



north lake tahoe

Departmental Reports
July 2022



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June 2022

Meetings & Conventions Report

TURNED DEFINITE

1. Accreditation Review Commission - June 2022 ARC-PA Executive Committee Retreat - 6/7/22-6/10/22, 30 rooms, 10 people
2. American Cotton Shippers Association - American Cotton Shippers-2022 Annual Convention - 6/13/22-6/25/22, 345 rooms, 200 people
3. HPN - 82824 - CA Meeting June 2022 - 6/16/22-6/18/22, 100 rooms, 50 people
4. Achieve Incentives & Meetings - 2022 Incentive Club Trip - 9/12/22-9/16/22, 310 rooms, 120 people
5. National Interstate Insurance Company - Move-CAP Advisory Board Meeting - 10/1/22-10/4/22, 106 rooms, 40 people
6. Air Movement and Control Association - 2022 AMCA Annual Meeting - 10/3/22-10/9/22, 354 rooms, 125 people
7. Society of Nuclear Medicine & Molecular Imaging - Western Region - Annual Meeting - 10/27/22-10/30/22, 225 rooms, 150 people
8. Wilderness Medical Society - Winter Meeting 2023 - 2/15/23-2/23/23, 585 rooms, 260 people
9. US SKI & Snowboard Association - 2/23/23-2/26/23, 80 rooms, 40 people
10. Distribution Contractors Association - 2026 DCA Mid Year Meeting - 7/11/26-7/17/23, 535 rooms, 200 people

NEW MEETINGS & RFPs DISTRIBUTED

11. Nike, Inc. - Nike LEM Offsite- North America - 7/20/22-7/29/22, 467 rooms, 90 people
12. HPN - 85407 - Team Building 2022 - 9/13/22-9/16/22, 45 rooms, 15 people
13. Stride - Health October Retreat - 10/9/22-10/12/22, 219 rooms, 75 people
14. HPN - 85214 - Incentive Trip 2023 - 1/5/23-1/10/23, 132 rooms, 44 people
15. Coherus BioSciences - 2023 Coherus Managers Meeting - 2/4/23-2/10/23, 258 rooms, 60 people
16. HPN - 78066V3 - BOD 2023 - 7/16/23-7/19/23, 33 rooms, 22 people
17. American Bar Association - 2023 Antitrust Leadership Summit - 8/5/23-8/12/23, 1,030 rooms, 300 people
18. HPN - 85510 - Ops Mtg 2023 - 10/20/23-10/24/23, 100 rooms, 25 people
19. Society of Gynecologic Oncologists - Winter Meeting 2024 - 1/23/24-1/28/24, 687 rooms, 300 people
20. HPN - 85441 - May 2024 Leadership - 5/5/24-5/10/24, 895 rooms, 275 people
21. SHiNE Dance Fitness - 2024 SHiNEcation - 6/6/24-6/9/24, 225 rooms, 75 people
22. Society of Gynecologic Oncologists - Winter Meeting 2025 - 1/18/25-1/23/25, 687 rooms, 300 people
23. HPN - 85445 - May 2025 Leadership - 5/4/25-5/9/25, 895 rooms, 275 people

NEW INQUIRIES

X2-1

1. Kaiser Permanente - KP, Platinum Circle - 8/20/23-8/23/23, 169 rooms, 50 people
2. Genetec - A&C Consultant 2023 - 9/24/23-9/30/23, 385 rooms, 100 people
3. Brookside Laboratories Inc. - 2024 Brookside Annual Meeting - 1/6/24-1/13/24, 939 rooms
4. The RP Group - RP Group Conference - 4/11/23-4/13/23, 315 rooms, 200 people
5. Verkada - Company Offsite - 3/2/23-3/4/23, 300 rooms, 150 people
6. Pollen - Utah - Sigma Chi - 10/21/22-10/22/22, 190 rooms, 380 people
7. American Society for Dermatologic Surgery - 2023 ASDS December Board of Directors Meeting - 5/30/23-6/5/23, 220 rooms, 95 people
8. Autodesk, Inc. - Enterprise Systems & Experience Directs Staff Offsite - 10/24/22-10/27/22, 665 rooms, 175 people
9. Wilson Perumal & Company - WP&C Company Meeting - January 2023 - 1/3/23-1/5/23, 150 rooms, 50 people
10. Rise up Kings - Elevate - 4/10/23-4/15/23, 117 rooms, 22 people
11. CustomInk - IHP Leadership Offsite August 2022 - 8/8/22-8/11/22, 113 rooms, 40 people
12. Structural Engineers Association of California - 2024 SEAOC Convention - 9/16/24-9/21/24, 605 rooms, 200 people
13. Pollen - CalPoly - Zeta Beta Tau - 2/17/23-2/18/23, 76 rooms, 150 people
14. Nevada Primary Care Association - 2023 Conference - 9/20/23-9/21/23, 156 rooms, 130 people
15. Northwest Public Power Association - Meeting - 3/7/23-3/9/23, 50 rooms, 55 people
16. National Wildlife Federation - NWF Annual Conference - 6/7/23-6/10/23, 794 rooms, 300 people
17. Novatech, Inc. - Circle of Excellence 2023 - 3/7/23-3/12/23, 218 rooms, 106 people
18. AppFolio - Mid-Year Club Incentive - 8/8/23-8/10/23, 65 rooms, 30 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Planning 22/23 Conference Sales Budget and travel calendar
 - Register for Connect Marketplace August 8-10
 - Newsletter sent 6/10 to 9,089 meeting planners, 22% open rate

