



north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee August 27th, 2013

August 2013 Departmental Reports



North Lake Tahoe Marketing Report (June 17th, 2013 – August 18th, 2013)

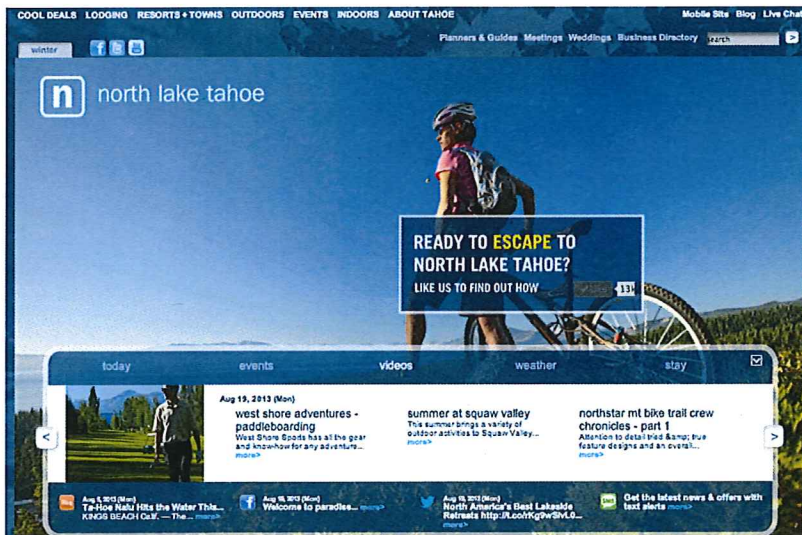
SEO Report: 7/1/13 – 8/18/13

Analysis:

Over the past two months, we've managed to increase our month over month traffic by nearly 20%, yet visitors are spending less time on our site. Although consumers are spending less time on our site, we're still increasing the monthly outbound traffic generated, by over 25%.

Stats:

- Unique Visitors – 134,147
- % of News Visitors – 75.22%
- Avg. Visit Duration – 2:53
- AVG. Page Views Per Visit – 3.73
- Total Outbound Traffic – 35,344
- Cool Deal Outbound Traffic – 7,549
- Top DMAs – 1. SF Bay Area 2. Sacramento 3. Reno



Digital Report: 2013 Summer Campaign (1/22-2/14)

Analysis:

For our summer campaign, we elected to work with our two strongest-proven partners: Pandora & TripAdvisor. During our Winter campaign, Pandora was our most effective traffic driving partner and TripAdvisor delivered the highest conversion of traffic to the lodging page.

Our current summer campaign is yielding a CTR over 4x the industry average and we're delivering 35% of that traffic to key areas of our site. Plus we've already over delivered on this campaign, so we will continue to receive bonus for the remainder of the campaign.

