



April 2014

Marketing Departmental Reports

April Departmental Report: Advertising
NLT 2013 - 2014 Winter Campaign

SEM:

Ad Groups: Skiing/ Snowboarding, Winter Travel, Getaways, Competitors

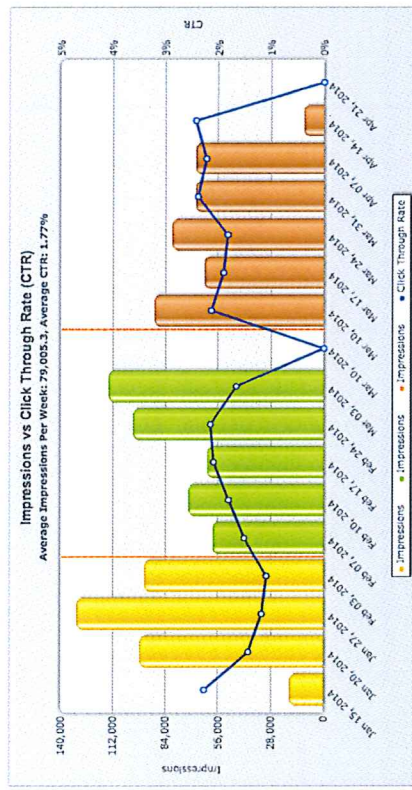
Northern California

Impressions: 1,128,647

Clicks: 19,982

CTR: 1.77% (+.7%)

Cost per click: \$0.99



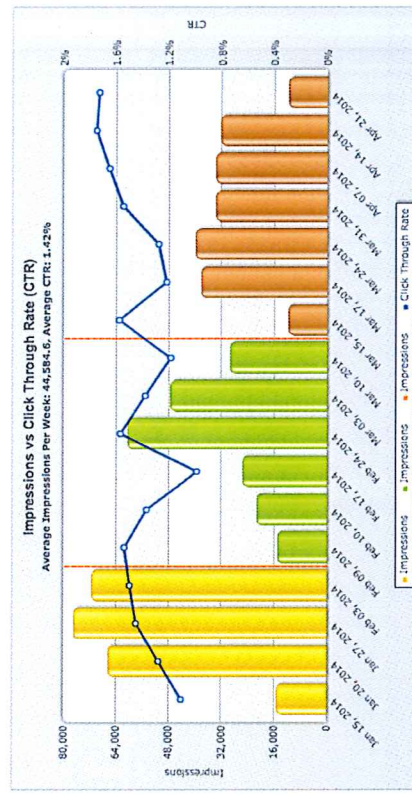
Southern California

Impressions: 630,553

Clicks: 13,732

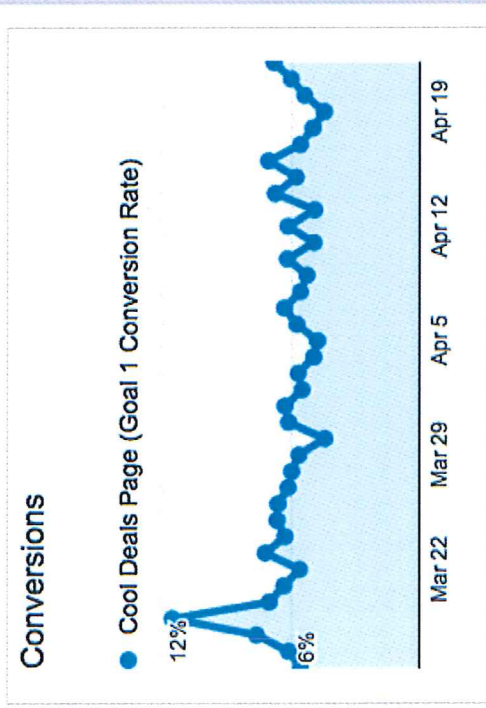
CTR: 2.18% (+.6%)

Cost per click: \$1.40



SEO: gotahoenorth.com

Visits: 64,195 (-4.8%)
Unique Visitors: 54,043 (-3.3%)
Page Views: 209,958 (-16.2%)
Session Duration: 2:33



Conference Department Report

April 2014

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 hosted a site visit for the Western Association of Educational Opportunity Personnel. The group has selected the Village at Squaw Valley and will generate roughly 60 room nights and \$16,000 in room revenue and food and beverage.

Staff conducted site visit Black N LA Organization. Black N LA is considering Lake Tahoe for their March 2015 8th Annual Blackout Event. This event will generate 400+ room nights and bring 700 people to Lake Tahoe.

Staff hosted a planning visit for the California Special Districts Association. CSDA is holding their Annual Meeting at the Resort at Squaw Creek in May and are here to finalize everything.

