



north lake tahoe

Departmental Reports
November 2021



north lake tahoe

October 2021

Meetings & Conventions Report

TURNED DEFINITE

1. Family Wealth Advisors Council - 1/24/22 - 1/30/22. 39 rooms, 10 people at Resort at Squaw Creek
2. Water Quality Association - 2022 Mid-Year Leadership - 9/11/22 - 9/16/22. 100 people, 280 rooms at Resort at Squaw Creek.

NEW MEETINGS & RFPs DISTRIBUTED

1. Weintraub Tobin - Weintraub Firm Retreat 2022 - 5/19/22 - 5/22/22, 70 people, 146 rooms
1. Emotionally Healthy Discipleship - EHD-Intensive Marriage Cohort Retreat - 6/1/22-6/4/22, 48 rooms, 25 people
2. National Interstate Insurance Company - Key Accounts Conference - 8/2/22 - 8/7/22, 235 rooms, 100 people
3. Air Movement and Control Association - 2022 AMCA Annual Meeting - 10/3/22 - 10/9/22. 125 people, 354 rooms.

NEW INQUIRIES

1. Achieve Incentives & Meetings - 2022 Incentive Club Trip - 7/17/22-7/22/22, 120 people, 312 rooms.
2. Alliance Defending Freedom - ADF 2022 Senior Staff Retreat - 4/6/22-4/9/22, 65 people, 175 rooms.
3. ScanSource - ScanSource Golden Ticket 2022 - 3/12/22-3/16/22, 30 people, 61 rooms.
4. Owens Corning - OC CEE Conference - 4/23/23-4/27/23, 170 people, 599 rooms.
5. International Risk Management Institute - IRMI 2023 - 3/24/23-3/27/23, 300 people, 465 rooms.
6. WellSky - 2022 May Sky Session - 5/15/22-5/17/22, 14 people, 60 rooms.
7. National Ski Area Association - 2023 Winter Show - 1/14/23-1/19/23, 891 rooms.
8. ALX Inc - NOMA Winter Conference - 1/19/22-1/22/22, 100 people, 112 rooms.
9. MAPFRE - 2023 Incentive: 04-MAY-2023 - 5/2/23-5/8/23, 140 people, 306 rooms.
10. National Association for Home Care & Hospice - NAHC Private Duty Meeting - 2/22/22-2/25/22, 150 people, 235 rooms.
11. Entomological Society of America - Pacific Branch - ESA - 2022 Pacific Branch Annual Meeting - 4/9/22-4/13/22, 200 people, 258 rooms.
12. FC Capital Partners - Annual Meeting - 7/9/23-7/11/23, 70 people, 166 rooms.

CONFERENCE SALES PROJECTS

- Key Projects:

- Winter Newsletter Draft

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - None in October

TRADE SHOWS & EVENTS

- Attended trade shows: none for October
- Upcoming trade shows:
 - Destination Celebration, Minneapolis Trade Show - November 16
 - Connect Pacific Northwest November 15-16
 - Visit California Conference Event in Chicago December 8
 - CalSAE December 14-15

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of October:
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north lake tahoe

October 2021

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Pleasant Holidays - Destination video co-op with AAA
 - Travel Representations of the Americas - ANLT product
 - Diversity Tours GmbH - Planning site for April 22'
 - Rocky Mountain Holiday Tours - Adding activity providers for packaging
 - American Airlines Vacations - Provided photo assets for ski promotion
 - Viajes Palacio - Webinar scheduled for Dec 14
 - Expedia production:

2020

- Net Room Nights production, -13.6% YoY
- ADR AVG \$391, +11% YoY
- AVG Booking Window- 42 days
- Attrition Rate- 43%, 15.6% increase YoY
- Top Properties- Hyatt Regency, Ritz-Carlton, SVL, Village @ SV, RASC

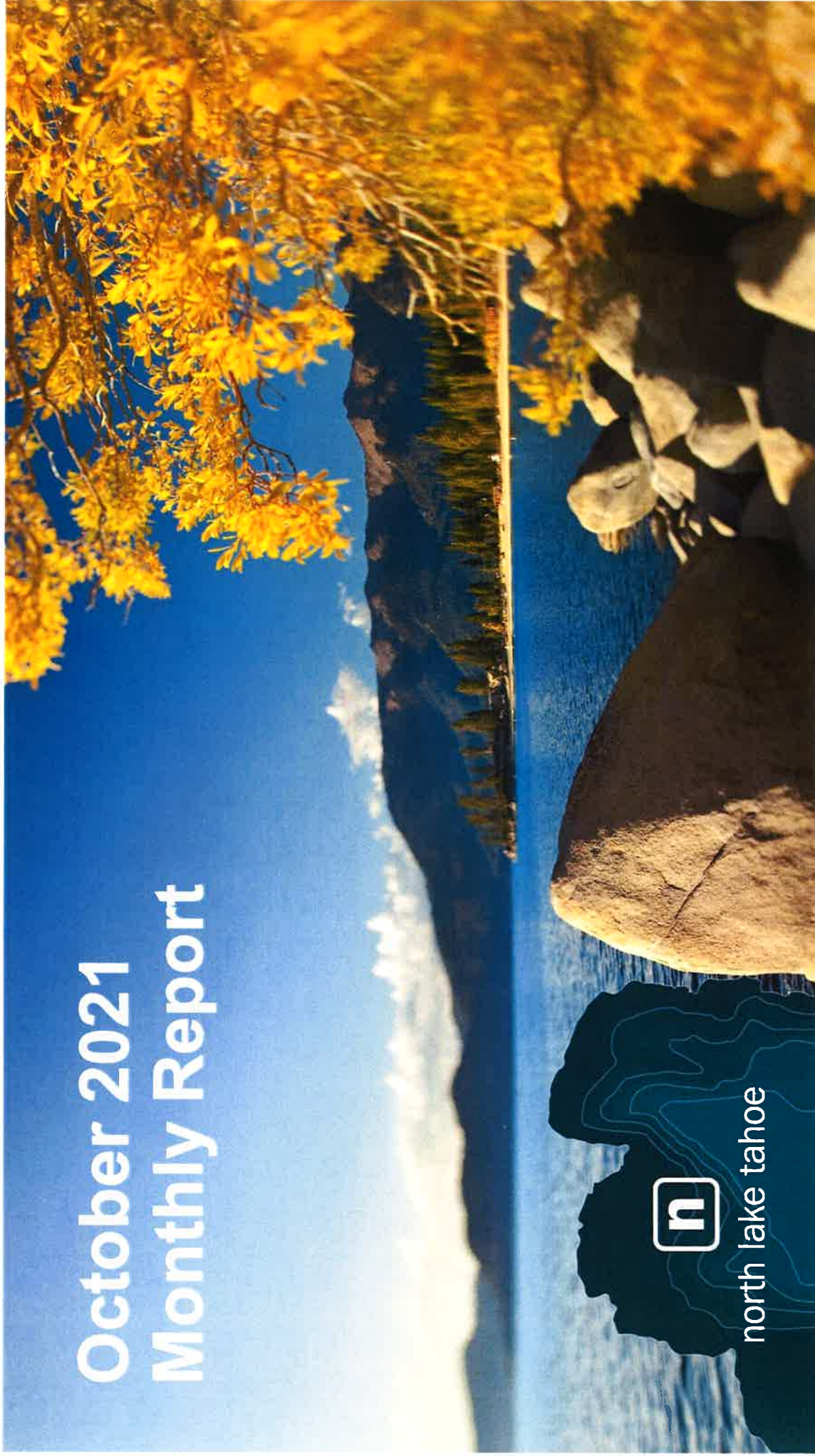
2021 YTD

- Net Room Nights production, +11.5% YoY
- ADR Avg \$354, +14% YoY
- Avg Booking Window, 49 days
- Attrition Rate 34%, 5% decrease YoY
- Top Properties- Hyatt, RASC, Village @ Palisades, Ritz
-
- Projects
 - Winter 21/22 Newsletter activities from Tahoe Adventure Company, Diamond Peak wholesale program
 - High Sierra - List of (42) primary properties to receive SEO optimization from Miles Media through Visit California's Digital Optimization Program

October 2021 Monthly Report



north lake tahoe



October Executive Summary

- **In paid media campaigns, video assets are outperforming any other medium.** For the MCC campaign specifically, animated display has led to 41% of the total conversions.
- **Due to the fall consumer campaign and the MCC campaign launching in October, website metrics were up across the board.** Events were up 14% with pageviews increasing by 18%. Californians made up the vast majority of the audience (nearly 30,000 visitors) most likely due to paid media targeting.



October Executive Summary

- Despite a trend toward everything mobile, North Lake Tahoe website audiences are still consuming most content via desktop platforms (53% using this platform).
- Top pages for the month show that visitors are craving real-time information, even if they come from the paid media campaign. The Webcams, Road Conditions and Weather Report pages were all in the top 10 pages for the month. The early winter storms most likely drove a lot of this traffic.
- **As SEO maintenance and tweaks continue, performance continues to strengthen.** Organic Search was the leading channel in October and outperformed 2020 levels.



October Executive Summary

- **PR efforts this month primarily focused on proactive media outreach highlighting North Lake Tahoe as a must-visit destination this fall/winter.** There was a total of four clips with an estimated digital monthly visits of 10.7M and an estimated 28.3K digital coverage views. Coverage featured ski resort opening days and more.
- **The PR team also coordinated and hosted a social influencer visit and attended the Visit California Fall Media Event.** At the media event, the team secured coverage with Sunset Magazine and coordinated a deskside meeting with a freelance journalist representing the *Los Angeles Times*.



