



north lake tahoe

Departmental Reports
November 2022



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October 2022
Meetings & Conventions Report

TURNED DEFINITE

1. National Ski Areas Association - 2023 Winter Show - 1/14/23-1/19/23, 891 rooms, 500 people
2. KZAM Enterprises LLC - 2023 ACG Summer Board - 6/21/23-6/25/23, 117 rooms, 60 people

NEW MEETINGS & RFPs DISTRIBUTED

3. KeyBanc Capital Markets - 2023 March Ski Trip - 3/3/23-3/4/23, 40 rooms, 20 people
4. University of Nevada, Reno - UNR Medicine Cardiovascular COBRE Symposium - 4/6/23-4/8/23, 160 rooms, 100 people
5. HPN - 87902 - Conference April 2023 - 4/25/23-4/29/23, 182 rooms, 100 people
6. National Association of Steel Pipe Distributors - NASPD 2023 Summer Convention - 6/6/23-6/10/23, 185 people, 100 rooms
7. AppFolio - Mid-Year Incentive - 8/8/23-8/10/23, 65 rooms, 30 people
8. Destiny Christian Church - Marriage Enrichment Class - 10/5/23-10/6/23, 100 rooms, 100 people
9. California Association of Administrators of State and Federal Education Programs - 2023 Professional Development Institute - 10/8/23-10/12/23, 675 rooms, 400 people
10. National Oil Recyclers Association - 2023 NORA Annual Conference & Trade Show, 11/8/23-11/11/23, 685 rooms, 230 people
11. Pacific Coast Surgical Association - 96th Annual Meeting - 2/12/25-2/17/25, 586 rooms, 250 people

NEW INQUIRIES

1. Sentinel One - 2023 LABScon - 9/17/23-9/23/23, 614 rooms, 170 people
2. Global Infrastructure Partners - 2023 Ski Incentive - 2/22-23-2-26/26, 318 rooms, 170 people
3. American Orthopedic Foot & Ankle Society - AOFAS Winter Meeting 2025 - 1/21/25-1/25/25, 1286 rooms, 350 people
4. 160over90 - F14187 Reyes Leadership Incentive 2023 - 9/12/23-9/18/23, 245 rooms, 275 people
5. W.L. Gore & Associates, Inc. - Summit Club - 7/24/23-7/26/23, 120 rooms, 40 people
6. Mr. Rooter LLC - 2023-06 Regional Meeting Lake Tahoe - 6/13/23-6/15/23, 60 rooms, 40 people
7. California Police Activities League - CalPAL - Annual Training Conference - Fall 2023 - 10/14/23-10/17/23, 215 rooms, 100 people
8. Medtronic - Diabetes U.S. Sr. Leadership Meeting - 1/10/23-1/11/23, 20 people, 10 rooms
9. Electrical Equipment Representatives Association - EERA 2025 Annual Meeting - 4/25/25-5/2/25, 545 people, 175 rooms

10. Southwest Carpenters - 10/30/22-12/1/22, 130 rooms, 65 people
11. Johnstone Supply - Supplier Conference - 7/19/24-7/26/24, 445 rooms, 175 people
12. Starshot Ventures Inc - 17-1262 Starshot - 6/7/23-6/10/23, 270 rooms, 150 people
13. Partner Colorado Credit Union - 2023 Strategic Planning Session - 8/23/23-8/26/23, 64 rooms, 20 people
14. PING Golf - Conference and Golf Outing Aug 2023 - 7/31/23-8/3/23, 320 rooms, 80 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Updating meetings pages on GoTahoeNorth.com
 - Newsletter sent 10/27 to 8,011 meeting planners saw a 30% open rate
 - Planning attendance at Visit California Southwest Roadshow on 11/2 in Austin and 11/3 in Dallas
 - Scheduling appointments for Connect West in San Francisco 11/9-11/10
 - Scheduling appointments for HPN Global Partners Conference 11/14-11/16

