 average time on page and 1.80 pages per session.

Source: Google Analytics AUG 1 – AUG 31, 2022

Blogs



Entertainment Fall Lake Activities Lodging Spring Summer Things To Do Towns Trips Winter

SUPERCHARGE YOUR STAY: YOUR GUIDE TO EV STATIONS IN NORTH LAKE TAHOE

August 2022 Teslas, Bolts, Mach-Es, e-trons, oh my! The number of electric vehicles in our area isn't slowing down anytime soon. With so much to do, so much to see during vacation, here's who has the juice around North Lake Tahoe. Plus, we've got year-round ideas for you and the crew while your EV's loading up. Vroom, vroom! EV STATIONS...

READ MORE >

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

- Posted: 8/11
- Pageviews: 215
- Time on Page: 2:28



Fall Hiking Lake Activities Outdoors Secret Season Spring Summer Things To Do Trip Idea Trips

CAMPING: AN OUTDOOR ADVENTURE IN NORTH LAKE TAHOE

August 2022 Ask anyone what they think of first when they hear the word "camping" and there's a good chance they'll mention tents, outdoors or adventures. The outdoors and adventures are still mainstays of the camping experience, but options of where to sleep have expanded in recent times. For experienced campers, some won't consider taking anything that won't fit in...

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- Posted: 8/24
- Pageviews: 278
- Time on Page: 2:08



Dining Lake Activities Outdoors Things To Do

WORK HARD, PLAY HARDER: TEAM BUILDING IN NORTH LAKE TAHOE

For years now, we've been battling the "You're on mute," "My camera won't work" and every other challenge imaginable that comes with technology. Isn't it time to think outside the Zoom, Teams, Skype, Slack—whatever you use—box? Step away from the screen and onto the North Lake Tahoe scene. Its alpine air, panoramic views, sunny skies and endless outdoor adventures create...

READ MORE >

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

- Posted: 8/28
- Pageviews: 15
- Time on Page: 0:34

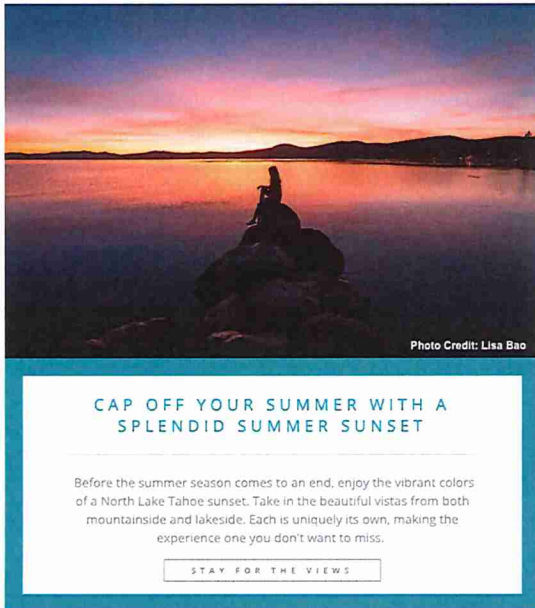


eNewsletters

Two enewsletters were sent in August. The first highlighted summer sunsets, EV stations and fall's secret season.

The second promoted weddings, vow renewals and anniversary celebrations in the region as well as the North Lake Tahoe Challenge and camping.

north lake tahoe | LODGING | THINGS TO DO | EVENTS



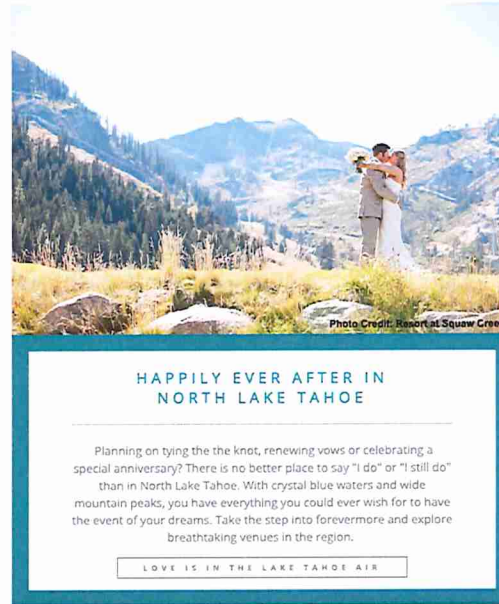
Winning subject line: "Soak in a Lake Tahoe Summer Sunset"

