



north lake tahoe

## Departmental Reports January 2017

## **Conference Department Report for December 2016**

In December 2016 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff conducted a second site visit with Earthjustice for their Annual ASM 2018 Program. This program visited Resort at Squaw Creek. This program has the potential to generate approximately 555 room nights and \$110,000 in room revenue. 160 rooms on peak and 300 people.

Staff attended Luxury Meetings Summit in Seattle and Portland. During these events Staff met with 25-30 planners.

Staff attended the CalSAE Seasonal Spectacular in Sacramento. This show is the largest gathering of association executives in California and staff was able to network with a number of executives who have future business for Tahoe.

Staff hosted a client event in Sacramento the night prior to Seasonal Spectacular. 6 meeting planners attended the dinner.

Staff attended the Holiday Showcase in Chicago. Holiday Showcase is a trade show attended by Chicago area meeting planners. Staff generated 4 leads from the show and anticipates more to come.

Staff attended the Martiz, Experient and PCMA holiday parties in Chicago.

Staff conducted sales calls in Seattle and Portland while attending Luxury Meetings Summits.

Staff continues to follow up with all contacts made and supplied by Luxury Meetings Summits in Dallas, Houston, San Antonio, Austin, Seattle and Portland.

Staff had a lunch appointment with the Village at Squaw Valley Sales Team to meet new team members and discuss upcoming groups and new group opportunities.

Staff participated in bi-monthly planning call with Augustine Agency and Abbi Agency.

Staff met with new Director of Sales & Marketing, Adam Feehan at the Village at Squaw Valley.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of December, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



*professional creative services*

December, 2016 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

*Shelley Fallon*

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[fallonmultimedia.com](http://fallonmultimedia.com)

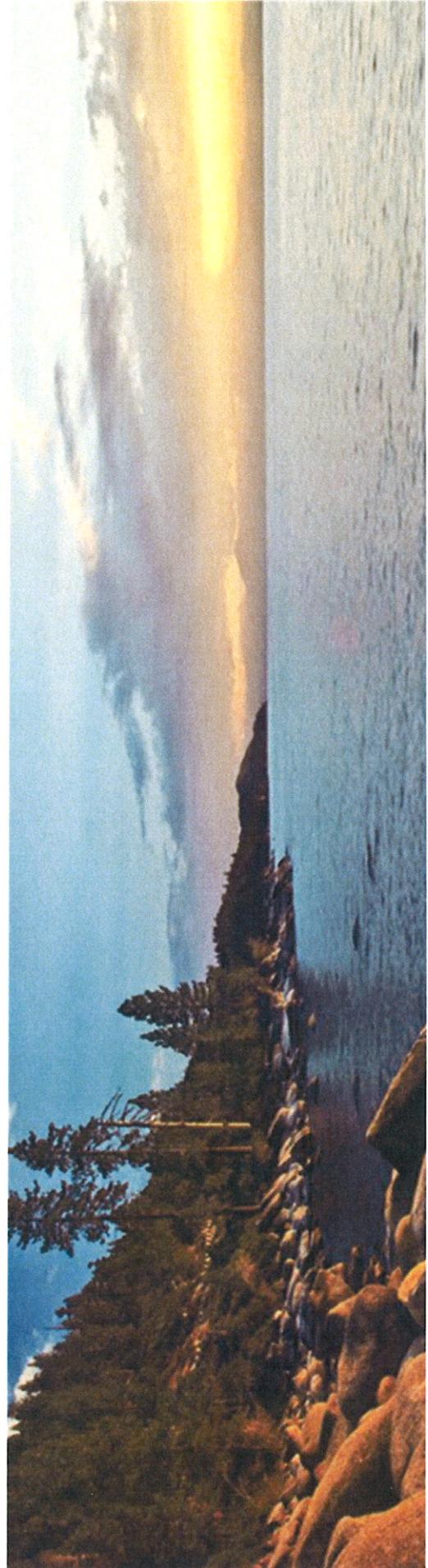
X.C-1



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# North Lake Tahoe December 2016 Recap

[Public Relations](#) [Content Marketing](#) [Social Media](#)



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# Media Relations: December Results

**Total Placements: 30**  
**Total Reach: 25,476,806**  
**Total Publicity Value: \$706,981**

## Placement Highlights:

- Los Angeles Times: What's new in ski resorts in California and the West (publicity value: \$142,114)
- San Francisco Chronicle: Tahoe holiday ski guide: From powder feast to snowless famine (publicity value: \$6,463)
- 7x7: Christmas in Tahoe: Hotel Specials, Holiday Dinners + Spicy Cocktails; (publicity value: \$2,713)
- KCRA: 10 best NorCal spots to indulge in Christmas cheer (publicity value: \$5,142)
- Sierra Sun: Amid rainfall, Tahoe City officially opens community's new ice rink; (publicity value: \$555)

## Coverage Book Link:

- <https://coveragebook.com/b/ba77d7d1>

**KCRA 3**

SAN FRANCISCO / OAKLAND

SEVERE WEATHER: There are currently 5 active weather alerts

**10 best NorCal spots to indulge in Christmas cheer**

**8**

**10 North Lake Tahoe:** If you're searching for a white Christmas, head up this mountain to the North Lake Tahoe area for plenty of events through the new year's. Check out the Merry Days and Jolly Nights at the village at Squaw Valley or Reel Nightz in Northstar California. Not only can you enjoy some of the best powder in Northern California at some prime ski resorts, but you can also go snowshoeing or make a visit to the iconic Snow Park. [Here for more information.](#)

**7x7**

SAN FRANCISCO EAST BAY MARIN



**Los Angeles Times**

ARTICLE BY: DANIELLE MCKEE / STYLING: ANDREW HETHERINGTON / PHOTOGRAPHY: PHILIPPE BOUAFI

**What's new in ski resorts in California and the West**





**Christmas in Tahoe: Hotel Specials, Holiday Dinners + Spicy Cocktails**

X.C-2



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# Public Relations

## Austin Media

- Conducted Deskside outreach, researching FAM opportunities with key writers
- Pitch: Year-round destination; Flight Access (new nonstop via Dallas); What's New Meetings to be confirmed

## WinterWonderGrass: March 30 - April 2

- Monthly calls with Cinch; WWG Team; Amber
- Developed Social Strategy / Ticket Giveaways / Contractual Obligations
- TramJam Opportunities; Facebook Live
- Identifying drive market and FAM media opportunities

## L.A. Media Outreach: Ongoing

- PR Deliverables: Garner on-site remote coverage at North Lake Tahoe ski resorts
- Pitch: Winter in North Lake Tahoe; What's New; World Cup; North Tahoe Produces Professional Athletes, Learn to Ski and Ride Month



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# Public Relations

## Meetings & Conventions

### December Deliverables:

Began pulling 2017 editorial calendars

### Placement:

Smart Meetings "2016 Platinum Choice Winners Announced"

### Pending Placements:

- Meetings Today - Winter 2017
- Meetings & Conventions Magazine - Winter 2017
- California Meetings + Events - Winter 2017
- Mountain Meetings - Winter 2017
- Meeting Professionals International – TBD
- Convene (225 editorial due: 1/31)

### 2016 Platinum Choice Award Winners Announced

CVBs Events Hotels & Resorts Industry Events  
BY SMART MEETINGS ON DECEMBER 01, 2016



# Smartmeetings



### Distinguished hotels and CVBs earn coveted recognition from Smart Meetings

After much voting and decision-making, the 13th annual Platinum Choice Award winners have been selected by Smart Meetings magazine, the meeting industry's premier resource for meeting professionals. This highly esteemed award salutes excellence in service and amenities among **meeting hotels and resorts** in the United States, Canada, Mexico and the Caribbean. An additional category acknowledges outstanding service by **destination marketing companies and CVBs** from across North America.

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# Public Relations

## International

### Content:

- Pitch: Bucket List Adventures in Tahoe for Men's Health UK (Provided to Black Diamond)
- Press Releases: On-going snow news updates

### Placements:

- Australia: Sunday Mail Adelaide, "12 Ways of Christmas"
- Australia: 7Travel, "Ski tips and Lake Tahoe intel from an Olympic gold medalist"
- Australia: Instagram Influencer Raquel Furtado posts
- Australia: MountainWatch, Snow Alert Update: Monster Snow Storm for California

### Press Trip Planning in Progress:

- Juan Carlos, Latitude Blog (Mexico), Moved to first week of March (coordinating lodging, activities, meals)
- Australia: Reggae Ellis, ChillFactor Magazine Feb 9-16 (TAA coordinating lift tickets)
- Australia: Paul Tatnell, Escape, March 5-8 (TAA coordinating lodging, lift tickets, activities, meals)
- UK Fam: Tristan Kennedy (Mpora & Whitelines) + photographer, Story angle: backcountry skiing in Tahoe, Norwegian/Visit California to comp flights
- UK Fam: Ellie Ross (Freelance) and Deborah (Freelance) - (Norwegian to comp flights, waiting on commissions from Ellie and Deborah)
- UK: Edmund Vallance, The Evening Standard - week Feb. 6 (waiting to hear back from Journalist)

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# Content

## Blog

The blog is promoted on North Lake Tahoe social channels and shared in the newsletter.

