



Marketing Committee  
November 23<sup>rd</sup>, 2010

November 2010  
Departmental Reports

## Print Media for November & December

- Leisure ads: LA Magazine, Orange Coast Magazine, Southwest Spirit, National Geographic Traveler, 7x7, Marin Magazine, LA Times Sunday Magazine, Outside Magazine, CA Visitor Guide (annual), AAA Tourbook (annual)

## Internet Media for October & November

- Leisure internet media running: Orbitz, Tripadvisor DMO Campaign, Google & Yahoo, Visiting Lake Tahoe Coop

## Outdoor

- New creative posts on new board on 11/1

## Direct Response

- November consumer email blast to database 11/8 yielded a 11.09% open rate and a .81% click-thru rate. Our welcome email blast yielded a 24.44% open rate and a 2.10% click-thru rate. Of the 24.44% who opened the email blast, 2.8% unsubscribed.

## Website

- Completed GoTahoeNorth.com projects include:
  - Activity Tickets icon added to Event Calendar page
  - Dining Cool Deals icon added to Cool Deals page
  - GoTahoeNorth.com re-launch
- Completed GoTahoeNorth.com/amgen projects include:
  - Socialize page styling
  - Updates to Media Page
  - Email sign-up button added
  - Amgen bug versions created
- Upcoming GoTahoeNorth.com re-launch projects include:
  - Dining Sort Function
  - Styling updates to snow report text
  - Donner Summit resort + town addition
  - Integration of Google maps
  - Mobile site
  - Summer side of site
  - Unique section header images
  - Get ILT page up

## December/January Insertions

### 7x7 Magazine December – Reno/Tahoe

Circulation: 44,000 (33% paid)

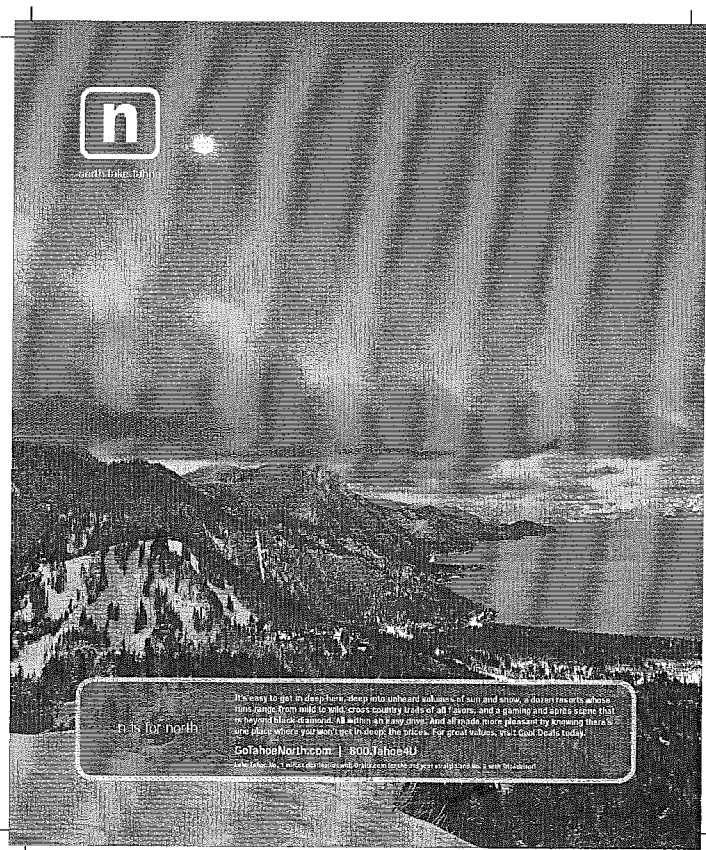
- 57.63% San Francisco
- 9.71% East Bay
- 13.41% Peninsula

#### Distribution:

- 18,000 subscriber copies (47% paid)
- 6,000 newsstands
- 9,200 in-room at upscale SF hotels
- 4,000 special events
- 6,800 high-traffic retail establishments (salons, doctors offices, coffee shops)

#### Demographics:

- 38% male
- 62% female
- 80.04% ski/board
- 39.37% children in household
- 29.48% upscale hotel past year
- 22.2% visited Tahoe last year
- 51.68% HHI \$75K+



LA Times Sunday Magazine – December 5, 2010

Ski/Snowboard Supplement

Circulation: 400,000

Distribution:

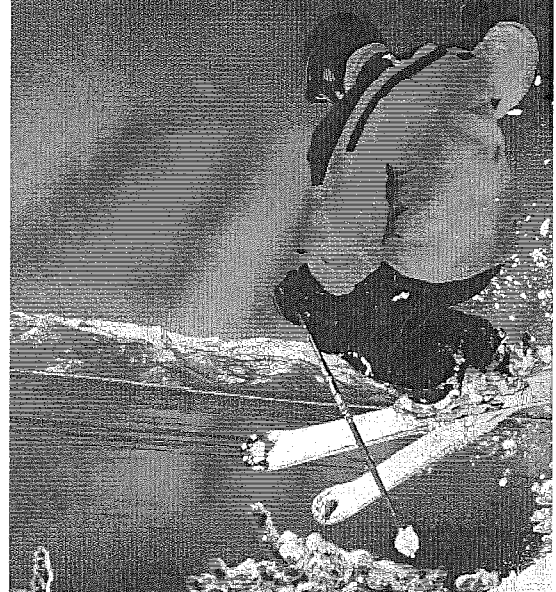
- 85% home delivery to the most affluent Sunday LA Times subscribers
- 15% newsstand and retail locations

Demographics:

- 51% male
- 49% female
- 49.54% age 25-54
- 7% ski/board
- 37.17% children in household
- 15.78% upscale hotel in past year
- 4.33% visit Tahoe past year
- 50.92% HHI \$75K+



north lake tahoe



### n is for north

There's an insane amount of awesome here – deep snows, sunny skies, gaming and nightlife, hundreds of miles of cross country trails, specials on everything from quaint cabins, small inns and bed & breakfasts to upscale resorts and vacation homes. All in the company of well-known resorts like Alpine Meadows, Diamond Peak, Homewood, Mt. Rose-Ski Tahoe, Northstar-at-Tahoe<sup>®</sup>, Squaw Valley USA, and Sugar Bowl. All made more lovely by Cool Deal values. And all easily arrived at by car, plane, and sheer imagination.

[GoTahoeNorth.com](http://GoTahoeNorth.com) | 800.Tahoe4U

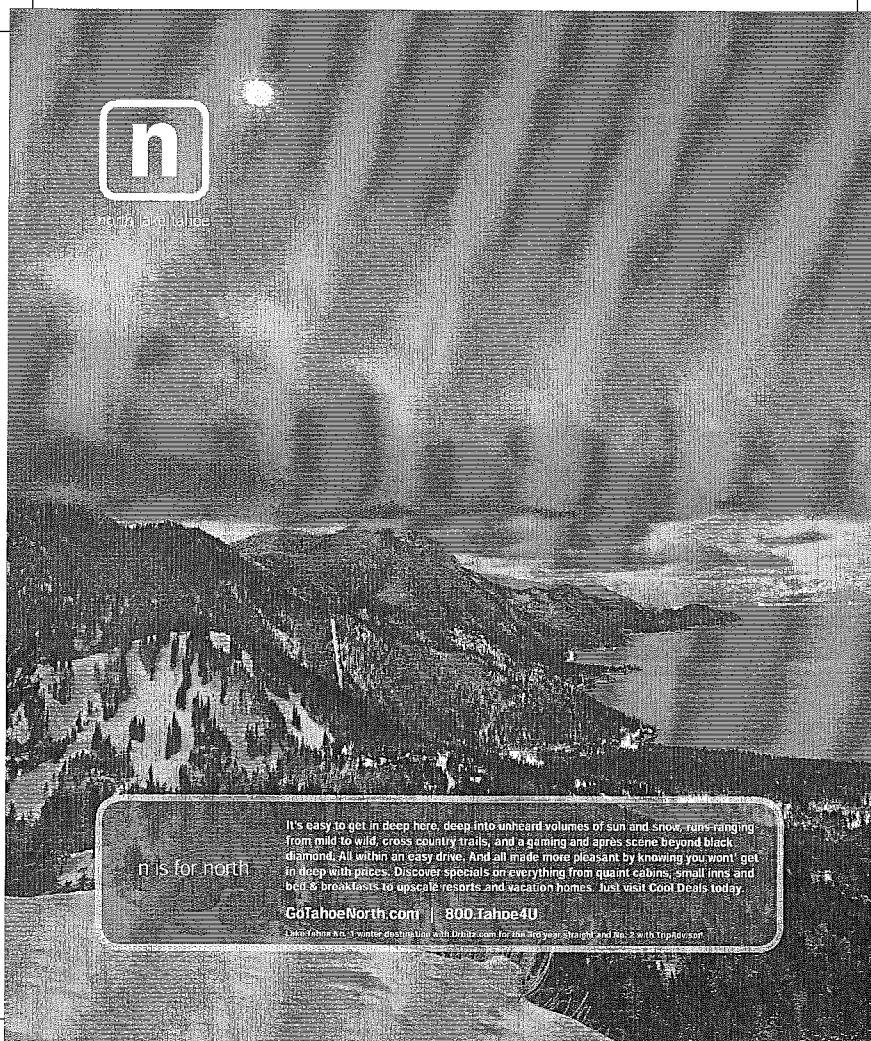
Lake Tahoe No. 1 winter destination with Orbitz.com for the 3rd year straight and No. 2 with TripAdvisor

