

# MAY 2022 Monthly Report



north lake tahoe



# May Executive Summary – Consumer Campaign

- With smaller paid media budgets in May in comparison to previous months, there were overall less impressions and TOS conversions. Additionally, the spring creative came to an end and summer creative was introduced. However, TOS costs still decreased by \$12 and total TOS conversions only fell 29% despite a 56% lower overall spend than the previous month.
- Within the three primary markets, Los Angeles earned 38% of total conversions, followed closely by Houston at 37% and Dallas at 25%. Expanded markets of Monterey-Salinas and Fresno had much different results than what was observed in April: Monterey-Salinas ran the majority of TOS conversions at 68%, while Fresno earned just 31%. The Jones Family outperformed all other personas when comparing key metric indicators such as impressions, clicks and TOS at 115 seconds.
- All May video across social, OTT and YouTube ended on April 24th due to snow imagery being in the creative. With the shift from spring to summer creative, the high performing video removal caused social TOS conversions to fall by 60%.



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# May Executive Summary – MCC Campaign

- As budgets optimized towards the end of the fiscal year, the MCC campaign paced slightly slower in spend in May than in April with 26,000 fewer impressions. With this, there were 16 TOS conversions earned in May compared to 50 conversions in April.
- Display earned 75% of total TOS conversions and Video/Social earned just 25%.
- Due to the minimal budget, Paid Social served very little impressions and generated very few conversions.
- Additionally, inflation has been impacting corporate travel planning, with many businesses foregoing summer travel to save on budgets.



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# May Executive Summary - Website

- Website traffic decreased in May most likely due to a decrease in paid media and organic search traffic. However, the amount of visitors was still strong at over 57K.
- The average session duration was 1:22 (industry average is 1 minute). Users and sessions were also up by 40% when compared YoY.
- Top website audiences followed similarly to the paid media target audiences. Website visitors from Arizona had the highest amount of engagement on the site at over two minutes on the site.
- Top pages continued to be activities-based pages like the spring page as well as other helpful resources. More so than in winter, however, activities pages were much more visited than the resource pages.



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# May Executive Summary - Content

- In May, two blogs were posted including one on rainy day/indoor activities and one related to the 4th of July drone show.
- Two newsletters were also sent out during the month of May. One of them highlighted summer planning, working from nature and promoting mid-week travel. The second promoted in-market events and activities like Clean Up Day, Made in Tahoe and the summer long music series. Both boasted higher-than-average open rates of 27% and 28%, respectively (industry average is 16%).
- CrowdRiff metrics also did decrease a bit this month, most likely as there was a shift from spring imagery to summer imagery.



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# May Executive Summary – PR Coverage

- In May, there were three secured clips with estimated digital monthly visits of 7.49M and estimated digital coverage views of 115K.
- Coverage featured the July 4<sup>th</sup> drone show, 7 best Via Ferrata routes in the US and discovering Tahoe through hiking trails.
- Pitching efforts primarily focused on Memorial Day visits, sustainability, hiking trails and Clean Up the Lake with Tony Sots.
- Augustine and Visit California also partnered with influencer [@suzionthefirstmove](#), who shared North Lake Tahoe with her 64K followers.



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# May Executive Summary – Organic Social Media

- In May, Facebook content featured spring activities and sustainability messaging. There were just over 2M impressions and 13K post clicks, and while impressions decreased, there was an overall increase in engagements which is a positive indicator that content is resonating well. In fact, the average engagement rate was 3.4% (benchmark 0.30%).
- Instagram content generated 324K impressions, a decrease from April due to boosted posts reaching less users at a lower frequency. Landscape and sustainability-themed posts were popular, with an Earth Day post generating 1,157 engagements and 25 saves.
- Augustine continued to build out video content including a video of lakeside views. This video was featured as a reel on Instagram and received 20K views and 1.5K engagements.



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A scenic photograph of a person in a red kayak on a clear, turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible on the bottom. Evergreen trees line the right side of the lake, their branches reaching over the water. The overall atmosphere is peaceful and natural.

# **Paid Media**



# Consumer Paid Media



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# Consumer Paid Media Executive Summary

- Overall, the May spend was \$48,000 less than April media, as the spring campaign came to a close. However, TOS costs still decreased by \$12. Lower spend naturally resulted in fewer impressions and TOS conversions than April. Total TOS conversions only fell 29% despite a 56% lower overall spend than the previous month.
- Within the three primary markets, Los Angeles earned 38% of total conversions, followed closely by Houston at 37% and Dallas at 25%. Expanded markets of Monterey-Salinas and Fresno had much different results than what was observed in April: Monterey-Salinas ran the majority of TOS conversions at 68%, while Fresno earned just 31%. The Jones Family outperformed all other personas when comparing key metric indicators such as impressions, clicks and TOS115.
- All May video across social, OTT and YouTube ended on April 24th due to snow imagery being in the creative. With the shift from spring to summer creative, the high performing video removal caused social TOS conversions to fall by 60%.



north lake tahoe



# Overview by Campaign

Start Date  
5/1/2022

End Date  
5/31/2022

4,748,681  
IMPRESSIONS

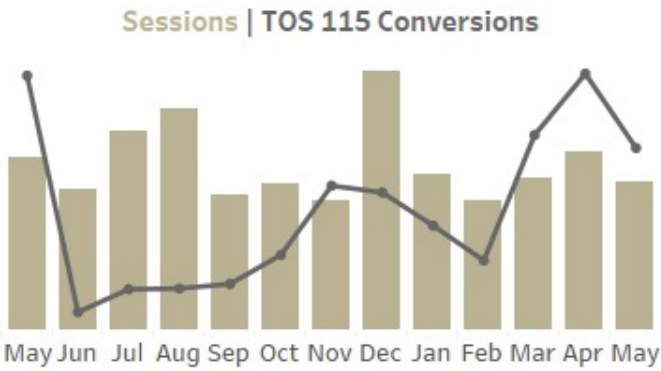
21,453  
CLICKS

\$1.78  
CPC

1,986  
TOS 115  
CONVERSIONS

\$19.21  
COST PER TOS 115  
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Consumer	4,748,681	21,453	0.45%	\$1.78	\$38,136.32	2,217	1,986	\$19.21
Grand Total	4,748,681	21,453	0.45%	\$1.78	\$38,136.32	2,217	1,986	\$19.21



	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Programmatic Display	3,022,197	4,728	0.16%	\$3.77	\$17,805.93	7	672	\$26.50
Facebook	1,031,580	11,386	1.10%	\$0.97	\$11,056.29	2,155	303	\$36.49
TripAdvisor	418,566	344	0.08%	\$3.70	\$1,273.45	12	195	\$6.53
Paid Search	160,416	4,181	2.61%	\$1.74	\$7,276.59	43	813	\$8.96
Twitter	75,611	576	0.76%	\$0.82	\$472.03	0	0	N/A
Instagram Stories	34,862	207	0.59%	\$0.91	\$187.80	0	0	N/A
Instagram	5,438	31	0.57%	\$2.07	\$64.24	0	0	N/A
Native	11	0	0.00%	N/A	\$0.00	0	3	N/A
Grand Total	4,748,681	21,453	0.45%	\$1.78	\$38,136.32	2,217	1,986	\$19.21

# Overview by Medium

Start Date  
5/1/2022

End Date  
5/31/2022

4,748,681  
IMPRESSIONS

21,453  
CLICKS

\$1.78  
CPC

1,986  
CONVERSIONS

\$19.21  
COST PER TOS 115  
CONVERSION

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	3,440,774	5,072	0.15%	\$3.76	\$19,079.38	19	870	\$21.93
Paid Social	598,493	4,382	0.73%	\$1.21	\$5,283.39	774	172	\$30.72
Video	548,998	7,818	1.42%	\$0.83	\$6,496.97	1,381	131	\$49.60
Paid Search	160,416	4,181	2.61%	\$1.74	\$7,276.59	43	813	\$8.96
Grand Total	4,748,681	21,453	0.45%	\$1.78	\$38,136.32	2,217	1,986	\$19.21



# Overview by DMA

Start Date  
5/1/2022

End Date  
5/31/2022

4,748,681  
IMPRESSIONS

21,453  
CLICKS

\$1.78  
CPC

1,986  
TOS 115  
CONVERSIONS

\$19.21  
COST PER TOS 115  
CONVERSION

			Impressions	Clicks	CPC	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting	Los Angeles	The Jones Family	187,144	1,222	\$1.27	0.65%	\$1,556.80	30	\$51.89
		Millennial Megan	81,752	899	\$0.96	1.10%	\$863.27	18	\$47.96
		Boomer Ben	61,408	960	\$0.85	1.56%	\$816.46	17	\$48.03
		Programmatic Display	8,820	40	\$1.32	0.45%	\$52.92	0	N/A
		Work From Nature	4,497	22	\$1.23	0.49%	\$26.98	0	N/A
		Sustainability	4,371	28	\$0.94	0.64%	\$26.23	2	\$13.11
	Dallas	The Jones Family	177,927	958	\$1.38	0.54%	\$1,323.24	22	\$60.15
		Millennial Megan	86,627	661	\$1.13	0.76%	\$746.66	8	\$93.33
		Boomer Ben	56,455	1,005	\$0.64	1.78%	\$639.50	12	\$53.29
	Evergreen	High Value	246,610	618	\$2.82	0.25%	\$1,743.90	39	\$44.72
		Sustainability	1,606	66	\$0.83	4.11%	\$55.01	3	\$18.34
		Boomer Ben	9	70	N/A	777.78%	N/A	6	N/A
		Programmatic Display	8	0	N/A	0.00%	N/A	0	N/A
		Work From Nature	0	18	N/A	0.00%	N/A	2	N/A
		The Jones Family	0	72	N/A	0.00%	N/A	7	N/A
		Millennial Megan	0	67	N/A	0.00%	N/A	2	N/A
	Fresno	The Jones Family	61,140	589	\$0.77	0.96%	\$455.37	2	\$227.69
		Boomer Ben	54,273	526	\$0.86	0.97%	\$454.69	8	\$56.84
		Millennial Megan	49,021	300	\$1.40	0.61%	\$419.61	6	\$69.94
		Sustainability	29,112	67	\$2.61	0.23%	\$174.67	5	\$34.93
		Work From Nature	8,684	13	\$4.01	0.15%	\$52.10	1	\$52.10
	Houston	The Jones Family	188,548	1,161	\$1.22	0.62%	\$1,414.00	29	\$48.76
		Millennial Megan	97,463	829	\$0.96	0.85%	\$799.77	18	\$44.43
		Boomer Ben	77,197	1,061	\$0.67	1.37%	\$706.75	15	\$47.12
	Monterey	The Jones Family	83,054	520	\$1.21	0.63%	\$630.09	14	\$45.01
		Boomer Ben	72,045	437	\$1.44	0.61%	\$630.36	13	\$48.49
		Sustainability	57,687	87	\$3.98	0.15%	\$346.12	12	\$28.84
		Millennial Megan	46,862	190	\$3.00	0.41%	\$569.65	6	\$94.94
		Work From Nature	16,920	30	\$3.38	0.18%	\$101.52	2	\$50.76
Retargeting	Los Angeles	Retargeting	119,449	1,661	\$1.69	1.39%	\$2,808.97	408	\$6.88
	Dallas	Retargeting	133,170	1,167	\$1.81	0.88%	\$2,110.41	121	\$17.44
	Evergreen	Retargeting	2,526,496	4,537	\$3.22	0.18%	\$14,624.50	945	\$15.48
	Fresno	Retargeting	39,288	343	\$2.19	0.87%	\$749.96	52	\$14.42
	Houston	Retargeting	104,522	865	\$2.21	0.83%	\$1,912.72	105	\$18.22
	Monterey	Retargeting	66,516	364	\$3.64	0.55%	\$1,324.11	56	\$23.64
Grand Total			4,748,681	21,453	\$1.78	0.45%	\$38,136.32	1,986	\$19.21