SITE VISITS & SALES CALLS

- Site visit with (3) planners from Nike June 14-15

XA-2



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June 2022

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - o The California Cup June 1-4 in Sacramento
 - Travel Managers/Australia
 - Entire Travel Group
 - SkiMax/GolfMax
 - itravel
 - PacRim Media Group
 - Links Rez
 - BCGolfGuide.com
 - Grupo Mexjal
 - GolferToGolfer
 - Alest Voyages-American Connections
 - Travelzone
 - Visit CA Japan
 - Hana Tour, Inc.
 - Visit CA/Avia Reps Korea
 - United Airlines - Korea
 - Atlantic Link/Visit CA
 - GolfBladet
 - American Sky
 - Black Diamond/Visit CA UK
 - BMI Publishing/Selling Travel
 - Meeting Point North America
 - Flannagan's Golf Tours
 - Authentic Adventures Central CA
 - Champs Golf Travel
 - o IPW June 6-9 in Orlando, FL. [Leads](#) sent to NLT partners.
 - o IAGTO opening reception for golf tour operators June 20th
- Key Projects:
 - o Planning 22/23 Leisure Sales Budget
 - o Review travel trade contract with Gate 7 for representation in Australia
 - o Travel trade newsletter sent to 2,796 product managers and travel agents on 6/9, 25% open rate

Xb-1

June 2022 Monthly Report



north lake tahoe

June Executive Summary – Consumer Campaign

- With a continued focus on shoulder season travel, overall spend decreased from the spring campaign to the summer campaign which began in June. Despite the decreased budget, month-over-month TOS conversions and CTR remained flat, while CPC decreased 56%.
- Overall, the Jones Family ad group continues to be a top performer with Boomer Ben trailing slightly behind.
- Los Angeles was the only market to run consecutively month-to-month. This audience's paid search spend rose 35% from May to June, but KPI's increased substantially. Clicks and CTR rose 85% and TOS conversions increased 118% resulting in a 38% less cost per TOS conversion.
- Paid social saw significant increases in clicks (+37% to 5,983 total clicks) and CTR (+136% to 1.72%, with the industry average being just 0.9%), while seeing decreases in CPC and cost (a combined -69%).
- Paid search also continued to boast a high CTR of 6.43% (industry average is 4.68%) and the highest amount of TOS conversions.



June Executive Summary – MCC Campaign

- Compared to previous months, the MCC campaign paced slightly higher in June. The June campaign reported 17,969 additional impressions compared to May. However, there were 14 TOS conversions earned in June compared to 16 conversions in May. The drop in conversions could be due to more business travel hesitancy.
- Display continues to be the top tactic by far, earning 85% of total TOS conversions while video and social earned 15%.
- Due to minimal budget, paid social served very little impressions, and likewise, conversions. However, there was a significant difference in performance between Facebook and Instagram, with audiences much more engaged on Facebook. There were similar findings with Video, as LinkedIn had the majority of engagement.



June Executive Summary – National Paid Search Campaign

- A national Google paid search campaign was launched on 6/20 to focus on “Lake Tahoe” keywords. Keywords were broken out into four campaigns to include “Stay,” “Plan,” “Dine,” and “Play” in correlation with site structure and searches.
- Although all campaigns performed well, the “Play” campaign performed best, producing 803 clicks and a 11.53% CTR. Each of the four campaigns produced nearly 5,000 impressions and roughly 500 clicks.
- The campaign captured an incredible 10.32% CTR (industry average is 4.68%).
- Nationwide, California dominated with 50,119 website sessions in 11 days. Nevada, ranking second, followed far behind with 4,735 sessions. Texas, New York and Illinois also have noticeable data – an average of 2,433 sessions.



June Executive Summary - Website

- There were over 66K visitors to GoTahoeNorth.com in June, which increased from last month. This increase can be related to the new campaigns being launched for the summer months.
- Top locations followed suit with paid media campaign target markets, including Los Angeles driving the highest amount of visitors to the site of any other city.
- The homepage and seasonal page (summer) continued to garner the highest amount of pageviews due to paid media efforts. Users were most engaged with the 4th of July Celebrations (5:02) followed by the Reggae Fest Page (4:32).
- From a SEO traffic perspective, the number of users and sessions increased (+17%) compared to May, and pages per session was up (+1.6%) as was average session duration (+6.6%). This trend indicates that the website had more engaged visitors.