Title: Spend an Unforgettable Christmas in North Lake Tahoe

Date: December 16

Facebook Shares: 58

Twitter Shares: 21

Title: Top 5 New Year's Activities in North Lake Tahoe

Date: December 16

Facebook Shares: 55

Twitter Shares: 9

## Newsletter

The Abbi Agency redesigned the North Lake Tahoe newsletter to emphasize visual content. For winter months, a snow tracker is noted at the top to reflect the current base.

Subject: The Winter Weekend Edition

Date: December 9

Open Rate: 12%

Clicks: 4.2%

Subject: Celebrations Abound! The Christmas and New Years Edition

Date: December 22

Open Rate: 12%

Clicks: 7%

## Press Releases & Notable Pitches

Press Release: What's New – Winter 2016/17

Press Release: Holiday Events

Press Release: Christmas Eve Snowfall

Pitch: Bay Area Media – Snow News

Pitch: LA Broadcast Remote Coverage

X.d-6



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## Campaigns

## 100,000 Facebook Fan Giveaway

**Goal:** Reach 100,000 Facebook fans and celebrate by giving away a North Lake Tahoe prize package to one follower

**Prize Package:** North Lake Tahoe partners donated lodging, activities and experiences; JetBlue donated airfare (two round-trip tickets); TAA coordinated prize items, contest advertisements and all communication with winner. The prize package was valued at over \$2,500.

## Timing:

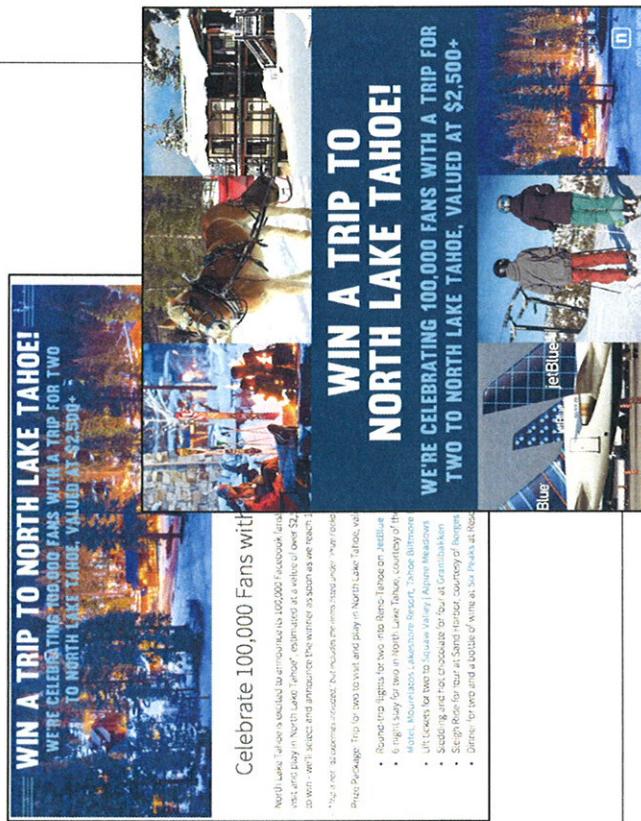
- Nov. 14 – 30: Partner outreach, prize package collection and graphic development
  - Dec. 8 – 16: Campaign live and open for entries

## Promotion:

- Facebook, Twitter and Instagram posts
  - Facebook Boosting

## Results:

- Total email entries: 1,439
  - Giveaway tab views: 1,923
  - Shares: 271



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# Campaigns

## 12 Days of Christmas Instagram Giveaway

Goal: Increase Instagram followers and highlight the range of year-round events in North Lake Tahoe 12 days prior to Christmas

Prize Package: North Lake Tahoe partners donated event tickets, race entries, activities and experiences; given away daily

### Timing:

- Nov. 30 – Dec. 11: Prize package coordination and graphic development
- Dec. 12 – 24: Campaign live, with one giveaway per day through @TahoeNorth Instagram

### Promotion:

- Daily giveaway posts on Instagram
  - Entry prompts fans to 'like' post, follow @TahoeNorth on Instagram and tag friends to increase engagement and fanbase



### Giveaway Results:

- Followers gained: 184
- Number of entries: 834
- Total post likes: 4,549

X.d-8



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# Social Media: December Results

## Facebook Data

- Total Number of Page Likes: 100,619
- Gained in December: 1,306
- Demographic: 38.6% male, 61.4% female
- Impressions by City:

- Sacramento: 10.8k
- Bay Area: 47.6
- Southern California: 55.4k
- New York: 61.9k

- Likes by City:

- Sacramento: 2.6k
- Bay Area: 3.7k
- Southern California: 15.7k
- New York: 4k

## Instagram Data

- Total Number of Followers: 42,921
- Gained in December: 1,042
- Total Photos: 1,905

## Pinterest Data

- Total Number of Followers: 554
- Total Number of Pins: 860

## User-Generated Content

- Total photos with tag #TahoeNorth: 21,889
- Photos with tag #TahoeNorth in December: 1,109



## Twitter Data

- Total Number of Followers: 16,631
- Gained in December: 253
- Link Clicks: 308
- Re-Tweets: 116, Mentions: 79
- Demographic: 59% male, 41% female

X.d-Q



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# Social Media Advertising

## 100k Giveaway -- Fan Acquisition Ads

- Goal: Promote North Lake Tahoe as an ideal winter destination; increase page likes from fans in JetBlue flight markets to hit 100,000 fans
- Budget: \$250
- Audience: JetBlue flight markets (Long Beach, Newport Beach, and Palm Springs; New York state)
- Creative: Scenic winter photos, giveaway header
- Results:
  - Reach: 8,852
  - New Page Likes: 379

Suggested Page

**North Lake Tahoe**

Sponsored

We're celebrating 100,000 fans! "Like" our page and enter to win a North Lake Tahoe getaway.



Like Page

Suggested Page

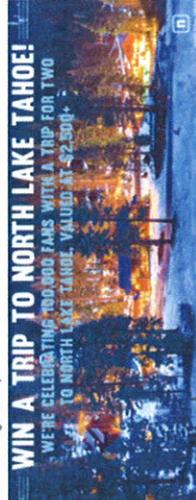
**North Lake Tahoe**

Sponsored

We're celebrating 100,000 fans! "Like" our page and enter to win a North Lake Tahoe getaway.

**WIN A TRIP TO NORTH LAKE TAHOE!**

WE'RE CELEBRATING 100,000 FANS WITH A TRIP FOR TWO TO NORTH LAKE TAHOE, VALUED AT \$2,500+.



Like Page

Suggested Page

**North Lake Tahoe**

Sponsored

We're celebrating 100,000 fans! "Like" our page and enter to win a North Lake Tahoe getaway.



Like Page

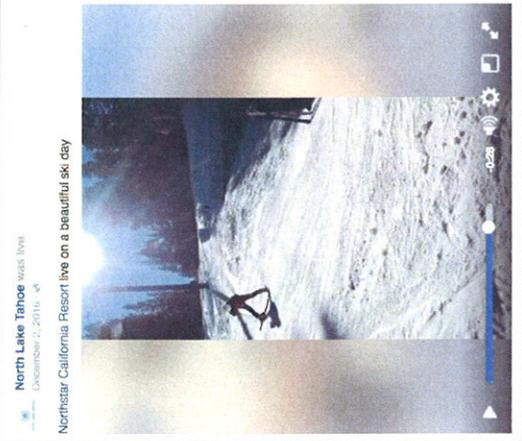
X.d-10



# north lake tahoe Social Engagement Tools

## Facebook Live Videos: winter is here

- Objective: Promote ski resort openings in North Lake Tahoe, highlight snow conditions
- Location: Northstar California Resort, hosted by Spencer Spellman
- Date: Dec. 2
- Results:



North Lake Tahoe was live!

