



north lake tahoe

Departmental Reports
September 2021



north lake tahoe

August 2021

Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED

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

NEW INQUIRIES

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

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

NEW DEFINITES

CONFERENCE SALES PROJECTS

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

SITE VISITS & SALES CALLS

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

TRADE SHOWS & EVENTS

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

CHICAGO EFFORTS

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

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



north lake tahoe

August 2021

Tourism Development Report

KEY MEETINGS & PROJECT WORK

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

VISA VUE DATA

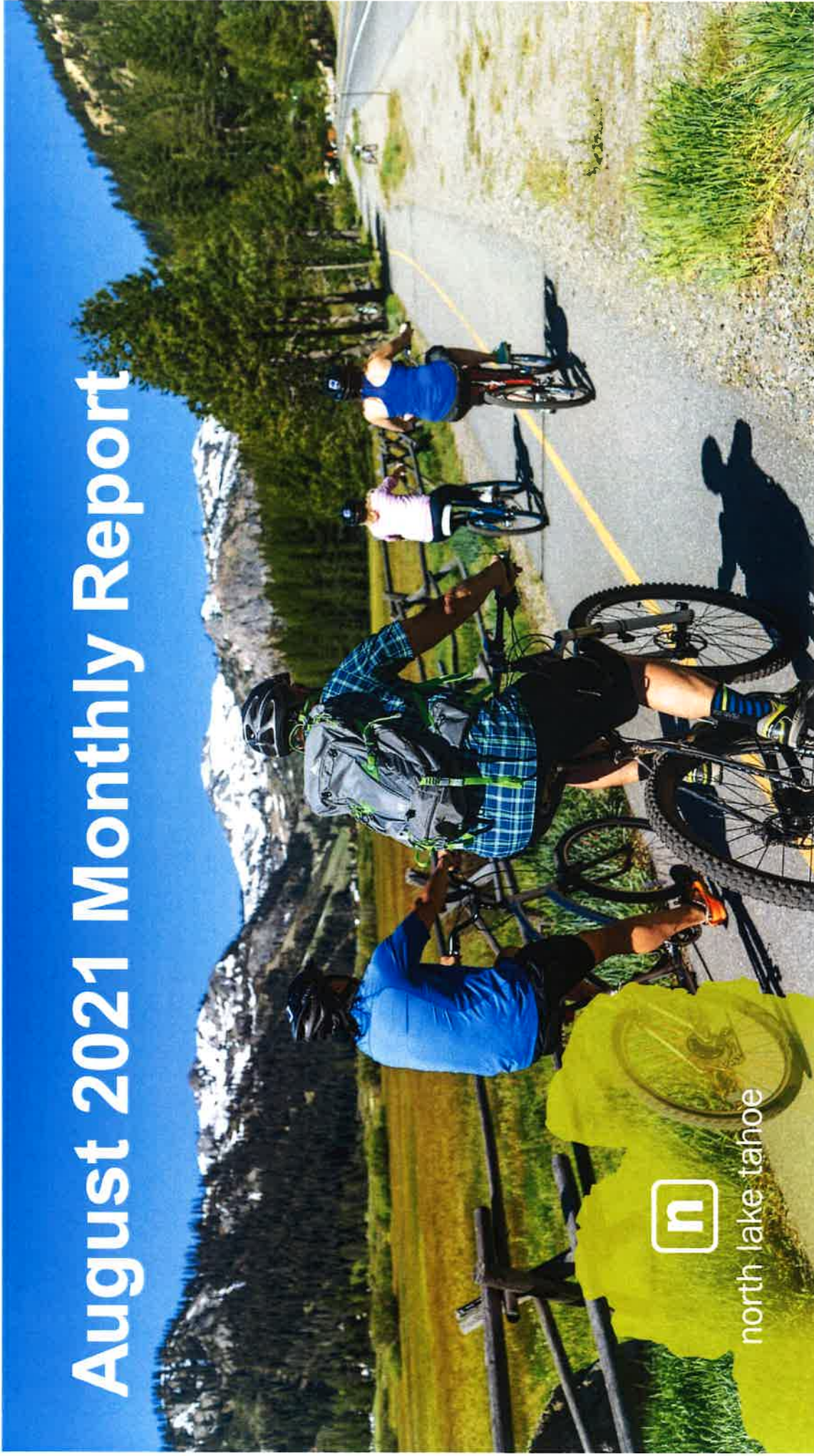
- Domestic Data - January - June, 2021
 - Top Cities - Visitor Origin:
 - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
 - Key findings on these cities:
 - SF is up by 16% y/y
 - Sacramento is up by 36% y/y
 - Reno is up by 26% y/y
 - LA/Long Beach/Anaheim is up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