Paid Social Performance

Start Date  
5/1/2022

End Date  
5/31/2022

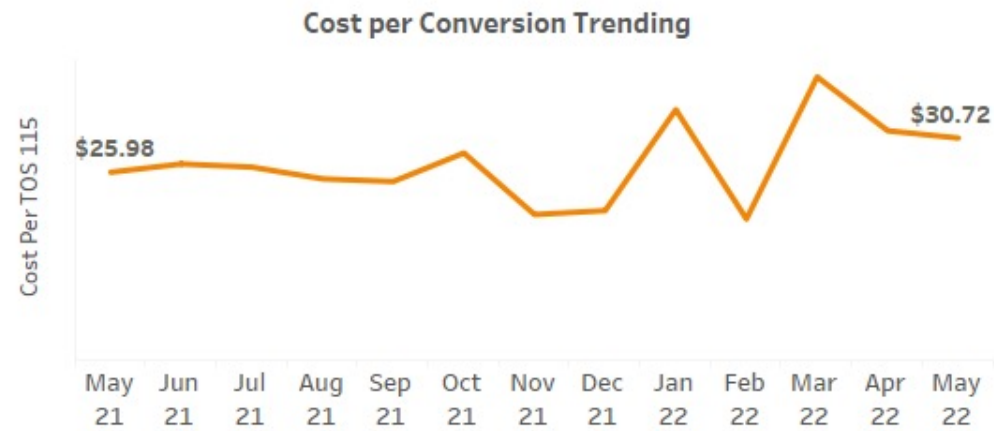
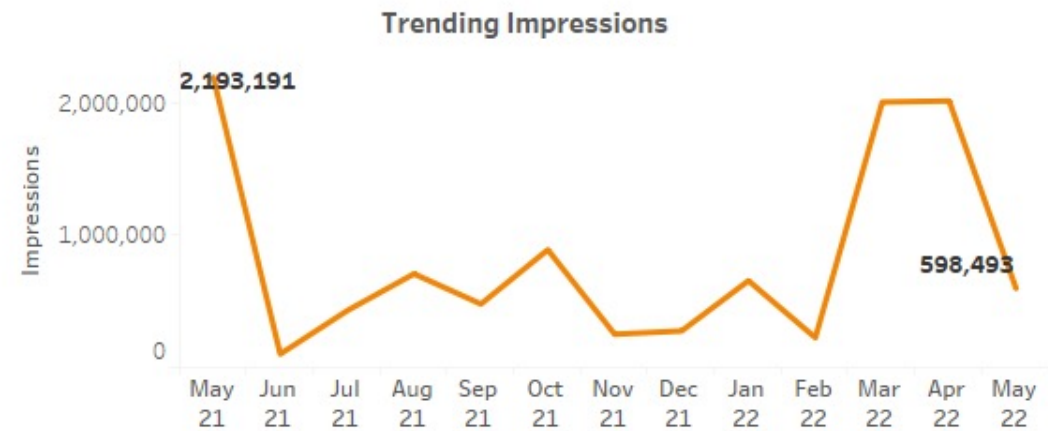
598,493  
IMPRESSIONS

4,382  
CLICKS

\$1.21  
CPC

172  
TOS 115  
CONVERSIONS

\$30.72  
COST PER TOS 115  
CONVERSION



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	Millennial Megan	162,367	1,011	0.62%	\$1.23	\$1,240.17	115	18	\$68.90
	The Jones Family	162,340	1,001	0.62%	\$1.09	\$1,088.69	144	24	\$45.36
	Boomer Ben	137,106	964	0.70%	\$1.02	\$987.99	107	10	\$98.80
	High Value	48,275	292	0.60%	\$1.96	\$573.15	62	14	\$40.94
	Sustainability	1,245	50	4.02%	\$0.89	\$44.61	8	2	\$22.31
Retargeting	Retargeting	87,160	1,064	1.22%	\$1.27	\$1,348.78	338	104	\$12.97
Total		598,493	4,382	0.73%	\$1.21	\$5,283.39	774	172	\$30.72

Paid Social Creative Performance, Instagram

Start Date  
5/1/2022

End Date  
5/31/2022

598,493  
IMPRESSIONS

4,382  
CLICKS

\$1.21  
CPC

172  
TOS 115  
CONVERSIONS

\$30.72  
COST PER TOS 115  
CONVERSION

31/2022				Impressions		Clicks		CTR		Cost		CPC		TOS 115		Cost Per TOS 115	
Instagram	Prospecting	Dallas	Millennial Megan	66	1	<div></div> 1.52%	\$0.26	<div></div> \$0.26		0		N/A					
			Boomer Ben	1	0	0.00%	\$0.01	N/A		0		N/A					
			The Jones Family	5	0	0.00%	\$0.01	N/A		0		N/A					
		Evergreen	High Value	660	6	<div></div> 0.91%	\$8.84	<div></div> \$1.47		0		N/A					
			Sustainability	103	0	0.00%	\$2.99	N/A		0		N/A					
		Fresno	Millennial Megan	356	0	0.00%	\$1.77	N/A		0		N/A					
			Boomer Ben	10	0	0.00%	\$0.14	N/A		0		N/A					
			The Jones Family	83	0	0.00%	\$0.13	N/A		0		N/A					
		Houston	Millennial Megan	30	1	<div></div> 3.33%	\$0.17	<div></div> \$0.17		0		N/A					
			Boomer Ben	7	0	0.00%	\$0.14	N/A		0		N/A					
			The Jones Family	7	0	0.00%	\$0.11	N/A		0		N/A					
		Los Angeles	Millennial Megan	63	0	0.00%	\$0.68	N/A		0		N/A					
			Boomer Ben	49	0	0.00%	\$0.65	N/A		0		N/A					
			The Jones Family	48	1	<div></div> 2.08%	\$0.45	<div></div> \$0.45		0		N/A					
		Monterey	Millennial Megan	2,128	6	0.28%	<div></div> \$20.84	<div></div> \$3.47		0		N/A					
			Boomer Ben	339	2	0.59%	\$2.58	<div></div> \$1.29		0		N/A					
			The Jones Family	274	1	0.36%	\$1.18	<div></div> \$1.18		0		N/A					
	Retargeting	Evergreen	Retargeting	1,209	13	<div></div> 1.08%	<div></div> \$23.29	<div></div> \$1.79		0		N/A					
Instagram Stories	Prospecting	Dallas	Millennial Megan	<div></div> 7,500	<div></div> 44	0.59%	<div></div> \$50.90	<div></div> \$1.16		0		N/A					
			Boomer Ben	1,328	4	0.30%	\$10.04	<div></div> \$2.51		0		N/A					
			The Jones Family	99	0	0.00%	\$0.61	N/A		0		N/A					
		Houston	Millennial Megan	<div></div> 12,511	<div></div> 77	0.62%	<div></div> \$56.95	<div></div> \$0.74		0		N/A					
			Boomer Ben	1,116	5	0.45%	\$5.60	<div></div> \$1.12		0		N/A					
			The Jones Family	119	1	0.84%	\$0.44	<div></div> \$0.44		0		N/A					
		Los Angeles	Millennial Megan	<div></div> 10,763	<div></div> 71	0.66%	<div></div> \$55.18	<div></div> \$0.78		0		N/A					
			Boomer Ben	1,328	5	0.38%	\$7.71	<div></div> \$1.54		0		N/A					
			The Jones Family	98	0	0.00%	\$0.37	N/A		0		N/A					
Grand Total				<div></div> 40,300	<div></div> 238	<div></div> 13.98%	<div></div> \$252.04	<div></div> \$1.06		0		N/A					



# Paid Social Creative Performance, Facebook & Twitter

Start Date  
5/1/2022

End Date  
5/31/2022

598,493  
IMPRESSIONS

4,382  
CLICKS

\$1.21  
CPC

172  
TOS 115  
CONVERSIONS

\$30.72  
COST PER TOS 115  
CONVERSION

31/2022				Impressions		Clicks		CTR		Cost		CPC		TOS 115		Cost Per TOS 115	
Facebook	Prospecting	Dallas	The Jones Family	10,422	48	0.46%	\$53.04	<div></div>	\$1.11	5	<div></div>	\$10.61					
			Boomer Ben	6,131	78	1.27%	\$58.67	<div></div>	\$0.75	1	<div></div>	\$58.67					
			Millennial Megan	7,956	71	0.89%	\$54.30	<div></div>	\$0.76	0		N/A					
		Evergreen	High Value	47,615	286	0.60%	\$564.31	<div></div>	\$1.97	14	<div></div>	\$40.31					
			Sustainability	1,142	50	4.38%	\$41.62	<div></div>	\$0.83	2	<div></div>	\$20.81					
		Fresno	The Jones Family	37,695	212	0.56%	\$212.56	<div></div>	\$1.00	2	<div></div>	\$106.28					
			Boomer Ben	32,605	223	0.68%	\$212.48	<div></div>	\$0.95	1	<div></div>	\$212.48					
			Millennial Megan	30,762	142	0.46%	\$210.98	<div></div>	\$1.49	6	<div></div>	\$35.16					
		Houston	The Jones Family	9,839	60	0.61%	\$53.22	<div></div>	\$0.89	5	<div></div>	\$10.64					
			Boomer Ben	6,401	76	1.19%	\$56.62	<div></div>	\$0.75	1	<div></div>	\$56.62					
			Millennial Megan	9,231	65	0.70%	\$54.08	<div></div>	\$0.83	5	<div></div>	\$10.82					
		Los Angeles	The Jones Family	20,999	223	1.06%	\$195.88	<div></div>	\$0.88	4	<div></div>	\$48.97					
			Boomer Ben	20,638	225	1.09%	\$200.14	<div></div>	\$0.89	2	<div></div>	\$100.07					
			Millennial Megan	21,638	208	0.96%	\$199.47	<div></div>	\$0.96	4	<div></div>	\$49.87					
		Monterey	The Jones Family	56,915	245	0.43%	\$360.95	<div></div>	\$1.47	8	<div></div>	\$45.12					
			Boomer Ben	45,677	204	0.45%	\$359.55	<div></div>	\$1.76	5	<div></div>	\$71.91					
			Millennial Megan	30,965	101	0.33%	\$345.96	<div></div>	\$3.43	3	<div></div>	\$115.32					
	Retargeting	Evergreen	Retargeting	85,951	1,051	1.22%	\$1,325.49	<div></div>	\$1.26	<div></div>	104	<div></div>	\$12.75				
Twitter	Prospecting	Dallas	The Jones Family	14,167	131	0.92%	\$104.30	<div></div>	\$0.80	0		N/A					
			Millennial Megan	10,805	77	0.71%	\$70.68	<div></div>	\$0.92	0		N/A					
		Houston	The Jones Family	11,570	79	0.68%	\$105.44	<div></div>	\$1.33	0		N/A					
			Boomer Ben	21,476	142	0.66%	\$73.66	<div></div>	\$0.52	0		N/A					
			Millennial Megan	17,593	147	0.84%	\$117.96	<div></div>	\$0.80	0		N/A					
Grand Total				<div></div>	558,193	<div></div>	4,144	<div></div>	21.17%	<div></div>	\$5,031.34	<div></div>	\$1.21	<div></div>	172	<div></div>	\$29.25