December 2, 2016

Northstar California Resort live on a beautiful ski day



## Live Snowfall Updates

- Objective: Inform followers of snow levels and weather forecast
- Timing: Dec. 16, Dec. 21, Dec. 23
- Results:
  - Total Likes: 471
  - Total Comments: 14



X.d - 11



north lake tahoe

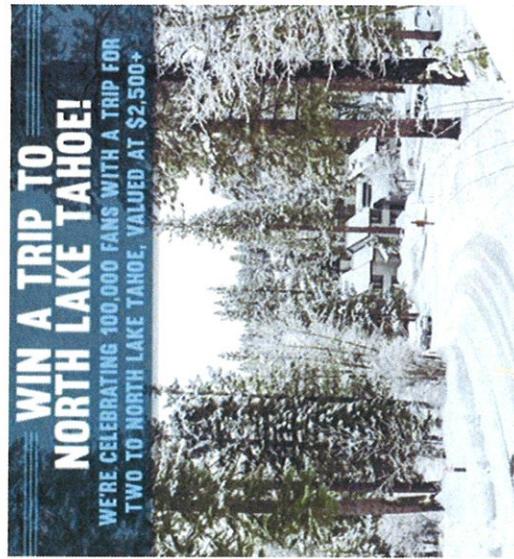
# Social Media Highlights

North Lake Tahoe · December 14, 2016 at 10:30am

Like Page

Thank you for following North Lake Tahoe! To celebrate 100,000 fans, we're giving away a winter getaway. This winter prize package includes airfare with JetBlue, lodging at Tahoe Biltmore and dinner at Six Peaks Grille in Resort at Squaw Creek. Details and entry here: <http://a.pgtb.me/TSZk4>

**WIN A TRIP TO NORTH LAKE TAHOE!**  
WE'RE CELEBRATING 100,000 FANS WITH A TRIP FOR TWO TO NORTH LAKE TAHOE, VALUED AT \$2,500+



Like Comment Share

361 361

Top Comments

**Facebook Post, December 14**

100,000 fan giveaway

- Reactions: 457
- Engagements: 1,704
- Shares: 58
- Comments: 33
- Reach: 17,680

North Lake Tahoe · December 16, 2016 at 3:45pm

Published by Obi Hu · December 16, 2016 at 3:45pm

#TahoeSnow Tracker update: North Lake Tahoe resorts are reporting up to 21 inches of snowfall in the last 24 hours, just in time for some weekend fun! Spend tomorrow shredding the fresh powder.



+4



21 new inches in North Lake Tahoe

Like Comment Share

11,654 11,654 REACHING 11,654 REACHING

View Results

12 Comments 27 Shares

**Facebook Post, December 16**

#TahoeSnowTracker Update

- Reactions: 218
- Engagements: 982
- Shares: 27
- Comments: 12
- Reach: 11,654

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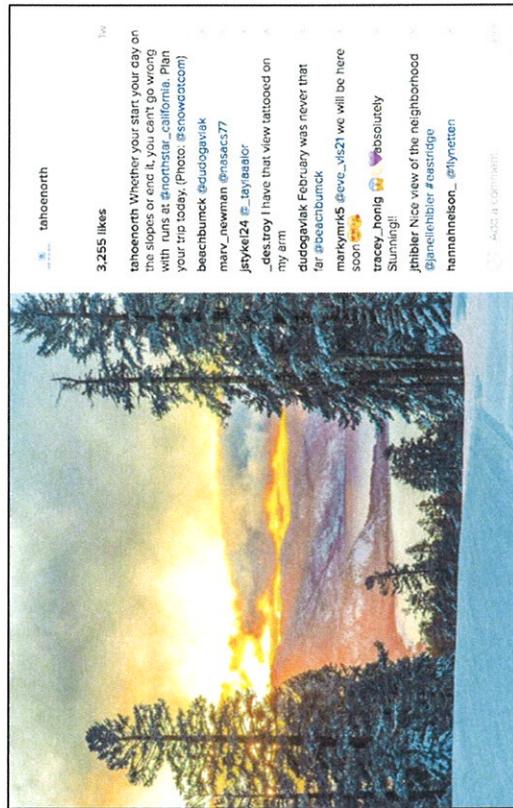
# Social Media Highlights

north lake tahoe

A collage of images from North Lake Tahoe. It includes a person in a red jacket standing in a snowy forest, a close-up of snow-covered pine branches, a view of a lake with mountains in the background, and a night sky with stars. The collage is overlaid with text and icons: "North Lake Tahoe" at the top left, "Make the most out of your family trip to #TahoeNorth with @frequentflyfam's guide to winter on the north shore: bit.ly/2lk3X0O" in the center, and "HOTEL/RENTALS 3", "5", "UNITS 3", "000 AM 26 Dec 2016", "46", "28", "3", "5", "11" along the right edge.

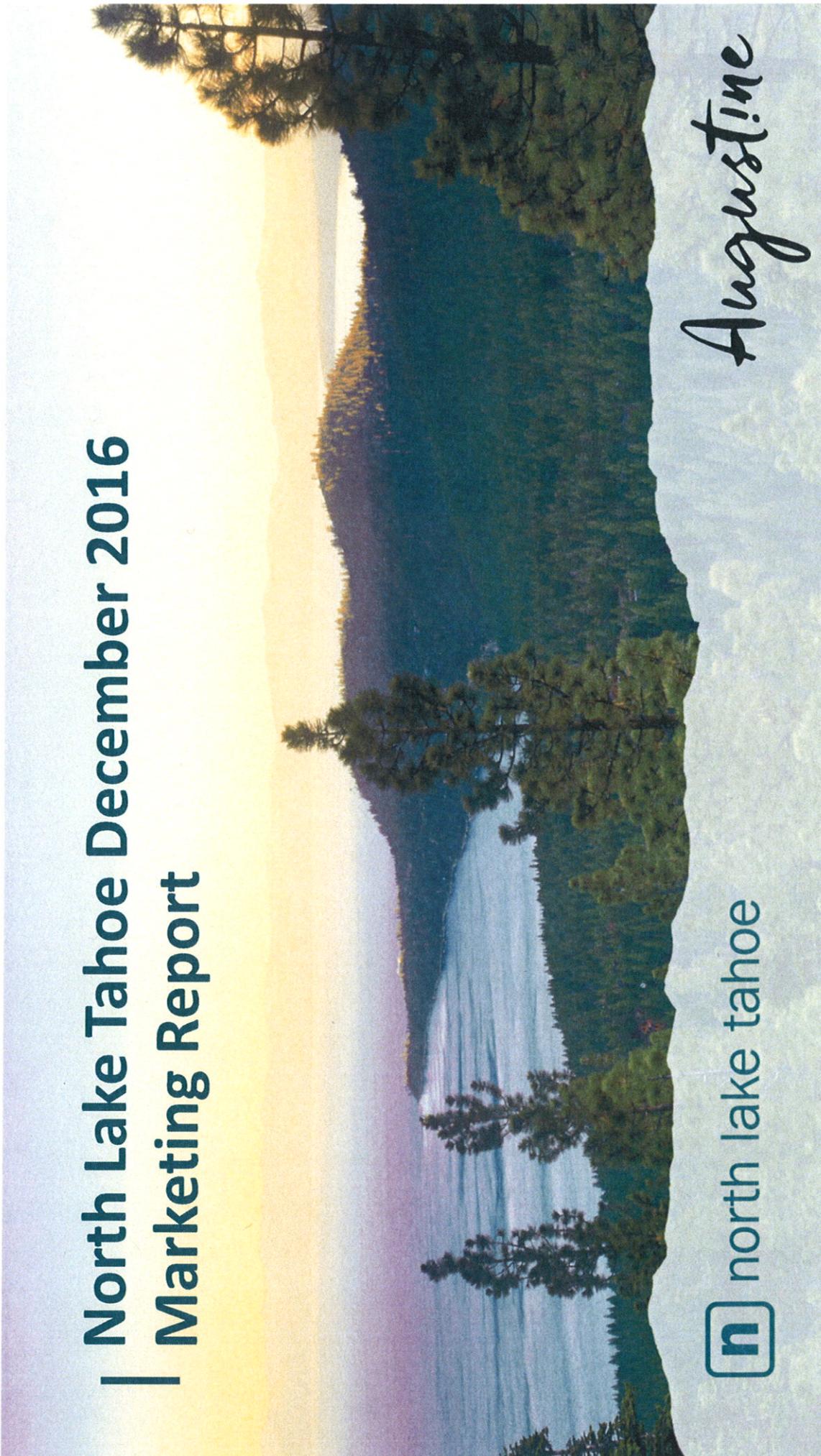
**Tweet, December 26**  
Frequent Flyer Family B

