



north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee
April 23rd, 2013

April 2013
Departmental Reports



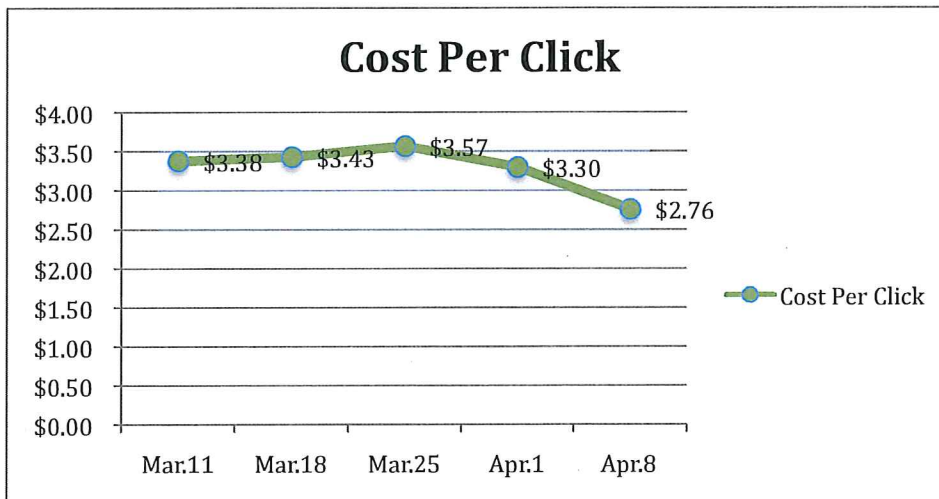
North Lake Tahoe Marketing Report (March 8th, 2013 – April 14th, 2013)

Search Report: Weddings, Conferences & Winter (3/11-4/14)

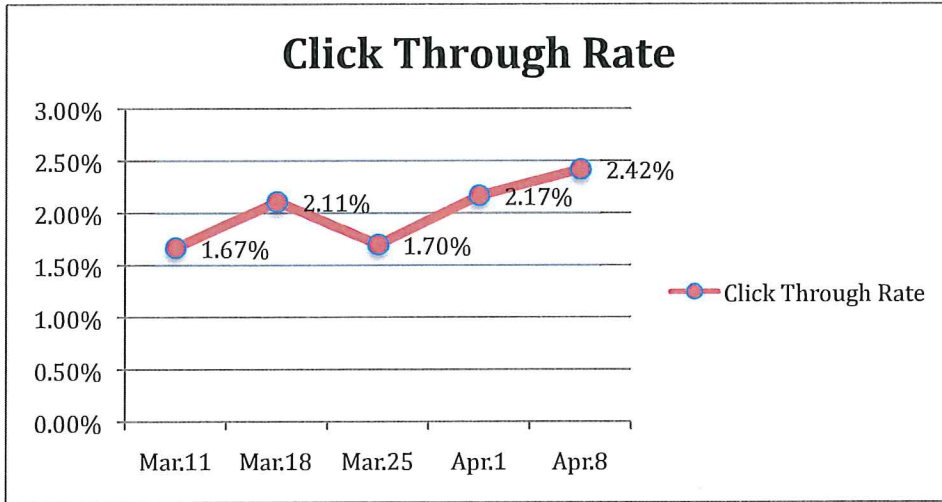
Analysis:

Our three search campaigns (Weddings, Conferences & Winter) continue to perform strongly, with almost every metric improving month over month. As a reminder, we're always aiming to increase our CTR, while decreasing our CPC. Our Winter campaign has now ended and we'll be launching the Summer campaign on 7/1. The Wedding and Conference campaigns continue to run, but will now be tailored to summer terms and activities.

