

| Consumer Marketing Updates

 north lake tahoe



Summer Campaign Recap

June-August

 north lake tahoe



Executive Summary

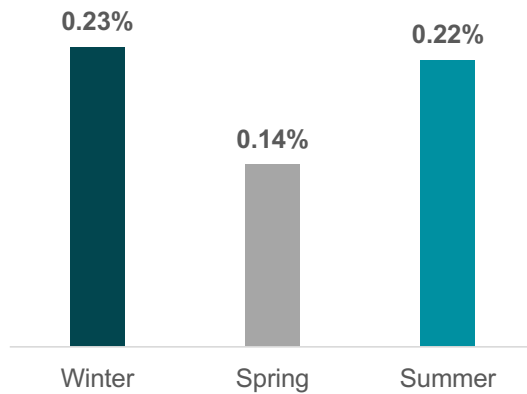
Consumer - Summer

- 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 ads were responsible for the largest share of book now conversions (61%) and in turn drove the lowest cost per conversion. Display followed with 32% of all conversions and the second lowest cost per conversion.
- Email and paid search ads, while driving less conversions, drove the highest quality web traffic. Users from these mediums spent the most time on site 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% in the Summer months. This is largely due to optimizations made to display and social media ads, including improved targeting and spend optimizations.

The Summer campaign was effective at driving both website traffic and in turn book now conversions at a low cost

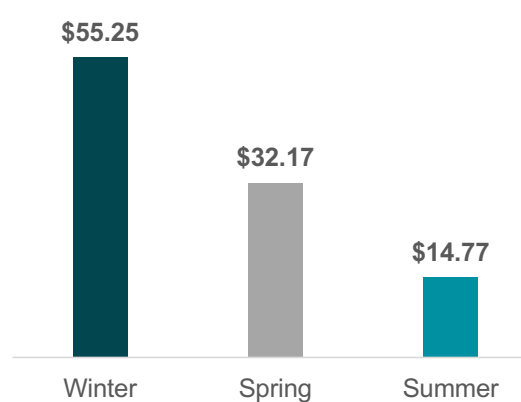
Average Click Through Rate

Summer click through rates neared peak-season levels



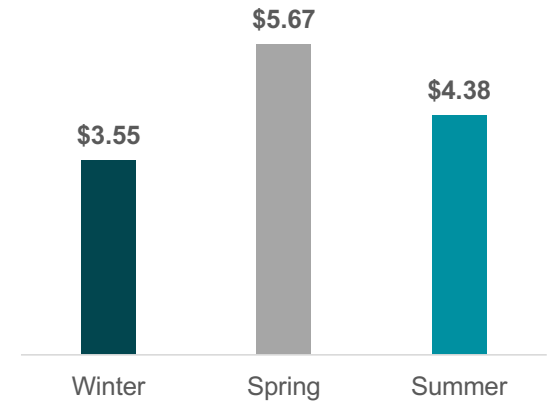
Average Cost per Book Now Conversion

Optimizations are continuing to drive lower CPA figures



Average Cost per Session

Cost per website visit dropped below \$5 again in the Summer



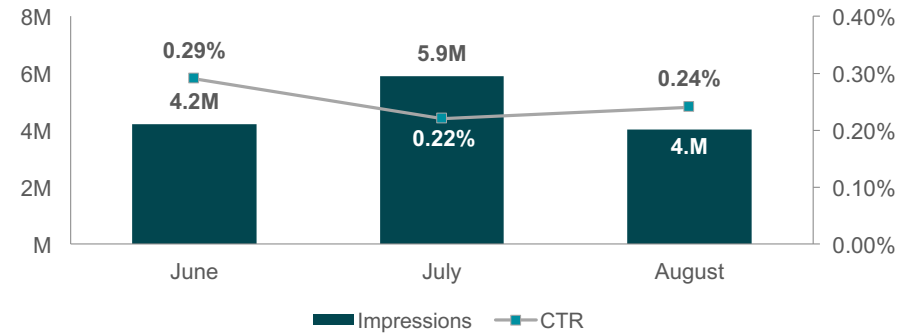
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Overview by Medium

