



north lake tahoe

Departmental Reports March 2020

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February 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Smith & Nephew, Train the Trainer Meeting, 4/20/2020-4/24/2020, 320 room nights
2. Allergan, Executive BDM Summit - Revised Dates, 4/27/2020-5/1/2020, 180 room nights
3. State Farm Mutual Automobile Insurance Company, SF-Lafayette/Danville Life Lift 2020 - 10448, 4/30/2020- 5/1/2020, 15 room nights
4. ScanSource, ScanSource Power Up (MTN), 6/8/2020-6/10/2020, 70 room nights
5. Toyota North America, Los Angeles Region Top 5, 6/9/2020-6/11/2020, 37 room nights
6. UC Davis Graduate School of Management, 2020 Summer Residentials, 6/18/2020-6/20/2020, 50 people
7. California Special Districts Association, 2020 CSDA GM Summit - Private Dinner, 6/29/2020-6/29/2020, 30 people
8. Render Wedding, 7/16/2020-7/16/2020, 50 people
9. SoftwareONE, Services Midyear , 8/3/2020-8/7/2020, 550room nights
10. The National Judicial College, 2020 City Course, 8/30/2020-9/4/2020, 180 room nights
11. QVC Incentive, 9/11/2020-9/16/2020, 69 room nights
12. AUTODESK, AEC NA MJA Q3 FY21 Business Planning & Review, 9/15/2020-9/17/2020, 175 room nights
13. HPN Global, 72046 BOD Meeting September 2020, 9/21/2020-9/24/2020, 90, room nights
14. Sony Interactive Entertainment (SIE), DevCon 2020 Fall, 10/4/2020-10/8/2020, 1370 room nights
15. Hobsons Pinnacle Club 2021, 1/2/2021-1/7/2021, 110 room nights
16. National Grain and Feed Association, 2021 NGFA Executive Meeting, 1/8/2021-1/12/2021, 59 room nights
17. Outdoor Media Summit 2021, 4/20/2021-4/22/2021, 450 room nights
18. American Meteorological Society, 23rd Conference on Atmospheric and Oceanic Fluid Dynamics, 6/19/2021-6/26/2021, 1025 room nights
19. REALTORS Land Institute, RLI - 2022 Land Conference, 3/4/2022-3/9/2022, 675 room nights
20. Burkhart Dental Supply, Elite Trip, 11/16/2022-11/20/2022, 177 room nights

DEFINITE BOOKINGS:

1. Ben E. Keith Foods - Incentive Dinner & Reception, 7/13/2020-7/13/2020, \$36000 in food & beverage revenue, 250 people at Gar Woods Grill & Pier
2. Ameritas Life Insurance Corporation-2020 RP Forum, 8/17/2020-8/19/2020, \$20296 in room revenue, 82 room nights, 40 people at Hyatt Regency Lake Tahoe Resort, Spa and Casino
3. National Council of State Boards of Nursing-2020 NCSBN Board of Directors Retreat, 10/18/2020-10/21/2020 \$6519 in room in revenue, 41 room nights, 17 people at Hyatt Regency Lake Tahoe Resort, Spa and Casino

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Leisure Departmental Report
February 2020

TRAVEL TRADE SALES CALLS, MEETINGS, & SITE VISITS:

- Completed Travel:
 - Visit California Outlook Forum – February
 - Summary attached

INTERNATIONAL MEDIA:

- Hosted:
 - Gabi Temer, Latin America – Jan 30- Feb 2, 2020
- Next:
 - Travel NV UK Influencer FAM – April
 - Canada Influencer FAM – May

TRAVEL TRADE FAMS:

- Updates on the below FAMS:
 - MTS Pre FAM: March 2020
 - *RSCVA China FAM: April 2020 – CANCELLED DUE TO COVID -19*
 - Travel Masters, Canada: May 2020
 - Volaris Mexico FAM: May 2020
 - German POST IPW FAM: June 2020
 - Travel NV Post IPW FAM: June 2020

MARKETING CAMPAIGNS:

- Results:
 - Visit USA Parks results
 - Impressions - **133.9k** - We estimated 50k-75k for a campaign of this size.
 - Engagement Rate - **20.1%** - We measure success at anything above 8%. (Tourism/Hospitality industry average is 4%)
 - Website leads generated from retargeting - **724** - Based on the budget for the promotional/distribution components of this campaign, we estimated around 500 leads driven to your site.
- German: signed off to participate in the Visit CA German CANUSA campaign
 - Two- month Campaign running Feb and March
 - Hotels will be featured on site
 - Social media ads will run
 - Facebook, Instagram and newsletters will be distributed and posted
- Australia:
 - Karry-on & Viva Holidays Brand USA campaign

x6-1

4. World Wide Group - LLC-Moving Up, 7/6/2021-7/9/2021, \$60588 in room revenue, 252 room nights, 300 people at Village at Squaw Valley

SITE VISITS AND FAMS CONDUCTED

- February 3-4, 2020. Site Inspection for the Zillow Group – Sales Champions Circle 2021. This program is 375 Room nights/125 Peak Rooms/250 people for February 2021. This program is considering the Ritz Carlton Lake Tahoe
- February 5-6, 2020. Site Inspection for Rotary International District 5160 Conference 2021-22. This program is 355 room nights/155 Peak Rooms/350 People for October 2021. This program is considering Resort at Squaw Creek.
- RSCVA Conference Direct Fam – February 19, 2020. Two ConferenceDirect associates from Nebraska and Maryland came up to North Lake Tahoe to do a site visit of Squaw Valley and the Hyatt Regency Lake Tahoe. The associates experienced a breathtaking tram ride to High Camp and an amazing lunch at the Lone Eagle

UPCOMING SITE VISITS AND FAMS

- March 3-4, 2020, ConferenceDirect Pacific Northwest Fam & Retreat March 3-4th – North Lake Tahoe. Expecting 15 ConferenceDirect Associates
- March 9-10, 2020, Site Inspection for the Google Search – Annual Offsite. This program is over 2000 room nights/1000 peak rooms/2000 people for August 2020. This program is considering Resort at Squaw Creek, Village at Squaw Valley, PlumpJack, Granlibakken, Hyatt Regency, Ritz Carlton, North Star, Tahoe Mountain Lodging, and Welk Resorts.
- March 19-20, 2020 Site Inspection for the BioFire Brand Planning Meeting. This program is 347 room nights, 70 peak rooms/70 people for July 2020. This program is considering the Hyatt Lake Tahoe and Resort at Squaw Creek.

TRADESHOWS, EVENTS & SALES CALLS CONDUCTED

- Bart Peterson attended Connect Financial Feb 20-21 in Kissimmee, FL where he met with (28) meeting planners. Tradeshow re-cap to follow.
- Denise Cmiel attend Connect Chicago February 24-25th – recap to follow

CHICAGO EFFORTS:

- Planning underway for our next Chicago Client Event – Elton John June 2020
 - 2 confirmed hotel partners

- This campaign features advertorials and editorial content on the trade publication – Karry On
- This also features direct sales with Viva Holidays

INTERNATIONAL OFFICE UPDATE:

- Germany, Austria, Switzerland:
 - (7) key meetings conducted
 - (350) agents trained at Visit USA Switzerland Event on Feb 5th
 - ITB cancelled due to Covid-19
 - February newsletter had a 41% open rate and a 5.5% click rate
- Canada October Update:
 - (4) meetings conducted with LDV Travel, New Wave Travel, Travel Edge and Vision Travel
 - (1) agents trained at Renshaw Travel
- UK/Ireland Update:
 - Blacked out for trainings during the month of February at tour operator locations
 - (4) Meetings conducted with Bon Voyage, Scott Dunn, United Airlines, United Airlines Ireland
 - Worked on additional event projects: Aer Lingus Roadshow development and Destinations Show
 - (306) agents trained at the Aer Lingus Roadshow
- Australia October Update:
 - (7) Meetings conducted with Trip.com, Ignite Holidays, STUBA.com, Ride the World, Intrepid Group, Amtrak Vacation
 - (65) agents trained at Qantas – Brisbane based
 - Qantas new route – BNE to SFO launched on Feb 9th
 - iTravel launched an internal wholesale product for its agents and expanding into NZ on 01 March. The wholesale offering, called HQ by iTravel, is live with iTravel's hotel content and will allow agents more control and provide them with more value, MD Steve Labroski.
 - Helloworld Travel Limited has agreed to purchase the reservations platform developed by the Excite Holidays and has seen them establish a new wholly owned division in Greece with operations supported in Australia.
 - Intrepid profits soar 56% within Intrepid Travel, Peregrine Adventure and Urban Adventure brands.
 - Coronavirus: last month saw a 75% decline in hotel occupancy in mainland China from 14 to 26 Jan due to coronavirus. Additionally, 82% of respondents to a TD poll, reported they are experiencing a cancellation of services as a direct result of the virus. The impact extends well beyond China, with almost half of those who have experienced cancellations being primarily for Asia-based bookings.

Visit California Outlook Forum 2020

About

Visit California Outlook Forum is the annual event that the state of California organizes to share the latest resources and insights from tourism influencers, all in one place. This is a two day event, that features keynote speakers, educational breakout sessions, committee meetings, as well as an international sales marketplace. In addition, every two years, Visit California hosts their Poppy Awards and this year North Lake Tahoe won the following awards: Best Digital Campaign and Best Content Marketing Initiative.

Next year, the Visit California Outlook Forum will be held in San Francisco.