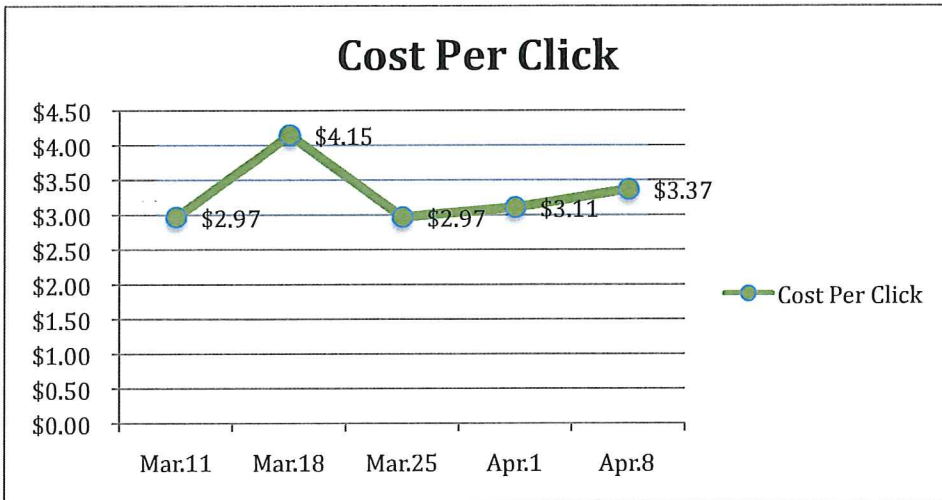
Wedding Average CPC



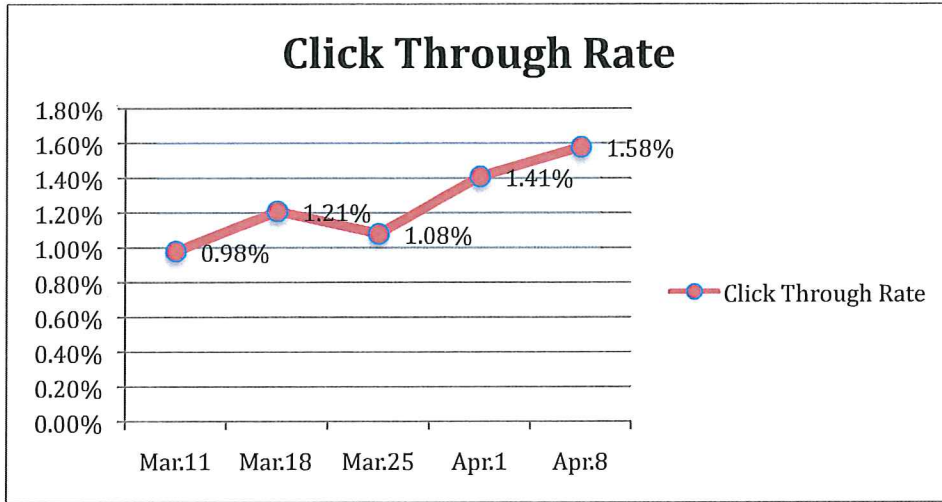
Wedding CTR



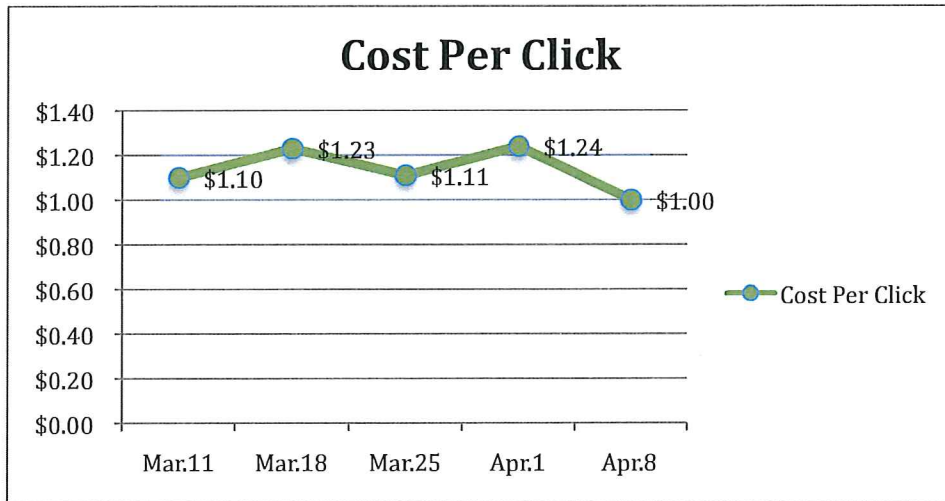
Conference Average CPC



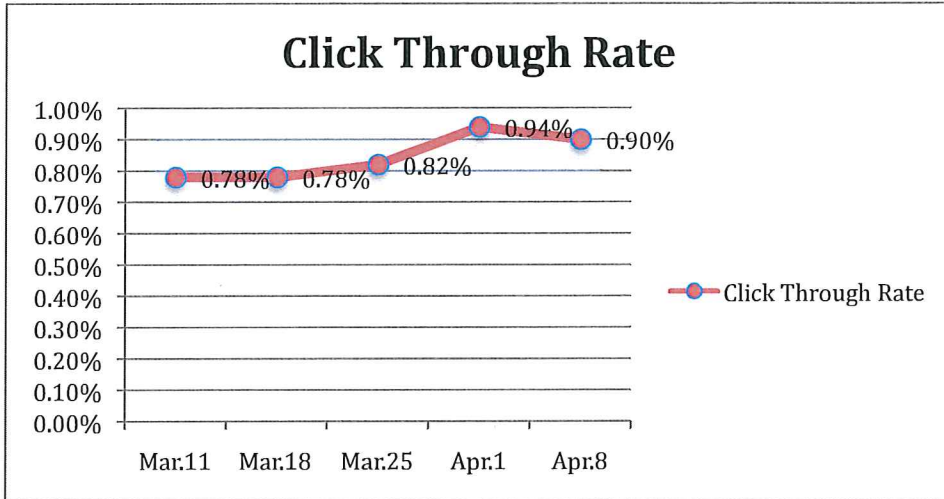
Conference CTR



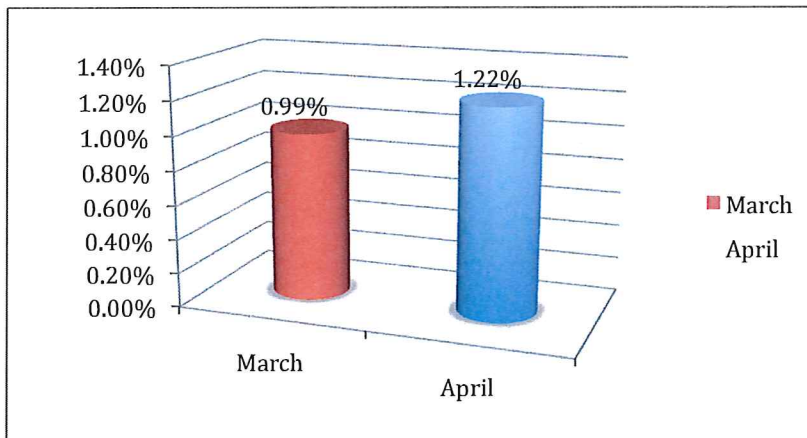
Winter Average CPC



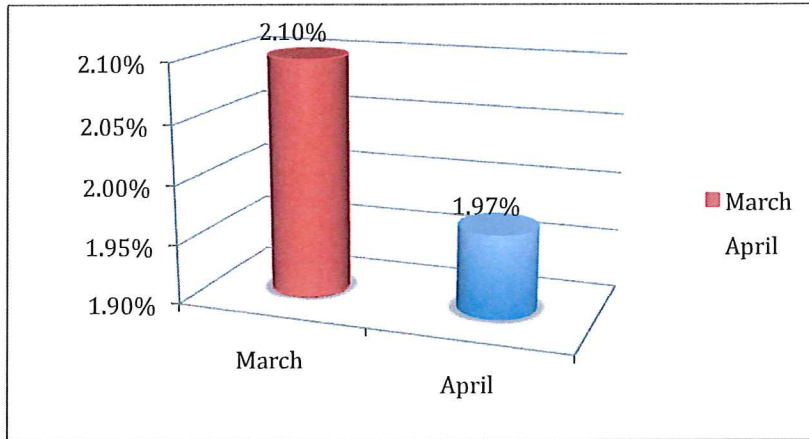
Winter CTR



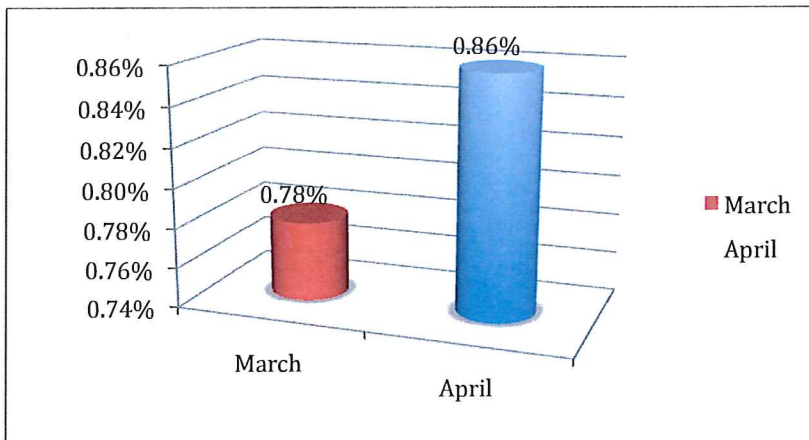
Conference CTR: March Vs. April



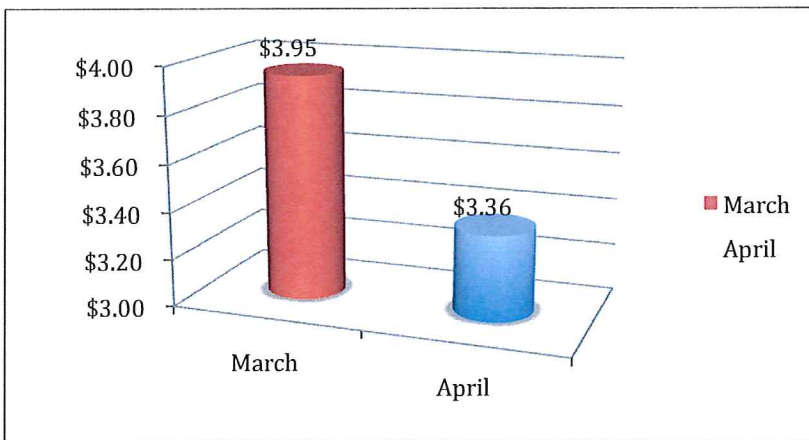
Wedding CTR: March Vs. April



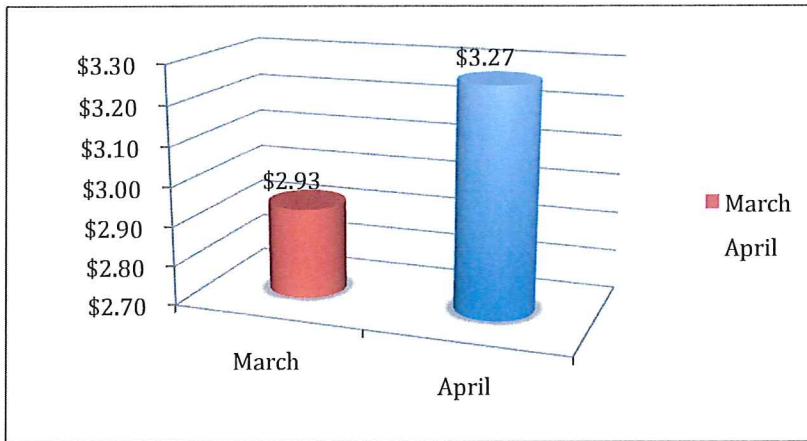
