



Leisure Departmental Report
October 2018

MARKETING CO-OPERATIVES:

- Joint Talents China - On-going Project
 - 6-month project
 - Working on building packages with hotel properties
 - First draft of our English landing site has been provided to us
- SKI.COM Trade Newsletters
 - Partner participation – four hotels in our region
 - (2) newsletters going out to the 18K travel agents within Ski.Com
 - November & December
- Canadian Traveler
 - Launched October
 - Online banner ads & e-newsletter sponsorship ads
 - How to Sell North Lake Tahoe article
 - November – Discover California – Canadians Guide
- Update on Expedia – Mid-way report
 - Launched September 15th
 - Extending the program through December 15th
 - Current ROI: \$12:\$1
 - Producing over \$170,000 in room revenue
 - Switched to winter creative Nov 1st

TRAVEL TRADE:

- China:
 - Working on developing a new China Ready Guide for North Lake Tahoe
- Tour Mappers, Boston, MA:
 - Conducted a training with 5 agents

INTERNATIONAL MEDIA:

- Upcoming: Travel Nevada Global Tourism Summit Post Media FAM
 - November with 27 journalists from 10+ countries

TRAVEL TRADE FAMS:

- Completed:
 - Visit California UK Super FAM in October 6-8
 - RSCVA & Brand USA China Mega FAM - October 27-30th
 - Virgin Holidays, UK: November 2-3rd
- Upcoming Winter FAMS:

- North Lake Tahoe Winter FAM – January 14-17th

INTERNATIONAL OFFICE UPDATE:

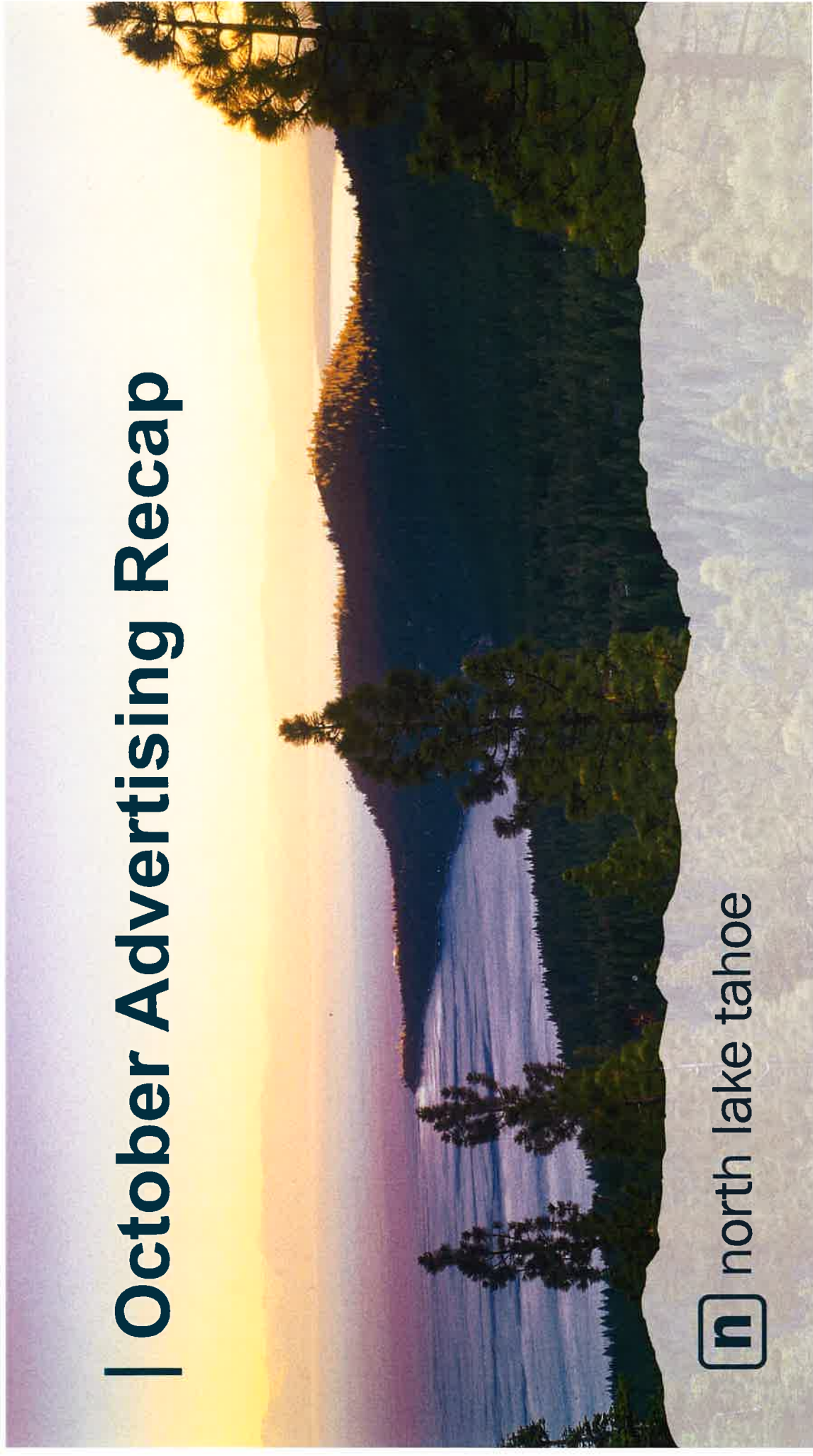
- Canada October Update:
 - Distribution Analysis Provided – List of target tour operators has been assigned.
 - Call to discuss our Vancouver Partner Event – DCI will be providing us a proposal for this by mid-November
- UK/Ireland Update:
 - (2) Meetings held with BA Holidays & Ski Safari
 - Trainings: Funway, Ski Safari, Flight Centre, Tour America Red Cow Day,
 - Highlight: Hosted UK SuperFAM
- Australia October Update:
 - 45 agents trained
 - Highlights: American Express Reservations Training, MTA Travel Managers Cluster Training, E-Newsletter Inclusion

