



north lake tahoe

Departmental Reports July 2019

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Leisure Departmental Report
June 2019

MARKETING COOPERATIVES & EVENTS:

- Escapism Canada: [Link to article](#)
 - Key message was about our “secret season, fall” to the Canadian market
 - Program includes: full page in Escapism magazine,
- Black Diamond newsletter – trade specific. North Lake Tahoe is the feature in July on outdoor recreation in the area
- Brochure placements/buys:
 - Bonotel (2) page spread in upcoming brochure
 - Sportvac Vacations, Canada – (2) page spread in the USA edition
- Global Itinerary Project:
 - Site visits to the area in September 2019
 - Includes: 15 high quality photos, blog creation, social media stories/posts in English and German and built out itinerary development

TRAVEL TRADE SALES CALLS & MEETINGS:

- Training conducted as part of our Club California China Series
 - Beijing June 27-28th
- Attended:
 - IPW: June 1-5th – Tahoe Mountain Lodging and The Hyatt partnered with North Lake
 - Held 57 Meetings – Leads to follow
 - Hosted a Post-FAM of 14 journalists and 16 travel trade representatives
- Upcoming Shows:
 - UK & Ireland Sales Mission – July
 - Visit California Canada Mission – September
 - Active America China – September

INTERNATIONAL MEDIA:

- Future Media:
 - China Media FAM – 3 journalists with Travel Nevada – June
 - Canada Digital Influencer FAM – October
- 2018/2019 Highlights:
 - Express, UK - Reach of 23,651,874
 - Quien, Mexico – reach of 26,527,292
 - Body + Soul, Australia – Reach 1,383,879
 - Course Country, India – Reach 60,000
 - Daily Star, UK – Reach of 7,597,474
 - Marie Claire, Australia – Reach of 1,034,994

TRAVEL TRADE FAMS:

- Hosted:
 - Post IPW China FAM with the RSCVA - 5 agents
 - Post IPW FAM with Visit California - 16 agents
 - MailPound Travel Agent FAM with the RSCVA - June
- Future FAMS:
 - BLC FAM RSCVA - July
 - Air Canada FAM - October
 - Australian Luxury FAM - November

INTERNATIONAL OFFICE UPDATE:

- Canada October Update:
 - Conducted a post Vancouver Event Survey:
 - Event scored 4.53 out of 5 - 5 being the best possible response
 - Survey attached
 - Trainings conducted: Flight Centre, The Merit Group, New Wave Travel & Trufflepig
 - Year End Highlights:
 - Launch of Canada office
 - Attended Canada Sales Mission
 - Hosted 1st NLT International Sales Mission
- UK/Ireland Update:
 - 70 agents trained: Southhall Travel, STA Travel
 - Meetings conducted with: Audley Travel, Travel Republic.
 - Joint meetings were taken at IPW
 - Next up: Sales Mission to London, Dublin & Glasgow
 - 18/19 final activity plan attached.
 - Year End Highlights:
 - 811 Agents Trained
 - (4) Fams hosted - UK Super FAM, Virgin Holidays & Sip/Ski FAMS
 - Marketing Campaigns with: British Airlines/The Daily Telegraph and Virgin Holidays
 - 28% increase in brochure/product placement
- Australia October Update:
 - 6 Meetings Conducted: Travel Counsellors, Webjet Exclusives, Drive Now, Luxury Escapes, Helloworld, Travelplan
 - 44 Agents trained: Infinity Holidays, Travelplan Ski, Adventure Destinations, Destination International
 - 2 Snow Expo's: Brisbane Travelplan Expo and Sydney Travelplan Expo
 - Joint meetings were taken at IPW
 - Year End Summary:
 - 791 travel agents trained
 - (2) Fams Hosted
 - Qantas Holidays Lake Tahoe page featuring Hyatt and the Ritz
 - Feature in Qantas Holidays California Road Trip Campaign

- (9) winter focused agent/consumer tradeshow attended
- 36% increase in hotel product across 16 retailers

North Lake Tahoe – June 2019 – Denise Cmiel

Networking Events:

PCMA/ Education Event - June 13, 2019

Destination Reps – 6 Flags Summer Client Outing – June 21, 2019 – 40 Local Chicago clients attended with their families

Client Meetings/ Sales Calls

Am Bar Assn - Faye Brooks
Progress in Planning – Laura Colderchant
Meetings and Events USA – Daniel Morris
Meetings and Events USA – Taylor Anians
Am Assn of Oral & Maxillofacial Surgeons - Leslie Dreiske
NSC – Vanessa Mobley
Intl Trauma Life Support - Lora Finucane
Creative Group - Sarah Brady

Marketing Efforts/Targeted Tasks:

Finalized PowerPoint presentation for the BMO Lunch & Learn scheduled for July 8th – BMO uses mainly very high-end properties and their groups tend to be smaller. Perfect target especially for the Hyatt and the Ritz.

Indianapolis Target: - Pulling lists and soliciting target accounts for my Sept Sales Calls & Destination Celebration Show

Carrie Underwood Concert – Completing Lake Tahoe client hit-list – (5 Clients definite already)

Blast to 25 Top Clients about North Lake Tahoe and the Carrie Underwood Concert – Save the Date – Drop Date – July 27 2019

Connect Chicago – 2nd follow-up with clients met at this event in the First Quarter

Fleece Jacket - Holiday Client Thank you – Finalizing jackets to purchase & finalizing a VIP Lake Tahoe client list for this gift.

Ordered New Business Cards

Updated Bio & picture for the Website

Internal Efforts:

- Ordered Client gifts from the NLT Gift Shop for Summer Presentations
- Ordered Client gifts for Carrie Underwood Concert in Oct 2019
- Reached out to the local hotel sales teams offering my assistance:
 - *Touched Base with Marla Spears – Ritz Carlton – Property is short-listed for Pentecostal Group for Feb 2020*
 - *Touched Base with Deb Scholl at the Resort at Squaw Creek*
- Reaching out to Hyatt NSO's to discuss teaming up on accounts and events
 - *Jan Bansfield – Lunch - June 13, 2019 – Discussed upcoming events for Local Clients*

Tradeshows

Preparing for ASAE – Columbus – Aug 10-13, 2019

Preparing for M&I Tradeshows in August 14, 2019

Next Steps:

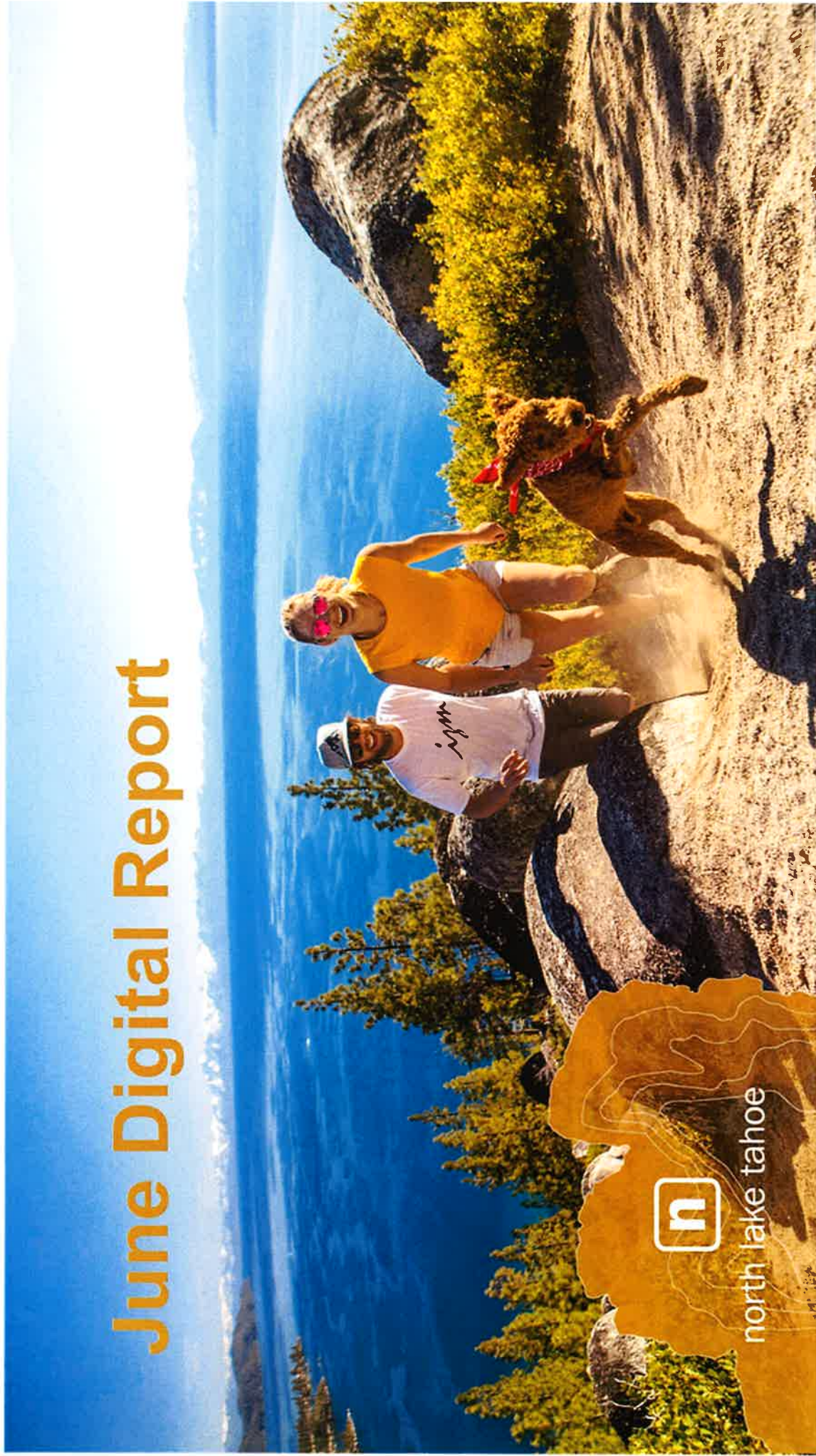
- BMO Financial Office Lunch and Learn & Companywide Webinar – July 8, 2019 - *Lake Tahoe Lunch and Learn with Entire Team – 8 people in office and webinar with Canadian Headquarter office team. We will be providing them w Lunch.
-
- ASAE Annual Meeting – Columbus, OH – Aug 10-13, 2019 – Attending and Exhibiting with Reno Team
-
- Meetings & Incentives Trade Show – Aug 14, 2019 – Exhibiting for Lake Tahoe
-
- Meetings and Incentives America/Chicago Show – Aug 25-27, 2019
-
- PCMA Educational Event – Sept 4, 2019
-
- Destination Celebration – Indianapolis – Sept 5, 2019 – Attending for Lake Tahoe
-
- Carrie Underwood Concert – United Center – October 29, 2019 – Lake Tahoe Signature Event
-
- PCMA – Annual Bowling &-Whirly ball Event – Nov 7, 2019

- PCMA Educational Event – Nov 19, 2019
 -
 - MPI Signature Luncheon/ Working on the Destination Rep Committee for this event– November 20, 2019
 -
 - PCMA Holiday Party – Dec 16, 2019
 -
 - MPI Holiday Party – Dec 16, 2019
 -
 - Holiday Showcase - December 17, 2019
 -
 - SITE Holly Trolley – Dec 18, 2019
-

June Digital Report



north lake tahoe



Executive Summary

Consumer

- The Consumer campaign served 11.8M impressions in June resulting in 20.8K website visits. 17.22% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.
- Paid Search ads drove the highest quality site traffic, resulting in 4.3K website visits, with an average time on site of 01:26, and 426 book now conversions.

MCC

- The MCC campaign served over 229.1K impressions in June resulting in 1,103 website visits. 16.77% of all visitors from digital ads spent more than 115 seconds on GoTahoeNorth.com.



Overview by Campaign

- Consumer and MCC ads combined for 12.06M impressions in June, resulting in 21.9K website visits and 5.9K time on site conversions. In addition, digital ads drove 1.1K users to click a book now button on GoTahoeNorth.com.
- Sessions this year decreased by -16% compared to June of last year (there were 26,237 sessions last year). Traffic is down for both paid and Organic traffic. Ad impressions are down 2.2% and clicks are down 11.13%. Video played a big role in June which explains the decrease in clicks as users are less likely to immediately click through to the website.

Sessions (bars) and Time on Site (line) Over Time

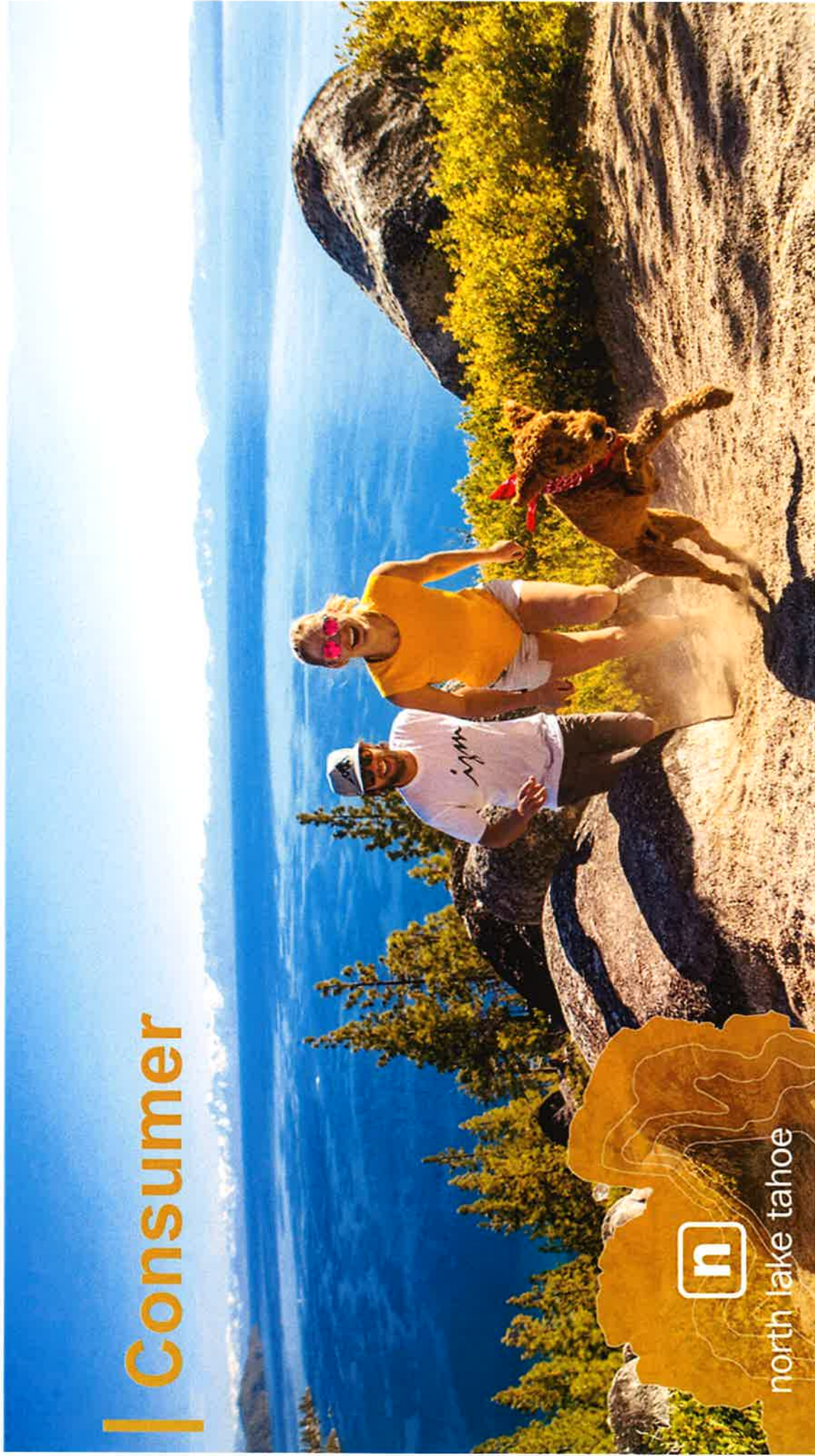


Campaign Group	Impressions	CTR	Spend	Sessions	Time on Site	Pages per Session	Bounce Rate	TOS Conversions	Book Now Conversions
Consumer	11,813,248	0.27%	\$117,939	20,814	00:00:42	1.6	78%	5,965	1,058
MCC	250,590	0.74%	\$4,294	1,103	00:00:13	1.1	91%	207	0
Grand Total	12,063,838	0.28%	\$122,233	21,917	00:00:41	1.5	79%	6,172	1,058



