



Marketing Committee  
April 30, 2009

March 2009  
Departmental Reports

## Print Media

- Ads running in April & May include: Nevada Travel Planner, CA Visitors Guide, AAA Tourbook, VIA Discover Insert, Adventure Sports Journal and Meetings West April.
- Two free ads will be running in May – Sunset Summer Trips & Women's Adventure Magazine. These were negotiated as part of a previous buy.
- LA Magazine is coordinating a Lake Tahoe Coop section for the July issue. Information was sent out to community partners the week of 4/13.

## Internet Media

- In March North Lake Tahoe received 1,211,335 impressions & 4,842 clicks from the paid Internet advertising campaign.
- Internet media running in April & May include: LATimes.com, OCWeekly.com, MountainGetaway.com, SmarterTravel.com, GordonsGuide.com, Google, Yahoo and the VisitingLakeTahoeCoop.

## Outdoor

- The Bay Bridge Outdoor Board ran through March and does not go up again until June 1.

## Direct Response

- The April database email blast was sent 4/8 in our standard format with a deals, events and recent video message. The blast received an 11% open rate and 1.% click thru rate.
- On 4/10, we also sent a Welcome Email Blast to our list of third party opt-in subscribers. The blast received a 32% open rate and 6% click thru rate.
- On 4/14, we sent out a Hot Dates email blast to our conference list with deals from three partners. The blast received a 15% open rate and a 1% click thru rate.
- On 4/7 the Hot Dates eblast was also sent to CalSAE's database of 500 planners. Stats forthcoming.
- On 4/7, we sent the North Lake Tahoe Spring09 Giveaway email blast to Convention Planit's database of 64,000 planners and Meeting Mart's database of 100,000 planners/suppliers on 4/14. Stats forthcoming.

## GoTahoeNorth.com Website:

Projects include: Click Thru Reporting enhancement, send welcome email to 3rd Party email acquisitions, design of Tell Your Story page, back-end enhancements to Cool Deals page, add social media icons to both homepage and email blast template, enable auto play in video player, explore new video player option.

## Upcoming GoTahoeNorth.com Website:

- Further development of "Tell Your Story" section which allows users to post photos/videos; share a Tahoe experience; and give a review of a favorite Tahoe spot
- Refine site search to improve results relevance and ordering.
- Database back-up.

## Conference Department Report Marketing Committee Meeting April 2009

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

Staff hosted a site visit a site visit for the California Association of Clerks & Election Officials. They have decided on Tahoe but have yet to select a hotel. They are currently deciding between the Resort at Squaw Creek, Village at Squaw Valley or PlumpJack Squaw Valley Inn and Squaw Valley Lodge. The group will account for approximately 400 room nights and roughly \$65,000 of room revenue.

Staff attended the Reno-Tahoe Meetings Coop Marketing meeting. The Reno-Tahoe Meetings Marketing Coop is a partnership between North Lake Tahoe, RSCVA and a number of hotels that combines marketing dollars to promote meetings in the region. The leveraged buy represents approximately \$500,000.

Staff also attended the RSCVA Directors of Sales Meeting. This meeting is a monthly meeting that brings together the Directors of Sales of all of the Reno hotels along with the Directors of Sales from the NLTRA and LTVA. These meetings are an excellent opportunity to network with the Reno hotels and Reno bureau as well as stay current on regional activities taking place in the meetings industry.

Staff met with the new management at the Cal-Neva and is hopeful that we will be renewing our partnership in the very near future.

Staff attended the final planning meeting for MILO. The Meetings Industry Ladies Open is a golf tournament whose players are female meeting planners. North Lake Tahoe also coordinates the "Un-Tournament" which is a fun tournament that takes place the day prior to the beginning of the ladies tournament. This event is attended by approximately 70 female meeting planners and has provided North Lake Tahoe with a number bookings over the past few years.

Staff attended the CalSAE Annual Meeting at the Resort at Squaw Creek. The event brought together over 100 of the top meeting planners in the California state association market. Staff also hosted a small client dinner for top clients during the show.

March Leisure Report  
Marketing Committee Meeting  
April 30, 2009

#### TRAVEL TRADE

- Assisting Kuoni Travel Limited (UK) add Squaw Valley properties to web site and 2009-10 ski brochure – their first time offering North Lake Tahoe
- Began contracting the North Lake Tahoe Express for 09-10
- Produced Ski Lake Tahoe wholesale luncheon presentation

#### FAMs

- Hosted six sales agents from Virgin Holidays (UK)
- Hosted Sarah Bishop from Lotus Supertravel (UK)
- Hosted Caroline Denholm from Ski Safari (UK)
- Hosted two call center agents from SKIMAX (Australia)
- Hosted photographer and content writer from Ultimate Ski (UK)
- Hosted Bronwen Gora, a top freelance ski writer from Australia

#### MISC

- Conducted a hard hat tour of the Ritz Carlton Highlands
- Met with Darin Talbot with “Around Tahoe”
- Attended Sierra Avalanche Center board of directors meeting
- Conducted weekly North Lake Tahoe resort updates live on RSN