Winter CTR: March Vs. April



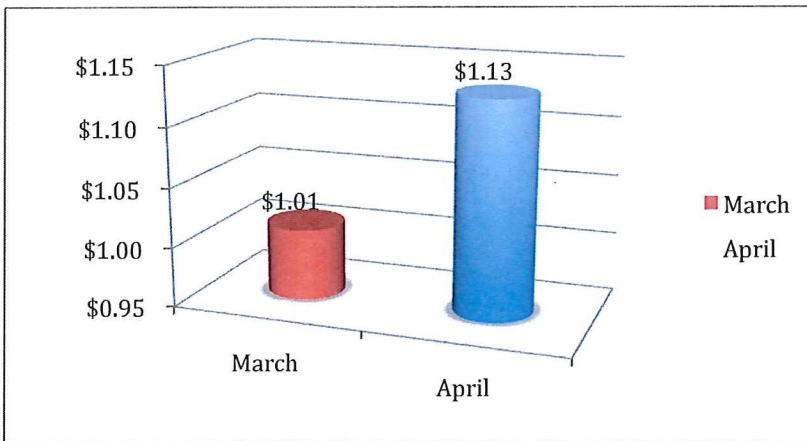
Conference CPC: March Vs. April



Wedding CPC: March Vs. April



Winter CPC: March Vs. April



Website Analysis: 2011-2013

Analysis:

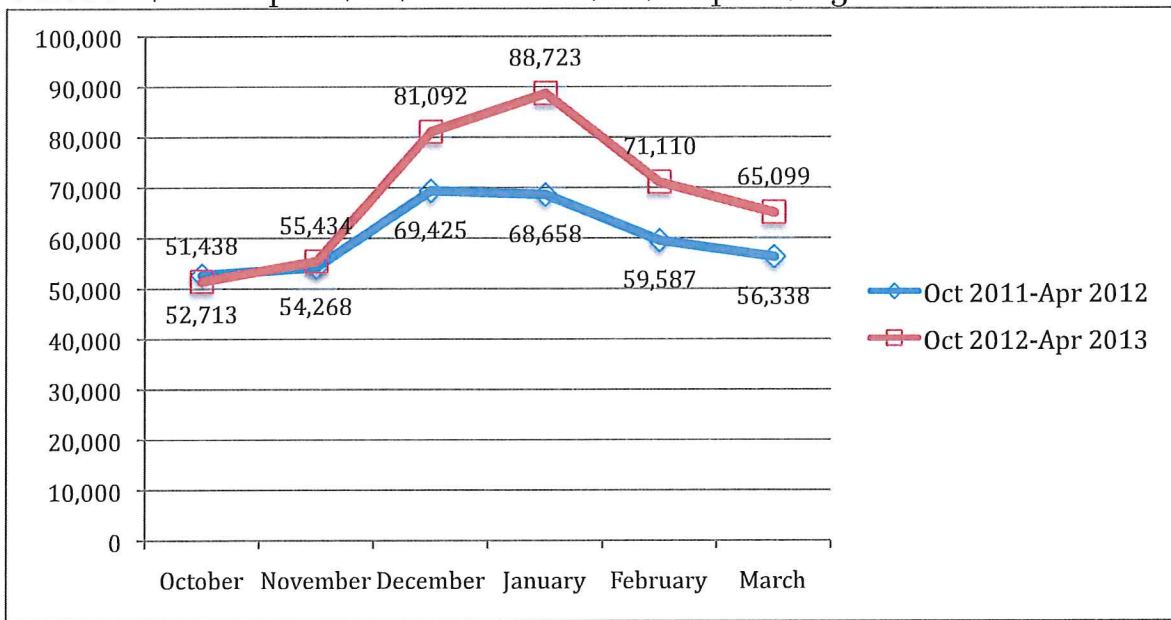
Below you'll find an analysis on the inbound and outbound traffic driven to and from GoTahoeNorth.com. Inbound traffic relates to the amount of consumers we've driven to our site and outbound traffic refers to the traffic we drive from the site to other sites.

In comparison to the 2011-2012 winter, we drove 13% (52k) more consumers during the 2012-2013 winter. Once on GoTahoeNorth.com, we delivered 12% (11k) less consumers from our site to other sites. Our three largest contributors to outbound traffic are the lodgings page, Cool Deals and the Activities pages (Skiing+boarding, outdoor, indoor, etc.). Cool Deals is the most critical element in generating outbound traffic for resorts. Within Cool Deals, "Ski & Stay" packages delivered the most engagement and drive the most outbound resort traffic.