• Overall, the summer campaign served over 14 million impressions and directed over 17K users to GoTahoeNorth.com. While on the website, nearly 2.5K users (14% of traffic) navigated to the Lodging Page. Overall, this led to 6.5K book now conversions at a cost per conversion of just \$14.77.*

**Book now conversion figures may be larger than lodging page visits due to retargeting efforts.*

Impressions and CTR by Month



Medium	Impressions	Clicks	CTR	Spend	Sessions	Lodging Page Visits	Book Now Conversions	Cost per Conversion
Display	10,930,338	19,372	0.18%	\$47,069	8,822	121	2,085	\$22.58
Paid Search	1,287,181	4,249	0.33%	\$11,001	3,711	932	406	\$27.10
Paid Social	1,566,331	6,938	0.44%	\$23,530	1,428	792	3,986	\$5.90
YouTube	250,295	256	0.10%	\$5,665	13	47	2	\$2,832.50
Email	165,000	4,514	2.74%	\$8,870	3,723	652	28	\$316.79
Total	14,034,145	30,815	0.22%	\$96,135	17,706	2,544	6,507	\$14.77

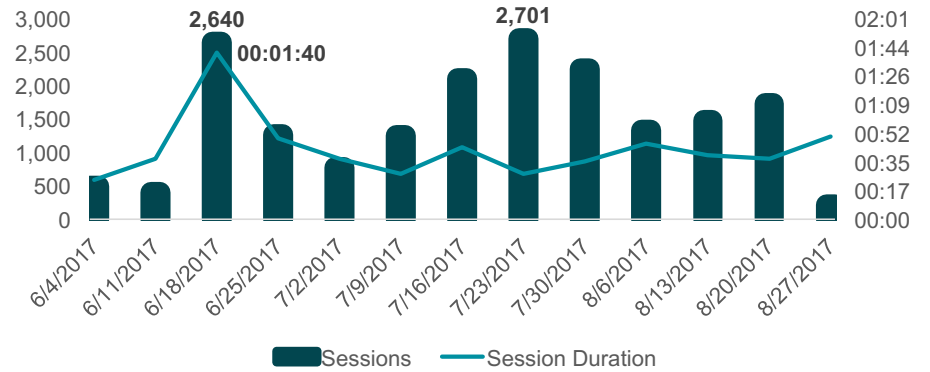
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Web Performance

• Visitors to GoTahoeNorth’s website spent, on average, 48 seconds on the site and viewed 1.78 pages per session. Performance peaked in the middle of June and again in late July, where traffic to the Things to Do and Events pages were above average.

• Email ads performed the best in regards to site engagement, with users spending over 1.5 minutes on the site and viewing over 2.2 pages per session. Traffic from paid search improved in the summer, including a 37% increase in time on site.

Sessions and Time on Site by Week



Medium	Sessions	Pageviews	Time on Site	Pages Per Session	Bounce Rate
Display	8,370	13,344	00:29	1.51	70.90%
Email	3,732	8,322	01:42	2.27	39.62%
Paid Search	3,711	8,250	00:59	2.07	63.19%
Social	1,428	2,427	00:39	1.70	68.44%
Native	452	558	00:22	1.23	82.52%
YouTube	13	24	00:10	1.33	88.89%
Total	17,706	33,937	00:48	1.78	63.06%

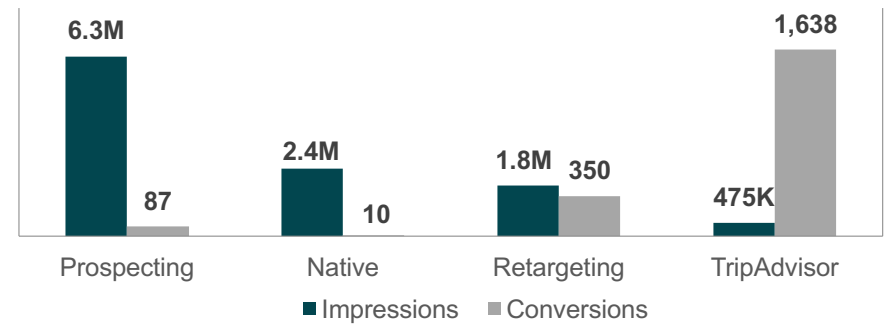
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Display Performance

- Display ads served nearly 11 million impressions and resulted in 2K book now conversions in the Summer. This led to an average cost per conversion of just \$23, down from \$38 in the Spring.

