



north lake tahoe
Chamber | CVB | Resort Association

Marketing Committee
February 28th, 2013

February 2013
Departmental Reports



North Lake Tahoe Marketing Report (January 22, 2013 – February 14, 2013)

Digital Report: Winter Escape Campaign (1/22-2/14)

Analysis:

Our online campaign is approaching the final two weeks of our digital buy. In the last month, we've seen our campaign begin to stabilize and deliver substantial learnings. Music and video environments have provided us our greatest engagement, delivering a majority of our site traffic. TripAdvisor has been our largest conversion contributor, driving nearly all of the clicks from TripAdvisor to our lodging place. This supports the need to be in contextually relevant environments that specifically provide lodging referrals. In next month's report, we'll be providing a full campaign recap and analysis.

Digital highlights:

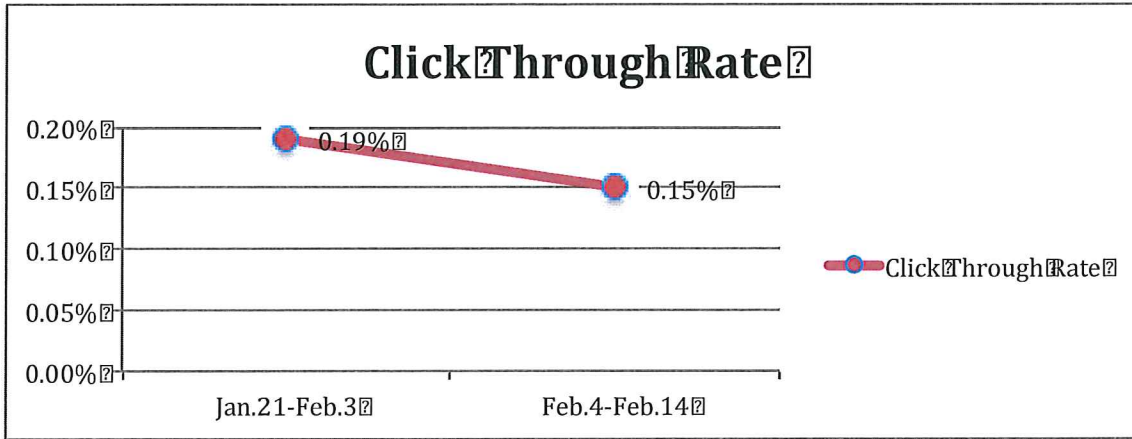
- The NLT Events page is currently the highest visited page, with 3-4x the amount of traffic than any other page
- Trip Advisor continues to deliver the highest volume of consumers across all NLT pages

Stats:

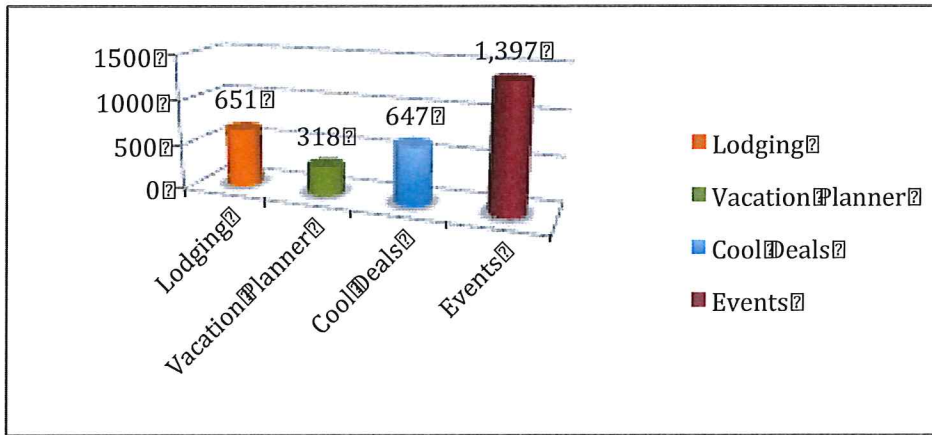
- Booked impressions – 18,195,000 (+2,200,000 bonus)
- Served impressions – 7,798,757
- Clicks – 11,852
- CTR – .15%
- Lodging page hits – 651
- Vacation Planner page hits – 318
- Cool Deals page hits – 647
- Events page hits – 1,397

*Due to an over delivery error by Collective Media, NLT will receive 2.2 million bonus impressions to be allocated throughout the remainder of the campaign.

