



north lake tahoe

North Lake Tahoe Marketing Coop
Departmental Reports
September 2015

Departmental Report: Advertising
NLT 2014-2015 Extended Winter/Spring Campaign
August 16, 2015 - September 15, 2015

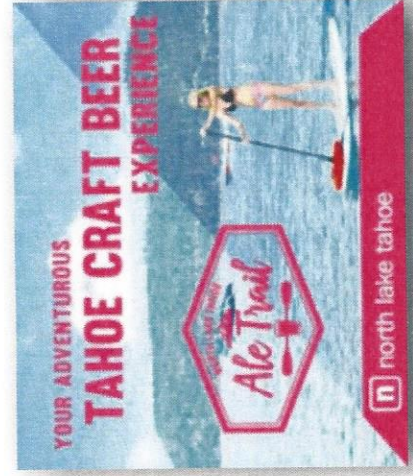
Agenda

1. Digital Desktop Display
2. Digital Mobile Display
3. Digital In-Picture Display
4. Digital Desktop Video
5. SEM
6. GoTahoeNorth.com Performance
7. Appendix
 1. Methodology

Digital Desktop Display: Banners

Target: Southern California

Campaign to date: 9/14/15-9/15/15	Impressions Served	Clicks	CTR	CPC	eCPM
DataXu	580,075	491	0.08%	\$2.68	\$2.27
Hulu - Companion Banners	6,054	0	0.00%	\$0.00	\$0.00
TripAdvisor	37,438	12	0.03%	\$45.01	\$14.43
TOTAL	623,567	503	0.08%	\$3.69	\$2.98



Display Creative

- Beach: 0.09 % CTR
- Ale Trail: 0.09 % CTR

CTR benchmark:
0.10%

Digital In-Picture Display: GumGum

Target: Southern California

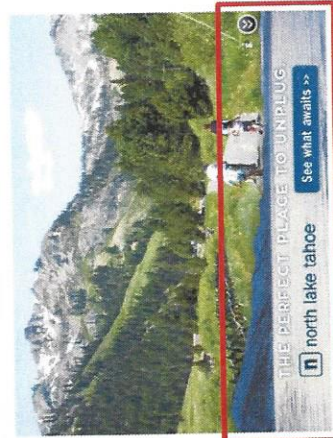
Campaign to date:
9/14/15-9/15/15

	Impressions Served	Clicks	CTR	CPC	eCPM
GUMGUM	64,233	1,035	1.61%	\$0.65	\$10.51

FAMILIES GO!
FAMILY TRAVEL JUST GOT EASIER

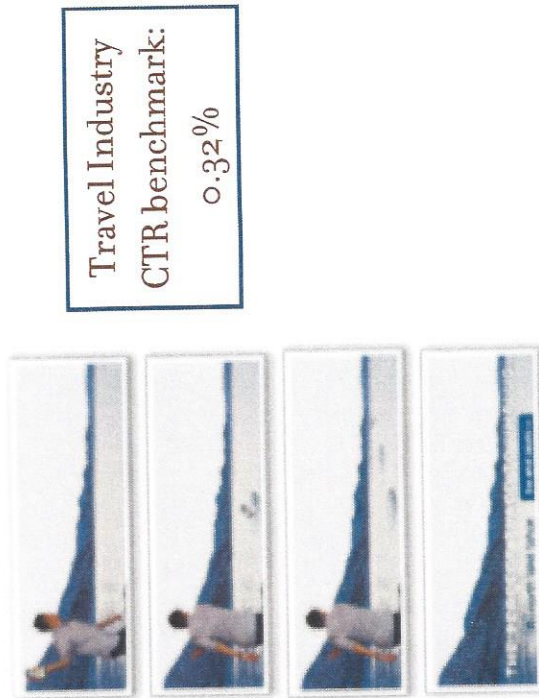


Boat Rides and Bear Burgers in Lake Tahoe



By Barbara Mascareno

We would have never guessed it was spring in Lake Tahoe as we climbed out of the car one May weekend. While the ski lifts were closed, plenty of winter snow lingered. Nevertheless, with attractions like the Olympic Village at



WeatherSlider

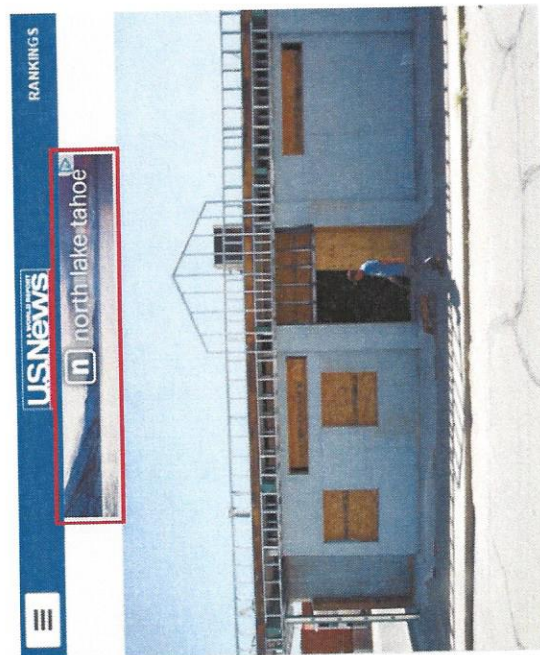


XII.a-5

Digital Mobile Display: Logos Target: Southern California

Campaign to date: 9/14/15-9/15/15	Impressions Served	Clicks	CTR	CPC	eCPM
DataXu	263,606	423	0.16%	\$1.53	\$2.46
TripAdvisor	12,720	33	0.26%	\$5.40	\$14.00
TOTAL	276,326	456	0.17%	\$1.81	\$2.99