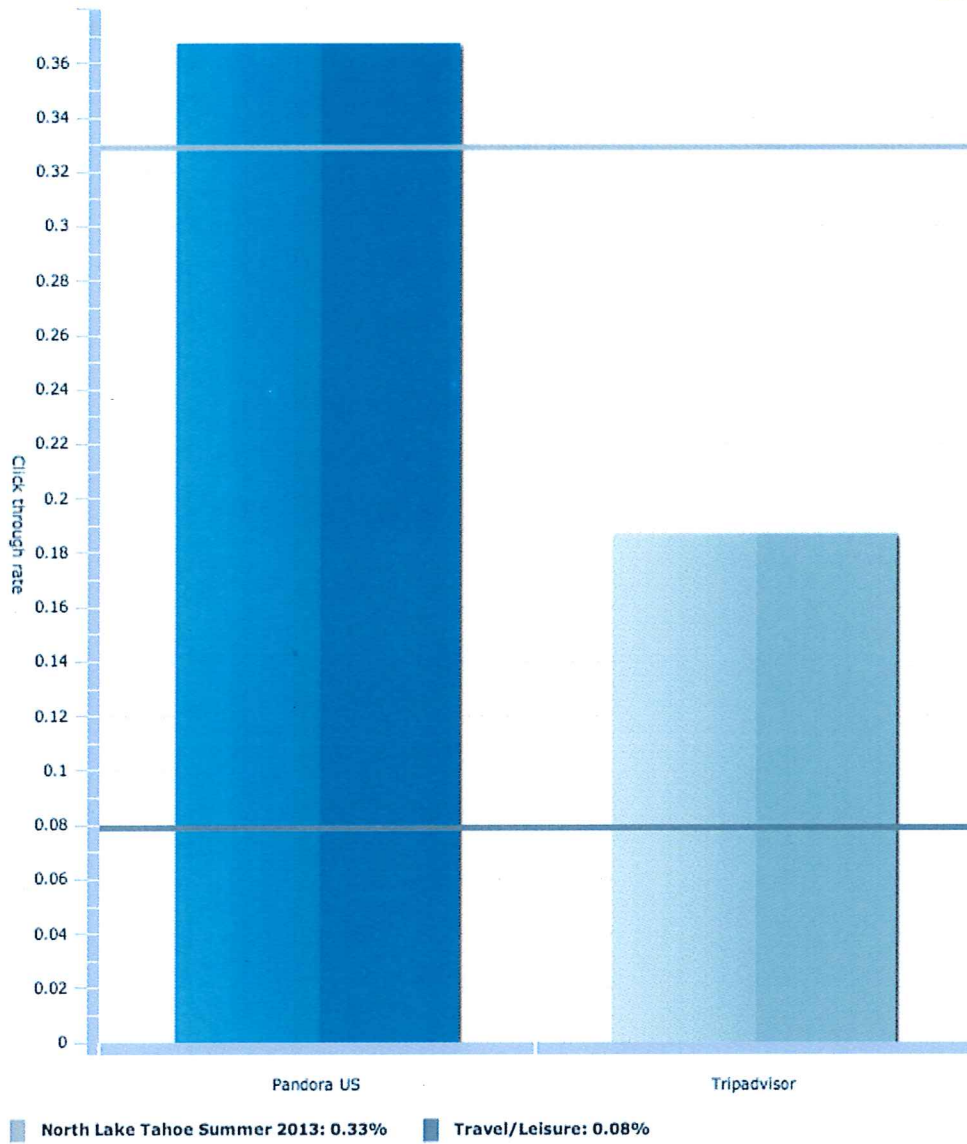
Stats:

- Booked impressions – 4,926,571
- Served impressions – 5,009,793
- Clicks – 16,399
- CTR – .33% (FT reported industry average - .08%)
- Lodging Page Hits – 725
- Cool Deal Page Hits – 1,816
- Events Page Hits – 3,142

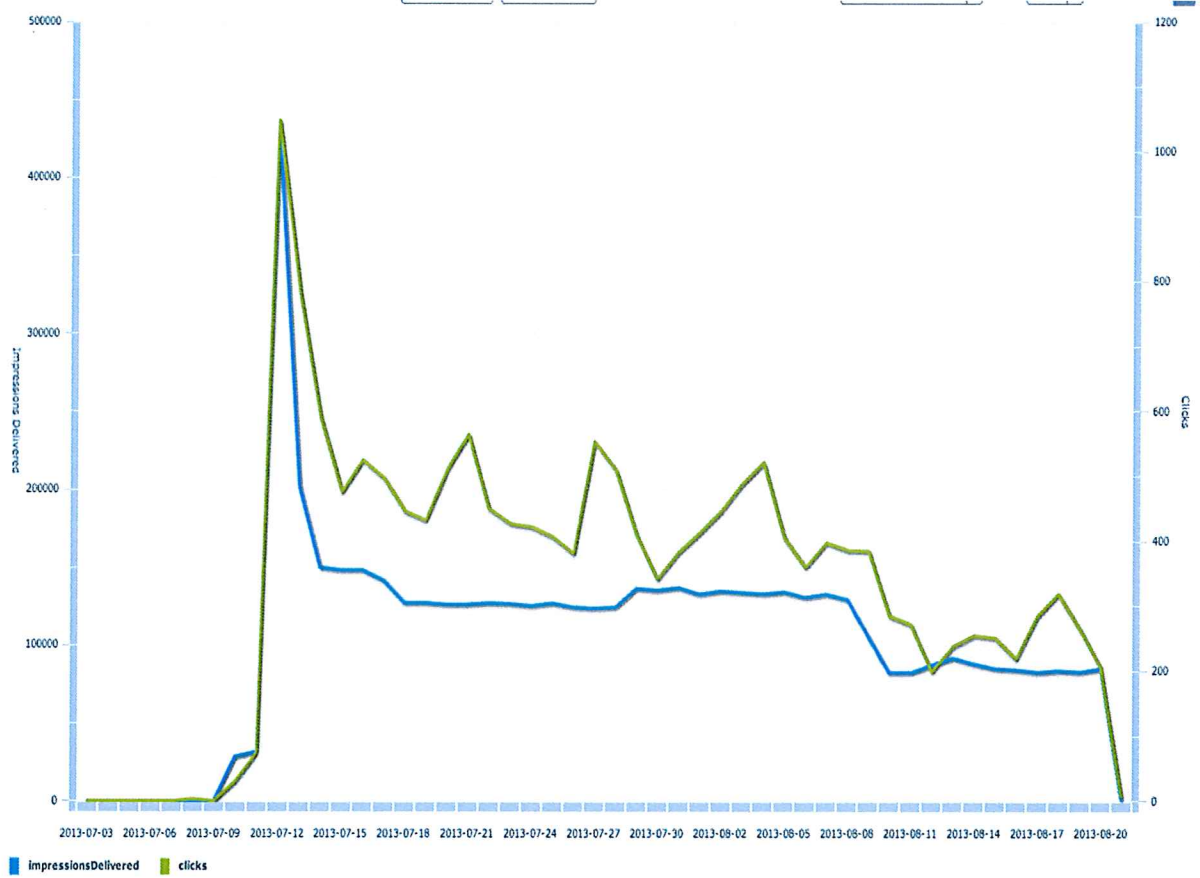
Campaign CTR vs. Travel/Leisure Industry Average

