



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

**GROUP SALES SUB COMMITTEE MEETING MINUTES**

**August 23, 2011 – 10 am**

**NLTRA Conference Room**

**PRELIMINARY MINUTES**

**COMMITTEE MEMBERS IN ATTENDANCE:** Becky Moore, Kay Williams, Rob McCormick, Brendon Sirstins, Stephanie Hoffman, Max Roth, Brad Barth, Adam Wilson, Melody Rebbeck, Tammie Anstedt and Kirsten Starmer-Web

**RESORT ASSOCIATION STAFF:** Andy Chapman, Jason Neary, Sandy Evans-Hall and Emily Sullivan

**OTHERS IN ATTENDANCE:** Cathy Davis, Jennifer, Kirsten Plemel

**I. MEETING OF THE GROUP SALES SUB COMMITTEE**

**1.0 REVIEW OF MEETING MINUTES**

- 1.1 Andy reported that the Group Sales Sub-Committee will be adopted as a formal NLTRA Committee. At that time a Group Sales Sub-Committee Chair will be elected and meeting minutes will be distributed to the Committee and be distributed to NLTRA Board for approval. Sandy welcomed any input from the Committee.

**2.0 REVIEW OF PLAN**

- 2.1 Jason stated that at the last meeting, staff presented the recommended Conference Advertising plan. At that meeting the Committee discussed changing the plan. Andy and Jason presented to the Committee a proposal explaining how they came up with the plan recommendations. Jason reviewed the breakdown of leads by state, the total leads generated by market segment from July 1, 2010-June 30, 2011 and Tammy asked if the leads were long or short term leads. Jason replied that he does not currently have a report that designates leads from short-term to long-term but most of the corporate leads generated were under a year. They Committee questioned if corporate business was picking up. Jason stated that corporate business has picked up.
- 2.2 Jason reviewed the breakdown of the market segment of revenue that arrived in-market from July 1, 2010 to June 30, 2011 and groups booked during that period. The Committee asked if he had a report on where business was booked (what resort/lodging property). He replied that at this time he focuses on what will book the most revenue/rooms. Andy stated the new sales persons focus can be different than Jason's depending on the Committee recommendations.
- 2.3 Jason reviewed the breakdown of California leads into market segments, revenue arrived broken into market segments and California groups books by market segments. This showed that out of the 44% percent of corporate leads only 6% arrived in market. Max stated that the new sales person could go after the corporate market. Jason agreed and stated that he would like to have the new sales person focused on the Corporate Bay Area
- 2.4 Kay asked if the NLTRA's data could be combined with individual property's data. Jason has recently distributed a survey to all of the lodging properties to find out

what percent of total business is from conferences/meetings. The combined data, showing that Conference groups increase TOT during the off-seasons, could be used to leverage greater funding from NLTRA Marketing focused on conference sales efforts. Jason and Andy have been discussing how to utilize the data gathered from the different resorts. Andy asked the Committee to fill out the survey and return it to Jason if they haven't already so Jason can move forward with the plan.

- 2.5 Jason reviewed the Northern vs. Southern California leads by Market Segment. He stated that the reports moving forward will incorporate all of the elements into SMERF so that percentage will increase.
- 2.6 Jason reviewed the leads by state for the past 3 fiscal years. The breakdown is from the Conference Sales Plan recommendation presented to the Committee at the last meeting. Moving forward he will be present this type of data to the Committee and look to them for suggestions.

### **3.0 COMMITTEE COMMENTS SUGGESTIONS**

- 3.1 Jason stated that there is a Conference Statistics report created monthly that goes to the NLTRA's Board for review. That report will be included in future Marketing Sales Sub Committee packets. The Committee agreed that it looks like next year's pace is improving. Jason stated that future bookings have more revenue in the month of July 2011 than in the past fiscal year.

### **4.0 REVIEW OF CONFERENCE ADVERTISING PLAN OUTLINE**

- 4.1 Cathy reviewed the Conference Advertising Plan Outline with the Committee. Andy stated that there are one or two properties involved in Co-operative buys at this time and they are looking for recommendations from the Committee to increase the effectiveness of the Co-operative buys.
- 4.2 The following geographic target markets are being considered for advertising efforts; Northern California Corporate and Association, Chicago Corporate planners and Associations, Washing DC Associations, Denver Associations and Dallas.
  - The Committee defined as Northern California, Southern California and Chicago as the three target markets need to be defined
- 4.3 Campaign flights for each market should fall around trade show or special promotion dates. Jason encouraged the Committee to attend shows.
  - Who will be attending what show? Jason will be sending out emails asking properties to be a part of the shows listed.
- 4.4 Create a cooperative marketing plan for the CVB and its members in the main geographic target market that includes an integrated marketing program with inclusion in media, direct mail, e-mail marketing and trade show participation.
  - Partner participation in the integrated campaign needs to be defined. The Committee suggested focusing on direct response e-mail marketing instead of print advertising. They would like Smith and Jones to compile a report with the costs involved with co-operative print advertising and report back to the Committee.
- 4.5 Cathy encouraged the Committee to get involved with the Co-operative advertising buys. She showed two examples of advertising buys. One, just including the NLTRA and one with a Co-operative buy. She stated that the properties could do a group offer ex. In the month of April North Lake Tahoe is offering (?). Use offers to create a buzz. There could be offer specific e-blasts sent out. She also encouraged the Committee to review gotahoenorth.com to ensure that the message is correct.

- 4.6 The Committee asked about Social Media advertising directed at Conference Sales. The Committee's opinion is that Social Media is not the best way to market Conference Sales at this time.
- 4.7 The opinion of the Committee is that the general public does not know the kind of meeting facilities that are offered in North Lake Tahoe. They need to be educated on what there is to offer as far as meetings are concerned. Kay suggested the Committee designate funds towards a co-operative buy, stating, "North Lake Tahoe has 17 conference facilities" and include a list of property names. Email blasts could then tell a story instead of just a generic message of the amount of meeting space. The story could state the different types of lodging from Board meeting with 10-people to National retreats, and list all the activities in North Lake Tahoe. Max suggested selling the destination as a whole instead of the meeting space. Kay believes the ads should list property names because there are quality properties in Tahoe. Jason stated that there is a lack of understanding that North Lake Tahoe has serious meeting space. The Committee stated that there needs to be a stronger call to action on these ads. Cathy suggested everyone agree on a call to action, such as 'Free Coffee Breaks.'
- 4.8 Cathy suggested creating a couple of different ads and coming back to the Committee to see which one works the best.

## **5.0 COMMITTEE COMMENTS**

- 5.1 The Committee thanked staff for the plan.

## **6.0 ADJOURNMENT**

- 6.1 The Sales Sub-Committee meeting adjourned at 12:16 pm.

Submitted By:

Emily Sullivan, Programs Assistant  
North Lake Tahoe Resort Association