- Likes: 3
  - Retweets: 5
  - Link clicks: 16
  - Reach: 4,006



Instagram Post, December 28

- i resort photo  
Likes: 3,255  
Comments: 22  
Reach: 42,000



# North Lake Tahoe December 2016 Marketing Report

Augustine



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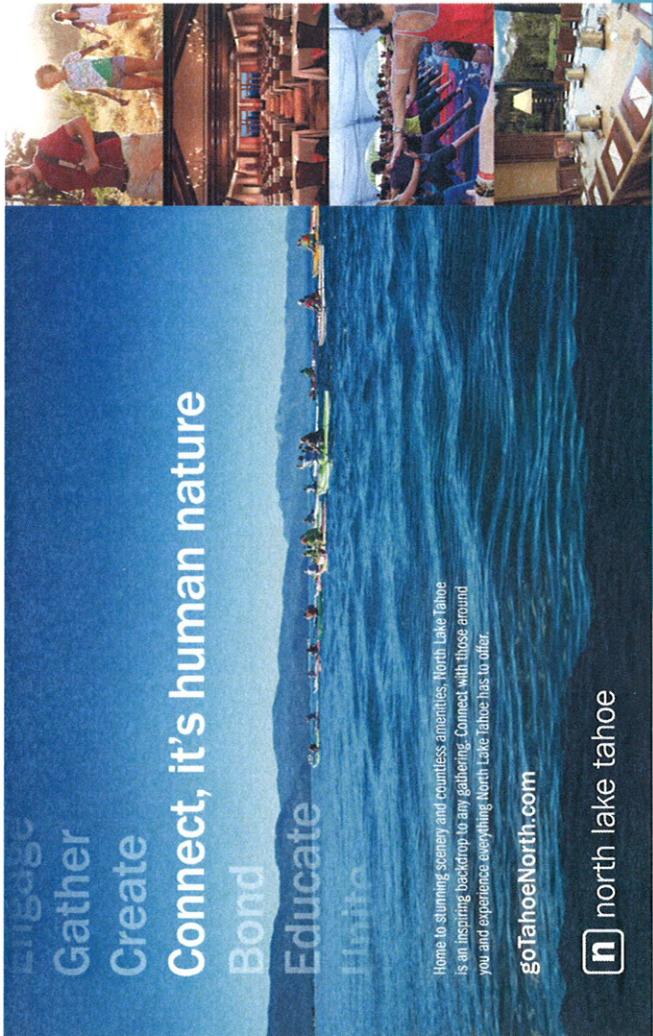
## December 2016 Marketing Report

- North Lake Tahoe NBC Spartan Spot
- Meetings & Conventions Magazine –  $\frac{1}{2}$  page ad
- Winter Leisure Email Blast
- GoTahoeNorth.com Website Sliders
- North Lake Tahoe December Media Report

## North Lake Tahoe NBC Spartan Spot

- Augustine produced a :15 spot to run nationally on NBC on December 25, 2016.  
Production included concepting, copywriting, motion graphics and music production.
- The spot is in line with the Human Nature branding and features winter activities.
- During the airing of the Spartan Race Championship on NBC, GoTahoeNorth.com traffic increased by 75.57%, year-over-year.
- The spot, which ran twice during the airing on NBC, had 2,196,000 total Impressions.

## Meetings and Conventions Magazine – 1/2 Page Ad



- Augustine designed a 1/2 page print ad to run in M&C's January 2017 issue.

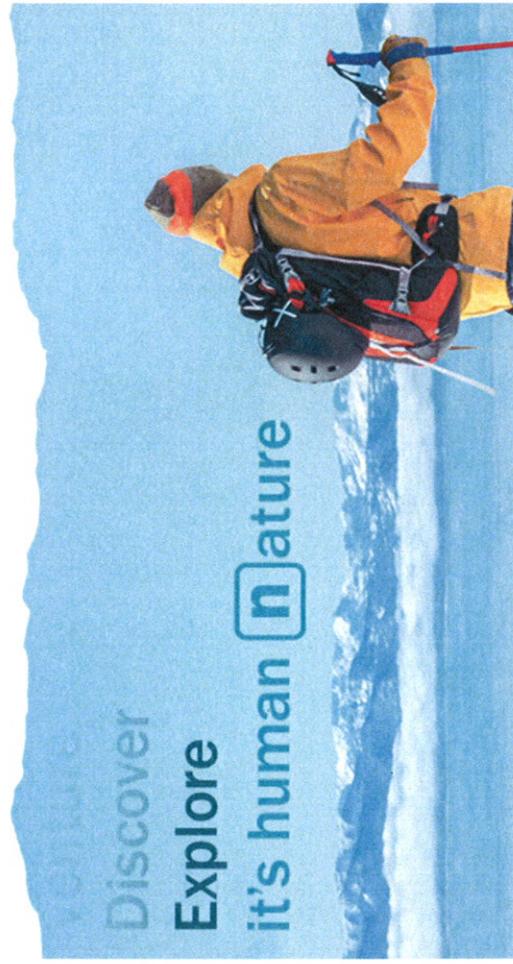
## Winter Leisure Email Blast

- Augustine developed an email blast designed for the Leisure market in our Fly-in markets of Austin, TX, Los Angeles and New York. The information in the email linked back to GoTahoeNorth.com and included information about the following:
  - Intro copy about North Lake Tahoe
  - NLT Lodging
  - Things to do
  - Infographic on the destination about accommodations, towns, etc.
  - Information about Winter Wondergrass
  - Call to action buttons to:
    - Plan Your Trip Now
    - Purchase Winter Wondergrass
  - Information on getting to North Lake Tahoe
  - Social Media Links

# Winter Leisure Email Blast

 north lake tahoe

| LODGING | THINGS TO DO | EVENTS



## WINTER ADVENTURES AWAIT

Explore hundreds of miles of exciting terrain. Check out North America's most concentrated selection of ski resorts. Relax in world-class accommodations. In North Lake Tahoe, breathtaking scenery and invigorating activities blend together to create the perfect winter destination for making a lifetime of memories.

Along with incredible skiing, North Lake Tahoe offers winter fun for adventurers and families alike—think sledding, ice skating and snowshoeing including midnight tours, snowkiting, snowmobiling and making the most epic snowman ever. Play in the snow in North Lake Tahoe, where your winter vacation is waiting for you.

**PLAN YOUR STAY NOW** 

X.e-6

# Winter Leisure Email Blast

12 SKI RESORTS      103 WINTER ACCOMMODATIONS      12 UNIQUE TOWNS



120+ EATERIES      COUNTLESS EXPERIENCES

fork and knife icon



Winter Wondergrass  
Music, Brews and Mountains March 30 – April 2, 2017

BUY YOUR TICKETS

X.e-7

# Winter Leisure Email Blast



## GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

From Reno-Tahoe International — 45 minute drive

From Sacramento International — 2 hour drive

From San Francisco International — 3 hour drive



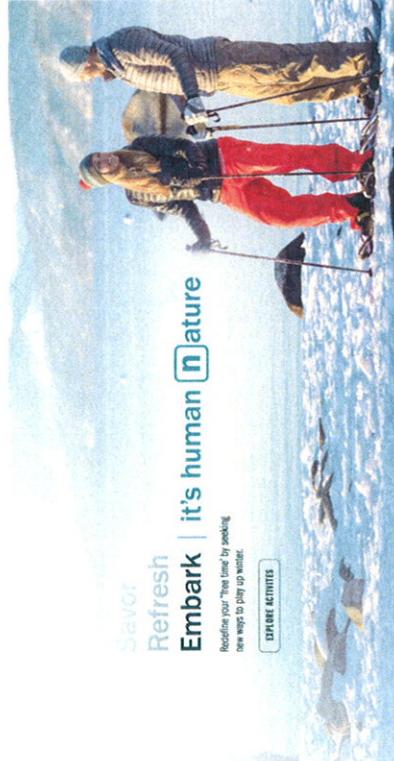
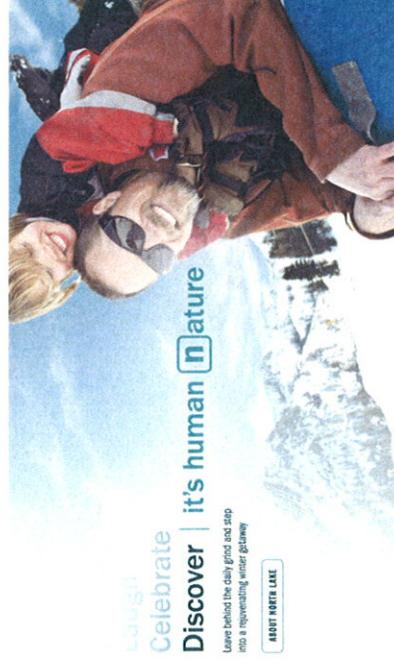
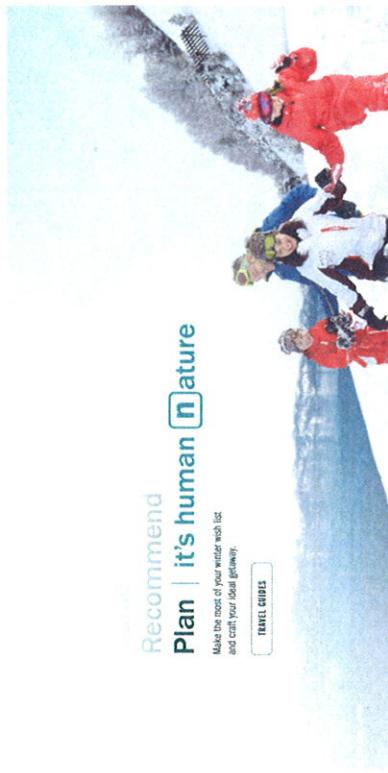
north lake tahoe