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

August 2021 Monthly Report



north lake tahoe





Paid Media

Paid Media Executive Summary

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



Overview by Campaign

Start Date
8/1/2021

End Date
8/31/2021

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

858,550
IMPRESSIONS

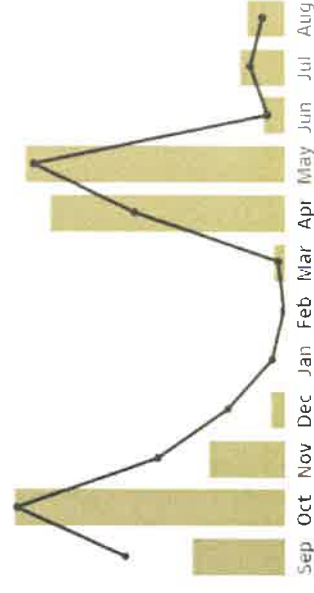
11,839
CLICKS

\$0.58
CPC

288
TOS 115
CONVERSIONS

\$23.68
COST PER TOS 115
CONVERSION

Sessions | TOS 115 Conversions



Campaign	Impressio..	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
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Consumer	858,550	11,839	1.38%	\$0.58	\$6,820.23	12	288	\$23.68
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	Impressions	Clicks	CTR	Cost	Book Now Conversions	TOS 115
Facebook	534,783	9,889	1.85%	\$4,217	10	227
Instagram	186,716	1,709	0.92%	\$1,644	0	0
Programmatic Display	137,051	241	0.18%	\$959	2	61
Grand Total	858,550	11,839	1.38%	\$6,820	12	288

Overview by Medium

Start Date
8/1/2021

End Date
8/31/2021

858,550
IMPRESSIONS

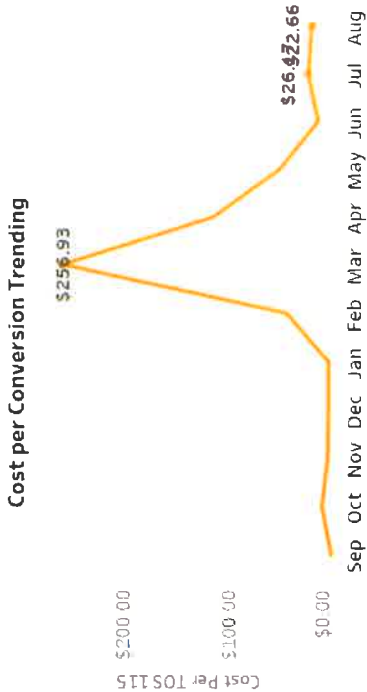
11,839
CLICKS

\$0.58
CPC

288
TOS 115
CONVERSIONS

\$23.68
COST PER TOS 115
CONVERSION

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



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	137,051	241	0.18%	\$3.98	\$959.36	2	61	\$15.73
Paid Social	721,499	11,598	1.61%	\$0.51	\$5,860.87	10	327	\$25.82
Grand Total	858,550	11,839	1.38%	\$0.58	\$6,820.23	12	288	\$23.68

