



north lake tahoe

Departmental Reports
January 2022



north lake tahoe

December 2021

Meetings & Conventions Report

TURNED DEFINITE

1. Alliance Defending Freedom - ADF 2022 Senior Staff Retreat, 4/6/22-4/9/22, 175 rooms at Resort at Squaw Creek

NEW MEETINGS & RFPs DISTRIBUTED

1. Huddle Agency - Camp Generate 2022 - 3/28/22-3/29/22, 194 rooms, 175 people, 194 rooms
2. HPN Global - 81314 - 2022 NA Sapphire Retreat - 4/21/22-4/23/21, 120 people, 205 rooms
3. SAP - SAP America US CEO Summit - 4/23/22-4/29/22, 100 people, 238 rooms
4. Arapahoe County Bar Association - 2022 Spring CLE - 5/10/22-5/13/22, 20 people, 64 rooms
5. HPN Global - 81147 Championship Golf Tournament - 7/9/22-7/18/22, 130 people, 392 rooms
6. American Bar Association - 2022 Summer Leadership Meeting - 7/19/22-7/23/22, 50 people, 96 rooms
7. Bushnell Outdoor Products - 2023 Bushnell Outdoor Product Sales Meeting - 8/1/22-8/4/22, 175 people, 545 rooms
8. Optinose - 2023 Circle of Excellence - 6/5/23-6/11/23, 50 people, 122 rooms

NEW INQUIRIES

1. American Senior Housing Association - ASHA 2024 Mid-Year Meeting - 6/8/24-6/13/24, 250 people, 614 rooms
2. Twilio - Twilio VOX Summit May & December - 5/18/22-5/21/22, 150 people, 484 rooms
3. Falk-Drone Wedding - 9/15/22-9/17/22, 150 people, 60 rooms
4. Annual Sales Meeting - 6/1/22-6/4/22, 275 people, 875 rooms
5. BASF Corporation - Innovation Symposium CA - 10/20/22-10/23/22, 116 people, 430 rooms
6. Novo Nordisk, Inc. - Pacific Team Meeting - 2/7/22-2/9/22, 13 people, 39 rooms
7. Hillel International - Hillel Dwell June 2022 - 6/19/22-6/22/22, 150 people, 326 rooms
8. Perfectly Posh - Self Care 2023 Summit - 2/1/23-2/4/23, 250 people, 381 rooms

CONFERENCE SALES PROJECTS

- Key Projects:
 - Updated/refreshed our CVENT profile with new copy
 - Follow-up from Visit CA Roadshow and Holiday Showcase

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - National Interstate Insurance - Maureen Primosch, Dec 8-11
 - Key Account Conference - 8/2/2022 - 8/7/2022, 235 rooms, 100 ppl
 - Move-CAP Advisory Board Meeting - 9/17/2022 - 9/20/2022, 90 rooms, 40 ppl
 - TowCap Advisory Board Meeting - 4/3/2023 - 4/5/2023, 125 rooms, 60 ppl

TRADE SHOWS & EVENTS

- Attended trade shows:
 - CalSAE Seasonal Spectacular - December 15-16
 - Visit CA Roadshow Dec 6, 2021 – Pendry Hotel Chicago
 - Holiday Showcase – Dec 13-14, 2021 – Hilton Chicago
- Upcoming trade shows:
 - Connect Chicago – Jan 19-20, 2022 – Swiss Hotel Chicago

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of December:
 - January 2022 Site for Air Movement Control – 2 Lake Tahoe Resorts shortlisted



north lake tahoe

December 2021

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Attended Reno-Tahoe Territory meeting Dec. 8th
 - HotelBeds possible Spring campaign with Visit California / Brand USA to reach Canada, Mexico, UK and Germany. Revised room production YTD at 3k room nights.
 - Planning GoWest Pre-FAM w/Volaris and (10) tour operators for Feb. 12
 - Planning GoWest Adventure Day with (20) product managers for Feb. 17
- Key Projects:
 - Visit California High Sierra Digital Optimization Project (40) destinations
 - Expedia Spring Campaign request for participation

December 2021 Monthly Report



north lake tahoe



December Executive Summary

- Despite a decrease in impressions due to the heavily competitive holiday season, paid media campaigns for MCC and the Consumer campaign continued to be strong. The fall campaign, in particular, had 70% more conversions than in October. The Millennial audience led to the most TOS conversions, with Los Angeles as the most engaged location.
- In terms of creative for paid media campaigns, video and retargeting messaging continue to be the most successful, leading to the most TOS conversions.



December Executive Summary

- The fervor for snow increased metrics across the board including on the website, through social channels, PR initiatives and across paid media efforts.
- Top markets continued to be nearby California cities including cities in the San Francisco Bay Area, Sacramento area and Reno. However, Charlotte, North Carolina also became a top market this month.
- Most traffic continued to come via mobile platforms (60%) and through organic search (over 71,000 visitors).



December Executive Summary

- Real-time and informational pages continued to be an asset to website viewers with the webcams, road conditions and other safety-related pages at the top of the most visited page list in December. Winter activities were also of interest. Additionally, with the onset of the Omicron variant, the COVID-19 information page was a top page this month.
- Crowdriff's metrics increased markedly this month due to fresh new snow assets.



December Executive Summary

- PR efforts this month primarily focused on proactive media outreach highlighting winter travel in North Lake Tahoe as well as ski resort openings. The team had nine secured clips that included an estimated digital monthly visits of 1.6M and an estimated digital coverage views of 15K.
- Coverage featured ski season and ski resort openings, lodging properties, family friendly winter activities, holiday and New Year's Eve celebrations. Media outlets included Visit California, *STYLE Magazine*, *Marin Living*, *Traveling Mom* and more.
- The PR team also coordinated a social influencer visit in partnership with Visit California for the first week in January 2022.



December Executive Summary

- From a social perspective, metrics on all platforms were up dramatically from a slower November – all due to snow and winter related content.
- Top posts featured events and winter content. For example, a record snowfall post on Facebook generated 8,868 engagements, including 675 shares.
- The top piece of custom content this month was the Instagram Reel promoting opening day of Diamond Peak. The Reel generated an incredible 21,012 views and 1,377 engagements.





Paid Media

All Campaigns Overview

Start Date
12/1/2021

End Date
12/31/2021

618,028
IMPRESSIONS

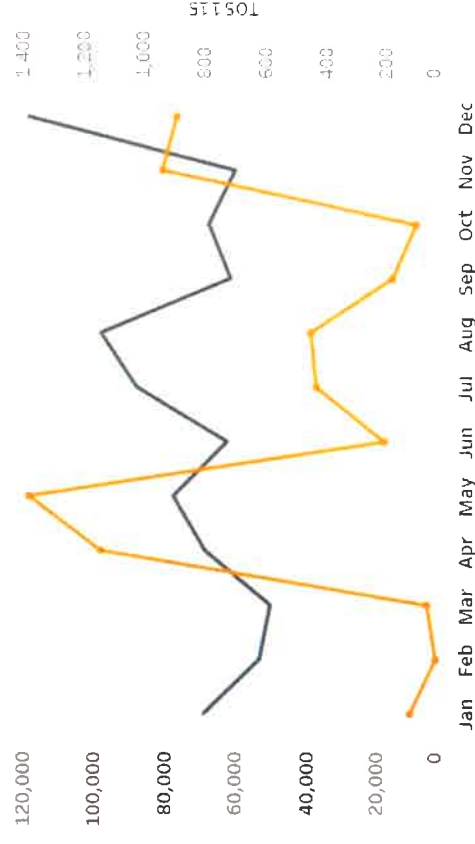
- Consumer: Cost per conversion dropped a healthy 62%.

\$1.39
COST PER CLICK

- MCC: TOS conversions increased 122% from November.

6,351
CLICKS

Sessions | TOS 115 Conversions



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Submit RFP Conversion
Consumer	430,166	5,370	1.25%	\$1.27	\$6,815.11	872	\$7.82	0
MCC	187,862	981	0.52%	\$2.05	\$2,014.22	20	\$100.71	0
Total	618,028	6,351	1.03%	\$1.39	\$8,829.33	892	\$9.90	0

\$9.90
COST PER TOS
CONVERSION

Consumer Paid Media Executive Summary

- The December report covers November 15th to December 31st.
- Although spend is low thus far, San Diego is performing at a 3-5x higher engagement level vs LA. As spend increases in January, LA is being closely monitored for further optimizations.
- Compared to November TOS conversions, Paid Search earned an additional 362 and Social earned 25. The increase correlated with general optimizations and winter creative switches.
- Optimizations have maintained the trend of lowering cost per conversion since October.
- For social, Sustainability won 78% of TOS conversions. The Jones Family audience followed with 18%.
- High Value audience performed strong in social, with 12 more TOS conversions than the Boomer, Jones and Millennial audiences combined. High Value also resonated in the programmatic space.



