

Marketing Committee  
April 26, 2011

April 2011  
Departmental Reports

Print Media for April

- Leisure ads: CTTC "Best of California Golf" Program
- Leisure ads *Lodging*: SF Chronicle Sunday Inns & Resorts, Sac Bee Sunday Travel Guide
- Conference ads: Meetings West April

Internet Media for April

- Leisure internet: TripAdvisor DMO Campaign, Google & Yahoo, Visiting Lake Tahoe Coop
- Leisure internet *Lodging*: Google Site Select (Sidestep, Kayak, VacationRentals, Rentals), Google & Yahoo
- Leisure internet *Wedding*: Annual profiles and Google & Yahoo
- Conference internet: MPI Global Marketplace, CVENT

Radio April

- Radio: Spring Skiing Campaign including :60 spot and :12 lodging, activity, ski partner tags

Direct Response April

Leisure

- April consumer email blast to database 4/1. We received an open rate of 10.13% with a click thru rate of .55%.
- April AMGEN email blast to database 4/12. We received an open rate of 10.8% with a click thru rate of .71%.

Website April

Completed GoTahoeNorth.com projects include:

- Updates to Summer section of site including homepage color palette and image rotation
- Meeting section updates including updated formatting of "featured" and "connect" in right-hand column
- Tweak formatting on GoTahoeNorth.com/amgen in news section
- Update year on Tahoe High Notes calendar
- Sortable cool deals admin
- Meeting section support for more than four floor plans per property
- Summer formatting tweaks including large Wedding main page header, Meetings landing page header lining up with right-hand column

Completed nltra.org projects include:

- Updates to Staff Directory page including addition of Sandy Evans-Hall
- Update Committee Rosters page – "six standing committees"
- Update "Lodging Sub-Committee" to read "Lodging Committee"
- Update Infrastructure Committee Roster – Move Tom Murphy
- Update Transportation Committee Roster – Move Alex Mourelatos
- Update Meetings page to identify Emily Sullivan as point of contact

Upcoming GoTahoeNorth.com projects include:

- Tabbing graphic updates for Resorts + Towns
- Mobile site summer background graphic and interior header
- Meeting section support for more than four images per property
- Dining Sort Function
- Addition of Google maps sorting and icons and broader exposure w/in site.
- Integrate new Video Player
- Printable cool deals

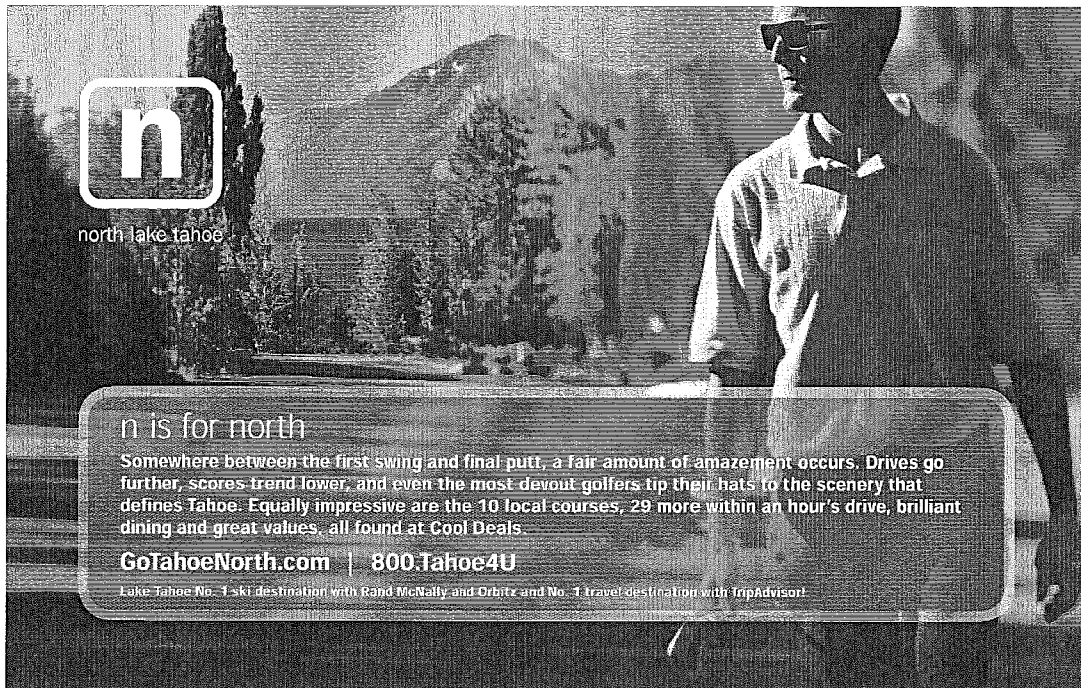
April Insertions

CTTC "Best of California Golf" Program – Full-page

Circulation: 50,000

Fulfillment piece used by CTTC for anyone requesting CA golf information.

