



north lake tahoe

Departmental Reports October 2019

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September 2019
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. KinderCare Education- Champions Annual Kick-off January 2020. 416 room nights; 160 people
2. Symposia Medicus #1536 – 22nd Annual Conference July 2020. 775 room nights; 155 people
3. Nevada Association of School Boards – Educational Summit March 2020. 45 room nights; 60 people
4. Sigma Chi Fraternity at the University of Utah - Fall Formal – November 2019. 180 room nights; 350 people
5. Tourism Cares for Lake Tahoe – Overflow May 2020. 120 room nights; 150 people
6. Pesticide Applicators Professional Association – Education & Seminary, September 2020; 120 room nights; 60 people
7. Southeaster Lumber Manufacturers – 2023 Annual Conference; July 2023; 831 room nights; 400 people
8. American Express Global Travel 2HFY20 – Contest Winner Trip. April 2020; 75 room nights; 30 people
9. Sierra Pacific Synod Profession Leadership Conference 2020, October 2020; 146 room nights; 90 people
10. HPN – 69222 Sales Kickoff – Jubilee February 2020; 480 room nights; 160 people
11. HPN – 69110 Winter Branch Trip OPS JM, December 2019; 36 room nights; 26 people
12. DMA West – Leadership Summit for CEO's – July 2020
13. California Psychological Association - CPA 2021 Annual Convention, April 2021; 525 room nights; 300 people
14. Johnson Controls – Best of Brands/Brand Masters = December 2021- Reception 250 people
15. American Society of Mechanical Engineers 2020 ASME LX Summit, August 2020; 180 room nights; 70 people
16. 2022 California Fire Prevention Institute – Northern California, March 2022; 1575 room nights; 315 people
17. Kimley – Horn and Associates, 2020 Planning Meeting, July 2020; 80 room nights; 20 people
18. HPN – 69328 President's Club April 2020, 120 room nights; 40 people

DEFINATE BOOKINGS:

1. Uber Eats – Executive Offsite, October 21-23, 2019; \$7,585 in room revenue, 41 room nights and 20 people at the Hyatt Lake Tahoe
2. OmniSci Company Kickoff, February 3-5, 2020; \$78,498 in room revenue; 450 room nights and 150 people at the Resort at Squaw Creek
3. CrowdStrick Commercial Team, February 18-20, 2020; \$21,840, 120 room nights and 160 people at the Hyatt Lake Tahoe

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4. Coalitions & Collaborative, Inc – After the Flames Workshop, April 5-9, 2020; \$66,000 in room revenue; 450 room nights and 300 people at Granlibakken Tahoe
5. American Foundry Society Leadership, September 18-22, 2020; \$59,508 in room revenue, 129 room and 75 people at Resort at Squaw Creek

SITE VISITS

- a. Site Inspection for American Feed Industry Association – ELS 2020, October 2020. This program is 345 Room nights/100 Peak Rooms/150 People. This program is considering the Ritz Carlton Lake Tahoe.
- b. Planning Visit for the Water Sports Industry Association –
- c. Wilderness Medical Society - 2021 Winter Annual Meeting, February 2021. This program is 405 room nights/80 peak room/250 people. The program is considering Hyatt Lake Tahoe, Granlibakken Tahoe, Village at Squaw Valley and Resort at Squaw Creek.

TRADESHOWS & SALES CALLS CONDUCTED

- Upcoming:
 - HPN Annual Partner Conference – October 3, 2019
 - Connect Tech & Medical – October 13-16, 2019

CHICAGO CONTRACT UPDATE:

-

MCC MARKETING & PR UPDATES:

-

PROJECT WORK:

- Conference call with Ritz Carlton and RMC to plan HelmsBriscoe Fam Event November 22-24. Assisting with HB Cares event where they are looking to do an event that gives back to the North Lake Tahoe Community.



Leisure Departmental Report
September 2019

TRAVEL TRADE SALES CALLS & MEETINGS:

- Attended:
 - Visit California Canada Mission – September
 - Vancouver World Expo – September
 - Our in-market firm DCI will be attending. Sharing the booth with Newport Beach & Huntington Beach to reduce cost
 - Active America China – September
 - Attended with the RSCVA and met with (30) China specific receptive tour operators
 - Travel NV Mexico Sales Mission – September
 - Hosted tradeshow with Mexico's largest OTAs – Best Day & Price Travel
 - Trained (64) agents at Al Mundo, Travel Impressions, Viajes Palacio and Ofertas Turisticas.
 - Hosted (2) main events that featured travel associations, trade media and influencers

INTERNATIONAL MEDIA:

- Hosted
 - Travel Nevada – Food & Travel, Mexico – September
 - 172K monthly distribution
- Upcoming
 - Canada Digital Influencer FAM – October
 - Gold Pass Program shared with Mammoth Lakes & Yosemite

TRAVEL TRADE FAMS:

- Hosted FAMS
 - Travel Nevada Australia, Mexico & Canada trade FAM
- Future FAMS:
 - Air Canada FAM – October
 - DCI Immersion Trip – October
 - RSCVA China FAM – October
 - Australian American Express Luxury FAM – November
 - MTS Pre & Post FAMS – March/April 2020
 - Travel Masters VIP Incentive Trip, Canada – May 2020

INTERNATIONAL OFFICE UPDATE:

- NEW: Launched German, Austria & Switzerland office

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- Company: MSI
- Immersion training conducted online, German press release was pushed out to local media and in the German market, North Lake Tahoe featured in trade newsletter.
- Next steps: TOURISTIK Training
- Canada October Update:
 - Agents Trained: 35
 - Conducted online webinar with Senior Discover Tours – NLT and Mourelatos hosted
 - (7) Key Meetings: Aimia, Gravitare, Group Voyages Quebec, Huntington Travel, New Wave Travel, Vision Canada, Voyages Laurier Du Vallon.
 - Attended the Visit California Sales Mission
 - B2B meetings conducted in Toronto
 - Travel event events in Montreal
 - Travel agent & media events in Vancouver
 - Key event: North Lake Tahoe was represented at the Vancouver International Travel Expo. Key meetings were conducted with The Travel Group and Protocolo. Post show report to be included in October's report.
- UK/Ireland Update:
 - Trainings conducted with Scott Dunn
 - Total agents trained: 7
 - (6) Key Meetings Conducted: Audley Travel, British Airways, Holidays Architects, Inspiring Travel Company, Travelbag, and USAirtours
 - Key news: Thomas Cook, one of the largest UK/global tour operators filed for bankruptcy and close their doors.
- Australia October Update:
 - 21 Agents Trained
 - (15) Key Meetings Conducted: Excite Holidays, Fligh Centre, Expedia TAAP, Travel Partners, Sno'n'ski, Travel Associates, Luxury Escapes and more.

PROJECTS:

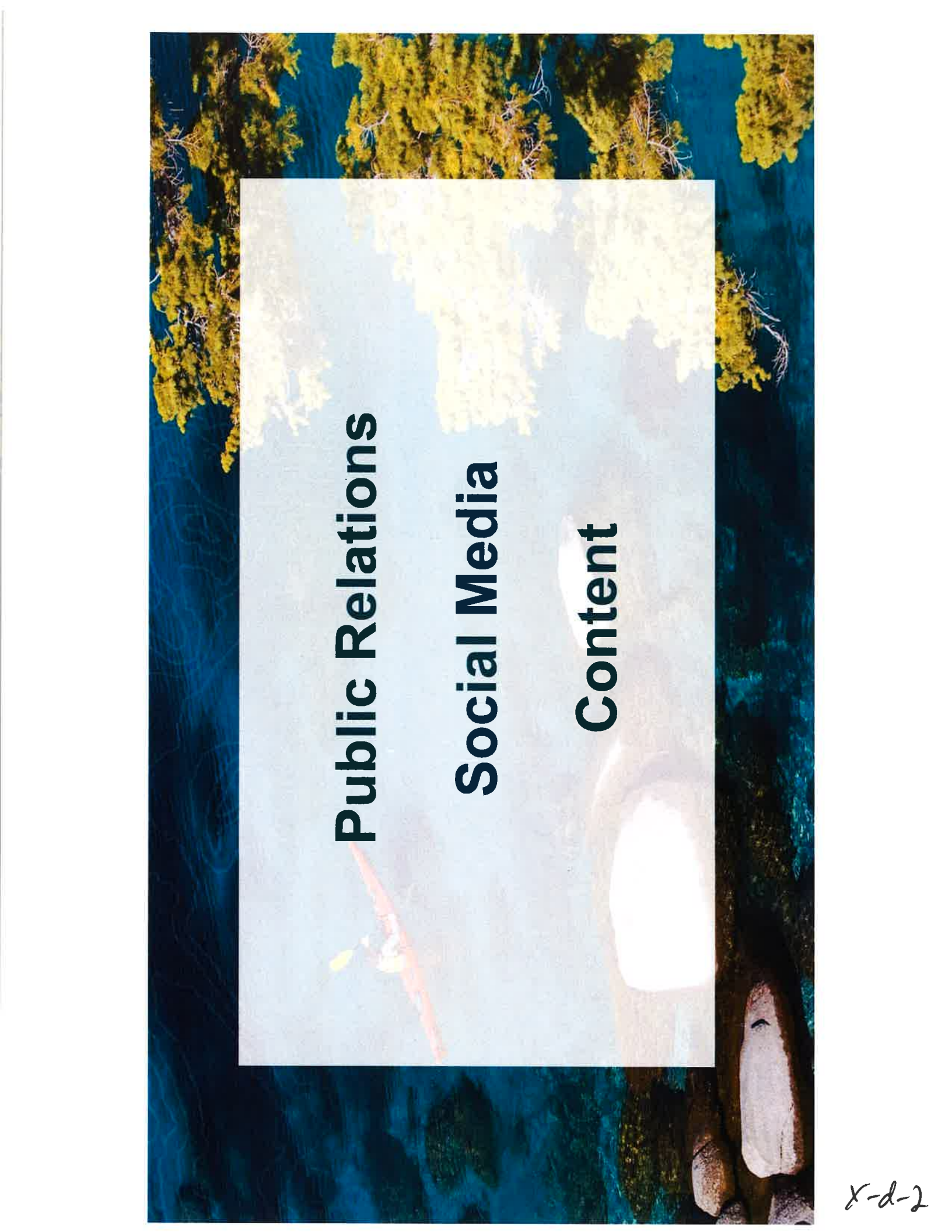
- Hosted Visit USA Parks photographer and writer
- Attended the High Sierra Council Meeting – Bishop, CA
- Tourism Cares Conference:
 - Booked this industry conference for May 2020 with Squaw Valley
 - Logo is created, images provided, and planning is underway
 - Site Visits – November 2019
- China Ready Document:
 - Rough draft complete, edits underway
 - Next step – rebranding
- MTS 2020
 - Hosted site visits August 19-21st
 - Sponsorship requests went out
 - Planning for Group FAM, Trade FAM and event are underway