Overview by Campaign

Start Date
11/15/2021

End Date
12/31/2021

459,185
IMPRESSIONS

6,454
CLICKS

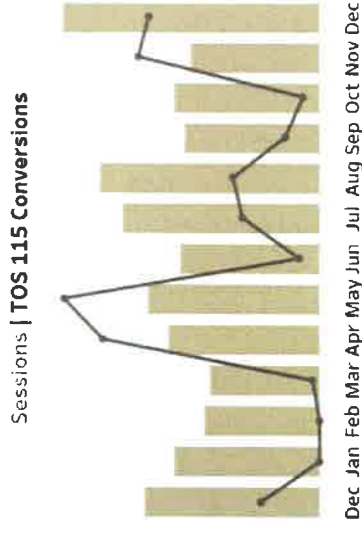
\$1.25
CPC

1,161
TOS 115
CONVERSIONS

\$6.95
COST PER TOS 115
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
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Consumer	459,185	6,454	1.41%	\$1.25	\$8,072.60	93	1,161	\$6.95
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	Impressions	Clicks	CTR	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Facebook	275,828	2,850	1.03%	\$3,569.08	8	172	\$20.75
Programmatic Display	104,622	516	0.49%	\$627.43	0	8	\$78.43
Google Ads	46,624	2,954	6.34%	\$3,434.98	85	981	\$3.50
Instagram	32,111	134	0.42%	\$441.11	0	0	N/A
Grand Total	459,185	6,454	1.41%	\$8,072.60	93	1,161	\$6.95

Overview by Medium

Start Date
11/15/2021

End Date
12/31/2021

459,185
IMPRESSIONS

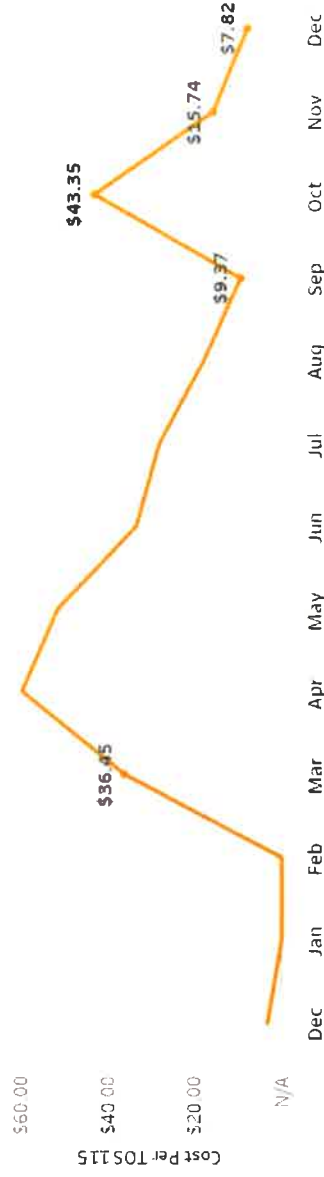
6,454
CLICKS

\$1.25
CPC

1,161
TOS 115
CONVERSIONS

\$6.95
COST PER TOS 115
CONVERSION

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Social	307,939	2,984	0.97%	\$1.34	\$4,010.19	8	172	\$23.32
Display	104,622	516	0.49%	\$1.22	\$627.43	0	8	\$78.43
Paid Search	46,624	2,954	6.34%	\$1.16	\$3,434.93	85	981	\$3.50
Grand Total	459,185	6,454	1.41%	\$1.25	\$8,072.60	93	1,161	\$6.95

Overview by DMA

Start Date
11/15/2021

End Date
12/31/2021

459,185
IMPRESSIONS

6,454
CLICKS

\$1.25
CPC

1,161
TOS 115
CONVERSIONS

\$6.95
COST PER TOS 115
CONVERSION

		Impressions	Clicks	CPC	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting	Los Angeles	24,123	301	\$0.97	1.25%	\$291.09	1	\$291.09
	Boomer Ben							
	The Jones Family	20,804	237	\$1.23	1.14%	\$291.36	3	\$97.12
	Millennial Megan	20,443	196	\$1.48	0.96%	\$290.48	1	\$290.48
	Millennial Megan	20,960	165	\$1.77	0.79%	\$291.31	6	\$48.55
	The Jones Family	19,537	162	\$1.80	0.83%	\$292.14	4	\$73.04
	Boomer Ben	9,686	57	\$1.03	0.59%	\$58.48	0	N/A
	National	163,562	1,104	\$1.43	0.67%	\$1,573.76	134	\$11.74
	Sustainability							
	High Value	94,597	561	\$2.45	0.59%	\$1,375.80	31	\$44.38
	Paid Search	41,807	2,706	\$1.15	6.47%	\$3,106.46	883	\$3.52
	Retargeting	37,416	696	\$0.23	1.86%	\$162.94	0	N/A
Retargeting	National	4,817	248	\$1.32	5.15%	\$328.52	98	\$3.35
	Paid Search	1,382	21	\$0.49	1.52%	\$10.24	0	N/A
	Sustainability							
Grand Total		459,134	6,454	\$1.25	1.41%	\$8,072.60	1,161	\$6.95

*This page excludes ads that cannot be sorted into DMA groups effectively. Rows with 0 impressions are included here to account for the lagging conversions seen in the overall data. Conversions from ads that premiered in the fall have 0 impressions in December

Paid Social Performance

Start Date
11/15/2021

End Date
12/31/2021

307,939
IMPRESSIONS

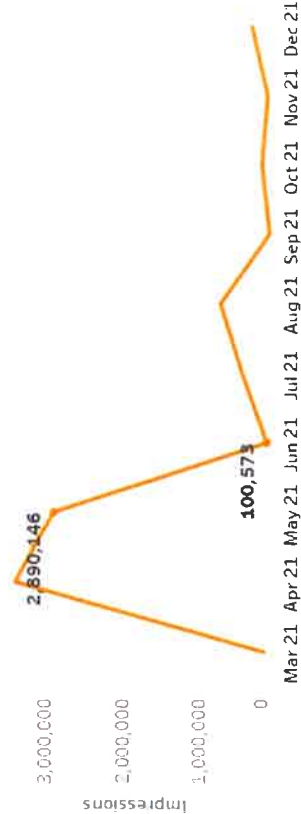
2,984
CLICKS

\$1.34
CPC

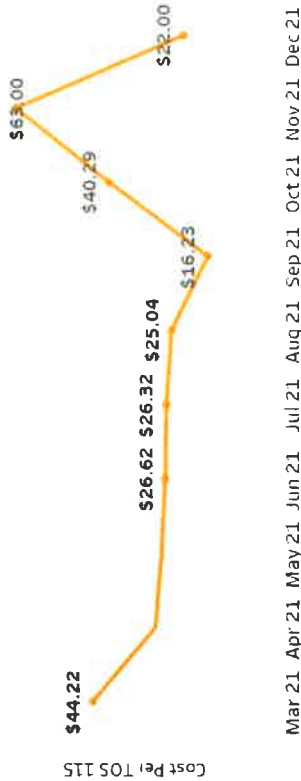
172
TOS 115
CONVERSIONS

\$23.32
COST PER TOS 115
CONVERSION

Trending Impressions



Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	Sustainability	163,562	1,104	0.67%	\$1.43	\$1,573.76	3	134	\$11.74
	High Value	48,115	386	0.80%	\$2.84	\$1,096.91	3	25	\$43.88
	Millennial Megan	22,144	235	1.06%	\$1.98	\$466.24	0	6	\$77.71
	The Jones Family	20,824	291	1.40%	\$1.60	\$466.40	2	6	\$77.73
	Boomer Ben	14,496	251	1.73%	\$0.93	\$233.70	0	1	\$233.70
Retargeting	Retargeting	37,416	696	1.86%	\$0.23	\$162.94	0	0	N/A
	Sustainability	1,382	21	1.52%	\$0.49	\$10.24	0	0	N/A
Total		307,939	2,984	0.97%	\$1.34	\$4,010.19	8	172	\$23.32

Paid Social Creative Performance

Start Date
11/15/2021

End Date
12/31/2021

Creative Performance

		Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
307,939 IMPRESSIONS	Facebook	140,816	1,008	0.72%	\$1,327.73	\$1.32	134	\$9.91
	Prospecting	41,762	361	0.86%	\$955.57	\$2.65	25	\$38.22
	Sustainability	21,207	232	1.09%	\$449.13	\$1.94	6	\$74.85
	High Value	20,163	287	1.42%	\$440.57	\$1.54	6	\$73.43
	Millennial Megan	14,288	251	1.76%	\$230.10	\$0.92	1	\$230.10
2,984 CLICKS	The Jones Family	36,236	690	1.90%	\$155.92	\$0.23	0	N/A
	Boomer Ben	1,356	21	1.55%	\$10.06	\$0.48	0	N/A
	Retargeting	22,746	96	0.42%	\$246.03	\$2.56	0	N/A
	Sustainability	6,353	25	0.39%	\$141.34	\$5.65	0	N/A
	High Value	937	3	0.32%	\$17.11	\$5.70	0	N/A
172 TOS 115 CONVERSIONS	Millennial Megan	661	4	0.61%	\$25.83	\$6.46	0	N/A
	The Jones Family	208	0	0.00%	\$3.60	N/A	0	N/A
	Boomer Ben	1,180	6	0.51%	\$7.02	\$1.17	0	N/A
	Retargeting	26	0	0.00%	\$0.18	N/A	0	N/A
	Sustainability	307,939	2,984	11.56%	\$4,010.19	\$1.34	172	\$23.32
Grand Total								

\$23.32

COST PER TOS 115
CONVERSION

Paid Search Performance

Start Date
11/15/2021

End Date
12/31/2021

Ad Group Performance

46,639
IMPRESSIONS

Impressions

Clicks

CTR

Cost

CPC

Conversions Search

2,954
CLICKS

Evergreen 46,639

2,954

6.33%

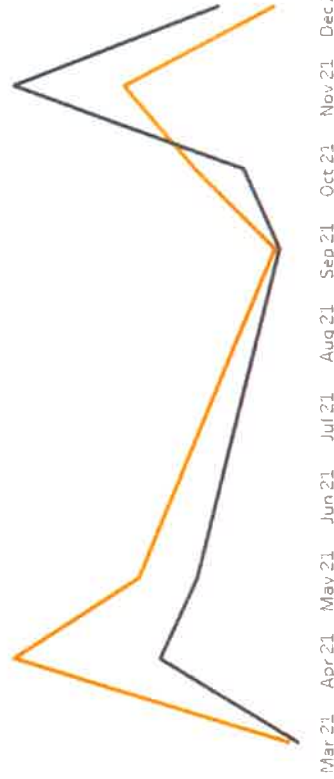
\$3,434.98

\$0.86

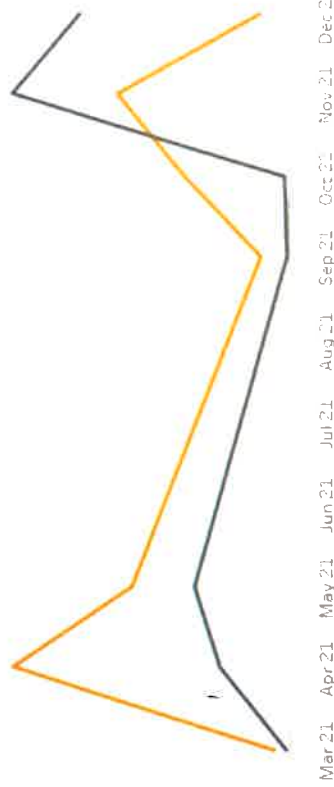
1,066

\$0.86
COST PER CLICK

Impressions | Clicks



Impressions | Conversions



\$3.50
COST PER TOS 115
CONVERSIONS

*Measures on this page and the next do not exactly match Overview slides as Paid Search uses a different data set

