

FY22/23 Winter, Spring & PR Recaps



north lake tahoe

An aerial view of a person in a red kayak paddling on a clear turquoise lake. The water is so clear that large grey rocks and green algae are visible at the bottom. Evergreen trees are visible on the right side of the frame. A semi-transparent white rectangle is overlaid on the center of the image, containing the text.

Winter Paid Media Recap

Executive Summary – Consumer Winter Campaign

- Winter designated markets: LA. Messaging focused on snow imagery, sustainability, and showcasing the various audiences visiting NLT. Overall, winter ran a very strong media mix to support the smaller budget.
- Paid Search earned the highest CTRs across the channels. Other top performing CTR channels include email, Facebook and Google Performance Max.
- Compared to last year's winter campaign, overall CTR rose 5% and cost per click fell by over \$1. This indicated higher engagement and channel efficiency since last year's campaign.
- All social audience CTRs were more than double industry benchmarks. While social's sustainability line earned the highest number of TOS conversions (411), the Jones Family audience earned the highest CTR (2.73%) followed by the Boomer Ben audience (2.33%). For comparison, Sustainability earned a 1.82% CTR.
- Local sustainability efforts expanded from general social messaging into local radio and print-supported campaigns. DeadAir Dave read the ad spots and interviewed NLT several times in December.



north lake tahoe

All Campaigns Overview

Start Date: 11/15/2022
End Date: 2/28/2023

11,840,533
IMPRESSIONS

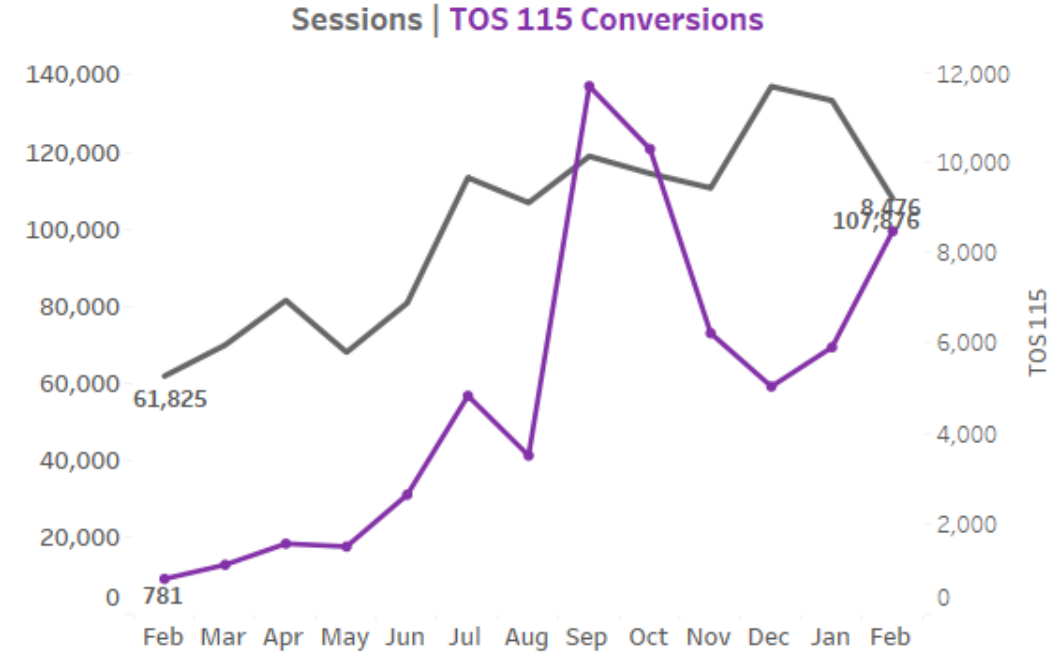
\$0.61
COST PER CLICK

97,930
CLICKS

21,697
TOS CONVERSIONS

\$2.77
COST PER TOS CONVERSION

- While the 2022-23 Winter only spent \$5k more than the 21-22 Winter campaign, it earned 222% more impressions and cut cost per click by more than \$1. TOS conversions spiked by 334% to a total of 17,335 (13.3k more than last Winter's campaign).
- Search and Social campaigns proved the strongest performers in earning TOS conversions. Overall, the media budget covered a wide media mix and effectively earned TOS conversions and clicks.



