



north lake tahoe

Departmental Reports September 2019

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Conference Sales Department
August 2019

NEW MEETINGS & RFPs DISTRIBUTED:

1. Society of Teachers of Family Medicine – August 2021. 129 room nights: 46 people
2. California Counties Foundation – March/April 2020. 75 room nights: 45 people
3. Uber Eats Executive Offsite – October 2019. 41 room nights: 20 people
4. HPN 2021 Reward Incentive – September 2021. 200 room nights: 100 people
5. McKesson 2020 Drive Trip – July 2020. 259 room nights for 157 people
6. British Petroleum – March 2020; 550 room nights: 125 people
7. 2020 Westway President's Council – July 2020; 101 room night; 47 people
8. San Francisco Trial Lawyers 2020 Adventure CLE Conference – May 2020; 60 room night; 20 people
9. Computrition – Foodservice Software Solutions 40th Anniversary Event – March 2021; 230 room nights; 150 people.
10. Statefarm Auto Insurance – 2019 Fall Planning- November 2019; 70 room nights; 60 people
11. MoreEvents – Tahoe Corporate Meeting – November 2019; 181 room nights; 300 people
12. 10X Genomics Q4 Leadership Meeting; October 2019; 176 room nights; 45 people
13. 10X Genomics Q4 Leadership Meeting; October 2020; 176 room nights; 45 people
14. Netmotion Software SKO 2019; January 2020; 222room nights; 60 people
15. Anthroscopy Association of North America – July 2021 BOD Meeting; 96 room nights; 40 people
16. Dairy Farmers of America- Environmental Health & Safety Conference; August 2020; 300 room nights; 100 people
17. Nevada Optometric Association Annual Meeting; March 2020; 50 room nights; 35 people
18. OmniSci Company Kick Off; February 2020; 450 room nights; 150 people
19. State Farm - 2021 NCMA SVP Club; August 2020; 653 room nights; 400 people
20. Weintraub Tobin Law Firm Retreat; September 2020; 114 room nights; 70 people
21. HPN Global Conference November 2020; 178 room night; 100 people

DEFINATE BOOKINGS:

1. Thermo Fisher Scientific – Offsite, August 26-28, 2019; \$7,648 in room revenue, 30 room nights and 10 people at the Ritz Carlton
2. Autodesk TS AEC Planning, September 30-October 3, 2019; \$7,648 in room revenue; 38 room nights and 11 people at the Ritz-Carlton
3. Partsmaster – 2020 Incentive, June 24-28, 2020; \$60,697 in room revenue; 205 room nights and 100 people at the Hyatt Lake Tahoe
4. California Association of Code Enforcement Officers, October 19-22, 2020; \$116,768 in room revenue, 690 room nights and 300 people at Resort at Squaw Creek

5. American Wood Protection Association – Annual Meeting, April 23-May 1, 2020;
\$107,166, 760 room nights and 300 people

TRADESHOWS & SALES CALLS CONDUCTED:

- Attended:
 - Connect Market Place in Louisville KY, August 26-29, 2019. Staff had over 70 appointments with Corporate and Association Meeting Planners
 - ASAE – Columbus – Aug 10-13, 2019 – Also attended the Reno/Tahoe Reception on Sunday night.
 - M&I Tradeshow – Schaumburg, IL - Aug 14, 2019
- Upcoming:
 - HPN Annual Partner Conference – October
 - Connect Tech & Medical – October

CHICAGO CONTRACT UPDATE:

- Attended the BMO Financial Bank Lunch & Learn Event
- Conducted (33) client meetings
- Holiday Gift Giveaway – purchased
- Upcoming:
 - Destination Celebration Show – September
 - PCMA Educational event – September
 - National Safety Council Presentation – September
 - AMC Presentation – September

MCC MARKETING & PR UPDATES:

- Creative approved for LinkedIn and Facebook Targeted Ad's
- New MCC site for advertising tracking is complete -
<https://www.gotahoenorth.com/meet-in-tahoe/>
- New Partnership Print Opportunities have been identified:
 - Smart Meetings
 - Meetings Today

PROJECT WORK:

- Completed re-design of the Come See, Fly Free flyer
- Sponsorship/Incentive Travel for CVB research is underway
- Next Conference Sales Advisory Committee: September 11th at Granlibakken Tahoe
- Tourism Cares Conference – sourcing additional lodging
- HelmsBriscoe updates and contracting for 19/20 is complete
- Partnership Opportunities:
 - Carrie Underwood Chicago Event – 3 partners signed up
 - CALSAE Seasonal Spectacular – 2 partners signed up
 - All Things Meetings, Silicon Valley – 1 partner signed up



Leisure Departmental Report
August 2019

MARKETING COOPERATIVES & EVENTS:

- Global Itinerary Project:
 - Subsidized by the High Sierra Council
 - Site visits to the area in September 9-10th
 - Includes: 15 high quality photos, blog creation, social media stories/posts in English and German and built out itinerary development
- Travel Counsellors, UK Campaign
 - Online Training Program
 - Promotion of destination video & NLT brand
 - ½ page in the Destination Guide
 - Targeted email to over 20K agents
 - Packages listed on website
- Bonotel & SportVac Vacations – brochure produced by Augustine and submitted

TRAVEL TRADE SALES CALLS & MEETINGS:

- Meeting and site visits conducted with Expedia
- Site visits being planned for Audley Travel, UK – September
- Upcoming Shows:
 - Visit California Canada Mission – September
 - Vancouver World Expo – September
 - Our in-market firm DCI will be attending. Sharing the booth with Newport Beach & Huntington Beach to reduce cost
 - Active America China – September
 - Travel NV Mexico Sales Mission – September
 - LA Sales Calls with RSCVA – November

INTERNATIONAL MEDIA:

- Future Media:
 - Travel Nevada – Food & Travel, Mexico – September
 - 172K monthly distribution
 - Canada Digital Influencer FAM – October
 - Gold Pass Program shared with Mammoth Lakes & Yosemite

TRAVEL TRADE FAMS:

- Future FAMS:
 - Air Canada FAM – October
 - DCI Immersion Trip – October
 - Australian American Express Luxury FAM – November

- MTS Pre & Post FAMs – March/April 2020
- Travel Masters VIP Incentive Trip, Canada – May 2020

INTERNATIONAL OFFICE UPDATE:

- Canada October Update:
 - Agents Trained: 3
 - (3) Key Meetings: Canadian Automobile Association, Flight Network OTA, Senior Discover Tours
 - Event Highlights: Attended the GLOBUS Trade Luncheon on behalf of North Lake Tahoe
- UK/Ireland Update:
 - Trainings conducted with American Sky & Flight Centre:
 - Total agents trained: 56
 - (2) Key Meetings Conducted: Bon Voyage and travel Counsellors
- Australia October Update:
 - 160 Agents Trained
 - (6) Key Meetings Conducted: TravelZoo, Hawaiian Airlines, United Airlines, Nova Entertainment, Travel You and American Express
 - Highlight: iTravel Webinar
 - PR placement: Man of Style on the Ale Trail
- NEW: German/Australia/Switzerland – representation launching on September 1st. Contract has been approved by the marketing co-operative and signed.
 - Launch call, presentation planning and strategic planning underway

PROJECTS:

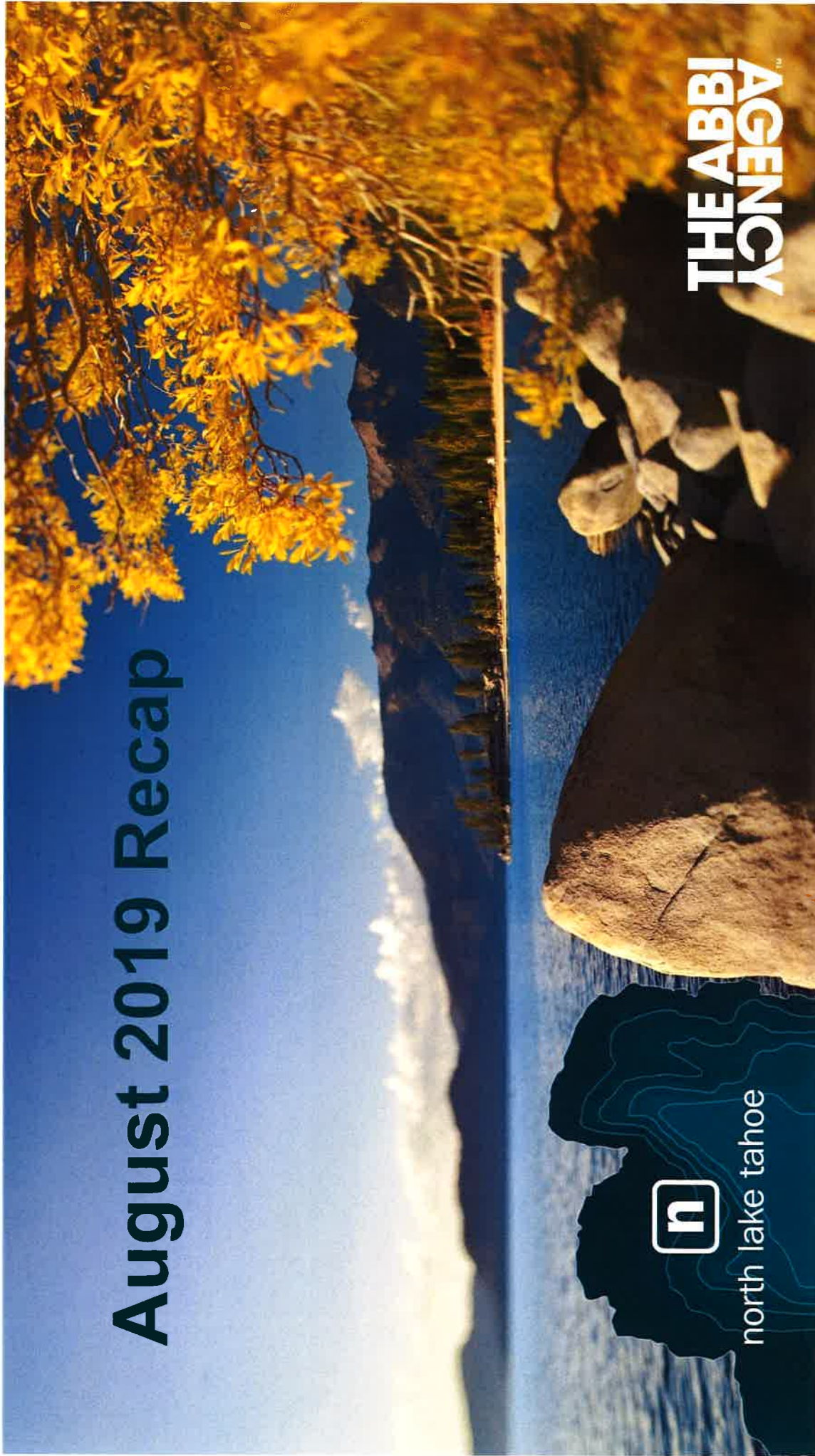
- Tourism Cares Conference:
 - Booked this industry conference for May 2020 with Squaw Valley
 - Logo is created, images provided and planning is underway
- China Ready Document:
 - Rough draft complete, edits underway
 - Next step – rebranding
- MTS 2020
 - Hosted site visits August 19-21st
 - Sponsorship requests went out
 - Planning for Group FAM, Trade FAM and event are underway

