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**n** north lake tahoe

North Lake Tahoe Performance Report  
April 2017 through September 2017

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## INTRODUCTION

Staff at the North Lake Tahoe Resort Association (NLTRA) are pleased to present our Six-Month Performance Report - April to September 2017. This report documents our tourism marketing effort results, as well as showcases a variety of samples of our marketing and communications from our various departments. The North Lake Tahoe Resort Association's Tourism/Marketing Department is comprised of Marketing and Promotions, Consumer Website, Social Media, Public Relations, Special Events & Communications, Leisure Sales and Conference Sales. This six-month report covers the 4th Quarter of fiscal year 2016/2017 and the 1st Quarter of fiscal year 2017/18.

The 4th Quarter begins the transition period between winter and spring in the Tahoe Basin. However, due to the impressive amount of snowfall over the winter season, winter activities continued through much of April and May, and in one instance, continued well into summer with Squaw Valley operating long past the traditional season. Because of the strong winter snowfall, Lake Tahoe also reached its maximum level in early July, resulting in increased access to water activities, as once high and dry marinas and boat launches became accessible for recreational opportunities. Transient Occupancy Taxes (TOT) collected in Q4 increased 39% as compared to 2015/16 Q4 and resulted in the highest TOT collections on record for that period.

The 1st Quarter of FY 2017/18 represents the core period for our summer tourism season. Although high elevation trail access remained impacted due to the remaining winter snowpack and beach availability was diminished due to rising lake levels, visitors to the North Lake Tahoe area enjoyed great amenities, events and attractions to occupy their days and evenings. Efforts were initiated to drive awareness and visitation mid-week as weekend occupancy levels reached levels in the mid to high 90%. Increased domestic long-haul and short-haul air service into Reno Tahoe International Airport increased visitor trips with longer stays and higher per capita spend. According to the 2016 Economic Significance of Travel Report (Dean Runyan), visitors traveling by air to North Lake Tahoe increased 9.5% over the prior 2012 report period hitting \$242 per person/per day average spend with an average length of stay of 5.4 nights.

The organization's tourism efforts continue to be guided by the overall goals and objectives of the Resort Association's strategic plan and 2015 Tourism Master Plan. These efforts are guided by the Association's Board of Directors with input by the various community volunteer committees. We also recognize the efforts of our partnership with the Incline Village Crystal Bay Visitors Bureau, who we partner with in the North Lake Tahoe Marketing Cooperative to promote and market the entire North Lake Tahoe vacation destination to the traveling consumer. Through this report, we look back at all our tourism initiatives and projects from the past six months, but also, we use this report as a measurement to set the bar higher for the next period to come. We look forward to working with all our partners and serving our business community in the years to come.

Cindy Gustafson, President/CEO

## MARKETING AND ADVERTISING

Advertising efforts for North Lake Tahoe target two distinct groups of markets – drive and fly – depending on the season. Because spring and fall are considered shoulder season, the advertising efforts for these seasons target the drive markets who are already visiting North Lake Tahoe during the summer and winter. During peak seasons, advertising is targeted towards markets that can directly fly into North Lake Tahoe for longer stays and mid-week visitation. These markets are New York, Austin, TX and Los Angeles.

**The Spring campaign** continued the Human Nature campaign that was officially launched in the Winter 2016/2017. The targeted audiences for spring were the drive markets – San Francisco Bay Area and Sacramento – to encourage visitation from audiences that typically already visit the destination during the winter and summer. Marketing channels for spring included digital ads, social media ads, video ads, search engine marketing and email marketing.

**The Summer campaign** targeted the broader fly markets – New York, Austin, TX and Los Angeles – to drive mid-week visitation and longer stays from those who are traveling to North Lake Tahoe by air. The marketing channels continued to be digital ads, social media ads, video ads and search engine marketing and email marketing. Creative for this campaign continued to focus on the Human Nature campaign, which has been resonating well with audiences.

**North Lake Tahoe Conferences** have also seen a change in marketing efforts, with the Human Nature campaign adapted to this audience. The yearlong effort includes many of the same marketing tactics as the consumer campaign, with the imagery and messaging tailored to meeting and event planners and those looking for conference space and group activities.

### Overarching Consumer Media Strategy for All Seasons

- Target media to higher ROI consumers through audience personas
- Target drive/fly markets by seasonality

### Spring Campaign

#### Target Markets: San Francisco, Sacramento

Targeted Personas:

#### Workaholics

Demographics:

- Working professionals
- Age 25-49
- Higher Education
- Dual Income/No Kids

## Experiential Families

### Demographics:

- Adults 35-54
- Higher HHI
- Active
- Family first

## Outdoor Enthusiasts

### Demographics:

- Younger (18-24)
- Healthy eating and exercise
- Looking for great adventure
- Foodies

### Results:

The spring campaign resulted in serving over 21 million impressions and driving 22K users to GoTahoeNorth.com. This resulted in more than 4.1K book now conversions for an average cost per conversion of \$32.

Of the marketing tactics, animated display ads were responsible for the largest share of conversions (48%), followed closely by social media ads (46%). Social media ads also drove the lowest cost per conversion of any tactic (\$9), suggesting they provided the most overall value.

Compared to the Winter campaign, Spring featured a \$23 reduction in cost per book now conversion. While cost per click and cost per website session figures were higher this season, the cost per book now conversion figure is the most significant figure.

### Spring creative examples:

#### Digital Ads



Social Media Ad



Epic Conditions Await

Experience epic spring skiing conditions from the record-breaking snowfall this winter in North Lake Tahoe!

Spring Native Ad Images



## Summer Campaign

**Target Markets: Los Angeles, New York, Texas**

Someone older. Something new.

### Demographics:

- Older (45-64)
- Experienced traveler
- Semi to fairly affluent
- Professional, higher education

### Family Memories

#### Demographics:

- Adults 35-54
- Parents with kids old enough to experience same activities as parents
- Higher HHI to afford airfare, accommodations

### Outdoor Experience Seekers

#### Demographics:

- Adults 25-44, no kids
- Above average HHI
- Spend on experiences
- Participation with groups
- Value/affordability important but not overriding factor

### **Results:**

Overall, the summer campaign served a total of 14 million impressions, resulting in 17.7K website sessions and 6.5K book now conversions. This equated to a \$15 cost per conversion and \$4 cost per website visit.

Social media ads were responsible for the largest share of book now conversions (61%) and in turn drove the lowest cost per conversion. Display ads followed with 32% of all conversions and the second lowest cost per conversion.

Email and paid search ads, while driving less conversions than social media or digital ads, drove the highest quality web traffic. Users from these mediums spent the most time on the website and viewed the most pages per session.

Compared to the spring campaign, click through rates and cost per book now conversion figures both improved. Notably, cost per conversion figures improved by 54% during the summer

months. This is largely due to optimizations made to display and social media ads, including improved targeting and spend optimizations, new creative and different target markets.



**Summer creative examples:**

Digital Ads



Social Media Ad Images





Spring Native Ad Images



## PUBLIC RELATIONS AND DIGITAL MEDIA REPORT

The Public Relations, Social Media and Content Marketing efforts from April to September 2017 were focused on integration. As North Lake Tahoe has seen drastic increases in social media following, media visits and blog views, The Abbi Agency determined an overall focus on unified messages, themes and content to fit each platform would continue to position North Lake Tahoe as the premiere spring, summer and fall destination. The type of integrated content ranged from secret season adventures to in-market events, to overarching campaigns.

### **PUBLIC RELATIONS: April – September 2017**

**Total Placements: 177**

**Total Impressions: 503,638,069**

**Total Advertising Value: \$4,658,649**

**Objective:** Increase destination and visitation to North Lake Tahoe during slower shoulder seasons and create longer, midweek stays throughout the year.

### **Key Themes**

In order to successfully communicate the various offerings of North Lake Tahoe, all communications are grouped into four main categories.

- Outdoor Recreation, Activities & Adventure
- Family
- Health & Wellness
- Food, Culture & Dining

These messages are supported by two additional sub messages that support the destinations positioning.

- Events (includes conference, groups, meetings & weddings)
- Hotel and hotel packages
  - Shoulder season-specific
  - Mid-week-specific

### **Target Audiences**

In order to maximize public relations and social media efforts, The Abbi Agency focuses efforts around reaching four key target audiences, based on psychographic information and across our geographic targets, which include drive and non-stop flight markets. The four audiences are: Workaholics, Experiential Families, Outdoor Enthusiasts/Millennials and Meetings & Conference Market.

## **Integrated Marketing Communications Efforts**

### **Tahoe Local Luminaries Campaign**

To highlight the individuals, marquee events and key destination offerings of North Lake Tahoe, The Abbi Agency created a six-episode series (Local Luminaries) to showcase local lives and passions. What connects these individuals and their stories is that they make or do something that a visitor can experience themselves. Viewers follow local tips and lifestyle perspective while also engaging on a deeper level.

The campaign connected individual brand experiences with ambassadors to bring a personal connection to each of North Lake Tahoe's brand pillars. These pillars and ambassadors were:

- Brand Experience: Culinary (Marquee Event: Autumn Food & Wine) – Chef Douglas Dale
- Brand Experience: Music/Entertainment (Marquee Event: WinterWonderGrass) – Jenni Charles of Dead Winter Carpenters
- Brand Experience: History/Culture/Arts (Marquee Event: Lake Tahoe Concours d'Elegance) – Bill Watson of the Thunderbird Lodge
- Brand Experience: Outdoor Recreation - spring (Marquee Event: Spartan Race) – Adrian Ballinger and Emily Harrington
- Brand Experience: Outdoor Recreation - winter (Theme: Learn to Ski/Ride Month – January) – Lila Lapanja of Diamond Peak and U.S. Ski Team
- Brand Experience: Work/Play and Bleisure (Business & Lesisure) (Theme: Women in Leadership; Kick-off to the 2017/18 winter ski season) – Nadia Guerriero of Northstar California

While video content was developed as the centerpiece of the Tahoe Local Luminaries Campaign, many other elements were developed for integrated promotion of the campaign including a press release and fact sheet, social media takeovers and Facebook Lives, dedicated website pages, spotify playlists, blog series and newsletter features.