Paid Social Performance

Start Date
8/1/2021

End Date
8/31/2021

721,499
IMPRESSIONS

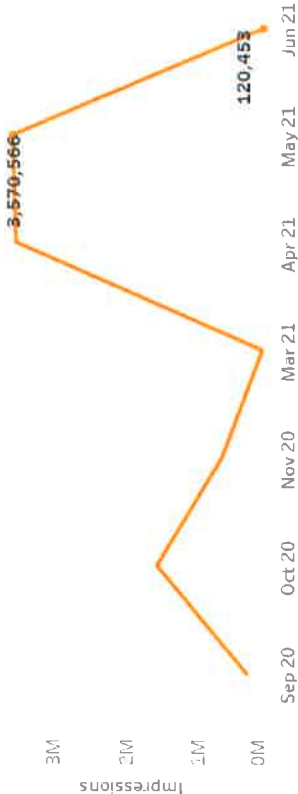
11,598
CLICKS

\$0.51
CPC

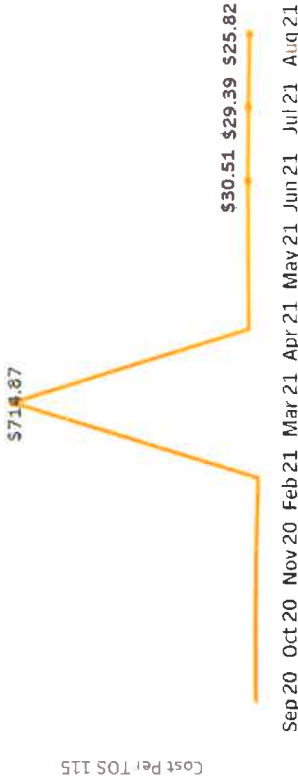
227
TOS 115
CONVERSIONS

\$25.82
COST PER TOS 115
CONVERSION

Trending Impressions



Cost per Conversion Trending



Targeting	Target Group	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	Fly Markets	494,836	4,765	0.96%	\$0.68	\$3,235.44	12	56	\$57.78
	Local / Visitor	226,663	6,833	3.01%	\$0.38	\$2,625.43	8	171	\$15.35
Total		721,499	11,598	1.61%	\$0.51	\$5,860.87	10	227	\$25.82

