



north lake tahoe

Departmental Reports
September 2020



August 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

- Rival Film - Pharmaceutical Commercial, August 20-21, 2020, 15 room nights, 15 people
- LiveVantage - Lake Tahoe 2020 Meeting, December 4-10, 2020, 665 room nights, 250 people
- Ormco - Insiders Incentive, March 2-8, 2021, 209 room nights, 100 people
- Society of Gynecologic Oncologists - IDSOG 2023 Annual Meeting, August 3-8, 2023, 280 room nights, 84 people
- Goddard System - 2021 Circle of Excellence, September 28-October 2, 2021, 212 room nights, 80 people
- Lincoln Investment - PC 2021, July 12-18, 2021, 632 room nights, 240 people

DEFINITE BOOKINGS:

- Rotary International District 5160 - 2021-2022 Annual Conference, October 28-31, 2021, 300 room nights, 150 people, Resort at Squaw Creek
- Cycle - Film Shoot, October 20-25, 2020, 33 room nights, \$5,907 room revenue, 10 people, Village at Squaw Valley

SITE VISITS AND SALES CALLS

- August 14, 2020. Site Inspection conducted for the Experiment Station Section Annual Meeting. This program is 345 room nights, 120 people for September or October 2020. This program is sited Resort at Squaw Creek, the Hyatt Lake Tahoe. Granlibakken Tahoe and the Village at Squaw Valley.
- August 19, 2020. Lunch and North Lake Tahoe sales presentation with Sheila Dizon-Burns. Sheila has recently joined HelmsBriscoe and moved to Reno. She has been an executive producer of trade shows, conferences, weddings, and other social events for 20 years. Recently she sourced a September 2020 wedding for Lake Tahoe but due COVID 19 the wedding could not take place.
- Our Chicago Rep is Working on scheduling a site for NAAAPR - 10/4-7/20

CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS

- Staff updated and sent out Bi-weekly conference sales reports in August. This report provides updates on new leads, booking, COVID 19 cancelations, re-bookings and group business through December 2020.
- Staff continued iDSS CRM clean up project. We tackled over 15000 duplicate accounts and a ton of duplicate contacts but the most time consuming task was narrowing down our primary market and designating "old" primary market to the new ones we are currently using.
- Staff sent out survey to North Lake Tahoe properties to get feed new operating procedures, out door spaces, meeting configurations and spacing, and promotions.

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- Staff prepared a draft of MCC COVID 19 Meeting Readiness Guide and Page that includes information on how our Reno Tahoe Airport, Ground Transportation Providers, Lodging Properties and Activity Providers are ready to welcome back groups. Additional information being provided are Meeting and Group Incentives along with information on our great outdoor spaces.
- Staff prepared an email blast and sent our Meeting and Group Incentives to over 600 planners in the West Coast States. This email blast had an open rate 22-28%.
- Staff added 19 new HelmsBriscoe Associates and 45 planners from MPI to our CRM system iDSS

TRADE SHOWS & EVENTS:

- August 25-26, 2020. Staff attended CVENT Connect Virtual. This was the largest gathering of event and hospitality professionals in history. In addition to the General Sessions, Staff attended the following breakout sessions:
 - The Future is Now: Intro to Hybrid Event
 - Think Digital to Power Your Group Recovery
 - The Cvent Source: Group Business Insights

UPCOMING TRADE SHOWS & EVENTS:

- September 29-30, 2020. First Annual All Things Meetings Virtual Trade Show. Staff will be attending this two-day event virtually with our virtual trade show booth. So far over 400 planners have signed up for the event.

CHICAGO EFFORTS:

- In August more top Chicago accounts were visited and blessed with pizza, or a lunch and a socially distanced visit. Calls were made to American Bar Assn, Am Acad of Derm, Helms, HPN, Natl Marine Manufacturers and Common Users. Clients received a visit and a pair of custom-fit flip flops and got an update about our North Lake Tahoe happenings.
- *Flip-Flop into Summer Campaign* – Chicago area clients still receiving a Summer Mailing or getting via Personal Visit. Completing by early September 2020
- Follow-up took place with clients that attended the North Lake Tahoe Virtual Presentation via a “Coffee Chat” format with the Chicago Destination Rep group.
- North Lake Tahoe will be featured on the Chicago Destination Reps social media sites, Facebook, Instagram and Linked-In

GROUP UPDATES FROM CHICAGO:

1. American Bar Association - 2021 Construction Law Conference - 835 room nights, 500 people – This program has chosen North Lake Tahoe and is deciding between the Hyatt Regency and the Resort at Squaw Creek. Virtual sites have already been conducted.
2. American Bar Association - 2021 Planning Retreat - 178 room nights, 50 people – This program has chosen North Lake Tahoe and is deciding between the Hyatt Regency and the Resort at Squaw Creek. Virtual sites have already been conducted.



Leisure Departmental Report
August 2020

TRAVEL TRADE FAMS:

- All FAMS have been postponed and/or cancelled

PROJECT WORK:

- Each office submitted their annual brochure analysis. This analysis will go into the annual reporting.
- Newsletter to NLT's travel trade database announcing openings
- Budget preparation for 20/21
- Goal Setting for 20/21

INTERNATIONAL OFFICE UPDATE:

- Canada Scope of Work for 20/21 starts in September and will include:
 - Planning and execution of (6) tour operator and travel agent virtual webinars
 - Plan, coordinate and execute 3-5 sales calls per quarter to key tour operators
 - Plan a spring 2021 sales mission – should this be an option
- Australia Scope of work for 20/21 includes:
 - Strategic planning for 20/21
 - Travel Trade Outreach -including maintaining a regular training schedule, interactive exposure, and more.
 - Quarterly EDM inclusions in Gate 7's database
 - FAM planning as needed
- Australia August report:
 - (167) agents trained in the Brand USA "Giant Trees Ancient Forrest" webinar in Australia and New Zealand
 - (8) Meetings with Hunter Travel Group, itravel, Visit USA, Travel Counsellors, MTA and Travel Managers