June Digital Report | Consumer

| Consumer

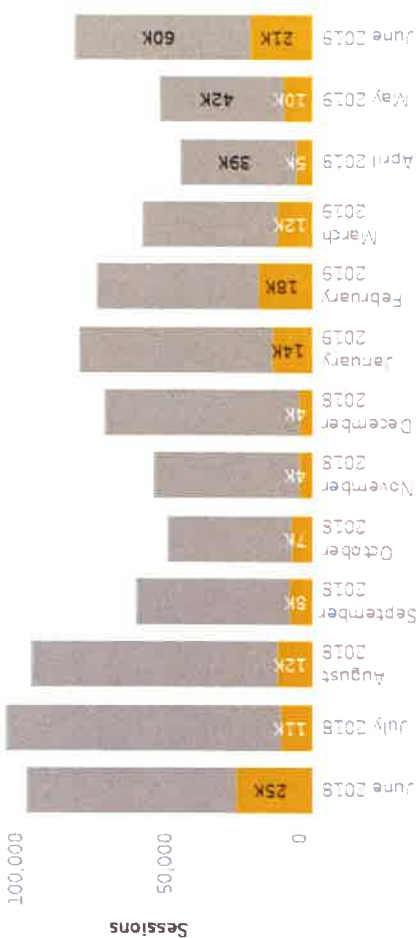


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Website Performance

- Of 12.9k visitors, 12.0K sessions were attributed to the Paid Social channel, demonstrating the importance of having a presence during the "shoulder" season.
- Users from Paid Search ads spent the most time on site (00:01:12). Paid Search is showing the highest time on site and lower bounce rates in comparison to other media channels.

Website Sessions From Consumer Ads



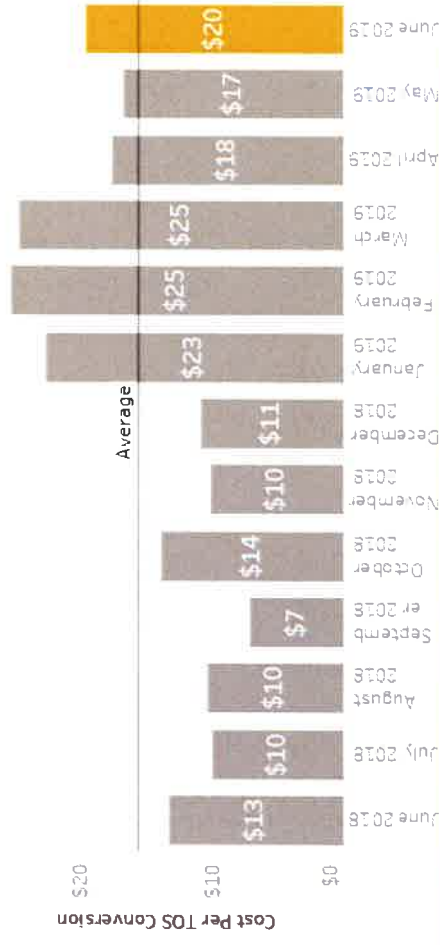
Channel	Sessions	Avg. Time on Site	Pages per Session	Bounce Rate
Display	3,953	00:00:33	1.4	88%
Email	518	00:00:22	1.3	87%
Paid Search	4,312	00:01:12	2.1	65%
Paid Social	12,029	00:00:35	1.4	79%
Grand Total	20,812	00:00:42	1.6	78%



Overview by Medium

- Consumer ads served over 11.81M million impressions in June resulting in 3.0K time on site conversions. This resulted in an average cost per conversion of \$19.79.
- Display ads were highly effective, accounting for 44% of TOS conversions.
- Paid Search was the most efficient channel with a \$8 cost per conversion and 422 book now conversions.

Cost Per Conversion Trending



Channel	Spend	Impressions	Clicks	CTR	TOS Conversions	Cost Per TOS Conversion	Book Now Conversions
Display	\$60,485	6,906,251	9,637	0.14%	2,609	\$23.18	143
Online Video	\$313	14,975	18	0.12%	1	\$312.64	0
Paid Search	\$8,219	484,867	4,332	0.89%	1,015	\$8.10	423
Paid Social	\$48,922	4,407,155	18,379	0.42%	2,335	\$20.95	492
Grand Total	\$117,939	11,813,248	32,366	0.27%	5,960	\$19.79	1,058

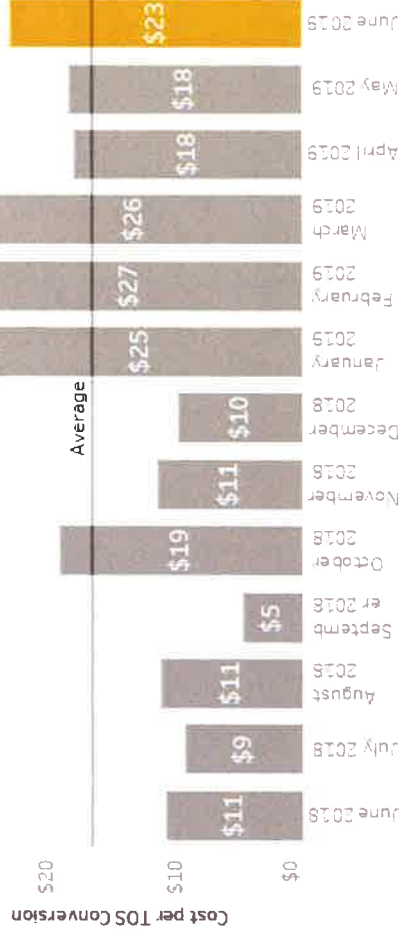


June Digital Report | Consumer

Display Performance by Placement

- The average cost per time on site conversion from display ads was \$22.74 in June.
- TripAdvisor ads drove the most time on site conversions in June with 1,453, these ads also led to 80 book now conversions.
- An explanation behind Expedia ads typically having a high cost per TOS could be attributable to the fact that these ads do not directly link to the gotahoenorth.com site. Expedia users generally convert through Expedia rather than our site.

Cost Per Conversion Trending



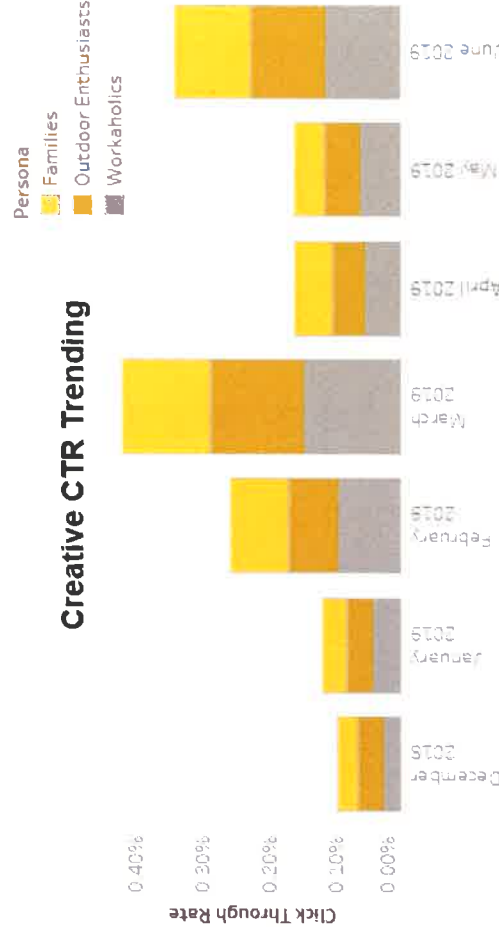
Targeting	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Prospecting	\$45,386.73	5,282,644	7,254	0.14%	\$6.26	623	\$72.85	39
Retargeting	\$3,887.01	1,036,537	1,575	0.15%	\$2.47	306	\$12.70	8
TripAdvisor	\$9,643.02	496,393	746	0.15%	\$12.93	1,453	\$6.64	80
Expedia	\$237.10	51,881	30	0.06%	\$7.90	219	\$1.08	16
Grand Total	\$59,153.86	6,867,455	9,605	0.14%	\$6.16	2,601	\$22.74	143



June Digital Report | Consumer

Display Performance by Creative

- Prospecting Ad clicks totaled 7,254 in June with a click through rate of 0.14%.
- The Families ads were most effective during June, resulting in 205 the total conversions.
- The Spring General ads had the highest click through rate in June at 0.52%. This would imply that the ads and creative were relevant for the group.