# Paid Search Performance

Start Date  
5/1/2022

End Date  
5/31/2022

160,416  
IMPRESSIONS

4,181  
CLICKS

\$1.74  
COST PER CLICK

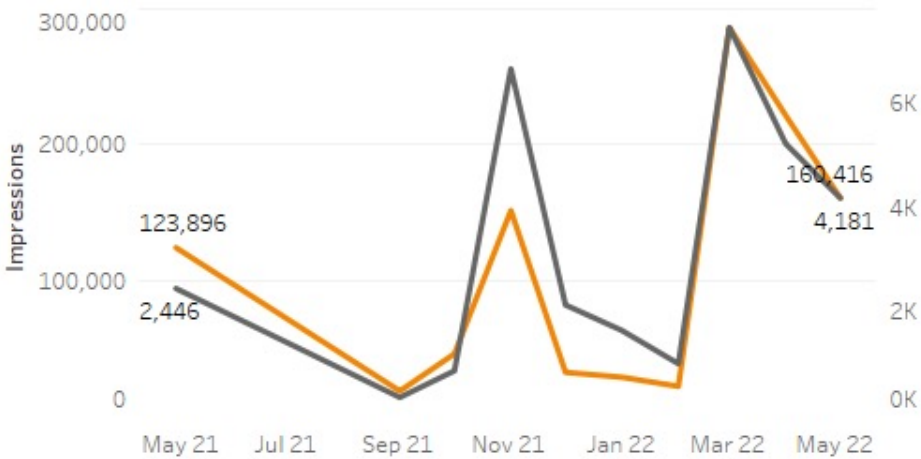
813  
TOS 115  
CONVERSIONS

\$8.96  
COST PER TOS 115  
CONVERSIONS

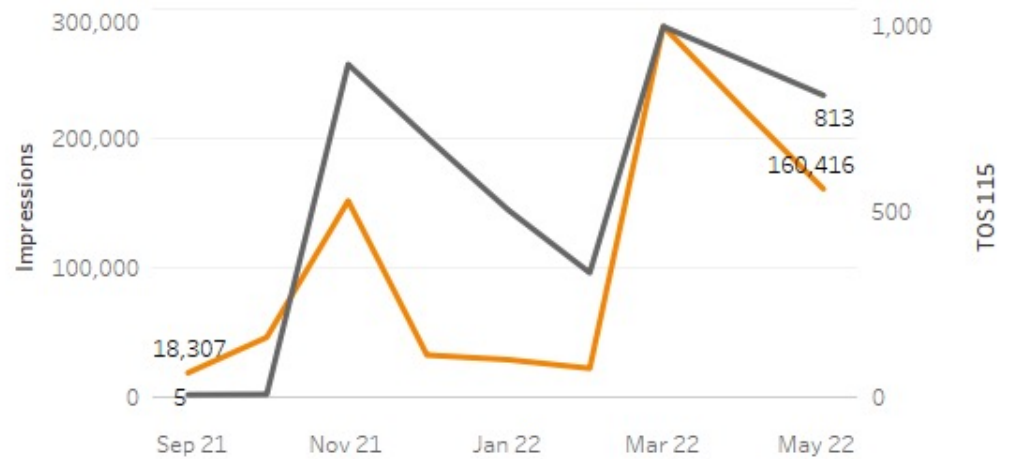
## Ad Group Performance

	Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Dallas	54,407	1,070	1.97%	\$1,637.83	\$1.53	118	\$13.88
Los Angeles	44,362	1,560	3.52%	\$2,358.45	\$1.51	403	\$5.85
Houston	39,492	770	1.95%	\$1,522.54	\$1.98	101	\$15.07
Fresno	9,912	287	2.90%	\$573.70	\$2.00	50	\$11.47
Monterey	8,556	287	3.35%	\$976.35	\$3.40	49	\$19.93
Evergreen	3,687	207	5.61%	\$207.72	\$1.00	92	\$2.27
Grand Total	160,416	4,181	2.61%	\$7,276.59	\$1.74	813	\$8.96

## Impressions | Clicks



## Impressions | TOS 115 Conversions



# Paid Search Performance

Start Date  
5/1/2022

End Date  
5/31/2022

## Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
fishing	84,697	817	\$0.60	0.96%	\$1,366.44	138	16.9%
boating	15,966	673	\$0.72	4.22%	\$933.10	88	13.1%
beaches	13,840	280	\$0.46	2.02%	\$611.16	43	15.4%
hiking	7,531	116	\$0.40	1.54%	\$292.10	23	19.8%
camping California	6,760	726	\$0.60	10.74%	\$1,200.11	183	25.1%
kayaking	5,489	210	\$0.49	3.83%	\$432.66	52	24.8%
horseback riding	2,177	127	\$0.68	5.83%	\$187.05	19	14.6%
fish fish	1,886	10	\$0.57	0.53%	\$17.58	6	60.0%
mountain biking	1,841	38	\$0.32	2.06%	\$119.93	12	31.6%
boat boat	1,741	10	\$0.70	0.57%	\$14.30	3	30.0%
best camping	1,736	188	\$0.75	10.83%	\$251.41	27	14.1%
watercraft rentals	1,431	125	\$0.42	8.74%	\$299.73	28	22.4%
lakeside camping	854	88	\$0.57	10.30%	\$155.71	13	14.8%
paddle boarding	759	27	\$0.38	3.56%	\$71.79	11	40.7%
+hotel	626	9	\$1.26	1.44%	\$7.16	1	11.1%
river water rafting	543	27	\$0.39	4.97%	\$68.47	12	44.4%
river rafting	535	24	\$0.45	4.49%	\$53.36	7	29.2%
water parasailing	520	17	\$0.89	3.27%	\$19.03	3	17.6%
fishing California	519	10	\$0.41	1.93%	\$24.16	3	30.0%
+casinos	519	4	\$2.47	0.77%	\$1.62	0	0.0%
white river rafting	478	17	\$0.41	3.56%	\$41.54	1	5.9%
camping vacation	450	44	\$0.73	9.78%	\$60.63	4	9.1%
golf California	409	8	\$0.36	1.96%	\$22.31	2	25.0%
best beach	381	13	\$0.45	3.41%	\$28.62	4	30.8%
+resort	376	8	\$0.93	2.13%	\$8.58	3	37.5%
boat marina	365	10	\$0.38	2.74%	\$26.32	3	30.0%

# Display Performance

Start Date  
5/1/2022

End Date  
5/31/2022

3,440,774  
IMPRESSIONS

5,072  
CLICKS

\$3.76  
CPC

870  
TOS 115  
CONVERSIONS

\$21.93  
COST PER TOS 115  
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Targeting	Platform	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	Native	Boomer Ben	9	0	0.00%	N/A	N/A	3	N/A
		Sustainability	2	0	0.00%	N/A	N/A	0	N/A
	Programmatic Display	The Jones Family	354,459	581	0.16%	\$3.66	\$2,126.75	38	\$55.97
		High Value	198,335	326	0.16%	\$3.59	\$1,170.75	25	\$46.83
		Sustainability	91,170	193	0.21%	\$2.83	\$547.02	20	\$27.35
		Work From Nature	30,101	83	0.28%	\$2.18	\$180.61	5	\$36.12
		Boomer Ben	16,005	90	0.56%	\$1.07	\$96.03	6	\$16.01
		Programmatic Display	8,828	40	0.45%	\$1.32	\$52.92	0	N/A
		Millennial Megan	0	67	0.00%	N/A	N/A	3	N/A
Retargeting	Programmatic Display	Retargeting	2,323,299	3,348	0.14%	\$4.07	\$13,631.85	575	\$23.71
	TripAdvisor	Retargeting	418,566	344	0.08%	\$3.70	\$1,273.45	195	\$6.53
Grand Total			3,440,774	5,072	0.15%	\$3.76	\$19,079.38	870	\$21.93



# Display Creative Performance

Start Date  
5/1/2022

End Date  
5/31/2022

3,440,774  
IMPRESSIONS

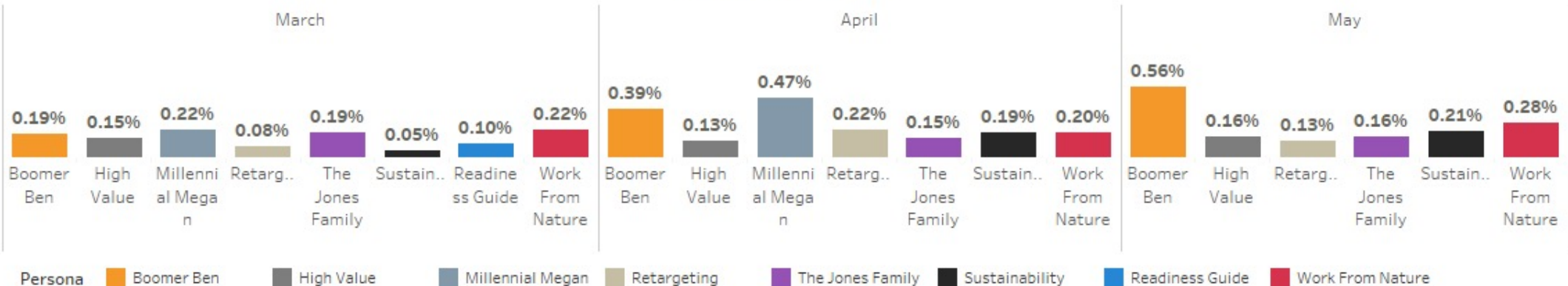
5,072  
CLICKS

\$3.76  
CPC

870  
TOS 115  
CONVERSIONS

\$21.93  
COST PER TOS 115  
CONVERSION

## Creative CTR Trending



Targeting	Platform	DMA	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	Programmatic Display	Evergreen	198,343	564	0.28%	\$2.08	\$1,170.75	40	\$29.27
		Los Angeles	143,014	286	0.20%	\$3.00	\$858.08	14	\$61.29
		Houston	114,002	149	0.13%	\$4.59	\$684.01	11	\$62.18
		Dallas	99,084	135	0.14%	\$4.40	\$594.50	8	\$74.31
		Monterey	94,931	149	0.16%	\$3.82	\$569.59	16	\$35.60
		Fresno	49,524	97	0.20%	\$3.06	\$297.14	8	\$37.14
	Native	Evergreen	11	0	0.00%	N/A	N/A	3	N/A
Retargeting	Programmatic Display	Evergreen	2,017,083	2,922	0.14%	\$4.04	\$11,794.55	554	\$21.29
		Dallas	78,763	97	0.12%	\$4.87	\$472.58	3	\$157.53
		Los Angeles	75,087	101	0.13%	\$4.46	\$450.52	5	\$90.10
		Houston	65,030	95	0.15%	\$4.11	\$390.18	4	\$97.55
		Monterey	57,960	77	0.13%	\$4.52	\$347.76	7	\$49.68
		Fresno	29,376	56	0.19%	\$3.15	\$176.26	2	\$88.13
	TripAdvisor	Evergreen	418,566	344	0.08%	\$3.70	\$1,273.45	195	\$6.53
Grand Total			3,440,774	5,072	0.15%	\$3.76	\$19,079.38	870	\$21.93

\*We've censored the Unspecified Persona from here as they were skewing the bar chart above. The Unspecified group makes up the difference in values between the KPI labels on the left and the rest of the visuals on this page.



# Video Performance

Start Date  
5/1/2022

End Date  
5/31/2022

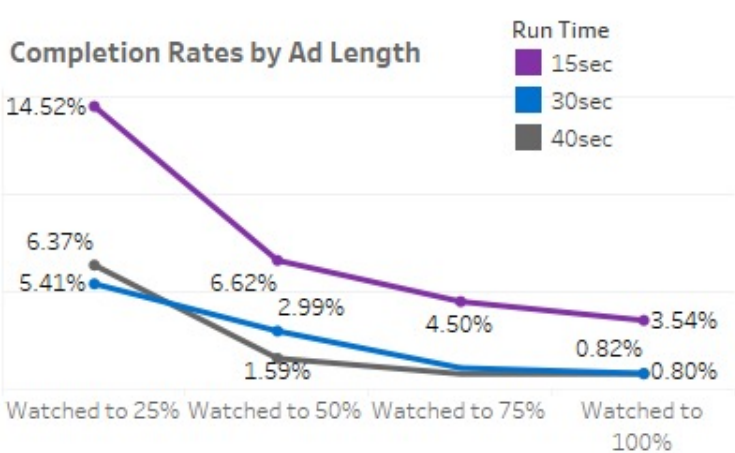
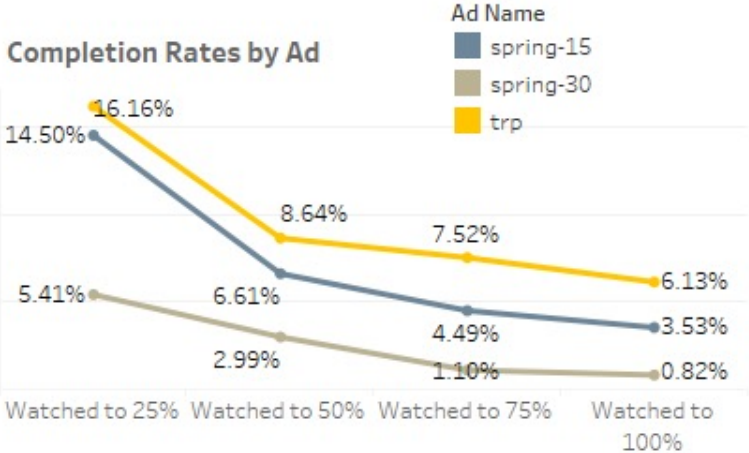
548,998  
IMPRESSIONS