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Public Relations + Communications August Report

Communications

- Regional Communications Call: continued participation with regional PR/PIO stakeholders to share outreach, responsible recreation/travel messaging, and campaign updates (1x per week).
- The *Mask Up Tahoe* advocacy campaign is continuing to run on all consumer digital channels. The campaign features local influencers with global reach to amplify messaging around safe travel, reminding visitors and residents that wearing a face covering is a simple act, but a grand gesture to help slow the spread of Coronavirus. Results:

Focus	Platform	Impressions	Reach	Engagement	Comments
Travis Ganong	Instagram	16,998	16,170	932	26
	Facebook	14,436	11,674	932	17
Michelle Parker	Instagram	15,794	14,679	806	20
	Facebook	7,754	6,526	383	5
Sherry McConkey	Instagram	13,822	13,291	799	22
	Facebook	14,352	11,681	1,392	21
Montage Video	Instagram	9,537	8,569	431	11
	Facebook	60,742	49,199	1,386	28
Brendan Madigan	Instagram	10,493	9,558	431	12
	Facebook	24,440	17,136	1915	30
Cody and Elyse	Instagram	14,070	13,178	593	24
	Facebook	12,734	11,720	517	9
JT Holmes	Instagram	9,353	8,658	352	13
	Facebook	33,134	23,905	2,783	91
Ming Poon	Instagram	10,711	9,808	401	20
	Facebook	31,881	29,085	747	24
Jim Morrison	Instagram	10,546	9,906	336	17
	Facebook	10,303	5,625	490	9
Deadwinter Carpenters	Instagram	8,527	8,029	241	27
	Facebook	7,095	4,785	248	1

TOTALS					
FACEBOOK		216,871	171,336	10793	235
TOTALS					
INSTAGRAM		119,851	111,846	5322	192
TOTAL:		336,722	283,182	16115	427

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Earned Media (Domestic + International)

- Conducted Muck Rack training
- Media Inquiries & Pitch Angles: focus remained on responsible tourism - how to access the North Lake Tahoe destination and recreate responsibly with Know Before You Go content. Safe travel was also a key point - how businesses have adjusted policies/practices to safely reopen.
- North Lake Tahoe sponsored a regional golf media tour with journalists from across the country to highlight a variety of courses in the region (North Lake Tahoe: Incline Village, Kings Beach, Tahoe City, Squaw Valley). In total, 14 golf-focused media attended the tour and experienced North Lake Tahoe's golf amenities and dining.
- Media Relations & FAMs:
 - FAM support for Marie Claire Magazine (in market: September 12-14)
 - FAM support for National Geographic (in market: September 12)
 - FAM support for Conde Nast Traveler (in market: September 15-18)
 - Provided tourism business update for Entrepreneur Magazine
 - Facilitated call with NLTRA CEO and San Francisco Chronicle to respond to tourism/trash protests
 - Discussion with About Town San Diego for January travel feature
 - Facilitated meeting with Placer County, NLTRA and the Wall Street Journal to discuss trash mitigation efforts
- Content:
 - Crafted destination response for the San Francisco Chronicle regarding Squaw Valley's name change
 - Crafted Ski Season preview for Conde Nast Traveler
 - Worked with Placer County PIO and executive team to outline occupancy data for local publications reporting on summer visitation
 - Crafted pitch for Crush Global on outdoor travel piece; provided photos
- Placements:

Jul/Aug: Marin Magazine
Tahoe State of Mind
UVM: 13,592; Domain Authority: 52

July 30: Carfulofkids.com

35 things to do at Lake Tahoe with kids in the summer

UVM: 12,000

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Aug. 11: CNN Travel

The Best Lakes in California

UVM: 170,889,861; Domain Authority: 95

Aug. 13: Visit California Newsletter

Join the summer fun in Lake Tahoe

Distribution: 163,000

Aug. 14: San Francisco Chronicle

'Stop disrespecting our home.' Overtourism sparks protests in Tahoe

UVM: 6,271,922; Domain Authority: 86

Aug. 19: Vogue

Looking for a Socially Distanced Escape? Go to a River

UVM: 6,229,717

Audience: 1,222,069; Domain Authority: 87

Aug. 24: Trivago Magazine

Beyond Vegas: 8 Places That You Need to See in Nevada

UVM: 138,901; Domain Authority: 77

Aug. 24: Thrillist

Head Out Of Vegas For These Scenic Road Trips

UVM: 9,184,540; Domain Authority: 87

Aug. 24: Fit Golfer Girl YouTube

On location at Mourelatos Lakeshore Resort

Via Golf Media Tour

Aug. 25: Nevada Sports Net

Reno Tahoe Golf Tour: The Links at Squaw Creek

UVM: 42,524; Domain Authority: 37

Aug. 26: Crafted destination response to Squaw Valley changing its name for San Francisco Chronicle:

Squaw Valley ski resort to drop 'racist, sexist' term from its name

UVM: 6,271,922; Domain Authority: 86

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Aug. 26: Wall Street Journal

Lake Tahoe, Vail Aren't Just for Vacation Anymore as Homebound Families Move In

UVM: 30,649,544; Domain Authority: 94

Aug. 27: Moonshine Ink

Is Tahoe Actually More Crowded Than Summers Past?