SALES MISSION INFORMATION:

- Completed: Visit California Canada Sales Mission: 9/29-October 5th
 - Toronto, Montreal, Calgary, and Vancouver
 - Highlights: well known in Western Canada, but we have work to do in Eastern Canada.
 - Follow up has been completed
- Coming Up:
 - Travel Nevada Global Tourism Summit, November in Reno, NV
 - Expedia Conference, Las Vegas, December
 - Bonotel & Allied T Pro Receptive Operator Sales Calls, Las Vegas, December
 - Partners will be joining NLT in Vegas for these trainings.
- IPW Hotel Participation Request:
 - June 1-5, 2019 in Anaheim California
 - This is the leading international inbound travel trade show, driving \$4.7 billion in future travel to the United States.

| October Advertising Recap

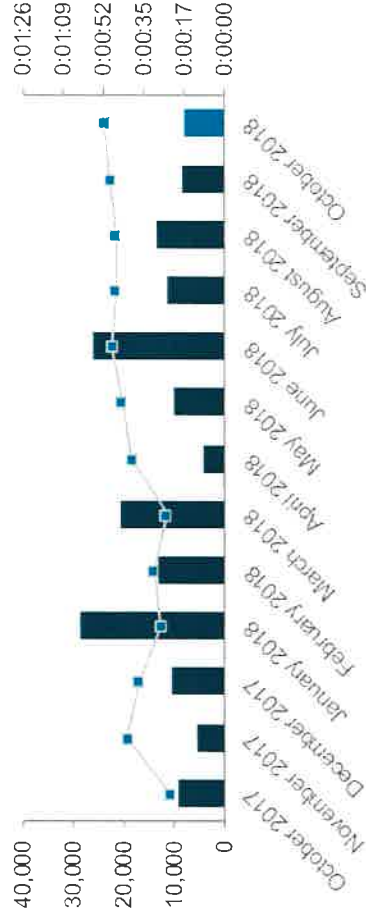
 north lake tahoe



Overview by Campaign

- Together, Consumer and MCC campaigns served nearly 5.9 million impressions in October resulting in 8K visits to GoTahoeNorth.com. Nearly 31% of all users who visited the site spent more than 115 seconds browsing content resulting in 365 book now button clicks.
- As seen in the chart on the right, the average session duration from ad traffic steadily increased throughout the year, up to 00:52 this month. This is the result of optimizations made toward prioritizing visitors who are likely to spend more time browsing content.

Sessions and Time on Site Over Time



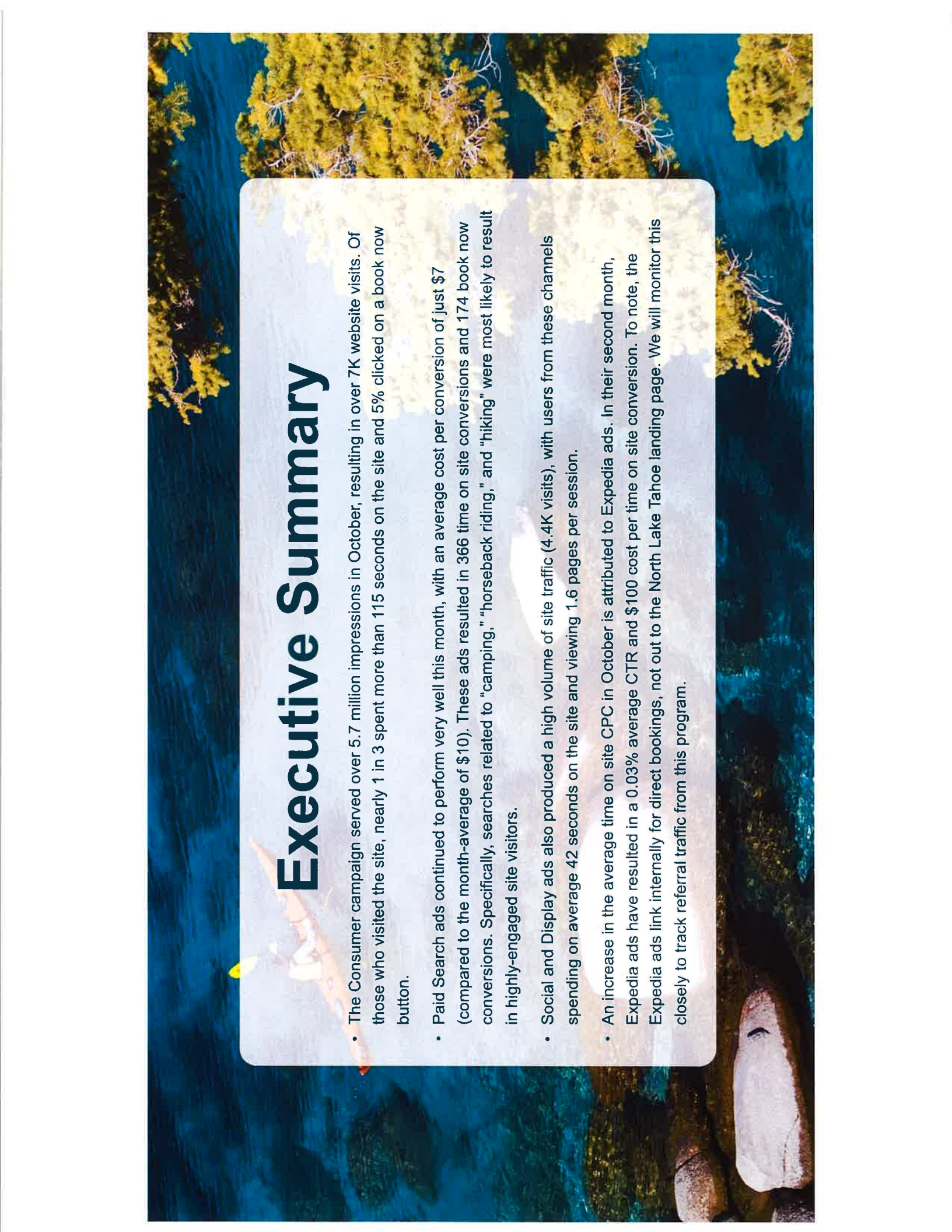
Campaign	Impressions	CTR	Spend	Sessions	Time on Site	Pages Per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	5,753,940	0.14%	\$33,278	7,124	00:49	1.7	73%	2,341	363
MCC	103,978	0.96%	\$1,773	901	01:21	2.0	52%	114	2
Total	5,857,918	0.16%	\$35,051	8,025	00:52	1.7	70%	2,455	365