October Executive Summary

- Social content focused on sharing snow assets with the first winter storm of the season. North Lake Tahoe social platforms utilized local creator and partner content to bring the scenes of new snow to life.
- Instagram saw the largest lift in metrics, growing by 112% in terms of impressions and 27% in terms of engagement. Both metric increases were likely due to continued paid media efforts and focus on video stories. Specifically, the sharing of CA Now Stories has helped boost efforts.





Paid Media

Consumer Paid Media Executive Summary

- October was the first full month of the fall campaign.
- Display and social drove the lowest cost per conversions with paid search coming in higher with a primary focus towards target markets. Further optimizations are in process to improve search.
- Markets ranked by TOS conversions: Los Angeles, Seattle, San Diego & Portland. However, cost per conversions were lowest in Seattle and Portland showing engagement and interest for these out of state markets.
- Millennial Megan pulled the strongest TOS 115 conversions in LA, Seattle and San Diego. The Jones Family pulled the best for Portland.
- Video is performing well across all platforms showing the importance to include in campaigns going forward.



Overview by Campaign

Start Date
10/1/2021

End Date
10/31/2021

4,249,483
IMPRESSIONS

15,610
CLICKS

\$1.92
CPC

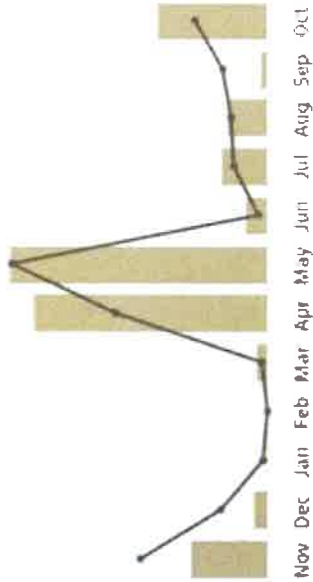
874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversion	TOS 115	Cost Per TOS 115
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Consumer	4,249,483	15,610	0.37%	\$1.92	\$30,017.97	10	874	\$34.35
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Sessions | TOS 115 Conversions



	Impressions	Clicks	CTR	Cost	Book Now Conversions	TOS 115
Programmatic Display	1,418,257	2,230	0.16%	\$13,648	1	404
YouTube	929,056	1,548	0.17%	\$4,114	0	108
Facebook	796,488	8,313	1.04%	\$7,475	9	348
CTV	664,368	0	0.00%	\$0	0	0
Instagram	358,247	2,068	0.58%	\$2,193	0	0
Google Ads	83,067	1,451	1.75%	\$2,588	0	14
Grand Total	4,249,483	15,610	0.37%	\$30,018	10	874

Overview by Medium

Start Date
10/1/2021

End Date
10/31/2021

4,249,483
IMPRESSIONS

15,610
CLICKS

\$1.92
CPC

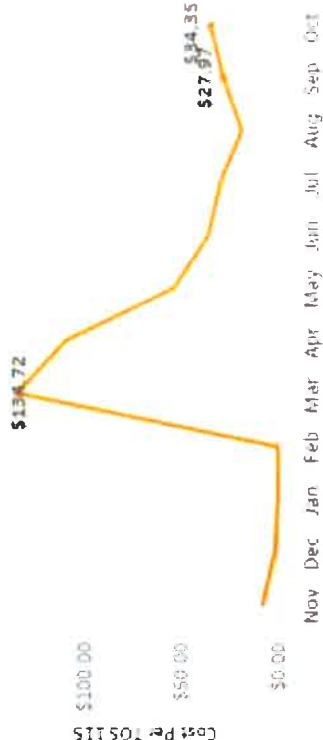
874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

Cost per Conversion by Channel

Channel	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Display	404	18.1%	\$33.78	1	2,082,625
Paid Social	348	3.4%	\$27.78	9	1,154,735
Video	108	7.0%	\$38.10	0	929,056
Paid Search	14	1.0%	\$184.85	0	83,067
Grand Total	874	5.6%	\$34.35	10	4,249,483

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	2,082,625	2,230	0.11%	\$6.12	\$13,648.25	1	404	\$33.78
Paid Social	1,154,735	10,381	0.90%	\$0.93	\$9,667.51	9	348	\$27.78
Video	929,056	1,548	0.17%	\$2.66	\$4,114.34	0	108	\$38.10
Paid Search	83,067	1,451	1.75%	\$1.78	\$1,587.83	0	14	\$184.85
Grand Total	4,249,483	15,610	0.37%	\$1.92	\$30,017.97	10	874	\$34.35

Overview by DMA

Start Date
10/1/2021

End Date
10/31/2021

4,249,483
IMPRESSIONS

15,610
CLICKS

\$1.92
CPC

874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

		Impressions	Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting	Los Angeles	204,298	646	0.32%	\$1,296	18	\$71.99
	Millennial Megan						
	Boomer Ben	177,817	1,237	0.70%	\$1,214	16	\$75.88
	The Jones Family	87,533	824	0.94%	\$650	5	\$129.91
San Diego	Insta Stories	911,494	2,290	0.25%	\$6,353	58	\$109.54
	Millennial Megan	149,195	602	0.40%	\$998	35	\$28.51
	Boomer Ben	60,275	107	0.18%	\$362	1	\$361.65
	The Jones Family	88,495	680	0.77%	\$665	9	\$73.91
Seattle	Insta Stories	240,709	684	0.28%	\$2,374	3	\$791.31
	Millennial Megan	142,318	430	0.30%	\$906	30	\$30.19
	Boomer Ben	99,851	462	0.46%	\$667	17	\$39.24
	The Jones Family	72,477	531	0.73%	\$521	10	\$52.11
Portland	Insta Stories	424,141	985	0.23%	\$3,176	28	\$113.44
	Millennial Megan	55,551	290	0.52%	\$379	4	\$94.74
	Boomer Ben	43,471	384	0.88%	\$334	7	\$47.70
	The Jones Family	51,354	485	0.94%	\$380	10	\$38.03
National	Insta Stories	194,618	317	0.16%	\$507	0	\$0.00
	High Value	523,783	1,530	0.29%	\$4,611	115	\$40.09
	Insta Stories	367,254	721	0.20%	\$2,119	37	\$57.27
	Sustainability	42,211	1,241	2.94%	\$500	81	\$6.17
Retargeting	Los Angeles	4,418	10	0.23%	\$51	1	\$51.03
	Insta Stories	1,904	25	1.31%	\$22	5	\$4.42
	National	3,393	7	0.21%	\$39	0	\$0.00
	Retargeting	302,923	1,122	0.37%	\$1,894	384	\$4.93
Grand Total		4,249,483	15,610	0.37%	\$30,018	874	\$34.35

Paid Social Performance

Start Date
10/1/2021

End Date
10/31/2021

1,154,735
IMPRESSIONS

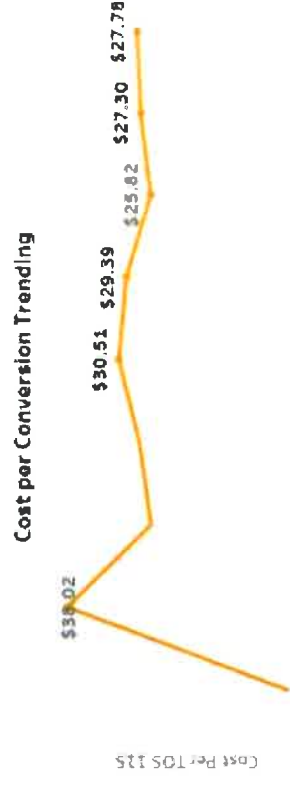
10,381
CLICKS

\$0.93
CPC

348
TOS 115
CONVERSIONS

\$27.78
COST PER TOS 115
CONVERSION

- Retargeting has an extremely low cost per conversion and is thus performing very well.
- Sustainability also resonated across social media audiences with the lowest cost per TOS conversion. Audiences responded well to the environmental and preventative messaging.
- Instagram stories is not driving TOS conversions. Further optimizations are in place to further analyze opportunities with this particular type of ad.



Nov 20 Mar 21 Apr 21 May 21 Jun 21 Jul 21 Aug 21 Sep 21 Oct 21

Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	High Value	242,813	1,067	0.44%	\$2.74	\$2,925.10	1	84	\$34.82
	Millennial Megan	191,752	1,403	0.73%	\$1.01	\$1,420.45	0	60	\$23.67
	The Jones Family	167,558	2,237	1.34%	\$0.64	\$1,422.40	0	28	\$50.80
	Boomer Ben	135,594	1,743	1.29%	\$0.63	\$1,101.73	0	25	\$44.07
	Sustainability	42,207	1,241	2.94%	\$0.40	\$499.89	0	44	\$11.36
	Insta Stories	339,627	1,964	0.58%	\$1.02	\$2,010.17	0	0	\$0.00
Retargeting	Retargeting	35,184	726	2.06%	\$0.40	\$287.77	8	107	\$2.69
Total		1,154,735	10,381	0.90%	\$0.93	\$9,667.51	9	348	\$27.78

Paid Social Creative Performance

Start Date
10/1/2021

End Date
10/31/2021

Creative Performance

1,154,735
IMPRESSIONS

Platform	Prospecting	High Value	Impressions	Clicks	CTR	Cost	CPC	IOS 115	Cost Per IOS 115
Facebook	Prospecting	High Value	230,498	1,025	0.44%	\$2,799	\$2.73	84	\$33.33
			191,188	1,400	0.73%	\$1,418	\$1.01	60	\$23.63
			167,366	2,237	1.34%	\$1,421	\$0.64	28	\$50.75
			135,240	1,742	1.29%	\$1,100	\$0.63	25	\$44.00
			37,552	1,189	3.17%	\$453	\$0.38	44	\$10.30
Instagram	Retargeting	Retargeting	34,644	720	2.08%	\$283	\$0.39	107	\$2.65
			339,627	1,964	0.58%	\$2,010	\$1.02	0	\$0.00
			12,315	42	0.34%	\$126	\$2.99	0	\$0.00
			4,655	52	1.12%	\$47	\$0.90	0	\$0.00
			564	3	0.53%	\$2	\$0.83	0	\$0.00
Twitter	Prospecting	High Value	354	1	0.28%	\$2	\$1.83	0	\$0.00
			192	0	0.00%	\$1	\$0.00	0	\$0.00
			540	6	1.11%	\$4	\$0.73	0	\$0.00