September 2019 Recap



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THE ABBBI
AGENCY™

The background of the slide is a scenic photograph of a lake. In the foreground, there are dark, jagged rocks. The water is a deep blue with some ripples. In the middle ground, a small white boat with a red stripe is visible on the water. The background features a dense forest of green trees under a bright blue sky with scattered white clouds.

Public Relations Social Media Content

Overall Objectives & KPIs

Public Relations

- Flight markets: Increase number of earned media impressions in target flight markets of Southern California, New York and Houston/Dallas
 - Sept: 2 placements in SoCal
- SEO Impact: Increase number of earned media placements in publications with a higher domain rank authority than gotahoenorth.com
 - Sept. Placement w/ Highest DA: [SF Chronicle \(DA: 84\)](#)
- Shoulder Season Messaging: Increase earned media coverage in fall and spring.
 - Secret Season Placement Highlight: [Fox 40 - Spartan World Championship interview w/ Liz Bowling](#) and [Autumn Food & Wine preview](#)
- Emerging markets: Obtain at least one media placement in publication that is targeted to emerging markets identified in the Tourism Development Plan
 - Sept Update: TAA is pursuing ongoing pitching efforts to emerging markets such as San Diego, Austin, Portland / Seattle and more.



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- Deskside missions: 2 per year in target flight markets
 - Jan 2020: NYC
 - March 2020: Houston / Dallas
- Media Fams:
 - Hosted (or confirmed) 3 of 11 domestic, 1 of 8 international full fams, 1 of 8 international mini fams and 2 of 4 influencer FAMS
- Press releases: issue 4 quarterly "what's new" releases, and up to 4 local releases
 - Sept releases sent: 1 - *What's New Fall*