86,868  
TOTAL VIEWS

131  
TOS 115  
CONVERSIONS

\$0.83  
COST PER CLICK

\$49.60  
COST PER  
TOS 115 CONVERSION



Top Ads	Total Views
spring-15	45,247
spring-30	41,513
trp	108

Platform	Persona	Impressions	Video Views	Video Clicks	Cost	TOS 115	Cost Per TOS 115	Watched to 100%
Facebook	Millennial Megan	199,358	31,246	1,868	\$2,158.78	37	\$58.35	2.15%
	The Jones Family	181,014	28,486	2,940	\$2,164.05	42	\$51.53	1.85%
	Boomer Ben	168,267	27,028	3,005	\$2,163.74	52	\$41.61	1.96%
	Sustainability	359	108	5	\$10.40	0	N/A	6.13%
Grand Total		548,998	86,868	7,818	\$6,496.97	131	\$49.60	1.99%

# Website Performance

Start Date

5/1/2022

End Date

5/31/2022

65,523

SESSIONS

00:01:23

SESSION DURATION

2.0

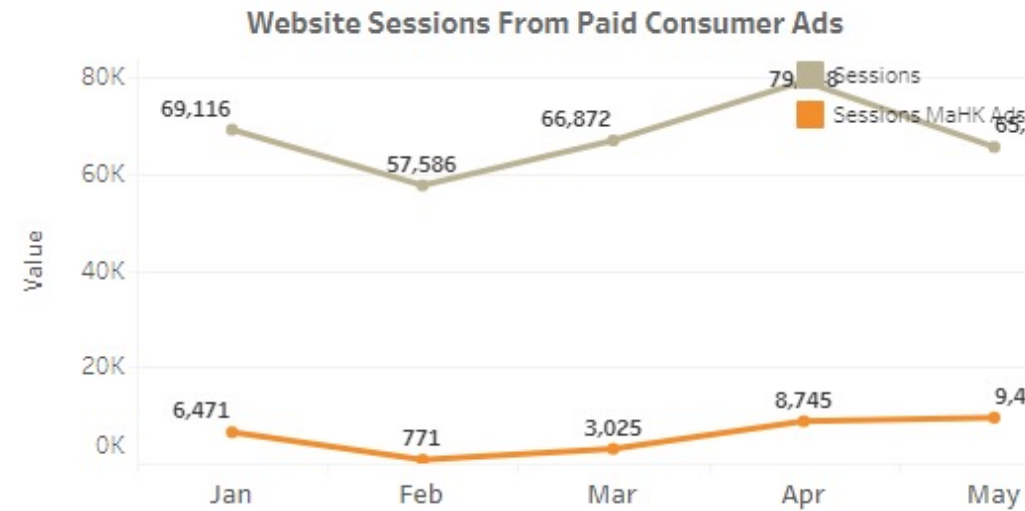
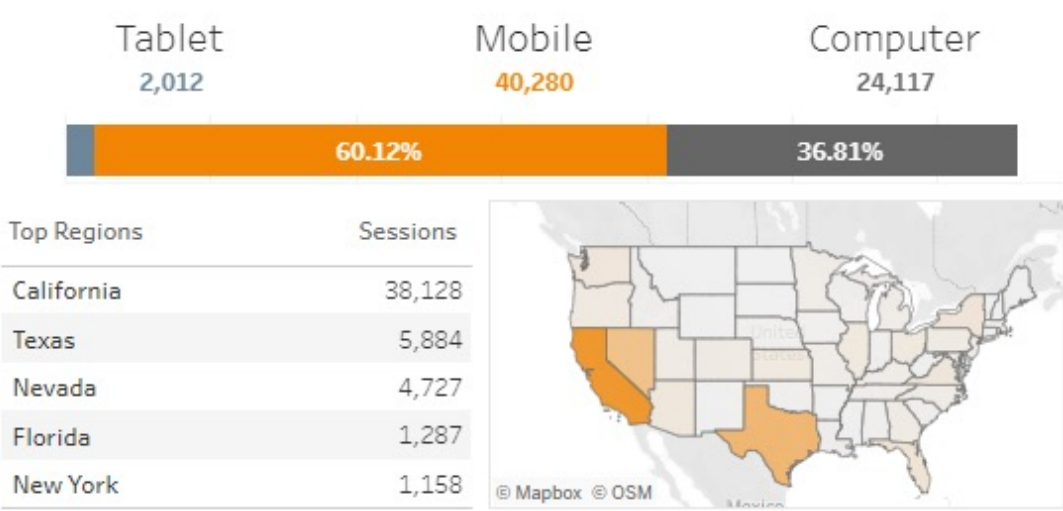
PAGES PER SESSION

83%

NEW USER  
SESSION RATE

69%

BOUNCE RATE



Medium	🔍	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic		34,518	65,656	00:01:28	1.9	66%
Display		9,484	21,741	00:01:37	2.3	72%
Direct		7,651	14,032	00:01:14	1.8	73%
Referral		6,536	15,846	00:01:50	2.4	62%
Search		4,075	6,773	00:00:45	1.7	73%
Social		3,244	3,873	00:00:14	1.2	91%
Onlinevideo		9	9	00:00:00	1.0	100%
Native		3	7	00:10:07	2.3	33%
(not set)		2	7	00:00:50	3.5	50%
Facebook		1	1	00:00:00	1.0	100%
Grand Total		65,523	127,945	00:01:23	2.0	69%

# Consumer Paid Media Recommendations

- In future months, optimizations with audiences and keywords will be made to boost Paid Search and Display TOS conversions.
- Prepare to refresh Paid Search campaigns based on possible new domain purchase.
- With Instagram having the highest CPC and zero conversions, and Facebook having among the lowest CPC and most conversions, consider removing Instagram and reallocating funds into Facebook.



north lake tahoe



# MCC Paid Media



north lake tahoe

# MCC Paid Media Executive Summary

- As budgets optimized towards the end of the fiscal year, MCC paced slightly slower in spend in May than in April.
  - The May campaign reported 26,000 fewer impressions than in April.
  - There were 16 TOS conversions earned in May compared to 50 conversions in April.
- Display earned 75% of total TOS conversions and Video/Social earned just 25%.
- Due to the minimal budget, Paid Social served very little impressions and generated very few conversions.



north lake tahoe

# Overview by Campaign

Start Date  
5/1/2022

End Date  
5/31/2022

129,656  
IMPRESSIONS

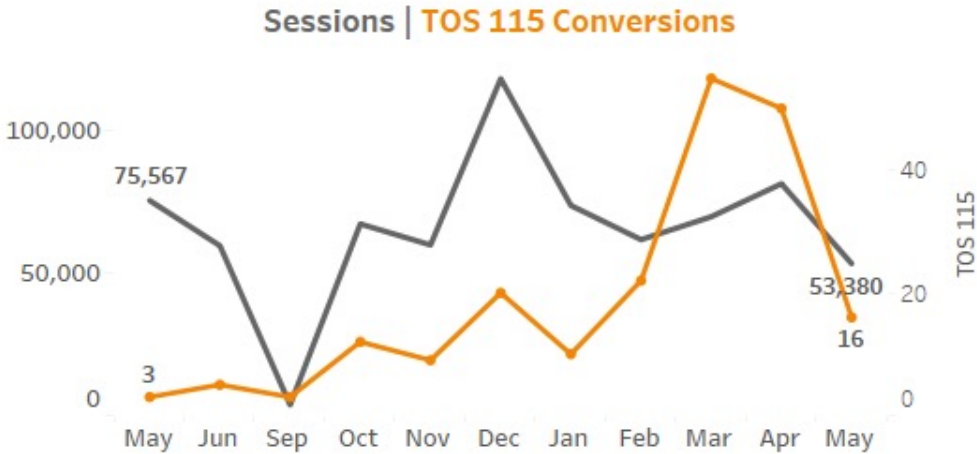
583  
CLICKS

\$1.76  
COST PER CLICK

16  
TOS CONVERSIONS

\$63.95  
COST PER TOS  
CONVERSION

- MCC dropped 34 TOS conversions March - April and saw a 62% increase in cost per TOS conversion.
  - May experienced an overall slowdown in MCC traffic. This could be due to time of year and booking schedules. Optimizations are underway.
- CPC increased slightly by \$.05, while total clicks decreased 137x to a total of 583 clicks.
- Display earned the most conversions by far, while Social and Video roughly split the remaining conversions.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	129,656	583	0.45%	\$1.76	\$1,023.22	0	16	\$63.95
Total	129,656	583	0.45%	\$1.76	\$1,023.22	0	16	\$63.95



# Overview by Medium

Start Date  
5/1/2022

End Date  
5/31/2022

129,656

IMPRESSIONS

583

CLICKS

\$1.76

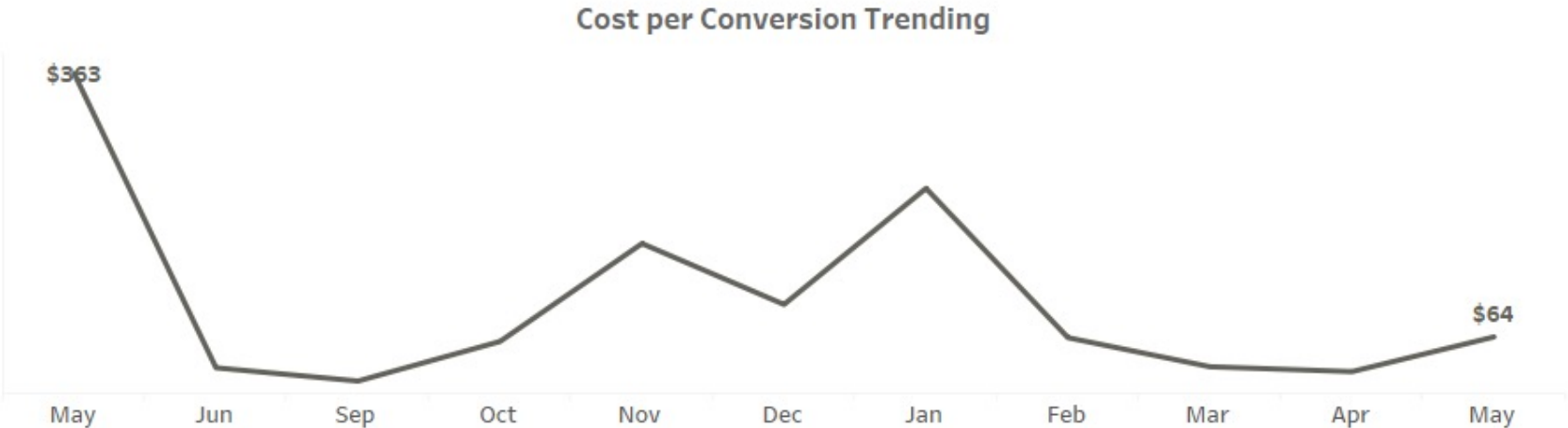
COST PER CLICK

16

TOS CONVERSIONS

\$63.95

COST PER TOS CONVERSION



Channel	Platform	Impressions		Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	91,810		\$477.95	302	\$1.58	0.33%	12	\$39.83
Paid Social	Facebook	4,465		\$65.40	167	\$0.39	3.74%	2	\$32.70
	Instagram	5		\$0.11	0	N/A	0.00%	0	N/A
Video	LinkedIn	19,149		\$289.71	71	\$4.08	0.37%	0	N/A
	YouTube	9,112		\$81.71	21	\$3.89	0.23%	2	\$40.85
	Facebook	5,058		\$108.19	22	\$4.92	0.43%	0	N/A
	Instagram	57		\$0.15	0	N/A	0.00%	0	N/A
Grand Total		129,656		\$1,023.22	583	\$1.76	0.45%	16	\$63.95