October Advertising Recap | All Campaigns

| Consumer



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Executive Summary

- The Consumer campaign served over 5.7 million impressions in October, resulting in over 7K website visits. Of those who visited the site, nearly 1 in 3 spent more than 115 seconds on the site and 5% clicked on a book now button.
- Paid Search ads continued to perform very well this month, with an average cost per conversion of just \$7 (compared to the month-average of \$10). These ads resulted in 366 time on site conversions and 174 book now conversions. Specifically, searches related to "camping," "horseback riding," and "hiking" were most likely to result in highly-engaged site visitors.
- Social and Display ads also produced a high volume of site traffic (4.4K visits), with users from these channels spending on average 42 seconds on the site and viewing 1.6 pages per session.
- An increase in the average time on site CPC in October is attributed to Expedia ads. In their second month, Expedia ads have resulted in a 0.03% average CTR and \$100 cost per time on site conversion. To note, the Expedia ads link internally for direct bookings, not out to the North Lake Tahoe landing page. We will monitor this closely to track referral traffic from this program.

Executive Summary

- Display ad CTRs dropped in October following an surge in performance the prior month. This is typical for new creative to see high levels of performance within the first 30 days of activation.
- Ads targeted towards older experience seekers performed best this month, resulting in 67 time on site conversions. Historically, we have seen strong performance from this segment during the fall months.
- Facebook and Instagram ads performed above-average in October, including an impressive 0.99% average CTR and \$8 cost per conversion (13-month averages are 0.45% and \$24, respectively).
- Ads targeting families performed particularly well, driving the largest share of prospecting conversions and book now clicks. Similar to recent months, conquesting ads are struggling to perform. We are looking at alternatives for this targeting strategy.
- October's lone email was opened by 17% of all users resulting in 1.4K clicks. This led to 237 time on site conversions for an average cost per conversion of \$11. This is in line with the average from October 2017 (\$11.11).

Executive Summary

- Notably, users that landed on the "Wellness Weekend" event page were far more likely to click a book now button (1.38% conversion rate compared to the overall 0.43%). This is similar to September in which 1.29% of users sent to the "Tahoe City Oktoberfest" page clicked on a book now button. We will continue to feature events that encourage overnight visitation in these emails.
- Our first video/photo shoot took place at the end of October, focusing on capturing the fall colors. The two-day shoot was broken into two categories – millennials and multi-generational family– and featured locations in Incline Village, Kings Beach and Tahoe City. These assets will be added to the asset library for use in future advertising campaigns, social media and video content, as needed.

Display Ad Examples



Families

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

Impressions: 535K
Clicks: 369
CTR: 0.07%
TOS Conversions: 50
CVR: 13.55%



Outdoor Enthusiasts

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

Impressions: 535K
Clicks: 409
CTR: 0.08%
TOS Conversions: 53
CVR: 12.96%



Workaholics

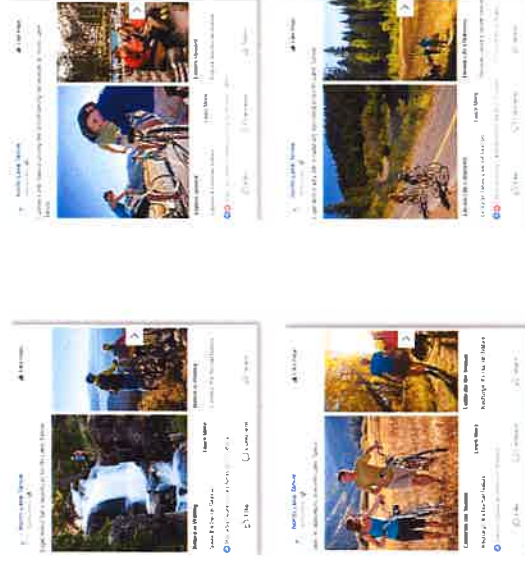
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 536K
Clicks: 403
CTR: 0.08%
TOS Conversions: 67
CVR: 16.63%