- TripAdvisor and Retargeting placements continued to be effective strategies, driving cost per bookings under \$20. Prospecting ads outperformed the industry average CTR by 70%, helping to drive overall site traffic and increased retargeting reach.

Impressions and Conversions by Placement



Placement	Impressions	Clicks	CTR	CPC	Media Cost	Lodging Page Visits	Book Now Conversions	Cost Per Conversion
Prospecting	6,310,690	10,690	0.17%	\$2.07	\$22,087	9	87	\$253.88
Native	2,379,703	4,295	0.18%	\$3.32	\$14,278	20	10	\$1,427.82
Retargeting	1,764,804	3,754	0.21%	\$1.81	\$6,785	30	350	\$19.39
TripAdvisor	475,141	633	0.13%	\$6.19	\$3,918	62	1,638	\$2.39
Total	10,930,338	19,372	0.18%	\$2.43	\$47,069	121	2,085	\$22.57

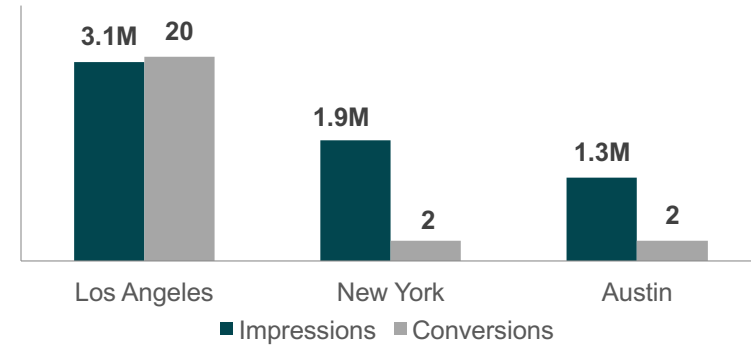
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Display Performance

- Overall, display ads witnessed a 70% improvement in CTR and a 49% reduction in CPC compared to the prior season. This is largely attributed to improved targeting and fresh creative.

- Ads targeted toward families performed best during the summer months, with 0.19% of users clicking through an ad. Notably, those served to families in Los Angeles outperformed all others, resulting in a 0.23% CTR and an impressive \$1.51 CPC. In general, ads served in Los Angeles resulted in more clicks and more bookings than other regions.

Impressions and Conversions by Region



Target	Impressions	Clicks	CTR	CPC	Media Cost	Book Now Conversions	Cost Per Conversion
Outdoor Enthusiasts	2,503,121	4,240	0.17%	\$2.07	\$8,761	7	\$1,251.67
Families	2,453,733	4,608	0.19%	\$1.86	\$8,588	8	\$1,037.51
Workaholics	1,353,836	1,818	0.13%	\$2.61	\$4,738	9	\$526.49
Total	6,310,690	10,666	0.17%	\$2.07	\$22,087	24	\$920.31

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Display Ad Examples



Outdoor Enthusiasts

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90


Impressions: 2.5M
Clicks: 4.2K
CTR: 0.17%
Book Now Conversions: 7
CPA:\$1,251.56



Families

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 2.5M
Clicks: 4.6K
CTR: 0.19%
Book Now Conversions: 8
CPA:\$1,073.51