Paid Search Performance

Start Date
11/15/2021

End Date
12/31/2021

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
+winter +vacation	4,721	257	\$0.73	5.44%	\$352.94	71	27.6%
+skiing	3,081	85	\$0.63	2.76%	\$134.61	24	28.2%
+winter +vacation +places	2,793	202	\$0.76	7.23%	\$264.31	61	30.2%
+snow +skiing	2,257	62	\$0.68	2.75%	\$91.37	19	30.6%
north tahoe	2,036	202	\$1.80	9.92%	\$112.23	100	49.5%
+resort	1,595	63	\$1.26	3.95%	\$49.83	14	22.2%
what to do in tahoe	1,590	108	\$1.64	6.79%	\$65.70	39	36.1%
things to do	1,513	127	\$1.57	8.39%	\$80.95	54	42.5%
+California +ski	1,477	50	\$0.77	3.39%	\$65.21	20	40.0%
California ski	1,238	61	\$0.84	4.93%	\$72.67	18	29.5%
+snowmobiling +rentals	1,080	165	\$0.68	15.28%	\$241.73	53	32.1%
+ski +resorts	989	38	\$0.70	3.84%	\$54.63	23	60.5%
north lake tahoe	962	64	\$1.20	6.65%	\$53.19	31	48.4%
+cross +country +skiing	850	32	\$0.58	3.76%	\$54.73	19	59.4%
snowmobiling north lake t..	723	130	\$0.52	17.98%	\$250.62	57	43.8%
activities	718	64	\$1.62	8.91%	\$39.41	24	37.5%
snowmobiling rentals	622	130	\$1.51	20.90%	\$86.08	8	6.2%
+north +lake +tahoe	611	60	\$1.22	9.82%	\$49.22	30	50.0%
snowboarding	604	3	\$0.71	0.50%	\$4.20	2	66.7%
+ski +resort	577	25	\$0.77	4.33%	\$32.61	17	68.0%
events	569	58	\$1.68	10.19%	\$34.61	19	32.8%
+snowmobiling +vacations	565	65	\$0.55	11.50%	\$118.79	24	36.9%
+vacation	529	17	\$1.29	3.21%	\$13.18	2	11.8%
+snowmobiling +trips	513	50	\$0.53	9.75%	\$94.05	17	34.0%
+winter +vacation +ideas	476	22	\$0.81	4.62%	\$27.01	10	45.5%
north +tahoe	428	63	\$2.07	14.72%	\$30.48	31	49.2%

Display Performance

Start Date
11/15/2021

End Date
12/31/2021

104,622
IMPRESSIONS

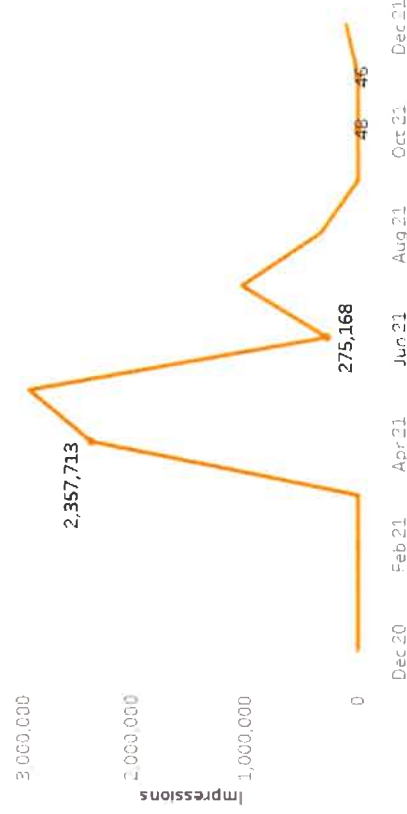
516
CLICKS

\$1.22
CPC

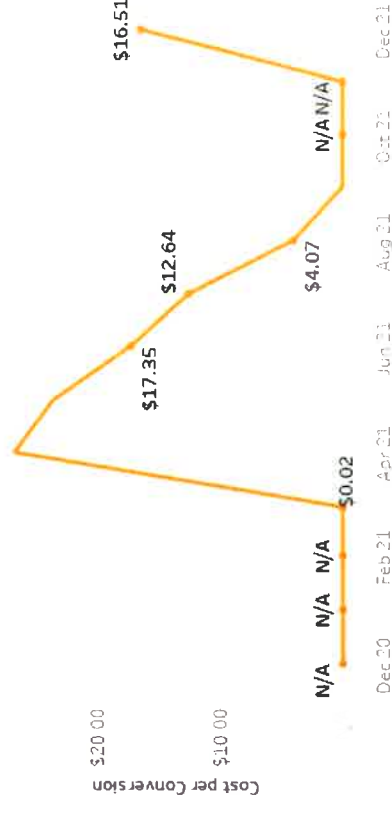
8
TOS 115
CONVERSIONS

\$78.43
COST PER TOS 115
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	104,616	516	0.49%	\$1.22	\$627.43	8	\$78.43
Retargeting	6	0	0.00%	N/A	N/A	0	N/A
Grand Total	104,622	516	0.49%	\$1.22	\$627.43	8	\$78.43

Display Creative Performance

Start Date
11/15/2021

End Date
12/31/2021

104,622
IMPRESSIONS

516
CLICKS

Creative CTR Trending



\$1.22
CPC

8

TOS 115
CONVERSIONS

\$78.43
COST PER TOS 115
CONVERSION

DMA	Platform	Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	Programmatic Display	Prospecting	46,527	175	0.38%	\$1.59	\$278.89	6	\$46.48
		Retargeting	6	0	0.00%	N/A	N/A	0	N/A
San Diego	Programmatic Display	Prospecting	29,207	172	0.59%	\$1.02	\$175.24	1	\$175.24
Los Angeles	Programmatic Display	Prospecting	28,882	169	0.59%	\$1.03	\$173.29	1	\$173.29
Grand Total			104,622	516	0.49%	\$1.22	\$627.43	8	\$78.43

*Rows with 0 impressions have leftover conversions from previous months. Our conversion window is set to 90 days.

Website Performance

Start Date

11/15/2021

End Date

12/31/2021

Sessions

140,552

Session Duration

00:01:09

Pages per Session

1.6

New User Session Rate

78%

Bounce Rate

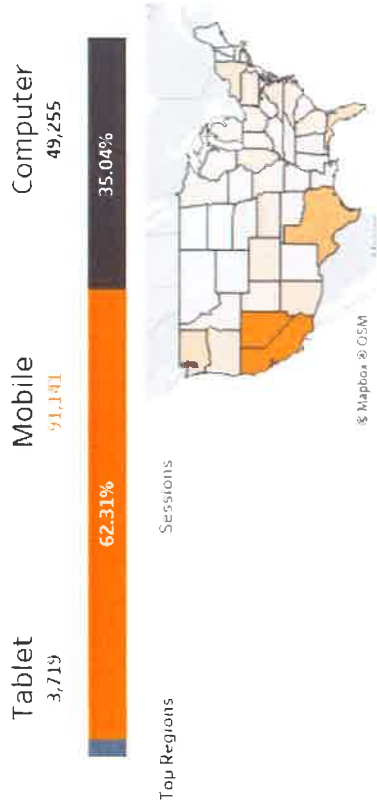
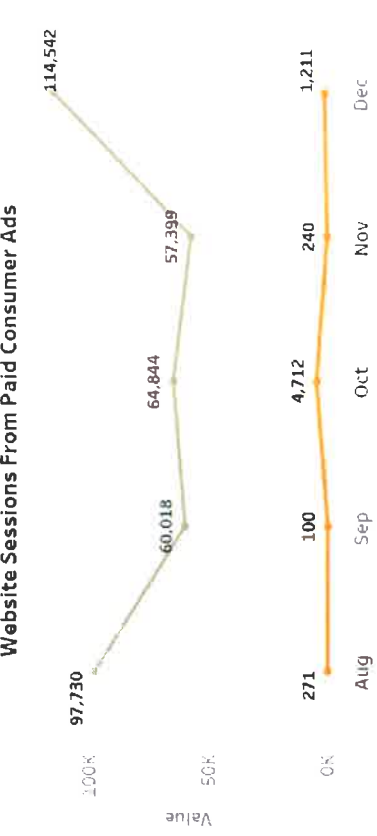
76%

Sessions

140,552

Sessions From Paid Consumer Ads

114,542



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	110,308	164,587	00:01:07	1.5	78%
Direct	15,665	25,059	00:01:07	1.6	74%
Referral	9,011	19,037	00:01:35	2.1	64%
Search	3,187	7,671	00:01:35	2.4	52%
Display	1,289	1,492	00:00:11	1.2	91%
Social	1,050	1,556	00:00:34	1.5	82%
(not set)	24	44	00:01:03	1.8	71%
Native	9	17	00:00:47	1.9	56%
Video	8	12	00:00:07	1.5	75%
Gallus_app	1	1	00:00:00	1.0	100%
Grand Total	140,552	219,476	00:01:09	1.6	76%

Consumer Paid Media Recommendations

- Watch personas carefully during new COVID outbreak and optimize to higher performance levels.
- Continue optimization across channels to decrease conversion costs and continue trending lower. This will be done through additional 'interest' adjustments and targeting options.
- Continue to build Retargeting audiences as they win the highest percentage of TOS conversions in display and on other channels.
- Maintain social's Sustainability messaging as it leads to more TOS conversions. Consider expanding Sustainability messaging to other channels.
- Local/Sustainability messaging continues with the highest levels of engagement across various channels and should continue to be a long-term messaging strategy going forward.



MCC Paid Media Executive Summary

- Facebook messaging maintained the low cost per conversion rates, followed by YouTube and Display.
 - Display earned the most TOS conversions showing higher levels of engagement.
- TOS conversions across the MCC campaign increased 122%. Fresh creative combined with retargeting resulted in a higher overall CTR than previous months.
 - The increase in conversions mainly stems from general optimizations and the new creative that went live halfway through November.



Overview by Campaign

Start Date
12/1/2021

End Date
12/31/2021

187,862
IMPRESSIONS

- MCC gained an additional 11 TOS conversions from November.

