



north lake tahoe
it's human nature

ANNUAL REPORT

2021 — 2022



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LETTER FROM THE PRESIDENTS

Fiscal year 21/22 offered great opportunity, including ways to help our destination shine combined with fierce challenges.

At the start of year, the COVID pandemic was still present, with businesses, locals and visitors alike adapting to everchanging public health protocols. Then in August, the Caldor Fire sent communities surrounding Lake Tahoe into mandatory evacuations. As the situation progressed, the North Lake Tahoe Marketing Cooperative decided it was the most responsible course of action to ask all guests to postpone immediate travel plans, keeping residents and first responders as a top priority.

The resilience of our region never wavered and as circumstances improved – COVID related or otherwise – the local economy continued on an upward trajectory. We continue to welcome visitors while using marketing efforts as an opportunity to educate and influence behavior when in our region.

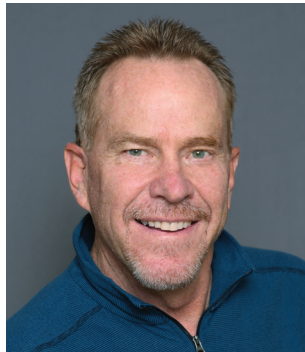
Other marketing efforts related to our seasonal advertising and content campaigns continued to prove successful. In fact, in February, we were honored to receive the 2022 Visit California Poppy Award for Best Overall Destination Brand Identity. The award recognizes the California destination that best showcases its unique attributes to help drive visitors to lodging properties, businesses and key attractions.

Our methodical approach to continuing to evolve North Lake Tahoe's brand has helped position our destination as a leader within California's tourism industry. The focus has been to highlight North Lake Tahoe as a four-season destination with new experiences and year-round adventures accessible to all, while placing an emphasis on slower visitation periods of spring and fall, as well as mid-week travel.

The organizations also place a significant amount of effort on destination stewardship as we transition from strictly a marketing organization to a marketing and management organization, working to educate potential visitors before, during and after their time in the region. A key element of North Lake Tahoe's identity is emphasizing the importance of sustainability and driving responsible travel. The goal continues to be to increase awareness and visitation while finding new ways to contribute to the communities within the destination.

There's a large group collectively responsible for the work completed throughout the last year. We'd like to give a huge thank you to the respective board and committee members for their unwavering support and guidance. None of it would be possible without the local staff that keeps everything in forward motion. You have all shown incredible strength, loyalty and perseverance and we are forever grateful to each of you and the talents that you bring.

We thank everyone who chooses North Lake Tahoe. We are most grateful for your continued support and wish you the very best during your stay and beyond.



Andy Chapman

President/CEO
Travel North Tahoe Nevada



Tony Karwowski

President/CEO
North Lake Tahoe
Resort Association

BRAND OVERVIEW

Throughout the past year, the North Lake Tahoe Marketing Cooperative made great strides in shifting purely from a destination marketing organization to a destination management organization.

Destination stewardship was – and remains – a key focus for the brand, placing great importance on sustainability messaging that encourages locals and visitors alike to be active participants in keeping the region pristine. Education is a core brand value, and a place this special should be shared, sustained and protected.

The Traveler Responsibility Pledge is one way the local community is showing its commitment to being a positive force for environmental stewardship. Layered into the pledge are actionable steps to leave no trace no matter the adventure. Visitors were also invited to engrain themselves in the region, becoming stewards of Lake Tahoe and demonstrating mindful travel practices. All were invited to take the pledge, reduce their footprint and promote sustainable practices.

TART Connect was another offering that started in 21/22 fiscal year. The free, on-demand, curb-to-curb shuttle service took people right where they wanted to go throughout North Lake Tahoe's lakeside communities. Using TART Connect reduced emissions and the environmental impact in a big way, helping visitors and locals feel good about getting around Tahoe while also saving on gas, reducing the stress of driving and parking, and limiting traffic for others in the area.

The North Lake Tahoe gift card also debuted to help provide an easy way for people to support local businesses. Over 45 retailers, rental companies and restaurants now accept the digital gift card, giving travelers a way to support from afar or while in the region.

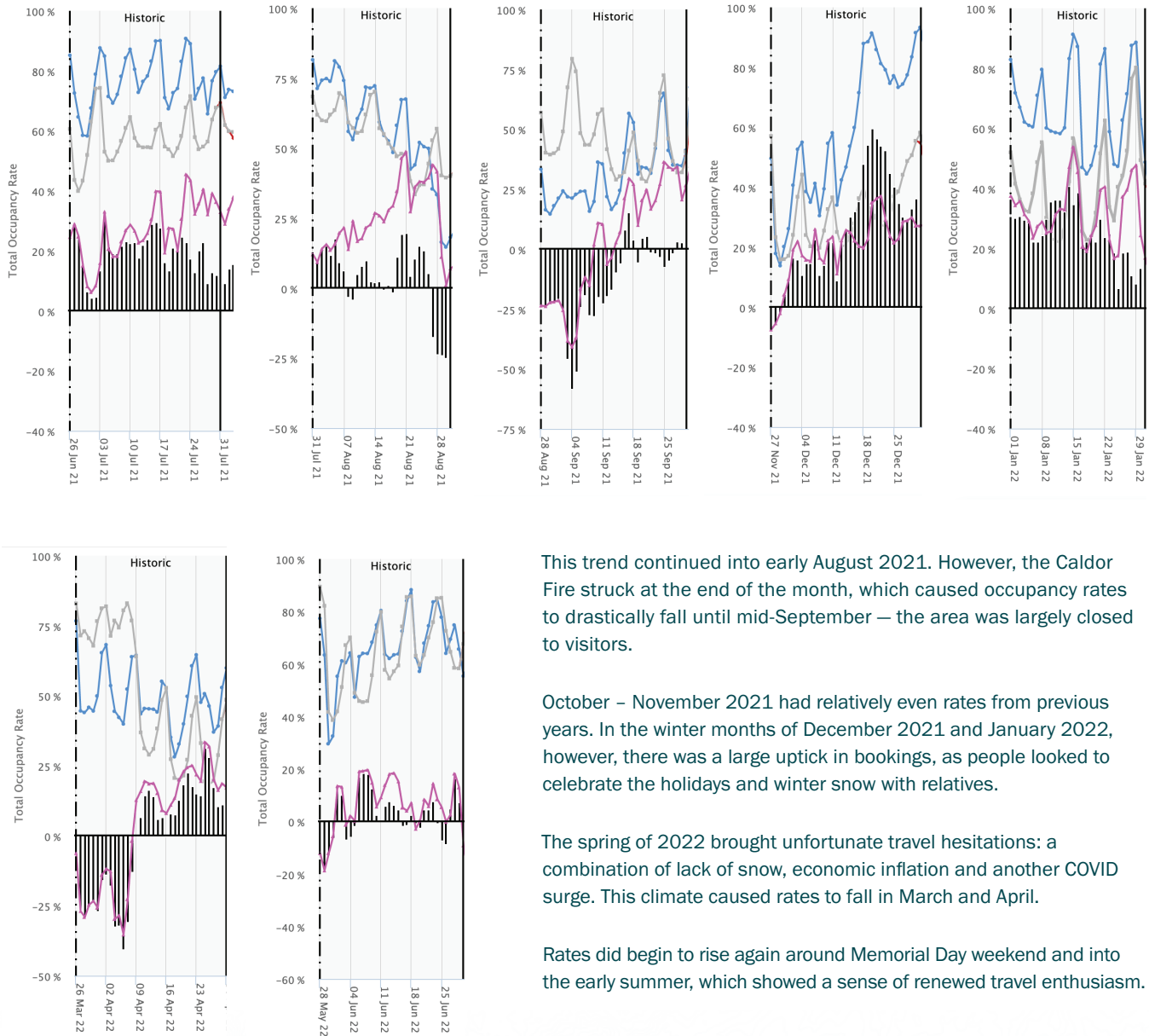
Other key messages encouraged people to work from nature and visit mid-week with hopes to extend the length of stays for visitors. Priority for media spend reached target audiences during the spring and fall need periods. To help keep people moving throughout the region during peak timeframes, summer messaging focused on mountainside activities, whereas winter messaging focused on lakeside activities.



OCCUPANCY METRICS

Using the occupancy tool in the Destimetrics platform, North Lake Tahoe was able to paint a holistic picture of resort occupancy in FY21/22.

In the beginning of the fiscal year (July 2021), the destination experienced higher than average occupancy rates, as COVID conditions eased and more people were wanting to travel during the summer months.



This trend continued into early August 2021. However, the Caldor Fire struck at the end of the month, which caused occupancy rates to drastically fall until mid-September — the area was largely closed to visitors.

October – November 2021 had relatively even rates from previous years. In the winter months of December 2021 and January 2022, however, there was a large uptick in bookings, as people looked to celebrate the holidays and winter snow with relatives.

The spring of 2022 brought unfortunate travel hesitations: a combination of lack of snow, economic inflation and another COVID surge. This climate caused rates to fall in March and April.

Rates did begin to rise again around Memorial Day weekend and into the early summer, which showed a sense of renewed travel enthusiasm.

Grey: Historical Occupancy Data from FY20/21
 Blue: Actual Data for Time Period FY21/22
 Pink: Occupancy Change from Previous Time Period

TRENDS / INDUSTRY OVERVIEW

A few trends and events helped shape North Lake Tahoe's efforts in FY21/22.

The Caldor Fire in August – September 2021: In the past decade, California has named the end of summer and beginning of fall “fire season” due to the large amount of wildfires in the state. The Lake Tahoe region was unfortunately not immune to such tragedies, as the Caldor Fire affected much of El Dorado and Douglas Counties in South Lake Tahoe. While the wildfire's path wasn't in the North Lake Tahoe region, the area felt its effects through intense conditions, wildfire smoke, the loss of community businesses and more. During this time period, promotional efforts for visitation for the area were paused and crisis messaging was implemented.

Lifting of COVID restrictions and an intense desire to travel: After a demanding 2020, many people used 2021 as the year of making up for lost time. The desire for travel was stronger than ever with many people vacationing to revisit with friends and family. This trend continued into much of 2022, with the same desire to spend time and money to travel to new and familiar destinations.

Rise in remote working: Many of the changes in work styles during COVID became permanent, with more remote workers than ever. This trend made it easier for workers to park their desk in new locations other than home – making vacationing likewise easier. Data showed that these kinds of travelers not only spent longer in a particular destination, but they also spent more in market as well.

Sustainable and outdoor travel were more popular than ever: Even with the easing of COVID conditions, many travelers continued to prefer outdoor experiences. These kinds of destinations not only had a perceived sense of being safer, but also created opportunities for more mental and physical wellness activities. This trend went hand in hand with efforts to protect the environment with sustainable habits and actions both from a traveler and local sense. North Lake Tahoe reinforced this trend through its Traveler Responsibility Pledge – a series of tenets designed to help the traveler know how they can contribute to sustainable practices in the destination.



SUMMER 2021 CAMPAIGN

With the shift in a greater focus on the shoulder seasons, the Summer 2021 campaign only accounted for 4% of the total yearly budget. This was also due to part of the Summer 2021 campaign budget falling in the previous fiscal year (FY20/21 - June 2021). Yet, even when combining with the Summer 2022 campaign budget in FY21/22 (June 2022), the total summer campaign only accounted for 7% of the total budget (\$35,000).

