



Departmental Reports  
January 2023



## north lake tahoe

December 2022  
Meetings & Conventions Report

### **TURNED DEFINITE**

1. Association of Northern California Oncologists - Clinical Cancer Update - 1/18/24-1/21/24, 295 rooms and 100 people

### **NEW MEETINGS & RFPs DISTRIBUTED**

2. California District Attorneys Association - CDAA - 2023 Human Trafficking Seminar - 5/7/23-5/9/23, 136 rooms and 70 people
3. HPN - 89441 - Top Agent Trip June 2023 - 6/18/23-6/22/23, 100 rooms and 25 people
4. HPN - 89180 - Awards Trip 2023 - 6/23/23-6/25/23, 240 rooms and 100 people
5. Flannagan's Golf Tours, LLC - Summer 2023 - 7/11/23-7/16/23, 36 rooms and 12 people
6. United Church of God - Feast of Tabernacles 2023 - 9/29/23-10/7/23, 180 rooms and 480 people
7. HPN - 89380 - Training Event 2024 - 1/11/24-1/14/24, 130 rooms and 60 people
8. HPN - 89228 - President's Club 2024 - 11/15/24-11/19/24, 240 rooms and 150 people

### **NEW INQUIRIES**

1. Toyota North America - 11695 - SF Region - Winter Travel Incentive - TM56536 - 3/22/23-3/23/23, 40 people and 40 rooms
2. FamilyLife - Cru - FamilyLife 2023 Fall Donor Getaway - 9/26/23-10/1/23, 150 people and 264 rooms
3. Emerson Automation Solutions - Emerson 2023 Board Meeting - 2/5/23-2/7/23, 24 people and 63 rooms
4. Lockton Companies - 2024 Financial Services Program - 9/2/24-9/6/24, 240 people and 485 rooms
5. National State of Legislatures - NCSL - Fines and Fees State Teams Symposium and Roundtable - 8/27/23-8/30/23, 46 people and 145 rooms
6. National Association for Environmental, Health& Safety, and Sustainability (EHS&S) Management (NAEM) - NAEM Women's Leadership Conference 2024, 6/9/24-6/13/24, 175 people and 310 rooms
7. Caravel Group - 2023 Summer Retreat - 7/10/23-7/12/23, 16 people and 48 rooms
8. California New Car Dealers Association - June Board Meeting - 6/21/23-6/22/23, 18 people and 33 rooms
9. Alliance of Community Association Managers - CEO - ACAM-CEO Mindshare 2024 Meeting - 7/28/24-8/3/24, 250 people and 710 rooms
10. Awakened Nation - 5/18/23-5/20/23, 55 people and 84 rooms
11. Ingram Micro - Cisco Partner Incentive Trip - 2023 - 8/7/23-8/11/23, 60 people and 144 rooms

### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Sent holiday/year-end "Thank You" newsletter on 12/21 to 8,014 meeting planners and saw a 24% open rate

#### **SITE VISITS & SALES CALLS**

- NLT Staff joined Village at Palisades and Resort at Squaw Creek at the CalSAE Seasonal Spectacular conference in Sacramento December 13-14. NLT team hosted a dinner on 12/13 with (4) association managers and (2) associations
- NLT Staff attended the Society of Government Meeting Professionals meeting on December 15th
- Planning site for Farm Credit Services of America for January 3 and 4

#### **Chicago Rep Efforts**

- Client holiday event in Chicago hosted by NLT staff and Destination Reps with (37) planners
- Staff attended Holiday Showcase and added (90) planners to the database
- Staff attended PCMA Holiday Event with (300) planners



## north lake tahoe

December 2022

Leisure Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

- Key Meetings:
  - FAM for (2) Ski.com agents and (15) group leaders 12/7-12/11. Ski clubs:
    - High Life Ski Club
    - Little Rock Ski Club
    - ORE
    - Bad Dogs
    - Richmond Ski Club
    - Ski Bears of CT
    - Orlando & Florida Ski Council
    - SCWDC
    - Sterling Ski Club
    - South Jersey Ski Club
    - Clearwater Snow Sharks
    - Schuss Le Monde
    - Tech Center
    - Chicago Metropolitan Ski Council
  - Expedia Q4 Virtual Insights Summit
  - Webinar with Gendron Voyages from Canada 12/6
  - Webinar with Mogul from Australia 12/16
  