981
CLICKS

- While CPC increased by \$0.26, total clicks climbed 15%. This continues the trend from November in climbing clicks, conversions and sessions.

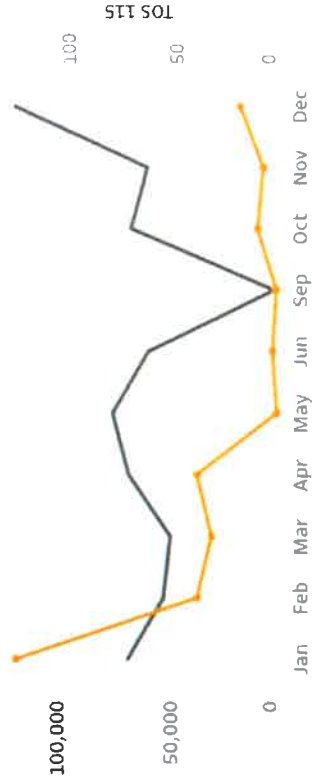
\$2.05
COST PER CLICK

20

TOS CONVERSIONS

\$100.71
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	187,862	981	0.52%	\$2.05	\$2,014.22	0	20	\$100.71
Total	187,862	981	0.52%	\$2.05	\$2,014.22	0	20	\$100.71

Overview by Medium

Start Date
12/1/2021

End Date
12/31/2021

187,862
IMPRESSIONS

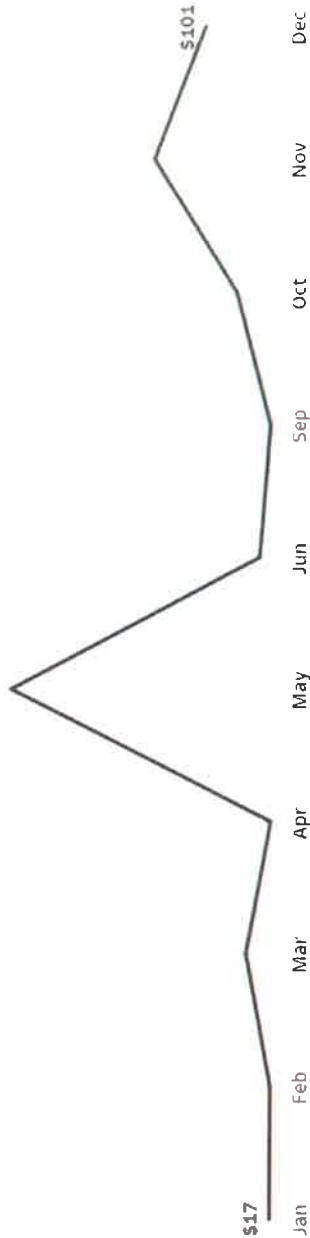
981
CLICKS

\$2.05
COST PER CLICK

20
TOS CONVERSIONS

\$100.71
COST PER TOS
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	Submit RFP Conversion	TOS 115	Cost per Conversion
Display	Programmatic Display	102,966	\$561.88	484	\$1.16	0.47%	0	9	\$62.43
	YouTube	27,434	\$291.82	91	\$3.21	0.33%	0	6	\$48.64
Video	LinkedIn	35,192	\$360.10	95	\$3.79	0.38%	0	0	N/A
	Facebook	4,974	\$135.65	42	\$3.23	0.84%	0	1	\$135.65
Paid Social	Instagram	1,208	\$3.32	1	\$3.32	0.08%	0	0	N/A
	LinkedIn	20,652	\$571.23	174	\$3.28	0.84%	0	0	N/A
	Facebook	3,411	\$73.22	87	\$0.84	2.55%	0	4	\$18.30
	Instagram	2,025	\$17.00	7	\$2.43	0.35%	0	0	N/A
Grand Total		187,862	\$2,014.22	981	\$2.05	0.52%	0	20	\$100.71

Paid Social Performance

Start Date
12/1/2021

End Date
12/31/2021

26,088
IMPRESSIONS

406
CLICKS

4
TOS
CONVERSIONS

0
SUBMIT RFP
CONVERSIONS

\$232.10
COST PER TOS
CONVERSION

Platform	Targeting	Ad Name	Impressions	Clicks	CTR	Cost per Click	Cost	TOS 115	Cost per TOS Conversion
Facebook	Retargeting	fall-audio-visual	2,460	58	2.36%	\$0.86	\$49.76	4	\$12.44
		fall-breakout	576	16	2.78%	\$1.06	\$17.02	0	N/A
		fall-room-to-project	333	12	3.60%	\$0.48	\$5.75	0	N/A
		fall-conference-room	42	1	2.38%	\$0.69	\$0.69	0	N/A
Instagram	Retargeting	fall-audio-visual	1,096	6	0.55%	\$1.38	\$8.25	0	N/A
		fall-room-to-project	851	1	0.12%	\$7.89	\$7.89	0	N/A
		fall-breakout	51	0	0.00%	N/A	\$0.68	0	N/A
		fall-conference-room	27	0	0.00%	N/A	\$0.18	0	N/A
LinkedIn	Prospecting	Conference	5,114	53	1.04%	\$1.96	\$103.76	0	N/A
		Room	4,141	40	0.97%	\$2.21	\$88.23	0	N/A
		Audio	3,916	37	0.94%	\$2.28	\$84.18	0	N/A
		Carousel	3,839	8	0.21%	\$26.48	\$211.83	0	N/A
		Break	3,642	36	0.99%	\$2.31	\$83.23	0	N/A

Display Performance by Placement

Start Date
12/1/2021

End Date
12/31/2021

102,966
IMPRESSIONS

- Cost per conversion has been steadily falling since October as a result of optimization. Cost per TOS session dropped by over \$8 from November.

484
CLICKS

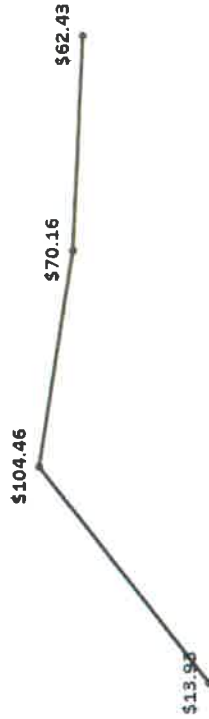
- While TOS conversions increased to a total of 9, the CTR dropped 10% from November. This could mean that ads are reaching a more specific group who clicked through for a TOS conversion.

9
TOS 115
CONVERSIONS

0.47%
CLICK THROUGH RATE

\$62.43
COST PER
TOS CONVERSION

Cost per Conversion Trending



Sep Oct Nov Dec

Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43
Grand Total	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43

Display Performance by Creative

Start Date
12/1/2021

End Date
12/31/2021



102,966
IMPRESSIONS

484
CLICKS

9
TOS 115
CONVERSIONS

0.47%
CLICK THROUGH RATE

\$62.43
COST PER
TOS CONVERSION

Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	52,205	214	0.41%	\$1.71	\$365.44	7	\$52.21
Winter Creative	50,761	270	0.53%	\$0.73	\$196.45	2	\$98.22
Grand Total	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43

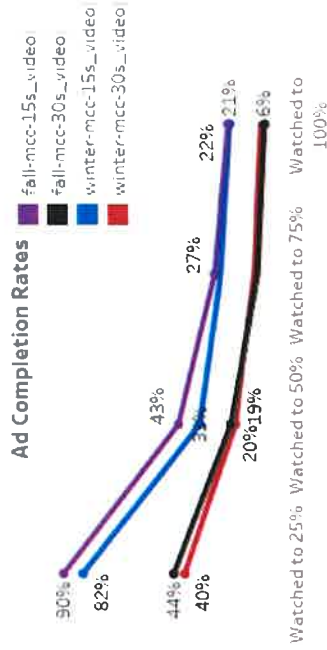
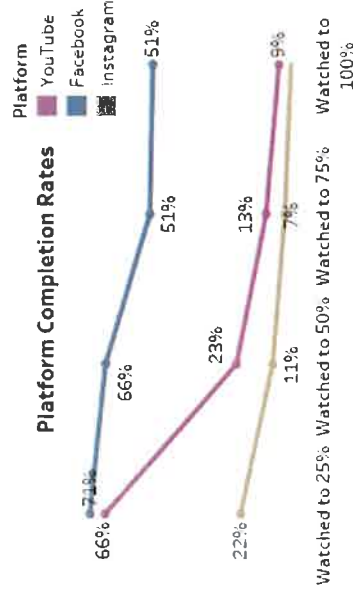
Video Performance

Start Date
12/1/2021

End Date
12/31/2021

58,808
IMPRESSIONS

53,357
TOTAL VIEWS



Top Ads	Total Views
winter-mcc-15s_video	17,429
fall-mcc-15s_video	13,732
winter-mcc-30s_video	8,119
fall-mcc-30s_video	3,817

7
TOS CONVERSIONS

\$3.45
COST PER CLICK

\$112.98
PRIMARY CPC

Platform	Targeting	Ad	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
YouTube	Retargeting	fall-mcc-15s_video	6,055	721	10.77%	18	0.30%	\$63.33	4	\$15.83
	Retargeting	fall-mcc-30s_video	4,285	312	6.90%	23	0.54%	\$46.48	0	N/A
	Retargeting	winter-mcc-15s_video	7,413	734	9.42%	18	0.24%	\$79.38	1	\$79.38
LinkedIn	Prospecting	winter-mcc-30s_video	9,681	991	8.64%	32	0.33%	\$102.63	1	\$102.63
	Prospecting	mcc_video_15s	14,297	11,443	50.90%	45	0.31%	\$200.28	0	N/A
	Prospecting	mcc_video_30s	10,895	8,605	27.43%	50	0.46%	\$159.82	0	N/A
Facebook	Retargeting	fall-mcc-15s_video	1,462	1,153	67.85%	9	0.62%	\$41.48	0	N/A
	Retargeting	fall-mcc-30s_video	446	363	0.67%	4	0.90%	\$12.93	0	N/A
	Retargeting	winter-mcc-15s_video	2,498	1,783	60.53%	20	0.80%	\$67.40	0	N/A
Instagram	Retargeting	winter-mcc-30s_video	568	401	0.88%	9	1.58%	\$13.85	1	\$13.85
	Retargeting	fall-mcc-15s_video	36	12	5.56%	0	0.00%	\$0.10	0	N/A
	Retargeting	fall-mcc-30s_video	42	13	0.00%	0	0.00%	\$0.11	0	N/A
	Retargeting	winter-mcc-15s_video	922	269	5.75%	1	0.11%	\$2.44	0	N/A
	Retargeting	winter-mcc-30s_video	208	61	2.88%	0	0.00%	\$0.66	0	N/A
Grand Total			58,808	26,861	26.06%	229	0.39%	\$790.89	7	\$112.98