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost Per TOS 115
Consumer	9,355,958	74,369	0.79%	\$0.49	\$36,755.29	17,335	\$2.12
Meetings	1,417,609	9,638	0.68%	\$1.80	\$17,323.29	404	\$42.88
National	1,066,966	13,923	1.30%	\$0.44	\$6,060.01	3,958	\$1.53
Total	11,840,533	97,930	0.83%	\$0.61	\$60,138.59	21,697	\$2.77

Overview by Medium

Start Date
11/15/2022

End Date
2/28/2023

9,355,958
IMPRESSIONS

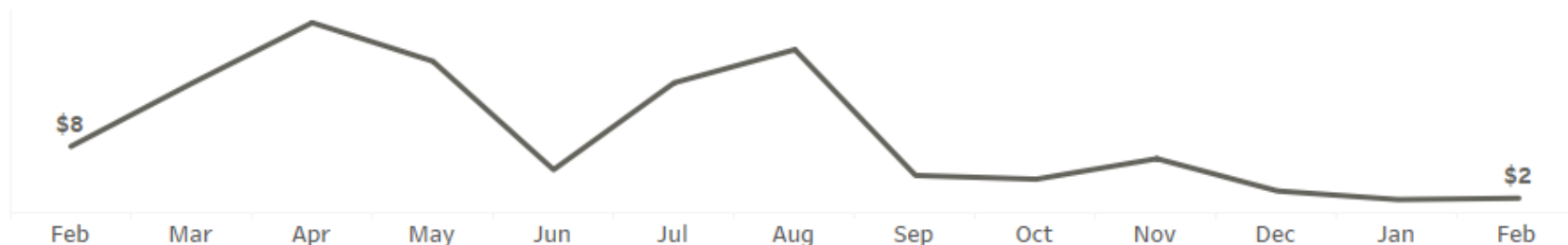
74,369
CLICKS

\$0.49
COST PER CLICK

17,335
TOS CONVERSIONS

\$2.12
COST PER TOS
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost Per TOS 115
Display	Performance Max	5,566,504	\$7,354.39	44,882	\$0.16	0.81%	14,283	\$0.51
	Programmatic Display	1,146,060	\$6,876.36	1,202	\$5.72	0.10%	616	\$11.16
	TripAdvisor	1,078,016	\$4,312.06	579	\$7.45	0.05%	71	\$60.73
	Email	212,500	\$1,200.00	5,022	\$0.24	2.36%	0	N/A
	Expedia	105,801	\$3,807.78	68	\$56.00	0.06%	177	\$21.51
	Rich Media	81,160	\$607.08	284	\$2.14	0.35%	75	\$8.09
	Email - Outside Mag	73,834	\$170.00	1,092	\$0.16	1.48%	0	N/A
	Native	4,841	\$33.89	9	\$3.77	0.19%	95	\$0.36
Paid Search	Google Search	54,216	\$2,518.67	4,152	\$0.61	7.66%	1,257	\$2.00
Paid Social	Facebook	532,675	\$5,557.36	9,823	\$0.57	1.84%	757	\$7.34
	Facebook - Outside Mag	339,492	\$59.98	6,540	\$0.01	1.93%	0	N/A
	Instagram - Outside Mag	119,603	\$130.00	705	\$0.18	0.59%	0	N/A
	Instagram	2,842	\$45.22	11	\$4.11	0.39%	4	\$11.30
Print	CVG	28,264	\$2,082.50	0	N/A	0.00%	0	N/A
	Nevada Travel	10,150	\$2,000.00	0	N/A	0.00%	0	N/A
Grand Total		9,355,958	\$36,755.29	74,369	\$0.49	0.79%	17,335	\$2.12

Overview by Medium

Start Date: 11/15/2022
End Date: 2/28/2023

1,066,966
IMPRESSIONS

13,923
CLICKS

\$0.44
COST PER CLICK

3,958
TOS 115
CONVERSIONS

\$1.53
COST PER TOS 115
CONVERSION

Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Search	1,066,966	13,923	1.30%	\$0.44	\$6,060.01	249	3,958	\$1.53
Grand Total	1,066,966	13,923	1.30%	\$0.44	\$6,060.01	249	3,958	\$1.53

Website Performance

Start Date
11/15/2022

End Date
2/28/2023

421,624
SESSIONS

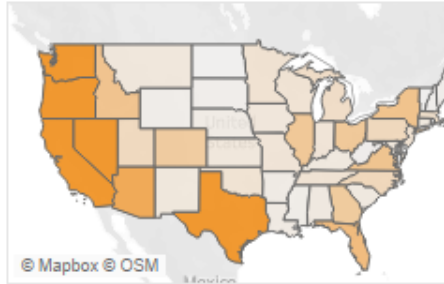
Tablet
35,981

Mobile
277,286

Desktop / PC
108,357



Top Regions	Sessions
California	250,548
Washington	25,310
Nevada	22,949
Oregon	16,055
Texas	10,984



