



Marketing Committee  
August 30, 2011

August 2011  
Departmental Reports

**Advertising Departmental Report  
August 2011**

**Print/Outdoor Media**

**Leisure**

- San Francisco outdoor board June-September

**Internet Media**

**Leisure**

- LA Network banners (8/8-8/28)
- Adroll re-targeting campaign 5/15-9/15
- Away.com CPC buy 5/15-9/15
- SFist ROS ad banner June-August
- TripAdvisor DMO Campaign,
- Google & Yahoo/Bing
- Visiting Lake Tahoe Coop

**Wedding**

- San Diego Weddings.com annual listing 2/1/11-1/31/12
- TheKnot (profile on Vegas/Reno/Tahoe weddings section, annual) 2/1/11-1/31/12
- Weddingwire.com profile 2/1/11-1/31/12
- Myweddings.com profile 2/1/11-1/31/12
- Weddingsocation.com profile 2/1/11-1/31/12
- Paid search Google

**Radio**

- Secret Season :60 spot in San Francisco market (KFOG, KITS, KLLC, KIOT) 8/22-9/4

**Direct Response**

**Leisure**

August Consumer email blast sent 8/16/11 to 34,429 email addresses. As of 8/24/11 we received an open rate of 10.72% (3,452) with a click thru rate of 1.15 (370).

## Website

### **Completed GoTahoeNorth.com projects include:**

- Alter display of ongoing events to deliver better event results
- Suppress Price value on all Lodging Section sort, listing and detail pages
- Make Cool Deal categories orderable via the admin.
- On lodging listings pages only show Cool Deals for that segment
- Mobile Cool Deals titles
- Update AFW content
- Adjust display of Activity Tickets icon in Outdoor and Indoor sections
- Update Dart tracking code for Trip Advisor

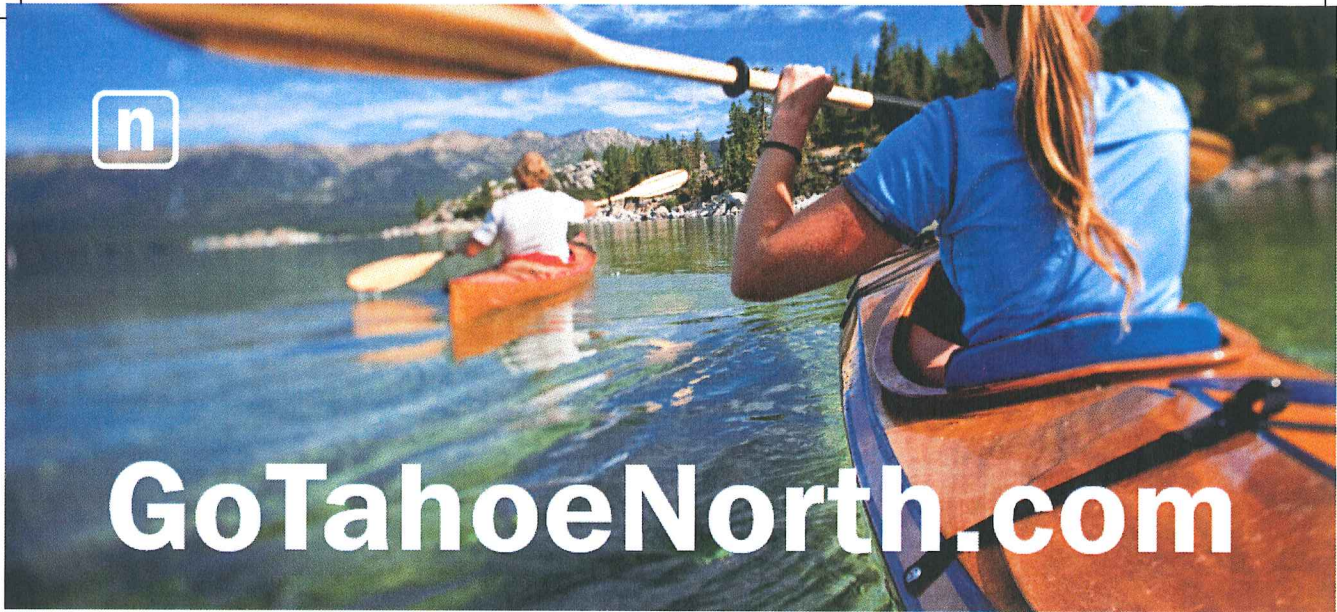
### **Upcoming GoTahoeNorth.com projects include:**