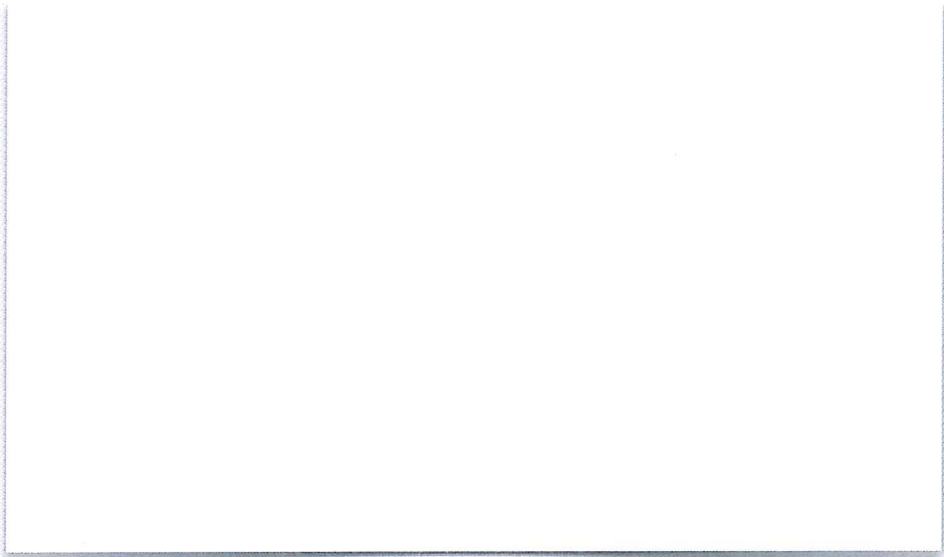
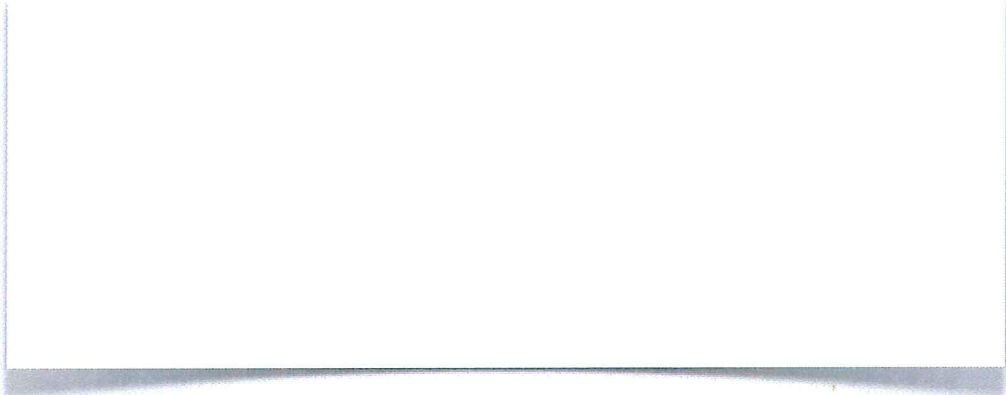
Winter Escape Campaign: CTR



Winter Escape Campaign: Site Activity



Winter Escape Campaign: Screen Shots



The screenshot shows the National Geographic website interface. At the top, there are navigation links for 'HOME', 'VIDEO', 'PHOTOGRAPHY', 'ANIMALS', 'ENVIRONMENT', 'TRAVEL', 'ADVENTURE', 'TELEVISION', 'KIDS', and 'SHOP'. The main content area features the article 'Best Trips 2013' with a sub-header 'Get wanderlust? We've got your back! The National Geographic Traveler editors present the new year's 20 must-see places'. Below the text is a horizontal strip of small images representing various travel destinations. A large image of a Gothic cathedral is prominently displayed. To the right, there is a 'Top Picks for Travel' section with a list of links. At the bottom right, there is a small promotional box for 'THE WORLD'S GREATEST PHOTOJOURNALS' with the hashtag #PHOTOJOURNALS.

