



Departmental Reports

September 2023



north lake tahoe

July 2023

Meetings & Conventions Report

TURNED DEFINITE

1. Globe Guides - DA Team Retreat 2023 - 8/21/23-8/22/23, 52 rooms and 26 people

NEW MEETINGS & RFPs DISTRIBUTED

2. ShareThis - Summit - 1/14/24-1/18/24, 260 rooms and 85 people
3. HPN - 94855 - Summer Retreat - 2024, 210 rooms and 100 people
4. HPN - 94461 - 2024 Sr. Leadership - 6/23/24-6/27/24, 74 rooms and 60 people
5. HPN - 94540 - 21XM/XPS - July 2024 - 7/24/24-7/26/24, 110 rooms and 60 people
6. EIIA - September Board Meeting - 9/9/24-9/13/24, 96 rooms and 40 people

NEW INQUIRIES

1. Covetrus - Incentive 2024 - 6/2/24-6/8/24, 100 people and 306 rooms
2. APCO Holdings - Presidents Council - 5/3/24-5/8/24, 130 people and 264 rooms
3. Northwest Public Power Association - NWPPA: IT Conference 2024 - 4/29/24-5/2/24, 60 people and 160 rooms
4. NCM Associates - NCM03110 Spader-20Group 205 Multi City - July 2024 - 7/16/24-7/18/24, 22 people and 67 rooms
5. Instacart - Revenue Roundup - April/May 2024 - 4/7/24-4/10/24, 100 people and 256 rooms

SITE VISITS & SALES CALLS

- Amanda Christensen of California Meetings + Events on 7/13
- Laurie Hawes of Vicki Johnson & Associates. LLC on 7/12
- Attended MPI (Meeting Planners International) Sacramento & Sierra Nevada Chapter meeting on 7/13 in Granite Bay, CA

CONFERENCE SALES PROJECTS

- Key Projects:
 - FY23/24 Budget approved
 - Proposed FY23/24 event attendance at Connect Fall and Spring Marketplaces, HPN Annual Conference, Destination California, Connect West - Tech, CalSAE Seasonal Spectacular and Elevate, Smart Meetings - Northern California and Destination Celebration
 - Renew annual marketing agreements with HelmsBriscoe, ConferenceDirect and HPN
 - Onboarding new staff, Julie Barber with profile and tutorial in iDSS CRM and CVENT
 - Concluded 50-hour program with Strategic Database Research which generated (20) prospects
 - Planning attendance at Connect Marketplace in Minneapolis, MN 8/22-8/24

- Provided story ideas for Visit California's cover feature with Prevue Meetings and Incentives magazine
- Sent NLT partners call for content for late summer newsletter to 8,000 planners

Chicago Rep Efforts

- Attended GMAC-PCMA Golf Event – July 10, 2023
- Attended Destination Reps summer event to be held July 18th



north lake tahoe

July 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - July 18-19 Site visit for (5) agents from Snowpak, which focuses on ski travel, but sells year-round from US, Canada, UK and Australia
 - July 20 - Site visit for Michle Gajderowicz of G2 Golf Group
 - Webinar for Alpine Adventures on July 21
 - Hotelbeds campaign review and partner interest query
 - Gate 7 FY23/24 planning meeting
 - Canuckiwi summer audit of product in-market
 - AMA - Alberta Motor Association campaign update May 1 - June 30
 - E-blast to 47,789 recipients and .55% open rate
 - Facebook - (2) organic posts with 2,655 impressions and 1 boosted post with 180,082 impressions
 - Twitter - (2) organic posts, (2) bonus posts gained 936 impressions
 - Dedicated video ad running on TV screens in all (17) AMA centres across Alberta which average 118,021 visitors a month
 - Global TV shared NLT promo video to their 231k twitter and 380k Facebook followers
 - Dedicated article received 1,333 page views, with 3:01 avg time on page
 - [Build the Perfect North Lake Tahoe Itinerary for Every Season | AMA Travel](#)

VISA VUE DATA

- Domestic Data - January - June 2023
 - 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 -3% YoY \$51.4M
 - Sacramento -7% YoY \$17.4M
 - San Jose/Sunnyvale/Santa Clara 0% \$12.7M
 - Reno -2% YoY \$12.6M
 - LA/Long Beach/Anaheim -6% YoY \$7.4M
 - Santa Rosa -1% YoY \$4M
 - San Diego -3% YoY \$3.9M
 - Santa Cruz +5% YoY \$2.6M
 - New York -7% YoY \$2.4M
 - Seattle-Tacoma-Bellevue -5% \$1.5M