For the Summer 2021 campaign, North Lake Tahoe focused on just two tactics: display prospecting and social media. This was

in part due to summer being such a high travel period. There was also residual TripAdvisor traffic from a previous FY20/21 ad buy.

Creative focused on promoting responsible travel through the Traveler Responsibility Pledge and the Know Before You Go Guide along with TART Connect services. The strategy was to advocate for sustainability best practices for visitors while in market, instead of promoting activities and driving even more traffic to the region.

KEY TAKEAWAYS:

- The Summer season campaigns combined (July – August 2021, June 2022) spent roughly \$35,000 and earned 3,841 TOS conversions. This metric was high when compared to Winter's \$38,000 spend and 4,018 TOS conversions.
- The Traveler Responsibility Pledge creative outperformed the Know Before You Go Guide creative by 340 TOS conversions. Both creatives earned similar click-through rates and costs per click.
- Instagram earned 12% of total social clicks but no TOS conversions. Facebook earned 88% of clicks and 100% of social TOS conversions (397 conversions), along with 14 Book Now conversions.
- Both Facebook and Instagram ran Sustainability messaging. NLT Instagram CTR averaged 0.88% to the industry average of 0.94%. The Facebook CTR of 2.15% outperformed the industry average of 0.72%.
- On average, TOS conversions occurred with every 53 clicks on social platforms.



SUMMER 2021 CAMPAIGN

VIEW OUR

KNOW BEFORE YOU GO

INFORMATIONAL GUIDE

n north lake tahoe
it's human nature

PLAN NOW

north lake tahoe

TRAVEL RESPONSIBLY

Take the Pledge

north lake tahoe

KNOW BEFORE YOU GO
INFORMATIONAL GUIDE

HELPFUL HINTS

2,660,002
IMPRESSIONS

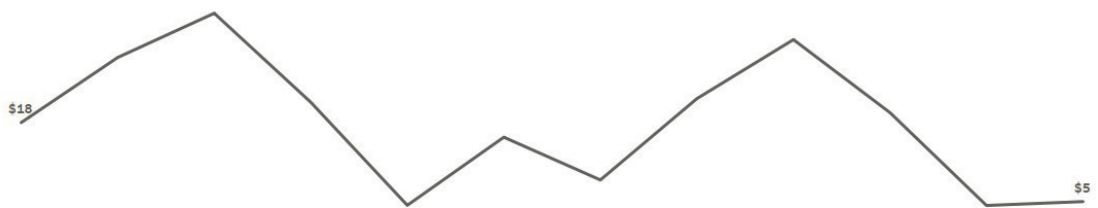
25,046
CLICKS

\$0.84
COST PER CLICK

938
TOS CONVERSIONS

\$22.36
COST PER TOS
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	1,418,509	\$9,929.56	2,207	\$4.50	0.16%	449	\$22.11
	TripAdvisor	8,142	\$0.00	10	N/A	0.12%	78	N/A
	Native	267	\$9.35	0	N/A	0.00%	0	N/A
Paid Social	Facebook	872,599	\$7,338.31	18,746	\$0.39	2.15%	397	\$18.48
	Instagram	290,501	\$2,618.00	2,565	\$1.02	0.88%	0	N/A
Video	Facebook	65,176	\$1,001.75	1,469	\$0.68	2.25%	14	\$71.55
	Instagram	4,541	\$69.97	49	\$1.43	1.08%	0	N/A
	OTT	267	\$3.12	0	N/A	0.00%	0	N/A
Grand Total		2,660,002	\$20,970.05	25,046	\$0.84	0.94%	938	\$22.36

FALL 2021 CAMPAIGN

In late August 2021, the Caldor Fires struck the area and paid media was put on pause with the exception of some wildfire safety social ads until late September.

Most missed September budgets rolled over into October and November, however the entire TikTok budget shifted to the Spring 2022 campaign. In terms of allocated budget, the Fall 2021 campaign followed the Spring 2022 campaign second in impressions served, overall spend and delivery. Tactically, the

Fall 2021 campaign used display, TripAdvisor, social media, video and search ads. There were also placements with Weekend Sherpa as well as paid eblasts.

Creative promoted the “secret season” of fall, encouraging activities to participate in during the season. Messaging also focused on making memories and making up for lost time with loved ones.

KEY TAKEAWAYS:

- While the Fall 2021 campaign drove over 2,560 TOS conversions, cost per conversion ran \$5.97 higher than Spring costs.
- Digital display banners earned 11% higher CTR than TripAdvisor. General programmatic display and TripAdvisor averaged at a similar cost per conversion.
- The display retargeting campaign maintained a \$24.80 lower conversion rate than the prospecting display ads. Building the retargeting audience paid dividends as retargeting earned twice as many TOS sessions at little over half the spend.
- Top performing display creative by TOS conversions were Retargeting (659 conversions), Sustainability (168), Millennial Megan (67) and High Value (57).
- Instagram Stories earned 7% of total social clicks but no TOS conversions. Retargeting, High Value and Sustainability audiences earned the most TOS conversions at the best rates.
- TOS conversions occurred on average every 3.7 clicks on social platforms.
- Facebook video held the highest video completion rates at every watch length. Both Facebook and YouTube ran the same 0:30 creative, so the difference in completion rates was based on the platform and the ways ads were served on each (scrolling on Facebook versus a skippable ad before a video).
- YouTube logged 156,000 more video views than Facebook.
- SEM averaged 7.5 clicks for every TOS conversion.
- For every one search conversion on desktop, 524 impressions were served. For every conversion on mobile, 450 impressions were served.
- Highest converting keywords were: resort, things to do, what to do in tahoe, and north tahoe.

FALL 2021 CAMPAIGN

EXPLORE
SECRET
SEASON
LODGING
SPECIALS

n
north lake tahoe
it's human nature

BOOK NOW

SAVOR THE
SECRET
SEASON

n
north lake tahoe
it's human nature

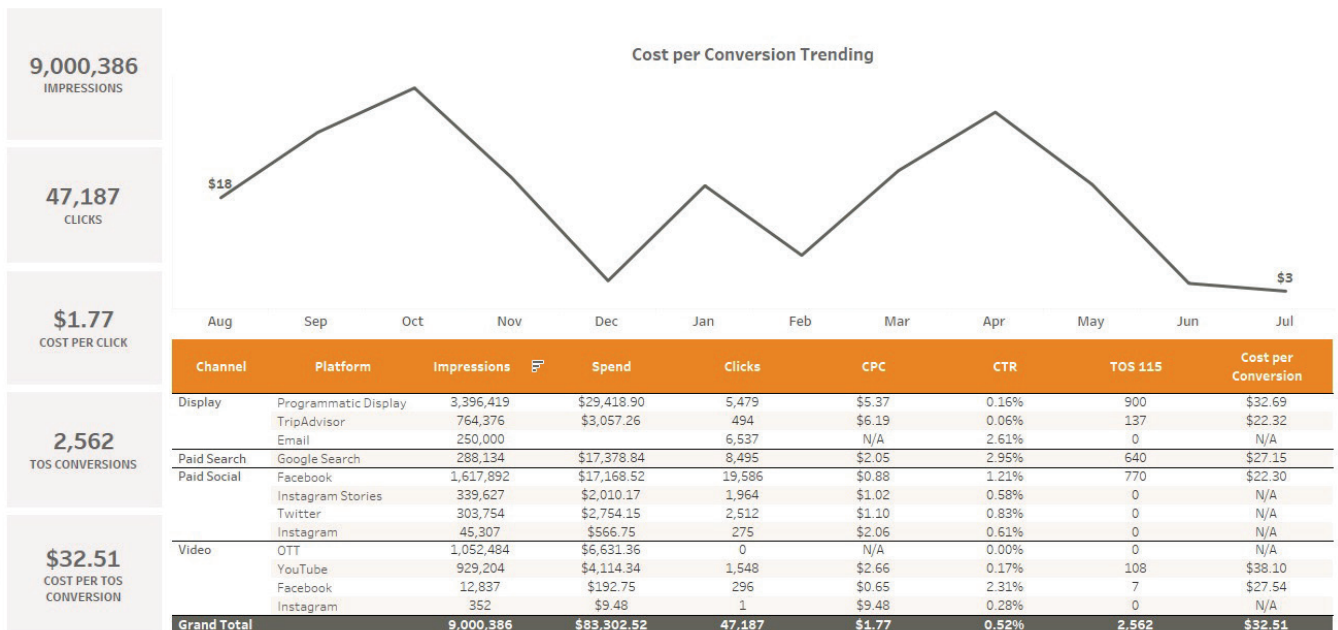
PLAN NOW

EXPLORE THE
BEAUTY OF
THE SECRET
SEASON

n
north lake tahoe
it's human nature

PLAN NOW

PERFORMANCE



WINTER 2021 - 2022 CAMPAIGN

Similar to the Summer campaigns, the Winter 2021 - 2022 campaign had a reduced budget from previous years due to it being an already high-travel period. The overall budget was fairly equal in spend and delivery to the Summer 2021 and Summer 2022 combined campaigns.

Tactics included display, TripAdvisor, social media, native, video and paid search ads. North Lake Tahoe also partnered with *Outside Magazine* for a special native article on their ski audiences. The article focused on activities beyond the mountain to drive traffic lakeside.

Creative featured mainly snow-based activities, which was aided in part by early snowfall in November. The campaign continued to use messaging of “Winter WOW” to experience adventure during this season. Main markets focused on Southern California areas including Los Angeles and San Diego.

There was heavy snowfall at the end of December – early January, but it was a relatively light season for snow overall. Additionally, a spike of COVID cases in early 2022 resulted in less fervor for travel overall and heightened COVID-related restrictions.

KEY TAKEAWAYS:

- The Winter 2021 – 2022 campaign earned 4,018 TOS conversions compared to the combined Summers' 3,841 and cost only \$0.82 more per conversion.
- Digital display banners had a 13% CTR higher than TripAdvisor ads.
- *Outside Magazine* launched its native article complete with native display drivers. Cost per click averaged at \$56 and earned 71 conversions at \$16 each. Added Value ads for *Outside Magazine* were promoted during the Spring 2022 season.
- The display retargeting campaign maintained a \$24.32 lower cost per conversion than the prospecting campaign. The Winter 2021 – 2022 campaign retargeting proved extremely cost effective and earned 86% of total display TOS conversions.
- Top performing display creative by TOS conversions included Retargeting (1,454 conversions), High Value (103), Millennial Megan (58) and Boomer Ben (46).
- Facebook earned 95% of total social clicks, Instagram earned 5%.
- Top performing creative by total clicks: Sustainability (374), High Value (46), Jones Family (15), and Boomer Ben (11). For every 1 TOS conversion, 16 clicks on average needed to log.
- Instagram surpassed Facebook with the highest video completion rates at every watch length.
- Both Facebook and Instagram video ran the same 0:30 creative. However, while Instagram held the highest completion rates, Facebook earned the most views and clicks with the lowest cost per click.
- SEM averaged 3 clicks for every TOS conversion. For every one search conversion on desktop, 53 impressions were served. For every conversion on mobile, 14 impressions were served.
- Highest converting keywords were: north tahoe, things to do, snowmobiling rentals, and snowmobiling north lake tahoe.