Click through rate v's average:

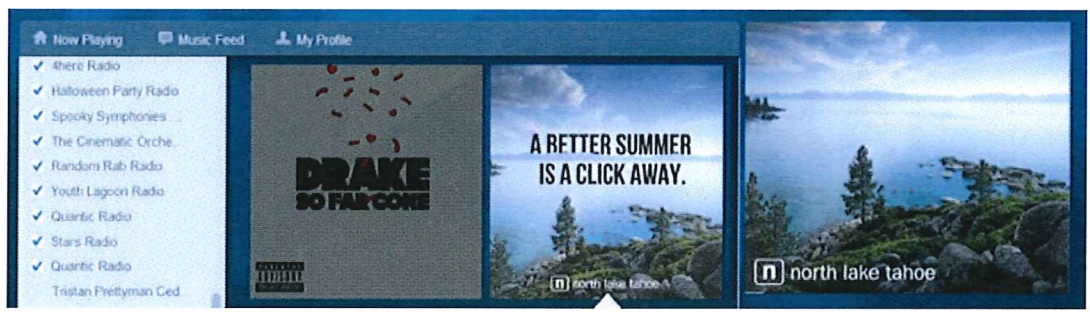
view as datagrid 

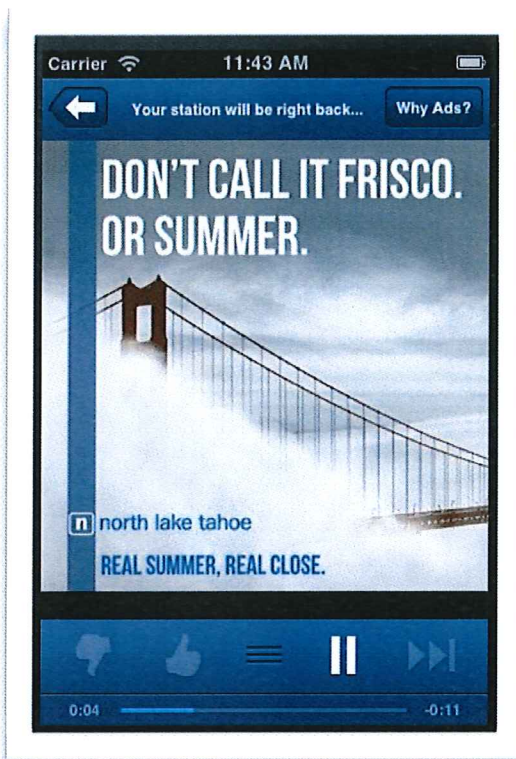


Summer Campaign: Impressions & Clicks Deliver Over Time



2013 Summer Campaign: Screen Shots





Carrier 11:43 AM

← Your station will be right back... Why Ads?