10,381
CLICKS

\$0.93
CPC

348
IOS 115
CONVERSIONS

\$27.78
COST PER IOS 115
CONVERSION

Paid Search Performance

Start Date
10/1/2021

End Date
10/31/2021

Ad Group Performance

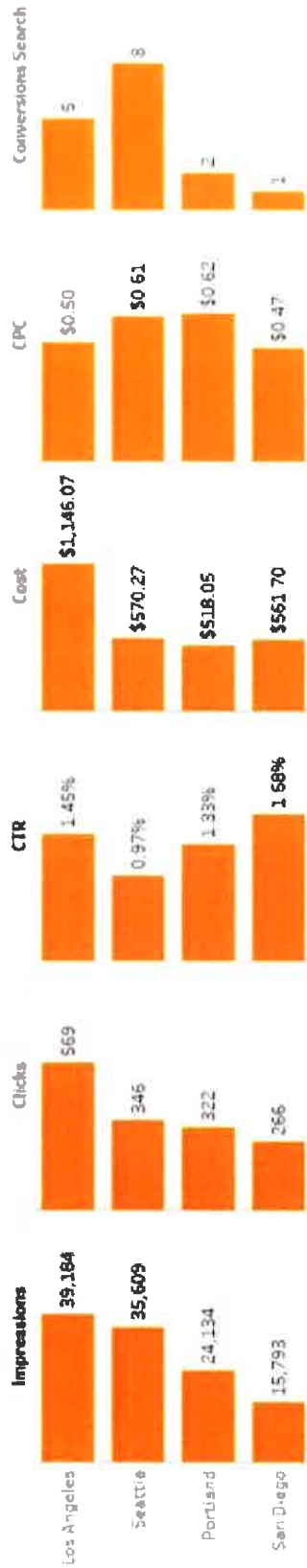
114,720
IMPRESSIONS

1,503
CLICKS

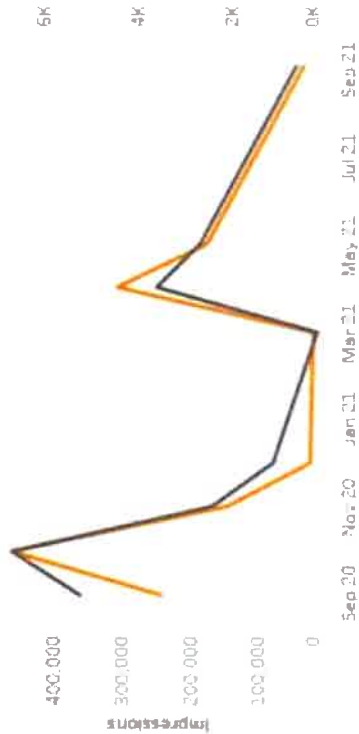
\$0.54
COST PER CLICK

16
TOS 115
CONVERSIONS

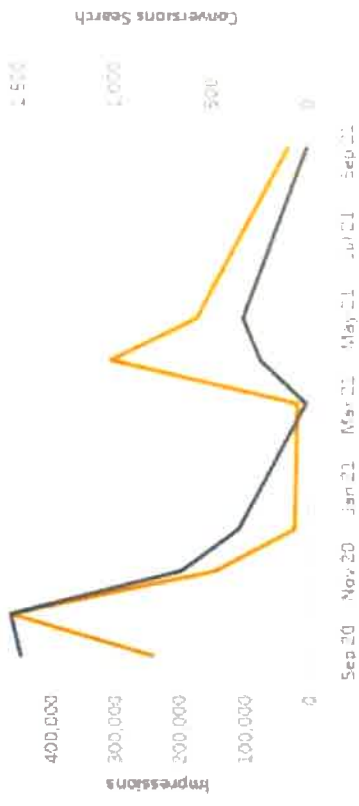
\$184.85
COST PER TOS 115
CONVERSIONS



Impressions | Clicks



Impressions | Conversions



Paid Search Performance

Start Date
10/1/2021

End Date
10/31/2021

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost per Conversion
fishing	41,986	407	\$0.78	0.97%	\$519.95	3	0.7%	\$0.16
AutomaticKeywords	31,646	52	\$0.25	0.16%	\$208.16	2	3.8%	\$0.00
hiking	14,921	201	\$0.48	1.35%	\$420.97	0	0.0%	\$1.55
camping California	5,840	345	\$0.41	5.91%	\$835.94	0	0.0%	\$0.00
boating	5,607	81	\$0.75	1.44%	\$108.30	0	0.0%	\$1.34
beaches	3,340	39	\$0.99	1.17%	\$39.27	5	12.8%	\$0.09
kayaking	2,442	50	\$0.85	2.05%	\$58.51	6	12.0%	\$0.05
best camping	1,934	116	\$0.42	6.00%	\$278.27	0	0.0%	\$0.60
mountain biking	1,233	21	\$0.80	1.58%	\$26.35	0	0.0%	\$0.02
horseback riding	890	40	\$1.22	4.49%	\$32.81	0	0.0%	\$0.03
hiking trails	794	14	\$0.47	1.76%	\$29.65	0	0.0%	\$0.29
outdoor hiking	637	18	\$0.46	2.83%	\$39.09	0	0.0%	\$0.00
trails for hiking	452	17	\$0.48	3.76%	\$35.17	0	0.0%	\$0.00
peddle boarding	259	6	\$0.74	2.32%	\$8.14	0	0.0%	\$0.02
november vacations	227	12	\$0.68	5.29%	\$17.68	0	0.0%	\$0.00
best hiking	246	3	\$0.47	1.22%	\$6.34	0	0.0%	\$0.00
camping vacation	193	11	\$0.40	5.70%	\$27.20	0	0.0%	\$0.07
river rafting	194	5	\$0.75	2.58%	\$6.71	0	0.0%	\$0.01
fishing California	155	3	\$0.84	1.94%	\$3.58	0	0.0%	\$0.00
golf California	150	1	\$0.23	0.67%	\$4.34	0	0.0%	\$0.00
top rated camping	119	6	\$0.41	5.04%	\$14.66	0	0.0%	\$0.00
lakeside camping	109	3	\$0.43	2.75%	\$7.04	0	0.0%	\$0.00
fall vacation spots	79	5	\$0.72	6.33%	\$6.92	0	0.0%	\$0.05
camping Nevada	64	2	\$0.44	3.13%	\$4.59	0	0.0%	\$0.00
october vacations	61	3	\$0.72	4.92%	\$4.16	0	0.0%	\$0.00
best october vacation spo	57	3	\$0.57	5.26%	\$4.51	0	0.0%	\$0.00

Display Performance

Start Date
10/1/2021

End Date
10/31/2021

1,286,444
IMPRESSIONS

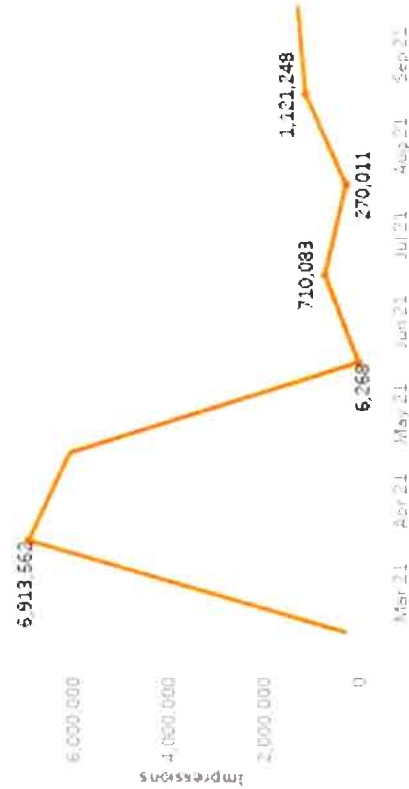
2,154
CLICKS

\$3.58
CPC

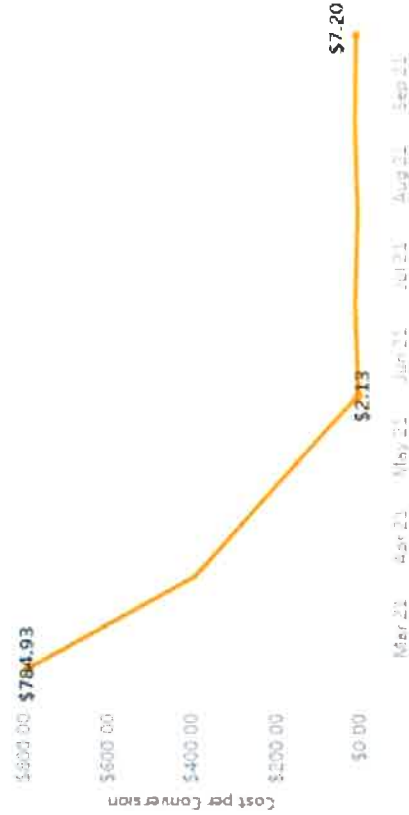
394
TOS 115
CONVERSIONS

\$19.59
COST PER TOS 115
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	1,018,705	1,758	0.17%	\$3.48	\$6,112.21	117	\$52.24
Retargeting	267,739	396	0.15%	\$4.06	\$1,606.43	277	\$5.90
Grand Total	1,286,444	2,154	0.17%	\$3.58	\$7,718.64	394	\$19.59

