



north lake tahoe

Departmental Reports November 2019

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October 2019
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Verizon Wireless - Q4 Retail Director F2F December 2019. 39 room nights; 13 people
2. HPN - 70232 Staff Retreat, January 2020; 21 room nights; 7 people
3. Nevada Association of School Boards - Educational Summit March 2020. 45 room nights; 60 people
4. Solar Energy Industries Association - Board of Directors, January 2020. 75 room nights; 60 people
5. Sony Interactive Entertainment - DevCon, April 2020. 1370 room nights; 600 people
6. Mannatech Inc. - 2020 Presidential Summit, June 2020; 201 room nights; 120 people
7. HPN - 70224 Planning Meeting June 2020; 41 room nights; 14 people
8. United Ancient Order of California - 2019 Annual Convention; June 2020; 70 room nights; 350 people
9. Markel Corporation - West Agent Event, July 2020; 60 room nights; 30 people
10. MobilityWare - 30th Anniversary Trip, July 2020; 555 room nights; 305 people
11. Atlanta Technical College - Annual Leadership Conference, July 2020; 306 room nights; 120 people
12. Siemens - A&D Executive Council Meeting - July 2020, 72 room nights; 31 people
13. GIN Unite, LLC - Conference & Convention, July 2020; 416 room nights; 350 people
14. Fleet Reserve Association - FRA Regional Meeting, July 2020; 100 room nights; 45 people
15. Fusion Marketing - Summer Getaway, August 2020; 819 room nights; 600 people
16. Guitar Center - Champions Incentive, August 2020; 66 room nights; 60 people
17. Peterbilt Motors Company, 2020 Reveal NV, August 2020; 887 room nights; 200 people
18. Credit Union National Association - 4th Annual CEO Council Conference, September 2020; 165 room nights; 80 people
19. Greystar - Maintenance & Construction Annual Meeting; October 2020; 266 room nights; 120 people
20. State Bar of Texas - New Frontiers in Marital Property Law, October 2020; 155 room nights; 125 people
21. Elite Travel Group - 2020 Group, December 2020; 24 room nights; 16 people
22. International Sports Vision Association - 2021 Annual Convention, February 2021; 225 room night; 200 people
23. Siemens - President's Circle Trip, February 2021; 451 room nights; 190 people
24. Brittany Barr Consulting - Pharmaceutical 2021 National Sales Meeting, February 2021; 415 room nights; 100 people
25. TDIndustries - President's Club Incentive, March 2021; 30 room nights; 10 people
26. Insurance Industry Committee on Motor Vehicle Administration - 2021 Spring Meeting, March 2021; 110 room nights; 50 people
27. Washington State Department of Retirement Systems - NCSSA 2021 - Lake Tahoe, September 2021; 243 room nights; 60 people

28. Pesticide Applicators Professional Association – Education & Seminar, September 202; 120 room nights; 175 people
29. Rotary International – District 5160 Conference, September 2021; 355 room nights; 350 people
30. Sociologists for Women in Society – Winter Meeting, January 2022; 481 room nights; 300 people
31. HPN – 70231 Spring Meeting, April 2022; 560 room nights; 250 people
32. California State Beekeepers Association – Annual Convention, November 2022; 442 room nights; 350 people

DEFINATE BOOKINGS:

1. Verizon Wireless - Q4 Retail Director F2F, December 10-12, 2019; \$5724 in room revenue, 39 room nights and 13 people at the Ritz Carlton Lake Tahoe
2. Synnex Corporation – Samsung Mobility Reseller Incentive, January 17-20, 2020; \$25200 in room revenue; 72 room nights and 18 people at the Hyatt Lake Tahoe
3. Ladenburg Thalmann Asset Management – Top Producers Conference, February 1-8, 2020; \$75000, 219 room nights and 75 people at the Resort at Squaw Creek
4. Society of Military Orthopaedic Surgeon – 62nd Annual Meeting, December 12-19, 2020; \$215135 in room revenue; 1382 room nights and 300 people at Resort at Squaw Creek
5. Association of Chief Business Officers for California Community Colleges – Spring 2021 Conference, May 15-18, 2021; \$85852 in room revenue, 520 room and 225 people at Resort at Squaw Creek
6. Association of Chief Business Officers for California Community Colleges – Spring 2022 Conference, May 14-18, 2022; \$88242 in room revenue, 520 room and 225 people at Resort at Squaw Creek
7. American Senior Housing Association – Rising Leaders & Mid Year Meeting 2021, June 15-17, 2021; \$115536 in room revenue, 460 room nights; 250 people at Hyatt Lake Tahoe

TRADESHOWS & SALES CALLS CONDUCTED

- Attended:
 - HPN Annual Partner Conference – October 3-6, 2019 in Seattle, WA. The CVB conducted 15 one-on-one appointments with HPN associates checking in on existing business and presenting North Lake Tahoe as the destination for future business.
 - The CVB conducted the following Sales Calls in the Seattle area October 2-3, 2019
 - SarahBeth Donaghy, Event Marketer, Facebook
 - Jennie Levine, Global Account Executive, ConferenceDirect
 - Adrienne Blue, Global Accounts Coordinator, Conference Direct
 - Lacey Hein, Senior Sourcing Specialist, Carlson Wagonlit Travel
 - Gina Broel, Senior Events Manager, RealTime Productions
 - Connect Tech & Medical – October 13-16, 2019, Dallas TX. The CVB had 28 one-on-one appointments. The tradeshow generated two RFP's from the Atlanta Technical College for July 2020, 303 room nights, 120 people and Siemens Corporation for February 2021, 451 room nights, 190 people. A third

RFP is expected from the Capital Association Management for October 2022 or 2023.

- The CVB conducted the following Sales Calls in the Dallas area October 15-16, 2019
 - Gina Bianchi, Director of Meeting Services, Zoom7
 - Darryl Levitt, Marketplace Senior Meeting Planner, Deloitte
 - Cindy Shtur, Director of Global Accounts, Conference Direct
 - Karen Beck, Director of Travel & Administration, NCH
 - Heather Baumbach, Senior Project Manager, Fusion Marketing
- Upcoming:
 - Connect Georgia – November 18-19
 - Connect Southwest – December 8-9
 - CalSAE Seasonal Spectacular – December 16-17

CHICAGO CONTRACT UPDATE:

- Hosted the Carrie Underwood Concert with (16) meeting planners and (1) local partner, the Resort at Squaw Creek
- (9) hosted client meetings & sales calls
- Attended Destination Celebrations Show in Indianapolis – 67 clients attended
- Met with partners to assist with Chicago Sales Calls
 - The Village at Squaw Valley
 - The Resort at Squaw Creek
- Coming up:
 - PCMA Signature Event with RSCVA – November
 - MPI Signature Luncheon – November
 - Society of Actuaries – Office Presentation – November

PROJECTS:

- The sales team is sending out updates and key information from all trade shows attended. Our partners have asked for additional information on each show and we also want to provide more qualified follow up. Attached you will find reports on the last three largest conference sales tradeshow.
 - Connect Marketplace – August
 - HPN Partner Conference - September
 - Connect Medical & Tech – September
- Tourism Cares Site Visits – November
- MTS Planning – on going



Leisure Departmental Report
October 2019

TRAVEL TRADE SALES CALLS & MEETINGS:

- Attended:
 - Reno Tahoe Territory Meeting
 - Leisure Sales Networking Event in Seattle
- Site Visits
 - HotelBeds

INTERNATIONAL MEDIA:

- Upcoming
 - Canada Digital Influencer FAM – October
 - Gold Pass Program shared with Mammoth Lakes & Yosemite

TRAVEL TRADE FAMs:

- Hosted FAMs
 - Air Canada FAM – October
 - DCI Immersion Trip – October
 - RSCVA China FAM – October
 - Shanghai Spring Travel FAM – October

INTERNATIONAL OFFICE UPDATE:

- Germany, Austria, Switzerland:
 - (11) travel agents trained at DER Touristik headquarters in Frankfurt
 - (6) key meetings with tour operators were conducted with CRD, America Unlimited, Faszination Fernweh, Fairflight Touristik, CANUSA, VUSA Switzerland
 - Edits to the German brochure complete and printing underway
 - German office completed the tour operator analysis
 - Team has signed up for (5) consumer shows – the next is America Unlimited consumer show in Bremen, November 8-10th
 - North Lake Tahoe was featured on the Visit CA German Facebook page, resulting in 64 likes and 2 shares
 - North Lake Tahoe was featured in October newsletter
 - Open rate 43.5%, click rate was 1.5% and this was sent to 135 subscribers
- Canada October Update:
 - Key Highlights: DCI Immersion Trip consisting of 12 hotel site visits
 - Hosted Air Canada FAM with 6 qualified agents
 - (6) agents trained

- (5) meetings conducted
- Summary of September Vancouver Expo attended: In total, the VIT Expo had 382 travel agents and 6442 consumers attendees
- UK/Ireland Update:
 - XX trained at USAirtours
 - () Meetings conducted with American Sky, Lime Management, Vacations to America,
 - Key Events: Black Diamond team attended the Flight Centre Appreciate Event, The Telegraph Ski & Snowboard Festival & the Travel Counsellors Conference
 - North Lake Tahoe was featured in the Black Diamond newsletter this month
 - Sent to over 2000 UK & Irish travel trade industry partners
 - Newsletter had a 23.09% open-rate and a 7.23% click through rate.
- Australia October Update:
 - (7) Meetings conducted with: Luxury Escapes, Kogan Travel, Helloworld, Qantas Holidays, Flight Centre, Travel Associations and United Airlines
 - Key Event: Attended the United Airlines agent launch for the new direct flight Melbourne to SFO
- France, High Sierra Contract:
 - Featured in the TUI fly & drive brochure
 - Adding 3 sales calls per month to the High Sierra contract

PROJECTS:

- NEW: Launched our new Travel Trade Tourism Industry Newsletter
 - This was sent to 504 agents and included information on NLT's fall season

VISA VUE:

- Domestic Data: Quarter 3 – July – September
 - Total Spend: \$158,757,710
 - Y/Y Growth: 5.8%
 - Average cardholder spend: \$230.03

Top Markets by Spend (\$)	Top Markets by Cardholder Count (# of people)
San Francisco – Oakland	San Francisco – Oakland
Sacramento – Yolo	Sacramento – Yolo
Reno, NV	Reno, NV
Los Angeles, Riverside, CA	Los Angeles, Riverside, CA
San Diego, CA	San Diego, CA
New York & New Jersey	New York & New Jersey
Phoenix – Mesa, AZ	Seattle-Tacoma-Bremerton
Seattle-Tacoma-Bremerton	Phoenix – Mesa, AZ
Las Vegas, NV/AZ	Stockton – Lodi, CA
Denver- Boulder, CO	Chico- Paradise, CA

- International Data: Quarter 3 – July – September
 - \$1,508,256
 - - 16% growth
 - Average cardholder spend: \$175.03

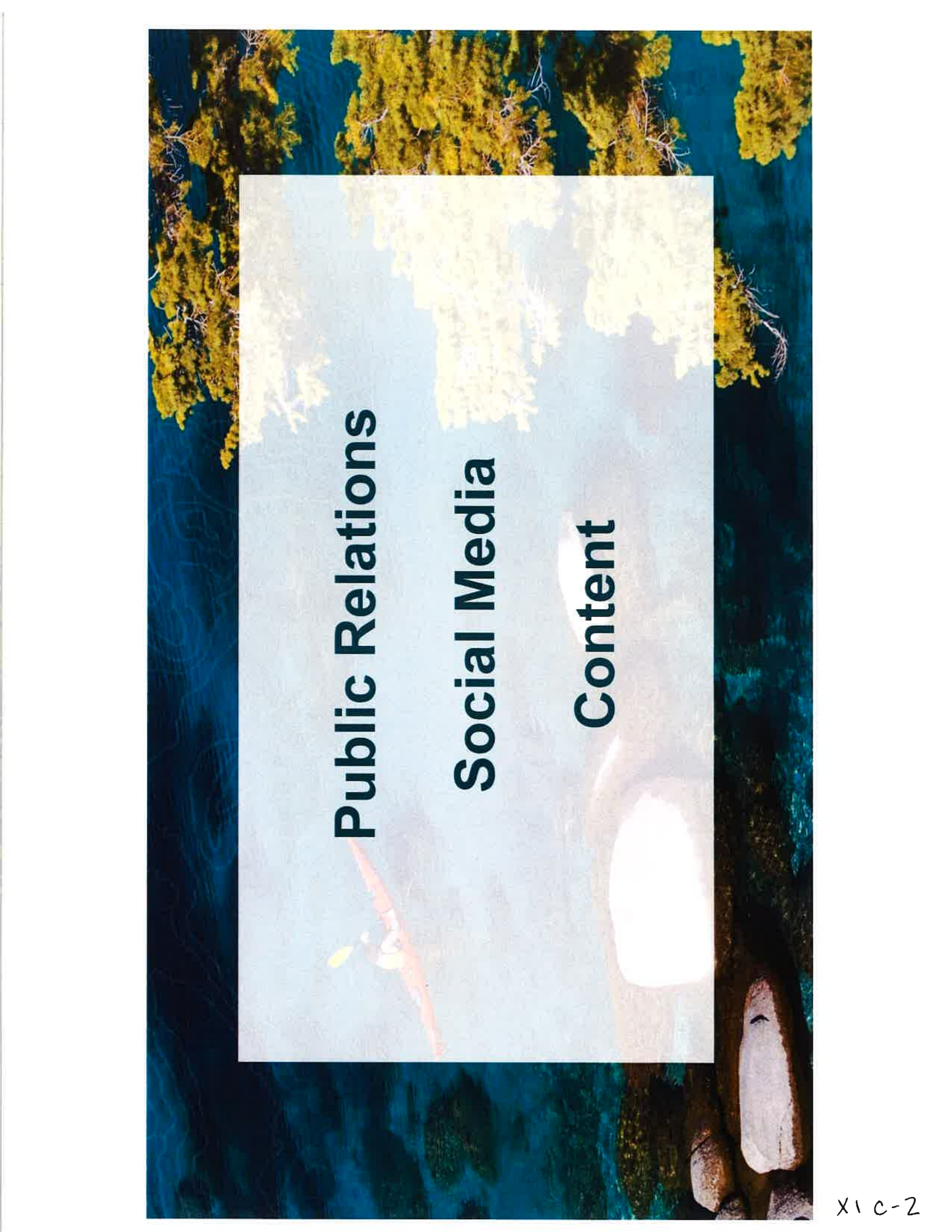
Top Country by Spend (\$)	Top Country by Cardholder Count (# of people)
Canada	Canada
United Kingdom	United Kingdom
Australia	Germany
France	France
Germany	Australia
China	China
Republic of Ireland	Republic of Ireland
New Zealand	Spain
Switzerland	Mexico
Spain	Denmark

October 2019 Recap



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THE ABBEY
CONCEPT



Public Relations Social Media Content

Overall Objectives & KPIs

Public Relations

- Flight markets: Increase number of earned media impressions in target flight markets of Southern California, New York and Houston/Dallas
 - Oct: **3 placements in NYC-based publications**
- SEO Impact: Increase number of earned media placements in publications with a higher domain rank authority than gotahoenorth.com
 - Oct. Placements w/ Highest DA:
 - Endless Vacation - "Après Ever After" (DA: 98)
 - Reader's Digest - "The Spookiest Tourist Attraction in Every State" (DA: 91)
- Shoulder Season Messaging: Increase earned media coverage in fall and spring.
 - Secret Season Placement Highlight: Adventure Sports Network - "An Adventure Traveler's Guide to North Lake Tahoe (When It's Not Dumping Snow)"
- Emerging markets: Obtain at least one media placement in publication that is targeted to emerging markets identified in the Tourism Development Plan
 - Oct Update: **N/A**



