



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

**AGENDA AND MEETING NOTICE
MARKETING COMMITTEE
Thursday April 30th – 4:00 p.m.
North Tahoe Event Center**

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:

Deb Darby-Dudley,
Chair
Alex Mourelatos
Ron Parson
Dan Tester

Committee Members:

Deanna Gescheider
Steven Holt
Christine Horvath
Julie Maurer
John Monson
Les Pedersen
Nick Pullen
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

2 Board Members
1 Lay 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 24th, 2009 (3 min)
- E. Discussion and Possible Action to Recommend for Board Approval the Draft FY 2009/10 Marketing and Conference Budget (25 minutes)
- F. Presentation and Discussion on the Results of the Bay Area Extended Winter Campaign (20-25 minutes)
- G. Discussion and Possible Action to Recommend for Board Approval the Summer 2009 Media Plan (25 minutes)
- H. Departmental Reports (written reports only, no verbal reports due to time constraints)
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects
 - o Public Relations

- I. Committee Member Comments (*5 minutes*)
- J. Standing Reports (posted on www.nltra.org)
 - March Search Engine Optimization Report
 - March GeoTracking Report
 - March Web Report
 - March Click Thru Report
 - March MTRiP Report
 - March Financials

Posted and Emailed April 27, 2009



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx –(530) 581-8762

MARKETING COMMITTEE MEETING MINUTES
March 24, 2009 – 1:00 p.m.

Tahoe City PUD

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Ron Parson, Nick Pullen, Les Pedersen, Alex Mourelatos, Deb Dudley, Julie Maurer, Steven Holt, Christine Horvath (1:08 p.m.), Jennifer Merchant (1:16 p.m.) and Brett Williams (1:35 p.m.)

NLTRA STAFF IN ATTENDANCE: Andy Chapman, Steve Teshara, Jason Neary, Jeremy Jacobson, Judy Laverty, Kym Fabel and Whitney Parks

OTHERS IN ATTENDANCE: Jennifer Martinez, Cathy Davis, Wendy Hummer, Pettit Gilwee, Rachel Wood, Curtis Aaron and Alvina Patterson

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The meeting was called to order by Chair Deb Dudley at 1:04 p.m. and a quorum was established.

2.0 PUBLIC FORUM

- 2.1 Andy Chapman announced that the Joint Marketing/Chamber/Lodging Committee workshop has been rescheduled to be held on Thursday, April 30, 2009 at 1:00 p.m. at the North Tahoe Events Center. The Marketing Committee will meet following the workshop.
- 2.2 Beverly Lewis, Film Commissioner from the Placer-Lake Tahoe Film Office, reported that California has established a new state film tax credit, focusing on feature films and some television shows. She noted that 44 states have enacted a film incentive program to attract production, and this has caused most feature films to shoot outside of the state of California. The new film tax credit will encourage more productions to take place in our area.
- 2.3 Alvina Patterson said that she had concerns regarding the radio promotion. She said that she donated lodging for the promotion thinking that the Holiday House would be promoted on the radio, but she said this was not so and feels very disappointed. Alvina also said she was disappointed with the Marketing Committee, as she does not think the small lodging properties on the Lake are properly represented. Deb Dudley suggested that Alvina schedule a meeting with Andy Chapman to discuss these matters. Les Pedersen said he would like Andy to present the radio promotion report to the entire Committee as the report becomes available.

3.0 AGENDA AMENDMENTS AND APPROVAL

- 3.1 M/S/C (Parson/Mourelatos) (7/0) to approve the Marketing Committee agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES

- 4.1 M/S/C (Parson/Mourelatos) (7/0) to approve the Marketing Committee meeting minutes of February 24th, 2009 as presented.**

5.0 DISCUSSION AND FURTHER DIRECTION TO STAFF REGARDING THE FY 2009/10 BUDGET PROCESS INCLUDING REVIEW OF RECENT MARKETING WORKSHOPS