Special Projects Departmental Report  
March 2009

1. Performed daily maintenance of both websites and coordinated content with the Visit California sites.
2. Daily updates to calendar of events, member listings, troubleshooting, expansion of content for GoTahoNorth site.
3. Continued development of the Autumn Food & Wine Program. Confirmed participation of celebrity chefs Traci Des Jardin (Jardinere, SF) John Ash (John Ash & Company, Sonoma and Sauvignon Republic Wine Cellars), Mark Estee (Moody's, Baxters), Instructor Lars Kronmark, Culinary Institute of America, Napa, Sushi Master Taro Arai, (Mikuni's) and Lara Ritchie, Nothing To It Culinary Center, Reno.
4. Negotiated and closed contract negotiations for sponsorship with Sunset Magazine, Tahoe Quarterly Magazine, Audi of North America, Standards of Excellence Appliance Showrooms, Northstar Foundation, Northstar Resort, The Ritz Carlton Club, Lake Tahoe.
5. Sent invitations to expanded lists of restaurants, wineries and vendors.
6. Met with Charbay Winery, Mikuni Sushi, Moody's, the Culinary Institute of America, Napa; Ritz Carlton Highlands Hotel and Northstar for inclusion into the AFW Program.
7. Confirmed participation of the North Tahoe Plein Air Painters for inclusion into AFW schedule of events.
8. Met with Northstar logistics planner for preliminary planning and logistics for the event.



**PETTIT GILWEE**  
public relations

**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory  
April 24, 2008**

**I. Current Projects**

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Golf Media Tour 2009 – teaming up with other tourism organizations and businesses to host the Golf the High Sierra Media Tour, May 31 through June 6. Group will golf North Lake Tahoe – Incline Village Championship Course and the Resort at Squaw Creek – June 4, followed by a Moveable Feast Dine Around at the Village at Northstar. Tahoe Mountain Lodging is providing the complimentary accommodations.
- C. Lake Tahoe Autumn Food and Wine Festival – drafting 2009 Public Relations Plan and preparing media materials.

**II. News Releases – 7 news releases in the works**

- A. North Lake Tahoe/Interstate 80 Detour - drafting
- B. Placer County Economic Study - drafted
- C. Opening Day at the Lake - drafting
- D. Evergreen Restaurant Chamber Mixer (May 21) – drafting
- E. North Lake Tahoe Business Expo (June 3) – drafting

- F. Village at Squaw Valley Chamber Mixer (June 4) – drafting
- G. North Lake Tahoe/Placer County Film Projects – on hold

**III. News Releases – 10 news releases distributed since our March 16 report**

- A. Tahoe Museum Seeks 1960 Winter Olympic Games Memorabilia
- B. North Lake Tahoe Embraces Earth Day During Weekend Festival (VNR)
- C. North Lake Tahoe (NTBA) Chamber Mixer is Thursday
- D. NLTRA to Host Special Events Workshop April 22
- E. Keep the Sierra Green – Be a Part of the Regional Green Business Recognition Program
- F. North Lake Tahoe Offers Best Spring Skiing Conditions (VNR)
- G. Joint Chamber of Commerce Business Mixer is April 1
- H. Thunderbird Lodge Passes Halfway Mark in \$10-Million Campaign
- I. March Madness: Tahoe Gets 11 Feet of New Snow
- J. Crest Café to Host Chamber Mixer this Thursday

**IV. Media Leads – 28 media requests we’ve responded to since our March 16 report (does not include those journalists we’ve actively pitched)**

- A. CTTC –freelancer “sights from your room,” story, 3/16
- B. Miami TV-CBS affiliate (WFOR) – Lisa Petrillo, press trip, 3/16
- C. Marin Magazine – Mimi Towle, hiking information, 3/18
- D. Ski Magazine – Susan Reifer, Ultimate Tahoe guide/story, 3/18
- E. Modern Luxury Magazine – Heather Kortan, film shoot, 3/19
- F. Travel Channel – Extreme Bars story, providing Squaw contacts, 3/19
- G. CTTC – Vacation on Location news release, images, 3/19
- H. CTTC – Green Travel news release, images, 3/24
- I. CTTC – Vacation with a View news release, images, 3/24
- J. CTTC – Music Lovers’ Getaways news release, images, 3/26
- K. CTTC Brazil Office – requested Tahoe background materials, 3/27
- L. Away.com – top adventures on a shoestring budget, 3/27
- M. Deserts Companion Magazine – Chris Smith, images, 3/30
- N. MeetingNews – Terri Hardin, Tahoe what’s new details, 3/30



- O. C Magazine (Santa Monica) – Andi Streiber, images, 3/31
- P. Dallas Morning News – Walt Roessing, ski resort closing dates, 3/31
- Q. Gate 7 - Alison Scott, Tahoe background materials, 4/6
- R. National Scenic Byways Online – review Tahoe copy, 4/7
- S. HolidayswithKids.com.au – Helen Hayes, images, 4/14
- T. Sydney Daily Telegraph – Ian Royall, images, 4/14
- U. Herald Sun – Ian Royall, images, 4/14
- V. OntheSnow.com – Dan Giesen, Cool Deals details, 4/14
- W. KGO Radio (SF) – John Hamilton, ski pass discounts, 4/14
- X. KOLO-TV (Reno) – Michael Wells, ski memorabilia images, 4/16
- Y. Health Magazine – Kings Beach details, 4/16
- Z. San Jose Mercury News – Linda Zavoral, Northstar images, 4/20
- AA. Nevada 36 – Barbi Mooberry, post events to NLT website, 4/20
- BB. Sierra Heritage Magazine – Sorana Cucur, Olympic images, 4/23