

**north lake tahoe**

Chamber | CVB | Resort Association

August 2014

Marketing Departmental  
Reports

August Departmental Report: Advertising  
NLT 2014 Summer Campaign

SEM:  
Ad Groups: Human Powered Sports, Cool Deals, High Notes

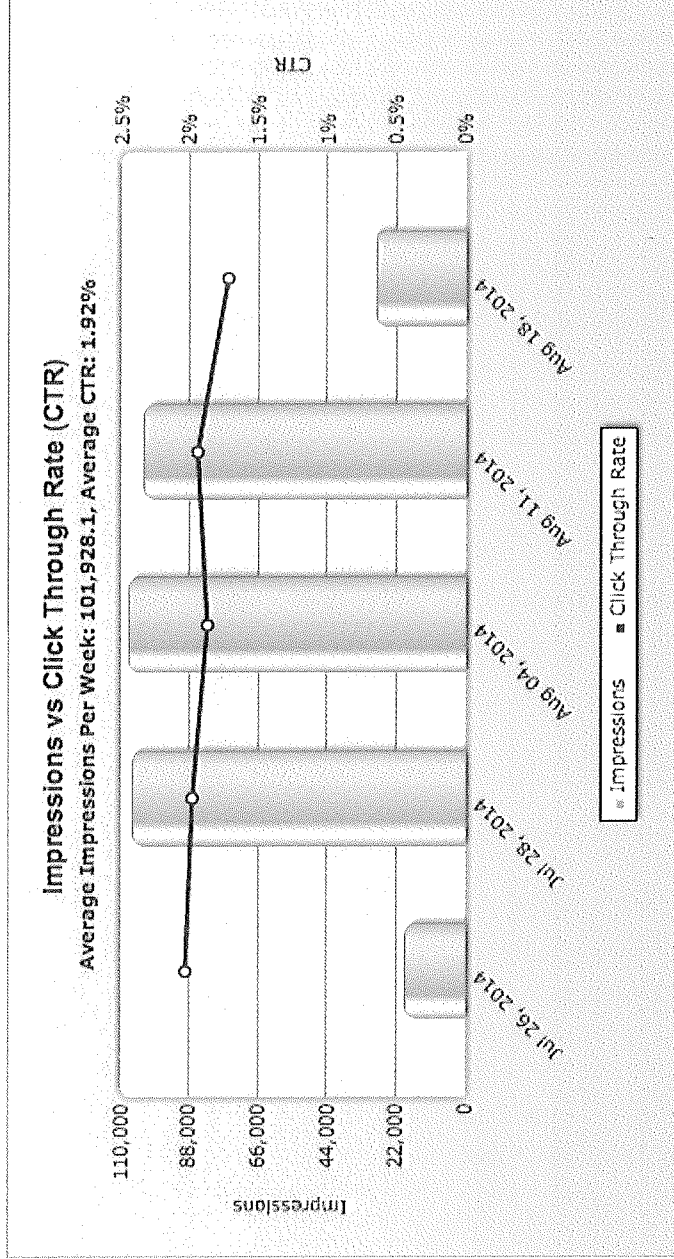
*Southern California*

Impressions: 364,029

Clicks: 7,699

CTR: 2.11%

Cost per click: \$0.49



Results reflect 7/22/14 - 8/19/14

SEM:

Top Keywords

1. things to do Lake Tahoe
2. Lake Tahoe Concerts
3. north lake tahoe activities
4. North Lake Tahoe events
5. weather forecast tahoe
6. South Lake Tahoe events
7. North Lake Tahoe restaurants
8. tahoe city restaurants
9. weather forecast Lake Tahoe
10. Lake Tahoe events
11. Truckee events
12. Tahoe City events
13. weather conditions tahoe
14. Lake Tahoe Summer Activities
15. incline village restaurants

*Results reflect 7/22/14 - 8/19/14*

SEO: [gotahoenorth.com](http://gotahoenorth.com)