- Total spend: \$276 M (all) and \$164.5 M (non-resident)
- Total domestic visitor spend by market segment YOY % change:
 - Restaurants +38.1% \$62.7M
 - Food & Grocery +18.5% \$30.5M
 - Retail +15.8% \$25.9M
 - Entertainment +7.1%, \$11.7M
 - Hotels & Lodging +7.1% \$11.6M
- International Visitor Data - January - June 2023
 - Total spend: \$2.6M
 - Estimated visitors: 11.3K
 - Top countries by spend and YoY % Change
 - Canada \$444k, +28%
 - Australia \$283k, +112%
 - UK \$217k, -16%
 - China Mainland \$208k, +43%
 - Mexico \$183k, +26%
 - New Zealand \$93k, +164%
 - Peru \$88k, +84%
 - France \$87k, +10%
 - Germany \$83k -8%
 - Switzerland \$76k, +70%
 - Total international visitor spend by market segment YOY % change:
 - Restaurants & Dining +29%, \$774
 - Retail +18.3%, \$482k
 - Hotels & Lodging +15.9%, \$418k
 - Food & Grocery +15.2, \$399k
 - Entertainment +12.9%, \$340k

Reporting Area: North Lake Tahoe

Report Type: Domestic

Spend Type: Card Spend

Card Type: All

Resident Status: Visitor

VISITOR ORIGIN

These are your top international reporting areas based on year-to-date spend.

Selected Period: JAN (01) - JUL (07) 2023

Origin CBSA	Spend	Card Count
All US	\$220.2 M	988.0 K
San Francisco-Oakland-Berkeley, CA	\$67.1 M	235 K
Sacramento-Roseville-Folsom, CA	\$24.2 M	142 K
Reno, NV	\$16.7 M	98 K
San Jose-Sunnyvale-Santa Clara, CA	\$16.4 M	69 K
Los Angeles-Long Beach-Anaheim, CA	\$10.3 M	47 K
San Diego-Chula Vista-Carlsbad, CA	\$5.5 M	23 K
Santa Rosa-Petaluma, CA	\$5.4 M	22 K
Santa Cruz-Watsonville, CA	\$3.5 M	13 K
New York-Newark-Jersey City, NY-NJ-PA	\$3.0 M	13 K
Phoenix-Mesa-Chandler, AZ	\$2.2 M	8 K

MARKET SEGMENTS

These are your main reporting areas.

Current Period: JAN (01) - JUL (07) 2023



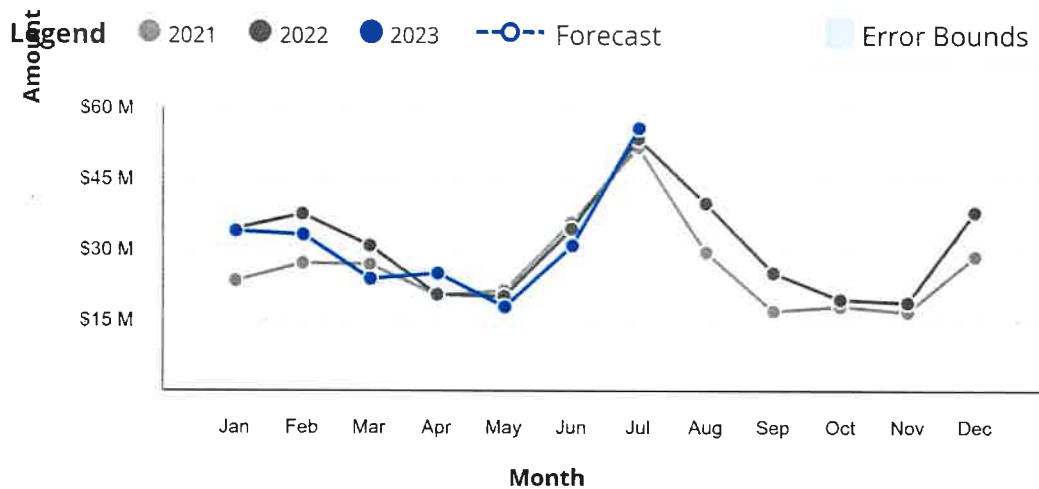
Restaurants & Dining	36%
Hotels & Lodging	8%
Retail	14%
Other	42%