Persona	Spend	Impressions	Clicks	Cost per Click	Click Through Rate	TOS Conversions	Cost per TOS Conversions	Book Now Button Clicks
Spring General	\$7,641.08	301,651	1,565	\$4.88	0.52%	155	\$49.30	9
Families	\$15,616.17	2,040,751	2,337	\$6.68	0.11%	195	\$80.08	15
Outdoor Enthusiasts	\$12,747.20	1,708,197	1,954	\$6.52	0.11%	134	\$95.13	7
Workaholics	\$9,382.27	1,232,045	1,399	\$6.71	0.11%	139	\$67.50	8
Grand Total	\$45,386.73	5,282,644	7,255	\$6.26	0.14%	623	\$72.85	39



June Digital Report | Consumer

Display Ad Examples



General

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

Impressions: 302K
Clicks: 1,565
CTR: 0.52%
TOS Conversions: 155
CVR: 9.90%



Families

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

Impressions: 2,041K
Clicks: 2,337
CTR: 0.11%
TOS Conversions: 195
CVR: 8.34%



Outdoor Enthusiasts

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

Impressions: 1,708K
Clicks: 1,954
CTR: 0.11%
TOS Conversions: 134
CVR: 6.86%



Workaholics

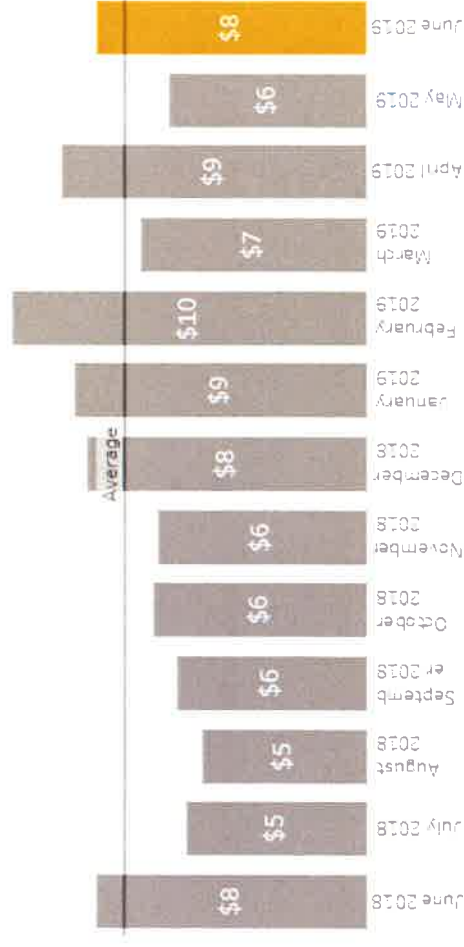
Sizes
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 1,232K
Clicks: 1,399
CTR: 0.11%
TOS Conversions: 139
CVR: 9.94%

Paid Search Performance

- The campaign with the highest click through rate was Evergreen - Local at 10.14% and a cost per click of \$0.75
- Total conversions increased from 183 in May to 778 in June. Conversion rate also increased from 30% to 31%.
- On April 1st, we launched the spring messaging and we are seeing the optimizations of that messaging improve ROI continuing into the Summer Campaign.

Cost Per Conversion Trending



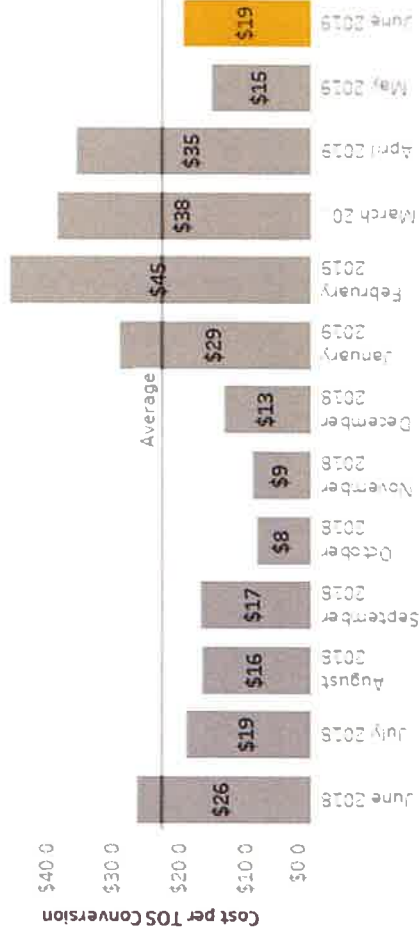
Campaigns	Spend	Impressions	Clicks	Click Through Rate	Cost per Click	TOS Conversions	Cost per TOS Conversion	Book Now Conversions	115s Conversion Rate
Evergreen - Local	\$991.33	13,062	1,325	10.14%	\$0.75	427	\$2.32	134	32.23%
Evergreen - Vacation	\$2,995.31	190,426	1,180	0.62%	\$2.54	352	\$8.51	227	29.83%
Grand Total	\$3,986.64	203,488	2,505	1.23%	\$1.59	779	\$5.12	361	31.10%



Facebook Ad Performance

- Cost per conversion in June was \$15.36 with 2,163 TOS conversions and 460 book now clicks.
- Among Facebook ads, the Retargeting group had the highest TOS conversion rate at 29.10%.
- The target with the highest click through rate in June was Retargeting at 1.71%. Which can indicate that the creative and ads were appropriate for this audience.

Cost per Conversion Trending



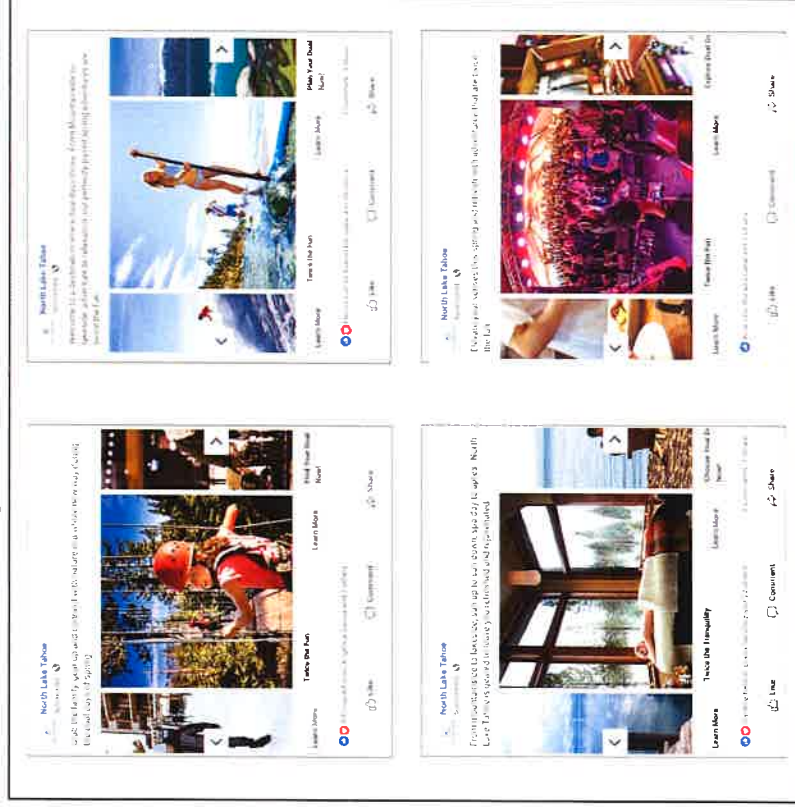
Targeting	Spend	Impressions	Link Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Button Click
Conquesting	\$800.00	44,159	196	0.44%	\$4.08	15	\$53.33	1
Prospecting	\$16,265.06	970,313	4,069	0.42%	\$4.00	618	\$26.32	111
Retargeting	\$3,150.00	284,442	4,852	1.71%	\$0.65	1,412	\$2.23	342
Video	\$13,000.00	1,727,242	3,077	0.18%	\$4.22	118	\$110.17	6
Grand Total	\$33,215.06	3,026,156	12,194	0.40%	\$2.72	2,163	\$15.36	460