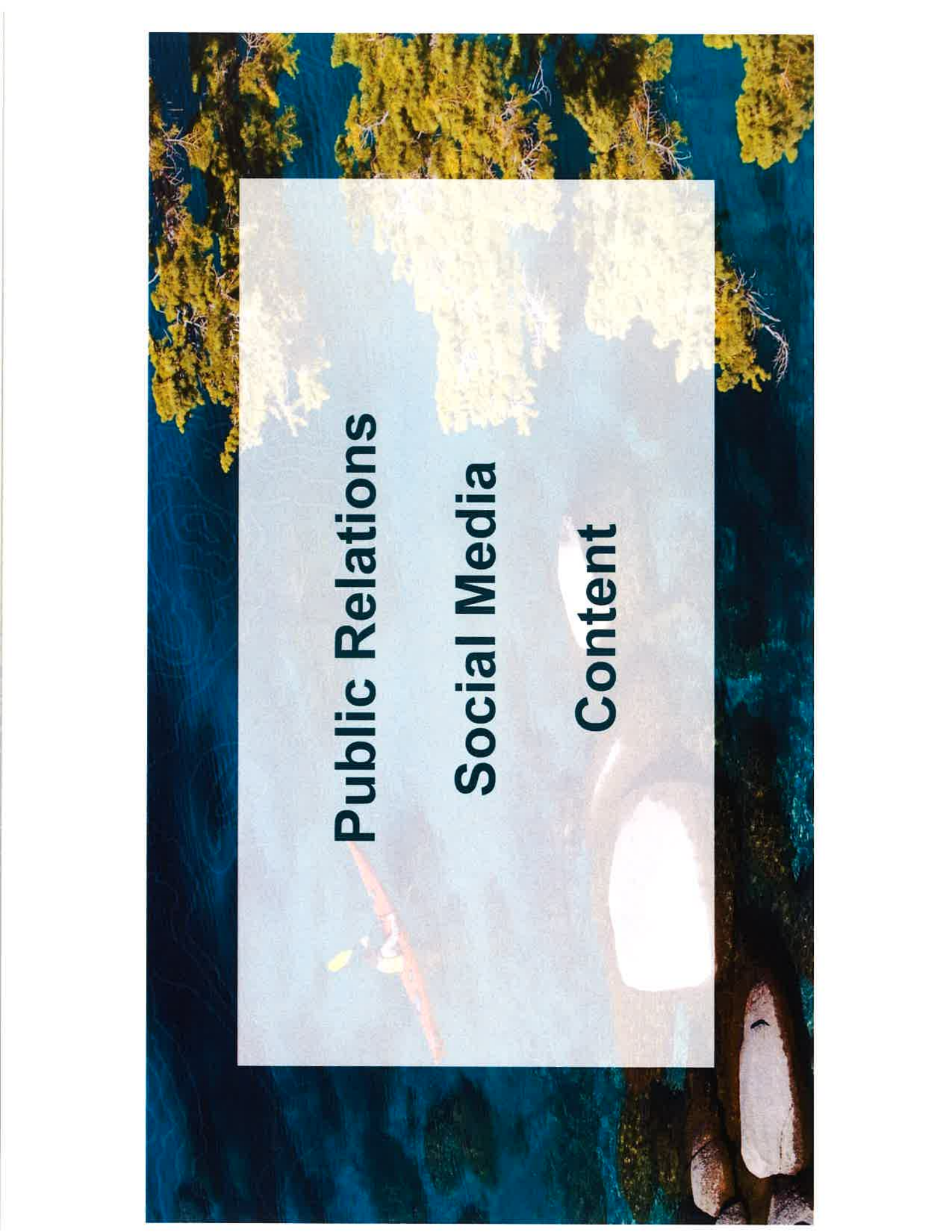
August 2019 Recap



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THE ABBEY
AGENCY™





Public Relations Social Media Content

Objectives & KPIs

Public Relations

- Flight markets: Increase number of earned media impressions in target flight markets of Southern California, New York and Houston/Dallas
- SEO Impact: Increase number of earned media placements in publications with a higher domain rank authority than gotahoenorth.com
- Shoulder Season Messaging: Increase earned media coverage in fall and spring.
- Emerging markets: Obtain at least one media placement in publication that is targeted to emerging markets identified in the Tourism Development Plan
- Media Missions: host desk-side meetings in 2 target flight markets per year



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- Media Fams:
 - Host at least two media FAMs per year from new markets.
 - Host 11 domestic, 16 international (8 full, 8 mini) and 4 influencer FAMs from target markets/publications
- Press releases: issue 4 quarterly "what's new" releases, and up to 4 local releases

Social Media

- Increase followers
 - ... from Bay Area by 5 percent
 - ... from So Cal by 5 percent
- Increase followers in target flight markets (NYC, SoCal, Houston / Dallas)
- Host 4 influencer fams from flight markets
- Lives - Conduct 4 FB or IG lives
- Giveaways - Conduct 4 giveaways (2 big, 2 small-scale)