Workaholics

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

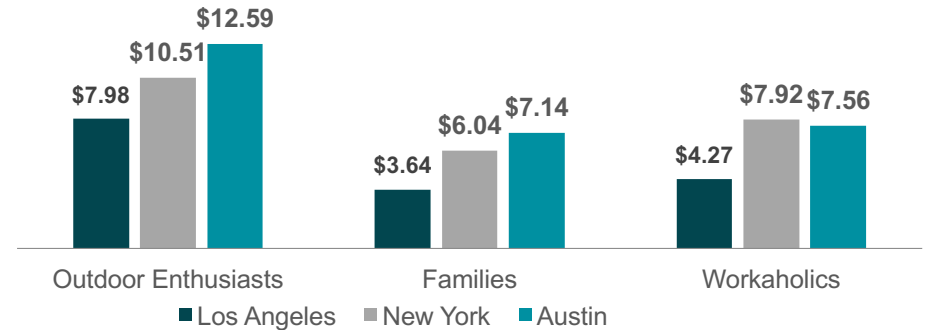
Impressions: 1.4M
Clicks: 1.8K
CTR: 0.13%
Book Now Conversions: 9
CPA:\$526.49

Social Performance

• Similar to past campaigns, social ads continued to drive the lowest cost per conversion across all mediums. In addition, CTRs improved drastically (105% increase) compared to the Spring campaign. This is largely due to spend optimizations made between Facebook and Instagram.

• Ads targeted toward families featured the highest CTRs while ads targeted toward outdoor enthusiasts and workaholics featured higher engagement rates. Notably, younger travelers showed a higher propensity to click the book now button after clicking on an ad.

Cost Per Conversion by Creative and Region

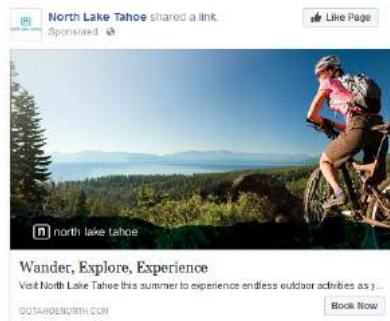


Target	Impressions	Link Clicks	CTR	Total Engagement	Cost	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Outdoor Enthusiasts	677,588	2,409	0.36%	2,762	\$9,849	1,704	70.73%	\$5.78
Families	392,561	2,062	0.53%	1,150	\$6,018	1,188	57.61%	\$5.07
Workaholics	394,593	1,822	0.46%	1,613	\$6,596	1,094	60.04%	\$6.03
Total	1,464,742	6,293	0.43%	5,525	\$22,463	3,986	63.34%	\$5.64

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Social Ad Examples

Outdoor Enthusiasts



A Facebook sponsored ad for North Lake Tahoe. The ad features a photograph of a person mountain biking on a trail. The text includes the headline "Wander, Explore, Experience", a sub-headline "Visit North Lake Tahoe this summer to experience endless outdoor activities as y...", and a "Book Now" button. The ad also shows a "Like Page" button and a "Sponsored" label.

Impressions: 678K
Clicks: 2.4K
CTR: 0.36%
Engagement: 2,762
Book Now Conversions: 1,704
CVR: 71%

Families



A Facebook sponsored ad for North Lake Tahoe. The ad features a photograph of a family (two adults and a child) standing on a rocky shore near a waterfall. The text includes the headline "Priceless Family Experiences", a sub-headline "Get away and reconnect in North Lake Tahoe, building memories that will last a li...", and a "Book Now" button. The ad also shows a "Like Page" button and a "Sponsored" label.

Impressions: 393K
Clicks: 2,062
CTR: 0.53%
Engagement: 1,150
Book Now Conversions: 1,188
CVR: 58%

Workaholics



A Facebook sponsored ad for North Lake Tahoe. The ad features a photograph of two people on a stand-up paddleboard on a calm lake. The text includes the headline "Make Summer Count", a sub-headline "Stunning views, countless activities, one place. Visit North Lake Tahoe to experience what summer is all about.", and a "Book Now" button. The ad also shows a "Like Page" button and a "Sponsored" label.