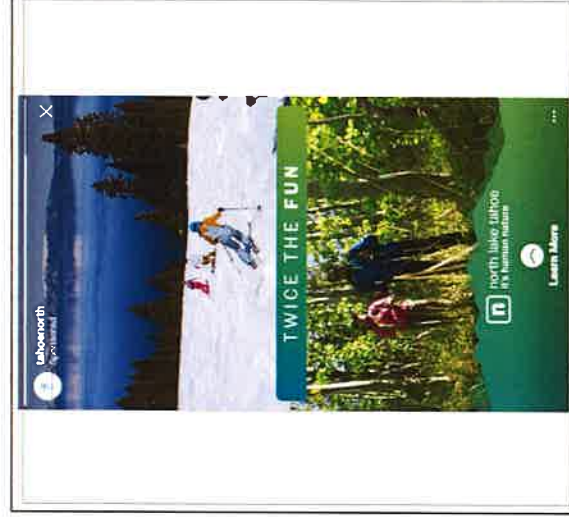
June Digital Report | Consumer

Facebook Ad Examples

Dynamic Creative



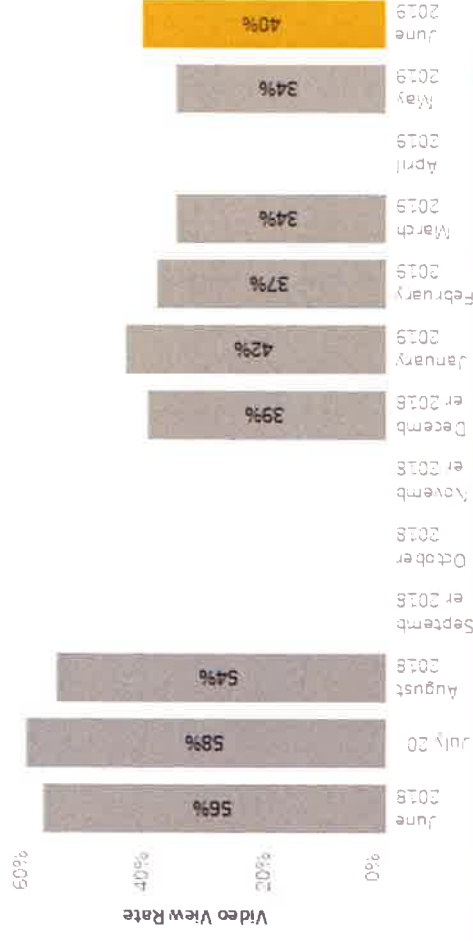
Instagram Story



YouTube Performance

- YouTube ads served over 53.8K impressions in June, resulting in 21.4K video views and 49 clicks. This month, 100% completion rates outperformed YouTube's average of 18% indicating the audience is engaged with the content.
- Users in Drive targeting group watched YouTube ads at a 39.74% view rate, up from 34.32% in May.
- Drive users were most likely to spend 115 seconds browsing GoTahoeNorth.com.

View Rate Trending



Target Location	Spend	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	TOS Conversions
Drive	\$1,643.82	53,771	49	21,368	39.74%	65%	50%	43%	39%	9
Grand Total	\$1,643.82	53,771	49	21,368	39.74%	65%	50%	43%	39%	9

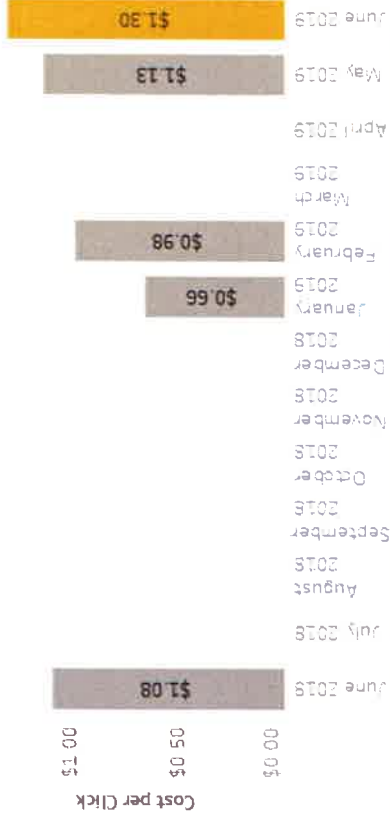


June Digital Report | Consumer

Twitter Ad Performance

- Twitter ads in June resulted in 339,700 impressions and 2,839 link clicks.
- Twitter continues to perform well, especially among the younger Millennial audience.

Cost per Click Trending



Persona	Impressions	Clicks	Click Through Rate	Spend	Total Engagement	Conversion Site Visits
pt_drive 2019	339,700	2,839	0.29%	\$3,706.86	110	63
Grand Total	339,700	2,839	0.29%	\$3,706.86	110	63



June Digital Report | Consumer

| MCC



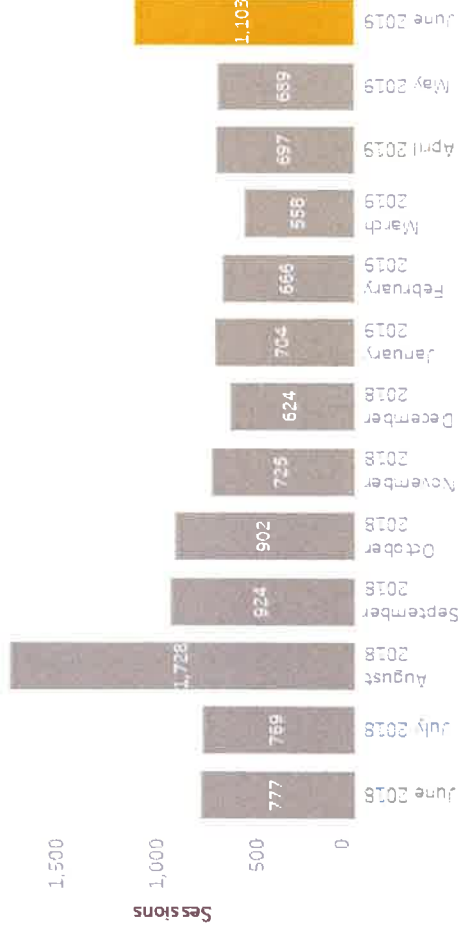
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Website Performance

- 1,103 users visited GoTahoeNorth.com in June, up 42% from the same month last year (which had 777 sessions from ads).
- MCC ad visits were led by users from Paid Social ads (753 sessions).
- Users from Email ads spent the most time on site (00:00:19).

Website Sessions From MCC Ads



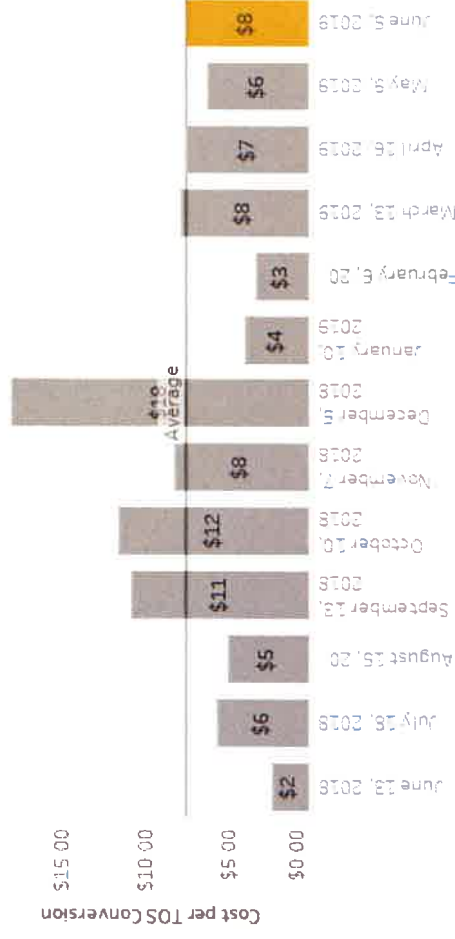
Channel	Sessions	Pageviews	Avg. Time on Site	Pages per Session	Bounce Rate
Display	6	6	00:00:00	1.0	100%
Email	344	388	00:00:19	1.1	90%
Paid Social	753	856	00:00:11	1.1	91%
Grand Total	1,103	1,250	00:00:13	1.1	91%



Email Performance

- June's emails were opened by 16.62% of all users resulting in 580 clicks.
- This led to 565 time on site conversions for an average cost per conversion of \$15.71.