- Content management strategy
- Event Calendar printing, online distribution options
- Event Calendar meeting with Judy and Shelley
- VTour support

**August 2011 Insertions**

**San Francisco outdoor board June-September**

I-80 East, 200 ft. north of 3rd Street, West Facing, Left Read, West of the Bay Bridge. 4.2 million monthly impressions. Board updated from biking to kayaking this month.





## north lake tahoe

August Leisure Report  
Marketing Committee Meeting  
8-30-11

### TRAVEL TRADE

- Attended CA Tourism's Australian Sales and Media Mission in Sydney\*
  - B2B appointments with 17 wholesale companies and OTAs promoting year-round travel to North Lake Tahoe
  - Attended CA Tourism's travel trade appreciation dinner
  - Travel agent event with over 325 agents in attendance
  - Hosted "apres ski" themed drinks with SKIMAX call center agents
  - Cooked a "thank you" dinner for top-producing SKIMAX agents at the Director of CA Tourism-Australia/NZ's house
- \*The Australian Dollar remains extremely strong trading at \$1.04 USD (exchange rate on 8-22-11). Some lodging partners have notified staff that they are already pacing ahead of last year's Australian wholesale bookings.
- Conducted ski wholesaler sales calls/call center trainings and meals with product managers and GMs/Directors in Sydney, Australia
- Met with new DOS and Sales Manager at CalNeva to discuss wholesale strategy
- Met with GetSkiLiftTickets.com
- Met with Travelocity's new Market Manager

### FAMs

- Hosted GetSkiLiftTickets.com
- Finalized CA Tourism's UK SuperFAM itinerary for mid/late September
- Organizing HotelBeds Product Manager FAM itinerary for mid September

### MISC

- Attended CA Tourism's Sydney media event with over 75 top press in attendance
- Met with additional press for coffee, lunches and dinners and hosted a weekend surf event in Sydney with a writer from the Sunday Telegraph, the country's largest newspaper.
- Organized and conducted Sierra Ski Marketing Council (Ski Lake Tahoe) ski show planning meeting. NLTRA, LTVA and RSCVA will, again, be organizing the fall domestic consumer ski show tour.
- Contracted with ski show organizers for fall SSMC tour
- Attended Squaw Valley Partners Mountain Travel Symposium planning meeting for April 2012 event
- Attended Squaw Valley Central Reservations CORLIS presentation
- Assisted with Autumn Food and Wine winery, restaurant and volunteer solicitation
- Attended High Sierra Visitor Council planning meeting



Special Event Departmental Report  
August, 2011  
Submitted by Judy Laverty

1. In conjunction with the Lake Tahoe Push to the Pole Paddle event planners, staff assisted, consulted and supported the event which was held August 9-12. NLTRA sponsored a training run for two paraplegic athletes paddling kayaks on a 55 mile training run around the Lake as a precursor to an expedition to the South Pole.

The event met with great success with live TV coverage on KCRA 3, most local newspapers and some out of town press. There was an "armada" paddling with the athletes over the four days. The actual push to the Pole will be filmed as a documentary to hopefully be screened at the Sundance Film Festival. The Tahoe training run will be included in the movie.