Distributed at: California Welcome Centers, 18-20 golf/travel consumer shows where CTTC exhibits at annually throughout the US/Canada, CTTC Media Shows, International CTTC offices (UK, Japan, Germany, China, Australia), select pro and/or charity tournaments, select golf resorts/hotels, golf retail locations.



**n**  
north lake tahoe

**n is for north**  
Somewhere between the first swing and final putt, a fair amount of amazement occurs. Drives go further, scores trend lower, and even the most devout golfers tip their hats to the scenery that defines Tahoe. Equally impressive are the 10 local courses, 29 more within an hour's drive, brilliant dining and great values, all found at Cool Deals.

**GoTahoeNorth.com | 800.Tahoe4U**

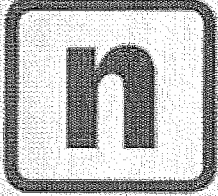
Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz and No. 1 travel destination with TopAdvisor!

SF Chronicle Sunday Inns & Resorts Featured Listing – Bi-weekly from 2/6-6/26

Circulation: 223,549 daily, 282,445 Sunday

Demographics:

- 49% male; 51% female
- 25% college graduates
- 46% HHI \$100K+
- 56% age 30-59



**Who knew you could have so many choices?**  
Where are you staying? With so many choices, finding your comfort zone in North Lake Tahoe is easy. Your charming zone with B&B's; Your home away from home zone with Vacation Rentals; Your easier to be anonymous zone with Hotels; Your more modest zone with Inns; And your all the bells & whistles zone with Resorts. Also easy, finding special rates & packages with our Cool Deals. 800.TAHOE4U or TahoeNorthLodging.com

north lake tahoe

Sac Bee Sunday Travel Guide – Weekly from 2/6-6/26

Circulation: 205,958 daily, 263,247 Sunday

Where are you staying?

With so many choices, finding your comfort zone is easy. Charming zone with B&B's; Home away from home zone with Vacation Rentals; Easier to be anonymous zone with Hotels; More modest zone with Inns; All the bells & whistles zone with Resorts. 800.TAHOE4U or TahoeNorthLodging.com

Meetings West April – Lake Tahoe  
 Circulation: 35,064 (13% increase)



north lake tahoe

**n is for north**

Beyond the beauty of North Lake Tahoe are the brains, the venues, personnel and infrastructure that make getting down to business as pleasant as escaping it. It's a rare balance of mother nature and human nature that makes for one very productive gathering that won't soon be forgotten.

- More value with special rates and deals
- Free professional planning services
- Easy access to Reno/Tahoe International Airport
- Frequent, scheduled & affordable daily airport shuttles

To submit an RFP to the North Lake Tahoe VCB or to download our newsletter, visit:

**GoTahoeNorth.com/meetings**  
**800.462.5196**

Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz and No. 1 travel destination with TripAdvisor

**NORTH LAKE TAHOE VCB FEATURED PARTNERS**



**Hyatt Regency Lake Tahoe Resort, Spa & Casino**  
 800.510.4691  
[LakeTahoe.Hyatt.com](http://LakeTahoe.Hyatt.com)



**Ritz-Carlton, Lake Tahoe**  
 530.562.3000  
[RitzCarlton.com/laketahoe](http://RitzCarlton.com/laketahoe)



**Resort at Squaw Creek**  
 530.583.6300  
[SquawCreek.com](http://SquawCreek.com)



**Granlibakken Conference Center & Lodge**  
 877.552.6304  
[Granlibakken.com](http://Granlibakken.com)



**Squaw Valley Lodge**  
 800.527.2481  
[SquawValleyLodge.com](http://SquawValleyLodge.com)



**Squaw Valley USA**  
 530.584.6229  
[TheVillageatSquaw.com](http://TheVillageatSquaw.com)

Conference Department Report  
Marketing Committee Meeting  
April 2011

In April 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 RSCVA Directors of Sales Meeting. This meeting is a monthly meeting that brings together the Directors of Sales of all of the Reno hotels along with the Directors of Sales from the NLTRA and LTVA. These meetings are an excellent opportunity to network with the Reno hotels and Reno bureau as well as stay current on regional activities taking place in the meetings industry.