Sent: 8/15

Open Rate: 27.01%
(Industry Avg: 16%)

CTR: 3.26%
(Industry Avg: 1.6%)

north lake tahoe | LODGING | THINGS TO DO | EVENTS



Winning subject line: "Say 'I do' North Lake Tahoe"

Sent: 8/25

Open Rate: 26.2%
(Industry Avg: 16%)

CTR: 0.76%
(Industry Avg: 1.6%)

CrowdRiff Insights

Aug 01, 2022 → Aug 31, 2022

Monthly

Engagement ...



For the selected date range your galleries had a **44.5% engagement rate**.
Your engagement rate is calculated from **1.9k interactions** and **4.2k views**.

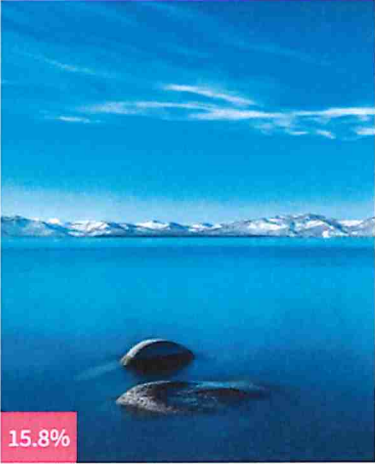


Top galleries

Wedding page	60.3% Engagement rate	217 Interactions	360 Views
Home Page Test	43.9% Engagement rate	1.6k Interactions	3.7k Views
NLT and Me	16.2% Engagement rate	18 Interactions	111 Views
North Tahoe Eats	0% Engagement rate	0 Interactions	0 Views



CrowdRiff Insights



An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a narrow orange kayak. The water is exceptionally clear, revealing large, light-colored rocks and patches of green algae or moss at the bottom. 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 middle of the image, containing the text "Public Relations" in a bold, dark blue font.

Public Relations

PR August Recap

- Pitching efforts primarily focused on Labor Day camping and fishing spots, luxury ski resort destination, National Golf Month, fall destinations that feel like summer, what to do while your EV charges, human powered sports, where to see fall foliage, fall mountain biking and spring 2023 travel destinations.
- Augustine also collaborated on several articles, including one with *Roadtrippers* and *The New York Times*, continued to partner with Visit California and continued to coordinate fall FAM tours.
- Secured 24 clips with 1.5B estimated digital monthly visits and 2M estimated digital coverage views.
- Secured one TV segment with estimated views of 3.29M that was broadcast multiple days.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Labor Day Camping and Fishing spots
 - Luxury Ski Resort Destination
 - National Golf Month (August)
 - What to do While Your EV Charges
 - Human Powered Sports
 - Where to See Fall Foliage
 - Fall Mountain Biking
- Highlights: Inclusion in *Roadtrippers*, *PureWow*, *WorldAtlas*, *The New York Times*, *The Points Guy*, as well as one segment for KCRA and two syndications to MSN.
- Media Conversations:
 - Top-tier outlets like *National Geographic*, *Men's Journal*, *Lonely Planet*, *The Washington Post*, *TravelAge West*, *Condé Nast Traveler*, *Bikerumor*, *Unofficial Networks* and more.



north lake tahoe

Roadtrippers



UNOFFICIAL
NETWORKS

MEN'S JOURNAL

Earned Media Results

- Secured Clips: 24
- Est. Digital Monthly Visits: 1.5B
- Est. Digital Coverage Views: 2M
- Est. Broadcast Audience Reach: 3.29M
- Coverage featured the best places to see fall foliage, incredible things to do in Tahoe (besides skiing), golfing in North Lake Tahoe, dog-friendly hotels, ski resorts with thriving summer scenes, best swimming spots, best camping spots and the Labor Day Drone Light Show.



