



north lake tahoe

Departmental Reports
June 2021



north lake tahoe

May 2021

Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED

1. Blueprint to Practice Automation - Epic Mastermind Experience, August 5-8, 2021, 165 room nights, 100 people
2. HPN Global - 76689 Confidential Influence Event, August 11-15, 2021, 30 room nights, 14 people
3. HPN Global - 76808 - Room Block Only, October 11-15, 2021, 40 room nights, 10 people
4. Sacramento County of Education - SCOE Retreat, June 16-17, 2021, 18 room nights, 20 people
5. Soccer Shots Franchising - 2022 National Convention, July 19-23, 2022, 485 room nights, 300 people
6. HPN Global - 77067 Executive Recruiting Retreat, June 7-10, 2021, 36 room nights, 12 people
7. HPN Global - 77086 - Recruitment Incentive, November 4-7, 2021, 60 room nights, 20 people
8. HPN Global - 76994V2 Summer Executive Meeting, July 14-16, 2021, 20 room nights, 10 people
9. Sweat Equity Ventures - 2020 Team Meeting, August 23-26, 2021, 60 room nights, 20 people
10. Snow Tours, Inc - Schmusmeister Ski and Board Club - Detroit, February 26-March 5, 2022, 42 room nights, 24 people
11. Soccer Shots Franchising - 2022 National Convention, July 19-23, 2022, 485 room nights, 300 people
12. Sacramento County Office of Education - Retreat, June 16-17, 2021, 18 room nights, 20 people

NEW INQUIRIES

1. Placer County, Vaccine Clinic, June 2021, 20 room nights, 10 attendees
2. Enpro, Inc, 2021 Enpro EEC Retreat, August 2021, 68 room nights, 17 attendees
3. OE Federal Credit Union, Executive Planning Seminar, August 2021. 36 room nights, 18 attendees
4. HPN Global, Sales Summit, November 2021, 680 room nights, 200 attendees
5. HPN Global, Anonymous Group Name. March 2022, 2100 room nights, 800 attendees
 - Sourced the entire Village of Squaw Valley
6. Hamilton Group Meeting Planners, Wetzels Pretzels 2022 Meeting, May 2022. 500 room nights, 200 attendees
7. HPN Global, July Meeting . July 2022. 54 room nights, 18 attendees

8. Church of the Nazarene, District Superintendents Leadership Program, September 2022, 287 room nights, 150 attendees

NEW DEFINITES

- No groups turned definite this month.

CONFERENCE SALES PROJECTS

- Staff continues to add new associates from HelmsBriscoe to our IDSS data base. All the new associates receive a follow up email with our group and meetings incentives plus a link to our "Know Before You Go Guide".
- Staff finalized the edits to the new Conference Planning Guide. Link to the updated guide will be added to our GTN website and can be found by [clicking here](#).
- Staff continue to review and provide edits for the new meeting & conference planning guide.

SITE VISITS & SALES CALLS

- Upcoming Site Visits
 - Sarah – hosting Megan Hemming from California Special Districts Association – June
 - Bart – hosting Jeremy Wright Shaw of HPN – contracted a group for the Hyatt – September 2021

TRADE SHOWS & EVENTS

- Connect Corporate and Association – May 24-26, 2021
 - 36 association meetings and 21 corporate appointments
 - Link to follow up – [click here](#).

UPCOMING TRADE SHOWS AND EVENTS

- Upcoming Tradeshow:
 - June 28-30, 2021, HelmsBriscoe ABC, Dallas, TX

CHICAGO EFFORTS

- Attended 6 virtual events including: Destination Reps Marketing Meeting, PCMA Meeting, Am Academy of Dermatology.
- Participated in the Destination reps May Marketing campaign – a total of (3) NLT ads.
- Coming up: working on additional in person client calls, another virtual yoga session and signed up for Destination Celebration taking place in November 2021.



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May 2021

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Attended the Reno Tahoe Territory Meeting – May 12th
- Met with the Resort at Squaw Creek
- Brainstorming session with CEOs on International Recovery Plan
- Met with Kind Traveler
 - Sales Efforts:
 - Current properties on board: Squaw Valley Lodge and Plumpjack
 - Working on getting: The Village at Squaw Valley, Sunnyside, East West Partners
 - Marketing Efforts:
 - Finalized copy for the website
 - Working on Kind Facts
 - Working on press release and activation plan

TRADESHOWS & FAMS

- Attended the Visit California Luxury Summit:
 - May 5-6, 2021
 - Two lodging partners participated in appointments – The Resort at Squaw Creek and The Ritz-Carlton
 - [Link to notes](#)
- Hosted Visit California AAA Domestic Virtual FAM with the Via Ferrata. AAA Travel, a leading US travel company, will be hosting a 4-day virtual program that will provide Visit California and partners the opportunity to educate their 3,000 national agents.
- Planned the below opportunities:
 - Traveler Responsibility Influencer – May 8th
 - High Sierra Influencer program with SLT and Truckee Tahoe – June 8th
 - High Sierra Podcast - End of June
- Currently planning site visits for:
 - Getaroom.com – June
 - Expedia – June

INTERNATIONAL UPDATES

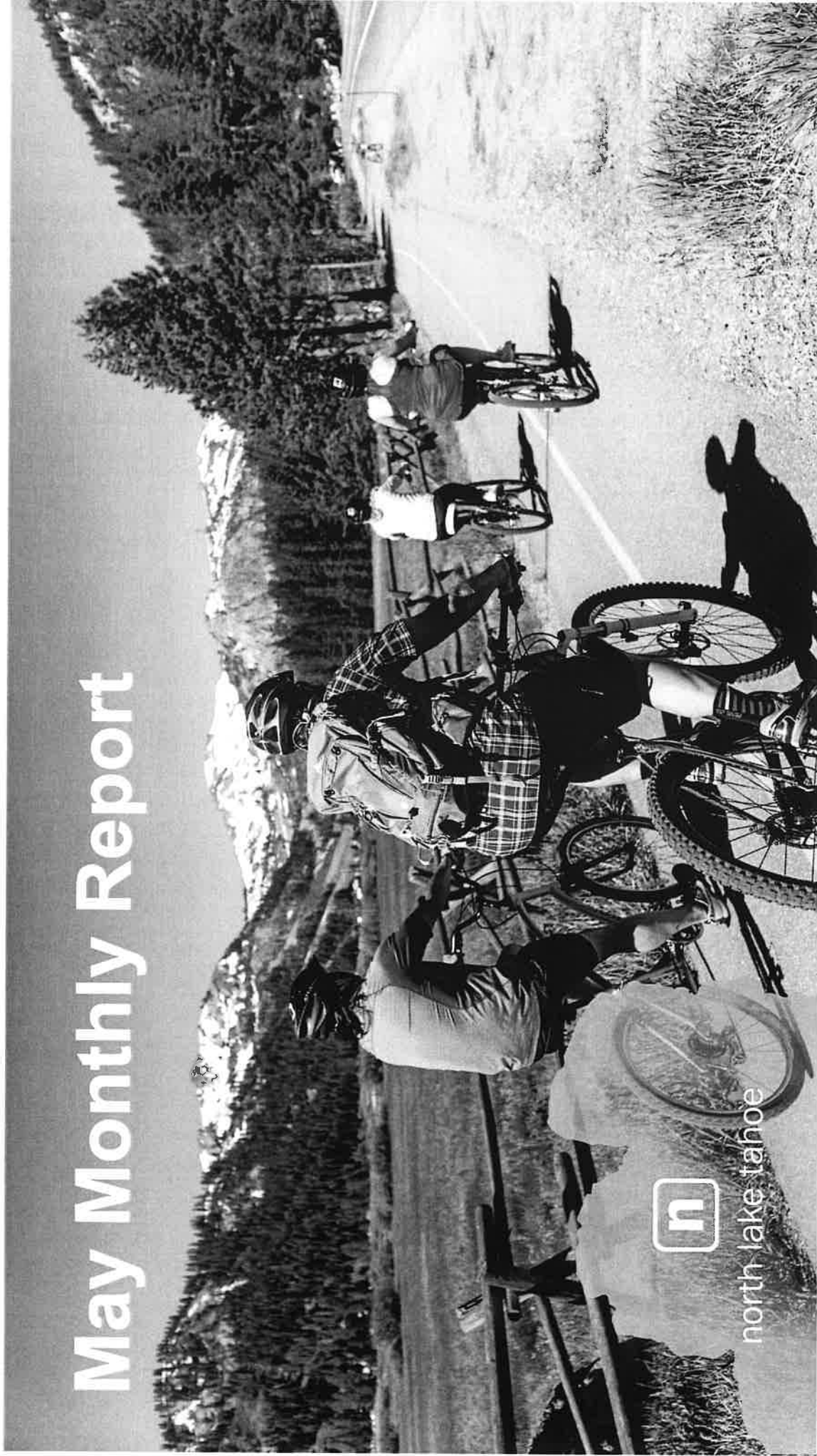
- Canada/DCI – limited scope of work and are working on future webinar trainings for June. With the following companies:
 - Ellison Tours
 - Contiki
 - Butterfield & Robinson

- Canada Airlift
 - Air Canada – has released seats through December
 - Westjet focusing on domestic travel

May Monthly Report



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SEO

May SEO Overview

- For the month of May, Augustine created an ongoing **Issues doc** with SEO problems that have arisen over the last few months that development help is needed to fix.
- Augustine identified 59 new broken links on the site and was able to fix a majority of them with the remaining broken links are listed in the Issues doc.
- A couple of issues Augustine previously sent were resolved in May including removing the old website from indexing and proper canonicals for listing pages were set up.



SEO UPDATES: Removed Old Site from Indexing

- As mentioned in the last report, it appeared that the old site — which is archived at old.gotahoenorth.com — was still being indexed. This issue appears to have been fixed.
- This was accomplished by creating 301 redirects for pages on the old site to their corresponding equivalent page on the new site. Most of the redirects were successful, however two aren't working properly (reference “**NEW ISSUE* Fix Broken Redirects**

From Old Site” in [Issues doc](#)).