Staff attended the monthly NLTRA Marketing Committee meeting

Staff attended the Reno/Tahoe Meetings Coop meeting. This group oversees the Reno/Tahoe marketing coop media buy and Come See/Fly Free program. This coop allows us to leverage our \$20,000 investment into \$350,000 national marketing effort.

Staff hosted a site visit for Davis Imaging. Davis Imaging books a number of meetings for the National Cancer Institute and was in Tahoe looking at venues for their May/June 2012 Junior Investigators Meeting.

Staff hosted a site visit for the California Association of Highway Patrolmen. CAHP has selected north Lake Tahoe for their October 2011 Annual Meeting which will generate nearly 600 room nights and over \$325,000 in revenue.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 800 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.

April Leisure Report  
Marketing Committee Meeting  
4-26-11

### TRAVEL TRADE

- Attended Mountain Travel Symposium in Beaver Creek
  - Conducted 45 travel trade appointments
  - 27 ski club/ski council appointments
  - Produced and showcased a video promoting MTS 2012 in North Lake Tahoe
  - Attended and spoke at the Ski Lake Tahoe wholesale luncheon with 120 travel trade in attendance
  - Had lunch and dinner meetings with Ski.com, Alpine Adventures, HotelBeds, Ski Safari, CA Tourism UK, Mountain Reservations, DC Ski Club
  - Staff was awarded the best fam organizer/leader by Mountain Reservations at their annual MTS party
- Sent out MTS travel trade and ski club leads
- Contracting North Lake Tahoe Express for 2011-12
- Conducting a lodging educational seminar (April 27th) focused on synching up with the North Lake Tahoe brand as well as getting involved with wholesaler and other third parties in order to increase bookings and average length of stay. Seminar will also be attended by Travelocity, Expedia, Alpine Adventures and BookIt.com.
- Worked with Travelocity, Mountain Reservations, Expedia and Orbitz to help promote AMGEN TOC packages in North Lake Tahoe.
- Set all 70 appointment requests for next month's POW WOW

### FAMs

- Hosted CANUSA Germany's product manager and two sales agents. Staff organized 9 lodging site tours and three ski resort experiences.
- Hosted 6 STA Australian travel agents who were awarded attendance on the CA Tourism/United Airlines sponsored fam by selling the most flights into California.
- Hosted Rocky Mountain Getaways' top-selling sales agent. Staff organized 6 lodging sites and three ski resort tours.
- Hosting CA Tourism reps from India and the UK after CTTC's international marketing conference concludes
- Finalizing itineraries for CTTC sponsored post POW WOW fam, AMGEN media visits from France, Australia, the UK and Germany as well as a visit from Australian Outdoor Magazine all taking place in May.

### MISC



- Attended the Sea Otter Classic bike event in Monterey, CA promoting the AMGEN Tour of California Stages 1 and 2 in Lake Tahoe

Special Event Departmental Report  
April 2011  
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. Also met with Amgen Production Director, Hospitality Director and other AEG staff and the properties to fine tune logistics.
2. Participated in the Truckee Donner Chamber Business Expo with our Amgen Tour presentation and trade show booth.
3. Did Amgen informational presentation to the Squaw Valley MAC board. Presented an overview of the event and the impact it will have for Squaw Valley residents, businesses, traffic, road closures, etc. Caroline Ross gave an overview of the events that have been scheduled for the Village at Squaw. Reception of the information was very positive as was the feedback from Supervisor Montgomery.
4. Continued the operations and logistics dialogue with the specific properties and the AEG Operations director. Coordinated rooming lists, food functions and operations logistics with the properties and AEG Ops director.
5. Continued the development of the Autumn Food and Wine seminar/classes/cooking demo programs, contacted and booked a number of outstanding chefs, wine appellations, seminar leaders.
6. Continued sponsorship outreach to various entities for AFW. Currently negotiating a significant sponsorship with a Sunset Magazine advertiser through the marketing department at Sunset.
7. Met with Ernie Brassard and Jake Lambreth for the Tahoe Nalu SUP Race. The event organization is crafting a more formalized internal structure so as to move forward with the race series in an organized and profitable manner.