Impressions: 395K
Clicks: 1,094
CTR: 0.46%
Engagement: 1,613
Book Now Conversions: 1,094
CVR: 60%

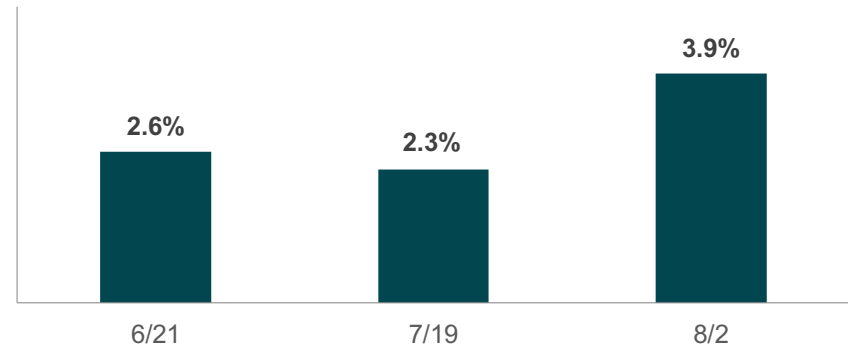
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Email Performance

• Email blasts helped direct 2.9K users to GoTahoeNorth.com during the Summer campaign. While on the site, users spent 1:42 on the site and viewed nearly 2.3 pages per session.

• Roughly 1 in 4 users who clicked through to the website navigated to the Lodging Page, where 28 users ended up clicking the book now button. This represents a 4.6x increase in book now conversions compared to the Spring season.

E-Blast Click Through Rate



Email	Sessions	Pageviews	Pages Per Sessions	Time on Site	Bounce Rate	Spend	Lodging Page Visits	Book Now Conversions	Cost Per Conversion
E-blast 6/21	1,767	3,924	2.22	02:08	39.62%	\$3,800	173	17	\$223.53
E-blast 7/19	611	1,704	2.79	00:58	8.84%	\$2,550	343	8	\$318.75
E-blast 8/2	496	892	1.80	01:04	63.31%	\$2,520	136	3	\$840.00
Total	2,874	6,520	2.27	01:42	37.16%	\$8,870	652	28	\$316.79

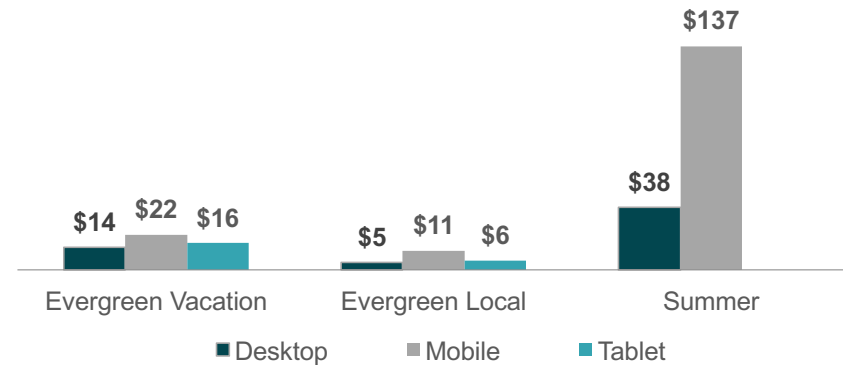
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Paid Search Performance

• Paid search ads were very effective in driving high-quality website traffic from June through August. In total, paid search ads resulted in 932 visits to the lodging page and 406 book now conversions; this equated to an impressive 9.6% book now conversion rate.

• Similar to display ads, locally targeted ads outperformed all others, resulting in an over 3% CTR and 20% CPA. Within the Summer campaign, ads that included beaches and boating in the keywords performed best (above .30% CTR), while ads focused on fishing and hiking were less impressive.