*For LinkedIn, we currently do not have the ads watched, which is why this value is 0.00% in the table and why LinkedIn is excluded from the line graphs

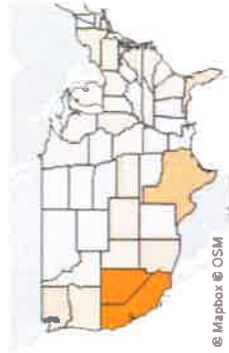
Website Performance

Start Date 12/1/2021
End Date 12/31/2021

1,702
SESSIONS



Top Regions	Sessions
California	72,401
Nevada	11,112
Texas	3,908
Florida	2,028
Washington	1,798



00:00:03
SESSION DURATION

1.0
PAGES PER SESSION

Website Sessions From Paid MCC Ads



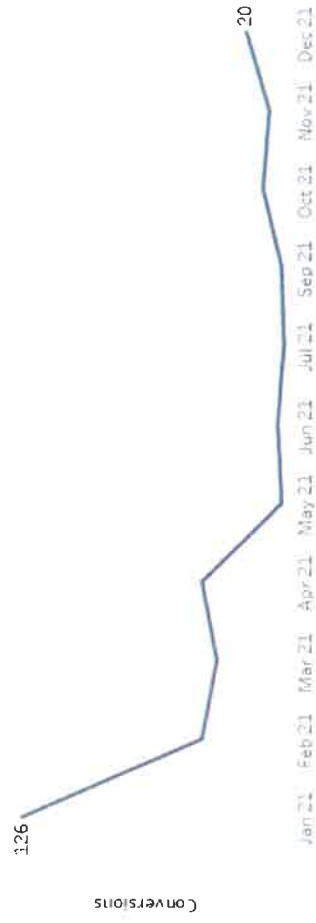
Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	1,409	1,458	00:00:01	1.0	97%
Social	261	281	00:00:10	1.1	94%
Search	32	44	00:00:42	1.4	78%
Total	1,702	1,783	00:00:03	1.0	96%

98%
NEW USER SESSION RATE

96%
BOUNCE RATE

Trending Performance

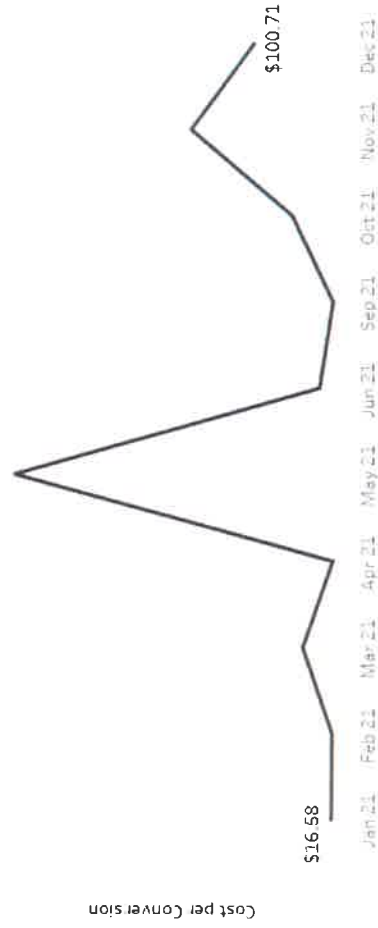
TOS 115 & Book Now Conversions



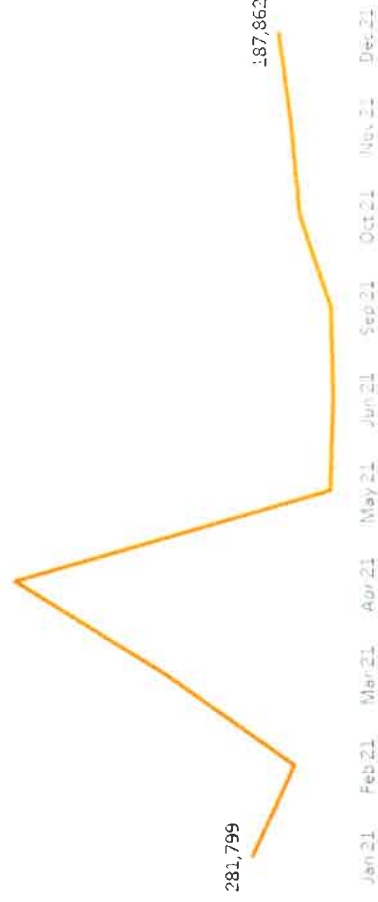
Website Sessions



Cost per TOS 115 Conversion



Impressions



MCC Paid Media Recommendations

- Continue to optimize impressions and TOS conversions costs across display and video.
- Continue prioritizing Retargeting for display. Especially in the MCC audience, the retargeting pulls high TOS conversions.
- Prioritize :15 second videos where appropriate to increase completion rates with retargeting efforts.
 - Full video completions are higher for :15s as well as partial video views.
- Video continues to perform at higher levels across most trends and industries and should be considered a mainstay for retargeting efforts and rolled into prospecting efforts for further testing.





Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
100,125 (+73%)	124,506 (+88%)	183,203 (+61%)	1.47 (-14%)	1.24 (+8%)	1:01 (-1%)	101,875 (+108%)	1 (0%)

- There were 100,125 visitors to GoTahoeNorth.com, up 73% from the previous month.
- Events were up significantly in December with 101,875 total, most likely due to continued paid media.
- There was one Traveler Responsibility Pledge form completion this month.



Location

State	Users	Time on Page
California	56,375	1:06
Nevada	8,639	1:19
North Carolina	5,286	0:09
Texas	3,193	1:13
Florida	1,748	1:08



City	Users	Time on Page
San Francisco	8,398	1:06
San Jose	6,082	1:12
Sacramento	5,709	1:09
Charlotte	4,545	0:04
Reno	3,454	1:10
Los Angeles	3,391	1:35
Incline Village	2,255	1:35
Oakland	1,786	1:12
Truckee	1,637	1:13
Roseville	1,215	1:02

- Of the top five states, the most engaged with the website was Nevada at 1:19.
- The top 10 cities were mostly nearby California and Nevada cities, but Charlotte, North Carolina made its way to the top five in December. The most engaged city was a tie with Los Angeles and Incline Village at 1:35 average time on page.

Response	Percentage
Yes	59.8%
No	37.6%
Don't know	2.6%



- Most users continued to visit the site from mobile with 60% of the total audience.
- Desktop users were the most engaged with 1:07 average time on page and 1.62 pages per session.

- Most users continued to visit the site from mobile with 60% of the total audience.
- Desktop users were the most engaged with 1:07 average time on page and 1.62 pages per session.

Top Pages Visited

- Users were most engaged with the Road Conditions page (5:06) followed by the COVID-19 page (3:20).
- Demographics were primarily aged 25-44 from San Francisco with mixed genders.



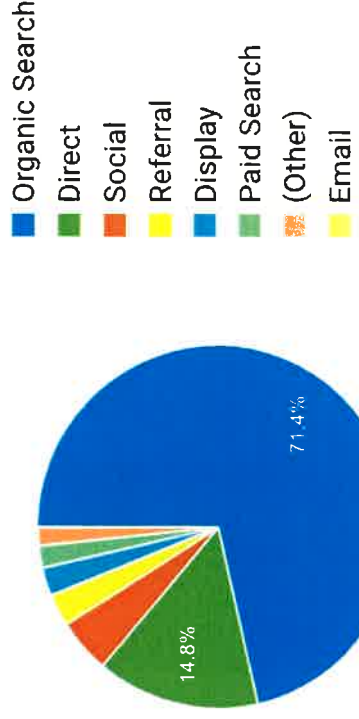
Page	Visitors	Time on Page	Top Demos
Webcams	32,060	3:15	M/35-44/San Francisco
Road Conditions	31,104	5:06	M/35-44/San Francisco
Weather Report	15,402	2:11	M/35-44/San Francisco
Home	11,761	2:11	F/25-34/San Francisco
Winter Activities	4,541	0:55	F/25-34/San Francisco
Lodging	4,050	1:11	M/25-34/San Jose
Activities	2,333	0:33	F/25-34/San Francisco
COVID-19	2,290	3:20	F/35-44/San Francisco
Snowmobile Rentals and Tours	2,181	1:05	M/35-44/San Francisco
Getting Here	2,072	1:28	F/25-34/New York

Channel Performance

- Organic Search brought in the most users to the website at 71,787.
- Users coming to the website from Referrals were the most engaged with the website (2:21).



Top Channels



Source	Visitors	Session Duration
Organic Search	71,787	1:04
Direct	14,847	0:45
Social	4,869	0:31
Referral	2,836	2:21
Display	2,554	0:02

Referrals

- VisitingLakeTahoe.com brought in the most visitors at 1,330 as well as the most engaged users (3:04).



Source	Visitors	Session Duration
VisitingLakeTahoe.com	1,330	3:04
SkiLakeTahoe.com	172	1:23
VisitCalifornia.com	161	1:54
OlympicVillageInn.com	116	0:35
AmpProject.org	100	0:09

SEO Traffic Performance

Acquisition		Behavior			Conversions		All Goals ▾
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
43.64%  71,787 vs 49,978	45.88%  70,821 vs 48,548	53.98%  91,092 vs 59,160	2.33%  79.21% vs 77.40%	7.11%  1.44 vs 1.55	2.43%  00:01:04 vs 00:01:06	16.34%  31.99% vs 98.00%	28.82%  74,686 vs 57,977

- Traffic from Organic Search was up 43% from 2021.
- Average session duration was slightly down but remains strong above one minute.



SEO Suggestions – Delete Unused Facebook Page

- We recommend disabling/closing down the following Facebook account: facebook.com/LakeTahoeNorth. It is currently ranking in searches related to North Lake Tahoe, most notably it is competing with the current, active Facebook page, drawing traffic away from it.