# Paid Social Performance

Start Date  
5/1/2022

End Date  
5/31/2022

9,585  
IMPRESSIONS

189  
CLICKS

1.97%  
CTR

2  
TOS 115  
CONVERSIONS

\$86.93  
COST PER TOS 115  
CONVERSION

Platform	Targeting	Ad Name	Impressions	Clicks	CTR	Cost per Click	Cost	TOS 115	Cost per TOS Conversion
Facebook	Retargeting	audio-visual_timeline	3,649	141	3.86%	\$0.38	\$53.81	1	\$53.81
		mcc-15s_video	3,218	15	0.47%	\$4.74	\$71.04	0	N/A
		mcc-30s_video	1,840	7	0.38%	\$5.31	\$37.15	0	N/A
		room-to-project_timeline	593	17	2.87%	\$0.42	\$7.14	1	\$7.14
		conference-room_timeline	114	5	4.39%	\$0.40	\$2.02	0	N/A
		breakout_timeline	109	4	3.67%	\$0.61	\$2.43	0	N/A
Instagram	Retargeting	mcc-15s_video	41	0	0.00%	N/A	\$0.10	0	N/A
		mcc-30s_video	16	0	0.00%	N/A	\$0.05	0	N/A
		room-to-project_timeline	2	0	0.00%	N/A	\$0.02	0	N/A
		audio-visual_timeline	2	0	0.00%	N/A	\$0.07	0	N/A
		conference-room_timeline	1	0	0.00%	N/A	\$0.02	0	N/A
Grand Total			9,585	189	1.97%	\$0.92	\$173.85	2	\$86.93

# Display Performance by Placement

Start Date  
5/1/2022

End Date  
5/31/2022

91,810  
IMPRESSIONS

302  
CLICKS

12  
TOS 115  
CONVERSIONS

0.33%  
CLICK THROUGH RATE

\$39.83  
COST PER  
TOS CONVERSION

- TOS conversion costs increased significantly in May, resulting in an additional \$23 per conversion.
  - With budgets slightly lower than April's and fewer TOS conversions, cost per conversion ran higher than the previous month. Optimizations will examine highest performing creative and impression distribution.
- Display Retargeting earned 75% of TOS conversions.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	91,810	302	0.33%	\$1.58	\$477.95	12	\$39.83
Grand Total	91,810	302	0.33%	\$1.58	\$477.95	12	\$39.83



# Display Performance by Creative

Start Date  
5/1/2022

End Date  
5/31/2022

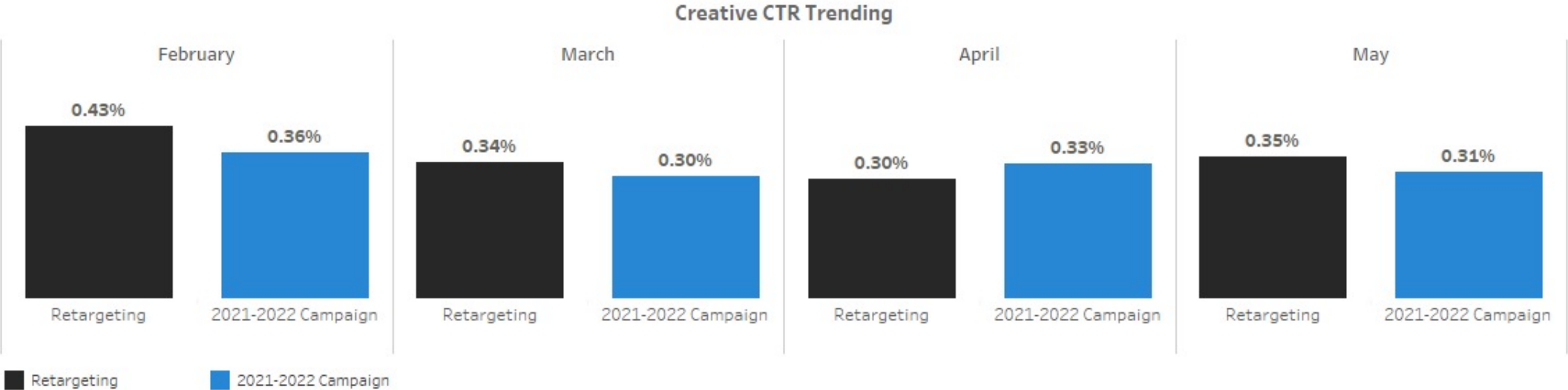
91,810  
IMPRESSIONS

302  
CLICKS

12  
TOS 115  
CONVERSIONS

0.33%  
CLICK THROUGH RATE

\$39.83  
COST PER  
TOS CONVERSION



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
2021-2022 Campaign	52,625	164	0.31%	\$1.24	\$203.66	6	\$33.94
Retargeting	39,185	138	0.35%	\$1.99	\$274.30	6	\$45.72
Grand Total	91,810	302	0.33%	\$1.58	\$477.95	12	\$39.83

# Video Performance

Start Date  
5/1/2022

End Date  
5/31/2022

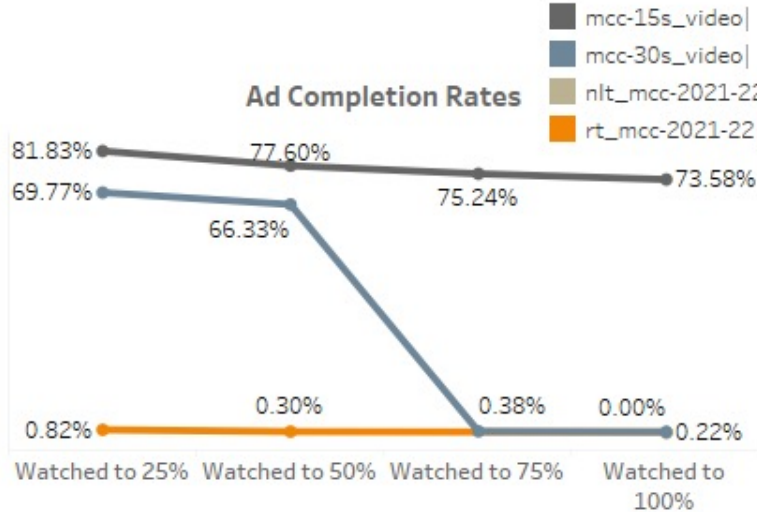
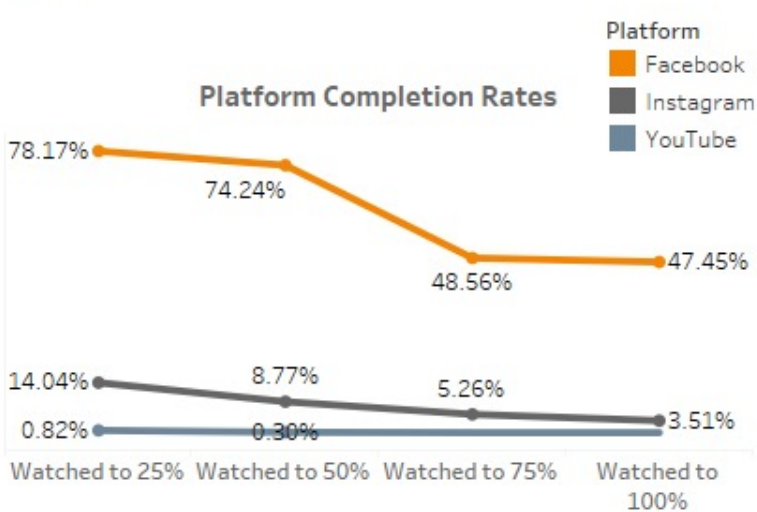
33,376  
IMPRESSIONS

19,956  
TOTAL VIEWS

2  
TOS CONVERSIONS

\$4.21  
COST PER CLICK

\$239.88  
PRIMARY CPC



Top Ads	Video Views
nlt_mcc-2021-22 video	14,486
mcc-15s_video	2,724
mcc-30s_video	1,427
rt_mcc-2021-22	1,404

Platform	Targeting	Ad Name	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Retargeting	mcc-15s_video	3,218	2,710	74.46%	15	0.47%	\$71.04	\$4.74	0	N/A
		mcc-30s_video	1,840	1,423	0.22%	7	0.38%	\$37.15	\$5.31	0	N/A
Instagram	Retargeting	mcc-15s_video	41	14	4.88%	0	0.00%	\$0.10	N/A	0	N/A
		mcc-30s_video	16	4	0.00%	0	0.00%	\$0.05	N/A	0	N/A
LinkedIn	Prospecting	nlt_mcc-2021-22 vi..	19,149	14,486	0.00%	71	0.37%	\$289.71	\$4.08	0	N/A
YouTube	Retargeting	rt_mcc-2021-22	9,112	1,319	0.20%	21	0.23%	\$81.71	\$3.89	2	\$40.85
Grand Total			33,376	19,956	7.25%	114	0.34%	\$479.75	\$4.21	2	\$239.88

# Website Performance

Start Date  
5/1/2022

End Date  
5/31/2022

797  
SESSIONS

00:00:06  
SESSION DURATION

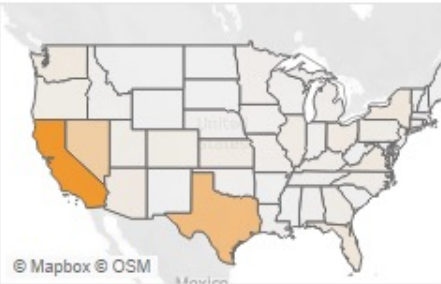
1.1  
PAGES PER SESSION

96%  
NEW USER SESSION RATE

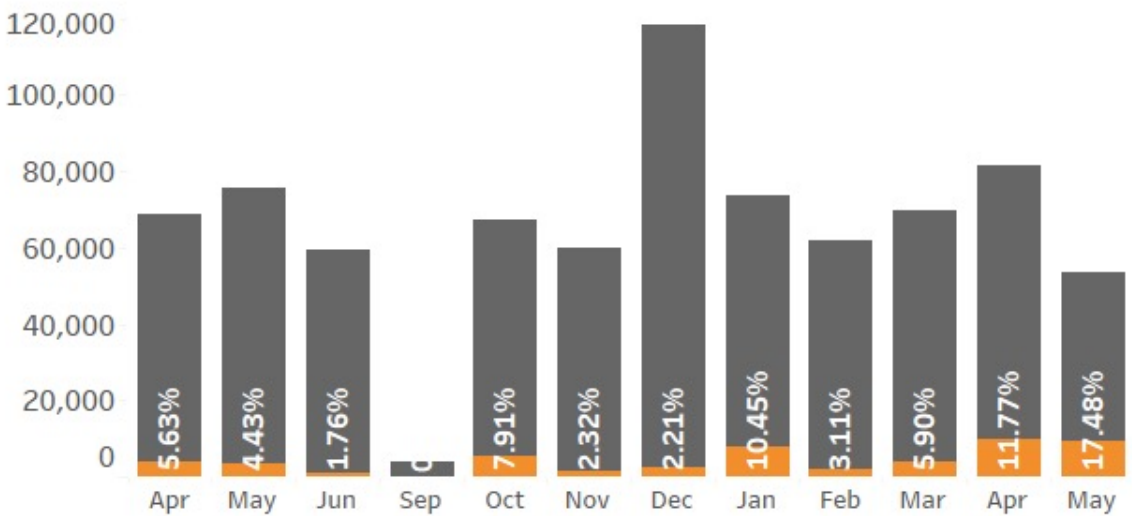
95%  
BOUNCE RATE



Top Regions	Sessions
California	29,479
Texas	5,310
Nevada	3,499
Florida	1,053
New York	885



Website Sessions From Paid MCC Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	653	698	00:00:03	1.1	96%
Social	135	162	00:00:21	1.2	90%
Search	9	9	00:00:00	1.0	100%
Total	797	869	00:00:06	1.1	95%



# MCC Paid Media Recommendations

- While most key metrics look optimal for FB, the lack of impressions is due to lower spending levels. Plan for increased budget next year to hit optimal performance.
- Continue to monitor and adjust budget as the fiscal year closes at the end of June.
- Continue to optimize towards video clicks and conversions across YouTube, LinkedIn and Facebook.
- Consider removing Instagram from Paid Social as impressions are less than 5% comparing Facebook vs Instagram.



north lake tahoe

A scenic photograph of a person in a red kayak on a vibrant turquoise lake. The water is crystal clear, revealing large, smooth, light-colored rocks at the bottom. Lush green evergreen trees line the right side of the frame, their branches reaching over the water. The overall atmosphere is peaceful and natural.