- Deskside missions: 2 per year in target flight markets
 - Oct 2019: **Seattle** - Liz Bowling completed desksides for the *Out of Bounds* premier.
 - Jan 2020: **NYC**
 - March 2020: **Houston / Dallas**
- Media Fams:
 - **Bleu & Blanc (Mexico)**
- Press releases: issue 4 quarterly "what's new" releases, and up to 4 local releases
 - Oct releases sent: **Winter is Here / What's New Winter release completed and edited**

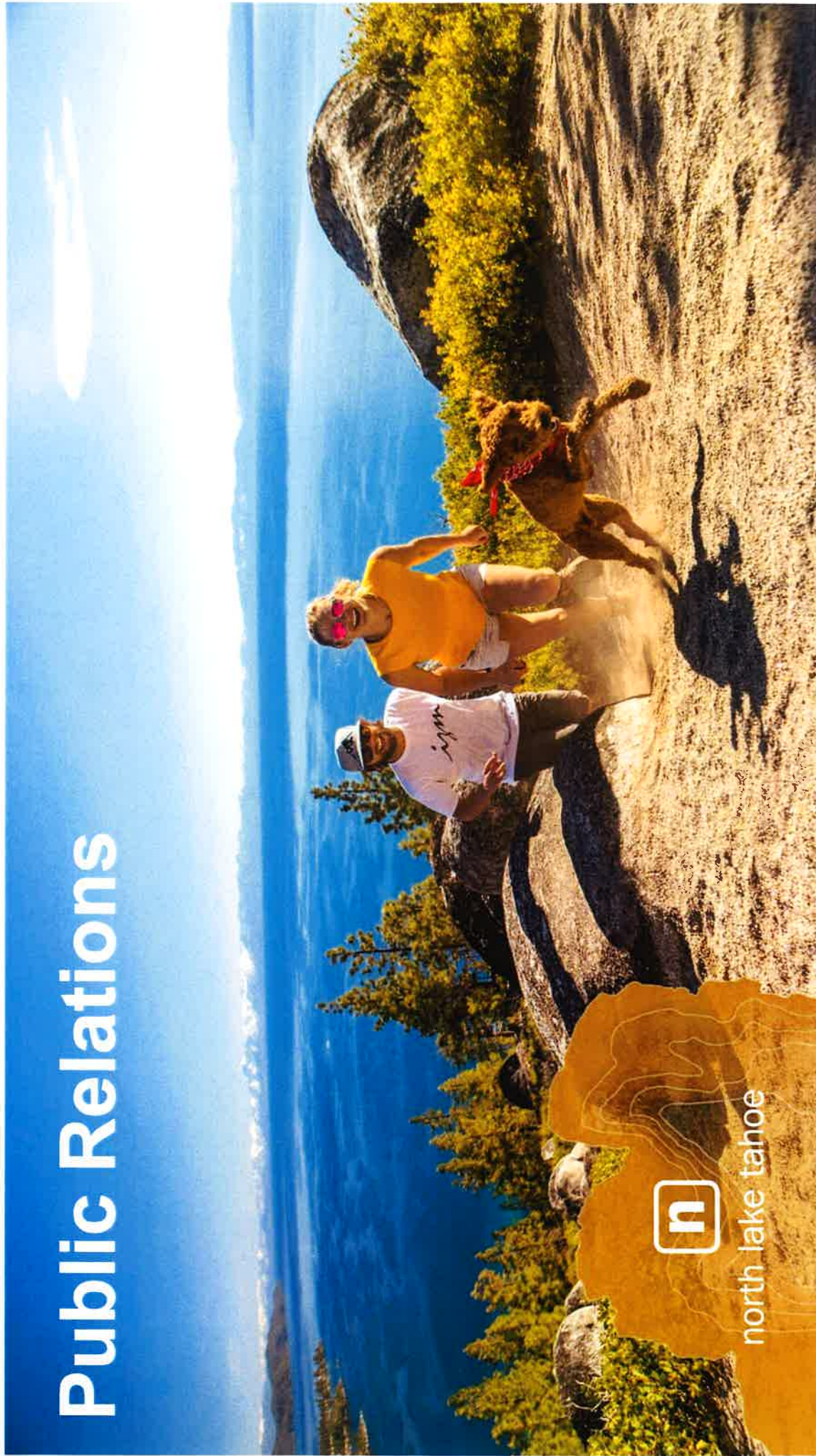
Social Media

- Increase followers: from Bay Area / SoCal by 5 percent
 - **Bay Area: 0.29%** decrease in Facebook followers (-29 new followers) and **5.8%** increase in Instagram followers (263 new followers)
 - **SoCal: 5.08%** increase in Facebook followers (1,361 followers) and **1.92 %** increase in IG followers (58 followers)
- Host 4 influencer fams per year
 - Oct: Dr. Cacinda, Angela Ligouri/Matthew Massa
- Lives - Conduct 4 FB or IG lives
 - Oct: 1 live conducted. Tahoe Biltmore Ghost Tour
- Giveaways - Conduct 4 giveaways (2 big, 2 small-scale)
 - Oct: **0** giveaways conducted. Giveaways planned for Nov. and Dec.

Content

- Blog: goal - 2 per month; completed **2**
 - Newsletter: goal - 1 per month; completed **1***
- * Moved to early November for winter rework.

Public Relations



north lake tahoe



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: Winter Preview / Sustainable Skiing, Lake Tahoe Film Fest, Passport to Dining, Ski Resort Meetings, Spring FAM Outreach

PRESS RELEASES: The 2019 "What's New Winter" Release is currently being sent out to local, regional and national news outlets.

MEDIA CONVERSATIONS (highlights)

- **Local/Regional:** Sierra Nevada Media Group - Mike Peron is incorporating winter info into next podcast, sent winter info to editors at Tahoe Daily Tribune/Lake Tahoe Action; Tahoe Magazine - sent photos of regional winter events to Kevin MacMillan
- **National/Industry (flight markets):** Shape Magazine - keeping Tahoe in mind for 2020 and considering Squaw for Healthy Travel Awards; Outdoor Sports Guide - working on Tahoe Bucket List piece, interested in a potential FAM
- **International:** Helloworld Travel (Australia) - crafting one-day itinerary in NLT (FAM is a joint effort with Travel Nevada)

DESKSIDES / MEDIA MISSIONS: TAA carried out a Pacific Northwest media mission in October for the *Out of Bounds* premier in Seattle; Liz Bowling attended desksides with local media and influencers. Additionally, we plan to 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:

TAA hosted three FAMs in October: 1 journalist FAM and 2 influencer FAMs.