The campaign has seen success in many forms, the strongest of which has been the community and public connections that have been developed between the individuals of North Lake Tahoe and its potential visitors. Specific campaign results include:

- Total Social Media Impressions: 430,174
- Social Media Reach: 345,089
- Social Media Engagement: 5,448
- Combined Video Views: 148,915
- Increased Web Traffic: 3,389 pageviews on Luminaries content (1.2% of overall web traffic)
- Blog Shares: 1,000
- Facebook Growth: Up 4.1% since previous date range
- Instagram Growth: Up 3.1% since previous date range

- Public Relations Placements: Moonshine Ink; Tahoe Weekly; Wall Street Journal; Good Day Sacramento; Tahoe Quarterly; Chicago Tribune; Baltimore Sun; Sierra Sun

### **Wanderlust Event Promotion (May – July 2017)**

The Abbi Agency worked with Wanderlust Squaw Valley to provide features of the event through public relations, social media, and digital content. All outreach and efforts positioned the event within North Lake Tahoe's key theme of wellness, and The Abbi Agency worked closely with Wanderlust's team to provide PR support. In addition, 4 members of The Abbi Agency attended Wanderlust for in-person social media promotion and engagement with attending media.

In total, 7 placements were secured on behalf of Wanderlust Squaw Valley and North Lake Tahoe, accumulating an estimated \$54,306 in publicity value. These placements included features in 7x7, NBC Bay Area, East Bay Times and the Mercury News.

The Abbi Agency also incorporated Wanderlust's wellness messages and promotion of the event into social media content, featuring the event 12 times across North Lake Tahoe channels for a total of 105,000+ impressions and 3,500+ engagements. Among these features were a social media giveaway, Instagram takeover and Facebook Live feature, leveraging engaging formats of social media promotion in order to promote the event. Additionally, the event was featured in 2 blog posts on the North Lake Tahoe website and in 1 newsletter, continuing the cohesive wellness messaging throughout all platforms.

### **Autumn Food & Wine Event Promotion**

Lake Tahoe Autumn Food and Wine is one of the most iconic food and wine festivals of the region. As it celebrated its 32<sup>nd</sup> Anniversary, North Lake Tahoe launched a supporting integrated public relations campaign including media outreach, press trip planning, social media promotion and social media advertising. From a messaging standpoint, The Abbi Agency focused on experiential dining within the natural backdrop of North Lake Tahoe.

In total, 19 placements were secured on behalf of the Lake Tahoe Autumn Food & Wine and North Lake Tahoe, accumulating an estimated \$23,877 in publicity value. Placement highlights include NBC Bay Area, NBC Los Angeles, Forbes Travel Guide Blog, and Edible Reno-Tahoe. In order to grow media awareness for future years, 12 media were hosted at Autumn Food & Wine events. One representative from The Abbi Agency was on-site for one day of the event to provide North Lake Tahoe messaging to attending journalists and answer media questions that arose.

In order to highlight additions to the event, the Agency wrote a press release and blog, as well as featured the event once in its newsletter.

Engaging directly with followers on social media was an important component in pre-promotion of the festival and during the festival. Social media posts were boosted and two tickets were given away via a newsletter campaign. Results are listed below. As well, leading up to the event weekend, one representative of The Abbi Agency attended the Mountain Kids Cook-off for social sharing promotion in real-time ahead of the event.

#### Social Media Giveaways:

The Abbi Agency launched an Autumn Food & Wine giveaway via the North Tahoe Facebook page, giving away a pair of tickets and driving email newsletter sign-ups. Additionally, The Abbi Agency executed an Instagram ticket giveaway to engage followers on both platforms. Results for the campaign included:

Social Media Users Reached: 54,000

Facebook Email Entries: 246

Instagram Entries: 430

#### **Spartan Race World Championship Event Promotion**

In order to drive awareness locally and regionally of the Spartan Race leading up to the event, The Abbi Agency used a three-pronged approach, focusing heavily on content and social media:

1. Use the Spartan Race messaging to promote the message of North Lake Tahoe as a high-altitude training destination
2. Promote the World Championship event prestige, and North Lake Tahoe's status to host this high-caliber event
3. Introduce athletes and other Spartan Race World Championship event visitors to other aspects of North Lake Tahoe as a vacation destination

On social media channels, 10 posts were shared to promote the event, contributing to 113,685 social media impressions and 1,435 social media engagements. Within these posts, The Abbi Agency promoted the Spartan Race World Championship through a Facebook Live, promotion of original Spartan Race Itinerary, and other high-altitude training features.

The Abbi Agency also promoted the Spartan Race World Championship via owned North Lake Tahoe channels – the blog and email newsletter. The Abbi Agency developed an original “Spartan Itinerary” to live on the North Lake Tahoe blog, and repurposed the “High Altitude Training” blog from last season’s Spartan Race World Championship. In addition, the Spartan Race World Championship was the event selected for tie-in with high-altitude training local luminaries Adrian Ballinger and Emily Harrington, and all promotion of their specific luminary content tied back into Spartan Race World Championship.

## **Southern California Media Missions**

Public relations efforts thrive when personal relationships are developed with key media individuals. To break into the Southern California non-stop flight market more effectively, The Abbi Agency built relationships with a new media market through one-on-one, in person meetings with publications throughout Orange County, San Diego and Los Angeles. With a growing direct flight market from these airports, The Abbi Agency identified an opportunity to engage with audiences who could make a last-minute, budget-friendly flight decision in visiting North Lake Tahoe.

During meetings with publications, The Abbi Agency introduced North Lake Tahoe's brand pillars, and specifically previewed the 2017/18 winter season, spring dual sport days and shoulder season themes.

Publication pillars included luxury, family, arts and culture and traditional travel outlets. Each was strategically selected based on audience alignment with North Lake Tahoe's target personas and pillars.

Through the effort of Southern California Media Missions, The Abbi Agency met in person with 12 journalists and connected with another 7 via phone and email.

## **Public Relations Results**

The Abbi Agency facilitated a continual flow of information to our audiences through media, and directly via blogs, newsletters and social media. In total, during the period from April 2017 through September 2017 the agency wrote and distributed 13 press releases, wrote 23 blogs and garnered email open rates of 12 percent on the North Lake Tahoe newsletter.

In total, the agency was able to secure 177 placements totaling \$4.7 million in publicity value with a reach of 503.6 million. Key messages included:

- Bay Area: Extending weekend getaways; last-minute travel decisions
- Southern California: Deals; Offerings for the whole family; Bleisure
- Travelers
- Spring: Dual Sport Days; Wellness
- Fall: Ale Trail campaign; Secret Season; Local Food/Harvest
- Events: WinterWonderGrass; Wanderlust; Autumn Food & Wine; Spartan Race
- Destination Focus: New York City; Southern California; Chicago; Bay Area

Of the placements secured, 98% were positive in nature. The agency was able to increase positive media coverage and impressions due to its focus on providing high quality content through its media outreach. With many multimedia assets developed from previous campaigns (Tahoe Local

Luminaries, North Lake Tahoe Ale Trail, etc.) placements often more prominently featured more information about North Lake Tahoe and reached its target audiences more effectively, with 96% of media coverage directly reaching target audiences.

For a copy of all 2017 placements including print, broadcast, and online visit <https://coveragebook.com/b/1623e08d>

Coverage of the region remained consistent in key markets through media outlets, including: *San Francisco Chronicle*, *NBC Bay Area* and *7x7*. In addition, The Abbi Agency worked with many top tier journalists and outlets, including: *Smart Meetings*, *DuJour*, *HuffPost* and *Mountain Living*.

While the team excelled in media outreach, their personal and hands-on approach with journalists proved to be extremely beneficial. The Abbi Agency continued to enforce best practices when working with journalists digitally or in person through a press trip. While enforcing the revised press trip standards, the agency arranged 27 media FAMs that included 27 qualified media participating and representing 41 outlets.

The Abbi Agency also attended key media events to engage with targeted publications. Rural Roundup, hosted annually in Nevada during the month of April, encourages tourism throughout the state, provides educational workshops and the opportunity to network with other tourism officials. Two team members from The Abbi Agency attended to create key media and tourism industry relationships. The agency participated in a TravelNevada Media Event in the Southern California market in September 2017 on behalf of North Lake Tahoe. The agency networked with over 50 journalists and tourism agencies at the event.

# Public Relations Examples

**DEVELOPING: Mexico City Earthquake Coverage**

4th Home News Team Weather Entertainment

**worth the trip**  
OUR DAILY LOOK AT DEALS AND GETAWAYS

**Lake Tahoe Autumn Food and Wine Festival**  
Night away in a lovely alpine setting, over the second weekend in September.  
By Alexis Gray Parker



**TRENDING STORIES**

- Trump Will Hit by 100 MPH Wind at Nuclear Shutdown
- Market's Wedding Worries: Main Threats of Karabach Show
- Lakers Announce What Company's Logo They'll Wear on Jerseys
- Pony Rental Homeowners Face Criminal Charges
- No Children Believed to Be Trapped in Mex. School Official

**WEATHER FORECAST**  
Los Angeles, CA  
71° Clear  
71°

**32ND ANNUAL LAKE TAHOE AUTUMN FOOD AND WINE FESTIVAL**... is just about 48 hours away over the second weekend in September...  
**"EXPERIMENTAL DINING & TASTINGS"**... Finding a foodie locale that isn't too heavy on the expectations, traditional ingredients, or popularity? It's not always easy...  
**TICKETS**... are a bit scarce for this colorful scene, so you don't feel denied if you can't see it all.