Cost Per Conversion by Ad Group and Device



Campaign	Impressions	Clicks	CTR	Cost	Lodging Page Visits	Book Now Conversions	Book Now Conversion Rate	Cost Per Conversion
Evergreen – Vacation	492,830	1,235	0.25%	\$3,685	792	193	15.63%	\$19.09
Evergreen – Local	23,756	746	3.14%	\$1,265	20	151	20.24%	\$8.38
Summer	770,599	2,270	0.29%	\$6,055	120	62	2.73%	\$97.66
Total	1,287,185	4,251	0.33%	\$11,005	932	406	9.55%	\$27.11

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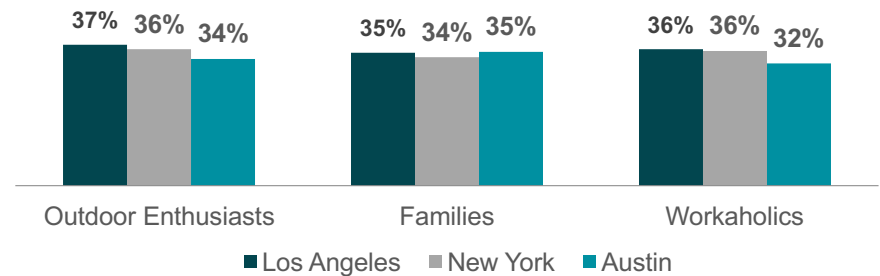
YouTube Performance

• YouTube ads accounted for 250K impressions and 88K views during the Summer campaign, for an average view rate of 35% (up from 33% in the Spring).

• Overall, performance between creative and regions featured minimal variance. Ads targeted toward a younger demographic resulted in a generally higher view rate, as well as ads served in Los Angeles. Of note, while YouTube ads only resulted in two book now conversions, our goal for this medium is to increase exposure and brand awareness.

Note: We only pay for those that view our ads to 100%

View Rate by Creative and Region



Target	Impressions	Clicks	Views	View Rate	Played to 25%	Played to 50%	Played to 75%	Played to 100%	Book Now Conversions
Outdoor Enthusiasts	100,908	79	35,909	35.59%	61.86%	44.76%	39.03%	35.51%	1
Families	20,683	21	7,220	34.91%	63.70%	45.39%	38.90%	34.94%	0
Workaholics	128,696	156	44,847	34.85%	62.16%	43.95%	38.06%	34.68%	1
Total	250,287	256	87,976	35.15%	62.17%	44.40%	38.52%	35.04%	2

Summer Campaign Recap | Consumer

| Winter Preview

 north lake tahoe

Targeted Personas

- **Geographic Targets**

- Los Angeles
- New York
- Austin

- **Target Persona #1: Workaholics**

- Age 25-49
- Higher education
- Dual income/No kids

- **Target Persona #2: Experiential Families**

- Age 35-54
- Higher household income
- Seeking new experiences with the whole family

- **Target Persona #3: Outdoor Enthusiasts**

- Age 18-34
- Focus on health
- Risk takers looking for new adventure

Media Mix

- Year round media spend will continue this winter, including SEM, retargeting display and video, and social media retargeting
- The Winter campaign will also include a mix of:
 - Native advertising
 - Programmatic display
 - Video
 - Rich media
 - Social media conquering

Media Mix

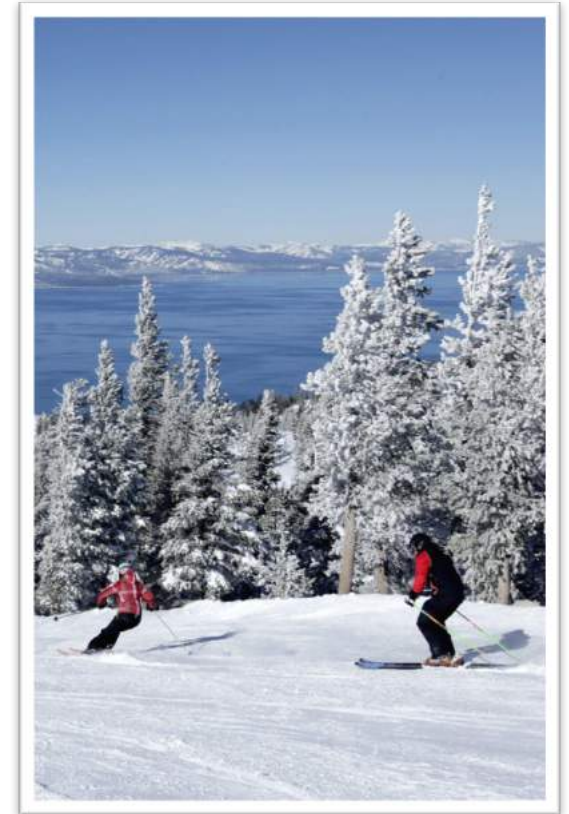
- **Given the success of last year's targeted spend in Los Angeles, additional media opportunities in that market include:**
 - Digital billboards
 - *Sunset Magazine* ad targeting Southern California
 - Experiential campaign