Mobile
CTR benchmark:
0.13%



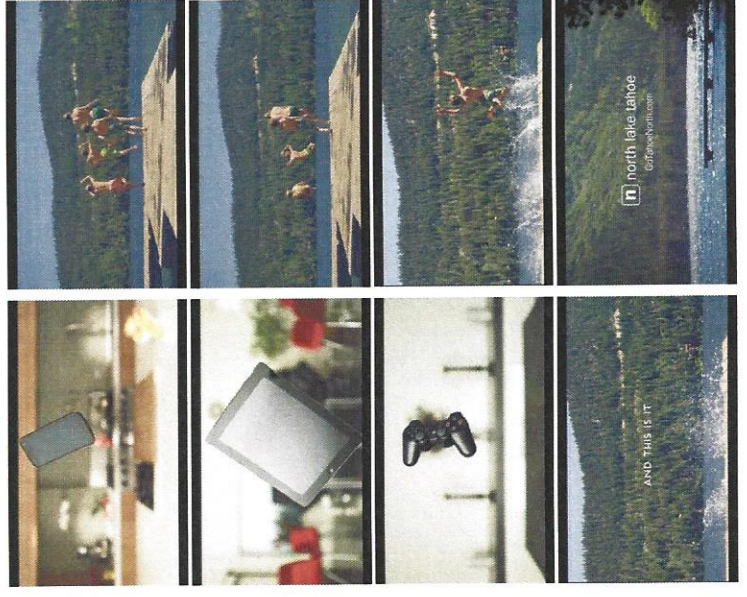
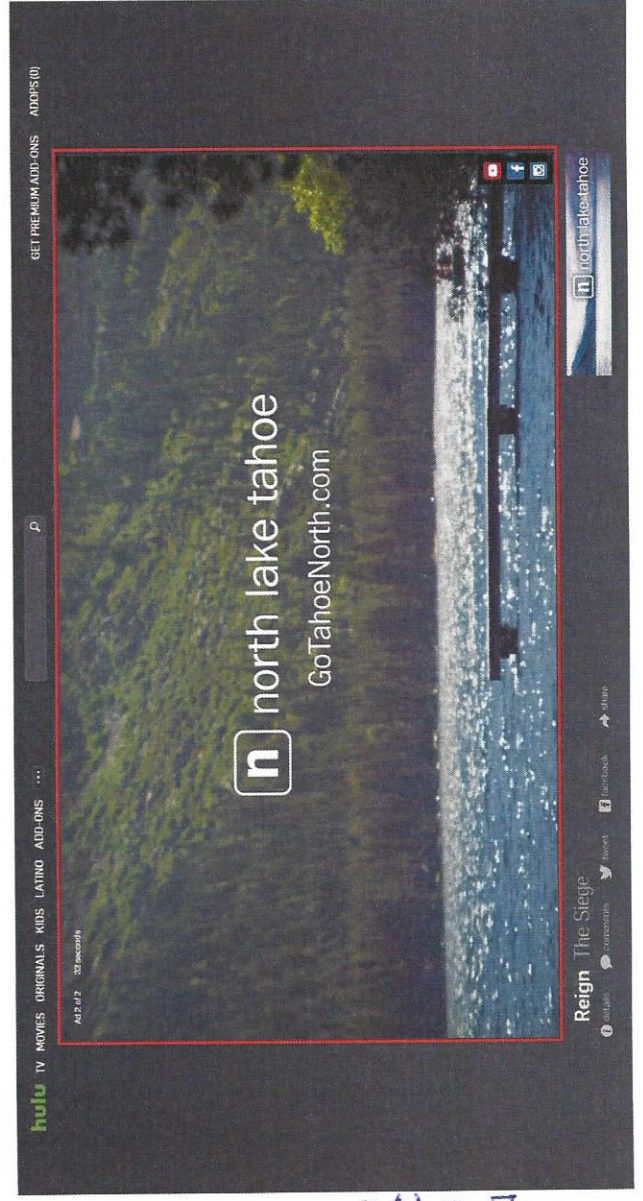
XII.a-6

Digital Video

Target: Southern California

Campaign to date: 9/14/15-9/15/15	Impressions Served	Clicks	CTR	CPC	eCPM	Completed Views	VCR	CPCV
DataXu	40,372	29	0.07%	\$19.56	\$14.05	19,441	48%	\$0.029
Hulu	56,581	82	0.14%	\$22.06	\$31.97	55,622	98%	\$0.033
TOTAL	96,953	111	0.11	\$21.41	\$24.51	75,063	77%	\$0.032

“Dock-Gadgets” Creative: 9/14-9/30



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SEM: Generic Ad Group, NLT Brand Ad Group, and Top Keywords
Target: All of California

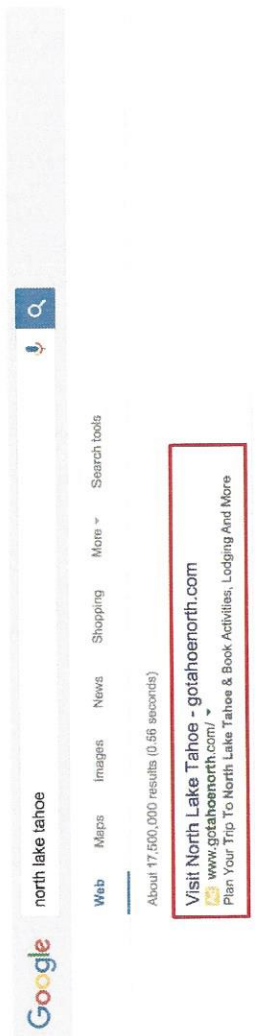
Campaign to date: 8/16/15-9/15/15	Impressions Served	Clicks	CTR	CPC	eCPM	Avg. Position
Non-Brand	501,044	3,562	0.71%	\$0.71	\$5.05	4.3
NLT Brand	35,558	1,365	3.84%	\$0.99	\$37.82	2.3
TOTAL	536,602	4,927	0.92%	\$0.79	\$7.22	4.2

Top Clicked Keywords:

1. north lake tahoe
2. lake fishing
3. cabins for rent
4. lake boating
5. events
6. camping California
7. gambling casinos
8. casinos
9. beaches
10. north tahoe
11. fishing
12. lake kayaking
13. lake tahoe casinos
14. hotels
15. camping spots