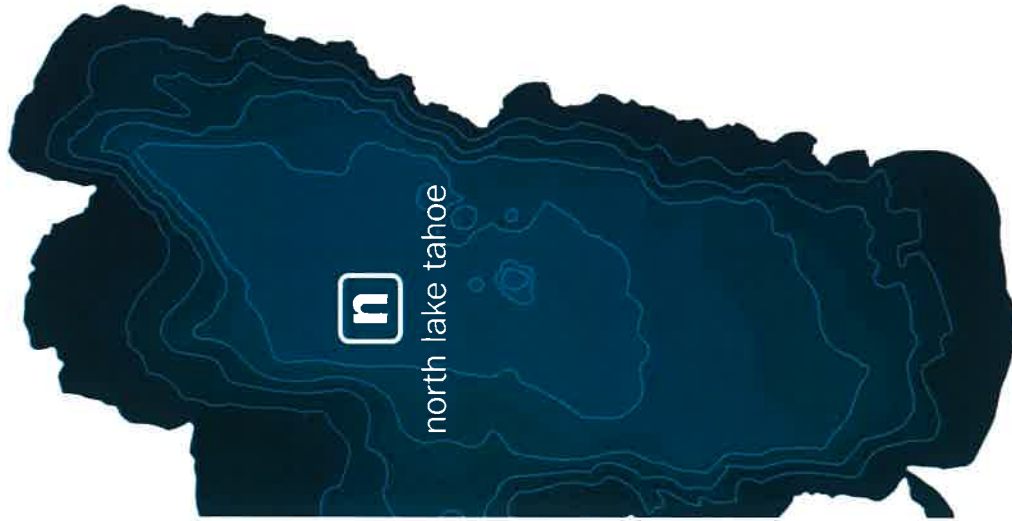
- Elizabeth Santana + Luis Gabriel Elizondo (Bleu & Blanc Mexico): "Read, Drink & Reconnect in California"
- Angela Ligouri (@angelaligs) + Matthew Massa (@thismatteixists): outdoor adventure travel, fall/secret season
- Dr. Cacinda Maloney (@pointsandtravel): luxury travel, arts & culture, wellness, boomer experiences

TAA is also coordinating two FAMs for November:

- Deanne Revel + Rachael Jones (Travel Channel): Nov. 1-4 - COMPLETED
- Sean Kennedy + Ash Hart + Scott McCracken + Aaron Kelly (Helloworld Travel Australia): Nov. 18

TAA is working to reschedule Robin Sussman's cancelled fall FAM for spring 2020.





PR Results

PLACEMENTS: 10

TOTAL IMPRESSIONS: 31,476,783

DOMAIN RANK AUTHORITY (NLT): 53

PUBLICATION HIGHLIGHTS: Reader's Digest, Meetings Today, Departures Magazine, Adventure Sports Network, Trip Savvy, Endless Vacation

KEY INSIGHTS: TAA saw an increase in coverage in national/NYC markets and locally surrounding winter previews and new ski resort news as well as outdoor adventure and specific holiday/event coverage (including Halloween and Passport to Dining), aligning with our goal to promote and highlight ski season to national markets and outdoor adventure to industry-specific markets.

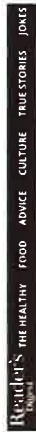
COVERAGE BOOK: <https://coveragebook.com/b/d55444ae>

Placement Highlights

Reader's Digest

"The Spookiest Tourist Attraction in Every State"

- Reach: 12,716,841
- Ad Value: \$117,630.78
- Domain Rank: 91
- Social Shares: 0



Nevada: Crystal Bay



In the 1920s, the north Lake Tahoe town of **Crystal Bay** was the playground of the rich and famous, including members of the Rat Pack, Marilyn Monroe, and the Kennedy family. In fact, Frank Sinatra once owned the former CalNeva Lodge, which has resulted in a variety of conspiracy theories involving secret affairs and lawsuits, presidential affairs, and Marilyn Monroe's death. In addition, the **Tahoe Illume** in Crystal Bay is thought to be haunted by Mary, a former performer in the Aspen Cabaret Showroom.

Adventure Sports Network

"An Adventure Traveler's Guide to North Lake Tahoe (When It's Not Dumping Snow)"

- Reach: 596,724
- Ad Value: 5,519.70
- Domain Rank: 79
- Social Shares: 13



An Adventure Traveler's Guide to North Lake Tahoe (When It's Not Dumping Snow)

A blog heavily sponsored by the local tourism industry, the post is a guide to Tahoe.

Updated on 10/11/17 by the author.



Adventure Sports Network is a travel blog that publishes "The Uniques," a series of "adventure" stories about the world. The blog is heavily sponsored by the local tourism industry, the post is a guide to Tahoe. The blog is heavily sponsored by the local tourism industry, the post is a guide to Tahoe.



Departures Magazine

"In Tahoe, Outdoor Adventure Abounds"

- Reach: 146,678
- Ad Value: \$1,356.77
- Domain Rank: 62
- Social Shares: 0



In Tahoe, Outdoor Adventure Abounds

Sharing in the morning, swimming in the afternoon, hiking and boating in between—Lake Tahoe's choice year-round adventure sport is quintessential California.

By [author name]

At Lake Tahoe, the outdoor lifestyle is a way of life. Whether you're a skier, a hiker, a boater, or a swimmer, there's always something to do. The lake is a playground for all, and the surrounding mountains are a backdrop for endless adventures. Lake Tahoe is a place where you can find it all, and it's all yours to enjoy.

MEETINGS & CONVENTIONS UPDATE

Strategy

- Leveraging Peak Season to Promote Ski Resort Meetings
- Incorporating Wellness Into the Agenda
(i.e. *taking your meeting outside, mindfulness, etc.*)
- Staying True to Tahoe's Green Mission
(i.e. *LEED certifications, zero net footprint goals, etc.*)
- Leverage Editorial Calendars / Target Media Lists
- Spring FAM Outreach
- Targeted Media Relations Featuring Key Pillars
(*custom pitches, phone calls*)

Key Messages + Trends

Ski Resort Meetings
Wellness & 'Digital Detox'
High Mountain Adventure
Sustainability & Eco-Friendly Spaces
Historic Gaming
Golf Meetings



M&C RESULTS

Placements

Meetings Today

"California's Best Hiking Destinations for Rejuvenating Meeting Breaks"

By Danielle LeBreck

- Reach: 16,200
- Ad Value: \$149.85
- Domain Rank: 48
- Social Shares: 1



Pending Placements



Topic: Meetings at Granlibakken, Resort at Squaw Creek, Hyatt Regency Lake Tahoe Resort
In contact with: Michael Shapiro
Run date: TBD



Topic: Top NLT Venues for Meetings
In contact with: Jeff Heilman
Run date: TBD

Media Conversations (highlights)

- Janet Fullwood (California Meetings + Events) - keeping in the loop for M&C news, followed up to gauge FAM interest
- Steve Pike (Golf Magazine) - interested in story opportunity, will reach out again after he returns from a business trip

October Targeted Publications

- Associations Now Magazine
- BizBash
- Black Meetings & Tourism Magazine
- Business Facilities Magazine
- Business Travel News
- Business Traveler
- California Meetings + Events
- Connect Meetings
- Corporate & Incentive Travel
- Curbed Ski / Curbed Travel
- Elevation Outdoors Magazine
- Hispanic Meetings & Travel
- Incentive Magazine
- Insurance & Financial Meetings Management
- International Meetings Review
- Meetings & Conventions
- Meetings + Events
- Meetings Today
- MeetingsNet
- Mountain Magazine
- PCMA Convene Magazine
- Ski Area Management
- Smart Meetings
- Successful Meetings
- Snow Goer Magazine
- Travel Agent Magazine

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 0.4% from the previous month, with Instagram seeing the highest growth with a 1.4% increase. Twitter was the platform that saw the most overall growth this month, with a 7.5% increase in Twitter impressions and a 3.5% increase in engagements.



Growth + Campaigns

September growth:

- Facebook: 0 new followers
- Instagram: 1,007 new followers
- Twitter: 49 new followers

Total Impressions: 3,955,166

Total Engagements: 92,944

Campaigns:

Ghost Stories FB Live

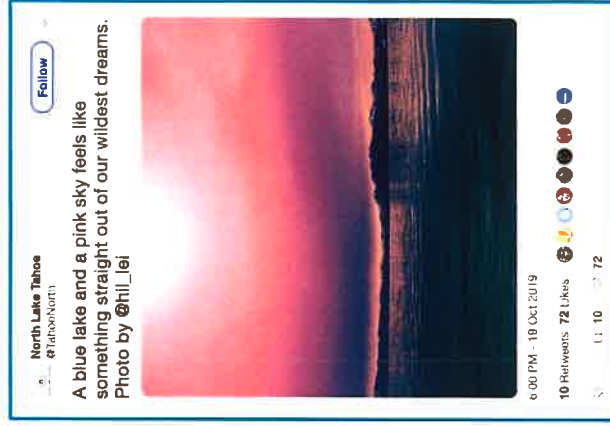
- Impressions: 5,920
- Engagements: 306

Top Posts by Engagement

- #1 Facebook Post: Fall UGC - 226 reactions, 8 comments, 13 shares
- #1 Instagram Post: Sunset UGC - 3,766 likes, 79 comments, 108 saves
- #1 Twitter Post: Lake UGC UGC - 73 likes, 0 retweets, 0 replies

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.