SITE VISITS & SALES CALLS

- Planning AppFolio Site visit for 11/7-11/8
- NLT Staff spoke on the NLT destination at the National Association of Catering and Events Reno Chapter meeting on 10/10

Chicago Rep Efforts



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October 2022
Tourism Development Report

KEY MEETINGS & PROJECT WORK

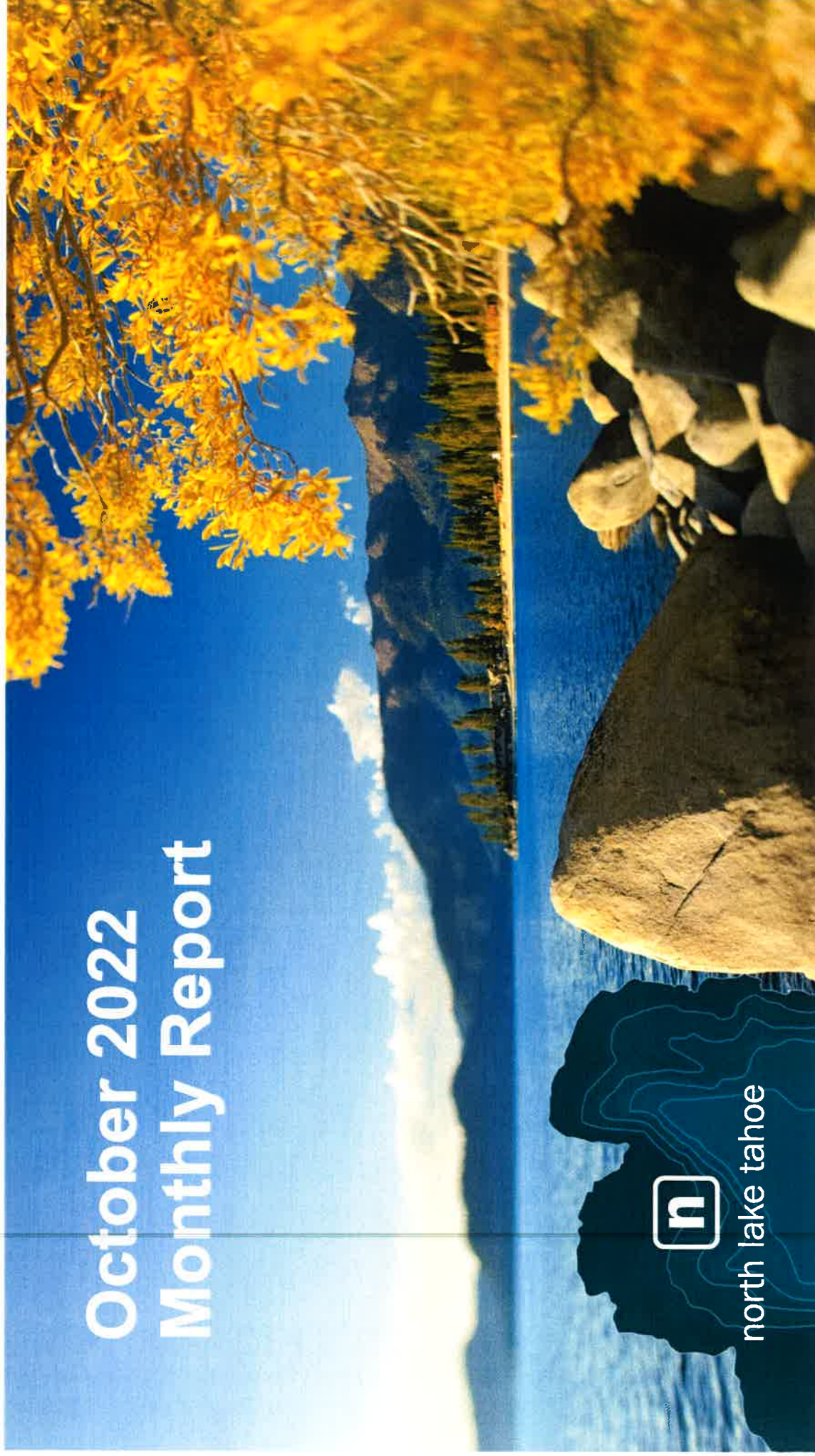
- Key Meetings:
 - Texas Sales Mission 10/3-10/7 with Reno, Travel Nevada, and Las Vegas
 - Met with Southwest Airlines, American Airlines, Priceline and hosted travel agent events in Austin for (52) agents, Dallas for (83) agents, and Houston for (88) agents
 - Reno Tahoe Territory Meeting in Genoa 10/12
 - High Sierra Visitor Council annual meeting 10/21
 - Visit California Luxury Forum 10/23-10/25 with (40) buyers
 - Podcast interview: The Home Based Travel Agent Show on 10/26
 - Australia rep firm Gate 7 conducted training with itravel for (50) agents
 - Outdoor Media Summit 10/30 - 11/1