Key Learnings:

- In 2019, \$145 billion in CA, which is 10 years straight of tourism growth
 - \$12.3 billion in state/tax revenue was generated
 - 1.2 million tourism jobs were created
 - and international travel is the largest export, beating out tech and agriculture at \$28 billion
- Destination Marketing Organizations (DMOS) role is to assist your local economy and industry with what they can not do for themselves.
- Global Investments:
 - India - #1 luxury market with the most chance of growth because it currently has the lowest airline seats into CA and the US.
 - Middle East is growing and Visit CA is the first US state to get in-market representation
 - Mexico is still the largest source of international visitation
- Visit California is rolling out their NEW California News Network, featuring:
 - Lifestyle news, planning tools, print publications and podcasts
- New Campaign rolling out soon will be California Local
- Stewardship:
 - Visit California rolled out their draft sustainability plan. To learn more or to see more resources, [please click here](#).
 - Speakers from Kind Travellers & TraveltoChangetheWorld.com spoke
 - Sustainable travel considers ALL travel impacts
 - There is a link between wellness and sustainability. Travelers what to see a “give back” option when travelling
 - Plan around the following goals: People Place Planet - win win win
 - Steps to a sustainable tourism plan:
 1. Create goals with specific KPIs
 2. Align global goals with your destination challenges
 3. Narrow the focus to set measurable goals
 4. Create partnerships to attain goals, such as with existing non-profits
 5. Define metrics for impact. Example a \$10 donation = 250lbs of trash cleaned up

- 6. Celebrate YOUR impact
- International Market Trends/Information
 - Europe: looking at a 1 Europe approach vs. dividing up the markets
 - 2.8 million airlines seats added from Europe into CA
 - Visa Waivers:
 - The US now has 12 visa waiver countries. Looking at (2) new targets: Brazil & Israel.
 - Link to [market profiles here](#). Each country that Visit California has in-market representation in, has done a snapshot of information, that you can review by clicking the link.
 - Additional information provided at the event:
 - Australia - Challenge here is to keep California top of mind and standing out since Australians are so familiar with coming here.
 - Canada: Visit CA has divided Canada into an east and west strategy.
 - Air travel is up and car travel is down
 - 2-3% annual growth year over year
 - Mexico: Peso has remained strong, but we need to keep an eye on the political environment. Moving towards family focus travel for sales and marketing tactics.
 - UK & Ireland: Last year the pound was up by 10%. Luxury market is up by 20%. Highest pay jump in years, expect to see travel increase.
 - China: California is on hold with Coronavirus. Stay tuned for more updates in April.
 - Japan: Leveraging the olympics. Big flight increases - 20 per day into California, including 6 per day into SFO.
 - Very interested in wellness focused travel
 - big shift in travel during Fall
 - South Korea: Moving away from traditional tour operators and moving towards OTA only sales. Hana tour is moving to become an OTA for 2020.
 - Longer travel - 1 month stays
 - Road trippers
 - India: Rise of the nuclear family
 - VIP culture - high end luxury travel with their families
 - SF to Deli has new air service and it is at a 90% load rate
 - France: is the #1 European market, laid back luxury
 - Germany:
 - Interested in sustainable travel - probably the most important
 - ¾ of Germans take long-haul vacations annually
 - low unemployment rates and 30+ days of vacation annually
 - loves outdoorsy destinations
 - Scandinavia: very concerned with sustainable travel, lots of flight shaming in this country and long-haul travel will be down
 - Middle East:
 - only US state in this market
 - most of population (85%) ex patriots living in populated areas
 - Global readiness programs coming

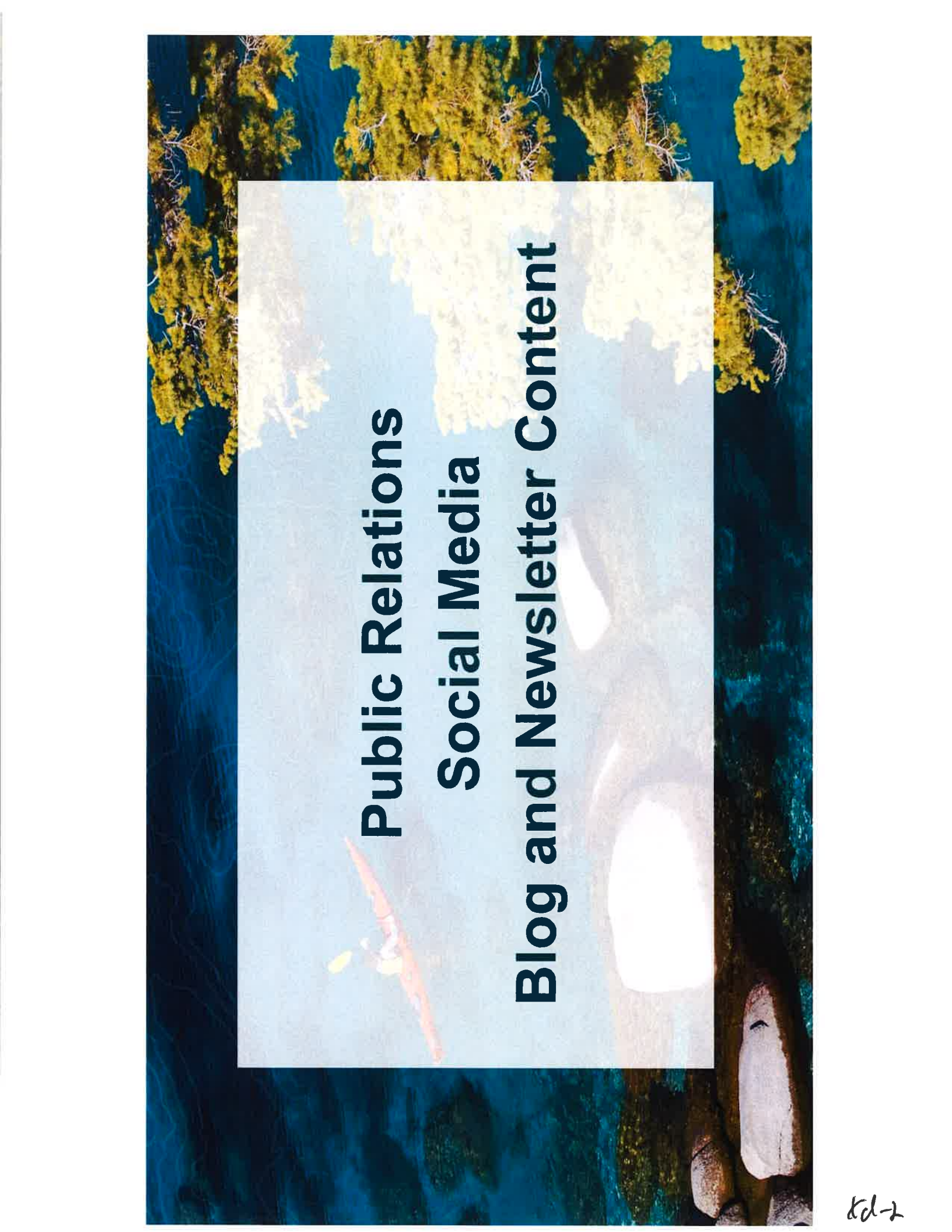
- Italy: Air Italy just declared bankruptcy
 - 5 weeks of annual leave
 - love to eat and drink well when traveling
 - 70% of business is sold by one tour operator

February 2020 Recap



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THE ABBEY
AGENCY™



Public Relations Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Public Relations

- Flight Markets
 - Increase number of earned media impressions in target flight markets of Southern California, New York and Texas
 - Feb. Update:
 - 1 placement in Southern California
 - 3 placements in California statewide
- SEO Impact
 - Increase number of earned media placements in publications with a higher domain rank authority than GoTahoeNorth.com
 - Feb. Placements w/ highest DA w/ backlink:
 - There's a Whole Festival for Snow, in North Lake Tahoe - By Alysia Gray Painter (DA: 81)
- Shoulder Season Messaging
 - Increase earned media coverage in fall and spring.
 - Feb. Secret Season Placement Highlight: Five Ideal Destinations for a Springtime California Vacation
By Jared Ranahan, Forbes
- Emerging Markets
 - Obtain at least one media placement in a publication that is targeted to emerging markets identified in the Tourism Development Plan
 - Feb. update: 1 placement in Denver, Colorado



Overall Objectives & KPIs

Public Relations (cont.)

- Media FAMs
 - 11 Domestic FAMs
 - 5 Completed FAMs
 - 2 Confirmed (in progress) FAMs
 - 3 Pending FAMs
 - 5 of 8 international full FAMs
 - 3 of 8 international mini-FAMs
 - 2 of 4 domestic influencer FAMs
- Press Releases
 - Issue 4 quarterly "What's New" releases, and up to 4 local releases
 - Feb. Update: Partners have completed the spring request for Information form. TAA has drafted the 2020 What's New Spring press release, and is under review by the NLTRA team..



Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 0.77% increase in Facebook followers (-59 followers) and -0.61% decrease in Instagram followers (-27 followers)
 - SoCal: 0.4% increase in Facebook followers (112 new followers) and 2.36 % increase in IG followers (71 new followers)
- FB Lives
 - Completed 2 of 4 for annual SOW fulfillment
- FB Giveaways
 - Completed 3 of 4 for annual SOW fulfillment
- Host 4 Influencer FAMs Per Year
 - Completed Fall deliverable
 - Presented opportunities for spring

Social Media (cont)