Social Media

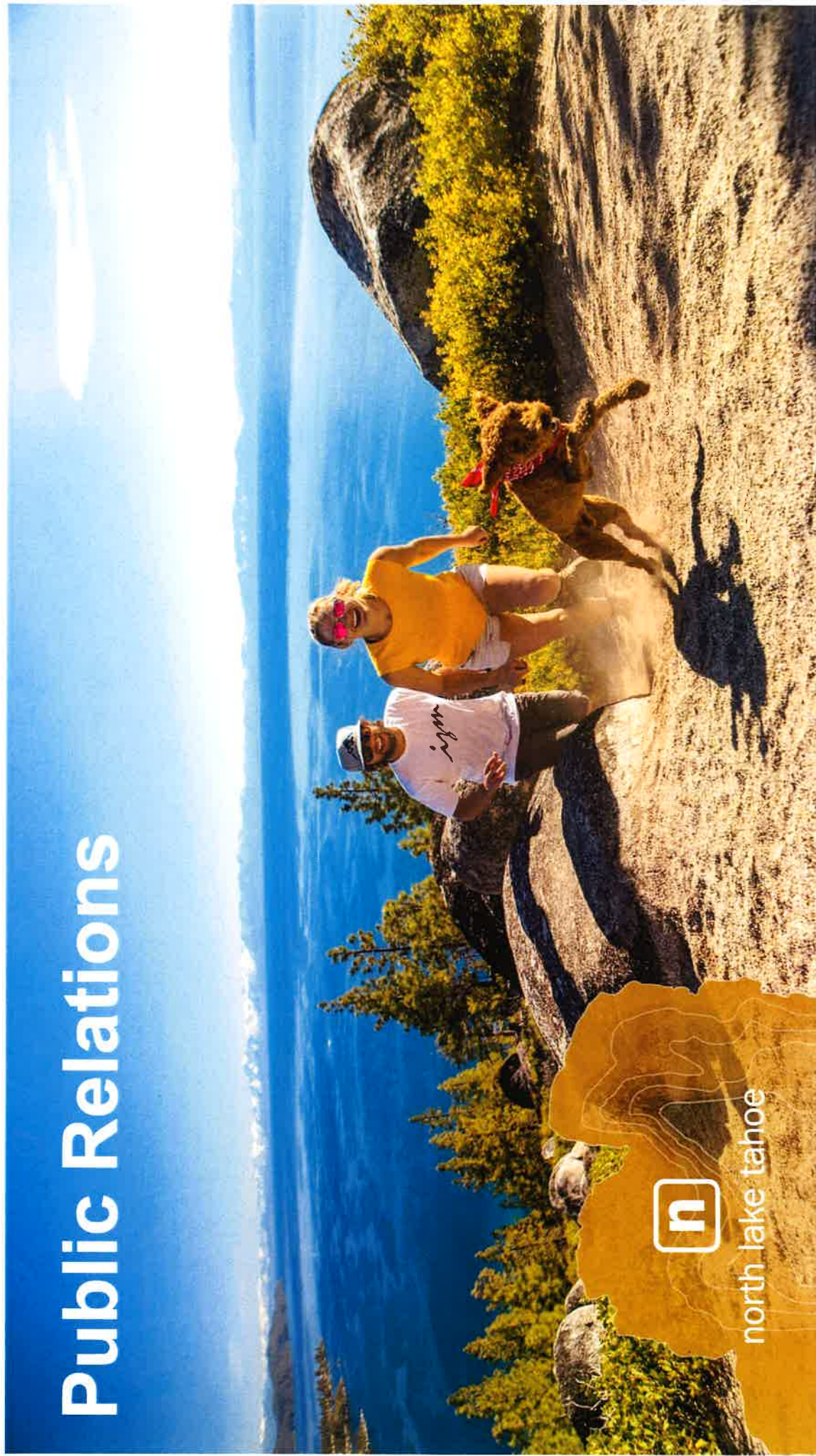
- Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 1.2% increase in Facebook followers (57 new followers) and 2.12 % increase in Instagram followers (81 new followers)
 - SoCal: 1% increase in Facebook followers (209 followers) and 3% increase in IG followers (79 followers)
- Host 4 influencer fams per year
 - Sept: Johnnie Gall (complete)
 - Sept: Dr. Cacinca (in progress)
- Lives - Conduct 4 FB or IG lives
 - Sept: 0 lives conducted. Planned lives for year.
- Giveaways - Conduct 4 giveaways (2 big, 2 small-scale)
 - Sept: 0 giveaways conducted. Planned giveaways for year.

Content

- Blog: goal - 2 per month; completed 2
- Newsletter: goal - 1 per month; completed 1

tbl 3

Public Relations



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PR STRATEGY

1. **Search-driven PR:** The Abbi Agency aims to earn placements in publications with a higher domain rank authority than gotahoenorth. By securing valuable backlinks to gotahoenorth.com, it increases searchability. We will utilize a "champagne media list" to track against the top 50-100 target publications for North Lake Tahoe.
2. **Shoulder season visitation:** The Abbi Agency will push shoulder season messaging (i.e. high-altitude training, scenic hikes, food & beverage, wellness and dual-sport days) to increase visitation in spring and fall. We will leverage the "Tahoe Treasures" campaign to bring awareness around alluring "secrets," and supplement coverage with 4 hosted FAMS per season. We will utilize a quarterly press release to showcase the holistic lifestyle, events and news, year-round.
3. **Midweek Travel + Extended Stays:** The Abbi Agency will leverage direct flight markets, including Southern California, New York and Houston/Dallas to increase length of stay and national brand awareness.
4. **SMARI insights:** The Abbi Agency will increase messaging around destination drivers, including leisure hiking, dining, scenery and value. The Agency will reserve "extreme messages" like ski/ride for niche audiences only.

PR SNAPSHOT

PITCH ANGLES: What's New Fall, Haunted Tahoe, Autumn Food & Wine Festival Coverage, Winter Adventure and Preview, Fall Foliage, Ski Meetings, Wellness Meetings

PRESS RELEASES: The 2019 "What's New Fall" Release was sent out to local, regional and national news outlets.

MEDIA CONVERSATIONS (highlights)

- **Local/Regional:** Moonshine Ink - Submitting for Spooky Tahoe piece; KCRA - broadcasted information about Autumn Food & Wine Festival on their 9/20 newscast, waiting for link
- **National/Industry (flight markets):** The Travelin' Gringo - sent Glen Abbott Donner Pass/Donner Summit per his request. Ongoing pitching to key flight markets of SoCal and NYC.
- **International:** MSI (Germany California Partners) - German trade winter newsletter
- **M&C:** Meetings & Conventions - sent Michael Shapiro photos and more information of Granlibakken, Resort at Squaw Creek and Hyatt Regency Lake Tahoe meeting spaces per his request after initial pitch

DESKSIDES / MEDIA MISSIONS: TAA did not carry out any media missions in September; but confirmed dates for FY20. We will visit New York in January as part of Visit California's International Media Marketplace; and we will visit Dallas / Houston in March 2020.

FAM COORDINATION:

TAA hosted three FAMs in September: 2 journalist FAMs and 1 influencer FAM.

