

noble studios™

+

**Reno
Tahoe™**


VisitRenoTahoe.com

INTRODUCTION

Integrating Influencers into Your Website



88% of consumers say they trust online reviews as much as personal recommendations.



Businesses are making \$6.50 for every \$1 spent on influencer marketing.

59% of marketers intend to increase their influencer marketing budget in the next year.



**Reno
Tahoe**™

VisitRenoTahoe.com







**FORGET
THE FILTER.
REMEMBER
THE RUSH.**

RenoTahoe.
GO NOW ▶



**FORGET
THE FILTER.
REMEMBER
THE RUSH.**

RenoTahoe.
GO NOW ▶

**WIN BIG.
LOSE YOURSELF.**

RenoTahoe.
GO NOW ▶



**WIN BIG.
LOSE YOURSELF.**

RenoTahoe.
GO NOW ▶



WILDLY LOW KEY.

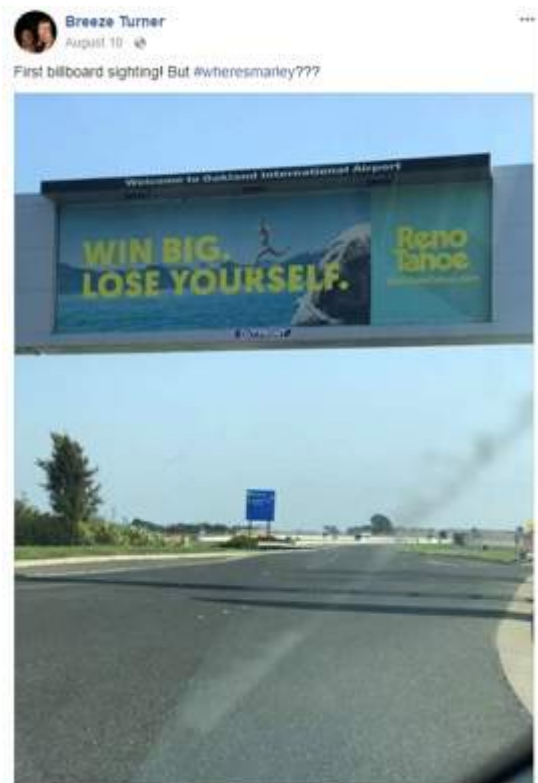
RenoTahoe.
GO NOW ▶

**CREATE ART.
DESTROY
MONOTONY.**





**HARD CORE
LEISURE.**





Nick Visconti

Chase Sapphire, X Games medalist



Laura Lawson Visconti

Alaska Air, Teva, The North Face



Hannah Brie

GoPro, Red Bull, Adidas



Joe C. Rock

Muralist



Breeze Turner

REI, Facebook, Women's Health

Discovery