Blogs



- Posted: 12/17
- Pageviews: 190
- Time on Page: 1:30



- Updated: 12/17
- Pageviews: 54
- Time on Page: 6:33
- Note: This was a blog revision where we updated copy with relevant information and included winter activity imagery.

eNewsletters

Two eNewsletters were sent out the month of December. One of them featuring the lakeside activities blog and encouraging local shopping. The second was a short eBlast wishing readers a happy holiday season and new year.

 north lake tahoe LODGING | THINGS TO DO | EVENTS



LET IT SNOW

It's snow! We have been graced with multiple feet of snow! While incredibly exciting, travel throughout the region may be slower than usual. Stay safe and informed by visiting our weather report page for the latest on road conditions and additional information.

 north lake tahoe

LODGING | THINGS TO DO | EVENTS



HAPPY HOLIDAYS

As the year comes to an end, we reflect on the big and small moments. We want to give you a big thank you for being a part of our community. We are grateful to all who have joined us in our journey. We are grateful for the love and support we have received from you. We are grateful for the love and support we have received from you. We are grateful for the love and support we have received from you.

We wish you and your family health, happiness, and prosperity this holiday season and in the coming New Year.

Winning subject line:

“Enjoy The Most Wonderful Time Of Year Lakeside”

Sent: 12/17

Open Rate: 23.2%
(Industry Avg: 16%)

CTR: 6.5%
(Industry Avg: 1.6%)

Winning subject line:
“Holiday Greetings and Warm Wishes”

Sent: 12/23

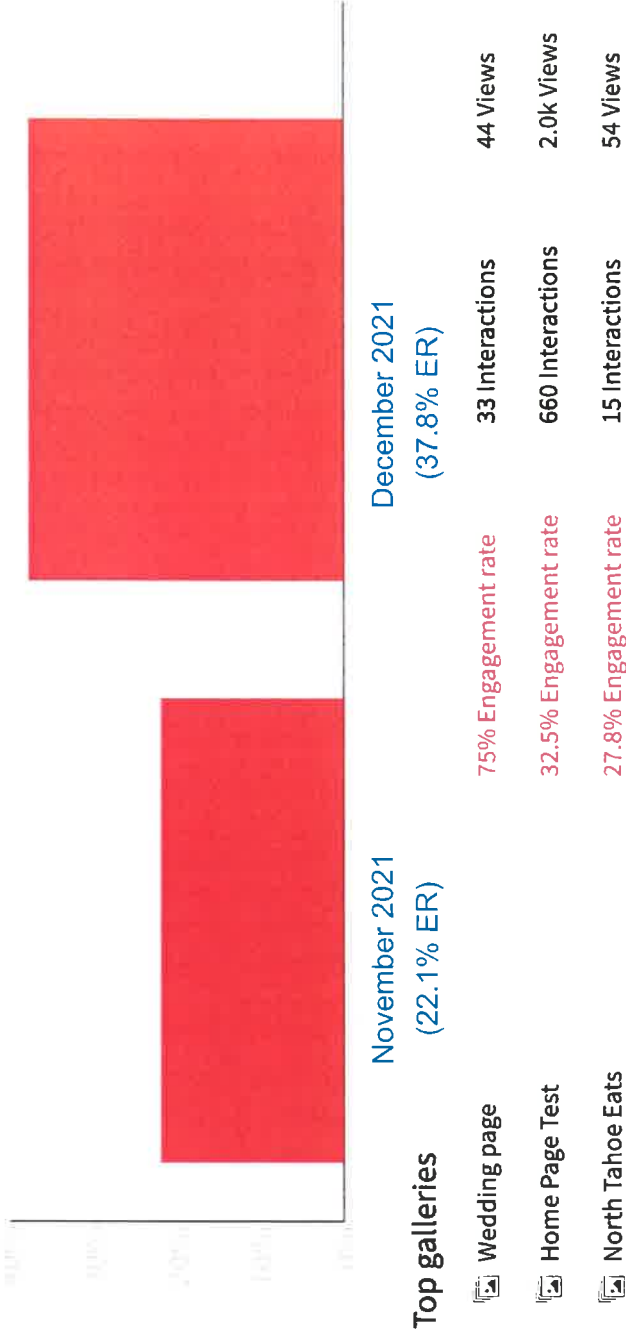
Open Rate: 22.9%
(Industry Avg: 16%)

CTR: 1.7%
(Industry Avg: 1.6%)

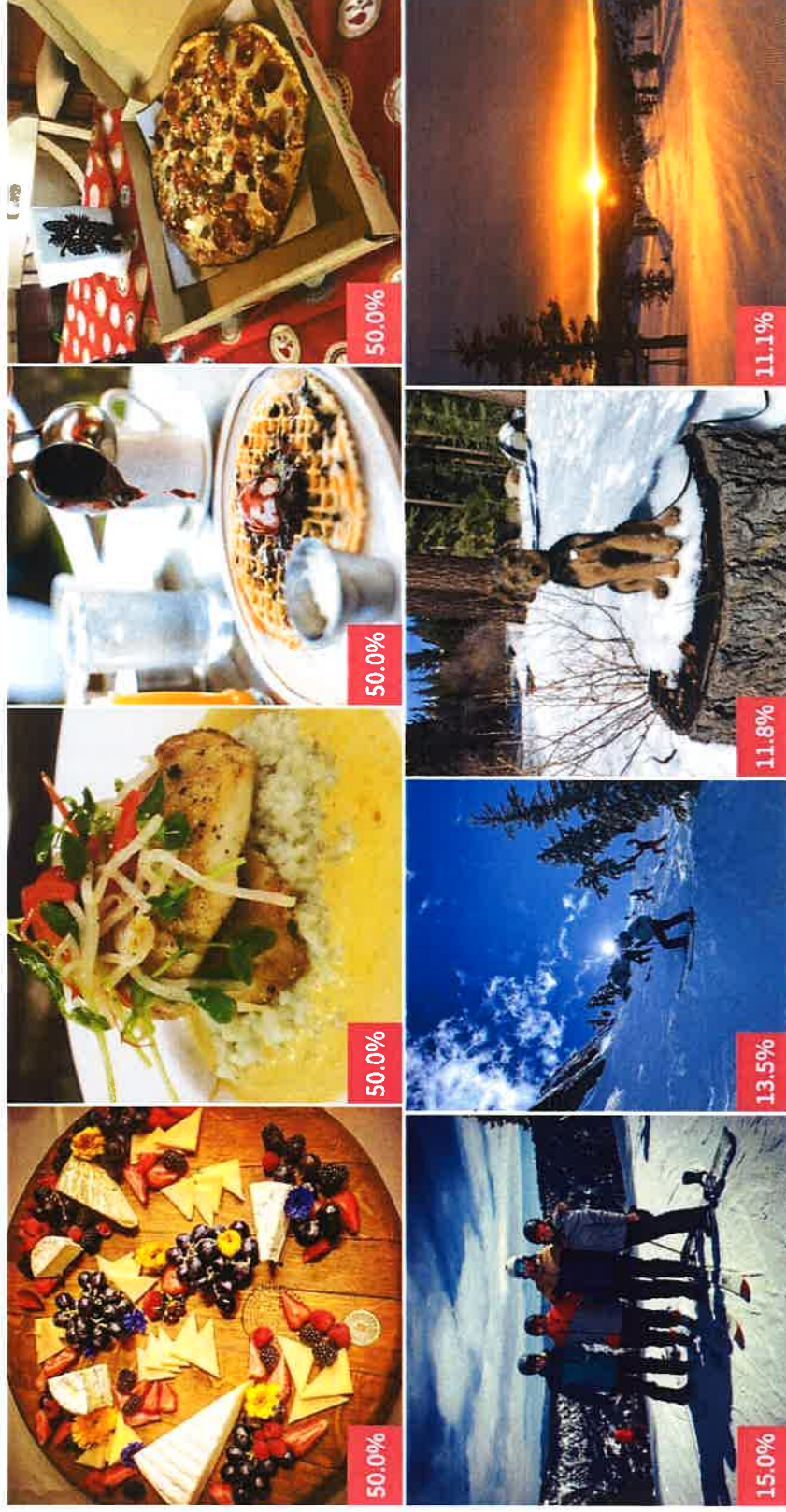
CrowdRiff Insights

Dec 01, 2021 → Dec 31, 2021 Monthly Engagement ... ?

For the selected date range your galleries had a **37.8% engagement rate**.
Your engagement rate is calculated from **659 interactions** and **1.7k views**.



CrowdRiff Insights





Public Relations

PR December Recap

- Efforts primarily focused on proactive media outreach highlighting ski resort openings in North Lake Tahoe and other winter business endeavors.
- Partnered with Visit California to coordinate and host a social influencer visit first week of January.
- Contributed new content for *Marin Living Magazine*.
- Continued to meet with partners virtually throughout the destination.
- Researched media/influencers for IMM event media appointments.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Honeymoon Hotels & Suites
 - Winter/Seasonal Travel
 - California's Best Ski Resorts
 - Ski Resort Openings
 - New Years Destinations
- Highlights:
 - Collaborated with Visit California on story ideas about historic locations, landmarks and local favorites in North Lake Tahoe.
- Media Conversations:
 - *STYLE Magazine Sacramento, Marin Living Magazine, Visit California, Men's Journal, Traveling Mom, Careful of Kids*
 - Top-tier outlets and various freelance writers including GoNOMAD



MEN'S JOURNAL

STYLE
M A G A Z I N E

marin living.
magazine



Earned Media Results

- Secured Clips: 9
- Est. Digital Monthly Visits: 1.6M
- Est. Digital Coverage Views: 15K
- Coverage featured holiday and New Year's Eve celebrations, the ski season, ski resort openings, what's new, family-friendly winter activities, weather conditions and lodging properties.



marin living.
magazine

Here's What's New in Tahoe

by Molly O'Brien  Travel



The Lake Tahoe area ski season is upon us. (Photo courtesy of North Lake Tourism)

Coverage Highlights

CARFUL OF KIDS

9 Things To Do in Tahoe City with Kids this Winter



15 Award-Winning Hotels in California

Discover these acclaimed hotels that live up to the hype and then some

By Kristin J. Smith



LODGING NEWS FINANCE & DEVELOPMENT OPERATIONS TECHNOLOGY PEOPLE

10 Ways Hotels Are Celebrating the Holidays

by LODGING LIFT



CARFUL OF KIDS

Celebrate the Holidays in Lake Tahoe

By Kristin J. Smith



Coverage Highlights

PLACER COUNTY IN A WINTER WONDERLAND

► Staff - December 16, 2023

◀ Share f in



Times-Herald



"The roads have cleared up, and it's going to be nice weather, and I believe our businesses are all prepared and ready to welcome visitors on this holiday weekend," said Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. "The fresh snow is amazing to come and play in."