- Key Projects:
  - Planning Mexico Sales Mission with Visit California January 24-26
  - Sent holiday/year-end "Thank You" newsletter on 12/21 to 2,880 trade product managers and travel agents, which saw a 28% open rate

### **VISA VUE DATA**

- Domestic Data - January - November 2022
  - Top Cities - Visitor Origin:
    - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
    - Key spending findings on these cities YOY % change:
      - SF +13% YoY
      - Sacramento +14% YoY
      - Reno +19% YoY
      - San Jose/Sunnyvale/Santa Clara +17%
      - LA/Long Beach/Anaheim +11% YoY

- Santa Rosa +13% YoY
    - San Diego +20% YoY
    - Santa Cruz +16% YoY
    - New York +27% YoY
  - Total spend: \$527.9 M (all) and \$334.3M (non-resident)
  - Top spend by market YOY % change:
    - Restaurants +17.8%
    - Food & Grocery +24.4%
    - Retail +12.1%
    - Hotels & Lodging +15.7%
- International Data - January - November, 2022
  - Total spend: \$4.1M
  - Estimated visitors: 21.3K
  - Top countries by spend and YoY % Change
    - Canada \$676k, +205%
    - UK \$561k, +581%
    - China Mainland \$254k, +152%
    - Mexico \$210k, +48%
    - Australia \$277k, +910%
    - Germany \$234k, +959%
    - France \$244k, +701%
  - Market Segment YOY % change, spend:
    - Restaurants & Dining +292%, \$1.3M
    - Hotels & Lodging +193%, \$772k
    - Retail +162%, \$552k

# December 2022 Monthly Report



north lake tahoe

# December Executive Summary – Consumer Campaign

- With November split between winter and fall spending, December ranked 85% less spend than November and was limited to only local and LA markets. Despite the drop in spending, TOS conversions only dropped by 5% to 5,147 overall and CTR rose by 45%, while cost per click dropped by \$0.88.
- Similar to November, Millennial Megan led with the highest number of Social TOS conversions (210) and Book Now conversions (439). Sustainability audiences followed with 155 TOS conversions and 471 Book Nows. Audiences Boomer Ben, High Value, then the Jones Family ranked respectively for TOS conversions.
- Display accounted for 60% of total TOS conversions. Of these display TOS conversions, 2,800 stemmed from Google Max Display ads, while 205 conversions were from Programmatic Display's retargeting campaign and 174 were from Rich Media.
- Likely a result of the fresh winter creative, Social CTR jumped 68% to 2.02% overall (industry average is 0.9%). While TOS conversions dropped by 256 due to winter budget decreases, there were more than \$7 less per conversion.





# December Executive Summary – MCC Campaign

- The December MCC campaign spent roughly \$6,000 less than November due to November's geofencing spend. Meetings earned 545 fewer clicks than the month prior and matched TOS 115 conversions at 128 (note: some platforms don't track TOS conversions to the site).
- Meetings creative switched out static for animated display banners towards the end of November to freshen up CTRs in December. Animated/video banners earned a 3.6% CTR, 0.37% higher than static's 0.9% CTR.
- Meetings Today Social Retargeting Video outperformed Facebook CTRs in December. Meetings Today's Static Image and Carousel CTR fell below NLT Paid Social CTR but performed higher than the industry average of 0.9%.
- Video completion rates slightly decreased 2% to a 34% completion rate. Video CTR averaged slightly less than November at 0.35%, cost \$4.65 less per conversion and earned 7 more conversions than November. Overall, video results remain close yet slightly over last month's data.
- Overall, Facebook earned the most TOS 115 conversions at the lowest cost. (Facebook Video earned the lowest cost per conversion). Facebook's static ads earned the highest CTRs followed by LinkedIn's static.