Email Cost per TOS Conversion by Send Date



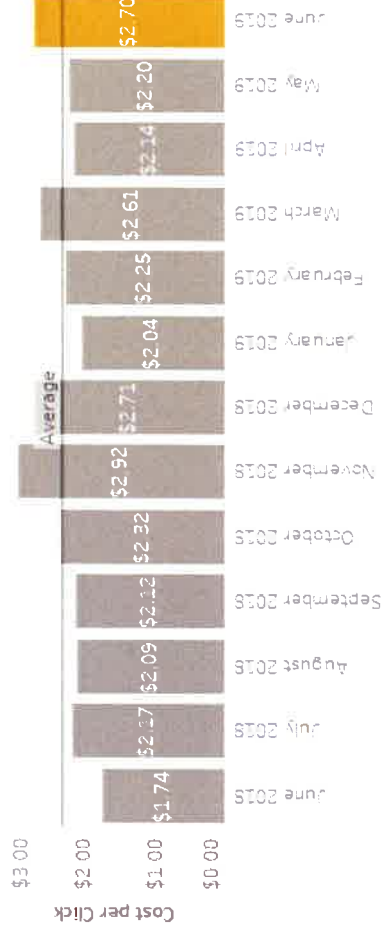
Month, Day, Year of Report Date	Subject	Spend	Delivered	Opens	Open Rate	Clicks	Click Through Rate	Conversions	TOS Conversion Rate	Cost per TOS Conversion	Book Now Conversions
June 5, 2019	Take Your Meeting To New Heights	\$850	21,500	3,573	16.62%	580	16.23%	113	19.48%	\$7.52	0
Grand Total		\$850	21,500	3,573	16.62%	580	16.23%	113	19.48%	\$7.52	0



Facebook Ad Performance

- Cost per conversion in June was \$36.64 with 94 TOS conversions and book now clicks.
- Among prospecting ads, the Video Prospecting group had the highest TOS conversion rate at 4.07%.
- The target with the highest click through rate in June was Retargeting at 0.84%. Which can indicate that the creative and ads were appropriate for this audience.

Cost per Conversion Trending



Targets	Spend	Impressions	Link clicks	Click Through Rate	Cost per click	Time on Site Conversions	Video Views
Prospecting	\$1,276.00	114,922	594	0.52%	\$2.15	39	0
Retargeting	\$1,084.00	31,053	262	0.84%	\$4.14	38	0
Video Prospecting	\$1,084.00	83,115	418	0.50%	\$2.59	17	10,198
Grand Total	\$3,444.00	229,090	1,274	0.56%	\$2.70	94	10,198



Social Ad Examples

North Lake Tahoe

July 10, 2020

Indulge in adventures outside the conference room when you book your next event in North Lake Tahoe



Get Outside with Your Group

Learn More

Like Comment Share

Facebook Prospecting

Impressions: 115K
Link Clicks: 594
CTR: 0.52%
Engagement Rate: 0.31%

North Lake Tahoe

July 10, 2020

Go beyond the meeting room when you book your next conference or event in North Lake Tahoe



Unique Meeting Venues

Learn More

Like Comment Share

Facebook Retargeting

Impressions: 31K
Link Clicks: 262
CTR: 0.84%
Engagement Rate: 0.26%

North Lake Tahoe

July 10, 2020

Bring inspiration and motivation to the table when you book your meeting or event in beautiful North Lake Tahoe



Meet Up for Success

Book Now

Like Comment Share

Facebook Video Prospecting

Impressions: 83K
Link Clicks: 418
Video Views: 10,198
View Rate: 4.44%
Engagement Rate: 0.08%

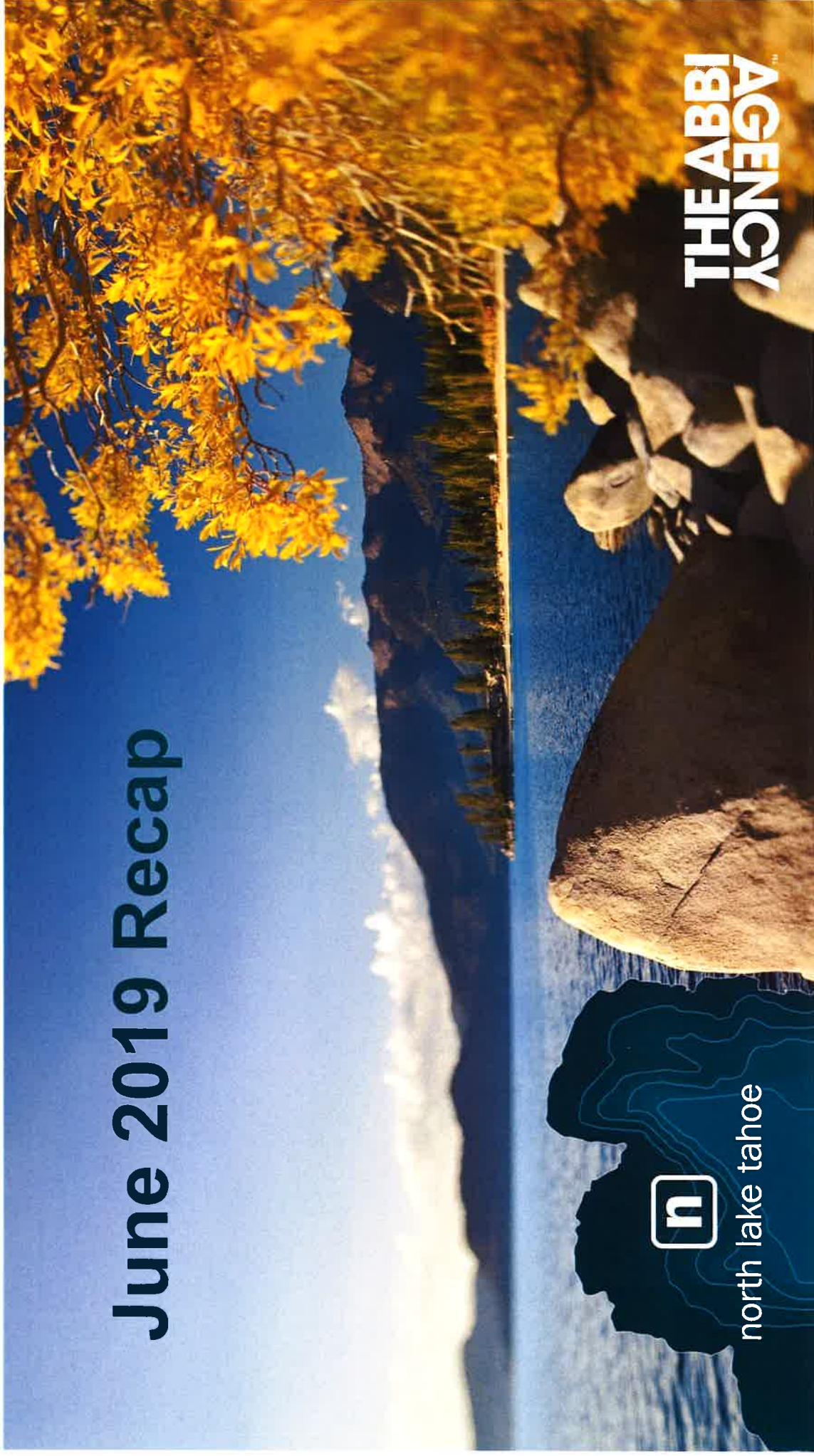
Thank You

June 2019 Recap



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THE ABBEY
CONCEPT





Public Relations Social Media Content

Public Relations



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PR Approach

STRATEGY: 1) Message to drive markets to fulfill shoulder season travel; 2) Utilize the "Tahoe Treasures" campaign to unveil lesser known aspects of the region; 3) Build upon SMARI research to increase messaging surrounding "leisure, low-key" activities, food and beverage, and family travel; 4) Target direct flight markets, including Southern California and New York; 5) Utilize a "champagne media list" to work toward the top 50-100 target publications and journalists for NLT; 6) Deploy a quarterly press release to showcase the holistic lifestyle, events, news within each community.