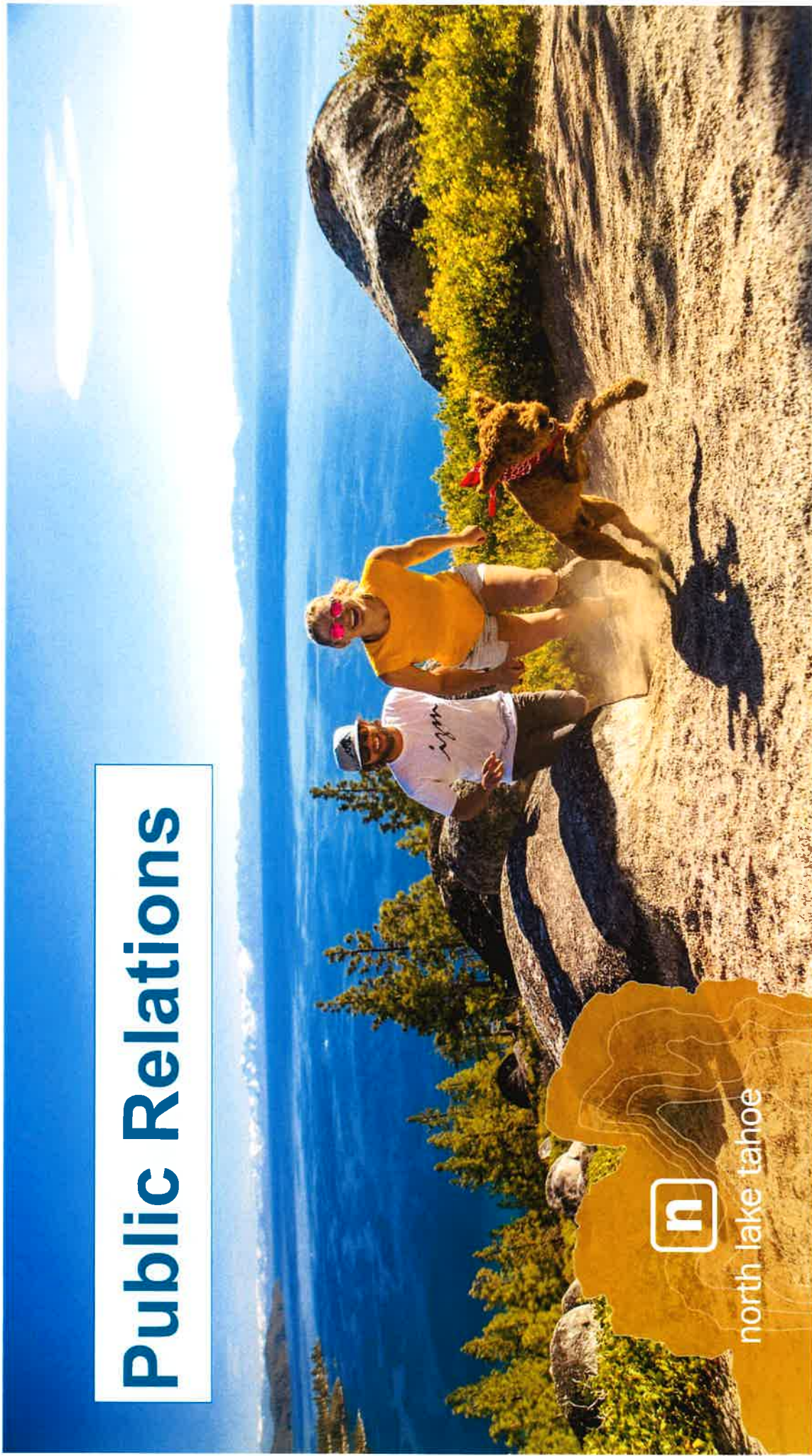
- Lives
 - Conduct 4 FB or IG lives
 - Nov: 1 Lives conducted
 - Jan: 1 Lives conducted
 - Next: Spring Dual Days Live
- Giveaways
 - Conduct 4 giveaways (2 large, 2 small)
 - Completed February Valentine's Giveaway
 - Next: Dual Days Giveaway

Content

- Blog
 - Goal: 2 per month
 - Completed: 2
- Newsletter
 - Goal: 1 per month
 - Completed: 2



Public Relations



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PR Strategy

1. Search-Driven PR

- The Abbi Agency works to earn placements in publications with a higher domain rank authority than GoTahoeNorth.com. Securing valuable backlinks increases searchability for GoTahoeNorth.com
- We utilize a "Target Media List" to track against North Lake Tahoe's target publications.

2. Shoulder-Season Visitation

- The Abbi Agency will push shoulder season messaging (i.e. high-altitude training, scenic hikes, food & beverage, wellness and dual-activity days) to increase visitation in spring and fall. We are leveraging the "Tahoe Treasures" campaign to bring awareness around our region's special "secrets." Additionally, we are supplementing coverage with four hosted FAMS per shoulder season and utilizing a quarterly press release to showcase the season's events and partner news.

3. Midweek Travel + Extended Stays

- The Abbi Agency is focusing efforts on direct-flight markets (Southern California, New York and Houston/Dallas) to increase longer midweek stays while growing national brand awareness.

4. SMARI Insights

- The Abbi Agency is increasing 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

- Spring/Summer Long Leads, FAM Outreach, SnowFest, Leap of Love, Pride Ride, WinterWonderGrass, High-Altitude Training, Human-Powered Sports, Corporate Team-Building Trends, Wellness for MCC audiences, Spring Indulgences

Media Conversations (highlights)

- **Local/Regional:**
 - Sydnie Goodwin (*San Diego Magazine*) — Provided journalist with images and information.
- **National/Industry (flight markets):**
 - Devon Miner (*Mountain Living Magazine*) — Provided images of all 12 downhill ski resorts for March story.
 - Leslie Hsu Oh (*Outside, REI, CNTraveler*) — Interested in adventure travel for the entire family stories and additionally featuring WinterWonderGrass.
 - Alysia Gray Painter (*NBC Los Angeles, NBC San Diego*) — Continues to report on multiple North Lake Tahoe events and is interested in a story featuring Squaw Valley's team of rescue dogs.
- **International:**
 - Stephen Rosanove (*Marie Claire Australia / Snowy Mountains Magazine*) — Slated for a July 2020 publication date and will send us links to online placements as well as print versions.
 - Pending Placements: *Travel & Food Mexico, Blue & Blanc, Expedia Australia / New Zealand*

PR Snapshot

Press Releases

- North Lake Tahoe partners have completed the 2020 "What's New Spring" press release form. TAA has drafted the press release, and it is under review by the NLTRA team prior to release.

FAM Coordination

- TAA is currently coordinating 5 FAMs for 2020:
 - Domestic
 - Brent Crane (*Penta*): March 16-20
 - Jill Robinson (*AFAR, Travel + Leisure*): April 2020
 - International
 - UK Influencer FAM: (Partner with Travel Nevada Influencer FAM): April 16-19
 - Jennifer Fast: (@JennExplores - Canada): May 2020
 - Brooke Wilson (@BrookeWilson - Canada): May 2020
- TAA has 3 pending Domestic FAMs for 2020:
 - Kristy Alpert (*Fodors*): Spring dates TBD
 - Leslie Hsu Oh (*Outside, REI, CNTraveler*): Spring dates TBD
 - Grace Bastidas (*Parents Latina*): Spring dates TBD

Please note: The emerging coronavirus situation is causing concerns among our scheduled and potential FAM journalists. Journalists have voiced concerns over travel. We are working with each of them to reschedule as opportunities present..



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PR Results

PLACEMENTS: 14

TAA PLACED COMBINED DOMAIN RANK: 67

TOTAL IMPRESSIONS: 182,887,891

GOTAHOEONORTH.COM DOMAIN RANK: 56

PUBLICATION HIGHLIGHTS:

- *Forbes*, *NBC Los Angeles*, *5280*, *Red Tricycle*, *Outward Magazine*, *WPXI* - *Pittsburgh Now*

KEY INSIGHTS:

- TAA saw an increase in coverage in California statewide surrounding specific North Lake Tahoe events (including WinterWonderGrass and SnowFest). This aligns with our goal to promote and highlight special events to drive markets, grow awareness and increase visitation.
- TAA also saw two placements from media FAM coordination (from *5280* and *WPXI* - *Pittsburgh Now*), with one placement featuring why Colorado residents should ski in North Lake Tahoe and one placement mentioning North Lake Tahoe as a spring break destination, aligning with our goal to attract out-of-state visitation, increase spring tourism, while hosting media from target publications in the region.

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



There's a Whole Festival for Snow, in North Lake Tahoe

SNOWFEST is the "Mountain Mardi Gras," a 10-day party flurried with fun and funny happenings.



CELEBRATING SNOW? You've likely never left a pretty cake outside, ahead of a big squaller of snow-dropper, and you probably haven't worn a pointy paper hat out into a blizzard (you were likely rocking a heavy knit cap, or something toastier, in that case). But there are ways to celebrate snow, as in the idea of snow, the beauty of a frosty landscape, and all of the wintry and whimsical joys a couple of inches of the cold stuff can so easily bring. **North Lake Tahoe** is a place known for its snowy scene, and, each year, before wintertime slips out the door and spring enters, the community puts on a snow-tastic party. It's so snow-tastic, in fact, that it lasts for over a week, and it includes a multitude of merry doings, with some doings straight from the sillier side of life. It's...

Est. Readership: 1,530,000
Ad Value: \$14,152.50
Domain Rank: 81
Key Messages: SnowFest

5280

Why North Lake Tahoe is Worth a Ski Trip

Flights are quick and relatively inexpensive, the food is Bay Area-approved, and there's a ton of snow. What's not to love?



While the skiing and riding is tough to beat in Colorado, sometimes a change of scenery is nice, especially when it involves the shimmering centerpiece of Lake Tahoe. And for those really searching for adventure, it's worth visiting the less-raucous part of the lake, further from the casinos that dot the California-Nevada border. North Lake Tahoe offers access to a dozen ski areas with rugged terrain that will have your knees knocking, and features deeper overnight snow dumps than you've likely ever experienced. Plus, it's easier to reach (and more affordable) than you'd think.

Est. Readership: 244,992
Ad Value: \$2,266.18
Domain Rank: 65
Key Messages: Why Colorado Residents Should Ski in NLT

Winter Wonderland: How to Do Tahoe With Kids



With a few snowy weekends under our belts and the 2020 ski season off to a snow-white start, now is the time to get your Tahoe ski plans ready! Scope out our tips below, book your stay and plan for a white winter of family fun in Lake Tahoe. The kids will love spending some time on the slopes and screaming down the [sledding and tubing hills](#).

Est. Readership: 1,410,724
Ad Value: \$13,049.20
Domain Rank: 63
Key Messages: Family-Friendly Winter Activities

Five Ideal Destinations For A Springtime California Vacation



Attend Lake Tahoe's Pride Ride

Take a journey to one of California's most stunning natural features, Lake Tahoe, for Homewood Mountain Resort's second annual Pride Ride, a weekend festival dedicated to the nation's LGBTQ community. The event kicks off with a 2-mile Rainbow Parade, spanning from mountainside down to the beach below, while a slalom drag race pits queen against queen on the slopes with the top three finishers earning a range of prizes. For a truly opulent experience, consider procuring a ticket for the VIP Cocktail Reception and Dinner, a four course meal complete with wine pairings and mixed drinks.

Est. Readership: 108,177,002
Ad Value: \$1,000,637.27
Domain Rank: 95
Key Messages: Homewood's Pride Ride



Meetings & Conventions Update

Strategy

- Created and sent out questionnaires for North Lake Tahoe MCC experts; gathering industry expert commentary for media relations efforts
 - Reminder emails sent to partners who had not responded as of 3/10
- Spring FAM outreach
- Leveraging editorial calendars / target media lists
- Targeted media relations featuring key pillars
(i.e. *custom pitches, phone calls*)

February Key Messages & Trends

- Corporate Team-Building Trends and Activities
- Sustainability & Eco-Friendly Spaces — Tahoe's Green Promise
- Wellness-Infused Meetings
- North Lake Tahoe as a Small Market Meetings Locale

MCC Results

February Media

Conversations / Pending Placements

- **Smart Meetings**

Key Message: *Meetings at Sea*

Status: Connected Chuck Kapelke with Larry at the *Tahoe Gal* to discuss the *Tahoe Gal*'s corporate event offerings aboard the ship. TAA followed up again on 3/2 to check placement status.