The New York Times

Coming Soon to an American Cliff Near You: 'Via Ferrata' Routes

Long popular in Europe, the beginner-friendly climbing routes are being installed on peaks and in gorges across the United States. Here are six to try now.

OLYMPIC VALLEY, CALIF.

Tahoe Via Ferrata



Tahoe Via Ferrata offers four routes through weathered, knobby granite. Alpenglow Expeditions/Tahoe Via Ferrata

Coverage Highlights

[Follow Your Bliss to the Most Stunning Lake Paradise in America](#)



Follow Your Bliss to the Most Stunning Lake Paradise in America

Lake Tahoe combines the best of all worlds: winter and water sports, nonstop nightlife and breathtaking backcountry hikes around glacier-carved bays and granite peaks. The pine-covered Sierra Nevada mountain range gently embraces the striking, turquoise-colored water that's as clear as glass. Add its convenient location straddling the California/Nevada line, and it's not hard to see why Tahoe is one America's greatest lake destinations.

An hour south of Reno and three east of San Francisco, you can go from hiking the forests in California to hopping the border to the casino side in Stateline, Nevada—pausing for a dip in the water at one of the many golden-sand beaches along the way.

At Palisades Tahoe, skiers can lose themselves on 30 chairlifts spread out over 3,600 acres, while Tahoe Donner is ideal for beginners and families looking to escape the bigger crowds.



[This Stunning Bikeway In Nevada Gives You Access To Endless Hidden Beaches](#)



This Stunning Bikeway In Nevada Gives You Access To Endless Hidden Beaches

The Tahoe East Shore Trail is an attraction that every nature lover will definitely want to add to their bucket list. This stunning bikeway in Nevada makes for a spectacular adventure filled with endless scenery and access to hidden beaches tucked along the route. Officially opened in the summer of 2019, this paved path gives people of all different hiking abilities the opportunity to discover regions of Lake Tahoe they never would've discovered before. So, if you're ready for a scenic adventure, read on to learn more about this one-of-a-kind bikeway that'll give you opportunities to check out hidden beaches in Nevada.



Have you had a chance to experience the Tahoe East Shore Trail? If so, feel free to share your experience in the following comment section. And, if you're looking for another outdoor bike hike, check out this epic [bikeway in Nevada](#) too.

[The 12 Most Incredible Things to do in Lake Tahoe \(Besides Skiing\)](#)



The 12 Most Incredible Things to Do in Lake Tahoe (Besides Skiing)



3. Go Stargazing With Tahoe Star Tours

With 300 clear nights a year and low light pollution, Lake Tahoe is an excellent place to go stargazing. And sure, you can just look up at the sky on one of those clear nights, but a stargazing tour would teach you much more about the cosmos. Tahoe Star Tours offers these tours with a Celestron telescope so you can take a closer look at our galaxy (and beyond). Note: While public tours are usually offered at Northstar, the tours are currently not running for the season due to construction, but they are still offering private tours and the public tours will resume once construction is finished.

FIND OUT MORE

Coverage Highlights

[Sand Harbor is Lake Tahoe's Best Swimming Spot, Here's Why](#)



Sand Harbor Is Lake Tahoe's Best Swimming Spot, Here's Why

One look at the cobalt blue waters of Lake Tahoe, and travelers will understand why it is so special. Lake Tahoe is the largest alpine lake in North America, sitting comfortably nestled into the Sierra Nevada mountain range. The eastern shore of the lake is where travelers tend to flock to. Its sloping beaches, clear water, and aesthetic rock formations make this a popular destination for travelers.

On the northeastern shore, travelers can discover Sand Harbor. This sandy peninsula juts out into the lake and offers visitors a popular destination for swimming and other beachside activities. The beaches here are so popular that travelers better wake up early or risk missing out on enjoying them.