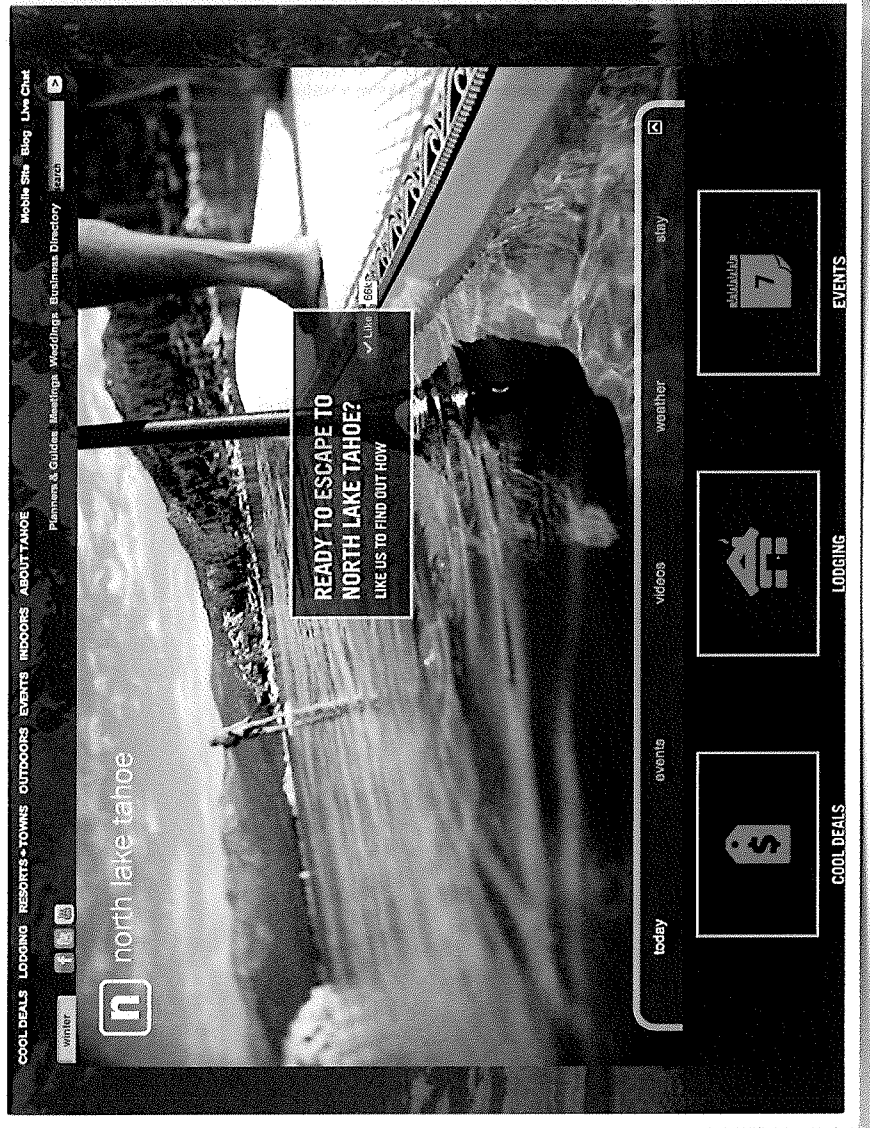
Visits: 144,644

Unique Visitors: 117,951, 77% new

Page Views: 409,366, avg. 2.83  
pages/session

Session Duration: 2:05

Cool Deals Page Visits: 3,230



Results reflect 7/22/14 - 8/19/14

Digital Units:

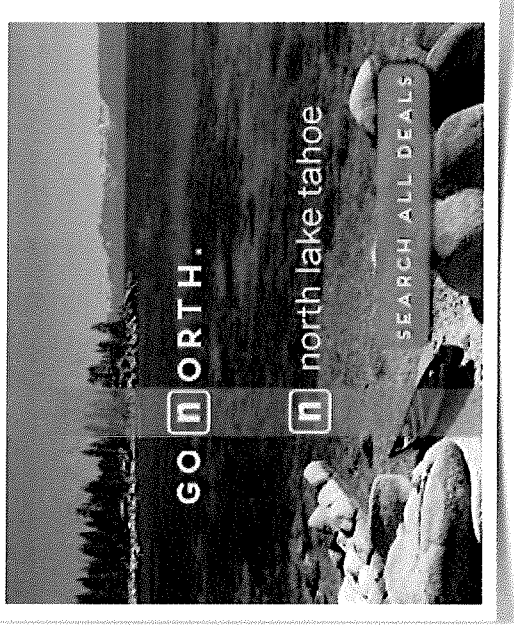
Impressions: 734,320

Clicks: 797

CTR: 0.11%

Interactions: 8,336

Interaction Rate: 1.14%



Results reflect 7/22/14 - 8/19/14

## **Conference Department Report for August 2014**

In August, 2014 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 American Society of Association Executives Annual Meeting & Exposition in Nashville, TN. The ASAE annual event brings together 5,000+ professionals from associations and nonprofits for a three-day, must-attend, networking, and education extravaganza. Staff developed a number of leads for future meetings and met with numerous key accounts during the event.

Staff, along with the Reno Sparks Convention & Visitors Authority hosted a client event for key customers during the ASAE Annual Meeting. The event was attended by 20 key customers and offered an opportunity to network with important clients in a unique environment.

Staff hosted a site visit for DP Technology. DP Technology is considering North Lake Tahoe for their May or June 2015 Program. This meeting will generate roughly 1200 room nights and \$250,000 of room revenue.

Staff hosted a site visit for Spartan Race. Spartan Race is considering North Lake Tahoe for a 2 day obstacle course race on September 25/26, 2015. Anticipated attendance is roughly 10,000 people and is expected to generate over \$350,000 of room revenue.

Staff hosted a site visit for the Incentive Marketing & Research Alliance. IMRA is considering the Resort at Squaw Creek and Hyatt for their 2016 Annual Meeting. North Lake Tahoe has been selected and they hope to select a property in the next 30 days. The meeting will generate approximately 450 room nights and \$76,000 of room revenue.