SPEND	YOY % CHANGE
\$83.9 M	-0.8%
\$15.7 M	-15.2%
\$33.4 M	+10.5%
\$87.3 M	-10.9%

SPEND

Monthly

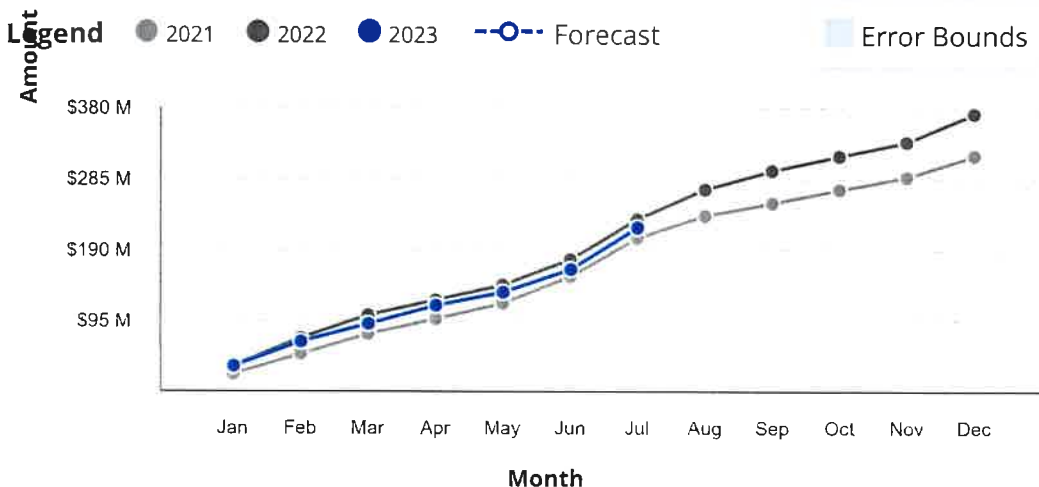
Dotted lines represent spend, card count, or transaction count forecasts from visitor card spend for the selected reporting area. Forecasts are based solely on Visa Destination Insights data. Download forecasts in the "Forecast Reports" page within My Reports.



SPEND

Year-to-Date

Dotted lines represent spend, card count, or transaction count forecasts from visitor card spend for the selected reporting area. Forecasts are based solely on Visa Destination Insights data. Download forecasts in the "Forecast Reports" page within My Reports.



Reporting Area: North Lake
Tahoe

Report
Type: International

Spend Type: Card
Spend

Card
Type: All

Resident
Status: Visitor

VISITOR ORIGIN

These are your top international reporting areas based on year-to-date spend

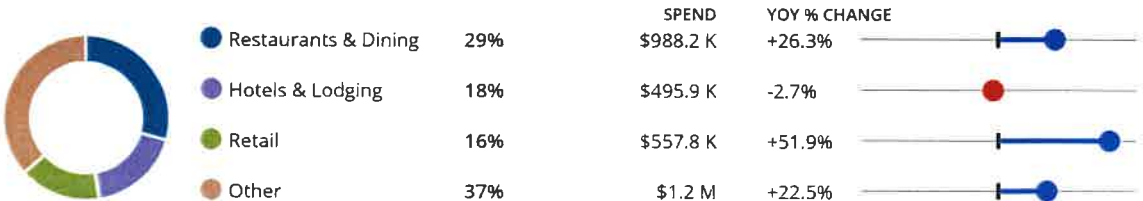
Selected Period: JAN (01) - JUL (07) 2023

Origin country	Spend	Card Count
All Countries	\$3.2 M	15.0 K
Canada	\$532.2 K	2.5 K
Australia	\$327.9 K	1.1 K
United Kingdom	\$307.9 K	1.3 K
China Mainland	\$231.6 K	864.0
Mexico	\$203.7 K	811.0
France	\$126.8 K	789.0
Germany	\$122.7 K	999.0
New Zealand	\$115.6 K	379.0
Peru	\$92.1 K	282.0
Switzerland	\$89.0 K	371.0