Experiential Campaign Presentation

 north lake tahoe

Program Objective

- **Initiative:** Promote North Lake Tahoe as a premier winter ski destination with a fun and eye-catching experiential activation.
- **Timing:** January 2018
- **Market:** Los Angeles



Snow Fabricated Vehicles



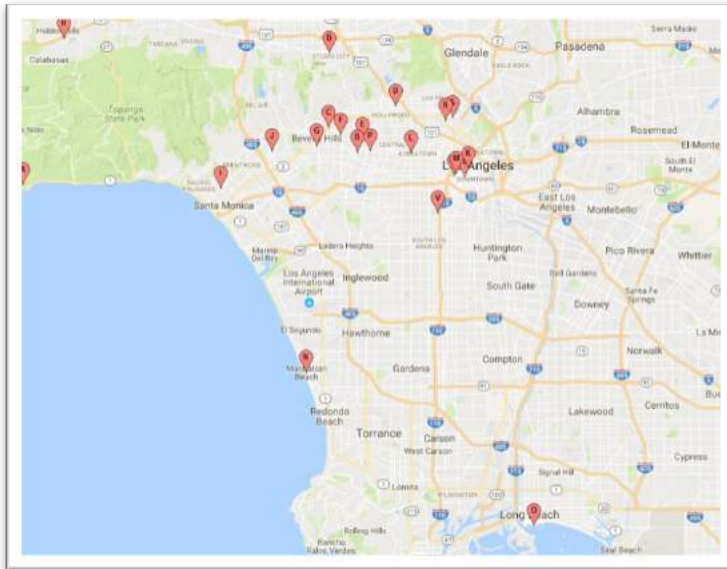
Experiential Campaign Presentation | Consumer

Themed Brand Ambassadors

- Brand Ambassadors, dressed in theme, will be a fun way for North Lake Tahoe and any potential sponsors to engage with targeted consumers.
- Ambassadors will be fully trained on all brand talking points to remind people to visit North Lake Tahoe during the ski season. Consumers can take photos with the Brand Ambassadors and the snow fabricated vehicles and will be encouraged to share on social media to create online impressions beyond the current location.
- Facebook Live can be a great addition to the campaign. Brand Ambassadors will be trained and scripted on the experience that will be live-shared on the social platform.



Potential Locations – Los Angeles



- Malibu Country Mart
- Wilshire Blvd
- Santa Monica Blvd
- Ventura Blvd
- The Grove
- Beverly Blvd/Beverly Center/3rd Street/
Melrose Ave
- Beverly Hills South Wilshire/North Santa
Monica Blvd
- Calabasas City Center
- Montana Ave
- Westwood
- Downtown LA
- Events at the Wiltern
- Events at LA Live
- Manhattan Beach/Pier Area
- Long Beach/Pier Area
- Events at El Rey Theatre
- Events at Staples Center
- Silver Lake
- Events at The Satellite
- Events at the Theatre Ace Hotel
- Events at Hollywood Palladium
- Events at the Coliseum
- Rose Parade

Experiential Campaign Presentation | Consumer

Sponsored Opportunities

Sponsors allow for program expenses to be split between multiple entities by providing sponsors with key branding space on various program elements. Possible sponsors include ski resorts, hotels and other local establishments.