Diablo Magazine January – North Lake Tahoe

Circulation: 39,357 (8% paid)

Demographics:

- 29% male
- 71% female
- 55.32% age 25-54
- 19.25% ski/board
- 44.97% children in household
- 32.4% upscale hotel in past year
- 39.75% visit Tahoe past year
- 79.01% HHI \$75K
- 60% visited Reno/Tahoe past year
- 31% ski/board



**n**  
North Lake Tahoe

n is for north

It's easy to get in deep here, deep into unheard volumes of sun and snow, runs ranging from mild to wild, cross country trails, and a gaming and apres scene beyond black diamond. All within an easy drive. And all made more pleasant by knowing you won't get in deep with prices. Discover specials on everything from quaint cabins, small inns and bed & breakfasts to upscale resorts and vacation homes. Just visit Cool Deals today.

GoTahoeNorth.com | 800.Tahoe4U

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San Diego Magazine – December two-page spread/San Diego Ski Coop  
 Circulation: 46,995 (93.2% paid, 86.6% subscriber copies)

Demographics:

- 37% adults age 30-59 with HHI \$100K+
- 7.6% visited Tahoe in past 12 months
- 5.7% ski/boarded in past 12 months

One is fine. Two is divide. And three is...free.

**n**  
north.lake.tahoe

Buy two lift tickets or two nights lodging and get the third free.

Northstar Tahoe's Big Buy for the Year ends on Monday, December 15th. Visit [www.northstar.com](http://www.northstar.com) for details. The Big Buy ends on Monday, December 15th. The Big Buy ends on Monday, December 15th. The Big Buy ends on Monday, December 15th. The Big Buy ends on Monday, December 15th.

<b>Northstar Tahoe</b> 5411 Northstar Blvd Northstar, CA 96161 916.937.1177 <a href="http://www.northstar.com">www.northstar.com</a>	<b>Hornet and Mountain House</b> 2700 Skiway Hornet, CA 96142 530.824.6000 <a href="http://www.hornet.com">www.hornet.com</a>	<b>Heavenly Lake Tahoe</b> 10000 Lake Blvd Heavenly, CA 96131 530.953.7774 <a href="http://www.heavenly.com">www.heavenly.com</a>
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486,841 San Diego Magazine  
 South + Jones, Inc. 12/20/09  
 CMX, Half Page Spread (Black) 10.5 x 15.25" (Rev)  
 P09K1a

**Monthly Report October 2010**  
**CONFERENCE REVENUE STATISTICS**  
**Year to Date Bookings/Monthly Production Detail/FY 10/11**  
Prepared By: Anna Atwood, Sales/Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>
<b>Total Revenue Booked as of 10/31/10:</b>	<b>\$1,601,333</b>	<b>\$1,161,199</b>
<b>Forecasted Commission for this Revenue:</b>	<b>\$127,091</b>	<b>\$54,181</b>
<b>Number of Room Nights:</b>	<b>9998</b>	<b>6270</b>
<b>Number of Delegates:</b>	<b>5040</b>	<b>2809</b>
<b>Annual Revenue Goal - FY 10/11:</b>	<b>\$2,200,000</b>	<b>\$1,500,000</b>
<b>Annual Commission Goal:</b>	<b>\$140,000</b>	<b>\$85,000</b>
<b>Number of Tentative Bookings:</b>	<b>44</b>	<b>39</b>

<u>Monthly Detail/Activity</u>	<u>October 2010</u>	<u>October 2009</u>
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>2</b>
Revenue Booked:	\$293,259	\$70,173
Projected Commission:	\$14,775	\$7,017
Room Nights:	1525	630
Number of Delegates:	247	1030
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society
Lost Business, # of Groups:	1	5

<u>Arrived in the month</u>	<u>October 2010-Est.</u>	<u>October 2009</u>
Number of Groups:	9	3
Revenue Arrived:	\$463,398	\$74,371
Projected Commission:	\$38,077	\$3,217
Number of Room Nights:	3213	480
Number of Delegates:	1819	199
Arrived Group Type:	2 Corp., 4 Assoc., 1 Govt., 1 SMF, 1 Found.	1 Corp., 1 Assoc., 1 TA

<u>Monthly Detail/Activity</u>	<u>September 2010</u>	<u>September 2009</u>
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>
Revenue Booked:	\$26,865	\$0
Projected Commission:	\$0	\$0
Room Nights:	150	0
Number of Delegates:	50	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	5	0