MARKET SEGMENTS

These are your main reporting areas

Current Period: JAN (01) - JUL (07) 2023



Dashboard

09/10/2023

Reporting Area: North Lake
Tahoe

Report
Type: International

Spend Type: Card
Spend

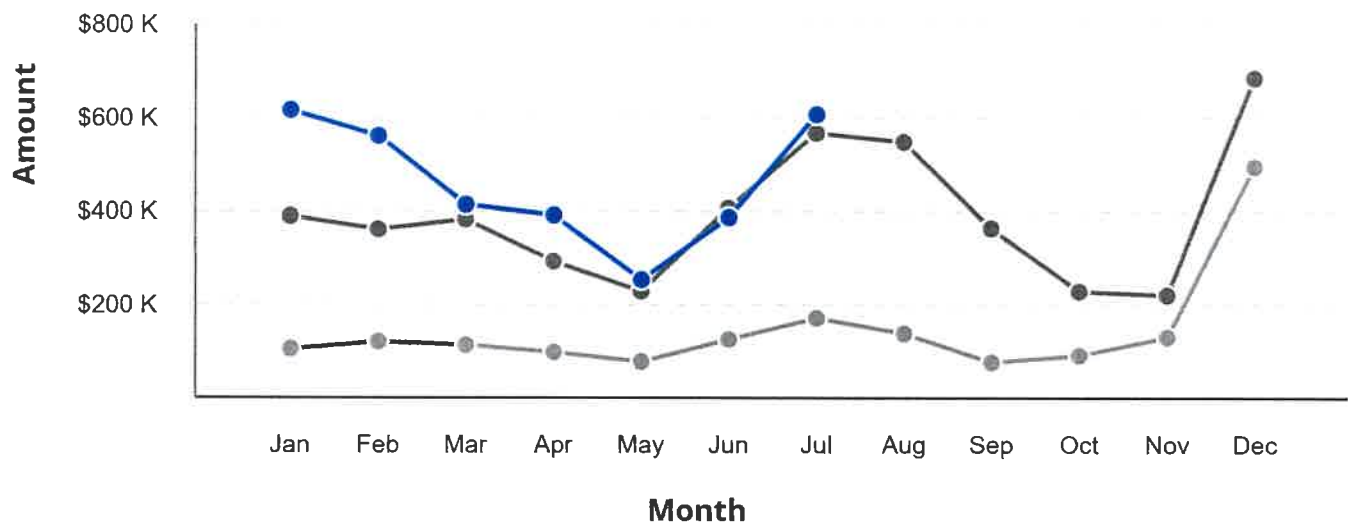
Card
Type: All

Resident
Status: Visitor

SPEND

Monthly

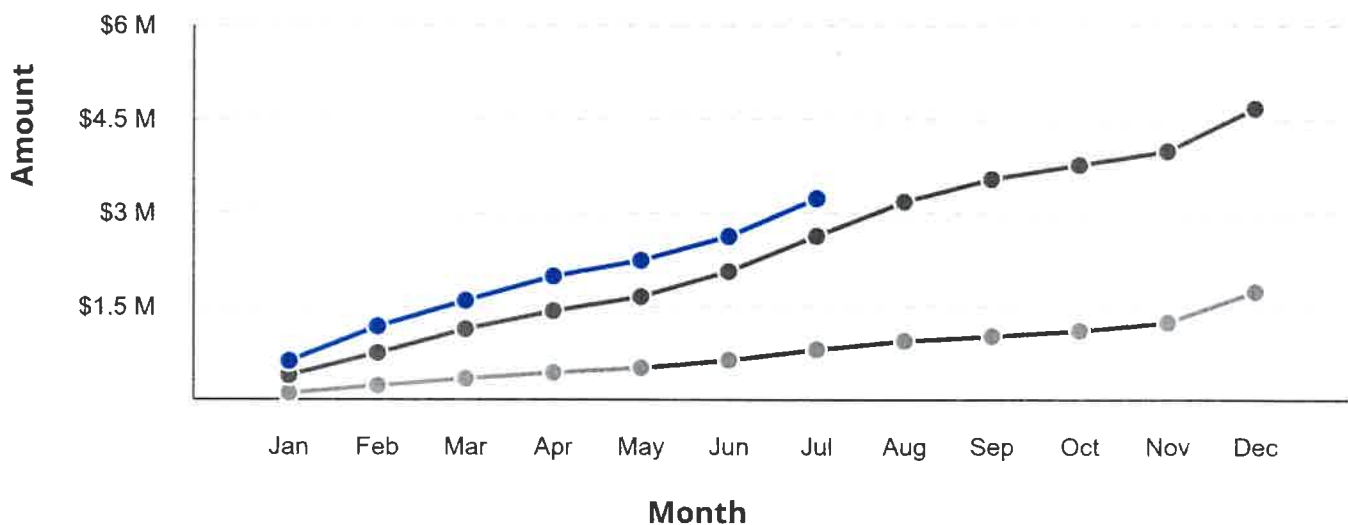