Moving forward, we'll be focusing on ways we can convert more of the traffic we drive to the site, by making site revisions pertaining to lodging and highlighting "Cool Deals" in more ways.

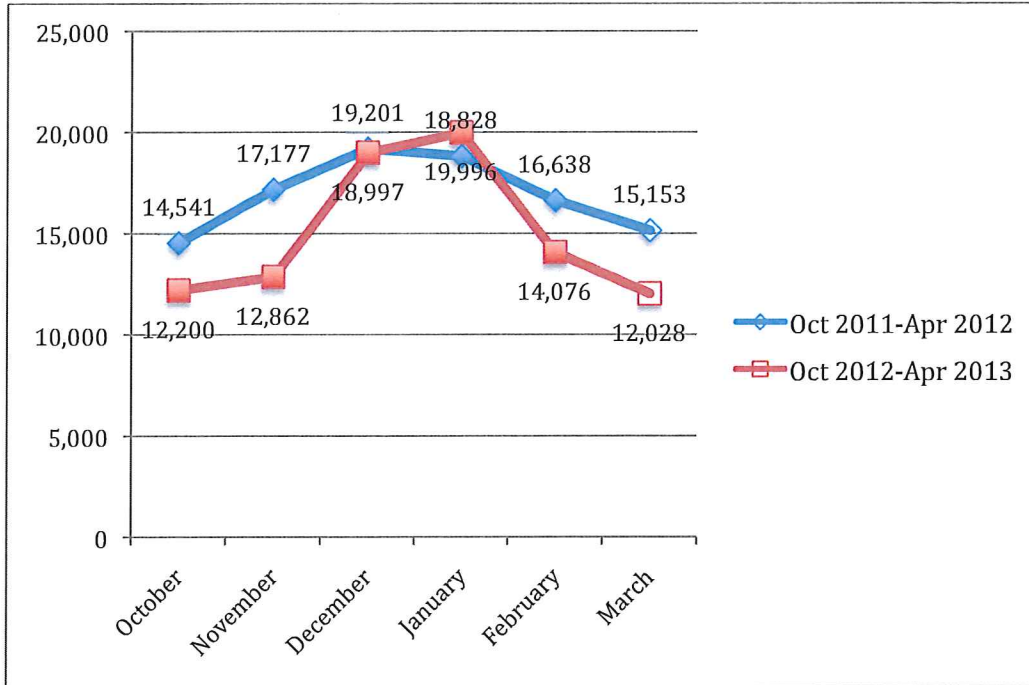
Total Inbound Traffic

October 2011 – April 2012 & October 2012 – April 2013

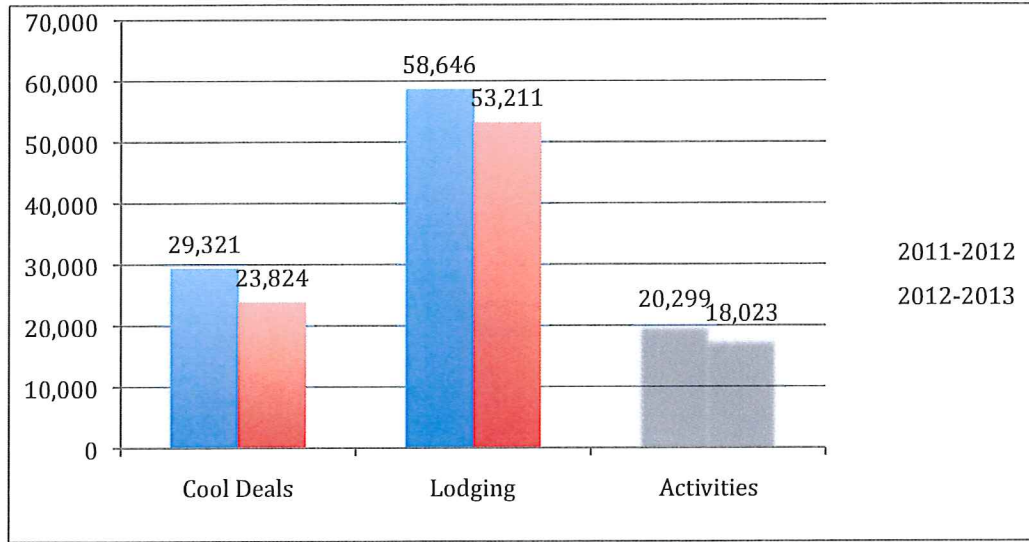


Total Outbound Traffic

October 2011 – April 2012 & October 2012 – April 2013



“Categories” of Outbound Traffic



Top 20 Outbound Sites

| | Site | Traffic |
|----|--|---------------------|
| | 2012-2013 Outbound Traffic | 86,036 Total |
| 20 | Biltmore | 4,729 |
| 19 | The Village at Squaw | 4,431 |
| 18 | Northstar Resort (Lodging, Condos, Resort) | 4,378 |
| 17 | Hyatt | 4,299 |
| 16 | Squaw Valley Lodge | 2,990 |
| 15 | Tahoe Luxury Properties | 2,204 |
| 14 | Tahoma Meadows | 2,136 |
| 13 | Cedar Glenn | 1,872 |
| 12 | Granlibakken | 1,845 |
| 11 | Ritz Carlton | 1,757 |
| 10 | Vacasa Rentals | 1,727 |
| 9 | Resort at Squaw Creek | 1,448 |
| 8 | Stay in Lake Tahoe | 1,208 |
| 7 | Cal Neva | 1,134 |
| 5 | River Ranch Lodge | 1,070 |
| 6 | Mourelatos | 1,070 |
| 4 | Sunnyside | 1,061 |
| 3 | Diamond Peak | 974 |
| 2 | Agate Bay Realty | 886 |
| 1 | Franciscan Lakeside Lodge | 875 |

*Oct 1 2012 - Apr 1 2013

Cool Deals that drove the most traffic

| | The "Cool Deal" | Traffic |
|----|--|---------|
| 1 | Stay & Ski FREE at Northstar | 765 |
| 2 | Romantic Getaway; Village at Squaw Valley - \$140/pp | 721 |
| 3 | Heavenly Ski & Stay Packages - \$114 | 705 |
| 4 | Northstar Ski & Stay - \$114 | 674 |
| 5 | 20-25% pff of Winter Stays at Northstar | 576 |
| 6 | Homewood Ski & Stay Packages - \$69 | 549 |
| 7 | Squaw Ski & Stay - \$114 | 482 |
| 8 | 3rd Night Free at Squaw Valley Lodge | 475 |
| 9 | 3-Bed Cabin - \$180/Day | 464 |
| 10 | Diamond Peak Ski & Stay - \$69 | 456 |
| 11 | Rustic Cottages - Free Ski Lift or Tubing Tickets | 446 |
| 12 | 4th Night Free at The Village at Squaw Valley | 414 |

*Oct 1 2012 - Apr 1 2013

Conference Department Report April 2013

In April the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff conducted a site visit for April 1-4, 2013 with Butler Manufacturing. Butler Manufacturing™ is a building-solutions company providing the design, manufacture, and marketing of metal building systems for commercial construction. This organization is looking at Lake Tahoe for their annual Butler Midwest Region Career Builder. This program will bring 70-80 people and generate over 140 room nights for September 2013