Search Report: Weddings & Conferences (1/21-2/14)

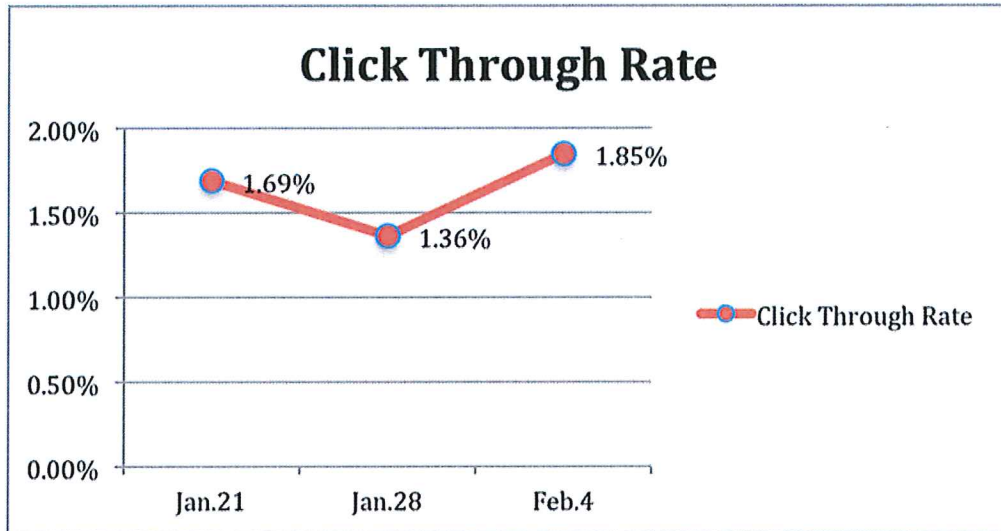
Analysis:

Our three search campaigns (Weddings, Conferences, and Winter) continue to improve on results month over month (see page 7). We've seen a slight dip in results during the past 10 days, but we've made immediate optimizations to address the recent dip in success. As we finish our winter campaign and transition into spring, we'll continue to look for ways we can improve our current results and test new content categories.