OBJECTIVES: 1) Increase public awareness of the destination within target flight markets, and in national travel publications; 2) Drive shoulder season and mid-week visitation through key messaging (i.e. dual-sport days / secret season) to drive markets; 3) Earn editorial coverage and backlinks in publications with a high domain rank authority to increase SEO impact

CONTENT + NOTABLE PITCHES: What's New Summer, Wanderlust + Wellness, SR-28 Bike Path Grand Opening, Bikeable North Lake Tahoe, Autumn Food & Wine Festival + Experiential Dining, Fall Preview

Results

PLACEMENTS: 171 PUBLICITY VALUE: 120,846.6 TOTAL IMPRESSIONS: 9,164,178

PUBLICATION HIGHLIGHTS: Fodors, Trip Saavy, Messenger Publishing Group (13 Northern California publications), Red Tricycle, Mercury News, Escapism, London Evening Travel

FAM COORDINATION: TAA hosted six FAMs in the month of June. TAA hosted influencers including Maren & Max (Voyager Guru) for a luxury social media coverage. As part of the No Barriers Summit, TAA hosted Whitney Way Thore (@whitneywaythore) and Madeline Delp (Miss Wheelchair USA, @livenboundlessgirl) for content surrounding the Limitless Lake Tahoe and the region's overall accessibility messaging. TAA also hosted Canadian journalists Jennifer Hubbert (Canadian Traveller) & Alison Hodgins (Explore Magazine) for a feature on the region's outdoor recreation offerings. TAA also helped coordinate a FAM with the Ritz Carlton by organizing an outing with Tahoe Adventure Company. Publications represented include USA Today, AFAR, Outside Magazine, 7x7, Los Angeles Times, Coast Magazine, Conde Nast Traveler, CNN Travel, Modern Luxury, SF Chronicle and Nat Geo.

MEDIA MISSIONS: TAA did not carry out any media missions in June.

PRESS RELEASES / MEDIA ALERTS ISSUED: TAA issued one press release on What's New in North Lake Tahoe this Summer and one media alert about the SR-28 Bike Path Grand Opening.

KEY INSIGHTS: Every month, we become more focused on our goals: *increasing travel to shoulder seasons among flight markets*. As we enter Summer, we created strategic partnerships with influencers who spoke to our brand message in some aspect. Whitney Way Thore, for example, is a TLC star and stands for body positivity. She accompanied our "Limitless Lake Tahoe" message beautifully surrounding No Barriers!

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

Placement Highlights

Trip Savvy

California's 9 Coolest Small Town Festivals

- Reach: 4,720,000
- Ad Value: \$43,660
- Domain Rank: 82
- Social Shares: 843



California's 9 Coolest Small Town Festivals

Wanderlust Festival: Squaw Valley (near Lake Tahoe)



ADDRESS:
1750 Village East Rd #04,
Olympic Valley, CA 96146,
USA

PHONE: +1 530-584-6140

WEB: VailWebSite.com



If summer travel for you is more about the mountains than the beach, snag your ticket to the Wanderlust Festival near Lake Tahoe in late July, which is about yoga, music and so much more. There are guided sunset hikes, huge concerts, farm-to-table dinners, wellness lectures, and camping options at an elevation of 8,200 with incredible views of Lake Tahoe. If yoga's your thing, you can choose from daily classes like paddleboard yoga, slackline yoga, acro-yoga, hip-hop yoga, and just about every other style you can imagine.

The Mercury News

8 Spectacular Lake Tahoe Beaches for Maximum Frolic

- Reach: 2,360,000
- Ad Value: \$21,830
- Domain Rank: 92
- Social Shares: 13,400



8 OF 16

Kings Beach

WHERE: California

You can't beat the beachy vibe at this funky town on Lake Tahoe, teeming in summer with sunbathers, kyskers, swimmers, and paddled canoes all day long. Just be warned: The water is icy, cold no matter the outdoor temp (though that doesn't stop the water revelers). Warm up exploring the town's family-friendly restaurants, hip shops, and the outstanding Mover on the Beach, a summer concert series that rocks every Friday evening. Tahoe's pine-shaded trails swirl within a hiking loop of snow. Check out the Tahoe Inland Trail, which completely encircles the lake as it explores around peaks, wilderness tracks, and alpine lakes.

Fodor's

15 Amazing Lakeside Towns Where You Should Spend the Summer

- Reach: 928,000
- Ad Value: \$8,584
- Domain Rank: 76
- Social Shares: 11,800

8 spectacular Lake Tahoe beaches for maximum...



By ALLEN PELLEGRINO, CORRESPONDENT
PUBLISHED June 30, 2013 at 10:01 AM (UPDATED July 1, 2013 at 10:01 AM)

CELEBRATE: If you are having trouble viewing three photos on a mobile device

Ready for some high-altitude water play this summer?

Lake Tahoe is known for its chilly, crystal-clear water and beguiling shores, where the beach scenes vary from the Old Tahoe elegance of Meeks Bay Resort to the rocky coves of Sand Harbor. The shady shore of Pope and the party-friendly culture of Round Hill Pines.

Though only 15 miles of Tahoe's 73 mile shoreline offer beaches open to the public, that's more than enough room to launch a kayak, stand-up paddleboard or jet ski, spread a picnic or simply lounge under a beach umbrella with a book in one hand and a drink in the other, watching sailboats drift by.

This specially sited will take you to some of the best beaches around Lake Tahoe, with tips to make your friends wish they were there.

Social Media



north lake tahoe

Social Media Approach

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Use content campaigns (like Treasures of Tahoe), giveaways, and engaging user-generated content centered around summer activities to increase our overall following and engagement monthly.

OBJECTIVES: Increase overall engagements by at least 5% monthly, increase overall followers by at least 0.5% monthly.

CAMPAIGNS: Treasures of Tahoe, No Barriers Summit Coverage, In-Market Shopping Campaign, Elevate Summer Mountainside, Summerlong Music

ENGAGEMENT INSIGHTS: Overall engagement for June was down, however engagements experienced sporadic spikes around the time of high performing UGC posts, Treasures of Tahoe and the opening of the East Shore Trail.



Growth + Campaigns

June growth:

- Facebook: 397 New Fans
- Instagram: 1,597 New Followers
- Twitter: 110 New Followers

Total Impressions: 8.3M

Total Engagements: 81k

Campaigns

#1 Treasures of Tahoe: Alpine Hot Tubs

- Impressions: 74.7k
- Engagements: 1,799

#2 No Barriers

- Impressions: 46.4k
- Engagements: 1,690

#3 In-Market Shopping

- Impressions: 33.7k
- Engagements: 1,019

Top Posts by Engagement

#1 Facebook Post: East Shore Trail: 21.3k reach, 1.2k reactions, 127 comments, 98 shares

#1 Instagram Post: Rocky Start: 56.8k impressions, 4.7k likes, 48 comments

#1 Twitter Post: Rocky Start: 77.1k reach, 100 likes, 20 retweets

North Lake Tahoe
Published by Sprout Social June 28 at 7:30 PM

Access to Tahoe's East Shore just got easier because the East Shore trail is finally open to the public! Who out there is up for a bike ride with some lake-side views this weekend?



TahoeNorth

TahoeNorth Here's a rocky start to your week that we think you might actually appreciate. Photo by @pistacioweciaastko

optimalgrowthcapital
chadigo @misaalman
Like Photo
View Story (1)

Liked by stevenasmith and 4,704 others



North Lake Tahoe
@lhuenNorth

Here's a rocky start to your week that we think you might actually appreciate. Photo by @pistacioweciaastko

6:00 PM · 3 Jun 2019

20 Retweets 100 Likes



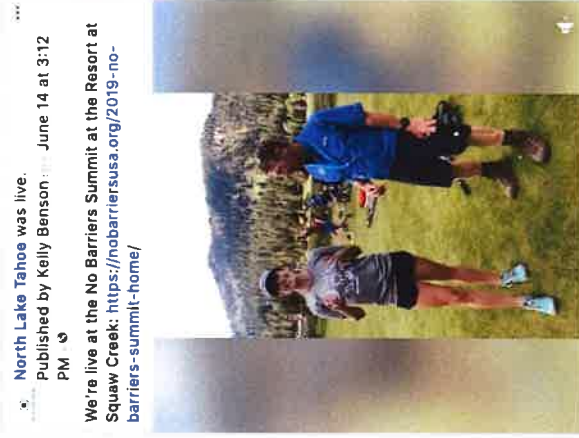
Takeovers & Lives!