Highlights:

- We continue to deliver a strong number of impressions and clicks at a strong CTR and low CPC
- CTR has increased since last month, while Avg. Position has slightly decreased as the summer season wraps up



X11.2.8

SEO: GoTahoeNorth.com

Date Range: 8/16/2015-9/15/2015

Total Sessions: 67,268

Unique Visitors: 54,551
(76.7% new)

Page Views: 325,256

Avg. Pages/Session: 4.84

Avg. Session Duration: 2:43

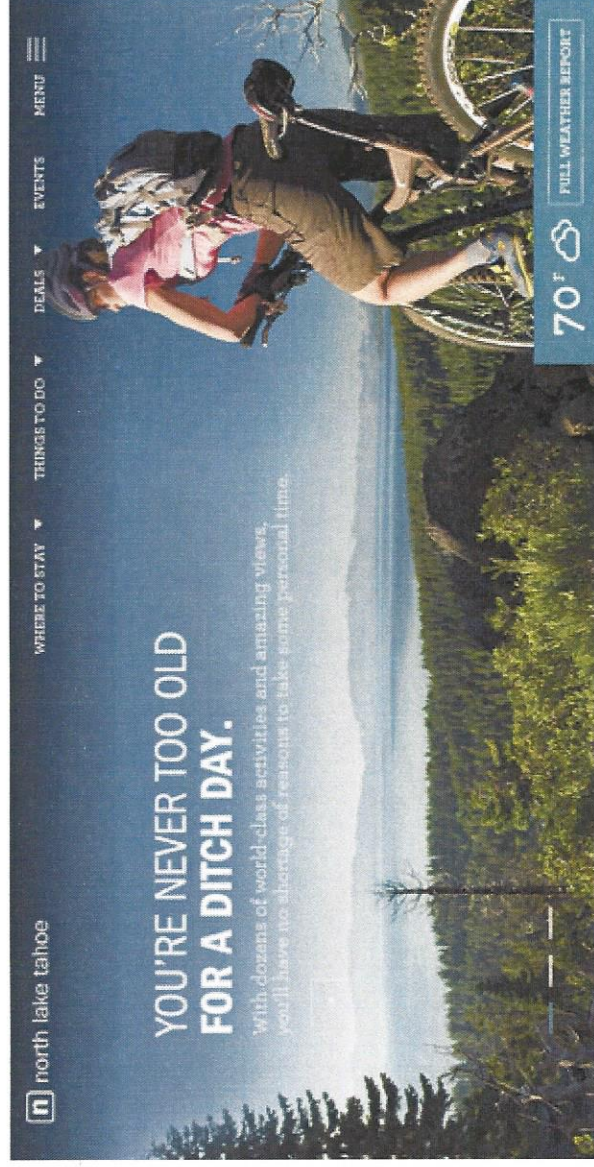
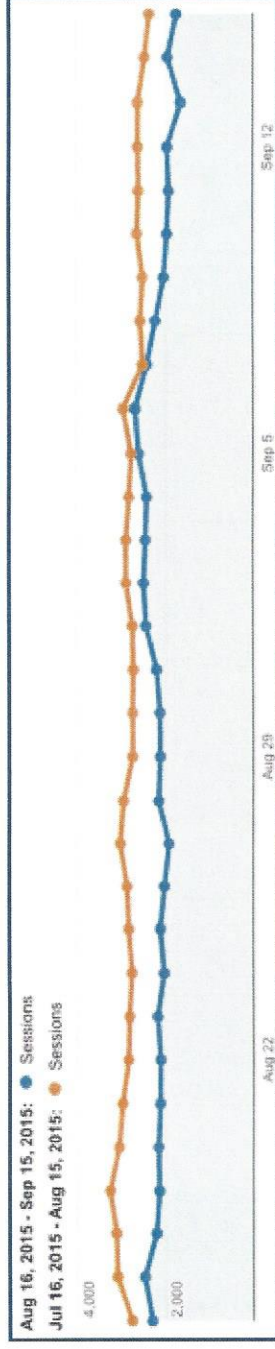
Lodging Page Visits: 9,399

Things/Hiking/Hiking-Trails Page Visits: 13,750

Traffic Sources*

40.3K California (63.4%)
8.7K San Francisco (21.7%)
4.1K Sacramento (10.3%)
2.0K Los Angeles (5.0%)
1.9K Truckee (4.7%)
1.3K South Lake Tahoe (3.2%)
1.2K San Jose (3.1%)
0.8K San Diego (2.0%)
0.7K Delano (1.8%)
7.8K Nevada (12.2%)
3.8K Incline Village (40.8%)
2.9K Reno (37.3%)

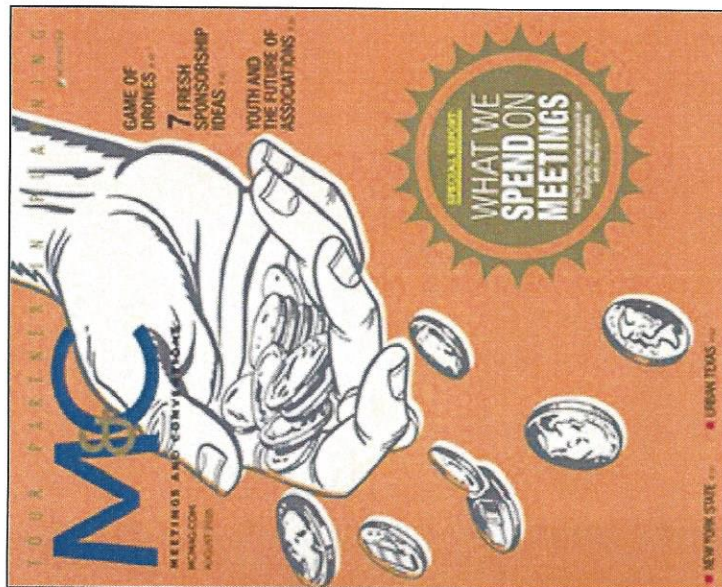
*States are % of US. Cities are % of State.