- 5.1 Andy Chapman reported on the results of the February 24th and March 3rd workshops. He provided the Committee with an executive summary of the input received. In both groups, the most active topic of discussion that emerged was special events. It was discussed that the NLTRA should help define the strike zone for events, as well as defining the shoulder season. Some people suggested that the NLTRA focus on bringing larger regional events to draw more people to the area. What is the role of the NLTRA with events? The second priority from both workshops was marketing programs. A number of participants felt programs needed to be integrated with small business and event marketing. A third focus area was the GoTahoeNorth website. Both groups felt the site should have a bigger presence, search engine optimization (SEO) and be better integrated with the numerous events and lodging in the area. There was discussion about helping community businesses and events with public relations and press releases. There was also discussion regarding Autumn Food and Wine and the Wedding and Honeymoon Association. Andy noted that Autumn Food and Wine pays for itself – the \$80,000 expense is offset by \$80,000 plus of revenue. He said Autumn Food and Wine and other special events and regional events, as well as the definition of the strike zone and shoulder season would be further discussed at the special event workshop to be held in late April, also noting that the idea for this workshop emerged from the discussions at the February and March workshops. There was discussion about the Wedding and Honeymoon Association creative and the need for it to be more cohesively matched with the creative of the North Lake Tahoe brand. Andy noted that there was some discussion regarding the usage of marketing reserve funds and the possibility of creating a reserve and contingency fund. He reported that the community did not seem to have any issues regarding the branding process this year, as that was the main focus last year. He said it seems the community better understands the branding campaign, and the NLTRA has done a better job over the past year of educating the public.
- 5.2 Andy confirmed that we are in the budget building blocks phase. We need to move the budget development process forward, bringing a potential recommendation by the April 30th meeting. He said that we need to discuss the NLTRA's role in special events, as well as the granting process. Currently, the Chamber Advisory Committee and the Community Marketing Grant Program Subcommittee handle grant requests. This year the Subcommittee received over \$40,000 of grant request with only \$10,000 available to award. Deb Dudley said we need to continue to be reactive in response to request for funding of community events, as well as proactive in encouraging major/bigger events to come to this region. Les Pedersen said that we need to focus on special events that fit into need periods of the strike zone, as well as what is an acceptable ROI for these events. Nick Pullen suggested that a NLTRA staff member could proactively contact major sporting associations to encourage these larger scale

events. Andy reported that NLTRA staff has begun to research the National Association of Sports Commissions as suggested by John Monson in the February 24th workshop. He said that he has a meeting scheduled with Greg Van Duesen of Placer Valley Tourism (PVT) to discuss the possibility of North Lake Tahoe participating with PVT at the National Association of Sports Commissions show in April. Ron Parson said he would like to see the building blocks put in place. He feels that we need to determine the need periods, and then fill in these need periods with events, promotions, etc. with target audience, projected ROI, etc. He would like to know what target areas Andy recommends, and some suggestions to fill these areas. Christine Horvath noted that we also need to come up with a set of characteristics of our customer profile, based on research studies and community workshops, and then decide how this works into the marketing strategy.

- 5.3 Andy would like to see if the Marketing Committee agrees with the outcomes of these workshops and how focus areas should be prioritized. Brett Williams would like further discussion about the definition of the shoulder seasons. He also suggested layering smaller events or redefining these smaller events to increase attendance. Steven Holt said that he feels the NLTRA's role should be to support community events and to encourage larger events that produce TOT funding (a balanced perspective). Nick Pullen said that in regards to the website, he feels that the number of click thrus to get to a lodging property should be reduced. He suggested more keyword phrases could be added through blogging. Alex Mourelatos said that he would like to see more information about optimization and analysis of the website and what changes are being made in response to this data. Cathy Davis said that SEO analysis is performed monthly, as well as review of meta-tags. Judy Laverty reported that GoTahoeNorth has 2,200 pages. She said as the web content manager, she reviews website content on a daily basis and continually makes changes to the website. She consistently updates the event calendars on both GoTahoeNorth.com and NorthLakeTahoeChamber.com, as well as preparing for seasonal changes and reviewing navigation and usability. Judy also frequently adds new links and pages to the web site. Brett suggested making the map of Lake Tahoe more visible on the home page, as well as possibly increasing the blog. There was discussion about the control issues regarding a blog (Who controls the content? What if comments about a certain property/business are negative?) Alex suggested the NLTRA should have increased focus on conference sales. Jason Neary noted that ski resorts focus on attracting and hosting larger scale events. Alex would like Jason to provide a report on groups/events that we have sought and not received – why? Les asked if we could resource group sales efforts more effectively. Julie Maurer said we need to develop an event criteria and ROI information. Deb encouraged the Committee to review the criteria and ROI report created by the Community Marketing Grant Subcommittee. There was discussion regarding if the NLTRA should become more involved in the wedding business (weddings are recession proof), in addition to the granting of money to the Wedding and Honeymoon Association. Should the NLTRA work with the WHA to create a more consistent brand message in the wedding effort?

- 5.4 **Marketing Committee perspective outcomes of Joint Committee and Community meetings and direction to staff:** 1. Emphasis on events with focus on Return on Investment (ROI); special events workshop to determine event focus and the NLTRA marketing role, as well as defining and possibly widening the strike zone (shoulder season/high season). 2. Staff and Agencies recommendations regarding emphasis on the website - mapping, blogging, search engine optimization, key words, etc.. 3. Review of Wedding and Honeymoon Association with connected creative and branding. 4. Staff and

agency recommendations on objectives/goals with development strategies and criteria including geographical locations (based on the marketing tool report) to connect to budget implications.

6.0 DISCUSSION AND DIRECTION TO STAFF ON SPRING/EARLY SUMMER MEDIA PLANNING

- 6.1 Staff reviewed the planning process for the spring/early summer FY-2008/09 budget. Andy noted that the summer budget is split –May/June are included in this fiscal year and July/August are in next fiscal year's budget. Cathy reviewed the planning process and highlights of industry reports and travel trends from 2009.