Takeovers

- [Northstar California](#)
- [Tahoe City](#)
- [Whitney Way Thore](#) for No Barriers
- [Madeline Delp \(Miss Wheelchair\)](#) for No Barriers

FB / IG Lives

- [East Shore Trail](#)
 - [FB Live](#)
- [No Barriers](#)
 - [FB Live](#)



Giveaways

During the month of June, @TahoeNorth had two giveaways:

#1 Via Ferrata Giveaway

Impressions: 1,677

Engagements: 33

Reach: 1,169

#2 No Barriers Giveaway

Impressions: 2,889

Engagements: 35

Reach: 41.3k

North Lake Tahoe
Published by Dylan Anderson June 28 at 1:49 PM

Kick off Squaw Valley Alpine Meadows Freedom Fest with a climb on the new Tahoe Via Ferrata! Tahoe Via Ferrata is giving away a private group for up to 6 climbers at 1:30 on the 3rd of July! Comment below and we'll select 1 lucky winner to climb with 5 of their family or friends! Not a winner? Check out tahoevia.com and use promo code 'ViaGO' for \$99 Via Ferrata climbs all day! Contest ends July 2nd!

By entering, entrants confirm they are 18+ years of age. The winner will be chosen randomly via email. No purchase necessary. North Lake Tahoe will direct message you if you've won. If you don't respond within 24 hours to the winning message we will be forced to choose another winner. North Lake Tahoe has the ability to change the direction of the contest at their leisure. entering more than once will not guarantee a higher chance of winning. Good luck!



North Lake Tahoe
@TahoeNorth

GIVEAWAY ALERT

Adventures in Tahoe are limitless, so we're giving away tickets to @NoBarriersUSA June 13-15! All you have to do is

- 1) Follow @TahoeNorth and @NoBarriersUSA
- 2) Retweet this post

Contest ends June 7! Good luck!



Instagram Story Highlights

WHO'S READY FOR MUSIC ON THE BEACH? 🎧🎵

WE ARE HOSTING AN INSTAGRAM MEETUP THIS SUNDAY, 6/23, FOR A CONCERT AT COMMONS BEACH

IF YOU ARE A PHOTOGRAPHER/ VIDEOGRAPHER/INFLUENCER IN THE AREA AND WANT TO COME, DM US TO

RSVP!

THE COBBLESTONE CENTER

The Cobblestone Center in Tahoe City has 16 retail shops!

Let's check it out!

What is your favorite thing to do at at North Lake Tahoe?

How about kayaking?

Adaptive adventures in #TahoeNorth 🐟🐟

#LIMITLESSLAKE Tahoe

COMMONS BEACH

We're here at Commons Beach enjoying some great Music on the Beach all summer long!

Instagram Competitor Set

Most Popular Media by @tahoenorth



4329 Public Engagements



3501 Public Engagements



3332 Public Engagements

Most Popular Media by @tahoessouth



2075 Public Engagements



2041 Public Engagements



1838 Public Engagements

In June, @tahoenorth received more engagements (58.4k) than @tahoessouth (33.4k) and @visitmammoth (47.5k)

Most Popular Media by @visitmammoth



3295 Public Engagements



3156 Public Engagements



2690 Public Engagements

Content



north lake tahoe



Content Overview

Strategy: The Abbi Agency has proposed making meaningful changes to North Lake Tahoe's **voice** and **granular content approach per channel**. In terms of voice, we have elected to develop a vibrant, more personable and boots-on-the-ground approach to discussing Tahoe's offerings. Other, granular changes are outlined below.

BLOG AND TRIP IDEAS: The Abbi Agency has proposed moving blogs away from "events-based marketing" and focusing primarily on evergreen content—while at the same time maintaining our commitment to highlighting partners, experiences and NLTRA commitments. NLT posts will be designed to create an eager want in consumers each two monthly blogs... and toward improving NLT's SEO, we propose developing massive, inter-site-link pillar content like "52 Weeks in North Lake Tahoe" which combs over a broad swathe of Tahoe's offerings.

NEWSLETTER: The newsletter will take a more "news and events" approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets alike to stop what they're doing to *explore North Lake Tahoe* as its offerings change throughout the seasons.



Content Overview

KEY THEMES: Bookings, Tahoe Vibrance and Culture, Tahoe History, Hidden Gems, Tahoe Exploration, Taste of Tahoe, Experiential Tahoe, What's New Seasonally

CAMPAIGNS: 52 Weeks in Tahoe (Tahoe Year-Round), Elevate Summer Mountainside, Tahoe's Treasures, Tahoe Luminaries, Secret Season, Spring Getaways, etc.



Blogs & Newsletters

NEWSLETTER: 1

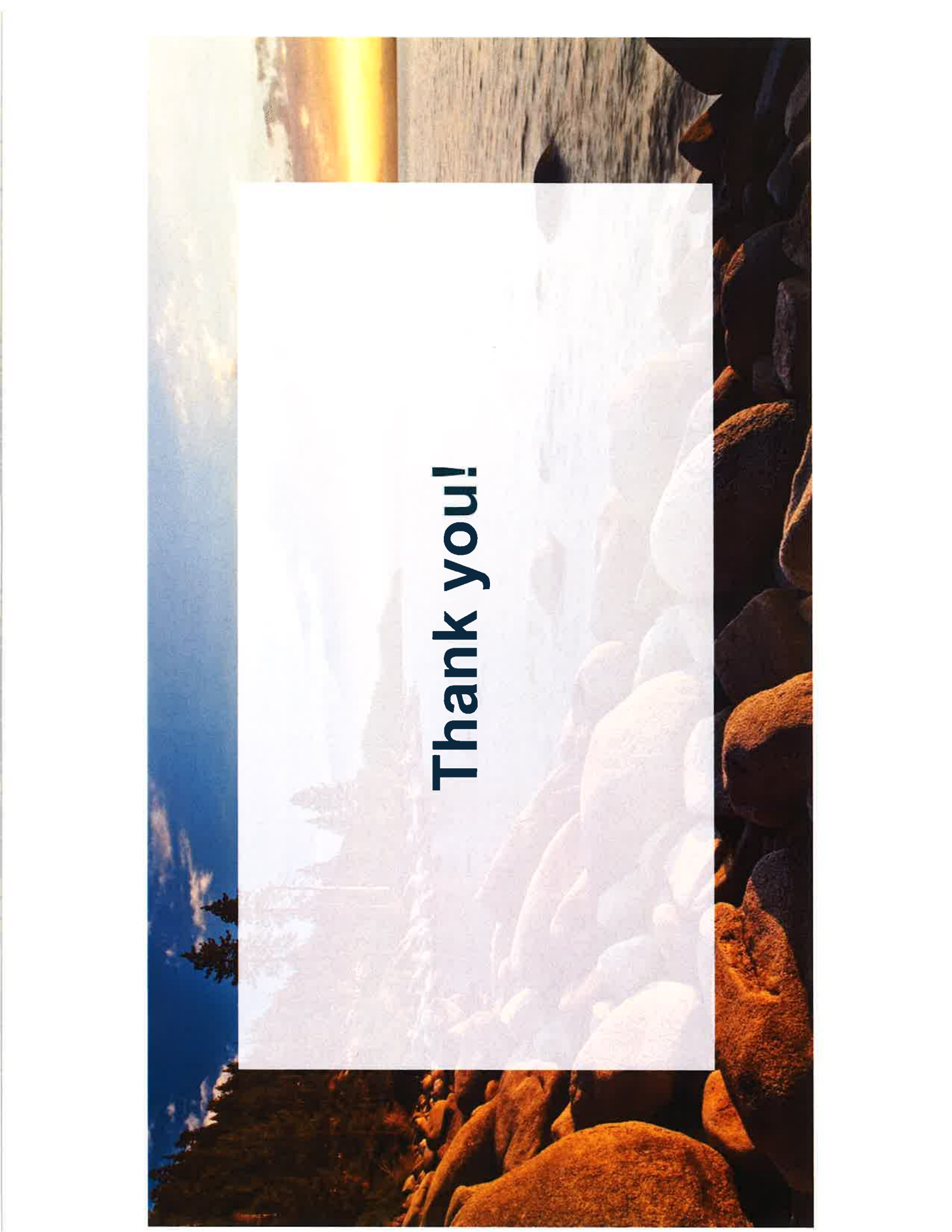
North Lake Tahoe -
Limitless North Lake Tahoe
| 9.0 % open rate
(industry standard: 2.5 %)

BLOGS POSTED: 2

Limitless Lake Tahoe: 10 Activities For All Visitor | 115 Social
Shares

Treasures of Tahoe #11: Alpine Hot Tubs | 26 Social Shares





Thank you!