UVM: 4,054; Domain Authority: 47

Aug. 31: Forbes

Responsible Road-Tripping: Rent A Lake Tahoe House With Tahoe Luxury Properties

UVM: 83,656,374; Domain Authority: 95

Reach: 33,734,080

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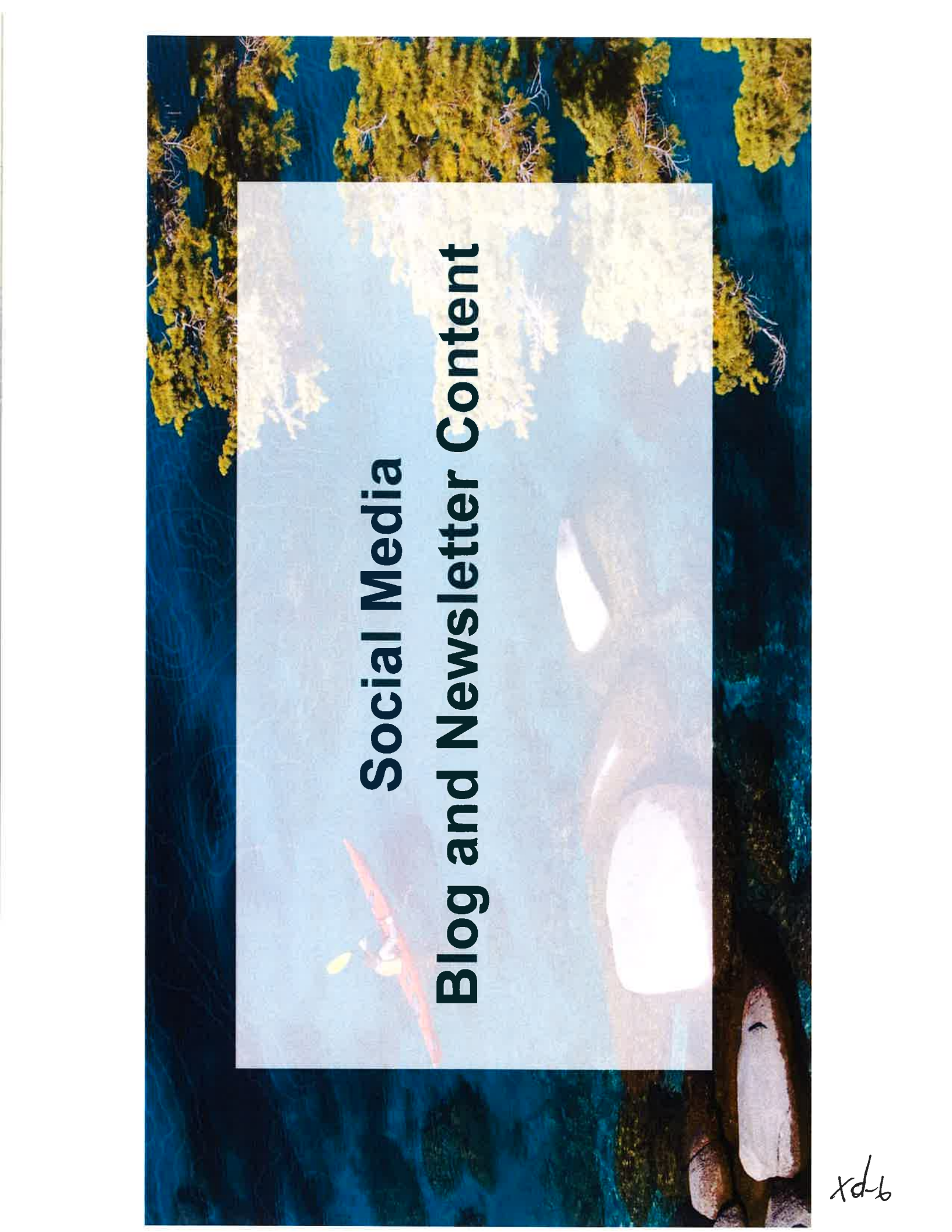
August 2020 Recap



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THE ABBEY
AGENCY

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Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 0.0% increase in Facebook followers and 0.0% increase in Instagram followers.
 - SoCal: 0.47% increase in Facebook followers and 1.69% increase in IG followers.