- Key Projects:
 - Newsletter sent 10/26 to 2,791 travel agents and travel product managers saw 31% open rate
 - Scheduled NLT leisure destination webinar for 11/8
 - Planning FAM for National Tour Association 11/13

October 2022 Monthly Report



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October Executive Summary – Consumer Campaign

- October ran an additional 6M impressions since September. Major platforms such as Travelzoo and Rich Media began running in October, increasing spend from the month prior.
- TOS 115 conversions climbed by an incredible 328% to a total of 9,048 in October. Proportionally, cost per conversion dropped by \$16.52, a 64% decrease in cost since September.
- Millennial Megan creative was the most successful in driving impressions and clicks. Video content also led to high CTR, especially in regard to Instagram Stories.
- Google Performance Max accounts for 73% of all TOS 115 conversions (6,612). As a display placement, Google Max proved a top performer followed by programmatic display at 339 conversions.



October Executive Summary – National Paid Search Campaign

- The national Google paid search campaign continued into September focusing on “Lake Tahoe” keywords. Keywords were broken out into four campaigns to include “Stay,” “Plan,” “Dine,” and “Play” in correlation with site structure and searches.
- Each ad group had similar impressions, but “Dine” outperformed all others with an incredible CTR of 12.8%.
- The campaign captured a 11.2% CTR, an increase of more than 0.3% from September and well above the industry average of 8.54%.



September Executive Summary – MCC Campaign

- Meetings earned an additional 282 clicks than the month prior and slightly increased the CTR. This increase in CTR of 6%, compared to a 10% increase in September, signals a rise in engagement with the creative. Meetings earned 99 more TOS conversions.
- While Social clicks rose 9%, total TOS conversions fell by 7 to a total of 48. This indicates interest in the message but potentially less action – likely due to time of year.
- Social creative earned an additional 139 clicks from last month.
- The Instagram video platform is the most likely to hold audience attention until the end of the 15s video. Completion rates on platform, 6.12%, were often 6 times higher than other channel completion rates.



October Executive Summary - Website

- There were over 89K visitors to GoTahoeNorth.com in October. This was a 6.9% decrease from September with the majority of traffic coming from Paid Search (45.9%).
- The average session duration was 0:55 (industry average is 1 minute). New users decreased by 8.3% and sessions were also down by 3.8% when comparing MoM and +57% and +69.9% comparing YoY.
- Top locations were similar to previous months and in line with paid media campaign target markets, including Los Angeles driving the most visitors to the site than any other city.
- The homepage was a top driver of traffic followed very closely behind by the fall activities page and Lake Tahoe activities page.



October Executive Summary - Content

- There were two blogs this month which spoke to fall and winter activities in North Lake Tahoe.
- One newsletter deployed yielding a high open rate of 27.7% (industry average is 16%). It featured a section on dog-friendly food and lodging in the region, fall foliage and Made in Tahoe event promotion.
- CrowdRiff metrics decreased this month, but still had a high engagement rate of 40%. Top content featured fall and snow imagery.