Staff co-sponsored the California Society of Association Executives, Association Management Company Retreat at the Resort at Squaw Creek. The Association Management Company Retreat comes to North Lake Tahoe/Resort at Squaw Creek every two years. The attendees are high level executives at approximately 20 different association management companies that represent over 60 associations with a combined meeting purchasing power over \$10,000,000. We hope that we will generate a significant amount of future association business by hosting this event.

Staff attended the Reno-Tahoe Meeting Coop meeting at the RSCVA.

Staff met with a UCSF representative at Resort at Squaw Creek during their annual Physicians. Staff provided the group with Visitors Guides that were placed in their welcome packet

Staff met with a Tough Mudder representative to recap this year's event and to start working on lodging plans for next year's June Event.

Staff conducted meetings with South Lake Tahoe properties and conference members to get updates on new conference space and renovations taking place.

Staff worked with WonderGrassTahoe to set up an August site visit for their March 2015 Program. This program will bring approximately 3000 people and generate 1000 room nights for North Lake Tahoe.

Staff conducted site visits with WonderGrassTahoe. WonderGrassTahoe is having this event in Squaw Valley in March 2015

Staff worked with Triple Crown Sports to set up a September site visit for their July 2015 National Program. This program will bring approximately 1000 people and generate 800 room nights for North Lake Tahoe.

Staff conducted meeting and site visits to small lodging properties to discuss upcoming group opportunities with sports and festival programs.

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





July Leisure Report  
Marketing Committee Meeting  
8-26-14

### TRAVEL TRADE

- Met with Ski.com's Director of Marketing who was out for a visit
- Conducted post visit follow-up with Voyages Terra Natura making sure that the travel agent has contact details and pricing from all of the lodging properties she site toured last month after giving her time to review which products will work best for clientele
- Sent training materials and helped fund a ski training and lunch at Ski Independence's office in Edinburgh, Scotland led by our UK travel trade account manager
- Sent materials and will share booth costs with LTVA in order for Lake Tahoe to be represented as a whole at a Virgin Holidays UK agent training day with our UK travel trade account manager to staff the booth. Andrea Sims has been snowboarding out in Lake Tahoe many times and is well versed in the entire resort and lodging product range.

### FAMs

- Hosted Tourdust, a UK wholesaler specializing in family travel with young children looking to add product in California
- Finalized the itinerary for an NCOT – Australia press visit to take place in early September, post Labor Day highlighting Autumn Food and Wine and the Hyatt Regency
- Finalized the itinerary for Visit CA's UK/Irish SuperFAM which will take place in late September/early October.
- Conducted a conference call with Visit CA's UK PR Manager to discuss potential fall and winter media visit opportunities
- Began discussions with the Nevada Commission on Tourism to get their sales, marketing and PR teams up to North Lake Tahoe for a fall staff fam visit

### CONSUMER & MISC

- Conducted a North Lake Tahoe Nordic conference call to discuss the proposed 2014-15 interchangeable trail booklet
- Set up and led the annual planning meeting for the Sierra Ski marketing Council's/Ski Lake Tahoe's domestic fall consumer program



**Special Events  
Departmental Report  
August 2014**

**IRONMAN**

Finished up IMLT calendar of special events and offers for the Spectator Guide.  
Finalized the IMLT Dine Around program from inception to contracts.

**WONDERGRASS TAHOE BLUEGRASS FESTIVAL**

Met with the principals of Bonfire Entertainment and discussed marketing strategy, cross promotions, social and pr pushes. Also started strategizing on room blocks/comps etc. Wondergrass and Squaw finally came to an agreement to stage the concert at Squaw late March 2015.

**USA CYCLING 2015**

Working closely with the event directors on tweaking race days for a better fit for the communities that will be impacted by the event. A race director is to be hired by the end of the month and then we will start meetings with the various county offices and permitting agencies.

**AUTUMN FOOD AND WINE**

Having wrap up meetings with the Northstar event staff and going over the details of seminars, lodging, ticket sales and operational plans.

**SPECIAL EVENT GRANT FUND APPLICATION CHANGES**

Restructured the SE Grant Application and Criteria with the SE/BACC task force. The BACC committee approved the changes on the SE Grant Criteria and application and it will be sent to the September board meeting for approval.

