

**Performance Measurement Document  
FY 18/19**
**Leisure Advertising (Consumer Campaign)  
Advertising/Promotions/Media**
**Leisure Coop Budget Amount**

	Yearly Results 18/19	Yearly Results 17/18
Direct Paid Media Dollars	\$840,650.00	\$884,500.51
Added Value Media	-	-
Gross Media Impressions	213,623,123	188,208,088

**Response/Inquires**

<b>Total paid clicks</b>	235,226	217,278
Average cost per click	\$2.72	\$3.18
Average click thru rate	0.20%	0.21%

**Total Leads**

Number of brochure / planner requests	664	669
Total email database	32,063	31,039
Database email open rate	8.50%	10%
Database email click thru rate	0.6%	4%
Ad recall/awareness**	32%	38%

**GTN Online Activity**

Total Visitors	681,550	649,978
Total Unique Visitors	665,235	649,408
Percent of Direct/Bookmarked Visitors	12.98%	10.85%
Time Spent on Consumer Website	1:31	1:43
Number of Repeat Visitors	91,604	90,395
Percent of Repeat Visitors	11.90%	12.30%
Number Deals Posted	-	-
"Deals" Pageviews	44,825	43,911
Number of Lodging Referrals	44,658	50,177
Lodging Referrals % of Total Click Thrus	6.55%	7.72%
Number of Total Events Posted	-	-
Organic Search Engine Results	362,593	414,767
Avg. Amount of #1 Positions	573	227
Avg. Amount of 1st Page Positions	4,121	430
Avg. Amount of 2nd Page Positions	307	344
RFP Submission	17	26

**GoTahoeNorth.com Geographic Breakdown**
**Top five DMA's and percent of total visitors**

	(DMA Numbers)	
San Francisco/Oakland/San Jose: CA	156,950 / 24.14%	143,881 / 22.52%
Sacramento/Stockton/Modesto: CA	116,324 / 17.89%	111,149 / 17.39%
Los Angeles: CA	56,890 / 8.75%	66,083 / 10.34%
Reno: NV	57,221 / 8.80%	58,737 / 9.19%
Philadelphia: DE-NJ-PA	13,957 / 2.17%	13,233 / 2.04%
New York: CT-NJ-NY-PA	40,390 / 6.29%	52,180 / 8.03%
Dallas-Ft.Worth: TX	8,792 / 1.35%	8,838 / 1.38%
Seattle – Tacoma: WA	8,231 / 1.21%	5,719 / 0.90%
Total California visits	372,094	353,801
Percent of total visitors	57.94%	56.05%
Northern CA visitors	284,611	262,113
Northern CA percent of total visitors	44.32%	40.33%
Southern CA visitors	78,834	79,714
Southern CA percent of total visitors	12.28%	12.26%
Outside CA visitors	270,101	274,569
Percent of total visitors	42.05%	42.24%

**Total Public Relations Spend (18/19 without social media)**
**Media Missions**

Number of media missions	1	3
Number of coop partners	0	2
Number of media contacts	7	30

**Media Familiarization Tours (FAMs)**

Number of FAMs	36	43
Number of media participating	59	71
Number of publications represented	85	60
Number of placements from FAMs	99	33
Number of impressions from FAM placements	174,932,061	64,371,424

**Press Releases**

Number of press releases issued	6	15
Number of Press releases downloaded from website	-	235

**Placements**

Total number of placements	1,048	353
Regional vs. National	65% / 32%	62%/38%
Domestic vs. International	90% / 10 %	95% / 5%
Percent of Southern California	5%	2%
Percent of Northern CA	18%	30%

**Number of Impressions**
**Advertising Equivalency**
**% of Positive Media Placement**
**% of Media Coverage Reaching Target Audience**

Number of Impressions	754,883,287	760,485,900
Advertising Equivalency	\$5,606,552	\$6,780,390
% of Positive Media Placement	100%	98%
% of Media Coverage Reaching Target Audience	100%	98%