*professional creative services*

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

- continue working on AMGEN event calendar
- working on finding additional biking events for the summer months
- keeping up with the calendar of events
- worked on a calendar for RSCVA listing annual events
- working on Wedding Section updates and additions of area wedding businesses
- keeping up with ski report daily updates
- posting featured events on home-page link
- keeping up with posting event videos
- 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
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc. and fixing those issues
- worked on TripAdvisor updating specials, events and regional photography

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fallonmultimedia.com

**NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT**  
**APRIL 18, 2011**  
**PREPARED BY RKPR INC.**

**FACEBOOK**

**Snapshot**

	FEB. 22, 2011	APRIL 18, 2011	% INCREASE
Facebook "Likes"	3,433	3,540	3%
Facebook Active Users	2,773	2,021	-27%
Post Views/Feedback	--	160,237/343	--

**Recent Activity**

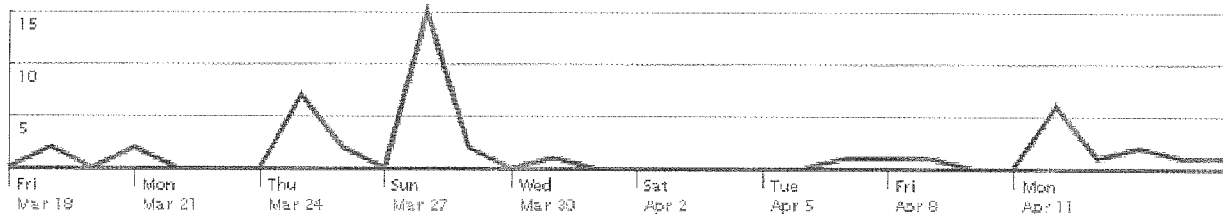
- Added tabs for Amgen Tour of California and Weddings
- Updated Welcome tab and profile image to reflect Amgen Tour
- Shifting posts from winter and ski to Amgen

**Statistics**

- User data remains consistent with 60% female and 38% male; **the largest user group is 24-34 (29%) followed by 35-44 (25.4%)** and 45-54 (17.1%); primary likes are from **California**, followed by Reno and other major markets including Seattle, Las Vegas, Truckee, New York, Phoenix, Atlanta and Chicago
- Top tab views are Social RSS (1,540), Welcome Tab (460), the Wall (445), Info (63) and Photos (46)
- **The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com (125)** with additional external referrers including Google, SJMarketing.com, VisitingLakeTahoe.com and SkiLakeTahoe.com
- Top posts (only available for the past week) include:
  - "Here's something to start your day" photo of Tahoe cookie, .79% feedback and 3,659 impressions
  - Higher water levels news article, .42% feedback and 3,542 impressions
  - "How great is this?" with photo shared from Squaw's wall of kids hot-doggin', .35% feedback, 2,272 impressions
- Media consumption continues to spike with photo usage; March 28 spike is an image of a chairlift much closer to the ground than normal, earned 16 likes and 4 comments

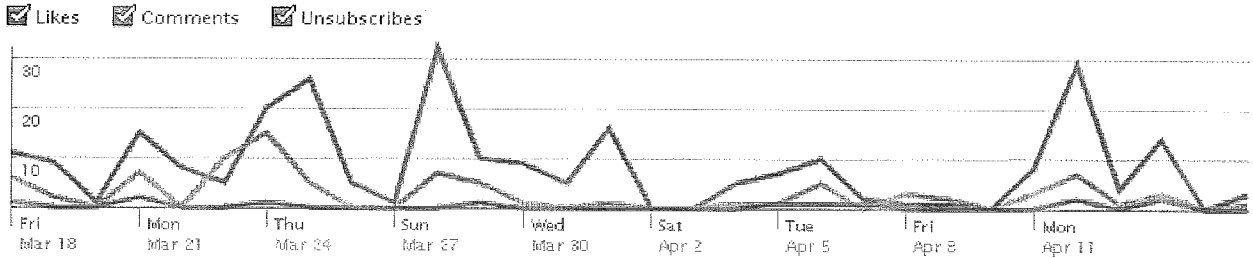
**Media Consumption**

Video Views    Audio Listens    Photo Views



- Story feedback tends to peak Tuesday through Thursday, however we are continuing to try out additional posts on Saturdays and Sundays to see if feedback can pick up over weekends