**WEB**

Cleaning up duplicate event entries and doing updates and fixes on pages where there are errors or stale information. Working with SOT, Andy, Bill Hoffman, Shelley and the web team on the new website architecture



*professional creative services*

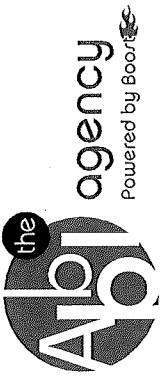
August, 2014 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- meeting and collaborating on the new site layout and content transfer reviews
- 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*

Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com



# North Lake Tahoe August Recap

Public Relations   Content Marketing   Design   Social Media

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# Key Themes: July - September

- Position As: The Premier Recreational, Wedding and Meeting Destination
- FAM trip outreach for fall
- Key Messages
  - Bay Area: work/life balance
  - Southern California: drive just a little bit farther; cool deals
  - Sacramento: beat the heat
  - Peak Your Adventure
  - Human Powered Sports
- 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
- Content Marketing
  - Blog
  - Newsletter
  - Various Press Releases
- Long lead pitching for fall: Shoulder Season, Leaf Peeping , meetings



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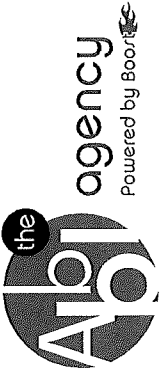
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# Key Themes: July - September

## Campaign: Human Powered Sports

### Tactics:

- eBook: A Guide to Human Powered Sports
- Social Media Quiz: If you were a North Lake Tahoe human powered sport, what would you be?
- Social Media: Highlight visual aspects of campaign across all channels using branded imagery (Instagram, Pinterest, Facebook, Twitter)
- YouTube: Create four “how-to” videos (Paddle Boarding, Mountain Biking, Aerial Fabrics, Kayaking)
- Blogs/Newsletter/RMC Newsletter: Each with content geared toward campaign
- Infographic: A shareable infographic that highlights statistical information related to human powered sports (Paddle Boarding, Biking, Aerial Fabrics, Hiking)



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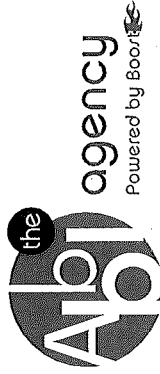
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# August Campaign Plan

## Primary Goals & Objectives

- Implementation of Human Powered Sports Campaign (via social media channels):
  - eBook
  - Infographic
  - How-To Videos
  - Social Sharing Images
  - Online Quiz
  - Blogs
- Media outreach for fall FAM trips and destination pitching

## Talking Points & Messaging

- Autumn Food & Wine (9/5-9/7)
- Shoulder season is the "secret" season in North Lake Tahoe
- SUP Paddleboard Races
- TahoeART Month (September)
- IRONMAN (9/21)

## Content Marketing

- Launch of the monthly newsletter (new creative; new content categories)
- Blogs for GoTahoeNorth (6)
  - September is TahoeART Month
  - Human Powered Sports in North Lake Tahoe (2)
  - Human Powered Sports Infographic
  - Aerial Fabrics in North Lake Tahoe
  - Kayaking in North Lake Tahoe
- Press Releases
  - Human Powered Sports Campaign Launch
  - Autumn Food & Wine (ended up crafting into a more targeted pitch vs. release)
  - TahoeART Month

## FAM Coordination

- Total Trips: 5



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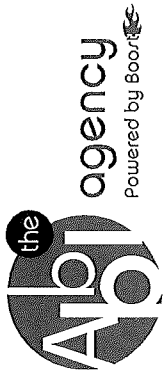


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# August Public Relations

**How to Spend the Perfect Weekend in North Lake Tahoe**  
 By Lellani Marie Labong on August 14, 2014 4:45 PM

**7x7SF**

**YAHOO!**  
TRAVEL

Start Slideshow >

Best Lake Vacations in the U.S.

Total Number of Placements: 26

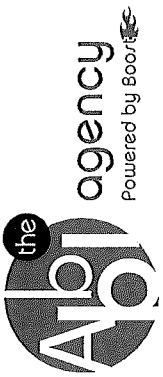
Regional vs. National: 22/4

Placement Highlights:

- Real Weddings Magazine Blog (Ad Equivalency: \$N/A)
- NBC Bay Area - TahoeART Month (Ad Equivalency: \$4,636.9)
- 7x7 - Weekend Getaway (Ad Equivalency: \$4,617.68)
- Yahoo! Travel - Best U.S. Lake Vacation (Ad Equivalency: \$46,250)

Pending Placements:

- Trekaroo (FAM: 9/19 - 9/21)
- Hemispheres Magazine (Winter Issue - What's New in Skiing)
- Capital Public Radio (TahoeART Month)
- NBC Bay Area (Autumn Food & Wine)
- SF Chronicle (fall getaway, FAM: 8/28-8/30)
- Endless Vacations (fall, FAM: 8/14)



# HPS Campaign Tool: eBook

**n** north lake tahoe

## A North Lake Tahoe Guide to Human-Powered Sports

North Lake Tahoe is a human-powered sports paradise. From the simple act of lacing up hiking boots and hitting the trail to the pure pleasure of floating across Lake Tahoe on a paddleboard, Lake Tahoe has an endless array of outdoor options. In fact, at times there are so many options for North Tahoe residents and visitors that it is hard to choose which sport to tackle on a summer day.