[9 Ski Resorts That are Just as Much Fun in the Summer](#)

Roadtrippers

9 ski resorts that are just as much fun in summer



© Palisades Tahoe aerial tram | Photo courtesy of Palisades Tahoe

4. Lake Tahoe, California

Just 40 miles east of the bustling "Biggest Little City" of Reno, summer travelers can take a day trip to [Lake Tahoe](#), the largest alpine lake in North America, and a top summer vacation spot. Skiers wishing to visit their favorite resorts in the summer can explore the newly-rebranded Palisades Tahoe with endless outdoor adventure opportunities. Take a scenic 10-minute ride to the top on the [Aerial Tram](#), which climbs over 2,000 feet, to get unspoiled views of Lake Tahoe and the picturesque mountain terrain. Once you arrive at High Camp, the fun continues with activities such as [roller skating](#) at an outdoor rink, playing a 9-hole [disc golf](#) course, [geocaching](#), and incredible [hiking](#).

[10 Most Beautiful Places According to RVers](#)



10 Most Beautiful Places According to RVers

6. LAKE TAHOE, CALIFORNIA



Lake Tahoe is one of America's most beloved lakes. And for a good reason!

It is the largest freshwater lake located in the Sierra Nevada mountain range. In some parts, it has crystal blue water and is located near skiing, biking, and the very popular [North Rim Trail](#).

There are numerous RV parks, including [Truckee River RV Park](#). It is located along the Truckee river's shores and offers full hookups.

Or stay right in Lake Tahoe at the [Lake Forest Campground](#). Situated in Tahoe City, this campground offers a great location just blocks from Lake Tahoe's beachfront. However, it is dry camping and does not offer hookups.

Coverage Highlights

[23 Top Places to See Fall Foliage in the U.S.](#)



23 Top Places to See Fall Foliage in the U.S.

North Lake Tahoe, California and Nevada

North Lake Tahoe, which unfurls across both California and Nevada, is surrounded by the majestic peaks of the Sierra Nevada mountain range. [Lake Tahoe](#) is the largest alpine lake in North America, so there's plenty of opportunities for outdoor adventure, including hiking, paddleboarding and kayaking. You can also opt to go boating or relax on one of the area's many beaches. When it comes to viewing fall's splendor, there are hundreds of miles of biking and hiking trails where you can see more than 10 different species of trees showing off their red, orange and yellow foliage. The best time to see the colorful leaves is from about mid-September to late October. Check out one of the best viewing spots to see the aspens' rainbow of colors: Paige Meadows in Tahoe City. Other top leaf-peeping locales are Tahoe Meadows, Ellis Peak and Mount Rose Summit.



[Balloons, Boats, and Bridges: 9 Unique Fall Foliage Experiences in the U.S.](#)



Balloons, boats and bridges: 9 unique fall foliage experiences in the US

Kayak in a clear-bottom boat on Lake Tahoe



MORITZ WOLF/GETTY IMAGES

[California's](#) signature Aspen trees have stunning yellow hues come fall, especially around famed [Lake Tahoe](#).

The towns surrounding the lake showcase their most beautiful fall colors in mid-October, right in between the warm summer months and the start of ski season.

One of the most unique ways to explore is by kayaking in a clear-bottom boat. Not only can you soak in the stunning scenery on the shore, but you can also get a view of the marine life below. Wild Society and Clearly Tahoe are two of several outfitters offering both tours and rentals.

[10 Great Points Hotels Where You Can Bring Your Pooch](#)



10 Great Points Hotels Where You Can Bring Your Pooch

Hyatt Regency Lake Tahoe Resort, Spa and Casino (Incline Village, Nevada)

Dogs allowed for a \$40 per day fee

Hello, waterfront views, hiking trails and nearby dog parks. This laid back resort puts you close to everything a dog and its owners wants on vacation, including some dog-friendly beaches which are open seasonally. It's not just the dogs that will be thrilled with this spot. There are rooms, suites and cottages that are comfortable for the whole family as well as a year-round heated outdoor pool for when you feel like slipping into vacation mode.

Resort fees at the Hyatt Regency Lake Tahoe Resort are steep but are waived on award night bookings.