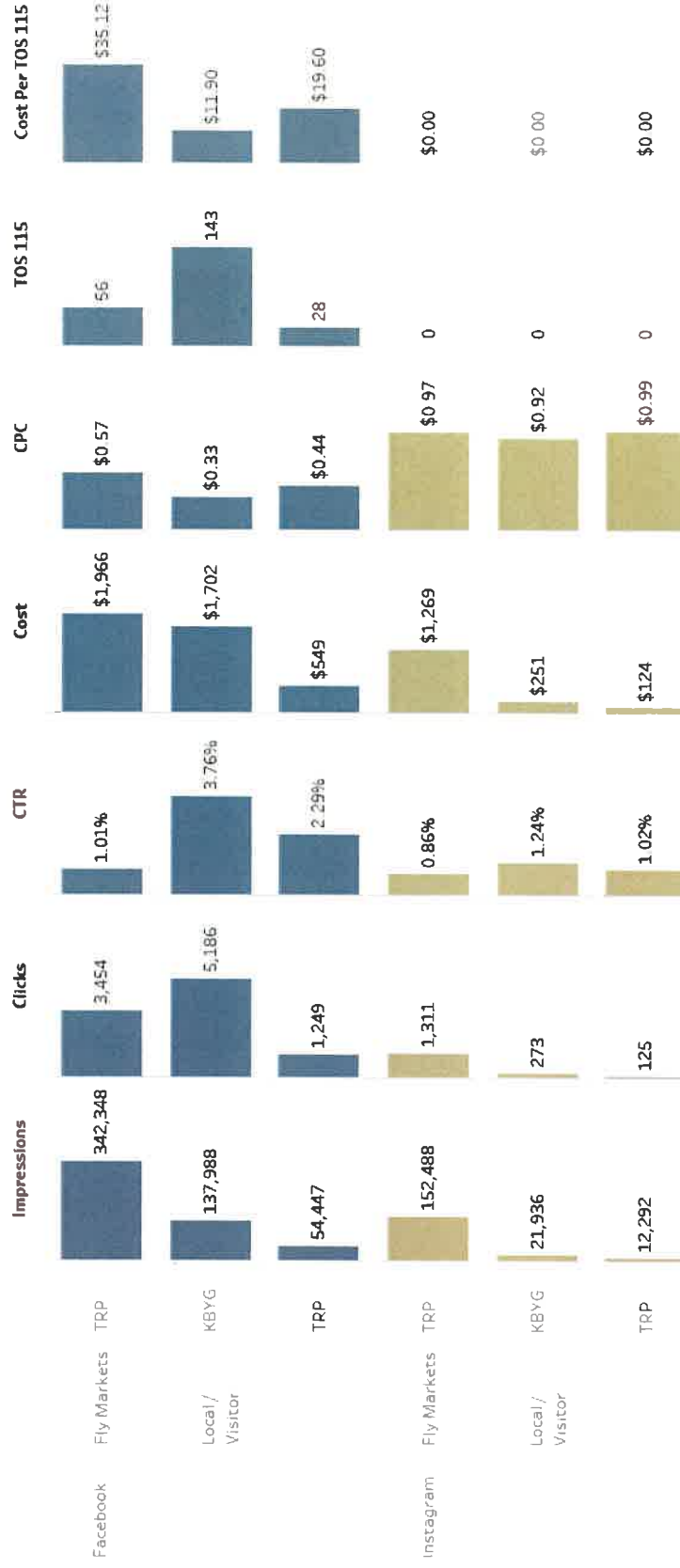
Paid Social Creative Performance

Start Date
8/1/2021

End Date
8/31/2021

Creative Performance

721,499
IMPRESSIONS



11,598
CLICKS

\$0.51
CPC

227
TOS 115
CONVERSIONS

\$25.82
COST PER TOS 115
CONVERSION

Display Performance

Start Date
8/1/2021

End Date
8/31/2021

137,051
IMPRESSIONS

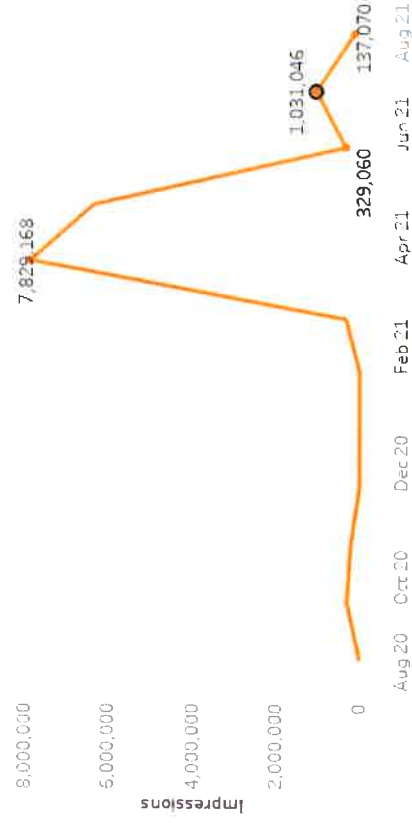
241
CLICKS

\$3.98
CPC

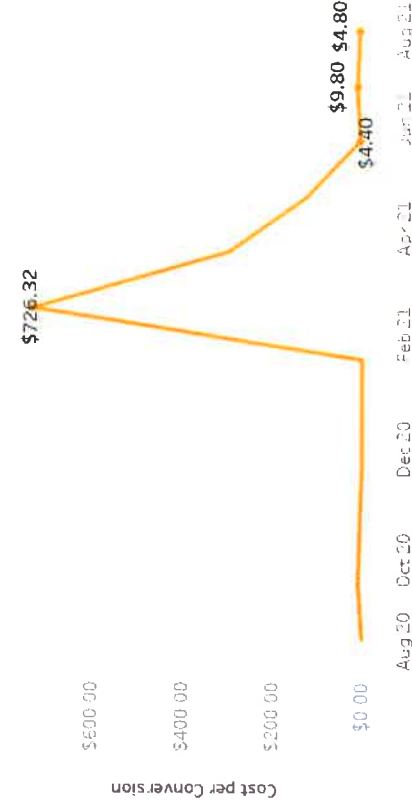
61
TOS 115
CONVERSIONS

\$15.73
COST PER TOS 115
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



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

Display Creative Performance

Start Date
8/1/2021

End Date
8/31/2021

137,051
IMPRESSIONS

241
CLICKS

\$3.98
CPC

61
TOS 115
CONVERSIONS

\$15.73
COST PER TOS 115
CONVERSION

Creative CTR Trending

August

July

June

1.77%



0.23%

KBYG

0.17%

KBYG

0.14%

TRP

0.18%

KBYG

0.16%

TRP

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

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

Paid Media Recommendations

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





Website

Visitors & Sessions

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

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



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

Location

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

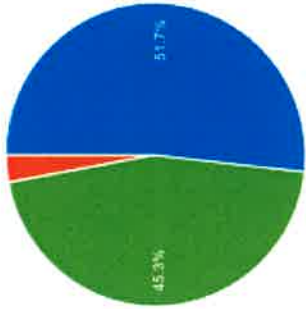
City	Users	Time on Page
San Francisco	5,351	0:54
Sacramento	3,813	0:58
Los Angeles	3,316	0:55
Incline Village	2,803	0:59
Reno	2,084	1:39
Truckee	1,836	1:08
San Jose	1,526	0:52
Roseville	1,387	1:34
Cheyenne	987	0:01
Quincy	959	0:01