October Executive Summary – PR Coverage

- Secured seven clips with 4.5B estimated digital monthly visits and 3.7M estimated digital coverage views.
Secured five TV segments with estimated views of 126.9K that was broadcast ten times throughout Oct. 29.
- Pitching efforts focused on best places to kayak for fall color, winter travel ideas, where to celebrate Nevada Day in North Lake Tahoe, fire prevention month and fire prevention week, best mansions to tour in the U.S., where to ski in North Lake Tahoe, sober travel destinations, ultimate family getaways, meetings in North Lake Tahoe, accessibility in North Lake Tahoe, where to get the most unbelievable views of North Lake Tahoe, best via ferrata in the U.S. destinations to visit in 2023 and a thought leadership pitch focused on how North Lake Tahoe is leading sustainable travel.
- Augustine also collaborated on several articles, including one with *LA Times*, highlighting the 22/23 ski season, began to coordinate spring FAM tours, and represented North Lake Tahoe at the Outdoor Media Summit.



October Executive Summary – Organic Social Media

- Social content focused on the transition to fall in the region, seasonal events and branded challenges.
- There were 1.7M impressions and 13K post clicks.
- The average engagement rate was 5% (average 1%) an increase of 35% MoM. This is a positive indicator that our social content is resonating well with our target audiences.



OCTOBER & OUTDOOR MEDIA SUMM TRAVEL REPORT

TRAVEL NORTH TAHOE NEVADA



PUBLIC RELATIONS OVERVIEW

In the month of October, The Abbi Agency focused on media relations for the Outdoor Media Summit which included two pitches and researching summit attendees to target.

The first pitch angle leveraged the Outdoor Media Summit's theme, microplastics, to expand on TNTNV's messaging platform for sustainability and land stewardship. The second theme focused on an announcement of content creators coming from around the country to attend North Tahoe, Nevada.

In addition to the pitch angles and attendee research, TAA worked alongside TNTNV to coordinate two interviews - Fodor's Travel and The Home Based Travel Agent Show.

OMS DELIVERABLES





OUTDOOR MEDIA SUMMIT DELIVERABLES

In preparation for the Outdoor Media Summit, The Abby Agency created assets leading up to the event including:

- Creative design work for posters and signage directing all attendees to sign up for weekly newsletter at the event space.
- Content marketing to reach attendees and sponsors receiving weekly newsletter communications from Outdoor Media Summit.
- Videographer/photographer preparation and shot list for event duration.
- Influencer communications for TNTNV social takeover.

EVENT RECAP





OUTDOOR MEDIA SUMMIT EVENT RECAP

The Abbi Agency attended the three-day summit and was able to connect with key content creators and media, while gaining insights from keynote speakers and breakout sessions.

Through networking with content creators, the agency brainstormed ways to work with influencers now and in the future, and how to leverage a collaboration to created the biggest ROI for all parties involved.

We were also able to connect with Confluence of States and learn about challenges faced in all parts of the county, and what kind of creative solutions we can put forth to solve those challenges.



OUTDOOR MEDIA SUMMIT EVENT RECAP

Day 1:

- The Abbi Agency attended the Welcome Reception at Thunderbird Lodge and took over the Instagram account to post for the duration of the summit.



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Day 2:

- Opening Keynote session with 5Gyres.
- Met with content creators and brainstormed future potential content opportunities and collaborations with TNTNV.
- Created a post on Instagram to recap workshops.

Day 3:

- Confluence of States discussion, connected with Colin Robertson.
- Workshops focused on social media strategies and learned about the brand + content creator relationship.