Coverage Highlights

[Live Out Your Sports Dreams at These Top Hotels](#)

The A-List of Travel®
LUXURY TRAVEL
MAGAZINE

[Live Out Your Sports Dreams at These Top Hotels](#)

Old Greenwood, East West Hospitality | Lake Tahoe, CA

East West Hospitality, the most trusted hospitality services company, manages more than 6,660 extraordinary residences and luxury vacation rentals in Colorado, California and Hawaii. For a secluded golf escape in the mountains, explore Old Greenwood, North Lake Tahoe's premiere golf and four-season resort community with exceptional two-, three- and four-bedroom properties called Cabins, Townhomes and Villas. Set on 600 acres of towering pines and rolling hills, Old Greenwood is centered around a Jack Nicklaus Signature designed golf course with 7,518 yards of challenging play. The landscape is the ultimate scenic location with towering Jeffrey pines, blue sagebrush, and winding streams connecting four large rainbow trout lakes. Old Greenwood has been honored many times as one of the nation's best golf courses; most recently it was included in Golfweek's Top 200 Residential Golf Courses of 2022.



[Golfing in North Lake Tahoe](#)



Golfing in North Lake Tahoe

When was the last time you golfed in a 18-hole setting featuring snow-capped mountains and the bluest of water?

Welcome to **North Lake Tahoe**, a destination spanning two states: California and Nevada.

It is known for its beautiful alpine waters and expansive peaks making it a heavily sought-after travel destination for every season.

Play North Lake Tahoe during National Golf Month

With August being National Golf Month, North Lake Tahoe invites visitors to hit their greens featuring six championship golf courses and four executive courses in the North Lake Basin. If that isn't enough for every golf lover's dream, another 14 are located an hour's drive from the North Shore.

The **Tahoe City Golf Course**, which was established in 1917 and designed by May "Queenie" Dunn Hupfel, is a favorite in the North Lake Tahoe Region. There are nine holes, par-33 and 2,700 yards of green to play on along with options for breakfast and lunch.

Golfers: Get Lucky in Truckee

[Top Van Life Destinations for Labor Day Weekend](#)



Top Van Life Destinations for Labor Day Weekend

Lake Tahoe, California

Where to van camp: Lake Forest Campground

What better way to spend your vacation than next to the largest alpine lake in the U.S.? We love Lake Forest Campground in North Lake Tahoe for its prime waterside location, affordable rates (\$20/night), and first come, first served policy. Since visitors flock to Tahoe on holiday weekends, showing up early to stake out a spot at first come, first served campgrounds may be your only chance to stay at this coveted destination. Once you're there, enjoy water sports, fine dining, spas, hiking trails, and much more. On Labor Day, head down to South Lake Tahoe to marvel at the fireworks display over the lake.



Coverage Highlights

North Lake Tahoe to Celebrate Labor Day Weekend with Drone Shows



Drone light shows at a previous show organize to make a jet with Top Gun music in the background. Screenshot of video provided by Great Lakes Drones

TAHOE CITY, Calif. — Custom drone light shows over Lake Tahoe are planned to help celebrate Labor Day weekend and the end of summer in Kings Beach and Tahoe City this year. The shows, postponed from Independence Day due to weather, are scheduled to take place after the final concerts of the summer in both locations.



Drone Shows To Return To Lake Tahoe for Labor Day Weekend



Drone Shows To Return To Lake Tahoe for Labor Day Weekend



<http://wcbstkyshow.org/>

Prepare to celebrate both Labor Day and a wrap on the Summer with a spectacular drone light show taking place at both Kings Beach and Tahoe City. The performances that were originally scheduled for these venues on the 4th of July weekend had to be postponed due to weather, but now all systems are a go for the upcoming holiday weekend.

The light show is orchestrated by the Great Lakes Drone Company and utilizes more than 100 drones in a custom performance set to music. Lasting approximately 15 minutes, the event takes place in the skies over Lake Tahoe.