Staff hosted a site visit for Kelly Schaefer from Maxvantage Meetings. Kelly's client, Intel, is considering North Lake Tahoe for a 1200 person client event in the summer of 2013. This event will bring roughly 700 adults and 500 children for a one night celebration of Intel's success. The program will generate approximately \$115,000 in room revenue alone.

Staffed attended MPI SoCal EdCon & Expo along with Resort at Squaw Creek and NorthStar California Resort . This year San Diego MPI, MPI Southern California and MPI Orange County joined together to bring the exclusive MPI SoCal EdCon & Expo (SEE) taking place in San Diego on April 4-5, 2013, offering outstanding networking and educational opportunities for planners, suppliers, and exhibitors alike. Staff will be following up on multiple leads generated from this show.

Staff attended the Group Exchange buyers at Mountain Travel Symposium (MTS). This exchange consisted of more than 125 decision-makers from the top ski clubs and councils in the United States. Applicants are carefully screened by MTS to ensure they meet the club/council criteria as well as the delegate requirement of being a decision-maker (President, Vice President, Trip Director, or similar) for trips the clubs or councils book themselves. Staff had over 25 one-on-one appointments and will be following up on multiple leads generated from these appointments.

Staff attended the Meeting, incentive, conference and exposition (MICE) Mountain Travel Symposium. At this first time event buyers come face to face with destination suppliers for a wide variety of business, social, and networking opportunities. The format follows the proven successful MTS Trade and Group Exchanges. The MICE Exchange featured a full day of one-on-one, pre-scheduled meetings with suppliers as well as a variety of networking and social functions. Staff had 20 one-on-one appointments and will be following up on multiple leads from these appointments.

Staff attended Helms Briscoe's Annual Business Conference (ABC). During this event Staff participated in the Partner Fair a reverse trade show and business networking session where staff had one-on-one appointments with over 30 Associates.

Staff met with Melody Rebbeck of Hampton Inn, Truckee Hotel and Moody's to discuss marketing strategies

Staff met with School of Thought to discuss Cvent marketing options and other marketing strategies.

Staff attended the MILO planning meeting. MILO is an acronym for the Meeting Industry Ladies Open which is a golf tournament that brings together roughly 50 top female meeting planners as a sponsor. North Lake Tahoe and Reno have been a premier sponsor of this event for over 25 years.

Staff attended NLTRA Marketing staff meeting

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of April staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.