Legend ● 2021 ● 2022 ● 2023



SPEND

Year-to-Date

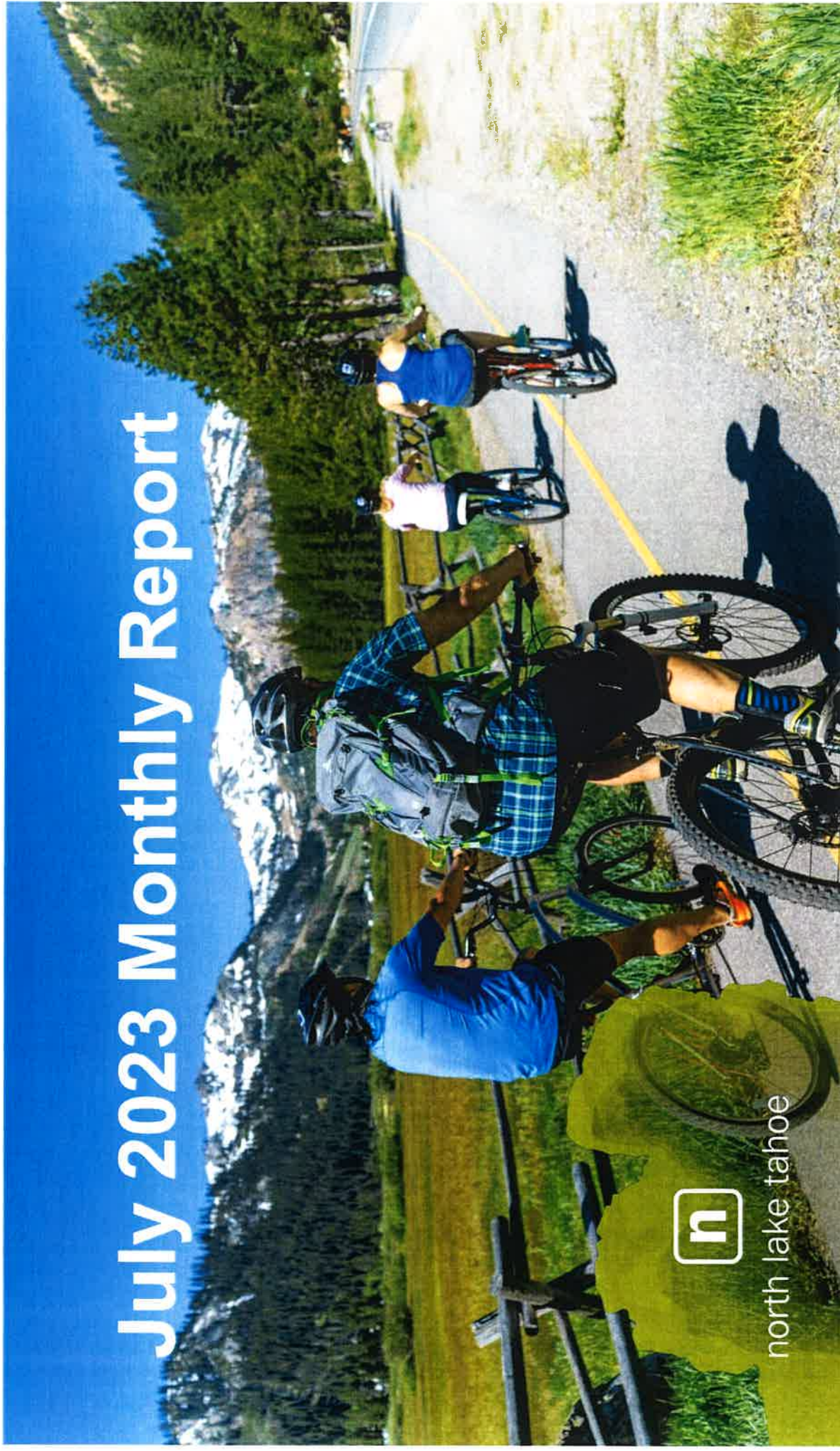
Legend ● 2021 ● 2022 ● 2023



July 2023 Monthly Report



north lake tahoe



A person in a yellow kayak is paddling down a river. The river is surrounded by lush green trees and foliage. A large white rectangular box is overlaid on the image, containing the text "Paid Media".