North Lake Tahoe to Celebrate Labor Day Weekend with Drone Light Shows



North Lake Tahoe to celebrate Labor Day weekend with Drone Light Shows

Custom drone light shows over Lake Tahoe are planned to help celebrate Labor Day weekend and the end of summer in Kings Beach and Tahoe City this year.

The shows, postponed from Independence Day due to unseasonable weather, will take place after the final concerts of the summer in both locations.

"After having to postpone the drone light shows originally planned over the July 4 holiday in Kings Beach and Tahoe City due to the weather, we're looking forward to hosting them for our community and visitors over Labor Day weekend," said Tony Karwowski, president and CEO of the North Lake Tahoe Resort Association. "Community surveys will be used to help us determine how we proceed forward with enhancements or other options around this environmentally friendly celebration in the future."

On Friday, September 2, the North Tahoe Business Association's final Music on the Beach concert of the season will feature Achilles Wheel from 6:00 p.m. to 8:30 p.m., with the drone light show scheduled to begin at 9:00 p.m. Both events will take place at the Kings Beach State Recreation Area.

"We're excited to finish out the summer season and our Music on the Beach concert series with a custom drone light show over Lake Tahoe," said Alyssa Reilly, North Tahoe Business Association executive director. "Our hope is that both residents and visitors enjoy the show and see what may be possible for future Independence Day celebrations."

On Sunday, September 4, the Tahoe City Downtown Association will host the final Concerts at Commons Beach of the summer with a performance by The Blues Monsters from 4:00 p.m. to 7:00 p.m. The drone light show will begin at 8:30 p.m.

"We're looking forward to hosting a spectacular drone light show over Labor Day weekend and to thanking our community for a great summer season that saw the return of popular events in Tahoe City," said Katie Biggers, Tahoe City Downtown Association executive director.

Coordinated by professional aerial starlight production vendor Great Lakes Drone Company, the drone light shows will feature custom performances up to 15 minutes in length and choreographed to music.

Both will take place over Lake Tahoe, with over 100 drones taking off from and returning to shore at the conclusion of the shows. In addition, backup locations have been identified in the event that weather conditions require it.

Coverage Highlights

[North Lake Tahoe Drone Show Happening This Labor Day After Fourth of July Show Was Cancelled](#)



North Lake Tahoe drone show happening this Labor Day after Fourth of July show was canceled

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"We're excited to finish out the summer season and our Music on the Beach concert series with a custom drone light show over Lake Tahoe," said Alyssa Reilly, North Tahoe Business Association executive director. "Our hope is that both residents and visitors enjoy the show and see what may be possible for future Independence Day celebrations."



[Drone Show Set for North Lake Tahoe on Labor Day Weekend](#)



Drone show set for North Lake Tahoe on Labor Day weekend

North Lake Tahoe will celebrate Labor Day with two drone light shows after they were initially canceled due to high winds on the 4th of July.

The first of the two rescheduled drone light shows will be on Friday, Sept. 2, at the Kings Beach State Recreation Area in Kings Beach. The show is scheduled to begin at 9 p.m., after the North Tahoe Business Association's final Music on the Beach concert series of the season.

The second of the rescheduled drone light shows will be in Tahoe City on Sunday, Sept. 4, following the final Concerts at Commons Beach of the season, which is put on by the Tahoe City Downtown Association.

There will be a performance by The Blues Monsters from 4-7 p.m. with the drone light show beginning at 8:30 p.m.

The drone light shows over Lake Tahoe are planned to help celebrate Labor Day weekend and the end of summer in Kings Beach and Tahoe City this year. The shows, postponed from Independence Day due to unseasonable weather.

"After having to postpone the drone light shows originally planned over the July 4 holiday in Kings Beach and Tahoe City due to the weather, we're looking forward to hosting them for our community and visitors over Labor Day weekend," Tony Karwowski, president and CEO of the North Lake Tahoe Resort Association, said in a press release. "Community surveys will be used to help us determine how we proceed forward with enhancements or other options around this environmentally friendly celebration in the future."