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

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

Device



- 1. mobile
- 2. desktop
- 3. tablet



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Device Category	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	↓							
1. mobile	80,134 % of Total: 100.00% (100.00%)	78,398 % of Total: 100.00% (100.00%)	103,606 % of Total: 100.00% (103.60%)	75.12% Avg for View: 75.12% (0.90%)	1.62 Avg for View: 1.62 (0.90%)	00:01:00 Avg for View: 00:01:00 (0.00%)	75.20% Avg for View: 75.20% (0.05%)	77,908 % of Total: 100.00% (77.90%)
2. desktop	41,509 (51.72%)	40,582 (51.72%)	54,288 (52.40%)	77.97%	1.46	00:00:53	69.76%	37,873 (45.94%)
3. tablet	34,388 (45.34%)	35,533 (45.34%)	46,136 (44.31%)	71.59%	1.82	00:01:08	80.30%	37,046 (47.05%)
	2,358 (2.94%)	2,283 (2.94%)	3,182 (3.09%)	77.72%	1.61	00:01:07	93.93%	2,989 (3.54%)

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

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

Top Pages Visited

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



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

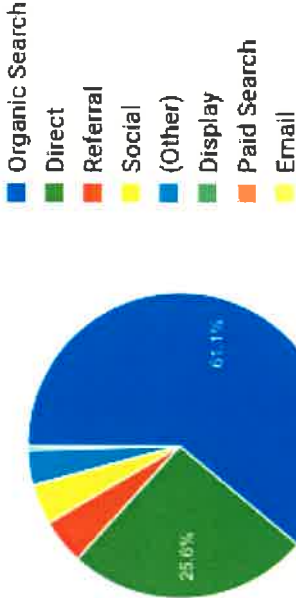
**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Channel Performance

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



Top Channels



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

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

Referrals

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

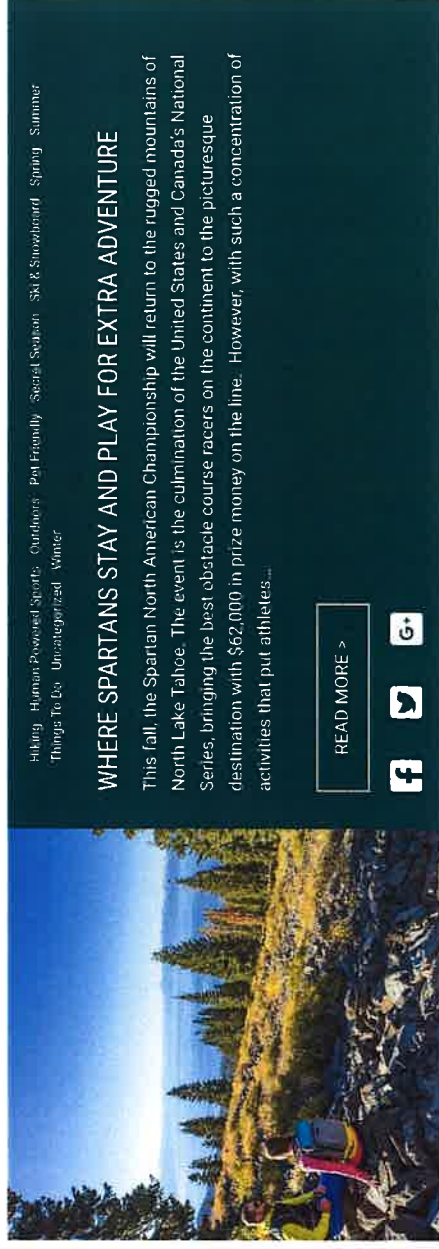


Source	Visitors	Session Duration
VisitingLakeTahoe.com	2,455	2:59
Facebook Mobile	1,863	0:27
Instagram	739	0:13
T.Co	262	0:21
Facebook Link	205	1:18

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

Blogs

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



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

eNewsletters

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

 north lake tahoe | 10/05/24 | 10/05/24



WILDFIRE CONDITIONS UPDATE

Our Forest Service is aware of the current wildfire conditions in the North Lake Tahoe area. We are working closely with the Forest Service to ensure that we keep you both informed and safe.