**DUJOUR** NEWSLETTER

NEWS STYLE BEAUTY CULTURE LIFESTYLE DESIGN REAL ESTATE

HOME - Lifestyle - The Weekender: Lake Tahoe



**The Weekender: Lake Tahoe**  
Explore the beauty and summer activities this breathtaking freshwater lake has to offer.  
Written by Elise Peterson

Before visiting Lake Tahoe, you might picture it as a ski town that goes dormant in the summertime off-season. As it turns out, there is plenty to do at the Lake after the snow has melted between the hiking and mountain biking trails, inner tubing on the Truckee River, and simple paddle boarding. There's no shortage of world-class restaurants. And for the more outgoing, diving and hospitality options from the Ritz-Carlton to nearby resorts offer a steady stream of creative endeavors. Here, we've created a guide to spending the weekend at this magnificent Californian destination.



**Saturday morning:** On the way into Lake Tahoe, check out Square Valley's **CoDabag**, which opened in February and offers everything from labia to the perfect egg on avocado toast, breakfast croissant sandwich, and a

**STORIES DUJOUR**

- Preview Christie's Online Jewels Sale 2017**  
Shop stunning pieces from Bouché, Cartier, Van Cleef & Arpels and more now.
- Ask a Wedding Expert: Black-Tie Tips**  
The designer behind Pamela Roland reveals her best wedding advice now.
- Thomas Jack on Starting Over Musically**  
The Australian DJ who once was the hottest beat for tropical house music is ready for the bigger and better sounds now.
- Adam Miller's Guide to The Hamptons**  
See where this business as usualer spends his time on East on Long Island now.
- All the Must-See Fashion from Afrupton Music Festival**  
Take a look at this hype-making music festival through photographer Kell Diez's lens now.
- Tour a Top Model-Approved New York City Abode**  
Original *Elite* guest Beverly Serrano takes to models and influencers like Aqua Chung now.

**San Francisco Chronicle** Travel

**Ritz-Carlton, Lake Tahoe, opens exclusive lakefront clubhouse**  
By Jesse Cooper | 7/27/17, 10:57 AM



When the Ritz-Carlton, Lake Tahoe, opened at the Northstar ski resort in 2009, it was seen as the region's first five-star hotel. But its fortunes tanked due to a double downturn: the economy and snowfall.

Now that both droughts are apparently over, the Ritz is making a new splash with the debut of the Lake Club. Open since late June, the private lakefront building at Tahoe Vista costs guests an additional \$250 per adult to use (free for accompanying children). To return, guests have access to a private jet, a boat with lounge chairs, a hot tub and, in the two-story clubhouse, spa-style locker room, a living room, lounge and signature deck. Daily occupancy is restricted to a maximum of 40 guests, who are strongly encouraged to use the resort shuttle, about 30 minutes each way, due to limited parking on site.

Open from 10 a.m. to 9 p.m. daily, the club offers a complimentary horseshoe back from 11 a.m. to 3 p.m., with needed towels available at other hours. House beer, wine and soft drinks are also free, cocktails (\$16) and other libations are not. The entrance fee also covers use of a handful of private boats, a motorized row boat at the pier, ready to shuttle guests to waterfront and boat rentals.

Fedelihood and kayak rentals are available from the nearby public (and sandy) beach, Tahoe Vista Recreation Area — something all guests have access to, for a free parking fee.

— Jesse Cooper

**HUFFPOST!**

**This May Be The Bluest Place In The Country, But That's Not The Best Part**  
By Deborah Shashidhar, Contributor



I know my head back laughing harder than I had in a good while. Maybe it was the 20-minute rapped-voiced water playfully called "jam" we performed in a second — or was it that I'd signed, had to say that moment I realized I had found the one beauty of this place. It was hidden in the states, and the people not the water.

It all led when I heard that Lake Tahoe might just be the bluest place in the country. A few hours out of Reno means I had to find out for myself I was connected with the Tahoe. Which I was later able to confirm in the bluest side of the lake, and as the plane descended, the color did increase in vibrancy as the miles between us decreased.

I was on a quest to live like a local for five days and really dig into the area's culture and history. My lack of previous knowledge — or that of completion — made me open to receiving whatever the new discovery would bring me. A piece of self-awareness, new friends, or maybe just some new perspective.



**TREASURES**

- Paul Manafort's House Raided By FBI Agents in July
- Billy Crystal Runs Trump Campaigner With Trump's Own Words
- Conservative Club in GOP Campaigns At Town Hall: 'You Don't Run'
- Tiberius Scaevola To Defeat North Korea Timeline As Trump Brings About U.S. Victory
- Jeffrey J. Lebesch Covers Trump's Sidelined Issues & John Castle Pointing

The Heidi Guide: 4 Fine Wine Festivals in the Mountain West

## 4 Fine Wine Festivals in the Mountain West

By Heidi Kern-Schwartz



Summer is a nice time to enjoy wine, and there are plenty of festivals in the west where wine is celebrated with good food and events. Without further ado, here's a list of four fine wine festivals in the west you may want to visit.

### Sun Valley Wine Auction: July 20-22, 2017



## The HEIDI Guide

### About This Blog



Heidi Kern-Schwartz is the founder of Heidi's Guide, the place for embarking festival and travel ideas. As the "Mayor" of Heidi's Guide and a travel writer, Heidi travels the Rocky Mountain States and beyond in order to introduce her readers to places in the region, adventures that are just a road trip away.

### Recent Posts:

- Colorado Escapades for Adventure Seekers | Comments
- How to Find Top-Crochet Shops in the Colorado High Country | Comments
- Where to Watch the Eclipse in the West | Comments
- 2 Responsible Colorado Road Getaways | Comments
- 4 Fine Wine Festivals in the Mountain West | Comments
- How Luxury Lodging is Well | Comments
- A Colorado Summer on the Water | Comments
- What to Do This Summer in Southwestern | Comments
- Dinner on Expedition: Tulum in the West | Comments
- Car Shows in the Rocky Mountains | Comments

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## The new Ritz-Carlton Lake Club offers unmatched luxury in Tahoe

By 7x7 Partner Jul 24, 2017

Like us on Facebook



With the opening of new Lake Club, The Ritz-Carlton, Lake Tahoe, on the shores of North Lake Tahoe, comes the promise of unprecedented luxury on the waterfront and marries the The Ritz-Carlton's well-loved mountainside experience with fun on the beautiful lake.



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### Most Popular



Barbecue: The 11 Hottest Hot BBQ Joints in San Francisco



Hillside With Drinks: 5 Bay Area Trails That Have Bars at the End

## SOCIAL MEDIA

**New Fans and Followers: 12,860**

**Total Fans and Followers: 189,231**

**Total Engagements: 673,118**

**Total Impressions: 24,197,072**

The overarching social media posting strategy for North Lake Tahoe channels has continued to be highlighting unique regional locations and specific activities around the lake. During 2017, The Abbi Agency has worked to turn North Lake Tahoe social media channels into not only a visually-immersive experience, but into a resource and tool for potential visitors to plan their trips. The agency has worked to take “pretty scenic photos” to the next step, sharing rich content that will be referenced and used by our followers on a long-term basis. To this end, the agency has worked to create content that our followers will save and share for future use.

The Abbi Agency has also focused on using ambassadors to share the social channel message through user-generated content campaigns and account takeovers. Across all channels, the hashtag #TahoeNorth is used to populate posts relevant to North Lake Tahoe.

Individual channels have a different focus and strategy, each with a unique digital contribution to the overall North Lake Tahoe brand:

- Facebook: A resource for information about events and locations around the lake, campaigns and contests, weather updates, scenic imagery and videos, live video feeds from events and around the lake, resort amenities and deal highlights.
- Instagram: Strictly visual and focused on highlighting unique, iconic locations around North Lake Tahoe as well as activities for visitors and locals to enjoy, and individual user experiences through user-generated content (UGC) and Instagram takeovers.
- Twitter: A news source that promotes real-time events and informational updates about the region. Visual content performs extremely well on Twitter, per industry data, and photos and videos have been incorporated to this channel to capitalize on this opportunity.
- YouTube: Home to original video content, human-powered sports activities centric to the Lake Tahoe Region, and event highlights/recaps.
- Pinterest: Visually driven and focused on highlighting locations, events and activities in North Lake Tahoe.

In addition to managing, monitoring and posting to each of the five channels above, The Abbi Agency team creates advertising campaigns, contests and campaigns to increase engagement and drive additional followers to the page. With an overarching goal of increasing database contacts and growing destination ambassadors, the team works with graphic artists, writers and

digital strategists to create compelling, one-of-a-kind tools for North Lake Tahoe. Examples include:

### Real-time Content: Instagram Stories and Facebook Live Broadcasts

In the social media space, real-time content has become the most valuable in terms of driving engagement and impressions from social media followers. The Abbi Agency has worked to incorporate real-time content over the past fiscal year, sharing North Lake Tahoe's brand messages through Instagram Stories and Facebook Live Broadcasts.

Instagram Stories allow for real-time posts that disappear from social media follower accessibility after 24 hours. The Abbi Agency has worked to publish multiple "stories" during any opportunity when team members are in-market for events, partner meetings or other purposes. Additionally, The Abbi Agency has removed date stamp from evergreen photos and published those whenever possible. Instagram stories mass an average of about 5,000 views per story, providing a high return of engagement for the efforts put into the platform.

Facebook Live Broadcasts allow for real-time engagement and interaction, immersing the audience directly in the destination experience. The Abbi Agency has incorporated Facebook Live Broadcasts into North Lake Tahoe's regular posting strategy, harnessing any opportunities that will translate effectively into a real-time promotion piece. During broadcasts, The Abbi Agency works to engage with followers in real-time, answering questions, building engagement and creating a desire to visit among our target audiences. Between the months of April to September, The Abbi Agency executed 17 Facebook Live broadcasts, resulting in over 150,000 cumulative views and high levels of real-time engagement from followers.