June Executive Summary - Content

- In June, one blog was posted including information on fishing.
- Two eNewsletters were sent out during the month of June. The first highlighted 4th of July drone show festivities, Tahoe beach clean up and the Shakespeare Festival. The second promoted three blogs (wildflower hikes, fishing and boat safety), Tahoe Public Beaches finder and fire safety information. Both had exceptionally high open rates (approximately 27% each with the industry average being just 16%) as well as very high CTRs (an average of 4% between the two with the industry average being 1.6%).
- CrowdRiff metrics increased a bit this month, most likely due to the addition of the NLT + Me Gallery.



June Executive Summary – PR Coverage

- In June, there were 12 secured clips with estimated digital monthly visits of 53.6M and estimated digital coverage views of 80.1K.
- Coverage featured the July 4th Drone Show, picture-perfect sunrise and sunset locations, the responsible traveler pledge, best summer beaches and outdoor California adventure.
- Pitching efforts primarily focused on sustainability, bike-friendly areas in the U.S., the 4th of July Drone Show, fire safety, North Lake Tahoe as a destination of the year and best places to view the 2024 solar eclipse.
- Augustine also collaborated on several articles, including one with *SF Chronicle*, continued to partner with Visit California and continued efforts to coordinate fall FAM tours.



June Executive Summary – Organic Social Media

- Facebook content in June promoted summer activities and lodging, with best performing posts featuring hiking, the Thunderbird Tour and the Hyatt Regency Lake Tahoe Resort. Facebook content generated 59K engagements and an overall engagement rate of 5% (benchmark 0.30%). There was an increase in overall post engagement rate by almost 2%. Impressions and engagement were lower in June than May, but this decrease was most likely due to less overall paid media.
- Instagram similarly focused on summer activities and lodging. The Thunderbird Lodging post in particular generated 1,814 engagements and 115 saves. Content generated 182K impressions, which was a decrease due to less in feed posts and less paid media efforts. Custom content featured dining in North Lake Tahoe, which Augustine utilized for the creation of summer reels. The reel generated 17K views and 476 engagements.



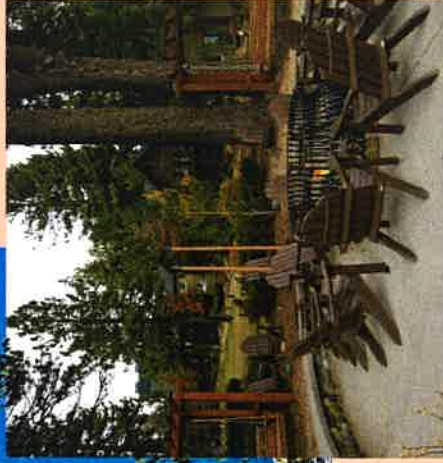
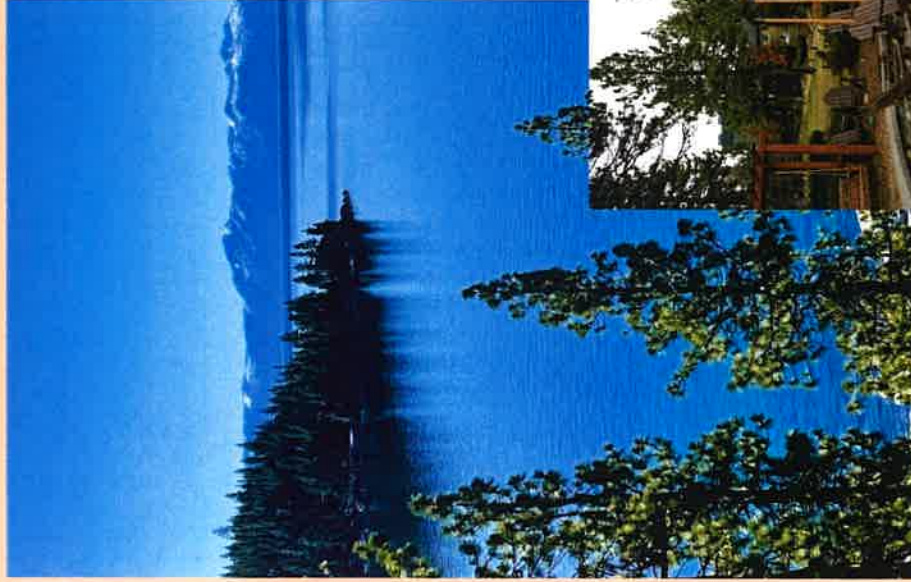
JUNE 2022 PERFORMANCE

TRAVEL NORTH TAHOE NEVADA



SOCIAL MEDIA





SOCIAL MEDIA OVERVIEW

In the month of June, Incline Village Crystal Bay Visitors Bureau highlighted things to do this summer including upcoming events and seasonal activities.