Here is a guide to eight human-powered sports perfect for North Tahoe's stunning people. They range from a relaxed floating of the Truckee River to a heart-pounding mountain biking on Tahoe's most technical trails. Piled on to learn how to spend your next summer day in North Tahoe, whether you want to spend the day in a kayak or send yourself into a prezzie while bobbing on a paddleboard.

**n** north lake tahoe | A North Lake Tahoe Guide to Human-Powered Sports | Share this eBook on Social Media! | #TakeNorth

### MOUNTAINBIKING

#### Single-speed or Geared?

One of the first questions you will ask yourself is do you want to be a mountain biker or a road biker. Mountain bikes are designed to be used on rough terrain, while road bikes are designed for smooth pavement. The choice, like most decisions, is highly subjective. If you are looking for a bike that will take you to the next level, a single-speed bike is a great choice. It is a simple, clean, and efficient design. A geared bike, on the other hand, is a more complex design. It is a more expensive bike, but it offers a lot of versatility. It is a great choice for those who want to take their riding to the next level.

### MOUNTAINBIKING

#### Slap a GoPro on Your Bike Helmet

There is nothing more exhilarating than a first-hand view of the world from your helmet. A GoPro is the perfect tool for this. It is a small, rugged camera that can be attached to your helmet. It will capture every moment of your ride, from the most scenic views to the most challenging terrain. It is a great way to share your adventures with friends and family. It is also a great way to document your progress and see how far you have come.

#TakeNorth | #HPS | #GoPro | #MountainBiking | #Adventure | #Tahoe | #LakeTahoe | #HumanPoweredSports | #ShareThisEBookOnSocialMedia! | #TakeNorth

### SUPYOGA

#### Slap a GoPro on Your Bike Helmet

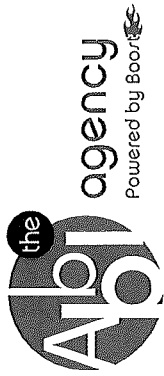
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### SUPYOGA

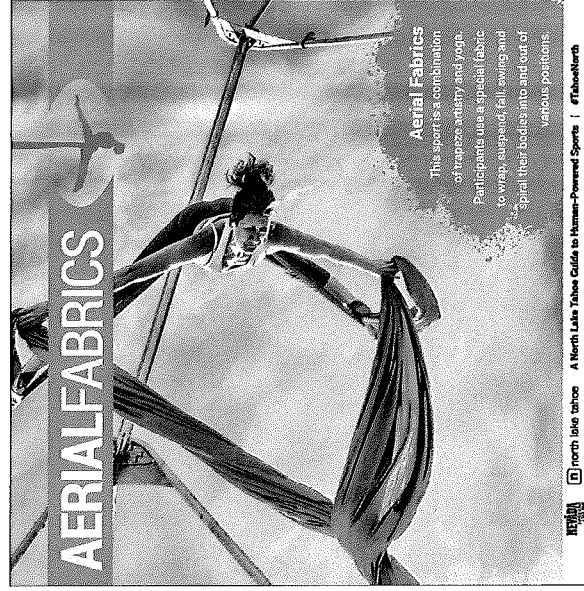
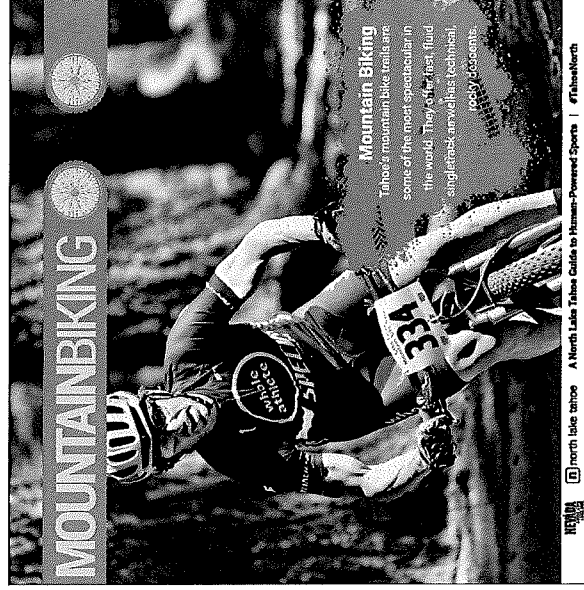
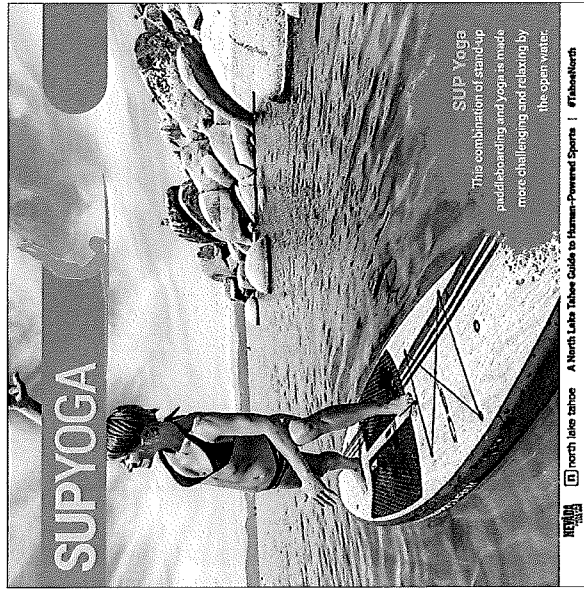
#### Dress the Part