User Experience

Design

Development

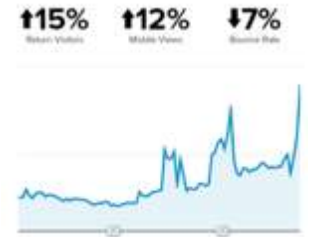
Deployment

Measurement

THINK

MARKET

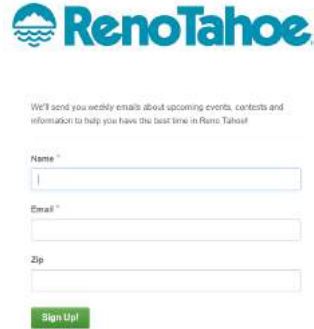
MEASURE







1. Drive traffic to Lodging Partners



2. Signup for Newsletter



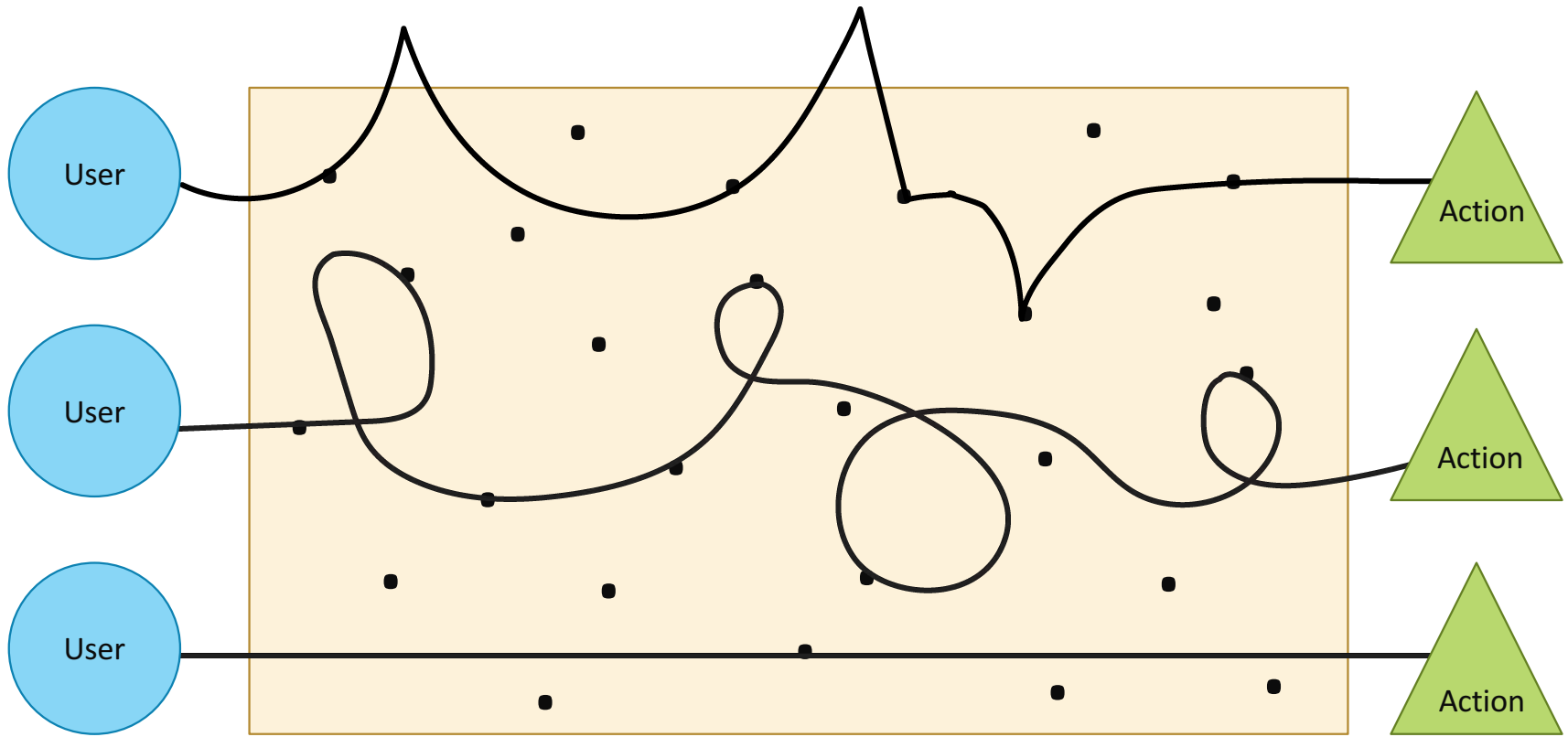
3. Download Visitor Planner

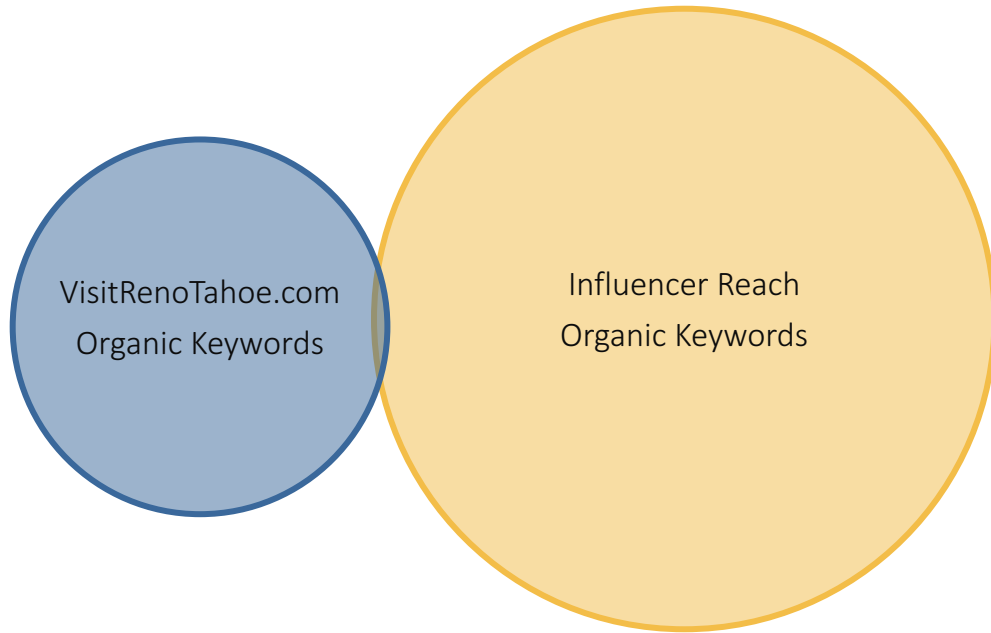


4. Explore "Things To Do"

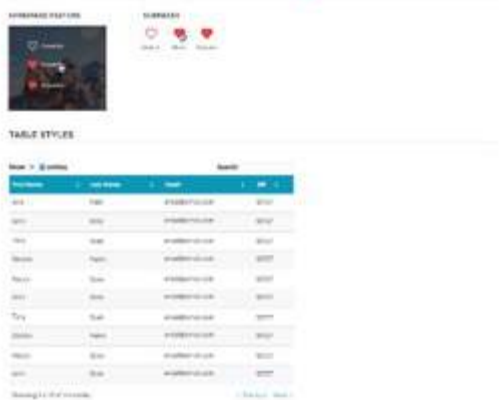
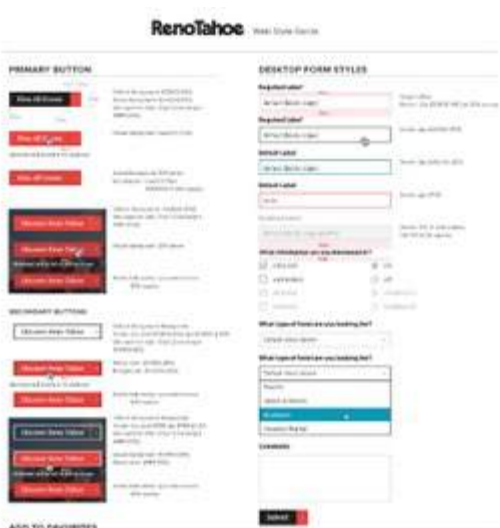
Among some of the platforms leveraged:

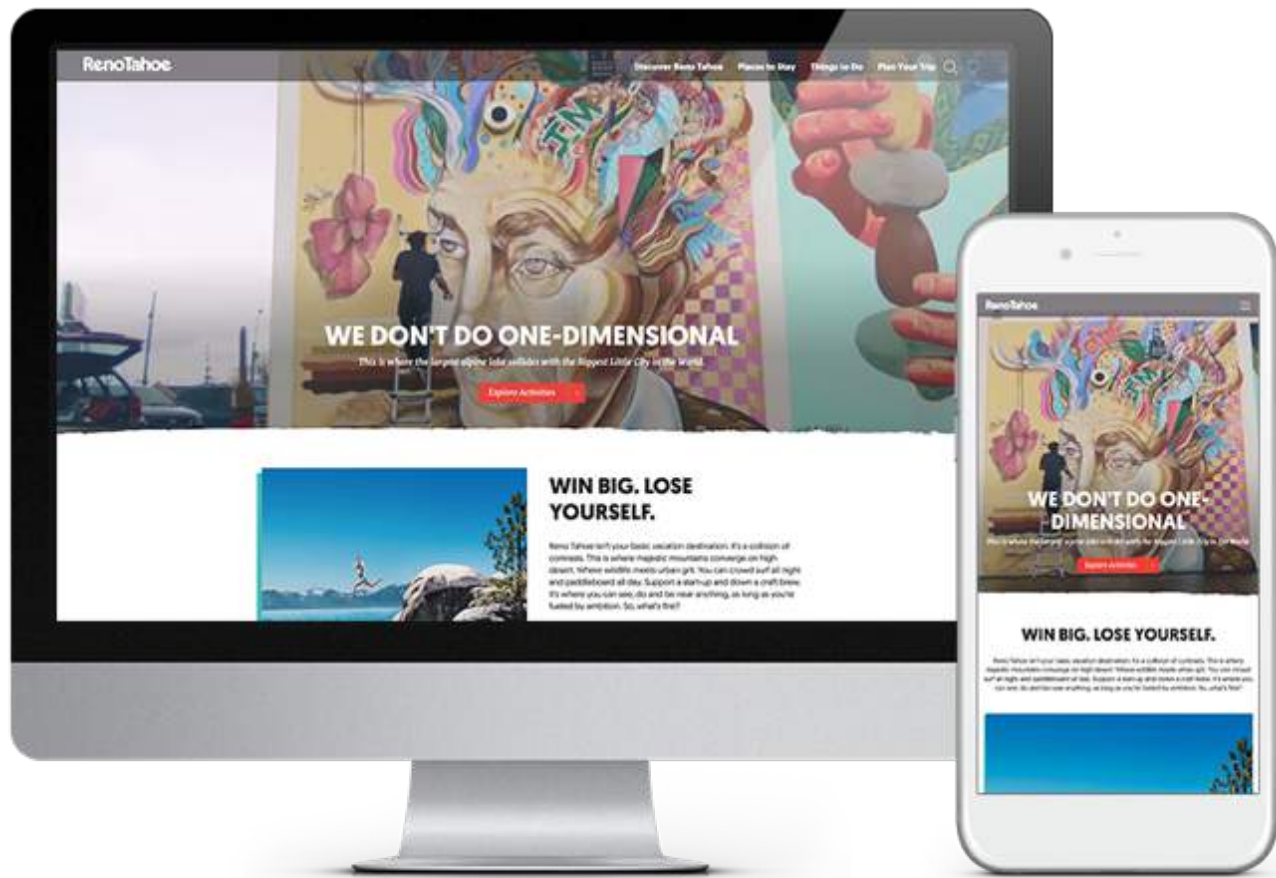






- Builds a strong and diverse link profile by generating better and natural backlinks for your website
- Provides intriguing and unique content that is captivating and shareable
- Adds credibility to your content and increases your content reach





RenoTahoe

Discover Reno Tahoe Places to Stay Things to Do Plan Your Trip

WE DON'T DO ONE-DIMENSIONAL

This is where the largest alpine lake collides with the biggest Lake City in the world.

[Explore Activities](#)



WIN BIG. LOSE YOURSELF.

Reno Tahoe isn't your basic vacation destination. It's a collision of contrasts. This is where majestic mountains converge on high desert. Where wildlife meets urban grit. You can crowd surf all night and paddleboard all day. Support a startup and drink a craft beer. It's where you can see, do and be near anything as long as you're fueled by ambition. So, what's that?

RenoTahoe

WE DON'T DO ONE-DIMENSIONAL

This is where the largest alpine lake collides with the biggest Lake City in the world.

[Explore Activities](#)

WIN BIG. LOSE YOURSELF.

Reno Tahoe isn't your basic vacation destination. It's a collision of contrasts. This is where majestic mountains converge on high desert. Where wildlife meets urban grit. You can crowd surf all night and paddleboard all day. Support a startup and drink a craft beer. It's where you can see, do and be near anything as long as you're fueled by ambition. So, what's that?