Trend highlights include:

- o fuel costs
- o travelers are seeking discounts, extras and upgrades
- o consumers are booking trips later (will need additional feedback on this trend) consumers are looking for the tried and true (going to places where they know they will have a good time)
- o consumers are traveling closer to home – “nearcations”

Cathy discussed the web indicator document and the measurement of various markets and indications from these markets.

Website indicator highlights include: (July-Sept 07 vs. July-Sept 08)

- o unique visitors up 6.5%
- o Cool Deals pageviews up 9%
- o exit to lodging properties up 25% while ad spend was down 8.5% This may be due from shifts in strategy from heavy print advertising (several small black and white ads) to half page/full page color ads.
- o visits increased from LA, although visits were down from San Diego (all advertising efforts were pulled from San Diego and placed in the LA market)

Cathy reported that some of this information will be clarified later, as we are currently in the process of moving from Geobytes to Google Analytics. Wendy noted that people in Southern California are more likely to respond to the website because they are less familiar with the North lake Tahoe product and need more information

Summer strategies include:

- o more focus on drive market (presence in Bay Area)
- o maintain presence in LA
- o continue with image oriented creative
- o copy will be more action oriented, promoting events, activities and deals
- o major focus on golf, as well as other summer activities
- o focus on campaigns that allow community members to participate/coop

Wendy reported that the media budget from April through June is \$92,587. The projected budget from July through September is \$134,448 (based on 2008 actual). The total projected summer budget is \$227,035 with a proposed 70% focus on drive and 30% focus on destination. For outdoor, Wendy received an additional outdoor board free of charge. We pay \$9,200 per month for the board on the Bay Bridge. Wendy said it cost about \$34,000 per month for larger board. The purpose of the outdoor board is brand reinforcement and awareness. The images will be changed 2 to 3 times this summer. Wendy said there is

discussion about another 3 week campaign with radio in the summer. Alex would like to see something more innovative and out of the box included as an option in the next media plan (possibly connect with Monterey and Napa Valley) that focuses on rediscovery and the current economic situation. Wendy feels the promotions (especially radio) can be more innovative. We will also continue internet advertising/promotions in both drive and LA markets.

7.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE PROPOSED NEW PERFORMANCE MEASUREMENT/ROI TRACKING DOCUMENT

7.1 Andy distributed copies of our current performance measurement document. He would like to see this revised, new document put into place in time for the next reporting cycle which will be from October 2008 through March 2009. The new performance measurement/ROI tracking document is included in this month's committee packet. Staff and agencies have been working on this new document for the last six months. The report is broken into similar areas, but staff and agencies determined some better ways to track performance and ROI. Wendy said the new document more clearly shows input and returned output. Andy reviewed the changes in the document with the Committee. Currently, the report is prepared every six months (October through March and April through September). Alex asked if it would be possible to measure this information by season. Andy said it would be possible to break down each six month period.

7.2 M/S/C (Williams/Maurer) (9/0) to approve and recommend for Board approval the proposed new performance measurement/ROI tracking document, understanding that the document is a work in progress.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPROVE THE REALLOCATION OF THE NORTH LAKE TAHOE CONFERENCE CENTER MARKETING GRANT

8.1 Staff has reviewed the FY 2009/09 budget and requests the Marketing Committee recommend for Board approval the reallocation of \$15,000 from the FY 2008/09 Placer-Lake Tahoe Film Office budget line item to the North Lake Tahoe Conference Center line item, and to replace the \$15,000 for the Placer-Lake Tahoe Film Office with funds from the marketing reserve budget. This action will result in a consistent application of the use of reserve funds as set forth in the Board-approved policy, and directed by the Board at its December 3rd meeting.

8.2 M/S/C (Merchant/Williams) (8/0/1 – Abstention Maurer) to approve and recommend for Board approval the reallocation of the North Lake Tahoe Conference Center Marketing Grant.

9.0 DEPARTMENTAL REPORTS

9.1 All written reports were posted at www.nltra.org for the Committee's review.

9.2 Jason Neary provided the Conference Departmental Report. In February, conference sales attended a number of key meetings and industry events and hosted one site inspection. Jason noted that attendance at trade shows was down. Ron suggested focusing on stimulus dollars. Jason said that staff began doing this a few weeks ago by focusing on governmental and association meetings.

9.3 Cathy Davis gave the Advertising/Media Departmental Report. She said that at the next meeting, she will give a full recap of radio buy and how our

promotions did in the Bay Area. Cathy discussed the user profiles created to post links on search engine bookmarking pages to create energy around the GoTahoeNorth website. She said that staff is constantly looking for credible ways to bring in-bound clicks to the site to increase Google rankings.