DON'T CALL IT FRISCO. OR SUMMER.

north lake tahoe
REAL SUMMER, REAL CLOSE.

0:04 0:11

tripadvisor

Mammoth Lakes Tourism

City, hotel name, etc **SEARCH**

Home Mammoth L... Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2013 Your Friends f More Write a Review

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SEARCH ALL DEALS

Home > United States > California (CA) > Mammoth Lakes Tourism

Mammoth Lakes Vacations

Mammoth Lakes (Jerrylaz67, Aug 2009)

See all photos

High in the Eastern Sierra of California is the growing ski resort town of Mammoth Lakes, surrounded by alpine beauty and majesty. Powdered peaks of the Mammoth Mountain Ski Area and surrounding wilderness draw skiers, snowboarders, snowmobilers and ice skaters every winter. Summers are quieter and less crowded, but... [more](#)

Map of Mammoth Lakes Sponsored by SLEEP INN

Top-rated hotels in Mammoth Lakes

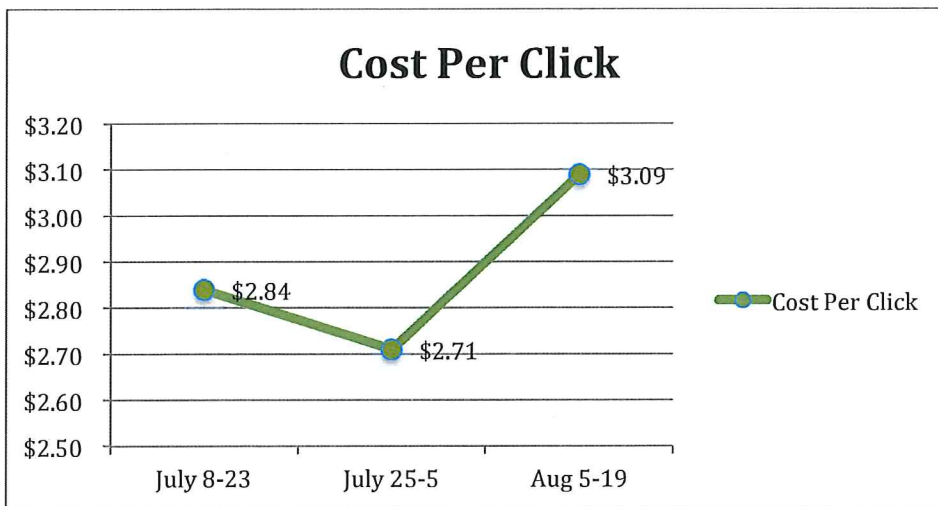
Up-to-the-minute

Search Report: Weddings & Conferences (7/8-8/18)

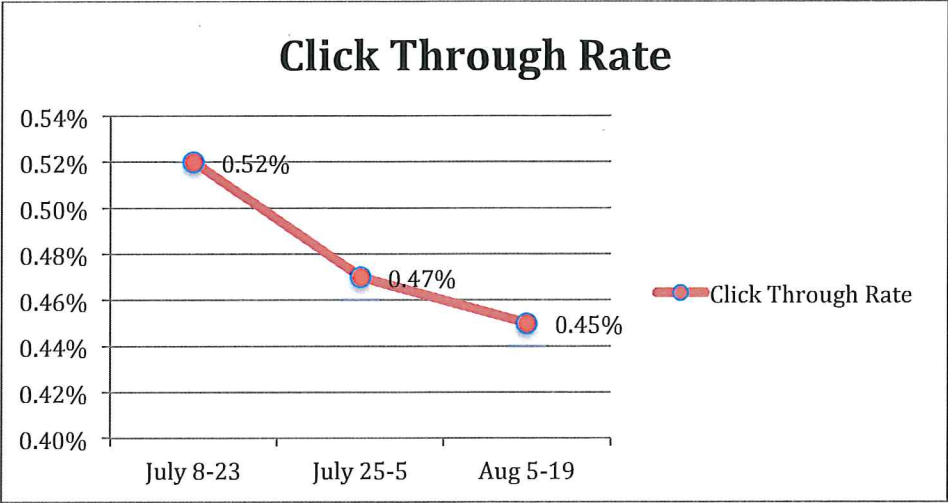
Analysis:

Our current search efforts support the conferences and leisure travel initiatives. Our leisure campaign is performing extremely well, with our cost per click decreasing week over week, now reaching an \$0.85 cost per click. The Conferences campaign is generating healthy results, slightly above industry averages, yet we feel it could be producing a lot stronger results. We're testing new ad groups this month, to see if we can generate new audiences.