XII.9-9

Conventions

National Print: August Issues



- Meetings & Conventions: 1/2 page ad
- Impressions: 50,000
- Smart Meetings: 1/2 page ad + advertorial
- Impressions: 88,000

XII.a-11

Appendix

Methodology

Impressions Served - # of NLT ads that have run to date
Ordered Impressions - # of NLT ads that were planned to run to date
Delivery Index - Impressions Served divided by Ordered Impressions times by 100
Clicks - # of Clicks on NLT ads to date
CTR (Click Through Rate) - Clicks divided by Impressions Served
CPC (Cost Per Click) - Cost divided by Clicks
eCPM (Effective Cost Per Thousand Impressions) - Cost divided by Impressions Served times by 1,000
Homepage VTR - # of post Impression Served and/or Clicks responses that went and/or returned to the NLT Homepage after initial ad encounter divided by Impressions Served
Cool Deals VTR - % of post impression and/or click responses that went and/or returned to the NLT Cool Deals page after initial ad encounter divided by Impressions Served
Completed Views - # of NLT video ads that ran to 100% completion to date
VCR (Video Completion Rate) - Completed Views divided by Impressions Served
CPCV (Cost Per Completed View) - Cost divided by Completed Views



North Lake Tahoe September Recap

Public Relations Content Marketing Design Social Media

XII.9-14



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Goals:

1. Capitalize on summer and fall with engaging, shareable content that drives fans, followers and readers to North Lake Tahoe (examples: giveaways, Tahoe Type Quiz, Boating Video + Release, etc.)
2. Promote summer events and festivals through owned channels (newsletter, social) and media outreach
3. Create and implement crisis communication plans around drought and forest fires

Story Angles

- Fall Recreation
- Festivals / Human Powered Events:
 - Autumn Food & Wine
 - IRONMAN
- USA Today Voting: Best Adventure Destination
- Crisis Communication: Drought/Fire
- Cool Deals; Value
- East Coast Travel: Non-Stop Service on JetBlue from JFK to Reno-Tahoe
- Long lead pitching: Fall Foliage, Fall Activities/Events, What's New Winter

Social Media

- Deal Driven
- Call-to-Action Content
- Information; Images
- Events
- Giveaways
- Campaigns:
 - #MyTahoeAdventure
 - #TahoeSports
 - North Lake Tahoe is open for summer, boat launching
- Instagram Takeovers

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September Campaign

Primary Goals & Objectives

- Launch Ale Trail campaign
- Grow media footprint in New York City by following up with deskside meetings, TravelNevada media event, and RASC media trip
- Arrange SF and Sacramento desksides
- Continue destination pitching
- Long lead fall/winter 2015
- Meetings & Conventions outreach

Talking Points & Messaging

- Ale Trail Campaign launch
- Non-stop JetBlue flight targeting New York travelers and publications
- Events: Autumn Food & Wine
- Five Reasons to visit North Lake Tahoe this Fall
- Long lead: What's New in Winter
- Winter Deals to Book Now

Content Marketing

- Newsletter Themes:
 - CANFEST list, Tahoe Ale Trail launch
 - General list, Tahoe Ale Trail launch, IRONMAN & Spartan Race
 - General list, Win tickets to AF&W, USA Today Voting
- Fly Reno-Tahoe Social Media Posts:
 - Tahoe Ale Trail
- Blog for GoTahoeNorth Website:
 - North Lake Tahoe Ale Trail Map
 - Fall in to Health & Wellness in North Tahoe
 - This is, Spartan Race
- Press Releases:
 - NLT Tourism Summit Release
 - Autumn Food & Wine Winner Release
 - What's New Winter 2015-2016



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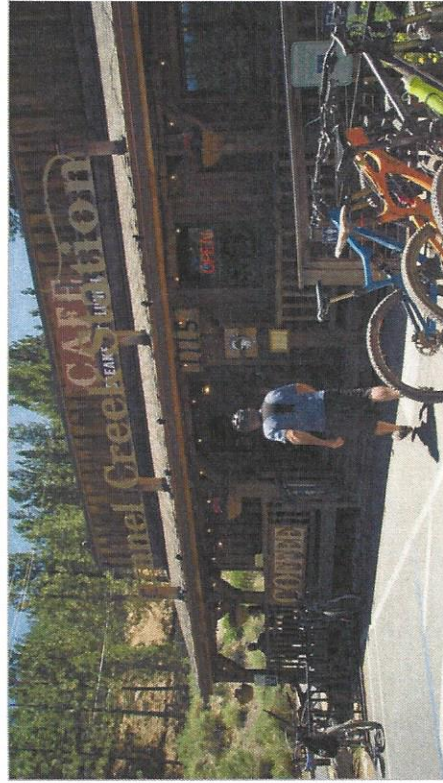


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XII-a-16

Sipping on adventure on the new North Tahoe Ale Trail

September 24, 2015 by Julie Kallus



A mountain biker heads into Tunnel Creek Station, a famous stop now linked to outdoor adventures along the North Tahoe Ale Trail. Photo: Tyler Bourns for North Lake Tahoe

It's not called the North Tahoe Drunken Trail for no reason. That's according to Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau, who has helped establish the area's new North Tahoe Ale Trail.

The point is not to drive around to a bunch of tap houses and get hammered, but to explore North Lake Tahoe, California, by foot, bike or boat with a frosty-beverage destination as a reward for a day well spent — outside. More treat, less tour.

