



2023-2024 IVGID
PERFORMANCE REPORT
AUGUST 6, 2024



SUPERIOR INSIGHTS. EXCELLENT RESULTS.

DIAMOND PEAK

2023-2024 Media Campaign



Report Period: October 2023 – April 2024

Cash Investment: \$155,272

Trade: \$25,264

Value: \$222,307

Delivered Impressions: 11.7 million

Includes Season Pass Sales and Regular Season Campaign.



SEASON PASS CAMPAIGNS

	Campaign Dates	Impressions	Total Spend	Digital Media Spend	Revenue from Digital Campaign	Digital Campaign ROAS
Fall Pass	10/1/23-10/31/23 12/18/23-1/7/24	540,335	\$11,330	\$7,910	\$77,110	\$10
Spring Pass	3/15/24-4/30/24	529,787	\$12,750	\$12,250	\$205,247	\$17
Total Pass Sales		1,070,122	\$24,080	\$20,160	\$282,357	\$14

Media Channels by Campaign

	Fall 2023	Spring 2024
Facebook / Instagram	X	X
Google / BING	X	X
Remarketing	X	X
Tahoe Guide	X	X
Trade Radio	X	

Digital Campaign Year over Year

- Fall Sale : Revenue was up 7.5% and ROAS improved from \$8
- Spring Sale: Revenue was down 12% and ROAS is down from \$23. This is due to less snowpack.
- The campaign delivered 2,131 social media engagements.

REGULAR SEASON CAMPAIGN

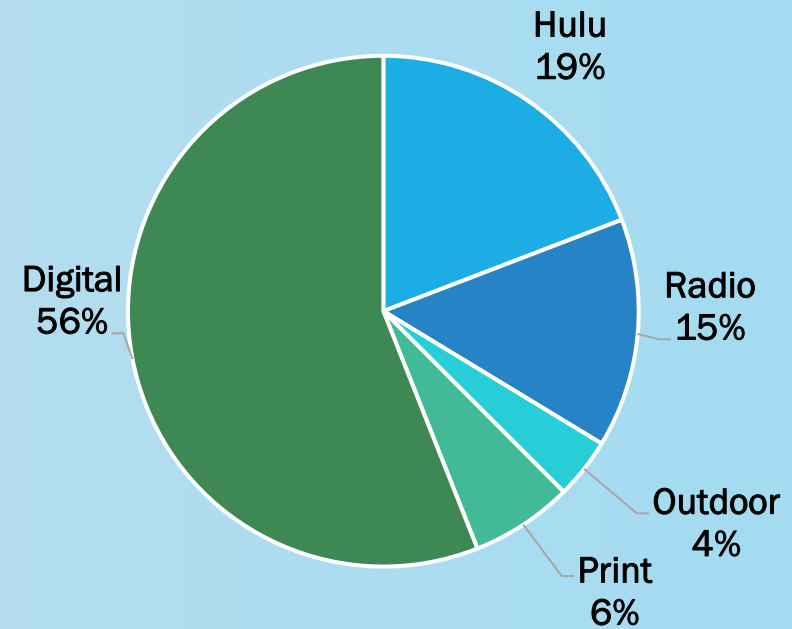
December 2023 – April 20, 2024

Media Spend	Cash	Trade	Impressions
\$156,456	86%	14%	10.6 million

Target Markets

- Reno/ Lake Tahoe/ Truckee
- Bay Area
- Sacramento

Spend by Media Channel



DIGITAL MEDIA CAMPAIGN

Season Spend: \$87,617

Campaign Delivery

Impressions:	7.2 million
Social Media Engagements:	3,039
Completed Video Views:	81,770
Delivered Website Sessions:	94,026
Percent of Website Sessions:	16%