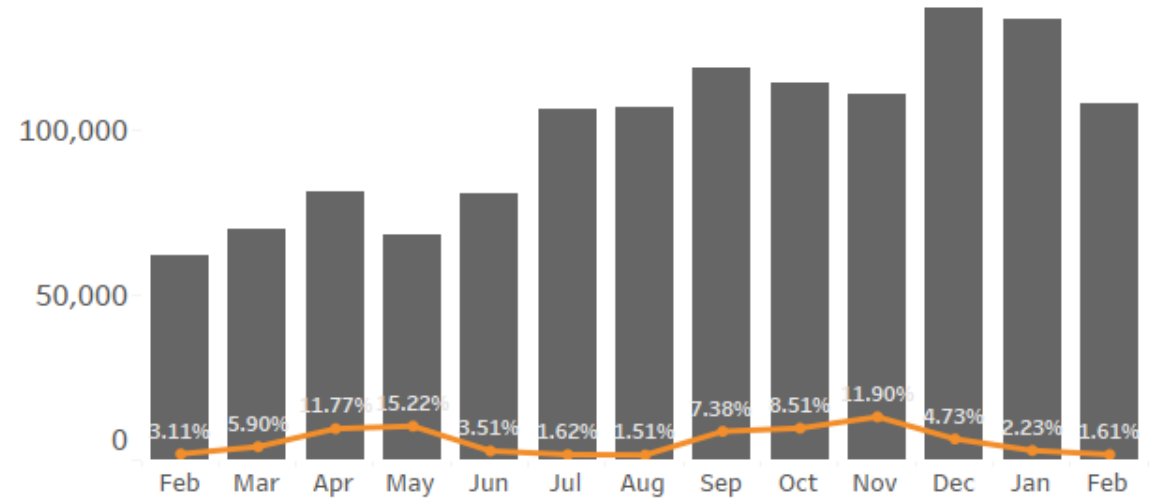
00:01:02
SESSION DURATION

1.5
PAGES PER SESSION

78%
NEW USER SESSION RATE

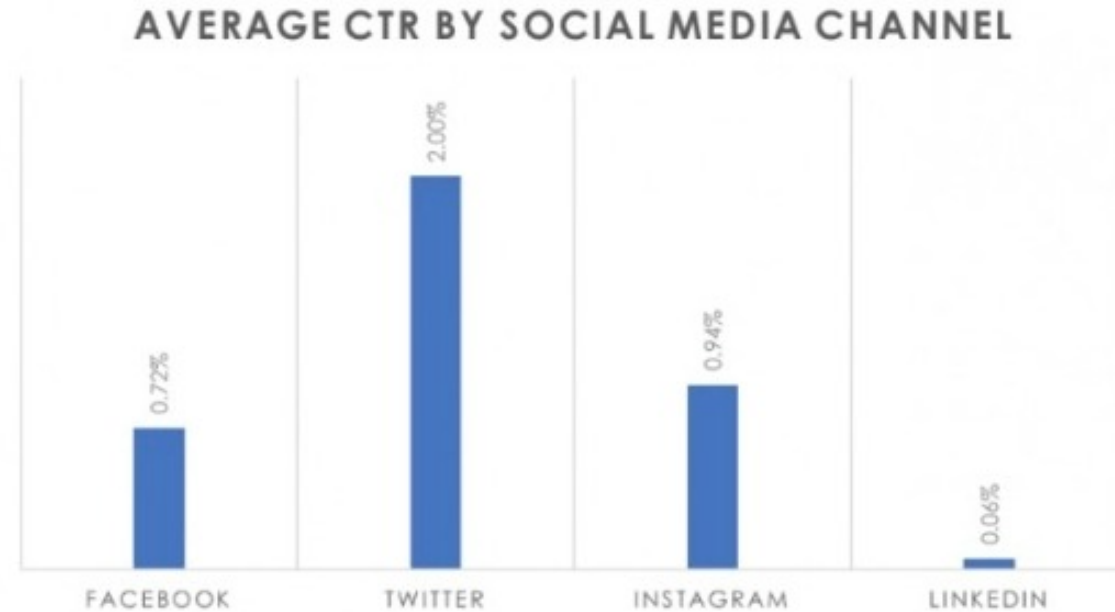
78%
BOUNCE RATE

Website Sessions From Paid Ads



Medium	Sessions	🚩	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	256,934		371,457	00:01:08	1.4	78%
Search	71,746		94,571	00:00:39	1.3	84%
Direct	37,990		59,450	00:01:13	1.6	77%
Referral	26,951		50,338	00:01:09	1.9	71%
Social	12,541		14,247	00:00:12	1.1	94%
Total	421,624		617,982	00:01:02	1.5	78%

Industry Benchmarks



- Paid search CTR, 7.66% for fly markets & local, ran just below the industry average of 8.54%.
 - Note: Paid Search CTR increased 1.88% since last Winter.
- December's National CTR rounded out to 1.30%, below the industry standard.