SEO UPDATES: Fixed Broken Links

- There were 59 new instances of broken links on the site – the majority of these have been fixed.
- The remaining broken links require the development team's assistance. These are outlined in the “***ISSUE* Existing Broken Links**” section of the **Issues doc**.



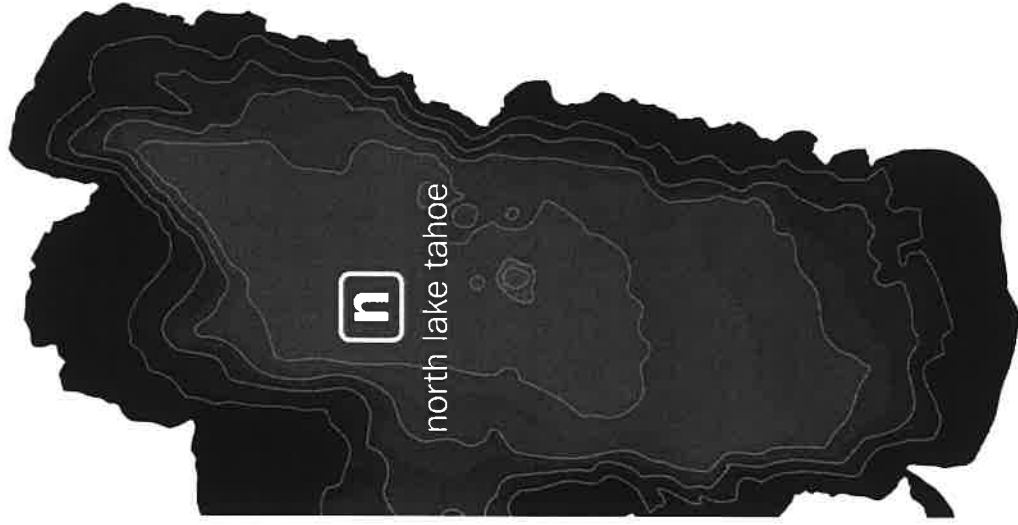
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SEO UPDATES: Listing Pages Canonicalized

- A previous report found that listing pages were not being canonicalized, creating duplicate content issues. **This issue has been fixed and listing pages appear to all now have proper canonicals set up.**

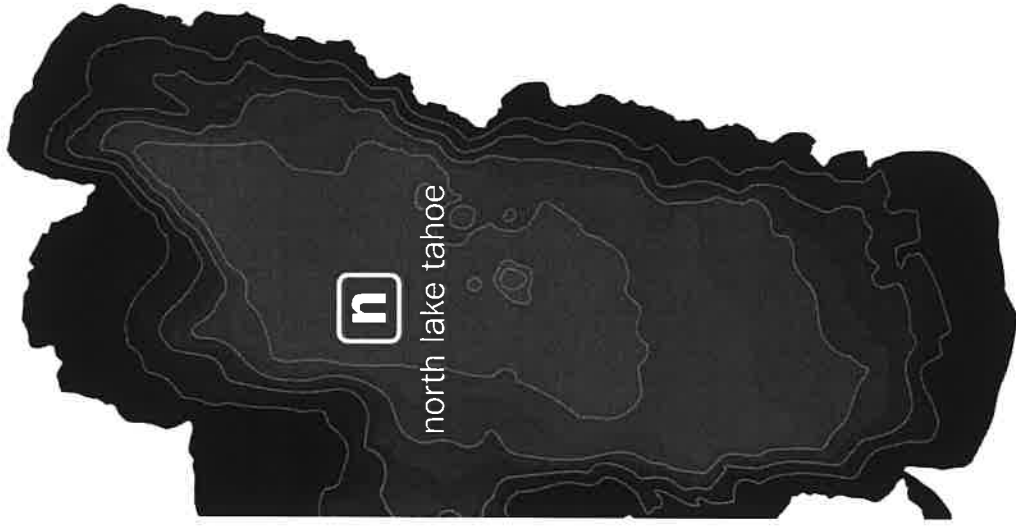


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NEW ISSUES: Reduce CSL

- As of June 2021, Google will be instituting a new ranking factor called “Core Web Vitals.” This ranking factor measures page experience and consists of several metrics. One of those metrics is cumulative layout shift (CLS). Over the next couple months, we will be addressing any issues that arise related to this new ranking factor. At the moment, the most noticeable is that that logo in the main menu is generating a layout shift that Google is flagging.
- You will notice this shift when refreshing the homepage. Look at the top main menu. At initial load, the logo does not appear. After a few moments, it appears causing the menu items to shift to the right. This shift is a red flag for Google. We recommend reducing any instances of CSL where possible, like the logo in the main menu.



NEW ISSUES: Reduce CSL (cont'd.)

- To fix this particular issue, we recommend creating a set height and width size attribute for the logo or implementing an aspect ratio to ensure adequate space is reserved for the logo upon load.
- Once the logo's CSL issue is resolved, the next item to address is the video hero on the homepage. This too is creating a downward shift on the page during load. To fix this shift, similarly reserve a set space for the hero video to load into. Currently, the hero video's size is defined using CSS as width: 100% and height: 100%. While this is useful for responsive design, it creates issues with page experience and moving forward Google will flag it as poor SEO, which is why specific dimensions need to be set to reserve the space for loading the video. Alternatively, we can have a call to review the best ways to implement and avoid a high CSL.

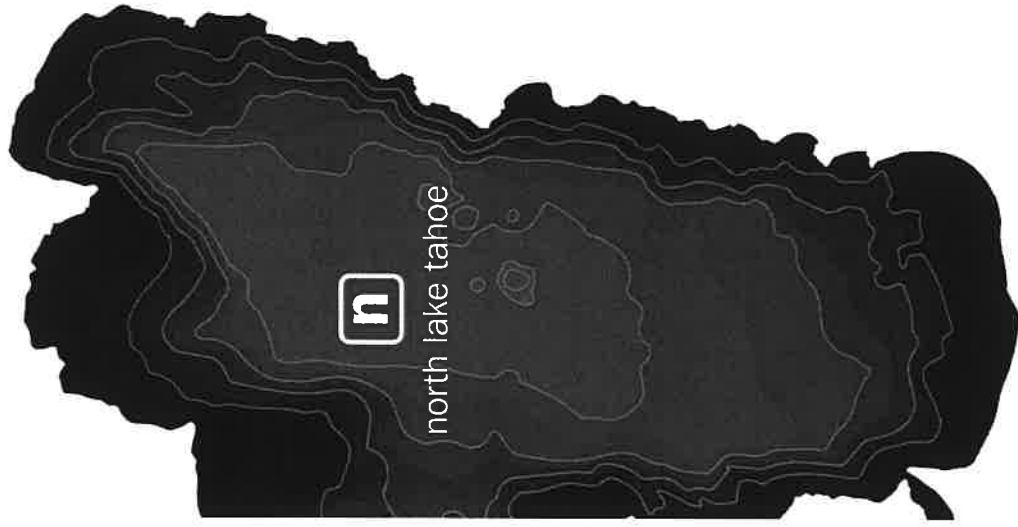
NEW ISSUES: Missing Homepage Canonical

- The homepage currently does not have a canonical set. We recommend setting one up by adding the following code in its <head> section:
 - `<link rel="canonical" href="https://www.gotahoenorth.com" />`





PAID MEDIA



Executive Summary

- Overall, campaigns performed well with good engagement rates, conversions and impression delivery to targeted audiences.
- After discussions with TripAdvisor concerning delivery and results, they dramatically improved and added additional bonus impressions through May.
- YouTube drove a much higher level of TOS conversions suggesting high interest after messaging through video.
- The iOS update lowered conversion data with user tracking and change of 28-day click window to 7-days.
- As the Texas campaign progressed, we improved from 3x higher conversion costs vs SoCal down to less than 2x in most cases.

All Campaigns Overview

Start Date
5/1/2021

End Date
5/31/2021

10,942,360
IMPRESSIONS

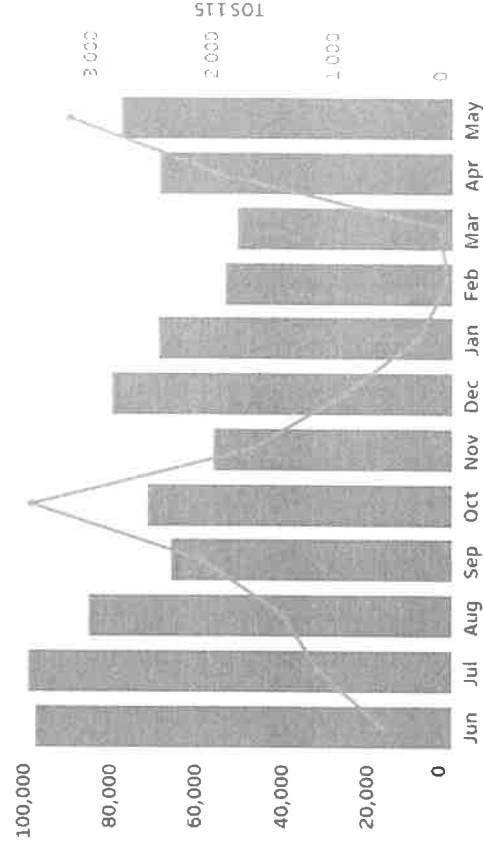
\$1.00
COST PER CLICK

59,216
CLICKS

3,172
TOS
CONVERSIONS

\$18.58
COST PER TOS CONVERSION

Sessions | TOS 115 Conversions



- The Consumer and MCC campaigns provided a combined nearly 11M impressions in May.
- The MCC campaign lead the CTRs with an impressive 1.21% across tactics.
- The Consumer campaign lead the TOS and Book Now conversions.

Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now Conversions
Consumer	10,812,461	57,643	0.53%	\$0.99	\$56,892.23	3,169	\$17.95	96
MCC	129,899	1,573	1.21%	\$1.31	\$2,054.05	3	\$684.68	1
Total	10,942,360	59,216	0.54%	\$1.00	\$58,946.28	3,172	\$18.58	97



Texas Consumer Campaign Overview

Overview by Campaign - Texas

Start Date
1/2021

End Date
5/31/2021

3,947,511
IMPRESSIONS

27,134
CLICKS

\$0.70
CPC

1,547
TOS 115
CONVERSIONS

\$12.26
COST PER TOS 115
CONVERSION

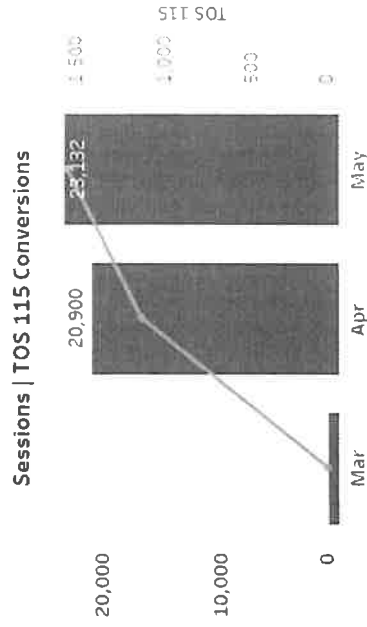
Campaign	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now Conversions
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Consumer	3,947,511	27,134	0.69%	\$0.70	\$18,966.97	1,547	\$12.26	17
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- As the campaign ramped down, CTRs started to decrease as well hitting just below industry averages (paid search 1.9%, paid social .89%).

Creative Performance

	Impressions	Clicks	CTR	Cost	TOS 115
YouTube	2,396,156	12,278	0.51%	\$6,570	1,163
Facebook	1,098,470	11,502	1.05%	\$7,503	228
Instagram	379,299	2,341	0.62%	\$2,713	23
Google Ads	55,853	975	1.75%	\$2,180	101
TripAdvisor	17,730	38	0.21%	\$0	28
Programmatic Display	3	0	0.00%	\$0	4
Grand Total	3,947,511	27,134	0.69%	\$18,967	1,547



Overview by Medium

Start Date
5/1/2021

End Date
5/31/2021

3,947,511
IMPRESSIONS

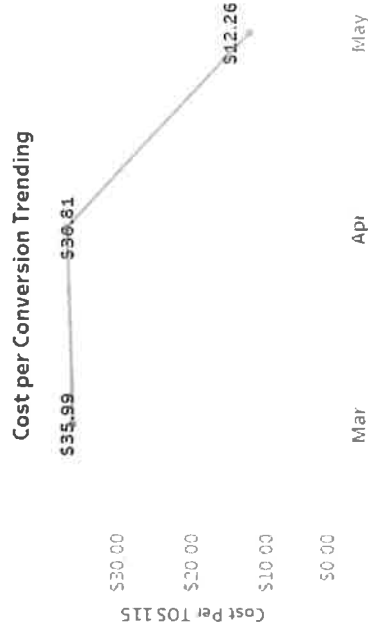
27,134
CLICKS

\$0.70
CPC

1,547
TOS 115
CONVERSIONS

\$12.26
COST PER TOS 115
CONVERSION

Persona	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Boomer Ben	1,242	6.3%	\$8.89	1	3,049,824
Know Before You Go	27	2.6%	\$24.10	0	127,824
Lodging	104	6.1%	\$23.34	6	216,662
Millennial Megan	30	1.5%	\$51.26	2	299,836
The Jones Family	28	1.9%	\$40.19	3	179,782
Grand Total	1,431	5.5%	\$11.73	12	3,873,928



Channel	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Display	17,733	38	0.21%	\$0.00	\$0.01	32	\$0.00
Paid Search	55,853	975	1.75%	\$2.24	\$2,180.13	101	\$21.59
Paid Social	1,061,055	8,515	0.80%	\$0.89	\$7,539.08	225	\$33.51
Video	2,812,870	17,606	0.63%	\$0.53	\$9,247.75	1,189	\$7.78
Grand Total	3,947,511	27,134	0.69%	\$0.70	\$18,966.97	1,547	\$12.26

Paid Social Performance

Start Date
5/1/2021

End Date
5/31/2021

- Boomer Ben creative is the best performing ad set and surpassed paid social industry benchmark (-.89%).
- Despite providing one of the lower CTRs, the Retargeting Lodging ad set provided nearly half of the TOS conversions.

1,061,055
IMPRESSIONS

8,515
CLICKS

225
TOS 115
CONVERSIONS

12
SUM OF ALL
CONVERSIONS

\$33.51
COST PER TOS 115
CONVERSION

Social Trending Performance



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	Boomer Ben	236,953	2,250	0.95%	\$0.80	\$1,798.28	50	\$35.97
	Know Before You Go	127,824	1,029	0.81%	\$0.63	\$650.78	21	\$30.99
	Millennial Megan	299,835	2,062	0.69%	\$0.75	\$1,537.66	26	\$59.14
	The Jones Family	179,782	1,458	0.81%	\$0.77	\$1,125.45	28	\$40.19
Retargeting	Lodging	216,661	1,716	0.79%	\$1.41	\$2,426.91	100	\$24.27
Total		1,061,055	8,515	0.80%	\$0.89	\$7,539.08	225	\$33.51

Paid Social Creative Performance

Start Date
5/1/2021

End Date
5/31/2021

Creative Performance

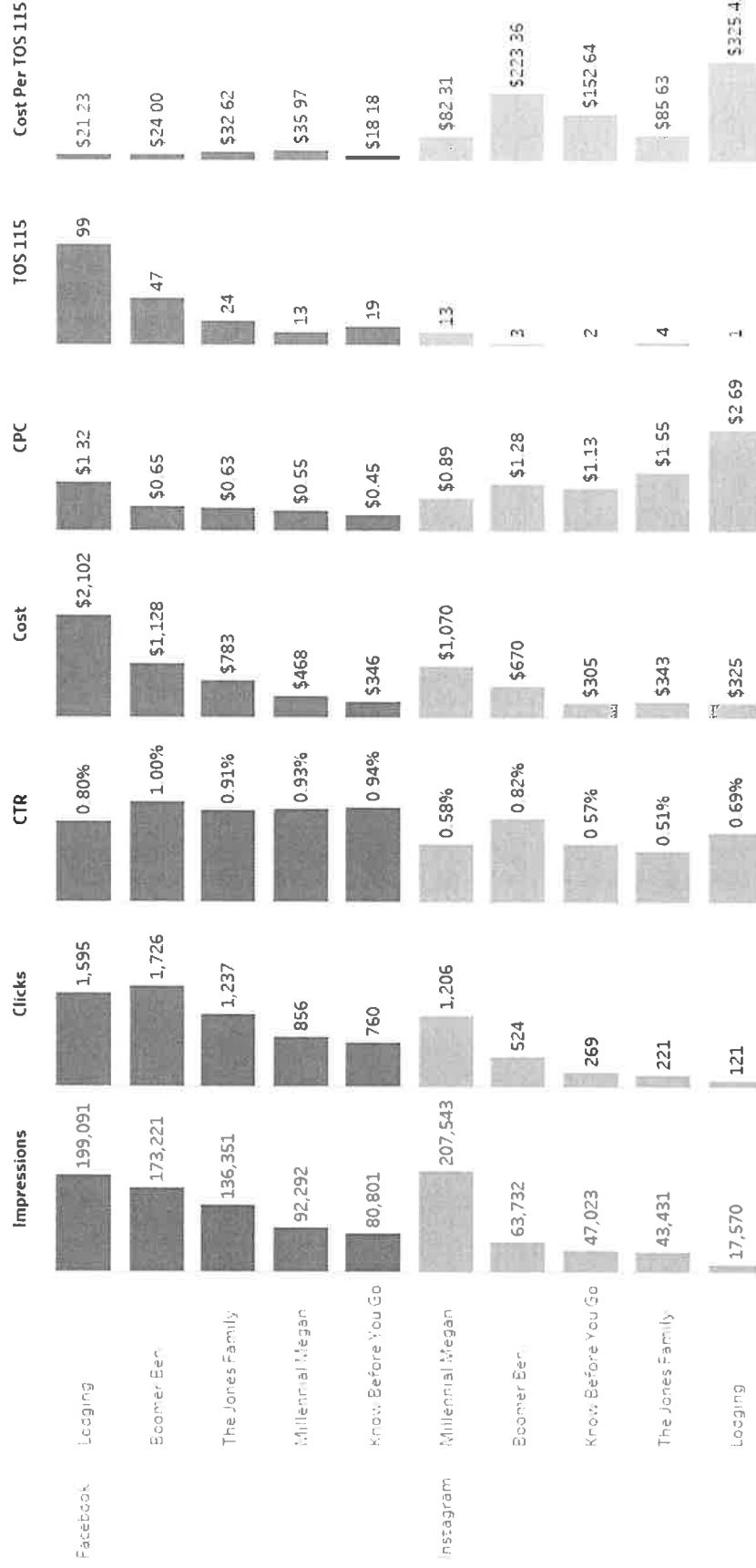
1,061,055
IMPRESSIONS

8,515
CLICKS

\$0.89
CPC

225
SUM OF ALL
CONVERSIONS

\$33.51
COST PER TOS 115
CONVERSION



Paid Search Performance

Start Date
5/1/2021

End Date
5/31/2021

Ad Group Performance

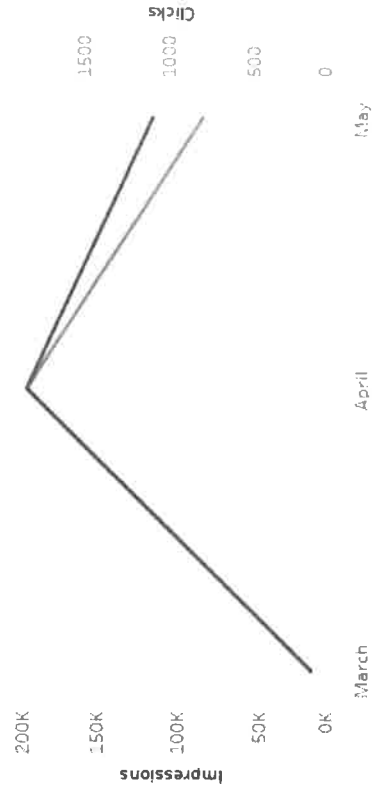
83,910
IMPRESSIONS

	Impressions	Clicks	CTR	Cost	CPC	Conversions
Consumer 2020-21	49,978	624	1.25%	1,512	\$0.41	53
Dallas						
Houston	33,932	469	1.38%	810	\$0.58	55