2. Staff met with Northstar event staff x 3 to layout logistics and operations plans for Autumn Food & Wine.
3. Staff worked with the Tourism Director on a social networking campaign for Stand Up Paddleboarding which was executed prior to the Ta-Hoe Nalu SUP race on August 13-14. The race officials were extremely pleased with the turnout of athletes and spectators. ROI report to follow.
4. Staff continues to develop the AFW program on a daily basis, web updates, program updates and participant registration.
5. Staff is working with the Group Sales Director on landing the IMBA conference in 2012 and if we sign the group, staff will develop a week long Mountain Bike celebration prior to the group arrival. Staff will advise committee of our progress.
6. Staff attended the marketing committee and regular staff meetings.



*professional creative services*

August 2011 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- updating High Notes on a daily basis
- keeping up with the calendar of events
- keeping up with posting event videos
- contacting event producers by phone and email
- posting featured events on home-page link weekly
- working on Dining Section updates, additions/new imagery
- 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
- finding better photos for businesses and switching out when available (all sections)
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- keeping up with Trip Advisor event posts/images, etc.
- created (2) new pages for site: all things dog and a visitor centers page

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**NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT  
 AUGUST 22, 2011  
 PREPARED BY RKPR INC.**

**FACEBOOK**

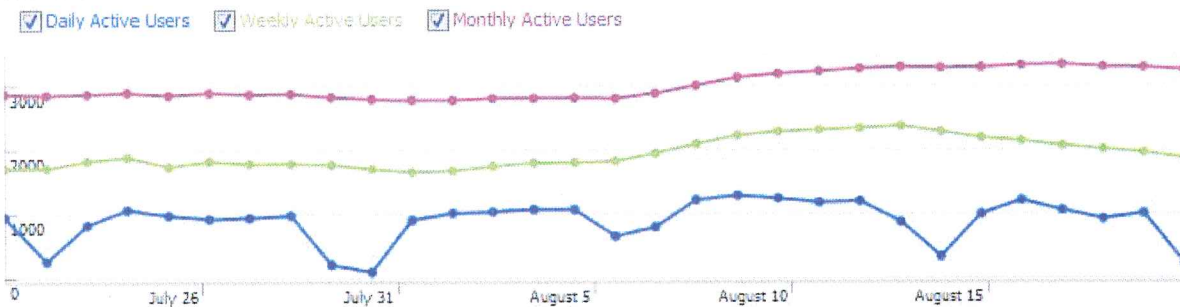
**Snapshot**

	JULY 14, 2011	AUGUST 21, 2011	% INCREASE
Facebook "Likes"	3,835	4,096	7%
Facebook Active Users	3,061	3,246	6%
Post Views/Feedback	192,397 / 742	227,477 / 564	18% / -30%

**Recent Activity**

- Currently hosting a series of sweepstakes to reinforce North Lake Tahoe brand, increase total fans and drive engagement
  - SUP sweepstakes lasted 5 days, generated 41 total entries and increased fans by 4% (reaching the average monthly increase in just 5 days rather than the course of a month)
  - Currently running Autumn Food & Wine Festival sweepstakes offering passes to a seminar and Grand Tasting as well as a one-night stay
  - Each sweepstakes is paired with a small Facebook ad campaign targeted towards Facebook users who aren't currently fans but meet target audience characteristics dependent on sweepstakes prize
  - Upcoming series of winter sweepstakes targeting winter sports, scheduled to start in early November and continue for four months
- Continuing to update profile image weekly to feature a fan photo from a wall posting
- Top posts over the past week include:
  - Sweet news for Northstar! (Shaun White post) (.99% feedback, 3,243 impressions)
  - NLT AFW Rules/Contest Announcement (.59% feedback, 505 impressions)
  - Northstar at Tahoe is Shaun White's new home (.34% feedback, 2,629 impressions)