We prepared our route based on where we wanted to camp, the weather opportunities, the time per day, timing of water supply, water treatment and the water can fill to levels so high, they do overflow before the camp starts on shore. In the day, we secured a portable toilet to the shore in [BURNING BOWL CREEK](#) Park for the final night — something from the map shows that morning. My wife is just that park. So, mostly on the way, we made it to South Shore for much-needed lunch at [BURNING BOWL CAFE](#). From there, we continued paddling our way to what made sense just outside the west of the historic Park. On my time, we started our way to gorgeous East Shore ending at Lakeside Beach just in time for sunset. Our final camp had a great location with a view back down to town, but at approximately 10 miles we felt our mission was accomplished so we decided to head home to rest our weary selves. The next day, we spent the night at Reno's [GARDEN OF EDDIE](#) (Reno's) courtesy of [BRIAN DAVIS](#) for some much-needed massages and beer drinks — with every adventure worth the trip.



ADVENTURE GUIDE: KAYAKING AROUND LAKE TAHOE

September 7, 2017

For as much as I travel, there's nothing like exploring my own backyard at Reno Tahoe. This area offers unparalleled access to every kind of outdoor recreation you can think of along with world class art, music and food. Each season, I find myself drawn to some activities and leaving community events, wondering how you have all played their part. Most recently it's been kayaking. Rick and I spent a large chunk of our summer exploring the area in our 10'kay.

Because we like challenging ourselves with crazy adventures every week or so, while on a lake because we're just excited Rick and I recently paddled around Lake Tahoe, the largest alpine lake in North America. Well, almost all of it. We ended up paddling to 30 miles — 3 straight days — starting at Waterland, heading out west to South Shore and ending at Spentwood Beach. It was a grueling, beautiful journey. [You can read more about the route we took here.](#)

Tackling such an endeavor is not for the faint of heart. If you're looking to up your adventure side and have a particular fondness for paddling through brilliant blue water, I found a few discovering small coves and beautiful history on your behalf, then read on.



A chat with Reno Tahoe local, Laura Lawson Visconti

September 16, 2017

I recently spent a glorious couple of days exploring [Reno Tahoe](#) for the first time with my friend [Laura](#), and was immediately wowed by the stunning views of Lake Tahoe juxtaposed against the quirky artistic charm of Reno. I wanted to share some of the photos from our trip as well as some thoughts from UV on finding home in Reno/Tahoe. Hope you enjoy! [View](#)



V: UV, we've been friends for years — since your early Seattle days. I obviously miss you being around, but can you tell me about your journey to finding home in the Reno Tahoe area?

L: Oh man... I've lived up and down the entire West Coast, from Orange County to Seattle, and everywhere in between. It's taken awhile to find "home" but it's been



A PHOTOGRAPHER'S GUIDE TO UNCOVERING RENO TAHOE

July 26, 2017
By Victoria Wright

As I mentioned in my blog about the photographers of Reno, I will have to admit that I have recently decided to visit me in Reno Tahoe. After seeing, visiting and I am off to a 100-hour adventure of learning, seeing, exploring and photographing me in through the region. The full name, Reno Tahoe, which was perfect, as I was able to give me the best experience to be present and see the city through the lens. It's not just an area in Nevada and even more so, it's a beautiful area to visit on Tahoe beaches, or finding here in beautiful Reno.

Here's how we did it:

[Discover the Charm Behind the Biggest Little City in the World](#)

If you want to see a range of real-time photos and videos from public art, you're not the only one who knows that water with mountains—more visible. This is one thing to Reno! Besides the beautiful view, Reno is currently experiencing a renaissance of culture and creativity and is the best of everything the place "has and coming" if you like. For a photographer, it's a fascinating time to document this momentous stage. Discovering the beauty, culture, and history of a city is a great way to see the city through the lens. It's not just an area, it's a beautiful area to visit on Tahoe beaches, or finding here in beautiful Reno. It's not just an area, it's a beautiful area to visit on Tahoe beaches, or finding here in beautiful Reno.



SET A LOCAL BE YOUR GUIDE

Discover the best spots in Reno for your dog's favorite activities. From hiking to dining, we've got you covered.



LAKEFRONT LUNCH

Enjoy a scenic view of the lake while dining at this waterfront cafe.