Superyoga is a unique blend of yoga and surfing. It is a great way to stay fit and have fun at the same time. It is a great way to connect with nature and feel the power of the ocean. It is a great way to challenge yourself and push your limits. It is a great way to experience the beauty of the ocean and the power of the waves. It is a great way to feel the wind in your hair and the sun on your face. It is a great way to feel the earth beneath your feet and the water around you. It is a great way to feel the spirit of the ocean and the power of the waves. It is a great way to experience the beauty of the ocean and the power of the waves. It is a great way to feel the wind in your hair and the sun on your face. It is a great way to feel the earth beneath your feet and the water around you. It is a great way to feel the spirit of the ocean and the power of the waves.

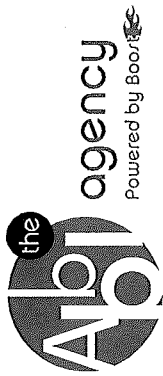
#TakeNorth | #HPS | #Superyoga | #Adventure | #Tahoe | #LakeTahoe | #HumanPoweredSports | #ShareThisEBookOnSocialMedia! | #TakeNorth



# HPS Campaign Tool: Images for Social Media



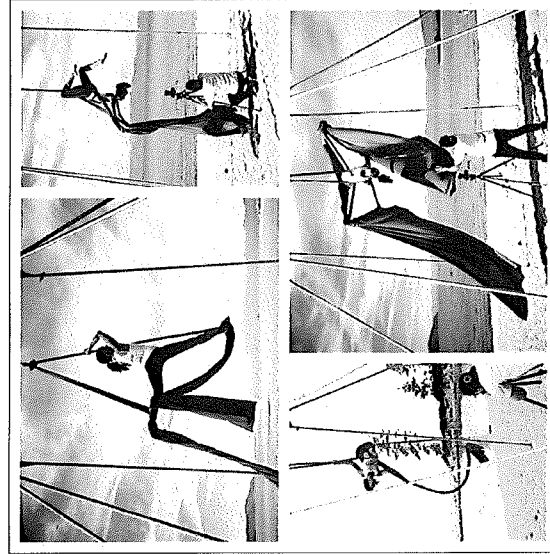
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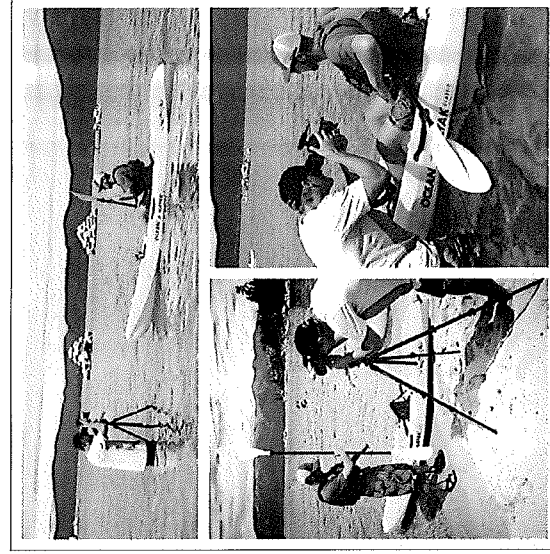
# HPS Campaign Tool: How-To Videos



Video: [HERE](#)  
Views: 760



Video: [HERE](#)  
Views: 217



Video: [HERE](#)  
Views: 6,918



# HPS Campaign Tool: Infographic

**A North Lake Tahoe Guide to Human-Powered Sports**

**SUPYOGA**  
This combination of stand up paddleboarding and yoga is a popular activity in North Lake Tahoe.

**90 MINUTES**  
The average stand up paddleboarder spends 90 minutes on the water.

**66**  
The average stand up paddleboarder spends 66 minutes on the water.

**12 feet long**  
The average stand up paddleboard is 12 feet long.

**AERIAL FABRICS**

This sport is a combination of paragliding and hang gliding. Participants are suspended, but enjoy and enjoy their height and view of various positions.

**17-20 INCHES**  
The average width of their wings.

**18 FEET**  
Height of a typical canopy.

**18-35 FEET**  
Vertical distance that wings perform with.

**PADDLEBOARDING**

Paddleboarding, whether done sitting or standing on the board, can be an incredible, invigorating workout on the beautiful backdrop of North Lake Tahoe.

**12+** locations where you can stand up paddleboard.

**11** SUP races on Lake Tahoe each year.

**31,680** paddleboards to rent in total throughout the lake.

**MOUNTAINBIKING**

Tahoe's mountain bike trails are some of the most spectacular in the world. They offer fast, fluid singletrack as well as technical, rocky descents.