- Facebook's 1.84% CTR delivered at more than twice above the industry standard of 0.77%.
 - Outside Magazine's social posts also performed above average at a 1.91% CTR.
- Instagram's 0.39% CTR did not meet the industry standard of 0.94%, and performed similarly to last year's Instagram 0.38% CTR.

Winter Campaign Media Recommendations

- Allow TripAdvisor to optimize spend across the lifetime campaign rather than flight month-by-month. This allows the algorithms to adapt and serve based on demand, leading to higher quality conversions.
- Next winter, maintain similar spend levels and invest in the variety of channels.
- Continue to tap local favorite stations to push sustainability messaging.
- Boomer and Jones Family audiences seemed the most responsive of the winter audiences. Retargeting and High Value audiences should also maintain high levels of investment in next year's winter campaign.
- When transitioning seasons, plan low-level, continuous messaging until full seasonal advertising is ready to launch so that NLT avoids dark periods.



north lake tahoe

A scenic aerial view of a person in a red kayak paddling on a crystal-clear turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible beneath the surface. Lush green evergreen trees frame the right side of the image. The overall atmosphere is peaceful and natural.

Spring Paid Media Recap

Executive Summary – Consumer Spring Campaign

- Spring 2023 ran media in LA, Phoenix, Dallas and Austin. Overall, cost per conversion dropped from \$21 in May 2022 to \$2 in May 2023. This is likely a result of channel additions such as Google Max and a continuing increase in travel since COVID.
 - The National Paid Search campaign earned the highest CTRs across the channels, followed by Weekend Sherpa and Facebook Video. Other top performing CTR channels included Facebook, Instagram Stories, TikTok and Performance Max.
 - Video ads were more likely to be clicked while TOS conversions cost less on static ads. The static and video complemented each other strategically to move audiences through the funnel.
 - The social audiences of Millennial Megan and Boomer Ben held the highest CTRs around 1.09% (industry average is 0.9%). The Sustainability followed with the third highest CTR (1.05%) and the Jones Family had the lowest CTR at (0.78%). In terms of conversions, High Value and Millennial audiences were the most valuable, with Boomer Ben have the fewest conversions.
- Spring wrapped up Winter's native direct campaign with *Outside Magazine* and launched the Spring/Summer native direct campaign with *Wide Open Spaces*.



north lake tahoe

All Campaigns Overview

Start Date: 3/1/2023
End Date: 5/15/2023

42,452,280
IMPRESSIONS

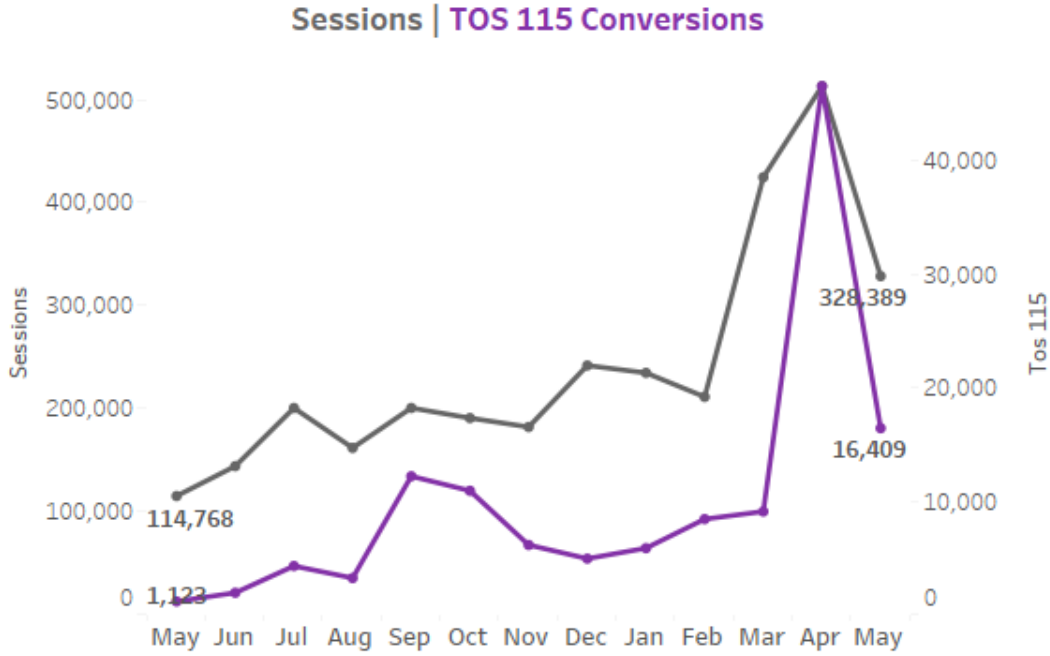
\$0.52
COST PER CLICK

360,088
CLICKS

69,694
TOS CONVERSIONS

\$2.71
COST PER TOS CONVERSION

- Spring increased spend from Winter by \$112K, lowered cost per click by 14 cents and lowered cost per conversion by almost 40 cents.
- The majority of the spend was in April which is why there is a spike in sessions and TOS conversions during that month.
- Google Max/Search and Social campaigns proved the strongest performers in earning TOS conversions.