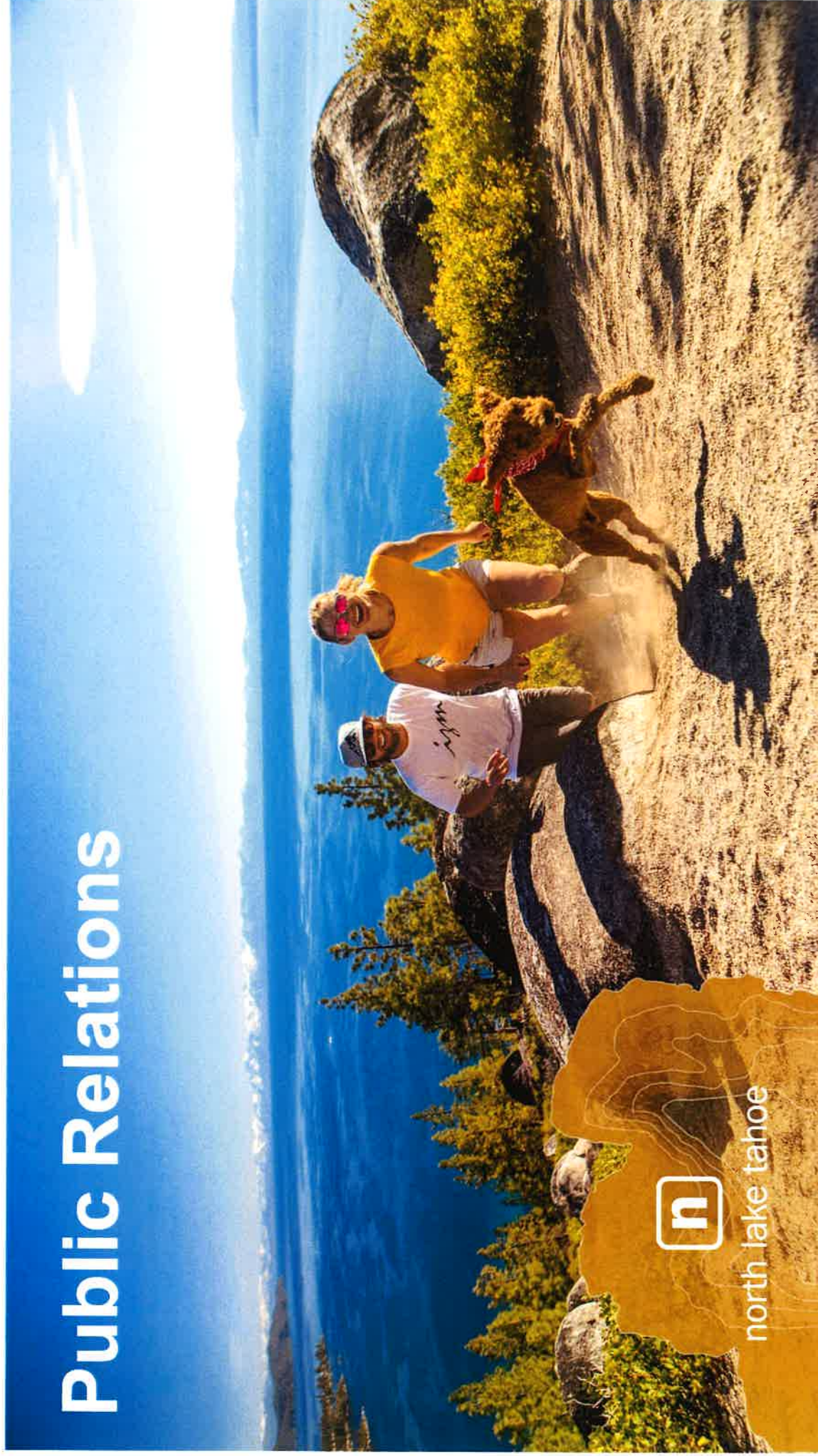
Content

- Blog: Create two content articles per month
 - increase blog UVM
- Newsletter: Create 1 newsletter per month
 - Increase open rate, click through rate

Public Relations



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PR STRATEGY

1. **Search-driven PR:** The Abbi Agency aims to earn placements in publications with a higher domain rank authority than gotahoenorth. By securing valuable backlinks to gotahoenorth.com, it increases searchability. We will utilize a “champagne media list” to track against the top 50-100 target publications for North Lake Tahoe.
2. **Shoulder season visitation:** The Abbi Agency will push shoulder season messaging (i.e. high-altitude training, scenic hikes, food & beverage, wellness and dual-sport days) to increase visitation in spring and fall. We will leverage the “Tahoe Treasures” campaign to bring awareness around alluring “secrets,” and supplement coverage with 4 hosted FAMS per season. We will utilize a quarterly press release to showcase the holistic lifestyle, events and news, year-round.
3. **Midweek Travel + Extended Stays:** The Abbi Agency will leverage direct flight markets, including Southern California, New York and Houston/Dallas to increase length of stay and national brand awareness.
4. **SMARI insights:** The Abbi Agency will increase messaging around destination drivers, including leisure hiking, dining, scenery and value. The Agency will reserve “extreme messages” like ski/ride for niche audiences only.



PR SNAPSHOT

PITCH ANGLES: Autumn Food & Wine Festival + Experiential Dining, Spartan + High Altitude Training, Winter Preview + Sustainable Skiing, Mountain Meetings

PRESS RELEASES: The 2019 "What's New Fall" Release is in the final stages of revision.

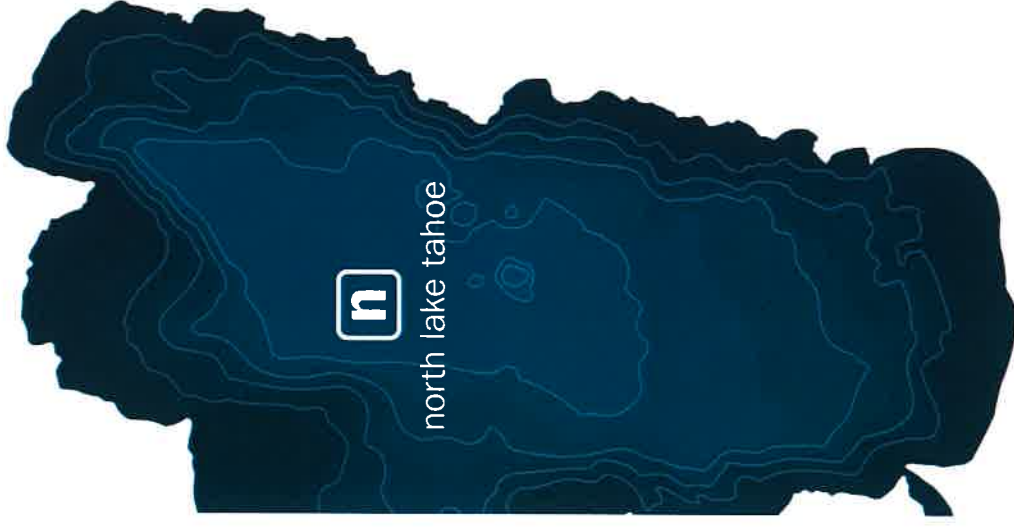
MEDIA CONVERSATIONS (highlights)

- **Local/Regional:** Sierra Sun, Tahoe Daily Tribune, KKOH, KTVN, Fox 11 Reno, Fox 40 Sacramento, Nevada News Network, Sierra Nevada Media, NBC Bay Area, Roseville Today
- **National/Industry (flight markets):** 5280.com, Matador Network, Better Homes and Gardens, Lonely Planet, Travel Pulse, Modern Luxury Dallas
- **International:** Black Diamond Newsletter - UK
- **M&C:** Meetings Today

DESKSIDES / MEDIA MISSIONS: TAA did not carry out any media missions in July; but confirmed dates for FY20. We will visit New York in January as part of Visit California's International Media Marketplace; and we will visit Dallas / Houston in March 2020.