Public Relations: September Results

Total Placements: 26

Total Reach: 14,225,668

Total Publicity Value: \$69,862

Placement Highlights:

- Grind TV(Yahoo! Sports affiliate), Sipping on adventure on the new North Tahoe Ale Trail(publicity value: \$19,246)
- NBC Bay Area, Fall Foam: North Lake Tahoe Ale Trail (publicity value: \$1,239)
- 7x7, 25 Things to do in Tahoe this Fall (publicity value: \$5,970)
- Yahoo, Autumn Food & Wine (publicity value: \$7,242)

Pending Placements:

- San Francisco Chronicle, October/November feature
- 7x7, 20 Reasons to Visit NLT in Fall
- Canoe & Kayak Magazine, Ale Trail
- Growing Up Chico Magazine, What's New in Winter



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Public Relations

Media FAMs

Outlet: Lonely Planet

Angle: Exploring Lake Tahoe for Guide

Who: Cliff Wilkinson

Trip Date: September 20-21

Run Date: TBD

Outlet: Momma's Gone City

Angle: Family Travel in North Tahoe

Who:

Trip Date: October 23-25

Run Date: November

San Francisco & Sacramento Desksides

Outlet: Diablo Magazine

Angle: What's New in North Tahoe, My Favorite Mountain survey/questionnaire

Outlet: San Francisco Chronicle

Angle: Winter Recreation, Tahoe Ale Trail

Outlet: Freelancer (Outside, Nat Geo Traveller, San Francisco Magazine, San Francisco Chronicle)

Angle: Winter Recreation, Tahoe Ale Trail

Outlet: KCRA

Angle: Meteorologist, weather and snow conditions update & plan

Outlet: Freelancer (California Meetings & Conventions, Sacramento Magazine)

Angle: Tahoe Ale Trail, Winter, Meetings & Conventions



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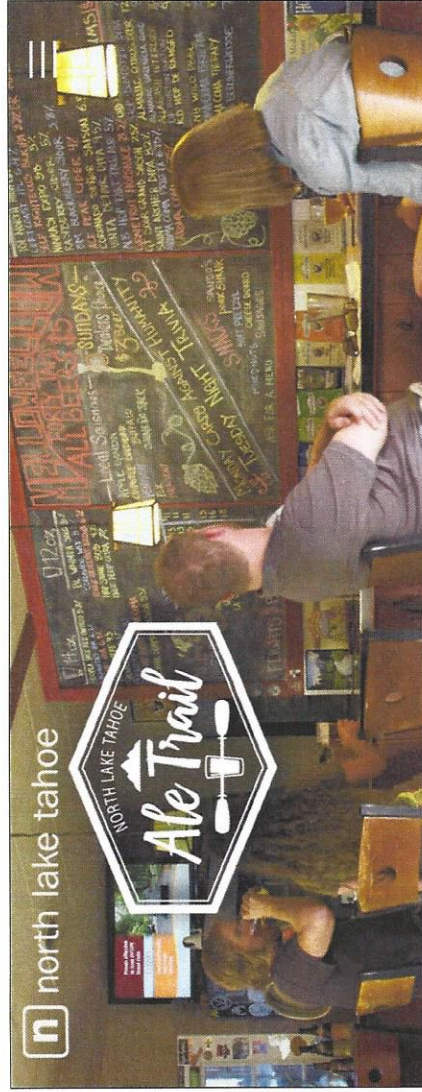
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Ale Trail Campaign Launch



North Lake Tahoe Ale Trail

Your Adventurous Tahoe Craft Beer Experience

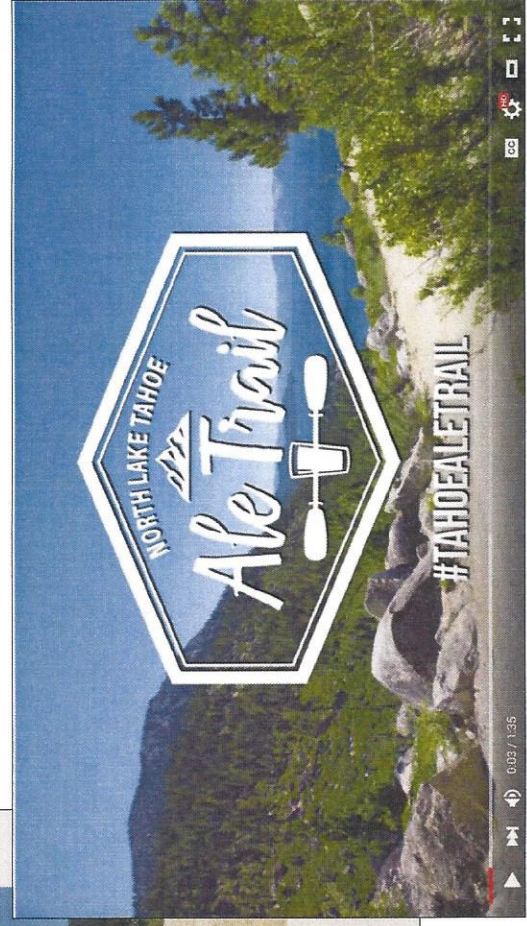
High up in the Sierra Nevada mountains lies Lake Tahoe, one of the nation's largest alpine lakes, home to diverse water trails and mountain trails, and an equally diverse set of bars and watering holes.

North Lake Tahoe has received national acclaim for its recreational opportunities including being named "Best Lake" in 2014 by *Outside Magazine*, a No. 1 travel destination by *TripAdvisor* and a top finisher in USA Today's 10Best reader's poll for Best Recreation Destination. If a frosty beverage after a day of recreation is your thing, we rounded up the best trails

MOUNTAIN BIKE



More info on mountain biking
[View >](#)