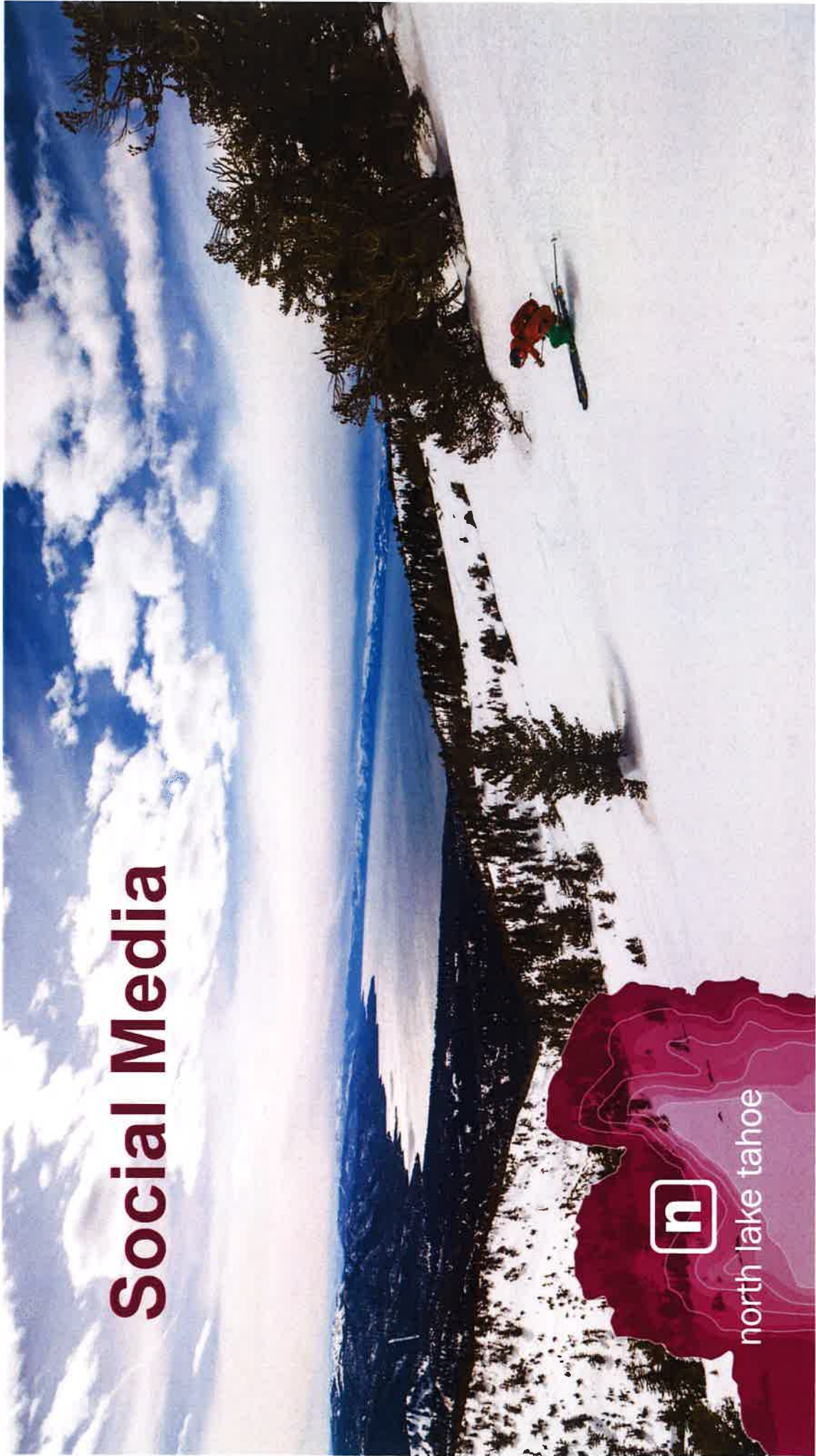
Content

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



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Social Media



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Social Media Approach

Strategy

- Based upon current travel trends in-market, county restrictions, and general consumer sentiment, North Lake Tahoe has adopted a limited posting strategy. This limited strategy includes three posts per week (optimized for each platform) each of which focuses on responsible travel/education as the primary message.

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: **231,383**
- Total audience increased by **0.1%** with total net audience growth decreasing by **39.2%** compared to the previous month.
- Total Impressions: **463,798 (- 48%)**
- Total Engagement: **21,864 (-32%)**

Insights:

- Engagements and impressions fell over the course of August due to a decrease in posting habits.

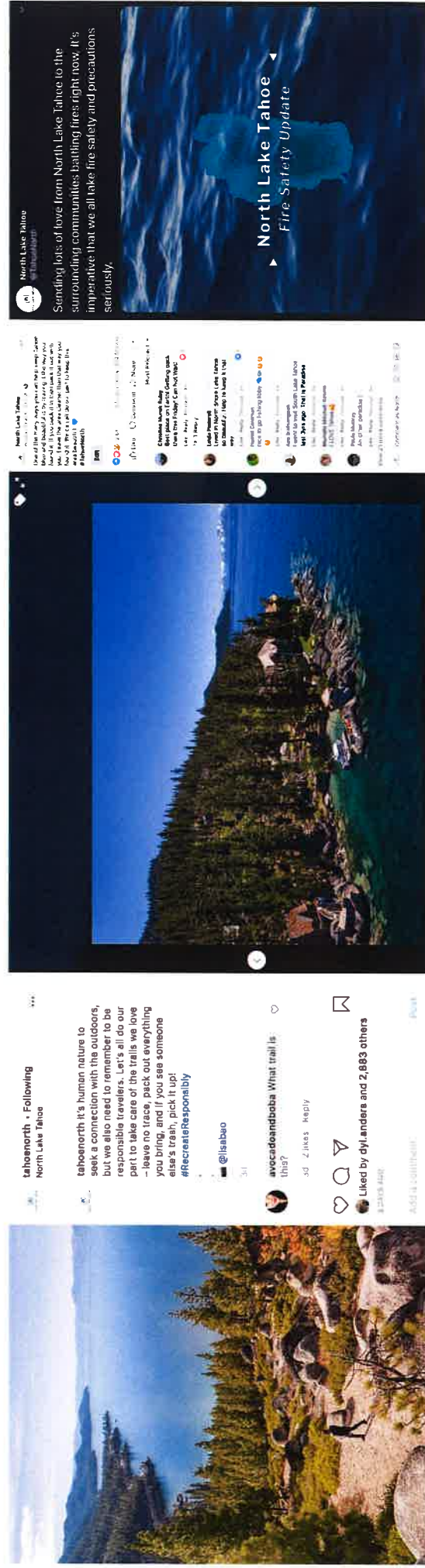


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#1 Facebook Post: 50k impressions, 47k reach, 5.2k engagements, 10% engagement rate

#1 Instagram Post: 30K impressions, 29k reach, 2.9k engagements, 10% engagement rate

#1 Twitter Post: 9,288 impressions, 352 engagements, 3.8% engagement rate



Emergency Messaging

Across all of North Lake Tahoe's social media channels, our team continues to curate a blend of aspirational tour-imagery along with educational messaging to support local businesses.

Mask Up Tahoe:

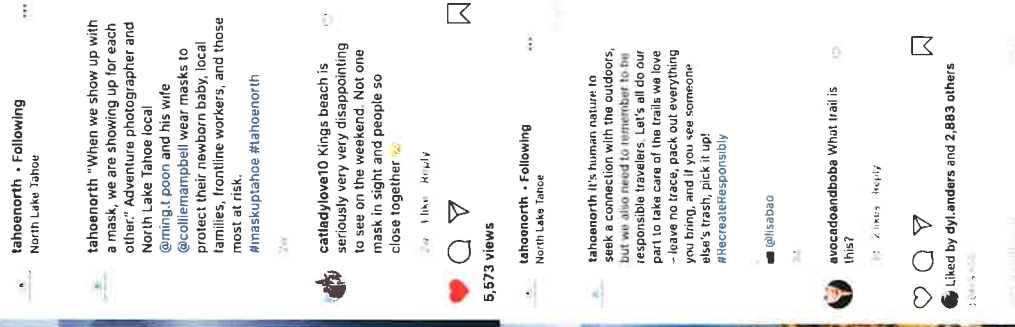
- The Mask Up Tahoe campaign continued to be shared across North Lake Tahoe's social channels.

Leave No Trace

- In an effort to combat a recent surge in trash and litter in the Tahoe region, we have crafted messaging encouraging visitors to "leave no trace" and clean up after themselves.