FAM COORDINATION:

Jared Ranahan (USA Today, 10Best): September 18-22, 2019
Robin Sussman (Modern Luxury Houston): September 19-22, 2019
Johnie Gall (Influencer, @dirtbagdarling): September 24-26, 2019; Sustainable message, dog-friendly.
Angela Ligouri + Matthew Massa (Canadian Influencers): October 1-3, 2019
Juan Pablo Montes Edgar & Arturo Mateos Ortega (Food & Travel Mexico): September 23-24, 2019



PR Results

PLACEMENTS: 18

TOTAL IMPRESSIONS: 16,804,648

DOMAIN RANK AUTHORITY (NLT): 55

PUBLICATION HIGHLIGHTS: Nat Geo Traveller India, The Mercury News, NBC Bay Area, NBC Los Angeles, Orange County Register, Moonshine Ink, Roseville Today

KEY INSIGHTS: The Mercury News - Via Ferrata; NBC Bay Area - Autumn Food & Wine Festival; NBC Los Angeles - Autumn Food & Wine Festival; Orange County Register - narrative piece about visit to Tahoe

COVERAGE BOOK: <https://coveragebook.com/b/d55444ae>

Placement Highlights

Nat Geo Traveller India Ski Like a Girl in Tahoe (print and online)

- Reach: 175,218
- Ad Value: \$1,620.77
- Domain Rank: 55
- Social Shares: 21

The screenshot shows the top portion of a travel article on the Nat Geo Traveller India website. The article is titled "Ski Like a Girl in Tahoe" and is categorized under "TRAVEL". The text describes a winter getaway in Lake Tahoe, mentioning skiing and the beauty of the region. A small image of two people skiing is visible on the right side of the article snippet.

The Mercury News Tahoe Adventures: Squaw's Via Ferrata Takes to the Peaks

- Reach: 8,967,723
- Ad Value: \$82,951.44
- Domain Rank: 92
- Social Shares: 9

The screenshot displays an article from The Mercury News titled "Tahoe adventures: Squaw's Via Ferrata takes to the peaks". The article features a large photograph of a person climbing a rock face. The text discusses the popularity of via ferrata routes in the Squaw Valley area for outdoor enthusiasts. The article is dated 10/10/13.

NBC Los Angeles This Tahoe Food Fest Has Fall-Starting Magic

- Reach: 2,211,276
- Ad Value: \$20,454.30
- Domain Rank: 81
- Social Shares: 0

The screenshot shows an article from NBC Los Angeles titled "This Tahoe Food Fest Has Fall-Starting Magic". The article includes a photograph of people at an outdoor food festival. The text describes the festival as a great way to enjoy the fall season in Tahoe. The article is dated 10/10/13.

Social Media



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Social Media Approach

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Use content campaigns (like Treasures of Tahoe), giveaways, and engaging user-generated content to increase awareness of lesser-known summer activities and increase overall engagement.

OBJECTIVES:

- **Instagram:** Maintain a 5-7 % engagement rate month over month (this is *very high*, compared to industry average of 2-3 percent)
- **Facebook:** Maintain a 3-4% engagement rate month over month (the industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)
- **Increase overall followers** by at least 0.5% monthly

FOLLOWER + ENGAGEMENT INSIGHTS:

Total followers increased by 0.6% from the previous month, with Instagram seeing the highest growth with a 1.5% increase. While overall engagements are down, Instagram engagements have increased 7.1%.



Growth + Campaigns

July growth:

- Facebook: 227 new followers
- Instagram: 1,015 new followers
- Twitter: 41 new followers

Total Impressions: 5,778,785

Total Engagements: 121,334

Campaigns:

Treasures of Tahoe: Squaw Mountain, Star Tours, & Donner Summit

- Launch Dates: August 2, 26, 30
- Impressions: 159,368
- Engagements: 3,879

NLT Alpine Challenge

- Impressions: 71,292
- Engagements: 2,147

Top Posts by Engagement

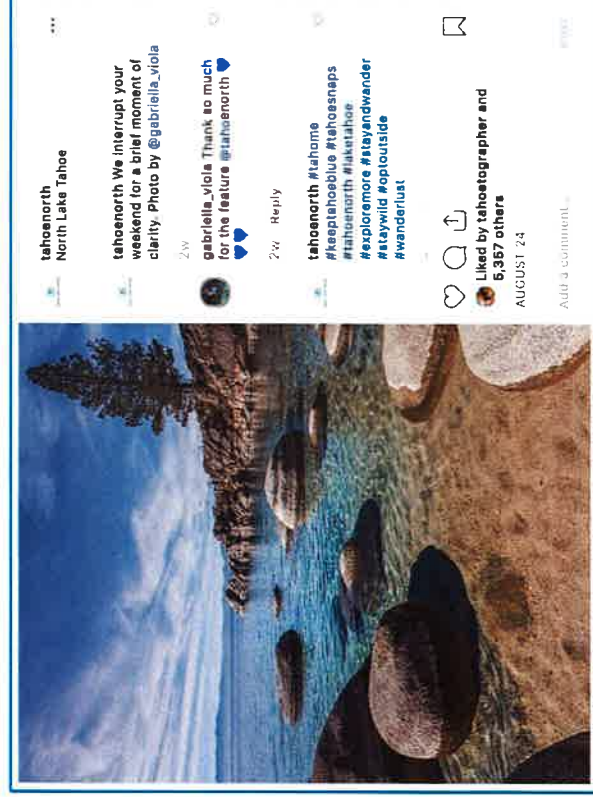
#1 Facebook Post: Tahoe East Shore Trail Link - 243 likes, 33 comments, 80 shares, 27k impressions

#1 Instagram Post: Secret Harbor UGC - 5.3k likes, 43 comments, 192 saves, 76.1k impressions

#1 Twitter Post: Night time UGC - 60 likes, 11 retweets, 2.7k impressions

KEY TAKEAWAY

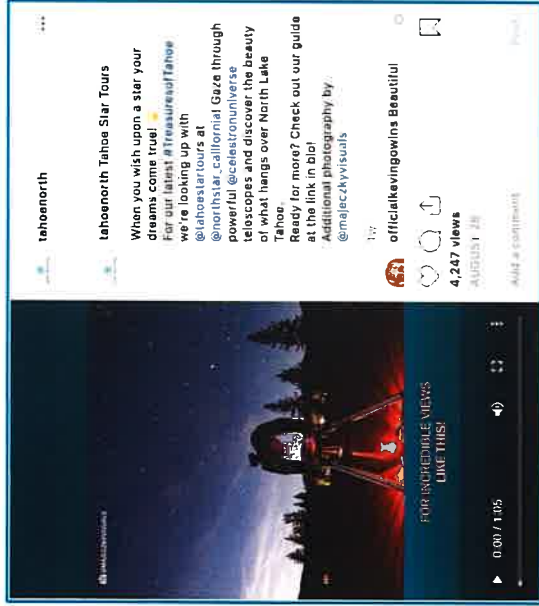
User generated content and aspirational, scenic imagery continues to perform the best. According to Hootsuite, posts containing or featuring UGC has a 4.5% higher conversion rate than non-UGC posts.