October Advertising Recap | Consumer

Facebook Ad Examples

Dynamic Creative



Impressions: 285K
Clicks: 2.8K
CTR: 0.99%
Engagement: 700
TOS Conversions: 423
CVR: 15.05%

October Advertising Recap | Consumer

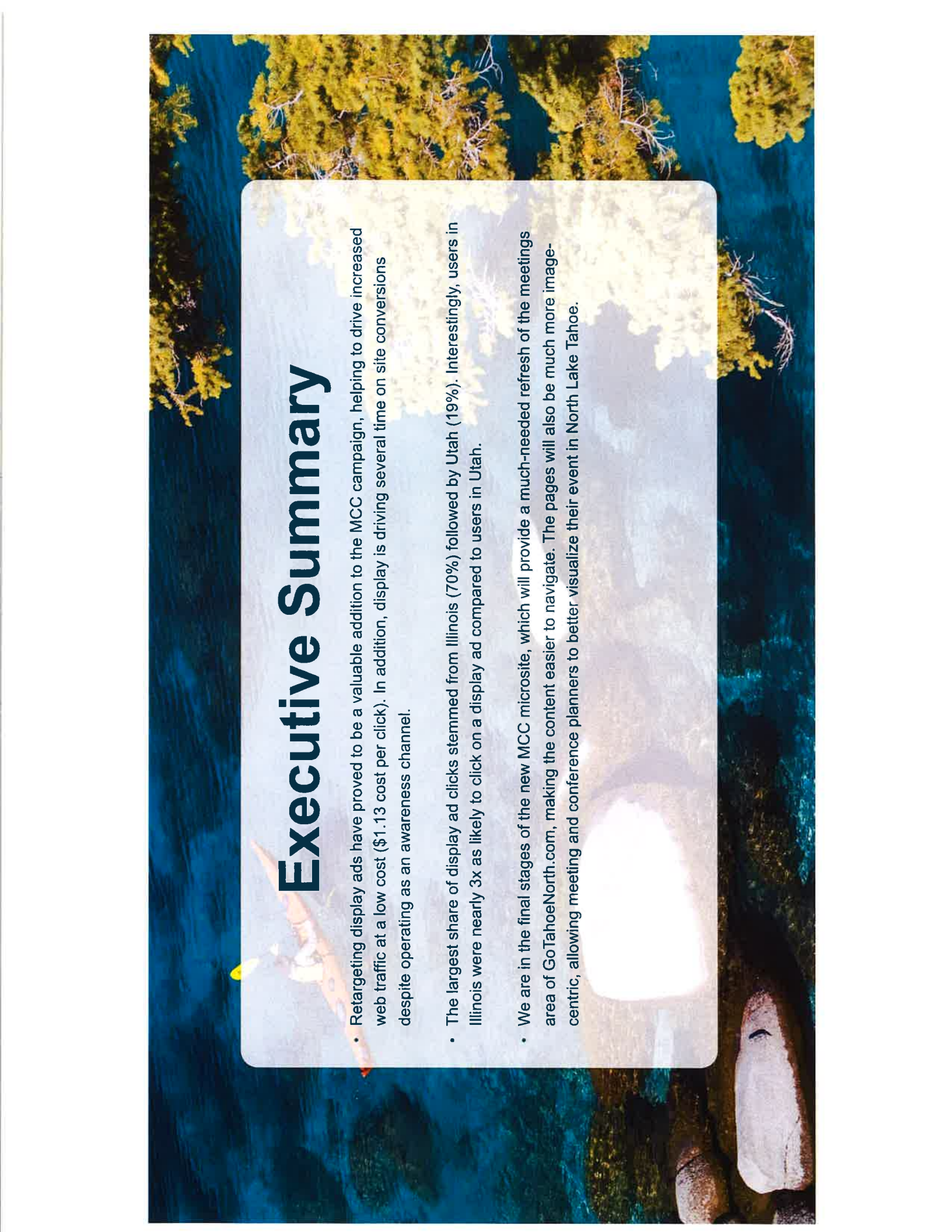
| MCC



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Executive Summary

- MCC ads continued to drive an uptick in website traffic in October (over 900 visits), driven largely in part by email traffic. In addition to increased traffic, the average time on site improved to 01:21 this month, up from 00:57 the prior year.
- Display ads are proving to be an effective medium for driving low-cost site traffic, with the average cost per visit hovering around \$1. As a result, we will continue to utilize display ads to not only build awareness but also increase traffic volumes.
- The latest MCC email resulted in over 3.6K opens and 73 time on site conversions for an average cost per conversion of \$12. In addition, 2 users from MCC emails clicked on a book now button.
- Social ads continued to drive a steady amount of engagement in October, including 342 ad clicks and 145 likes, comments, and shares. In addition, the meeting planner video was viewed over 1.3K times on Facebook and Instagram.