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Cost	Tos 115	Cost Per TOS 115
Consumer	41,726,657	336,587	0.81%	\$0.50	\$168,544.93	64,228	\$2.62
Meetings	584,230	4,945	0.85%	\$1.04	\$5,145.39	198	\$25.99
National	141,393	18,556	13.12%	\$0.81	\$15,080.44	5,268	\$2.86
Grand Total	42,452,280	360,088	0.85%	\$0.52	\$188,770.76	69,694	\$2.71

All Campaigns by DMA

Start Date
3/1/2023

End Date
5/15/2023

42,452,280
IMPRESSIONS

\$0.52
COST PER CLICK

360,088
CLICKS

69,694
TOS
CONVERSIONS

\$2.71
COST PER TOS
CONVERSION

DMA	Impressions	Clicks	CPC	CTR	Cost	Tos 115	Cost Per TOS 115
Evergreen	20,216,332	125,581	\$0.65	0.62%	\$81,648.63	36,901	\$2.21
Dallas	11,098,085	94,329	\$0.33	0.85%	\$31,475.12	17,669	\$1.78
Austin	4,822,842	31,863	\$0.55	0.66%	\$17,453.86	7,211	\$2.42
Los Angeles	3,409,629	67,341	\$0.56	1.98%	\$37,450.01	6,677	\$5.61
Phoenix	2,905,392	40,974	\$0.51	1.41%	\$20,743.15	1,236	\$16.78
Grand Total	42,452,280	360,088	\$0.52	0.85%	\$188,770.76	69,694	\$2.71

Overview by Medium

Start Date
3/1/2023

End Date
5/15/2023

41,726,657
IMPRESSIONS

336,587
CLICKS

\$0.50
COST PER CLICK

64,228
TOS CONVERSIONS

\$2.62
COST PER TOS
CONVERSION

Channel	Platforms	Impressions	Cost	Clicks	CPC	Click Through Rate	Tos 115	Cost Per TOS 115
Display	Performance Max	25,597,375	\$19,211.90	159,732	\$0.12	0.62%	58,720	\$0.33
	Programmatic Display	4,089,898	\$24,539.27	4,640	\$5.29	0.11%	437	\$56.15
	Trip Advisor	1,018,307	\$4,073.23	356	\$11.44	0.03%	43	\$94.73
	Native	802,830	\$6,425.96	1,530	\$4.20	0.19%	0	N/A
	Email	104,452	\$8,500.00	12,756	\$0.67	12.21%	0	N/A
	Weekend Sherpa (Native)	62,310	\$4,500.00	2,250	\$2.00	3.61%	0	N/A
Paid Search	Paid Search	197,504	\$3,284.08	3,870	\$0.85	1.96%	1,054	\$3.12
Paid Social	Facebook	3,535,908	\$30,413.66	43,903	\$0.69	1.24%	2,989	\$10.18
	Twitter	1,763,862	\$4,417.81	10,725	\$0.41	0.61%	23	\$192.08
	Instagram Stories	1,004,198	\$7,227.70	9,830	\$0.74	0.98%	0	N/A
	Instagram	15,470	\$307.46	51	\$6.03	0.33%	26	\$11.83
Traditional	Print	38,400	\$0.00		N/A	0.00%	0	N/A
	CVG	28,260	\$2,082.50	0	N/A	0.00%	0	N/A
	Nevada Travel	10,140	\$2,000.00	0	N/A	0.00%	0	N/A
Video	TikTok	1,619,507	\$7,478.69	12,164	\$0.61	0.75%	0	N/A
	CTV	794,655	\$32,446.12	0	N/A	0.00%	0	N/A
	YouTube	541,086	\$4,431.35	469	\$9.45	0.09%	223	\$19.87
	Facebook	411,413	\$6,046.82	7,960	\$0.76	1.93%	699	\$8.65
	Instagram	88,277	\$1,032.15	541	\$1.91	0.61%	14	\$73.72
	Programmatic Video	2,805	\$126.23	65,810	N/A	0	0	N/A
Grand Total		41,726,657	\$168,544.93	336,587	\$0.50	0.81%	64,228	\$2.62

Overview by Medium

Start Date: 3/1/2023
End Date: 5/15/2023

141,393
IMPRESSIONS

18,556
CLICKS

\$0.81
COST PER CLICK

5,246
TOS 115 CONVERSIONS

\$2.87
COST PER TOS 115 CONVERSION

Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Search	141,393	18,556	13.12%	\$0.81	\$15,080.44	1,083	5,246	\$2.87
Grand Total	141,393	18,556	13.12%	\$0.81	\$15,080.44	1,083	5,246	\$2.87