Paid Media

Consumer Paid Media



Executive Summary – Consumer Campaign

- In July, North Lake Tahoe launched the new fiscal year and ran minimum channels in the LA market due to already heavy summer visitation.
- Performance Max earned the bulk of TOS conversions, followed by Paid Search then Facebook. Total spend dropped 40% since June, yet TOS conversions only dropped 9%. Comparing cost per conversion KPIs, July's KPIs cost \$0.63 less than June's KPIs. This shows effective tactics even at lower budgets, likely helped by fresh summer creative, channel optimizations and NLT's popularity as a summer destination.
- Overall, July CTRs logged 49% higher than June's. Paid Search CTR increased by 5%, one of the largest contributors to the overall increase in CTR for the second month in a row.
- Facebook CTRs rose by 59%. The Sustainability line outperformed even the Retargeting campaign, even with only half the number of impressions. Local "Know Before You Go" creative clearly resonates during the busy summer months.
- Display's Boomer, Millennial and Family creatives earned an average 1.41% CTR, higher than Sustainability or Retargeting campaigns.
- Performance Max earned 85% of all Consumer TOS conversions (June Performance Max was also 85%). Facebook earned 5%, Paid Search had 8% and Display earned 2% of total TOS conversions.



MCC Paid Media



Executive Summary

- July spend was roughly \$2,100 less than June spend, yet earned only 50 fewer clicks and 11 fewer TOS conversions.
- Fresh budgets launched for the new fiscal year. Meetings earned 2,833 total clicks, 2% more than last month's 2,783 clicks.
- YouTube Video saw a decrease from 19 TOS conversions in June to 4 conversions in July. YouTube budgets launched 7/5 and ran 15k impressions compared to June's 94k impressions. July YouTube dropped \$10 off conversion costs.
- Facebook Retargeting earned all social conversions, a total of 31 conversions. Facebook earned 29 conversions in the month prior.



A scenic view of a lake with a person kayaking, framed by a semi-transparent white rectangle. The background image shows a calm lake with a person in a yellow kayak in the lower left. The sky is blue with white clouds, and the surrounding forest is lush green. The text "Website" is centered within the white rectangle.

Website

Executive Summary

- In July, the website had 92K users which was a very small -0.17% decrease YoY but an increase from June. Organic Search brought in the most traffic with 48.85% of the total audience, followed by Paid Search with 27.46%.
- The average session duration was 1:00 (exactly the industry average of 1:00) which is a 6.71% decrease MoM. Pages that users spent the most time on included the 4th of July Celebrations event page with 4:22, followed by Planners and Guides with 4:14. New users increased by 26.80% in July.
- The Homepage followed by The Planners and Guides page (due to the new 23/24 Visitor Guide) were the top driver of traffic. The Planners and Guides page traffic was driven by Paid Search. We updated linking this page in Paid Search efforts around mid-July, so overall traffic to this page will likely decline in August's reports.
- During July, mobile speed fell back to 74 due to the large image files for Mobile according to Google's measuring tools.

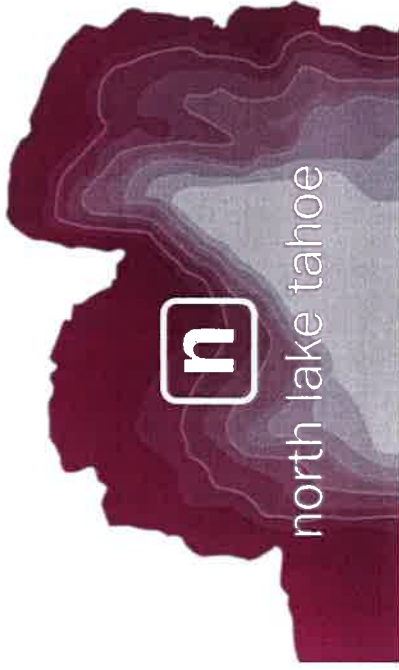




Content

Executive Summary

- Two blogs were featured this month on lakeside dining and best things to do before summer ends.
- One monthly newsletter was sent in July featuring the lakeside dining blog, mountain biking to encourage visitation to the mountains, events and sustainability tips.



The background of the slide is a scenic photograph of a lake. In the foreground, a small, light-colored boat with a yellow paddle is on the water. The lake's surface is dark blue with some ripples. In the background, there are green, forested hills or mountains under a bright, slightly hazy sky. The overall tone is peaceful and natural.