Display Creative Performance

Start Date
10/1/2021

End Date
10/31/2021

1,286,444
IMPRESSIONS

2,154
CLICKS

\$3.58
CPC

394
TOS 115
CONVERSIONS

\$19.59
COST PER TOS 115
CONVERSION

Creative CTR Trending

September

October



Boomer Ben High Value Millennial Megan Retargeting The Jones Family

DMA	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	High Value	280,970	463	0.16%	\$3.64	\$1,635.82	31	\$54.38
	Retargeting	267,739	396	0.15%	\$4.06	\$1,606.43	277	\$5.80
	Sustainability	4	0	0.00%	\$0.00	\$0.00	27	\$0.00
Los Angeles	Millennial Megan	157,886	240	0.15%	\$3.95	\$947.32	7	\$135.33
	Boomer Ben	104,201	172	0.17%	\$3.63	\$625.21	7	\$89.32
	The Jones Family	50,224	98	0.20%	\$3.07	\$301.34	1	\$301.34
Seattle	Millennial Megan	100,577	134	0.13%	\$4.50	\$603.46	9	\$67.05
	Boomer Ben	68,432	117	0.17%	\$3.51	\$410.59	8	\$51.32
	The Jones Family	36,395	71	0.20%	\$3.08	\$218.37	4	\$54.59
San Diego	Millennial Megan	88,338	153	0.17%	\$3.46	\$530.03	11	\$48.18
	Boomer Ben	60,275	107	0.18%	\$3.35	\$361.65	1	\$361.65
	The Jones Family	32,813	73	0.22%	\$2.70	\$196.68	0	\$0.00
Portland	Boomer Ben	12,912	51	0.39%	\$1.52	\$77.47	0	\$0.00
	The Jones Family	12,869	41	0.32%	\$1.88	\$77.21	1	\$77.21
	Millennial Megan	12,809	38	0.30%	\$2.02	\$76.85	0	\$0.00
Grand Total		1,286,444	2,154	0.17%	\$3.58	\$7,718.64	394	\$19.59

Video Performance

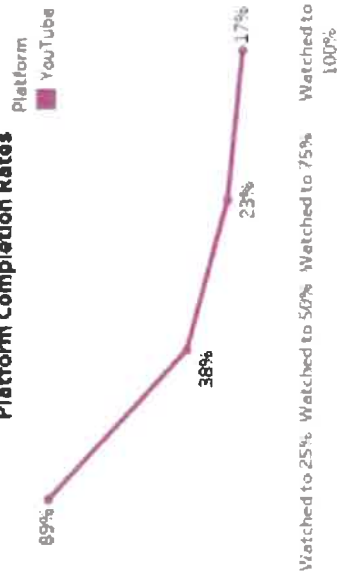
Start Date
10/1/2021

End Date
10/31/2021

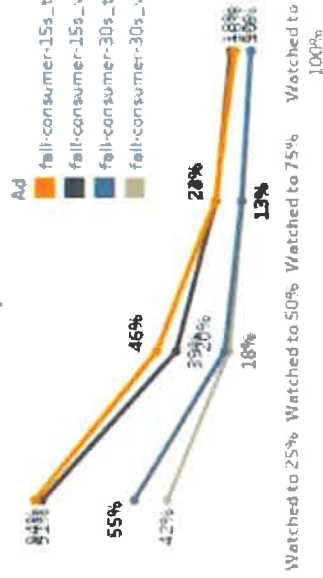
929,056
IMPRESSIONS

1,547,386
TOTAL VIEWS

Platform Completion Rates



Ad Completion Rates



Top Ads	Total Views
fall-consumer-15s_video	1,504,381
fall-consumer-30s_video	29,047
fall-consumer-15s_timeline	9,856
fall-consumer-30s_timeline	4,102

108

TOS CONVERSIONS

Platform	Targeting	Impressions	Video Clicks	Cost	TOS 115	Cost Per TOS 115
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YouTube Prospecting 919,341 17.2% 1,506 \$4,002 102 \$39.12

\$2.66
COST PER CLICK

Detargeting 9,715 12.9% 42 \$112 6 \$18.71

\$38.10
PRIMARY CPC

Grand Total 929,056 17.2% 1,548 \$4,114 108 \$38.10

CONNECTED TV

Top Premium Publishers

	107,569 (13.7%)
	40,048 (11.6%)
	30,660 (10.5%)
	77,270 (9.9%)
	43,149 (8.5%)
	51,544 (8.7%)
	33,722 (8.3%)
	42,450 (5.4%)
	33,722 (8.3%)
	28,077 (5.8%)
	16,341 (2.1%)
	2,701 (0.9%)
	7,320 (0.9%)
	2,141 (0.4%)
	1,913 (0.2%)
	1,259 (0.1%)
	1,149 (0.1%)

Day Part Distribution



View Completion Rate



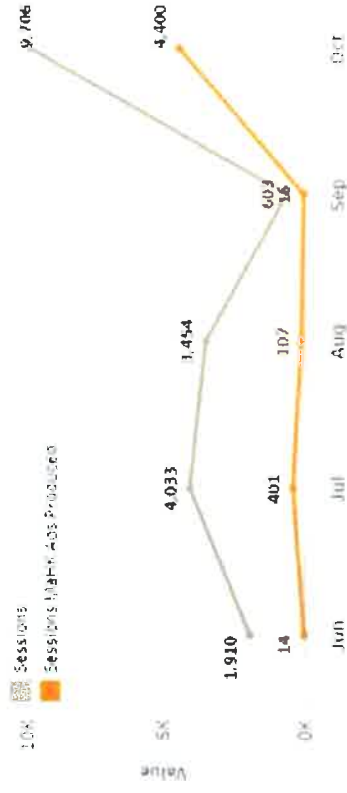
Device



Website Performance

Start Date: 10/1/2021
End Date: 10/31/2021

Website Sessions From Paid Consumer Ads



Tablet: 657
Mobile: 38,946
Computer: 2,606

56.38%
26.85%



Top Regions	Sessions
California	25,836
Nevada	5,433
Washington	3,201
Texas	2,361
Oregon	1,853

00:01:07
SESSION DURATION

1.4

PAGES PER SESSION

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	4,632	7,659	00:02:01	1.6	61%
Social	3,957	4,555	00:00:16	1.2	90%
Search	871	1,045	00:00:10	1.2	87%
Video	146	171	00:00:19	1.2	89%
newsletter	20	110	00:03:04	5.5	45%
Native	19	40	00:03:41	2.1	53%
Twitter	1	2	00:09:10	2.0	0%
Grand Total	9,706	13,582	00:01:07	1.4	76%

94%

NEW USER
SESSION RATE

76%

BOUNCE RATE

Consumer Paid Media Recommendations

- Our message is resonating well in Portland and Seattle with higher engagement rates vs CA markets. Thus, validating the data/research showing these markets as opportunities. Further optimizations in CA markets are in place.
- "The Jones Family" in LA and "Boomer Ben" in SD are not performing well despite optimizations. Thus, we will pull impressions from these audiences and move to higher performing personas.
- The High Value nationally targeted audience is seeing good engagement levels. We'll continue to adjust and maintain the audience pulls in efforts to bring this audience back to our destination.
- Sustainability messaging has the lowest cost per conversion levels in many instances showing a strong need to continue these efforts throughout the year.
- Retargeting efforts are working quite well with much lower cost per conversions. Obviously a mainstay of each campaign, but also shows the importance of building a strong retargeting audience pools going forward.
- Continue to lead with social (lowest cost per TOS 155 and highest CTRs) and followed with display (highest number of TOS 115 conversions).
- Connected TV has maintained a high completion rate of 95% and delivering well. All video metrics across campaign are showing high levels of engagement suggesting the importance of video moving forward.



MCC Paid Media Executive Summary

- The video implementation for retargeting efforts performed well with 7x TOS conversions during October as opposed to no video or non-video.
- Retargeting efforts are garnering 5-6x lower cost per conversion levels (in comparison to prospecting activities) showing the importance of building the MCC retargeting audiences.
- Cost per TOS conversion is trending higher as impression levels are increasing for campaign reach. Optimizations are in progress to balance audience targeting.



All Campaigns Overview

Start Date
10/1/2021

End Date
10/31/2021

- Consumer: Campaign is performing steady through fall season with optimizations helping to drive TOS conversions.

5,069,406
IMPRESSIONS

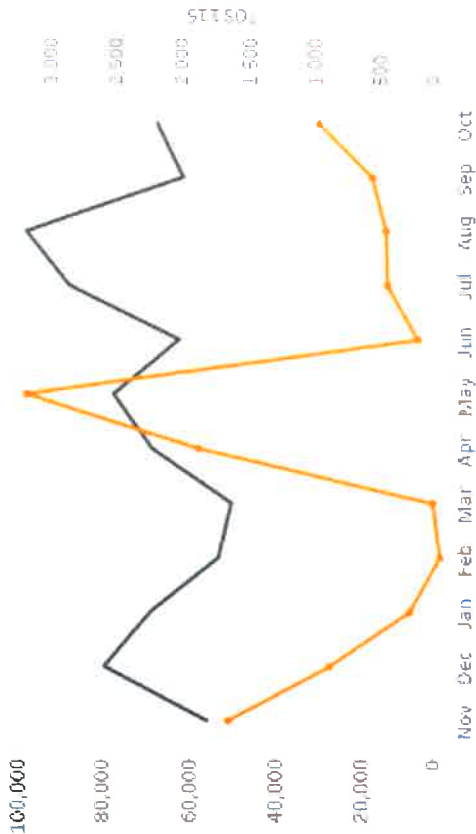
- MCC: TOS 115 conversions continue to steadily climb as the campaign begins to gain frequency with target audiences.

\$2.03
COST PER CLICK

*Reminder that "Book Now" is not a KIP of the MCC campaign based on the audience type and typical actions associated with the industry.