WINTER 2021 -2022 CAMPAIGN

EXPERIENCE
THE BEAUTY OF
WINTER WOW

n north lake tahoe
it's human nature

PLAN NOW

DISCOVER
YOUR
**WINTER
WOW**

n north lake tahoe
it's human nature

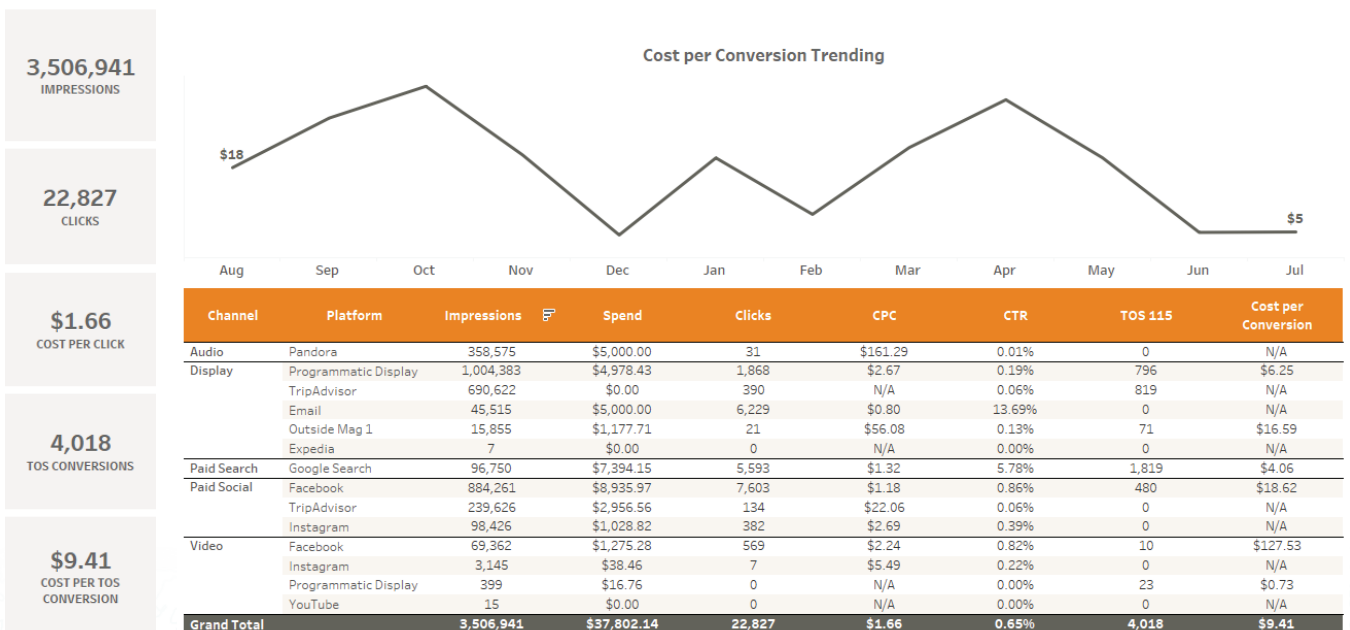
PLAN NOW

VIEW OUR
**KNOW
BEFORE
YOU GO**
INFORMATIONAL
GUIDE

n north lake tahoe
it's human nature

PLAN NOW

PERFORMANCE



SPRING 2022 CAMPAIGN

Despite rising inflation concerns, high gas prices and tougher economic conditions overall, travel continued to be a priority for people. With this in mind, North Lake Tahoe expanded beyond regional markets to include the Texas audiences of Houston and Dallas along with the staple audience of Los Angeles. Farther into the campaign, the budget expanded to include the additional markets of Monterey-Salinas and Fresno.

Messaging and creative focused on spring's "dual days" whereby visitors can participate in both snow and non-snow related activities.

Due to the shortened snowfall season, many assets were updated or ended earlier than anticipated. Specifically, video closed on April 24th when ski resorts officially closed for the season.

In terms of budget, the Spring 2022 campaign was equal to spend and delivery of the Fall 2021 campaign. Tactics were similar to that of the Fall 2021 campaign including display, TripAdvisor, social media, video and SEM tactics. There were also activations with Weekend Sherpa and paid eblasts.

KEY TAKEAWAYS:

- The Spring 2022 campaign drove 6,327 TOS conversions, which was nearly 4,000 more conversions than Fall 2021's performance of 2,560. Overall, the cost in Spring 2022 was \$5.97 less per conversion.
- The Spring 2022 email campaign earned the highest CTR of all display advertising at 2.23%, while maintaining one of the lowest cost per clicks at 90 cents.
- Digital display banners were 8% higher in CTR than TripAdvisor. General Programmatic Display and TripAdvisor averaged at a similar cost per conversion.
- The display retargeting campaign earned 72% of all display TOS conversions. Building the retargeting audience continued to pay dividends.
- Top performing display creative by TOS conversions included Retargeting (1,370 conversions), Jones Family (176), High Value (136) and Boomer Ben (86).
- Instagram earned 5% of total social clicks, Facebook earned 73%, Twitter 10%, and Instagram Stories 15%. Neither Instagram nor Twitter reported TOS conversions.
- Top performing social creative by TOS conversions included The Jones Family (256 conversions), Millennial Megan (213), Retargeting (186) and High Value (122).
- TOS conversions occur on average every 30 clicks on social platforms.
- Video impressions were compacted into a shorter-than-planned time span to accommodate the close of winter media assets on April 24th.
- Facebook held the highest video completion rates at every watch length, followed by Instagram and then YouTube. Instagram's completion rates performed better than at any point prior in the year. TikTok did not report video completion rates.
- YouTube logged 1.2M video views in three months. Facebook's CTR outperformed the other video mediums, followed by TikTok, Instagram then YouTube.
- SEM averaged 6 clicks for every TOS conversion. For every one Search conversion on desktop, 222 impressions were served. For every conversion on mobile, 260 impressions were served.
- Highest converting keywords included: camping california, fishing, boating, beaches, best camping.

SPRING 2022 CAMPAIGN



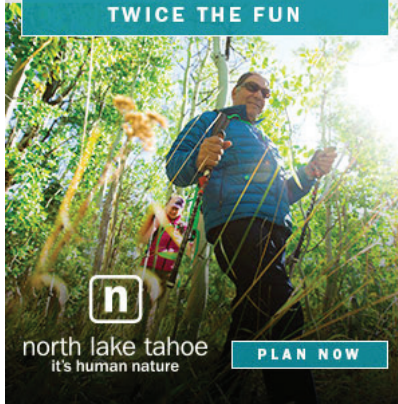
RECONNECT &
HAVE TWICE THE FUN



PLAN NOW north lake tahoe
it's human nature



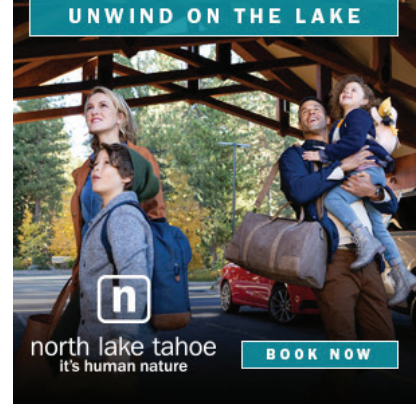
IT'S TIME FOR
TWICE THE FUN



north lake tahoe **PLAN NOW**
it's human nature



ELEVATE YOUR SENSES &
UNWIND ON THE LAKE



north lake tahoe **BOOK NOW**
it's human nature

PERFORMANCE

25,700,721
IMPRESSIONS

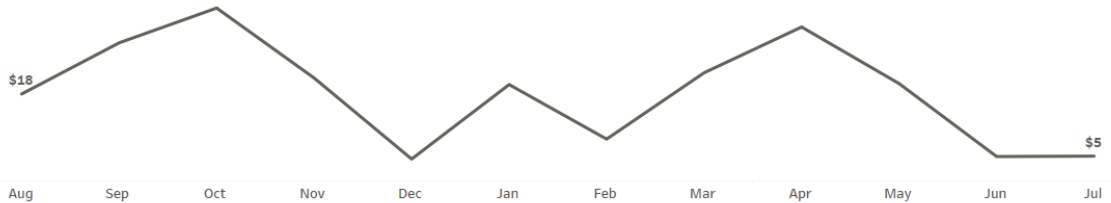
125,834
CLICKS

\$1.36
COST PER CLICK

6,327
TOS CONVERSIONS

\$27.05
COST PER TOS
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	6,419,314	\$38,515.75	10,463	\$3.68	0.16%	1,306	\$29.49
	TripAdvisor	1,484,028	\$3,597.28	1,138	\$3.16	0.08%	503	\$7.15
	Email	250,000	\$5,000.00	5,576	\$0.90	2.23%	0	N/A
	Weekend Sherpa	154,497	\$7,000.00	1,801	\$3.89	1.17%	0	N/A
	Outside Mag 1	44,120	\$7.28	46	\$0.16	0.10%	84	\$0.09
OOH	Outfront	542,117	\$2,603.93	0	N/A	0.00%	0	N/A
Paid Search	Google Search	648,778	\$25,382.74	16,037	\$1.58	2.47%	2,628	\$9.66
Paid Social	Facebook	3,354,739	\$26,765.24	22,051	\$1.21	0.66%	877	\$30.52
	Instagram Stories	737,976	\$4,564.01	4,735	\$0.96	0.64%	97	\$47.05
	Twitter	422,967	\$2,270.65	3,040	\$0.75	0.72%	0	N/A
	Instagram	28,457	\$308.99	151	\$2.05	0.53%	0	N/A
Video	YouTube	6,675,511	\$26,271.32	8,951	\$2.94	0.13%	615	\$42.70
	TikTok	4,108,222	\$18,092.72	38,984	\$0.46	0.95%	0	N/A
	Facebook	827,310	\$10,716.42	12,853	\$0.83	1.55%	217	\$49.38
	Instagram	2,685	\$25.74	8	\$3.22	0.30%	0	N/A
Grand Total		25,700,721	\$174,122.08	125,834	\$1.36	0.49%	6,327	\$27.05

SUMMER 2022 CAMPAIGN

Due to the summer season spanning two fiscal year timeframes, the Summer 2022 campaign only captured metrics for the month of June, but will continue into FY22/23 until August 2022.

Similar to the Summer 2021 campaign, the budget was smaller this campaign due to already high visitation. Los Angeles was the only main target market.

