

# **NTBA Website, Email Marketing & Social Media Statistics**

## **NTBA “Visit North Lake Tahoe” Website**

- 5,500 average visits per month
- 85 Online Business Directory average views per month
  - 1,000 Business Directory visits per year
- 155 Online Event Calendar average views per month
  - 1,800 Event Calendar visits per year

## **NTBA Email Marketing**

- 4,500 General Database of members, visitors, residents and 2<sup>nd</sup>/3<sup>rd</sup> homeowners
- 29.2% Average Open Rate – 21% industry average
- 7.5% Average Click Through Rate – 9% industry average

## **Facebook**

### **North Tahoe Business Association Facebook Page**

- 2,500+ followers

### **Music on the Beach (Kings Beach) Facebook Page**

- 2,400+ followers

## **Instagram**

### **@NTBA.NorthTahoe**

- 700+ followers