[Drone Show Set for North Lake Tahoe on Labor Day Weekend](#)



[Reno-Gazette-Journal](#) + Follow View Profile

Drone show set for North Lake Tahoe on Labor Day weekend

Jim Krajewski, Reno Gazette Journal - Friday

North Lake Tahoe will celebrate Labor Day with two drone light shows after they were initially canceled due to high winds on the 4th of July.



Upcoming PR Initiatives

- Proactive media outreach pitching story angles focusing on mid-week visitation, responsible travel during the secret season of fall and best ski resort destinations for the 2022-2023 winter.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on education: fire safety, keeping the wildlife wild and overall sustainability, promoting the Traveler Responsibility Pledge, as well as best places to visit in 2023, NLT+Me Challenge and the North Lake Tahoe Challenge.
- Continue to vet media and influencers and coordinate fall FAM tours for fall trips as well as establishing relationships with reporters at top-tier publications.



An aerial photograph of a person in a kayak on a vibrant turquoise lake. The water is crystal clear, revealing large white rocks and green algae at the bottom. The shoreline is lined with lush green trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Social Media" in a bold, dark blue font.

Social Media

Facebook Overview

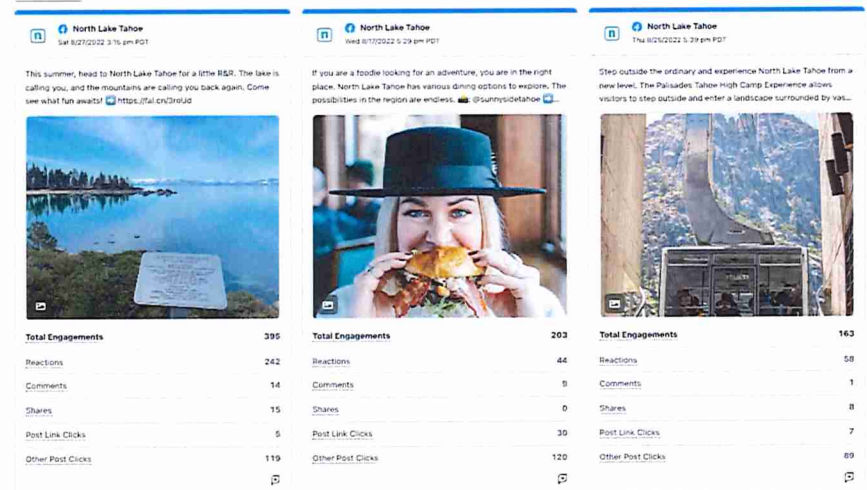
Data	July	August	MoM
Audience	130,710	130,910	+0.1%
Impressions	1,550,000	2,021,400	+30%
Engagement	75,709	57,112	-24%

- Facebook content showcased summer events and promoted mid-week messaging.
- There were 2M impressions and 15K post clicks. The audience increased by over 129 followers this month.
- The most engaged audience was women ages 35-44. The highest reached locations included Los Angeles, San Diego, Reno, Sacramento and San Francisco.



Facebook Top Posts

- Top posts included scenic views, dining and summer activities.
- The post with the highest paid reach average rate featured a hiking view in Incline Village.
- Facebook content generated an overall engagement rate of 2.8% (benchmark 0.30%).



Instagram Overview

Data	July	August	MoM
Audience	83,800	83,820	+0.1%
Impressions	324,460	371,985	+14%
Engagement	9,837	14,443	+46%

- Content promoted summer activities and lodging.
- Content generated over 371K impressions and 14K engagements. There was an increase due to Reels related to NLT + Me.
- The most reached audience was women aged 25-44. The highest reached locations included Reno, Sparks and San Francisco.



Instagram Top Posts

- Top posts included Reels featuring scenic views and summer events.
- Instagram content generated an overall engagement rate of 3.3% across all posts (benchmark 0.98%).
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing activities.



Post Date	Total Engagements	Likes	Comments	Saves
	5,288	5,099	37	152
	498	489	5	4
	455	451	3	1

Twitter Overview

Data	July	August	MoM
Audience	23,780	23,780	-
Impressions	13,513	4,646	+93%
Engagement	630	121	+113%

- Content continued to promote summer messaging.
- This audience remained the same MoM.
- Augustine will continue to provide news, trivia and updates on Twitter.