Wedding Average CPC



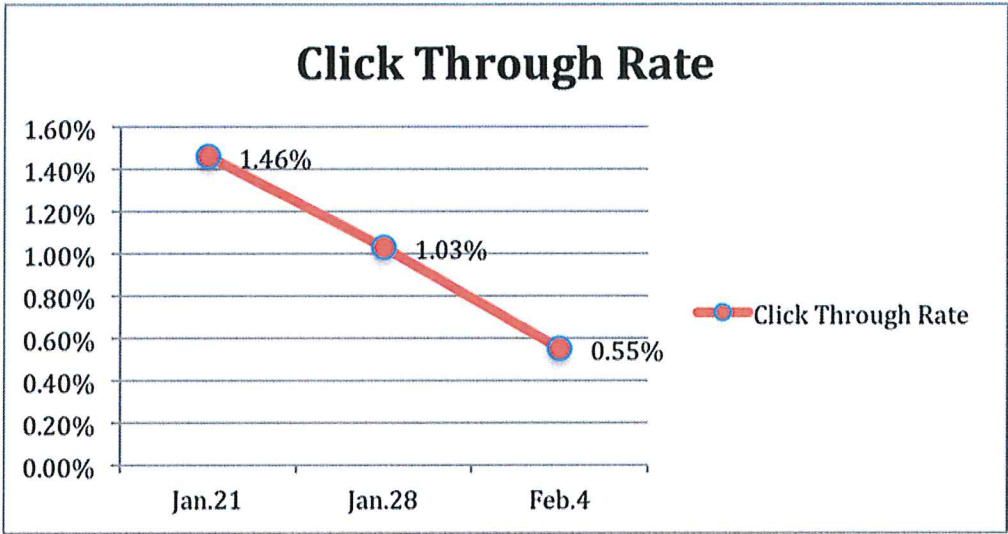
Wedding CTR



Conference Average CPC



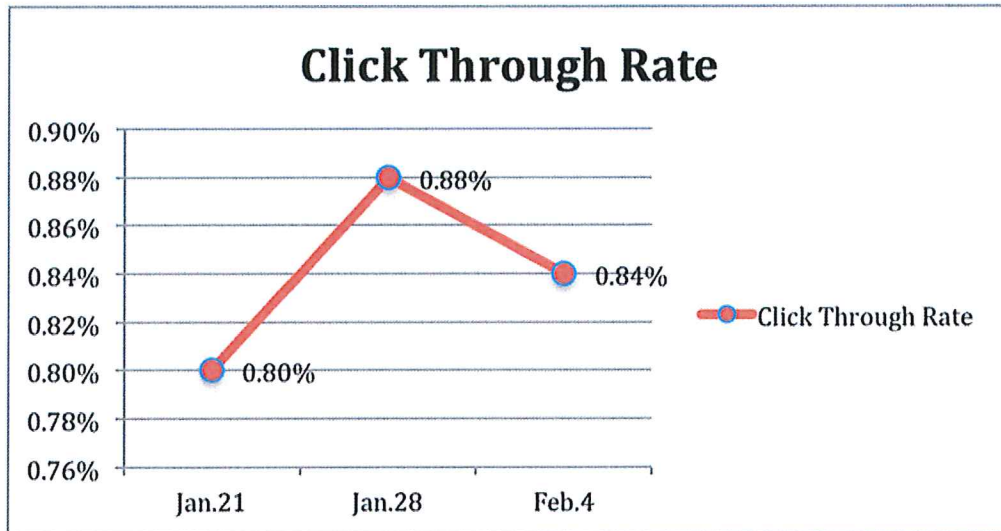
Conference CTR



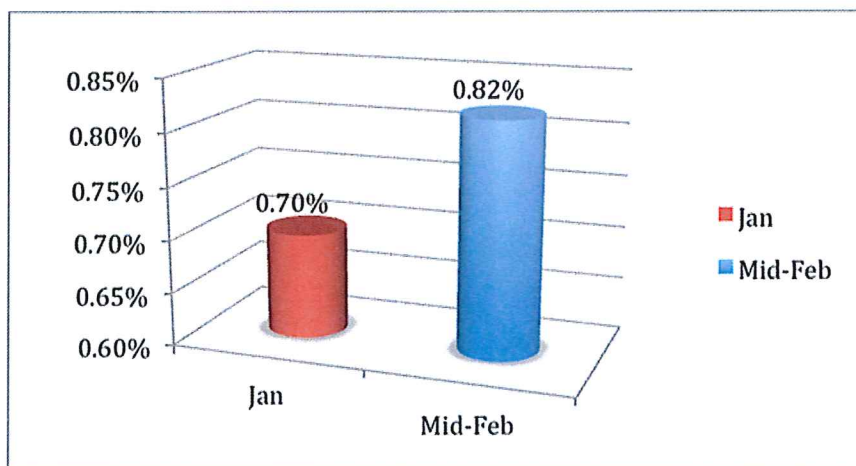
Winter Average CPC



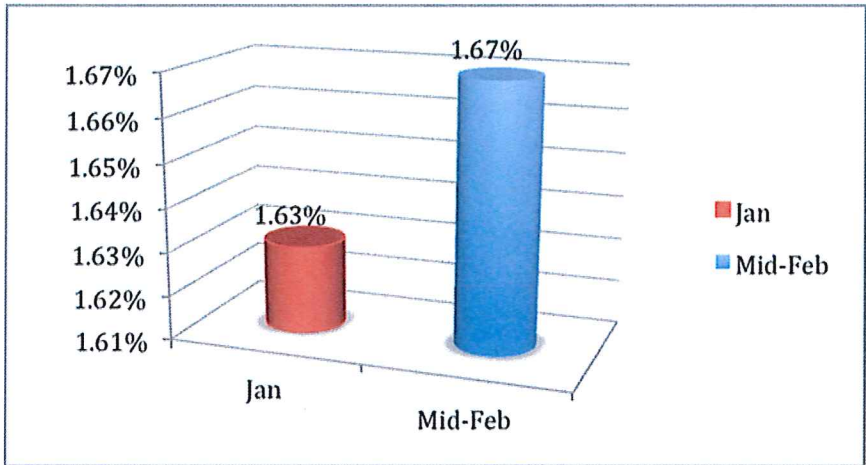
Winter CTR



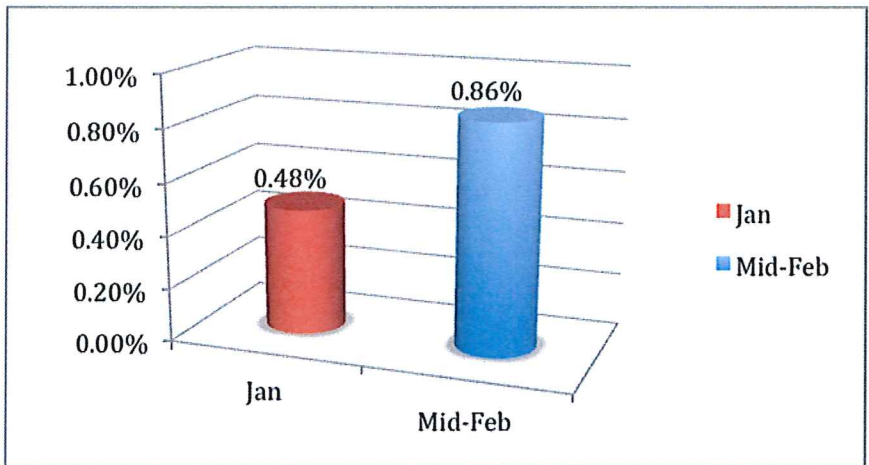
Conference CTR: Jan Vs. Mid-Feb



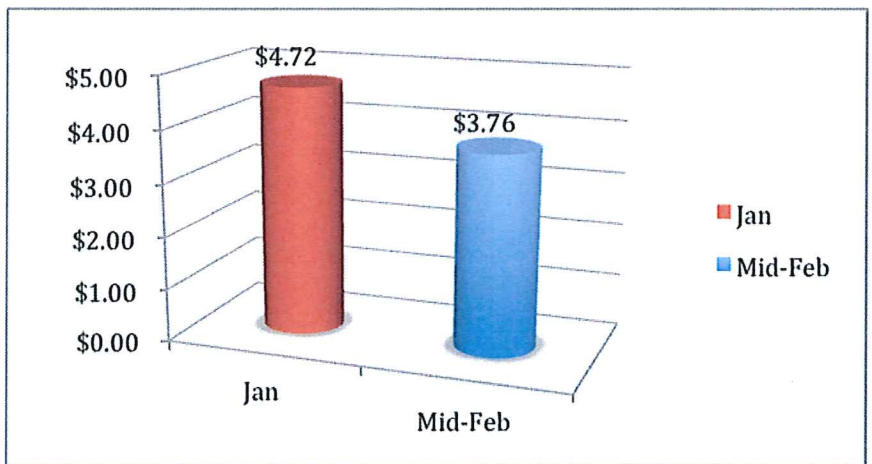