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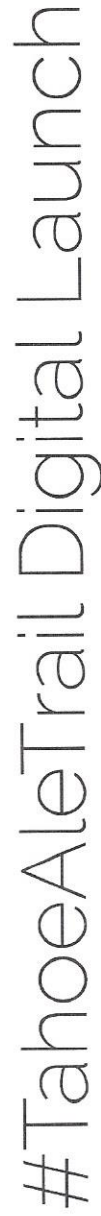
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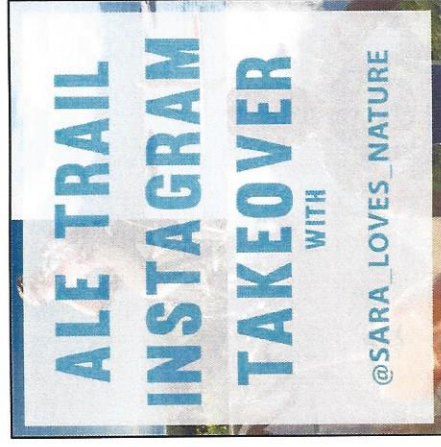
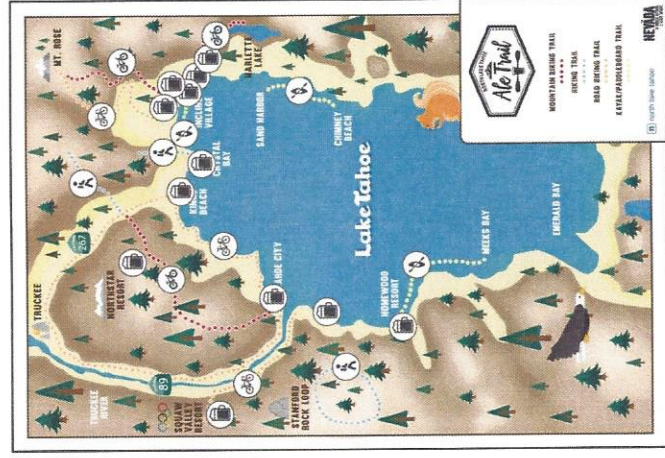
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- Views: 6,025
- Hovers: 18,626
- Clicks: 943
- Average time on image: 22.3
- Most popular trail: Sand Harbor to Thunderbird Lodge

Social Media Integration

- Ale Trail content regularly shared through all North Lake Tahoe social outlets, including: map, individual trail and bar highlights, videos, photos, blogs and user-generated content
- Facebook and YouTube ads to run through September 30
- #TahoeAleTrail Instagram Takeovers coordinated with @sara_loves_nature and @renodiamondhvh





#TahoeAleTrail Photo Contest

Photo Contest launched on September 8

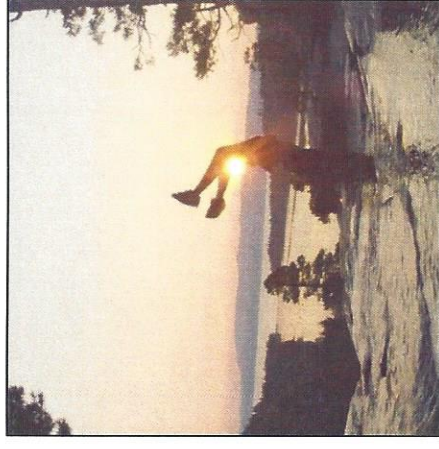
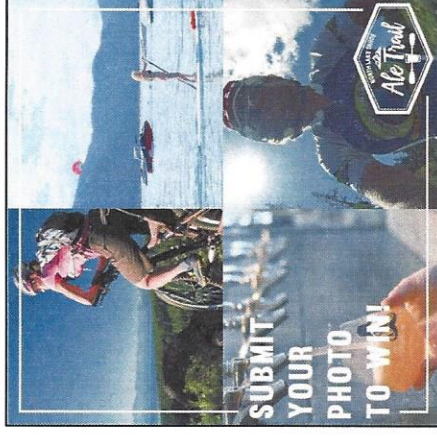
- Entries: 15
- Votes: 14
- Unique Tab Visitors: 55
- Engagement: 1,884
- Total uses of #TahoeAleTrail: 40

Details

- Duration: September 8 – October 15
- Prize: Ale Trail Prize Package
- Winner determined by popular votes

Deliverables

- Social sharing graphics (4)
- Facebook Contest Tab
- Weekly contest promotion
- Re-sharing submitted photos



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#TahoeAleTrail Digital Ads

Facebook Ads

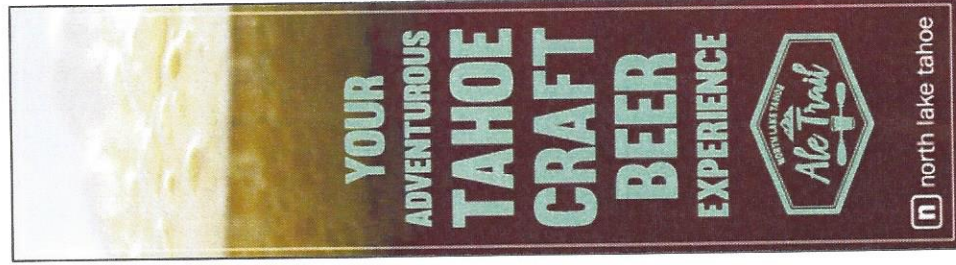
- Duration: September 17 – 30
- Impressions: 3,448

YouTube Ads

- Duration: September 17 – 30
- Impressions: 844
- Video Views: 66

Digital Banner Ads

- Creative developed and provided to School of Thought for placement within online ad buy
- Ad creative: 4



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Social Media: September* Results

Facebook Data

- Total Number of Likes: 92,669
- Gained in September: 1,186
- Demographic: 41% male, 59% female
- Impressions by City:
 - Reno: 72,800
 - Sacramento: 14,500
 - Sparks: 14,100
- Likes by City:
 - Los Angeles: 14,021
 - Sacramento: 4,381
 - San Diego: 3,409

Twitter Data

- Total Number of Followers: 12,600
- Gained in September: 321
- Mentions: 93
- Link Clicks: 581
- Re-Tweets: 116
- Demographic: 59% male, 41% female

Instagram Data

- Total Number of Followers: 13,198
- Gained in September: 1,898
- Total Photos: 1,011