Ghost Stories Facebook Live

In the spirit of Halloween, and to help promote the Tahoe Biltmore, our Facebook went live with Jamie Lee Jurgensen of the Tahoe Biltmore and paranormal investigator Patrick McQueary to talk about the urban legends and ghost stories that haunt North Lake Tahoe.

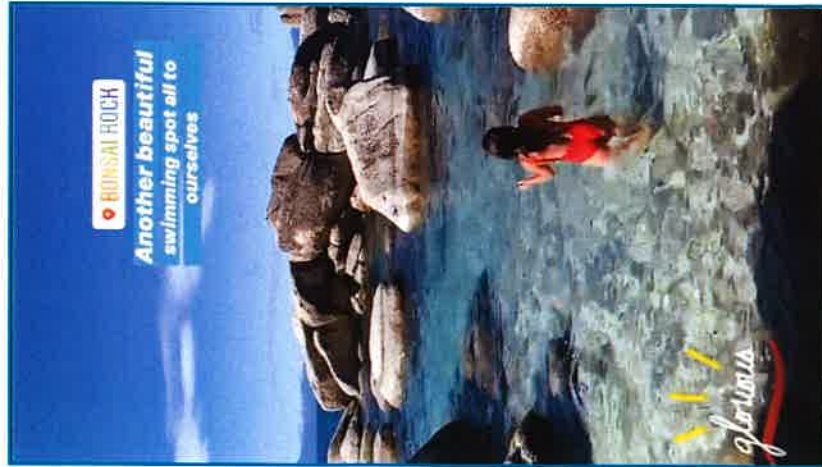
Impressions: 5,920

Engagements: 306

Live Views: 1,597



Instagram Story Highlights



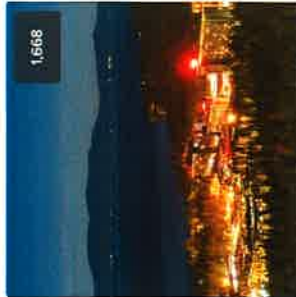
Total Story Impressions for October: 79k impressions ; Average Reach per Story: 3,395

Instagram Competitor Set

Most Popular Media by tahoenorth

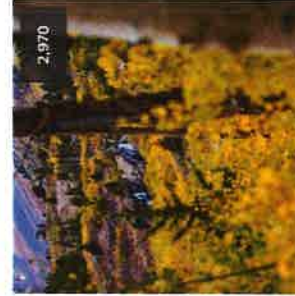
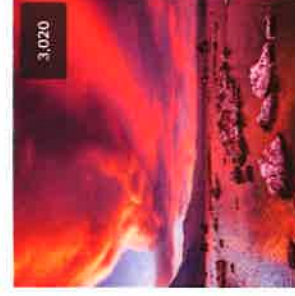


Most Popular Media by tahoesouth

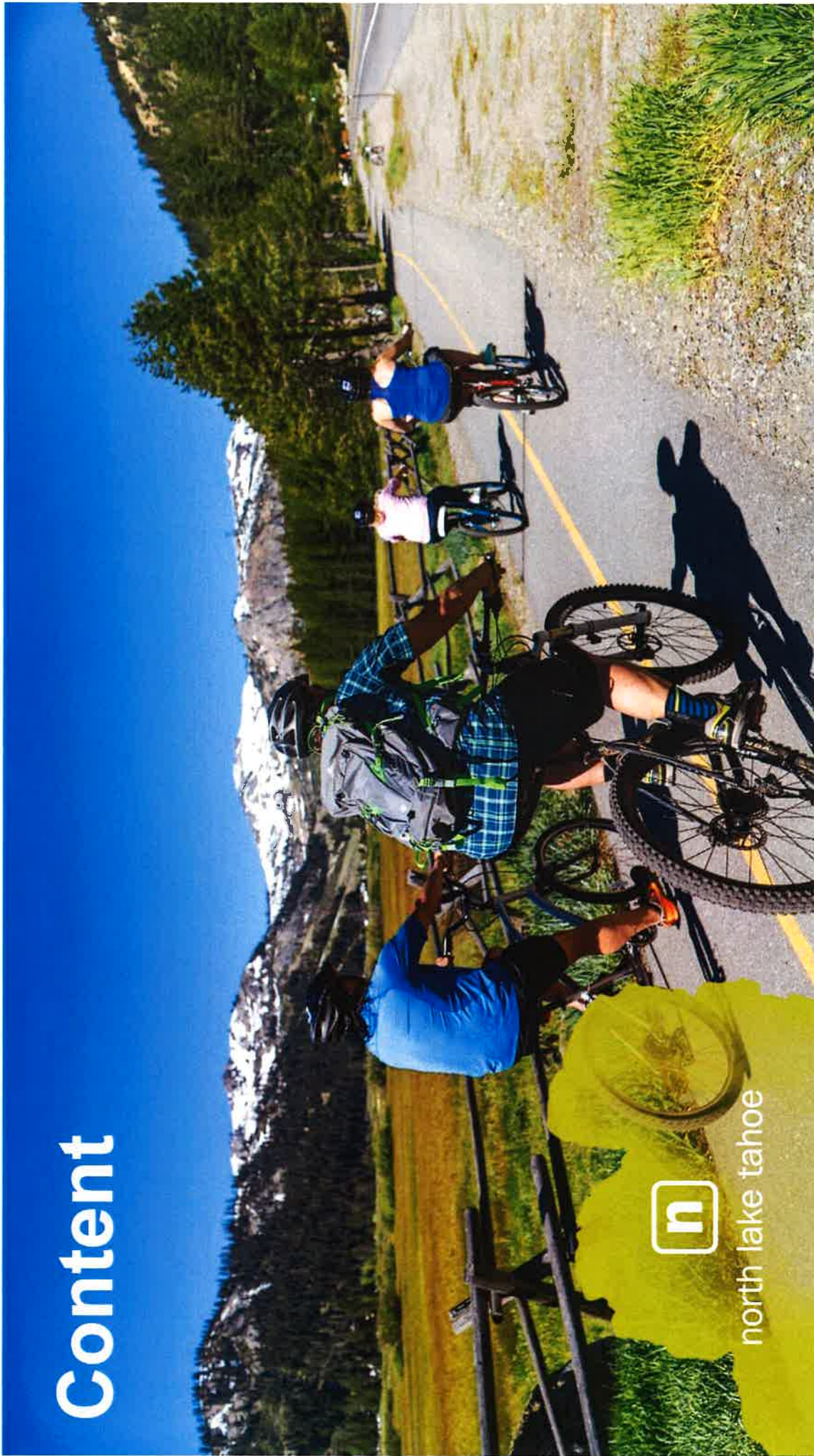


In October, @tahoenorth received more engagements (60.9k) than, @tahoesouth (30.2k), and about equal to @visitmammoth (60.9k). Additionally, Tahoe North has the largest following of both of our competitors.

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: Shoulder season activities, Tahoe Dining, preview to après, preview to winter

CAMPAIGNS: Tahoe Arts and Culture, Halloween, Opening Day

NEWSLETTERS POSTED: 0*

History and Haunts in North Lake Tahoe
N/a open rate | N/A CTR

- This newsletter has been moved to November to focus on opening day.