Public Relations

Executive Summary

- In July, 39 clips were secured with 3.24B estimated digital monthly visits, 2.5M estimated digital coverage views.
- There were five television broadcast clips secured in July with an estimated reach of 107K.
- Pitching efforts focused on the events and unique holidays, honeymoon road trips, accessibility, fishing, fall foliage, sustainability, human powered sports and beach vacations.
- The Greenspring Media meetings editor, Amanda Christensen, was hosted July 11-14. She enjoyed Tahoe Treetop Adventure Park, sailing on Tahoe Sailing Charter and tours of meeting spots with Bart.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Gambler's Run Music Festival
 - Honeymoon Road Trips
 - Vino Vibes: Wine Pairings for Each California Destination
 - Best Destination for International Beer Day
 - 2023 Lake Tahoe Concours d'Elegance
 - Music on the Beach, Lights in the Sky! In North Lake Tahoe
 - Halloween Destination
 - Destination for National Picnic Day
 - Accessible Hikes
 - Best Labor Day Fishing
 - Experience Fall Foliage and a Cozy Getaway in North Lake Tahoe
 - How to Travel Sustainably this Summer
 - Beaches for National Beach Day
 - How to be a Responsible Traveler for National Wildlife Day
 - Paddleboarding in North Lake Tahoe
- Human Powered Activities in North Lake Tahoe
- Fire Safety Awareness Tips
- Fall Foliage Hikes in North Lake Tahoe
- Top Beach Vacation Destination



Highlights include inclusion in *Thrillist*, *The Points Guy* and *Eater SF*

MARRIOTT BONVOY martha stewart
TRAVELER™

Los Angeles Times



Social Media

July Executive Summary – Organic Social Media

- Social content focused on summer activities.
- There were 2.4M impressions and 817K post clicks.
- Social pages overall saw an engagement rate of 3.4% (industry average engagement is 0.9%).
- Custom Instagram video content generated over 150K impressions.
- CA Now Story content generated over 199K Google impressions.



An aerial photograph of a serene lake scene. In the lower-left, a person in a yellow kayak paddles across the dark blue water. To the right, a sandy beach is visible, with a few large, light-colored rocks in the foreground. The background is filled with dense green trees and foliage. A semi-transparent white rectangle is overlaid on the right side of the image, containing the title text.

Other Creative Projects

Creative Projects

- Fall Campaign – Launching mid-August to early September.
- Developing and sharing the August blogs featuring fine dining and regenerative travel.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of beaches and outdoor adventure.
- Continuing to deploy newsletters to consumer audiences. Leisure and MCC will resume in August.
- Continue to add playlists to Spotify for upcoming music events in the region.
- Scheduling out campaigns and new activations for the 23/24 fiscal year.
- Designing new pages for the dining, lodging and fishing sections of the site.
- Finalized the summer mountainside page to encourage visitors to experience activities away from the lake.
- Completing research to re-examine audience personas.
- Continuing to develop new collateral and signage to support Visitor Centers and event needs.
- Planning out activations for the fiscal year and begin creative on the Gear Up activations.



An aerial photograph of a calm lake. In the lower-left corner, a person is kayaking in a yellow kayak. In the upper-right corner, a white cabin is visible on a small island or peninsula. The surrounding forest is dense with green trees. The title 'Industry Insights' is centered over the image.