- Jared Ranahan (USA Today 10Best, Forbes, TripSavvy): Autumn Food & Wine Festival; unique outdoor recreation
- Juan Pablo Montes Edgar & Arturo Mateos Ortega (Food & Travel Mexico): food & beverage; outdoor recreation
- Johnnie Gall (@DirtbagDarling): sustainability and eco-friendly travel; Tahoe as a dog-friendly destination

TAA is also coordinating three FAMs for October:

- Angela Ligouri + Matthew Massa (Canadian Influencers): October 1-3, 2019
- Andrea Mendoza (Blue & Blanc Mexico): October 24-26, 2019
- Dr. Cacinda Maloney (@pointsandtravel): October 29-31

TAA is working to reschedule Robin Sussman's cancelled fall FAM for spring 2020.



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PR Results

PLACEMENTS: 13

TOTAL IMPRESSIONS: 15,629,445

DOMAIN RANK AUTHORITY (NLT): 56

PUBLICATION HIGHLIGHTS: Los Angeles Daily News, Red Tricycle, Tahoe TAP Podcast, Fox 40, KCRA, San Francisco Chronicle, Allt om Resor (Swedish magazine)

KEY INSIGHTS: TAA saw an increase in coverage locally (including a Tahoe podcast feature) and regionally (especially in Sacramento) surrounding the Autumn Food & Wine Festival and the Spartan World Championship Race, aligning with our goal to promote and highlight NLTRA events to our local and drive markets.

COVERAGE BOOK: <https://coveragebook.com/b/d55444ae>

Placement Highlights

Los Angeles Daily News Travel: Lake Tahoe's Relaxing Side Points North

- Reach: 1,140,000
- Ad Value: \$10,545
- Domain Rank: 80
- Social Shares: 0



Fox 40 Sacramento Lake Tahoe Autumn Food and Wine Festival Preview

- Reach: 780,154
- Ad Value: \$7,216.43
- Domain Rank: 75
- Social Shares: 0



San Francisco Chronicle Now is the Perfect Time to Visit Lake Tahoe

- Reach: 6,560,000
- Ad Value: \$60,680
- Domain Rank: 84
- Social Shares: 9



Social Media



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Social Media Approach

CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: Use content campaigns (like Treasures of Tahoe), giveaways, and engaging user-generated content to increase awareness of lesser-known summer activities and increase overall engagement.

OBJECTIVES:

- **Instagram:** Maintain a 5-7 % engagement rate month over month (this is very *high*, compared to industry average of 2-3 percent)
- **Facebook:** Maintain a 3-4% engagement rate month over month (the industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)
- **Increase overall followers** by at least 0.5% monthly



FOLLOWER + ENGAGEMENT INSIGHTS:

Total followers increased by 0.5% from the previous month, with Instagram seeing the highest growth with a 1.4% increase. Overall engagements are up 5% with Instagram engagements in particular up 29%. This in large part due to our highest performing post of all time being posted during the month of September (see slide 12 for more).

Growth + Campaigns

September growth:

- Facebook: 78 new followers
- Instagram: 990 new followers
- Twitter: 78 new followers

Total Impressions: 4,980,475

Total Engagements: 127,454

Campaigns:

NLT Alpine Challenge

- Impressions: 157.8k
- Engagements: 4,075

KEY TAKEAWAY

User generated content and aspirational, scenic imagery continues to perform the best. According to Hootsuite, posts containing or featuring UGC has a 4.5% higher conversion rate than non-UGC posts.

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tahoenorth • Following
North Lake Tahoe

tahoenorth it begins! 🌨️ North Lake Tahoe got a frosty surprise today with some snow showers, the first major snow shower of the season! Could this mean the beginning of an early ski season? #tahoesnowcracker photo credit: @granlibakken

tahoenorth #at home
#keepalakeblue #tahoenaps
#tahoenorth #lake Tahoe
#exploremore #stayandwander
#staywild #optoutside
#wanderlust

3 likes 1 reply

sunseemag • Already??!?! 🌞 🌞 🌞

41,717 views
771 likes · 15 comments

And a caption!

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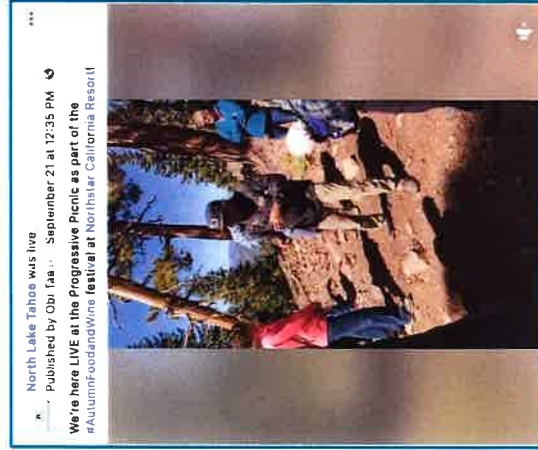
Autumn Food and Wine Festival Coverage

North Lake Tahoe promoted the Autumn Food and Wine Festival through social posts, a blog, a giveaway on both Facebook and Instagram, and live stories and Facebook Live.

