



north lake tahoe
it's human nature

ANNUAL REPORT

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LETTER FROM THE PRESIDENTS

Fiscal year 22/23 offered great opportunity, allowing North Lake Tahoe to build upon the success of the year prior and shine in the face of challenges.

As many COVID pandemic concerns diminished, goals were in place to help businesses, lodging and the region as a whole get back to pre-pandemic levels. The destination continued to see immense travel during peak visitation periods, spurring local residents to respond with desires to mitigate traffic throughout the region and amplify messaging around trash disposal and environmental preservation. North Lake Tahoe responded by keeping sustainability messaging at the forefront of all communications but shifting the focus from just taking the Traveler Responsibility Pledge to putting it into action, with specific steps outlined to help locals and visitors alike understand how to preserve the destination for generations to come. As a destination management organization, the goal was not only to drive tourism but also to educate potential visitors before, during and after their time in the region to maintain North Lake Tahoe's natural environment. A key element was 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.

In the winter months, Mother Nature surprised us with record snowfall across North Lake Tahoe's 12 unique towns. While this made for incredible skiing and snowboarding

conditions and allowed some resorts to stay open into July 2023, it also deterred some travelers in fear that they would be unable to arrive or leave when desired. This also affected local businesses and restaurants that were hopeful that the conditions would bring additional support. The resilience of the region never wavered, however, and as circumstances improved the local economy continued to grow, maintaining its upward trajectory. The region was successful in welcoming visitors, while also pivoting our marketing efforts to focus more on education and influencing positive behavior for those visiting.

Other marketing efforts related to our seasonal advertising and content campaigns proved successful year over year. Our meticulous approach to constantly evolving the brand has helped position our destination as a leader within California's tourism industry, with a focus on highlighting North Lake Tahoe as a four-season destination with new experiences and year-round adventures accessible to all.

There's a large group collectively responsible for the work completed throughout the last year. We'd like to give a heartfelt 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.



Andy Chapman
President/CEO
Travel North Tahoe Nevada



Tony Karwowski
President/CEO
North Tahoe Community Alliance

BRAND OVERVIEW

Throughout the past year, the North Lake Tahoe Marketing Cooperative has made ongoing strides in its role as a destination marketing organization.

Destination stewardship has become a cornerstone for the brand as we focus increasing amounts of effort on sustainability messaging that encourages locals and visitors alike to be active participants in keeping the region pristine. A region this special should be shared, sustained and protected. Because of this belief, education has become one of our core brand values.

Responsible travel messaging shifted from promises to action. Taking the pledge, while a good first step, is no longer enough. Instead, we encouraged actionable steps to preserve sustainability in the region. All communications across paid, earned and owned channels provided actionable steps everyone in the region could take, with very clear, seasonally-based calls to action. Mindful travel ideas and ways to leave no trace were shared throughout the year. In summer, for instance, people were educated about potential invasive species on their inflatable water crafts. In winter, the focus was on proper "slediquette", encouraging people to properly dispose of their old plastic sleds.

TART Connect was another offering that continued in the 22/23 fiscal year. The free, on-demand, curb-to-curb shuttle service took people where they wanted to go throughout North Lake Tahoe's 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 everyone in the area.

Messaging strategies were consistent across paid, earned and owned media. Four seasonal campaigns ran with a heavy emphasis on midweek travel year-round with a stronger focus on visitation during the shoulder seasons of fall and spring. To help keep people moving throughout the region during peak timeframes, summer messaging focused on mountainside activities, whereas winter messaging focused on lakeside activities. The objective was and is to extend trips beyond the weekend to further support lodging and businesses when they need it most. In addition to the seasonal campaigns, three additional activations were implemented across owned channels during fall and spring to support visitation when it is needed most.



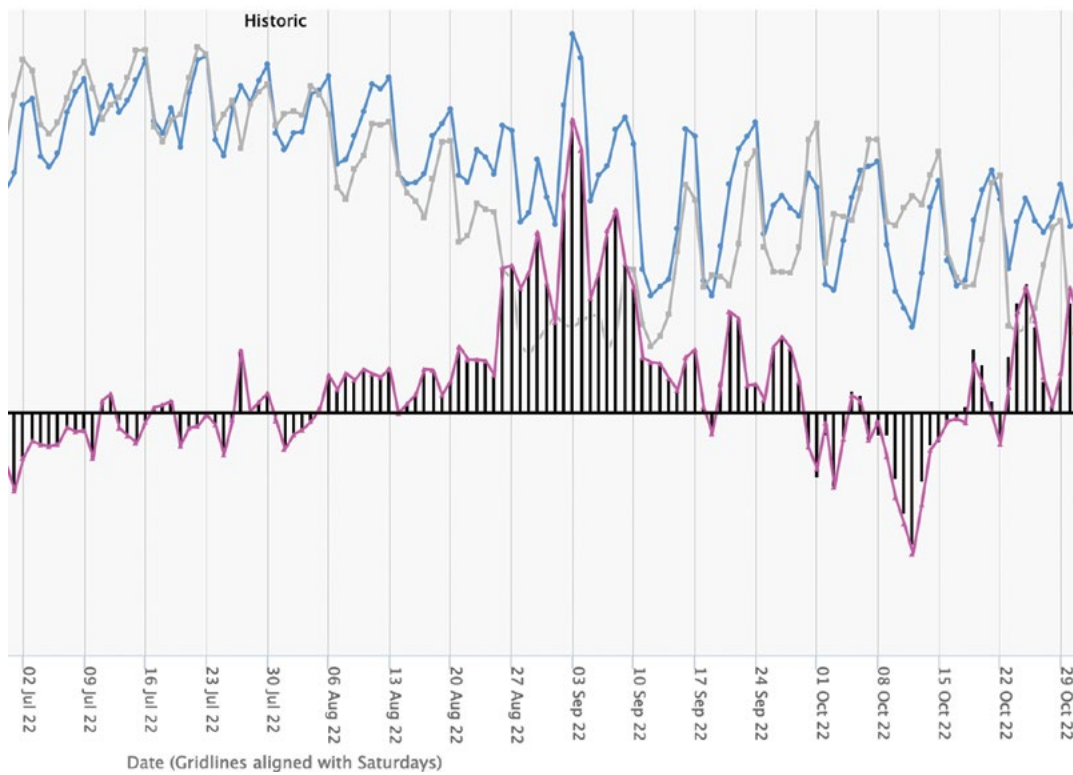
OCCUPANCY METRICS

Using the occupancy tool in the Destimetrics platform, North Lake Tahoe was able to paint a holistic picture of resort occupancy in FY22/23.

In the beginning of the fiscal year (July 2022), the destination experienced average occupancy rates, relatively even with FY21/22. However, leading into August 2022 and into September 2022, there was a large spike in occupancy YoY. This increase is because of 2021's Caldor Fire leading to lower occupancy rates in the region during the August - September 2021 timeframe.

October 2022 saw a drop in metrics YoY as concerns about inflation began to become more apparent to travelers.

Summer Occupancy (July 2022 - October 2022)

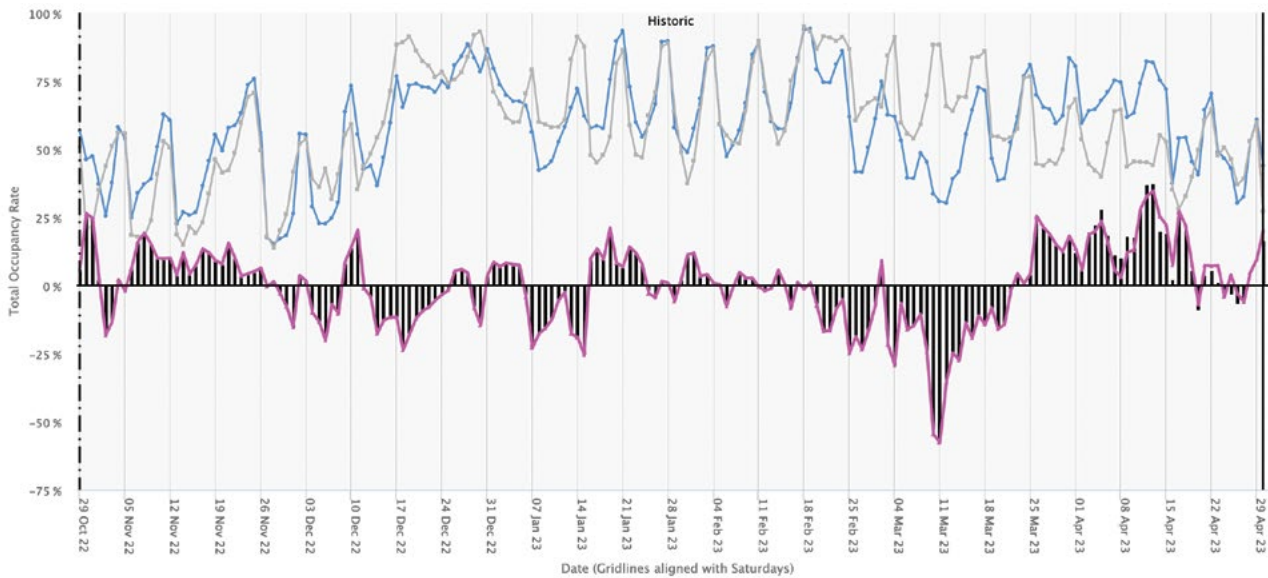


Grey: Historical Occupancy Data from FY20/21 Blue: Actual Data for Time Period FY21/22 Pink: Occupancy Change from Previous Time Period

OCCUPANCY METRICS

Due to early and ample snowfalls in November 2022, occupancy rose YoY. Yet, in spite of great snow levels in the winter, transit into and out of the region was strained, causing fluctuating occupancy in the winter season. This trend was especially apparent mid-December, mid-January and late February/early March.

Winter Occupancy (November 2022 - April 2023)

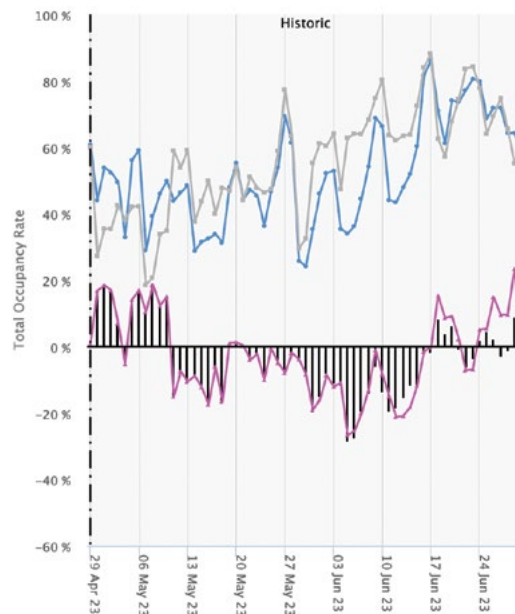


The snow showed it was here to stay, elongating the winter season and leading to a delayed spring and summer. Despite the elevated snow levels, many resorts closed for the winter season in the usual timeframe of spring, which led to overall lower occupancy rates in May and early June.

There were spikes in occupancy toward the end of June 2023 as summer travel ramped up.

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

Spring Occupancy (May 2023 - June 2023)



VISITORS CENTERS

There is a Welcome Center in Incline Village and a Visitor Information Center in Tahoe City.

The 22/23 fiscal year did pose some challenges with smoke, blizzards, wind and heat. Still, against the odds these natural occurrences posed, the centers saw combined successes.



Looking forward, each Visitor Information Center has different goals to help enhance the experience for visitors in the region.

Total Visitors - 85,119
Total Visitor Guides Mailed - 979
Gift Shop Revenue - +10.5%
Ticket Sale Revenue* - +126%

*Applies only to the Incline Village Welcome Center

Tahoe City Visitor Information Center

New video "Tahoe Beneath the Surface" playing
New Point of Sale for both Tahoe City and Kings Beach

Incline Village Welcome Center

Pop up visitor information kiosks at high traffic areas and events
Weekend informational programming at welcome center
New Point of Sale to modernize payment options
New activitytickets.com platform for robust ticketing options
Updated visitor collateral

TRENDS / INDUSTRY OVERVIEW

A few trends and events helped shape North Lake Tahoe's efforts in FY22/23.

Travelers sought out authentic travel: The theme for this fiscal year was authentic travel, as people desired meaningful ways to prioritize trips and experiences. They looked for ways to connect with local activities, businesses and unique spots. Beyond that, many travelers began to search for destinations that reflected their own personal values, whether culturally, environmentally or socially.

Sustainability infused every aspect of travel: Travelers, particularly ones belonging to younger generations like Gen Z, looked for ways to take trips sustainably – before, during and departing a destination. This went beyond limiting one's carbon footprint: these travelers' focus on sustainability was reflected through their efforts to boost the local economy and treat the destination with thoughtfulness.

The boom of luxury travel: Despite record inflation and high transportation costs, luxury travel spiked this fiscal year. Many people, even younger generations, saved up funds to splurge on unique experiences that went together with authentic travel.

Remote workers continued to change the travel landscape: As a major byproduct of the pandemic, more and more workers had the flexibility of working remotely. This new trend made traveling more feasible – people could explore a destination after their work day was done. Midweek travel also became more relevant.



SMARINSIGHTS

In June 2023, an Advertising Effectiveness Research study was completed by a third-party company, SMARInsights. The goal was to conduct advertising effectiveness research on the 2022-2023 consumer campaign.

THE REPORT INCLUDED:

- Findings around advertising awareness
- Evaluation of key messages and their effects on the image of the destination
- Intent to travel between ad-aware and non-aware respondents
- Level of visitation
- Visitor spending
- Comparison of the cost of the campaign to the spending and tax revenues generated by incremental travel
- Competitor comparisons
- Recommendations for future campaigns

Surveys were conducted online reaching over 1,800 people who resided in the target markets that the ads ran in. Surveying occurred in June 2023 to capture awareness and influence the 2023-2024 campaign.

KEY FINDINGS INCLUDE:

- The campaign generated a 39% ad recall, which equates to about 4.6 million ad-aware households. With a media investment of \$645,516, the North Lake Tahoe Marketing Co-Op spent \$0.14 per household reached. This indicates a remarkably efficient investment compared to the industry average of \$0.54 for campaigns of similar scope.
- The ads received ratings in the top 10% industry benchmark range for communicating several messages, including a place to explore, escape, play and recharge. The ads also clearly show that North Lake Tahoe is good for both winter and non-winter travel – and that North Lake Tahoe cares about the environment and natural resources.
- The campaign influenced information gathering, built familiarity with North Lake Tahoe, strengthened perceptions of the destination and ultimately influenced consumer travel to the area.
- The campaign influenced about 245,000 North Lake Tahoe trips – up from 125,000 ad-influenced trips in 2018-2019, when the study was last conducted.
- The campaign influenced about \$488 million in North Lake Tahoe visitor spending – up from \$205 million in 2018-2019.
- Translating the ad-influenced trips into paid lodging nights shows that the campaign generated about 731,000 room nights – up from 320,000 in 2018-2019.
- The campaign also gave visitors trip ideas by showcasing North Lake Tahoe's consumer travel product, leading to longer, more active, better trips with more social sharing.