Treasures of Tahoe

North Lake Tahoe launched the remaining three Treasures of Tahoe videos and blogs during the month of August.

- Treasure #13: Squaw Valley Mountain Adventures
 - Impressions: 62.7k
 - Engagements: 1,448
 - Views: 24.1k
- Treasure #14: Tahoe Star Tours
 - Impressions: 60.5k
 - Engagements: 985
 - Views: 16.1k
- Treasure #15: Donner Summit Day Hikes
 - Impressions: 36k
 - Engagements: 1,446
 - Views: 14k

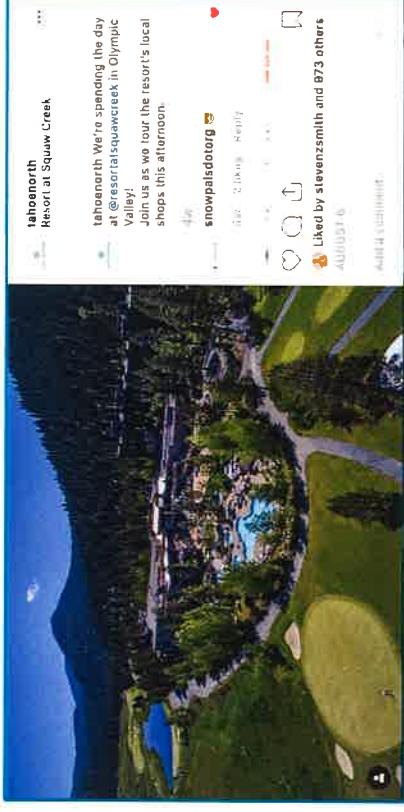


Takeovers!

Resort at Squaw Creek

To promote summer shopping in North Lake Tahoe, the Resort at Squaw Creek took over our Instagram account on August 6 to showcase the boutique shopping and local crafts at the resort through two in-feed posts and Instagram stories.

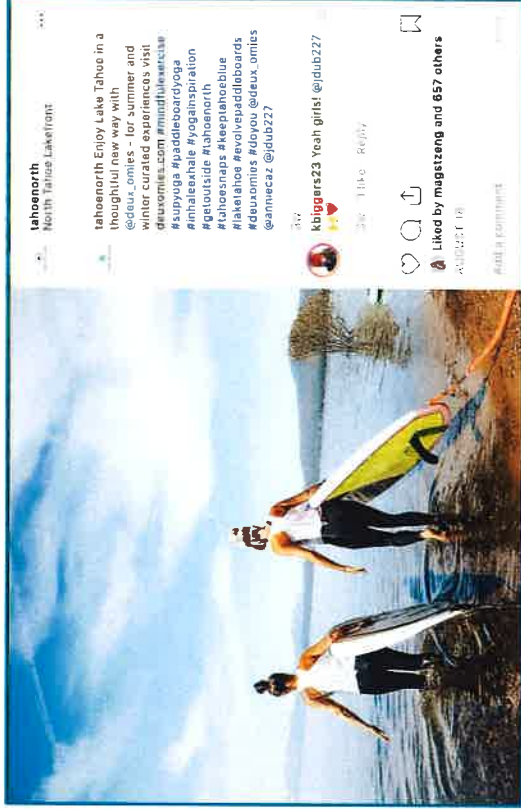
- Post Impressions: 38.6k
- Post Engagements: 1,749
- # of Stories: 23
- Story Impressions: 75.2k



Deux Omies

To help promote new local business, as well as unique lakefront experiences for the summer and fall, Deux Omies in Kings Beach took over our Instagram account to highlight their yoga and SUP classes through an in-feed post and Instagram stories.

- Post Impressions: 22k
- Post Engagements: 672
- # of Stories: 9
- Story Impressions: 36.3k



NLT Alpine Challenge

To promote the upcoming Spartan Race, North Lake Tahoe created an owned workout plan to engage the audience to partake in health and fitness, inspired by the Spartan athletes, while seeing the best of North Lake Tahoe. A blog post accompanied social graphics. The campaign began in August and will continue on into September.

Impressions: 71.2k

Engagements: 2,147

Reach: 43.1k



Hillcountry
North Lake Tahoe

Ready for leg day? Swipe right to reveal North Lake Tahoe's Alpine Challenge #2: Bike the Flume Trail, or follow the link to see all 5 challenges at <http://bit.ly/NLTAIPineChallenge>

One of the most beautiful bike rides in North Lake Tahoe, the Flume Trail begins at a thrilling 8,740 foot elevation—a great way to build stamina and lower body strength before the Spartan World Championship at Squaw Valley Alpine Meadows, Sept. 28!

****Mindful Moment****—Freedom: Feel the invigorating rush of the alpine air as you speed down the trail. The adrenaline coupled with views of three alpine lakes will have you feeling free and fully alive. Take this opportunity to fully embrace the freedom of the present moment.

Location: Flume Trail
Distance: 3.4 miles
Time: 3-5 hours
Calories Burned: 1200
Muscle Activation: Quads, Thighs, Glutes, Core, Arms, etc.

Used by @hillsouth and 816 others
August 21
Add a comment

TRAIN LIKE A SPARTAN WITH THE NORTH LAKE TAHOE ALPINE CHALLENGE

As Spartan Race World Championship storms Squaw Valley, Sept. 28, we're challenging you to get fit and train like a Spartan with the North Lake Tahoe Alpine Challenge!

Spartan hosts some of the world's finest athletes, who will be traveling from all corners of the Earth to compete in a High Sierra obstacle course, utilizing Squaw Valley's mountainous terrain to showcase stamina, endurance and physical fitness. After all, who needs a gym when you can train in the great outdoors?

Whether you're a pro-athlete or a leisure adventurer, we've created a series of challenges to warm up your muscles before the big race. They're meant to challenge and test your abilities, while showcasing the beauty and holistic wellness in North Lake Tahoe. (**See each *Mindful Moment*?)

So what are you waiting for? Take the Alpine Challenge, and improve your mind, body and spirit this fall!