The top-performing Facebook Live video, from an organic reach and engagement perspective, was the Thunderbird Take-off Video from Concours d'Elegance. This video alone resulted in 11,000 organic views, 24,900 organic reach and over 1,200 engagements from Facebook users.

### Immersive Video Content: 360-Degree and Drone Footage

Another critical trend The Abbi Agency has adopted into the overall North Lake Tahoe social media strategy is immersive video content. Social media users engage heavily with immersive video content, which allows them to feel as though they are taking part directly in the destination itself.

360-degree videos allow social media users to engage with the video in a way that makes them feel as though they are inside the video scene itself. The Abbi Agency strategically featured North Lake Tahoe partners within 360-degree videos, promoting them creatively to social media audiences. The top-performing 360-degree video was a feature at the Hyatt Regency Lake Tahoe beach, which amassed 21,957 views and reached 69,253 social media users.

Drone footage also performs extremely well on social media, giving social media users a stunning birds-eye view of the destination. The Abbi Agency used drone footage to promote the Tahoe

Luminaries Campaign creatively, tying into each individual luminary story. The top-performing drone video was a video of the Thunderbird Boat, reaching 17,012 Facebook users and amassing 7,356 views.

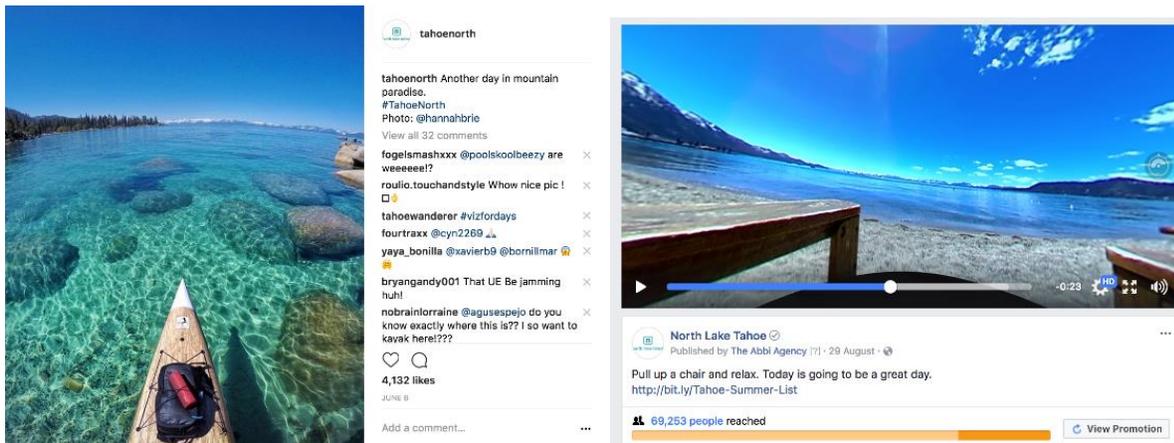
### Social Media Giveaways and Contests

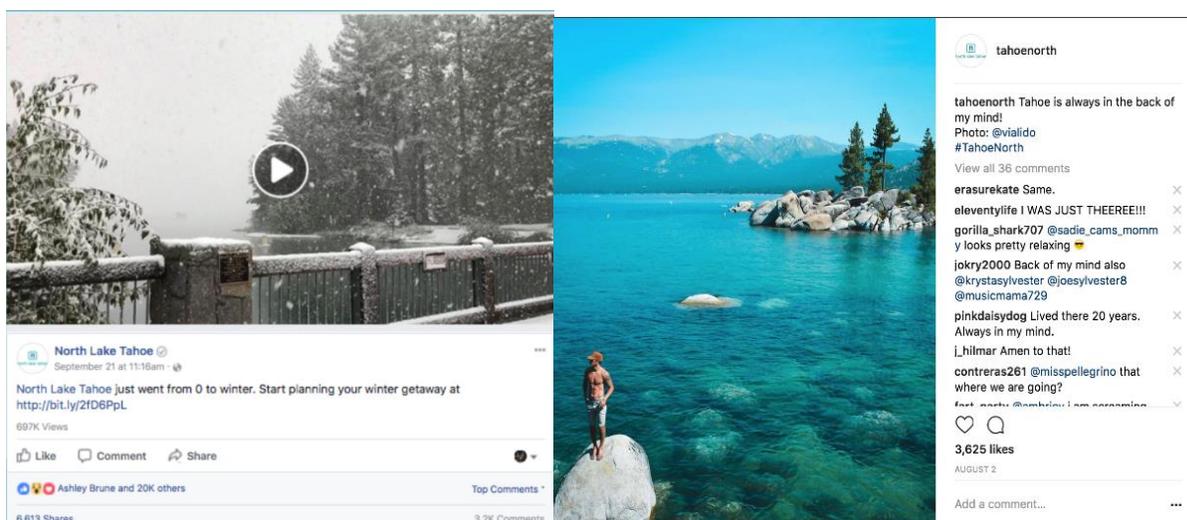
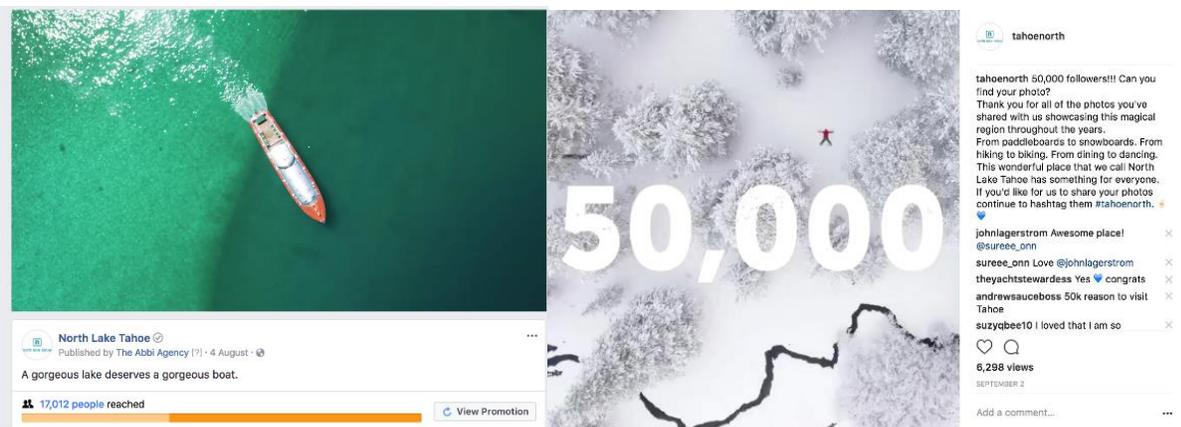
Social media giveaways are a tactic The Abbi Agency employs regularly to encourage “rich engagements” – comments, newsletter subscribers and user-generated content, as a few examples. While giveaway posts do not always receive the most “likes” or passive engagements from social media audiences, they do provide valuable engagement to help show up more in users’ feeds.

The Abbi Agency frequently executes giveaways and contests through North Lake Tahoe social media channels in order to drive engagement, increase newsletter subscribers and encourage on-brand user-generated content submissions. During this period, The Abbi Agency coordinated and executed 4 different giveaways and contests on Facebook and Instagram which resulted in a total of 59,315 impressions and 494 entries. These giveaways and contests include:

- Autumn Food & Wine Email Entry Giveaway, Facebook & Instagram
- Shakespeare Ticket Giveaways, Facebook & Instagram
- 50,000 Instagram Followers Giveaway, Facebook & Instagram
- Broken Arrow Sky Race Giveaway, Facebook

### Social Media Examples





## **North Lake Tahoe Newsletter/Blog**

On a regular basis, The Abbi Agency crafted new content for the North Lake Tahoe blog and newsletter, featuring events, giveaways, announcements, and brand pillar information in a strategic way to online audiences. Whenever possible, this quality content was crafted in “listicle” and itinerary-driven formats, as both of these formats perform the best with North Lake Tahoe’s online audiences. A total of 23 blog posts were published to the website, and these blog posts contributed to 21,590 page views on the website and 7,332 social media shares.

The Abbi Agency also managed the North Lake Tahoe direct email database, sending regular monthly emails to engage the database on an ongoing basis. To encourage higher levels of newsletter engagement, The Abbi Agency worked with Augustine Ideas to redesign the newsletter and transfer from MyEmma to MailChimp, allowing for higher levels of email flexibility and engagement.

## EVENTS AND COMMUNICATIONS

The North Lake Tahoe Resort Association facilitates a Special Event Partnership Funding program for annual special events in the North Lake Tahoe region. Submissions are accepted once a year for events that take place in the subsequent calendar year. Following the application and evaluation process, a variety of events are awarded funds from an allocation of \$50,000 collectively. Special Event Partnership Funding is earmarked for events that occur in Placer County and have a history of or the potential for, attracting overnight visitors to Placer County. The program is a marketing opportunity, providing a financial resource for events to broaden their advertising and promotional efforts that would otherwise not be possible. Special Event Partnership Funding is not intended to supplement event production expenses or to augment net income.

Increasing communications internally and with regional partners has been a goal in the 16/17 fiscal year. Efforts that have been implemented to accomplish this include the following:

- Highlighting earned media by the NLTRA in the weekly Biz Bytes Newsletter
- Reporting Conference Sales leads and bookings in the weekly Biz Bytes Newsletter
- Created a new content collection form which is being sent to regional partners on a quarterly basis to ensure North Lake Tahoe is communicating partner messages accurately and within a relevant time frame
- Implemented quarterly communications to business partners and local public service agencies to notify of sponsored events in the region that could impact the community

### EVENT RECAP

#### Tahoe City Wine Walk

*June 17, 2017*

**Funded: \$2,000**

Attendance:	780
Out of Town Participants:	287
Average Night Stay:	1 (estimate)
Average Economic Impact:	\$18,323
ROI:	9:1

#### **Results:**

Ticket sales were the highest in the past 7 years. According to the survey results (only 50 respondents) 37% were from Sacramento or the Bay Area. Of those, 67% stayed in a rental home

or hotel. The remaining were full-time residents/second home owners and day visitors. TCDA also had their highest amount of sponsorships in 2017 totaling \$9,750 not including the \$2,000 partnership funding. That is a 49% increase from the year prior. And the event was financially successful, raising over \$21,000 for TCDA.