With a media investment of \$645,516, the campaign returned \$756 for each \$1 invested – up from \$283 in 2018-2019.

This \$756 ROI is among the strongest that SMARInsights has ever measured.

SUMMER 2022/23 CAMPAIGN

July – August 2022 & June 2023

The shift in focus to the shoulder seasons meant that the summer 2022 campaign only accounted for 6% of the total yearly budget. When combined with the summer 2023 campaign budget (June 2023), the total summer campaign accounted for 12% of the total budget (\$118,502).

North Lake Tahoe focused on a handful of tactics in the Los Angeles and local Lake Tahoe market: display prospecting, social media, native, Google Performance Max and paid search. Summer ran fewer ad channels than the other seasons due in part to

summer being such a high travel period. In the summer of 2023, a series of radio ads also ran on a local station and a TV segment ran in Sacramento, each promoting sustainable travel.

Creative focused on responsible travel through the Traveler Responsibility Pledge and the Know Before You Go Guide along with TART Connect services. Rather than emphasizing the promotion of activities and driving even more traffic to the region, the strategy focused on advocating sustainable practices for visitors while in market.

KEY TAKEAWAYS:

- The summer campaigns combined spent just over \$118,000 and earned 23,767 Time On Site (TOS) conversions*. This metric was high when compared to winter's \$46,800 spend and 21,293 TOS conversions.
- The summer 2023 campaign spent roughly \$53,000 and earned 12,272 TOS conversions compared to the summer 2022 campaign's \$65,695 spend and 11,495 TOS conversions.
- Performance Max earned the highest number of TOS conversions, followed by Facebook and display.
- In the summer of 2023, paid search averaged three clicks for every TOS conversion. For every one search conversion on desktop, 45 impressions were served. For every conversion on mobile, 92 impressions were served.
- Highest converting keywords** included: Lake Tahoe events, North Tahoe, activities, things to do, what to do in Tahoe, what to do in North Lake Tahoe and events.
- TripAdvisor results saw one of the highest CTRs during the summer 2023 season at 0.09%. Programmatic display also performed well with a high 0.14% CTR.
- Sustainability creative outperformed the High Value creative by 338 TOS conversions. All three demographic audiences (Boomer, Millennial and Family) performed similarly to each other.
- In summer 2023, Instagram earned 2% of total social clicks, compared to summer 2022 at 0.8% of clicks and no TOS conversions. Facebook earned 98% of clicks and 96% of TOS conversions (239 conversions) in the summer 2023 campaign, compared to summer 2022 which saw 42% of clicks and 100% of social TOS conversions (954 conversions).
- Both Facebook and Instagram surpassed industry benchmarks. The Instagram Click Through Rate (CTR) averaged 0.91% in 2022 and 1.41% in 2023 (industry average is 0.94%). The Facebook CTR in 2022 was 1.13% and 1.27% in 2023 (industry average is 0.72%).
- On average, TOS conversions occurred with every 8-10 clicks on social platforms: more effective than summer 2021-22's 53 clicks per TOS conversion.

**TOS refers to those who spent 115 seconds (nearly 2 minutes) on the site. This is tracked as it showcases how engaged audiences are with the content once they arrive to the site. **Note, the capitalization aligns with how people entered in the search terms.*

SUMMER 2022/23 CAMPAIGN



PERFORMANCE

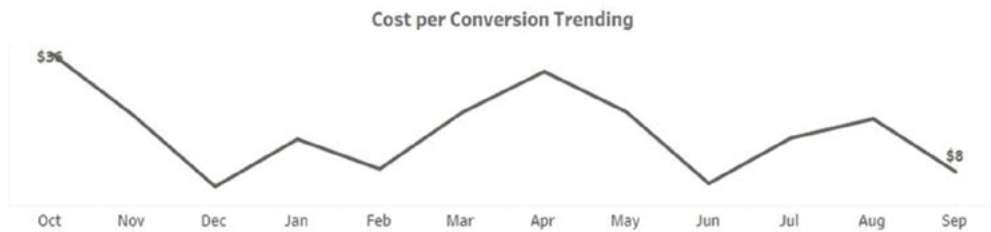
6,049,193
IMPRESSIONS

50,975
CLICKS

\$1.73
COST PER CLICK

6,266
TOS CONVERSIONS

\$14.11
COST PER TOS CONVERSION



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	2,338,387	\$5,813.95	3,985	\$1.46	0.17%	1,724	\$3.37
	Email	294,100	\$5,000.00	7,144	\$0.70	2.43%	0	N/A
	TripAdvisor	192,912	\$743.62	143	\$5.20	0.07%	223	\$3.33
	Native	93,182	\$792.05	176	\$4.50	0.19%	24	\$33.00
	Outside Magazine	49,434	\$16,950.00	60	\$282.50	0.12%	2	\$8,475.00
Paid Search	Google Search	175,022	\$11,615.51	10,514	\$1.10	6.01%	3,304	\$3.52
Paid Social	Facebook	1,904,902	\$19,046.80	21,536	\$0.88	1.13%	954	\$19.97
	Outside Magazine	407,814	\$12,430.00	4,343	\$2.86	1.06%	0	N/A
	Instagram	46,357	\$654.92	421	\$1.56	0.91%	0	N/A
	Instagram Stories	0	\$0.00	0	N/A	0.00%	1	N/A
TV	KRON	323,258	\$14,117.00	327	\$43.17	0.10%	0	N/A
Video	TikTok	195,944	\$758.92	1,537	\$0.49	0.78%	0	N/A
	Facebook	27,583	\$471.25	788	\$0.60	2.86%	34	\$13.86
	Instagram	298	\$7.05	1	\$7.05	0.34%	0	N/A
Grand Total		6,049,193	\$88,401.07	50,975	\$1.73	0.84%	6,266	\$14.11

FALL 2022 CAMPAIGN

Late August – Mid-November 2022

Fall ads launched late August to push early visitation and targeted the Los Angeles, Seattle, Portland and Phoenix markets. Tactics expanded on summer platforms, including additional placements: Expedia, rich media, CTV, TikTok, TravelZoo, email, Twitter and Weekend Sherpa.

As a shoulder season and more need period, more media budget (approximately 34% of the total media budget) was allocated to this campaign.

The fall campaign was second in terms of spend levels and impressions served, following the spring 2023 campaign.

KEY TAKEAWAYS:

- While the fall campaign drove over 21,589 TOS conversions, cost per conversion ran at \$10.73, \$8 higher than spring costs.
- Digital display banners earned a 0.14% CTR compared to TripAdvisor's 0.09% CTR. Display native banners averaged a 0.16% CTR, 0.02 points higher than average display banners.
- The display retargeting campaign spent roughly \$40 less per conversion rate than the prospecting display ads. Building the retargeting audience paid dividends as retargeting earned almost twice as many TOS sessions at a quarter of the spend.
- Top performing social creative by TOS conversions were Millennial Megan (1,684 conversions), Boomer Ben (475), High Value (407) and Sustainability (364). Sustainability and Boomer Ben ads held the highest CTRs at close to 1.80%.
- Instagram and Instagram Stories earned 12% of total social clicks but only 6 TOS conversions. Millennial Megan, Sustainability and Boomer Ben earned TOS conversions at the best rates.
- TOS conversions occurred on average every 12 clicks on social platforms. Paid search averaged three clicks for every TOS conversion.
- CTV, followed by Instagram, 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 way ads were served on each (scrolling on Facebook versus a skippable ad before a video). Retargeting video ran significantly higher completion rates than the prospecting.
- TikTok logged 37% of all video views with a 0.58% CTR. Facebook video saw the highest CTRs of any video platform.
- While desktop search conversions saw the lowest cost per click, mobile results averaged the highest CTR, followed by tablet users.
- Highest converting keywords were: what to do in North Lake Tahoe, what to do in Tahoe, North Tahoe and Lake Tahoe events.

FALL 2022 CAMPAIGN

n
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DISCOVER FALL'S VIBRANT BEAUTY

BOOK NOW

n
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WIN BIG WITH MID-WEEK SPECIALS
CRYSTAL BAY, NV

PLAN NOW

n
north lake tahoe
it's human nature

YOUR FALL FAMILY ADVENTURE AWAITS
TAHOE CITY, CA

PLAN NOW

PERFORMANCE

29,999,747
IMPRESSIONS

190,338
CLICKS

\$1.22
COST PER CLICK

21,589
TOS CONVERSIONS

\$10.73
COST PER TOS CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost Per TOS 115
Display	Performance Max	9,027,439	\$24,803.50	95,118	\$0.26	1.05%	15,799	\$1.57
	Rich Media	6,551,650	\$49,006.34	22,703	\$2.16	0.35%	248	\$197.61
	Programmatic Display	5,209,454	\$31,256.63	7,051	\$4.43	0.14%	951	\$32.87
	TripAdvisor	1,746,699	\$6,986.80	1,555	\$4.49	0.09%	100	\$69.87
	Native	530,855	\$3,715.99	838	\$4.43	0.16%	149	\$24.94
	Email	250,000	\$5,000.00	5,931	\$0.84	2.37%	0	N/A
	Weekend Sherpa (Native)	169,158	\$4,500.00	1,724	\$2.61	1.02%	0	N/A
Expedia	32,369	\$1,164.96	15	\$77.66	0.05%	6	\$194.16	
Paid Search	Google Search	27,091	\$2,192.08	2,739	\$0.80	10.11%	910	\$2.41
Paid Social	Facebook	1,946,266	\$27,005.50	35,144	\$0.77	1.81%	3,417	\$7.90
	Instagram Stories	592,317	\$5,336.98	5,271	\$1.01	0.89%	0	N/A
	Twitter	549,478	\$4,288.75	3,565	\$1.20	0.65%	0	N/A
	Instagram	18,848	\$335.09	113	\$2.97	0.60%	6	\$55.85
Video	OTT	1,556,911	\$54,129.67	11	\$4,920.88	0.00%	1	\$54,129.67
	TikTok	1,323,948	\$6,761.08	7,703	\$0.88	0.58%	0	N/A
	YouTube	467,264	\$5,107.09	857	\$5.96	0.18%	1	\$5,107.09
Grand Total		29,999,747	\$231,590.47	190,338	\$1.22	0.63%	21,589	\$10.73

WINTER 2022 - 2023 CAMPAIGN

Mid-November 2022 – February 2023

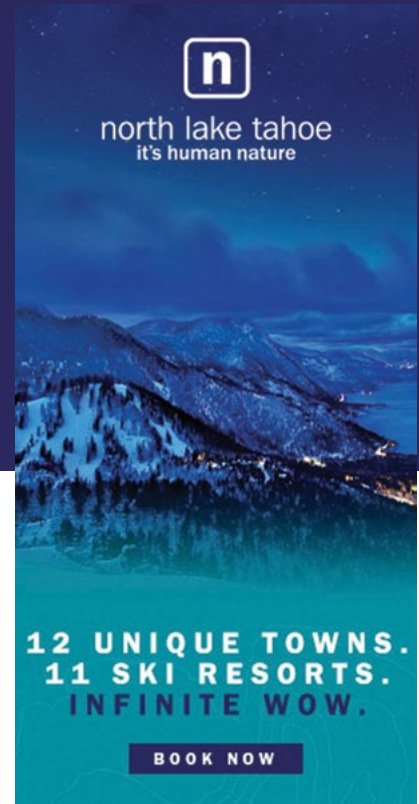
Similar to the summer campaigns, the winter 2022 - 2023 campaign targeted Los Angeles and local markets with sustainability messaging. Winter also had a reduced budget from previous years due to it being an already high travel period. The overall winter spend ran slightly less than the summer 2022 and summer 2023 combined campaigns at 9% of the yearly budget.

Tactics included display, TripAdvisor, social media, native, paid search ads, and print placements in the *California Visitor's Guide* and *Nevada Travel*. Other unique channels included billboards in Los Angeles and Phoenix as well as CTV, two eblasts and a Weekend Sherpa placement. North Lake Tahoe also partnered with *Outside Magazine* for a special native article on their ski audiences.

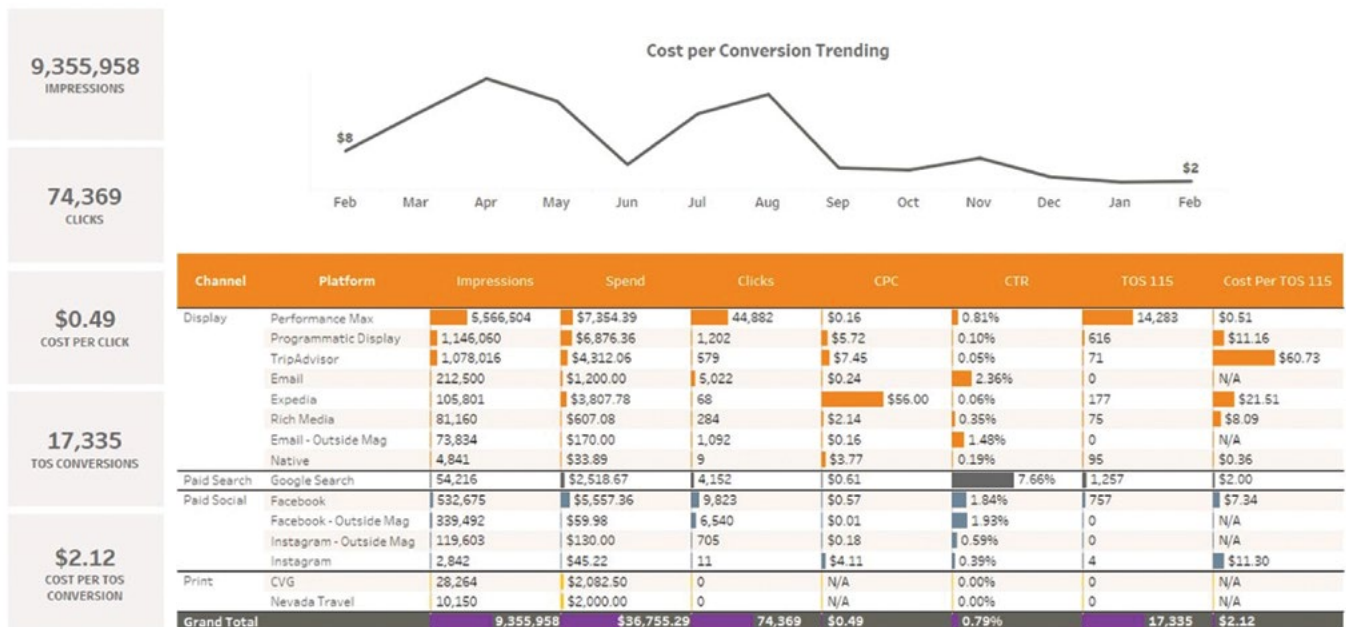
KEY TAKEAWAYS:

- The campaign earned 17,335 TOS conversions compared to the combined summers' 23,767 and cost \$3.17 less per conversion.
- Digital display banners had a 0.10% CTR compared to TripAdvisor's 0.05% CTR.
- *Outside Magazine* launched its native article complete with native display drivers. The native placement with *Outside x SKI Magazine* resulted in 2,592 total article pageviews, an average time on page of 2:53 (almost two minutes over benchmarks) and more than 52,000 impressions delivered over the contract amount. This indicates strong audience interest in North Lake Tahoe content on the *Outside x SKI Magazine* platform.
- The display retargeting tactic maintained a record \$2.67 cost per conversion rate, one of the lowest all year. This indicated strong engagement with audiences who have visited the site in the last 90 days. Retargeting proved extremely cost effective and earned 80% of total display TOS conversions.
- Top performing social creative by TOS conversions included Sustainability (1,378 conversions), High Value (200), Boomer Ben (67) and Millennial Megan (54).
- Facebook earned 57% of total social clicks, *Outside Magazine's* native promotion on Facebook earned 38%.
- 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. Similar to fall, the retargeting audience video completion rates far outranked prospecting. (Note: while Facebook video was not slated for winter, some of the timeline ads had animated or video parts to them and logged under video performance as a result.)
- For every 22 clicks on average, one TOS conversion was received. This is up by five clicks from last year's winter campaign.
- Paid search averaged three clicks for every TOS conversion. For every one search conversion on desktop, 32 impressions were served. For every conversion on mobile, 25 impressions were served.
- Highest converting keywords were: activities, North Tahoe, things to do, snowmobiling rentals, rentals and Lake Tahoe events.