Benchmarks

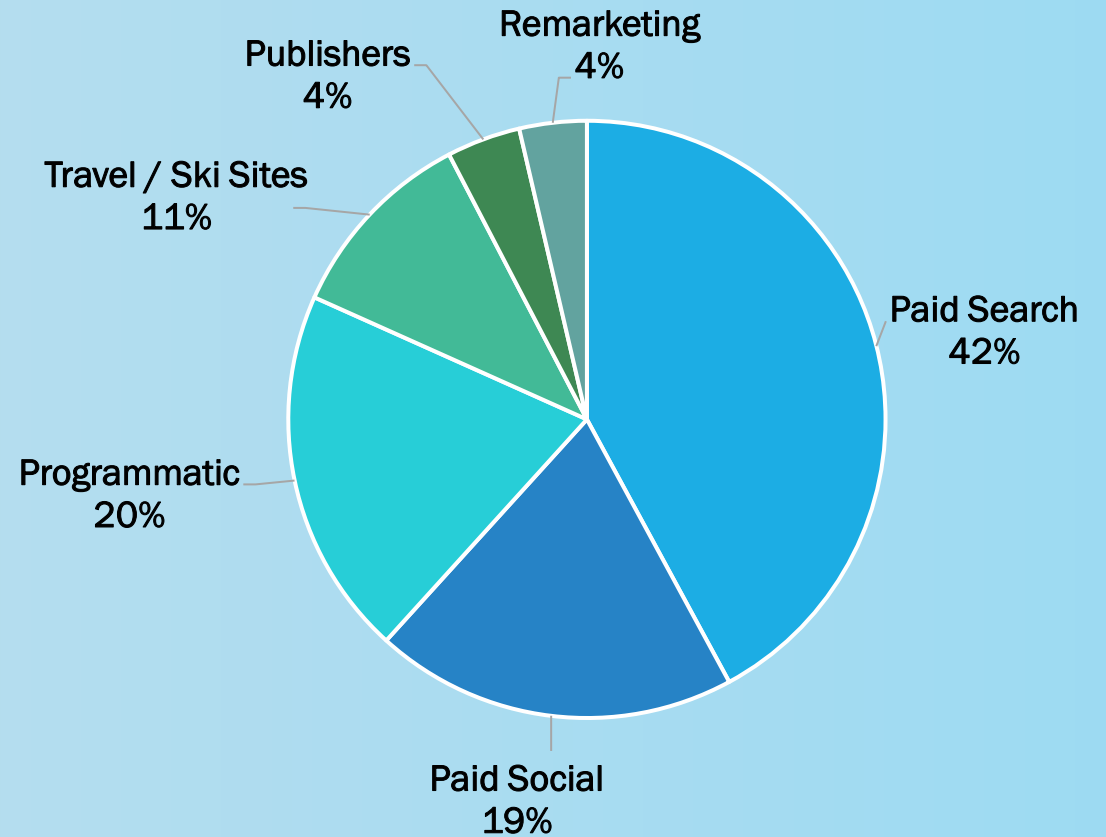
The Travel Industry benchmarks for Google

- CTR: 9.19%
- CPC:\$1.63

Diamond Peak Achieved

- CTR: 20.7%
- CPC: \$0.52

Spend by Digital Channel



DIGITAL MEDIA CAMPAIGN GENERATED REVENUE

Revenue Reporting Period	Digital Spend	Digital Media Campaign Revenue	ROAS
12/1/23-1/11/24; 3/6/24-4/20/24	\$42,937	\$ 651,675	\$15

Google Analytics revenue tracking was down January 12-March 5, 2024. The above reporting period reflects when the revenue tracking was operational.

Website revenue from the digital campaign is down 3% from last season which is comparable to the 3% decline in total website revenue.

This is considered a positive year over year change considering the late start to the snow pack this season and the record snowpack last season which delivered an extended ski season.