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

3 things to do this Halloween in North Lake Tahoe
75 Social Shares | 256 Blog Views

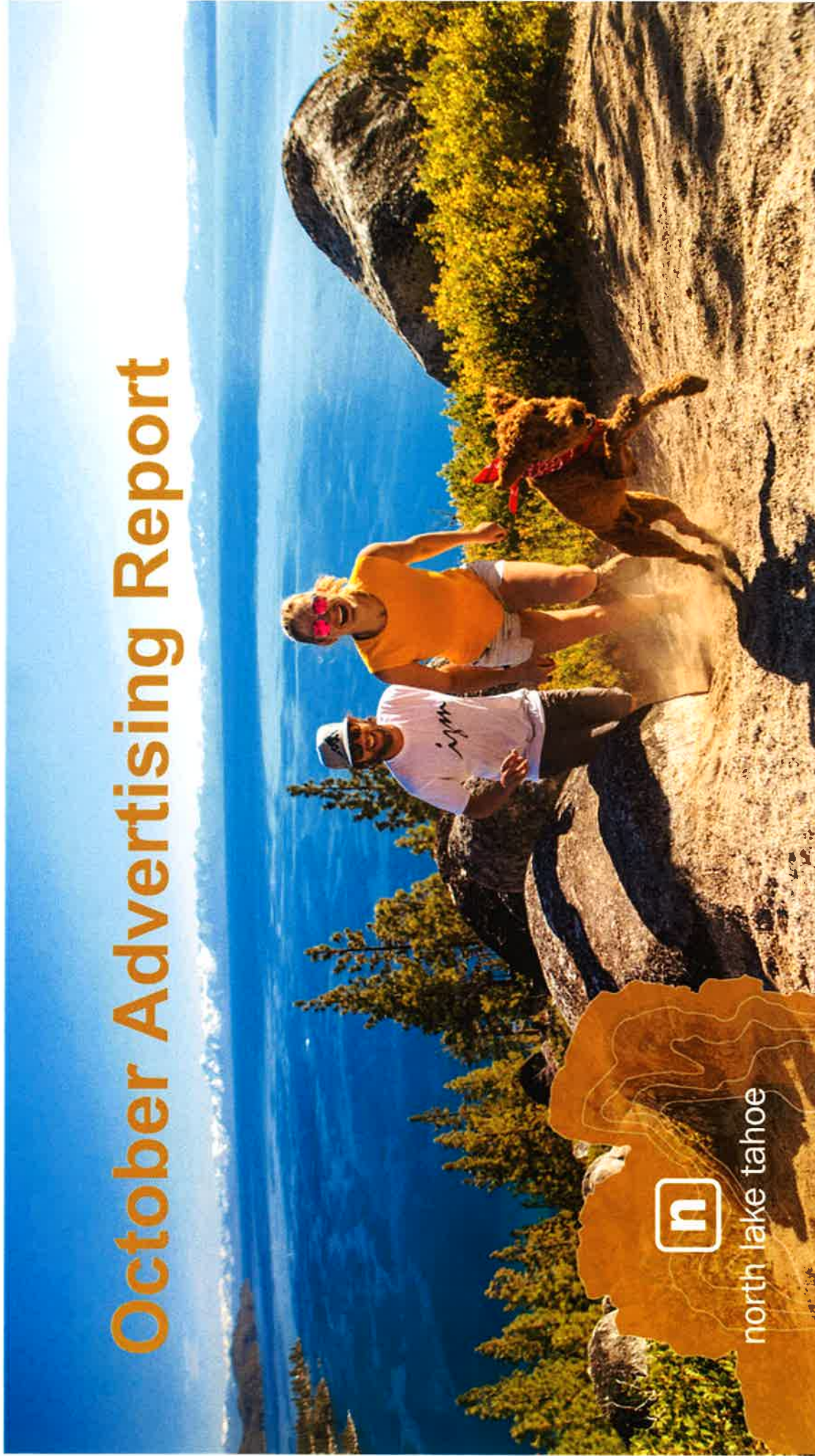
Your Guide to Autumn Arts and Culture in North Lake Tahoe
35 Social Shares | 93 Blog Views



A scenic landscape photograph featuring a river in the foreground, a dense forest of evergreen trees in the middle ground, and mountains in the background. The sky is a deep blue with a bright, glowing sun or light source on the left side, creating a lens flare effect. The overall mood is peaceful and natural.

Thank you!

October Advertising Report



Executive Summary

Consumer

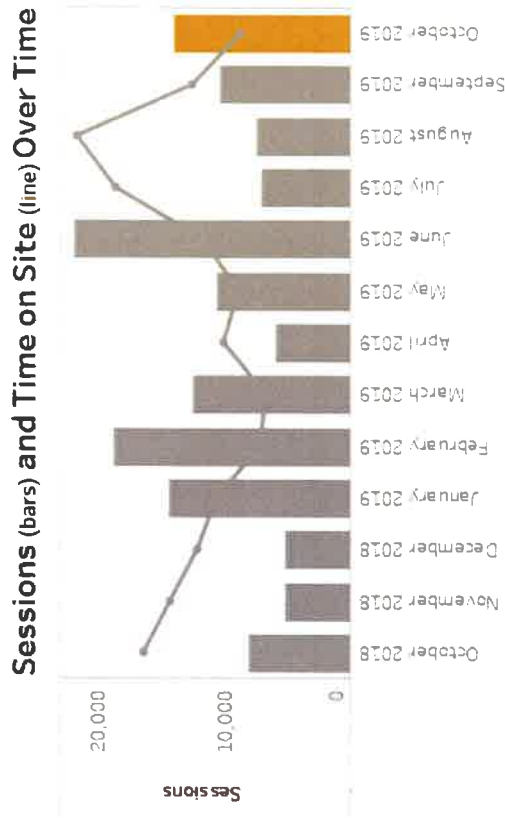
- The Consumer campaign served over 4.77M impressions in October resulting in 13.8K website visits. 11.65% of all visitors from the digital ads spent more than 115 seconds on GoTahoeNorth.com.
- Paid Search drove quality site traffic, resulting in 2.0K website visits, an average time on site of 00:01:18 and 142 Book Now conversions (as counted by Google Analytics).
- Fall targeted the Bay Area.

MCC

- The MCC campaign served nearly 11.4K impressions in October resulting in 79 website visits. 10.13% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.

Overview by Campaign

- Consumer and MCC ads combined for 4.77M impressions in October, resulting in nearly 13.89K website visits and 2.01K time on site conversions. In addition, digital ads drove 395 users to click a Book Now button on GoTahoeNorth.com.
- Sessions this year increased by 74% compared to October of last year (there were 8,051 sessions last year). Organic traffic has decreased compared to this time last year but paid traffic has seen an increase. Better targeting and optimization helped drive the increase in traffic.



Campaign Group	Impressions	CTR	Spend	Sessions	Time on Site	Pages per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	4,759,063	0.35%	\$37,873	13,803	00:00:29	1.4	80%	2,000	393
MCC	11,389	0.82%	\$631	79	00:01:07	1.4	89%	10	2
Grand Total	4,770,452	0.35%	\$38,503	13,885	00:00:29	1.4	80%	2,010	395



October Digital Report | Consumer & MCC

| Consumer

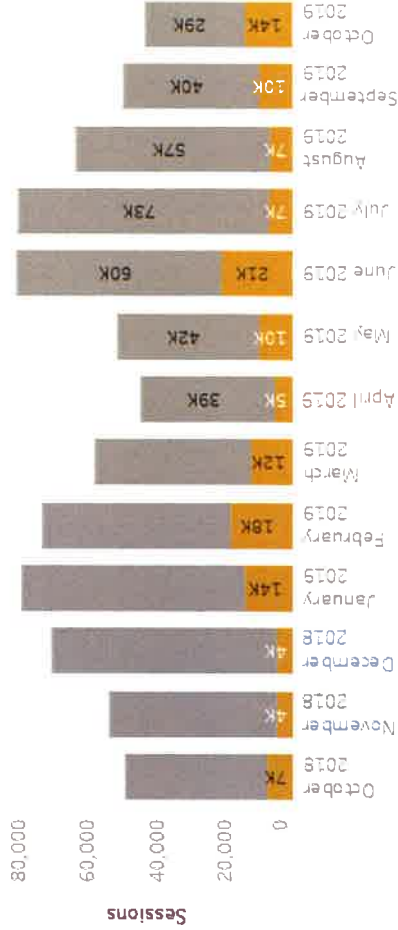


north lake tahoe

Website Performance

- Of the 13.8K Visitors, 8.2K were attributed to Paid Social.
- Users from Paid Search ads spent the most time on site (00:01:18) viewed the most pages and had the lowest bounce rate.