Executive Summary

- Retargeting display ads have proved to be a valuable addition to the MCC campaign, helping to drive increased web traffic at a low cost (\$1.13 cost per click). In addition, display is driving several time on site conversions despite operating as an awareness channel.
- The largest share of display ad clicks stemmed from Illinois (70%) followed by Utah (19%). Interestingly, users in Illinois were nearly 3x as likely to click on a display ad compared to users in Utah.
- We are in the final stages of the new MCC microsite, which will provide a much-needed refresh of the meetings area of GoTahoeNorth.com, making the content easier to navigate. The pages will also be much more image-centric, allowing meeting and conference planners to better visualize their event in North Lake Tahoe.

Social Ad and Digital Ad Examples

Let the local backpacking of North Lake Tahoe inspire the discussion at your next conference or event.

Take Your Meeting Outside
In Scenic and Inspiring

Facebook Prospecting

Impressions: 30K
Link Clicks: 186
CTR: 0.61%
Engagement Rate: 0.33%

Collaborate with the meeting professionals you work with on a regular basis at North Lake Tahoe.

Take Your Meeting Outside
In Scenic and Inspiring

Facebook Retargeting

Impressions: 11K
Link Clicks: 74
CTR: 0.67%
Engagement Rate: 0.25%

Meet Up for Success
Engagement and collaboration with a meeting room is a key to success in today's business world.

Facebook Video

Impressions: 12K
Link Clicks: 82
Video Views: 1,365
View Rate: 11.51%
Engagement Rate: 0.13%

Collaborate it's human nature

PLAN YOUR MEETING

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MCC

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

Impressions: 29K
Clicks: 881
CTR: 0.40%
TOS Conversions: 4
CVR: 3.45%

October Advertising Recap | MCC

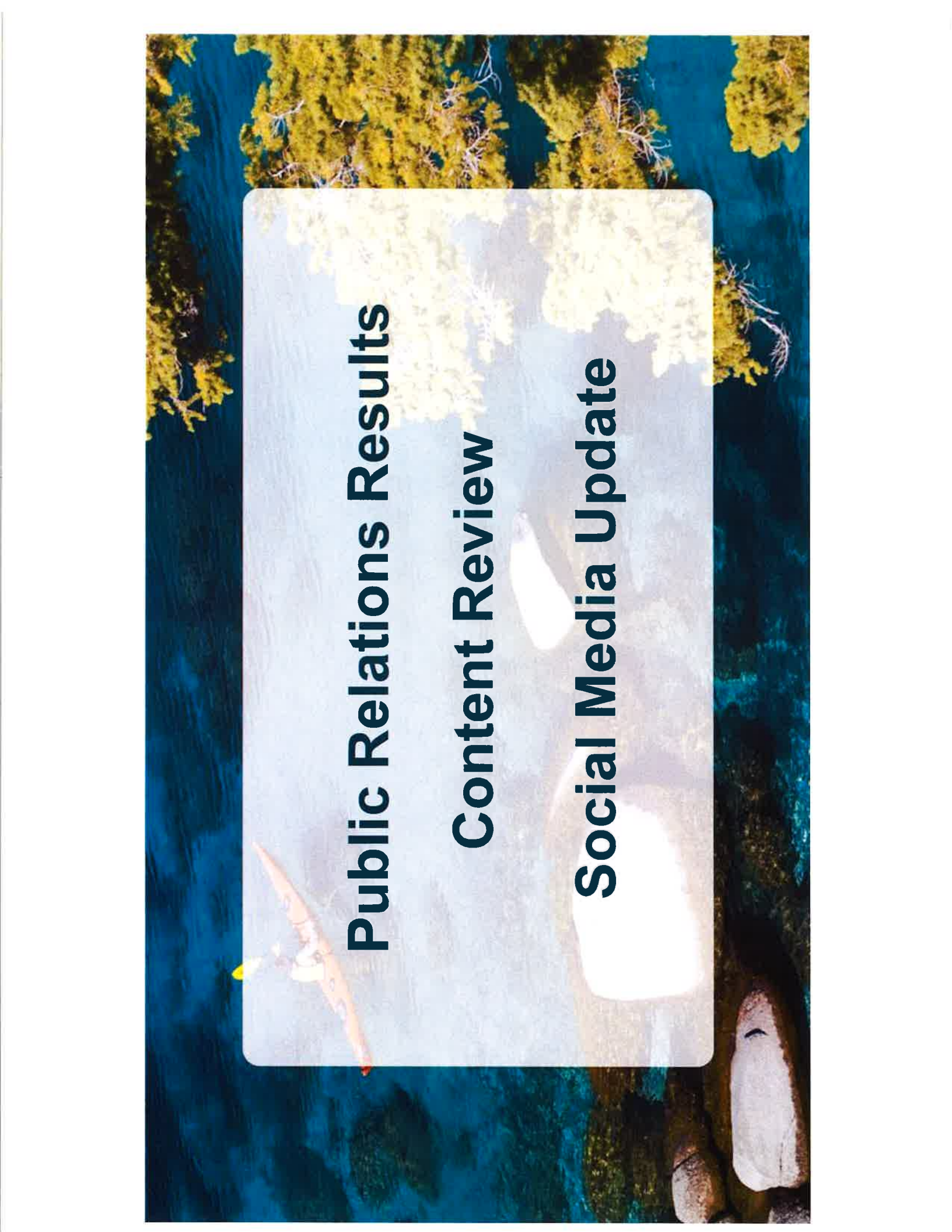


Thank You

October Recap

 north lake tahoe

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agency



Public Relations Results

Content Review

Social Media Update

PUBLIC RELATIONS APPROACH

STRATEGY: October outreach centered around seasonal topics and key themes, including wellness and high altitude training in fall; and What's New Winter 2018-19, including luxe apres, family getaways and the Tahoe Film Fest. The Abbi Agency also submitted pitches to Visit California for its Instagram worthy hotels and best California bars queries.