# Website



# Visitors & Sessions

Acquisition			Behavior			Conversions <span>All Goals ▾</span>	
Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
57,138 % of Total: 100.00% (57,138)	56,299 % of Total: 100.14% (56,223)	68,014 % of Total: 100.00% (68,014)	69.81% Avg for View: 69.81% (0.00%)	1.92 Avg for View: 1.92 (0.00%)	00:01:22 Avg for View: 00:01:22 (0.00%)	78.27% Avg for View: 78.27% (0.00%)	53,236 % of Total: 100.00% (53,236)

- There were over 57K visitors to GoTahoeNorth.com in May. The slight downtick from last month was most likely due to a decrease in paid media and organic search traffic.
- The average session duration was 1:22 (industry average is 1 minute). Users and sessions were also up by 40% when compared YoY.

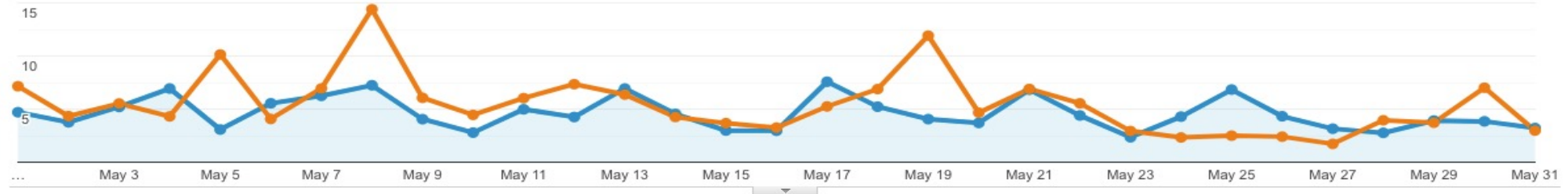


north lake tahoe

# Sight Speed

May 1, 2022 - May 31, 2022: ● Avg. Page Load Time (sec)

May 1, 2021 - May 31, 2021: ● Avg. Page Load Time (sec)



1,033 of pageviews sent page load sample



Overall, compared to last year, there was a 13.2% decrease in average page load time and a 37.3% decrease in average redirection time. Faster load times provide longer page sessions and a better user experience.



# Location

## By State

Region ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	54,684 % of Total: 95.71% (57,138)	53,688 % of Total: 95.49% (56,223)	65,092 % of Total: 95.70% (68,014)	69.69% Avg for View: 69.81% (-0.16%)	1.93 Avg for View: 1.92 (0.20%)	00:01:22 Avg for View: 00:01:22 (0.83%)
1. California	31,997 (57.75%)	31,137 (58.00%)	38,128 (58.58%)	69.99%	1.93	00:01:22
2. Texas	5,028 (9.07%)	4,850 (9.03%)	5,884 (9.04%)	76.12%	1.70	00:01:00
3. Nevada	3,849 (6.95%)	3,595 (6.70%)	4,727 (7.26%)	70.66%	1.78	00:01:29
4. Florida	1,104 (1.99%)	1,079 (2.01%)	1,287 (1.98%)	67.91%	2.03	00:01:29
5. New York	1,020 (1.84%)	993 (1.85%)	1,158 (1.78%)	65.46%	2.04	00:01:26
6. Virginia	911 (1.64%)	898 (1.67%)	944 (1.45%)	81.46%	1.53	00:00:40
7. Washington	906 (1.64%)	859 (1.60%)	1,026 (1.58%)	68.03%	1.88	00:01:17
8. Arizona	753 (1.36%)	719 (1.34%)	901 (1.38%)	58.38%	2.33	00:02:16
9. Kansas	743 (1.34%)	739 (1.38%)	750 (1.15%)	89.47%	1.31	00:00:16
10. Ohio	741 (1.34%)	731 (1.36%)	794 (1.22%)	71.66%	1.89	00:01:09

## By City











City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	31,997 % of Total: 56.00% (57,138)	31,137 % of Total: 55.38% (56,223)	38,128 % of Total: 56.06% (68,014)	69.99% Avg for View: 69.81% (0.27%)	1.93 Avg for View: 1.92 (0.08%)	00:01:22 Avg for View: 00:01:22 (0.63%)
1. Los Angeles	7,294 (22.00%)	7,018 (22.54%)	7,926 (20.79%)	64.80%	2.44	00:01:46
2. San Francisco	3,692 (11.14%)	3,426 (11.00%)	4,291 (11.25%)	75.62%	1.54	00:00:57
3. Sacramento	3,356 (10.12%)	3,088 (9.92%)	3,898 (10.22%)	75.24%	1.58	00:01:05
4. San Jose	1,690 (5.10%)	1,550 (4.98%)	1,906 (5.00%)	71.93%	1.72	00:01:01
5. Truckee	1,449 (4.37%)	1,321 (4.24%)	1,820 (4.77%)	75.38%	1.57	00:01:13
6. (not set)	688 (2.08%)	652 (2.09%)	750 (1.97%)	82.27%	1.43	00:00:47
7. South Lake Tahoe	591 (1.78%)	547 (1.76%)	688 (1.80%)	74.13%	1.60	00:00:54
8. San Diego	543 (1.64%)	517 (1.66%)	663 (1.74%)	69.23%	1.82	00:01:19
9. Tahoe Vista	334 (1.01%)	295 (0.95%)	409 (1.07%)	64.55%	1.89	00:01:46
10. (not set)	327 (0.99%)	293 (0.94%)	423 (1.11%)	70.92%	1.71	00:01:27



- Top states followed suit with paid media campaign target markets.
- Arizona visitors were the most engaged with 2:16 average time on page.
- When looking at the top California cities, Los Angeles drove the most users to the website and Tahoe Vista and Los Angeles visitors were the most engaged.

# Top Pages Visited

- The homepage was a top driver of traffic following very closely behind was the Lake Tahoe activities/spring. Other informational and activities-based pages continue to be of interest.
- Users were most engaged with the road conditions page (4:00) followed by the webcams page (3:47).
- Demographics were primarily aged 25-44.

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	130,822 % of Total: 100.00% (130,822)	113,677 % of Total: 100.00% (113,677)	00:01:28 Avg for View: 00:01:28 (0.00%)
1. /homepage 	14,426 (11.03%)	11,702 (10.29%)	00:00:55
2. /lake-tahoe-activities/spring 	8,469 (6.47%)	7,492 (6.59%)	00:01:23
3. /lodging 	5,060 (3.87%)	3,812 (3.35%)	00:01:21
4. /road-conditions 	4,953 (3.79%)	3,865 (3.40%)	00:04:00
5. /lake-tahoe-activities/summer 	4,541 (3.47%)	3,775 (3.32%)	00:01:15
6. /webcams 	4,392 (3.36%)	4,103 (3.61%)	00:03:47
7. /lake-tahoe-activities 	3,980 (3.04%)	3,363 (2.96%)	00:00:57
8. /events 	2,582 (1.97%)	2,114 (1.86%)	00:00:55
9. /deals 	2,093 (1.60%)	1,891 (1.66%)	00:01:23
10. /lake-tahoe/getting-here 	2,062 (1.58%)	1,910 (1.68%)	00:01:28



north lake tahoe

# Channel Performance

- Organic Search brought in the most users to the website at 29K.
- Users coming to the website from Referrals (2:51) and Email (2:36) were the most engaged with the website.

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	57,138 % of Total: 100.00% (57,138)	56,299 % of Total: 100.14% (56,223)	68,014 % of Total: 100.00% (68,014)	69.81% Avg for View: 69.81% (0.00%)	1.92 Avg for View: 1.92 (0.00%)	00:01:22 Avg for View: 00:01:22 (0.00%)
1. Organic Search	29,273 (49.99%)	28,168 (50.03%)	34,518 (50.75%)	66.20%	1.90	00:01:28
2. Direct	6,425 (10.97%)	6,263 (11.12%)	7,651 (11.25%)	72.85%	1.83	00:01:14
3. Email	4,860 (8.30%)	4,846 (8.61%)	5,089 (7.48%)	56.57%	3.26	00:02:36
4. Display	4,408 (7.53%)	4,166 (7.40%)	5,334 (7.84%)	90.49%	1.16	00:00:26
5. (Other)	4,205 (7.18%)	4,021 (7.14%)	4,865 (7.15%)	89.87%	1.20	00:00:28
6. Paid Search	3,576 (6.11%)	3,489 (6.20%)	4,021 (5.91%)	73.29%	1.67	00:00:44
7. Referral	3,206 (5.48%)	2,817 (5.00%)	3,719 (5.47%)	44.12%	3.21	00:02:51
8. Social	2,604 (4.45%)	2,529 (4.49%)	2,817 (4.14%)	84.74%	1.39	00:00:30



north lake tahoe

# SEO Traffic Performance

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	17.59% ↓ 57,138 vs 69,334	17.68% ↓ 56,299 vs 68,389	16.53% ↓ 68,014 vs 81,479	5.16% ↓ 69.81% vs 73.61%	15.51% ↑ 1.92 vs 1.67	20.17% ↑ 00:01:22 vs 00:01:08
1. <a href="#">google / organic</a>						
May 1, 2022 - May 31, 2022	28,134 (48.03%)	27,124 (48.18%)	33,263 (48.91%)	66.18%	1.90	00:01:28
Apr 1, 2022 - Apr 30, 2022	32,047 (45.51%)	30,995 (45.32%)	38,648 (47.43%)	70.84%	1.70	00:01:20
% Change	-12.21%	-12.49%	-13.93%	-6.58%	11.80%	9.37%

The number of users and sessions decreased compared to April, but pages per session was up (15.5%) as was average session duration (20.2%). This trend indicates that the people who visited with the site were more engaged and stayed longer.



north lake tahoe

Source: Google Analytics May 1 – May 31, 2022



# SEO Maintenance

- May Updates
  - Fixed broken links (55 total)
  - Deleted old pages
  - Fixed events calendar plugin glitch
  - Updated HTML for /dog-friendly page



# Device


Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	57,138 % of Total: 100.00% (57,138)	56,299 % of Total: 100.14% (56,223)	68,014 % of Total: 100.00% (68,014)	69.81% Avg for View: 69.81% (0.00%)	1.92 Avg for View: 1.92 (0.00%)	00:01:22 Avg for View: 00:01:22 (0.00%)
1. mobile	33,419 (58.35%)	32,908 (58.45%)	40,280 (59.22%)	75.15%	1.60	00:00:58
2. desktop	21,884 (38.21%)	21,464 (38.13%)	25,472 (37.45%)	61.55%	2.41	00:01:57
3. tablet	1,971 (3.44%)	1,927 (3.42%)	2,262 (3.33%)	67.51%	2.13	00:01:44

- Most users continued to visit the site from mobile with over 58% of total visitors.
- Desktop visitors were the most engaged with 1:57 average time on page and 2.41 pages per session.



north lake tahoe

# Blogs



Arts & Culture Dining Entertainment Spring Summer Things To Do Towns Trip Idea


## ENJOY THE GREAT INDOORS OF NORTH LAKE TAHOE

North Lake Tahoe is known for picturesque weather, with over 250 days of bluebird sunshine, which makes for perfect outdoor recreation conditions. But occasionally, when spring showers or winter snow are falling, an escape from the elements is needed. Luckily, there's no shortage of indoor fun to explore as Mother Nature replenishes the splendors of outside. Photo: Thunderbird Lodge, Jarvis...

