



# north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

## AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday April 23, 2013 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

### NLTRA Mission

*“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”*

### NLTRA Tourism Division Mission

*“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”*

### Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

### Marketing Committee Members

#### NLTRA Board:

Eric Brandt, Primary  
Valli Murmane Alt.

#### Committee

##### Members:

Heather Allison (Chair)  
Kevin Hickey  
Julie Maurer  
Chuck Maas  
Becky Moore  
Les Pedersen  
Marguerite Sprague  
Brett Williams  
Brad Wilson

#### Placer County Rep:

Jennifer Merchant

### Quorum

6 Committee  
Members with 1  
Board Member

### ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – March 28<sup>th</sup>, 2013 (3 min)
- E. Report Back on *Getting Away Together* Program Review and Media Analysis Results – Andy Chapman/Nick Wootten (15 min)
- F. Review and Reaffirmation of North Lake Tahoe Marketing Brand Positioning Statement - Andy Chapman (10 min)
- G. Presentation and Review on Wedding Marketing/Social Efforts – Allyson Freedman/Nick Wootten (30 min)
- H. Presentation and Overview of 2013 Bay Area Ad Awareness Study – Andy Chapman (30 min)
- I. Summer MTRiP Occupancy Report Review – Andy Chapman (10 min)
- J. Departmental Reports
  - o Advertising
  - o Conference Sales

- Leisure Sales
- Special Projects
- Website Content
- Social Marketing

K. Committee Member Comments (*5 minutes*)

L. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))

- March MTRIP Report
- March Web/GeoTracking Report
- March Lodging Referral Report
- March Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed



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## MARKETING COMMITTEE MEETING MINUTES

Thursday, March 28, 2013 – 2 pm

North Tahoe Event Center, Kings Beach

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Eric Brandt, Chuck Maas, Heather Allison, Becky Moore, Brad Wilson and Julie Maurer

**RESORT ASSOCIATION STAFF:** Andy Chapman, Judy Lavery-Capach, Jason Neary and Anna Atwood

**OTHERS IN ATTENDANCE:** Shelley Fallon

#### I. MEETING OF THE MARKETING COMMITTEE

##### 1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2.10 pm by Chair Heather Allison and a quorum was established.

##### 2.0 PUBLIC FORUM

- 2.1 Judy Lavery shared that North Lake Tahoe no longer has any FedEx drop location with the exception of one Incline Village location. There is still a FedEx drop off location in Truckee.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Maurer/Moore) (6/0) to approve the agenda as presented.

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM FEBRUARY 28, 2013

- 4.1 M/S/C (Wilson/Maurer) (6/0) to approve the Marketing Committee minutes from February 28, 2013.

##### 5.0 PRESENTATION ON GETTING AWAY TOGETHER PRODUCTION - CHUCK MAAS

- 5.1 Andy stated that the committee did review this item a year ago. Andy shared the committee did not move forward with this opportunity due to the cost exceeding available funds in the budget. Chuck Maas would like the committee to review the opportunity again. *Getting Away Together* is a new TV series airing on PBS member stations highlighting the rapidly growing trend of sharing a vacation with friends and family. From girlfriend getaways to family reunions and milestone celebrations, the series shows diverse groups of real travelers vacationing together in some of the most fascinating destinations and staying at spectacular vacation rental properties across America. It's the first reality travel series to focus on this trend. Each episode features a new group of travelers as they unwind with meaningful travel experiences in fun locations, with vacation rentals as their home base. Some of the selling points are:

- This is a NATIONAL show on PBS member stations nationwide.
- [www.gettingawaytogether](http://www.gettingawaytogether) is a real, legitimate powerful website that is being fed by TripAdvisor.com, CSA Travel Protection, the entire Vacation Rental Managers Association (VRMA) membership and MMGY, a Global PR firm. More people will watch the show online than on PBS.

He stated it would be great to have North and South Shore "come together" and it's an opportunity for huge exposure. Chuck shared he also did a presentation with Lake Tahoe Visitors Authority (LTVA) a couple of days ago and they are showing some interest. Chuck shared the total cost of \$50,000 would be split between North and South Shore. Andy's concern with this since it's more specific to the vacation rentals, what do we do with luxury properties and smaller properties? This will need to be looked at closely. The committee recommended that School of Thought weigh in on this opportunity and see if this fits into the organization's media strategy. Andy said it will be brought back for discussion to this committee and if we would like to pursue this it will also be reviewed by the Marketing Coop Committee. He will also have further discussions with Carol at LTVA.