OBJECTIVES: The Abbi Agency aims to increase public awareness of the destination within key target flight markets and national publications. With the recent removal of the nonstop flight to Austin via Frontier; The Agency shifted its media relations focus from Austin to San Diego. Regional outreach is targeted at timely features and shoulder season coverage, while national outreach aims to grow awareness and brand strength overall. The Abbi Agency aims to increase ad equivalency, number of impressions and number of backlinks year-over-year.

FAM COORDINATION: In October, The Abbi Agency hosted Forbes Travel Guide Editor, Demarco Williams, for a comprehensive feature on where to eat, play and stay in the region. The Abbi Agency also hosted Janet Fullwood for a Meetings and Conventions piece as well as a winter preview of the region. Additionally, we hosted Miles Howard from Southwest: The Magazine for a comprehensive feature on the region. Internationally, The Abbi Agency coordinated a 27-person FAM with TravelNevada, as part of the annual Governor's Global Tourism Summit.

CONTENT + NOTABLE PITCHES: What's New Winter 2018-19, Tahoe Film Fest, Fall and Winter Arts and Culture Experiences, Winter Wellness, High Altitude Holidays, Winter Outdoor Recreation and Offbeat Winter Activities.

PUBLIC RELATIONS RESULTS

PLACEMENTS: 108 PUBLICITY VALUE: \$170,414.03 TOTAL IMPRESSIONS: 18,423,064

PUBLICATION HIGHLIGHTS: Shape Magazine, Connect Association, San Jose Mercury News (Premium), The Mercury News, US News & World Report, East Bay Times, Getaway Reno/Tahoe Area, Long Beach Press Telegram, Daily Herald (Chicago), Boston Herald, Pittsburgh Post Gazette, AZ Central (Phoenix), Journal Sentinel (Milwaukee), Tahoe Ski World, Northern Nevada Business View, Outdoor Families Magazine, Los Gatos Magazine

FAM COORDINATION: Demarco Williams (Forbes Travel Guide), Miles Howard (Southwest: The Magazine), Janet Fullwood, International Group FAM (27 guests from 8 countries; part of the Governor's Global Tourism Summit)

MEDIA MISSIONS: The Abbi Agency did not complete any media missions this month, but registered North Lake Tahoe for the 2018-19 Visit California Media Mission in NYC, which also includes Canadian media.

COVERAGE BOOK: https://coveragebook.com/coverage_books/87ce240c/

KEY INSIGHTS: The Abbi Agency met North Lake Tahoe's target market goals by landing placements in key flight markets and national and international publications that align with our pillars and personas. Regional outreach and placements were messaged strategically, focusing on key fall and winter information (including Secret Season). The Abbi Agency increased communication with direct flight markets, including Austin, Denver, Seattle, Portland and Southern California.

HIGHLIGHTED PLACEMENTS - SEPTEMBER

Shape

Boozy Wellness Retreats Combine Everything That's Good In the World

- Reach: 2.1M
- Ad Value: \$19,429.48
- Domain Authority: 81
- Social Shares: 131



Boozy Wellness Retreats Combine Everything That's Good In the World

Good news: Brag, fit, mingle, and healthy doesn't mean sacrificing wine.
By Cara Kerner | Oct 17, 2018



The Mercury News

3 great Tahoe trails for autumn hikes, ale adventures

- Reach: 4M
- Ad Value: \$37,317.93
- Domain Authority: 91
- Social Shares: 24

The Mercury News

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US News & World Report

The 30 Top Romantic Winter Getaways

- Reach: 1.7M
- Ad Value: \$15,807.47
- Domain Authority: 92
- Social Shares: 0

US News & World Report

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CONTENT

BLOG: Content connects to newsletter themes and provides information on relevant happenings in North Lake Tahoe along with travel tips and itinerary ideas (posted: 1-2 times monthly; also shared on social channels).

NEWSLETTER: Content is shared in themed blocks that feature campaigns, recent blogs, event announcements, lodging and flight deals, social images and seasonal highlights.

KEY THEMES: Mountainside Exploration, Fall Family Excursions, Holiday Bookings, Unique Fall Views

CAMPAIGNS: Secret Season, Familial / Multigenerational Activities, Transition to Winter, Lodging, SEO-updates



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 1

What's New Fall

BLOGS POSTED: 5*

Fall Family Fun in North Lake Tahoe*

Winter Wonderland: Your Guide to a Happy Holiday in North Lake Tahoe*

5 Must-Snap Photos in North Lake Tahoe This Fall*

Treasures of Tahoe: Tahoe Rum Trail | Social Shares: 200

Treasures of Tahoe: Best Panoramic View | Social Shares: 119

NEWSLETTERS DISTRIBUTED: 1

Experience North Lake Tahoe's Secret Season

8.4% open rate, 0.8% click-thru rate (CTR), Majority opened at 2–3PM

* These are queued for social promotion and have not yet received significant share counts.



CONTENT - TREASURES OF TAHOE

In October, The Abbi Agency launched the Treasures of Tahoe content campaign, highlighting lesser-known spots and experiences around North Lake Tahoe.