North Lake Tahoe

Published by Sprout Social ⁽¹⁾ · August 27 at 12:00 PM ·

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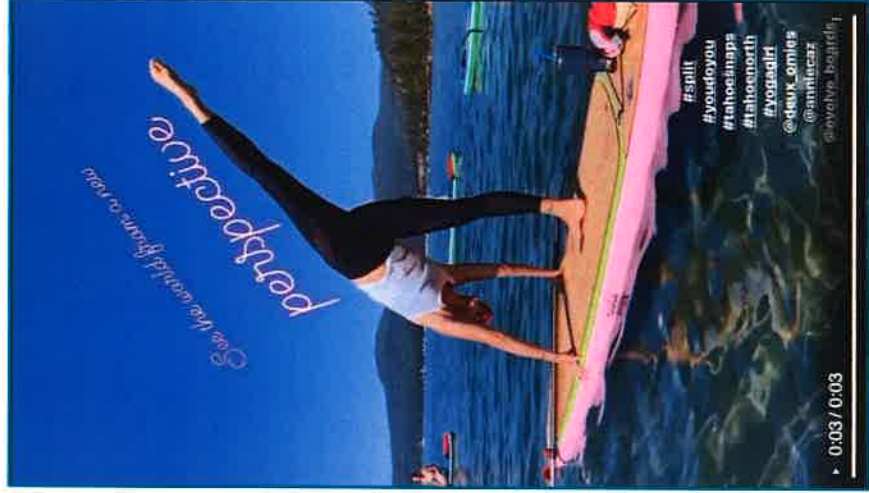
North Lake Tahoe
Alpine Challenge

Challenge 2:
Biking the Flume Trail (legs never again)

Location: Flume Trail
Distance: 3.4 miles
Time: 3-5 hours
Calories Burned: 1200
Muscle Activation: Quads, Thighs, Glutes, Core, Arms, etc.

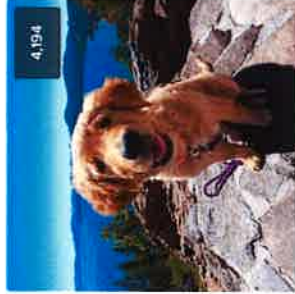
TODAY, WE'RE EXPLORING THE
LOCAL SHOPS YOU CAN FIND AT
RESORT AT SQUAW CREEK!

SQUAW CREEK RESORT



Instagram Competitor Set

Most Popular Media by tahoenorth

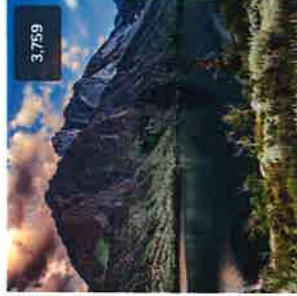


Most Popular Media by tahoesouth

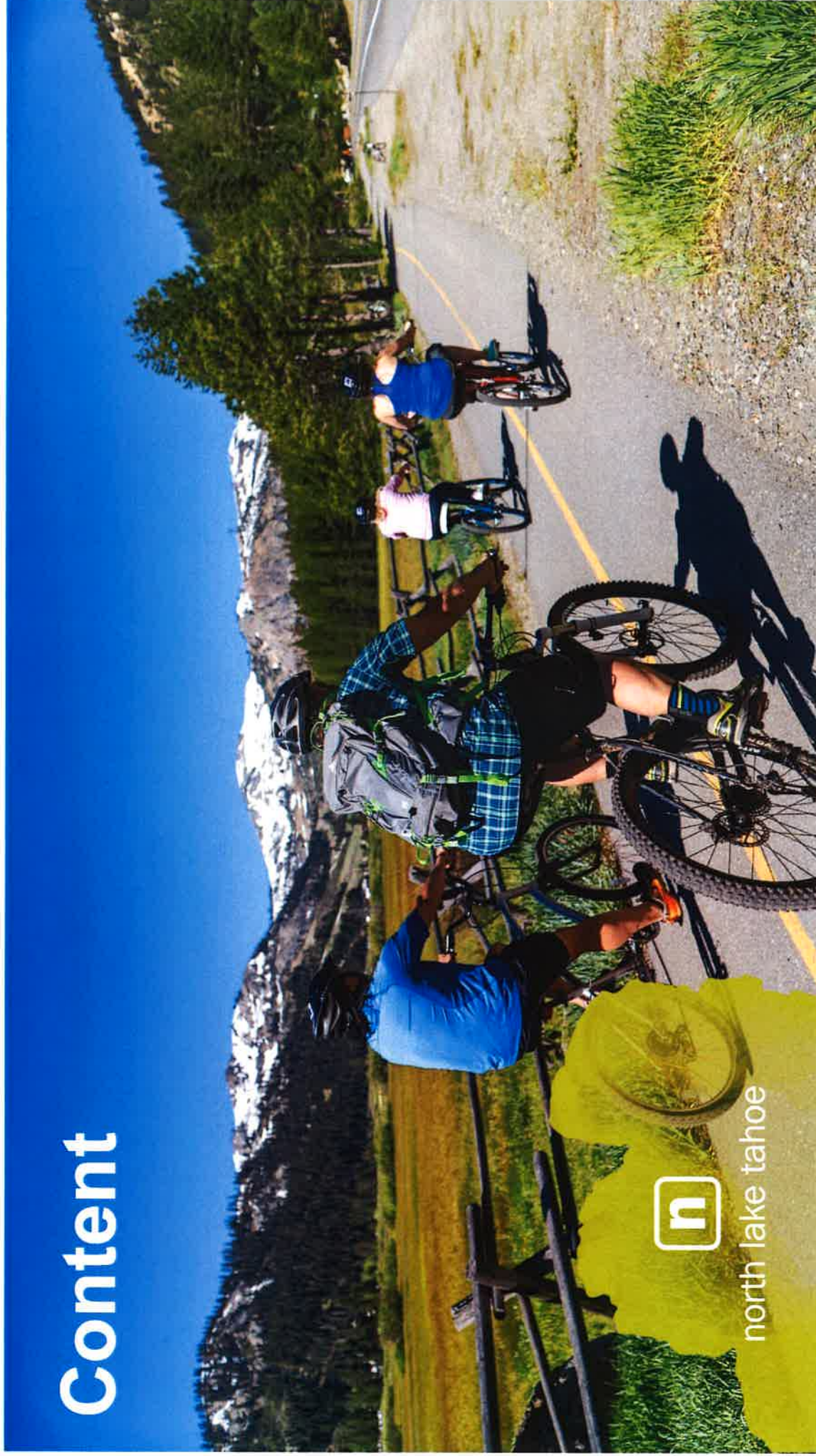


In August, @tahoenorth received more engagements (53.6k) than the competitor average (51.4kk). Additionally, Tahoe North has the largest following of both of our competitors.