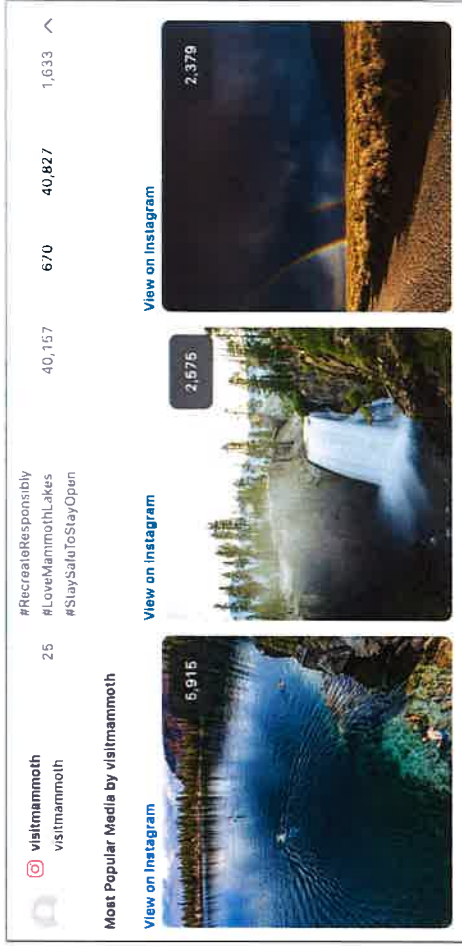
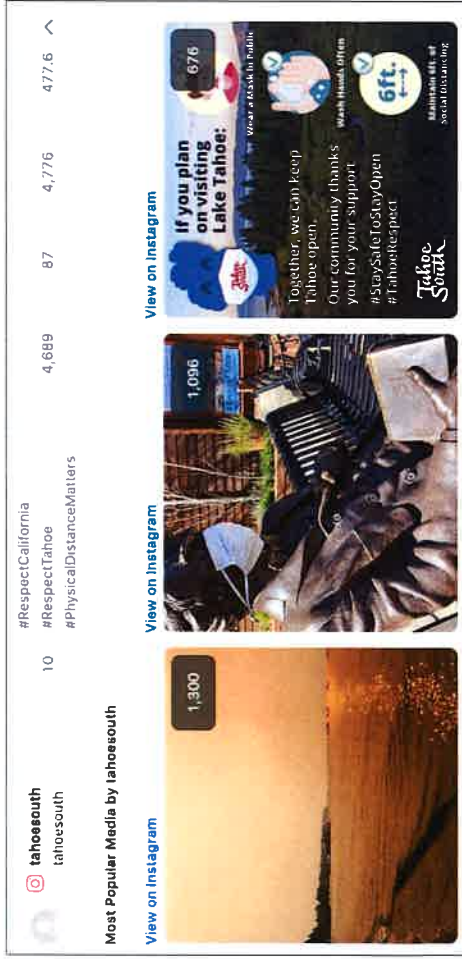
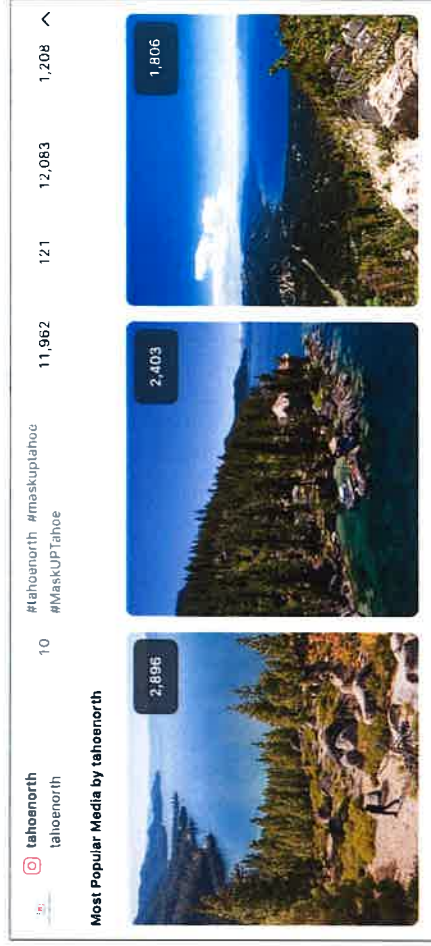
Know Before You Go

- Messaging connected with the Know Before You Go guide continued to be shared across North Lake Tahoe's social channels.