- **CVENT Meetings Magazine**

Key Message: *Eco-Friendly MCC Spaces*

Status: Waiting for placement. TAA followed up with journalist again on 3/9 to check placement status.

Target Publications

- *Associations Now Magazine*
- *BizBash*
- *Black Meetings & Tourism Magazine*
- *Business Facilities Magazine*
- *Business Travel News*
- *California Meetings + Events*
- *Connect Corporate*
- *Corporate & Incentive Travel*
- *Cvent Meetings Magazine / Elite Meetings*
- *Hispanic Meetings & Travel*
- *Hotel Management*
- *Incentive Magazine*
- *Insurance & Financial Meetings Management*
- *Meetings & Conventions*
- *Meetings Today*
- *MeetingsNet*
- *Mountain Meetings*
- *PCMA Convene Magazine*
- *Prevue Magazine Meetings*
- *Small Market*
- *Smart Meetings*
- *Special Events Magazine*
- *Successful Meetings*

Social Media



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Social Media Approach

Strategy

- Use social campaigns (like *Treasures of Tahoe*), giveaways, and engaging user-generated content to increase awareness of winter/spring 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%)
- **Facebook:** Maintain a 3-4% engagement rate month over month (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

Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

- Total followers: **225,882**
 - Increased by 0.3% from the previous month, with Instagram seeing the biggest increase with 0.6%.
- Overall engagement is down 11% from the previous month, potentially due to a number of high performing posts last month, including the Food Travel Chat.



Growth + Campaigns

Campaigns:

Valentine's Day Giveaway

- 34,104 impressions
- 987 engagements
- 133 entries

WinterWonderGrass Giveaway

- 22,258 Impressions
- 441 Engagements
- 39 entries

February Growth=

- Facebook: 122 new followers
- Instagram: 458 new followers
- Twitter: 41 new followers

Total Impressions:

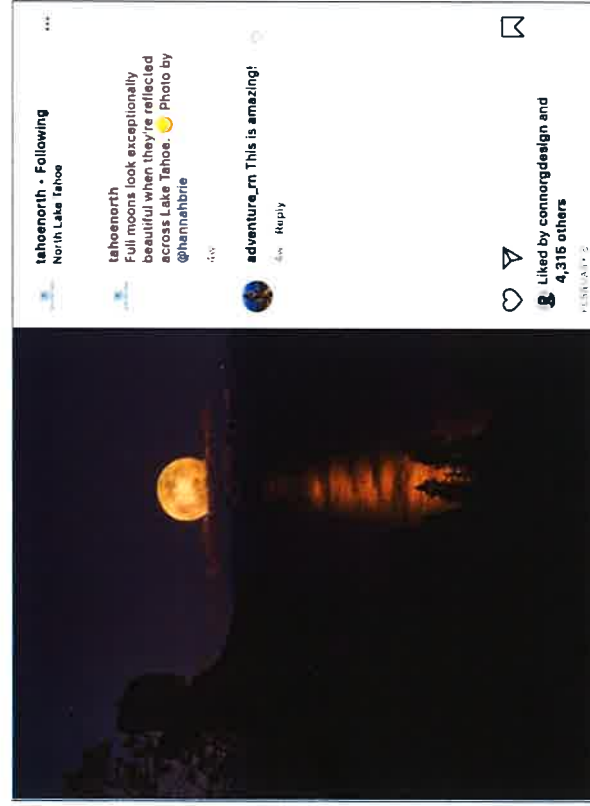
- 7,432,273

Total Engagements:

- 110,304

Top Posts by Engagement

- #1 Facebook Post: 121k impressions, 105k reach, 8.5k engagements, 7% engagement rate
- #1 Instagram Post: 42.3k impressions, 40k reach, 4.5k engagements, 10.7% engagement rate
- #1 Twitter Post: 24k impressions, 4k reach, 72 likes, 9 retweets



Treasures of Tahoe Poppy Award Highlight

To highlight North Lake Tahoe's recent Poppy Award win for Treasures of Tahoe, The Abbi Agency created a recap video showcasing all of the most memorable moments from all of the Treasures videos. The video was posted across all of our social media platforms, and received the best performance on Facebook.

Impressions:

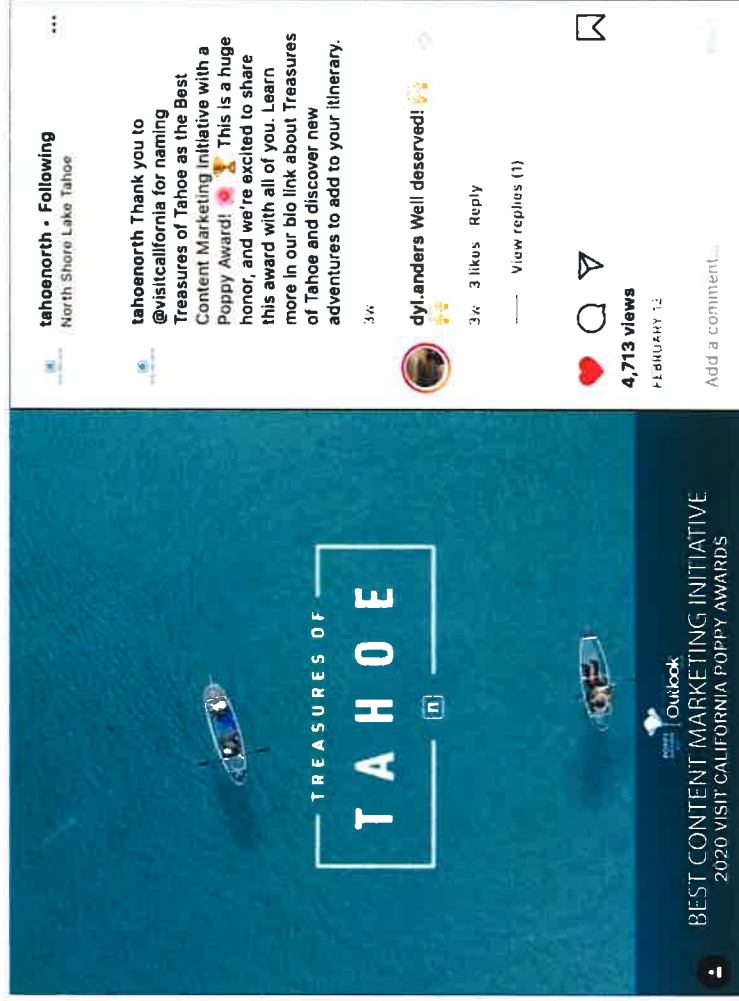
- 20,529

Engagements:

- 660

Video Views:

- 6,063



Instagram Story Highlights

Brief Overview:

Instagram stories for the month of February included promotion of our Valentine's Day Giveaway, as well as highlighting *The Bachelor's* Garrett Yrigoyen at Northstar.



Instagram Competitor Set

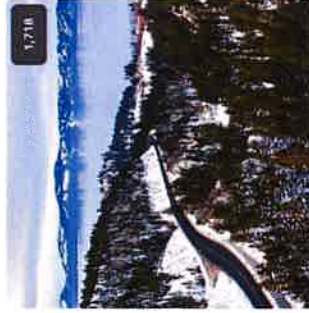
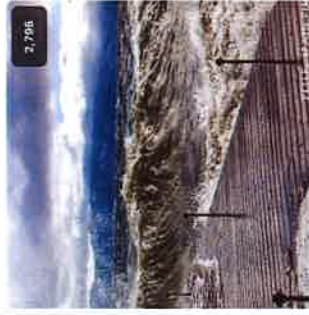
Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In February, @tahoenorth received more engagements than both @tahoesouth and @visitmammoth.

Tahoe North also received a higher net follower growth than TahoeSouth.

Most Popular Media by tahoenorth



Most Popular Media by tahoesouth



Most Popular Media by visitmammoth



Content



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28-12

Content Approach

Overall Strategy:

The Abbi Agency has evolved content strategy by:

- ***Creating evergreen blog messages*** to provide consumers with messages that are beneficial year-round.
- ***Reserving time-sensitive information for monthly newsletters*** with the understanding that the newsletter can inspire and motivate travel intent.
- **Brand Voice & Tone** – Blogs and newsletters are crafted with an identifiable “character,” with the intent of conveying the “Tahoe experience” in all levels of the decision-making funnel.
- **Granular content per channel** for better segmentation to fly/drive market audiences.



Content Approach (cont)

Blogs:

- We have shifted from "events-based marketing" and are focusing primarily on evergreen content — while at the same time maintaining our commitment to highlighting partners, experiences and NLTMC commitments.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With two blogs per month, each is designed to **improve SEO**, **increase brand awareness** (especially during shoulder 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" (+/- 1,200 words).



Newsletters:

- 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 *explore North Lake Tahoe* as its offerings change throughout the seasons.