<u>Arrived in the month</u>	<u>September 2010 -Est.</u>	<u>September 2009</u>
Number of Groups:	4	2
Revenue Arrived:	\$119,714	\$42,522
Projected Commission:	\$11,971	\$637
Number of Room Nights:	898	265
Number of Delegates:	317	86
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA

<u>Monthly Detail/Activity</u>	<u>August 2010</u>	<u>August 2009</u>
<b><u>Number of Groups Booked:</u></b>	<b>4</b>	<b>3</b>
Revenue Booked:	\$52,758	\$117,185
Projected Commission:	\$5,275	\$11,230
Room Nights:	430	954
Number of Delegates:	575	183
Booked Group Types:	1 Corp., 1 Assoc., 1 TA and 1 Foundation	1 Corp, 1 Assoc. 1 Govt.
Lost Business, # of Groups:	9	6

<u>Arrived in the month</u>	<u>August 2010</u>	<u>August 2009</u>
Number of Groups:	8	5
Revenue Arrived:	\$219,566	\$101,663
Projected Commission:	\$14,117	\$9,237
Number of Room Nights:	1294	534
Number of Delegates:	830	330
Arrived Group Type:	1 Corp., 5 Assoc. 1 Society	1 Corp., 1 Assoc., 1 Smerf and 1 Govt.

<u>Monthly Detail/Activity</u>	<u>July 2010</u>	<u>July 2009</u>
<u>Number of Groups Booked:</u>	5	2
Revenue Booked:	\$47,336	\$213,831
Projected Commission:	\$4,733	\$21,373
Room Nights:	484	575
Number of Delegates:	373	1220
Booked Group Types:	1 Corp., 3 Assoc., 1 Govt.	1 Corp. and 1 Assoc.
Lost Business, # of Groups:	8	3

<u>Arrived in the month</u>	<u>July 2010</u>	<u>July 2009</u>
Number of Groups:	8	7
Revenue Arrived:	\$579,888	\$293,154
Projected Commission:	\$44,258	\$18,331
Number of Room Nights:	2813	1268
Number of Delegates:	1479	724
Arrived Group Type:	1 Corp., 6 Assoc., 1 Smerf.	5 Assoc., 1 Smerf, 1 TA

**Future Year Bookings, booked in this fiscal year:**

<b>For 2011/12:</b>	<b>\$610,051</b>	<b>(Goal)</b> <b>\$650,000</b>
<b>For 2012/13:</b>	<b>\$442,148</b>	<b>\$250,000</b>

**NUMBER OF LEADS Generated as of 10/31/10: 34**

**Total Number of Leads Generated in Previous Years:**

**2009/2010: 107**  
**2008/2009: 151**  
**2007/2008: 209**  
**2006/2007: 205**  
**2005/2006: 240**  
**2004/2005: 211**  
**2003/2004: 218**  
**2002/2003: 247**  
**2001/2002: 293**  
**2000/2001: 343**  
**1999/2000: 415**  
**1998/1999: 456**  
**1997/1998: 571**  
**1996/1997: 484**  
**1995/1996: 379**  
**1994/1995: 450**



**Monthly Report October 2010**  
**CONFERENCE REVENUE STATISTICS**

**South Shore Properties**

**Year to Date Bookings/Monthly Production Detail/FY 10/11**

**Prepared By: Anna Atwood, Sales & Marketing Coordinator**

	<u>FY 10/11</u>	<u>FY 09/10</u>
Total Revenue Booked as of 10/31/10:	\$248,973	\$472,956
Forecasted Commission for this Revenue:	\$26,320	\$33,293
Number of Room Nights:	2699	4267
Number of Delegates:	1518	1696
Annual Revenue Goal - FY 10/11:	\$300,000	\$450,000
Annual Commission Goal:	\$15,000	\$35,000
Number of Tentative Bookings:	34	40

Monthly Detail/Activity	<u>October 2010</u>	<u>October 2009</u>
<b><u>Number of Groups Booked:</u></b>	0	1
Revenue Booked:	\$0	\$10,800
Projected Commission:	\$0	\$540
Room Nights:	0	50
Number of Delegates:	0	100
Booked Group Types:	0	1 TA
Lost Business, # of Groups:	4	3

<b><u>Arrived in the month</u></b>	<u>October 2010-Est.</u>	<u>October 2009</u>
Number of Groups:	1	1
Revenue Arrived:	\$10,800	\$4,784
Projected Commission:	\$540	\$717
Number of Room Nights:	50	52
Number of Delegates:	100	70
Booked Group Type:	1 Assoc/	1 Smerf

Monthly Detail/Activity	<u>September 2010</u>	<u>September 2009</u>
<b><u>Number of Groups Booked:</u></b>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	4	0