## December Executive Summary - Website

- There were over 108K visitors to GoTahoeNorth.com in December. This was a 18.9% increase from November with the majority of traffic coming from organic search (64.8%), followed by direct (9.3%). There tends to be a natural increase in traffic when there are large amounts of snowfall in the destination.
- The average session duration was 1:11 (industry average is 1 minute). New users increased by 19.8% and sessions also increased by 23.8% when comparing MoM. YoY, they increased respectively by 15.5% and 15.7%.
- California continued to be the top state driving traffic with an increase of 56.8% in the month of December. The top cities were San Jose (17.1%) followed by Los Angeles (14.3%).
- The Road Conditions page was a top driver of traffic followed by the Homepage and Webcams page. This trend is similar to what we've seen in past winters – visitors are looking for realtime resources when planning their trip.



## December Executive Summary - Content

- A blog revision for winter activities in North Lake Tahoe was updated this month.
- Two newsletters were deployed yielding high open rates of 29% and 26.5% (industry average is 16%).
- CrowdRiff metrics decreased this month, but still had a high engagement rate of 40%. Top content featured snow imagery.



## December Executive Summary – PR Coverage

- Secured 21 clips with 2.8B estimated digital monthly visits and 2.3M estimated digital coverage views.
- Pitching efforts focused on last minute family getaways for the holidays, holiday events you don't want to miss in North Lake Tahoe, National Plan for a Vacation Day (1/31/23) destinations, romantic getaways for Valentine's Day 2023, North Lake Tahoe as your home away from home, best destinations for solo female travelers, getting fit without a gym membership in North Lake Tahoe, best winter destinations for snowshoeing, wellness destinations for 2023, Weddings Month (February) destinations, sober offerings in North Lake Tahoe, Hobby Month (January) destinations and where to ski and snowboard in the U.S.
- Augustine also worked on the crisis communication plan for North Lake Tahoe and continued setting up FAM trips for Kathleen Wong at *USA Today*, Michelle Baran with *AFAR* and Dominique Chouvet with *Roadtrippin*.



## December Executive Summary – Organic Social Media

- Social content focused on holiday content, weather and safety updates with an emphasis on snow in the region.
- There were 1.1M impressions and 12.2K post clicks.
- The social audience increased by 132 followers on Facebook.
- Instagram content generated an overall engagement rate of 4% across all posts (benchmark 0.98%).
- Augustine collaborated with @alpenglowexpeditions to showcase a ski adventure. The story content generated over 20K views.



**DECEMBER 2022 PERFORMANCE**

# **TRAVEL NORTH TAHOE NEVADA**



# PUBLIC RELATIONS





## **PUBLIC RELATIONS OVERVIEW**

In the month of December, The Abbi Agency focused on media relations addressing the “don’t travel to Lake Tahoe” narrative and pushed sustainable travel instead.

The team created a pitch for the Northern Lights festival that was ultimately not distributed because we did not receive final approval.

The agency also put together a comprehensive 2023 strategy deck and will be implementing new initiatives in the new year to highlight sustainable travel in Lake Tahoe.



## NORTHERN LIGHTS AND TRAVEL SUSTAINABLE PITCHES

SUBJ: Celebrate the holidays sustainably during Northern Lights Tahoe

Hi X,

<Personalized intro>

Travel North Tahoe Nevada (TNTNV) is hosting the return of the popular [Northern Lights Festival](#) now through the end of the year. This month-long celebration includes over 20 family-friendly events for locals and visitors to enjoy, including the classics that come back every year, the Tahoe Film Fest on December 1-4, Brunch with Santa on December 12 and TOCCATA's Messiah on December 13.

TNTNV gives priority to stewardship as it encourages the travel experiences that support a vibrant local economy. To enjoy all the events that Northern Lights Tahoe has to offer while still visiting responsibly, TNTNV recommends that visitors park and hike TART Connect to the activities.

Are you interested in featuring Travel North Lake Tahoe Nevada as they celebrate their Northern Lights Festival?