**Active Users**



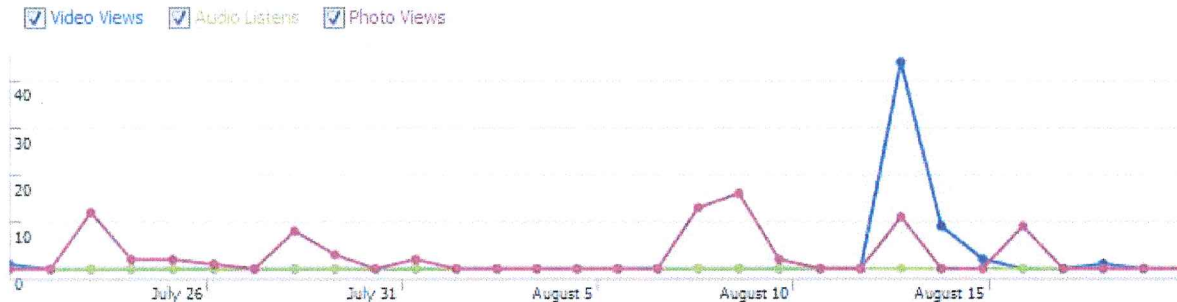
**Statistics**

- User data shifted slightly with 60% female (+1%) and 37% male (-1%); **the largest user group is 24-34 (28%) followed by 35-44 (25.3%)** and 45-54 (17.5%); primary likes are from **California**, followed by Reno, Seattle, Dallas, Atlanta, Phoenix, Denver and Chicago

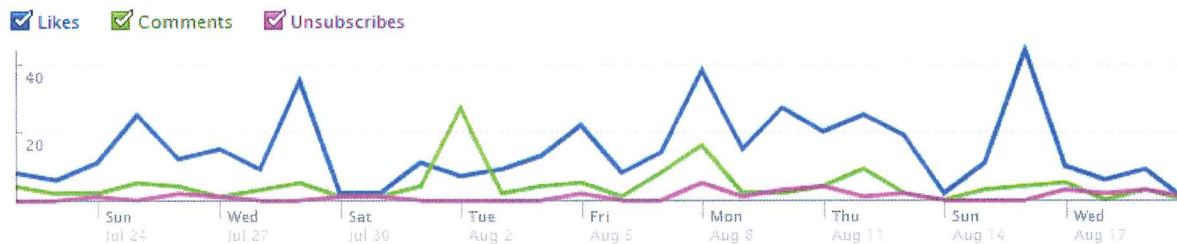


- The **top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com (53)** with additional external referrers including Google and Bing, NBCBayArea.com, Twitter.com and SouthPolePush.com
- Feedback has picked back up with more generalized and diverse summer postings; while comments have picked up as well, likes are much more common
- We are seeing continued increase in the number of Tahoe-area “pages” and fans posting to the page with area news, questions, etc. which reflects the feeling of community within page users

**Media Consumption**, spiked Aug. 13 with video posts for Ta-Hoe Nalu race and Concours d’Elegance



**Daily Story Feedback**, continues to be healthy



**Analysis**

- The growth of Likes continues to build at a steady pace throughout the month, experiencing bumps during sweepstakes promotions
- Continuing to experiment with weekend posts to keep the page momentum up
- Photos and videos continue to be a driver for likes and comments users tend to respond better to first-person/in-the-moment photos that give them the feeling of what’s really happening at Tahoe rather than posed/commercial shots
- Fans are increasing the number of photos they post to the wall as summer continues and more and more are able to make it up to Tahoe
- Posts related to what actually happening and what “we’re” enjoying generate more interaction and updates about deals, events, etc.
- Fan questions include those asking for recommendations or suggestions, allowing the page to become a sort of “Help Desk” for users
- Fans are endorsing Tahoe activities by commenting on NLT posts, such as “You should go if you haven’t, it’s great!”