## **Website Sliders**

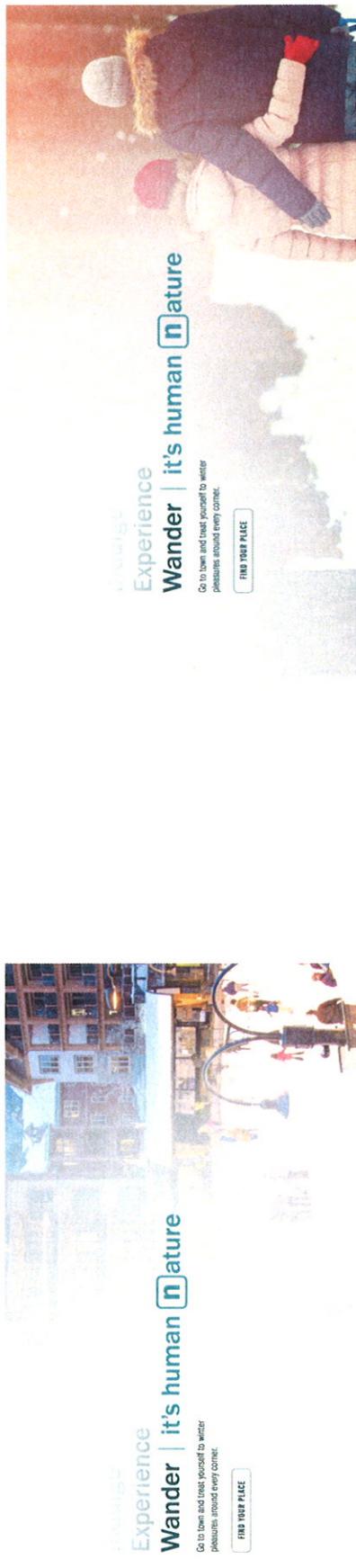
- Augustine designed a variety of Human Nature website sliders to focus on the winter season in NLT.
- Sliders were created for both desktop and mobile site visitation.
- While these are live on GoTahoeNorth.com the team is making adjustments and designing additional options, which will be included in the January report.

## Website Sliders



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## Website Sliders



X.e-11

# | December Digital Report

 north lake tahoe

**RICHTER**<sup>®</sup>

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# Executive Summary

## Leisure

- The largest share of “Book Now” conversions resulted from paid search ads, followed by email blasts. Those two sources also resulted in the longest time on site, suggesting high quality leads.
- YouTube and social ads targeted toward Outdoor Experience Seekers continued to perform best in December.
- Instagram ad performance improved in December, especially ads targeted toward young travelers in Los Angeles.

## MCC

- Email blasts successfully drove an increase in high-quality traffic to North Lake Tahoe’s web page, with users averaging over two minutes on the site.

# Considerations

## Book Now Conversions

- Book Now conversions have been implemented for December's reporting, but we are unable to gather November's conversion data. Going forward we will be able to measure this month over month.

## Native Advertising

- There was an issue with conversion tracking for the native placements. The vendor is working through this issue and should have this fixed for January reporting.



Leisure

n north lake tahoe

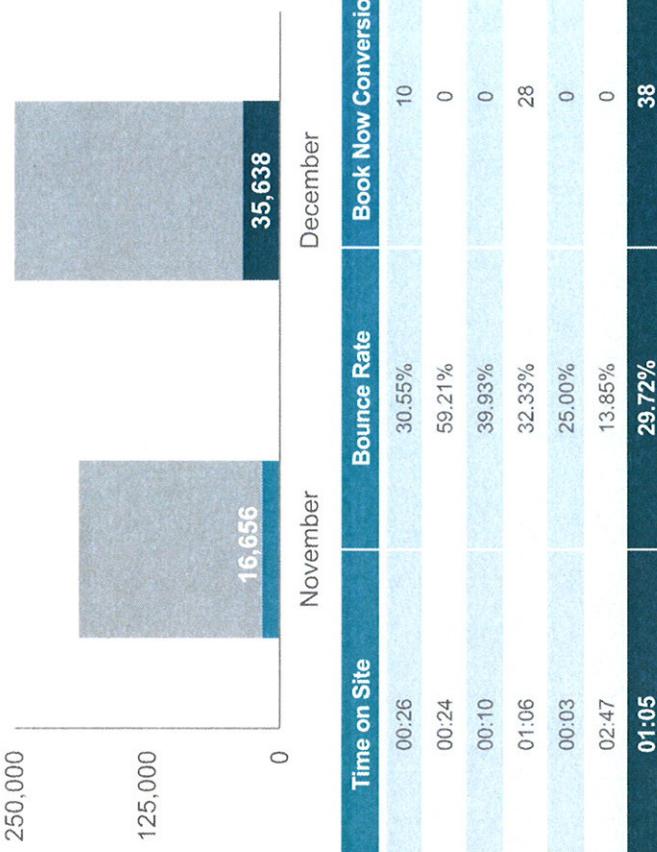
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## Advertising Performance

- Overall, web traffic from ads increased in December, helped by the addition of email advertising.

- Paid search featured the highest conversion rate of any medium (1.26%), followed by banner ads (0.06%).

Website Traffic From Ads



Medium	Pageviews	Sessions	Time on Site	Bounce Rate	Book Now Conversions
Banner	16,802	7,761	00:26	30.55%	10
Native	2,414	1,569	00:24	59.21%	0
Social	470	278	00:10	39.93%	0
Paid Search	2,220	832	01:06	32.33%	28
YouTube	7	4	00:03	25.00%	0
Email	13,725	3,632	02:47	13.85%	0
<b>Total</b>	<b>35,638</b>	<b>14,076</b>	<b>01:05</b>	<b>29.72%</b>	<b>38</b>

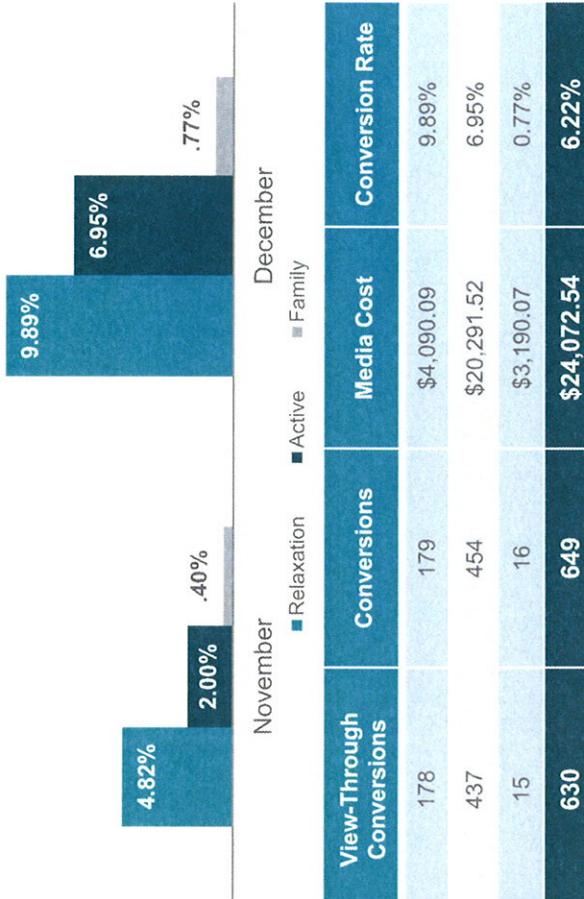
## December Digital Report | Leisure

## Display Performance by Creative

- Conversion rates increased across all three creative types, with Relaxation seeing the greatest change (+5 percentage points).

- Ads targeted toward older, experienced travelers boasted the highest conversion rate, with almost ten percent of users who clicked on an ad converting.

Conversion Rate Trending



Creative	Impressions	Clicks	CTR	CPC	View-Through Conversions	Conversions	Media Cost	Conversion Rate
Relaxation	888,593	1,810	0.20%	\$2.26	178	179	\$4,090.09	9.89%
Active	3,226,571	6,529	0.20%	\$3.11	437	454	\$20,291.52	6.95%
Family	900,034	2,091	0.23%	\$1.53	15	16	\$3,190.07	0.77%
Total	5,015,198	10,430	0.21%	\$2.64	630	649	\$24,072.54	6.22%

December Digital Report | Leisure

## Display Performance by Placement

Conversion Rate Trending

- Landing page conversions increased by almost 3.5x in December, leading to a four percentage point increase in the overall conversion rate.

- Conquesting ads from TripAdvisor, particularly those with the Active creative, featured the highest conversion rate of any placement.