WINTER 2022 - 2023 CAMPAIGN



PERFORMANCE



SPRING 2023 CAMPAIGN

Mid-March – May 2023

With heavy snow delaying the start of spring, North Lake Tahoe launched initial minimal advertising mid-March, with the remaining spring channels launching March 28th. Video and spring assets ran the entire length of the spring season, ending mid-May. Major markets included Los Angeles, Dallas, Phoenix and Houston.

The spring 2023 campaign made up 45% of the fiscal budget. Tactics were similar to the fall 2022 campaign including display, TripAdvisor, social media, video and paid search tactics. There were also activations with Weekend Sherpa, native, print in *Nevada Travel* and the *California Visitor Guide*, paid eblasts and billboards in Los Angeles and Phoenix.

KEY TAKEAWAYS:

- The spring 2023 campaign drove 64,228 TOS conversions, which was nearly 42,639 more conversions than fall 2022's performance of 21,589. Overall, the cost in spring 2023 was \$5.97 less per conversion.
- The two sponsored emails earned one of the highest CTRs of all display advertising at 12.21%. Cost per click (CPC) averaged at \$0.61, the second lowest CPC tactic after Performance Max.
- Digital display banners were 8% higher in CTR than TripAdvisor. Weekend Sherpa CTR held the second highest CTR after the paid eblasts with a 3.61% CTR.
- Performance Max earned 99% of display conversions. Comparing programmatic banners only, the three audience (Boomer, Millennial and Family) banner ads earned a 0.62% CTR average while retargeting banners earned 0.04% CTR. Know Before You Go (KBYG) banner messaging averaged at 0.11% CTRs.
- Top performing social creative by TOS conversions were Retargeting (1,844 conversions), High Value (338), Millennial Megan (289) and Sustainability (239).
- Facebook earned 68% of total social clicks, Twitter 16%, and Instagram Stories/Instagram 15%. Instagram Stories did not report TOS conversions.
- TOS conversions occur on average every five clicks on social platforms. The conversion rate is down from 30 clicks per conversion in spring 2022.
- Facebook held the highest video completion rates at every watch length, followed by Instagram and then TikTok. CTV 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, then Instagram.
- SEM averaged four clicks for every TOS conversion. For every single paid search conversion on desktop, 51 impressions were served. For every conversion on mobile, 211 impressions were served. Both desktop and mobile saw more effective campaigns in terms of impressions converting to TOS compared to spring 2022.
- Highest converting keywords included: Lake Tahoe events, what to do in Tahoe, North Tahoe and north shore Tahoe.

SPRING 2023 CAMPAIGN



SKI THE SLOPES & HIT THE TABLES



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



SLED SOME MORE & SHARE THE S'MORES



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



UNWIND ON THE LAKE & ELEVATE YOUR SENSES



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

PERFORMANCE

Channel	Platforms	Impressions	Cost	Clicks	CPC	Click Through Rate	Tos 115	Cost Per TOS 115
Display	Performance Max	25,597,375	\$19,211.90	159,732	\$0.12	0.62%	58,720	\$0.33
	Programmatic Display	4,089,898	\$24,539.27	4,640	\$5.29	0.11%	437	\$56.15
	Trip Advisor	1,018,307	\$4,073.23	356	\$11.44	0.03%	43	\$94.73
	Native	802,830	\$6,425.96	1,530	\$4.20	0.19%	0	N/A
	Email	104,452	\$8,500.00	12,756	\$0.67	12.21%	0	N/A
	Weekend Sherpa (Native)	62,310	\$4,500.00	2,250	\$2.00	3.61%	0	N/A
Paid Search	Paid Search	197,504	\$3,284.08	3,870	\$0.85	1.96%	1,054	\$3.12
Paid Social	Facebook	3,535,908	\$30,413.66	43,903	\$0.69	1.24%	2,989	\$10.18
	Twitter	1,763,862	\$4,417.81	10,725	\$0.41	0.61%	23	\$192.08
	Instagram Stories	1,004,198	\$7,227.70	9,830	\$0.74	0.98%	0	N/A
	Instagram	15,470	\$307.46	51	\$6.03	0.33%	26	\$11.83
Traditional	Print	38,400	\$0.00		N/A	0.00%	0	N/A
	CVG	28,260	\$2,082.50	0	N/A	0.00%	0	N/A
	Nevada Travel	10,140	\$2,000.00	0	N/A	0.00%	0	N/A
Video	TikTok	1,619,507	\$7,478.69	12,164	\$0.61	0.75%	0	N/A
	CTV	794,655	\$32,446.12	0	N/A	0.00%	0	N/A
	YouTube	541,086	\$4,431.35	469	\$9.45	0.09%	223	\$19.87
	Facebook	411,413	\$6,046.82	7,960	\$0.76	1.93%	699	\$8.65
	Instagram	88,277	\$1,032.15	541	\$1.91	0.61%	14	\$73.72
	Programmatic Video	2,805	\$126.23	65,810	N/A	0	0	N/A
Grand Total		41,726,657	\$168,544.93	336,587	\$0.50	0.81%	64,228	\$2.62

41,726,657
IMPRESSIONS

336,587
CLICKS

\$0.50
COST PER CLICK

64,228
TOS CONVERSIONS

\$2.62
COST PER TOS CONVERSION

CAMPAIGN ACTIVATIONS

Three new campaign activations were introduced to support key initiatives throughout the year, specifically encouraging repeat visitation, extended stays and sustainable travel. These campaigns leveraged organic and owned channels to increase engagement on the site and across social platforms.

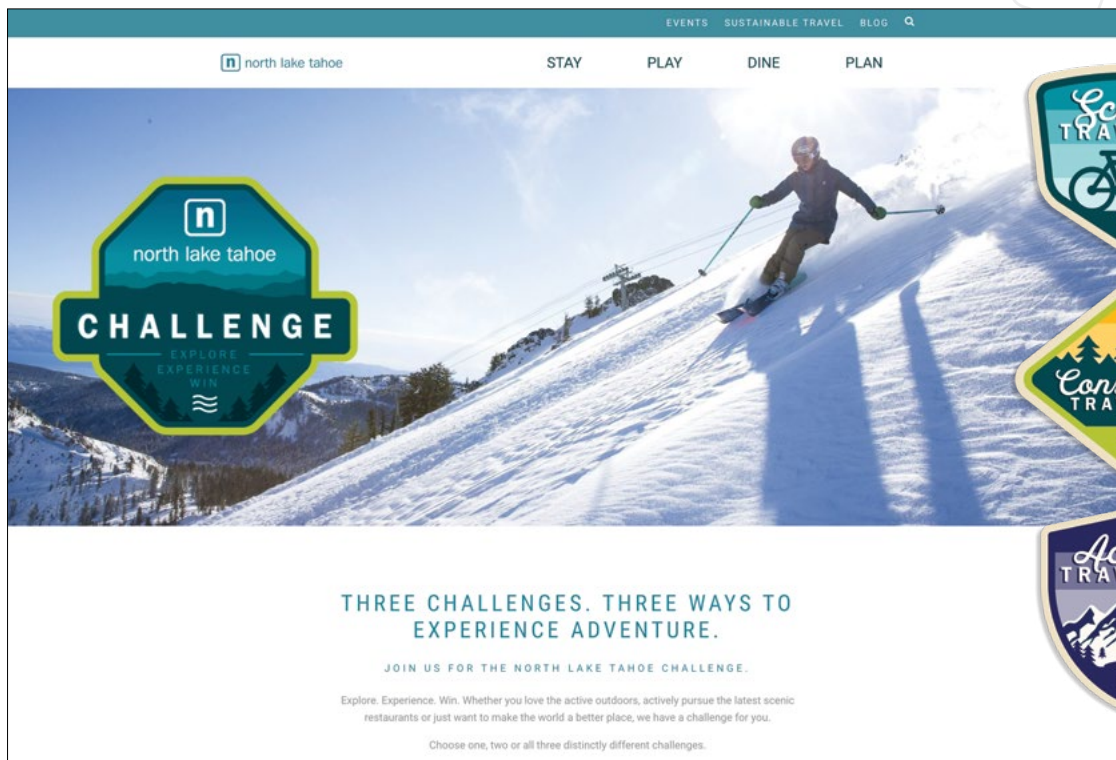
North Lake Tahoe Challenge

Kicking off in August and running through October 2022, the North Lake Tahoe Challenge asked visitors to complete a series of “challenges” including outdoor activities, sustainability best practices and town-related activities each month.

The challenge lived on the website and was promoted across owned channels, specifically in newsletters, social media and via a dedicated blog for activity ideas. Each month of the campaign, a participant who had completed at least one challenge was selected at random to receive a \$250 North Lake Tahoe gift card and a two-night stay at Mourelatos. Additionally, any time someone participated in the challenge, they received a badge of honor via email.

A landing page was developed to capture entries, stickers were designed to be made available at Visitor Information Centers and a partner toolkit was developed so others in the region could share the activation with their audiences.

Overall submission totals were low, most likely due to the form fields being somewhat extensive to fill on the landing page. In the future, North Lake Tahoe will look to feature these kinds of activations via other routes like social channels.



Submissions: 23

Landing Page Performance:

Pageviews: 2,066

Average Time on Page: 1:33

• GTN Average Time on Page: 0:58

Blog Performance:

Pageviews: 632

Average Time on Page: 2:12

CAMPAIGN ACTIVATIONS

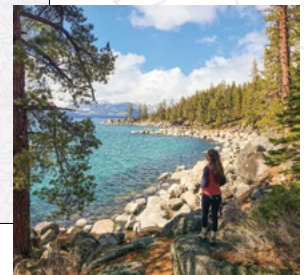
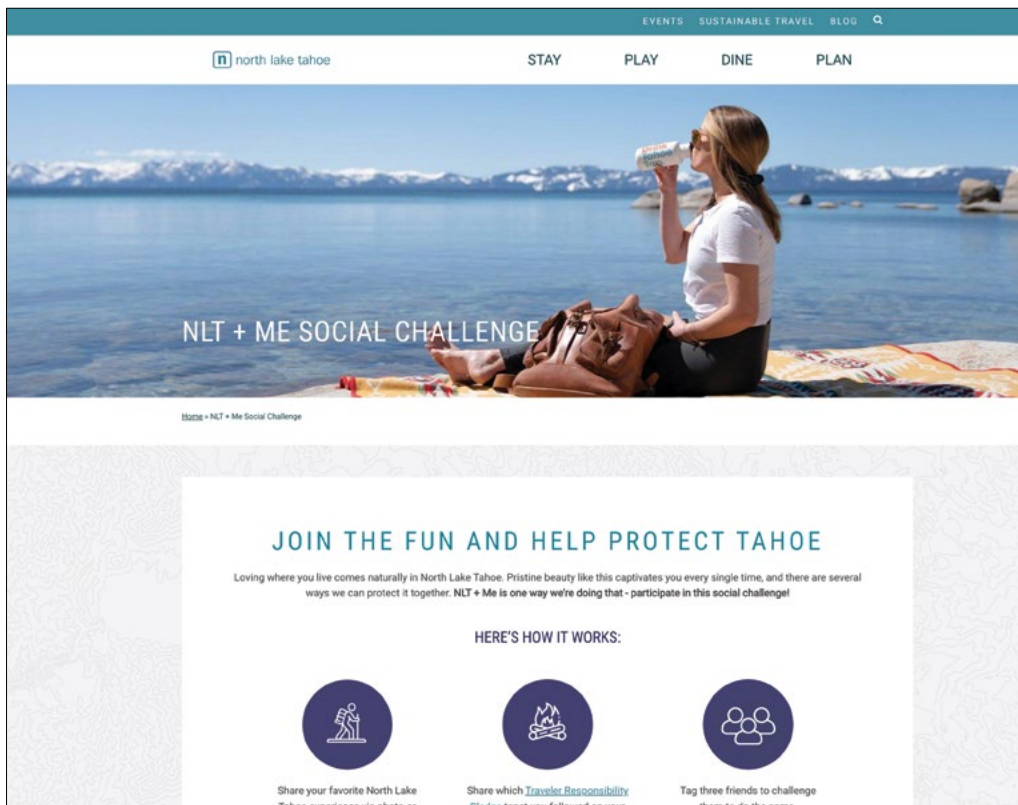
NLT + Me

A social contest that ran in October 2022 on Instagram and TikTok encouraged people to submit a photo of their favorite North Lake Tahoe experience while also showing how their travels promoted one of the tenets of the Traveler Responsibility Pledge.

The winner received a \$250 North Lake Tahoe Gift Card, two nights at the Inn at Boatworks and a free meal at Mirada. Various assets were created to support the campaign including

social post creative, a landing page, partner toolkit and CrowdRiff galleries to organize image submissions.

While there were a minimal amount of submissions overall, the actual content received from the activation helped with overall organic social performance on Instagram. In fact, in October 2022 when the contest ran, the average engagement rate for Instagram was 4.6%, far surpassing the industry average of 0.9%.