### **Squaw Mountain Run**

***July 29, 2017***

**Funded: \$2,500**

Attendance:	400
Out of Town Participants:	228
Average Night Stay:	2.2
Average Economic Impact:	\$22,302
ROI:	9:1

#### **Results:**

According to the event producer, the event was a success. They did joint marketing with an ultra-run which resulted in more people doing both events, but each event individually was similar in size to years prior. They sent out emails and offered discounts to 654 running clubs across the country and 33 running meetup groups. They are hoping it will continue to pay off in the future. A few running clubs sent people in 2017, and more that said they would consider it for 2018, as their clubs had already selected their race schedule for the season. They also mailed rack cards and discounts to 119 running stores in the west. They are still working on race messaging/branding and their partnership with the cancer center. Currently the center financially benefits from the race however they are not promoting it.

### **Lake Tahoe Music Festival**

***August 15, 17, 18, 19 & 20, 2017***

**Funded: \$5,000**

Attendance:	1,200
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#### **Results:**

In 2017 the Lake Tahoe Music Festival saw a 33% increase in attendance. They attribute the growth to a few items: marketing the experience of attending, online advertising through local

media outlets, rebranding marketing collateral and use of rack cards. The Bay Area continues to be their largest market while Sacramento and Reno markets are growing in attendance. In 2018 they plan to make a few improvements including expanding the orchestra by 6 musicians to 26 which will increase the variety of instruments and repertoire.

### **Tahoe Vista Paddlefest**

***September 8 - 10, 2017***

**Funded: \$10,000**

Attendance:	725
Out of Town Participants:	495
Average Night Stay:	2
Average Economic Impact:	\$79,373
ROI:	8:1

#### **Results:**

The Tahoe Vista Paddlefest was a 3-day event encompassing Women on Water (Waterman's Landing), The Butterfly Effect (Mourelatos Lakeshore Resort) and the Tahoe Cup (Mourelatos Lakeshore Resort). The event felt they were successful in meeting their goal of increasing tourism from key markets during the fall shoulder season to showcase the north shore's natural assets. They grew attendance by 45% over 2016 and had 68% of attendees from out of town. They had participants from San Francisco, Hawaii, Colorado, Oregon, Arizona, Canada and Europe. Attendees were 85% female and ranged in age with a median between 35 – 50. The event press release was distributed on August 25<sup>th</sup> and had over 85M pickups and 8,125 views including some international organizations. They focused the majority of their advertising on out of town participants utilizing social marketing and sport specific publications/websites along with advertising in/on local publications to educate the local market and inform in-market visitors.

### **Tahoe City Oktoberfest**

***September 30, 2017***

**Funded: \$2,000**

Attendance:	2,800
Out of Town Participants:	1,876

Average Night Stay: 1.5  
Average Economic Impact: \$82,136  
ROI: 41:1

**Results:**

TCDA partnered with the Pepper Tree Inn to create social media Facebook contest to win an event weekend package. The boosted posts had 14,994 impressions, reached 8,972 people and had 511 engagements. The click through rate for this contest was 1.45% which is above industry average. The event Facebook page reached 40,000+ people. The event also saw record attendance this year. They sold out of 1,500 mugs and intend to purchase more for 2018. In their survey results (49 responses), they found that 68% of attendees were visitors and of those, 48% stayed overnight in Placer County. 70% of respondents said they were in the region for a specific event, 52% said Tahoe City Oktoberfest and 4% said Spartan World Championships. TCDA said moving forward they would use an event specific discount code to provide better tracking of room nights.

**AMGEN Tour of California**

***May 11 – 12, 2017***

**Funded: \$18,900 (IVCBVB contributed an additional \$8,100)**

**Results:**

The event start and finish were located on South Lake Tahoe at Heavenly so most of the room revenue was absorbed in that region. However North Lake Tahoe benefited from the PR coverage of the event. The below stats were given to SLT – it's difficult to separate NLT out of this number.

- Reinforced destination as cycling mecca via national and international media coverage
- \$1.6M earned media value (+130% from 2016)
- Global broadcast audience of 16.6 viewers (+47% from 2016)
- 5.89 billion online, print and broadcast media impressions (+9% from 2016)
- 5,920 stories secured including the following outlets: USA Today, Wall St. Journal, Associated Press, ESPN, Los Angeles Times, New York Times, Yahoo! Sports, San Francisco Chronicle, Fox Sports, Reuters and more
- Facebook, Twitter and Instagram achieved over 85M total reach (+186% from 2016)
- Tour of CA website traffic 2.4M page views/1.15M sessions (June 2016 – May 2017)
- Logistically went smoothly through the North Shore.

## **No Barriers Summit**

***June 1-4, 2017***

**Funded:                   \$8,000 Cash/\$10,000 In-Kind**

### **Economic Impact Results**

Attendance:                   825 (registered attendees)  
Out of Town Participants:   660 (estimate, based on 80% from out of town)  
Average Night Stay:        3 (estimate, based on Summit dates)  
Average Economic Impact: \$291,456  
ROI:                            36:1

### **Lodging Impact Results:**

Rooms Booked:              997 (Resort at Squaw Creek & Squaw Valley Lodge)  
Average Daily Rate:        \$178.55  
Lodging Revenue:          \$178,014.35  
ROI:                            22:1

### **Results:**

No Barriers was a successful event during its first time in North Lake Tahoe. They were extremely appreciative of our efforts and assistance through our social and signage contributions. The group exceeded their original room block of 930 ending with 997 rooms through the Resort at Squaw Creek and Squaw Valley Lodge. They have already booked the event back at the Resort at Squaw Creek for June 13 – 16, 2019. Their intention is to rotate between North Lake Tahoe and New York City.

## **Squaw Valley Half & Run to Squaw 8 Miler**

***June 11, 2017***

**Funded: \$10,500 (\$6,500 Sponsorship, \$4,000 Partnership Funding)**

Attendance:                   400 participants  
Out of Town Participants:   190  
Average Night Stay:        1.7  
Average Economic Impact: \$24,242

ROI: 2:1

**Results:**

The event was successful operationally and tripled its participant numbers over 2016. The North Lake Tahoe logo was included on free photos for all race participants which were shared on Facebook and Instagram. Photos from this particular album were viewed 1,300+ times with 300+ unique tags, likes and comments. NLT was included in 10 email blasts to BBA’s database however, only 2 were specific to the Squaw Valley Half Marathon. They were not able to implement the “like” feature originally guaranteed for participants to be able to download their pictures to share online.

**Broken Arrow Skyrace**

***June 16 & 17, 2017***

**Funded: \$20,000**

Attendance: 772 (participants), 1,500 – 2,000 additional attendees

Out of Town Participants: 730

Average Night Stay: 2.5

Average Economic Impact: \$94,329

ROI: 5:1

**Results:**

The 2017 Broken Arrow Skyrace, part of the 2017 Altra US Skyrunning Series, saw triple digit growth in its second year with participation increasing from 368 to 772. The event collaborated with Salomon and Outside Magazine to generate international media coverage via the online magazine and Salomon’s global social team being onsite during the event. UltraRunning Magazine also published a feature article on the event in their September 2017 issue. The majority of race participants came from California (62%) although they represented 140+ individual cities. There was also representation from 30 states with Oregon (39p), Colorado (33p), Nevada (31p), Utah (19p) and Texas (19p) being the most common. There were also international participants primarily from Mexico (13p) and Canada (12p) however New Zealand, France, Italy, Peru, and Switzerland were also represented. The event utilized a portion of the sponsorship funds to create a video with Louder Than 11, an adventure media house to tell the story of locals Adrian Ballinger and Emily Harrington as they participated in the race. The video premiered on Outside Magazine Online on August 10, 2017, a media outlet that has over 1.8 million followers between Facebook, Instagram and Twitter.

## **North Lake Tahoe Summit Classic Lacrosse Tournament**

***June 16 & 17, 2017***

**Funded: \$5,000**

Attendance:	4,747 (participants, family, friends, staff)
Out of Town Participants:	100% (CA, OR, ID, TX and CO)
Average Night Stay:	2.5
Average Economic Impact:	\$955,344
ROI:	191:1

### **Results:**

The event was deemed a success by the producers, ADVNC Lacrosse. 2017 was the fourth year of the tournament. They experienced a decline in teams, from 116 to 86, however after 3 years of rapid growth (2014 – 57 teams, 2016 – 116 teams) this gave the producers an opportunity to focus on experience and value. A different producer, the Tenacity Project, started a girl's summer tournament in South Lake Tahoe this year which pulled approximate 16 teams. They ran into a few field issues but were able to utilize 13 fields, across 6 venues, operating on all available, suitable fields in the North Lake Tahoe region.

## **Burton Creek Trail Running Festival**

***June 18, 2017***

**Funded: \$6,500**

Attendance:	201
Out of Town Participants:	142 (outside Reno/Tahoe area)
Average Night Stay:	1.5 (estimate)
Average Economic Impact:	\$12,309
ROI:	2:1

### **Results:**

The Burton Creek Trail Run was an operational success with finishers ranging in age from 7 to 74. The race encompasses a 6k, 12k, half marathon and kids race to appeal to a large audience. Among the field was a trail running group from Boulder. Marketing for the event included Facebook and Instagram ads which had 86k geo-targeted impressions to SF Bay Area, LA, Portland, Seattle and San Diego. 96k impressions were also gained through an AdRoll retargeting campaign which generated 275 clicks. The event was also advertised in Trail Runner Magazine

(print and online). The NLT logo was featured on all race day pictures which generated 1,050 engagements on social media and 220 shares. NLTRA also received access to photo and video assets from the event.