We encourage you to visit our [Wildfire Resources](#) page for the latest information. This page provides valuable resources on organizational safety, including links to closures, evacuation plans, and more. To help you stay informed, we will provide updates on the wildfire conditions in the North Lake Tahoe area.

 north lake tahoe | 10/05/24 | 10/05/24



CALDOR FIRE UPDATE

The status of the Caldor Fire continues to shift rapidly, and there is currently a mandatory evacuation issued for all of neighboring South Lake Tahoe. At this time, we are urging all guests to postpone immediate travel plans to the North Lake Tahoe region until further notice. This will keep roads open for emergency crews and residents to evacuate safely. We will also make lodging spaces more readily available for evacuees.

We highly encourage you to visit our [Wildfire Resources](#) page to stay informed with the most recent information regarding road closures, evacuation shelters, and more. For specific details on evacuations, please visit the [El Dorado County Sheriff's Office](#) website. Currently, there are no evacuation orders in place for Placer and Washoe Counties.

Sent: 8/27

Open Rate: 52.1%
(Industry Avg: 16%)

CTR: 15.3%
(Industry Avg: 1.6%)

Sent: 8/30

Open Rate: 44.1%
(Industry Avg: 16%)

CTR: 4.8%
(Industry Avg: 1.6%)



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

SEO Traffic Performance

Acquisition		Behavior					Conversions	All Goals ▾
Users	↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
12.69% 49,626 vs 44,036		13.77% 47,858 vs 42,065	27.13% 67,313 vs 52,947	8.37% 76.30% vs 70.40%	13.07% 1.60 vs 1.84	22.20% 00:01:07 vs 00:01:26	3.39% 86.65% vs 83.82%	31.44% 58,330 vs 44,378

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

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

SEO Progress

Completed :

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

In Progress:

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

The background of the slide is a photograph of a calm lake. In the foreground, there are large, smooth, light-colored rocks. The water is a deep blue-green color. In the background, a dense forest of green trees lines the shore. A white rectangular box is centered on the slide, containing the title text.

Public Relations

PR August Recap

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



Crisis Communications

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



Caldor Fire Crisis Coverage Highlights



Caldor Fire: Tourists asked to stay away from Tahoe



SUBSCRIBE

THE SACRAMENTO BEE

PHOTO

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

BY JESSICA MCKINNEY
Updated 10:30 a.m. PT 10/10/2017



See the direct line firefighters made to move this engine from Caldor Fire in Tahoe Basin

After weeks of the scorching sun in California and a drought that has dried up the state's water supply, the region's tourism agencies are asking visitors to stay away from the region's lakes and forests. The region's tourism agencies are asking visitors to stay away from the region's lakes and forests. The region's tourism agencies are asking visitors to stay away from the region's lakes and forests.



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

NEWS CALM AND PUBLIC SAFETY EXAMS AND OMAHAs

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

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



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

Andrew Chang

Aug 11, 2017, 10:00 a.m. (Updated Aug 11, 2017)



South Lake Tahoe, Calif. (AP) — Officials are asking tourists not to come to Lake Tahoe over Labor Day, Aug. 11, 2017, with the quality index readings of over 0.5. The quality index readings of over 0.5. The quality index readings of over 0.5.



Media Relations Updates

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



Earned Media Results

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



Search Lonely Planet



Destination

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

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

MOLLY O'BRIEN
27 AUGUST 2024
Lonely Planet Writer



Additional Earned Media Results

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

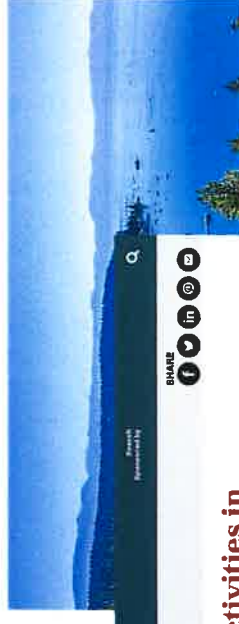


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How to get around in Lake Tahoe

MOLLY O'BRIEN
TravelAge West



TRAVELAGE WEST

MOLLY O'BRIEN
Contributing Writer

The Best Outdoor Activities in Lake Tahoe During the Summer

AUG 26, 2021
California Adventure Travel Hotels and Resorts



Upcoming PR Initiatives

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





Social Media

Facebook Overview

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

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

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



Facebook Top Posts

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



North Lake Tahoe The health and safety of our local residents, visitors, businesses and emergency personnel are our highest priority. At this time, as South Lake Tahoe is under an



Total Engagements		1,541
Reactions		682
Comments		61
Shares		81
Post Likes (Clicks)		128
Other Post Clicks		611

North Lake Tahoe Sustainability is at the forefront of all we do at North Lake Tahoe. When planning your trip, keep sustainability top of mind. Take the Traveler Responsibility Pledge and join



Total Engagements		892
Reactions		491
Comments		44
Shares		47
Post Likes (Clicks)		10
Other Post Clicks		106

North Lake Tahoe The USDA Forest Service Pacific Southwest Region is announcing a temporary closure of State Parks on the West Shore effective August 22, 2021, at 11:59 p.m. through September 6, 2021 at 11:59 p.m. Stay safe and follow US Forest Service - Tahoe National Forest for further updates.