Website Sessions From Consumer Ads



Channel	Sessions	Avg. Time on Site	Pages per Session	Bounce Rate
Paid Social	8,239	00:00:19	1.3	82%
Display	3,611	00:00:26	1.3	81%
Paid Search	1,953	00:01:18	2.0	66%
Grand Total	13,803	00:00:29	1.4	80%

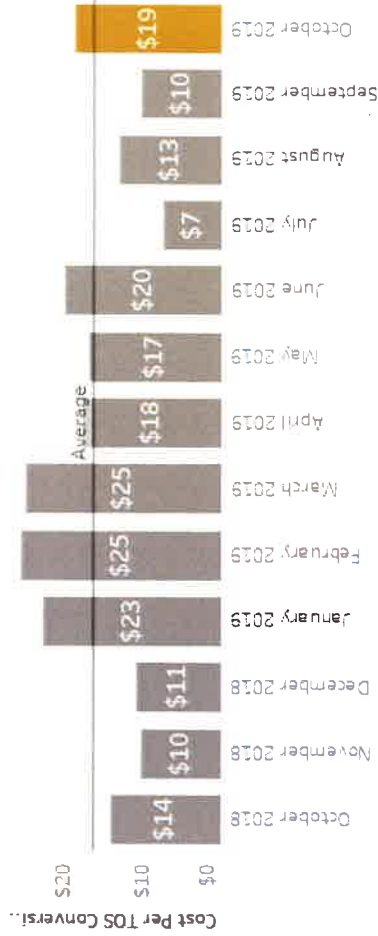


October Digital Report | Consumer

Overview by Medium

- Consumer ads served 4.76M impressions in October resulting in 2.00K time on site conversions, and an average cost per conversion of \$18.94.
- Display ads were highly effective, accounting for 53% of TOS conversions in October. Display had 1,065 time on site conversions at \$24.59 per conversion, the highest this month.

Cost Per Conversion Trending



Channel	Spend	Impressions	Clicks	CTR	TOS Conversions	Cost Per TOS Conversion	Book Now Conversions
Display	\$26,191	3,182,208	5,646	0.18%	1,065	\$24.59	42
Paid Social	\$5,568	980,024	9,034	0.92%	447	\$12.46	217
Online Video	\$4,377	517,794	590	0.11%	51	\$85.83	0
Paid Search	\$1,737	79,037	1,549	1.96%	437	\$3.97	134
Grand Total	\$37,873	4,759,063	16,819	0.35%	2,000	\$18.94	393



October Digital Report | Consumer

Display Performance by Placement

- The average cost per time on site conversion from display ads was \$24.60 in October. Prospecting ads were the most expensive.
- Retargeting ads drove the most TOS conversions in October with 532 and 19 Book Now conversions.

Cost Per Conversion Trending



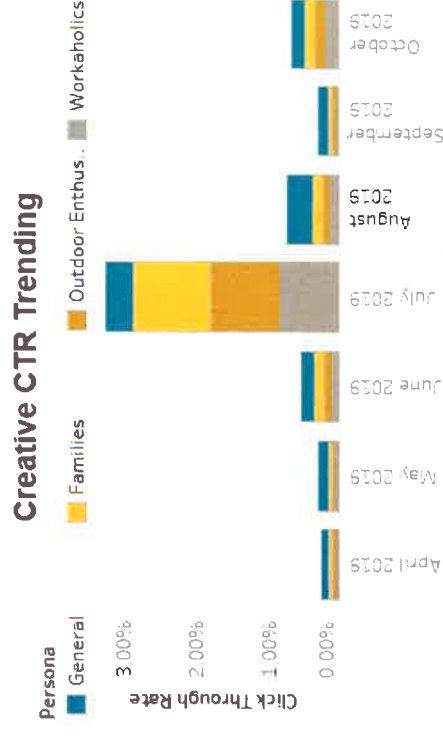
Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Conversions
Prospecting	\$13,964.25	1,892,599	4,581	0.24%	\$3.05	248	\$56.31	4
Retargeting	\$8,773.81	1,132,104	908	0.08%	\$9.66	532	\$16.49	19
TripAdvisor	\$3,458.28	157,505	150	0.10%	\$23.06	285	\$12.13	19
Grand Total	\$26,196.34	3,182,208	5,639	0.18%	\$4.65	1,065	\$24.60	42



October Digital Report | Consumer

Display Performance by Creative

- In October, Display ads recieved 5,646 clicks, at a click through rate of 0.18%.
- The General ads were most effective during October, resulting in 891 TOS conversions and 38 Book Now conversions.
- Workaholics had the highest click through rate in October at 0.20%.



Persona	Impressions	Clicks	Spend	Cost per Click	Click Through Rate	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
General	2,005,071	3,800	\$19,722.09	\$5.19	0.19%	891	\$22.13	38
Families	538,853	756	\$2,963.69	\$3.92	0.14%	60	\$49.39	1
Outdoor Enthusiasts	380,366	564	\$2,092.01	\$3.71	0.15%	60	\$34.87	2
Workaholics	257,918	526	\$1,418.55	\$2.70	0.20%	54	\$26.27	1
Grand Total	3,182,208	5,646	\$26,196.34	\$4.64	0.18%	1,065	\$24.60	42



October Digital Report | Consumer

Display Ad Examples

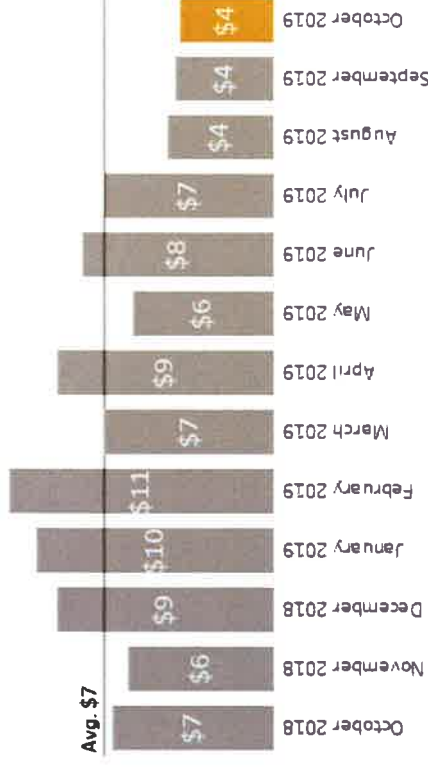
	General Sizes: 160x600, 300x250, 300x600, 320x50, 728x90 Impressions: 2,005K Clicks: 3,800 CTR: 0.19% TOS Conversions: 891 CVR: 23.45%		Families Sizes: 160x600, 300x250, 300x600, 320x50, 728x90 Impressions: 539K Clicks: 756 CTR: 0.14% TOS Conversions: 60 CVR: 7.94%		Outdoor Enthusiasts Sizes: 160x600, 300x250, 300x600, 320x50, 728x90 Impressions: 380K Clicks: 564 CTR: 0.15% TOS Conversions: 60 CVR: 10.64%		Workaholics Sizes: 160x600, 300x250, 300x600, 320x50, 728x90 Impressions: 258K Clicks: 526 CTR: 0.20% TOS Conversions: 54 CVR: 10.27%
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October Digital Report | Consumer

Paid Search Performance

- The campaign with the highest click through rate was Evergreen - Local at 10.95% and a cost per click of \$0.60.
- Within Evergreen - Local, the local_activities keyword group performed best at 11.66% click through rate from 487 clicks on 4.2K impressions.
- TOS conversions attributed to Paid Search totaled 437 in October, -34% compared to last month due to decreased spend in the shoulder season.
- At \$4 per conversion for a third month, conversions continue to cost below the yearly average.