Impressions: 69.6k

Engagements: 1200

Live Views: 1.1k



GET READY TO FALL IN LOVE WITH DINING IN NORTH LAKE TAHOE

You know that North Lake Tahoe's breathtaking views, vast waterfalls, and endless recreational activities are incredible. What you may not know is that the crown jewel of the Sierra Nevada is also home to some of the best culinary delights in the region, with dozens of home-grown restaurants, celebrated restaurateurs, plus bites and sips from every cuisine you could think of.

In fact, our mountain paradise is so beloved for its food and beverage scene that it has long served as the home to the annual Autumn Food and Wine Festival—which marks its 34th year, September 20–22.

But rather than simply telling you about how great Tahoe's culinary scene is, we thought we'd showcase some of the most delicious and unique dining opportunities in the region. That way, while you work up a hefty appetite, you can plan your tour of Tahoe's best bites as part of your North Lake Tahoe adventure. Check it out!



Influencers - Johnie Gall (Dirtbag Darling)

As part of North Lake Tahoe's promotion of the fall shoulder season, Tahoe North activated a blogger, photographer, and environmental advocate by the name of Johnie Gall to experience the best of North Lake Tahoe in the fall. Johnie's content pillars included outdoor recreation, as well as sustainability and environmentally-friendly activities.

- # of Posts: 3
- Post reactions: 4,065
- Post comments: 18



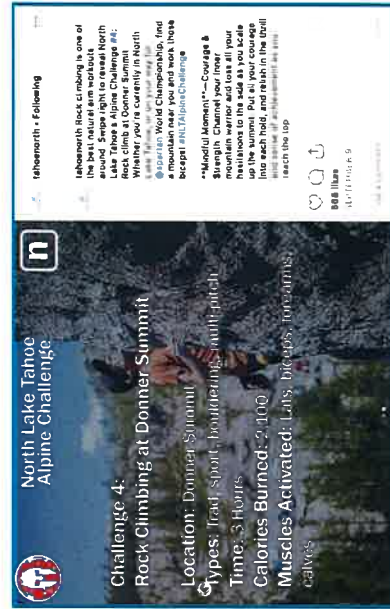
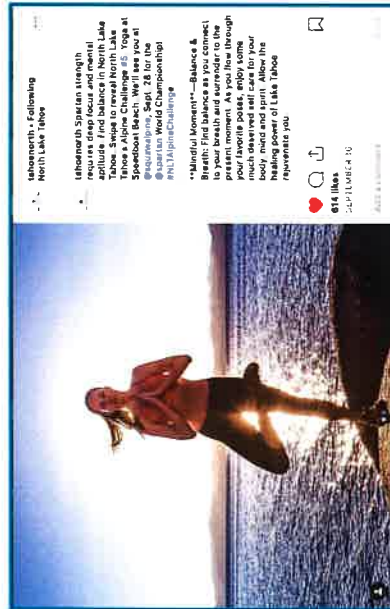
NLT Alpine Challenge

To promote the upcoming Spartan Race, North Lake Tahoe created an owned workout plan to engage the audience to partake in health and fitness, inspired by the Spartan athletes, while seeing the best of North Lake Tahoe. A blog post accompanied social graphics. The campaign began in August and continued on into September.

Total Impressions: 157.8k

Total Engagements: 4,075

Total Reach: 89.1k



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Instagram Story Highlights



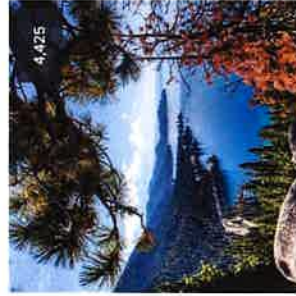
Total Story Impressions for August: 110.9k impressions ; Average Reach per Story: 2,730

Instagram Competitor Set

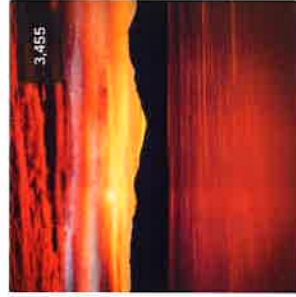
Most Popular Media by tahoenorth



12,142



4,425



3,455

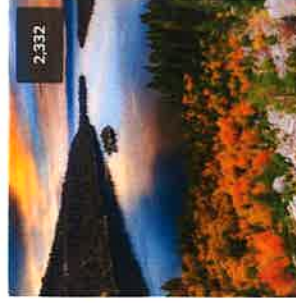
Most Popular Media by tahoesouth



2,650



2,613



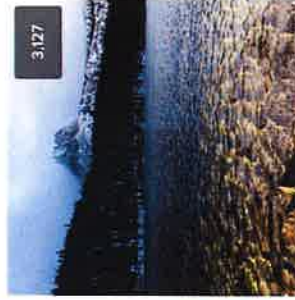
2,332

In September, @tahoenorth received more engagements (68.4k) than both @tahoesouth (37.3k) and @visitmammoth (37k). Additionally, Tahoe North has the largest following of both of our competitors.