Best,  
Taylor

SUBJ: Contrary to the headlines, Tahoe is ready for responsible travelers

Hi X,

<Personalized intro>

You may have seen the headlines the past few days, "[Don't go to Tahoe, tourists are warned](#)" and "[Don't go to Lake Tahoe in 2023, major travel guide says](#)"

Andy Chapman, the CEO of Travel North Tahoe Nevada (TNTNV), wants visitors to come — but only if they can do so responsibly.

TNTNV encourages sustainable travel practices, prioritizes educating visitors on how they can respect the region when they visit, and takes appropriate measures to create an eco-conscious destination and therefore, discover the visitors who will recreate responsibly.

Would you be interested in an interview with Andy where he can further discuss TNTNV's efforts and expectations towards sustainable travel habits?

Best,

### A new vision for a sustainable tourism sector takes root at Lake Tahoe

A new vision — one that emphasizes sustainability and inclusiveness — is establishing strong roots among leaders of the visitor-driven economic sectors at Lake Tahoe.

And it's not just [Lake Tahoe](#) that's pledging itself to the new paradigm. When leading content creators, bloggers, photographers and marketers from around the nation joined with us at Lake Tahoe's Incline Village for the [2022 Outdoor Manager Summit](#) in late October, participants were eager to share the insights developed by destinations across the globe that have launched strategies to create a strong, sustainable and inclusive travel industry.

During the three-day summit sponsored by Travel North Tahoe Nevada, more than 150 media experts from across the nation discussed best practices to engage their armies of social-media followers and speak directly to government leaders about reduction of the environmental impact of outdoor recreation. While several conference sessions focused specifically on tactics to reduce the pollution of waste plastic, participants reminded us that sustainable outdoor recreation involves numerous actions, great and small, that make a significant difference.

Travel North Tahoe Nevada, an organization that gives priority to stewardship as it encourages the travel experiences that support a vibrant local economy, shows how the new vision can become a reality. We begin our work each day with a profound appreciation of the irreplaceable beauty and limitless recreation possibilities of Lake Tahoe. We are thankful each day, too, for the unparalleled commitment to stewardship demonstrated by residents and visitors alike. The leaders of Travel North Tahoe Nevada have committed the organization to responsible visitation that supports our vibrant economy, enhances the character of our community and builds strong environmental stewardship.

Here's how that lofty goal is playing out:

We ask visitors to take the [Traveler Responsibility Pledge](#) to act in part as stewards of Lake Tahoe, leaving conditions better than they found. We encourage visitors to remain mindful of the environmental effects of their visit, to respect the local wildlife and observe wildlife from a respectful distance, and to be overwhelmingly positive. Learn more about just a few ways you can help.

Travel North Tahoe Nevada and its partners are committed to ensuring that visitors need so they can travel responsibly while enjoying the beauty of Lake Tahoe. Important financial and organizational support for our program that allows visitors to leave their vehicles at home and enjoy the views delivered more than 315,000 rides within the three-day summit. Just in the Incline Village and Crystal Bay region. We're committed to making TART Connect we are all contributing to reduced



## Q4 Op Ed

The agency crafted an op-ed for Q4 titled "A new vision for a sustainable tourism sector takes root at Lake Tahoe."

Since this op-ed was submitted closely behind another in the same vein authored in part by Andy, the editor will hold the publication until the new year.

The article highlights the Traveler Responsibility Pledge, which will be an anchor to sustainable travel pitching that the agency will continue to push in 2023.

# LOOKING AHEAD TO 2023



# 2023 PR CONTENT CALENDAR

As a way of building brand awareness and remaining top of mind with target audiences, we've built out a content calendar with pitch themes and story angles that are timely and will resonate with TNTV's audiences. These story angles include marquee events, national holidays, seasonal programming and evergreen topics relating back to TNTV's key pillars.

Your [2023 Content Calendar](#) is a living document that can change over the course of the year.