<b><u>Arrived in the month</u></b>	<u>September 2010 -Est.</u>	<u>September 2009</u>
Number of Groups:	4	4
Revenue Arrived:	\$78,945	\$186,678
Projected Commission:	\$8,588	\$20,303
Number of Room Nights:	707	1750
Number of Delegates:	326	522
Booked Group Type:	2 Corp., 1 Assoc. 1 Smerf	1 Corp., 2 Assoc. 1 TA

<b>Monthly Detail/Activity</b>	<b><u>August 2010</u></b>	<b><u>August 2009</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>3</b>	<b>1</b>
Revenue Booked:	<b>\$37,580</b>	<b>\$4,063</b>
Projected Commission:	<b>\$3,724</b>	<b>\$609</b>
Room Nights:	<b>484</b>	<b>35</b>
Number of Delegates:	<b>296</b>	<b>17</b>
Booked Group Types:	<b>1 Corp., 1 Assoc. 1 Smerf.</b>	<b>1 Assoc.</b>
Lost Business, # of Groups:	<b>8</b>	<b>4</b>

<b><u>Arrived in the month</u></b>	<b><u>August 2010</u></b>	<b><u>August 2009</u></b>
Number of Groups:	<b>2</b>	<b>1</b>
Revenue Arrived:	<b>\$34,749</b>	<b>\$25,269</b>
Projected Commission:	<b>\$503</b>	<b>\$1,263</b>
Number of Room Nights:	<b>780</b>	<b>171</b>
Number of Delegates:	<b>387</b>	<b>105</b>
Booked Group Type:	<b>1 Assoc. and 1 Smerf</b>	<b>1 TA</b>

<b>Monthly Detail/Activity</b>	<b><u>July 2010</u></b>	<b><u>July 2009</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>0</b>
Revenue Booked:	<b>\$5,148</b>	<b>\$0</b>
Projected Commission:	<b>\$558</b>	<b>\$0</b>
Room Nights:	<b>80</b>	<b>0</b>
Number of Delegates:	<b>30</b>	<b>0</b>
Booked Group Types:	<b>1 Corp. and 1 TA</b>	<b>0</b>
Lost Business, # of Groups:	<b>8</b>	<b>3</b>

<b><u>Arrived in the month</u></b>	<b><u>July 2010</u></b>	<b><u>July 2009</u></b>
Number of Groups:	<b>4</b>	<b>2</b>
Revenue Arrived:	<b>\$98,226</b>	<b>\$35,159</b>
Projected Commission:	<b>\$12,964</b>	<b>\$375</b>
Number of Room Nights:	<b>832</b>	<b>226</b>
Number of Delegates:	<b>495</b>	<b>82</b>
Booked Group Type:	<b>1 Corp, 2 Smerf 1 Non Profit</b>	<b>1 TA and 1 Corp.</b>

**Future Year Bookings, booked in this fiscal year:**

<b>For 2010/11:</b>	<b>\$ 15,093</b>	<b>(Goal) \$100,000</b>
<b>For 2011/12:</b>	<b>\$</b>	<b>\$ 50,000</b>

**NUMBER OF LEADS Generated as of 10/31/10: 27**

**Total Number of Leads Generated in Previous Years:**

**2009/2010: 84**  
**2008/2009: 113**  
**2007/2008: 203**  
**2006/2007: 155**  
**2005/2006: 213**  
**2004/2005: 183**  
**2003/2004: 194**  
**2002/2003: 233**  
**2001/2002: 257**  
**2000/2001: 248**  
**1999/2000: 323**  
**1998/1999: 366**

November Leisure Report  
Marketing Committee Meeting  
November 23, 2010

#### TRAVEL TRADE

- Conducted annual UK sales mission training call center agents and meeting with product managers at Virgin Holidays, Crystal/TUI, Ski Safari, Equity Ski, Ski Bound, Ski World, Black Tomato, Bed Bank Ski. The British Pound has gained strength on the US Dollar and is currently worth \$1.60 and although the travel trade is not predicting numbers to grow in most destinations, North Lake Tahoe is on par to be flat or even have a slight improvement in bookings over 2009-10.
- Organized and attended London ski press night with 15 freelancers and staff writers and 20 travel trade in attendance. Story ideas were pitched and well-received with articles already in production as a direct result along with media visits also coming to fruition beginning in early 2011 – Quarter 3, post holidays when FAM visits pick back up into the destination.
- Attended World Travel Market (4 day travel trade and media tourism trade show) in London on behalf of the High Sierra Visitors Council
- Began training the 7 participating Ski Tahoe North resorts on redeeming domestic and international wholesale ticket products
- Registered and reserved lodging for Mountain Travel Symposium and began pre and post FAM solicitation from the international travel trade

#### FAMs

- Outlining and beginning organization of Quarter 3 and Quarter 4 international travel trade and media FAMs
- Organized itinerary for Equity Ski product manager FAM taking place in early December.