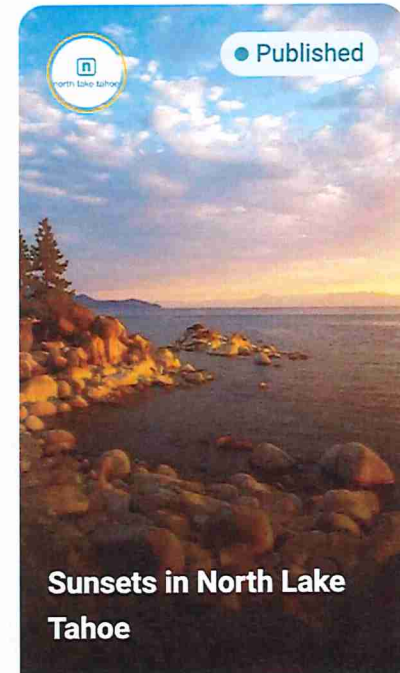
Twitter Top Posts

- Top Twitter post included trivia for North Lake Tahoe.
- The Twitter audience engages well with questions and polls. Augustine will continue to incorporate trivia content on the platform.



CA Now Story

- Augustine continued to create California Now stories via CrowdRiff.
- The top story this month featured sunsets in North Lake Tahoe with a 32.33% completion rate (benchmark 34%).
- Augustine will continue to build monthly stories with seasonal and evergreen content.



An aerial photograph of a person in a kayak on a vibrant turquoise lake. The water is crystal clear, revealing large, light-colored rocks at the bottom. The right side of the image is framed by the branches of evergreen trees. A semi-transparent white rectangular box is centered over the water, containing the text "Other Creative Projects" in a bold, dark blue font.

Other Creative Projects

Creative Projects

- Fall Campaign – Majority of tactics are live as of late August.
- Auditing MCC campaign for best performing creative and will then begin on campaign updates.
- Feature blog revises for fall activities and mountain biking.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of accommodations in September.
- Continuing to deploy enewsletters to consumer audiences.
- Providing Spartan deliverables in preparation for the event in September.



An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a narrow, light-colored kayak. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, the dense green foliage of evergreen trees hangs over the water's edge. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Industry Insights" in a bold, dark blue font.

Industry Insights

Industry Insights

- Demand is not waning as we head into the fall season, with **90% of American Travelers still reporting plans to go somewhere within the next six months**. Concerns about one's own personal finances greatly impacting their decision to travel has dropped a significant 8 points (from 31% to 23%) in just two months. **Similarly, concerns about gas prices greatly impacting one's decision to travel have dropped a tremendous 16 points since July (from 43% to 27%)**. The economy tops the list of biggest causes of hesitation to travel with **61% reporting inflation; 38% COVID-19; 34% flight delays/cancellations; and only 22% reporting no hesitations whatsoever** about traveling at this time! (Note: new data on monkeypox and crime). **Top of the list of fall activities travelers plan to engage in this fall are: Visiting friends and relatives (56%), taking a road trip (43%), and visiting national/state parks (28%)**. (Travel Vertical, "Good News: Fuel Prices Down, Travel Sentiment Steps On the Gas")



Industry Insights

- American leisure travelers are **most excited to take family trips and romantic getaways in the next 12 months**. Their top travel **priorities are spending time with loved ones, visiting new places they haven't been before, having fun, relaxing and being happy**. **Luxury travel is also on trend for leisure travelers, with 37% of American travelers reporting that luxury travel experiences are typically important components of their leisure trips**. They also **prefer visiting new places (53%) and having "active time" vacations (45%)**. Travel transportation preferences remained the same compared to last month, with almost half of travelers reporting **they prefer road trips (46%)**. One-quarter prefer trips on a commercial airline (26%) and 12% say they prefer taking a cruise line. (Destination Analyst, "State of the American Traveler – September 2022")





THANK YOU