JANUARY	February	MARCH	APRIL
New Year, New Sustainability Goals: Better yourself and better the environment	Road trip to WinterWonderGrass	WinterWonderGrass event promotion with TART Connect	Gearing up for influx of summer travel, Earth Day
MAY	JUNE	JULY	AUGUST
How to be a better Tahoe Traveler this summer	Drone Show Message: Fire Prevention	Drone Show Event Coverage + Event Successes	Wrap up of the Drone Show + how much garbage was collected on the beaches (data visualization)
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Labor Day and Environment Awareness Month + Art tie-in	Indigenous People's Day Highlight Tahoe Native Lands + Sustainability	Gratitude at work in your community	Sustainable Snow Days in Tahoe

## GOALS AND OBJECTIVES

<p><i>Focus on sustainable thought leadership</i></p> <p>Through multiple avenues of media relations, the agency plans to secure interviews and bylined articles to position TNTNV as a leader in sustainable tourism. These tactics include op-eds, guest columns, podcast interviews, Reddit AMAs, live interviews with Instagram and TikTok Creators, and national outreach to niche publications.</p>	<p><i>Amplify overall brand awareness</i></p> <p>With evergreen pitching strategies, the agency will keep TNTNV top of mind with key reporters as a means to amplify overall brand pillars and key messaging within our target markets.</p>	<p><i>A different way to visit North Lake Tahoe</i></p> <p>Through travel management over travel marketing, the agency plans to maintain a level of visitation to TNTNV and attract the right kind of traveler. By reaching local, regional, and some niche national targets, TNTNV can encourage travelers to come to North Lake Tahoe, but to think about their travel experience through a lens of sustainability.</p>
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## KEY CONCERNS & CHALLENGES

### *Overtourism / High Visitor Volumes*

It is essential that TNTNV educates its travelers on how to avoid contributing to overtourism. This key messaging will include encouraging longer stays in Tahoe, exploring off the beaten path, supporting local businesses and respecting the local environment and culture. This messaging is showcased in the opinion piece in [Tahoe Daily Tribune](#).

### *Traffic Gridlock/Transit Shortcomings*

Continue messaging on TART Connect, including benefits of the TART for both locals and visitors alike. This messaging is showcased in the [SFGate](#) placement. In addition to TART messaging, TAA will continue to include information on the TART Connect when drafting event messaging, such as the SkyShow.

### *Adverse Local Sentiment*

Tahoe locals have strong views about the benefits and drawbacks of tourism. TNTNV's role can and should be shaping tourism partners and behavior to the benefit of the local community. As responsible tourism is amplified and tourists make educated visits, the local will become more positive over time.

## KEY CONCERNS & CHALLENGES

### *Brand Identity Confusion*

The reason for the rebranding to Travel North Tahoe Nevada was to own the conversation of the Nevada side of Northeast Tahoe. Therefore, to continue the momentum from the brand launch, TAA will work to find unique angles that TNTNV can own as a brand to stand out from the competition.

### *Environmental Stewardship*

#### *Initiatives*

Continuing TNTNV's collaborative efforts with programs like TART Connect, stewardship message at events like the Outdoor Media Summit.

### *Climate Impacts (Wildfire, Smoke and Decreasing Snowpack)*

As severe weather events exacerbated by climate change occur, TNTNV will continue to be a voice championing environmental stewardship for the region. In addition, TNTNV should continue to make leadership decisions like the SkyShow that can directly benefit the climate. By taking leadership on tangible efforts, TNTNV delivers on its brand promise.



## KEY CONCERNS & CHALLENGES

<p><i>Housing Shortages for Local Residents and Employees</i></p> <p>Housing shortages are perceived as a negative result of the tourism industry. As such, TNTNV should amplify messaging towards the importance of balancing tourism outside of the major travel seasons. In addition, the messaging should raise awareness to partners like the Tahoe Prosperity Center who are active in addressing the housing topic.</p>	<p><i>Workforce Recruitment / Retention</i></p> <p>As Washoe County continues to grow from investments in tech companies like Tesla, Panasonic and Switch, TNTNV can inject sustainable tourism messaging into the larger conversation around economic diversification through thought leadership and existing engagement with the RSCVA.</p>	<p><i>Large Seasonal Fluctuations in Tourism</i></p> <p>TNTNV will prioritize secret season messaging where we encourage travel outside of summer vacations, winter break and spring break. Secret season messaging will include informing travelers of best times to travel to Tahoe with contributing factors such as weather, crowds, etc.</p>
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# THANK YOU

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