The Summer 2022 campaign spent roughly 3% of the yearly budget. Combined with the Summer 2021 campaign, the

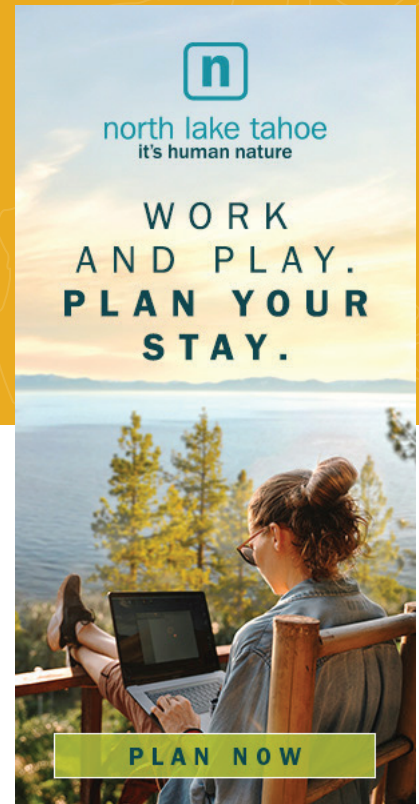
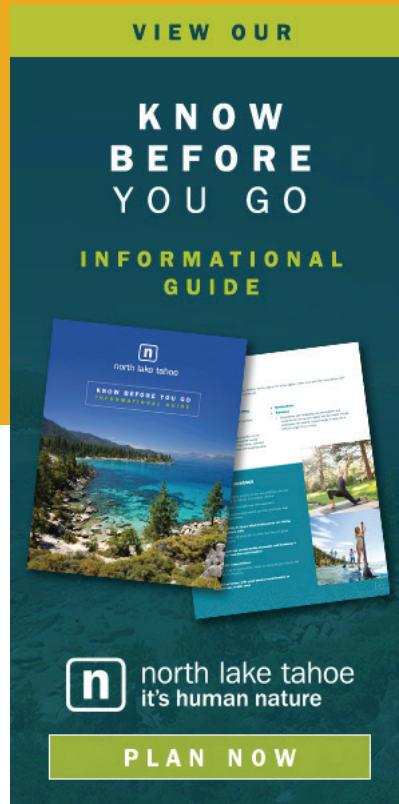
Summer campaigns combined spent 7% of the budget. Tactically, the campaign ran all digital platforms except video compared to the 2021 summer season, which only ran display programmatic and Facebook/Instagram.

Creative promoted the destination as an ultimate “summer playground” where visitors could engage in lakeside and mountainside activities, with a stronger focus on mountainside to help disperse visitation across the region.

KEY TAKEAWAYS:

- The 2022 Summer campaign spent roughly \$15,000 and earned 2,893 TOS conversions compared to the Summer 2021 campaign \$21,000 spend and 938 TOS conversions.
- Programmatic display earned the second-highest number of TOS conversions, only 343 conversions behind Paid Search.
- Top performing display creative by TOS conversions included Retargeting (897 conversions), High Value (40), Jones Family (7) and Sustainability (6).
- TripAdvisor impressions overlapped from a separate campaign. North Lake Tahoe spent \$0 during Summer 2021.
- Instagram earned 2% of total social clicks but no TOS conversions. Facebook earned 98% of clicks and 100% of TOS conversions (239 conversions).
- Top-performing social creative by TOS conversions included Sustainability (161 conversions), High Value (40), Retargeting (15) and Boomer Ben (12).
- Instagram's CTR averaged 1.23% to the industry average of 0.94%. Facebook's CTR of 1.63% outperformed the industry average of 0.72%.
- On average, TOS conversions occurred with every 26 clicks on social platforms; more effective than Summer 2021's 53 clicks per TOS conversion.
- Only Facebook and Instagram ran video during Summer and only with a minimal spend of \$174.
- For the first time in FY21/22, Instagram surpassed Facebook in video completion rates by 2%.
- SEM averaged 3.3 clicks for every TOS conversion. For every one search conversion on desktop, 61 impressions were served. For every conversion on mobile, 48 impressions were served.
- Highest converting keywords included: camping california, north tahoe, north lake tahoe, and fishing.

SUMMER 2022 CAMPAIGN



PERFORMANCE

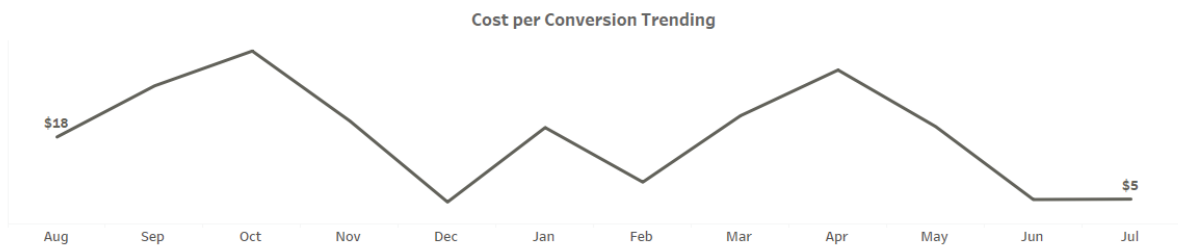
2,413,976
IMPRESSIONS

12,882
CLICKS

\$1.14
COST PER CLICK

2,357
TOS CONVERSIONS

\$6.22
COST PER TOS CONVERSION



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	1,463,386	\$3,469.73	2,479	\$1.40	0.17%	798	\$4.35
	TripAdvisor	181,819	\$699.25	128	\$5.46	0.07%	158	\$4.43
OOH	Outfront	306,724	\$1,473.28	0	N/A	0.00%	0	N/A
Paid Search	Google Search	64,800	\$4,270.81	3,759	\$1.14	5.80%	1,141	\$3.74
Paid Social	Facebook	375,579	\$4,360.01	6,128	\$0.71	1.63%	239	\$18.24
	Instagram	11,617	\$213.79	143	\$1.50	1.23%	0	N/A
Video	Facebook	9,922	\$174.32	245	\$0.71	2.47%	18	\$9.68
	Instagram	129	\$3.19	0	N/A	0.00%	0	N/A
Grand Total		2,413,976	\$14,664.38	12,882	\$1.14	0.53%	2,354	\$6.23

MEETINGS, CONFERENCES & CONVENTIONS CAMPAIGN

In 2021, business travel was still slow to come back, as companies had hesitations due to lingering COVID restrictions. Because of that development, performance was a little lower in the beginning of the fiscal year.

Business travel did begin to pick up in early 2022, but inflation and overall economic concerns caused continued hesitancy until the end of the fiscal year.

Creative that ran the first few months of the fiscal year, July 2021 – September 2021, included heavy recovery messaging

and focused on “getting back to nature” as in-person meetings were still scarce. Imagery represented wide open spaces with plenty of room for physical distancing.

Due to group travel confidence increasing in October 2021, creative was refreshed to welcome back all groups and meeting planners. The campaign centered around North Lake Tahoe’s best amenities coming naturally and aimed to focus on what sets the destination apart from competitors.

KEY TAKEAWAYS:

- Overall, the campaign served 210 impressions for every click and 37 clicks for each TOS115 conversion.
- Digital display ads outperformed every other channel.
- Display ads earned 46% of clicks and 61% of TOS115 conversions for a total of 83 conversions more than all other channels combined.
- Facebook ads maintained the lowest cost per click at \$0.61 followed by display at \$1.37. These low costs per clicks indicate engaging creative and effective campaign optimizations throughout the year.
- Video performance was most effective across the retargeting campaigns on YouTube and Facebook platforms. While YouTube earned 83% of video conversions, Facebook held the highest CTR at 0.62%.



MEETINGS, CONFERENCES & CONVENTIONS CAMPAIGN


AMENITY NO. 26

Audio & Visual

CONNECTIONS COME STANDARD

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



n
north lake tahoe
it's human nature

AMENITY NO. 3

Spacious Conference Rooms

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



n
north lake tahoe
it's human nature

AMENITY NO. 18

PERFECT FOR

Breakout Sessions

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



n
north lake tahoe
it's human nature

PERFORMANCE

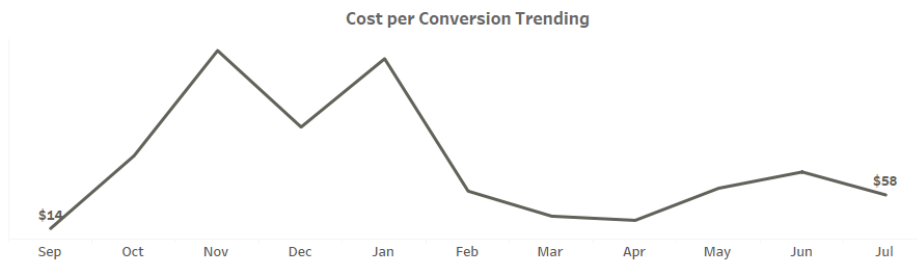
1,812,188
IMPRESSIONS

9,441
CLICKS

\$1.85
COST PER CLICK

245
TOS CONVERSIONS

\$71.34
COST PER TOS CONVERSION



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	984,157	\$5,242.78	3,843	\$1.36	0.39%	140	\$37.45
Paid Social	LinkedIn	179,791	\$3,463.82	1,727	\$2.01	0.96%	0	N/A
	Facebook	62,536	\$893.74	1,887	\$0.47	3.02%	53	\$16.86
	Instagram	7,802	\$64.60	30	\$2.15	0.38%	0	N/A
Video	LinkedIn	301,898	\$4,298.64	1,026	\$4.19	0.34%	0	N/A
	YouTube	212,849	\$2,250.99	555	\$4.06	0.26%	42	\$53.45
	Facebook	58,342	\$1,259.12	368	\$3.42	0.63%	10	\$125.91
	Instagram	4,813	\$12.80	5	\$2.56	0.10%	0	N/A
Grand Total		1,812,188	\$17,486.50	9,441	\$1.85	0.52%	245	\$71.34

WEBSITE OVERVIEW

A main goal of the website for the FY21/22 fiscal year was to optimize the site in ways that would better search rankings, improve SEO performance and enhance the user experience. This included streamlining the main navigation by removing links to pages that weren't being used and focusing on pages with high search rankings and activity, making information more readily accessible to consumers. The footer was also updated to include more partner facing links and update the layout.

In cooperation with Shelley Fallon, the site was updated regularly to add new business listings, events and deals, along with making site-wide updates due to the name change from

Squaw Valley to Olympic Valley and correcting all mentions for the Palisades Tahoe name change. Other improvements included auditing and adjusting the Press Room page, integrating additional CrowdRiff galleries, beginning updates with the Events page and adjusting the search feature.

Other key pages were also updated including the Hiking page, Summerlong Music page and all seasonal Play pages. Finally, to ensure the site aligned with ADA compliance guidelines, a specific widget was implemented to the backend to help bring the site up to the necessary standards.

KEY TAKEAWAYS:

- Appeared on the first page of search results for 57% more keywords than the previous year.
- Passed Google's Core Web Vitals Assessment.
- Increased new users by 18% and total sessions by 6.8%.
- 60.5% of overall site traffic came from organic search.
- California remained at the top of the list with 56.37% of new users with Nevada (8.27%) and Texas (6.54%) coming in at second and third.
- Implemented four CrowdRiff galleries. With the North Tahoe Eats gallery receiving an impressive 101.5% engagement rate.
- Ranks within the top 3 spots for primary target keyword: lake tahoe.

WEBSITE METRICS:

- Total Visitors were up this year compared to last year (FY20/21) up from 684,140 to 721,707 which is a 5.49% increase.
- Total Sessions were also up this year compared to last year, up from 837,233 to 894,164 which is a 6.80% increase.
- Pages Per Session were down slightly this year from 1.84 to 1.72.
- Average Session Duration was also down slightly from last year from 1:19 to 1:11.

WEBSITE CHANNELS:

- The top performing channel this year was again organic search which resulted in 443,389 users or 60.50% of total user population. This is a 14.48% increase compared to last year.
- The second highest performing channel was again direct search which resulted in 97,081 users or 13.2% of the total user population. This is a 18.21% decrease from the previous year, however, this year there was a decrease in the bounce rate which actually resulted in a net gain of traffic of approximately 10.10% for the direct channel.