1,093
CLICKS

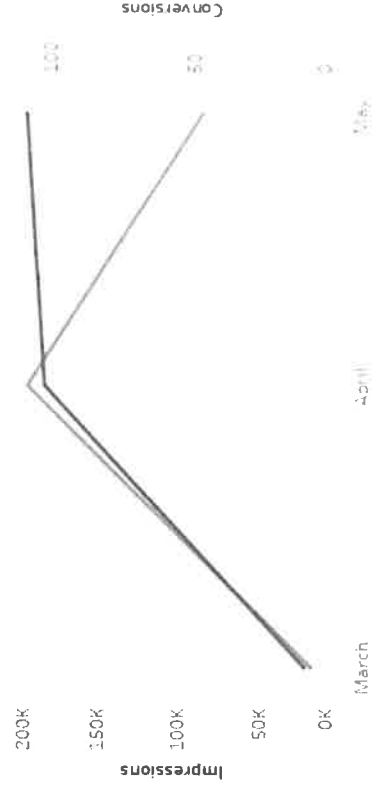
\$0.47
COST PER CLICK

Impressions | Clicks



108
TOS 115
CONVERSIONS

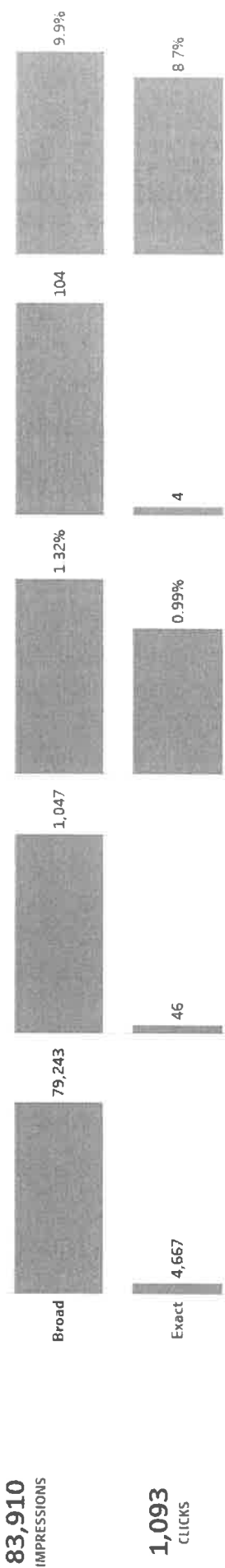
Impressions | Conversions



\$21.59
COST PER TOS 115
CONVERSIONS

Paid Search Performance

Keyword Match Type Performance



83,910
IMPRESSIONS

1,093
CLICKS

\$0.47
COST PER CLICK

Campaign Performance

	Impressions	Cost	Clicks	CPC	CTR	Conversions
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108
TOS 115
CONVERSIONS

Dallas

53

\$21.59
COST PER TOS 115
CONVERSIONS

Houston

55

Paid Search Performance

Start Date 5/1/2021
End Date 5/31/2021

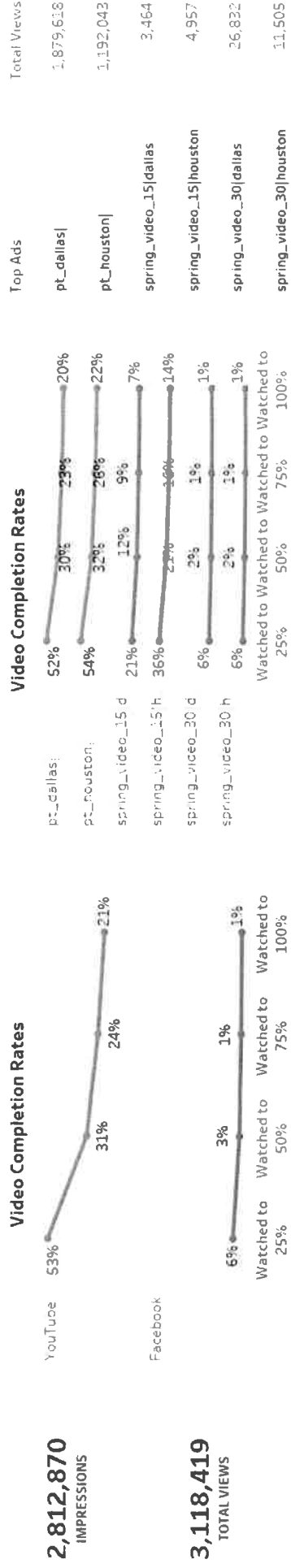
Keyword Performance

AutomaticKeywords	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost per Conversion
+fishing	49,671	212	\$0.86	0.43%	\$247.85	9	4.2%	\$2.87
+hiking	34,428	262	\$0.79	0.76%	\$333.37	5	1.9%	\$2.87
+kayaking	25,395	265	\$0.39	1.04%	\$676.00	53	20.0%	\$2.87
+beaches	16,554	385	\$0.43	2.33%	\$905.09	77	20.0%	\$2.87
fishing	9,814	213	\$0.53	2.17%	\$401.14	30	14.1%	\$2.87
+boating	4,285	7	\$0.93	0.16%	\$7.54			\$2.87
+river +rafting	3,902	79	\$0.76	2.02%	\$104.13			\$2.87
+horseback +riding	3,057	194	\$0.42	6.35%	\$467.23	30	15.5%	\$2.87
+mountain +biking	2,667	183	\$0.64	6.86%	\$284.80	15	8.2%	\$2.87
beaches	1,819	39	\$0.63	2.14%	\$61.65	3	7.7%	\$2.87
+paddle +boarding	1,609	6	\$0.73	0.37%	\$8.23	1	16.7%	\$2.87
+outdoor +hiking	1,577	59	\$0.51	3.74%	\$115.57	16	27.1%	\$2.87
+rafting +river	1,555	1	\$0.53	0.06%	\$1.88			\$2.87
+hiking +trails	1,476	87	\$0.45	5.89%	\$194.70	7	8.0%	\$2.87
hiking	985	24	\$0.44	2.44%	\$55.16	8	33.3%	\$2.87
+camping +California	956	3	\$0.72	0.31%	\$4.16	1	33.3%	\$2.87
+best +camping	803	54	\$0.99	6.72%	\$54.75	1	1.9%	\$2.87
+water +parasailing	651	72	\$1.01	11.06%	\$71.62			\$2.87
mountain biking	543	25	\$0.40	4.60%	\$62.29	2	8.0%	\$2.87
horseback riding	492	4	\$1.01	0.81%	\$3.97			\$2.87
+north +lake +tahoe +lake	477	13	\$1.13	2.73%	\$11.54	4	30.8%	\$2.87
+white +water +river +raf.	435	48	\$0.51	11.03%	\$94.50	10	20.8%	\$2.87
+river +water +rafting	399	14	\$0.32	3.51%	\$43.17	6	42.9%	\$2.87
+water +river +rafting	388	22	\$0.39	5.67%	\$56.42			\$2.87
	373	11	\$0.51	2.95%	\$21.63			\$2.87

Video Performance

Start Date 5/1/2021
End Date 5/31/2021

- One in every five viewers completed the video ads in full on YouTube.
- The :15 videos performed better for completion rates on Facebook.



2,812,870
IMPRESSIONS

3,118,419
TOTAL VIEWS

1,189

TOS CONVERSIONS

\$0.53

COST PER CLICK

\$7.78

PRIMARY CPC

Platform	Impressions	Watched to 100%	Video Clicks	Cost	TOS 115	Cost Per TOS 115
YouTube	2,396,156	20.7%	12,278	\$6,570	1,163	\$5.65
Facebook	416,714	1.0%	5,328	\$2,677	26	\$102.98
Grand Total	2,812,870	17.8%	17,606	\$9,248	1,189	\$7.78

Website Performance

Start Date
5/1/2021

End Date
5/31/2021

23,132
SESSIONS

00:00:20
SESSION DURATION

1.2

PAGES PER SESSION

90%
NEW USER
SESSION RATE

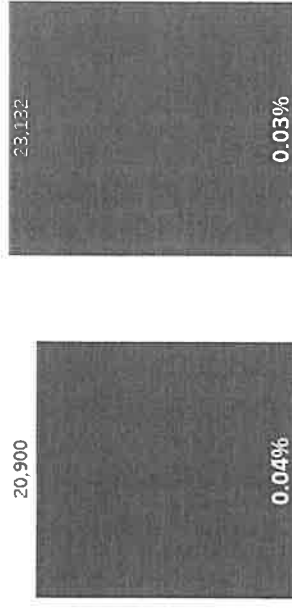
87%
BOUNCE RATE

Website Sessions From Paid Consumer Ads

Tablet 1,205 Mobile 51,800 Computer 1,410

88.70%

Top Regions	Sessions
California	36,519
Texas	18,012
Nevada	4,981
Florida	1,134
Arizona	1,051



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	3,400	3,944	00:00:20	1.2	92%
Native	5	7	00:00:05	1.4	60%
Search	12,880	16,707	00:00:22	1.3	84%
Social	6,132	7,044	00:00:17	1.1	91%
Video	715	820	00:00:20	1.1	90%
Grand Total	23,132	28,522	00:00:20	1.2	87%