Total Engagements		447
Reactions		142
Comments		16
Shares		20
Post Likes (Clicks)		12
Other Post Clicks		485

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

Instagram Overview

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

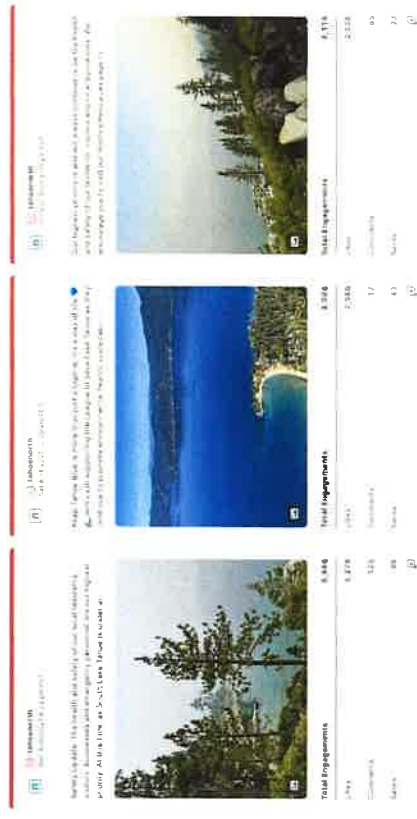
- Instagram strategy this month included the use of stories to provide safety updates.
- While trip inspiration content was paused for the month, there continued to be an upward trend in audience growth, gaining 252 followers.
- The most reached audience was women aged 25-34. The highest reached locations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

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



Instagram Top Posts

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



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

Twitter Overview

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

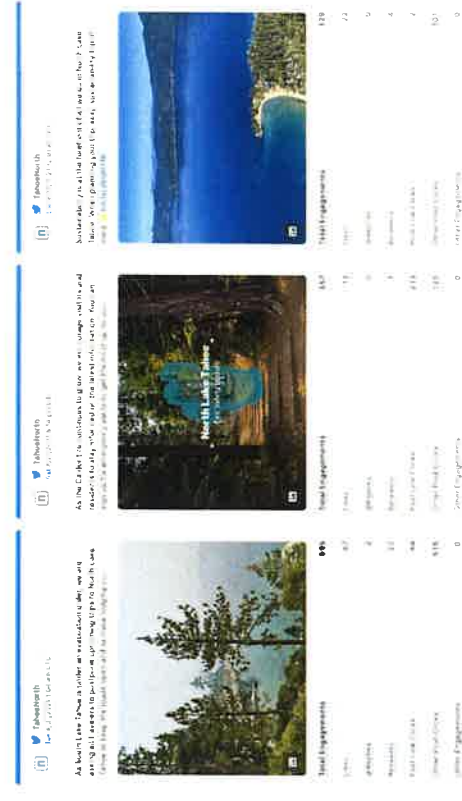
- Twitter content consisted of updates and news.
- Content resonated well on Twitter with increases in impressions and engagements.
- The Twitter audience increased this month, gaining 134 followers.
- Increases this month during the pause in content is a positive indicator that Twitter audiences are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

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



Twitter Top Posts

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



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

Upcoming Initiatives

Tik Tok	Pinterest	LinkedIn
Build content itineraries for TikTok.	Build seasonal custom assets for Pinterest in alignment with ongoing paid media campaigns.	Create LinkedIn content strategy.