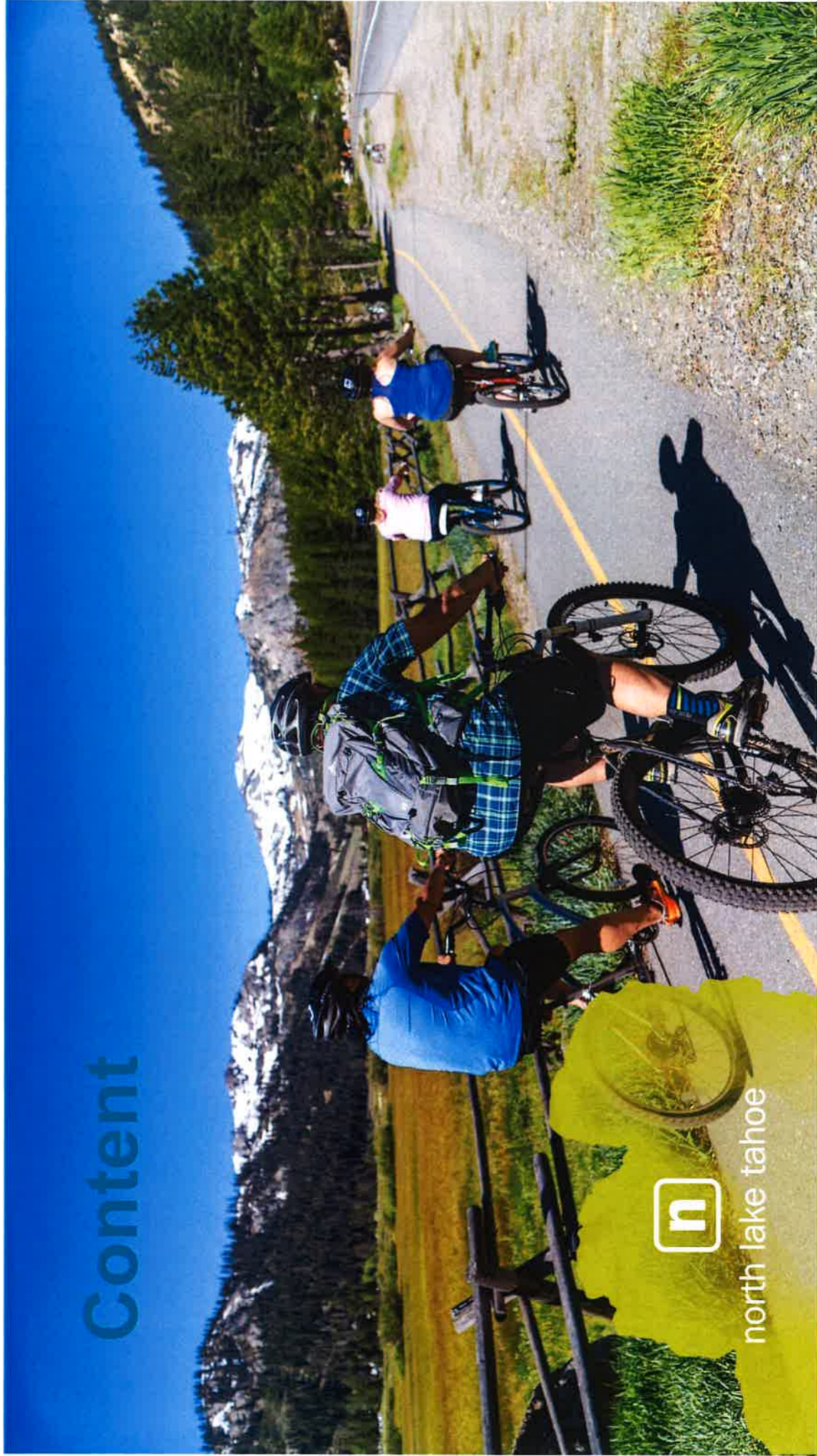


Instagram Competitor Set

Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In August, @TahoeNorth received more overall engagements than Tahoe South. In terms of total published posts, Tahoe South posted the same as Tahoe North, whereas Visit Mammoth has doubled their posting habits.



Content



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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 education/responsible travel and evergreen content.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog 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).
- Finally, the expanded **Content Guidelines** for guest bloggers was provided to client for review.



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:

- Responsible Travel.
- COVID-19 related crisis communications and sentimental thank you.
- Secret season soft-push.

Campaigns:

- Reopening Video Series, Stay At Home, Stay Safe, Appreciate Tahoe from a Distance, Look Ahead to fall, Mask Up.



Newsletters Posted: 1

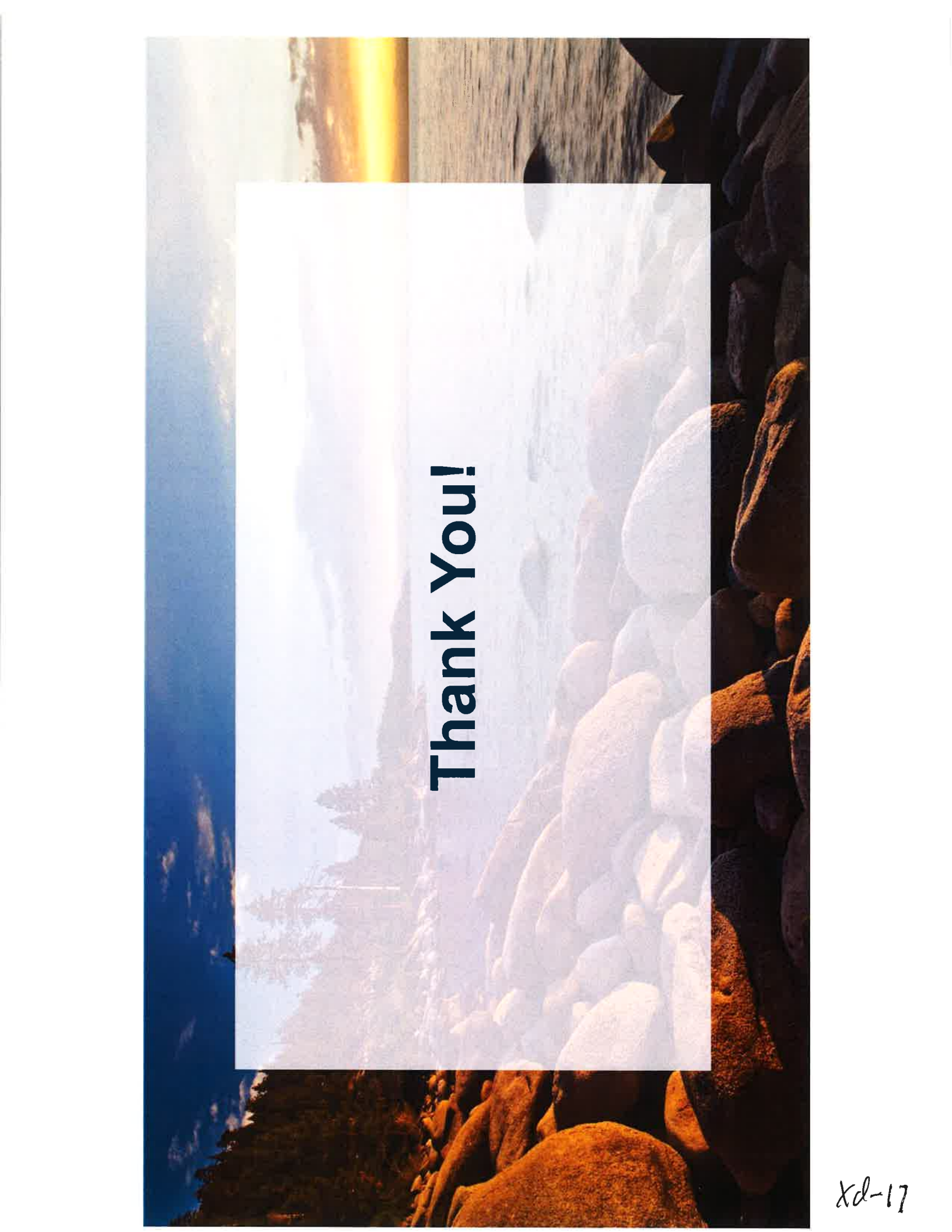
- *North Lake Tahoe - Peace and Tranquility in North Lake Tahoe - August 2020 Newsletter*
 - 30.9 % Open Rate
 - 2.2 % CTR