Placement	Impressions	Clicks	CTR	CPC	Conversions	Media Cost	Conversion Rate
TripAdvisor	717,621	1,399	0.19%	\$6.73	576	\$9,408.64	41.17%
Retargeting	736,749	1,392	0.19%	\$1.80	55	\$2,503.70	3.95%
Programmatic	2,850,498	7,647	0.27%	\$1.30	17	\$9,976.74	0.22%
Native	710,330	0	-	-	1	\$5,682.64	0.00%*
<b>Total</b>	<b>5,015,198</b>	<b>10,430</b>	<b>0.21%</b>	<b>\$2.64</b>	<b>649</b>	<b>\$27,571.73</b>	<b>6.22%</b>

December Digital Report | Leisure

## Display Ad Examples

**Relaxation**

**Celebrate**

it's human nature



**PLAN YOUR TRIP**

north lake tahoe

Sizes:  
160x600, 300x250,  
300x600, 320x50,  
728x90

Impressions: 889K  
Clicks: 1.8K  
CTR: 0.20%  
**CVR: 9.89%**

**Bond**

it's human nature



**PLAN YOUR TRIP**

north lake tahoe

Sizes:  
160x600, 300x250,  
300x600, 320x50,  
728x90

Impressions: 900K  
Clicks: 2.1K  
CTR: 0.23%  
**CVR: 0.77%**

**Explore**

it's human nature



**PLAN YOUR TRIP**

north lake tahoe

Sizes:  
160x600, 300x250,  
300x600, 320x50,  
728x90

Impressions: 3M  
Clicks: 5.9K  
CTR: 0.19%  
**CVR: 6.18%**

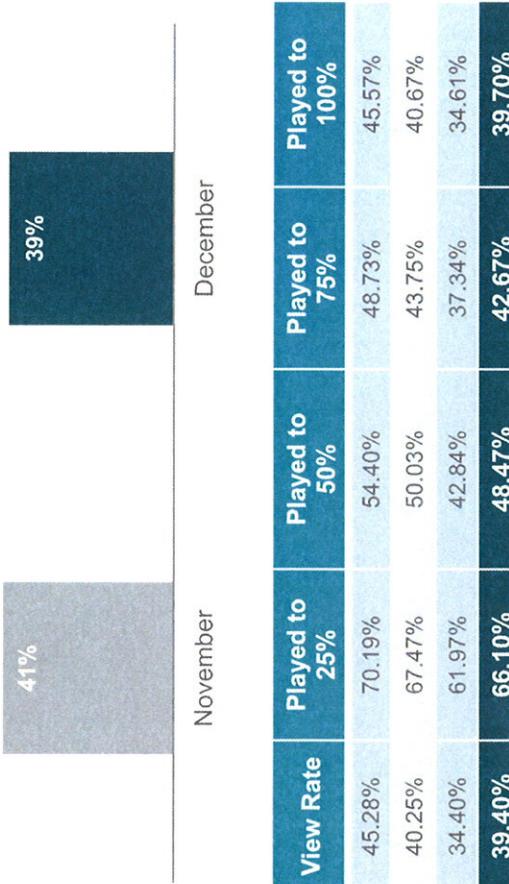
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X.e.-19

## YouTube View Performance

- YouTube ad performance dropped slightly in December, with 1.3K less total views and a two percentage point decrease in the view rate.

### View Rate Trending



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## YouTube Ad Examples



YouTube

Impressions: 44K  
Views: 17.4K  
View Rate: 39%

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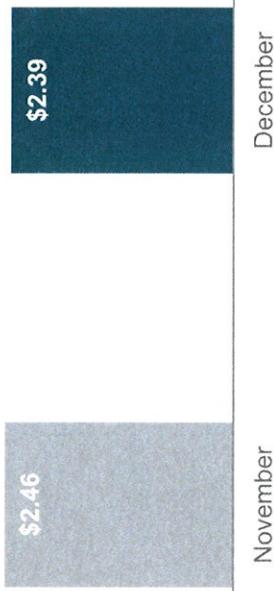
X.e-21

## Paid Search Performance

- Paid search cost per click improved to \$2.39 in December, down from \$2.46 a month earlier.

- The `nt_activities` ad group from the Vacation campaign and the `local_activities` ad group from the local campaign each resulted in five conversions, the highest among any ad group.

CPC Trending



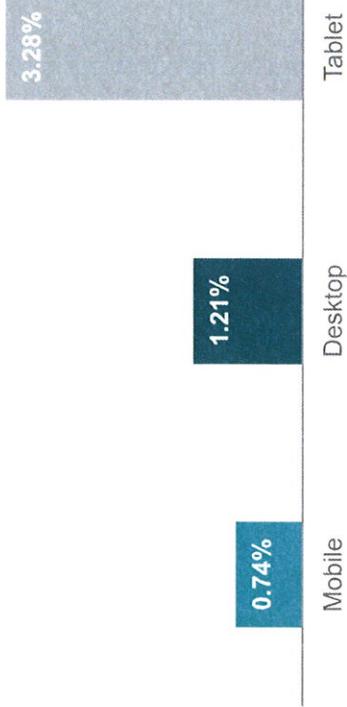
Campaign	Impressions	Clicks	CTR	Cost	CPC	Conversions
Evergreen – Local (SEM)	26,195	307	1.17%	\$458.52	\$1.49	5
Evergreen – Vacation (SEM)	394,464	1,216	0.31%	\$2,741.83	\$2.25	17
Winter (SEM)	286,533	1,013	0.35%	\$2,890.84	\$2.85	3
<b>Total</b>	<b>707,156</b>	<b>2,536</b>	<b>0.36%</b>	<b>\$7,296.53</b>	<b>\$2.41</b>	<b>25</b>

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## Paid Search Performance by Device

Conversion Rate by Device



- Overall, cost per click improved across all devices in December.

- While mobile users drove the highest number of both clicks and conversions, tablet users converted at a higher rate-per-click.

Device	Impressions	Clicks	CTR	Cost	CPC	Conversions
Mobile	276,107	1,751	0.63%	\$4,175.98	\$2.38	13
Desktop	394,825	663	0.17%	\$1,630.56	\$2.46	8
Tablet	36,224	122	0.34%	\$284.65	\$2.33	4
<b>Total</b>	<b>707,156</b>	<b>2,536</b>	<b>0.36%</b>	<b>\$6,091.19</b>	<b>\$2.40</b>	<b>25</b>

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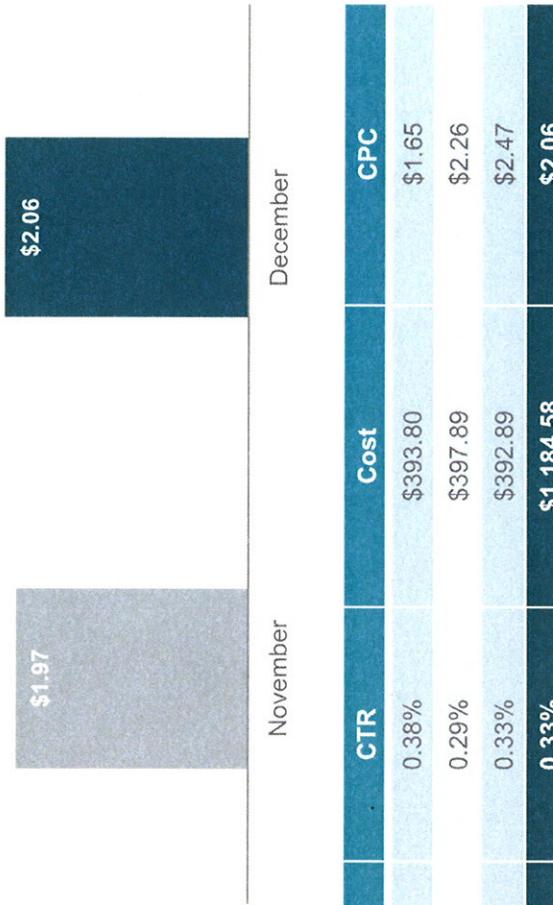
X.e-23

## Social – Facebook – Ads

- Facebook ad performance dropped slightly in December, including a \$0.09 increase in CPC and 0.05% decrease in CTR.

- Ads targeted toward users in Austin saw the largest jump in CPC (from \$2.22 to \$2.69); specifically those targeted toward older travelers increased from \$2.67 to \$3.70.

Cost Per Click Trending



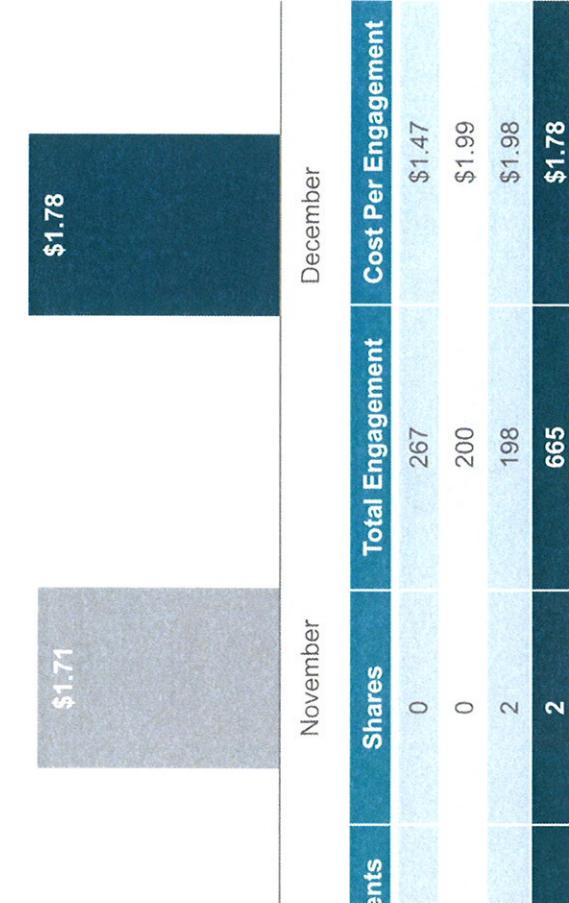
Target	Impressions	Link Clicks	CTR	Cost	CPC
Outdoor Experience Seekers	63,552	239	0.38%	\$393.80	\$1.65
Family Memories	60,963	176	0.29%	\$397.89	\$2.26
Someone Older, Something New	48,644	159	0.33%	\$392.89	\$2.47
<b>Total</b>	<b>173,159</b>	<b>574</b>	<b>0.33%</b>	<b>\$1,184.58</b>	<b>\$2.06</b>

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## Social – Facebook – Engagement

Cost Per Engagement Trending

- Overall, engagement more than halved in December, leading to a \$0.07 percent increase in cost per engagement.