- 9.3 Jeremy Jacobson provided the Leisure Sales Departmental Report. Over recent weeks, he hosted the Meiers Welreisen FAM from Germany, as well as Australian sales agents FAM with attendees from Mogul Ski World, Alpine World, Travelplan, American Express and Ski Express. He also hosted a sales agent from Virgin Holidays and a marketing manager from British Airways. Jeremy also attended RSCVA's annual ski FAM. He reported that GTN ticket sales were doubled in January and February and above last year's sales for the month of March.
- 9.4 Judy Laverty gave the Special Project Departmental Report. She said that Ski Lake Tahoe had added a link on their web site to directly link to the Cool Deals page on GoTahoeNorth. She met with Northstar, and said the Tahoe Plein Air Painters will be included at Autumn Food and Wine this year which will boost attendance.
- 9.5 Pettit Gilwee gave the Public Relations Departmental Report. She is assisting freelancer Susan Reifer, who is on assignment in North Lake Tahoe this week for Ski Magazine, with coordinating interviews and tracking down story ideas. The article, titled "The Ultimate Guide to Lake Tahoe," is scheduled to run in a winter 2009/2010 edition. There are currently 7 news releases in the works, and 10 releases went out in last month. There were also 15 media leads in the last month. Pettit noted that she continues working with freelancers frequently.

10.0 COMMITTEE MEMBER COMMENTS

10.0 No comments.

11.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- Reno/Tahoe International Airport January Report
- February Search Engine Optimization Report
- February Click Thru Report
- February MTRiP Report
- January Financials

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 4:01 p.m.

Submitted by:

Whitney Parks,
Administrative Assistant



North Lake Tahoe Resort Association
April 30, 2009

BACKGROUND

As the committee is aware, the NLTRA board directed staff to reallocate up to \$40,000 in marketing reserves to extend the Bay Area winter campaign. This campaign included a three week paid radio schedule as well as a two week radio promotional campaign.

SITUATION

Staff and agencies will report on the results of the campaign.

Drive Market Campaign Analysis

Report Time Period:

Flight 1 Cable Ran January 20th-February 8th (3 weeks)

Flight 2 Radio Ran February 23rd-March 29th (5 weeks).

I. Market Factors

A. Snow

In January 2008 we receive 12 feet of snow from 1/12-2/03.

In January 2009 we receive 26" of snow for the same time period.

B. Economy

January-March 2009 is when the stock market hit the all time low.

C. According MTS and Local Ski Resorts

Ski Visits were slightly down in 2009 from 2008. However people spent less on lessons, rentals and food. Lodging was substantially down.

People came skiing but did not stay or spend as much as in 2008.

D. South Lake Tahoe Campaign

Bay Area Radio

Dates: 2/24-3/12

Budget: \$50,000

3 Stations which were not the same as ours but the campaign ran at the same time with 44% more budget.

Offer: Kids ski free

E. Media Spend

	<u>January</u>	<u>February</u>	<u>March</u>	Total
Drive Specific				
2008:	\$9,277	\$16,157	\$0	\$25,434
2009	\$22,016	\$33,770	\$47,219	\$103,005
75% increase in spend in 2009 from 2008. This was basically the cable and radio buys.				
Total				
2008	\$114,873	\$91,853	\$5,710	\$212,436
2009:	\$60,114	\$39,651	\$51,872	\$151,637
29% decrease in media spend in 2009 from 2008.				

Conclusion:

Considering the following factors

- 1) down economy

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Summary

Total Media Budget: \$37,386
Total Campaign Value: \$114,901
Total Impressions 3,479,495
Total Clicks to Site: 2,507
Total Unique Contest Entries: 16,173

I. San Francisco Radio

Flight Dates:	February 23 – March 29, 2009
Buy:	KITS-FM, KFOG-FM, KNBR/KTCT-AM
Total Cost:	\$31,826
Total Promo and Paid Spots:	586x
Total Value:	\$84,826
Adults 25-54 Reach/Frequency:	35.8 / 3.3

KITS-FM	105.7	Modern Rock
Core Audience	Men 25-44	Rank A25-54 #17

Promotional Outline

LIVE 105 The Woody Show Field Trip and on-air giveaway:

The week of March 2 – 6 LIVE 105 gave away five (5) two-night stays to North Lake Tahoe during the morning show and one (1) two-night stay online. Six winners and their guest were invited to join the five (6) member morning show and promotional staff on the North Lake Tahoe Bus for a weekend getaway. The bus left the LIVE 105 studio on Friday March 20th after the morning show (approx 12 noon) and returned on Sunday morning. Each winner received lodging Friday and Saturday night plus a happy hour party Friday afternoon from 6p-8p and skiing all day Saturday. The station did two live call-ins from the Party on Friday afternoon.

The five daily enter to wins were conducted via text messaging. The listeners were prompted via on-air mentions to text in the key word of the day for their chance to win the Woody Show Fieldtrip package. Each text received a bounce back message with 40-50 characters of text about the North Lake Tahoe VCB. After the winner was selected each day, a text message was sent notifying the entrants that they did not win and was followed by a second message about North Lake Tahoe.