Most Popular Media by visitmammoth



Content



north lake tahoe

Content Approach

Overall Strategy: The Abbi Agency has shifted its content strategy by **1) creating evergreen blog messages** to provide consumers with messages that are beneficial year-round; and **2) reserve news-sensitive information for monthly newsletters**. The Abbi Agency has analyzed North Lake Tahoe's brand voice and tone, and has proposed a more identifiable "character" in which all content contributors can represent. We aim to create a "Tahoe experience" in all levels of the decision making funnel. We want North Lake Tahoe's voice to be undeniably "Tahoe," with a laid back, outdoor driven, aspirational feel. We are also beginning to strategize more **granular content per channel**, to better segment messages to fly/drive market audiences.

BLOG AND TRIP IDEAS: The Abbi Agency has proposed moving blogs away from "events-based marketing" and focusing primarily on evergreen content—while at the same time maintaining our commitment to highlighting partners, experiences and NLTRA commitments. In this way, we create aspirational messages that are useful to consumers, year round. With two blogs per month, each is designed to **improve SEO, increase brand awareness** (especially during secret seasons) and **provide educational content**. Most blogs range from 600-800 words (a length that Google deems valuable), while reserving a few pieces for longer-form "essay content," like "52 Weeks in North Lake Tahoe" (about 1,200 words).

NEWSLETTER:

The newsletter takes a more "news and events" approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to stop what they're doing to *explore North Lake Tahoe* as its offerings change throughout the seasons.



Blogs & Newsletters

KEY THEMES: Wellness, Outdoor Activities, Safety, Water and Beachside Activities, Tahoe Views, Spartan Race

CAMPAIGNS: Spartan Race, Beachside Tahoe, Tahoe's Treasures, Stargazing



NEWSLETTERS POSTED: 1

Summer's Official Playground—Your Mountain Getaway
9.0 open rate | 0.8 CTR

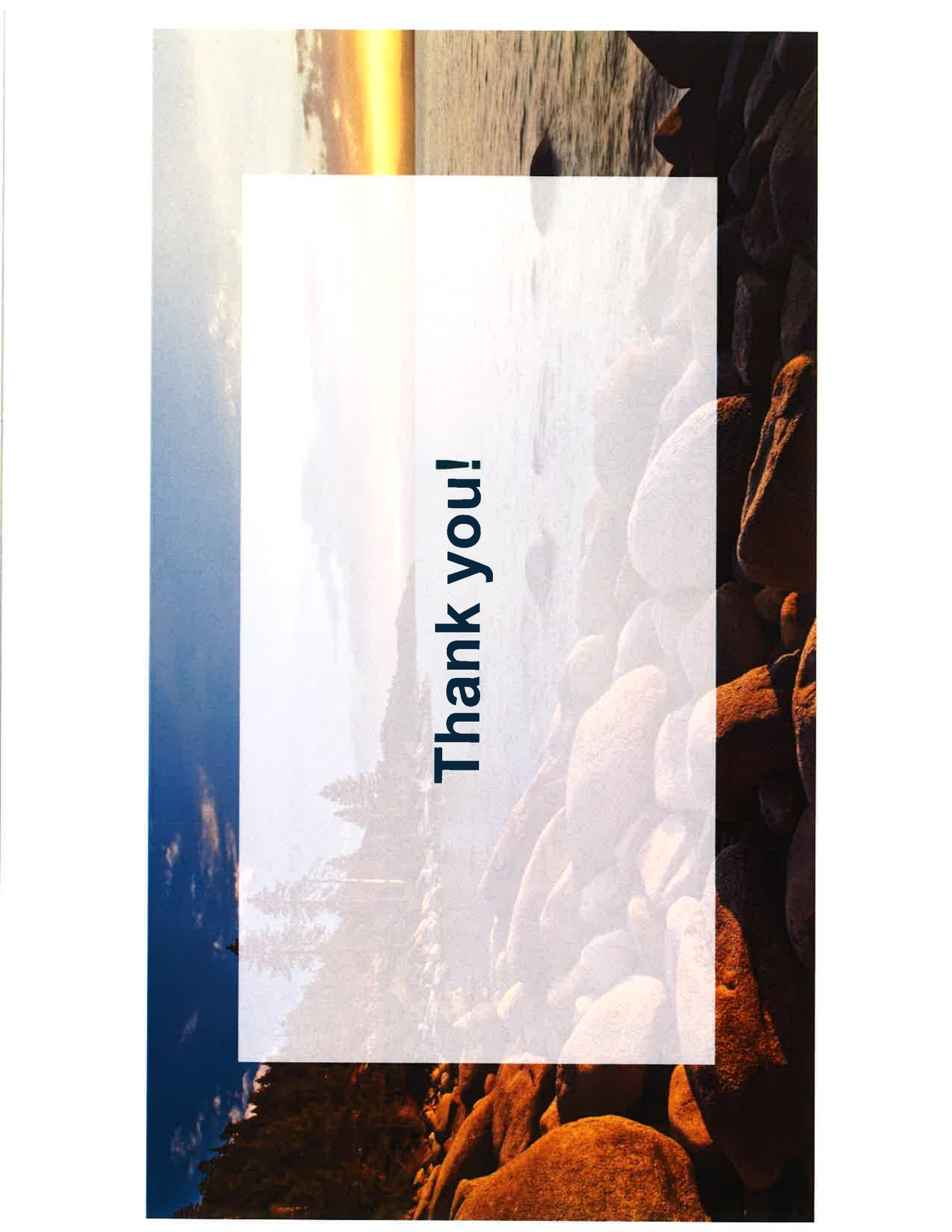
BLOGS POSTED: 4 (2 general, 2 Tahoe Treasures)

Thar She Blows: How to Safely Enjoy Boats, Sea-Doos and More in North Lake Tahoe
25 Social Shares | 199 Blog Views

Train Like a Spartan with the North Lake Tahoe Alpine Challenge
39 Social Shares | 152 Blog Views

Treasures of Tahoe #14: Tahoe Star Tours
0 Social Shares | 464 blog views

Treasures of Tahoe #15: Donner Summit Day Hikes
9 Social Shares | 132 blog views



Thank you!