### **XTERRA Tahoe City Triathlon**

***June 24, 2017***

**Funded: \$8,500**

Attendance:	240
Out of Town Participants:	204 (outside Reno/Tahoe area)
Average Night Stay:	1.5 (estimate)
Average Economic Impact:	\$17,595
ROI:	2:1

#### **Results:**

The XTERRA Tahoe City event showed a solid increase in participation from 2016. The race, part of the XTERRA North American Championship series, started and finished at Commons Beach and included a swim, bike and run in both full and Olympic distances along with a duathlon option. This year, the race also had the first blind athlete to compete and finish an XTERRA Triathlon. Marketing for the event included Facebook and Instagram ads which had 68k geo-targeted impressions to SF Bay Area, Sacramento, Salt Lake City, Denver, LA, Portland and Las Vegas. The ads generated 30,900 engagements and 986 clicks. The event was also included in the Adventure Sports Week and Big Blue Adventure email campaigns to over 22k targeted subscribers. The NLT logo was featured on all race day pictures which generated 1,250 engagements on social media and 275 shares. NLTRA also received access to photo and video assets from the event.

### **Tahoe Trail 100**

***July 13, 2017***

**Funded: \$5,000**

**Results:** Still waiting on race recap and results.

### **Wanderlust Squaw Valley**

***July 20 – 23, 2017***

**Funded: \$30,000**

Attendance:	11,421
Out of Town Participants:	7,995
Average Night Stay:	2.5
Average Economic Impact:	\$1,5116,994
ROI:	51:1

#### **Results:**

The Wanderlust Squaw Valley was deemed a success by the producers. 85% of attendees lives 30+ miles from Squaw Valley and 54.4% spent at least one night in Squaw Valley. Of those surveyed, 66% stayed in a TOT generating unit.

### **Lake Tahoe Dance Collective**

***July 26 – 28, 2017***

**Funded: \$5,000**

**Results:** Still waiting on race recap and results.

### **Copa de la Sierras Soccer Tournament**

***September 2 – 3, 2017***

**Funded: \$3,000**

**Results:** Still waiting on event recap and results.

### **Lake Tahoe Autumn Food & Wine Festival**

***September 8 – 10, 2017***

**Funded: \$30,000**

Attendance:	2,000+ (1,348 ticketed)
Out of Town Participants:	1,340

Average Night Stay: 3.1  
Average Economic Impact: \$316,815  
ROI: 11:1

**Results:**

Overall the event was deemed a success by Northstar. This year the NLTRA devoted \$4,000 to hire The Abbi Agency to assist promoting the event through public relations, social media and digital content efforts. Through those efforts, we saw 18 placements with a total publicity value of \$23,877, 12 media visits, 14 original social media posts that had a reach of over 142k and 3,191 engagements. The event was also featured in 2 North Lake Tahoe blogs and one newsletter.

## CONFERENCE SALES

The Conference Sales department saw positive results in the 6-month period covering Q4 16/17 and Q1 of FY 17/18. With a continued focus on key strategic markets and a move to more “in-market” direct sales efforts versus trade shows we are seeing increased production.

The department saw increases in 4 key performance areas and a decrease in 3. The tremendously positive development is that the 4 increases were in lead generation, groups booked, room nights for groups booked and revenue for groups books which are all future looking indicators. The decreases were all in the indicators tracking prior production. The department seems to be moving in a very positive direction.

Leads: Up slightly from 116 to 117

Room Nights for Leads Generated: Up 5% from 31,973 to 33,748

Number of Groups Booked: Up 25% from 28 to 35

Room Nights for Groups Booked: Up 52% from 5537 to 8427

Room Revenue for Groups Booked: up 73% from \$824,827 to \$1,432,296

Groups Arrived: Down 23% from 33 to 23

Room Nights Arrived: Down 60% from 14,772 to 5863

Revenue for Groups Arrived: Down 59% from \$2,863,859 to \$1,161,611

### GROUP SALES HIGHLIGHTS FROM THE PAST 6 MONTHS

Attended CalSAE Elevate conference in Newport Beach, CA. Elevate is the largest annual gathering of association executives and meeting planners and is a tremendous opportunity for us to generate future business. NLTRA is a major sponsor of this event annually which offers us, and our hotel partners, additional networking opportunities and exposure.

Hosted the North Lake Tahoe Summit Lacrosse tournament coordinators to discuss future strategy. They are excited to build this annual event into the premier lacrosse event on the west coast.

Staff attended the PCMA Partners Summit at Hyatt Lake Tahoe. This event brought over 100 meeting buyers to the area for a three-day experience and was a tremendous networking opportunity and a great showcase of the destination.

Hosted a client event at the Chicago Cubs v. Milwaukee Brewers game in Chicago. 50 clients attended and staff anticipates generating a number of new leads from this event.

Hosted a site visit for SCI-Shared Services LLC Spring 2018 Annual Meeting. This program has the potential for 850 room nights and 250 people for April-May 2018.

Met with Zoomaway to go over reservations for WinterWonderGrass Tahoe 2017 and to look at future event housing and reservation opportunities.

Attended Destination California May 15-18 in Los Angeles and had 21 one-on-one appointments. Some of the key appoints are as follows.

Meeting Professionals Expectations- I RFP for November 2019, 195 rooms on peak; 750 total room nights

Square One Meeting Planning – 300-person February program (program has been in Reno in the past)

HPN Global - July 2020, 150 rooms on peak; 500 total room nights.

Event Prep - (Military groups) 25 rooms on peak; 50 total room nights.

Current Events - November 2017, 85 room on peak; 340 room nights.

Attended Caesars Entertainment Client Event at Harrah's & Harvey's Lake Tahoe. Over 60 meeting planners were in attendance from all over the country May 30- June 1, 2018.

Hosted site visit with Jennifer Hernandez from AVST. She attended the Caesars Entertainment Client Event and extended her stay. The properties included the Hyatt Lake Tahoe, PlumpJack Squaw Valley Inn and the Resort at Squaw Creek during the site visit June 1-2, 2018.

Met with Escape Triathlon series, CHP, Placer County and Squaw Valley to discuss the details of the October 2018 event coming to North Lake Tahoe.

Attended the No Barriers Summit at Squaw Valley on June 2, 2018. This event returned to Squaw Valley after more than 10 years. The No Barriers Summit is a premiere immersive event that brings together people of all abilities who are transcending barriers to unleash their fullest potential and live a life of purpose. The Summit provides inspirational storytelling, curriculum to live by, authentic experiences, a showcase of innovations to prove that anything is possible, and connection to others who will help you get from where you are to where you want to be. This event will return to Resort at Squaw Creek and Squaw Valley in June 2019. Over 900 room nights were generated from this program.

Hosted a site visit with SCI – Shared Services LLP on May 31, 2108. This company is considering Hyatt Lake Tahoe for a May 2018 program. 160 room on peak; 880 total room nights.

Attended MPI WEC June 18-22, 2108 in Las Vegas and had 23 one-on-one appointments.

Staff conducted a site visit with TW Metals. This company is considering Resort at Squaw, Hyatt Lake Tahoe and Edgewood Tahoe for two programs. One program is their March 2018 Operations Meeting for 46 people; 46 rooms on peak and 184 room nights. The second program is their global sales meeting in January 2019 for 120 people; 120 rooms on peak and 480 room nights

Hosted a site visit with Kestra Financial. This company is considering Ritz Carlton Lake Tahoe, Hyatt Lake Tahoe and Edgewood Tahoe for a September 2018 program. 55 rooms on peak; 170 total room nights.

Hosted lunch for the meeting planning team from TESSCO Technologies at the Incline Championship Golf Course. TESSCO has used North Lake Tahoe for a number of meetings in the past and are considering us again for multiple programs in 2018.

Hosted a site visit for the Lawyer Pilots Bar Association. LPBA is considering North Lake Tahoe for their June 2018 meeting. The program will generate 180 room nights and over \$50,000 in revenue.

Hosted a site visit for Learning A-Z. Learning A-Z is considering North Lake Tahoe for their Summer Sales Meeting in July 2018. The meeting will generate over 650 room nights and well in excess of \$200,000 of room, food and beverage revenue.

Attended a bid strategy meeting for Mountain Travel Symposium. North Lake Tahoe has submitted a bid to host the 2020 and 2021 Symposiums. MTS brings together the top ski tour operators and group planners in the country and is an incredible opportunity to display the North Lake Tahoe product. North Lake Tahoe will be selected for one of the years. The potential future business from this event is in the millions of dollars.

Had a conference call with Lori Pearson from Holland-Parlette Association Management. Lori's client the Pacific Dermatologic Association is considering North Lake Tahoe for their 72nd Annual Meeting in July 2020. The meeting will generate approximately 520 room nights and over \$160,000 in revenue.

Hosted a site visit for Janet Caine, HelmsBriscoe. Janet books several programs a year that are 100 or more rooms on peak including a program with Pirelli Tires that we have bid on in the past.

Hosted a client event in conjunction with the Autumn Food & Wine Festival at Northstar. Clients stayed at the Ritz-Carlton and enjoyed the Charbay Release Party, Grand Tasting and a hike with staff. Staff hosted 5 clients who generated over \$400,000 in room revenue in North Lake Tahoe this year.

## LEISURE SALES

Leisure sales is continuing to grow by focusing on adding both lodging and activity product to the tour operator channels, engaging agents in selling our destination through FAM opportunities and sales missions, and generating buzz on our destination through international media outlets. Below is a snapshot of some of our success in the last six months.