SoCal Consumer Campaign Overview

Overview by Campaign - SoCal

Start Date
5/1/2021

End Date
5/31/2021

6,933,618
IMPRESSIONS

30,661
CLICKS

\$1.24
CPC

1,699
TOS 115
CONVERSIONS

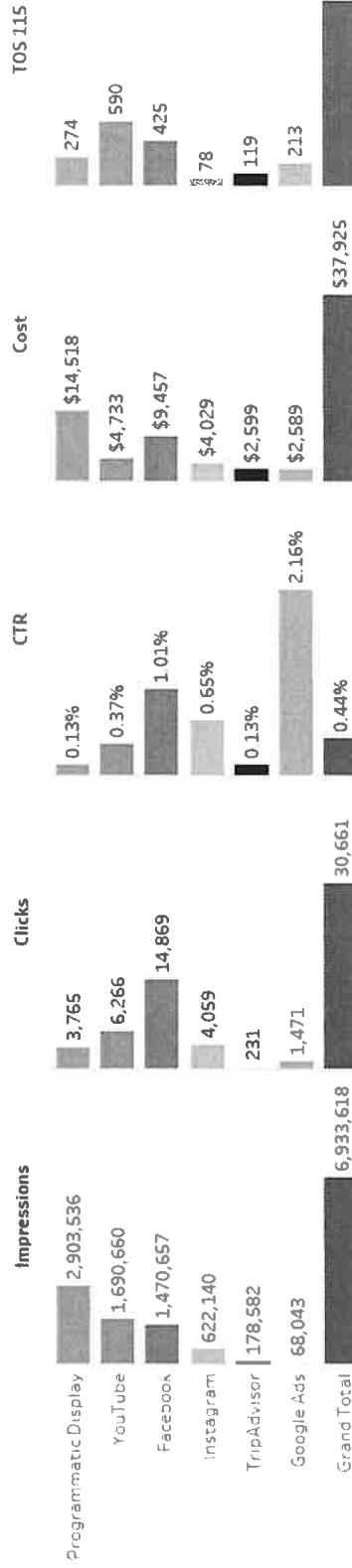
\$22.32
COST PER TOS 115
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now TOS 115
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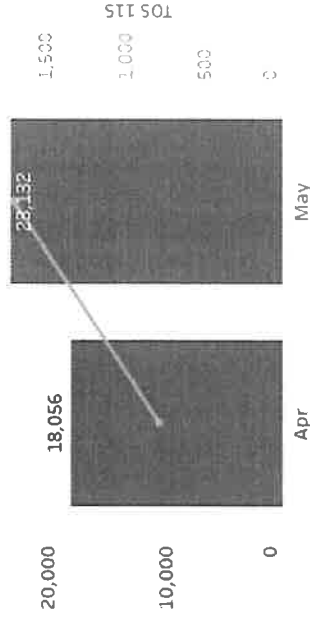
Consumer	6,933,618	30,661	0.44%	\$1.24	\$37,925.25	1,699	\$22.32	92
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- The SoCal campaign provided more impressions than the Texas campaign, and while it had a lower overall CTR, it provided over 5x the number of Book Now conversions.

Creative Performance



Sessions | TOS 115 Conversions



Overview by Medium

Start Date
5/1/2021

End Date
5/31/2021

- While the Boomer Ben audience had the most TOS conversions, The Jones Family had the most Book Now conversions.
- Industry benchmarks were exceeded for all paid search (2%) and display ads (.08-.1%). Paid social was just below the industry benchmark of .89%.

6,933,618
IMPRESSIONS

30,661
CLICKS

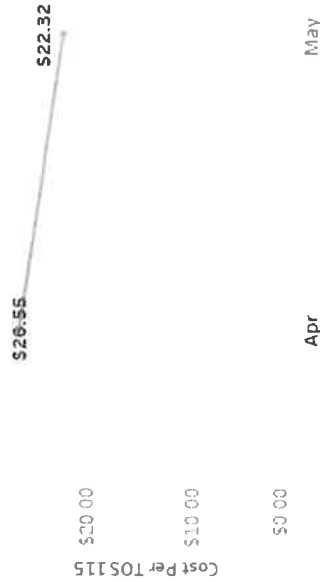
\$1.24
CPC

1,699
TOS 115
CONVERSIONS

\$22.32
COST PER TOS 115
CONVERSION

Persona	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Boomer Ben	750	5.6%	\$16.05	3	2,865,193
Know Before You Go	180	4.3%	\$30.96	17	1,025,733
Lodging	168	6.1%	\$37.28	16	843,321
Millennial Megan	128	3.2%	\$44.04	6	1,068,469
The Jones Family	195	4.3%	\$28.88	27	969,460
Grand Total	1,421	4.9%	\$24.73	69	6,772,176

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Display	3,082,118	3,996	0.13%	\$4.28	\$17,117.06	393	\$43.55
Paid Search	68,043	1,471	2.16%	\$1.76	\$2,589.11	213	\$12.16
Paid Social	1,829,815	15,727	0.86%	\$0.75	\$11,819.89	479	\$24.68
Video	1,953,642	9,467	0.48%	\$0.68	\$6,399.19	614	\$10.42
Grand Total	6,933,618	30,661	0.44%	\$1.24	\$37,925.25	1,699	\$22.32

Paid Social Performance

Start Date
5/1/2021

End Date
5/31/2021

- Boomer Ben and The Jones Family had the highest click through rates exceeding the industry benchmark of .89%.
- The Jones Family also had the most TOS conversions, closely followed by Lodging and KBYG ad assets.

1,829,815
IMPRESSIONS

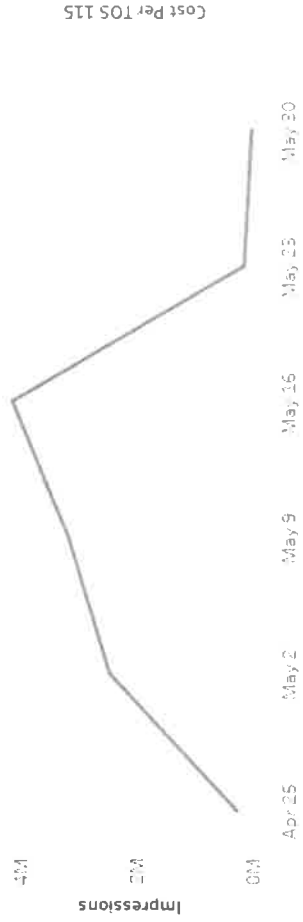
15,727
CLICKS

479
TOS 115
CONVERSIONS

59
SUM OF ALL
CONVERSIONS

\$24.68
COST PER TOS 115
CONVERSION

Social Trending Performance



Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	Boomer Ben	301,685	3,228	1.07%	\$0.66	\$2,122.29	73	\$29.07
	Know Before You Go	415,266	3,429	0.83%	\$0.60	\$2,052.32	113	\$18.16
	Lodging	295,466	2,122	0.72%	\$1.61	\$3,409.16	119	\$28.65
	Millennial Megan	457,620	3,192	0.70%	\$0.66	\$2,118.57	54	\$39.23
	The Jones Family	359,778	3,756	1.04%	\$0.56	\$2,117.55	120	\$17.65
Total		1,829,815	15,727	0.86%	\$0.75	\$11,819.89	479	\$24.68

Paid Social Creative Performance

Start Date
5/1/2021

End Date
5/31/2021

1,829,815
IMPRESSIONS

15,727
CLICKS

\$0.75
CPC

479
SUM OF ALL
CONVERSIONS

\$24.68
COST PER TOS I15
CONVERSION

Creative Performance

	Facebook	Instagram	Boomer Ben	Know Before You Go	The Jones Family	Lodging	Millennial Megan
Impressions	325,914	324,038	94,107	89,352	73,759	40,884	286
Clicks	2,936	1,947	763	493	570	286	
CTR	0.90%	0.60%	0.81%	0.55%	0.77%	0.70%	
Cost	\$1,509	\$1,492	\$740	\$543	\$524	\$730	
CPC	\$0.51	\$0.77	\$0.97	\$1.10	\$0.92	\$2.55	
TOS I15	106	29	8	7	24	10	
Cost Per TOS I15	\$14.24	\$51.45	\$92.45	\$77.62	\$21.84	\$72.99	

Display Performance

Start Date
5/1/2021

End Date
5/31/2021

2,988,719
IMPRESSIONS

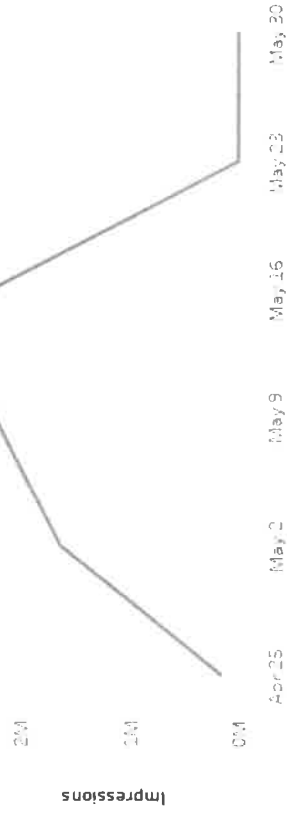
3,809
CLICKS

\$4.44
CPC

328
TOS 115
CONVERSIONS

\$51.60
COST PER TOS 115
CONVERSION

Display Campaign Trending



Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Programmatic Display	2,864,939	3,711	0.13%	\$3.86	\$14,324.69	273	\$52.47
TripAdvisor	123,780	98	0.08%	\$26.52	\$2,599.38	55	\$47.26
Grand Total	2,988,719	3,809	0.13%	\$4.44	\$16,924.07	328	\$51.60

Display Creative Performance

Start Date
5/1/2021

End Date
5/31/2021

2,988,719
IMPRESSIONS

- All ad sets saw about the same CTR, all exceeding industry benchmarks (.08-.1%).