California's Rocking New Year's Eve

Coverage Highlight Links

- [Visit California - California's Rocking New Year's Eve](#)
- [Visit California - 15 Award-Winning Hotels in California](#)
- [Carful of Kids - Celebrate the Holidays in Lake Tahoe](#)
- [Carful of Kids - 9 Things To Do in Tahoe City with Kids this Winter](#)
- [Marin Living - Here's What's New in Tahoe](#)



Coverage Highlight Links

- Roseville Today - [Placer County in a Winter Wonderland](#)
- LODGING - [10 Ways Hotels Are Celebrating the Holidays](#)
- *SKI Magazine* - [The Most Compelling News Stories of 2021](#)
- *Times-Herald* - [With record snow, monster delays, is Tahoe still safe for New Year's?](#)



Upcoming PR Initiatives

- Continue FAM Tour planning and coordination for spring 2022.
- Continue proactive media outreach pitching travel story angles focusing on winter/spring travel and long-lead spring-focused opportunities.
- Continue proactive media pitching targeting primary fly markets (LA, San Diego, Seattle, Phoenix, Dallas, Houston)
- Continue ongoing preparations and media outreach leading up to TravMedia's International Media Marketplace (IMM) event in New York City.





Social Media

Facebook Overview

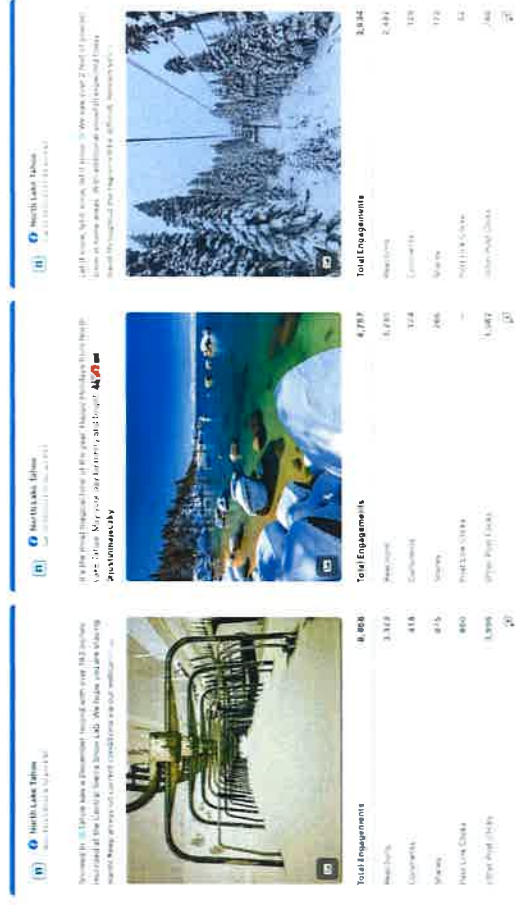
Data	November	December	MoM
Audience	130,351	130,367	0%
Impressions	820,239	1,723,118	+110.1%
Engagement	26,898	73,501	+173.3%

- Content promoted winter activities, dining and lodging, as well as holiday messaging and events.
- Augustine continued to capture holiday assets throughout the region.
- 1.7M impressions and 6.1K post clicks were generated. The increase in impressions and engagement was due to excitement related to snow in the region.
- The most reached audience was women ages 35-44. The highest reached locations included Reno, Sacramento, San Diego and Los Angeles.



Facebook Top Posts

- Top posts included snow updates throughout the region.
- Facebook continued to provide regional information including safety updates about road closures and resort information.
- The record snowfall post generated 8,868 engagements, including 675 shares. Social audiences remained engaged with all snow-related updates.



Instagram Overview

Data	November	December	MoM
Audience	83,274	83,808	+0.6%
Impressions	370,777	759,654	+104.9%
Engagement	9,049	25,426	+181%

- Content showcased snow conditions and activities throughout the region.
- Augustine continued to highlight holidays events in the region through in-feed content.
- Metrics increased this month across the board due to sentiment around snowfall in North Lake Tahoe.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and Sacramento.



Instagram Top Posts

- Top posts included weather updates and lakeside winter views.
- A Happy Holidays post generated 4,576 engagements and 95 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing snow activities.



Instagram Custom Content

- Custom content this month highlighted snow and holiday events in the region.
- The top piece of custom content this month was the Instagram Reel promoting opening day of Diamond Peak. The Reel generated an impressive 21,012 views and 1,377 engagements.
- Another Reel highlighted the tree lighting in Kings Beach, which generated 6,914 views and 276 engagements.



Twitter Overview

Data	November	December	MoM
Audience	23,059	23,731	+1.4%
Impressions	19,067	49,880	+171.6%
Engagement	507	1,677	+242.2%

- Content highlighted winter messaging.
- This audience increased this month, gaining 312 followers.
- Similar to other social platforms, there were increases in metrics due to snowfall in the region.
- Augustine will continue to provide timely weather updates on Twitter.



Twitter Top Posts

- Top posts provided weather updates and showcased scenic views.
- The top post on Twitter was a Happy Holidays post that generated 465 engagements.
- Twitter audience remained engaged with weather and safety updates with many accounts adding @tahoenorth to separate lists for preferred content. This helps accounts narrow down the content that is shared on Twitter feeds.



The background image is a scenic landscape. In the foreground, there is a calm body of water reflecting the sky. A small, light-colored boat with a yellow flag is visible on the water. In the background, there is a dense forest of tall, green trees. The sky is blue with some white clouds. The overall scene is peaceful and natural.

Traveler Responsibility Pledge

Traveler Responsibility Pledge QR Code Results

- To date, there have been a total of 296 total scans.
- There were no scans in December.





Other Creative Projects

Creative Projects

- Spring Campaign – Confirming paid media plan and beginning creative development for February 28th launch.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Developing monthly blogs and newsletters.
- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Executing new creative ideas and activations for the fiscal year.





Industry Insights

Industry Insights

- An Emphasis On Local Destinations - Hospitality consultant Ron Yariv predicts that “local tourism will continue to be important more than ever [in 2021].” Statistics from 2020 support his prediction. **That year, 72% of Americans didn’t take a summer vacation, but 31% did take a staycation.** Airbnb is expecting this trend to hold strong, too. They reported that that **nearly half of the travelers they surveyed were looking to take a vacation within driving distance of their homes.** Airbnb also reported that bookings within 300 miles of the traveler’s home jumped to 60 percent of all bookings in May 2020, compared to just 40 percent of bookings in February 2020. Why? **Millennials have preferred local tourism for the past few years.** Their reasoning? Mainly financial concerns. **One-quarter of millennials in one study said they wanted shorter, closer vacations because they didn’t want to spend more money.** Look for this trend to change directions as the pandemic winds down and the industry gains back some sense of normalcy. Skift’s Megatrends 2025 report predicts that leisure travel as a whole will be close to record-levels in 2025. (*Exploding Topics*, “8 Travel Industry Trends For 2021 (And Beyond)”))



north lake tahoe

Industry Insights

- The "experience economy" is huge in the travel industry. **But fewer and fewer people may be settling for commonplace vacation activities in the coming years. Instead, "consumers [will] pursue authentic experiences, distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful."** Data insights company AirSage marks this as an emerging trend because "people no longer want boring and conventional travel experiences as much as they used to. Instead, **they would rather pay for vacations that are once in a lifetime opportunities.**" Airbnb is betting on this trend. Their website has offered the opportunity for consumers to book "experiences" since 2016. But they also added online experiences in 2020 for people who are seeking to connect with locals without leaving their homes. Other companies are banking their entire business model on this trend. Withlocals offers "personalized traveling"—the opportunity for travelers to book private tours and activities with locals around the world. (*Exploding Topics, "8 Travel Industry Trends For 2021 (And Beyond)"*)