Engagement increased on Facebook for June. As final details for the Drone Show emerged, many users spent time in the comments asking questions and showing excitement for this new event. Due to this, there was also an increase in overall mentions on both networks.

As opposed to last month, video views went back up with an increase of 3,218.4%, which is attributed mainly to Facebook. This is due to how successful the Drone Show post, which was posted on June 13th, did especially well after being boosted. This ended up being the third top post.

97,372

Impressions (15.4% decrease)

8,394

Engagement (9.1% increase)

57

New Fans & Followers (2.4% increase)

FACEBOOK HIGHLIGHTS

The screenshots to the right indicate the top performing posts by lifetime engagement for June.

Total Impressions: 88,309

Total Engagement: 8,263

Total Followers: 1,013

- 34 New Followers



Incline Village Crystal Bay Visi...
Sat 6/25/2022 8:15 am PDT

We are so close to the inaugural Incline Village Crystal Bay 4th of July Drone show, and we have some event details to share! 🌟 Date an...



Engagement: 2,698

Impressions: 21,515



Incline Village Crystal Bay Visi...
Fri 6/10/2022 10:45 am PDT

It inspires us greatly to see thriving Tahoe businesses that are committed to making our lake accessible and sustainable. Take a look at



Engagement: 1,784

Impressions: 13,854



Incline Village Crystal Bay Visi...
Mon 6/13/2022 8:50 am PDT

We are 3 weeks away from the 4th of July Drone Show high above the baseball fields at Incline Middle School. 📸 Verge Aero, the be...



Engagement: 1,761

Impressions: 16,183

INSTAGRAM HIGHLIGHTS

The screenshots to the right indicate the top performing posts by lifetime engagement for June.

Total Impressions: 9,063

Total Engagement: 131

Total Followers: 1,446

- 23 New Followers



ivisorscenter
Sun 6/26/2022 10:25 am PDT

Happy 50th season anniversary to @LakeTahoeShakespeare!! Tickets are available now for #RenoTahoe's most...



Engagement: 24
Impressions: 390



ivisorscenter
Sat 6/25/2022 8:15 am PDT

We are so close to the inaugural Incline Village Crystal Bay 4th of July Drone show, and we have some event details to share! 🎆 Date an...



Engagement: 21
Impressions: 490



ivisorscenter
Tue 6/7/2022 8:15 am PDT

The patio at the Crystal Bay Casino is OPEN! 🎉 This Summer, Wednesday through Saturday from 11-7, enjoy cocktails, games,...



Engagement: 18
Impressions: 319

PUBLIC RELATIONS





PUBLIC RELATIONS OVERVIEW

In the month of June, The Abby Agency focused on creating a distributing a fundraising press release for the Inaugural Incline SkyShow.

The agency also coordinated interviews with Andy Chapman to talk about the importance of the SkySkow to promote sustainability in the region.

As we draw closer to the brand launch, the agency also created materials for the rollout of the new brand, including a factsheet, a launch schedule, a press release and an op ed. These materials will be used in July for the official launch or Travel North Tahoe Nevada.

232

PIECES OF COVERAGE IN
JUNE

211

SYNDICATED HITS IN JUNE

23.8M

TOTAL ESTIMATED COVERAGE
VIEWS IN JUNE

[Click here](#) for a full overview of all 2022 media coverage to date.

San Francisco Chronicle

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Most Popular

- COVID in California: first case of BA.2.75 subvariant detected in the state
- There's a simple way to cut your water use — but many Californians don't
- How to manage your dachshund — for livestock downturn
- Joe Lacob once had a deal to buy A&E, still has vision to keep them in
- Pet's Coffee takes the cultural appropriation approach to bubble tea

North Lake Tahoe ditching Fourth of July fireworks for new drone show

TRAVEL



Gregory Thomas
June 23, 2024 / Updated July 2, 2024 at 4 p.m.



Total S

A \$10.00
Peter H.
favorite
Latent Co

San Francisco Chronicle

Story Title: North Lake Tahoe is ditching Fourth of July fireworks for a new drone show

Date: June 30, 2022

Est. Coverage Views: 6.06M

Market: Bay Area

Featured: Andy Chapman quoted

xe-11

NBC BAY AREA



NBC Bay Area

Story Title: [Fourth of July Fireworks Display Replaced With Drones in Lake Tahoe](#)

Date: June 6, 2022

Est. Coverage Views: 1.2M

Market: Bay Area

Featured: Andy Chapman

THANK YOU

CONTACT

warren@theabbiagency.com

755 323 2977

theabbiagency.com