**Daily Story Feedback**



**Analysis**

- The growth of Likes continues to build, albeit slowly
- Photos 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
- A large number of visits referred by GoTahoeNorth.com indicates a desire for greater interaction with NLT via social sites, but based on interactions people are looking for content and posts that go beyond what’s offered on the NLT websites

**Recommendations**

- 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
- Create Facebook advertising campaign to increase users from major markets
- Host contest to drive Likes

**TWITTER**

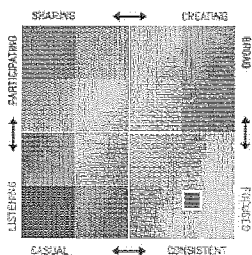
TWITTER	FEB. 22, 2011	APRIL 18, 2011	% INCREASE
Followers	2268	2478	9%
Listed	162	170	5%

**Statistics/ Activities**

- Currently following 1,999 users; regularly building list to follow current followers, seek out users
- Added following for pro skiers
- Updated page to reflect Amgen Tour and currently adding in cycling follows
- Continue to rank in the 97<sup>th</sup> percentile or above for retweets (*Retweet rank is a representative of the number of times a user has been retweeted by others recently*)
- Continue to rank #1 in North Lake Tahoe area by Twitaholic
- 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; Baseline scores:
  - 47 overall Klout
  - 889 true reach=the size of engaged audience, NLT has a greater network than most people
  - 28 amplification=likelihood that content will be acted upon, NLT generates a steady flow of actions and discussions
  - 55 network=influence level of engaged audience, NLT is engaged by influencers

## Influence Matrix *Influence style and network*

### Klout Classification



### North Lake Tahoe is a Specialist

You may not be a celebrity, but within your area of expertise your opinion is second to none. Your content is likely focused around a specific topic or industry with a focused, highly-engaged audience.

### Analysis

- 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
- 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

- Eight posts have been added within the past month, primarily for Amgen news and also touching on ski resort closure dates, record snowfall and Northstar improvements
- Analytics currently set up through website

### 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

### Recommendations

- Continue posting 2-3 blogs 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.

## FOURSQUARE

- Friends/following continues to grow with 126, up 20; continue to receive requests, mainly from Tahoe and California area users
- Have 21 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
  - RKPR sent out tips for cycling places to promote for Amgen visitors
- No recent check-ins to Incline Village Visitors Center; to-date there have been 10 views of the special but no one has unlocked it

**Recommendations**

- Create a summer “Badge” for users to earn, such as “Check into all 5 or more NLT beaches to earn a “Beach Bum” badge”
- Use Foursquare to “Check In” at various events and locations to highlight special events and indicate NLT’s endorsement of that location or event
- Continue posting tips, especially new tips as summer approaches to highlight summer activity locations

**FLICKR**

- 12,490 all-time photo views, a 22% increase
- 157 total photos in 8 sets
- Maintain 25 contacts and have membership in six groups (recently added 3 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**

YOUTUBE	FEB. 22, 2011	APRIL 18, 2011	% INCREASE
Total Video Views	21,569	22,573	5%
Subscribers	45	46	+1

- Amgen Tour Stage 1 and Stage 2 videos uploaded in February; only new videos since November
- Discovery: 24% of total views are through YouTube search, 21% through mobile devices, 20% through related video suggestions, 14% from embedded players and just over 6% from external referrers
- Top videos include: (% of total views over past month)
  - North Lake Tahoe – 7 World-Class Ski Resorts (53%)
  - North Lake Tahoe – N is for North (11%)
  - Sounds of Sand Harbor (10%)
  - North Lake Tahoe – Neighborhoods of Fun (5%)
  - Lake Tahoe Autumn Food and Wine Festival (3.5%)
  - Amgen Tour of California (3.1%)
  - Tahoe Amgen Tour of California Stage 2 (2.8%)

**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  
April 20, 2011**

**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 – coordinated domestic travel Amgen media fam April 14-16, hosted journalists with the SF Chronicle, SFGate.com, KFBK-AM (Sacramento) and PeterGreenberg.com. The second Amgen media fam is scheduled for May 12-16, and is geared for national cycling publications to extend the Tahoe bicycling mecca brand. We also hosted Susan Reifer on assignment with Ski Magazine for 7 days, and assisted RKPR with a press trip for Cross Country Skier Magazine.
- C. Summer Press Kit – researching tourism trends and possible features for the summer press kit, drafting media materials.