Pinterest Data

- Total Number of Followers: 517
- Total Number of Pins: 697

Design

Various branded graphics for social sharing: 5



*Results pulled from August 25 – September 23, 2015



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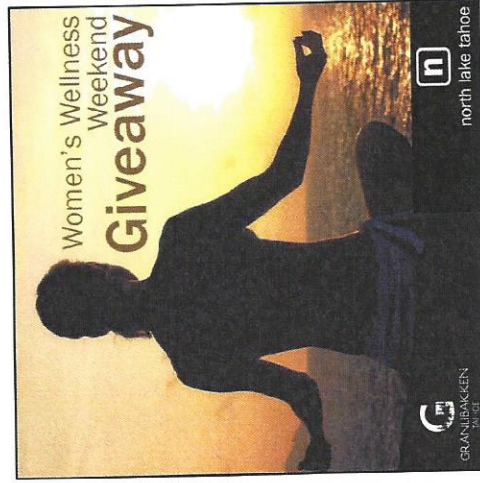


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Social Engagement Tools

Giveaway: Women's Wellness Weekend at Granlibakken

- **Goal:** Encourage followers to 'Like' and interact with North Lake Tahoe social pages; increase event awareness and reward select users with admission to events
- **Duration:** Sept. 21 - Oct. 21
- **Deliverables:** Coordination with Granlibakken, development of graphics and contest tab, post through page and selection of winner

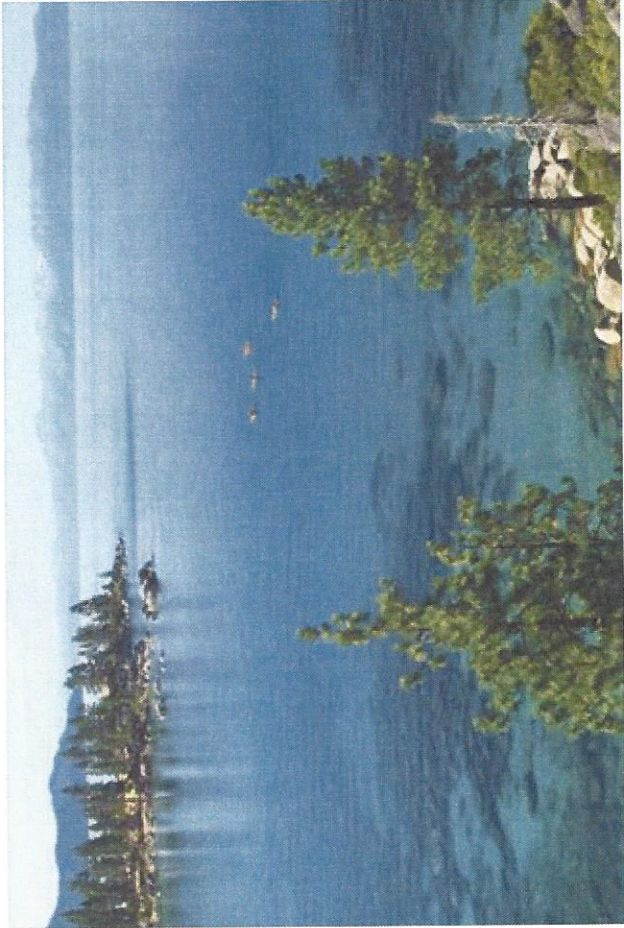


Instagram Takeovers

- **Goal:** Foster relationships with top Instagram influencers to promote the Tahoe Ale Trail, gain new followers and traffic from local influencers
- **Sept. 25:** @sara_loves_nature to host first #TahoeAleTrail Instagram Takeover
- **Oct. 2:** @renodiamondnv to host second #TahoeAleTrail Instagram Takeover
- **Deliverables:** Outreach and coordination with Instagram influencers, graphics and promotion



Social Media Highlights



1.3k Likes 27 Comments 223 Shares

Like Comment Share

North Lake Tahoe
Published by Nicole Duxbury [?] · August 27 at 4:35pm ·

Lake Tahoe has been nominated for best destination for outdoor enthusiasts by USA TODAY 10Best Readers' Choice Awards. Cast your vote daily here: <http://bit.ly/1NrHw4J>

Facebook Post, Aug. 27

- Likes: 2,310
- Shares: 226
- Comments: 126
- Reach: 22,836



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Social Media Highlights



tahoenorth [Follow](#)

1,440 likes 3w

tahoenorth A pink #TahoeNorth sky is second best to Tahoe Blue water, don't you think? (Photo: @jordanherschel)

[view all 47 comments](#)

eddiev_47 Jesus @_gabrielelee_

bonaevox 🙏🙏

mrsincredible00 @billygott I'll never forget the most beautiful sunset I've ever seen in my whole life was in Tahoe with you. At that moment, 19 years ago, I realized I was in love with a soul AND a place. I still am. 🍷

th3cuda @lella.821 @sethflamang

kayrozz @twilkins15

canonkid1 @matlenk

labetty89 @busybeejazzzy north Tahoe next time!!

robinbmayer Next weekend! @cccastle

[Add a comment...](#)

Instagram Post, Aug. 28

- Likes: 1,440
- Comments: 47
- Reach: 13,000

X11.a-26

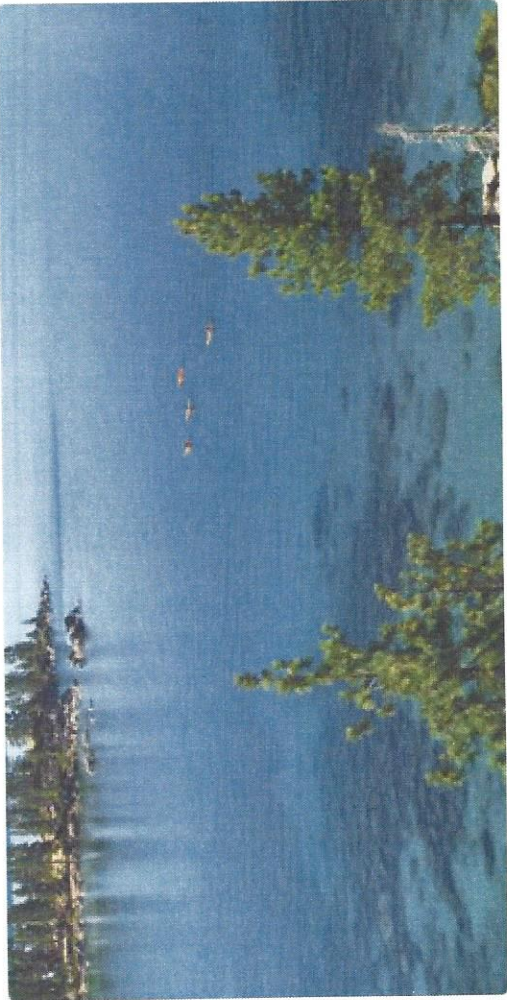


Social Media Highlights



North Lake Tahoe @TahoeNorth · Sep 1

Vote for Lake Tahoe as your favorite destination for outdoor enthusiasts for @10Best: bit.ly/1NrHw4J