POWDER ALERT CAMPAIGN

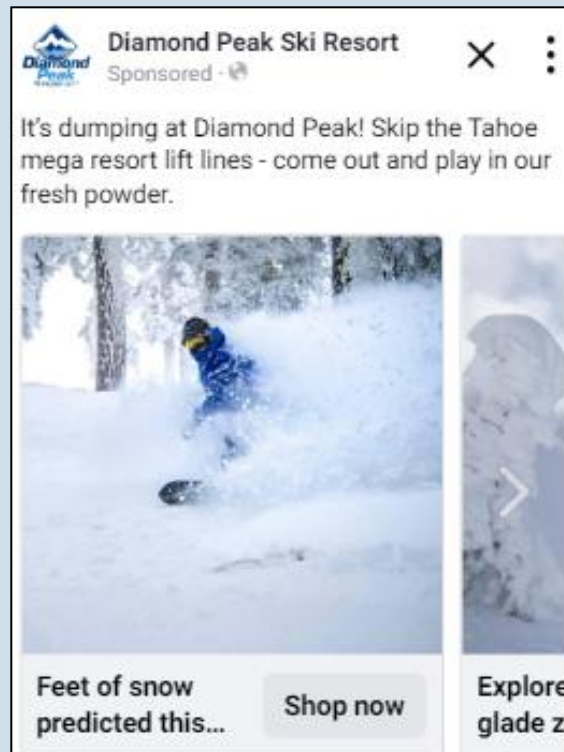
Strategy: Activate Powder Alert messaging when Diamond Peak received 1 ft of snow or more and run until hype subsides.

Media:

- I-80 Colfax West Face, Right Read Digital Bulletin
- Facebook/ Instagram/ You Tube

Results:

- Revenue - \$1,111
- Video Views - 21,652
- Social Engagements - 386



OUTDOOR

Time Frame: January – February 2024
Spend: \$6,000
Value: \$28,393
Contracted Impressions: 429,836
Delivered Impressions: 1,227,507



The outdoor vendor ran a bonus campaign on a 2nd digital board just west of the contracted board location.