Blogs & Newsletters

Key Themes:

- Spring break, visitor insights, Snowfest, Deals, Spring Break

Campaigns:

- Customer Insights Survey, Spring in North Lake Tahoe

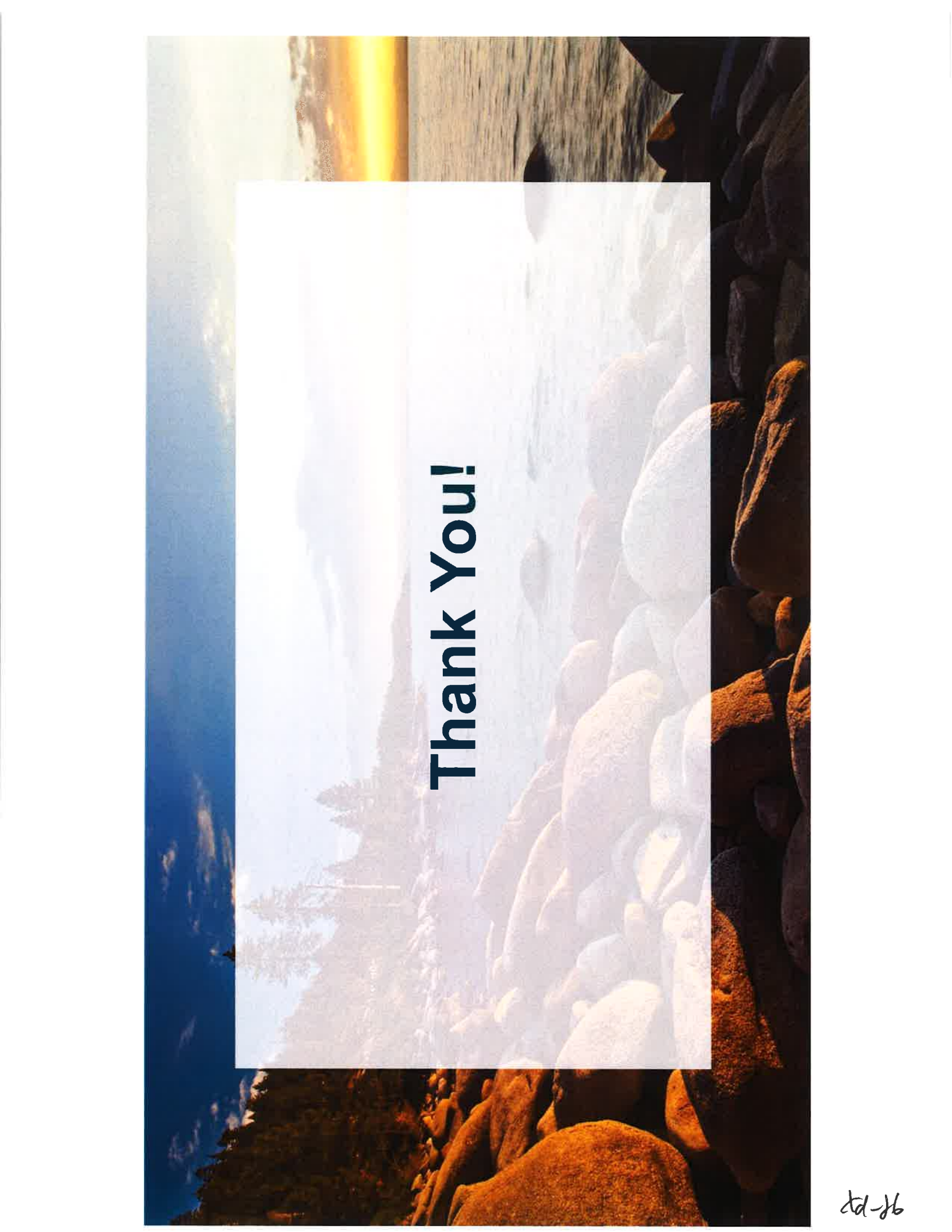


Newsletters Posted: 3

- **North Lake Tahoe Visitor Insights Survey 1**
 - 9.0% open rate (3 % increase over prev. month)
 - 1.1% click through rate (.8 percent increase over prev. month)
- **North Lake Tahoe Visitor Insights Survey 2 (follow-up for non-opens from first blast)**
 - 10.8% open rate
 - 1.4% click through rate
- **NLT Romantic Mountain Giveaways (Posted Jan. 31; promoted during February)**
 - 6.8% open rate
 - 1.1% click through rate

Blogs Posted: 3

- **Five Reasons Your Spring Vacation Belongs in North Lake Tahoe**
 - 62 Pageviews
- **WinterWonderGrass 2020: The Bluegrass Lover's Guide to North Lake Tahoe (Content Refresh)**
 - 21 Pageviews
- **Love in Lake Tahoe: Six Valentine's Day Dates for You and Your Sweetheart (Posted Jan. 31; promoted during February)**
 - 112 Pageviews

A scenic landscape photograph featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and misty mountains in the background. The sky is a deep blue with a bright, glowing sun or light source on the left side, creating a lens flare effect. The overall mood is peaceful and serene.

Thank You!

FEBRUARY 2020



north lake tahoe

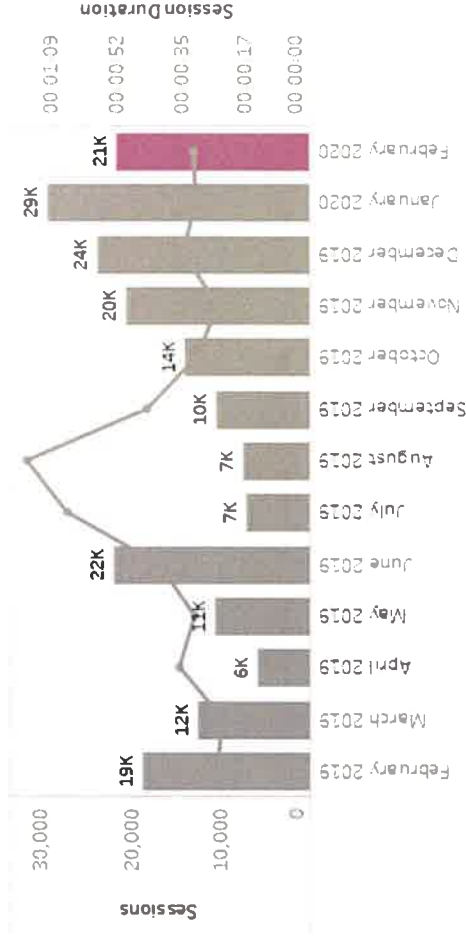
Executive Summary

- Combined, The MCC and the Consumer campaigns generated 11.45M impressions, which resulted in 36.4K clicks and 18.6K sessions, as well as 3.3K TOS conversions and 311 Book Now conversions.
- Although we received lower precipitation, optimizations helped to maintain an overall YOY performance for the Consumer winter campaign.
- Optimizations especially improved impressions in display, continuing good performance in Twitter and lowering costs in Reddit.
- The MCC Campaign saw an increase in YOY website sessions.

Campaign Performance

- In February, we ran on channels including Google search, Facebook, Reddit, Twitter, LinkedIn and YouTube.
- While a much smaller audience, MCC performed better than the Consumer campaign. Paid Social did well for MCC, especially considering spend, with LinkedIn prospecting and FB/IG retargeting working in tandem this month.
- Despite the lower Consumer click through rate, sessions on the site increased year-over-year.

Sessions and Time on Site



Campaign Group	Impressions	Spend	Clicks	Click Through Rate	Sessions	Session Duration	Pages per Session	Bounce Rate	Time on Site Conversions	Book Now Conversions
Consumer	11,360,547	\$86,936	35,081	0.31%	17,865	00:00:28	1.4	84%	3,023	307
MCC	91,043	\$2,324	1,328	1.46%	760	00:00:54	1.5	76%	297	4
Grand Total	11,451,590	\$89,261	36,409	0.32%	18,625	00:00:29	1.4	83%	3,320	311



February Digital Report | Consumer & MCC

xe-3

CONSUMER



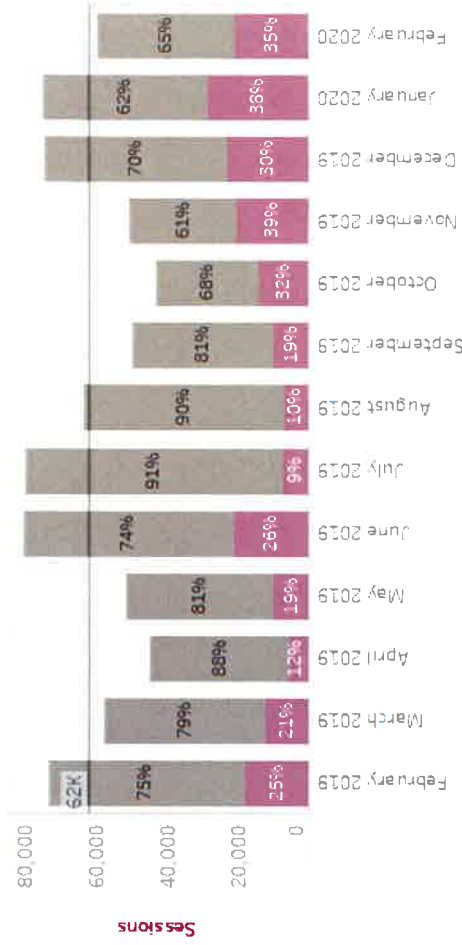
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Website Performance

- Email and Paid Search drove qualified traffic in February.
- Paid Search visitors had the highest average page views per session.
- Online Video and Paid Social had the shortest session durations and lower average page views per session, each using winter creative.

Consumer Campaign Organic

Website Sessions From Consumer Ads



Channel	Sessions	Session Duration	Pages per Session	Bounce Rate
Paid Social	8,669	00:00:15	1.1	93%
Display	4,740	00:00:28	1.6	80%
Paid Search	3,576	00:00:57	1.9	67%
Email	587	00:00:42	1.3	78%
Online Video	293	00:00:13	1.2	90%
Grand Total	17,865	00:00:28	1.4	84%



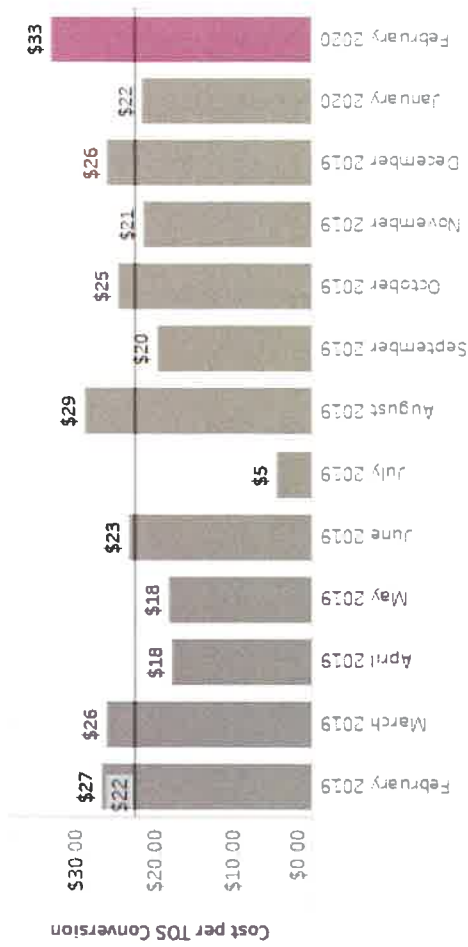
February Digital Report | Consumer

12-5

Display Performance Placement

- Prospecting showed strong performance with the highest click through rate and was cost effective compared to Retargeting.
- We saw high impressions in Retargeting in comparison to last month, but the Retargeting audience was less engaged, likely due to the transition into spring months and low levels of snowfall.