**Action to staff (Andy/School of Thought): Review *Getting Away Together* with School of Thought and bring back for discussion with the committee next month.**

**6.0 DISCUSSION AND POSSIBLE ACTION ON LODGING COMMITTEE WEB REVISION RECOMMENDATIONS – ANDY CHAPMAN**

6.1 Andy shared the removal of dollar signs was a result of the Lodging Committee meeting last month. Lodging committee members stated many properties including property management companies have so many variations it's very difficult for our consumers to understand. Shelley Fallon did bring up the dollar signs for the restaurants too and the Marketing Committee members agreed to keep the dollar signs for restaurants for now, but to remove the dollar signs for the lodging section.

6.2 **M/S/C (Brandt/Wilson) (6/0) to approve the removal of lodging dollar signs on the GotahoeNorth website.**

**7.0 DISCUSSION ON DESTINATION MARKETING TASKFORCE – ANDY CHAPMAN**

7.1 Andy shared there has been discussion between staff and the Executive Committee. The NLT Chamber/CVB/Resort Association has been tasked to create a Destination Marketing Taskforce to assist the Marketing Committee and Board in the review and recommendation of a long term destination marketing strategy. Over the years, the NLT Chamber/CVB/Resort Association along with our Cooperative partner, Incline Village/Crystal Visitor Bureau, have been tasked to market the overall North Lake Tahoe region to the traveling consumer. These efforts have taken on many forms in various markets. Over the years, resources have been allocated to traditional drive, destination and new market development along with important cooperative programs such as Ski Lake Tahoe, the Regional Marketing Committee, California Snow and others. Resource allocations have traditionally been based on market forces and available media voice. The taskforce will work to determine a recommended destination marketing strategy along with a process for allocation of available resources. It is anticipated that the committee will meet 3-4 times over the next 6 months to complete this project. Andy shared the taskforce will be established with 3 people from the Marketing Committee, 1 from Lodging, at least 1 from the Infrastructure/Transportation Committee, and 1 from the NLTRA Board of Directors.

Brett, Chuck, Julie and Becky all showed interest for participating on this taskforce.

**8.0 UPDATE ON IRONMAN AND REQUEST FOR VOLUNTEER CAPTAINS – ANDY CHAPMAN**

8.1 Andy shared there is a need for volunteer captains for Ironman. He recommended the committee members help get the word out in the community as these are important positions to fill. Becky suggested organizations do themed t-shirts with the company name for example "The Ritz-Carlton Team." She recommended this might be a motivating factor for teams to sign up. Heather questioned what positions need to be filled and Andy said he would have a list by the following Wednesday. A committee member questioned how old you need to be to volunteer and Andy shared you have to be 18 years of age.

**9.0 DEPARTMENTAL REPORTS**

9.1 **Advertising** – Andy shared the advertising reports are located in the departmental section of the Marketing packet.

- 9.2 Conference Sales** – Jason reported he has completed 5 site visits lately. He also just returned from a tradeshow, ConferenceDirect, in Las Vegas and Greg Howey attended Meeting Industry Council of Colorado.
- 9.3 Leisure Sales** – Jeremy's report is in the departmental packet. Jeremy is out of town attending Ski Tops.
- 9.4 Special Projects** – Judy shared her departmental report. She shared she is ready for the Sport Commission trade show. She has several great appointments lined up. Judy also shared the USSA Ski Championships was successful. She stated our booth had a lot of traffic.
- 9.5 Web** –Shelley shared her report located under the Departmental section of the Marketing packet.
- 9.6 Social** – Andy shared the report is located in the Departmental section of the Marketing packet.
- 9.7 Public Relations** – Andy shared that Pettit has resigned our account. Andy and Bill Hoffman have selected a few potential new candidates and they will start interviewing soon. He stated they are not going out with a RFP. He shared the position will probably be filled within the next couple of weeks.