<b>% of Media Coverage Including Website Address (backlinks)</b>		34%	30%			
<b>Social Media</b>						
<b>Facebook - Overall</b>						
	Number of Total Fans (at end of period)	217,405	124,222			
	% Increase Fans During Time Period	8.10%	8.20%			
	People Talking About Us ( <i>Shares</i> )	11,990	26,726			
	Total Reach/Impressions***	54,774,848	37.3M			
	% Increase in Post Views During Time Period	0.40%	40.00%			
<b>Facebook Posting</b>						
	Number of Photos Posted During Time Period	163	122			
	Number of Videos Posted During Time Period	58	93			
	Number of Links Posted During Time Period	181	222			
<b>Facebook Sweepstakes</b>						
	Number of Sweepstakes / Giveaways	10	11			
	Total Sweepstakes Entries	413	1,071			
	Paid Facebook Media for Sweepstakes	\$157	\$314			
	Average cost per click	\$0.06	\$0.62			
	Total Impressions	72,124	201,468			
<b>Top 10 Facebook Fan Geographic Breakdown</b>						
	1 Los Angeles	15,461	13,875			
	2 Sacramento	5,072	5,139			
	3 Reno	4,001	3,490			
	4 San Diego	3,373	3,170			
	5 San Francisco	3,069	3,259			
	6 New York	1,907	1,542			
	7 Long Beach	1,699	1,649			
	8 Oakland	1,415	1,231			
	9 San Jose	1,393	964			
	10 Stockton	1,147	1,052			
<b>Facebook Advertising* (18/19 includes Abbi Agency)</b>						
	Number of Facebook Ad Campaigns	85	4			
	Number of Facebook Ad Creatives	99	48			
	Paid Impressions	8,073,658	8,085,036			
	Paid Engagements	303,221	19,165			
	Average Cost Per Click (CPC)	\$ 5.89	\$2.10			
	Average Click Thru Rate (CTR)	0.60%	0.41%			
	Paid Facebook Media Investment	\$ 103,476.00	\$129,730.27			
<b>Twitter</b>						
	Total Followers (at end of period)	21,661	20,744			
	% Increase Followers During Time Period	4.40%	12.70%			
<b>Instagram</b>						
	Total Followers (at end of period)	67,794	56,058			
	% Increase Fans During Time Period	20.90%	16.70%			
	Total Photos	947	604			
	Total Engagements	814,016	759,516			
	% Increase in Engagements	7.20%	-3.00%			
	Average Engagements per Media	859.57	1,257.47			
	Average Engagement per Follower	12	13.5			
<b>Top 5 Instagram Followers Geographic Breakdown</b>						
	1 Reno	6,346	5,503			
	2 San Francisco	2,427	2,147			
	3 Sacramento	2,002	1,649			
	4 Los Angeles	1,457	1,117			
	5 Truckee	1,412	1,170			
	6 San Diego	1,030	861			
	7 South Lake Tahoe	994	854			
	8 San Jose	976	694			
	9 New York	737	584			
	10 Las Vegas	714	640			
<b>Instagram Advertising*</b>						
	Paid Impressions	10,485,840	2,652,396			
	Average Cost Per Click (CPC)	\$3.33	\$5.10			
<b>You Tube</b>						
	Video Upload Views (during period)	204	1,089,206			
	Overall Video Views (creation through end of period)	846,139,398	2,010,566			
	Subscribers	360	343			
	Paid Impressions*	1,356,167	2,110,372			
<b>GTN Blog</b>						
	Number of Stories Posted	46	40			
	Number of Social Shares	2,800	9,265			
	Incoming Referrals via Facebook	17,571	16,263			
	Blog Page Views	25,728	21,951			
<b>Event Marketing</b>						
	Total Number of events supported	23	18			
	Total Attendance by Event Supported	53,431	41,923			
Grant	Tahoe Cup Paddle Series	TBD - final event in September	178 participants, 1:1 ROI			
Grant	Hot August Nights Show-n-Shine at Squaw	Did not sponsor	750 attendees, 2:1 ROI			
Grant	Kid's Adventure Games	564 participants, 22:1 ROI	650 participants, 6:1 ROI			