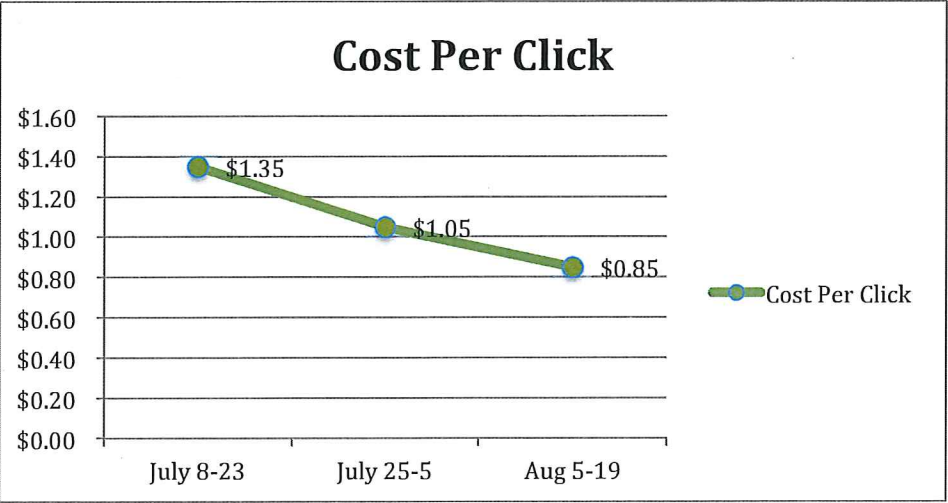
Conference Average CPC



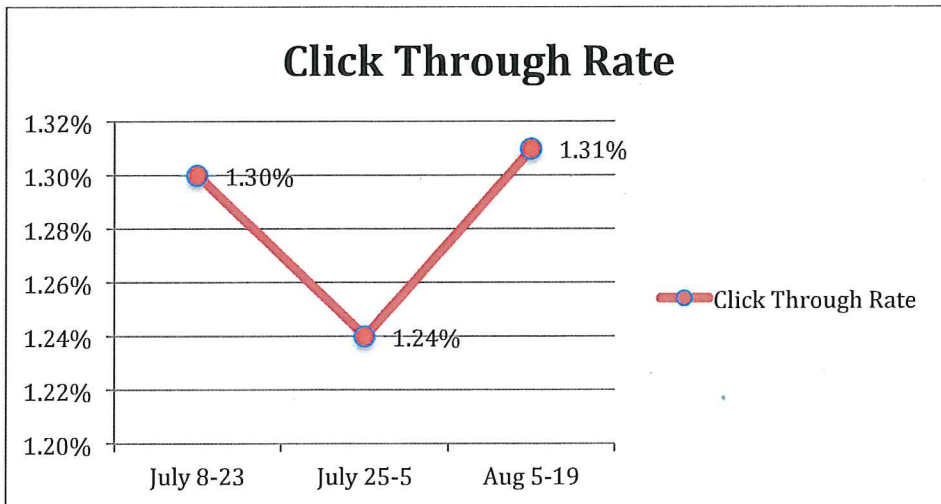
Conference CTR



Summer CPC



Summer CTR



Television Report: 2013 Summer Campaign

Analysis:

After a 5-year hiatus, North Lake Tahoe returned to television during our Winter campaign. During our Winter campaign Comcast proved to be a strong partner delivering over 2,500 bonus spot, more than doubling our purchased schedule. Thus we decided to renew our partnership with Comcast and utilize them for our Summer campaign. We're currently running two distinctive spots in rotation across 9 networks. Since launching our Summer campaign, we've received airtime in Shark Week, Sunday Night Baseball and Tour De France.