Submissions: 34

CrowdRiff Gallery Performance:

Engagement Rate: 61.4% (highest of any Crowdriff gallery)

Interactions: 288

Views: 469

Landing Page Performance:

Pageviews: 1,472

Average Time on Page: 1:15

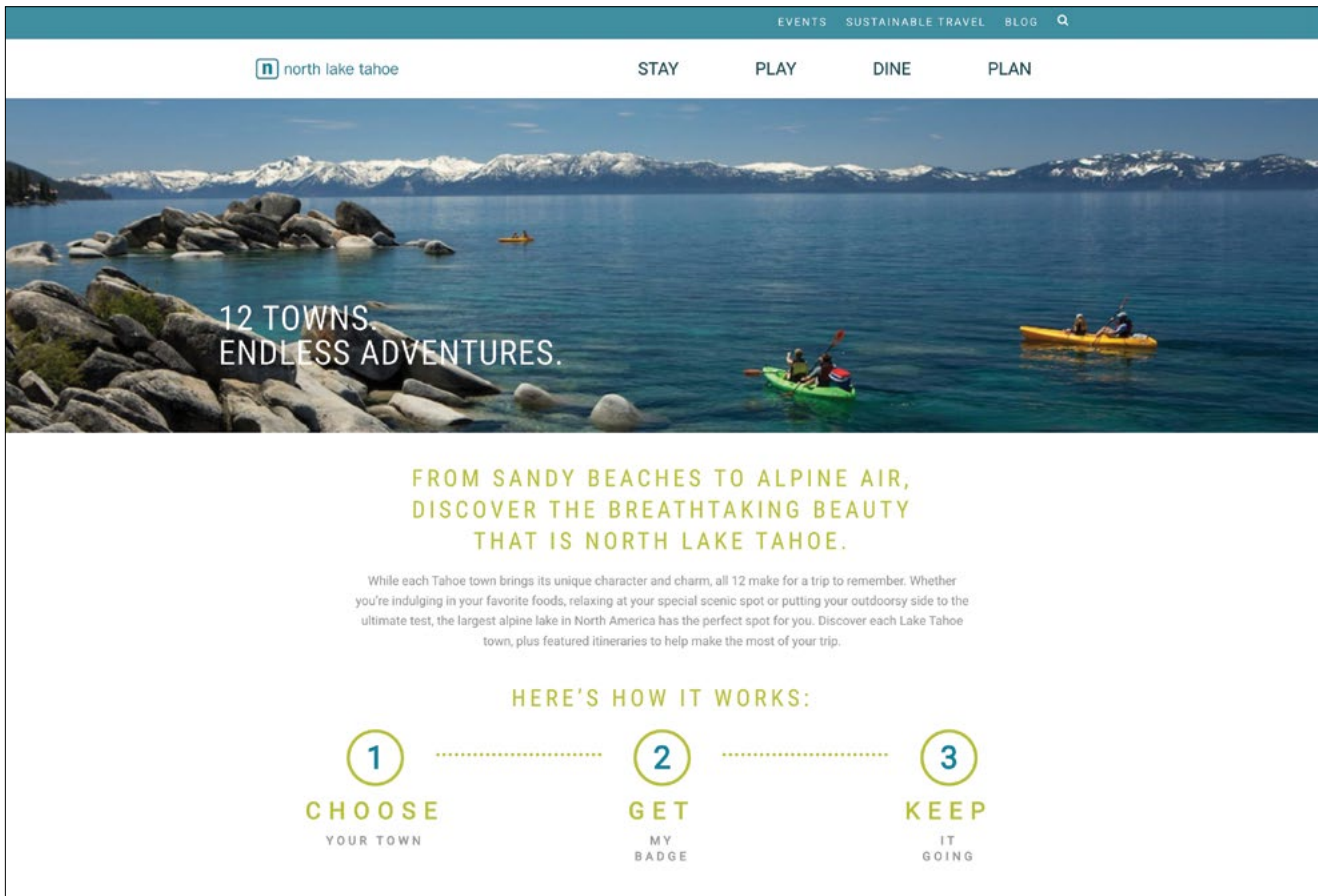
• GTN Average Time on Page: 0:58

CAMPAIGN ACTIVATIONS

Go To Towns

This activation launched in spring 2023 and provided itineraries for four four-day trips, spending one day in each of the 12 unique towns in the region. These year-round comprehensive itineraries outlined various activities and businesses to visit, with ideas on how to start the day fresh and finish it strong.

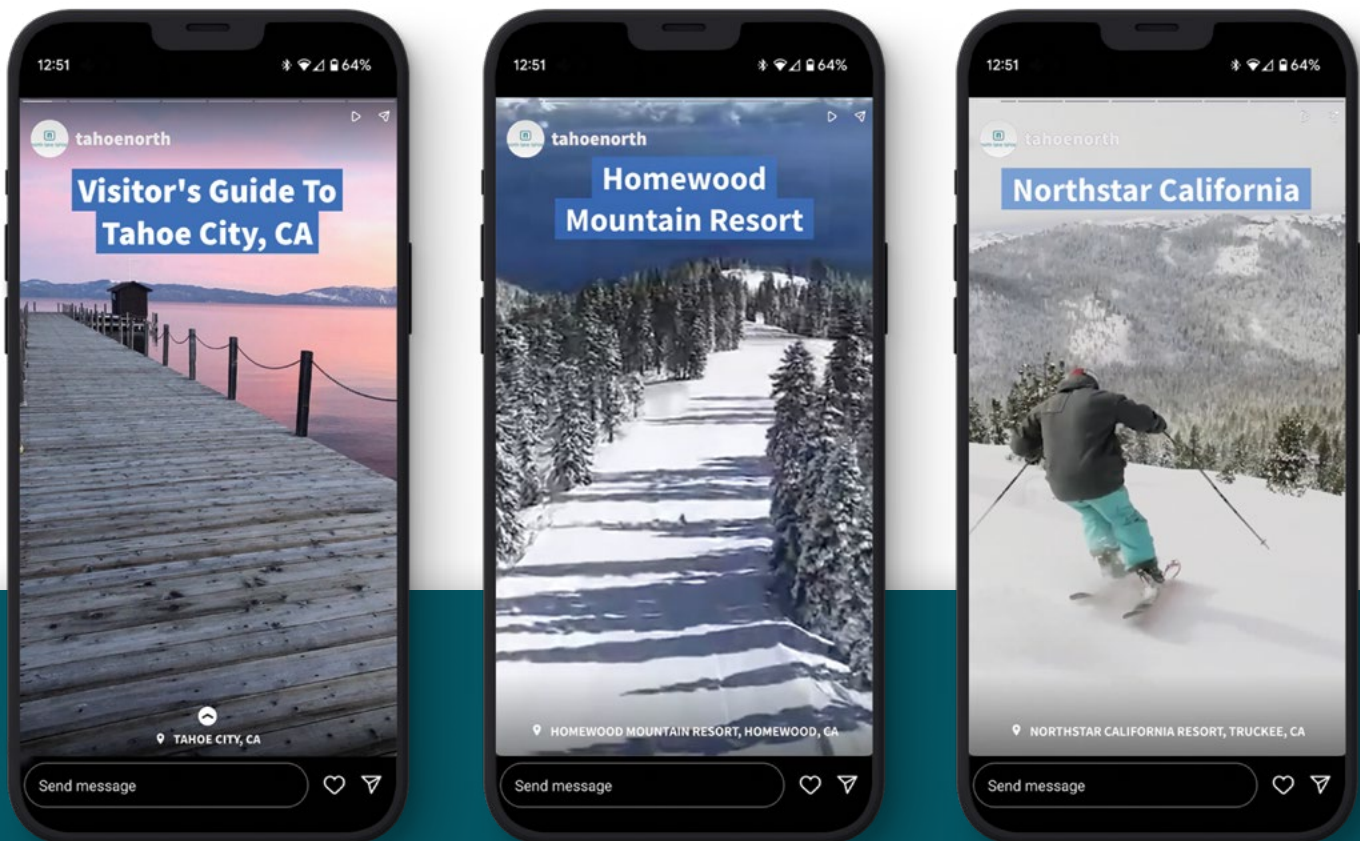
Because of the amount of content in each itinerary, the activation also greatly helped with search engine optimization (SEO) efforts. To promote the new itineraries, a landing page was developed along with badges for each town and an interactive online quiz that recommended which town to start with based off a visitor's "travel personality."



CAMPAIGN ACTIVATIONS

Go To Towns

These pieces were promoted on the website homepage, in e-newsletters and through social channels. As people visited the towns they were encouraged to submit the town they visited to get their digital badge. CA Now Stories for each town were also developed, highlighting the key locations in the itineraries, which were added to the site and shared with Google and Visit California for added organic impressions.



Quiz Performance: 740

Itinerary Pages Performance:

Itinerary #1: Tahoe Vista, Kings Beach, Crystal Bay, Incline Village

- Pageviews: 660 - Time on Page: 3:54

Itinerary #2: Carnelian Bay, Northstar, Donner Summit, Truckee

- Pageviews: 294 - Time on Page: 2:35

Itinerary #3: West Shore, Tahoe City, Alpine Meadows, Olympic Valley

- Pageviews: 243 - Time on Page: 3:40

Landing Page Performance:

- Pageviews: 983 - Average Time on Page: 1:38
- GTN Average Time on Page: 0:58

CA Now Story Performance – Top Three Stories:

Visitor's Guide to Tahoe City

- Impressions: 55K - Views: 927

Visitor's Guide to West Shore

- Impressions: 45K - Views: 675

Visitor's Guide to Truckee

- Impressions: 27.8K - Views: 625

MEETINGS, CONFERENCES & CONVENTIONS CAMPAIGN

July 2022 – June 2023

In the 22/23 fiscal year, the *Amenities Campaign* continued to encourage meeting planners to book their next event in North Lake Tahoe. Overall, the campaign was incredibly successful compared to previous campaigns and saw increased performance.

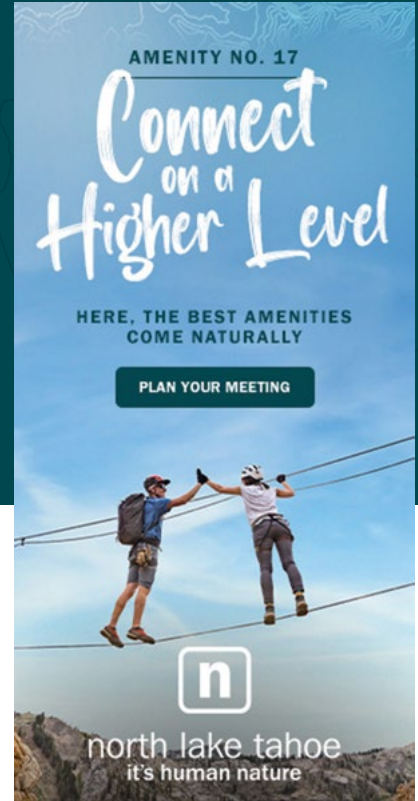
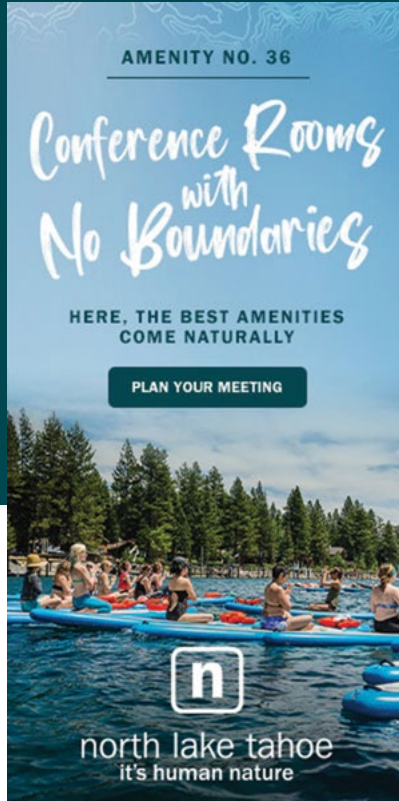
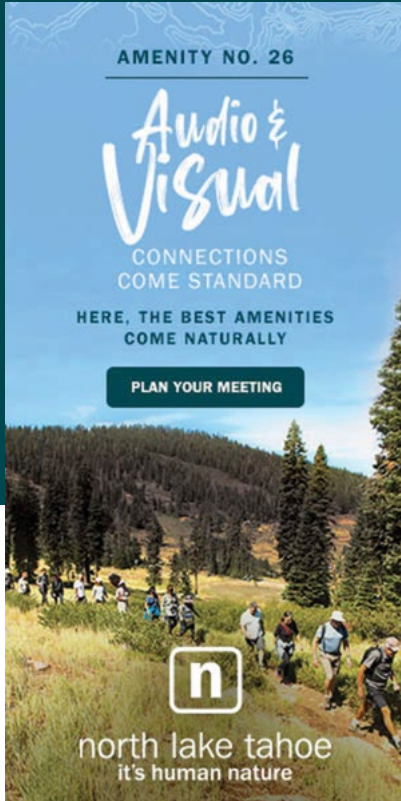
The campaign reached professionals where they were versus targeting specific geo-locations. Tactics included display, LinkedIn, Facebook, Instagram, social video, CVENT and four sponsored emails. Also included was a partnership with *Meetings Today* to manage a lead-generation program and social retargeting ads. In addition, key shows were geofenced with display ads encouraging planners to either visit the booth or learn more on the website.

KEY TAKEAWAYS:

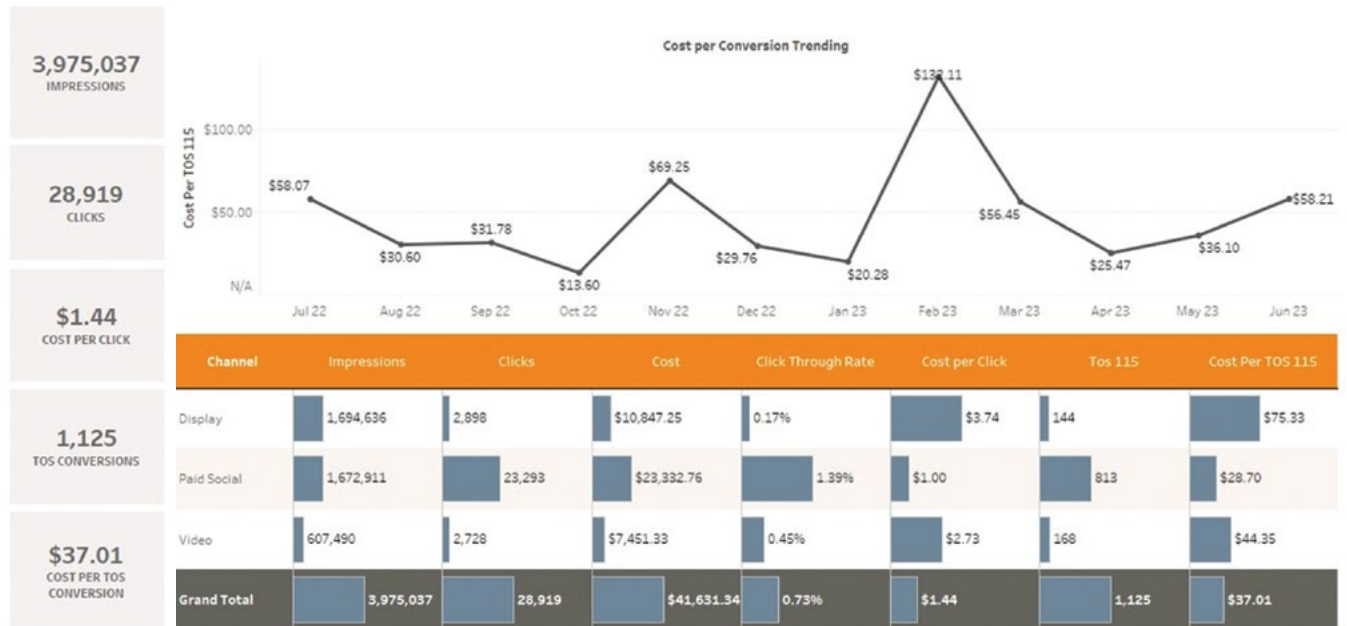
- The campaign served 3.2M impressions, earned a 0.74% average CTR and 1,083 conversions. This averages out to be 134 impressions for every click and 22 clicks for each TOS conversion. Both were significant drops in ratio since 2021-22.
- Facebook video ads were the top performing channel by TOS conversion, followed by Facebook static.
- Display ads earned 9% of clicks and 13% of TOS conversions for a total of 143 conversions.
- Facebook ads maintained the lowest cost per click at \$0.39 followed by LinkedIn at \$1.73. 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. Facebook earned 76% of video conversions and held the highest CTR at 0.57%.
- *Meetings Today* social creative performed competitively with Facebook targeting campaigns.
- Four eblasts were sent out, each A/B tested on subject lines. One of the top performing eblasts, sent on 5/2, “Meet Where Audio & Visual Connections Come Standard” earned a 10.3% click to open rate (CTOR). The other A/B test email, “Connect on a Higher Level,” ran 100 impressions more and earned a 3.6% CTOR.