**126 miles** of marked trails around North Lake Tahoe.

**20.2** miles of trail are open to mountain bikers.

**8,740 feet** of elevation gain on the Tahoe Rim Trail.

**1,000** mountain bikers participate in the Tahoe Rim Trail.

**ROADBIKING**

**72** miles around Lake Tahoe.

**7+** road bike races each summer.

**HIKING**

Lacing up a pair of boots and walking into the wilderness is one of the most popular activities in Lake Tahoe.

**165 miles** of the Tahoe Rim Trail.

**1,600 people** have completed the 165-mile Tahoe Rim Trail.

**10,776 feet** of elevation gain on the Tahoe Rim Trail.

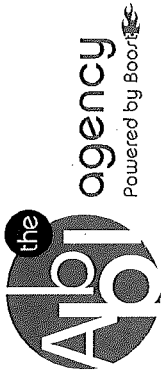
**DISC GOLF**

Participants throw discs toward a target hole that sits on the side. Just like golf, the goal is to throw the disc into the basket in the fewest number of throws.

**8** disc golf courses in North Lake Tahoe.

**86 holes** on the average disc golf course.

A North Lake Tahoe Guide to Human-Powered Sports | TahoeNorth  
AUSTIN agency. NEVADA



# August Public Relations

## FAM Trip Coordination

Outlet: 7x7  
Angle: Summer / Sports  
Who: Leilani Labong  
Trip Date: 8/8 - 8/10  
Run Date: TBD

Outlet: Association News  
Angle: Meeting / Event Planning  
Who: Ann Shepphird  
Trip Date: 8/12  
Run Date: October Issue

Outlet: Freelance  
Angle: Summer / Sports  
Who: Jill Robinson  
Trip Date: 8/19 - 8/20  
Run Date: TBD

MISC Blogger FAMs:  
• 6 bloggers: 9/12 – 9/13  
• 3 bloggers: 9/18 – 9/20



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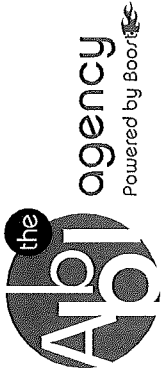
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# August Social Media

## Facebook Data

- Total Number of Likes: 85,325
- Gained in August: 17,500
- Gender Demographic : 61% female; 39% male

## Location Demographic:

- 224.0k Impressions: Los Angeles, CA
- 82.8k Impressions: San Diego, CA
- 43.0k Impressions: Sacramento, CA
- Highest Activity: Wednesdays and Thursdays

## Instagram Data

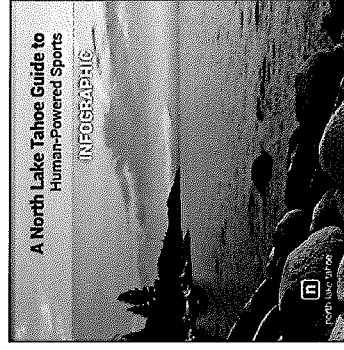
- Total Number of Followers: 1,997
- Gained in August: 279
- Total Photos: 282

## Twitter Data

- Total Number of Followers: 8,732
- Gained in August: 323
- Mentions: 149
- Link Clicks: 655
- Re-Tweets: 181
- Demographic: 59% male; 41% female

## Design:

Various branded graphics for social sharing: 18



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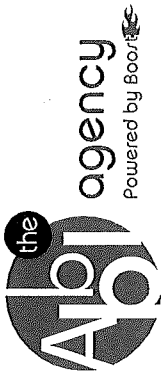
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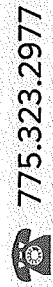
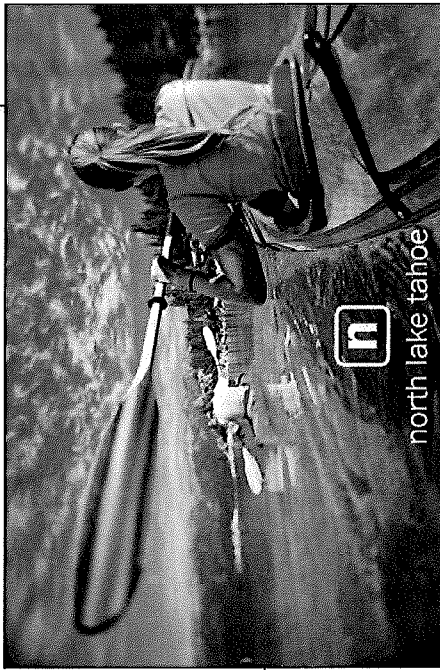
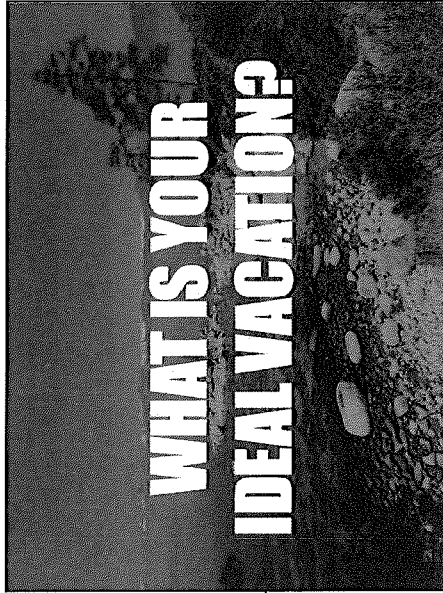
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# August Social Media