Cost Per Conversion Trending



Campaigns	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversion	Book Now Conversions	115s Conversion Rate
Evergreen - Vacation	\$789.85	46,038	515	1.12%	\$1.53	125	\$6.32	59	24.27%
Fall 2019	\$467.46	21,960	259	1.18%	\$1.80	48	\$9.74	22	18.53%
Evergreen - Local	\$303.05	4,595	503	10.95%	\$0.60	198	\$1.53	31	39.36%
General	\$176.19	6,444	272	4.22%	\$0.65	66	\$2.67	22	24.26%
Grand Total	\$1,736.55	79,037	1,549	1.96%	\$1.12	437	\$3.97	134	28.21%

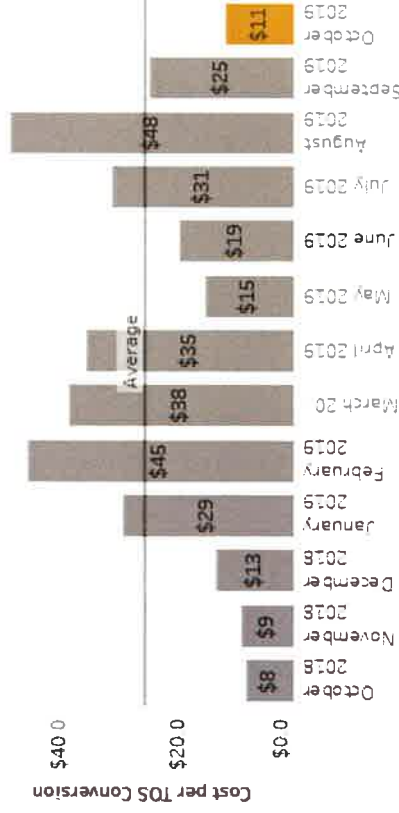


October Digital Report | Consumer

Facebook Ad Performance

- Cost per conversion in October was \$11.49 with 447 TOS conversions and 217 Book Now clicks.
- The Retargeting had the highest click through rate at 1.29% and provided the highest amount of TOS and Book Now conversions.

Cost per Conversion Trending



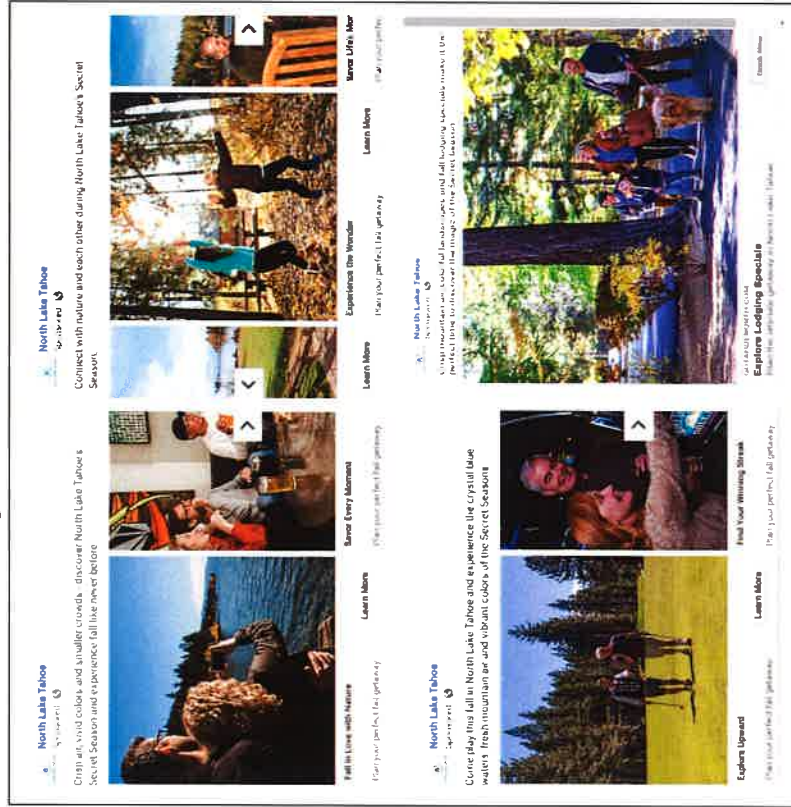
Targeting	Spend	Impressions	Link Clicks	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversion
Prospecting	\$2,165.13	309,897	2,215	0.71%	41	\$52.81	5
Video	\$765.57	176,985	942	0.53%	5	\$153.11	0
Retargeting	\$1,766.68	381,523	4,910	1.29%	390	\$4.53	212
Conquesting	\$436.92	72,224	363	0.50%	11	\$39.72	0
Grand Total	\$5,134.30	940,629	8,430	0.90%	447	\$11.49	217



October Digital Report | Consumer

Facebook and Instagram Ad Examples

Dynamic Creative



Instagram Story

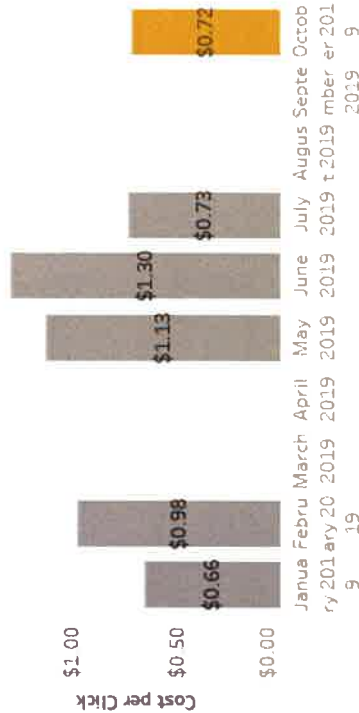


October Digital Report | Consumer

Twitter Ad Performance

- Twitter ads in October resulted in 39.4K impressions and 604 link clicks.
- In October, we targeted a Twitter audience in the San Francisco area who clicked through at 1.00%.
- Twitter is flighted during key months to ensure a bigger impact and optimize budget on the platform.

Cost per Click Trending



Geo	Impressions	Clicks	Click Through Rate	Spend	Total Engagement	Conversion Site Visits
San Francisco	39,395	604	1.00%	\$433.79	22	21
Total	39,395	604	1.00%	\$433.79	22	21



October Digital Report | Consumer

| MCC



north lake tahoe

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Website Performance

- The MCC campaign sessions dropped in October. 79 users visited GoTahoeNorth.com in October.
- MCC ad visits were mostly by users from Paid Social ads (42 sessions).
- Users from Paid Search ads spent the most time on site (00:01:36).

Website Sessions From MCC Ads



Channel	Sessions	Pageviews	Avg. Time on Site	Pages per Session	Bounce Rate
Paid Social	42	45	00:00:42	1.1	95%
Paid Search	37	67	00:01:36	1.8	81%
Grand Total	79	112	00:01:07	1.4	89%



October Digital Report | MCC

Facebook Ad Performance

- In October, Facebook ads drove 3 TOS conversions, at a 5.36% conversion rate.
- This month we only ran a small amount of Retargeting ads on Facebook. We didn't run on LinkedIn.

Cost per Conversion Trending

For Facebook and LinkedIn



Site	Targeting	Spend	Impressions	Clicks	CTR	Cost per Click	TOS Conversions
Facebook Ads	Retargeting	\$206	10,542	56	0.53%	\$3.68	3
Total		\$206	10,542	56	0.53%	\$3.68	3



October Digital Report | MCC

Facebook Ad Examples

Facebook

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