Blogs Posted: 1

- *Peace and Tranquility in North Lake Tahoe's Secret Season*
 - 131 Page Views
 - 1:47 minutes spent on page on average

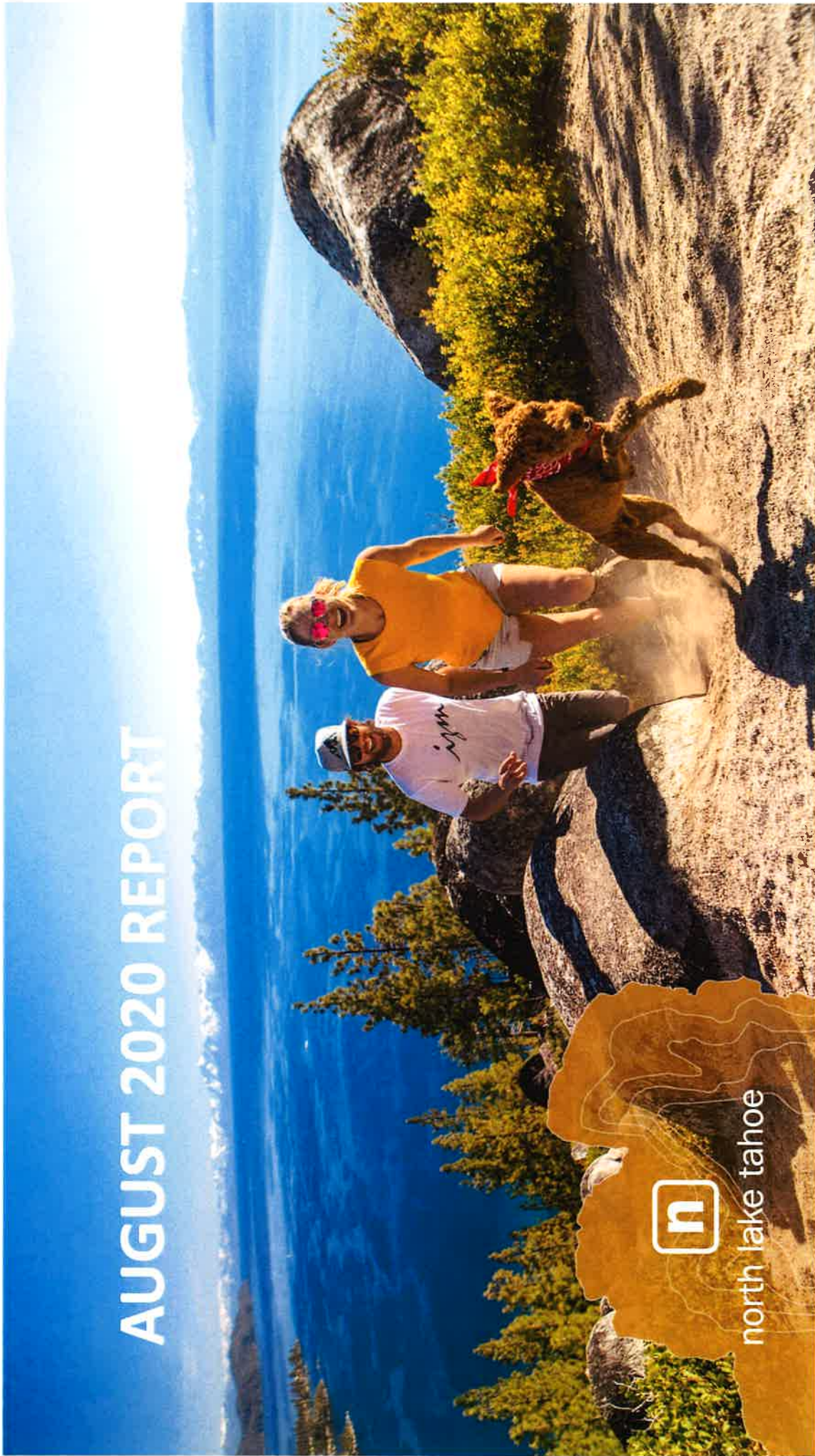
Blogs In Production: 1

- *How to Keep Tahoe Blue with Sustainable Tourism*
 - Slated for mid-September release.



Thank You!