3,809
CLICKS

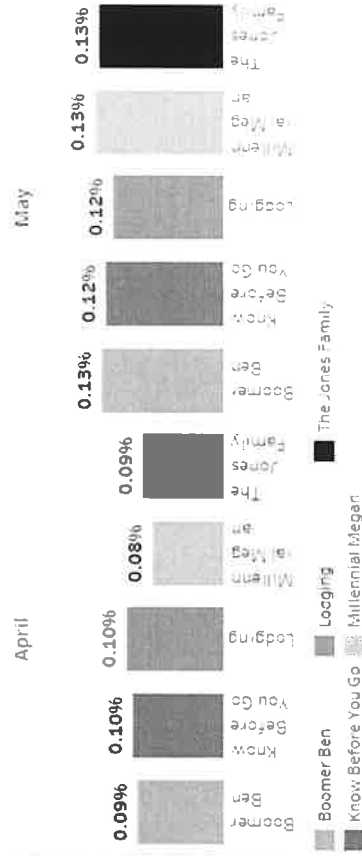
- Millennial Megan and The Jones Family provided the most TOS conversions.

\$4.44
CPC

328
TOS 115
CONVERSIONS

\$51.60
COST PER
TOS CONVERSION

Creative CTR Trending



Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Boomer Ben	609,866	788	0.13%	\$4.46	\$3,517.41	63	\$55.83
Know Before You Go	610,467	757	0.12%	\$4.65	\$3,520.35	67	\$52.54
Lodging	547,855	641	0.12%	\$4.45	\$2,853.74	49	\$58.24
Millennial Megan	610,849	823	0.13%	\$4.28	\$3,518.37	74	\$47.55
The Jones Family	609,682	800	0.13%	\$4.39	\$3,514.20	75	\$46.86
Grand Total	2,988,719	3,809	0.13%	\$4.44	\$16,924.07	328	\$51.60

Paid Search Performance

Start Date
5/1/2021

End Date
5/31/2021

Ad Group Performance

89,431
IMPRESSIONS

	Impressions	Clicks	CTR	Cost	CPC	Conversions
Consumer 2020-21	39,313	780	1.98%	1,066	\$0.73	142
San Diego	37,348	547	1.46%	1,101	\$0.50	67
Monterey	6,507	120	1.84%	273	\$0.44	9
Santa Barbara	6,263	116	1.85%	255	\$0.46	12

1,563
CLICKS

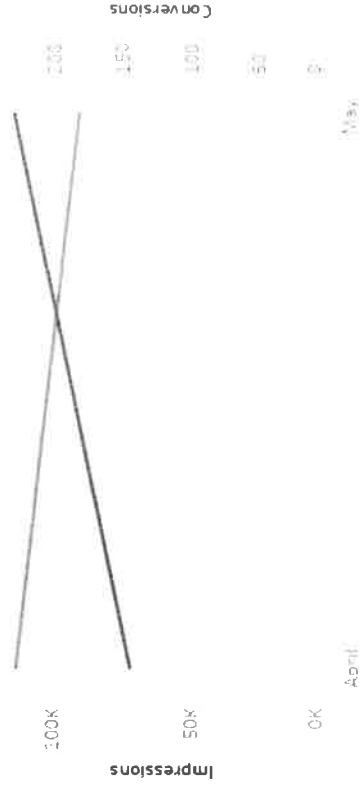
\$0.58
COST PER CLICK

Impressions | Clicks



230
TOS 115
CONVERSIONS

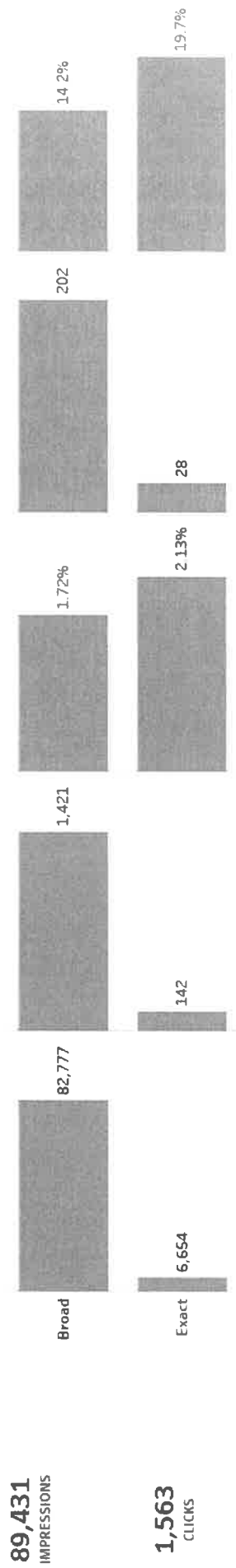
Impressions | Conversions



\$12.16
COST PER TOS 115
CONVERSIONS

Paid Search Performance

Keyword Match Type Performance



89,431
IMPRESSIONS

1,563
CLICKS

\$0.58
COST PER CLICK

Campaign Performance

	Impressions	Cost	Clicks	CPC	CTR	Conversions
Los Angeles	39,313	1,066	780	\$0.73	1.98%	142
San Diego	37,348	1,101	547	\$0.50	1.46%	67
Monterey	6,507	273	120	\$0.44	1.84%	9
Santa Barbara	6,263	255	116	\$0.46	1.85%	12

230
TOS 115
CONVERSIONS

\$12.16
COST PER TOS 115
CONVERSIONS

Paid Search Performance

Start Date 5/1/2021
End Date 5/31/2021

Keyword Performance

AutomaticKeywords	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost per Conversion
+fishing	49,671	212	\$0.86	0.43%	\$247.85	9	4.2%	\$2.75
+hiking	34,428	262	\$0.79	0.76%	\$333.37	5	1.9%	\$2.83
+kayaking	25,395	265	\$0.39	1.04%	\$676.00	53	20.0%	\$2.93
+beaches	16,554	385	\$0.43	2.33%	\$905.09	77	20.0%	\$2.83
fishing	9,814	213	\$0.53	2.17%	\$401.14	30	14.1%	\$2.83
+boating	4,285	7	\$0.93	0.16%	\$7.54			\$2.83
+river +rafting	3,902	79	\$0.76	2.02%	\$104.13			\$2.83
+horseback +riding	3,057	194	\$0.42	6.35%	\$467.23	30	15.5%	\$2.83
+mountain +biking	2,667	183	\$0.64	6.86%	\$284.80	15	8.2%	\$2.83
beaches	1,819	39	\$0.63	2.14%	\$61.65	3	7.7%	\$2.83
+paddle +boarding	1,609	6	\$0.73	0.37%	\$8.23	1	16.7%	\$2.83
+outdoor +hiking	1,577	59	\$0.51	3.74%	\$115.57	16	27.1%	\$2.83
+rafting +river	1,555	1	\$0.53	0.06%	\$1.88			\$2.83
+hiking +trails	1,476	87	\$0.45	5.89%	\$194.70	7	8.0%	\$2.83
hiking	985	24	\$0.44	2.44%	\$55.16	8	33.3%	\$2.83
+camping +California	956	3	\$0.72	0.31%	\$4.16	1	33.3%	\$2.83
+best +camping	803	54	\$0.99	6.72%	\$54.75	1	1.9%	\$2.83
+water +parasailing	651	72	\$1.01	11.06%	\$71.62			\$2.83
mountain biking	543	25	\$0.40	4.60%	\$62.29	2	8.0%	\$2.83
horseback riding	492	4	\$1.01	0.81%	\$3.97			\$2.83
+north +lake +tahoe +lake	477	13	\$1.13	2.73%	\$11.54	4	30.8%	\$2.83
+white +water +river +traf.	435	48	\$0.51	11.03%	\$94.50	10	20.8%	\$2.88
+river +water +rafting	399	14	\$0.32	3.51%	\$43.17	6	42.9%	\$2.83
+water +river +rafting	388	22	\$0.39	5.67%	\$56.42			\$2.83
	373	11	\$0.51	2.95%	\$21.63			\$2.83

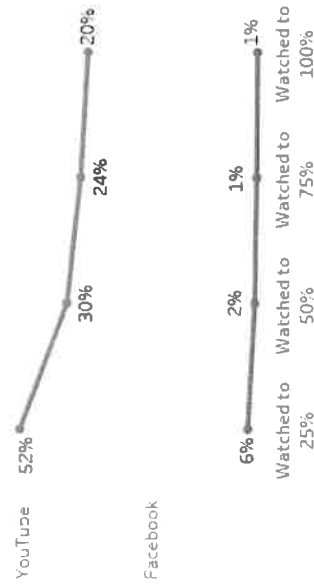
Video Performance

Start Date
5/1/2021

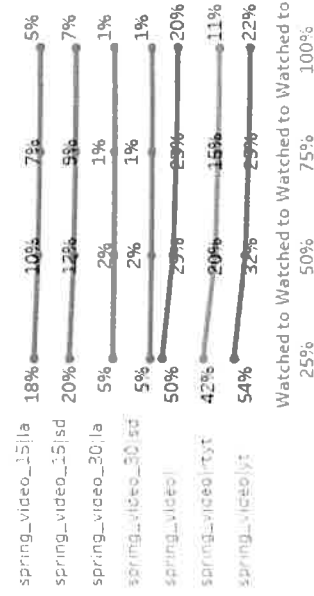
End Date
5/31/2021

- Similar to the TX campaign, one in every five viewers completed the video ads in full on YouTube, and the 15 videos performed better for completion rates on Facebook.
- YouTube provided the most TOS conversions.