Website Performance

Start Date
3/1/2023

End Date
5/15/2023

1,178,777
SESSIONS

Tablet 25,802
 Mobile 335,202
 Desktop / PC 79,466
 Smart TV 34



58.08%
PAID SESSION RATE

Top DMAs	Sessions
Evergreen	1,144,629
Los Angeles	33,837
Dallas	140
Phoenix	105
Austin	66



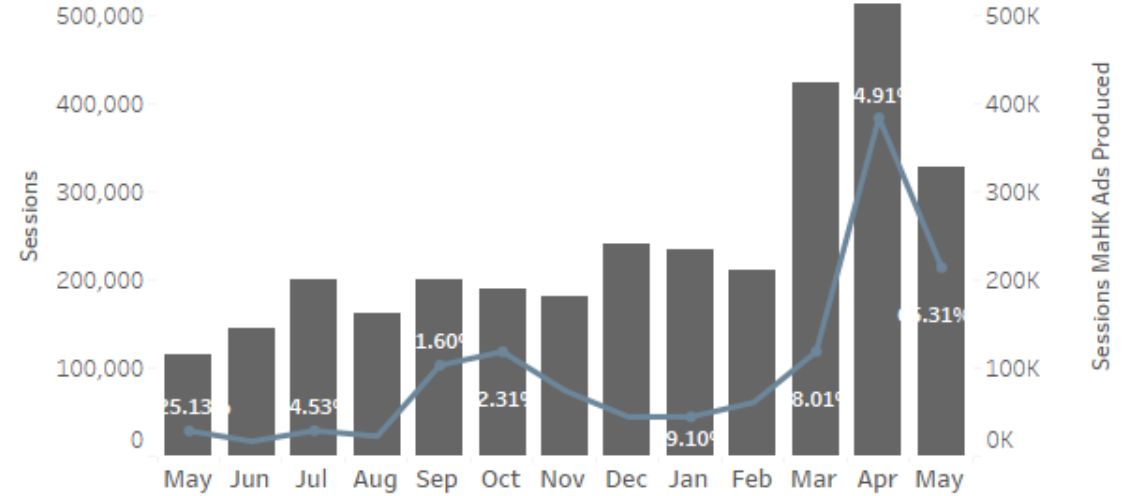
0.9
PAGES PER SESSION

40.33%
NEW USER SESSION RATE

50%
BOUNCE RATE

Media type	Sessions	Bounce Rate	Page_Views	Session_Duration	Pages per Session
Search	927,039	52%	826,744		0.9
Social	103,293	50%	67,179	00:00	0.7
Direct	69,824	39%	65,499		0.9
Display	34,311	52%	19,985	00:00	0.6
Referral	18,881	34%	32,661		1.7
Email	18,485	34%	32,756	00:00	1.8
Unknown	6,944	34%	3,790	00:00	0.5
Grand Total	1,178,777	50%	1,048,614		0.9

Website Sessions From Paid Ads



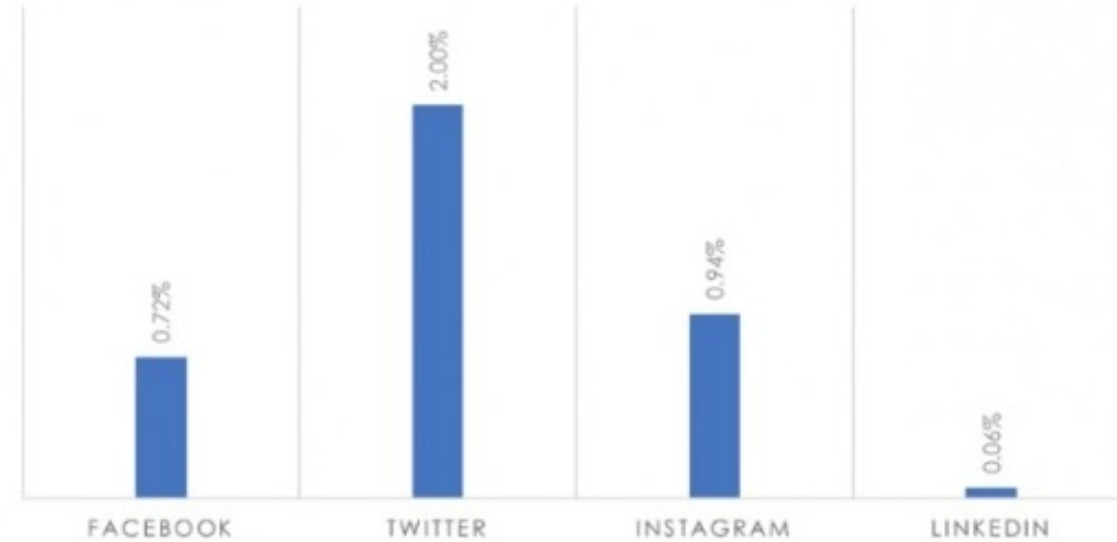
Industry Benchmarks

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	7.75%
Restaurants & Food	7.19%
Shopping, Collectibles & Gifts (General)	6.33%
Sports & Recreation	7.73%
Travel	8.54%

AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- National paid search CTR ran at a 13.12% CTR, ran just below the industry average of 8.54%.
- The general paid search campaign CTR rounded out to 1.96%, below the industry standard.

- Facebook's .98% CTR delivered at .21 points higher than the industry standard of 0.77%.
 - Facebook video came in at a 1.82% CTR.
- Instagram's 0.26% CTR did not meet the industry standard of 0.94%. However, Instagram Stories outperformed the standard at .99%.

Consumer Paid Media Recommendations

- Add Sustainability/KBYG creative to all audiences starting summer 2023 to increase preparation and increase engagement with the strongly performing ad set.
- For future Weekend Sherpa campaigns, set up pixel tracking to capture TOS conversions and increase data capture from this low-hanging audience.
- Because Boomer and Millennial audiences seemed the most responsive of the spring audiences in terms of clicks, examine visitation data to see how engagement matches spring trips. Verify that Jones Family audience visits dropped during spring.
- Work to boost market and local Paid Search engagement by auditing search terms. Optimize Performance Max results and National Search terms for the summer builds.



north lake tahoe

An aerial view of a person in a red kayak on a clear, turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible at the bottom. Evergreen trees are visible on the right side of the frame. The text "Public Relations" is overlaid in the center of the image.

Public Relations

Executive Summary

- March – May: 58 clips were secured with 4.6B estimated digital monthly visits and 4.89M estimated digital coverage views.
- Pitching efforts focused on staycations, road trips, sustainable travel, wellness travel, ale trail, state parks, lodging, events, fishing, golfing, family-friendly destinations, camping, summer mountain and lakeside activities, beaches, dog-friendly destinations, weddings, holidays and special month classifications, the outdoors, spas, luxury, team-building retreats, where retirees should visit and what was new.
- Media that was hosted included Danny Mangin with *Fodor's 2024 Travel Guide*, Scott Laird with *Fodor's* and *Travel + Leisure* and Karon Warren with *USA Today*, *10Best* and *Best Life*. Additional connections for future FAM trips were made.
- Augustine attended the Travel Nevada LA Media Mission and Visit California LA Media Mission, making numerous connections with top-tier journalists.



north lake tahoe

Inclusion Highlights

- *MSN*
- *Fodor's*
- *WorldAtlas*
- *SFGATE*
- *Condé Nast Traveler*
- *AARP*
- *Men's Journal*
- *MSN*
- *Visit California*
- *TheTravel*
- *AFAR*
- *TripAdvisor*
- *Trekaroo*
- *OnlyInYourState*



north lake tahoe

Recent Coverage

[Pros' Picks: 7 Top U.S. Golf Destinations](#)



Lake Tahoe

You'll find many more quality golf options on the less-populated North Shore. Superb course conditions are the calling card on the Championship Course at Incline Village on the Nevada side of the North Shore. The downhill tee shot on the par-4 7th hole, with Lake Tahoe visible in the distance, is the standout on a layout with eight dogleg holes.

[Head to North Lake Tahoe for out-of-a-postcard nature and world-class snow sports](#)

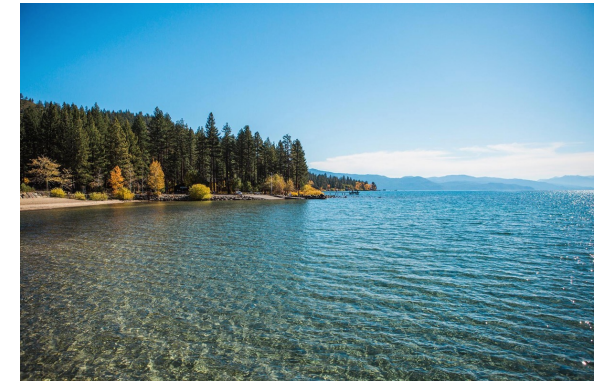


For nerding out on science, UC Davis Tahoe Environmental Research Center

At [this research center](#) in Incline Village, you can dig into the science behind Lake Tahoe, aka North America's largest alpine lake. Interactive virtual exhibits let you explore under the lake's surface without getting wet. There are also occasional evening lectures on everything from managing water in California to the science of attraction. And bonus—the LEED Platinum building offers plenty of eco-friendly design inspo.