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April Leisure Report
Marketing Committee Meeting
4-23-13

TRAVEL TRADE

- Attended Mountain Travel Symposium
 - 2 days of tour operator meetings with over 45 companies from the US, Canada, UK, Germany, Mexico, Argentina, Brazil, New Zealand and Australia at the Trade Exchange
 - 1 day of ski club and ski council meetings with 28 domestic clubs/councils at the Group Exchange
 - Attended and presented at the annual Ski Lake Tahoe luncheon with over 100 tour operators in attendance
 - Met with Brand USA
 - Met with Visit CA UK
 - Met with the Warren Miller film tour owners in the UK
 - Met with the organizers of the London Ski Show
 - Met with Factory Media Limited – the UK’s top action sports publishing house
 - Spent time with ski wholesale sales agents living in the Aspen area
- Finalized Australian wholesale call center trainings for May’s sales, media and consumer show tour and purchased domestic flights
- Selected appointments with 50 top international wholesalers and receptive tour operators and finalized additional details for US Travel Association’s POW WOW to be held in Las Vegas June 9-12
- Contracted the North Lake Tahoe Express airport transfer service with wholesalers, receptive tour operators and OTAs

FAMs

- Hosted the Director of UberSki Holidays out of Auckland, NZ who is building a new Lake Tahoe ski program
- Put together the itinerary for a Visit CA France travel trade and media POW WOW pre fam visit for early June
- Working with the Nevada Commission on Tourism for pre and post POW WOW fam opportunities

CONSUMER & MISC

- Submitted marketing content for the Warren Miller Australia/NZ film tour
- Created weekly news blasts with Visit CA Australia/NZ promoting ski (which ran all season and wrap up at the end of April)

Special Event Programs
Departmental Report April 2013
Submitted by: Judy Laverty

SPORTS MARKETING

Staff is attending the National Association of Sports Commission (NASC) Symposium and Conference April 21-26 in Louisville. Staff has 15 one-on-one meetings with sports rightsholders and a number of joint meetings with the RSCVA. Staff will also be co-hosting a private client event with the RSCVA and the US Sports Congress.

Staff submitted the final RFP to the Professional Disc Golf Association Amateur Championships (2015) and has a meeting at NASC with the Executive Director. The bids will be reviewed by the PDGA board and the host city will be announced in May. Tahoe disc golf courses have already been approved by the PDGA, the first step in being awarded the bid.

SPECIAL EVENTS

Staff attended Ironman logistics meetings with Safety, Emergency, Fire, CHP, NCSO, PCSO, CalTrans and other agencies to discuss race routes and status of plans.

Staff attends bi-weekly meetings with the Northstar events team to keep the Autumn Food & Wine Festival planning and logistics on schedule.

Staff met with Lara Ritchie of Nothing To It Culinary Center, Reno for demo planning for Autumn Food & Wine.

SPECIAL EVENT GRANTS ROUND 2

Staff presented the round two grant recommendations to the Board, which was approved. Staff is now scheduling appointments with the recipients to discuss their marketing and ad strategies.

MEETINGS

Staff attended the marketing committee meeting, board meeting, Ironman logistics meetings, AFW operations meetings, meetings with RSCVA staff for the NASC show and the PDGA (Disc Golf) meetings.



professional creative services

April, 2013 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events for NITRA
- keeping a master “Marquee Calendar” and updating this calendar with major events
- working on updating winter events ... in touch with ski areas/event producers weekly
- keeping up with posting event videos
- contacting event producers by phone and email
- create or edit pages as needed for various subjects such as sports, events, transportation, etc.
- posting featured events on home-page link/slider
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- creating new pages for businesses ... uploading new content
- finding better photos and switching out when available (all sections)
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- designing email blasts for various events (relating to cool deals / informative event info)

Shelley Fallon

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fallonmultimedia.com



north lake tahoe

social marketing report
march 11, 2013 – april 8, 2013

facebook

total facebook "likes"
1.40% increase

12,396

friends of fans
Facebook is
eliminating this criteria

people talking about us
-28.13% decrease

2,031

total reach
-71.83% decrease

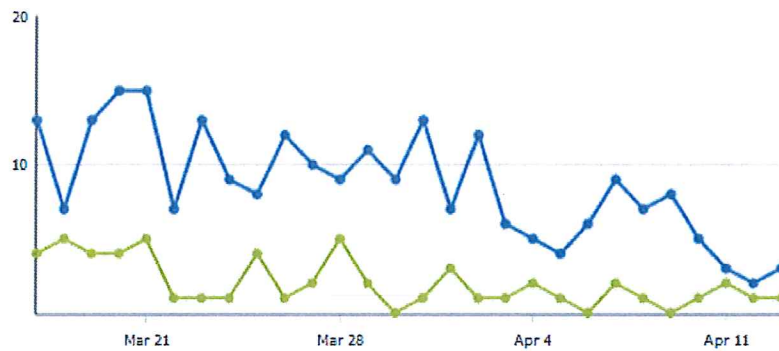
64,917

city breakdown by "likes"

- 753 Reno, NV
- 408 San Francisco, CA
- 326 Sacramento, CA
- 273 San Diego, CA
- 264 Truckee, CA
- 247 Los Angeles, CA
- 164 Incline Village, NV

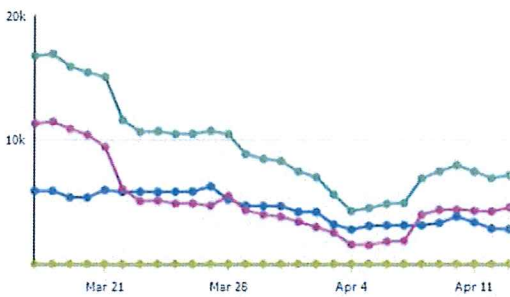
new likes

New Likes? Unlikes?