RESULTS

Lodging Partners – Squaw Valley USA & The Resort at Squaw Creek

Lodging Partners received – Logo on contest page on site, mentions during contest promotions, mentions during live call ins and mentions on podcasts.

Morning Drive Mobile Contest (6 a.m. – 10 a.m.)

This is the biggest response KITS has received for on on-air mobile promotion

<u>Day</u>	<u>Text Entries</u>	<u>Unique Entries</u>
Monday	28,000	3,146
Tuesday	46,000	3,893
Wednesday	51,000	3,083
Thursday	28,000	2,426
Friday	29,000	1,778

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KITS (newsletter & text messaging contest)	
Database	30,714
Opens	6,450
Clicks	92
Click Rate	1.43%
Text Contest Entries	192,000
Text Unique Contest Entries	14,326

KFOG-FM 104.5 Adult Album Alternative
Core Audience Adults 35-54 Rank A25-54 #7

Promotional Outline

Promotion #1

KFOG email newsletter (week of March 16)

KFOG sent a weekly email to the Foghead 83,000 member database. KFOG offered their database an exclusive enter to win contest that is only available to database members. This contest was not promoted anywhere else online or on-air. Database members entered to win via the email newsletter. NLTVCB received 60 words, logo and URL within the newsletter.

Promotion #2

KFOG online contest (week of March 2)

KFOG conducted an online enter to win. The contest was promoted on-air via ten (10) recorded promotional mentions directing listeners to the KFOG website to enter to win. The contest was listed on the KFOG Facebook and My Space page with a link back to the contest page.

RESULTS

Lodging Partners – Hyatt Regency Lake Tahoe & Mourelatos Lakeshore Resort

Lodging Partners received – Logo on contest page of site, on-air mentions during contest promotions, and mention in e-newsletter.

KFOG Email Newsletter	
Database	83,000
Opens	22,742
Clicks	204
Click Rate	0.90%
Contest Entries	1,175

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KNBR / KTCT-AM 680 / 1050 Sports Talk
Core Audience Men 25-64 Rank A25-54 #9

Promotional Outline

For 2-weeks (March 2 & March 16) KNBR/KTCT promoted an on-air/online NLTVCB getaway giveaway. KNBR gave two lucky listeners a getaway trip to North Lake Tahoe. The contest was promoted on-air, online, in an email newsletter and via text. The contest ran on both KNBR 680 and KTCT 1050.

RESULTS

Lodging Partners – Granlibakken & Tahoe Mountain Resorts
Lodging Partners received – On-air mentions during contest promotions and name in email newsletter.

KNBR Email Newsletter	
Database	56,000
Opens	15,680
Clicks	198
Click Rate	1.26%

II. San Jose Radio

Flight Dates: March 9-22, 2009
Stations KUFX-FM
Total Cost: Free
Total Promo and Paid Spots: 40x
Total Value: \$700

KUFX-FM 105.7 Classic Rock
Core Audience Men 25-49 Rank A25-54 #5

Promotional Outline

North Lake Tahoe partnered with KUFX and Rosie McCann's Irish Pub and Restaurant at Santana Row for a St. Patrick's Day event. Tim Jeffrey's and the KUFX Roadies broadcast live from Rosie McCann's on Tuesday March 17 from 3p-7p. All listeners in attendance had a chance to win a trip for two to North Lake Tahoe with lodging at Tahoma Lodge and four(4) Ski Lake Tahoe North lift tickets. The event was promoted on-air and on-line.

RESULTS

Lodging Partner – Tahoma Lodge
Lodging Partner received – logo on site

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III. Sacramento

Flight Dates:	March 3 rd -March 22 nd
Stations	KSEG, KSSJ and KZZO
Total Cost:	Free
Total Promo and Paid Spots:	97x
Total Value:	\$13,300
Adults 25-54 Reach/Frequency:	35.8 / 3.3

KSEG	96.9 FM	Classic Rock
Core Audience	Men 45-54	Rank #2 Adult 25-54



Promotional Outline

Time Frame: 3/3-3/15

KSEG-FM aired forty (40) 60-second live promotional announcements over a two week period promoting the on-line give away of a two night stay at a North Lake Tahoe hotel and four lift tickets good at a North Lake Tahoe Ski Resort. Listeners registered on-line to win. Participant's logo, copy points and text link to website were included.

RESULTS

Lodging Partner – The Village at Squaw Valley
Lodging Partner received – Logo on contest page, home page and on-air mentions.

 KSEG (logo on site)	
Clicks	13

KSSJ	96.9 FM	Jazz
Core Audience	Adults 50+	Rank #10 Adult 25-54

Promotional Outline

Time Frame: 3/3-3/15

KSSJ-FM aired thirty-two (32) :30 recorded promotional announcements over a two week period promoting the on-line give away of a 3 day, 2 night stay with two days of lift tickets at a North Lake Tahoe ski resort. Listeners registered on-line to win a pair of tickets. Lodging/resort logo, copy points and text link to website were included

RESULTS

Lodging Partner – Sugar Bowl
Lodging Partner received – On-air mentions and mention in email newsletter.