- Treasure #1 Launch Date: 10/12
- Treasure #2 Launch Date: 10/22
- Total Impressions: 123,219
- Total Engagements: 5,846
- Total Shares: 377



Lake Tahoe's beauty is no secret, but many people have no idea where to enjoy it from above. Enter the Inlet Creek Trail: home to the most beautiful panoramic view of Lake Tahoe and a cheeky Monkey Rock.



SOCIAL MEDIA

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Continue fall messaging by promoting benefits of visiting North Lake Tahoe during the autumn months, including fall foliage and the “Treasures of Tahoe.”

OBJECTIVES: Promote Tahoe’s “secret season,” focusing on fall activities and events during the quieter shoulder season.

CAMPAIGNS: Treasures of Tahoe, Wellness Weekend Giveaway

ENGAGEMENT INSIGHTS: The Treasures of Tahoe campaign, which began in October and will continue on into November, drove high levels of engagement by creating shareable video content.



SOCIAL MEDIA UPDATE

October GROWTH:

- Facebook: 410 New Fans
- Instagram: 400 New Followers
- Twitter: 115 New Followers

- Total Impressions: 2.7M
- Total Engagements: 79.8k

SOCIAL CAMPAIGNS & TACTICS:

Treasures of Tahoe

- Impressions: 193,515
- Avg. Reach Per Post: 37k

Wellness Weekend Giveaway

- Impressions: 13.5k
- Avg. Reach Per Post: 11.2k

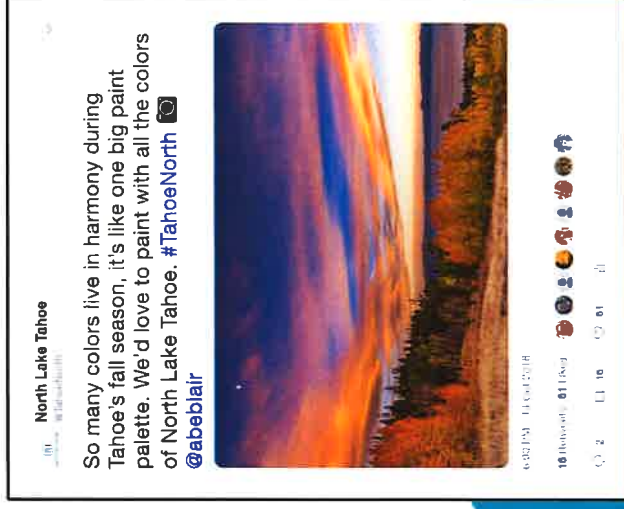
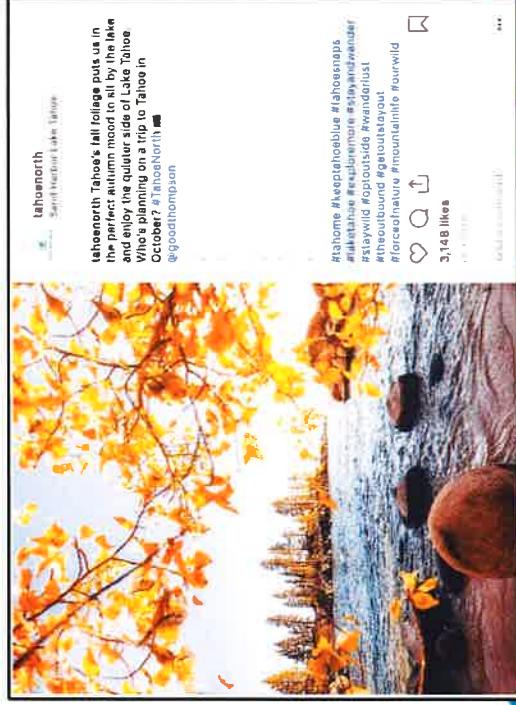
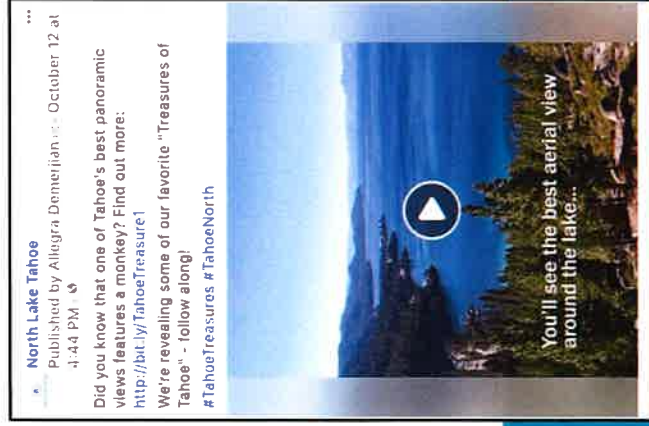


SOCIAL MEDIA - TOP POSTS BY ENGAGEMENT

#1 Facebook Post, Treasures of Tahoe #1: 56.9k Reach, 1.2k Reactions, 276 Comments, 234 Shares