AUGUST 2020 REPORT



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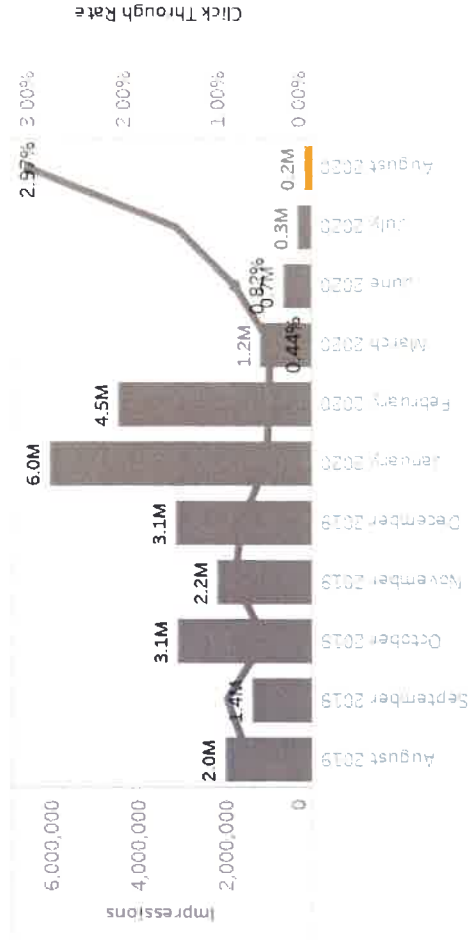
Executive Summary

- Consumer Search ads were the only tactic that ran in the month of August, garnering a total of 170,273 impressions, over 5,000 clicks, 1,400+ time on site conversions and 353 book now conversions.
- Website sessions remained well above average, however decreased slightly in comparison with July.
- Overall click-through rates saw a drastic increase in August, with an average of 2.97%.

Campaign Performance Consumer

- In August, paid search saw an above average click through rate at 2.97%, in comparison to 1.9%, nearly doubling the average CTR.
- Clicks, sessions, time on site and book now conversions were all up month over month.

Impressions and Click Through Rate



Campaign Group	Channel	Impressions	Spend	Clicks	Click Through Rate	Sessions	Session Duration	Pages per Session	Bounce Rate	Time on Site Conversions	Book Now Conversions
Consumer	Paid Search	170,273	\$5,532	5,062	2.97%	4,398	00:01:44	2.6	51%	1,401	353
Grand Total		170,273	\$5,532	5,062	2.97%	4,398	00:01:44	2.6	51%	1,401	353



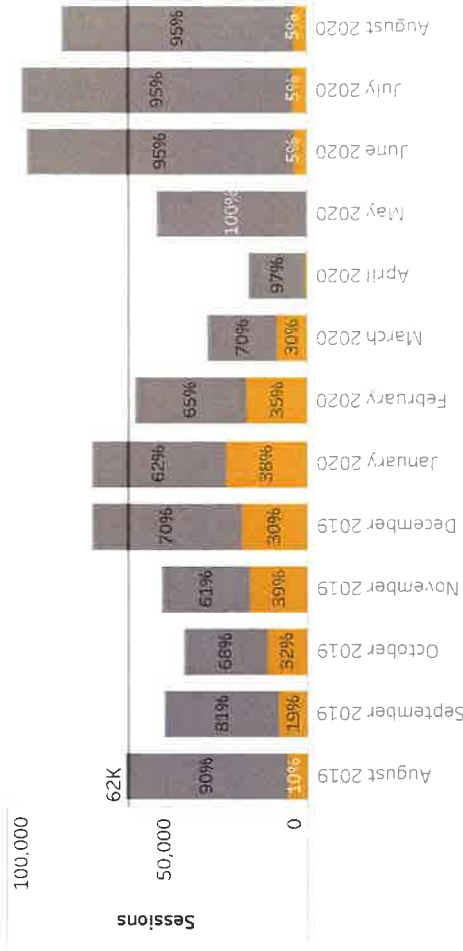
August Digital Report | Consumer

Website Performance

- Overall website sessions are up significantly year over year, however decreased slightly in comparison to July.
- The year over year increase suggests people are continuing to utilize the website for relevant pandemic information.
- The average page per session in August was 2.6, suggesting people are actively seeking out specific content that is easy to find, resulting in a 1 minute 44 second average session duration.

Consumer Campaign Organic

Website Sessions From Consumer Ads



Channel	Sessions	Session Duration	Pages per Session	Bounce Rate
Paid Search	4,398	00:01:44	2.6	51%
Grand Total	4,398	00:01:44	2.6	51%



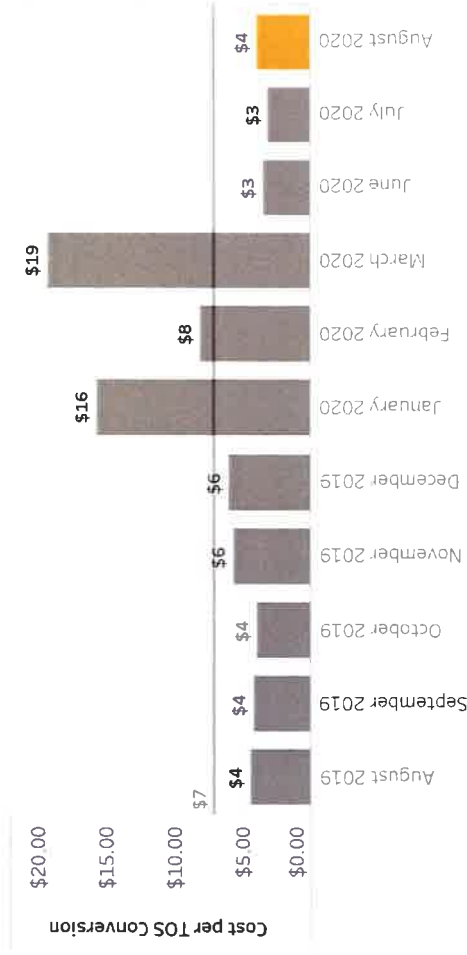
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Search Performance

- Clicks continued to increase in comparison to July.
- Cost per time on site conversion remained well below the \$7 average for the month of August.
- The high time on site conversions and corresponding book now conversions suggest consumers are spending more time planning their trips and researching lodging.

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	114,403	\$2,260	1,959	\$1.15	1.71%	623	210	\$3.63	32%
General	44,200	\$2,254	2,221	\$1.01	5.02%	545	132	\$4.14	25%
Evergreen - Local	11,670	\$1,018	882	\$1.15	7.56%	233	11	\$4.37	26%
Grand Total	170,273	\$5,532	5,062	\$1.09	2.97%	1,401	353	\$3.95	28%



August Digital Report | Consumer

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THANK YOU!