Cost Per TOS Conversion Trending



Targeting	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	3,907,515	11,557	0.30%	\$26,508	\$2.29	1,203	\$22.03	35
Retargeting	3,009,001	3,020	0.10%	\$26,639	\$8.82	405	\$65.78	6
Grand Total	6,916,516	14,577	0.21%	\$53,147	\$3.65	1,608	\$33.05	41

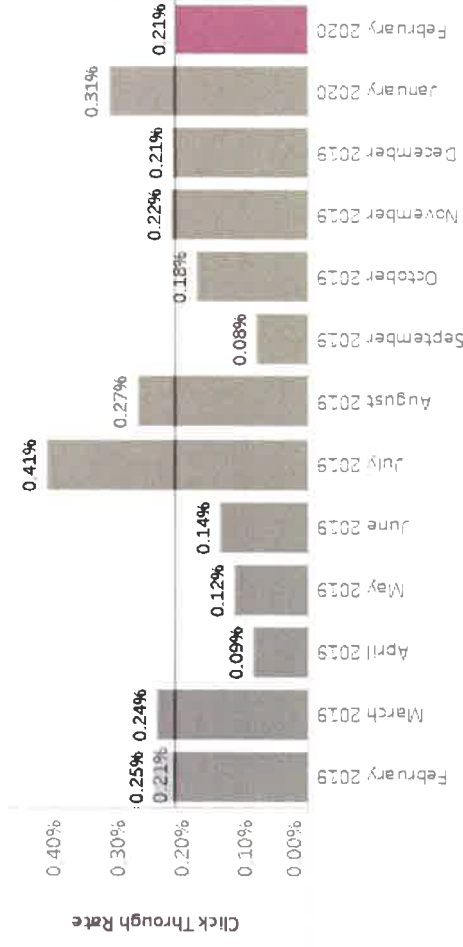


February Digital Report | Consumer

Display Performance Creative

- Click through rates fell this month. However, they are still in line with the 12-month average. We feel this occurred because of lower snow totals.
- With a strong performance last month in the general persona, we optimized towards the higher performing general ads and thereby maximized conversions.

Creative CTR Trending



Persona	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions	TOS Conversion Rate
General	4,975,089	13,030	0.26%	\$42,469	\$3.26	1,473	\$28.83	40	11.30%
Families	715,440	541	0.08%	\$3,935	\$7.27	51	\$77.16	1	9.43%
Outdoor Enthusiasts	671,812	649	0.10%	\$3,695	\$5.69	45	\$82.11	0	6.93%
Workaholics	554,175	357	0.06%	\$3,048	\$8.54	39	\$78.15	0	10.92%
Grand Total	6,916,516	14,577	0.21%	\$53,147	\$3.65	1,608	\$33.05	41	11.03%



February Digital Report | Consumer

Display Ad Examples



General

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

Impressions: 4.98M
Clicks: 13,030
CTR: 0.26%
TOS Conversions: 1,473
CVR: 11.30%



Families

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

Impressions: 715K
Clicks: 541
CTR: 0.08%
TOS Conversions: 51
CVR: 9.43%



Outdoor Enthusiasts

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

Impressions: 672K
Clicks: 649
CTR: 0.10%
TOS Conversions: 45
CVR: 6.93%



Workaholics

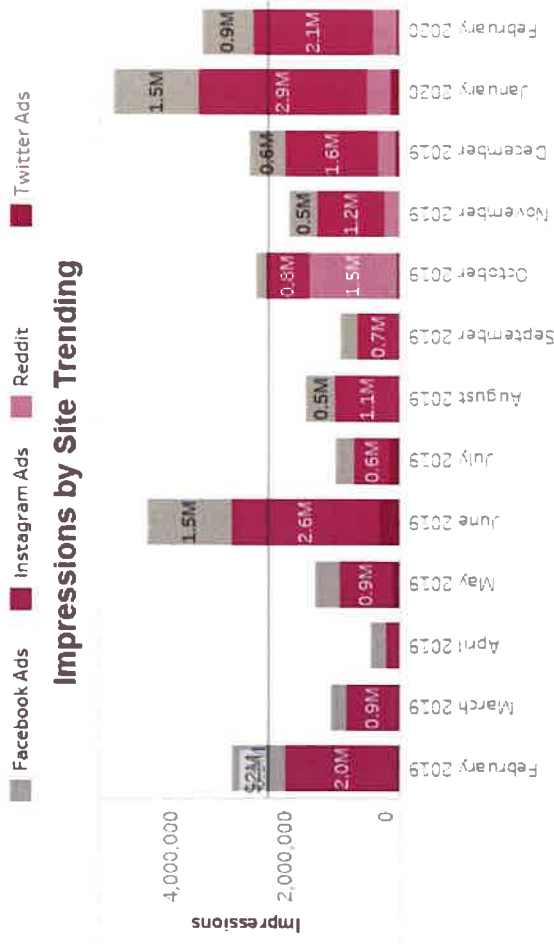
Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 554K
Clicks: 357
CTR: 0.06%
TOS Conversions: 39
CVR: 10.92%

February Digital Report | Consumer

Social Media Performance Facebook, Instagram, Reddit & Twitter

- Instagram led the way with 60% of impressions with a lower cost per click level and the most Book Now conversions.
- Once again, Twitter had the highest click through rate, and a below average cost per click. We have found a great audience on Twitter.
- Facebook continues to perform at standard engagement levels and provided the most TOS conversions.



Site	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Facebook Ads	917,893	3,136	0.34%	\$4,256	\$1.36	146	\$29.15	1
Instagram Ads	2,080,954	7,199	0.35%	\$8,048	\$1.12	100	\$80.48	10
Reddit	395,562	937	0.24%	\$2,176	\$2.32	18	\$120.88	0
Twitter Ads	37,481	507	1.35%	\$602	\$1.19	32	\$18.80	8
Grand Total	3,431,890	11,779	0.34%	\$15,081	\$1.28	296	\$50.95	19



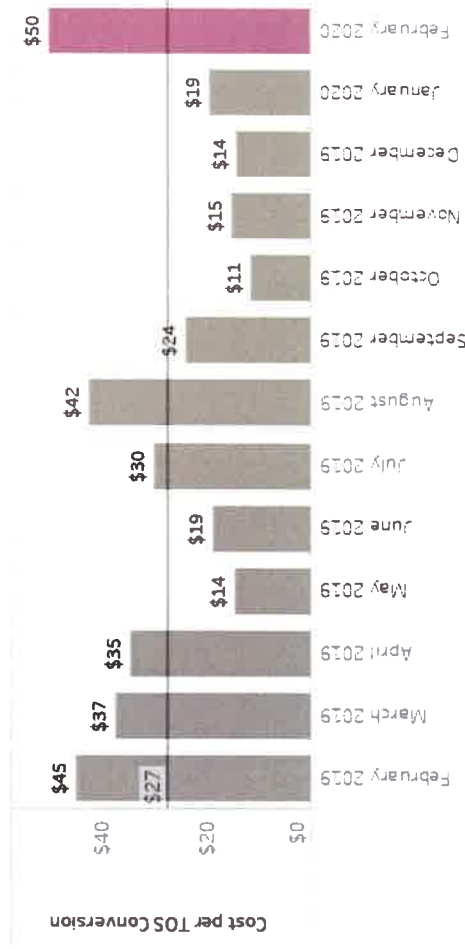
February Digital Report | Consumer

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Social Media Performance Facebook & Instagram

- This month the winter video series accounted for 40% of impressions. Video is meant to drive awareness, so we typically see lower click through rate. Overall, running video in paid social helped to fill our retargeting pool.
- Retargeting performed well with the lowest overall cost per TOS conversion for both Instagram and Facebook.

Cost per TOS Conversion Trending



Site	Targeting	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Facebook Ads	Prospecting	169,512	1,958	1.16%	\$1,061	\$0.54	61	\$17.39	1
	Retargeting	29,060	203	0.70%	\$386	\$1.90	67	\$5.76	0
	Conquesting	13,350	67	0.50%	\$68	\$1.01	3	\$22.57	0
	Winter Video	705,971	908	0.13%	\$2,742	\$3.02	16	\$171.35	0
Instagram Ads	Prospecting	1,375,782	6,655	0.48%	\$6,155	\$0.92	72	\$85.48	5
	Retargeting	20,930	121	0.58%	\$266	\$2.20	16	\$16.64	2
	Conquesting	51,473	165	0.32%	\$191	\$1.15	4	\$47.63	1
	Winter Video	632,769	258	0.04%	\$1,436	\$5.57	8	\$179.55	2
Grand Total		2,998,847	10,335	0.34%	\$12,304	\$1.19	247	\$49.81	11



February Digital Report | Consumer

Facebook and Instagram Ad Examples

Facebook Creative

Instagram Story

North Lake Tahoe

Sponsored

Clear skies. Clear mind. Clear your schedule. Your breathtaking getaway is only a click away.



GOTAHOKENORTH.COM
Find Your #WinterWow
Plan your trip now for a unique win...

1 Like 1 Comment 1 Share

North Lake Tahoe

Sponsored

Cozy up to a one-of-a-kind winter experience and create memories that will last a lifetime.



GOTAHOKENORTH.COM
Fall In Love With Winter
Recommend where Winter Vibes

1 Like 2 Comments 1 Share

North Lake Tahoe

Sponsored

Listen under the stars and feel over the moon. Nothing comes close to all the #WinterWow happening in North Lake Tahoe this season.



GOTAHOKENORTH.COM
Let The Sights & Sounds Move You

65 Likes 1 Comment 6 Shares

North Lake Tahoe

Sponsored

Experience the magic of the winter season and create memories that will last a lifetime.



GOTAHOKENORTH.COM
Family Adventure At Every Turn. And Twirl.