## **10.0 COMMITTEE MEMBER COMMENTS**

- 10.1 Julie requested that we compare School of Thought's click thru results year over year. Andy shared that the organization is doing an ad awareness study right now and those results should be available at the next meeting.

## **11.0 STANDING REPORTS**

- 11.1 The following reports were posted on [www.nltra.org](http://www.nltra.org):

- **MARCH MTRiP REPORT**
- **MARCH RENO TAHOE AIRPORT REPORT**
- **MARCH WEB/GEO TRACKING REPORT**
- **MARCH LODGING REFERRAL REPORT**
- **CONFERENCE ACTIVITY REPORT**

## **12.0 ADJOURNMENT**

- 12.1 The Marketing Committee meeting adjourned at 3:25 pm.

Submitted By:  
Anna Atwood, Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association



# north lake tahoe

## North Lake Tahoe Wedding Initiative

### Discussion Agenda

1. Goals and Expectation for North Lake Tahoe Wedding Initiative (where is the need?)
  2. Audience for Wedding Initiative (who are we talking to?)
  3. Potential Tactics to Marketing Weddings (what could we do?)
  4. Potential Action Plan (wants vs. budget)
- 

### Task

RKPR and SOT to collaboratively market weddings in North Lake Tahoe through a well-developed and strategic approach while maintaining a limited budget.

### Process

#### 1. Determine North Lake Tahoe Wedding Goals and Expectations

- Is the wedding market experiencing issues in NLT? If so where, when or what market?
- What is the general status of wedding bookings in NLT?
- Is there a greater push needed for summer or winter weddings?
- What goal(s) needs to be achieved to drive the needle?

2. Based on needs and set goal(s), implement various campaigns specifically focused on the wedding market, based on budget

3. Establish weddings measurement metric. Example: Weekend wedding reservations per resort

### Potential Campaigns

1. Pinterest Content
2. Website Wedding Landing Page
3. Online Search Terms
4. Pinterest Contest
5. NLT Wedding Registry
6. Wedding Influencers Weekend





North Lake Tahoe Resort Association  
April 23<sup>rd</sup>, 2013

BACKGROUND

NLTRA and our lodging properties have participated in the Mountain Travel Research Project (MTRiP) for the last six years. This report reviews the historical 6 month occupancy numbers as well as the future six month occupancy trends. The report in the packet is reviewed by committee members each month.

Staff felt it important to review the March 2013 Report as this report now includes occupancy trends for the September 2013 period and the first look at the future summer season booking trends as a whole. As the committee knows, North Lake Tahoe will host the first full distance Ironman race in late September and we are seeing the booking impacts on occupancy.

SITUATION

Staff will review the report as well as a 5 year summer trend line with the committee

MTRiP Reservation Activity Report  
 Summer Summary 2008-2013 (May - September)  
 Reservations on the Books as of March 31st  
 4/11/2013

	2013 Actual	2013 Performance Versus Prior Years				
		Variance to 2012	Variance to 2011	Variance to 2010	Variance to 2009	Variance to 2008
Occupancy	27.3%	68.5%	56.9%	99.3%	103.7%	35.1%
Average Daily Rate	\$271	32.8%	38.3%	33.5%	36.9%	34.8%
Revenue Per Room	\$59	78.8%	73.5%	110.7%	118.5%	43.9%





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of Mar 31, 2013**

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual Occup. Rate (2012 Season)
	Occup. Rate as of: March 31, 2013 (2013 Season)	Occup. Rate as of: March 31, 2012 (2012 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)				
May	21.8%	15.4%	42.2%	27.7%
June	29.1%	18.9%	54.0%	44.6%
July	33.4%	20.9%	59.7%	64.6%
August	26.9%	16.9%	59.2%	65.0%
September	25.6%	8.6%	196.6%	48.8%
October				
Summer Total	27.3%	16.2%	69.2%	50.2%

AVERAGE DAILY RATE	<u>AVERAGE DAILY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2012 Season)
	ADR as of: March 31, 2013 (2013 Season)	ADR as of: March 31, 2012 (2012 Season)	Percent Change YTD ADR	
Month of Occupancy (2013 & 2012)				
May	\$169	\$160	5.7%	\$153
June	\$226	\$195	15.8%	\$189
July	\$235	\$241	-2.2%	\$227
August	\$233	\$220	6.3%	\$222
September	\$205	\$183	12.2%	\$184
October				
Summer Total	\$217	\$204	6.0%	\$202