Industry Insights

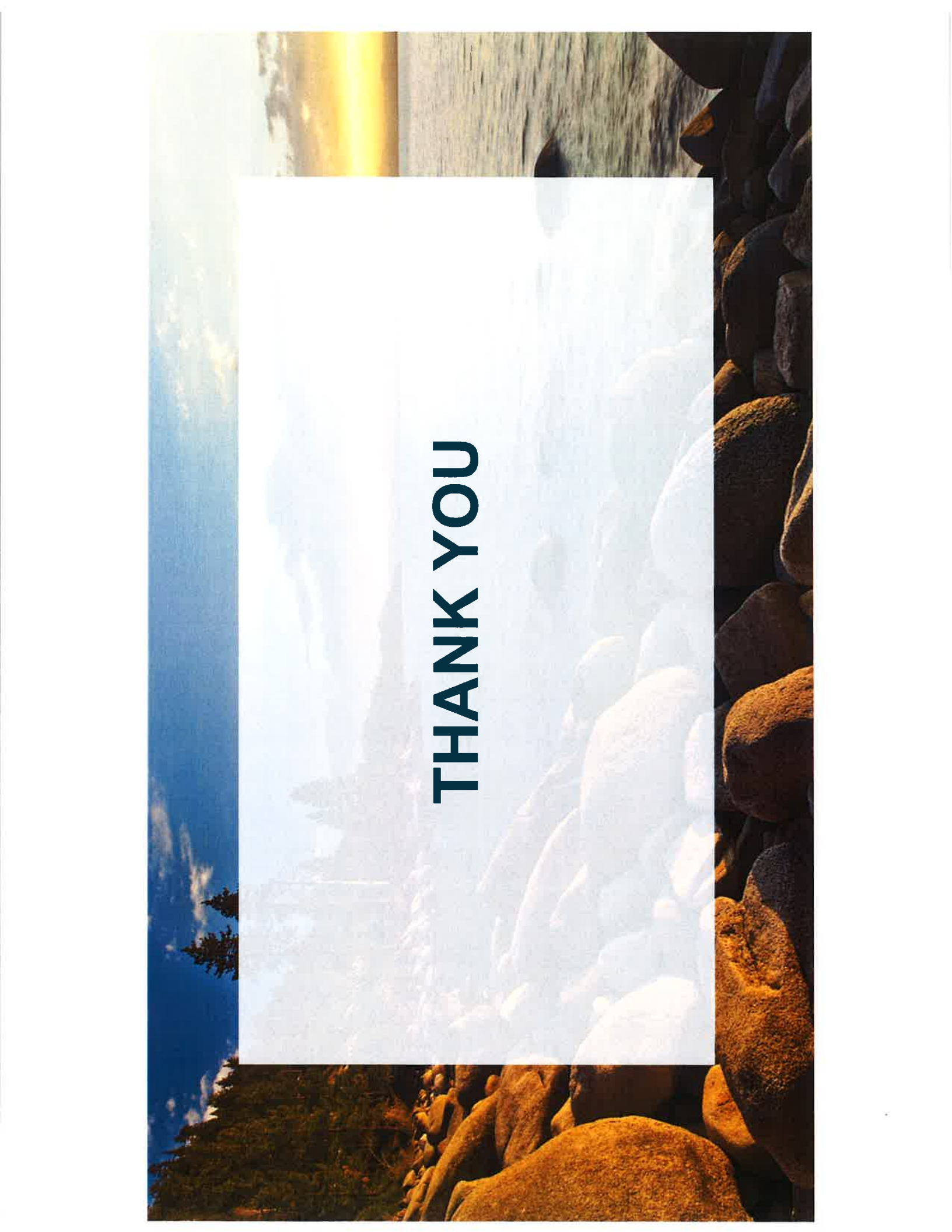
- A poll conducted on behalf of Exodus Travels went deep into consumers' attitudes. **It showed: 91% of travelers see the importance of taking ethical trips, 56% believe in buying souvenirs from local merchants and 44% want to support local businesses at their destination. Nearly 70% of travelers say they are more likely to book accommodations if they know the property is planet-friendly.** Many in the travel industry have recently made commitments to preserving the environment. As of 2023, hotels in the state of California will no longer be allowed to provide single-use toiletries in plastic bottles to their guests. (*Exploding Topics, "8 Travel Industry Trends For 2021 (And Beyond)"*)
- **Active Ecotourism is another trend that has emerged in response to the calls for more sustainable and thoughtful tourism.** It encourages combining the passion for travel with direct involvement in conservation and supporting the local environment. According to a recent Amadeus survey on rebuilding travel, **people consider cost-effective sustainable travel a priority. 37% of travelers surveyed think opportunities for travelers to be involved in the preservation of tourist destinations will help the industry to become more sustainable in the long term.** (*Regiondo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond"*)



Industry Insights

- **Transformative travel is about not just traveling for leisure but also aiming to make a difference in both the lives of others and oneself.** One of the main aims of transformative travel is to be involved in something that's significant and adds purpose to the trip. **Booking.com shares that 68% of global travelers would consider participating in cultural exchanges to learn a new skill, followed by a volunteering trip (54%) and international work placements (52%).** (*Regiondo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond"*)
- **Experience tourism is on the rise.** This trend is about having a once-in-a-lifetime experience or gaining an emotional connection with cultures and nature. As travelers get tired or bored of cookie-cutter vacations in touristy hot spots, they begin looking for an authentic experience in their travel destination. They can easily go for a brand that will allow them to mingle with the locals and experience the culture of the people. **Harris Group did a study that revealed that 72% of millennials prefer spending more money on unique experiences rather than on material things.** (*Regiondo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond"*)





THANK YOU

DECEMBER RECAP REPORT

Incline Village Crystal Bay Visitors Bureau

TWO GOAL

Position Incline Village Crystal Bay Visitors Bureau as a key contributor to North Lake Tahoe's vital tourism industry as well as a partner that values destination management, transparency and community involvement.

SEMI-STRUCTURED OBJECTIVES

Awareness: Position Incline Village Crystal Bay Visitors Bureau (IVCBVB) as a key contributor to North Lake Tahoe's vital tourism industry as well as a partner that values destination management, transparency and community involvement.

Clarity: Research & develop messaging and voice, tone, mission, vision, etc

Education: Debut and use PR efforts to launch and spread educational information on the new brand understanding (as well as new name/logo should those change)

MEET THE AGENCY OVERVIEW

In December The Abbi Agency:

- Drafted, edited and posted on IVCBVB social channels
- Finalized and distributed first stakeholder newsletter
- Scheduled and completed stakeholder interviews for the Reimagining Project.

PUBLIC RELATIONS



0

Pieces of Coverage in
December*

**TAA and IVCBVB jointly
decided to refrain from
actively pitching or
publishing press releases
following a heavy month
of media relations activity
in November.*

20

Total Pieces of Coverage
in 2021

Click [here](#) to view all
coverage and metrics to
date.

86K

Total Estimated Coverage
Views in 2021

Click [here](#) to view all
coverage and metrics to
date.

STAKEHOLDER NEWSLETTER



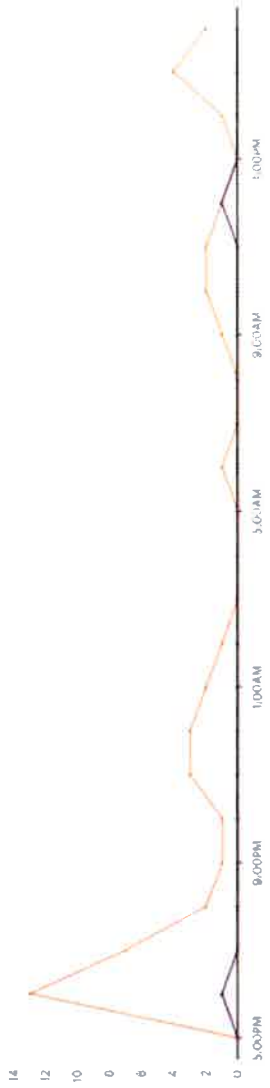
Newsletter Distribution

In December, the Abby Agency distributed IVCVB's first stakeholder newsletter that included highlights of the Geno Menchetti rededication, the success of the TART Connect pilot program and an interview with Board Chair Bill Watson. Moving forward, TAA will utilize the results of the first newsletter as a baseline for measuring the success of future newsletters.

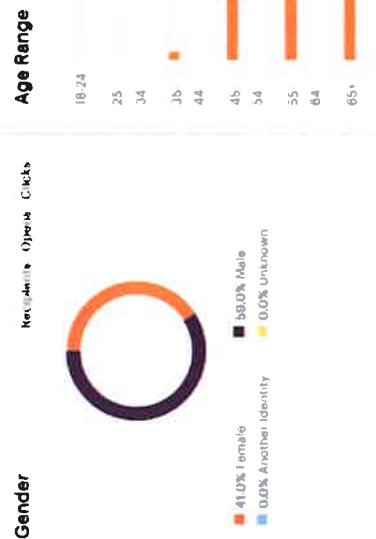
Open Rate: 47.2%
 Click Rate: 4.2%
 Total Recipients: 79
 Successful Deliveries: 72
 Total Opens: 153
 Unique Opens: 34

Total Clicks: 4
 Unique Clicks: 3

24-hour performance



Predicted demographics



SOCIAL MEDIA



65,962

Impressions

4,220

Engagement

37

New Fans and Followers

THE ABBY AGENCY + IVCBVB

OVERVIEW

Incline Village Crystal Bay Visitors Bureau social accounts saw incredible growth across all metrics during December.

Through paid efforts, IVCBVB's Facebook impressions, engagements, and link clicks have increased significantly. Fans continue to be the most engaged with Facebook content.

On Facebook, fans engage the most with posts promoting events, landscape imagery, and news coverage. Similarly, the Instagram audience also engages with posts with beautiful landscape imagery, outdoor activities, a news article, and local business spotlights. In December, a few posts encourage followers to click the link in bio or visit a partner's Instagram profile to learn more, which may also be attributed to increased engagement.

FACEBOOK HIGHLIGHTS

The screenshots to the right indicate top performing posts for December.

**TOTAL
IMPRESSIONS:** 61,773

**TOTAL
ENGAGEMENTS:** 4,021

**TOTAL
FANS:** 881



Happy first day of winter! 🌨️ As the shortest day of the year, the winter solstice marks the start of longer days t...



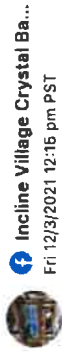
Impressions: 241
Engagements: 25



The specials are starting to roll in from our participating Santa Crawl locations. Be sure to request a wristband from the...



Impressions: 970
Engagements: 55



The 7th annual Tahoe Film Fest is back! Join us as we explore several exciting new films focusing on environmental...



Impressions: 4,753
Engagements: 233

INSTAGRAM HIGHLIGHTS

The screenshots to the right indicate top performing posts for December.

TOTAL IMPRESSIONS: 4,189

TOTAL ENGAGEMENTS: 199

TOTAL FOLLOWERS: 1,339



ivisitorscenter
Sat 12/11/2021 10:42 am PST

▲ On International Mountain Day, we remind our community of our responsibility as travelers to take care ...



Impressions: 425
Engagements: 32



ivisitorscenter
Fri 12/10/2021 3:55 pm PST

There's a new buzzword for public transportation that's getting a lot of traction in Tahoe: microtransit. It's app...



Impressions: 542
Engagements: 29



ivisitorscenter
Thu 12/23/2021 9:55 am PST

We know it's cold out and can be difficult to make it over to the lake. There are still ways to experience the outdoors from...



Impressions: 268
Engagements: 23

*Boosted post

REIMAGINING PROJECT



OVERVIEW

The Reimagining Project contains multiple deliverables:

- Message Map (Mission, Vision, Values, Brand Direction)
- Naming
- New Logo
- Brand Guidelines

These items happen both in tandem and simultaneously - as there are many facets of these steps that benefit from the others.

In December, The Abbi Agency finalized and completed the stakeholder and board interviews and began analyzing the data to move into the message map stage.

THANK YOU

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