### TRADESHOWS/SALES MISSIONS:

- Total of 5 tradeshow/sales missions were conducted during this frame. Generating a total of 145 appointments, 224 new contacts, and 118 leads generated.
- Domestic trade shows & sales missions attended:
  - Mountain Travel Symposium, International Pow Wow, Travel Nevada Receptive Operator Show San Francisco, and Destination Marketing West
- International Sales Missions attended:
  - Australia Ski Show/Travel Trade Mission and United Kingdom/Ireland Visit California Mission

### TRAVEL TRADE FAMS & PRODUCT DEVELOPMENT:

- (8) Familiarization trips were conducted during this time, including:
  - Visit California South Korea Mega FAM, China Media & Travel Trade FAM, Travel Nevada Wedding FAM, Biggest Little City FAM, Brand USA/Travel Nevada Mexico FAM, Brand USA UK Mega FAM, Travel Nevada France FAM, Vail Summer FAM and the Australian Summer FAM.
  - Resulting in over (64) travel agents/reservation agents in our destination to learn more about best sales practices.
- Online Tour Operators, Receptive Tour Operators and Wholesale Operators have visited North Lake Tahoe during this period, including: Hotels Tonight, AAA, Booking.com, Expedia, Booking Home, Hotelbeds, Bonotel, and Price Travel.
- Product Development with the following new tour operators:
  - Leave Town Vacations, Canada
  - Elegant Resorts, UK
  - Signature Travel, USA
  - Viator, USA
  - Hayes & Jarvis, UK

### KEY MARKETING COLLABORATIVES:

- **Inthesnow.com:** UK's largest ski publication. Developed new website content and conducted a marketing campaign June through August, including a destination showcase, social media promotion, dedicated homepage section, and a newsletter sent out the database of over 140K. To view the North Lake Tahoe page, visit: <https://www.inthesnow.com/north-lake-tahoe/>
- **Morris Media, Australia:** This program includes a feature in the North American Ski Magazine, website leader of the week, newsletter feature of the week, website video of the week (twice). Program runs August –November and is currently active.

- **Out & About Kids, Australia:** A full page dedicated story on the best place mountain towns for spring/summer. This was a partnership with North Lake Tahoe and Squaw Valley Resort. This is an Australian magazine with a loyal audience, specific to family messaging. Distribution includes domestic and international lounges, including Qantas, Air New Zealand and Etihad. This magazine is also distributed to large family friendly hotels.
- **Travel Plan, Australia:** One of the largest tour operators in Australia. North Lake Tahoe featured newsletter went out to database of 22,500 travel agents in September.

#### NEW PROJECTS & DATA:

- RFP process was conducted and completed for both our international offices, UK & Australia. An RFP committee, made up of community members in our area, determined the best course of action for our international representatives, resulting signing contracts with Black Diamond, UK/Ireland and Gate 7, Australia/New Zealand.
- GTA, the 3<sup>rd</sup> largest receptive tour operator in the United States, came to market and conducted an educational training. Two additional properties have since been added to their portfolio and North Lake Tahoe is now featured in their annual travel trade brochure.
- A new task force was created, the Leisure Sales Task Force. This group of Leisure Sales Directors/Managers get together bi-annually to go over collaborative sales trips, collaborative marketing opportunities, and to share best practices.
- Developed the [Go Tahoe North Travel Industry Website](#). This page gives travel industry professionals access to information on North Lake Tahoe including digital assets, itineraries, and information on the destination in eight different languages.
- Began tracking international data via VisaVue. VisaVue is a data tracking programming capturing how many people from international countries are coming to North Lake Tahoe and how much they are spending. The tracking for this six months is re-capped below:
  - *Statistics Q2 2017(April – June)*
    - \$908,012 in international spend
    - 41% growth y/y
    - Average cardholder spend: \$212.50
    - Top International Countries: Canada, United Kingdom, Germany, China, Australia, France, India, Mexico, Japan, and Ireland.
  - *Statistics Q3 2017(July - September)*
    - \$1,389,801 in international spend
    - 10.9% growth y/y
    - Average cardholder spend: \$190.36
    - Top International Countries: Canada, United Kingdom, France, Germany, Australia, China, Spain, Ireland, Switzerland, and Japan.

Example of our Out & About Kids, Australia article:

**Summer in the mountains at North Lake Tahoe**

While many Aussie families will be familiar with the water sports available in the mountains surrounding Lake Tahoe, you may not about the summer adventures to be found on the lake's north shore.

North Lake Tahoe, a community of 12 towns, includes the mountain resorts of Squaw Valley, Alpine Meadows, and Northstar - an enormous adventure playground for kids (and grown-ups) all season long.

Play and play doesn't end as you can hike, hike fast, kayak, canoe, raft, or head out onto the towering granite, or head to the mountain top for high camp experiences, go-karting and High Horse mountain ziplines. Here are six of the best summer activities for kids.

**1 Squaw Kids Adventure Camp**  
 The Squaw Valley Adventure Camp operates Friday through to Monday, all summer long, from 23 June to 4 September. The guided day camp is suitable for kids entering Aerial Time trials, Rock Climbing, nature crafts, hiking, map and compass classes, roller skating, go-karting, dirt golf, wall-climbing, canyon rappelling, cooking classes, yoga - even flower pressing. Kids are divided into two age groups, 5-7 years old and 8-13, and the price includes Aerial Time trial and lunch.  
[www.squaw.com/events-thing-to-do/squaw-kids-adventure-camp](http://www.squaw.com/events-thing-to-do/squaw-kids-adventure-camp)

**2 Discover the High Camp Experience**  
 Take the 10-minute Squaw Valley Aerial Time trial and ascend 170m up the mountain to discover a mountain-top playground with activities including go-karting, a free tour of the Olympic mountains, orienteering, dirt golf, team games and hiking, with 300 degree views of Lake Tahoe. If your kids are into geocaching, there are 20 unique hidden among the mountain peaks using GPS coordinates. Each trail contains a prize and a log sheet to sign, and a host member and guide member is on hand to provide a passport to turn in for discounts at the High Camp shop or The North Face.

**3 Truckee Valley Bike Path**  
 The Tahoe Truckee Bike Path winds its way along the Truckee River from Squaw Valley and then along the west shore of Lake Tahoe. It's wide and paved and perfect for cyclists of any ability. There are plenty of places to buy bikes in Tahoe City, including Olympic Bike Shop and Wilma's Sport Shop, or West Coast Sports in Mammoth and Fantasy Bikes in Incline Valley. [tahoebike.org](http://tahoebike.org)

**4 Kayaking and Stand-up Paddle Boarding**  
 Again, there are plenty of places around North Lake Tahoe to hire kayaks and boards. A great option is to head to Emerald Bay State Park and kayak paddle out to Diamond Island, the lake's only island. For a less demanding activity, grab a raft and head down the Truckee River. Personal services are also for rafters back to Tahoe City for an inflator or 80 per person. Tahoe City sport shops and the local Safeway and CVS have a good selection of affordable inflatable. [tahoebeachwest.com](http://tahoebeachwest.com)

**5 High Horse Music Series**  
 All summer long, enjoy live concerts at Lake Tahoe's High Horse Music Series. The family-friendly event line-up has something for everyone from reggae rock and pop to classical music. At Squaw Valley enjoy Blue Jays Thursday, Tug Squaw! with live music on Wednesdays, and the Summer Music Series every Saturday afternoon. Over at Northstar, there are Latin Beats Nights on Tuesday, Friday Pop Nights, and Live Music each Saturday, and at Donnerstar, Truckee, live music at Truckee Saturdays.

**6 Teeming Adventure Parks**  
 There are three teeming adventure parks in Tahoe. Squaw Valley Teeming has three towers reaching heights up to 150m, with two circuit courses including night bridge and an option. All courses are suitable for kids five years and over. Tahoe Vista Teeming has 70 new platforms, 40 rope challenges and a whopping 20' ziplines. [tahoeview.com](http://tahoeview.com)

**Getting There**  
 North Lake Tahoe is 60 minutes drive from Reno (the largest and best bus to the Truckee International Airport).

**More Information**  
[www.visitlaketahoe.com](http://www.visitlaketahoe.com)

62 SPRING 2012 outandaboutukid.com.au

63 SPRING 2012 outandaboutukid.com.au

Example of our Bonotel Tour Operator Brochure:

**Indulge Relax Experience it's human nature**

Experience North Lake Tahoe—a unique destination offering 12 resorts nestled amongst quiet towns and charismatic communities. Whether it's the vintage Tahoe neighborhood of the West Shore, the vibrant downtown community of Tahoe City, Incline Village and Incline Village Beach or the awe-inspiring beaches found in Incline Village, North Lake Tahoe provides a 180-degree panoramic shoreline that attracts outdoor enthusiasts, families and everyone in between.

Each season, the destination is located just 45 minutes from Reno-Tahoe International, 2 hours from Sacramento International and 3 hours from San Francisco International airports. With a yearly average of 274 days of sunshine and year-round activities that appeal to a wide range of visitors interests, North Lake Tahoe is the perfect all-season destination.