3 Likes 0 Comments 0 Shares



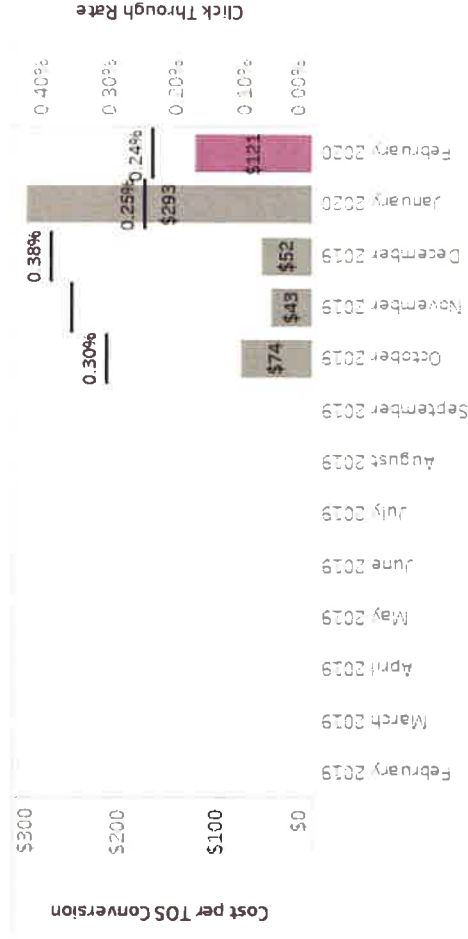
February Digital Report | Consumer

Social Media Performance

Reddit

- Cost per conversion on Reddit is down this month after budget optimizations. San Diego had the best performance this month with the lowest CPC and CPM.
- The creative with the highest CTR featured the snowbike. The skiing creative drove the most TOS conversions, closely followed by the firepit creative.

Click Through Rate and Cost per TOS Conversion Trending



Targeting	Ad	Impressions	Spend	Clicks	Cost per Click	Click Through Rate	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Prospecting	ski-millennial_post	136,042	\$632	294	\$2.15	0.22%	8	\$78.99	0
	winter-snowbike-millennial_post	132,707	\$807	344	\$2.34	0.26%	3	\$268.88	0
	winter-firepit-millennial_post	126,813	\$737	299	\$2.47	0.24%	7	\$105.33	0
Total		395,562	\$2,176	937	\$2.32	0.24%	18	\$120.88	0
Grand Total		395,562	\$2,176	937	\$2.32	0.24%	18	\$120.88	0



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Social Media Performance

Twitter

- Twitter had a low cost per click, at \$1.19, with only Paid Search having a lower cost per click.
- Twitter continues to find a captive audience, with the general creative outperforming persona-specific creative.

Cost per Click Trending



Geo	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Book Now Conversions
Fly	37,481	\$602	507	1.35%	\$1.19	32	8
Grand Total	37,481	\$602	507	1.35%	\$1.19	32	8

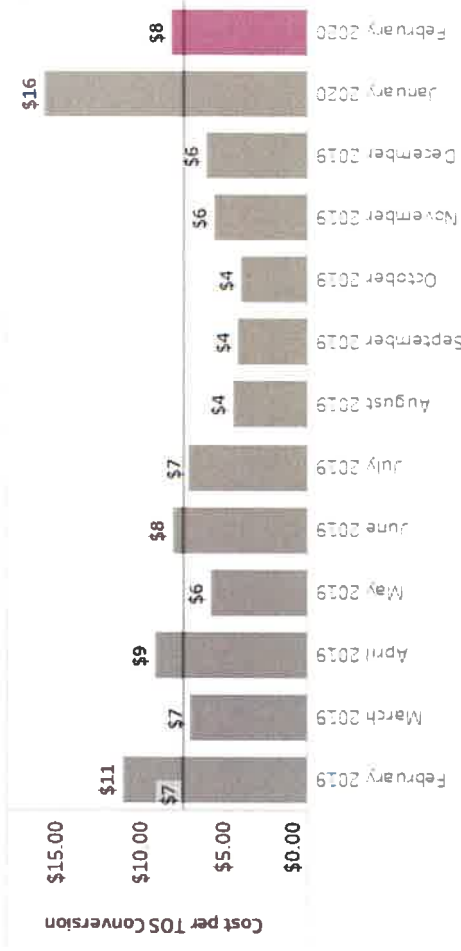


February Digital Report | Consumer

Search Performance

- This month targeting was focused on Evergreen vacationing keywords. Evergreen cost per conversion was in line with the monthly average while targeting the largest audience.
- Continuing this month, Evergreen – Local led in TOS and Book Now conversions, suggesting it is finding an active audience.
- The General ad group provided the highest CTR.

Cost per TOS Conversion Trending



Paid Search Group	Impressions	Spend	Clicks	Cost per Click	Click Through Rate	Time on Site Conversions	Book Now Conversions	Cost per TOS Conversion	TOS Conversion Rate
Evergreen - Vacation	99,448	\$1,530	1,035	\$1.48	1.04%	177	71	\$8.65	17.10%
Winter 2019	51,045	\$2,576	899	\$2.87	1.76%	146	60	\$17.64	16.24%
Evergreen - Local	22,725	\$1,455	958	\$1.52	4.22%	267	74	\$5.45	27.87%
General	16,498	\$636	702	\$0.91	4.26%	169	42	\$3.76	24.07%
Grand Total	189,716	\$6,198	3,594	\$1.72	1.89%	759	247	\$8.17	21.12%

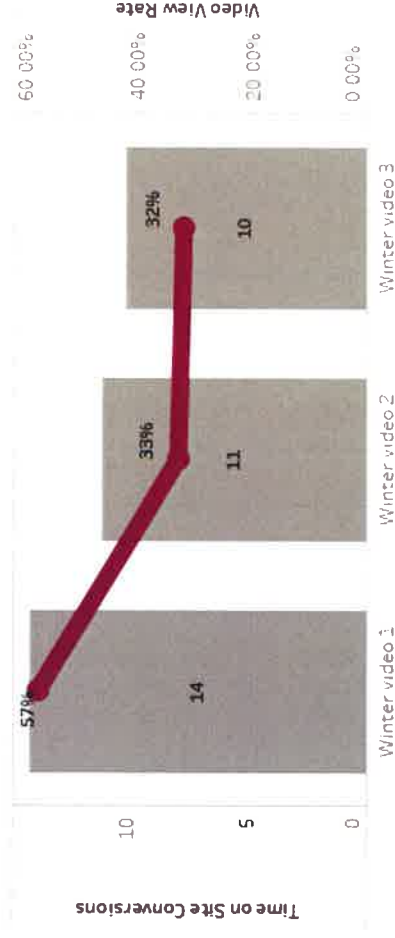


February Digital Report | Consumer

Video Performance Youtube

- On YouTube, we continued prospecting efforts with sequential videos and saw similar results to last month.
- Retargeting continued to perform well, with a high number of clicks and TOS conversions.
- A lower than average CTR in the video format is expected. Of those that clicked, we are seeing a higher than average TOS conversion rate.
- The short :08 video that gets served first received the highest video view rate and the most TOS conversions. The longer :30 video provided the highest TOS conversion rate.

Time on Site Conversions and View Rate by Ad



Video Type	Video	Impressions	Video Views	Video View Rate	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	TOS Conversion Rate
Sequential	Winter video 1	172,757	98,741	57.16%	129	0.07%	\$5,071	\$39.31	14	10.85%
	Winter video 2	139,060	45,851	32.97%	105	0.08%	\$2,186	\$20.82	11	10.48%
	Winter video 3	101,278	32,372	31.96%	82	0.08%	\$1,701	\$20.74	10	12.20%
Retargeting Video		221,830	55,529	25.03%	230	0.10%	\$1,002	\$4.36	29	12.61%
Grand Total		634,925	232,493	36.62%	546	0.09%	\$9,961	\$18.24	64	11.72%



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xc-15

YouTube Video Ad Examples

Video Examples



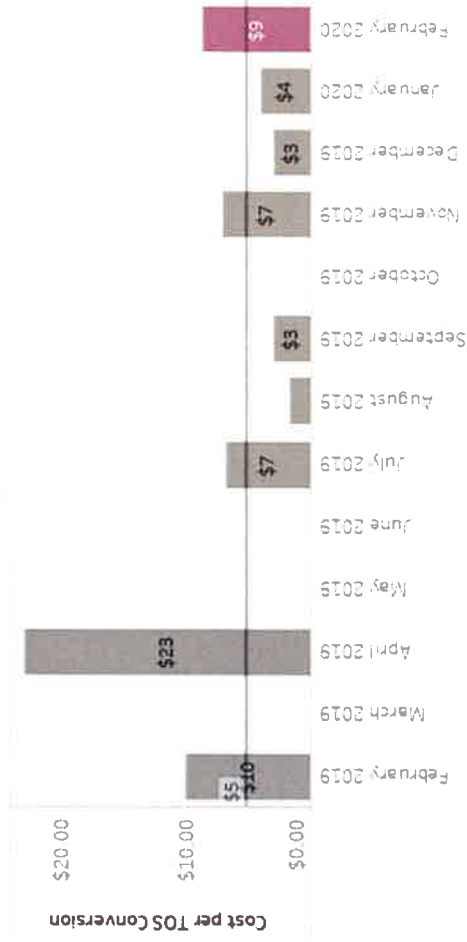
February Digital Report | Consumer

Xc-1b

Email Performance

- In February we ran an email titled "Escape to a Winter that Wows". Both cost per click and cost per time on site conversions were less expensive than other channels. For email, clicks are counted as a click on the content in the email.
- The CTR was an impressive 2.45%, surpassing the industry average of 1.4%.

Cost per TOS Conversion



Ad	Email Send Date	Impressions	Spend	Email Opens	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	TOS Conversion %	Book Now Conversions
Escape to a Winter that Wows	2/18/2020	187,500	\$2,550	33,058	4,585	2.45%	\$0.56	295	\$8.64	6.43%	0
Grand Total		187,500	\$2,550	33,058	4,585	2.45%	\$0.56	295	\$8.64	6.43%	0



February Digital Report | Consumer



MCC

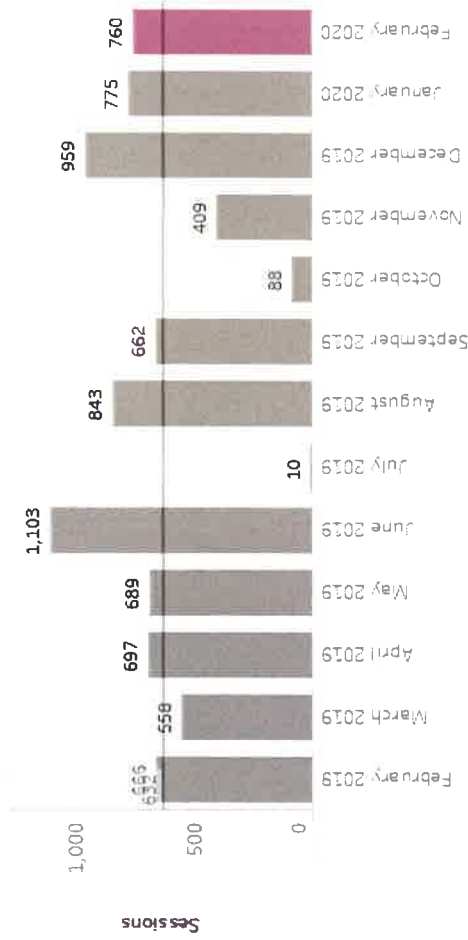


north lake tahoe

Website Performance

- Email drove 80% of this month's sessions.
- Paid Search is driving the highest session durations.
- Paid Social continues to drive traffic and fill our retargeting pool.
- Sessions continue to outperform year over year.