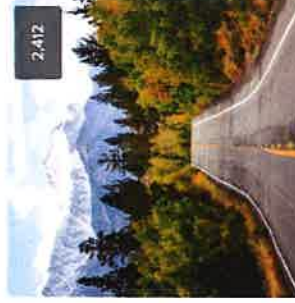
Most Popular Media by visitmammoth



3,328

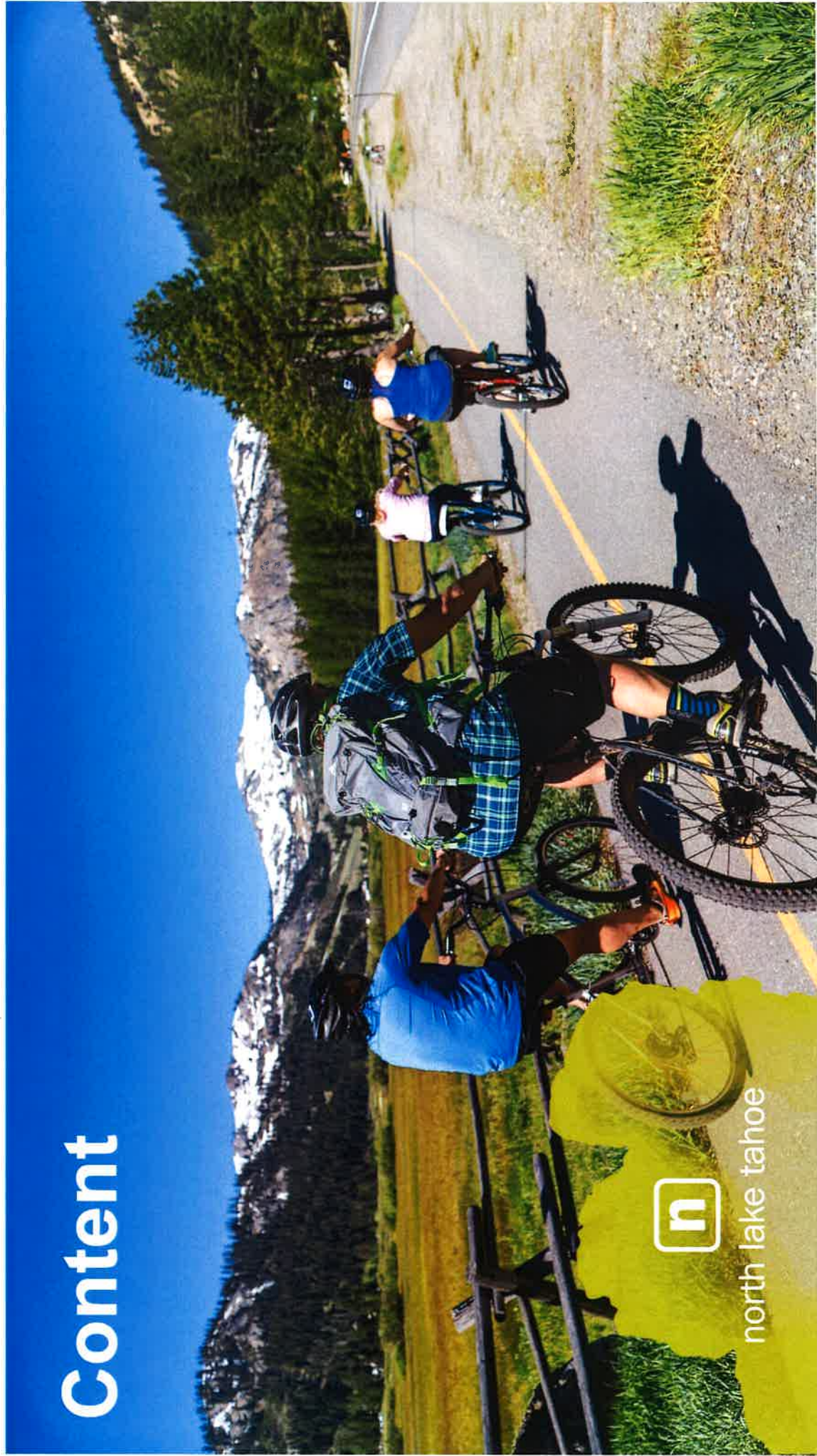


3,127



2,412

Content



north lake tahoe

Content Approach

Overall Strategy: The Abbi Agency has shifted its content strategy by **1) creating evergreen blog messages** to provide consumers with messages that are beneficial year-round; and **2) reserve news-sensitive information for monthly newsletters**. The Abbi Agency has analyzed North Lake Tahoe's brand voice and tone, and has proposed a more identifiable "character" in which all content contributors can represent. We aim to create a "Tahoe experience" in all levels of the decision making funnel. We want North Lake Tahoe's voice to be undeniably "Tahoe," with a laid back, outdoor driven, aspirational feel. We are also beginning to strategize more granular content per channel, to better segment messages to fly/drive market audiences.