BAY AREA BROADCAST

Campaign Timeperiod: January 1 – March 27, 2024

Target: Skiing/Snowboarder Enthusiasts living in the Bay Area

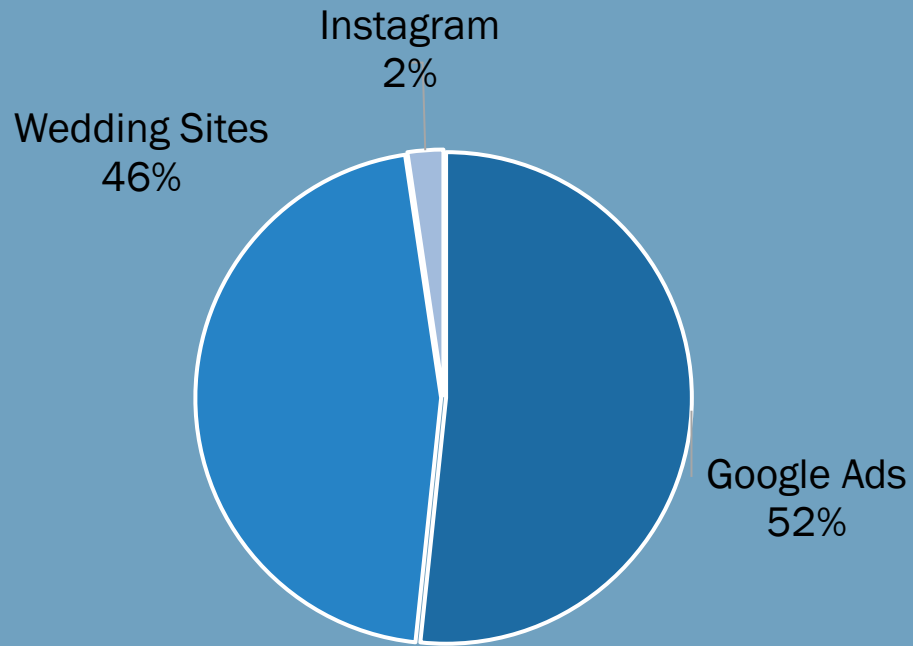
Total Impressions: 951,951

Pandora Web Sessions: 383



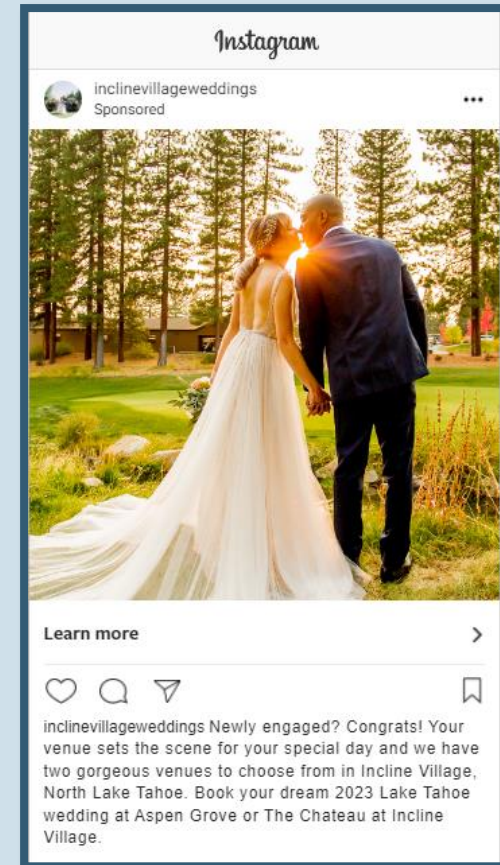
FACILITIES - WEDDINGS

Spend by Digital Channel



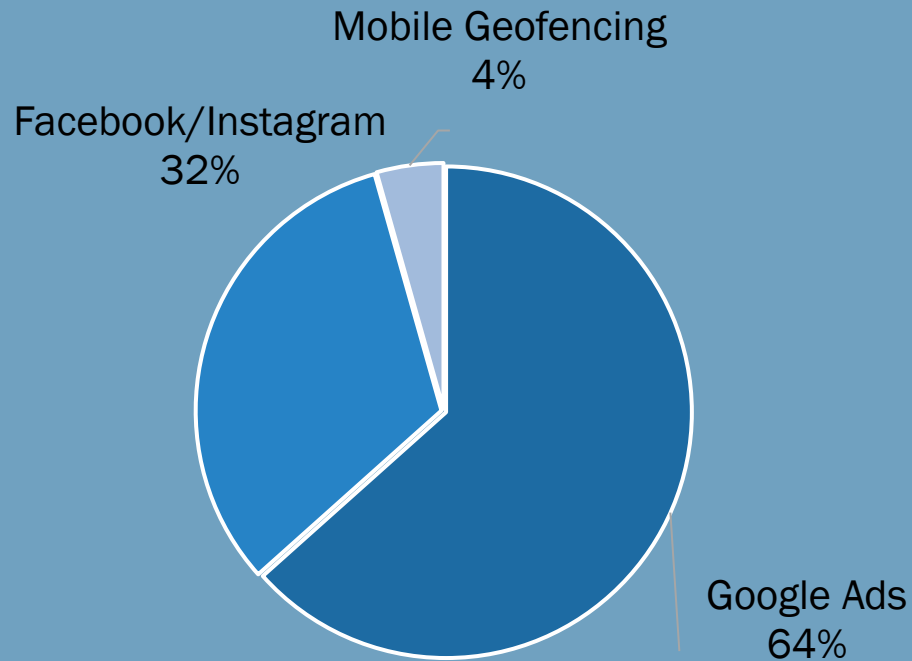
Report Period:	July 1, 2023 – June 30, 2024
Impressions:	107,380
Spend:	\$25,575
Wedding Leads:	585
Cost Per Lead:	\$44

- Website sessions are up 32% from prior fiscal.
- Leads are up 18%.
- 64% of the 920 website leads were generated from the campaign.
- With a flat fiscal budget, campaign leads are up 12% and cost per lead improved from \$49.
- We launched an Aspen Grove specific paid search campaign to drive small wedding leads in March 2024. It generated 39% of the paid search leads March-June.



GOLF

Spend by Digital Channel



Report Period: June 10 – July 31, 2024
Impressions: 546,866
Spend: \$9,002
FB/IG Engagements: 1,878
Leads: 359 (click to golf tee sheet or call)
Cost Per lead: \$25

- Website users for the Golf Incline landing page are up 51% from last year. The growth came from the paid campaign as users are down 12% from direct traffic and 9.4% from organic search.
- The campaign drove 41% of the website users.
- We ran a geo fence banner buy around competing golf courses in Lake Tahoe which generated 42k impressions and 174 website sessions at a cost per session of \$2.





THANK YOU
EXL MEDIA
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