OUTDOOR MEDIA SUMMIT EVENT RECAP

TAKEAWAYS

- Human pollution is prevalent no matter where you travel. This poses a unique opportunity to utilize content creators to speak directly to governments and engage their followers to take action.
- Diversify the outdoor recreation industry by creating a safe place for BIPOC creators to explore, while establishing mentorship programs to educate individuals curious about the outdoors. The ultimate goal? Create a space of accessibility and inclusion within the industry.
- Everyone is still learning TikTok. Try things out to find what works and what doesn't, but don't be afraid to experiment. Ignore the flashy trends, at least in the beginning, to find your own voice and value. You don't want to go viral for something that doesn't support your key messaging.
- Provide value through education across different platforms. For instance, you can support your blog content with an Instagram Reel, share the Instagram Reel to YouTube Shorts, expand on it in a long-form video, and replicate successes on alternative topics.
- Reels on Instagram receive more engagement than stories, as it reaches a wider audience through the "Discovery" category. Take advantage of this tool to expand your targets. Reel length is really important, with :30, :60 and :120 frames per second being standard.



SOCIAL MEDIA





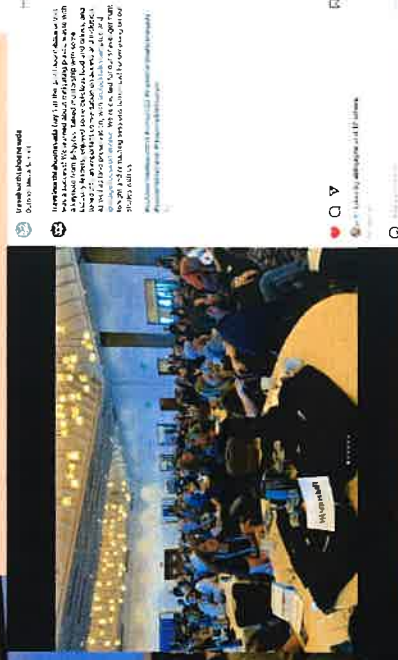
OUTDOOR MEDIA SUMMIT: SOCIAL MEDIA

For the duration of the Outdoor Media Summit, The Abbi Agency took control of the Travel North Tahoe Nevada social media.

This included posting on Instagram stories and within the feed, and resharing that content to Facebook.

While posting, the agency remained cognizant of tagging other users, namely content creators, who were in attendance at OMS.

From reshares on their own platforms, we were able to grow the Instagram page through additional followers and engagements.



50

NEW FOLLOWERS

+1,000%

INCREASED ENGAGEMENT
FROM PREVIOUS MONTH

+451%

ACCOUNTS REACHED COMPARED
TO PREVIOUS MONTH



OUTDOOR MEDIA SUMMIT: SOCIAL MEDIA

TAKEAWAYS

- The Abbi Agency was able to engage with users from the Travel North Tahoe Nevada account, which established a higher rate of reach overall for the duration of the summit.
- Stories where content creators performed well, as those creators re-shared on their own platforms where their audiences could engage directly with TNTNV.
- In partnering with OMS, we were able to reshare their content and their reshared ours so that there were more eyes on the TNTNV account from event attendees.

PUBLIC RELATIONS





OUTDOOR MEDIA SUMMIT: PUBLIC RELATIONS

The Abbi Agency crafted two pitches ahead of the Outdoor Media Summit. The first one connected the theme of plastic waste with TNTNV's sustainability efforts. The second was travel-focused about what visitors can do in the area, and invited social media users to follow along on Instagram.

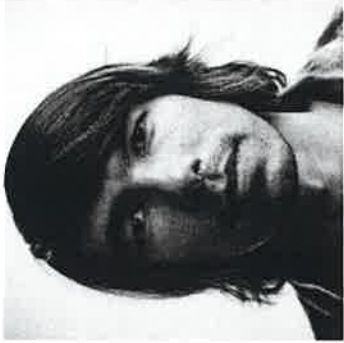
Pitches were sent locally and regionally, and we received positive feedback from editors who were looking to write about OMS.

The agency also created a targets list for media attendees, and made a point to connect with them during the event.