[The 15 Best Lake Beaches in the USA](#)

Fodor's Travel Kings Beach, Lake Tahoe



[Kings Beach](#) is a favorite with visitors and locals alike, boasting 979 feet of beautiful lakefront area along the north shore of . It's a day-use-only area that offers visitors a wide, sandy beach and picnic tables to relax. This beach was named after the card shark "Joe King," who won the town nearly a century before poker had a cable TV following. From the expansive beach area, visitors can admire panoramic lake views of the mountains in the distance (which may even be snowcapped, depending on the time of year!) and enjoy outdoor live music in the summer. The Kings Beach area is lined with a range of boutique shops and lively restaurants to explore off the sands and can be a great central location to set as a home base for a day in North Tahoe.



north lake tahoe

Coverage Highlights

[5 Amazing Lake Tahoe Hotels for Every Season](#)

AFAR

The Ritz-Carlton, Lake Tahoe

- **Location:** North Lake Tahoe
- **Best time to go:** Winter/Spring
- [Book now](#)

Set midmountain with ski-in/out privileges to Northstar California Resort (an extinct volcano once known as Mount Pluto), the 170-room [Ritz-Carlton, Lake Tahoe](#) capitalizes on ease of entry. [Epic Season Pass](#) holders have ready access to Northstar's 3,170 skiable acres, including eight terrain parks and 100 trails.

[Holidays Without Harm](#)



Tahoe Treasures

From its majestic mountain peaks to its iconic alpine lake, [North Lake Tahoe's](#) natural wonders are a sight to drink in. The area invites all visitors to take its Traveler Responsibility Pledge and become a steward of the land by using its TART Connect, a complimentary on-demand shuttle service, participating in a Scuba dive cleanup, or joining the UC Davis Tahoe Environmental Research Center circumnavigating Tahoe by kayak to collect information on water quality and microplastics.

['If I can do this, I can do anything': How this Tahoe nonprofit empowers travelers with disabilities](#)



Serving the [North Lake Tahoe](#) area, like the mountains Palisades and [Northstar](#), the nonprofit [assists people with a wide variety of disabilities](#), like autism, down syndrome and muscular dystrophy. "As long as you can breathe (independently), you can come ski," Marina Gardiner, Guest Services Director at Achieve Tahoe, says.

[Why Skiers Flock to North Lake Tahoe Before the Snow Falls](#)

UNOFFICIAL NETWORKS



[North Lake Tahoe](#) is currently buried in feet upon feet of snow.

Skiers and riders from across the world flock to this corner of California/Nevada to experience the legendary powder days, the glorious sunshine, and the breathtaking views offered by more than a dozen ski resorts.

When you think of [North Lake Tahoe](#), you *probably* think of skiing, but this region has plenty to offer before the snow even falls—especially mountain biking.

I had never been mountain biking before.



north lake tahoe

Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Lodging in North Lake Tahoe
 - Best Staycation Hotels in California
 - North Lake Tahoe Events: Broken Arrow Skyrace, Drone Shows, Reggae Festival
 - Destination for Fishermen
 - Family-Friendly Destination
 - Summer Camping Destination
 - Summer Mountain Activities
 - Best Mansions to Tour in the U.S.
 - Summer Fairs and Festivals: Made in Tahoe, Tahoe City Food and Wine Classic, Music on the Beach, Reggae Festival
 - Best Beaches
 - Dog-Friendly Lodging Properties
 - Father's Day Getaway from the Bay Area
- Great Outdoor Destination
- Best Spas for International Self Care Day
- Summer Escapes You Can Take With Your Dog
- Benefits of Visiting NLT Mid-Week
- Luxury Places to Stay
- Ski Resort Activities in the Summertime
- SEO Pitching: Best California Hotels, Glamping, Camping, Free Activities
- Tahoe Bike Month
- Ditch the Fireworks in North Lake Tahoe (Drone Shows, Parades and more)
- Best 4th of July Fishing Destinations
- Last Minute Summer Vacation Planning
- Great Travel Destinations for Retirees

Highlights include inclusion in *MSN*, *Fodor's*, *WorldAtlas* and *SFGATE*



PR Initiatives

- FAMs
 - Scott & Julie McConkey, who write for *MSN* and the *AP Wire*, traveled to North Lake Tahoe June 13-17
 - Amanda Christensen with Greenspring Collective (Northwest Meetings + Events and California Meetings + Events Magazine) visited July 10-12.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on continuing to promote the drone show and the why behind it, bike-friendly destinations, adventurous honeymoon ideas, how to be a good eco-tourist, Citizen Science App, fire safety awareness and pet fire safety day.
- Collaborating on ways to help promote the Destination Stewardship Plan.



north lake tahoe



THANK YOU