WEBSITE OVERVIEW

TOP 10 MOST VISITED PAGES

Page	Pageviews
Homepage	168,221
Webcams	161,011
Road-Conditions	80,761
Lodging	48,959
Lake-Tahoe-Activities/Spring	41,455
Weather-Report	34,333
Lake-Tahoe-Activities	33,048
Lake-Tahoe-Activities-Summer	28,867
Events	22,763
Lake-Tahoe/Getting-Here	21,775

AUDIENCE :

- California remained at the top of the list with 56.37% of new users with Nevada (8.27%) and Texas (6.54%) coming in at second and third.
- Within California, San Francisco had the highest number of new users with 50,574 or 12.66%. Los Angeles came in second with 46,686 or 11.69% and Sacramento in third which had 37,201 new users or 9.31% of total new users.
- There was a pretty even split when it comes to gender. Males made up 50.55% of the new users and females made up 49.45% of the new users.
- The age group that had the highest user count were between 25-34 which had 37,698 (24.09%) of total user base. This is down 24.01% from the previous year. Coming in second, were those ages between 35-44 which had 34,144 (21.82%) of total user base. This was up 3.49% from the previous year.

DEVICE :

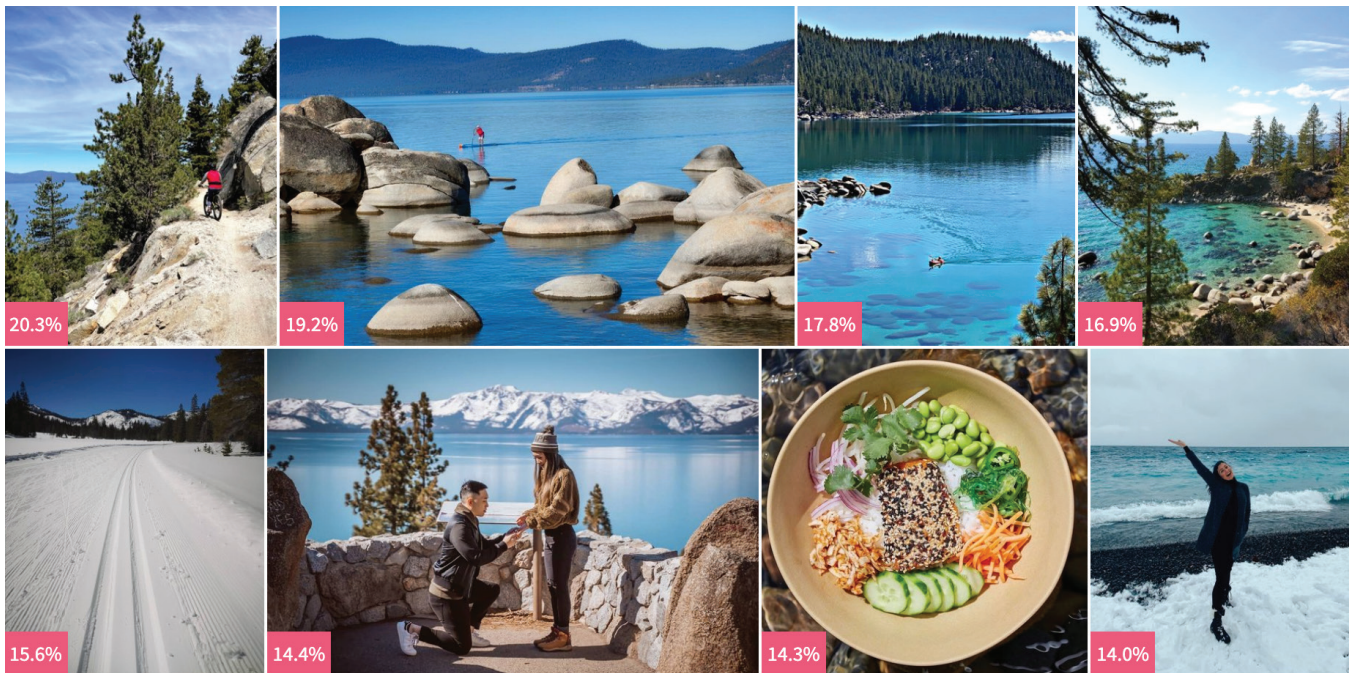
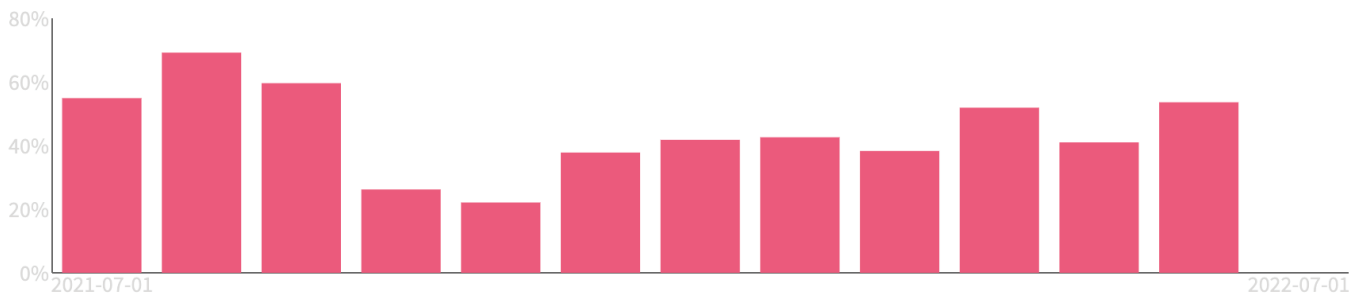
- The top device remained mobile with 447,428 new users or 59.63% of the total new users. This is up 8.97% from the previous year.
- The second most used device was desktop which brought in 280,194 new users or 37.33% of total new users. This was up 9.56% from the previous year.
- The third most used device was a tablet which brought in 22,731 new users or 3.03% of total new users. This was up 21.30% from last year.

CROWDRIFF OVERVIEW

In FY21/22, North Lake Tahoe continued to utilize the platform Crowdriff to source user-generated imagery for the website and social media promotion. Four galleries were featured on the website including:

- Homepage
Total Engagement Rate: 47.8%
- Weddings Page
Total Interactions: 13,000
- North Tahoe Eats
Total Views: 26,000
- NLT + Me Campaign

* The Crowdriff platform was first implemented in March 2021, so YOY metrics are unavailable.



KEY TAKEAWAYS:

- The North Tahoe Eats Gallery had the highest engagement rate of 101.5%, but the Homepage Gallery had the highest amount of interactions (2,400) and the most views (7,300).
- The NLT + Me Campaign, which was launched at the end of the fiscal year in June 2022 also helped boost engagement.
- Gallery interaction differed month by month, but did see a slowdown around the holidays (November and December). There was a peak in engagement in August 2021 when the Caldor Fire began.

SEARCH ENGINE OPTIMIZATION

In July 2021, Google fully rolled out its Core Web Vitals algorithm update — a new ranking factor used to prioritize websites that provide a more pleasant, secure, on-page user experience compared to competitors. By improving usability and mobile friendliness the website not only received a passing score for Core Web Vitals but also created a more engaging experience.

Another key focus of search engine optimization (SEO) throughout FY21/22 was improving the site structure and highlighting webpages most likely to be of interest to online searchers. A redesign of the site's main navigation was integral to this effort, helping both visitors and web crawlers find valuable, relevant information more easily, while also providing better access to North Lake Tahoe businesses.

Combined with increased targeting of relevant keywords, these initiatives have helped the website appear in searches far more often than previous periods, raising overall page views and growing new users by 18% from the year prior. In addition, the website appeared on the first page of search results for 57% more keywords than the previous year. By the end of the fiscal year, organic traffic from search engines accounted for the majority (60.5%) of the website's overall traffic.

OPTIMIZATIONS MADE:

- Redesign of main menu navigation
- Fixed broken breadcrumb schema
- Added missing canonicals to webpages
- Removed unused and outdated webpages
- Reduced third party code
- Removed unused plug-ins
- Ongoing maintenance, fixing broken external links and removing permanently closed listings

SITE SPEED:

- Speed Index (mobile): 7.1s
- Speed Index (desktop): 2.2s
- Fully loaded (desktop): 11s

ORGANIC SESSIONS:

- Users: 461,670
- New Users: 456,323
- Sessions: 579,869
- Avg. Session Duration: 1:15
- Avg. Pages per Session: 1.69

SEARCH PERFORMANCE:

- Impressions: 32.1 million
- Clicks: 510,000
- Avg. CTR: 1.6%

MOST LINKED TO CONTENT:

- Know Before You Go
- Lodging
- Webcams
- Summer Things to Do
- Incline Village Independence Day Celebrations and Sky Show

TOP 10 KEYWORDS:

Keywords by Rank

- North Lake Tahoe - 1
- Lake Tahoe - 2
- Lake Tahoe Webcam - 1
- Incline Village - 3
- Tahoe Road Conditions - 2
- Lake Tahoe Activities - 3
- Lake Tahoe Weather - 7
- Donner Pass - 4
- Tahoe City - 3
- Truckee - 5

NEWSLETTERS

Between the July 2021 – June 2022 timeframe, a total of 18 newsletters deployed to an audience of 25,640 subscribers. Average open rate was 23.29% and CTR was 5.37% which outperformed industry benchmarks – CTR specifically was three times better than industry averages. Content varied between promoting regional events, highlighting monthly blogs and sharing relevant crisis communication updates.

KEY TAKEAWAYS:

- Informational newsletters that included crisis communication updates such as the Caldor Wildfire yielded high open and click through rates – 27.11% open rate and 16.4% CTR.
- Content that spotlighted local activities and events also had some of the highest performance rates. Featured content included Made in Tahoe, Clean Up Days and summer music.
- Subject lines that preformed the best were lighthearted and topical.

KEY METRICS:

- Audience
 - List Total – 25,640
- Open Rate
 - List Total - 23.29%
 - Industry average – 16%
- CTR
 - List Total - 5.37%
 - Industry average – 1.6%

n north lake tahoe LODGING | THINGS TO DO | EVENTS

PROTECT THE BEAUTY OF NORTH LAKE TAHOE

The rare, breathtaking beauty of North Lake Tahoe is no coincidence. It remains an inspiring example of what happens when an entire community is committed to its preservation. Help us continue to protect our spaces for generations to come by signing up for the 27th annual **Clean Up Day on Saturday, June 4**. Visitors and residents alike of all ages are welcome to join in on the pre-summer tradition.

[SIGN UP](#)

MADE IN TAHOE

GET IN TUNE WITH NATURE IN SUMMER'S OFFICIAL PLAYGROUND

North Lake Tahoe takes center stage with FREE music all summer long. Connect with friends and family and enjoy live music both lakeside and mountainside.