Grant	BIG BLUEgrass at Sugar Pine Point	Did not sponsor	279		
Grant	Lake Tahoe Music Festival	TBD - event takes place in August	1,030 attendees, 5:1 ROI		
Grant	Northstar Free-Ride Festival	Did not sponsor	670 participants, 2:1 ROI		
Grant	Tahoe Adventure Van Expo	TBD - event takes place in September	700 attendees, 5:1 ROI		
Grant	Tahoe City Oktoberfest	Did not sponsor	3,000+ attendees, 59:1 ROI		
Grant	Alpenglow Mountain Festival	2,300 attendees, 5:1 ROI	Did not sponsor		
Grant	Snowfest!	6,500 attendees, 67:1 ROI	Did not sponsor		
Grant	Restorative Arts & Yoga Festival	71 attendees, 4:1 ROI	Did not sponsor		
Sponsorship	No Barriers Summit	700 attendees, 29:1 ROI	Did not sponsor		
Sponsorship	2018 Spartan World Championships	13,995 racers & spectators, 9:1 ROI	10,656 racers, 9:1 ROI		
Sponsorship	2019 Tough Mudder	Did not sponsor	6,993 participants & spectators, 22:1 ROI		
Sponsorship	2019 WinterWonderGrass	4,500 ticket purchasers, 53:1 ROI	6,000 (ticket purchasers, musicians, staff, comps)		
Sponsorship	2018 Autumn Food & Wine Festival	1,523 ticketed, 12:1 ROI	2,000+ ticketed & unticketed, 11:1 ROI		
Sponsorship	2019 Broken Arrow Skyrace	1,605 participants, 10:1 ROI	1,106 participants, 9:1 ROI		
Sponsorship	2019 Tahoe Lacrosse Tournament	6,000 attendees	4,858 attendees, 170:1 ROI		
Sponsorship	2019 Forth of July Fireworks (TC & KB)	Attendance not tracked	Attendance not tracked		
Sponsorship	2019 Wanderlust	TBD - Have not received post event report	9,131 attendance		
Sponsorship	2018 NASTAR National Championships	349 participants, 39:1 ROI	900 ticketed attendees, 149:1 ROI		
<b>Conference/Group Sales</b>					
<b>Conference Coop Budget Amount</b>					
	Direct Paid Media Dollars	\$64,931	\$45,310		
	Added Value Media Dollars	\$15,500	\$7,000		
	Partner Leveraged Dollars				
<b>Leads</b>					
	Number of leads	338	308		
	Lead room nights	112,627	100,977		
	Web page visits †	11,930	7,896		
<b>Booked Business (17/18 updated)</b>					
	Number of bookings	76	92		
	Booked room nights	19,009	17,571		
	Booked attendance	9,284	22,101		
	Booked Room Revenue	\$4,020,845	\$2,970,363		
<b>Lost Business</b>					
	Number of lost opportunities	142	97		
	Lost room nights	49,119	30,368		
	Lost attendance	18,746	14,175		
<b>Arrived Business</b>					
	Number of bookings	72	75		
	Number of booked room nights	14,165	13,498		
	Number of booked attendees	17,042	16,628		
	Booked attendees spending	\$2,890,991	\$2,587,254		
<b>Group sales productivity metrics - All Staff</b>					
	Number of leads	338	302		
	Number of bookings	76	92		
	Number of booked room nights	19,009	17,571		
<b>Travel Trade/Leisure Sales</b>					
	Total Travel Trade Spend	235,445	230,500		
<b>Leisure Trade Shows</b>					
	Number of trade shows attended	0	0		
	Number of Coop shows	9	6		
	Total number of appointments	156	130		
	Total number of leads generated & distributed	156	130		
	Total number of new contacts	505	243		
<b>Number of Sales Missions (call center trainings)</b>					
	Domestic	1	2		
	International	3	2		
<b>Leisure Familiarization Tours (FAMs)</b>					
		14	13		
<b>Number of Site Inspections</b>					
		14	13		
<b>Wholesale Product Placements</b>					
	Number of NLT Hotel Product listed with Domestic Suppliers*****	20	10		



**Cell:** C64

**Comment:** La/SD/OC - March 8  
-Jessica Pauletto

**Cell:** C66

**Comment:** 7 total meetings, but reached out to over 50 contacts  
-Jessica Pauletto

**Cell:** D66

**Comment:** we need to define what "contacts" mean. We did not have 30 individual meetings, but we certainly reached out to this amount, plus more. These two numbers from FY17-18 and FY18-19 are not consistent.  
-Jessica Pauletto

**Cell:** C69

**Comment:** This includes domestic, international, social fams and VCA fams. This also includes angela liguori (which is one of our international fams in Oct. 2019, but we included her in FY18-18)  
-Jessica Pauletto

**Cell:** C76

**Comment:** +greg@gotahoe.com and +fallon@tahoeguide.com - do you have access to this info?  
-Jessica Pauletto  
Not sure where this information would be?  
-shelley fallon  
+fallon@tahoeguide.com is there a way to track views on our press releases page? Maybe this is an antiquated metric  
-Jessica Pauletto  
Smith and Jones should have this info. I will reach out.  
-Greg Long  
Thanks GL.  
-shelley fallon  
I filled in the planner request number for last year.  
-Greg Long

**Cell:** C78

**Comment:** This includes wire releases, which are high in number, but usually have low reaches  
-Jessica Pauletto

**Cell:** D81

**Comment:** last year's data was incorrect at 14%. We had incorrect math. Instead adding the percentages of 12 months and dividing by 12 for the annual average, we accidentally divided by only 2. The correct number is 2% for FY17-18.  
-Jessica Pauletto

**Cell:** C82

**Comment:** This number is drastically lower because it includes international. In FY17-18 we did not include in'l, so it was only a percentage of domestic placements.  
-Jessica Pauletto

**Cell:** D82

**Comment:** the previous number was incorrect at 15%. This should have been 30 percent. Wrong math.  
-Jessica Pauletto

**Cell:** C86

**Comment:** we need to define what "target audiences" mean - is it target demo, geo, persona, etc?  
-Jessica Pauletto

**Cell:** B102

**Comment:** what's the difference between a sweepstake and a giveaway  
-Jessica Pauletto

**Cell:** C106

**Comment:** we may have run more on IG this year than FB since IG is where our audience is  
-Jessica Pauletto

**Cell:** A120

**Comment:** +cmanadiego@augustineagency.com and +lmoore@augustineagency.com - we put our numbers here, but this FB ad section is actually you guys  
-Jessica Pauletto

**Cell:** B158

**Comment:** these two numbers are drastically different, possibly because the 17/18 videos include local luminaries. Since Tahoe Treasures is a separate budget, we did not include in numbers  
-Jessica Pauletto

**Cell:** B164

**Comment:** hey +evynn@theabbiagency.com do you have any idea why the social shares are lower than last year, but referrals are higher?  
-Jessica Pauletto