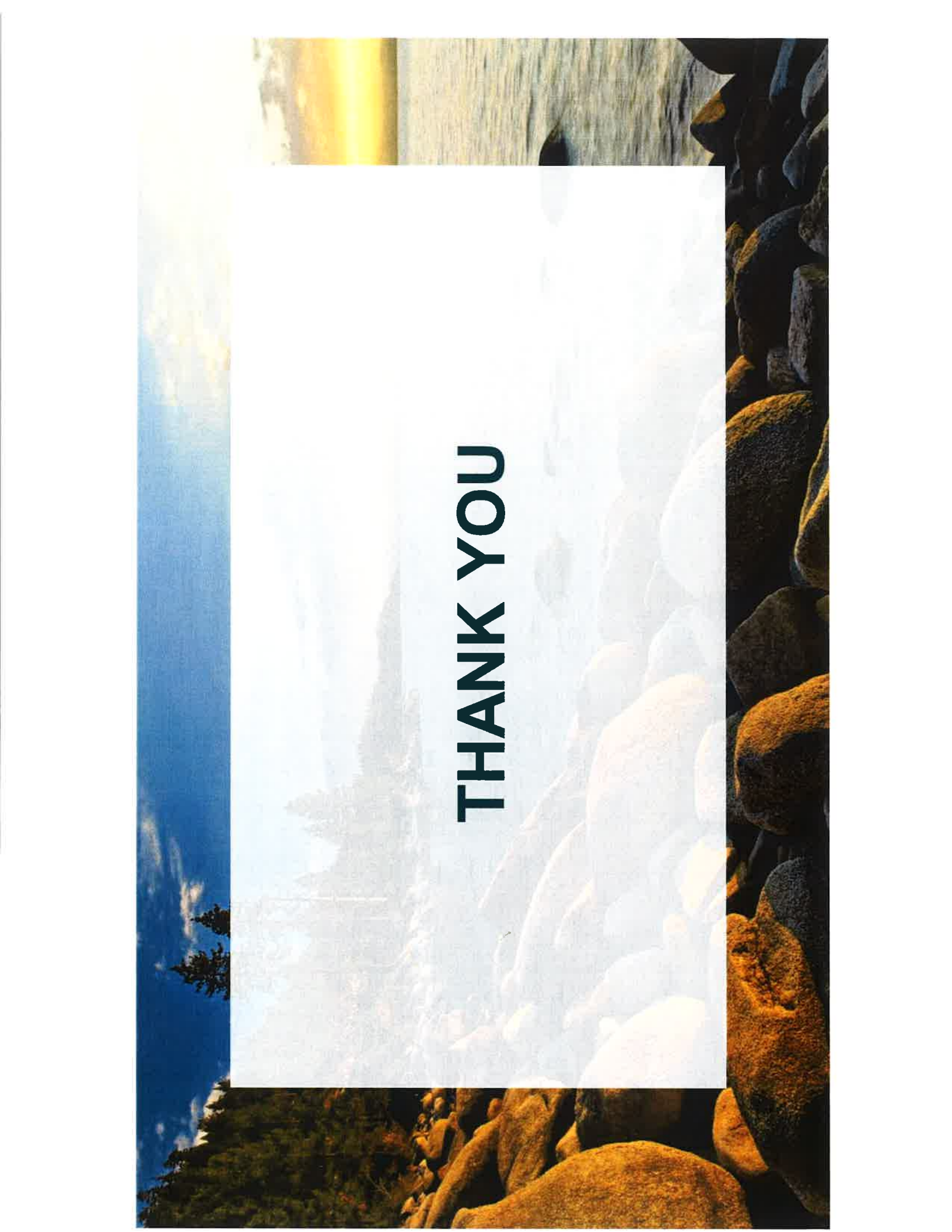
Industry Insights

Industry Insights

- Americans Remain Optimistic about their Finances: More than half of American travelers anticipate that they will be better off financially next year compared to now, the most optimistic they have felt since July 2021. Nearly one-third of American travelers believe its likely that the US stock market will enter a bull market in the coming months.
- Travelers Predict Less Price Gouging and Labor Shortages, More Crowding, Frustration & AI: Compared to how they felt at the beginning of the year, American travelers are slightly less likely to now believe that price gouging and labor shortages will be common in the travel industry, but more likely to feel that domestic travel will become more frustrating and that National Parks will be overrun with tourists. Meanwhile, predictions that the metaverse will start replacing some real-world travel jumped to 30.0% from 21.3%.
- Tik Tok & Podcasts Keeps Rising: Tik Tok is firmly tops with GenZ travelers, with 42.2% citing the service as where they would be most receptive to learning about new travel destinations. This is nearly double the percent of Millennials (whom continue to cite Instagram and Facebook a their top travel inspiration sources) who said the same. More than one-third of American travelers now say they regularly listen to podcasts, and nearly 20% of this group reports that they listen to travel podcasts.
- Shorter Travel Planning Windows: Americans who traveled in the last month said they planned this most recent trip 6.4 weeks out. American travelers are now reporting they would begin planning a week-long domestic vacation just 9.8 weeks out.



Destination Analyst, "August Destination Insights Updates"

The background image is a scenic landscape. In the foreground, there are large, smooth, light-colored rocks. Behind them is a calm lake reflecting the sky. In the distance, there are forested mountains under a clear blue sky with a few wispy clouds. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "THANK YOU".

THANK YOU