Tweet, Sep. 1

- Favorites: 10
- Re-Tweets: 6
- Clicks: 10
- Reach: 1,793

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Social Media Highlights

North Lake Tahoe with Forrest A Dodge and 3 others
Published by Nicole Duxbury (P) · September 1 at 4:29pm · 🌐

The North Lake Tahoe Ale Trail is finally here! Join us on an adventurous craft beer experience not to be missed. Check out our interactive map for more information: <http://bit.ly.com/tahoealetrail>



2.2k Likes 180 Comments 605 Shares

Like Comment Share

41.7K	30.1K	7.5K
Organic Reach	Paid Reach	Post Clicks

Boosted

Facebook Post, Sep. 1

- Likes: 3,670
- Shares: 617
- Comments: 669
- Reach: 71,660

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Thank You

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Conference Department Report for July 2015

In September 2015 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 hosted the bi-monthly Conference Sales Committee Meeting

Staff participated in monthly conference call with Abbi Agency and School of Thought

Staff attended monthly NLTRA sales department meeting

Staff attended the NLTRA marketing meeting

Staff attended an appreciation and networking event put on by West Shore Café & Homewood.

Staff attended and volunteered at events during Ironman Lake Tahoe.

Staff attended North Lake Tahoe Tourism Summit

Staff participated in a conference call with Spartan Race marketing team

Staff attended and volunteered at events during Autumn Food & Wine

Staff hosted a dinner for California Peace Officers Association

Staff hosted breakfast for Dow Chemical staff. Dow is hosting their meeting this week at the Ritz-Carlton

Staff hosted a site visit for Arizona Alliance for Community Health Centers. AACHC has selected North Lake Tahoe for their meeting and will decide between the Ritz-Carlton and Village at Squaw Valley next week. They will bring approximately 250 room nights to the area and roughly \$50,000 in room revenue.

Staff attended M&C Interact in New Orleans August 30-September 2, 2015. During this event Staff had 20 appointments with qualified meeting planners. This event is the premier face-to-face event for the meetings industry. Staff is following up on potential leads from the following organizations:

- Destinations & Details – 100 room nights for June 2016
- EventOvations – October 2016 or 2017 Golf Event 100 room nights
- American Distilling Institute – 2016 or 2017 100 room nights

Staff conducted sales appointments in the Dallas, Plano, Arlington and Fort Worth Areas September 2-3, 2015. From these appointments Staff generated the following leads

- Conference Direct (Organic Girl) May-June 2016 150 room nights
- Fusion Marketing (Private Client) July 2017 114 room nights
- Fusion Marketing (Amerinet) March 2016 180 room nights

Staff hosted a site visit for The Association of Consulting Foresters. They are considering North Lake Tahoe for their June 2017 Annual Conference. The meeting will bring approximately 550 room nights to the area and \$98,000 in room revenue.

Staff conducted site inspection with VSP for their annual Family Committee Meeting. This meeting would generate 150 room nights and bring 50+ people to North Lake Tahoe in August 106. Estimated total room revenue \$38,000

Staff conducted site inspection with Home Economics Careers and Technology for their Annual Leadership & Management Conference. This meeting would generate 180 room nights and bring 125+ people to North Lake Tahoe in June 2017. Estimated total room revenue \$27,000.

Staff assisted AOM Events in putting together a site visit for September – October 2016 wedding for 150 people and 90 rooms

Staff met with staff from Edawn Consulting/Incentive Marketing Representatives Association. IMRA is hosting their meeting this week at Resort at Squaw Creek.

Staff participated in the SMARTFAM coordinated by the Reno-Tahoe Meetings Cooperative. The cooperative brought 12 meetings planners to the area for a 3 day trip. Staff participated in a conference call with the Lake Tahoe Lacrosse Summit organizers. They are looking to increase the size of the tournament significantly in 2016 with the addition of 6 fields at North Lake Tahoe High School.

Staff continued to work on lodging options for the WonderGrass Tahoe Program for April 2015. This event is expecting to bring 3000 people to the North Lake Tahoe area

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September, 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.



north lake tahoe

Leisure Departmental Report
9-29-15

TRAVEL TRADE

- Met with Air North about possible new flight from Vancouver to Reno
- Registered for The Governor's Global Tourism Summit, in November
- Press release for new winter experiences 2015/2016 went out
- Assisted in organization of journalist from the Daily Mail, UK publication
- Organized itinerary for Australian journalist for Out & About Kids Magazine

FAMs

- Participating in Brazil FAM today, 9/29 with Incline/CB CVB
- Working on November Japan FAM coming from Visit California, Japan
- Working with Gate 7 & Black Diamond to strategize for Australia & UK 2015/2016 FAM events
- Participating in the Biggest Little City FAM event, Oct 1st -3rd

CONSUMER & MISC

- Finalized Leisure Budget for 2015/2016
- Met with local partners – RSCVA, Ritz, Hyatt, Village at Squaw, Tahoe City Kayaks, Tahoe Adventure Company, Yoga Room, Wanderlust Studio, etc.
- Finalized the local lodging site tours for first week of October
- Working on Nordic 12-pack revised pricing & communal advertising efforts
- Completed Spartan "Explore North Lake Tahoe" incentive program
- Enrolled in thetouroperator.com
- Got pricing for a North Lake Tahoe Destination video to be produced



professional creative services

September, 2015 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff regularly regarding functionality issues found within the new 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

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