Staff hosted a site visit for the American Society for Rickettsiology. The group is considering North Lake Tahoe for their June 2015 Annual Conference and has narrowed it down to the Village at Squaw Valley, Resort at Squaw Creek and Granlibakken. They will be making a final decision in May. The group will generate roughly 400 room nights and \$100,000 of room and food and beverage revenue.

Staff attended the SoCal MPI Educational Conference in Los Angeles. This conference brings together all three southern California MPI chapters for 2 days of education, networking and trade show. It was an excellent opportunity to showcase North Lake Tahoe in one of our key target markets.

Staff attended Mountain Travel Symposium's MICE Exchange and Group Exchange. Staff had 23 one-on-one appointments with meeting planners and 25 appointments with ski clubs. Staff is follow up to produce leads and site inspection for our properties.

Staff met with new sales staff at the Hyatt Regency to discuss the conference sales program

Staff participated in a planning conference call for the 2015 CalSAE Annual Conference that we are hosting at the Resort at Squaw Creek in April 2015.

Staff is following up on 20+ contacts generated from the MPI Southern California Chapters Ed Con event.

Staff is working with the Hamilton Company to set up an site visit for their annual August and September programs. Each program brings approximate 40-50 people and generates 150-200 room night each.

Staff is continuing to follow up on the contacts made at Plan Your Meetings Live San Francisco held in March to generate leads.

Staff is setting up sales appointments for May 21-23, 2014 and May 28-30, 2014. Staff will be in the Bay Area attending Destination California and Smart Meetings San Francisco.

Staff has conducted conference calls with Tough Mudder to help continue to assist with finding preferred lodging for their August 2014 Event.

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.



north lake tahoe

Chamber | CVB | Resort Association

March Leisure Report
Marketing Committee Meeting
4-29-14

TRAVEL TRADE

- Attended US Travel Association's International Pow Wow in Chicago and conducted business to business meetings with 50+ wholesalers, receptive tour operators and key media from the following countries:
USA, Canada, Mexico, Ecuador, Peru, Colombia, Brazil, Argentina, Nigeria, Australia, South Korea, Japan, China, India, Russia, Hungary, Germany, the Netherlands, France and the UK
- Attended Mountain Travel Symposium's Trade Exchange and Forums in Breckenridge conducting business to business meetings with top and emerging ski wholesalers from the US, Canada, Mexico, Brazil, Australia, Germany and the UK.
- Contracting the North Lake Tahoe Express with all wholesalers and online travel agencies for 2014-15.

FAMs

- Hosted the Marketing Manager of Mountain Reservations/VacationRoost out of Salt Lake City, UT
- Hosted Susanna Scott and family; a blogger and founder of Brit Mums – the UK's largest collective of lifestyle bloggers and digital influencers and also writes for A Modern Mother which covers travel and foodie related content. Her family was placed lakefront in Tahoe Vista for their ski trip which enabled them to "Touch the Lake" and experience our ski resorts for the ultimate ski and beach family vacation.
- Helped make arrangements for a Scott Dunn product manager fam out of the UK. Scott Dunn is a high-end travel agency that is looking to add Lake Tahoe as a winter destination. They added North Lake Tahoe as a summer destination as a direct result of the Visit CA UK Superfam two years ago.
- Finalizing the itinerary for a United Airlines UK call center agent and travel agent fam to visit briefly next month.
- Putting together the itinerary for an XL Airways France fam consisting of travel trade and media celebrating new XL Airways service into SFO
- Organizing the itinerary for a UK freelancer visit in early June

CONSUMER & MISC

- Organizing final details and shipping literature and giveaways for the Sydney and Melbourne Snow Travel Expo consumer ski shows in late May.
- Working on final tasks surrounding the Warren Miller Film Tour in Australia and New Zealand
- Met with Brand USA, the London Telegraph Ski Show organizers and interested/attending ski resorts at MTS to talk about a beefed up Brand USA presence and additional exposure opportunities.

**Judy Laverty
Special Event Departmental Report
April 2014**

IRONMAN

Sent out emails to all regional restaurants for participation in the IMLT Dine Around Program. To date there are 17 restaurants participating. IMLT Banners to go up on lightpoles in Tahoe City and Northstar in the following week or so.

CAL TRAVEL RECEPTION AT MARITIME MUSEUM

Met with the ED of the museum to discuss this event scheduled for October 16. Sent out bids to caterers and chose D'lish Catering.

AGENCY COMMUNICATIONS

Ongoing communications with Abbi Agency and SOT for May dbase blast, disc golf tournament, golf message. Also working with staff and the SOT team on redesign of GTN.

NATIONAL ASSOCIATION OF SPORTS COMMISSIONS SYMPOSIUM

Had 17 confirmed appointments and met with three additional rightsholders. Brought back tentative leads for Major League Soccer, USA Canoe/Kayak, World Sports League (Girl's Fastpitch) ASA/USA Softball, Western National Championships, Triple Crown Sports, US Orienteering, USA Cycling.