16,493
CLICKS

Sessions | TOS 115 Conversions



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Book Now Conversions
Consumer	4,552,191	15,053	0.32%	\$2.03	\$32,828.81	958	\$34.27	15
MCC	117,215	440	0.38%	\$1.60	\$823.55	12	\$68.77	0
Total	5,069,406	16,493	0.33%	\$2.03	\$33,652.36	970	\$34.57	16

970
TOS
CONVERSIONS

\$34.57
COST PER TOS
CONVERSION

Overview by Campaign

Start Date
10/1/2021

End Date
10/31/2021

117,215
IMPRESSIONS

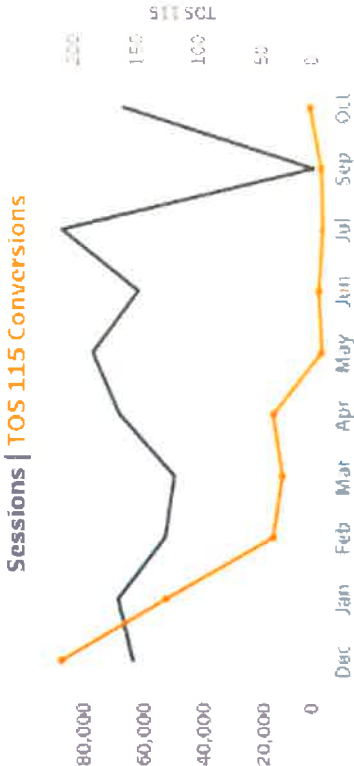
440
CLICKS

\$1.60
COST PER CLICK

12
TOS CONVERSIONS

\$58.77
COST PER TOS
CONVERSION

- Sessions and TOS conversions recovered from the pause and are climbing.
- CPC is strong with retargeting efforts effective for TOS conversions.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Book Now Conversions	TOS 115	Cost per Conversion
MCC	117,215	440	0.38%	\$1.60	\$823.55	0	12	\$58.77
Total	117,215	440	0.38%	\$1.60	\$823.55	0	12	\$58.77

Overview by Medium

Start Date
10/1/2021

End Date
10/31/2021

117,215
IMPRESSIONS

440
CLICKS

\$1.60
COST PER CLICK

12
TOS CONVERSIONS

\$58.77
COST PER TOS
CONVERSION

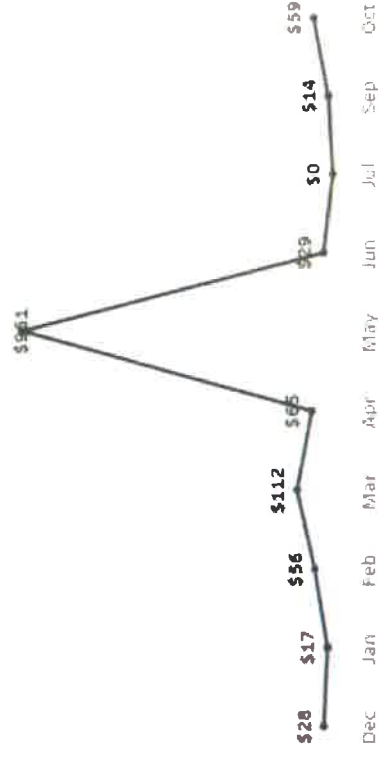
Cost per Conversion by Channel

Channel	TOS 115	TOS Conversion Rate	Spend	Cost per Conversion
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Display 5 1.2% \$640.59 \$128.12

Video 7 17.9% \$182.96 \$26.14

Cost per Conversion Trending



Channel	Impressions	Spend	Clicks	CPC	CTR	Book New Conversions	TOS 115	Cost per Conversion
---------	-------------	-------	--------	-----	-----	----------------------	---------	---------------------

Display 101,592 \$640.59 401 \$1.60 0.39% 0 5 \$128.12

Video 15,623 \$182.96 39 \$4.69 0.25% 0 7 \$26.14

Grand Total 117,215 \$823.55 440 \$1.60 0.38% 0 12 \$58.77

Display Performance by Placement

Start Date
10/1/2021

End Date
10/31/2021

101,592
IMPRESSIONS

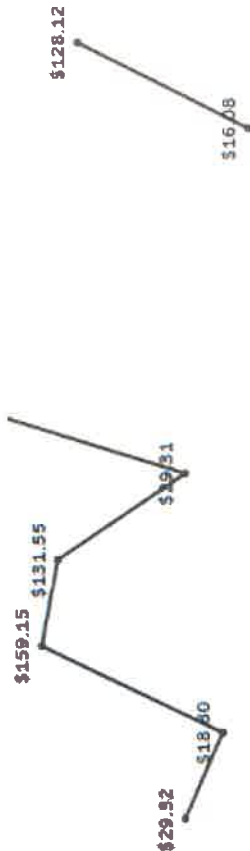
401
CLICKS

5
TOS 115
CONVERSIONS

0.39%
CLICK THROUGH RATE

\$128.12
COST PER
TOS CONVERSION

Cost per Conversion Trending



- Display earned 41% of TOS conversions.
- Comparing clicks to TOS conversions, every 80 clicks results in 1 longer session visit.

Dec Jan Feb Mar Apr May Jun Jul Sep Oct

Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12
Grand Total	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12

Display Performance by Creative

Start Date
10/1/2021

End Date
10/31/2021

101,592
IMPRESSIONS

401
CLICKS

5
TOS 115
CONVERSIONS



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	41,266	238	0.58%	\$0.44	\$104.41	2	\$52.21
Group Activity	15,221	42	0.28%	\$3.21	\$134.94	3	\$44.98
Travel Access	15,084	44	0.29%	\$3.02	\$132.89	0	\$0.00
Hotel Venues	15,029	42	0.28%	\$3.16	\$132.63	0	\$0.00
Know Before You Go	14,992	35	0.23%	\$3.68	\$135.71	0	\$0.00
	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12

0.39%

CLICK THROUGH RATE

\$128.12

COST PER
TOS CONVERSION

Video Performance

Start Date
10/1/2021

End Date
10/31/2021

15,623
IMPRESSIONS

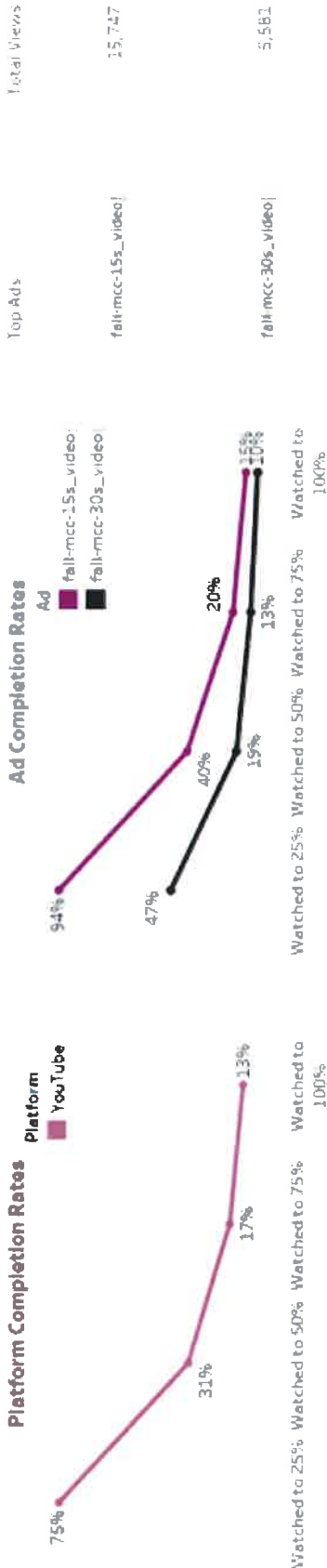
21,328
TOTAL VIEWS

7

TOS CONVERSIONS

\$4.69
COST PER CLICK

\$26.14
PRIMARY CPC



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

YouTube	Retargeting	fall-mcc-15s_video	9,308	15.0%	29	0.31%	\$109.13	6	\$18.19
		fall-mcc-30s_video	6,315	9.9%	10	0.16%	\$73.83	1	\$73.83

Grand Total			15,623	12.9%	39	0.25%	\$182.96	7	\$26.14
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MCC Paid Media Recommendations

- Continue to optimize impressions and TOS conversion costs across display and video.
- Prioritize 15 second videos where appropriate to increase completion rates with retargeting efforts.
- Full video completions are higher for 15 second videos as well as partial video views.
- Video continues to perform at higher levels across most industries and should be considered a mainstay for retargeting efforts and rolled into prospecting efforts for testing.





Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
65,171 (+18%)	63,162 (+19%)	115,608 (+8%)	1.54 (-4%)	1.15 (-5%)	0:58 (+5%)	54,686 (+14%)	10 (+4%)

- There were 65,171 visitors to GoTahoeNorth.com, up 18% from September. Sessions were also up 19%.
- There were 54,686 events, up 14% and 10 pledge form completions.



Location

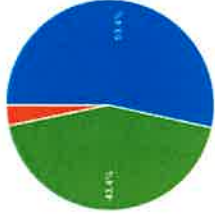
State	Users	Time on Page
California	29,946	1:05
Nevada	4,318	1:14
Washington	2,929	0:53
Texas	1,963	1:27
Oregon	1,700	0:30

City	Users	Time on Page
Los Angeles	3,508	0:44
San Francisco	3,231	0:54
Sacramento	2,580	1:04
Reno	1,595	1:24
Incline Village	1,408	1:09
San Diego	1,225	0:51
Truckee	1,150	1:11
San Jose	1,078	1:02
Seattle	1,054	0:41
Roseville	783	1:50

- Of the top five states, the most engaged with the website was Texas at 1:27.
- The top 10 cities were mostly nearby California and Nevada cities with Roseville as the most engaged audience at 1:50 average time on page.