Target	Link Clicks	Reactions	Comments	Shares	Total Engagement	Cost Per Engagement
Outdoor Experience Seekers	239	28	0	0	267	\$1.47
Family Memories	176	23	1	0	200	\$1.99
Someone Older, Something New	159	32	5	2	198	\$1.98
<b>Total</b>	<b>574</b>	<b>83</b>	<b>6</b>	<b>2</b>	<b>665</b>	<b>\$1.78</b>

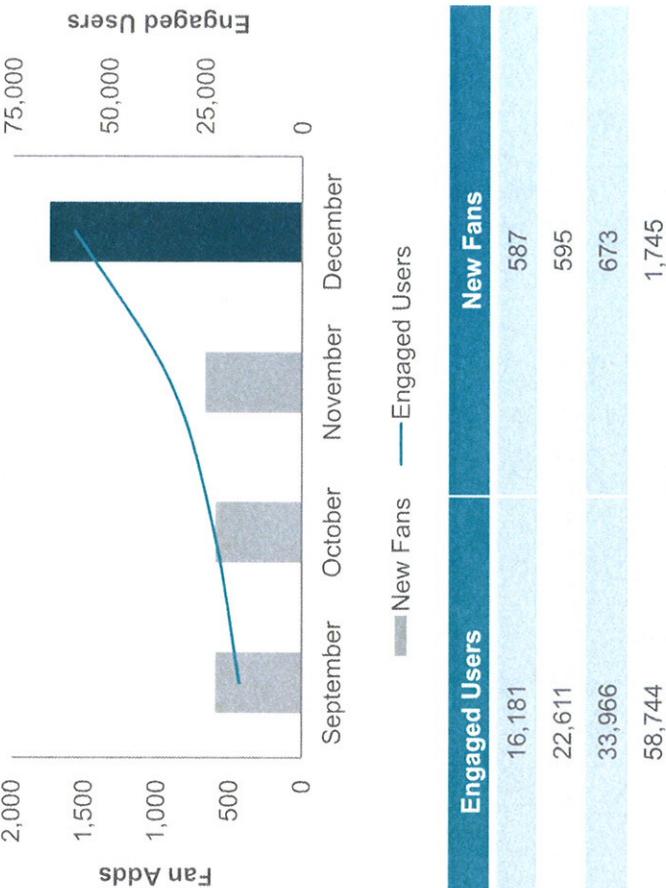
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X,e-25

## Social – Facebook – Page

- North Lake Tahoe's Facebook page witnessed a surge in activity in December, including:
  - 73% increase in engaged users
  - 12% increase in pageviews
  - 1.7K new fan adds

### Facebook Page Activity



Month	Impressions	Engaged Users	New Fans
September	1,027,855	16,181	587
October	997,715	22,611	595
November	1,692,003	33,966	673
December	1,902,066	58,744	1,745

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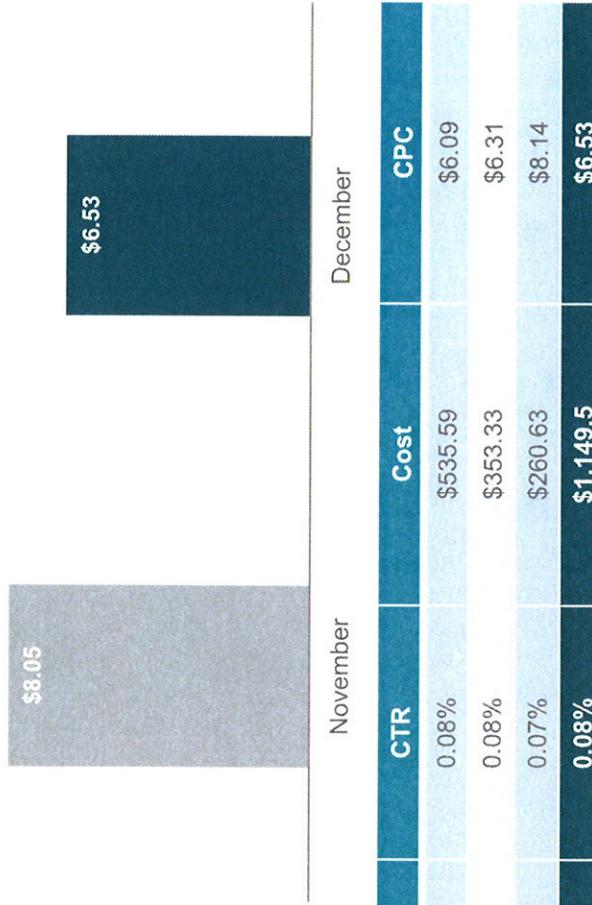
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## Social – Instagram – Ads

- Opposite of Facebook, Instagram ad performance improved in December, including an almost 19% reduction in cost per click.

- Ads targeted toward families saw the largest reduction in CPC (a 26% reduction), especially those targeted toward users in Los Angeles.

CPC Trending

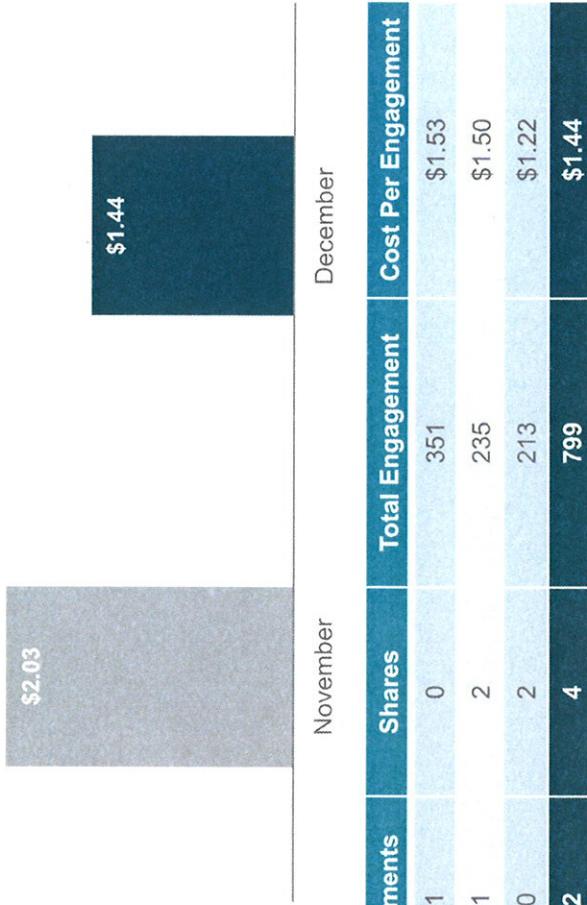


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## Social – Instagram – Engagement

Cost Per Engagement Trending

- Engagement increased across all three targets demographics, led by outdoor experience seekers, driving a \$0.59 decrease in cost per engagement.
- Users in Los Angeles continued to be the most engaged audience, comprising over half of total engagement in December.



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X.e-28

## Social Ad Examples

Facebook

North Lake Tahoe Shared 1 link Like Page Sponsored

Wonder Imagine Experience | it's human nature Venture Breathe Connect

Winter Wonders Await Get ready to hit the slopes. Visit North Lake Tahoe to experience excitement and beauty this winter.

Book Now

Like Comment Share

1,733 likes · 574 comments · 0 shares · 1 hour ago

Impressions: 173K Clicks: 574 CTR: 0.33%

Instagram

Instagram North Lake Tahoe Sponsored

Play Smile Connect it's human nature

Book Now

Make a snow day to the whole family! Play like a kid again and experience the ultimate in winter fun in North Lake Tahoe.

Impressions: 224K Clicks: 176 CTR: 0.08%

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X.e-29

## Landing Page Test (Homepage vs Lodging Page)

Book Now Conversion Rate

- Overall, users that were sent to the GoTahoeNorth.com homepage (Test A) spent more time on the website and drove a higher book now conversion rate.

- Users that were sent to the lodging page (Test B) spent less time on the site and were less likely to leave after viewing only one page.