HIGH NOTES

Scheduled 6 eblasts to membership calling for music events. Worked with content manager on continual updating of High Notes on the website

GRANT APPLICATIONS

Received a total of seven applications. The grant interviews are scheduled for April 25th and recommendations to the board will be agendaized for the May meeting.

VISIT CALIFORNIA FORUM 2015

Received an email from Megan Losser stating they received our RFP and they will be reviewing this month.

PLACER COUNTY VISITORS CENTER

Working with them and sending them all of the lodging properties from Eastern Placer County for inclusion in their Summer Visitor Guide. Also requested they include all of our property management and vacation rental companies in the guide. the lodging information to me which she has on file from the travel planner and I will send to Placer Visitors.

USA Cycling Cyclo-Cross National Championships 2016-2017

Will be submitting a bid on this cycling event.

AUTUMN FOOD AND WINE

Working on fine tuning the programming with the Northstar team, lining up wineries, and product donations.



professional creative services

April, 2014 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events
- keeping a master “Marquee Calendar” and updating this calendar with major events
- focusing on updating Summer 2014 events and “High Notes” web page
- updating other area calendar resources
- 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 images 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 April Recap

Public Relations Content Marketing Design Social Media

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Key Themes: April - June

- Human Powered Sports Initiatives: eBook, Infograph, Video, Social Media Contest
- Position As: The Premier Recreational, Wedding and Meeting Destination
- Summer Press Kit development and distribution
- Bay Area Deskside Visits (SF Chronicle, Sunset Magazine, Freelance Writers)
- FAM trip outreach for summer
- Key Message
 - Bay Area: work/life balance
 - Southern California: drive just a little bit farther; cool deals
 - Beat the Heat / Touch the Lake
- Destination Outreach (direct flight markets): Oregon, Arizona, San Diego
- Continue targeted press release distribution, driving readers back to GoTahoeNorth
- Local, regional and national promotion for upcoming events



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April Public Relations

Finalized and distributed the Summer 2014 press kit:

- Wedding Venue Round-Up
- Golf Round-Up
- Patio, Decks & Pools in North Lake Tahoe
- Interactive Beach & Pier Map
- Beach-side / Mountain-side Hotel Round-Up
- Summer Events
- What's New
- IRONMAN 2014

Additional press release development & distribution:

- New snow release (4/1)
- Easter happenings around the lake
- IRONMAN 70.3
- Tahoe Flow Arts Studio

Media Relations Efforts:

- Sacramento / Bay Area Deskside Visits
- IRONMAN (addition of 70.3)
- Summer destination pitching

Completed NCOT Grant for additional funding. Dollars would support tool development for Human Powered Sports:

- How-To Videos (4)
- Infograph
- Interactive Beach + Pier Map
- eBook



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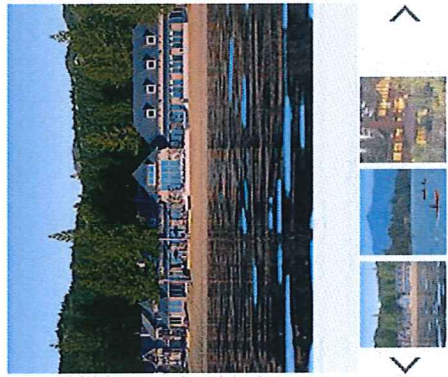
April Public Relations



April 2014

Lake Tahoe holds scenic diversions for active groups

by Zachary Chouteau



A four-season oasis of splendid scenery and eclectic excitement, Lake Tahoe has long been a locale where meeting groups gather to experience the good life together. Whether their attendees are active go-getters out to conquer a physical challenge, worn-out executives seeking rejuvenation, or adventure-seekers thirsting for scenic excursions, this alpine gem delivers endless options.

But what's hot now when it comes to great group get-togethers? Plenty, according to the experts Meetings Focus inquired with to share insights on everything from tasty trends to made-over meeting spaces to active escapes.

> Here's a look at some of Tahoe's trendiest tastes and temptations, starting at the top o' the lake.

NORTH SHORE

"One trend we're seeing is planners making decisions that go beyond the rate-based factors, and taking items like location and overall offerings into account," says Jason Neary, director of sales for the North Lake Tahoe CVB. "With less and less vacation time for many workers, we're also seeing attendees integrate family getaways into their meetings travel, which is a very positive trend for Tahoe."