MEETINGS, CONFERENCES & CONVENTIONS CAMPAIGN



PERFORMANCE



SALES MISSIONS

To best promote the destination's many offerings, the North Lake Tahoe Sales Team focused especially on the region's need visitation periods – spring, fall and midweek – by working with corporate groups, associations and engaging the domestic and international leisure markets known for their longer stays.

The team nurtured relationships in-person with meeting planners from our direct flight markets in Seattle, San Francisco, San Jose, Austin, Dallas, Houston, Denver, Las Vegas and Chicago, leveraging the incentives for shoulder season visitation.

The team promoted the region's ski product to the domestic market by attending SkiTops and reached international ski travel buyers at Mountain Travel Symposium, which North Lake Tahoe is scheduled to host in April 2024. The top three international markets of Canada, Australia and Mexico were supported through in-market sales missions where the team shared sample itineraries with the travel trade product managers to move visitors around the region and encourage off-peak visitation.



WEBSITE OVERVIEW

A main goal of the website for the 22/23 fiscal year was to optimize the site in ways that would better search rankings, improve SEO performance and enhance the user experience. This was achieved with overwhelming success. Users grew over 50% while new users also grew more than 49% and sessions were up over 55% compared to last year.

This was in part due to aggressive backend updates that were made to help increase organic traffic to the site. Fixing multiple broken links and images, updating multiple site pages to make them more SEO-friendly and reducing image sizes helped increase website load times all played a factor in creating a

more user-friendly experience. At the end of this fiscal year, updated security measures led to the website passing all core website vital checks.

Other key pages were updated by creating SEO-friendly copy and the utilization of H1 and H2 tags to help search engines quickly and accurately better describe what content is on each page. Some of these pages included “Dog-Friendly,” “Weather,” “Meetings” and “Plan” pages. Finally, we worked continuously on aligning the site with ADA compliance guidelines, implementing a specific backend widget to help bring the site up to the necessary standards.

KEY TAKEAWAYS:

- Increased total ranking keywords from 31,771 to 38,352 with over 2,000 of them being within the top three organic search results.
- Passed Google’s Core Web vitals assessment.
- Increased users by 50% and total sessions by 55%.
- Organic search continued to grow for a second year in a row with an increase of over 18%.
- California remained at the top of the list with 50.49% of new users with Washington (6.87%) and Texas (6.46%) coming in at second and third.
- Ranked within the top 3 spots for primary target keyword: Lake Tahoe and Lodging in North Lake Tahoe.

WEBSITE METRICS:

- Total Users: 1.2M
- Total Sessions: 1.5M
- Pages Per Session: 1.51
- Average Session Duration: 0:58

WEBSITE CHANNELS:

- The top performing channel was organic search, bringing in 47% of website traffic over the fiscal year, or 554,682 users.
- The second highest performing channel was paid search, accounting for 25% of users, or 292,877. Other channels including direct, display, social, referral and email made up smaller components.

WEBSITE OVERVIEW

TOP 10 MOST VISITED PAGES

Page	Pageviews
Homepage	315,711
Road Conditions	242,075
Planners and Guides	207,362
Webcams	117,581
Weather Report	47,032
Fall Seasonal Page	41,329
Lake Tahoe Activities	40,940
Lodging	36,577
Summer Seasonal Page	31,882
Events	31,641

AUDIENCE:

- Users visiting the website were overwhelmingly from the US. With 21,218 users, this accounts for 96% of website traffic during this fiscal year. This is followed in smaller increments by Canada, Germany, UK and a number of other countries of trace traffic.
- Gender was relatively split down the middle, with male users taking a slight majority at 52%.
- The age group that held the highest user count was the 35-44 age range, followed immediately by 25-34. Below these were ages 45-54, 18-24, 55-64 and then 65+ as the smallest group represented, in order from greatest to least users.

DEVICE:

- The top device used to visit the website was mobile, at 68.4% sessions over the fiscal year. This is an 82.5% jump over the previous fiscal year, indicating that not only does mobile continue to reign supreme in how users view the site, but that its popularity only continues to grow.
- The second most used device was desktop, representing a quarter of users at 25% flat. This remained relatively consistent fiscal year over fiscal year, with a slight increase of 6.2%.
- The third most used device was tablet, making up a small portion of users at 6.6%. Interestingly, however, this is an increase of about 248.6% with prior fiscal year numbers being nearly negligible.

CROWDRIFF OVERVIEW

In FY22/23, 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
- Weddings Page
- North Tahoe Eats
- NLT + Me Campaign

Total Engagement Rate: 40.8%

(-7% YoY)

Total Interactions: 11,000

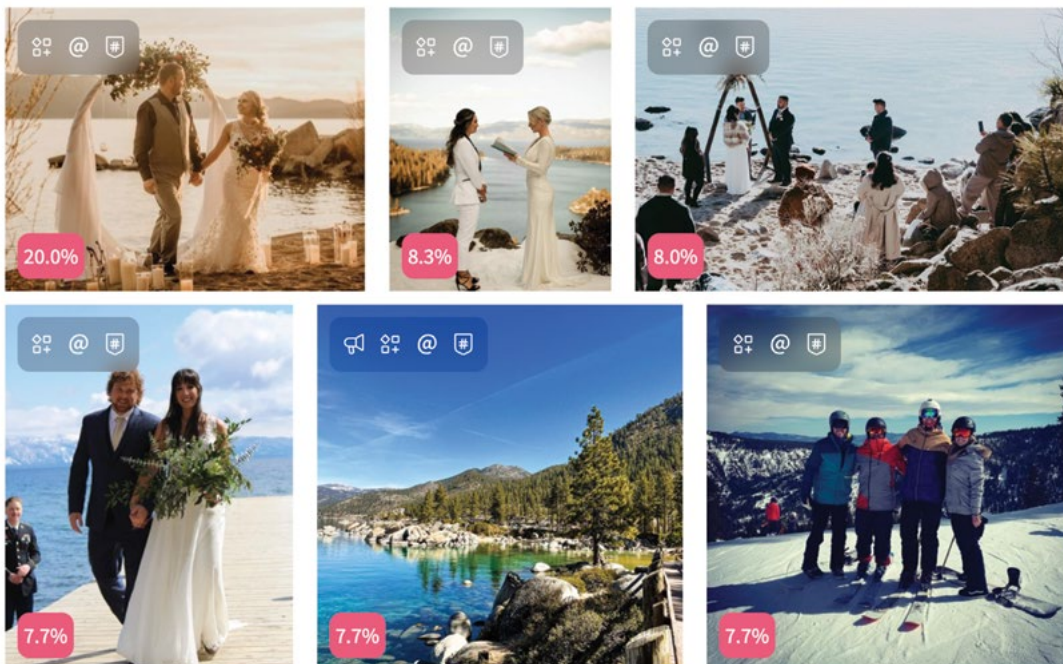
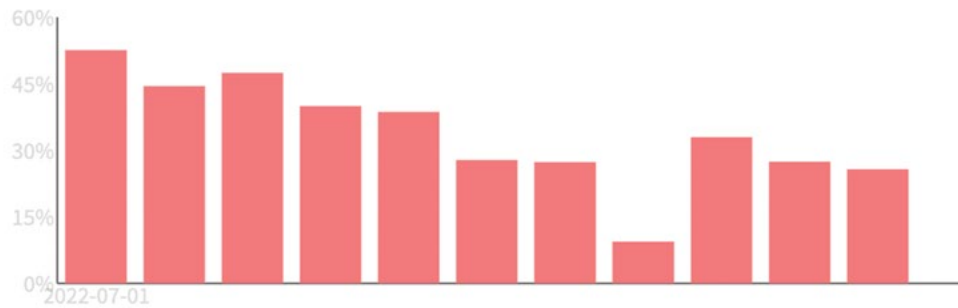
(-15% YoY)

Total Views: 27,000

(-7% YoY)

KEY TAKEAWAYS:

- The North Tahoe Eats Gallery had the highest engagement rate of 61%, but the Homepage Gallery had the highest amount of views (13K).
- Engagement was at its highest at the beginning of the fiscal year with summer content.
- Gallery interaction differed month by month but did see a slowdown at the end of winter (in both the months of January and February).
- The NLT + Me Campaign also helped boost engagement.



SEARCH ENGINE OPTIMIZATION

In September of 2022, Google rolled out its Core Web Vitals algorithm update — a new ranking factor used to prioritize websites that provide more current and up-to-date content as it started to deprioritize older content on websites. By continuing to keep content fresh and up to date, North Lake Tahoe was able to stay ahead of the competition and continue organic online growth.

Another key focus of search engine optimization (SEO) throughout FY22/23 was improving the site structure (sitemap) and indexing or updating with SEO copy to improve crawlability and rankings. Due to these improvements, there was an 18% increase in organic traffic to the website alone.

Combined with increased targeting of relevant keywords, these initiatives helped the website appear in searches far more often than previous periods, raising overall page views and growing new users by over 49% from the year prior. Keyword additions have grown this past fiscal year by 82.83% with over 700+ ranking within the top three locations greatly increasing site visibility and organic growth year over year.

OPTIMIZATIONS MADE:

- Updated sitemap to improve crawlability
- Fixed broken breadcrumb schema
- Added missing canonicals to webpages
- Removed unused and outdated webpages
- Reduced third party code
- Removed unused plug-ins
- Ongoing maintenance, fixed broken external links and removed permanently closed listings

SITE SPEED:

- Speed Index (mobile): 3.1s
- Speed Index (desktop): 0.8s
- Fully loaded (desktop): 10s

ORGANIC SESSIONS:

- Users: 554,682
- New Users: 548,321
- Sessions: 680,098
- Avg. Session Duration: 1:09
- Avg. Pages per Session: 1.55

SEARCH PERFORMANCE:

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

MOST LINKED TO CONTENT:

- Road Conditions
- Planners and Guides
- Webcams
- Weather Report
- Fall Seasonal Page

TOP 10 KEYWORDS:

Keyword	Rank
north lake tahoe	1
lake tahoe	2
Lodging North Lake Tahoe	1
incline village	3
tahoe road conditions	2
lake tahoe activities	3
North Lake Tahoe Nevada	1
Fall In Tahoe	1
tahoe city	3
Tahoe Vista Ca	1

ORGANIC SEARCH PERFORMANCE:

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

NEWSLETTERS

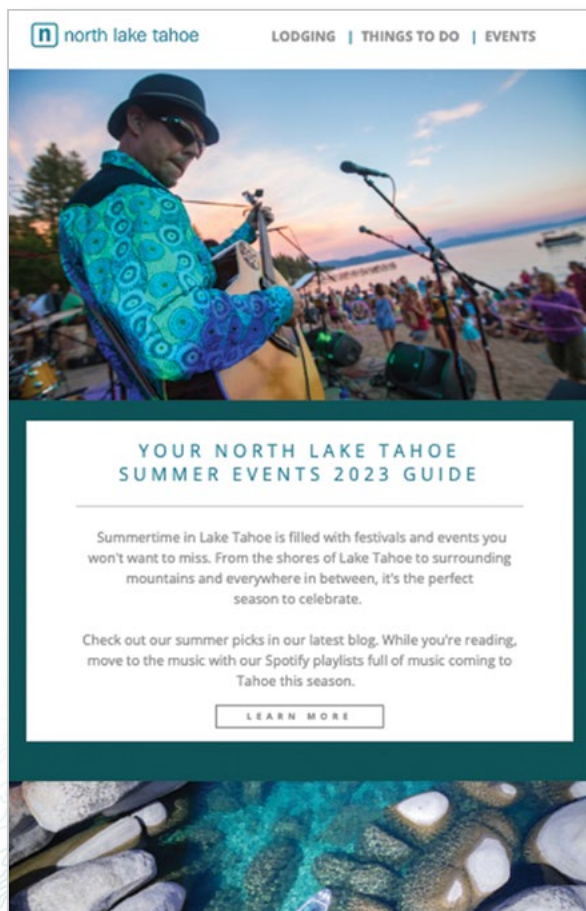
Between July 2022 – June 2023, a total of 19 newsletters deployed to an audience of 24,228 subscribers. The average open rate was 27.9% (up 4.6% YoY) and CTR was 0.9%, on par with industry benchmarks. CTR was lower than last fiscal year, likely due to more ebasts this fiscal year exclusively promoting events and sustainability tips. Overall content varied between promoting regional events, highlighting monthly blogs and sharing sustainability tips.

KEY TAKEAWAYS:

- Open rates were all within 3% of one another, showing that consistency in messaging is important to this audience.
- With A/B subject line testing, we were able to see that newsletters with subject lines featuring events (WinterWonderGrass as an example) and seasonal activity guides/lists (summer events guide) had the best open rates.
- Many newsletter recipients also gravitated towards sustainability tips.
 - We can consider adding more sustainability messaging within our subject lines to see if it leads to higher open rates.