#### MISC

- Finalized organization and shipments for the last SSMC and NLTRA ski shows.
- Attended Southwest Airlines' 20<sup>th</sup> anniversary celebration flying into RTIA

Special Event Departmental Report  
October, 2010  
Submitted by Judy Laverty

1. Participated in all LOC (Local Organizing Committee) meetings to continue to define all deliverables for the Amgen Tour of California.
2. Attended the ATOC Host Cities Symposium in Los Angeles (with all other host cities on the tour) to explore in detail all aspects of the race so we may guide our various directors in their tasks.
3. Met with LOC Sponsorship Director to assist in structuring local sponsorship levels, benefits and deliverables.
4. Met with Ruth Schnabel of SnowFest to finalize the NLTRA sponsorship agreement. The sponsorship was recommended to the Board of Directors by the Marketing Committee, and the Board approved the motion.
5. Attended Winter Recreation Luncheon at Squaw Valley.
6. Met with Collier Cook, Snowbomb.com - Sick n Twisted Snowboard Series and Valli Murnami of Tahoe Cross Country to discuss marketing strategy for their respective events.
7. Attended the Board of Directors, Marketing Committee and the Chamber of Commerce meetings.
8. Scheduled ongoing meetings with the Ta-hoe Nalu Stand Up Paddleboard organizer to continue to plan and develop marketing strategy for the 2011 SUP Race Series.
9. Staff is in the process of finalizing the media and marketing plan for the December 11-12 Learn to Ski and Board weekend.
10. Attended the Truckee Tahoe Leadership Alumni event for the upcoming Leadership Program that starts in January 2012
11. Met with the Special Events Director at the RSCVA, Reno to discuss their policies and criteria for special event grant funding. Also discussed the RSCVA publicizing and promoting the Amgen race, which they agreed to do.
12. Attended the 175<sup>th</sup> Birthday Celebration of Mark Twain, produced by the Mark Twain Cultural Center, Incline Village.



*professional creative services*

November 2010 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- keeping up with the calendar of events
- started the process of adding images (up to 5), YouTube, Facebook, Flickr, Blogs, and Twitter on the lodging pages.
- checking ski report - adding projected opening dates
- posting featured events on home-page link
- keeping up with posting event videos
- making requested copy changes to organization pages
- making requested image changes to organization pages
- going over content and creating bullet points/headers for better readability within categories
- finding better photos for businesses and switching out when available
- posting press releases as they come in
- posted winter press kit
- corresponding with local businesses, answering questions via email/phone on the site
- checking site 7 days a week for any issues, links, errors, etc.
- in contact with Mike Williams regarding the revamp of site – navigation/content and what will be needed as far as making sure the transition goes well

Shelley A. Fallon · PO Box 1468 · Kings Beach, CA 96143 · fallon@tahoeguide.com · (530) 546-9393 · fax (888) 308-9108

fallonmultimedia.com

**NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT  
 NOVEMBER 18, 2010  
 PREPARED BY RKPR INC.**

**Snapshot**

SOCIAL SITE	OCT. 2010	NOV. 2010	% INCREASE
Facebook "Likes"	2923	3114	7%
Facebook Active Users	562	527	-6%
Twitter Followers	1805	1918	6%

**General – S.F. SkiFest November 6-7**

- Attended SnowBomb's San Francisco SkiFest to promote NLT's social presence to Bay Area audiences
  - Awarded prizes for mentions on Twitter, Facebook and Foursquare
- Used Foursquare at the event to launch NLT's presence on the network (see sample screen shots)
  - Set up NLT location at event and encouraged check-ins for prizes
  - Another Foursquare program was launched in collaboration with SnowBomb, the event producer, at the event; without event support NLT still engaged users

**Facebook**

- Will be changing out profile image to use a larger image space (bookmark-shaped) to highlight an image, NLT logo and URL as well as a tagline. Image will be changeable to feature weekly "fan photo of the week"
  - This format allows better NLT branding while also highlighting fan photos and driving engagement and page sharing thanks to a weekly fan feature
- Created photo album for winter 2010/11 images and added images from local submissions; continued to add images to fall album as well;
- As winter continues to near and resorts open we'll begin accumulating more fan photos on skiing/boarding, snow images and other winter activities
  - Plan to host contests for ski/board photos, etc.
- In addition to events and deals, posts have focused on holiday dining, ski resort openings and winter weather to build hype for the 2010/11 season and encourage early booking
- 61% Women, 37% Men and 2% DND
- Once winter ski/board videos begin rolling out we'll be changing the Welcome Page to a format that includes video content for enhance user experience
- No current promotions running; awaiting additional prizes after fall busy season
  - Recommend: single day or multi-resort lift tickets, free equipment rental at ski resorts, tickets for Crystal Bay Club shows, dining gift certificates, room nights, etc.