Total Number of Placements: 19
Regional vs. National: 7/12

Placement Highlights:

- Meetings Focus Ad value: \$9,140
- Sacramento Bee Ad value: \$10,056.23
- Triathlete Ad value: \$457.75
- Reno Gazette Journal \$4,129.33
- Trekaroo Ad value: \$53.56

Pending Placements:

- Image Magazine (June Issue)
- Style Magazine (July Issue)



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Facebook Data

- Total Number of Likes: 57,384
- Gained in April: 203
- People Talking about North Lake Tahoe: 6,327
- Gender Demographic : 60% female; 40% male

Location Demographic:

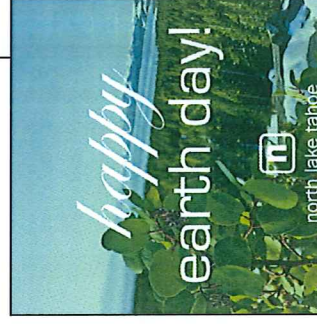
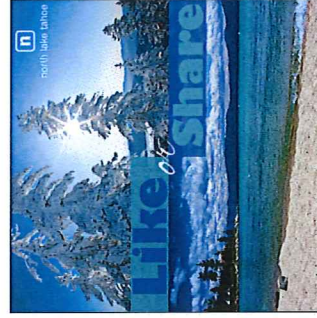
- 14.6k impressions: Los Angeles, CA
- 11.8k impressions: Sacramento, CA
- 10.1k impressions: San Francisco, CA
- 6.3k impressions: Reno, NV
- 2.5k impressions: Stockton, CA
- Highest Activity: Tuesdays and Thursdays

Twitter Data

- Total Number of Followers: 7,746
- Gained in April: 210
- Mentions: 82
- Link Clicks: 173
- Re-Tweets: 77
- Demographic: 60% male; 40% female
- Klout Measurement: 56

Design:

Various branded graphics for social sharing: 15



Instagram Data

- Total Number of Followers: 1,036
- Gained in April: 350
- Total Photos: 195



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April Social Media

North Lake Tahoe Instagram Challenge

The Abbi Agency launched the North Lake Tahoe Instagram Challenge on April 14. The contest will run a total of 5 weeks, each week has a different theme. The Abbi Agency is asking people to tag @tahoenorth and #tahoenorth to be entered. As of April 23, the hashtag was used 85 times.

- Total Number of Photos: 85
- New Instagram Followers: 316



Lake Tahoe North
INSTAGRAM CHALLENGE

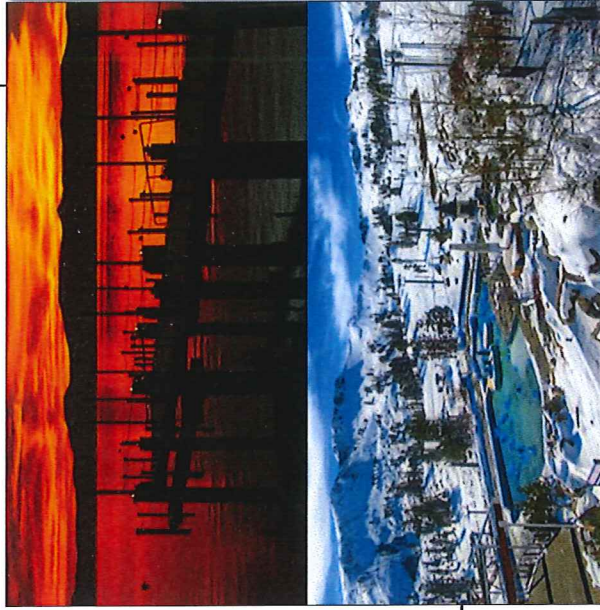
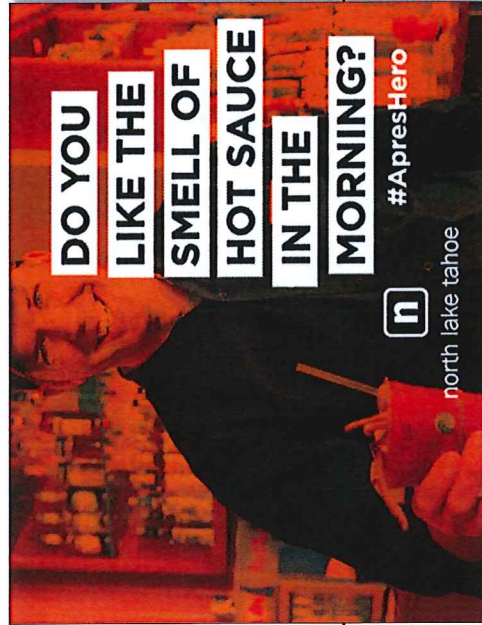
week 1: spring skiing
week 2: sunrise to sunset
week 3: mountains are calling
week 4: furry friends
week 5: on beach time

tag @tahoenorth and #tahoenorth

Guide to Apres Skiing eBook & #ApresHero Campaign

The Abbi Agency wrapped up the Apres Ski Guide on April 15. Winners were selected for the Squaw Valley and West Shore Café packages (Grace B. and Charles K).

- Downloads: 255
- Shares: 505





Thank You



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