Details:

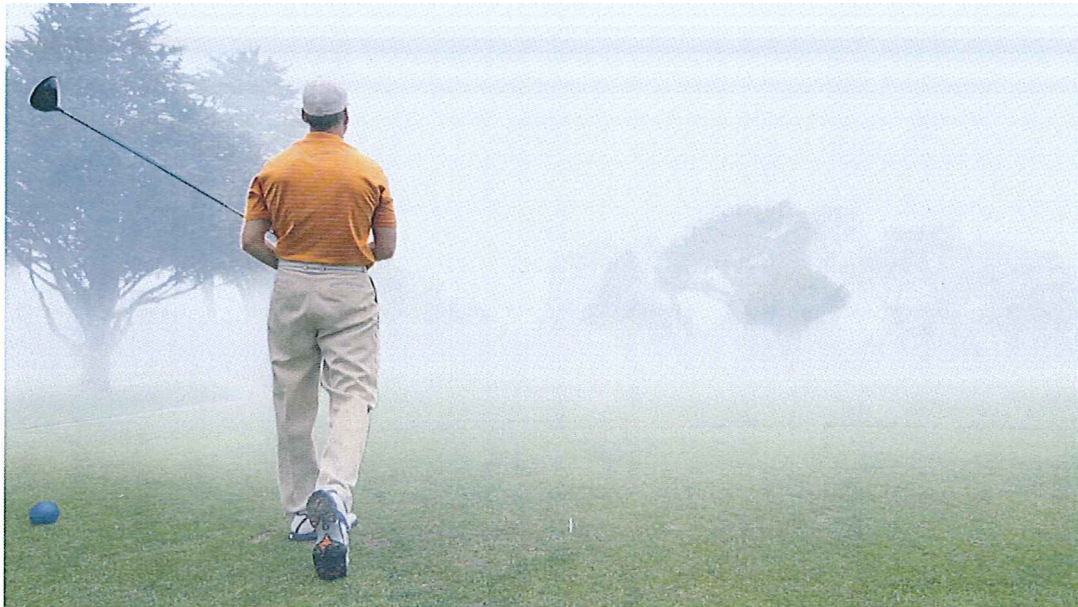
Timing: 7/5/13 – 8/19/13

Total spots: 4,093 (3,648 paid + 445 bonus)

Markets: Contra Costa, Marin, Peninsula, San Jose & San Francisco

Networks: Comedy, CSBA, Discover, ESPN, Bravo, Food, NBA, NatGeo & USA

Program Highlights: Shark Week, Sunday Night Baseball & The Colbert Report



OOH Report: 2013 Summer Campaign

Analysis:

The OOH component of our campaign provides our strongest reach vehicle, delivering over 20 million impressions throughout the campaign. The combination of strong creative, placed in key environments, has created amplified media opportunities, in which consumers are reposting our OOH ads within social media environments. OOH continues to be a leading media tactic in reaching and resonating with our core audience.

Details:

Timing: 6/17/13 – 9/8/13 (each placement varies in timing)
Total Impressions: 20,388,470 (upon campaign completion)
Placements:

- 15 billboards
- 10 mini billboards (10' x 22' billboards)
- 2 Ferry building placements





Print Insertions: 2013 Summer Campaign

Spirit Magazine

Insertion: Half Page/Full Color

Editorial: Special Golf Feature & Sunny Day Guide (May)

Circulation: 3,334,000

Rate: \$8,000



**GET BLUE SKY.
FOR LESS.**

It's sunny here all summer long.
And now the best vacation around
can be had for even less.
GoTahoeNorth.com/cooldeals

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Conference Department Report August 2013

In August 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 attended the ASAE Annual Meeting & Expo in Atlanta. ASAE represents more than 21,000 association executives and industry partners representing 10,000 organizations. Their members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. We had the opportunity to network with many of these members during the event.

Staff had a conference call with Amy Nostrand who will be Lake Tahoe's sales representative in the Washington DC area. Amy will be promoting Lake Tahoe and soliciting conference business.

Staff hosted a site visit for the Precision Metalforming Association. PMA is considering the Ritz-Carlton, Resort at Squaw Creek & Hyatt for their 2014 meeting. The group will generate roughly 130 room nights.