KEY METRICS:

- Audience
 - List Total – 24,228
- Open Rate
 - List Total – 27.9%
 - Industry Average – 16%
- CTR
 - List Total - 0.9%
 - Industry Average – 1.6%



ENewsletters

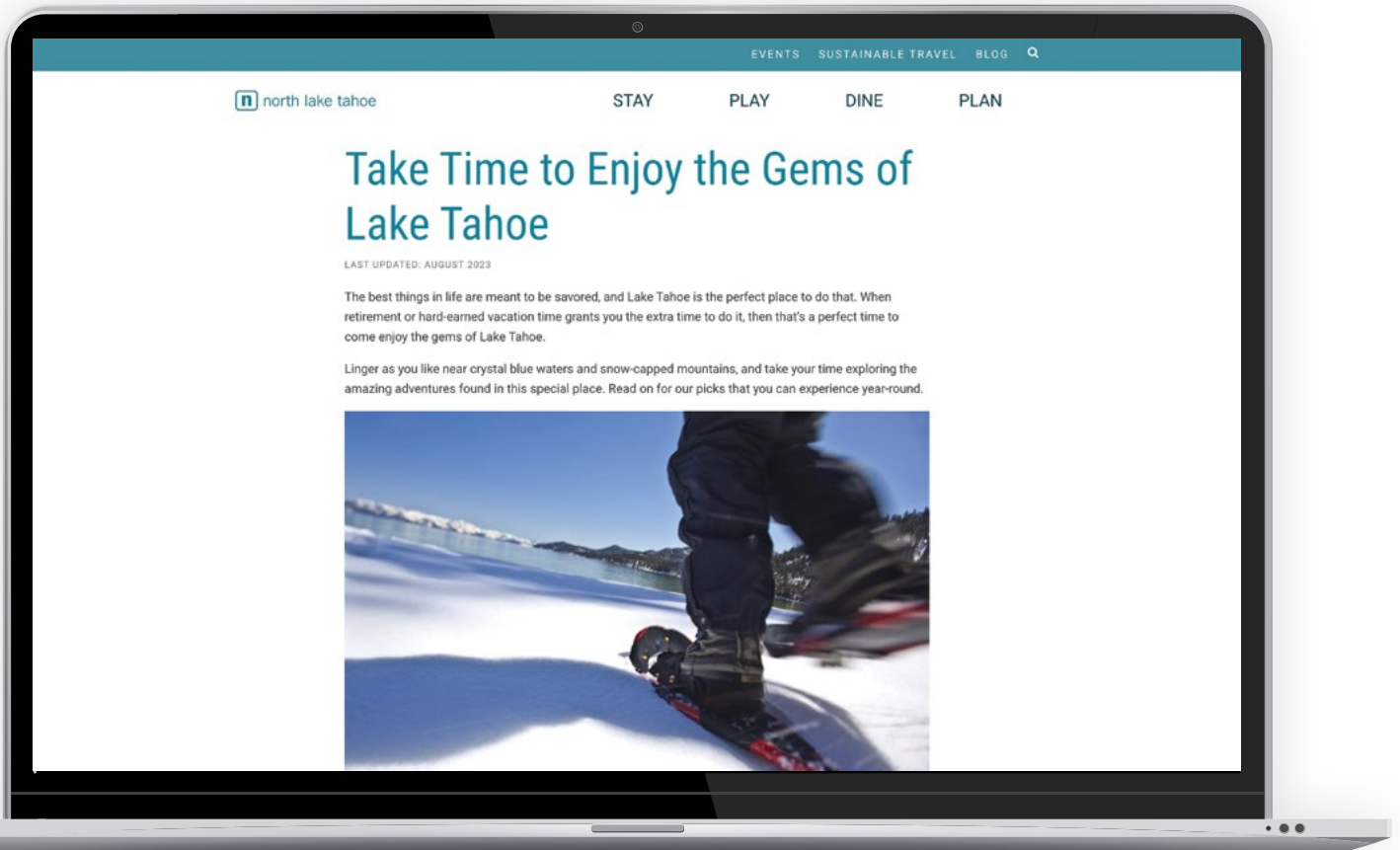
Date	Subject Line	Theme	Open Rate	CTR
July 15, 2022	Explore the Great Outdoors in North Lake Tahoe	NLT + Me Contest, Summer, Events	26.8%	1.1%
July 20, 2022	Lake Tahoe Visitor – We Want Your Thoughts and Opinions!	CREST Survey - eBlast #1	27.1%	1.2%
July 27, 2022	Last Chance - We Want to Hear Your Opinions	Crest Survey – eBlast #2	26.6%	0.9%
August 15, 2022	Soak in a Lake Tahoe Summer	Summer Sunsets, EV Stations in NLT, Fall Teaser	27.2%	0.9%
August 25, 2022	Say “I Do” in North Lake Tahoe	Weddings, North Lake Tahoe Challenge, Camping	26.7%	0.8%
September 9, 2022	Crisp Days of Fall are Ahead in North Lake Tahoe	Fall, Dog-Friendly Activities, Shopping Local	27.9%	1.0%
October 7, 2022	This Weekend: Explore Local Gems, Shop Small	Made in Tahoe, TART, Breweries	27.7%	0.9%
November 18, 2022	It’s Official: Winter is Here!	Snow, Ski Resort Openings, Film Fest	28.1%	1.0%
November 24, 2022	We're Thankful for You	Thanksgiving eBlast	28.1%	0.3%
December 9, 2022	Discover a Winter that Wows	Holiday Shopping, Family Winter Activities	27.6%	0.7%
December 23, 2022	Holiday Greetings and Warm Wishes	Holiday eBlast	29.2%	0.2%
January 26, 2023	Your Winter Forecast: Catching a Sunset in North Lake Tahoe	Best Winter Sunset Locations, Non-Alcoholic Offerings, Budget-Friendly Winter Activities	28.2%	0.8%
February 17, 2023	Celebrate Your Love in North Lake Tahoe	Romantic Date Ideas, Mid-Week Skiing, Self Care/Spas	28.0%	0.8%
March 13, 2023	The Countdown to WinterWonderGrass	WinterWonderGrass, Winter Transit, Spring Kayaking	27.8%	0.8%
March 29, 2023	2 Days Left For WinterWonderGrass!	WinterWonderGrass eBlast	27.9%	0.9%
April 18, 2023	Spring Has Officially Sprung in North Lake Tahoe	Dual Days in Spring, e-Bikes, Go to Towns	27.9%	1.1%
May 31, 2023	Your Summer Guide to North Lake Tahoe	Summer Events Guide, Responsible Travel in Summer, Mountainside Activities/Lodging	29.8%	3.0%
June 22, 2023	Travel Responsibly This Summer in North Lake Tahoe	4th of July Events, Mountain Summer Activities, TART	28.7%	0.8%
June 29, 2023	Have a Fun and Safe Fourth	4th of July eBlast	28.1%	0.5%

BLOGS

In FY22/23, a total of 24 blogs were posted featuring events, seasonal activities, informational tips and more. New blog topics were introduced as well as revises of previous blogs that held relevant information. All blogs were promoted on the homepage on the site to allow for timely information to be included each month. They were also featured across organic channels including newsletters and social platforms.

KEY TAKEAWAYS:

- The top performing blog by far was the 2023 Lake Tahoe Summer Events Guide, at 6,069 total pageviews. While this was a revise of an older Summer Events blog that had gained some traction in the beginning of the fiscal year, there was a clear spike when posted, driven by organic search traffic (Google).
- Blogs with the least views included those touching on fire safety, team building and group events, nonalcoholic options and Winter Wow. Winter blogs tend to perform well, so “Winter Wow” was an outlier.
- Blogs that performed the best aside from summer events were year-round kayaking, taking time to enjoy the gems of North Lake Tahoe, July 4th, “Winter Wow” activities for children and the “What’s New” Guide for Fall and Winter. This speaks to the SEO benefit of blog revises, as well as an audience preference for more timely updates and coverage.



BLOGS

Month Posted	Blog Name	Theme / Content	Total Pageviews	Unique Pageviews	Average Time on Page
July 2022	Tips for Fire Safety and Supporting the Community	Fire Safety Tips, Resources	136	125	2:27
July 2022	North Lake Tahoe Sunsets: Wonders to Behold	Scenic Sunset Views	1,061	970	2:21
July 2022	Challenge Yourself with the North Lake Tahoe Challenge	NLT Challenge, Outdoors	632	558	2:12
August 2022	Work Hard, Play Harder: Team Building in North Lake Tahoe	Meetings, Team Building	278	251	2:08
August 2022	Supercharge Your Stay: Your Guide to EV Stations in North Lake Tahoe	EV Charging Stations	941	898	3:11
August 2022	Camping: An Outdoor Adventure in North Lake Tahoe	Camping: Backpacking, Tent Camping, RV Camping, Glamping	1,173	1,081	1:57
September 2022	Taking Tahoe by Bicycle	Biking Trails	204	189	2:25
September 2022	What's New in North Lake Tahoe: Fall & Winter 2022 Guide	Fall/Winter: Ski Resort Updates, New Tours and Activities, Transportation Updates	2,010	1,867	1:27
October 2022	Transport Yourself to a Winter Wonderland	Transportation to Tahoe	1,422	1,315	2:27
October 2022	A Couple's Guide to Connecting in North Lake Tahoe	Romantic and Adventurous Activities for Couples	1,173	1,069	1:42
October 2022	Learn to Ski and Snowboard in Lake Tahoe	Ski/Snowboarding Lessons	500	453	1:39
November 2022	Take Your Littles to Winter Wow in North Lake Tahoe	Winter Child-Friendly Activities	2,082	1,895	1:37
November 2022	Enjoy a Budget-friendly Time in North Lake Tahoe	Free Activities	631	581	2:04

BLOGS

Month Posted	Blog Name	Theme / Content	Total Pageviews	Unique Pageviews	Average Time on Page
November 2022	Come One, Come All: Weddings and Group Events in North Lake Tahoe	Locations to Hold Weddings, Family and Group Events	208	175	1:46
December 2022	Discover North Lake Tahoe's Winter Wow	Outdoor Winter Activities	274	258	2:49
December 2022	Experience North Lake Tahoe's Nonalcoholic Options	Where to Go for Nonalcoholic Drink Options	240	194	2:00
January 2023	Enjoy the WinterWonderGrass Music Festival in North Lake Tahoe	Spotify Playlist, WinterWonderGrass Event Details	1,063	970	1:54
January 2023	Take Time to Enjoy the Gems of North Lake Tahoe	Activities for Boomers, Outdoors	3,201	2,888	2:07
February 2023	Enjoy the Beauty of Lake Tahoe on an e-Bike	E-Bike Rentals, Bike Paths, Safety	1,309	1,127	1:46
February 2023	North Lake Tahoe's Year-Round Kayaking Adventures	Where to Go Kayaking	2,924	2,602	2:09
March 2023	What to Do Spring 2023 in North Lake Tahoe	Spring Activities, Outdoors	1,210	1,150	1:45
April 2023	What to Do this Mother's Day in North Lake Tahoe	Mother's Day Activities	108	101	2:19
May 2023	Lake Tahoe 2023 Summer Events Guide	Summer 2023 Festivals and Events	6,069	5,346	2:20
June 2023	Celebrate July 4th in North Lake Tahoe	Fourth of July 2023 Events	2,697	2,473	3:41

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 *AFAR*, *Travel + Leisure* and *Condé Nast*, as well as more specialized publications like *Ski Magazine*, *Unofficial Networks* and *Outside*.

With four seasons to experience in North Lake Tahoe, there is a vast draw to the destination for its fall foliage hikes, ski resorts of all levels, lake activities and more. During FY22/23, there was an opportunity to educate reporters and their readers on how to take care of the destination through initiatives such as the Traveler Responsibility Pledge, Destination Stewardship Plan and more.

KEY TAKEAWAYS:

- A key focus on FY22/23 was to distinguish “us” from “them” and educate travelers on the difference of North Lake Tahoe in comparison to the rest of the region.
- Shoulder season and mid-week travel continued to be a large initiative.
- Sustainability and educating visitors on how to leave a clean footprint in North Lake Tahoe was a high priority during peak seasons.
- Events are back! Four media events were attended in FY22/23 with coverage and FAMs in top-tier outlets secured as a result of each.

CRISIS COMMUNICATIONS:

During FY22/23, crisis communications centered around developing and implementing a strategic plan for North Lake Tahoe to reference in times of crisis. The strategic crisis communications plan offers an outline on how to approach events including, but not limited to: natural disasters, acts of violence/civil disturbances, pandemic or disease outbreak, a public safety power shutoff and tourist accidents.



PUBLIC RELATIONS

PITCHING THEMES

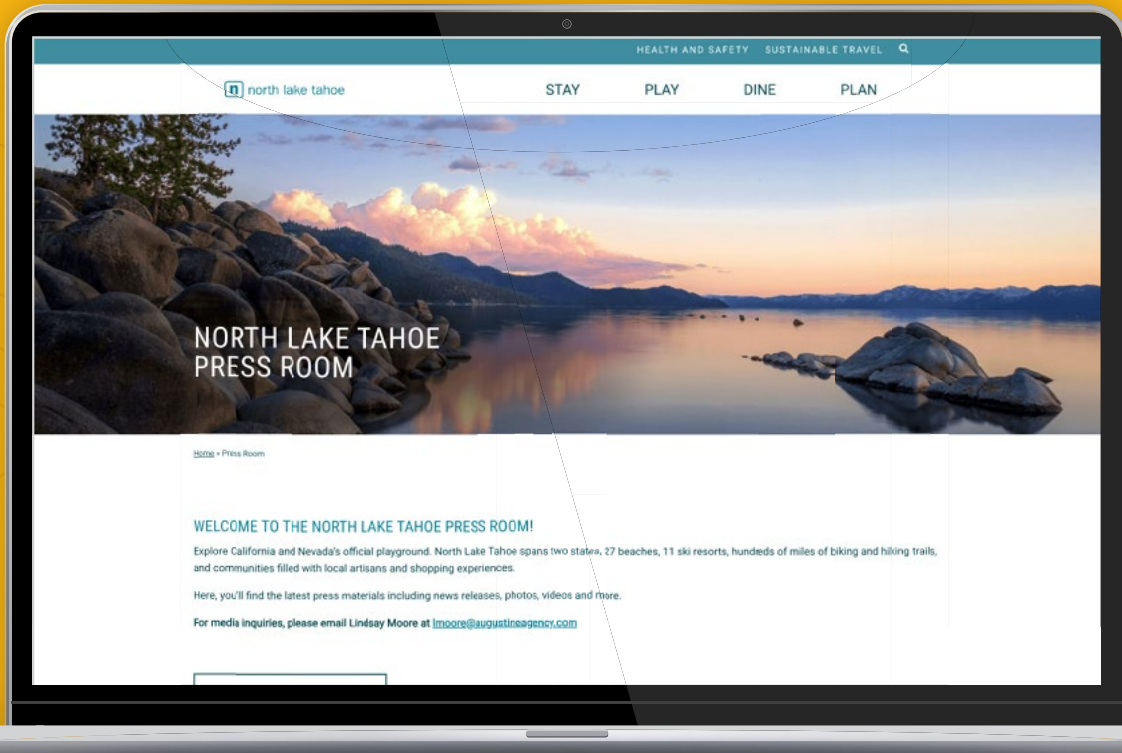
Pitching themes included a mix of evergreen and seasonal activities and events.