**Recommendations**

- Continue to secure more first-person photos and encourage user photos to increase interaction
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel
- Continue with regular contests partnered with small ad campaigns to drive Likes and offer Tahoe prize package

## **TWITTER**

<b>TWITTER</b>	<b>JULY 14, 2011</b>	<b>AUGUST 22, 2011</b>	<b>% INCREASE</b>
Followers	2,752	2,839	3%
Listed	176	180	+4

### ***Statistics/ Activities***

- Currently following 2,707 users; regularly building list to follow current followers, seek out similar users
- Engaging in more conversations and, similar to Facebook, providing "Help Desk" style support to followers
- More travelers are visiting Tahoe and using smartphones with cameras to post photos, we are re-tweeting and commenting on these photos
- Now using Klout to rank Twitter status; Klout uses 35 variables to score a Twitter user on a scale of 100 ranking overall influence, true reach, amplification and network
  - Currently rated as a "Specialist" and noted as focused and consistent with influence about California, Lake Tahoe, hiking, yoga, music, deals and parties, to name a few

<b>STAT</b>	<b>JULY 14, 2011</b>	<b>AUGUST 22, 2011</b>	<b>CHANGE</b>
Overall	46	47.5	+1.5
True Reach	987	1,021	+3%
Amplification	26	28	+2
Network	53	54	+1

### ***Analysis***

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip once they've arrived
- Followers continue to grow at a steady pace through replies to users and consistent daily updates
- Mix of conversation and sharing content has made @TahoeNorth a reference for numerous lists and a source to retweet
- Content continues to be positive and showcase what's happening in the region

### ***Recommendations***

- Continue to tweet regularly throughout the day and experiment with added tweets at different times of day (evening) and on weekends to gauge interest
- Encourage more followers via weekly #TahoeTrivia session; promotion would also enhance knowledge and familiarity of North Lake Tahoe area
- Solicit local businesses to submit their Twitter handles to NLT to build additional quick-reference lists for users
- Continue to explore opportunities for promotions to build and engage followers

## **BLOG**

### ***Statistics***

- 3 posts have been added within the past month including:
  - Adaptive Athletes to Train at Tahoe (83 Facebook Likes, 3 Tweets)
  - Tahoe Rafting Now Open (3 Tweets)
  - Autumn Food & Wine Festival: Quick Picks (3 Tweets)
- Analytics currently set up through website

## **BLOG, cont.**

### ***Analysis***

- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website
- A record number of Likes were clicked for the Adaptive Athlete Training post, showing that inspirational positive stories not necessarily geared towards events and activities generate feedback

### ***Recommendations***

- Continue posting 2-3 blogs or more as needed per month on average focusing on topics that assist travelers in planning their trip to Tahoe and reinforcing the North Lake Tahoe brand
- Host guest bloggers, either selected from a contest or internally from staff, to blog about their Tahoe experiences, special tips, etc.
- Seek out Tahoe stories to share via the blog that will inspire and excite readers while also sharing the North Lake Tahoe brand and attitude

## **FOURSQUARE**

- Achieved “Brand” status on site and currently working towards creating badges for users to earn
- Followers have jumped to 246 total, a 61% increase in the past month and by far the largest gain
- Have 25 tips posted on locations throughout north Tahoe
  - Tips are provided by NLT team members and can be provided anytime to [team@rkpr.com](mailto:team@rkpr.com) to post
- As a brand, there’s now an option to create “Lists”. Will be posting lists based on existing lists on GoTahoeNorth website for best beaches, locals pick ski runs, etc.

### ***Recommendations***

- Continue posting tips, especially new tips as fall and winter approach to highlight winter activity locations

## **FLICKR**

- 15,173 all-time photo views, a 5% increase
- 172 photos and 2 videos in 8 sets
- Maintain 26 contacts and have membership in six groups

### ***Analysis and Recommendations***

- Site serves as a foundation for images for use in social updates and general views
- Continue adding images, both commercial and first-person, to share via social networks and tell the story of North Lake Tahoe

## **YOUTUBE**

### ***Snapshot***

<b>YOUTUBE</b>	<b>JULY 14, 2011</b>	<b>JULY 14, 2011</b>	<b>% INCREASE</b>
Total Video Views	23,988	24,416	2%
Subscribers	52	53	+1