**Twitter**

- 1918 followers
- NLT on 135 lists developed by followers, up from 126 last month
  - Some of the new lists include: "People I Retweet," "fav things," and "snow tweets"

- Twitter activity continues to drive user questions and requests for recommendations
  - Received one request this month that led to an offline e-mail request for recommendations and tips
  - Received one last-minute media lead for a writer working on a Tahoe story; referred lead to Pettit for follow-up
- Ranks in the 97.99 percentile for retweets (*Retweet rank is a representative of the number of times a user has been retweeted by others recently*)
- Ranked #1 in North Lake Tahoe area by Twitaholic

### Blog

- Ten posts since the last update covering new dining, Hyatt renovation, Mark Twain birthday, Ski Resort clinics/classes, #1 Orbitz ranking, What's New series
- Have begun adding Facebook "Like" button to posts to encourage social sharing and user endorsement
- Blog schedule created with weekly posts to promote current events and deals and drive traffic to internal web pages; upcoming posts include:
  - Holiday Travel to Tahoe
  - Ski Resort Special Events
- Analytics currently set up through website

### Foursquare

- Launched NLT on Foursquare in early November and have grown "friends" to 41
- Using the program to post "Tips" on area locations, such as hotels, ski resorts, beaches, restaurants, etc., that serve as local or insider tips for Foursquare users; extends the reach of the visitor's centers by allowing NLT to provide advice to users even if they don't come to a visitor's center
  - When travelers check in at locations around NLT they'll see our "Tips" if we've posted any for that location
  - Tips are provided by NLT team members and can be provided anytime to [team@rkpr.com](mailto:team@rkpr.com) to post
- NLT's Foursquare can also be used to "Check In" at various events and locations to highlight special events and indicate NLT's endorsement of that location or event

### Flickr

- Created gallery for Winter 2010/2011 and loading local photos; currently at 5 photos and 80 views
- Created gallery for What's New for Tahoe's 2010-11 Ski/Board Season; currently at 14 photos and 53 views
- Joined multiple groups for photo sharing across network

### YouTube

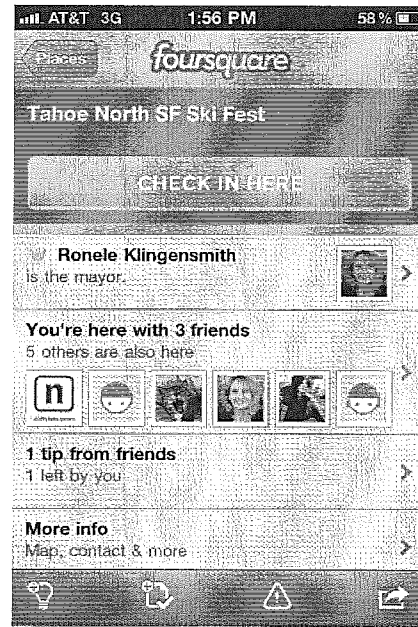
- Increased to 38 subscribers (from 36) and 3,329 channel views (from 3,096)
- New Snow in Tahoe 11/10/10 video loaded and has received 71 views in one week
- Enhancing playlists, page layout and friends/subscribers

###

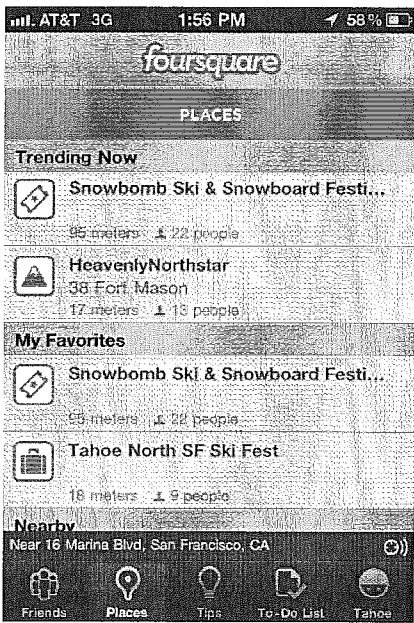
Foursquare – NLT Location at SF SkiFest event



Foursquare – Checkins at Event



Foursquare – Locations at SF SkiFest







**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory  
November 17, 2010**

**I. Current Projects**

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – hosting freelancer Jamie Stringfellow on assignment with Via Magazine, November 20-25, for a Lake Tahoe article slated for the December 2011 edition.
- C. Ski Lake Tahoe – attended annual PR Summit in South Lake Tahoe, researching winter story ideas.
- D. Drafting advertorial copy for San Diego Magazine and 7x7 Magazine, as well as Amgen copy for RMC Email Blast.