Device



1.  desktop
2.  mobile
3.  tablet

Device Category	Acquisition		Behavior			Conversions		All Goals
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	
1. mobile	65,171	63,216	74,924	78.50%	1.54	00:00:58	66.11%	49,536
	% of Total: 100.00% (65,171)	% of Total: 100.00% (63,216)	% of Total: 100.00% (74,924)	Avg for View / Bounces: (0.00%)	Avg for View / Page: (0.00%)	Avg for View / Duration: (00:00:58.00%)	Avg for View / Rate: (66.11%) (0.00%)	% of Total: 100.00% (49,536)
	34,538 (53.35%)	33,689 (53.29%)	40,007 (51.40%)	80.99%	1.38	00:00:43	57.71%	23,087 (46.61%)
2. desktop	28,095	27,507	32,418	75.52%	1.74	00:01:15	75.66%	24,527
3. tablet	2,074	2,020	2,499	77.19%	1.55	00:01:05	76.91%	1,922
	% of Total: 3.21% (2,074)	% of Total: 3.20% (2,020)	% of Total: 3.24% (2,499)	Avg for View / Bounces: (0.00%)	Avg for View / Page: (0.00%)	Avg for View / Duration: (00:01:05.00%)	Avg for View / Rate: (76.91%) (0.00%)	% of Total: 3.88% (1,922)

- Most users visited the site from desktop with 53.4% of the total.
- Desktop users were the most engaged with 1:15 average time on page and 1.74 pages per session.



Top Pages Visited

- Users were most engaged with the Webcams page (3:39) followed by the Road Conditions Page (3:13).
- Demographics were primarily females ages 25-34. Locations were somewhat scattered with the main visitors being from SF, LA or Incline Village.



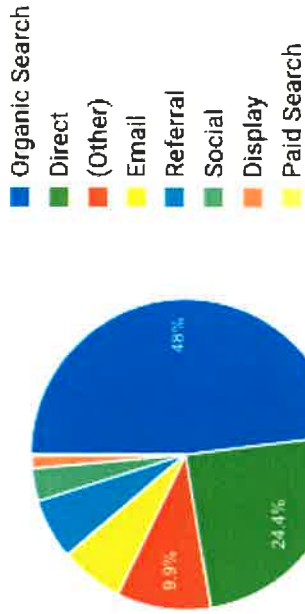
Page	Visitors	Time on Page	Top Demos
Webcams	14,834	3:39	M/55-64/San Francisco
Home	10,741	1:12	F/25-34/San Francisco
Fall Activities	9,342	2:19	F/25-34/Los Angeles
Lodging	2,858	1:22	F/25-34/Los Angeles
Road Conditions	2,369	3:13	F/45-54/San Francisco
Lodging Packages	1,895	1:44	M/25-34/Los Angeles
Weather Report	1,819	1:40	F/25-34/San Francisco
Events	1,760	1:23	F/25-34/Incline Village
Lake Tahoe Activities	1,670	0:47	F/25-34/San Francisco
Hiking Trails	1,390	1:17	F/25-34/Incline Village

Channel Performance

- Organic Search brought in the most users to the website at 31,460.
- Users coming to the website from Email were the most engaged with the website (2:11).



Top Channels



Source	Visitors	Session Duration
Organic Search	31,460	1:06
Direct	15,963	0:33
Paid Social	6,465	0:15
Email	4,310	2:11
Referral	4,115	1:42

Referrals

- VisitingLakeTahoe.com brought in the most visitors at 1,297 as well as the most engaged users (2:46).



Source	Visitors	Session Duration
VisitingLakeTahoe.com	1,297	3:22
Facebook Mobile	1,543	0:20
Facebook Mobile Link	344	0:17
Facebook Link	288	0:57
Investing.com	181	0:01

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

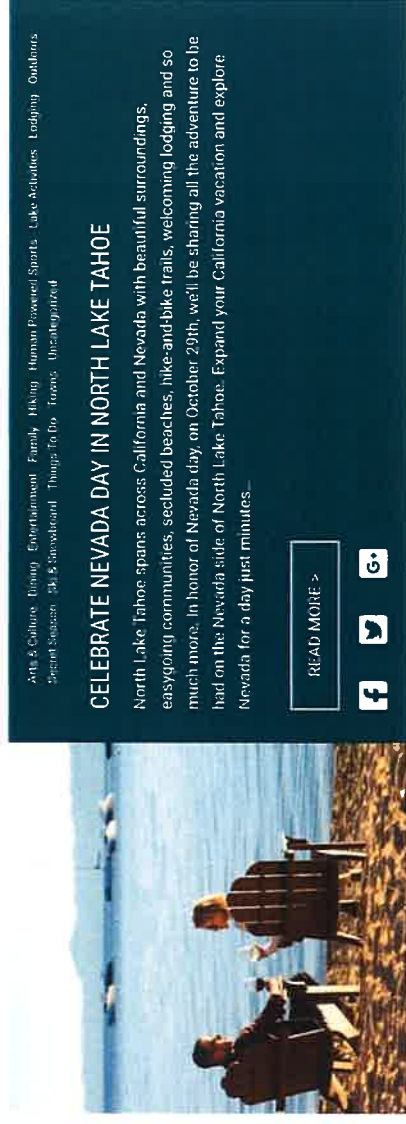
SEO Traffic Performance

Acquisition			Behavior			Conversions		All Goals ▾
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions	
39.12%  31,460 vs 22,613	42.48%  29,990 vs 21,049	40.58%  37,650 vs 26,782	8.48%  75.48% vs 69.58%	15.07%  1.63 vs 1.92	25.96%  00:01:06 vs 00:01:29	0.80%  83.21% vs 83.88%	39.45%  31,327 vs 22,464	

- Traffic from Organic Search was up 39% and goal completions were up 40% from 2020.
- Engagement metrics were slightly down but these numbers remain strong.
- For the SEO Technical work, the team is in progress on updating the Navigation and Site Structure.

Blogs

- On 10/14, Augustine posted a blog paying tribute to Nevada Day (10/29). The blog provided readers with various activities to do in the region.
- The blog had 156 page views and an average time on page of 1:48.



eNewsletters

Two eNewsletters were sent out in October featuring the Nevada Day blog, fall activities, events and other relevant content.

 north lake tahoe | LOGGING | THINGS TO DO | EVENTS



DISCOVER NORTH LAKE TAHOE'S SECRET SEASON

Fall in North Lake Tahoe is a unique time full of experiences that let you truly discover your day holiday and some very special. Elevate your summer with extraordinary views and get back to nature responsibly. By joining our secret season getaway is

North Lake Tahoe

"Plan an Unforgettable Secret Season Getaway"

Sent: 10/5

Open Rate: 13.5%
(Industry Avg: 16%)

CTR: 1%
(Industry Avg: 1.6%)

 north lake tahoe | LOGGING | THINGS TO DO | EVENTS



CELEBRATE NEVADA DAY IN NORTH LAKE TAHOE

Inaugurated by the majestic peaks of the Sierra Nevada and Carson, Nevada, North Lake Tahoe celebrates the California Nevada border and is connected by the largest spine lake in North America.

On October 29th, we will celebrate 100 years of Nevada Statehood. Join us for a day of fun and games, including a parade, a picnic, and a fireworks display. Don't miss out on this special day by taking a scenic drive to Lake Tahoe and celebrating with us.

"Wickedly Fun Activities in North Lake Tahoe"

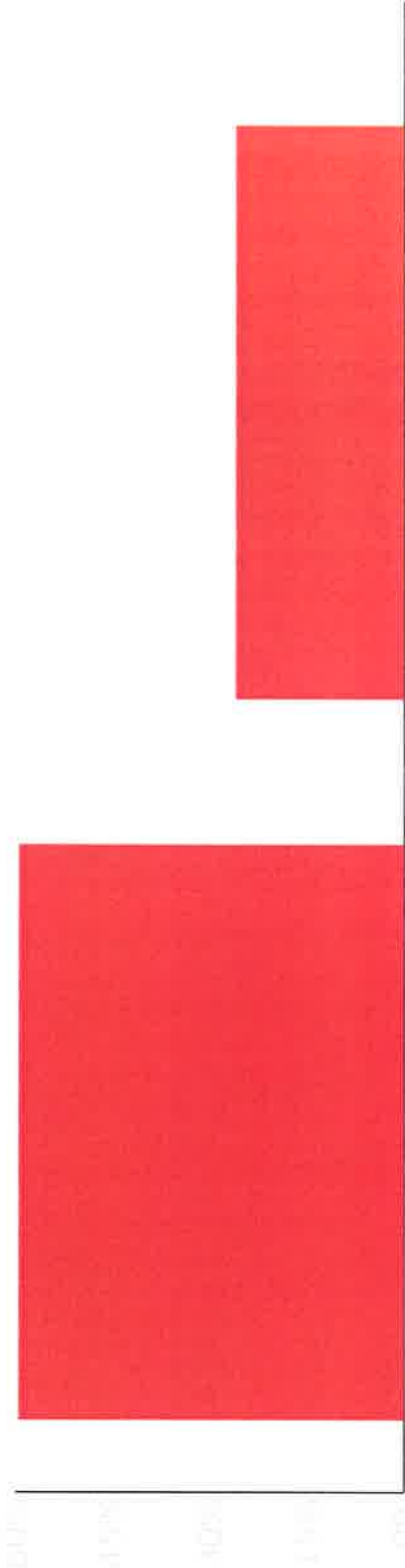
Sent: 10/19

Open Rate: 15.7%
(Industry Avg: 16%)

CTR: 0.7%
(Industry Avg: 1.6%)

CrowdRiff Insights

For the selected date range your galleries had a **26.2% engagement rate**.
Your engagement rate is calculated from **471 interactions** and **1.8k views**.