Read more

SOUND BY THE RIVER

Relax and enjoy the sound of the river at this cozy spot.

Read more



WATERFRONT FUN

Enjoy a scenic view of the lake while dining at this waterfront cafe.

Read more

SOFTY HOUR

Relax and enjoy the sound of the river at this cozy spot.

Read more



THE DOG-FRIENDLY CAFE

Enjoy a scenic view of the lake while dining at this waterfront cafe.

Read more

MEET LAURA VINCIGUZZI

Discover the best spots in Reno for your dog's favorite activities. From hiking to dining, we've got you covered.

Read more



Loki the Wolfdog and Marley Vacation in a Pup's Paradise

18K views • 7 months ago

- Get rights beforehand
- Shoot video, photo and social content
- Make it mutually beneficial



MUST LOVE DOGS

Discover the best spots in Reno for your dog's favorite activities. From hiking to dining, we've got you covered.



LAY DOWN

Relax and enjoy the sound of the river at this cozy spot.

Read more

CHOW TIME

Relax and enjoy the sound of the river at this cozy spot.

Read more



TAKE THE SCENIC ROUTE

Relax and enjoy the sound of the river at this cozy spot.

Read more

PAW-SONE ACTIVITIES

Relax and enjoy the sound of the river at this cozy spot.

Read more



MEET LOKI THE WOLFDOG

Discover the best spots in Reno for your dog's favorite activities. From hiking to dining, we've got you covered.

Read more

WHAT WOULD YOU LIKE TO EXPLORE?

This place is more than any other - rewards those who heed its call.



DISCOVER RENO TAHOE

Let's get down to Reno Tahoe business, shall we? You want some fun. You're looking for some creative outlets that tickle your noodle. And your taste buds. Perhaps there's a shopping bag in your future? Or a spa session because you've earned it. We have you covered. Scan through the following and see what's in store for you and your crew. You'll get first-hand details from travel bloggers, ambitious locals, and expert adventurers on how to get there, what to do, when to do it, and who you should consider doing it again. (Whatever that special "it" is.)

ULTIMATE FALL GIRLS GETAWAY

Mountain biking, hiking, and marshmallowiness? We've got you covered. Six adventurous gal pals (Brooks Threlkoff, Tyler Fry, Aly Micklas, Whitney Jones, Michelle Baker, and Breana Turner) show you some of the best spots in Reno Tahoe to catch that fall color and have a laugh-out-loud good time.

Full in Love

A ROCKSTAR VACATION

Nathan Willet and Matt Klaut from Cold War Kids take an epic trip to Reno Tahoe to find inspiration from the culture, art, and adventures offered by the Biggest Little City in the World while on break from their World Tour.

Check it out





WILDLY LOW KEY.

Reno Tahoe

GO NOW ▶

Cold War Kids Rock Paddleboards And Mixology On A Trip To Reno Tahoe

October 2, 2017 3:23 PM Sponsored By Reno Tahoe

Filed Under: Cold War Kids, Eat See Play, Reno Tahoe



MORE VIDEOS

BREEZE YouTube

0:36 / 2:07

Watch & Listen LIVE



GO NOW ▶

FOLLOW US ON

Nathan Willett and Matt Maust, members of the indie rock band Cold War Kids, recently took a break from touring in Reno Tahoe.





Google Analytics

DREAMING



PLANNING



BOOKING



EXPERIENCING



Executive

Delighted NPS Score



Standard Customers

226

Growth Rate

22.87%

CA Customer Locations

1,240

Customer Distribution



Top Customer Locations



Sales By Representative



Inbound Leads

371

+39%



Site Visitors Overview



Revenue By Type

30.78%



194% increase in referral to partner website's since site launch

61% of partner site referrals are from mobile.

Mobile has an 11% better conversion rate than desktop

Millennials (the target market) are now the largest traffic source on the site and 13% more time on the site during their visits

The conversion rate for social media is up 138% over the previous year

We found editorial content out performed traditional





Build a healthy foundation.

Try new things.

Measure everything.



Thank You
Cheers!