[READ MORE >](#)

[f](#) [t](#) [G+](#)

- Posted: 5/4
- Pageviews: 78
- Time on Page: 1:07



Arts & Culture Events Lake Activities Outdoors Things To Do

## Experience Drone Sky Shows and Celebrations from July 2–July 4, 2022!

Everyone is so excited that the 4th of July celebrations will be taking place in North Lake Tahoe again! This year, our region will be offering something different including drone shows, music, food, parades, and libations. It's a new way of celebrating our Nation's birthday, using a technological and...

[READ MORE >](#)

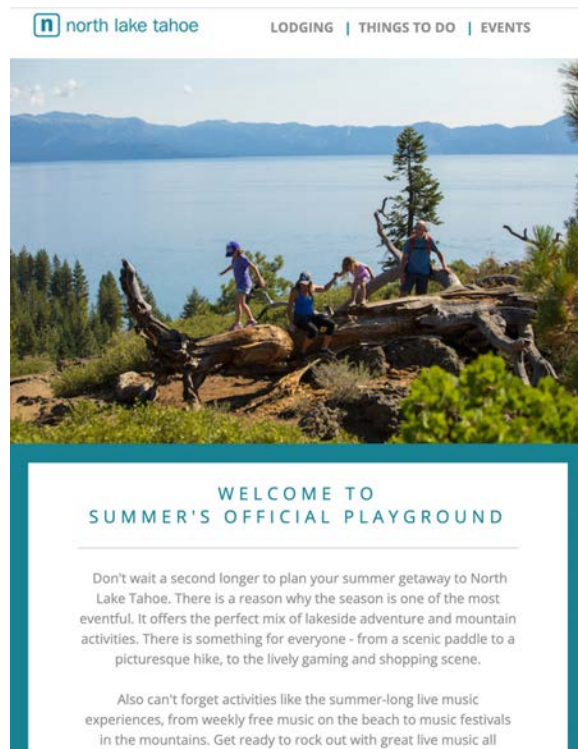
[f](#) [t](#) [G+](#)

- Posted: 5/13
- Pageviews: 231
- Time on Page: 4:09

# eNewsletters

Two enewsletters were sent out during the month of May. One of them highlighted summer planning, working from nature and promoting mid-week travel.

The second promoted in-market events and activities like Clean Up Day, Made in Tahoe and the summer long music series.

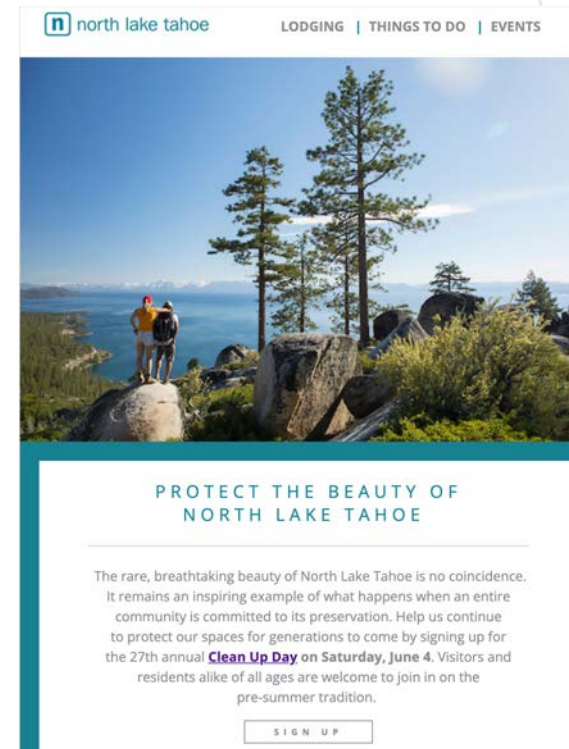


Winning subject line:  
"Connect In Summer's  
Official Playground"

Sent: 5/10

Open Rate: 27.3%  
(Industry Avg: 16%)

CTR: 0.83%  
(Industry Avg: 1.6%)



Winning subject line:  
"Adventure Soars In  
Summer's Playground"

Sent: 5/24

Open Rate: 28.9%  
(Industry Avg: 16%)

CTR: 1.2%  
(Industry Avg: 1.6%)



# CrowdRiff Insights

May 01, 2022 → May 31, 2022

Monthly | ▾




Engagement ... | ▾

?

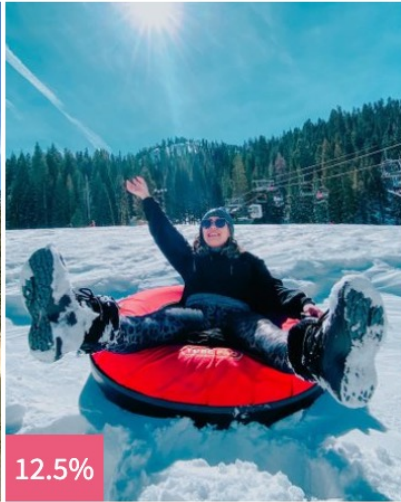
For the selected date range your galleries had a **41% engagement rate**.  
Your engagement rate is calculated from **956 interactions** and **2.3k views**.



## Top galleries

 Home Page Test	46.8% Engagement rate	2.0k Interactions	4.3k Views
 Wedding page	31.9% Engagement rate	51 Interactions	160 Views
 North Tahoe Eats	0% Engagement rate	0 Interactions	1 Views

# CrowdRiff Insights





A scenic photograph of a person in a red kayak on a clear, turquoise lake. The kayaker is wearing a yellow life vest and is positioned on the left side of the frame. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. In the foreground, several large, rounded rocks are visible. The right side of the image is framed by the dense, green foliage of evergreen trees. The overall atmosphere is peaceful and natural.

# Public Relations

## PR May Recap

- Pitching efforts primarily focused on education around responsible travel during Memorial Weekend trips, sustainability, hiking trails and Clean Up the Lake news.
- Augustine and Visit California also partnered with influencer [@suzionthemove](#), who shared North Lake Tahoe with her 64K followers.
- Secured three clips with estimated digital monthly visits of 7.49M and estimated digital coverage views of 115K.



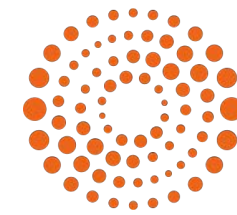
north lake tahoe



# Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
  - 4th of July Drone Show
  - Via Ferrata Routes
  - Responsible Travel During Memorial Day
  - Mother's Day Getaway
  - Sustainable Travel
  - International Water Safety Day (May 15)
  - California Tourism Month
- Highlights: AFAR feature on discovering Tahoe through hiking trails.
- Media Conversations:
  - Top-tier outlets and various freelance writers including *AFAR*, *Reuters*, *Backpacker*

**AFAR**



**REUTERS**

**Backpacker**



north lake tahoe

# Earned Media Results

- Secured Clips: 3
- Est. Digital Monthly Visits: 7.49M
- Est. Digital Coverage Views: 115K
- Coverage featured the July 4th drone show, 7 best Via Ferrata routes in the US and discovering Tahoe through hiking trails.



north lake tahoe

# AFAR

## Discover Lake Tahoe on Foot With These Incredible Hikes

By Suzie Dundas

May 27, 2022



Photo by 4 JS/Shutterstock

Views like these are found round every corner.

# Coverage Highlights

[The 7 Best Via Ferrata Routes in the US](#)

## Backpacker

ADVENTURE TRAVEL LONG TRAILS TRIPS BY NATIONAL PARK TRIPS BY STATE

Tips > Adventure Travel

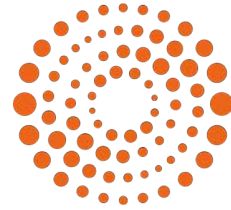
MEMBER EXCLUSIVE



### The 7 Best Via Ferrata Routes in the US

Get the summits on these "iron ways", no climbing experience necessary.

MAY 3, 2022  
MARK JOHANSON



[Fire Season Drives Demand for July 4 Drone Shows to Replace Fireworks](#)

## REUTERS

May 9, 2022  
6:23 PM UTC  
Last Updated 4 days ago

United States

### Fire season drives demand for July 4 drone shows to replace fireworks

By Daniel Trotta

3 minute read



May 9 (Reuters) - When the Caldor Fire raced toward the southern shore of Lake Tahoe last year, its 100-foot (30-meter) flames spread across the tree canopy. Miles away, towns on the north shore took notice.

In response, three communities on the California-Nevada border are switching from the traditional fireworks show for the U.S. Independence Day holiday this July 4 to a drone light show, a growing trend across the United States that has overwhelmed drone companies.

"The conversation we had was: 'Is throwing lit objects up into the sky in the height of the fire season the best thing for us to do?'" said Andy Chapman, president of the Incline Village Crystal Bay Visitors Bureau, which coordinates the July 4 show for Incline Village, Nevada.

With Western states enduring a historic drought, some towns are rejecting fireworks as a wildfire risk, even though nearly all civic fireworks displays are safely monitored by firefighters.

[Discover Lake Tahoe on Foot With These Incredible Hikes](#)

## AFAR

### Discover Lake Tahoe on Foot With These Incredible Hikes

By Susan Dundas May 27, 2022



#### North Lake Tahoe hiking trails

Easy: Picnic Rock

- Distance: 3.1 miles
- Elevation gain: +/- 738 feet
- Go for: Max reward, minimal effort

Many visitors to Tahoe are lured by photos of the "Monkey Rock" Trail in Incline Village, Nevada, but the best easy trail is just across the California border in Kings Beach. The [Picnic Rock](#) trail leads to a series of massive, mostly flat boulders above the trees, offering a perfect place for a picnic in the sun while looking out on the north shore. On most days, you can see the long, narrow ski runs of Heavenly Mountain Resort, 22 miles away. It's busy, but far less busy than sandy and dry Monkey Rock.

[Trailhead map](#)




north lake tahoe



# FAM Tour: Social Influencer Recap

- Instagram Post:
  - [Things To Do In Lake Tahoe \(Besides Hiking & Paddleboarding\)](#)
- Total Post Engagement: 14.2K likes; 100+ comments
- Social Media Following: 64K+
- Travel Dates: May 17-20, 2022
- Lodging: Mourelatos Lakeshore Resort



 **suzionthemove** Things To Do In Lake Tahoe (besides hiking and paddle boarding) 📌 Save this post for trip planning 📌

@tahoenorth is one of those places where no amount of time spent will ever be long enough 🍷

**PLAY**

- 🌲 @tahoetreetop
- 🚗 Tahoe Star Tours
- 🚣 East Shore Trail
- 🚣 Rent water rafts or bike Truckee River
- 🏞 Find hidden beaches and coves in North Lake Tahoe

**STAY**

@mlrtahoe has lakefront rooms and cabins in the forest.

**DINE**

@garwoodslaketahoe for some stiff cocktails & apps 🍷  
@zaslakefront for amazing views, wings, and beer or tap  
@rubiconpizza the white pizza is delicious 🍕

@visitcalifornia #visitcaliforniapartner



north lake tahoe



# Upcoming PR Initiatives

- Proactive media outreach pitching story angles focusing on mid-week visitation and responsible travel during summer season.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on education: fire safety, keeping the wildlife wild and overall sustainability, promoting the traveler responsibility pledge.
- National Pet Fire Safety Day (July 15)
- Continue to vet media and influencers and coordinate fall FAM tours
- Send next Call for Content



north lake tahoe



The background image is a scenic view of a turquoise lake. In the upper left, a person in a yellow kayak is paddling. The water is clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, there are dense evergreen trees with green needles. The overall scene is peaceful and natural.

# **Social Media**



# Facebook Overview

Data	April	May	MoM
Audience	130,242	130,211	0%
Impressions	2,590,081	2,008,885	-22%
Engagement	56,390	67,685	+20%


- Content continued to promote spring activities and lodging.
- CrowdRiff continued to be used to source lifestyle and landscape images throughout the region.
- In May, there were just over 2M impressions and 13K post clicks. While impressions decreased, there was an overall increase in engagements which is a positive indicator that content is resonating well.
- The most engaged audience was women ages 44+. The highest reached locations included Los Angeles, Houston, Sacramento and San Francisco.




north lake tahoe

# Facebook Top Posts


- Top Facebook posts included spring lakeside views.
- The post with the highest engagement rate featured a spring post with an image of the lake and a dock. Other engaging posts included a Know Before You Go post and a sustainability post.
- Facebook content generated 67K engagements and an overall engagement rate of 3.4% (benchmark 0.30%).