Video Completion Rates



Video Completion Rates



Top Ads

spring_video_15 la	1,585
spring_video_15 sd	3,797
spring_video_30 la	9,754
spring_video_30 sd	12,623
spring_video_30 sd	1,170,918
spring_video_30 sd	938
spring_video_30 sd	963,044

1,953,642
IMPRESSIONS

2,162,659
TOTAL VIEWS

614

TOS CONVERSIONS

\$0.68
COST PER CLICK

\$10.42
PRIMARY CPC

Platform	Impressions	Watched to 100%	Video Clicks	Cost	TOS 115	Cost Per TOS 115
----------	-------------	-----------------	--------------	------	---------	------------------

YouTube 1,690,660 20.5% 6,266 \$4,733 590 \$8.02

Facebook 262,982 1.0% 3,201 \$1,666 24 \$69.43

Grand Total 1,953,642 17.9% 9,467 \$6,399 614 \$10.42

Website Performance

Start Date
5/1/2021

End Date
5/31/2021

23,132
SESSIONS

00:00:20
SESSION DURATION

1.2
PAGES PER SESSION

90%
NEW USER
SESSION RATE

87%
BOUNCE RATE

Website Sessions From Paid Consumer Ads

Tablet 1,205 Mobile 51,800 Computer 1,410

88.70%



Top Regions	Sessions
California	36,519
Texas	18,012
Nevada	4,981
Florida	1,134
Arizona	1,061

20,000
10,000
0
Sessions

18,056

23,132

0.03%

Apr

0.03%

May

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	3,400	3,944	00:00:20	1.2	92%
Native	5	7	00:00:05	1.4	60%
Search	12,880	16,707	00:00:22	1.3	84%
Social	6,132	7,044	00:00:17	1.1	91%
Video	715	820	00:00:20	1.1	90%
Grand Total	23,132	28,522	00:00:20	1.2	87%



MCC Campaign Overview

Overview by Campaign

Start Date
5/1/2021

End Date
5/31/2021

129,899
IMPRESSIONS

- The number of paid media tactics running decreased resulting in TOS conversions declining in addition to seeing no "Submit RFP" conversions.

1,573
CLICKS

- CTRs remain steady for the remaining media channels with a balanced CPC.

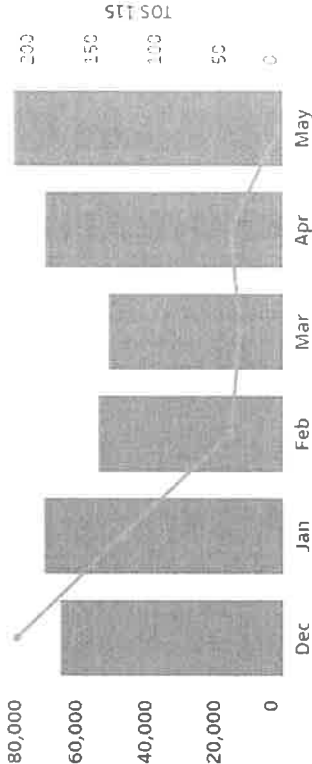
\$1.31
COST PER CLICK

3

TOS CONVERSIONS

\$684.68
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	CPC	Cost	Submit RFP Conversion	TOS 115	Cost Per TOS 115
MCC	129,899	1,573	1.21%	\$1.31	\$2,054.05		3	\$684.68
Total	129,899	1,573	1.21%	\$1.31	\$2,054.05		3	\$684.68

Overview by Medium

Start Date
5/1/2021

End Date
5/31/2021

129,899
IMPRESSIONS

1,573
CLICKS

\$1.31
COST PER CLICK

3
TOS CONVERSIONS

\$684.68
COST PER TOS
CONVERSION

Cost per Conversion Persona

Persona	TOS 115	TOS Conversion Rate
Hotel	0	0.0%
KBYG	2	0.2%
Outdoor	1	0.0%
Travel	0	0.0%

- Although email saw a decent CTR, we are looking for more ways to increase 'submit RFP' conversions.
- Email drove the majority of traffic with paid search and social providing steady frequency and reach.

Channel	Impressions	Clicks	CTR	CPC	Cost	Submit RFP	TOS 115	Cost Per TOS 115
Email	9,326	948	10.17%	\$0.00	\$0.00	0	1	\$0.00
Paid Search	4,706	177	3.76%	\$1.46	\$258.18	0	2	\$129.09
Paid Social	115,867	448	0.39%	\$4.01	\$1,795.87	0	0	\$0.00
Grand Total	129,899	1,573	1.21%	\$1.31	\$2,054.05	0	3	\$684.68

Social Ad Performance

Start Date
5/1/2021

End Date
5/31/2021

115,867
IMPRESSIONS

448
CLICKS

0
TOS
CONVERSIONS

0
BOOK NOW
CONVERSIONS

\$0.00
COST PER TOS
CONVERSION

Social Trending Performance

20,000
10,000
0
Impressions



Cost per Conversion Trending



Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS	Cost per TOS Conversion
-----------	-------------	--------	-----	-----	------	-----	-------------------------

Prospecting	115,867	448	0.39%	\$4.01	\$1,795.87	0	\$0.00
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Paid Search Performance

Start Date
5/1/2021

End Date
5/31/2021

• Paid Search performed extremely well with a CTR of 3.76%, exceeding the industry benchmark (1.9%).

Ad Group Performance

4,706
IMPRESSIONS

Impressions

Clicks

CTR

Cost

CPC

Conversions

MCC

4,706

177

3.76%

\$258.18

\$0.69

2

177
CLICKS

2
TOS 115
CONVERSIONS

Impressions | Clicks

Impressions | Conversions

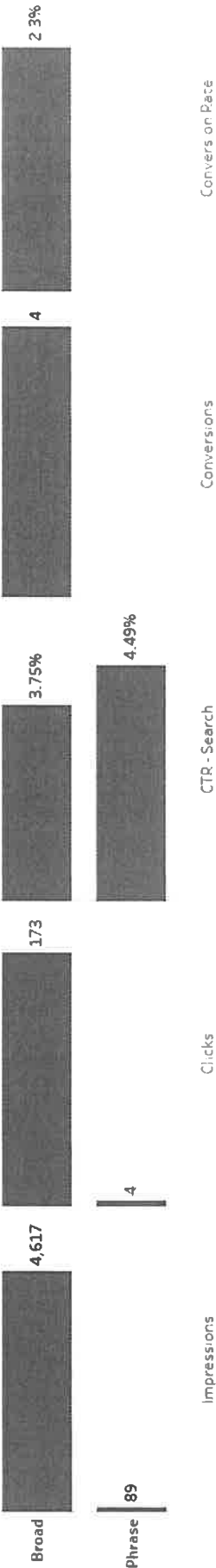


\$129.09
COST PER TOS 115

\$0.69
COST PER CLICK

Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	CPC	CTR	Conversions
MCC	4,706	\$258.18	177	\$0.69	3.76%	4

Paid Search Performance

Start Date
5/1/2021

End Date
5/31/2021

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate - Keyword	Cost per Conversion
+lake +Tahoe +conference..	4	0		0.00%	\$0.00		0.0%	\$290.90
+lake +Tahoe +convention..	2	0		0.00%	\$0.00		0.0%	\$235.86
+lake +Tahoe +venue	0	0			\$0.00		0.0%	\$428.30
+Tahoe +conference +cen..	1	0		0.00%	\$0.00		0.0%	\$341.73
+Tahoe +convention +cen..	1	0		0.00%	\$0.00		0.0%	\$806.15
lake tahoe venues	316	9	\$0.86	2.85%	\$10.44	3	33.3%	\$268.61
lake tahoe wedding venues	164	1	\$0.72	0.61%	\$1.38		0.0%	\$268.61
north lake Tahoe activities	89	4	\$0.74	4.49%	\$5.40		0.0%	\$268.61
north lake tahoe things to..	3,646	146	\$0.67	4.00%	\$217.08	1	0.7%	\$268.61
things to do in north shor..	483	17	\$0.71	3.52%	\$23.88		0.0%	\$268.61

Recommendations

- For the Consumer campaign, YouTube TOS results are performing extraordinarily. This suggests videos are impactful at piquing interest and driving high quality site visitation. We recommend the increased use of video going forward on all campaigns.
- The MCC campaign is now extended through June for paid search and social to increase traffic to the overall campaign.
- As we continue to implement tracking through phone GPS tracking, we recommend messaging beyond specific target markets to visitors nationally with a smaller percentage of budget. Additional consideration will be given to conquering competitor locations.





THANK YOU

May 2021 Recap



north lake tahoe

THE ABBEY
AGENCY™



Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

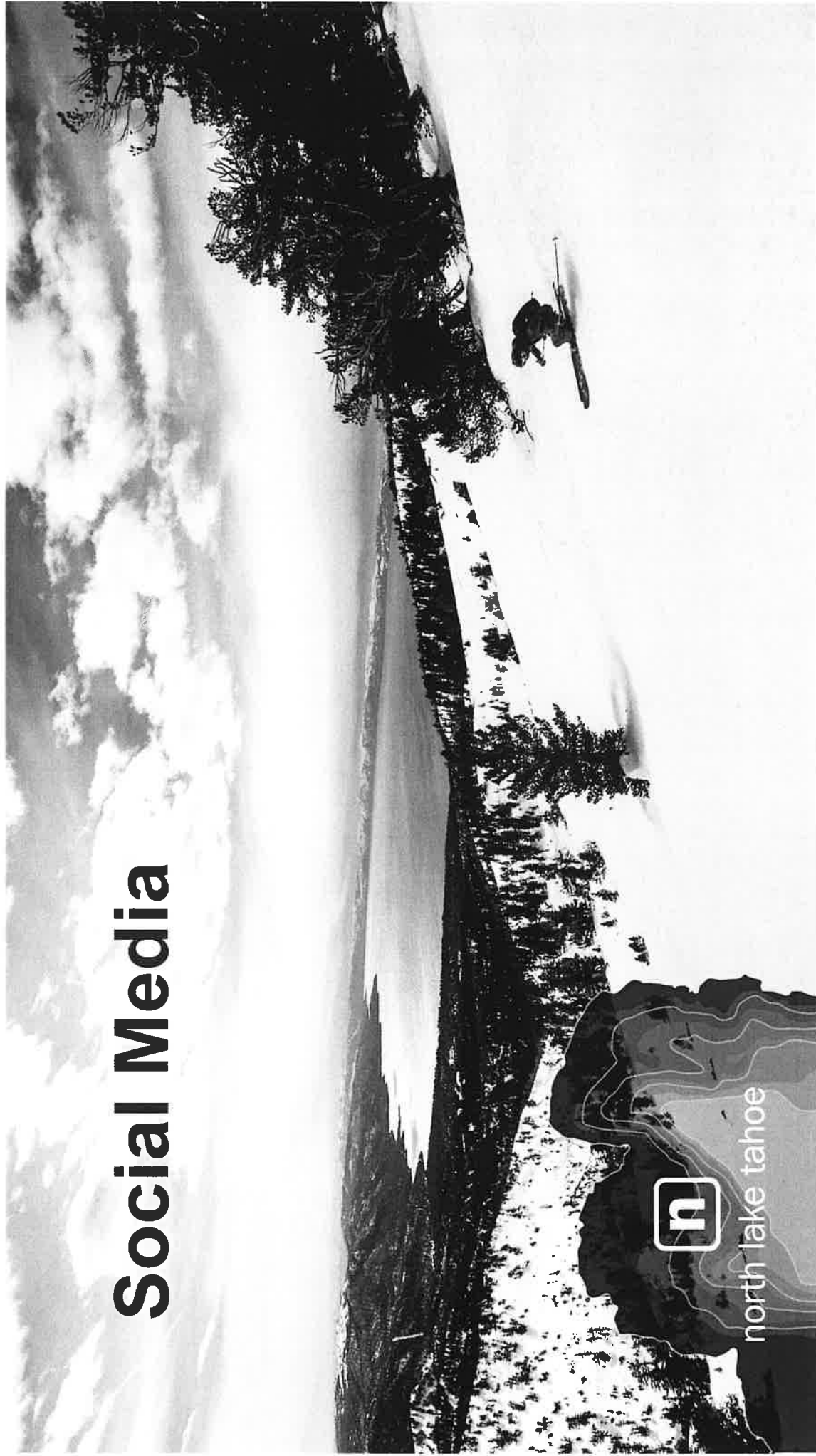
- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 0.5% increase in Facebook followers and -0.3% decrease in Instagram followers.
 - SoCal: -0.75% decrease in Facebook followers and -4.5% decrease in IG followers.

