



2016 Reach

Lake Tahoe's only Farm-to-Fork Festival

WEBSITE STATS

SampletheSierra.com

Period from May 2016 to September 2016

- **Visitors:** 10,110
- **Page views:** 20,323
- **Demographics:**
 - 45.9% Female
 - 54.15% Male
 - Age: 18 – 35 years old

FACEBOOK STATS

Facebook.com/SampletheSierra

Period from May 2016 to September 2016

- **Impressions:** 150,514
- **Organic reach:** 69,460
- **Demographics:**
 - 71% Female
 - 28% Male

TWITTER STATS

Twitter.com/SampletheSierra

Period from May 2016 to September 2016

- **Impressions:** 14,600
- **Profile visits:** 436
- **Mentions:** 24
- **Demographics:**
 - 59% Female
 - 41% Male

LOCAL ADS

- 7 printed ads in Folsom Life Magazine, Lake Tahoe Entertainer, Sierra FoodWineArt Magazine, El Dorado County Visitors Guide, Mountain Democrat, Tahoe Daily Tribune and Getaway Reno/Tahoe Magazine
- 3 webs ads in SierraFoodWineArt.com, LocalWineEvents.com and Tahoe.com

PRESS

- **Six press releases** distributed to 250+ regional and local contacts
- **Sample the Sierra featured in**
 - Rocklin & Roseville, September 19: http://www.rocklintoday.com/news/templates/community_news.asp?articleid=15790&zoneid=4
 - Tahoe Daily Tribune, September 15: <http://www.tahodailytribune.com/newsletter/tahoeweekend>
 - Sierra Sun, September 15: <http://www.sierrasun.com/entertainment>
 - Yahoo! News, "Cheers to California Wine Month this September", August 18: <https://www.yahoo.com/news/cheers-california-wine-month-september-130100177.html>
 - The Mercury News, "Travel Tip: Tahoe food fests at north and south shore", August 18: <http://www.mercurynews.com/2016/08/18/travel-tip-tahoe-food-fests-at-north-and-south-shore/>
 - Sample the Sierra was featured in the Travel section of San Francisco Chronicle's Sunday edition (August 14). With a circulation of 167,602, this feature has an earned media value of \$1,685.52



TahoeChamber.org

**Lake Tahoe South Shore
Chamber of Commerce**

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