REVENUE PER AVAILABLE ROOM	<u>RevPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2012 Season)
	RevPAR as of: March 31, 2013 (2013 Season)	RevPAR as of: March 31, 2012 (2012 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)				
May	\$37	\$25	50.3%	\$42
June	\$66	\$37	78.3%	\$84
July	\$79	\$50	56.2%	\$147
August	\$63	\$37	69.3%	\$144
September	\$53	\$16	232.9%	\$90
October				
Summer Total	\$59	\$33	79.4%	\$102

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES**  
 Summer Bookings as of Mar 31, 2011

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2010 Season)
	Occup. Rate as of: March 31, 2011 (2011 Season)	Occup. Rate as of: March 31, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)				
May	13.8%	6.9%	99.9%	25.3%
June	17.1%	14.7%	15.8%	39.9%
July	27.3%	23.6%	15.3%	68.9%
August	20.2%	14.6%	38.2%	65.1%
September	8.9%	8.9%	-0.2%	48.5%
October				
Summer total	17.4%	13.7%	27.4%	49.0%

AVERAGE DAILY RATE	<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2010 Season)
	ADR as of: March 31, 2011 (2011 Season)	ADR as of: March 31, 2010 (2010 Season)	Percent Change in YTD ADR	
Month of Occupancy (2011 & 2010)				
May	\$151	\$153	-1.4%	\$149
June	\$188	\$180	4.9%	\$183
July	\$221	\$228	-3.4%	\$234
August	\$210	\$222	-5.5%	\$226
September	\$178	\$187	-4.7%	\$184
October				
Summer total	\$196	\$203	-3.5%	\$205

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2010 Season)
	RevPAR as of: March 31, 2011 (2011 Season)	RevPAR as of: March 31, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)				
May	\$21	\$11	97.2%	\$38
June	\$32	\$26	21.5%	\$73
July	\$60	\$54	11.4%	\$161
August	\$42	\$32	30.7%	\$147
September	\$16	\$17	-4.9%	\$89
October				
Summer total	\$34	\$28	22.9%	\$100

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES**  
 Summer Bookings as of Mar. 31, 2009

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2009 VS. YTD 2008			Historic Actual Occup. Rate (2008 Season)
		Occup. Rate as of: March 31, 2009 (2009 Season)	Occup. Rate as of: March 31, 2008 (2008 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2009 & 2008)					
May	On The Books	11.1%	12.7%	-12.6%	17.5%
June	↓	21.0%	27.9%	-25.0%	42.8%
July	↓	14.6%	22.7%	-35.7%	56.5%
August	↓	10.3%	21.8%	-52.9%	61.0%
September	↓	9.6%	15.3%	-37.3%	40.0%
October	↓				
Summer total		13.4%	20.2%	-33.4%	43.2%

AVERAGE DAILY RATE		ADR: YTD 2009 VS. YTD 2008			Historic Actual ADR (2008 Season)
		ADR as of: March 31, 2009 (2009 Season)	ADR as of: March 31, 2008 (2008 Season)	Percent Change in YTD ADR	
Month of Occupancy (2009 & 2008)					
May	On The Books	\$184	\$170	8.2%	\$173
June	↓	\$204	\$199	2.6%	\$181
July	↓	\$194	\$216	-10.3%	\$208
August	↓	\$211	\$212	-0.5%	\$209
September	↓	\$190	\$193	-1.3%	\$176
October	↓				
Summer total		\$198	\$201	-1.6%	\$194

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2009 VS. YTD 2008			Historic Actual RevPAR (2008 Season)
		RevPAR as of: March 31, 2009 (2009 Season)	RevPAR as of: March 31, 2008 (2008 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2009 & 2008)					
May	On The Books	\$20	\$22	-5.4%	\$30
June	↓	\$43	\$56	-23.0%	\$78
July	↓	\$28	\$49	-42.3%	\$117
August	↓	\$22	\$46	-53.1%	\$127
September	↓	\$18	\$29	-38.1%	\$70
October	↓				
Summer total		\$27	\$41	-34.4%	\$84