Staff hosted a site visit for TESSCO Technologies. TESSCO is considering North Lake Tahoe for their 2014 Annual Incentive & Golf Tournament

Staff conducted a site visit with Western CPE for their program in August 2015 and 2016. In addition to lodging at Resort at Squaw Creek, Village at Squaw Valley and Ritz Carlton Lake Tahoe, Staff showcased the Tahoe Gal, Water Shuttle, High Camp, Tahoe City, Westshore Cafe and Truckee for their offsite events. This program will bring 120 people and generate over 304 room nights for each program.

Staffed visited The Ridge Resort, The Landing, Forest Suites Resort and the Beach Retreat to stay up-to-date on new properties, new meeting space and renovations taking place.

Staff conducted a planning and site visit for the International Brain Tumor Research & Therapy Conference taking place at the Ritz Carlton Lake Tahoe in July 2015. During this visit Staff showcased overflow lodging facilities at Tahoe Mountain Resorts Lodging, offsite beach venue at the North Lake Tahoe Events Center and golf at Grays Crossing. This program will bring 200 people and generate 485 room nights for July 2014.

Staff attended Trail Survey Class and assisted in conducting trail surveys and counts on the Truckee River section of the bike trail.

Staff conducted a meeting and planning visit with FosterHope Sacramento at Granlibakken. This program will take place in October 2013 and is expected to bring 100 people and generate 100 room nights.

Staff is putting together the site details for Tango by River and the Lake Tahoe Tango Festival. The group is expecting to visit in August or September. This is a first time program for May 2014 that is expected to bring 150 people to Lake Tahoe and generate 150 room nights.

Staff is putting together the site details for Westway Feed Products and their July 2014 Incentive Program. The group is expecting to visit in September or October. This program will 50 people to Lake Tahoe and generate 70 room nights.

Staff coordinated the site inspection itinerary for the World Senior Golf Federation. The groups President will conduct a site visit to Tahoe in late September. Tahoe is being considered for their 2015 & 2016 Championships and will bring roughly 2000 room nights to Placer County.

Staff met with our advertising agency, School of Thought to review conference advertising plan and creative.

Staff attended the monthly NLTRA marketing meeting.

Staff met with Incline Village Crystal Bay Visitors Bureau staff to discuss conference marketing plan.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of August 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.



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August Leisure Report
Marketing Committee Meeting
8-27-13

TRAVEL TRADE

- Continue to work with Vacation Roost on adding to and tweaking an interactive Lake Tahoe map to help close sales and increase additional activity purchases
- Assisted the wholesale manager from The Lodging Company (a top ski wholesaler for North Lake Tahoe) add additional lodging product
- Working with the High Sierra Visitors Council on maximizing global exposure including web site updates, international representation, familiarization visits and sales/media missions for North Lake Tahoe and the additional participating partners

FAMs

- Hosted Woman's Day Magazine, New Zealand's #1 women's publication
- Hosted the market manager of GetARoom.com
- Hosted Ignite Travel, one of Australia's fastest growing tour operators looking to launch a "My California" stand alone brand
- Hosted Gate 7 (Visit CA-Australia and Brand USA-Australia)
- Hosted the International PR Manager for Visit CA
- Hosted the new market manager with Tourico Holidays who operate as a receptive tour operator, wholesaler and OTA
- Organized the itinerary for September's visit from Comtoir des Voyages, a major wholesaler in France

CONSUMER & MISC

- Researched, organized and led fall ski show conference calls with the Sierra Ski Marketing Council partners
- Assisted the TCPUD conduct their annual intercept survey on a section of the paved bike trails that they manage

Special Event Programs
Departmental Report August 2013
Submitted by: Judy Laverty

SPORTS MARKETING

Staff is in discussions with USA Cycling, the BIG Event (amateur golf) and two "Touch Mudder" style challenges to set dates for future site visits. Staff also works closely with Conference sales on lead generation for smaller, regional association meetings and conferences.

SPECIAL EVENTS

Staff and CMO met with the Snowfest board and presented the NLTRA "White Paper" for discussion on the future of funding for SnowFest. Staff will meet with the SnowFest Board again at the end of August or September to draft a white paper for presentation to the NLTRA board of directors.

Staff met with Cristin Hannah, Lake Tahoe Dance Festival and Christy Smith of the Lake Tahoe Flow Arts Festival to discuss marketing and promotional strategies.