Display Test A

Display Test B

Ad Group	Pageviews	Sessions	Time on Site	Bounce Rate	Book Now Conversions
Display Test A	7,518	3,860	00:29	36.89%	5
Display Test B	7,817	3,042	00:20	16.63%	1
Facebook Test A	209	141	00:17	63.12%	0
Facebook Test B	119	61	00:03	16.39%	0

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MCC

north lake tahoe

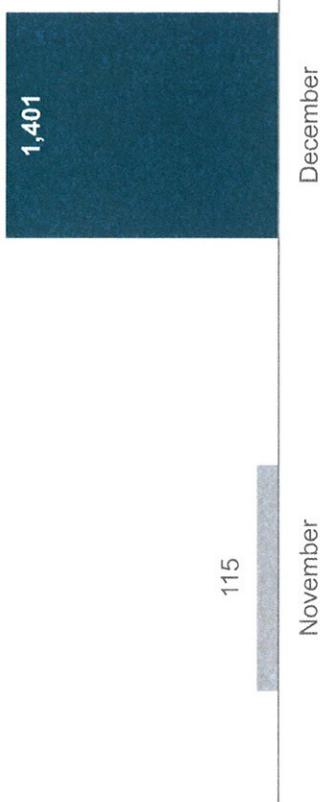


X.e-31

## MCC Ad Performance

### Pageviews From MCC Ads

- GoTahoeNorth.com traffic from MCC ads increased significantly in December with the addition of email blasts. Email alone directed over 1K users to North Lake Tahoe's meetings page, with users spending on average over two minutes on the site.



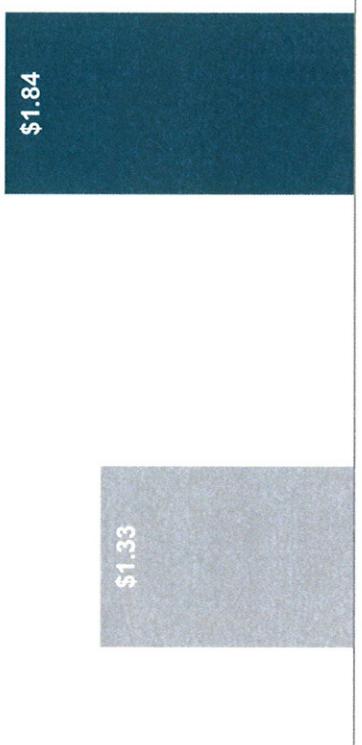
- Pageviews from Facebook ads nearly tripled from November, while time on site decreased.

Platform	Pageviews	Sessions	Time on Site	Bounce Rate
Facebook	316	193	00:07	20.00%
Email	1,085	243	02:22	13.17%
Total	<b>1401</b>	<b>436</b>	<b>01:22</b>	<b>26.38%</b>

December Digital Report | MCC

## Social – Ads

### CPC Trending



- Overall, MCC social ads were viewed approximately 160K times with roughly 0.46% of users clicking on a link within an ad, leading to an average cost per click of \$1.84.
- Cost per click for Instagram ads increased significantly in December, rising from \$6.58 to \$8.96.

Platform	Impressions	Link Clicks	CTR	Cost	CPC
Facebook	123,974	713	0.58%	\$1,089.00	\$1.53
Instagram	36,095	31	0.09%	\$277.65	\$8.96
<b>Total</b>	<b>160,069</b>	<b>744</b>	<b>0.46%</b>	<b>\$1,366.65</b>	<b>\$1.84</b>

December Digital Report | MCC

## MCC Social Ad Examples

**Facebook**

North Lake Tahoe | started a link | Like Page

Instagram

Collaborate | it's human nature

Create  
Inspire  
Motivate

Meet Up for Success

Bring inspiration and motivation to the table where you hold your meeting or event in beautiful North Lake Tahoe.

Book Now

Like Comment Share

Impressions: 124K  
Link Clicks: 713  
CTR: 0.58%



**Instagram**

Instagram

North Lake Tahoe | Sponsored

Instagram

Collaborate | it's human nature

Create  
Inspire  
Motivate

Give your meeting an altitude adjustment. Get together in the clean mountain air and inspiring beauty of North Lake Tahoe.

Book Now

Cloud Share

Impressions: 36K  
Link Clicks: 31  
CTR: 0.09%



December Digital Report | MCC

X.e-34



Thank You

## OPERATIONS REPORT

January 19, 2017

Submitted by Ava Hinojosa

### **Summary:**

With the new snowfall in December, we saw increased activity at the Center. Visitors stopping in for lodging information, winter activities, road conditions and weather related questions. More residents are returning to the Center with renewed interest. Merchandise Sales over budget due to holiday gift purchases and ski-lift tickets sold.

### **Highlights:**

- Visitor Information Center Activity (see new financial dashboard):
  - December traffic counts ahead of last year by 65% and 3% over YTD.
  - Merchandise Sales over budget by 98% in December; 41% over budget YTD.
- Visitor Center signage project completed with the installation of exterior lighted billboards and museum quality story panels.

### **Notes:**

- Met with Thunderbird Lodge management team to discuss 2017 tour program.
- About 50 people in attendance for our annual holiday Soup Fest held on December 9.
- Coordinated regional radio announcement, ad and editorial for local activities and events.
- Attended the monthly ICBA and BACC meetings.
- Completed Q2 physical inventory and reports.
- Participated in the North Lake Tahoe Shop Local Holiday contest, hosted a Sip & Shop at the Center, and took part in the ICBA & IVGID Community Tree Lighting event.
- Art Gallery: new art exhibition is scheduled to open on February 1 featuring 4-artists in 4-mediums. A reception to meet the artist will be hosted on Friday, February 17.
- Promoting *Touch the Lake* campaign that launches January 1 through April 30. This winter campaign is coordinated by the North Tahoe Business Association and Chamber Collaborative and is designed to encourage and drive incremental visitation to lakeside businesses. A printed map will be distributed to guests staying more than one night. Map is to help increase awareness of the proximity of lakeside towns and offers dining and activity coupons.
- Attended holiday parties for IVCB Historical Society and Thunderbird Lodge Preservation Society.
- Continue to network with local businesses and community to promote strong partnerships.

## **Sales Department Report for December 2016**

Staff – Bart Peterson – Business Development Manager

Attended Incline Village Business Association Christmas Mixer on 12/2 and Christmas Tree Lighting Ceremony on 12/17.

Attended China Ready program at Squaw Valley.

Generated RFP for Riskalyze event of 1,000 attendees Nov 15-17, 2017 to be held at Hyatt Regency.

PPT Presentation on the region submitted to our representation in China for sales training in Shanghai.

Train Holiday music video and new NLT Brand video distributed to TravelNevada representation in UK, Australia, Mexico, Brazil, France, India and China.

Launched ski shop promotion in LA and Austin to raffle off a 5 night ski and stay package for two. Shops have in-store signage with enter to win boxes. Shops are following directive for social media promotion of the contest as well.

Coordinate discount lift ticket re-sale program for Diamond Peak, Mt. Rose, Homewood and Squaw Valley | Alpine Meadows.

Filmed segment with Mountain Resort Television highlighting Activity Tickets.

XII.b-1

President/CEO Report  
Activities Report  
January 17<sup>th</sup>, 2016

- NORTH LAKE TAHOE MARKETING COOPERATIVE
  - Implementing Winter marketing efforts with Augustine Ideas/Richter7
  - Worked with NLTRA accounting team on quarterly coop financial statements
  - Implementing Winter social and communication plans with Abbi Agency
  - Coordinated with LTVA on Amgen Tour of California Women's Tahoe stage race
  - Worked with Coop on \$150,000 supplemental marketing plan
  - Worked with conference sales team on revenue generation and analytic review
  - Attended NLTRA agency status meetings
  - Participating in NLTRA CEO Search Committee
- OPERATIONS & ACCOUNTING
  - Continue refinements to POS and QuickBooks accounting process
  - Developing server replacement option and time frame
  - Received winter retail inventory for sales
- PROJECTS
  - Completed install of porch display project
  - Began review and analysis of merchant banking accounts
  - Attended Tahoe Film Festival events
  - Implemented regional television exposure with Lake Tahoe TV and Mountain Resort Television for support of Activity Tickets and Concierge partners
  - Held annual organization SoupFest festivities
  - Continued participation in NLTRA Organizational Task Force on Marketing
  - Celebrated Fred Findlen's departure with board event at Thunderbird Lodge
  - Attended meeting with Thunderbird Lodge staff on 2017 season tour operations
- MEETINGS
  - Attended TMA meeting
  - Attended RASC Executive Committee meeting
  - Attended RASC Board meeting
  - Attended Visit California China Ready Program
  - Meet with Mountain Resort Television personnel on program opportunities
  - Meet with Lake Tahoe TV personnel on program opportunities
  - Attended RTT monthly meeting
  - Meet with JT Thompson and new Coop committee members for coop debrief
  -

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