Content

- Blog
 - Goal: 1 per month
 - Completed: 2 (both to be published in June)
- Newsletter
 - Goal: 1
 - Completed: 1



Social Media



north lake tahoe

Social Media Approach

Strategy

- For the month of May we focused on sustainability and continued to push the Traveler's Responsibility Pledge, videos, and messaging.
- We issued a Call to Action to take the pledge and Facebook frames to further engage our followers.
- North Lake Tahoe has continued posting more frequently, approx. 5 posts per week (optimized for each platform). Content has focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.

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: **235,406**
 - Total audience increased by **0.3%** with **685** new followers from the last month.
- Total Impressions: **6,751,129 (10%)**
- Total Engagement: **118,580 (53.9%)**

Insights:

- Overall performance is up from last month. In May we continued to increase awareness around the new Traveler Responsibility Pledge and sustainability messaging. We also had an influencer in market helping to drive awareness to the Pledge.



Top Posts by Engagement

#1 Instagram Post: 60,624 impressions, 6,093 engagements, 10.1% engagement rate

#1 Facebook Post: 183,778 impressions, 15,336 engagements, 8.3% engagement rate

#1 Twitter Post: 3,279 impressions, 279 engagements, 8.5% engagement rate

@tahoenorth

Sat 5/1/2021 11:11 am PDT

Today is the first day of May, so we hope that you may go forth and enjoy this beautiful spring day! 🌲 Photo by—



Engagement Rate (per Impr...)

10.1%

Impressions

60,624

Engagements

6,093

...

North Lake Tahoe

Sat 5/1/2021 12:38 pm PDT

Today is the first day of May, so we hope that you may go forth and enjoy this beautiful spring day! 🌲 Photo from IG:—



Engagement Rate (per Impr...)

8.3%

Impressions

183,778

Engagements

15,336

...

@TahoeNorth

Sat 5/2/2021 12:20 pm PDT

Perched at the top of the Tunnel Creek Trail is the famous Monkey Rock, one of many hidden treasures found around.



Engagement Rate (per Impr...)

8.5%

Impressions

3,279

Engagements

279

...

Content Messaging

North Lake Tahoe Social Media Efforts

- North Lake Tahoe has returned to higher posting frequency, with approx. 5-7 posts per week (optimized for each platform). Content is focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.
- General consumer sentiment has improved so select messages around spring travel and the in-market campaign have been included.

Local Business Support:

- The North Tahoe Eats campaign continues to run across social media, with posts being boosted and promoted to in-market visitors via organic posts and stories.

North Tahoe Eats Contest

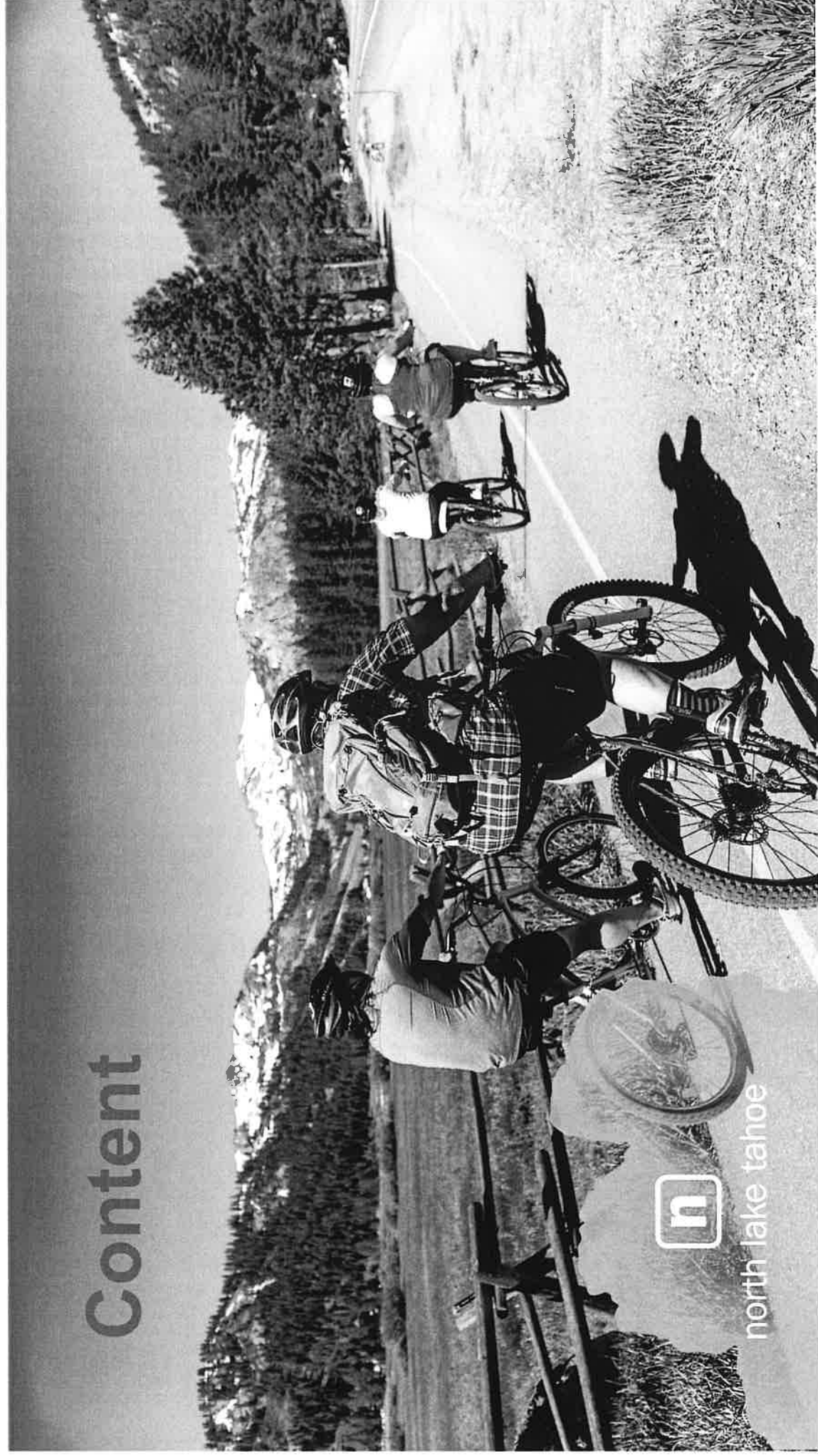
- The North Tahoe Eats Contest ended in May. The content was a photo submission contest, where visitors to the region can submit photos of their favorite meals from around the lake either through a CrowdRiff form or through the #NorthTahoeEats hashtag.

Traveler Responsibility Pledge

- With the launch of the Traveler Responsibility Pledge, our social channels have developed a launch strategy for releasing the video series over the next few weeks, supported through Instagram stories and additional in-feed posts.



Content



north lake tahoe

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).
- The **Content Guidelines** draft is complete and will be evolved in tandem with the brand book in 2021.

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.



north lake tahoe

Blogs & Newsletters

Key Themes:

- Spring Dual Days
- Travel Preparedness
- Responsible Travel / Leave No Trace

Campaigns:

- Dual Days
- Sustainability Pledge Continued
- Biking and trail usage



Newsletters Posted: 1; In Draft: 1

- *Thank You for Taking the Pledge to Protect North Lake Tahoe*
 - Segmented newsletter (pledge subscribers)
 - Open rate: 62.1 percent
 - Click through rate: 6.9 percent
 - Newsletter performance suffers when not segmented.
- *Get Ready for Summer in North Lake Tahoe*
 - Newsletter publishing in June.

Blogs In Draft/Review: 2

- *Travel Responsibly: How You Tap Into North Lake Tahoe's Sustainability Ethos*
 - Post Pending
- *North Lake Tahoe on Two Wheels - Taking Tahoe By Bicycle*
 - Metrics pending, to be included in June report.

Pledge Subscribers: 55

A black and white photograph of a rocky coastline. In the foreground, there are large, dark, textured rocks. In the background, the ocean stretches to the horizon under a cloudy sky. A large, white, semi-transparent rectangular box is centered over the image, containing the text "Thank You!".

Thank You!