Target List

Outdoor Media Summit Targeted Attendees Background Brief

MEDIA		
	Adam Ruggiero	Andrea Ference
		
	GearJunkie Topics of Interest: Running, Cycling, Bikepacking, Camping, Hiking, Fitness, Nutrition Recent Work: Woolloomooloo Fraser Shoes Review: No Socks, No Knots Make for Perfect Camp Shoes Leatherman Launches 'Maintenance Kit' and 'Tool Sharpener	Instagram: @grageabondheads Topics of Interest: hiking, photography, camping Recent Work: How To Not Die In The Mountains Solo Backcountry Camping Packing Guide – One Night 2022

	Matt Burbach Mountain Hardwear Title: Global Marketing Director at Mountain Hardwear LinkedIn: https://www.linkedin.com/in/matt-burbach-89064511/ Topics of Interest: History of working in the sporting goods industry Content contributor to other outlets Recent Work: Climbing on sight...towards Tokyo
	Miranda Webster REI Title: Associate Producer at REI Youtube show: Miranda in the Wild LinkedIn: https://www.linkedin.com/in/miranda-webster-404491158/ Topics of Interest: Hiker, climber, anything outdoors Recent Work: Navigating the Most DANGEROUS Hike in America (with Only a Map and Compass) I Went KAYAK CAMPING! 2 Days in a Foldable Kayak on the Tennessee River!

Media Pitches

Outdoor Media Summit Regional Pitch Angles

Sustainable Travel in North Lake Tahoe, Nevada

Travel North Tahoe Nevada (TNTNV) is founded on a promise to visitors and residents alike: to encourage destination experiences that support a thriving economy, while continuing the legacy of sustainability and stewardship. The organization contributes 10% of their annual budget solely to sustainability programs and environmentally-friendly events and activities.

TNTNV's goals of environmental protection and community stewardship align perfectly with the 2022 Outdoor Media Summit, as the event is centered around raising awareness of environmental impact in the industry over the past several years. This year, the theme of the summit is focused on plastic waste and how to reduce this type of waste in outdoor destinations.

North Lake Tahoe has been a place for visitors to make memories since the late 19th Century. TNTNV is committed to preserving the destination for generations to come, while creating the best possible visitor experience with the least amount of impact. As a title sponsor for the Outdoor Media Summit, TNTNV is thrilled to share the values of responsible travel with marketers, media, content creators and other industry professionals from across the country.

Are you interested in featuring Travel North Tahoe Nevada as the lead sponsor of the Outdoor Media Summit and how their goals align with the event?

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Outdoor Media Summit Regional Pitch Angles

Content Creators Gather in North Tahoe Nevada This Fall

As lead sponsor for the Outdoor Media Summit, Travel North Tahoe Nevada will host 175 media creators, marketers and more in North Lake Tahoe at the end of October. In addition to attending the media summit, attendees will have the opportunity to explore North Lake Tahoe.

Here are some of the things visitors can expect to do in a day in North Lake Tahoe:

- Visit [Drink Coffee Do Stuff](#) and enjoy a cup of specialty coffee with fresh baked goods.
- Rent a well maintained, light mountain bike at the trailhead for the [Elume Trail](#). All rentals include, helmet, pump, spare tube, & water bottle. For visitors wanting to stay on their feet, take a walk along the Tahoe East Shore Trail instead.
- Stop by [The Potlatch](#), a family-owned business featuring a wide selection of jewelry, home decor, Tahoe clothing, bath and body products, and a variety of other specialty products. They also carry exclusive handcrafted art from local artists!
- Catch a show at the historic [Crystal Bay Casino](#), known as the "Epicenter of Lake Tahoe Entertainment." With a variety of performers, including regularly scheduled nationally touring bands, Crystal Bay Casino caters to every genre of music.

Follow along with [@TravelNorthTahoeNevada](#) on Instagram to experience OMS with us!

THANK YOU

CONTACT

warren@theabbiagency.com

755 323 2977

theabbiagency.com