#1 Instagram Post, Fall Foliage UGC: 31.9k Impressions, 3.1k Likes, 42 Comments

#1 Twitter Post, Fall Colors UGC: 36.5k Reach, 61 Likes, 16 Retweets



OCTOBER EVENTS INSTAGRAM STORY HIGHLIGHTS



SOCIAL MEDIA INSIGHTS

Instagram Comp Set Comparison

Most Popular Media by @tahoeenorth



3190 Engagements



3012 Engagements



2851 Engagements

Most Popular Media by @tahoesouth



1723 Engagements



1402 Engagements



1320 Engagements

Most Popular Media by @visitmammoth



7250 Engagements



4621 Engagements



4074 Engagements

SOCIAL MEDIA INSIGHTS

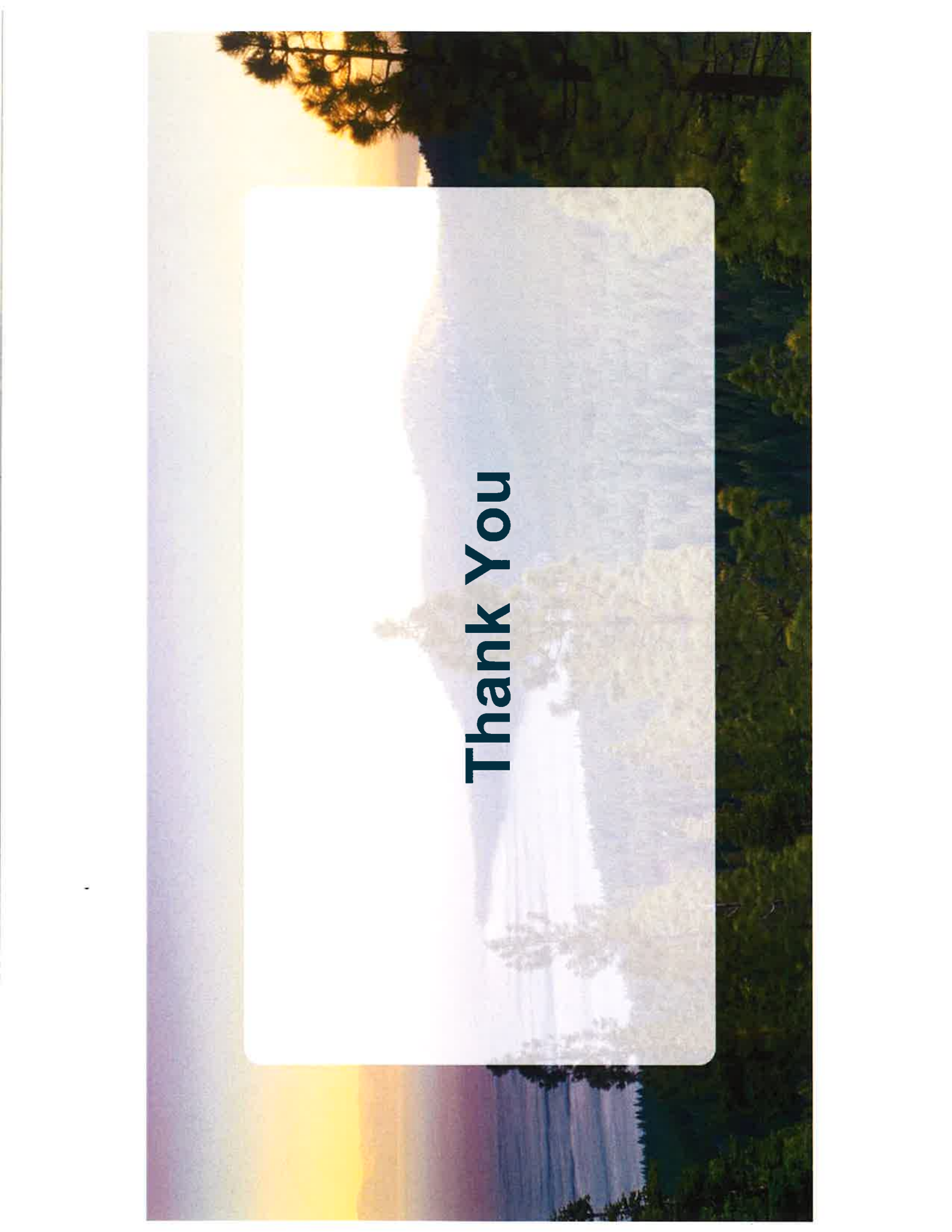
MONTHLY HIGHLIGHTS

- Total followers have increased across all channels from the previous month. This can be attributed to the Treasures of Tahoe campaign drawing in new followers after being shared across audience profiles.
- Facebook engagement is up 55.7% from last month, mostly due to Treasures of Tahoe. Given Facebook's recent algorithmic change, this is a huge accomplishment.
- Compared to Tahoe South and Visit Mammoth, we are receiving a significantly higher engagements per post on Facebook. North Lake Tahoe averages 316 engagements per post as opposed to the competitor average of 153 engagements.

INSIGHTS AND TAKEAWAYS

- Though overall impressions and engagements are down from the previous month, this is in large part due to the high levels of engagement from the Room with a View contests from September. Contests and giveaways are key factors in engaging with our audience.
- Through the Treasures of Tahoe campaign, original content, such as video and design, perform well across all channels with high levels of engagement that encourages the audience to share our content on their own social channels.



The background image is a landscape photograph of a calm lake. The sky is filled with soft, warm colors from the setting or rising sun, transitioning from a pale yellow near the horizon to a light blue above. The sun's reflection is visible as a bright, shimmering path on the water's surface. In the foreground, the dark, silhouetted branches of evergreen trees are visible on the right side. The water reflects the sky and the distant shoreline. A large, white, rounded rectangular box is centered over the image, containing the text "Thank You" in a bold, black, sans-serif font.

Thank You