Website Sessions From MCC Ads



Channel	Sessions	Session Duration	Pages per Session	Bounce Rate
Email	608	00:00:50	1.5	75%
Paid Social	99	00:00:10	1.1	96%
Paid Search	48	00:01:58	2.1	48%
Grand Total	755	00:00:49	1.5	76%



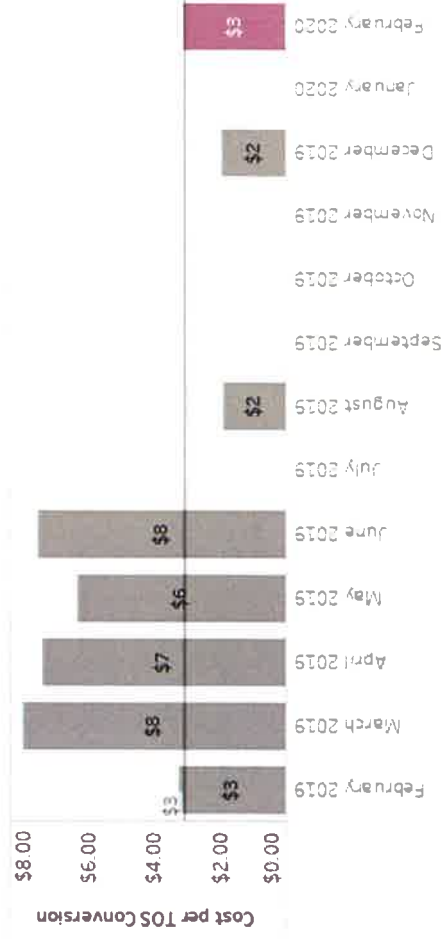
February Digital Report | MCC

Email Performance

- In February we ran an email titled "Inspiration Comes Standard Here." It performed well, with a high CTR and TOS conversions.

Email Cost per TOS Conversion

data source: v_media (north_lake_tahoe)



Ad	Email Send Date	Impressions	Spend	Email Opens	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	TOS Conversion Rate	Book Now Conversions
Inspiration Comes Standard Here	2/13/2020	42,500	\$850	7,782	1,100	2.59%	\$0.77	275	\$3.09	25.00%	0



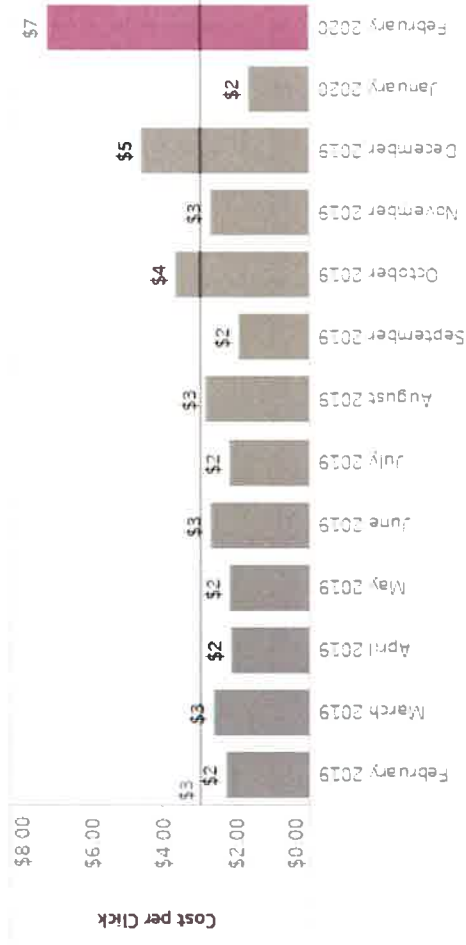
February Digital Report | MCC

ke-fo

Social Media Performance Facebook, Instagram & LinkedIn

- This month most ads ran on LinkedIn. On Facebook and Instagram, we ran only a few Retargeting ads.
- LinkedIn conversion tracking is new. This month we saw four TOS conversions and 54 landing page views. We are also looking into options with their new stories format.

Cost per Click Trending



Site	Targeting	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions
Facebook Ads	Retargeting	2,382	\$124	33	1.39%	\$3.75	1
Instagram Ads	Retargeting	1,408	\$48	9	0.64%	\$5.34	0
LinkedIn Ads	Prospecting	27,487	\$1,109	136	0.49%	\$8.16	4
Grand Total		31,277	\$1,281	178	0.57%	\$7.20	5



February Digital Report | MCC

te-21

Social Media Ad Examples

Facebook

North Lake Tahoe
 Upgrade your next meeting. From mountainside to lakeside, North Lake Tahoe provides the ideal backdrop for meetings and events.

MEET. GREET. PLAY. REPEAT.
 Meet. Greet. Play. Repeat. Repeat. Repeat. Repeat.

Like Comment Share

[Learn More](#)

North Lake Tahoe
 Let the picturesque backdrop of North Lake Tahoe inspire ideas inside the meeting room and out.

ALL WORK, ALL PLAY.
 Plan Your Ideal Meeting Now.

Like Comment Share

[Learn More](#)

Instagram

Instagram

Unleash The Sky's the Limit.
 Elevate your next meeting. From mountainside to lakeside.

Like Comment Share

[Learn More](#)

Search Performance

- Although search impressions were relatively small, performance was strong, with people being highly engaged on the website.
- The 'Meetings' keyword group performed well in comparison to last month in both cost per click and cost per TOS conversion.

Cost per TOS Conversion Trending

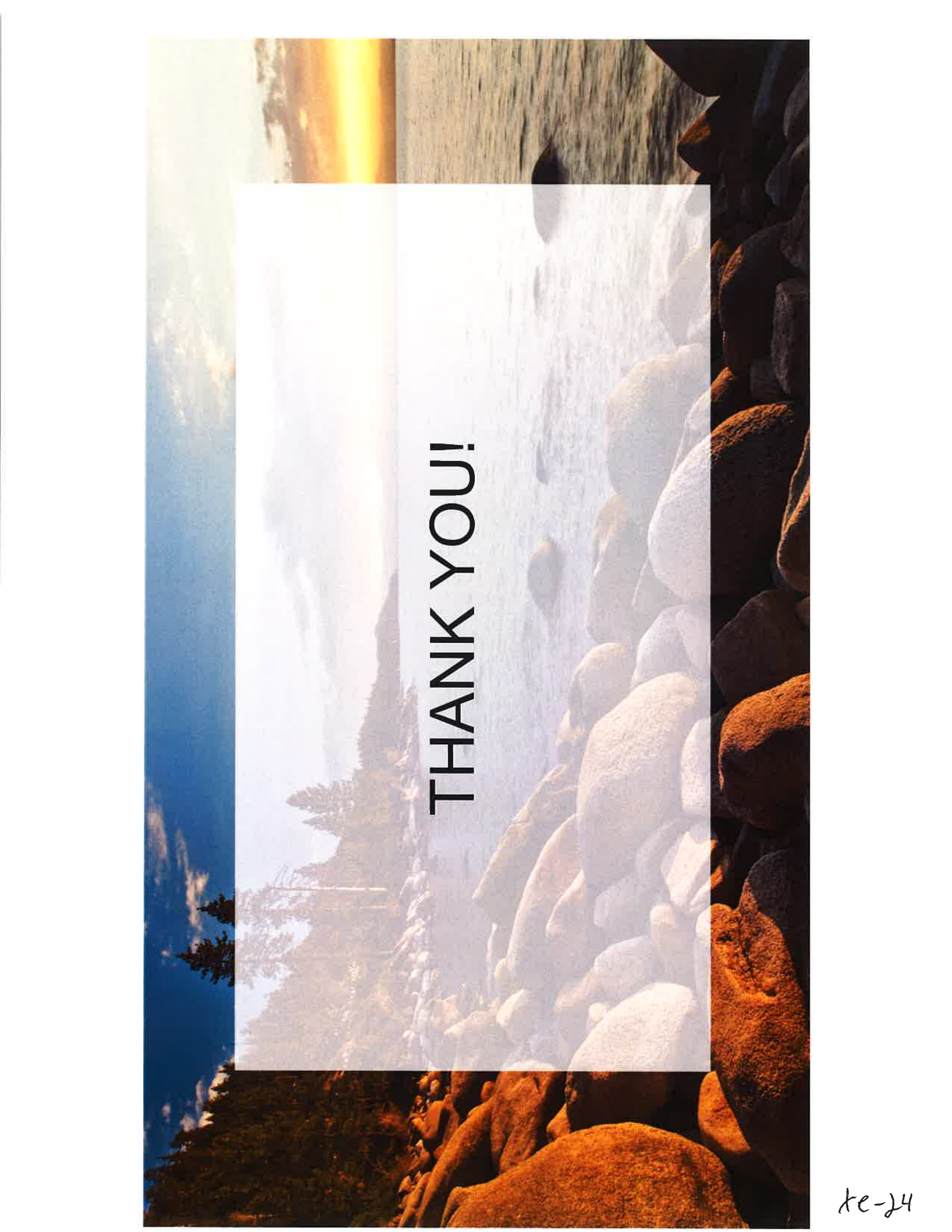


Keyword Group	Impressions	Spend	Clicks	Click Through Rate	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	TOS Conversion Rate
Meetings	628	\$162	37	5.89%	\$4.39	7	\$23.20	18.92%
Conference Center	240	\$31	13	5.42%	\$2.37	1	\$30.81	7.69%
Grand Total	868	\$193	50	5.76%	\$3.86	8	\$24.15	16.00%



February Digital Report | MCC

xe-23

The background image is a vertical composition. The bottom half shows a rocky shoreline with large, smooth, reddish-brown stones. Above the rocks is a dense forest of evergreen trees. The top half of the image shows a bright, hazy sky over a body of water, with a prominent vertical light streak or sun flare. A semi-transparent white rectangle is centered over the image, containing the text "THANK YOU!".

THANK YOU!