 KSSJ	
Clicks	80

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KZZO-FM **100.5** **Modern Adult Contemporary**
Core Audience Women 25-49 Rank #15 Adult 25-54

Promotional Outline

Week of March 2, 2009

For the week of 3/2 North Lake Tahoe partnered with David Girard Vineyards 3rd Annual Wedding Workshop. The Wedding Workshop took place at the Vineyard on March 8th. The following week the midday show gave away 3 packs of tickets to the event each day and each winner qualified to win a romantic getaway for two to North Lake Tahoe. The Grand Prize drawing took place on-air Friday during the midday show.

RESULTS

Lodging Partner – Ferrari Crown Family Resort

Lodging Partner received – On-air mentions and mention on contest page.

IV. Print Promotions (No dollar investment)

SF Weekly

SF Weekly ran a "Win a Spring Getaway to North Lake Tahoe" promotion the week of March 17. The promotion was promoted via banners on the SFWeekly.com website and in their weekly e-newsletter sent to 12,000.

RESULTS

This was the biggest response SF Weekly had received from a promotion all winter.

311 Entries

Lodging Partner – Holiday House

Lodging Partner received – Name mention on email newsletter & on contest page

7x7

7x7 ran a "Top Trails in Tahoe" promotion the weeks of March 4 & 11. The promotion was promoted via banners on the 7x7 website, Twitter & Facebook.

RESULTS

636 Views of contest page

216 people exited to North Lake Tahoe or Plumpjack site

16 Entries

Lodging Partner – PlumpJack Squaw Valley Inn

Lodging Partner received logo and name mention on email newsletter and logo and mention on contest page

V. Social Media Promotion (in progress)

Lodging Partner – Squaw Valley Lodge

VI. Email Campaign – see below traffic report

Total Cost - \$5,041

Total Value - \$17,560

Total Impressions – 16,595

Total Clicks – 2,507

Click Rate – 15.11%

Cost per Click - \$2.01

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Websites	February	March	TOTAL
Sheckys.com Email Blast (SF database)			
Date		3/18	
Total Cost		\$625	\$625
Database		5,071	5,071
Emails Opened		1,409	1,409
Clicks		62	62
Click Rate		4.40%	4.40%
Cost per Click		\$10.08	\$10.08
Ski Dazzle Email Blast (No. CA database) Lodging Partner – Northstar-at-Tahoe			
Date		3/17	
Total Cost		\$1,875	\$1,875
Database		19,707	19,707
Emails Opened		2,751	2,751
Clicks		506	506
Click Rate		18.39%	18.39%
Cost per Click		\$3.71	\$3.71
Contest Entries		225	225
SFStation.com Email Blast			
Date	2/25		
Total Cost	\$625		\$625
Database	15,000		15,000
Emails Opened	2,103		2,103
Clicks	422		422
Click Rate	20.07%		20.07%
Cost per Click	\$1.48		\$1.48
SacBee.com Email Blast Lodging Partner – Tahoe Biltmore			
Date		3/3	
Total Cost		\$1,916	\$1,916
Database		20,443	20,443
Emails Opened		2,754	2,754
Clicks		372	372
Click Rate		13.51%	13.51%
Cost per Click		\$5.15	\$5.15
Contest Entries		120	120

**North Lake Tahoe VCB
Spring 2009
Buy and Promotion Recap
7 of 7**

Sunset.com Email Blast			
Date	2/26		
Total Cost	\$0 - Added Value		\$0.00
Database	31,455		31,455
Emails Opened	7,578		7,578
Clicks	555		555
Click Rate	7.32%		7.32%
RADIO PROMOTIONS (added value)			
KFOG Email Newsletter			
Database		83,000	
Opens		22,742	
Clicks		204	
Click Rate		0.90%	
Contest Entries		1,175	
KNBR Email Newsletter			
Database		56,000	
Opens		15,680	
Clicks		198	
Click Rate		1.26%	
KITS (newsletter & text messaging contest)			
Database		30,714	
Opens		6,450	
Clicks		92	
Click Rate		1.43%	
Contest Entries		192,000	
Unique Contest Entries		14,326	
KSEG (logo on site)			
Clicks		13	
KSSJ (logo on site)			
Clicks		80	
KUFY (logo on site)			
Clicks		3	
TOTAL			
Total Cost	\$625	\$4,416	\$5,041
Impressions	9,681	6,914	16,595
Clicks	977	1,530	2,507
Click Rate	10.09%	22.13%	15.11%
Cost per Click	\$0.64	\$2.89	\$2.01

- 2) much less snow fall in January
- 3) 29% decrease in media spend
- 4) South Lake ran a radio campaign at the same time with a 44% higher budget. This may have caused confusion and definitely caused competition.