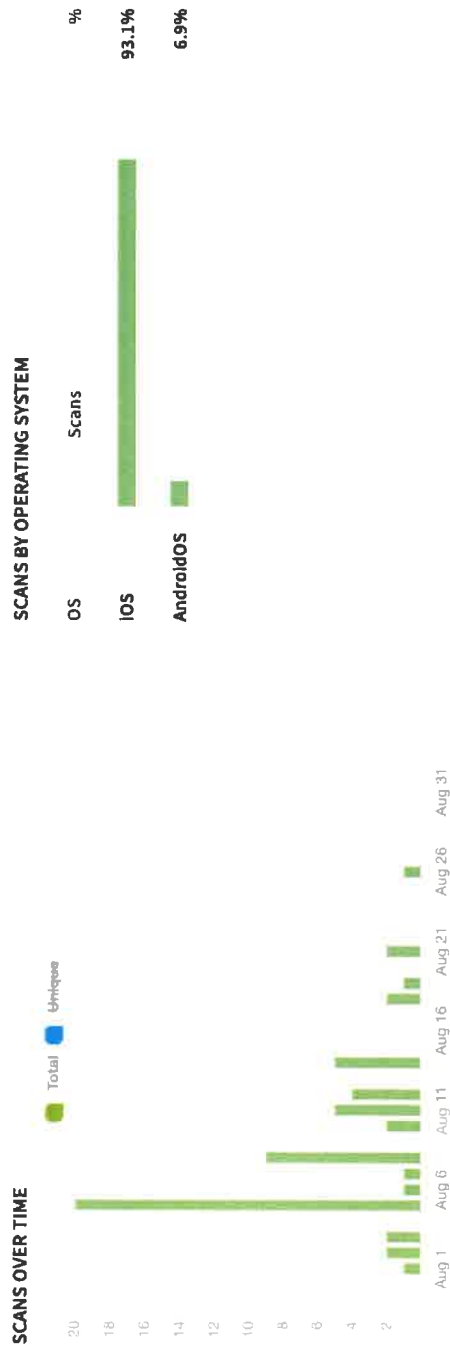
Traveler Responsibility Pledge

Traveler Responsibility Pledge QR Code Results

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



QR Code Results – Sandwich Boards



[Show less](#)

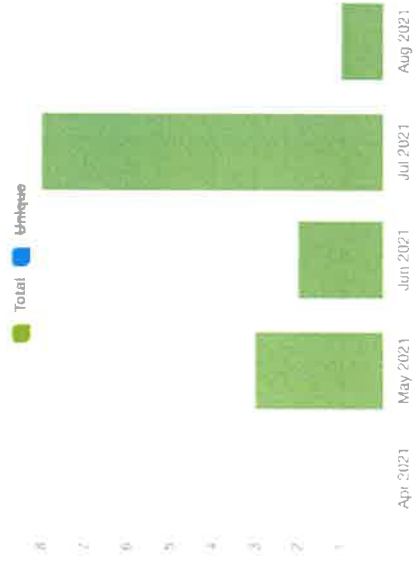
SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	58	100%

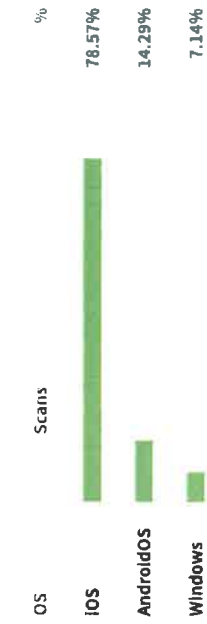
#	City	Scans	%
1	Chicago	12	20.69%
2	Modesto	5	8.62%
3	San Jose	5	8.62%
4	Indianapolis	3	5.17%
5	Jackson	3	5.17%
6	San Ramon	2	3.45%

QR Code Results – Print Ads

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



[Show less](#)

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	14	100%

SCANS BY TOP CITIES

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

An aerial photograph of a serene lake scene. In the foreground, a white sandy beach curves along the shoreline, with several large, smooth, light-colored rocks scattered nearby. The water is a deep, vibrant blue, reflecting the sky. The background is filled with a dense forest of tall, green trees, their foliage creating a rich, textured canopy. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Other Creative Projects".

Other Creative Projects

Creative Projects

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



A scenic view of a lake with a forested shoreline. The water is a deep blue-green, and the sky is a pale, hazy blue. In the distance, a white boat is visible on the water. The shoreline is covered with dense green trees and foliage. The text "Industry Insights" is overlaid on the image in a bold, black, sans-serif font.

Industry Insights

Industry Insights

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



north lake tahoe

Industry Insights

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



Industry Insights

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



A scenic landscape photograph featuring a blue sky with white clouds, a body of water, and a rocky shore. The text "THANK YOU" is centered in the middle of the image.

THANK YOU