- Added first person video of Kings Beach, Ta-Hoe Nalu and Concours D’Elegance
- Top videos include: (% of total views over past month, % of video viewed)
  - North Lake Tahoe – 7 World-Class Ski Resorts (42.8%, 60%)
  - Sounds of Sand Harbor (15.2%, 25%)
  - North Lake Tahoe N if for North (10.1%, 0%)

- North Lake Tahoe Getting Here (4.9%, 75%)

***Analysis and Recommendations***

- Although views have increased, video content remains stagnant; recommend adding additional videos, either professionally produced or amateur (Flip video, video phone) to further engage users, drive content to social networks and reinforce the North Lake Tahoe brand
- Only a small percentage of videos are discovered through external websites, such as GoTahoeNorth.com or NLT's social networks; there is opportunity to increase video views by incorporating video feeds into social networks and blogs regularly
- Encourage user videos by hosting a promotion or contest with video submissions

###



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory  
August 22, 2011**

**I. Current Projects**

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – coordinating a press trip for Sandrine Di Rienzo (French documentary film crew), as well as press arrangements for journalists attending AFW: Al Pierleoni and Mike Dunne of the Sacramento Bee, Kathleen Jay of the SF Examiner and Robert McKean of Oakland and Alameda Magazines.

**II. News Releases – 4 news releases in the works**

- A. North Lake Holiday Showcase Mixer (September 8) – drafting
- B. Lake Tahoe Food/Wine Festival this Weekend – drafting
- C. Chamber EDucation Workshops – updating news releases with new dates
- D. Tahoe Dog-Friendly news release - drafting

**III. News Releases – 17 news releases distributed since our July 11 report**

- A. Adaptive Athletes Train for South Pole via Tahoe Paddle Event
- B. Roundtable for Upcoming Tahoe Summit

- C. North Tahoe Chamber Mixer is August 4 in Incline Village
- D. Chamber to Host QuickBooks Seminar August 9 & 16
- E. Northstar to Host Joint Chamber Mixer August 9
- F. Chamber to Host Business Identity Theft Workshop August 10
- G. Tough Mudder Up For Award, Voting Ends August 15
- H. Rafting On the Truckee River is Now Open
- I. Tahoe Adaptive Athletes Train for South Pole via Paddle Event (VNR)
- J. Rafting On the Truckee River Opens (VNR)
- K. 26<sup>th</sup> Annual Lake Tahoe Autumn Food & Wine Festival is Sept. 9-11
- L. Chamber to Host Going Green Workshop August 18
- M. Special Event Development Grant Applications Due Sept. 9
- N. Chamber to Host Internet Marketing Class August 23
- O. Sexual Harassment Workshop is August 24 at Cedar House
- P. Chamber to Host How to Start a Business Workshop August 25
- Q. Chamber to Host Selling Your Business Workshop August 31

**IV. Media Leads – 58 media requests we’ve responded to since our July 11 report (does not include those journalists we’ve actively pitched)**

- A. Freelancer Richard Basich – possible press trip, 7/12
- B. CA Tourism – Shannon Brooks, BBC adventure/travel show, 7/12
- C. Marin Magazine – Mimi Towle, Wanderlust lodging, 7/13
- D. CA Tourism – Shannon Brooks, possible Belgian media fam, 7/15
- E. Freelancer Bob Ecker – what’s new this winter, 7/15
- F. Via Magazine – Laura Kiniry, Woodward Tahoe, 7/18
- G. Eyewitness Guide to SF – fact checking Tahoe section, 7/20
- H. North American Cooking Vacations – Stephanie Citron, story angles, 7/20
- I. CTTC’s Black Diamond Travel – Anna Francis, what’s new winter, 7/20
- J. Frommers.com – Amy Chen, Labor Day weekend deals, 7/20
- K. Tahoe TV – Eric Brandt, The Push images, interview, 7/22
- L. Sacramento Bee – Ed Fletcher, Placer County re-districting, 7/22