[VIEW LINEUP](#)

WINTERWONDERGRASS

Secure your 2023 WinterWonderGrass

NEWSLETTERS

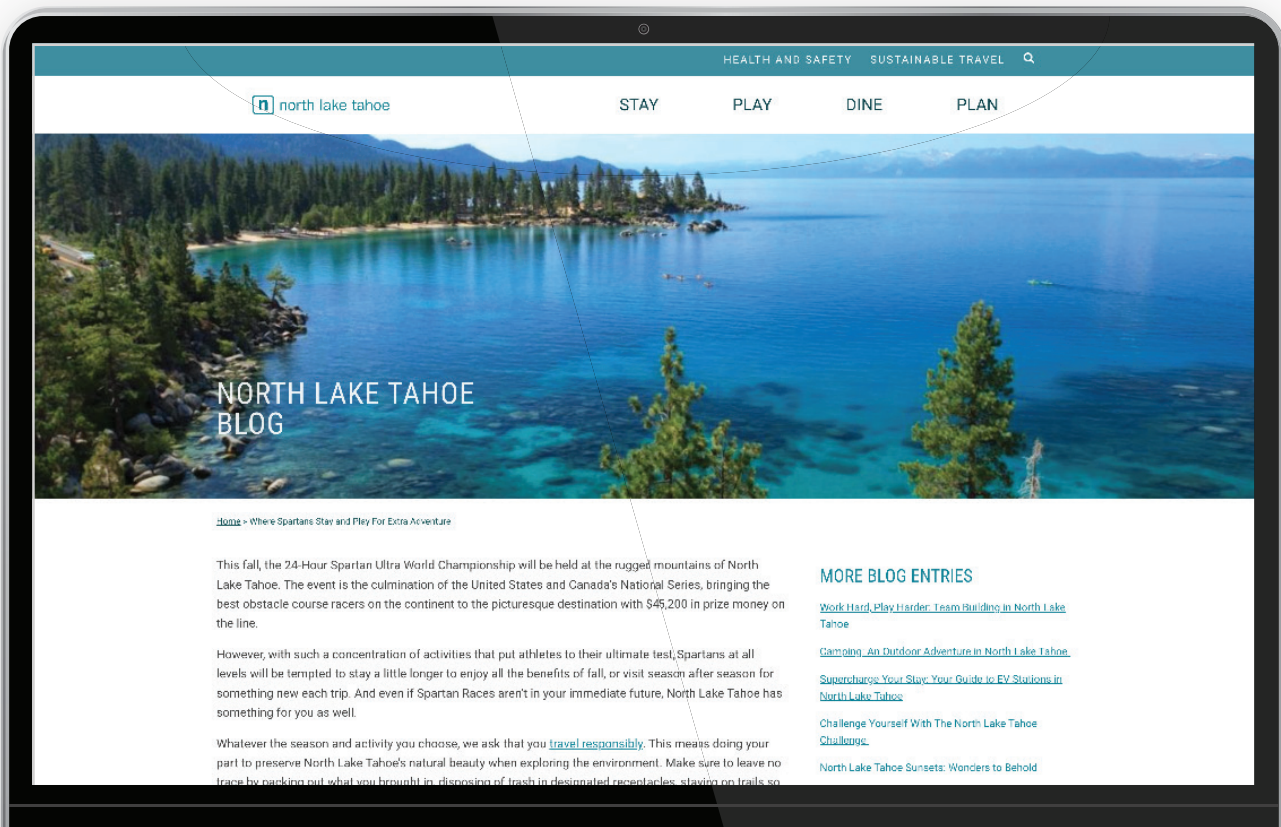
Date	Subject Line	Theme	Open Rate	CTR
27-Aug 2021	North Lake Tahoe Wildfire Update	North Lake Tahoe Wildfire Update	27.11%	16.40%
30-Aug 2021	North Lake Tahoe Caldor Fire Update	Caldor Wildfire Update	24.41%	12.64%
9-Sep 2021	North Lake Tahoe Caldor Fire Update	Caldor Wildfire Update	19.11%	6.56%
17-Sep 2021	North Lake Tahoe Welcomes You Back	Welcome Back	13.72%	6.94%
5-Oct 2021	Plan An Unforgettable Secret Season Getaway	Fall	13.46%	7.69%
19-Oct 2021	Wickedly Fun Activities In North Lake Tahoe	Nevada Day Highlight	15.88%	4.78%
19-Nov 2021	Tis' The Season To Support Local	Grateful Table/Shop Small	18.10%	3.65%
24-Nov 2021	We're Grateful For You	Thanksgiving	18.02%	4.03%
17-Dec 2021	Enjoy The Most Wonderful Time Of Year Lakeside	Winter	23.51%	6.44%
23-Dec 2021	Holiday Greetings & Warm Wishes	Holiday	23.21%	1.72%
24-Jan 2022	Reset And Reconnect In North Lake Tahoe	Plan A Vacation/Snowmobiling	24.49%	3.77%
11-Feb 2022	Go For Gold With North Lake Tahoe	Olympics/Valentine's Day	25.61%	2.98%
22-Mar 2022	Ski Before Brunch And Kayak After Dinner	Dual Days/Aha! Airlines	25.61%	2.75%
14-Apr 2022	Do Your Part, Keep Wildlife Wild	Earth Day/Shop Local	26.69%	2.49%
10-May 2022	Put Some Adventure In Your Summer	Summer/Work From Nature	27.38%	3.06%
24-May 2022	Adventure Soar's In Summer's Playground	Clean Up Day/Made In Tahoe	27.45%	4.18%
17-Jun 2022	Keep Tahoe Red, White And Blue	4th Of July/Clean Up Day	27.14%	3.56%
29-Jun 2022	North Lake Tahoe's Catch Of The Day	Wildflower Hikes/Fishing	27.32%	4.49%

BLOGS

In FY21/22, a total of 20 blogs were posted featuring relevant information. Content featured events, seasonal activities, information tips and more. New blog topics were introduced as well as revises of previous blogs that held relevant information.

KEY TAKEAWAYS:

- Blogs that featured information about events like the Spartan Race and the 4th of July Drone Show performed best with the most page views and average time on site.
- Informational blogs like the fire safety tips and TART Connect blogs had a high engagement rate, showing that people were reading through the content and seeing it as valuable.
- Social promotion was also a factor in the total amount of pageviews, with the blog about Valentine's Day activities performing well due to promotion on social channels.



BLOGS

Month Posted	Blog Name	Theme / Content	Total Pageviews	Unique Pageviews	Average Time on Page
August 2021	Where Spartans Stay and Play for Extra Adventure	Spartan Race, Outdoor Activities	1,217	1,136	1:42
September 2021	Tips for Fire Safety and Supporting the Community	Fire Safety	1,712	1,649	2:43
October 2021	Celebrate Nevada Day in North Lake Tahoe	Nevada Activities, Nevada Points of Interest	364	324	1:27
November 2021	Celebrate California and North Lake Tahoe	California Activities, California Points of Interest	330	296	2:23
December 2021	Winter Wow Has Come Ashore in North Lake Tahoe	Winter Activities	851	756	1:40
January 2022	Your Après Ski Guide to North Lake Tahoe	Après Ski, Winter Activities, Restaurants	468	424	1:46
February 2022	A Lover's Guide to North Lake Tahoe (Revise)	Valentine's Day Activities, Winter Activities	1,016	934	2:28
February 2022	North Lake Tahoe Medals in History and Olympic-sized Adventure	Winter Olympics	215	186	1:50
February 2022	Be Inspired by the Art of North Lake Tahoe	Art	459	407	1:25
February 2022	See the Sights on a North Lake Tahoe Snowmobiling Adventure	Snowmobiling	239	205	1:31
March 2022	WinterWonderGrass: Music and Fun in North Lake Tahoe (Revise)	Event	124	108	2:01
March 2022	Snow Play & Lake Days: Spring in North Lake Tahoe is the Best of Both Worlds	Spring Activities	455	415	1:45
April 2022	Be Bear Aware in North Lake Tahoe	Sustainability	359	328	3:04
May 2022	Enjoy the Great Indoors of North Lake Tahoe	Indoor Activities	145	129	1:38
May 2022	Fourth of July Events Blog	Event	6,092	5,489	4:59
May 2022	Boating on the Big Blue: Lake Tahoe	Boat Safety	193	173	2:50
May 2022	Breathtaking Wildflower Hikes in North Lake Tahoe	Wildflowers, Outdoor	513	467	2:30
June 2022	Go Fish in North Lake Tahoe	Fishing	224	194	1:59

PUBLIC RELATIONS

Due to the destination's variety of events, inviting activities and beautiful scenery, North Lake Tahoe continues to boast coverage in top tier publications like *Sunset*, *Travel + Leisure* and *Conde Nast*, as well as more specialized publications like *Ski Magazine*.

The season greatly influences the type of story reporters are looking for, from the opening of ski resorts in the winter to fun things to do in the outdoors during the summer. The beauty of the majestic mountains and the awe-inspiring lake will always be a draw for reporters, and in FY21/22 there was the opportunity to help reporters know about things they may not be aware of, like the Traveler Responsibility Pledge and reasons for a mid-week visit.

KEY TAKEAWAYS:

A key focus for FY21/22 was to continue to draw attention to North Lake Tahoe when in reference to the entire Lake Tahoe region.

Interest in events grew as COVID restrictions eased. The Pride Ride event in March opened up new avenues for stories. It also established LGBTQ traditional writers as a main audience for North Lake Tahoe.

Shoulder season and mid-week travel was a large initiative for public relations this year.

Sustainability and unique experiences are the focus for summer and winter, as these topics can also be applied year-round.

CRISIS COMMUNICATIONS:

Crisis Communications centered around the Caldor Fire, that lasted more than two months and started in mid-August. The fire affected the El Dorado National Forest and burned over 220,000 acres. Communication and messaging were updated daily as details and conditions changed rapidly. Messaging points focused on the most recent evacuation orders, lodging and businesses open in the North Lake Tahoe region, what travelers should be prepared for if they visit, the temporary closure of 9 national forests, and thanking first responders.



PUBLIC RELATIONS

PITCHING THEMES

Pitching themes were mostly based on seasonal activities and events. However, evergreen themes like sustainability were also a large focus.