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

- A. Amgen Best Places to Watch the Race/Where to Park – drafting
- B. Chamber EDucation Disability Access Seminar (May 3) – drafting
- C. Pullen Realty Chamber Mixer (May 18) – drafting
- D. UC Davis/TERC Chamber Mixer (May 20) – drafting
- E. Historic Fish Hatchery Chamber Mixer (May 31) - drafting



**III. News Releases – 10 news releases distributed since our March 22 report**

- A. Ride with Legends Around Lake Tahoe to Kick Off Tour
- B. North Lake Tahoe Hires New CEO/Executive Director
- C. North Lake Tahoe Gets 8.5 Feet of Snow, Record Season Totals
- D. Community Marketing Grant Application Due April 11
- E. Mt. Rose Ski Day/North Tahoe Chamber Mixer is April 7
- F. Subaru Mountain Bike Trail Crew in Tahoe April 8-10
- G. Clearwater Day Spa Chamber Mixer is April 21
- H. Where the Pros Train in Tahoe for the Amgen Tour of California
- I. Volunteer for Amgen Tour's Tahoe Stages
- J. Chamber to Host Internet Bookings Seminar April 27

**IV. Media Leads – 39 media requests we've responded to since our March 22 report (does not include those journalists we've actively pitched)**

- A. Sierra Sun – Jason Shueh, Tahoe 10-Day Countdown, 3/22
- B. Interval International Magazine – Kimberly Dewees, images, 3/22
- C. Auburn Journal – Gloria Young, snow interview, 3/22
- D. Diablo Magazine – Serena Renner, summer story angles, 3/22
- E. Tahoe Magazine – Simone Grandmain, AFW images/details, 3/22
- F. Sierra Food/Wine Magazine – Jeff Peline, Amgen images, 3/22
- G. Bay Area News Group – Lisa Herendeen, AFW, 3/23
- H. Freelancer Jules Older – regarding possible press trip 3/23
- I. Dallas Morning News – Walt Roessing, ski resorts to close, 3/23
- J. Northern NV Business Weekly – John Seelmeyer, new CEO, 3/24
- K. Sierra Sun - Kevin MacMillian, new CEO, 3/24
- L. LakeTahoeNews.net – Kae Read, new CEO, 3/24
- M. Reno Gazette-Journal – business editor, new CEO, 3/24
- N. Northern Meetings/Events Magazine – Janet Fullwood, angles, 3/24
- O. Freelancer Ken Van Vechten – lodging recommendations, 3/24
- P. Huffington Post – travel writer, Tahoe Earth Day, 3/24
- Q. NLT Bonanza – Kevin MacMillian, Amgen and AFW, 3/24
- R. Sacramento Bee – Ed Fletcher, ski resorts to close, 3/25

- S. Weather Channel – Paul Goodloe, interviews/b-roll, 3/25
- T. 805 Living Magazine – Lynne Andujar, images, 3/25
- U. Associated Press – Martin Griffith, new CEO, 3/25
- V. Tahoe Quarterly Magazine – Sue Rock, AFW images, 3/28
- W. The Weekly – Katherine Hill, Tahoe 10-Day Countdown, 3/28
- X. Cross Country Skier Magazine – Ron Bergin, press trip, 3/29
- Y. [www.Vinogger.com](http://www.Vinogger.com) - Melanie Ogren, AFW details, 3/29
- Z. Travel & Leisure Magazine – Jamie Gross, Tahoe details, 3/29
- AA. U.S. World & News Report – freelancer, Tahoe images, 3/31
- BB. Tahoe Quarterly Magazine – Chaco Mohler, Amgen details, 4/11
- CC. Ski Magazine – Susan Reifer, press trip, 4/11
- DD. CalFest e-Newsletter – Ruth Schnabel, Amgen details, 4/12
- EE. Marin Magazine – Mimi Towle, summer story angles, 4/12
- FF. Freelancer Linda Bottjer – Kids Conservation Festival, 4/12
- GG. 805 Living Magazine – Gary Moss, Amgen images, 4/14
- HH. Tahoe Quarterly – Alison Bender, Amgen details, 4/14
- II. Tahoe TV – Eric Brandt, Amgen credentials/Google map, 4/15
- JJ. Gate 7 – Jo Palmer, CTTC promotional images, 4/18
- KK. Freelancer Linda Bottjer – Tahoe Earth Day details, 4/18
- LL. CA Tourism – Jeanne Sullivan, Placer County images, 4/18
- MM. Gate 7 – Jo Palmer, Australian Amgen Media Fam, 4/19