- 5) People in the Bay Area are very familiar with North Lake Tahoe; the campaign may have driven them directly to lodging properties and ski resorts they were familiar with.

With the following results

- 1) Web traffic overall down 8%
- 2) Out of state visits accounted for the drop in web visits.
- 3) Visits from California were up 3.6% overall for this entire campaign time period.
- 4) There was an increase in web visits from the Bay Area of 22% overall for the time period.
- 5) Clicks to lodging properties double during this time period year to year.

I think by increasing our spend in the drive market and utilizing cable and radio we increased traffic to the site from the Bay Area against several barriers. If we hadn't made this move we may have seen similar drops in traffic we saw out of state.

Website Stats Summary

<u>Unique Visitors</u>	<u>2009</u>	<u>2008</u>
	TV Campaign	
January 20-26	11,571	11,084 cable
January 27-February 2	11,824	16,622 cable
February 3-9	12,843	13,640 cable
February 10-16	12,760	13,960 hiatus no cable
TOTAL	48,998	55,306 11% decrease

During 1/27-2/02 2008 North Lake Tahoe received 8 ft. of snow. From 1/12-2/03 2008 North Lake Tahoe receive 12ft. Of snow. For this same time in 2009 we received 26". We attribute the increase in traffic 1/27-2/02 to this snow fall. For this Time period web visits from California were flat year to year while out of state was down 24% in 2009 from 2008. So the decrease in traffic came from out of state.

	Radio Campaign	
February 17-23	12,901	12,896 Hiatus no radio
February 24-March 2	12,645	13,390 radio schedule
March 3-9	11,970	11,474 promotions
March 10-16	10,290	11,531 radio schedule
March 17-23	10,577	11,418 promotions
March 24th-30th	10,204	11,520 radio schedule
TOTAL	68,587	72,229 5% decrease

For this time period web visits from California were up 6% while out of state was down 13%. Again the decrease in traffic came from out of state visitors.

<u>Cool Deals</u>	<u>2009</u>	<u>2008</u>
	TV Campaign	
January 20-26	2,089	3,627
January 27-February 2	2,045	4,241
February 3-9	2,216	3,775
February 10-16	2,061	4,055
TOTAL	8,411	15,698 47% decrease

	Radio Campaign	
February 17-23	1,817	3,719
February 24-March 2	2,518	3,299
March 3-9	2,128	3,252
March 10-16	1,669	3,540
March 17-23	1,787	3,134
March 24-30th	1,407	2,870
TOTAL	11,326	19,814 43% decrease

In 2008, when a user clicked on Cool Deals there was an interim through which they were sent which was counted as visit to that page. In 2009, the section had been streamlined and eliminated this step which resulted in less clicks in this section.

<u>Search Engine Referrals</u>	<u>2009</u>	<u>2008</u>
	TV Campaign	

January 20-26	4,526	4,113
January 27-February 2	4,592	5,357
February 3-9	5,299	5,048
February 10-16	5,694	5,404
TOTAL	26,111	19,922 .5% decrease

Radio Campaign

February 17-23	5,118	4,682
February 24-March 2	4,729	4,348
March 3-9	4,660	3,951
March 10-16	4,083	4,151
March 17-23	3,841	3,927
March 24-30	3,837	3,843
TOTAL	26,268	24,902 5% increase

Slight spike could be attributed to media with people turning to search engines if they did not remember the url.

Lodging Click Thrus

2009 2008
TV Campaign

January 20-26	6,812	2,549
January 27-February 2	6,663	3,017
February 3-9	6,049	4,152
February 10-16	6,221	3,994
TOTAL	25,745	13,712 99% increase

Radio Campaign

February 17-23	6,146	4,247
February 24-March 2	4,956	4,048
March 3-9	5,573	2,103
March 10-16	4,602	2,052
March 17th-23rd	3,018	2,278
March 24th-30th	3,072	2,660
TOTAL	27,367	12,450 120% increase

The lodging click thru programming was revised by 2009 making it easier for users to click thru which would account for some, but not all, of this dramatic increase.

Bay Area Web Visitors

2009 2008

TV Campaign (Targeted Cable Markets)

January 20-26	2,315	1,689 cable
January 27-February 2	2,197	1,956 cable
February 3-9	2,511	1,858 cable
February 10-16	3,161	2,257 hiatus no cable
TOTAL	15,398	11,654 32% increase

Radio Campaign (Full Bay)

February 17-23	2,267	1,578 Hiatus no radio
February 24-March 2	2,539	2,127 radio schedule
March 3-9	2,375	1,637 promotions
March 10-16	2,006	1,794 radio schedule
March 17-23	1,963	1,977 promotions
March 24-30	1,593	2,012 radio schedule

TOTAL	10,476	9,547 10% increase
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GRAND TOTAL	25,874	21,201 overall	22% increase
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Increase can be directly attributed to television and radio campaigns as no other media was different during this time and economic/snow conditions were in a negative trend.