GoTahoeNorth.com/Bonotel

**n north lake tahoe**

## PERFORMANCE MEASUREMENTS

### Performance Measurement Document April 2017 through September 2017

#### Leisure Advertising

#### Advertising/Promotions/Media

April - Sept  
2017

April - Sept  
2016

#### Leisure Coop Budget Amount

Direct Paid Media Dollars	\$271,858	\$231,357
Added Value Media	\$0	\$0
Gross Media Impressions	43,103,004	36,397,330

#### Response/Inquires

#### Total paid clicks

	84,883	129,302
Average cost per click	\$3.20	\$1.50
Average click thru rate	0.20%	0.23%

#### Total Leads

Number of brochure / planner requests	500	543
Total email database	32,358	36,671
Database email open rate	12%	12%
Database email click thru rate	5%	4.70%
Ad recall/awareness**	41% (LA Research)	19% in 2012

#### GTN Online Activity

Total Unique Visitors	340,304	364,189
Cost per Visitor	\$1.25	\$1.57
Percent of Direct/Bookmarked Visitors	9.84% / 41,391	16% / 58,265
Time Spent on Consumer Website	2:02	2:27
Number of Repeat Visitors	84,047	87,393
Number of Deals Posted	28	42
"Cool-Deals" Pageviews	29,873	26,841
Number of Lodging Referrals	33,836	28,742
Lodging Referrals % of Total Unique Visitors	9.94%	7.90%
Number of Events Posted		4,663

Search Engine Referrals (Visits or Site Sessions)	231,644	231,623
Google	213,491	213,488
- Organic Search	203,508	
- Paid Search	9983	
Yahoo	9752	10,378
- Organic Search	9752	
- Paid Search	0	
Bing	7767	7,757
- Organic Search	7767	
- Paid Search	0	
Other Search (AOL, MSN, Ask, etc)	634	
- Organic Search	634	
- Paid Search	0	

**GoTahoeNorth.com Geographic Breakdown**

**Top five cities and percent of total visitors**

1. San Francisco	44,643 (10.61%)	41,050 (10.7%)
2. Sacramento	27,115 (6.44%)	18,691 (4.9%)
3. Los Angeles	14,429 (3.43%)	15,666 (4.1%)
4. Incline Village	15,847 (3.76%)	12,608 (3.3%)
5. Reno	14,484 (3.44%)	14,750 (3.5%)
Total California visitors	243,330 (60.79%)	260,567 (61.43)

**Visits by top CA cities**

Northern CA visitors	186,348	147,646
Northern CA percent of total visitors	44.29%	40.50%
Central/Central Coast CA visitors	6,791	10,166
Central/Central Coast CA percent of total visitors	1.61%	2.26%
Southern CA visitors	40,046	10,008
Southern CA percent of total visitors	9.51%	2.70%
Outside CA visitors	156,980	163,602
Percent of total visitors	37.30%	36.47%

## **Media/Public Relations**

### **Total Public Relations Spend**

	\$65,400	\$47,625
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### **Media Missions**

Number of media missions

2	1
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April 2017 (Sacramento, Oakland, San Francisco);  
September 2017 (Los Angeles, Orange County, San Diego)

Number of coop partners

1	1
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Number of media contacts reached

30	27
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### **Media Familiarization Tours (FAMs)**

Number of FAMs

27	12
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Number of media participating

27	29
----	----

Number of publications represented

41	34
----	----

Number of placements from FAMs

18	24
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Number of impressions from FAM placements

365,614,200	52,000,000
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### **Press Releases**

Number of press releases issued

13	14
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Number of Press release views on website

278	1944
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### **Number of Media Inquiries**

159	185
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### **Number of Media Interviews**

56	39
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### **Placements**

Total number of placements

177	95
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Regional vs. National

68/32	74/26
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Domestic vs. International

98/2	97/3
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Percent of Southern California

2.80%	10%
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Percent of Northern CA

31%	60%
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### **Media/Public Relations**

Placements, cont.

### **Number of Impressions**

503,638,069	228,000,000
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### **Advertising Equivalency**

\$4,658,649	\$1,654,000
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<b>% of Positive Media Placement</b>	98%	92%
<b>% of Media Coverage Reaching Target Audience</b>	96%	90%
<b>% of Media Coverage Including Website Address</b>	12%	34%

## **Social Media**

### **Facebook - Overall**

Number of Total Fans (at end of period)	119,845	98,859
% Increase Fans During Time Period	6.70%	5.20%
Average Monthly Active Users	25,813	11,971
Average Monthly People Talking About Us	3,594	12,480
Total Reach During Time Period	15,954,802	3,605,535
% Increase in Post Views During Time Period	63%	37%

### **Facebook Posting**

Number of Photos Posted During Time Period	101	86
Number of Videos Posted During Time Period	58	12
Number of Links Posted During Time Period	154	139
Stories Created Via Shares	21,561	43,748

### **Facebook Sweepstakes**

Number of Sweepstakes / Giveaways	4	5
Total Sweepstakes Entries	494	248
Paid Facebook Media for Sweepstakes	\$174	\$350
Average cost per click	\$0.40	\$2.20
Total Impressions	59,315	60,492

### **Top 10 Facebook Fan Geographic Breakdown**

1 Los Angeles	14,156	8,545
2 Sacramento	3,771	3,568
3 Reno	2,266	2,293
4 San Diego	2,625	2,045
5 San Francisco	2,990	1,877

6 Long Beach	Facebook now only reports on the top 5 geographic locations, so unable to report on #6-10	1,520
7 Oakland		1,035
8 Stockton, CA		987
9 Anaheim		918
10 Santa Ana		752

### Facebook Advertising

Number of Facebook Ad Campaigns	45	5
Number of Facebook Ad Creatives	70	18
Paid Impressions	1,102,150	182,439
Paid Engagements	193,378	4,882
Average Cost Per Click (CPC)	\$1.39	\$0.33
Average Click Thru Rate (CTR)	0.35%	2.30%
Paid Facebook Media Investment	\$5,219	\$2,050

### Twitter

Total Followers (at end of period)	18,991	15,990
% Increase Followers During Time Period	6.20%	8.80%

### Instagram

Total Followers (at end of period)	50,395	39,368
% Increase Fans During Time Period	9.80%	35.80%
Total Photos	322	1,737
Total Engagements	490,939	493,827
% Increase in Engagements	-5.20%	72.90%
Average Engagements per Media	1,525	1,548
Average Engagement per Follower	9.74	12.5

### Instagram Advertising

Paid Impressions	1,079,954	176,284
Average Cost Per Click (CPC)	\$4.35	\$2.65

### YouTube

Video Upload Views (during period)	348,203	3,831
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Overall Video Views (creation through end of period)	5,679,387	329,577
Subscribers	262	177
Paid Impressions	854,712	\$0

**GTN Blog**

Number of Stories Posted	23	19
Number of Social Shares	7,332	3,451
Incoming Referrals via Facebook	13,353	1,797
Internal Referrals via GTN Homepage	N/A	N/A
Blog Page Views	21,590	6,162

**Event Marketing**

**Total Number of events supported**

18	14
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**Events Supported**

Grant	Alpenglow Mountain Festival	Didn't Sponsor in 17/18	297:1
Grant	Lake Tahoe Paddleboard Tahoe Cup Racing Series	8:1	23:1
Grant	North Tahoe Arts Plein Air Event & Free Community Art Workshops	Didn't Sponsor in 17/18	N/A
Grant	Lake Tahoe Music Festival		4:1
Grant	UC Davis Children's Environmental Science Day	Didn't Sponsor in 17/18	N/A
Grant	Copa de las Sierras (Barcelona Nor-Cal Soccer)		942:1
Grant	Tahoe City Oktoberfest	41:1	249:1
Grant	Tahoe City Banner Program	Didn't Sponsor in 17/18	N/A
Grant	Tahoe City Wine Walk	9:1	
Grant	Squaw Mountain Run	9:1	
Sponsorship	AMGEN Tour of California	\$1.6M Earned Media Value	\$7K Earned Media Value
Sponsorship	Tough Mudder	Canceled - Weather	96:1
Sponsorship	North Lake Tahoe Summit Lacrosse	191:1	
Sponsorship	Kings Beach 3rd of July Fireworks	N/A	N/A

Sponsorship	Tahoe City 4th of July Fireworks	N/A	N/A
Sponsorship	Autumn Food & Wine Festival	11:1	
Sponsorship	No Barriers Summit	36:1	
Sponsorship/Grant	Squaw Valley Half & Run to Squaw 8 Miler	2:1	
Sponsorship	Broken Arrow Skyrace	5:1	
Sponsorship	NLT Summit Classic Lacrosse Tournament	191:1	
Sponsorship	Burton Creek Trail Running Festival	2:1	
Sponsorship	XTERRA Tahoe City Triathlon	2:1	
Sponsorship	Tahoe Trail 100		
Sponsorship	Lake Tahoe Dance Collective		
Sponsorship	Wanderlust Squaw Valley	51:1	

### Conference/Group Sales

#### Conference Coop Budget Amount

	Direct Paid Media Dollars	\$15,359	\$8,500
	Added Value Media Dollars		\$0
	Partner Leveraged Dollars		\$0
<b>Leads</b>			
	Number of leads	117	116
	Lead room nights	33,748	31,973
	Web page visits †		849
<b>Booked Business</b>			
	Number of bookings	35	28
	Booked room nights	8,427	5,537
	Booked attendance	10,054	10,605
	Booked Room Revenue	\$1,432,296	\$824,847
<b>Lost Business</b>			
	Number of lost opportunities	26	43
	Lost room nights	11,357	12,779
	Lost attendance	5,279	5,696
<b>Arrived Business</b>			
	Number of bookings	33	43
	Number of booked room nights	5,863	14,772

Number of booked attendees	4,269	6,898
Booked attendees spending	\$1,161,611	\$2,863,859
<b>Group sales productivity metrics - All Staff</b>		
Number of leads	117	116
Number of bookings	35	28
Number of booked room nights	8,427	5,537

**Travel Trade/Sales**

<b>Total Travel Trade Spend</b>	98,419.13	\$55,100
<b>Leisure Trade Shows</b>		
Number of trade shows attended	1	0
Number of Coop shows	2	5
Total number of appointments	145	119
Total number of leads generated & distributed	110	89
Total number of new contacts	224	589

**Number of Sales Missions (call center trainings)**

Domestic	1	5
International	2	3
<b>Leisure Familiarization Tours (FAMs)</b>	9	8
<b>Number of Site Inspections</b>	8	8
<b>Wholesale Product Placements</b>		
Number of NLTRA Pages with Domestic Suppliers	16	11
Number of NLTRA Pages with International Suppliers	91	29
Number of Properties Featured on Domestic Websites	706 (including vacation rentals)	98
Number of Properties Featured on International Websites	453 (including vacation rentals)	23 + private homes

\* When and if available

\*\* Provided in years when this research is done

†First FY year recording this matrix