**II. News Releases – 5 news releases in the works**

- A. Local Organizing Committee (Amgen) – drafting
- B. Christmas Tree Village Chamber Mixer (December 3) – drafting
- C. Diamond Peak Ribbon Cutting/Chamber Mixer (December 12) – drafting
- D. North Lake Tahoe Winter Events – drafting
- E. Chamber of Commerce Grant Recipients - drafting

**III. News Releases – 11 news releases distributed since our October 20 report**

- A. Winter Recreation Lunch is Ideal for Frontline Staff
- B. Internet Marketing Classes are November 2, 9 & 16
- C. Sierra Sun Haunted House Chamber Mixer is Thursday
- D. Pullen Realty Group Chamber Mixer is November 3
- E. Lake Tahoe is #1 Early Ski Destination, Says Orbitz
- F. Last Internet Marketing Class is November 16
- G. Gatekeeper's Museum Chamber Mixer is Wednesday
- H. Mark Twain's 175<sup>th</sup> Birthday Bash is November 30 in Tahoe
- I. North Lake Tahoe's Snowfest is March 4-13, 2011
- J. NLTRA Accepting Applicants for Lodging Committee
- K. Chamber Mixer Showcasing the Arts is Thursday

**IV. Media Leads – 39 media requests we've responded to since our October 20 report (does not include those journalists we've actively pitched)**

- A. Meetings West – Carolyn Blackburn, Tahoe details, 10/20
- B. CTTC's UK office – Maddy Morgan, what's new this winter, 10/20
- C. DCI (CTTC's pr agency) – Naureen Kazi, what's new this winter, 10/20
- D. TheTravelMom.com – Emily Kaufman, pet-friendly properties, 10/20
- E. Diablo Magazine – Serena Renner, what's new in dining, 10/20
- F. Contra Costa Times – Eve Mitchell, GTN details, 10/26
- G. CTTC – Jennifer Sweeney, what's new in Tahoe for NYC mission, 10/27
- H. San Diego Magazine – Christianna Ablahad, winter information, 10/28
- I. TheWineBuzz.com – Sarah Jaquay, requested images, 10/28
- J. Dallas Morning News – Walt Roessing, heli-ski details, 10/28
- K. Skiing Magazine – Aaron Kahn, requested images, 10/28
- L. Fosas Viajes Magazine (Peru) – Daniela Zamalla, images, 10/28
- M. Great Inn to Inn app – Jamie Stringfellow, Tahoe details, 10/29
- N. Round Magazine – what's new in North Lake Tahoe, 10/29
- O. Reno Gazette-Journal – Johnathan Wright, what's new in dining, 11/1
- P. Freelancer Rachel Levin – West Shore Café/dining, 11/1
- Q. Freelancer Linda Hayes – Wild Goose/dining, 11/1

- R. Freelancer Bob Goligoski – heli-ski details/LTS, what’s new, 11/1
- S. Edible Sacramento Magazine – Juliet Farmer, Tahoe dining, 11/1
- T. Freelancer Dawn Margolis – ski resort openings, 11/2
- U. Smart Meetings Magazine – Nikki Gloudeman, Tahoe dining, 11/2
- V. Freelancer Arline Zatz – location of Tahoe special events, 11/2
- W. LA Times Magazine – Rachel Ng, fact checking Tahoe article, 11/3
- X. SF Examiner – Zachary Chouteau, Tahoe Thanksgiving, 11/3
- Y. Sacramento Bee – Al Pierleoni, Ritz-Carlton contact, 11/8
- Z. Via Magazine – Jamie Stringfellow, Tahoe press trip, 11/8
- AA. Freelancer Ken Van Vechten – what’s new, 11/8
- BB. Edible Sacramento Magazine – Juliet Farmer, resort openings, 11/8
- CC. Food & Wine Magazine – Kelly Snowden, new hotels, 11/8
- DD. CTTC – Amanda Moreland, Learn to Ski, 11/8
- EE. Moonshine Ink – Julie Brown, Thanksgiving details, 11/8
- FF. Sacramento Bee – Al Pierleoni, snowshoe tours, 11/9
- GG. American Spirit Magazine – Kerri Davis, images, 11/9
- HH. Freelancer Elaine Glusac – new hotels, 11/9
- II. Nevada Magazine – Matt Brown, Mark Twain image, 11/9
- JJ. KJAY Radio (Sacramento) Carmel Mooney, radio interview, 11/9
- KK. Smart Meetings Magazine – Erin Bernall, what’s new, 11/15
- LL. Accuweather – Mary Yoon, sending b-roll, 11/16
- MM. Philadelphia Inquirer – Bill Reed, adult beginner ski details, 11/16