Opportunities for sponsors include the vehicles for shared space on the door wraps, the Brand Ambassador team with sponsor branded snow gear and/or branded skis/snowboards as well as client provided branded collateral pieces or giveaway items.

Estimated Costs

- One vehicle over two non-consecutive weekends: **\$52,800**
- Two vehicles over one weekend: **\$57,350**

**This is a guerilla activation operating without site permits. If asked to leave, the team will re-locate to another suitable location. Optional location permits for specific placement (same location all day) are also available.*

| Website Optimization

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Website Optimization

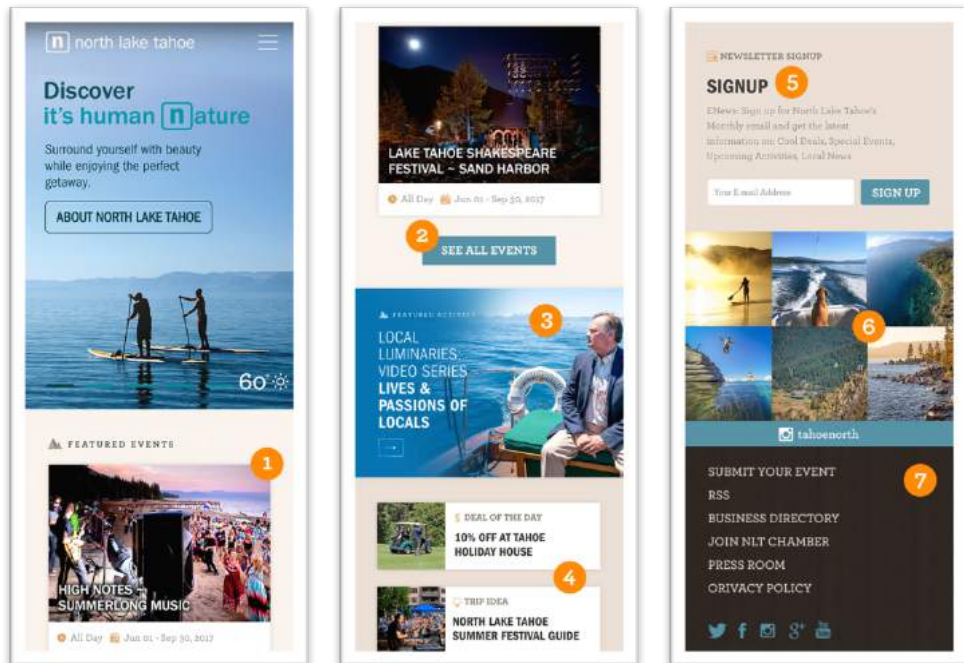
- **Increasing search engine ranking for GoTahoeNorth.com requires updates to both the code of the site and the content on the site and off-site link building**
 - Site speed
 - Meta tags
 - H1/H2 tags
 - Image Details
 - Keywords and Keyword density
 - Link details

Mobile Experience

- Heat Map for Current Mobile Homepage



Mobile Experience



1. Simplified the event blocks by removing the description but leaving important details. (Photo, Event title, date)
2. Removed "More Events" link from every post and added a "See All Events" button at the end of section.
3. Featured Activities block should be used for Activities. This video section would work better as a slider.
4. Social feeds take up a lot of real estate. These were moved and the Deal of the Day / Trip Ideas was moved up and the layout of these sections has been simplified.
5. Simplifying the Sign Up Form and reducing the number of fields will could increase sign ups.
6. We thought adding an Instagram grid / feed here would work. You want the potential visitor to see more of Tahoe than the hero image.
7. Footer navigation tightened up to reduce the padding between items and help bring the social icons up higher.

A scenic landscape featuring a large lake, a dense forest of evergreen trees, and distant mountains under a sunset sky. The scene is captured from an elevated perspective. A semi-transparent white rectangular box with rounded corners is centered over the image, containing the text "Thank You" in a bold, dark teal font.

Thank You