## Human Powered Sports Quiz:

During the month of August, The Abbi Agency focused on promoting the North Lake Tahoe Human Powered Sports online quiz. The quiz was launched on July 10, via the GoTahoeNorth blog. As of August 21, the quiz had 2,300 Facebook shares, which has increased traffic to the GoTahoeNorth website.



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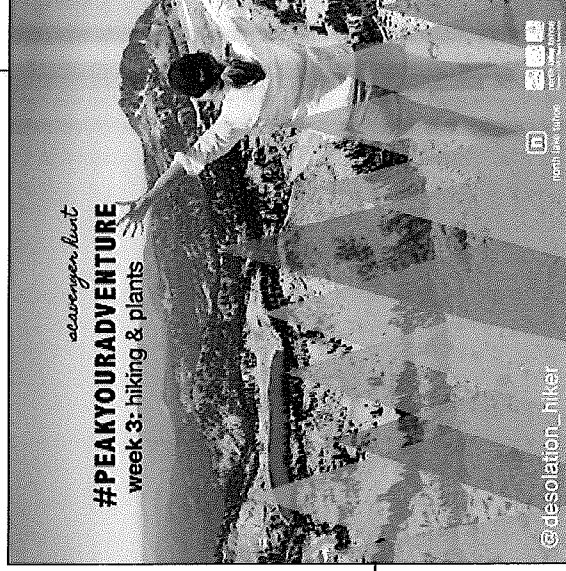




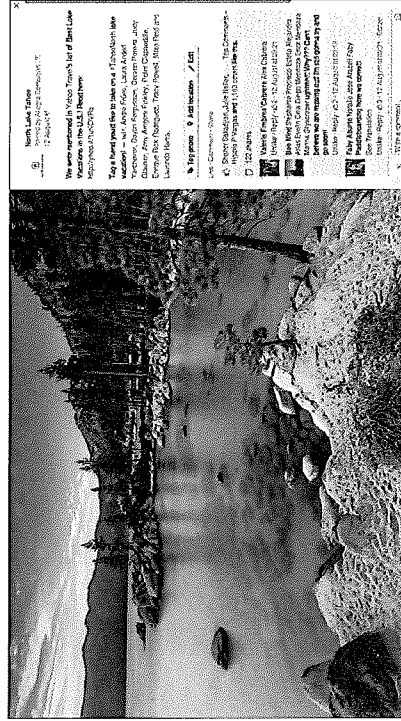
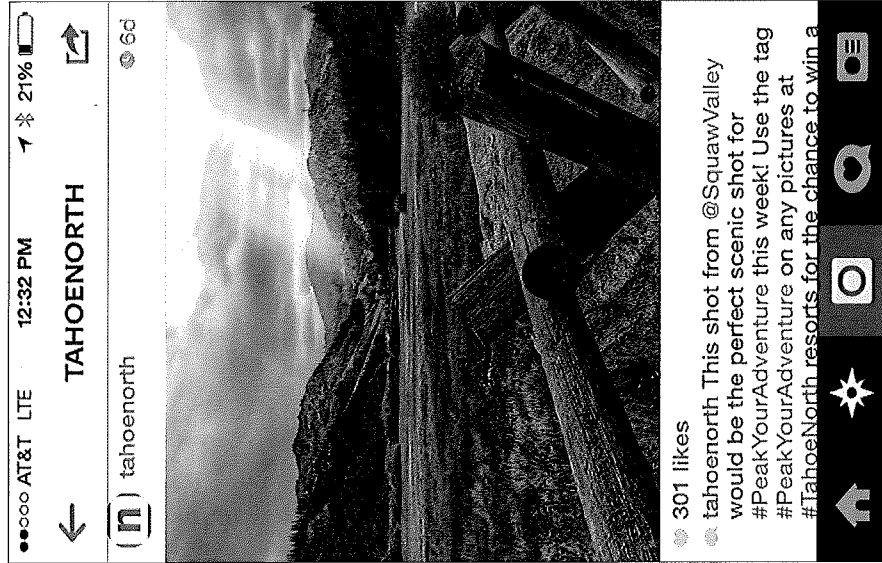
# August Social Media

## #PeakYourAdventure:

The Abbi Agency continued promotion around the #PeakYourAdventure campaign with a Photo Scavenger Hunt. As of August 21, the campaign had 2.6 million impressions. There have been 92 entries and 441 links shared from the Facebook application.



# August Social Media Highlights





# Thank You

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