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. In this way, we create aspirational messages that are useful to consumers, year round. With two blogs per month, each is designed to **improve SEO, increase brand awareness** (especially during secret seasons) and **provide educational content**. Most blogs range from 600-800 words (a length that Google deems valuable), while reserving a few pieces for longer-form "essay content," like "52 Weeks in North Lake Tahoe" (about 1,200 words).

NEWSLETTER:

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



Blogs & Newsletters

KEY THEMES: Shoulder season activities, Tahoe Dining, preview to après, preview to winter

CAMPAIGNS: Autumn Food and Wine, Tahoe Arts and Culture, Secret Season



NEWSLETTERS POSTED: 1

Get Ready to Fall In Love With Tahoe Flavor
9.2 open rate | 0.7 CTR

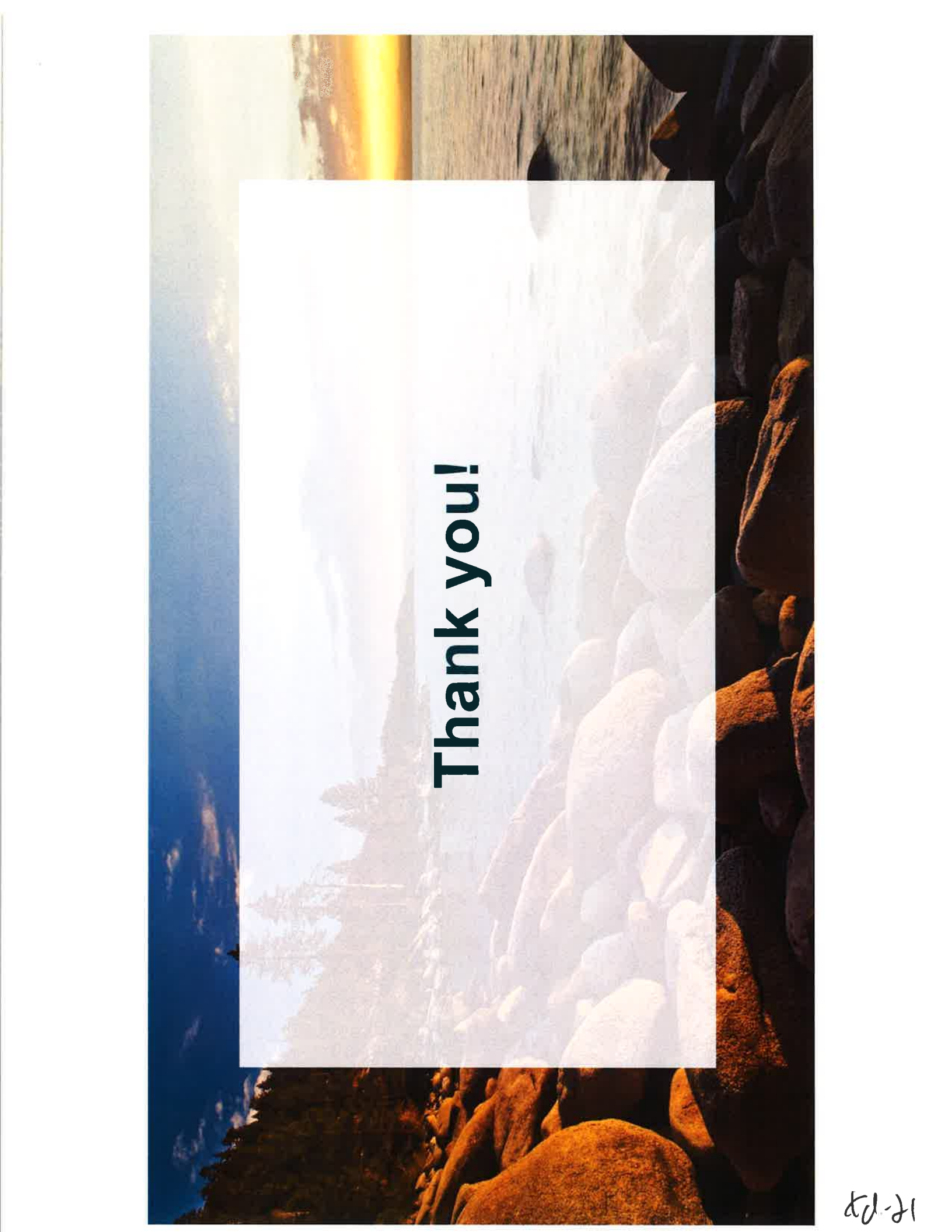
BLOGS POSTED: 2 (2 general, 2 Tahoe Treasures)

Get Ready to Fall in Love With Dining In North Lake Tahoe
54 Social Shares | 93 Blog Views

Your Guide to Autumn Arts and Culture in North Lake Tahoe*
24 Social Shares | 30 Blog Views

* Developed in September, published on Oct. 3.

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Thank you!