Best ski resorts

Road trips

Exercise

- Outdoors
- Fun activities
- Hiking
- Something for everyone (all generations)

Opening of ski resorts

- Programs to teach skiing/snowboarding

Things to do in the winter beyond skiing/snowboarding

Meetings and team building retreats

Stargazing

Caldor fire

- Postponing your trip
- Wildfire impacts

Feel like an Olympian

(specific to this year because of the Winter Olympics)

Events

- Polar Bear Swim
- Pride Ride

Romance

- Honeymoons
- Bachelorette locations
- Renewing vows

Sustainability

- Traveler Responsibility Pledge
- TART Connect
- Clean Up the Lake
- Fire safety
- 4th of July Drone Show
- How to be a good eco tourist

Education

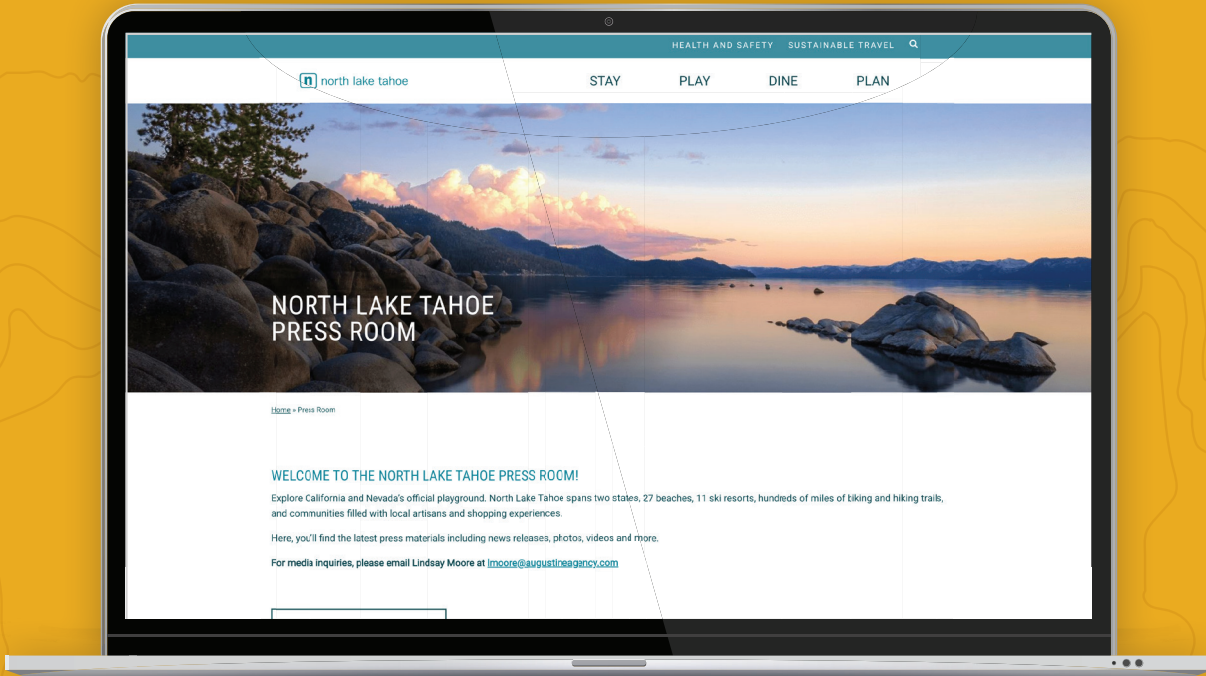
- Kids summer camps
- UC Davis Educational Center



PRESS RELEASES

Press releases included a mix of awards information, new seasonal activities and crisis communication efforts:

- Poppy Awards Winner
- What's New Fall Winter 21/22
- North Lake Tahoe Visitor's Bureau Welcomes Back Guests - Welcome Back After the Caldor Fire
- Caldor Fire Joint Statement



SECURED COVERAGE

Clips:

121

Potential Coverage Views:

3.37M

Potential Reach:

3.7B

INFLUENCERS/MEDIA FAMS

COMPASS + TWINE

Followers: 32K

Dates Visited: October 20-24, 2021

Lodging: The Ritz-Carlton, Lake Tahoe and Resort at Squaw Creek

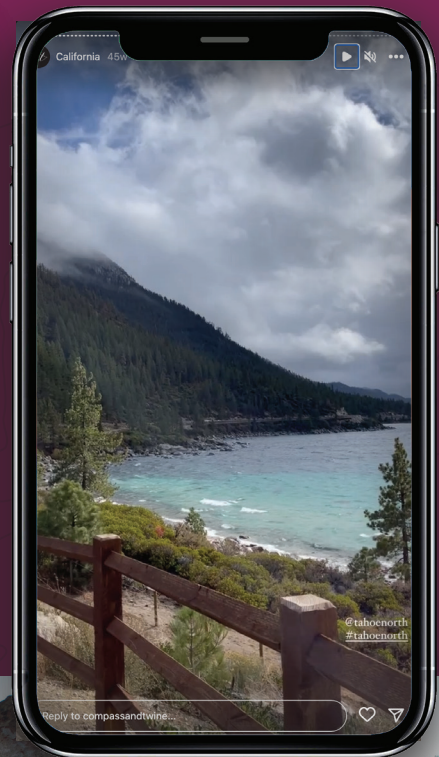
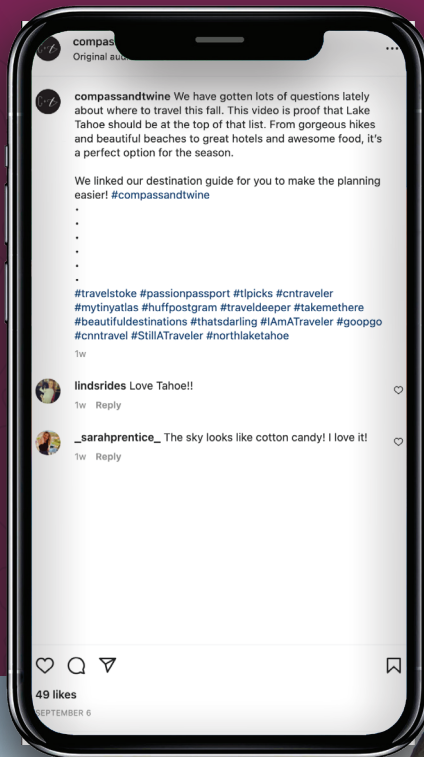
Activities/Businesses Promoted:

- Gar Woods Grill & Bar
- Tahoe Adventure Company
- Fire Sign Café
- West Shore Market
- Manzanita

- Sandy's Pub
- Eagle Rock Trail
- Sand Harbor Beach
- Tahoe City
- Kings Beach Playground
- Stateline Lookout Trail

Lindsay of Compass + Twine visited in October 2021 and posted more than 100 Instagram stories, 15 Instagram in-feed posts and 10 Facebook in-feed posts. She explored the destination with her mom and daughter and highlighted family fun in nature.

Freelance travel journalist Cynthia Dial visited North Lake Tahoe in November. She featured attractions, dining and lodging, with a focus on luxury travel. She highlighted the secret season of fall and the article was published in April.



INFLUENCERS/MEDIA FAMS

JUST LUXE (CYNTHIA DIAL)

Dates Visited: November 5-7, 2021

Lodging: Hyatt Regency Lake Tahoe Resort, Spa and Casino

Activities/Businesses Promoted:

- Tahoe Adventure Company

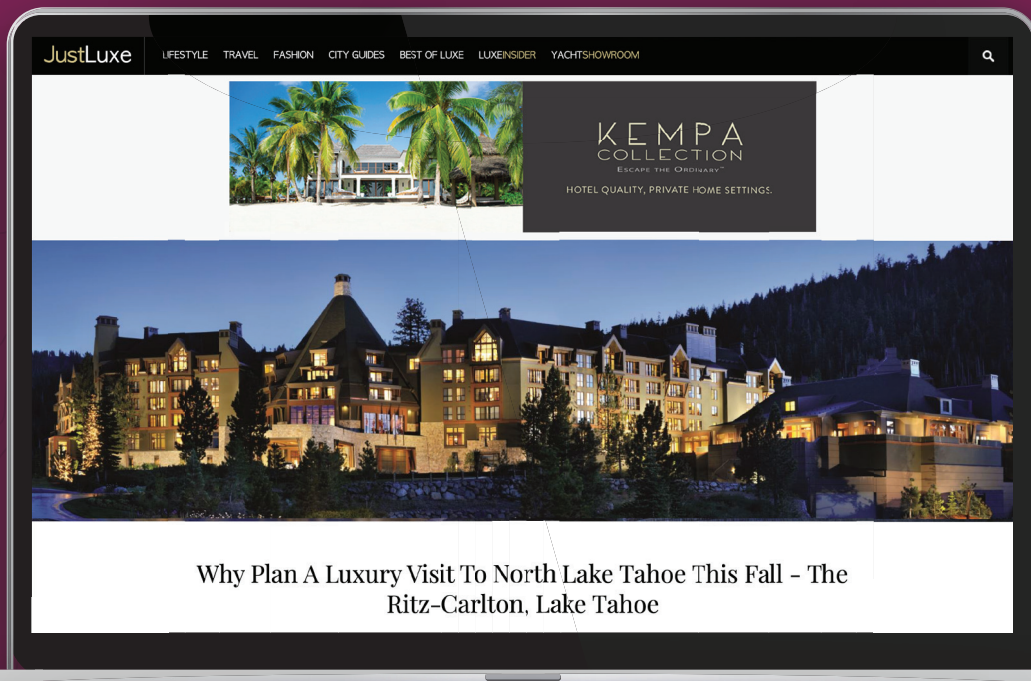
- Tahoe Rim Trail
- Diamond Peak Ski Resort
- Palisades Tahoe
- Tahoe City
- Kings Beach
- Robin's Nest
- Potlatch

- Lone Eagle Grille
- Gar Woods Bar + Grill
- Tahoe House
- Crystal Bay Club Steak & Lobster

House

- Eagle Rock Trail

Freelance travel journalist Cynthia Dial visited North Lake Tahoe in November. She featured attractions, dining and lodging, with a focus on luxury travel. She highlighted the secret season of fall and the article was published in April.



INFLUENCERS/MEDIA FAMS

STROLLER IN THE CITY (BRIANNE MANZ)

Followers: 188K

Dates Visited: January 4-6, 2022

Lodging: The Ritz-Carlton, Lake Tahoe and Granlibakken

Activities/Businesses Promoted:

- Skiing at Northstar California
- Tubing at Granlibakken
- Za's Lakefront
- Gar Woods Grill & Bar

In partnership with Visit California, Brianne visited North Lake Tahoe in January 2022. She posted a blog and did several Instagram posts about her visit with her family and fun things to do in the snow, including tubing and skiing.



INFLUENCERS/MEDIA FAMS

POSH IN PROGRESS

Followers: 64K

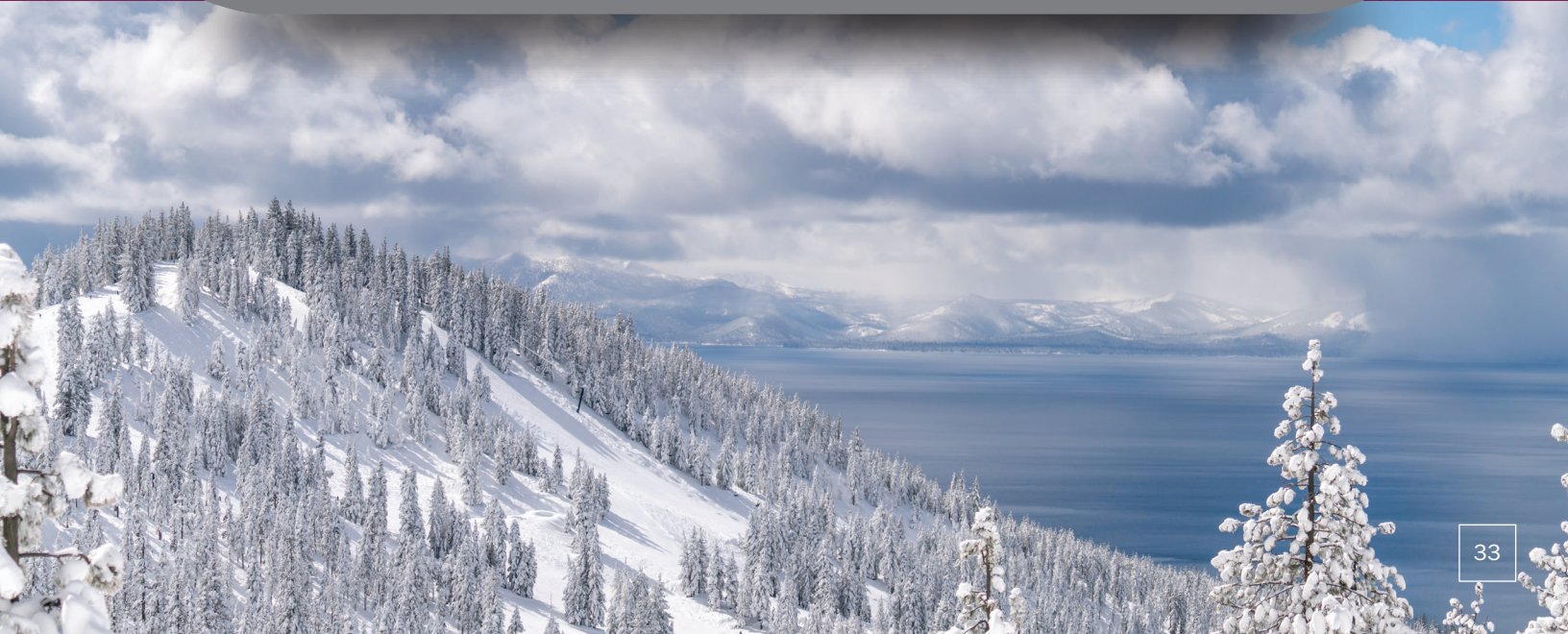
Dates Visited: May 17-20, 2022

Lodging: Mourelatos Lakeshore Resort

Activities/Businesses Promoted:

- Tahoe Treetop Adventures
- Tahoe Star Tours
- East Shore Trail
- Rafting on the Truckee River

In April, Stacey with Posh in Progress visited North Lake Tahoe with her family. She stayed at Mourelatos Lakeshore Resort and prominently featured her lodging and snowboarding lessons for her kids. She posted more than 50 Instagram stories that are featured in a highlight on her Instagram page.



INFLUENCERS/MEDIA FAMS

SUZI ON THE MOVE

Followers: 64K

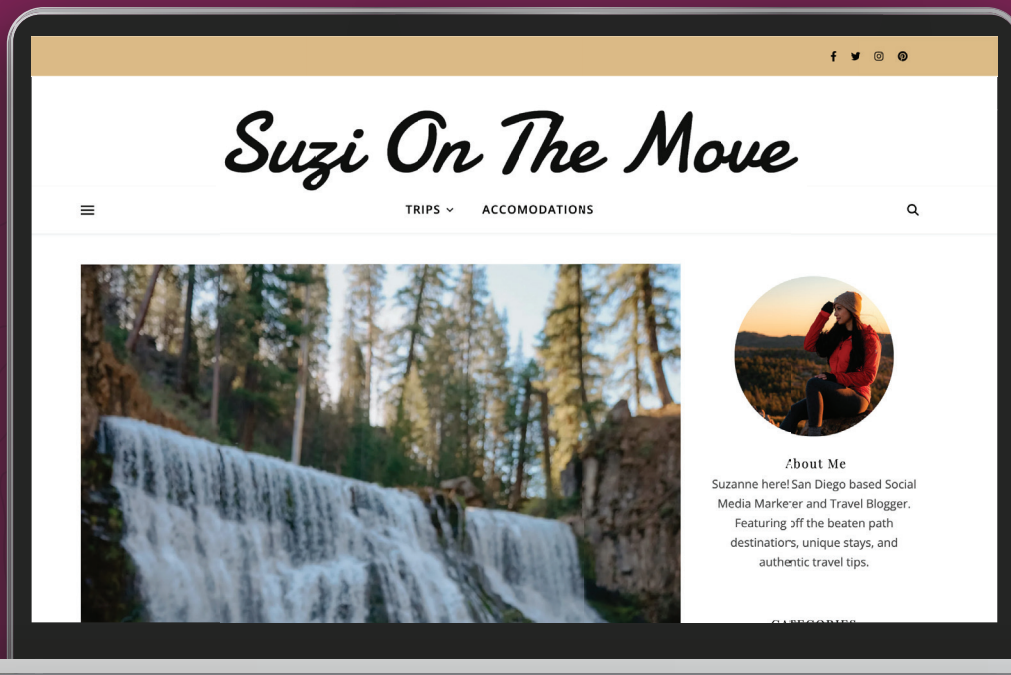
Dates Visited: May 17-20, 2022

Lodging: Mourelatos Lakeshore Resort

Activities/Businesses Promoted:

- Tahoe Treetop Adventures
- Tahoe Star Tours
- East Shore Trail
- Rafting on the Truckee River

In partnership with Visit California, Suzi of Suzi on the Move explored multiple destinations in California including Mammoth Lakes, Mount Shasta and North Lake Tahoe. She traveled with her dog and experienced outdoor adventure all over the region. Sharing with her 64K followers, she highlighted things to do in Lake Tahoe beyond hiking and paddleboarding. Her Instagram post had more than 100 comments and 14.2K likes.



MEDIA EVENTS

Representatives from North Lake Tahoe attended two media events during the FY21/22 fiscal year.

VISIT CALIFORNIA'S FALL MEDIA EVENT

- Attended in late October 2021 and met with approximately 18 freelance journalists, editors and social influencers throughout the event.
- Media outlet conversations included TripSavvy, Thrillist, *Palm Springs Life*, *Sunset Magazine*, NBC - California Live, Bravo TV, Betches, LA Weekly, Gotham, *Travel + Leisure*, Hidden Hills, Beau Monde, Lucire Rouge, Travel Pulse, Westways, Reader's Digest, Bridal Guide and *C Magazine*.
- Distributed Tahoe House cookies and highlighted fall/winter travel featuring ski resorts, outdoor activities, eateries, lodging properties and other major attractions.
- Follow ups completed the first week of November.

TRAVMEDIA'S IMM

- Attended the International Media Marketplace in late January 2022.
- Had a full schedule with 24 scheduled appointments plus 8 additional appointments held before and after the event, and during breaks. Total of 75 connections made.
- Media included influencers, freelance journalists and journalists writing for outlets such as Lonely Planet, Thrillist, *LA Times*, 2DadsWithBaggage, Hemispheres, *Peloton Magazine*, Cruise & Travel Report, The Spokesman Review and more.
- Distributed custom Lake Tahoe branded chocolates and highlighted maps and photography from the region.
- Follow ups completed the first week of February with many interested in visiting and learning more about the region.



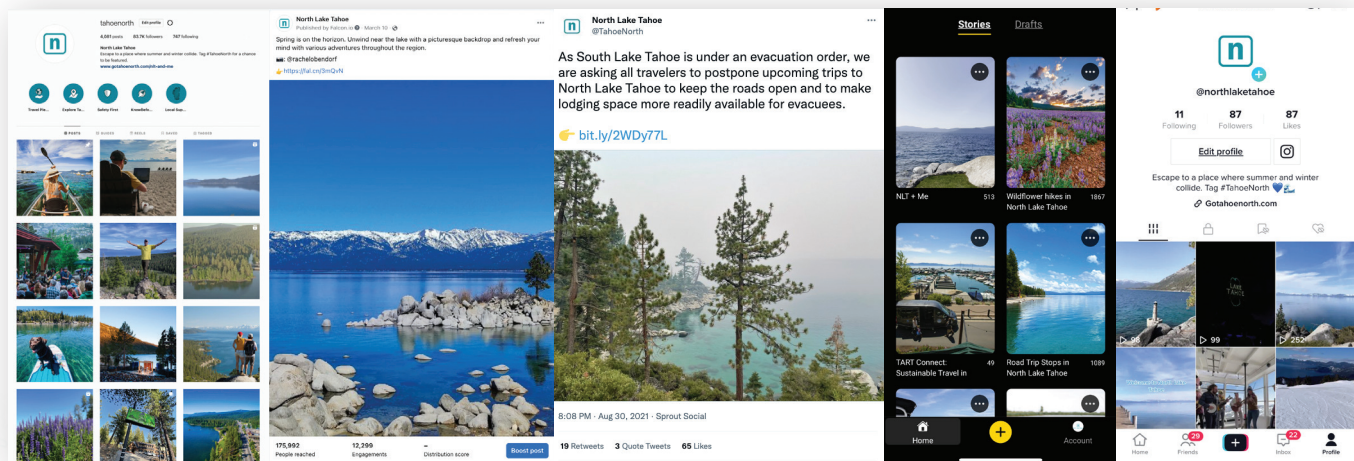
SOCIAL MEDIA

North Lake Tahoe's social content focus in FY21/22 was to spark interest in travel to the region and inspire visitors to escape to North Lake Tahoe for unique experiences. Audience content focused on outdoor lovers and families, while content pillars highlighted exploration, lodging and sustainability.

KEY TAKEAWAYS:

- Added CA Now Stories as a part of social strategy and received statewide recognition from Visit California.
- Created TikTok account to build brand awareness.
- Implemented video Instagram Reels and saw high engagement.
- Continued audience growth across platforms.
- Impressions decreased across platforms as changing algorithms focused more on video content. However, engagement rose across all platforms, showing that visitors and audiences were interested in featured content.

Platform	Followers	Impressions	Engagement	Posts
Facebook	130,579 (0%)	24,127,120 (-4%)	926,692 (+53%)	196
Instagram	83,772 (+2%)	7,784,020 (-49%)	362,481 (+8%)	284*
Twitter	23,708 (+5%)	327,182 (-57%)	11,017 (-64%)	181
Pinterest	634 (+2%)	14,290	437	8
TikTok	9			



SOCIAL MEDIA

TIKTOK

TikTok proved to be a lucrative new social channel in FY21/22. North Lake Tahoe introduced TikTok as a new platform to on top of social trends through the creation of video content. The main goal of the platform was, and continues to be, to build brand awareness for North Lake Tahoe to various age and audience interest groups.

Followers	Likes	Video Views
9	84	4,585

Looking ahead, Augustine will begin to build TikTok video content in alignment with monthly and seasonal blogs. Augustine plans to create videos biweekly to continue to build the TikTok audience.

CONTESTS

In FY21/22, Augustine promoted two social media contests. A winter contest was holiday themed, asking users to post an image in the region enjoying any holiday for a North Lake Tahoe gift card. Another contest featuring content on the event WinterWonderGrass boasted 170+ entries and asked users to comment on a post for a chance to win event concert tickets. A key takeaway is that photo-based contests are becoming more challenging to see participation. Augustine recommends prioritizing comment-based contest to allow for more participants and engagement.



SOCIAL MEDIA

CA NOW STORIES

New this year, Visit California in partnership with CrowdRiff introduced a platform called Localhood. The platform hosts stories similar to Instagram Stories that feature content to help with engagement and ultimately Google search efforts. This free platform both helped California destinations as well as North Lake Tahoe expand reach and bolster SEO efforts.

Gallery Impressions	Story Interactions	Story Views	CTA Clicks	Completion Rate	Benchmark Completion	Interaction Rate	Benchmark Interaction
25,767	18,207	33,461	1,434	34%	34%	54%	67%

SOCIAL CREATOR

In FY21/22, we worked with local content creators in the North Lake Tahoe region to provide real-time content. Content creation aided in the content-building of videos for TikTok and Reels helping increase reach on social media channels. Instagram Reels content generated high engagement on the platform. Topics included:

- Snow updates
- Sustainability efforts
- Work from nature and lodging
- Local events
- Holidays





north lake tahoe
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