- Best Ski Resorts
 - Ski Resorts for Winter
 - Ski Resort Activities in the Summer
 - Achieve Tahoe
 - Base-to-Base Gondola at Palisades Tahoe
- Outdoors
 - Hikes in North Lake Tahoe for Epic Views
 - Accessible Hikes
 - Camping Destinations
 - Fishing
 - River Rafting
 - Stargazing
- Luxury Travel Destinations
- Best Destinations for Wellness/Self-Care
- Road Trips in the US, CA/NV
- Multi-Generational
- Team Building Retreats/Meeting Planning Destinations
- Feel like an Olympian (specific to this year because of the Winter Olympics)
- Education
 - Kids Summer Camps
 - UC Davis Educational Center
 - Ski Lessons
- Events
 - Drone Shows (4th of July/Labor Day)
 - Palisades Tahoe World Cup
 - Oktoberfest
 - Beach Cleanups
 - Made in Tahoe Festivals
 - Spartan Race
 - WinterWonderGrass
 - Summer Music
 - Lake Tahoe Reggae Festival
 - Lake Tahoe Shakespeare Festival
 - Classical Tahoe
- Romance
 - Honeymoon Destinations
 - Reconnect with your Partner in Nature
 - Lowkey Bachelor/Bachelorette Parties
 - Renew Your Vows
- Sustainability
 - Destination Stewardship Plan
 - Traveler Responsibility Pledge
 - TART Connect
 - Clean Up the Lake
 - Fire Safety
 - 4th of July/Labor Day Drone Shows
 - How to Be a Good Eco-Tourist
 - UC Davis Citizen Science App



PRESS RELEASES

Four press releases were featured this year reflecting "What's New" in fall, winter, spring and summer.



SECURED COVERAGE

Clips:

278

Potential Coverage Views:

22.1M

Potential Reach:

5.48B

INFLUENCERS/MEDIA FAMS INTERNATIONAL

ROADTRIPPIN.FR (DOMINIQUE CHOUVET)

Dates Visited:

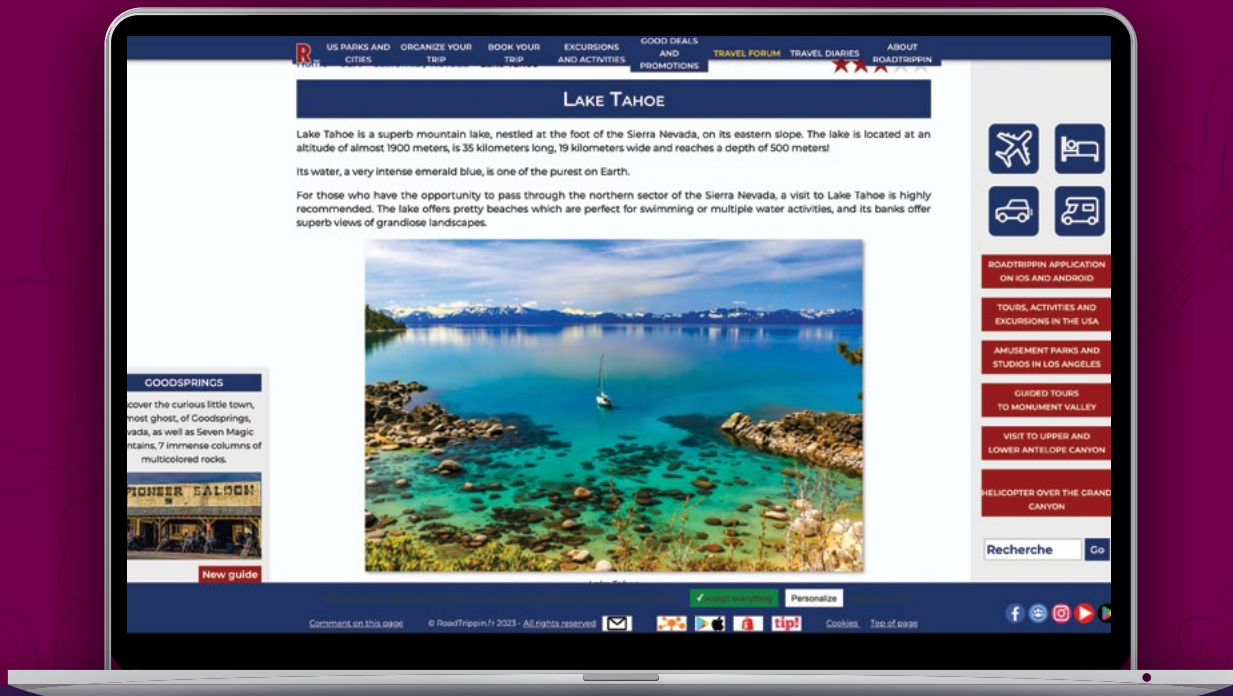
February 27 - March 3, 2023

Lodging:

Sunnyside Lodge

Activities:

- Skiing (Diamond Peak, Mt. Rose, Palisades)



THE TELEGRAPH, ED LEIGH

Dates Visited: April 3-6, 2023

Lodging: Northstar

Activities: Skiing (Boreal and Palisades)

Partnership with Visit California

MEXICO INFLUENCER TRIP

Influencers:

@ode_ruiz (1.16K IG followers/436.1K TikTok followers)

@evilard (966K IG followers/144K TikTok followers)

@yosoyviajera (300K IG followers/2M TikTok followers)

@mariaphilibert (94K IG followers/38K TikTok followers)

Dates Visited: April 5, 2023

Lodging: Northstar

Activities: Diamond Peak Visit

Partnership with Visit Reno Tahoe

INFLUENCERS/MEDIA FAMS DOMESTIC

UNOFFICIAL NETWORKS (MATT LORELLI)

Dates Visited:

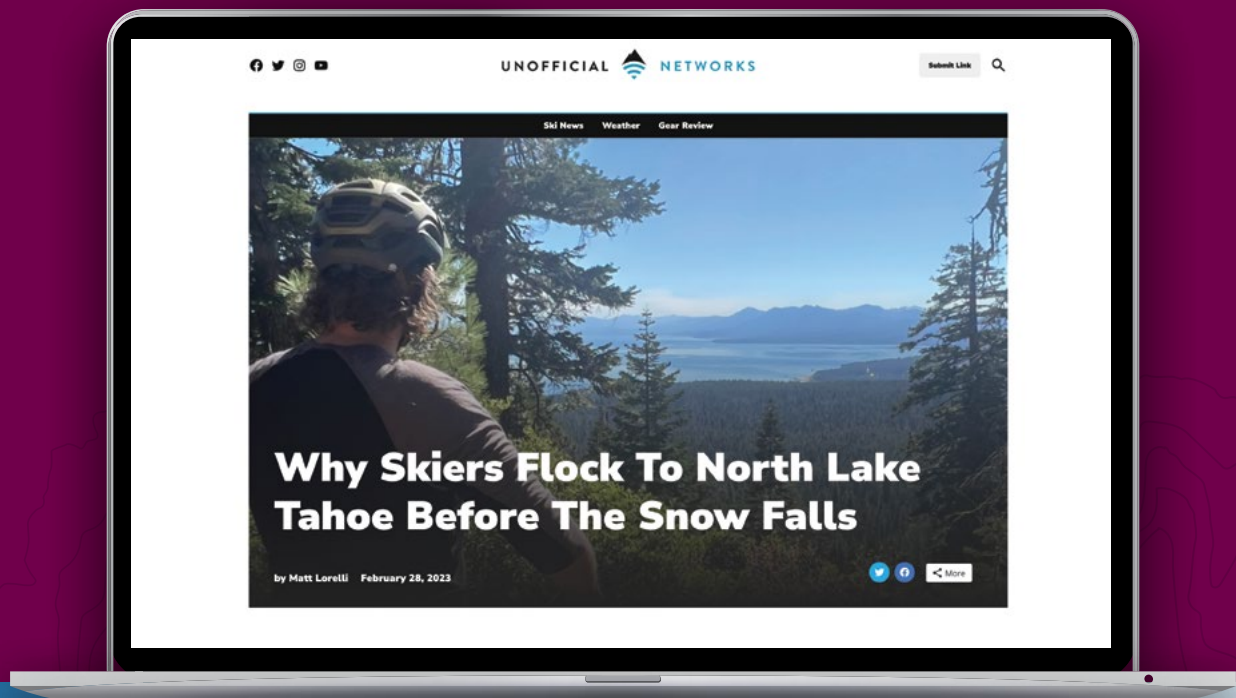
October 18 - 21, 2022

Lodging:

Hyatt Regency Lake Tahoe Resort,
Spa and Casino

Activities:

- Mountain Biking



INFLUENCERS/MEDIA FAMS DOMESTIC

USA TODAY (KATHLEEN WONG)

Dates Visited:

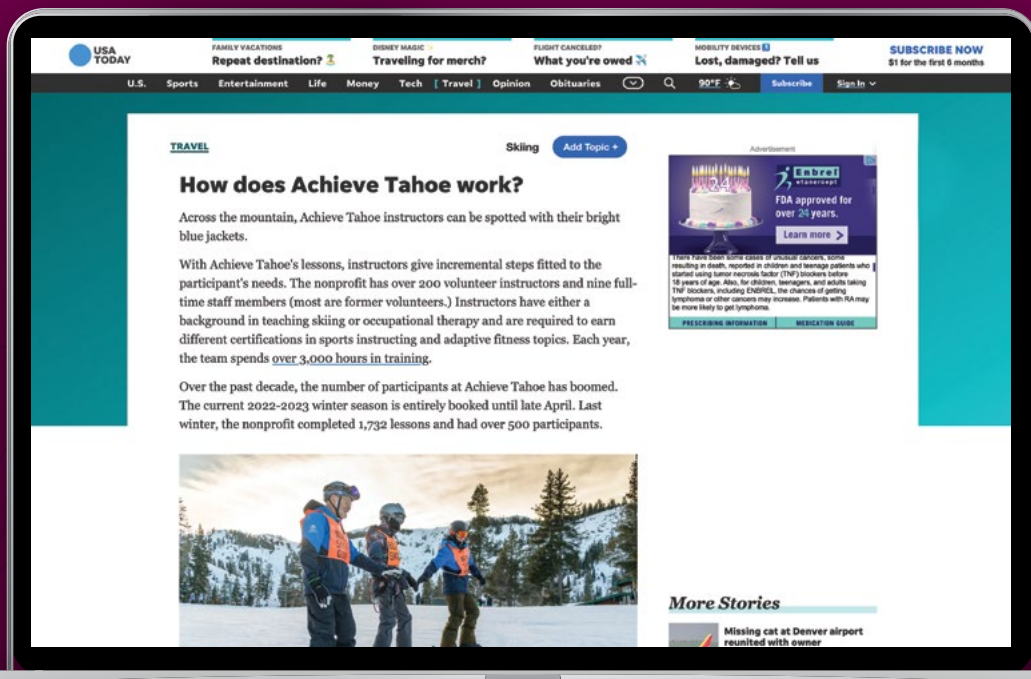
January 17 - 20, 2023

Lodging:

Northstar Constellation

Activities:

- Snowboarding
- Achieve Tahoe Snowboard Lesson
- Northstar Snowboard Lesson
- Ice Skating



INFLUENCERS/MEDIA FAMS DOMESTIC

AROUND THE WORLD WITH JUSTIN, KTLA (JUSTIN WALTER)

Dates Visited:

May 31 - June 3, 2023

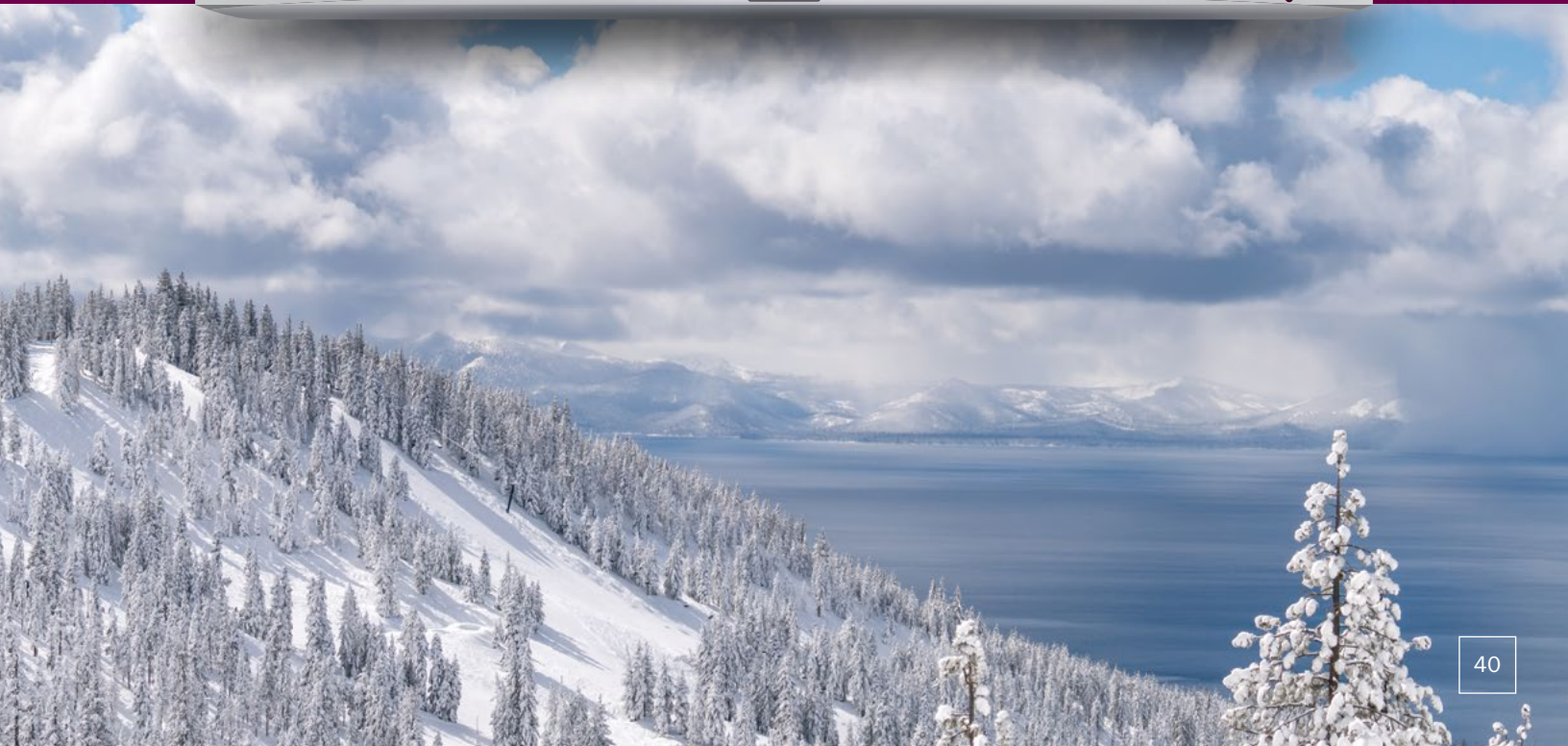
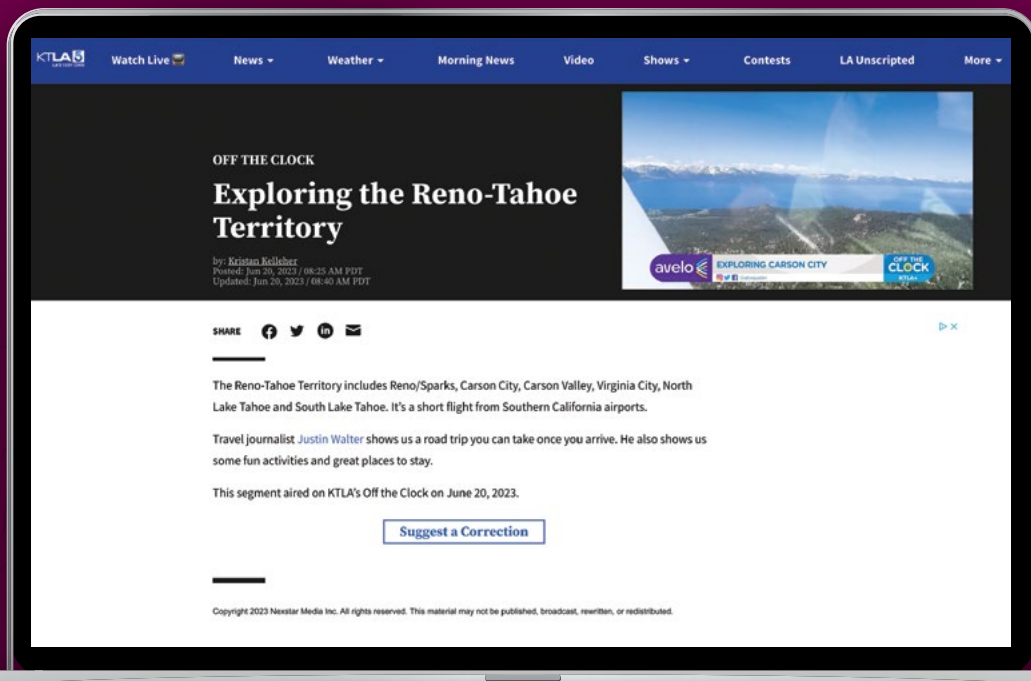
Lodging:

Sunnyside & The Village
at Palisades Tahoe

Activities:

• Tahoe Treetop Adventure Parks

Partnership with Reno-Tahoe Territory



INFLUENCERS/MEDIA FAMS DOMESTIC

AFAR (MICHELLE BARAN)

Dates Visited: March 31 - April 2, 2023

Lodging: Granlibakken

Activities: Skiing & Ski Lessons, Sledding

FODOR'S TRAVEL, TRIPSAVVY, CONDÉ NAST TRAVELER, TRAVEL PULSE (SCOTT LAIRD)

Dates Visited: May 11 - 14, 2023

Lodging: Hyatt Regency Lake Tahoe

Activities: Hiking, Kayaking with Tahoe Adventure Company

FODOR'S TRAVEL (DANNY MANGIN)

Dates Visited: May 15 - 19, 2023

Lodging: Hyatt Regency Lake Tahoe and Sunnyside Lodge

Activities: Tahoe Star Tours, UC Davis Science Center,
Kayaking with Tahoe Adventure Company

USA TODAY 10 BEST (KARON WARREN)

Dates Visited: May 16 - 19, 2023

Lodging: Hyatt Regency Lake Tahoe

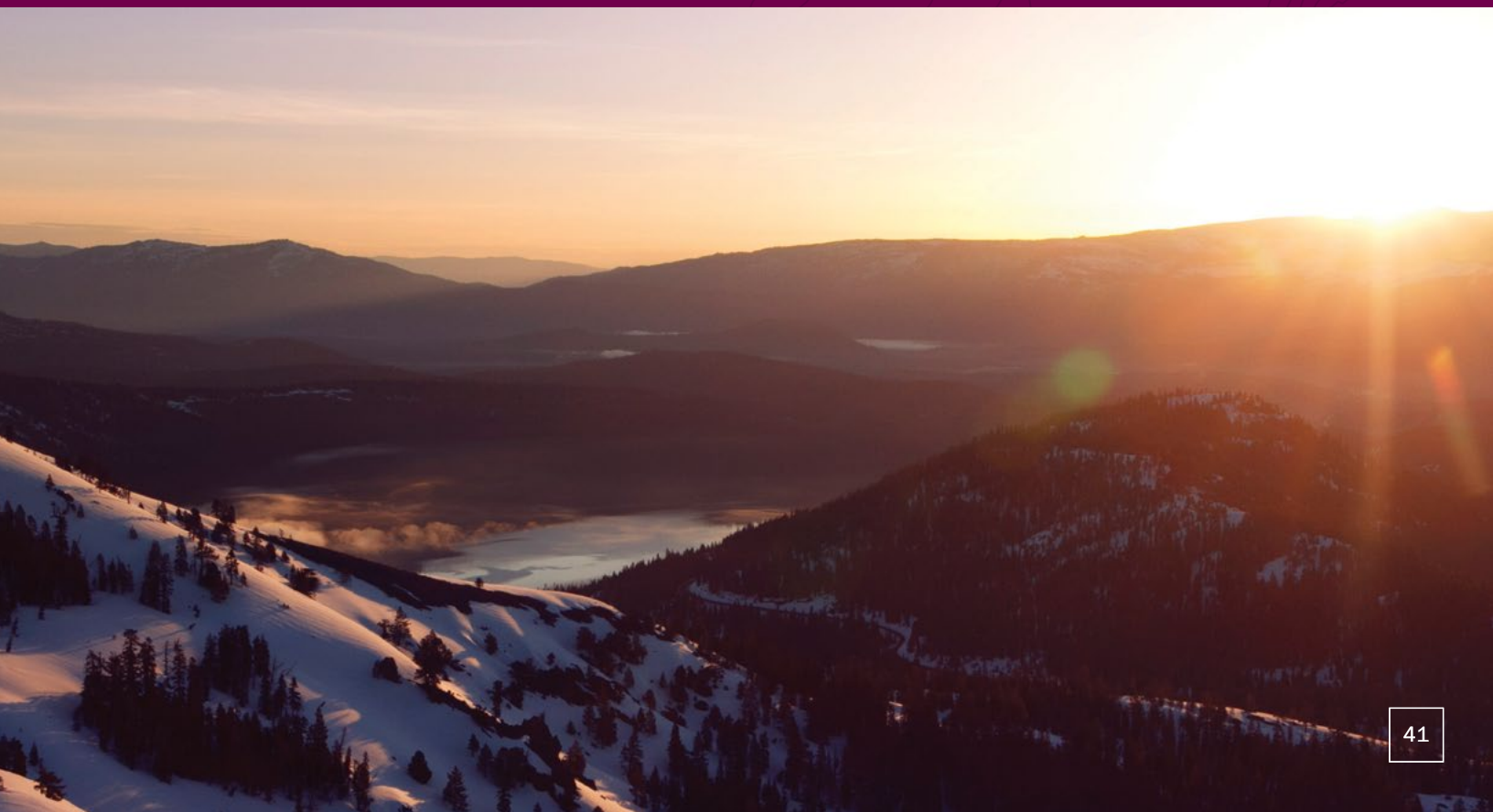
Activities: Scenic Drive, Kayaking with
Tahoe Adventure Company

MSN, SYNDICATED AP (JULIE AND SCOTT MCCONKEY)

Dates Visited: June 13 - 17, 2023

Lodging: Palisades Tahoe

Activities: Paddleboarding, Thunderbird Lodge Tour
and Kayaking with Tahoe Adventure Company



MEDIA EVENTS

Representatives from North Lake Tahoe attended four media events during the 22/23 fiscal year.

VISIT CALIFORNIA'S FALL MEDIA EVENT

- Attended on 9/22/22.
- There were over 60 media in attendance, including influencers, freelance journalists and editors.
- Media outlet conversations included *Condé Nast Traveler*, *Forbes*, *Business Insider*, *7x7 Bay Area*, *AFAR*, *San Francisco Chronicle*, *Thrillist*, *Haute Living SF*, *Marin Magazine*, *Bay Area Moms*, *San Francisco Bay Times* and more.
- Gave a raffle prize of a trip to North Lake Tahoe, which Michelle Baran from *AFAR* won.

NEVADA LA MEDIA MISSION

- Attended on 3/21/23.
- There were 20-30 influencers, freelance writers and editors in attendance.
- Media outlet conversations included *Matador Network*, *MomsLA*, *KTLA*, *L.A. Parent*, *Fodor's Travel*, *Forbes* and more.

TRAVMEDIA'S INTERNATIONAL MEDIA MARKETPLACE

- Attended on 1/26/23.
- Had a full schedule with 24 scheduled appointments plus additional appointments held before and after the event, and during breaks.
- Media included influencers, freelance journalists and journalists writing for outlets such as *Fodor's Travel*, *USA Today*, *Condé Nast Traveler*, *Matador Network*, *TripSavvy*, *Travel Weekly* and more.
- FAM trip resulted from IMM connections: Scott Laird.

VISIT CALIFORNIA'S SPRING MEDIA EVENT

- Attended on 5/4/23.
- There were 41 different destinations spread out with about 55 journalists and influencers in attendance.
- Media outlet conversations included *Lonely Planet*, *AAA Westways*, *Adventure Sports Journal*, *L.A. Times* and more.







SOCIAL MEDIA

North Lake Tahoe's social content focus in FY22/23 was to spark ongoing interest in travel to the region and inspire visitors to embark on a North Lake Tahoe trip for unique experiences. Top prospects on social media included a focus on outdoor lovers and families, while content pillars highlighted exploration, lodging and sustainability.

FACEBOOK

Increased use of video led to improvement in total engagement even despite publishing 15% less content year-over-year. Impressions were down by 9%, though average impressions per post also improved from the previous year. Beyond video viewership, the largest source of engagement on this platform was clicks, and so providing click-thru resources for prospective North Lake Tahoe travelers will remain a focus in the content strategy.

Followers	Impressions	Engagement	Posts
132,052 (+1.0%)	21,946,605 (-9.0%)	935,726 (+1.0%)	166

<p>North Lake Tahoe Mon 2/27/2023 5:31 pm PST</p> <p>North Lake Tahoe Weather Update: There is currently a Bizzard Warning through Wednesday...</p>  <p>Total Engagements 55,240</p> <p>Reactions 22,293</p> <p>Comments 2,269</p> <p>Shares 6,460</p> <p>Post Link Clicks 424</p> <p>Other Post Clicks 23,794</p>	<p>North Lake Tahoe Tue 11/1/2022 5:15 pm PDT</p> <p>The snow is here! ❄️ Please take caution as you are navigating through the region. Visit our...</p>  <p>Total Engagements 12,837</p> <p>Reactions 6,686</p> <p>Comments 703</p> <p>Shares 1,213</p> <p>Post Link Clicks 953</p> <p>Other Post Clicks 3,282</p>	<p>tahoenorth Tue 11/1/2022 4:36 pm PDT</p> <p>The snow is here! ❄️ Please take caution as you are navigating through the region.</p>  <p>Total Engagements 9,481</p> <p>Likes 7,175</p> <p>Comments 74</p> <p>Shares 2,095</p> <p>Saves 137</p>	<p>North Lake Tahoe Fri 1/13/2023 5:41 pm PST</p> <p>What a wonderful world. ❄️🌄 The snow is glistening over North Lake Tahoe. Due to the winter storm...</p>  <p>Total Engagements 7,190</p> <p>Reactions 4,362</p> <p>Comments 212</p> <p>Shares 717</p> <p>Post Link Clicks 418</p> <p>Other Post Clicks 1,481</p>
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INSTAGRAM

Benchmarking of Instagram performance is skewed by data from the seasonal in-market campaigns that ran on paid social in FY21/22. Ad spend for North Lake Tahoe in 2022-2023 was roughly 70% lower than the year prior, resulting in the larger perceived spikes in performance despite a nearly-even amount of content. The engagement rate for the year was 3.95%, but engagement rate for organic content was 6.54%, up more than a full percentage point from the year prior.

Followers	Impressions	Engagement	Posts
83,452 (-0.4%)	3,332,739** (-57.0%)	121,470** (-66.0%)	273

SOCIAL MEDIA

X (FORMERLY TWITTER)

Given platform changes and a mass exodus of users, Twitter is no longer a source for original content in the strategy. It remains a valuable resource for amplifying relevant local partners and for delivering timely news (ex: inclement weather). The stark declines in performance are a reflection of an 86% drop-off in content published to North Lake Tahoe's page given the aforementioned shift in strategy.

Followers	Impressions	Engagement	Posts
23,845 (+0.2%)	26,811 (-92.0%)	691 (-93.0%)	33

PINTEREST

After leaving this channel relatively dormant during the height of the pandemic, North Lake Tahoe made a strong return to the space in 2022-23, publishing a steady stream of new content, including CA Now Stories. During the year, a strong engagement pattern developed around the success of "hidden gems" type content; this content focuses on experiences that might not be top of mind for travelers, and thinking differently in this way proved resonant with the Pinterest audience.

Followers	Impressions	Engagement	Posts
647 (+1.58%)	8,549 (-40.17%)	375 (-14.19%)	56

TIKTOK

In its first full year as part of North Lake Tahoe's suite of social channels, TikTok laid the foundation for future benchmarking of success. While natural scenery made for compelling social covers in North Lake Tahoe's page, videos demonstrating experiences (and travelers having those experiences) often drove the best performance and will guide content strategy in this space in the year ahead.

Followers	Impressions	Engagement	Posts
361 (+3911.11%)	10,816	551	22

SOCIAL MEDIA

CA NOW STORIES

In FY22/23, Visit California continued its partnership with CrowdRiff to support what was formerly known as LocalHood. Similar to Instagram Stories, the platform hosts stories to bolster engagement and ultimately strengthen Google search efforts. This year, the platform was primarily used to promote North Lake Tahoe's monthly blog posts, the Go to Towns activation as well as expand reach and bolster SEO efforts.

Gallery Impressions	Story Interactions	Story Views	CTA Clicks	Completion Rate	Benchmark Completion	Interaction Rate	Benchmark Interaction
10,836	10,712	19,519	1,166	44.9%	34%	54.9%	54%

SOCIAL CREATOR

To create real-time content in FY22/23, the team collaborated with regional content creators in the North Lake Tahoe area. Topics included Go to Town itineraries, seasonal updates, events, sustainability and holidays.





north lake tahoe
it's human nature

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