 **North Lake Tahoe**  
Mon 5/16/2022 5:02 pm PDT


Add a little spring to your step. The incredible views of the lake are unmatched. 🌞 <https://fal.cn/3oFwH> 🍷: @oldrangesteakhouse via @angela\_cecc




<u>Total Engagements</u>	2,603
<u>Reactions</u>	2,027
<u>Comments</u>	29
<u>Shares</u>	90
<u>Post Link Clicks</u>	23
<u>Other Post Clicks</u>	434

 **North Lake Tahoe**  
Fri 5/20/2022 5:08 pm PDT


The time is now to plan your North Lake Tahoe road trip. Before embarking on an adventure, check out our Know Before You Go Informational Guide which includes information on how to travel t...



<u>Total Engagements</u>	1,416
<u>Reactions</u>	903
<u>Comments</u>	32
<u>Shares</u>	73
<u>Post Link Clicks</u>	71
<u>Other Post Clicks</u>	337

 **North Lake Tahoe**  
Fri 5/27/2022 1:12 pm PDT

Memorial Day weekend is among us. With adventure around every corner in North Lake Tahoe, our landscape must be sustained by all our efforts. Take the pledge and join us in leaving no trace by...



<u>Total Engagements</u>	448
<u>Reactions</u>	311
<u>Comments</u>	3
<u>Shares</u>	24
<u>Post Link Clicks</u>	5
<u>Other Post Clicks</u>	105



north lake tahoe



# Instagram Overview

Data	April	May	MoM
Audience	83,722	83,748	0%
Impressions	1,310,956	324,428	-75%
Engagement	9,209	4,842	-45%


- Content promoted spring activities and lodging. Augustine also created custom content for spring.
- Content generated 324K impressions. There was a decrease due to boosted posts reaching less users at a lower frequency compared to April.
- The most reached audience was women aged 25-44. The highest reached locations included Reno, Sparks and San Francisco.




north lake tahoe

# Instagram Top Posts


- Top posts included landscape views.
- An Earth Day post generated 1,157 engagements and 25 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing spring recreation.


 **tahoenorth**  
Fri 5/20/2022 5:08 pm PDT

California or Nevada, you can have the best of both worlds by road tripping to North Lake Tahoe. Visit our Know Before You Go Guide for travel information. 📸: @elizabethandmarin




<b>Total Engagements</b>	<b>1,157</b>
Likes	1,126
Comments	6
Saves	25





 **tahoenorth**  
Wed 5/11/2022 5:41 pm PDT

Mother nature has a mind of her own. ❄️💙🏠:: @UCDavisTahoe




<b>Total Engagements</b>	<b>842</b>
Likes	826
Comments	7
Saves	9




 **tahoenorth**  
Fri 5/27/2022 2:13 pm PDT

Bask in remarkable views this Memorial Day weekend. With adventure around every corner in North Lake Tahoe, our landscape must be sustained by all our efforts. Take the pledge and join us i...



<b>Total Engagements</b>	<b>695</b>
Likes	679
Comments	2
Saves	14



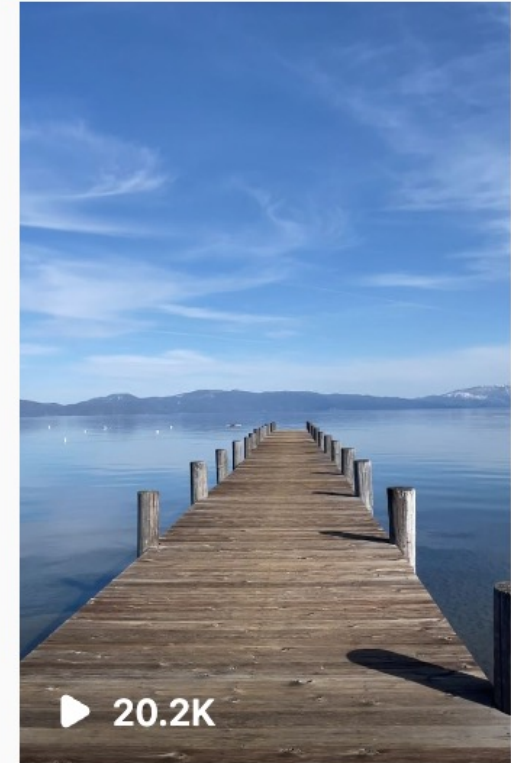
north lake tahoe

# Custom Content

- Custom content featured lakeside views.
- Augustine captured scenic videos to utilize for spring and summer reels.
- The reel generated 20K views and 1.5K engagements.



north lake tahoe



# Twitter Overview

Data	April	May	MoM
Audience	23,647	23,700	+0.2%
Impressions	19,201	12,317	-31%
Engagement	482	314	+66%

- Content continued to promote spring messaging.
- This audience increased this month, gaining 53 followers.
- Augustine will continue to provide news and updates on Twitter.



north lake tahoe




# Twitter Top Posts


- Top Twitter posts included weather updates, food and spring content.
- The snow update post generated 67 engagements.




north lake tahoe


 **@TahoeNorth**  
Thu 5/12/2022 12:33 am UTC

Mother nature has a mind of her own. ❄️ 🏠: @UCDavisTahoe  
<https://t.co/abNrDQcl2z>




<b>Total Engagements</b>	<b>67</b>
Likes	32
Comments	0
Shares	2
Post Link Clicks	3
Other Post Clicks	30
Other Engagements	0





 **@TahoeNorth**  
Tue 5/24/2022 12:08 am UTC

Add this stop to your Tahoe bucket list. ✅ The Dog and Bear Tavern 🍷 <https://t.co/VE9QWCJz1h> <https://t.co/7XZ6scJGjS>

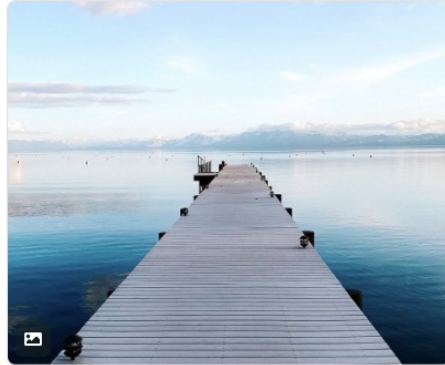


<b>Total Engagements</b>	<b>51</b>
Likes	5
Comments	0
Shares	0
Post Link Clicks	20
Other Post Clicks	26
Other Engagements	0




 **@TahoeNorth**  
Tue 5/17/2022 12:10 am UTC

Springing into the season. The incredible views of the lake are unmatched. 🏠: oldrangesteakhouse via angela\_cecc 🍷  
<https://t.co/s9hhq0zFN2> <https://t.co/Jv0EDDDFFh>

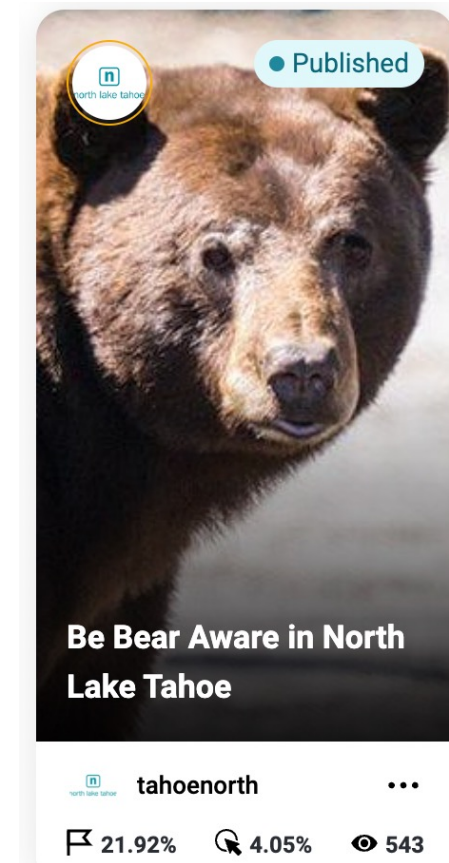


<b>Total Engagements</b>	<b>48</b>
Likes	17
Comments	1
Shares	3
Post Link Clicks	4
Other Post Clicks	23
Other Engagements	0



# CA Now Story

- Augustine continued to create California Now stories via CrowdRiff.
- The top story this month by was the Bear Safety story with 514 impressions and 31% completion rate (benchmark 34%).
- With upcoming giveaway challenges and summer in the region, we will continue to build out story content.



north lake tahoe



A person in a red kayak is paddling on a clear turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible on the bottom. In the background, there are dense evergreen trees. The scene is bright and sunny, with reflections on the water's surface.

# QR Code Tracking



# QR Code Results

- To date, there have been a total of 390 total scans, up 75 from April. This is the largest jump since the launch of the Traveler Responsibility Pledge last year.
- The additional scans came primarily from the additional codes generated for print ads.
- The sandwich boards continue to be the number one source of scans with 254 total.



north lake tahoe



A scenic photograph of a person in a red kayak on a vibrant turquoise lake. The water is crystal clear, revealing large, smooth, light-colored rocks at the bottom. Lush green evergreen trees line the right side of the frame, their branches reaching over the water. The overall atmosphere is peaceful and natural.

# Other Creative Projects



# Creative Projects

- Summer Campaign – additional creative to be completed and pushed live with the remaining tactics in June.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of family activities in June.
- Continuing to develop/update blogs monthly including topics of wildflower hikes, boating safety, TART Connect updates and fishing.
- Continuing to deploy enewsletters to consumer audiences and develop assets for MCC and Leisure newsletters.
- Executing new creative ideas and campaign activations including the campaign NLT + Me and NLT Challenge.
- Prepare Spartan deliverables in preparation for the event in September.



north lake tahoe



A scenic photograph of a person in a red kayak on a vibrant turquoise lake. The water is crystal clear, revealing large, smooth, light-colored rocks at the bottom. Lush green evergreen trees line the right side of the frame, their branches reaching over the water. The overall atmosphere is peaceful and natural.

# Industry Insights



# Industry Insights

- While the rise of virtual meetings will likely slow the return of corporate travel, workers newly untethered from the office offer upside. Laptop-lugging leisure travelers are taking more trips, and adding days and dollars to those trips. **More than half of these laptop luggers added three or more days to the duration of their longest leisure trip due to remote working. Working vacationers were more than twice as likely to increase the budget for their leisure trip as compared to 2019.** (Deloitte, “2022 Travel Trends Outlook”)
- COVID-19 is tilting the lodging landscape. **By the 2021 holiday season, more than four in 10 rental travelers say they have been introduced to the accommodation type for the first time during the pandemic.** Increased interest in alternative accommodations will likely continue to push hospitality providers to evolve. **In summer 2021, 28% of rental travelers stayed at one for the first time during the pandemic. By the holiday season, the number rose to 43% of rental customers choosing a private rental for the first time during the pandemic.** (Deloitte, “2022 Travel Trends Outlook”)



north lake tahoe

# Industry Insights

- Many higher-income Americans have fared well during the pandemic, and they have led the charge back to travel. Over the 2021 holiday season, **Americans earning over \$100,000 a year were nearly twice as likely to travel as those with income under \$50,000.** If the cost of travel increases, this trend could strengthen, and challenge business models targeted at budget travelers. But deal-seeking exists at all income levels, and there are no signs that lower-income Americans have lost their desire to explore. **Higher earners are not just spending like they always have—30% say they budgeted more for trips over the 2021 holiday season, compared to just 12% of lower-income travelers.** A large share of higher-income travelers attribute their expanded budgets to shifts that for many have been pandemic-driven: **workplace flexibility and reordering of personal priorities placing more emphasis on experiences over things.** (Deloitte, “2022 Travel Trends Outlook”)



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**THANK YOU**