Top galleries

North Tahoe Eats	48.5% Engagement rate	16 Interactions	33 Views
Wedding page	32.8% Engagement rate	22 Interactions	67 Views
Home Page Test	25.5% Engagement rate	433 Interactions	1.7k Views

CrowdRiff Insights





Public Relations

PR October Recap

- PR efforts this month primarily focused on proactive media outreach highlighting North Lake Tahoe as a must-visit destination this fall/winter.
- Coordinated and hosted a social influencer visit.
- Developed an itinerary and began coordination of a Traditional Media FAM Tour in November.
- Distributed a Call for Content to partners to gather insights for the upcoming What's New winter press release.
- Attended Visit California's Fall LA Media Event.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Meetings
 - Winter Travel
 - Ski Season/Resorts
 - Best Ski Towns
 - Multi-Gen Travel
 - Honeymoon Destinations
 - Accessible Travel
 - Family Getaways
- Media Conversations:
 - Visit California, Sunset Magazine, Matador Network, The Toronto Star, Condé Nast Traveler, Muscle and Health, Hotels Above Par, Travelocity, OnTheSnow, Families Love Travel, NBC Los Angeles, freelance writers contributing to various outlets.

Sunset

visit
California



MATADOR
network

CONDÉ NAST

» TORONTO STAR «



north lake tahoe

Earned Media Results

- **Secured Clips:** 4
- **Est. Digital Monthly Visits:** 10.7M
- **Est. Digital Coverage Views:** 28.3K
- Coverage featured ski resort opening day of Palisades Tahoe and Boreal as well as lodging coverage featuring The Village at Palisades Tahoe. Media outlets include Tahoe Ski World, *Sunset Magazine*, NBC Los Angeles and The Points Guy.



TRAVEL + CALIFORNIA

These California Ski Resorts Are Opening Early for the Winter Season

Several California ski resorts are opening early due to a winter storm. Here are resort opening dates in Tahoe, Mammoth, and more.



Coverage Highlight Links

- [Sunset Magazine - These California Ski Resorts Are Opening Early for the Winter Season](#)
- [NBC Los Angeles - Opening Day Schusses Into Mammoth and Palisades Tahoe](#)
- [The Points Guy - Ready, set, ski — these resorts in California and Colorado are already open or will be soon](#)
- [Tahoe Ski World - Village at Palisades Tahoe offers excellent lodging](#)



FAM Tours

- Social Influencer:
 - Lindsay of Compass + Twine (audiences primarily within US/New York City)
- Dates in Market: Oct. 20-24
- Coverage anticipated in November highlighting family-friendly travel, luxury experiences and lodging



north lake tahoe



Visit California's Fall LA Media Event

- Attended Visit California's Fall LA Media Event on Oct. 28 and met with approximately 18 freelance journalists, editors and social influencers throughout the event.
- Media outlet conversations included TripSavvy, Thrillist, Palm Springs Life, *Sunset Magazine*, NBC - California Live, Bravo TV, Betches, LA Weekly, Gotham, Travel + Leisure, Hidden Hills, Beau Monde, Lucire Rouge, Travel Pulse, Westways, Reader's Digest, Bridal Guide and C Magazine.
- Distributed Tahoe House cookies and highlighted fall/winter travel featuring ski resorts, outdoor activities, eateries, lodging properties and other major attractions.



Visit California's Fall LA Media Event - Continued

- Several journalists and influencers are interested in visiting North Lake Tahoe on a FAM Tour in the spring.
- The team also secured coverage with *Sunset Magazine* following the event.
- Additionally, Augustine coordinated a separate deskside meeting while in market with freelance contributor to the *Los Angeles Times* - Terry Gardner - on Oct. 29.



Upcoming PR Initiatives

- Host a Traditional Media FAM Tour in early November.
- Continue proactive media outreach pitching travel story angles focusing on fall/winter travel and long-lead spring-focused opportunities.
- Coordinate an influencer visit in partnership with Visit California in November.
- Develop and distribute the winter What's New/Seasonal press release.
- Continue FAM Tour planning and coordination for spring 2022.
- Begin planning media missions ahead of TravMedia's International Media Marketplace (IMM) event taking place in January 2022 in New York City.





Social Media

Facebook Overview

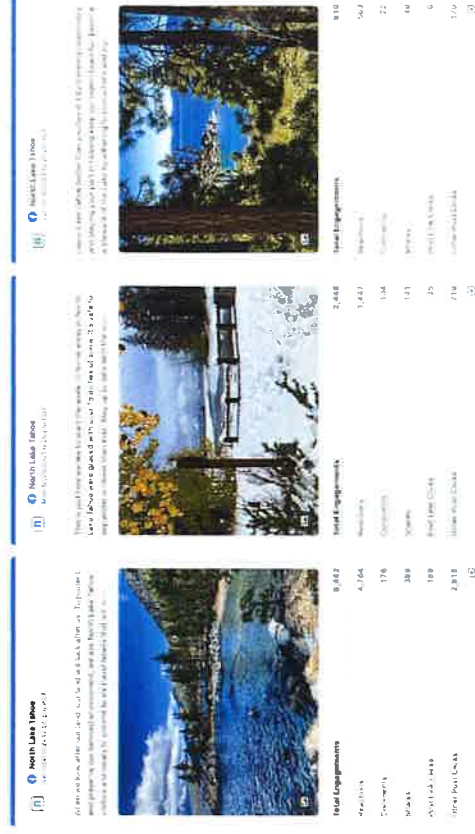
Data	September	October	MoM
Audience	130,520	130,473	0%
Impressions	1,740,856	2,252,237	+23%
Engagement	47,694	54,469	+13.6%

- Augustine positioned October content to promote fall messaging and activities.
- Augustine sourced a variety of content types to capture snow assets for social media.
- In October, 2.25M impressions and 10.8K post clicks were generated.
- The most reached audience was women aged 25-34. The highest reached locations included, Los Angeles, San Diego, Reno and Tahoe City.



Facebook Top Posts

- Top posts included sustainability messaging as well as snow updates.
- Augustine continued to provide weather updates and resort opening information.
- A sustainability post generated 8,442 engagements, including 889 shares. Social audiences were engaged with keeping Tahoe blue and appreciated social reminders for locals and visitors.



Instagram Overview

Data	September	October	MoM
Audience	82,901	83,129	+0.3%
Impressions	445,473	945,946	+112.6%
Engagement	20,419	26,055	+27.6%

- Instagram continued to be a platform to provide trip inspiration for North Lake Tahoe visitors.
- Augustine continued to highlight fall and snow weather in the region through in-feed content. In addition to providing story video content for snow conditions.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and San Francisco.



Instagram Top Posts

- Similar to Facebook, top posts included sustainability messaging as well as snow updates.
- A sustainability post generated 4,013 engagements, including 86 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with content and there was a sense of excitement for snow in the region.

[illegible]

Twitter Overview

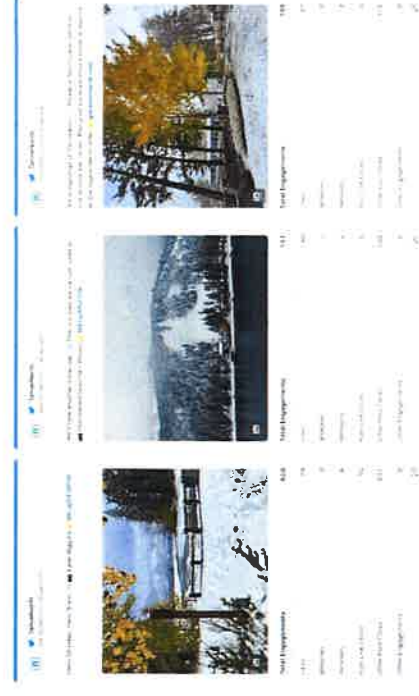
Data	September	October	MoM
Audience	22,928	23,022	+0.4%
Impressions	45,832	38,308	-16.5%
Engagement	1,648	1,888	+14.4%

- Content provided weather updates and highlighted events with fall and snow messaging.
- The Twitter audience increased this month, gaining 94 followers.
- Similar to last month, we continued to see increases in engagements overall due to providing weather-related updates and news versus general region content.



Twitter Top Posts

- Top posts provided weather updates by showcasing snow conditions.
- The top post on Twitter was a snow sighting update that generated 626 engagements including 537 clicks.
- All top posts on Twitter displayed snow in the region. This is a position indicator that our Twitter audience is engaged with newsworthy content.