- M. Association News – Barbara Beckley, what’s new in meetings, 7/25
- N. KFBK-Radio (Sac) – Rob Allister, coordinating The Push interview, 7/26
- O. CA Tourism – AFW lodging packages for CA Wine Month deals, 7/26
- P. New York Times – Nicole Dreon, The Push story angles, 7/26
- Q. The Weekly – Katherine Hill, The Push images, 7/26
- R. KGO-Radio (SF) – John Hamilton, The Push interview, 7/27
- S. CTTC’s Black Diamond – Anna Francis, 2012 SnowFest dates, 7/28
- T. About.com – Lois Friedland, ski season pass details, 8/1
- U. Oakland Magazine – Robert McKean, AFW media passes, 8/1
- V. SF Chronicle – Bill Fink, North Lake Tahoe bike trails, 8/1
- W. Sierra Sun – Amy Edgett, The Push interview, images, 8/1
- X. Reno Gazette-Journal – Juan Lopez, The Push interview, images, 8/2
- Y. Sacramento Bee – Al Pierleoni, AFW story angles, 8/2
- Z. Vinogger.com – Melanie Ogren, AFW story angles, press trip, 8/3
- AA. Marin Independent Journal – Dave Allen, The Push interview, 8/3
- BB. Lake Tahoe News – Kae Reed, The Push images, 8/5
- CC. NBCBayArea.com – Alysia Painter, The Push images, 8/5
- DD. Moonshine Ink – Melissa Siig, The Push images, 8/5
- EE. Portland Monthly Magazine – Casey Kordel, story angles, 8/5
- FF. VannuysNewsPress.com – George Thomas, possible press trip, 8/5
- GG. LA Times – Chris Erskine, rafting images, 8/5
- HH. Diablo Magazine – Susan Safipour, rafting details, 8/8
- II. NBCBayArea.com – Alysia Painter, AFW images, 8/8
- JJ. RKPR – Kristen Power, AFW images, 8/8
- KK. Sierra Sun – Amy Edgett, AFW images, 8/8
- LL. The Weekly – Katherine Hill, AFW images, 8/8
- MM. Tahoe.com – Erik Stabile, AFW images, 8/8
- NN. Reno Gazette-Journal – Jonathan Wright, AFW story angles, 8/8
- OO. KCRA-TV (Sac) – onsite The Push interview, 8/9
- PP. The Push – Erik Stabile, The Push day-of images, 8/9
- QQ. KRNV-TV (Reno) – coordinating 8/12 The Push interview
- RR. Chichaku CA (Chinese) – Linda DuBois, Tahoe images, 8/10
- SS. KOLO (Reno) – coordinating Concours d’Elegance filming, 8/11
- TT. WineLuv.com – Christine Rios, possible AFW media passes, 8/11
- UU. KGO-Radio (SF) – John Hamilton, conducting interview, 8/12
- VV. Sierra Heritage Magazine – Sorana Curcur, images, 8/15
- WW. Dallas Morning News – Walt Roessing, ski museum, 8/15
- XX. SF Examiner – Kathleen Jay, AFW story angles, 8/16
- YY. German News Agency – Anke Jessen, images, 8/16
- ZZ. French Documentary Film Crew – Sandrine Di Rienzo, 8/16
- AAA. Freelancer Linda Broydo – Tahoe story angles, 8/17
- BBB. CA Tourism’s Fernanda Alves – Brazilian film crew, 8/17
- CCC. CA Tourism – Shannon Brooks, UK film crew, 8/17
- DDD. CTTC’s Black Diamond – Anna Francis, fireworks image, 8/17
- EEE. The Weekly – Ann Lindemann, AFW story angles, 8/18
- FFF. Golf News/Travel Magazine – Alexander Smolinski, images, 8/18