North Lake Tahoe Resort Association
April 30, 2009

BACKGROUND

Staff and agencies reviewed the Spring/Summer media plan outline with the committee at its last meeting. With input received from the committee, staff and agencies have developed the proposed media plan and will present this plan to the committee.

RECOMMENDATION

Upon discussion, review and possible modification of the plan, staff requests the committee recommend the Spring/Summer Media Plan for approval.

NLT 2009 Summer MKTG MEDIA PLAN

May-June Budget: \$92,587
 July-September Budget: \$134,448
 Total Budget: \$227,035

Drive: 67.2% Destination 32.7% (LA 21.5%)

April 2009-September 2009	April	May	June	July	August	September	Total
DRIVE MARKET PRINT							
Via Magazine Discover Insert (1/2 pg ad & 1/2 pg advertorial)		\$9,302				\$9,302	\$18,604
7x7 Magazine (1/2 page)				\$4,862	x		\$4,862
Adventure Sports Journal (2/3 page)		\$1,530	x	\$1,530	x	\$1,530	\$4,590
Sunset Magazine Northern CA (1/2 page)			\$9,680				\$9,680
Fairways & Greens (19%)			x		x		
Women's Adventure (11%)		x					
Newsweek CA State Buy (39%)			x	x			
Drive Market Print Subtotal	\$0	\$10,832	\$9,680	\$6,392	\$0	\$10,832	\$37,736
DESTINATION PRINT							
Southern California							
Westways Magazine Discover Insert (1/2 pg & 1/2 pg advertorial)			\$11,875				\$11,875
LA Magazine				\$9,450			\$9,450
Sunset Magazine Southern CA			\$9,310				\$9,310
Regional							
Fairways & Greens (1/2 pg)			\$3,744		\$3,744		\$7,488
Sunset Summer Trips (1/3 page)		free					
Womens Adventure (1/2 page)		free					
Destination Print Total	\$0	\$0	\$24,929	\$9,450	\$3,744		\$38,123
Radio							
Bay Area Radio: 140 grps, 4 weeks, 3-4 stations			\$26,000		\$26,000		\$52,000
Total Radio	\$0	\$0	\$26,000	\$0	\$26,000	\$0	\$52,000
BAY AREA OUTDOOR							
Two Locations: I-80 west of the bay bridge + 1 bonus location			\$9,250	\$9,250	\$9,250	\$9,250	\$37,000
Total Outdoor	\$0	\$0	\$9,250	\$9,250	\$9,250	\$9,250	\$37,000

NLT 2009 Summer MKTG MEDIA PLAN

April 2009-September 2009	April	May	June	July	August	September	Total
INTERNET (DRIVE & DESTINATION) - ESTIMATED							
VCB Co-op Search Engine Prog*	\$2,400	\$3,840	\$5,460	\$5,460	\$5,460	\$5,460	\$28,080
Shecky's (SF Database) Email			x		\$625		\$625
Shecky's (LA Database) Email			\$1,000				\$1,000
SF Station: Email			\$625		\$625		\$1,250
KQED Newsletters				\$1,250		\$1,250	\$2,500
Lalimes.com (Lake Tahoe/High Sierra sections)		\$1,000	\$1,000	\$1,000			\$3,000
OCWeekly.com (newsletter sponsorship)		\$625			\$625		\$1,250
The Rundown (newsletter sponsorship)				\$1,250	\$1,250	\$1,250	\$3,750
Fairways and Greens Email		free		free			\$0
Tripadvisor (300 x 250 banner buy)			\$2,083	\$2,083	\$2,083		\$6,249
MountainGetaways Emails (westcoast database)		\$1,875					\$1,875
SmarterTravel: Newsletter Sponsorships		\$1,094			\$844		\$1,938
Gordons Guide (2nd half of annual contract)				\$1,563			\$1,563
Google	\$750	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$7,750
Yahoo and MSN	\$400	\$1,000	\$700	\$700	\$700	\$700	\$4,200
Internet Subtotal	\$3,550	\$10,434	\$12,368	\$14,806	\$13,712	\$10,160	\$65,030
TOTAL MEDIA	\$3,550	\$21,266	\$82,227	\$99,898	\$52,706	\$30,242	\$229,889
Fiscal Breakdown			\$107,043			\$122,846	
DIRECT RESPONSE							
Direct Mail Newsletter (54M Western States)		x		\$26,000			\$26,000
Bay Area Direct Mail Postcard (Qty. 11,500)			x	\$10,000			\$10,000
Email Blasts - Existing Database	\$1,200		\$1,200	\$1,200	\$1,200	\$1,200	\$6,000
Direct Response Subtotal	\$1,200	\$0	\$1,200	\$37,200	\$1,200	\$1,200	\$42,000
GRAND TOTAL	\$4,750	\$21,266	\$83,427	\$77,098	\$53,906	\$31,442	\$274,889



smith + jones