CA Now Story

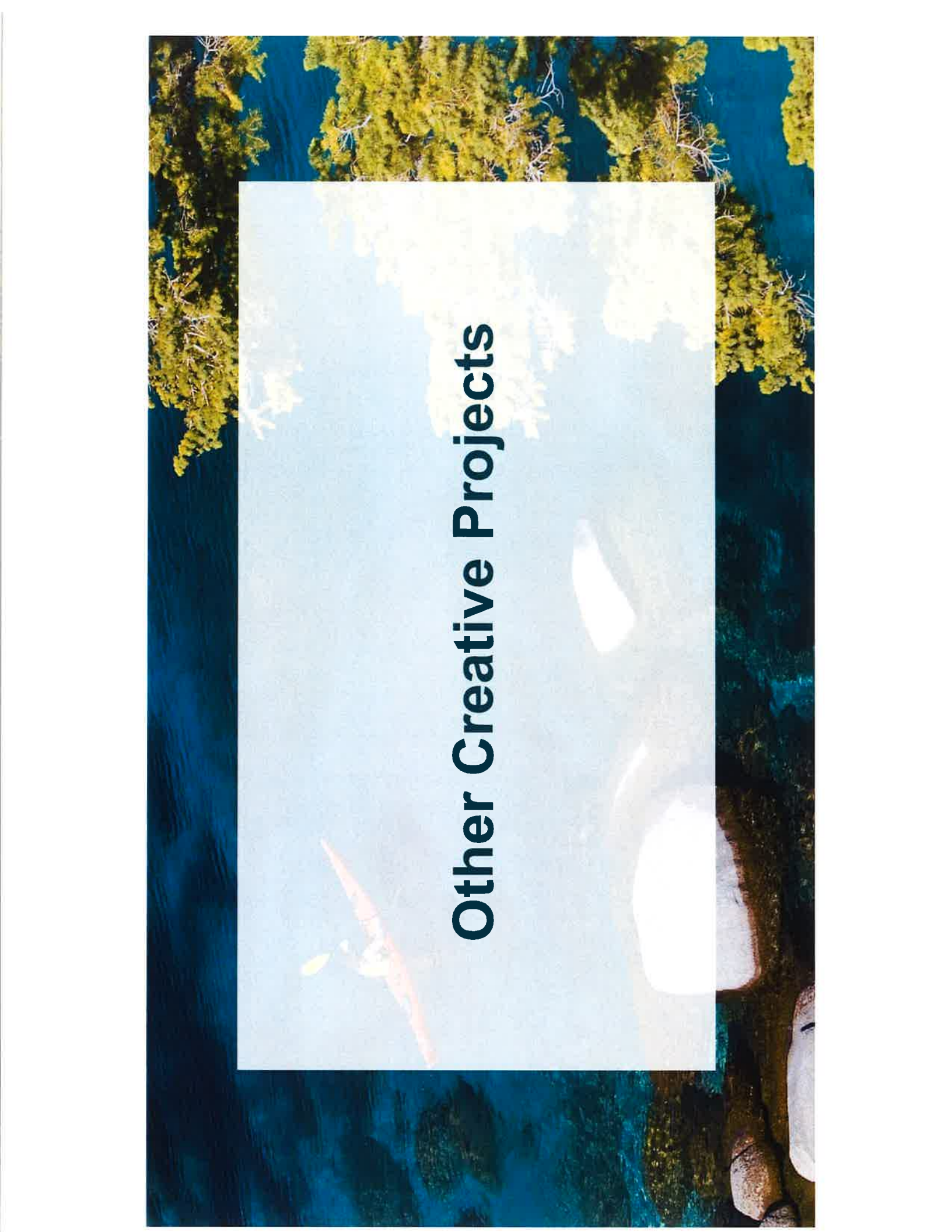
- The Top CA Now Story this month promoted the Nevada Day blog.
- The story generated 935 views, 391 swipe ups and a click-through rate of 6.28%.
- Another top story this month highlighted road trip stops in North Lake Tahoe with 769 views and a click-through rate of 9%.



Ongoing Initiatives

- Content Creation
 - Work with local content creators to capture real time content.
- Blogs
 - Continue to develop CA Now monthly themed stories. Create stories for blogs to increase destination awareness.



The background image is a scenic view of a lake. In the foreground, a person is kayaking on the water, leaving a white wake. The water is a deep blue-green color. In the background, there are lush green trees and a clear blue sky with some white clouds. A semi-transparent white rectangle is overlaid on the image, containing the text "Other Creative Projects".

Other Creative Projects

Creative Projects

- Winter Campaign – Developing creative in preparation for mid-November launch.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Developing new creative ideas and activations for the fiscal year.





Industry Insights

Industry Insights

- Before the pandemic, 54% of Generation Z travelers said the environmental impact of traveling is an important factor when deciding where to book travel, according to Booking.com. Around the same time, McKinsey found that 83 percent of C-Suite executives and investors believe companies with a positive ESG story – covering environmental, social and governance policies — would gain value over the next five years. As tourism reopened this June, another Booking.com survey found 83% of consumers believe sustainable travel is vital, while 61% said the pandemic had increased their interest in traveling sustainably. (*Visit California*, "Communications Report – November 2021")



Industry Insights

- Research found that a number of Americans are looking at lifestyle changes, primarily centered on transforming their relationships with themselves, their family and work. The relationship with travel will also change—more trips, using travel as a means to deeply connect with their friends and family, traveling more sustainably and with a greater environmental consciousness, and a greater focus on outdoor activities. Although change is less likely for Baby Boomer-aged travelers, fully one-third of those Millennial-age say they intend to change their lifestyle going forward (with another 20% uncertain if they will). Of top importance: being more mindful of wellness or self-care, spending more time with friends and family, achieving a healthier work-life balance and, relatedly, changing careers and/or jobs. And while nearly half of those that intend to change the way they travel going forward say they will travel more internationally, 48.5% say that the pandemic did open their mind to domestic travel opportunities. In addition, over 60% of Millennial age and younger travelers say they are interested in trying a digital nomad lifestyle. (*Destination Analyst*, "Travel Sentiment Updates for Week of November 1st")



Industry Insights

- Travel marketers have an opportunity to more precisely target, engage, and convert shoppers, particularly millennials and Generation Z. We've known for a while now—even before the pandemic—that millennials prefer to spend their money on experiences over material goods. According to an Expedia study from 2017, 65% of millennials said they were saving money for travel, and nearly half of them said they would sell their clothes or furniture to travel more. This hasn't changed with the pandemic. In a YPulse study from spring 2021, 59% of 13-19-year-olds and 49% of 20-39-year-olds chose travel as the activity they're most excited to resume post-pandemic. Understandably, millennials—and Generation Z—are ready to make up for lost time. But about when it comes to holiday shopping? Recent research from Sitecore, in their 2021 Holiday trends report, indicates that 49% of 18- to 44-year-olds don't even plan to buy gifts this year, and instead plan to donate to charities. At the same time, 71% of 25-34-year-olds have more savings set aside for the holidays this year, and are thus equipped to spend if the product is something they feel strongly about. (Expedia, "Promote the Gift of Travel this Holiday Season" - October 27th)



north lake tahoe



THANK YOU

OCTOBER RECAP REPORT

Incline Village Crystal Bay Visitors Bureau

THE ABBI AGENCY + IVCBVB

GOAL GOAL

Position Incline Village Crystal Bay Visitors Bureau as a key contributor to North Lake Tahoe's vital tourism industry as well as a partner that values destination management, transparency and community involvement.

OBJECTIVES OBJECTIVES

Awareness

Clarity

Education

OVERVIEW

In October The Abbi Agency:

- Successfully achieved multiple TART Connect media placements
- Planned for November content collection trip
- Integrated Scopes of Work for social media, public relations, and Reimagining Project

PUBLIC RELATIONS



3

Pieces of Coverage in
October

12.8K

Estimated Coverage Views
of placements

16

Total Pieces of Coverage
in 2021

Click [here](#) to view all
coverage and metrics to
date.



TART Connect transit program extended into fall

Following the success of the TART Connect micro-transit pilot project this summer, the Incline Village Crystal Bay Visitors Bureau (IVCBVB) is extending the program to run until Dec. 9. TART Connect provided more than 45,000 rides in its seven weeks of operation, with 95% of riders saying they would recommend the service to friends.

The Incline Village Crystal Bay Visitors Bureau is continuing to support sustainable transit options for residents and visitors by funding the extension of TART Connect in the Incline Village and Crystal Bay Zone 3.

The Incline Village Crystal Bay Visitors Bureau is investing up to \$100,000 to continue TART Connect operations in Incline Village and Crystal Bay, while the League to Save Lake Tahoe has committed \$30,000 to support the project. As a result of the funding, the service will operate seven days a week, offering free curb-to-curb rides from 6 p.m. to midnight. This investment will allow TART Connect to continue operating until Dec. 9.

Sierra Sun

Story Title: [TART Connect transit program extended into fall](#)

Date Published: October 10, 2021

Est. Coverage Views: 730

Domain Authority: 58

Featured: TART program success and extension; Andy Chapman quoted. League to Save Lake Tahoe investment in fall TART Connect Expansion.

Tahoe Daily Tribune

Lake tahoe
action

Laney Griffo
lgriffo@tahoeailytribune.com



The TART Connect is currently running its fall pilot program.
Photo: [unclear]

INCLINE VILLAGE: New — Transportation has been on the mind of Tahoe visitors and locals for many years, decades even. Several programs have failed but this last summer saw a huge success with the TART Connect on the North Shore.

So, the Tribune, along with employees of the League to Save Lake Tahoe decided to spend an evening riding the micro transit buses to see what makes it such a success.

TART Connect is a network of vans that can pick up riders and drop them off anywhere within the zone. There are three zones, Zone 1 is Tahoe City, Zone 2 is Kings Beach and Zone 3 is Incline Village and Crystal Bay.

Tahoe Daily Tribune

Story Title: [Tribune tests success of TART Connect](#)

Date Published: October 9, 2021

Est. Coverage Views: 4.22K

Domain Authority: 60

Featured: TART program success; Andy Chapman quoted.

reno gazette journal

Building momentum in sustainable transit options in North Lake Tahoe | Andy Chapman

Andy Chapman

Published 12:00 p.m. PT Oct. 12, 2021 | Updated 10:55 a.m. PT Oct. 13, 2021

[View Comments](#)



This opinion column was submitted by Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau and a board member of the Reno-Sparks Convention and Visitors Authority.

Enthusiastic acceptance of an innovative ride-share program in North Lake Tahoe this summer demonstrates that visitors and residents alike are willing to make a commitment to sustainable transportation options when given the choice. Acceptance was so widespread, in fact, that the Incline Village Crystal Bay Visitors Bureau is making a significant financial commitment to continue the service through early December.



Andy Chapman Provided By Andy Chapman

Reno Gazette Journal

Story Title: Building momentum in sustainable transit options in North Lake Tahoe

Date Published: October 12, 2021

Est. Coverage Views: 7.9K

Domain Authority: 78

Featured: Op-ed from Andy Chapman

THANK YOU

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