Staff attended the Wanderlust Festival in Whistler, BC. And staffed our vendor/sponsor booth for the four day festival and was able to reach literally hundreds of visitors and sell Tahoe as a destination.

SPECIAL PROJECTS:

Staff initiated communications to membership through eblasts, social campaigns and personal emails for the following events: Lake Tahoe Water Shuttle, Lake Tahoe Dance Festival, Tahoe City 150 Celebration, Green Drink Program, Autumn Food & Wine Week Calendar of Events, Tahoe Nalu SUP Race and Ironman.

IRONMAN

Staff initiated and managed the light pole banner project, a communication plan with all churches that will be affected by the Sunday race, developed a training clinic landing page on GTN, developed a calendar of events leading up to the race, developed an Ironman Special Events and Deals section for the Spectator Guide published by the Sierra Sun; sent out numerous IM dedicated eblasts calling for IM events, specials, deals, cool deals; communicated with Truckee to be sure their Sunday block party details are covered in the Spectator Guide.

TC150 CELEBRATION

Initiated NLTRA sponsorship of above event, developed the Judge Vernon Honeymoon Paddle Event and launched social, email and pr on this portion of the celebration. Attended all meetings for TC 150.

LAKE TAHOE TRAIL 100

Set up and staffed our vendor/sponsor booth at Northstar

SPECIAL EVENT GRANT FUNDING

With board direction and task force input, realigned and updated the grant funding criteria on the event application.

MEETINGS -Staff attended the marketing, board, BACC, AFW, Green Drink, TC150 and Lake Tahoe Dance Festival meeting.



professional creative services

August, 2013 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping up the music page "High Notes" - weekly music series, music festivals, headliners
- keeping a master "Marquee Calendar" and updating this calendar with major events
- 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 photos 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 Public Relations Recap July 2013

Summary

During the month of July, The Abbi Agency continued an aggressive summer outreach campaign that included: July 4 activities, summer road trip infographic pitching, and a myriad of July events including various Tahoe High Notes concerts, Wanderlust, and more. Further, we began preparation for the August Media FAM scheduled for Aug 8-11, corresponding with Ta-Hoe Nalu, Brews, Jazz and Funk Fest and the Concours d'Elegance.

In addition, TAA team seeded multiple opportunities for Autumn Food and Wine Events as well as Ironman Lake Tahoe. We began preparing for long lead winter adventure pitching as well as devoted significant energies to researching fall "shoulder" season media opportunities.

Also during the month of July, The Abbi Agency began preparing the social media strategy ahead of the August 1 contract start date. This included meeting with RKPR, strategy session via phone with School of Thought, and internal research.

Overall, TAA continued consistent communication with multiple stakeholders, including North Lake Tahoe businesses, marketing partners, and more. These communications have contributed significantly to the media success gained to date.

Media Placements

A comprehensive online clip book of your placements is available on ISSUU.com. Click this link: www.issuu.com/north_laketahoe

Total organic North Lake Tahoe placements for July: 18. For all news pertaining to North Lake Tahoe, organic or otherwise, please see the Vocus tracking report that accompanies this recap.

Placement Highlights:

MSN Living: <http://living.msn.com/life-inspired/your-best-summer-yet/slideshow?cp-documentid=258418145#11>

Liftopia: <http://www.liftopia.com/blog/start-suping-live-1000-miles-nearest-ocean/>



7X7: <http://www.7x7.com/tahoe/four-fall-food-events-tahoe>

RGJ: <http://www.rgj.com/article/20130714/LIV/307140035/Wanderlust-yoga-music-festival-starts-today>

Pending Placements

- Vogue
- Reno Gazette-Journal
- The Association News
- Triathlete (online)
- Women's Running Magazine
- Golf and Lifestyle Magazine
- Sunset
- Reno Tahoe-Tonight

Pitch Report/Hot Leads

A full pitch report will be provided with Q3 recap the first week of October. Some highlights we are working currently include:

- **Long Lead Fall/Winter stories:**
 - Outdoor Magazine
 - Ski Magazine
 - Via
 - Image Magazine
- **Short Lead Summer stories:**
 - Urban Daddy
 - SF Examiner
 - Vail Daily