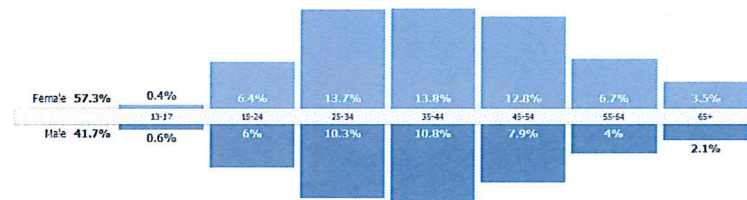


reach

Organic? Paid? Viral? Total?



gender and age

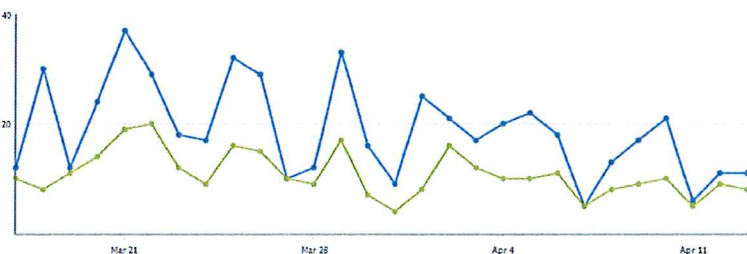


people talking about north lake tahoe



page views

Page Views? Unique Visitors?



total tab views

- 439 timeline
- 29 photos_stream
- 12 About Section
- 6 Instagram 2
- 6 photos_albums
- 6 Partner Page Promotions
- 5 Twitter 2

"like" sources

- 79 Like Box and Like Button?
- 36 On Page?
- 28 Page Browser?
- 23 Mobile?
- 18 Timeline?
- 16 Search Results?
- 14 Facebook Recommendations?

external referrers

- 28 gotahoenorth.com
- 10 google.com
- 2 google.tn
- 2 csfbsub.heroku.com
- 1 ssl.bing.com
- 1 search.yahoo.com
- 1 us-mg5.mail.yahoo.com

gotahoenorth.com facebook analytics

site engagement
-27.90% decrease
31

distribution on facebook
100.29% increase
4,648

referral traffic to site
-44.27% decrease
146 clicks

twitter

followers
3.93% increase
4,891

total tweets
4,242

re-tweets
-81.06% increase
78

n blog

- 1 post • Tahoe City Wine Walk Set for June 22, (5 tweets, 14 likes)

foursquare

likes
4.63% Increase
632

tips
30

check-ins
Incline Village Crystal Bay Visitors & Convention Bureau
1

check-ins
North Lake Tahoe Visitors Center
8

flickr

all-time photo views
2.35% Increase
36,821

photos/videos
253/3

contacts
62

Pinterest

| boards | followers 6.55% increase | following | pins | repins data unknown* | likes data unknown* |
|--------|-----------------------------|-----------|------|-------------------------|------------------------|
| 10 | 195 | 71 | 162 | 235 | 75 |

Pinterest weddings

| boards | followers 28.57% increase | following | pins | repins data unknown* | likes data unknown* |
|--------|------------------------------|-----------|------|-------------------------|------------------------|
| 18 | 45 | 90 | 269 | 120 | 42 |

*currently researching alternative program to secure insights

You Tube

total video view
0.74% increase

31,690

subscribers
1.49% increase

68



Instagram

photos

20

followers
8.82% increase

74

following

62

RK|PR^{Inc.} RECOMMENDATIONS

- **FACEBOOK:** Continue posting photos and video that show real-time NLT
- **FACEBOOK:** Continue contests partnered with small ad campaigns to drive "Likes"
- **TWITTER:** Continue to engage with local resorts and merchants to create positive conversations on conditions
- **TWITTER:** Continue to post local news stories and interesting NLT facts
- **BLOG:** Integrate "Pin It" Icon for Pinterest users
- **BLOG:** continue hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- **PINTEREST:** Continue pinning images from within Pinterest and from other websites such as resorts, restaurants and other North Lake Tahoe venues
- **PINTEREST WEDDING:** Continue pinning wedding images from local merchants and within Pinterest
- **PINTEREST WEDDING:** Continue building out Pinterest strategy and launch campaign pending approval
- **YOUTUBE:** Recommend capturing video, even if it's from a cell phone cam, of major events, resort footage, snowmaking, etc., to engage users who are searching for that content already

Prepared by **RK|PR^{Inc.}**

J-19