Wedding CTR: Jan Vs. Mid-Feb



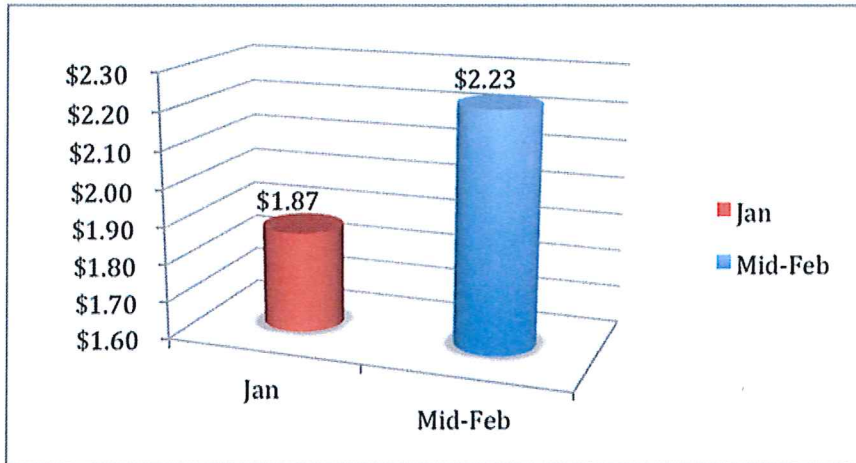
Winter CTR: Jan Vs. Mid-Feb



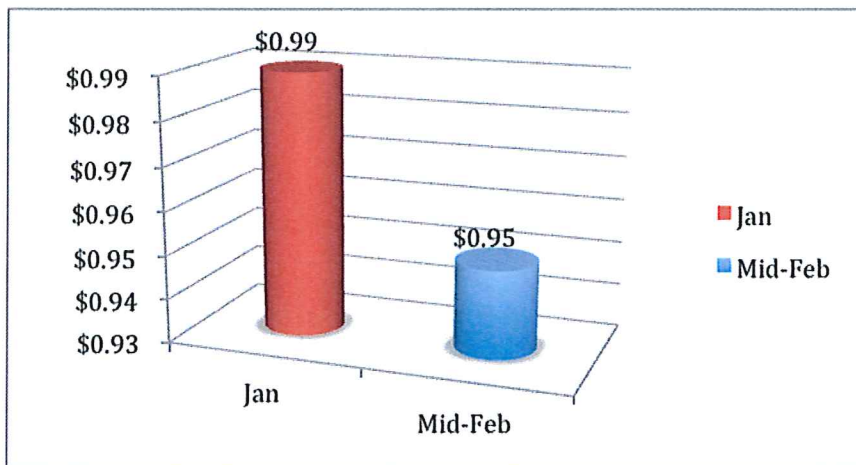
Conference CPC: Jan Vs. Mid-Feb



Wedding CPC: Jan Vs. Mid-Feb



Winter CPC: Jan Vs. Mid-Feb



Mobile Report: Winter Escape Campaign (February)

Analysis:

Our mobile campaign has now been live for 4 weeks. We've received over 2,500 video views, with over 90% viewing the entire video. Initially we saw a poor CTR, once the consumer viewed the video, but we've now revised the CTA to highlight current "Cool Deals" and we've seen an immediate increase in CTR. Over the next 3 weeks we'll be aiming to increase the percent of video views once exposed to the banner, as well as increasing CTR and post viewing the video.

Voltari:

Total impressions: 396,827

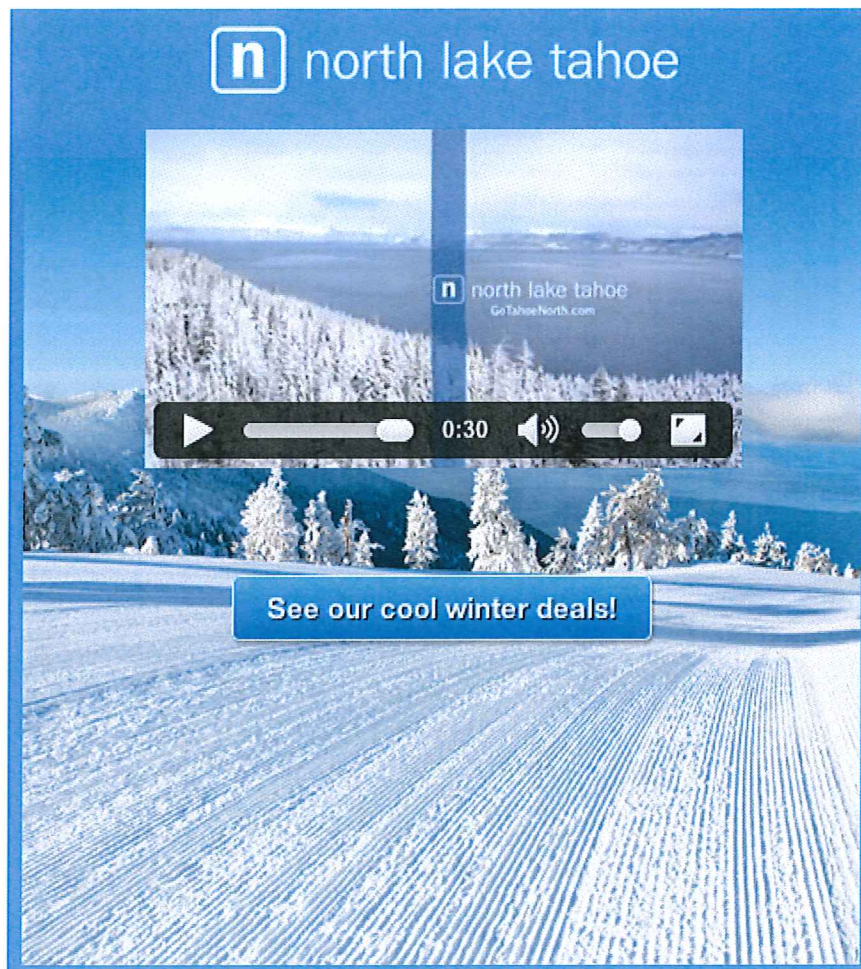
Video views: 2,578

Total clicks to the landing page: 44

Percentage of people that clicked after viewing ad: 1.71%

Percentage of videos viewed entirely: 91%

Video to NLT landing page CTR: 1.55%



OOH Report: Winter Escape Campaign

Analysis:

The OOH campaign has launched in full scale, saturating the SF DMA. Our placement selection has been designed to reach our target audience frequently throughout the day, whether they're traveling by car, bus, boat, or train. In the short time our OOH has been in market, we've already begun receiving social media buzz and placement recognition from multiple sources. We feel this portion of our campaign will deliver a great impact with our audience and help deliver continual awareness throughout their daily media touch points.

Details:

Timing: 12/31/12 - 3/10/13 (each placement varies in timing)

Total impressions: 64,994,264 (upon campaign completion)

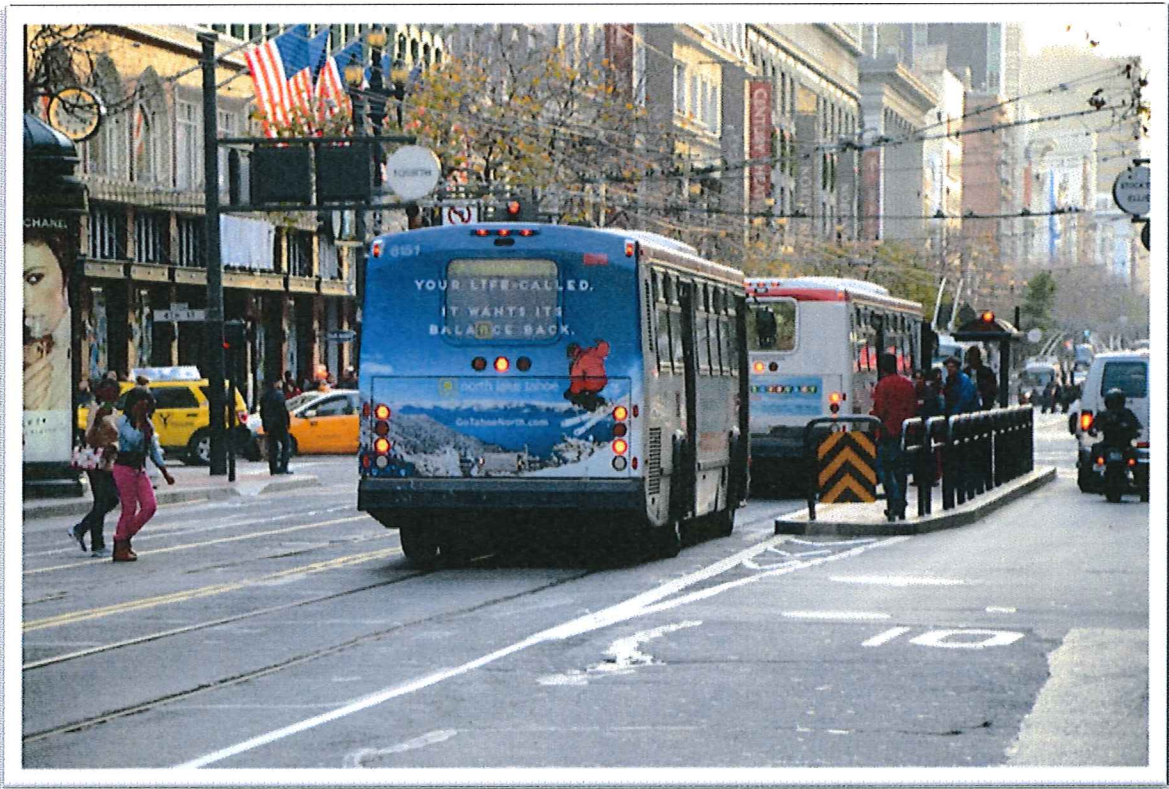
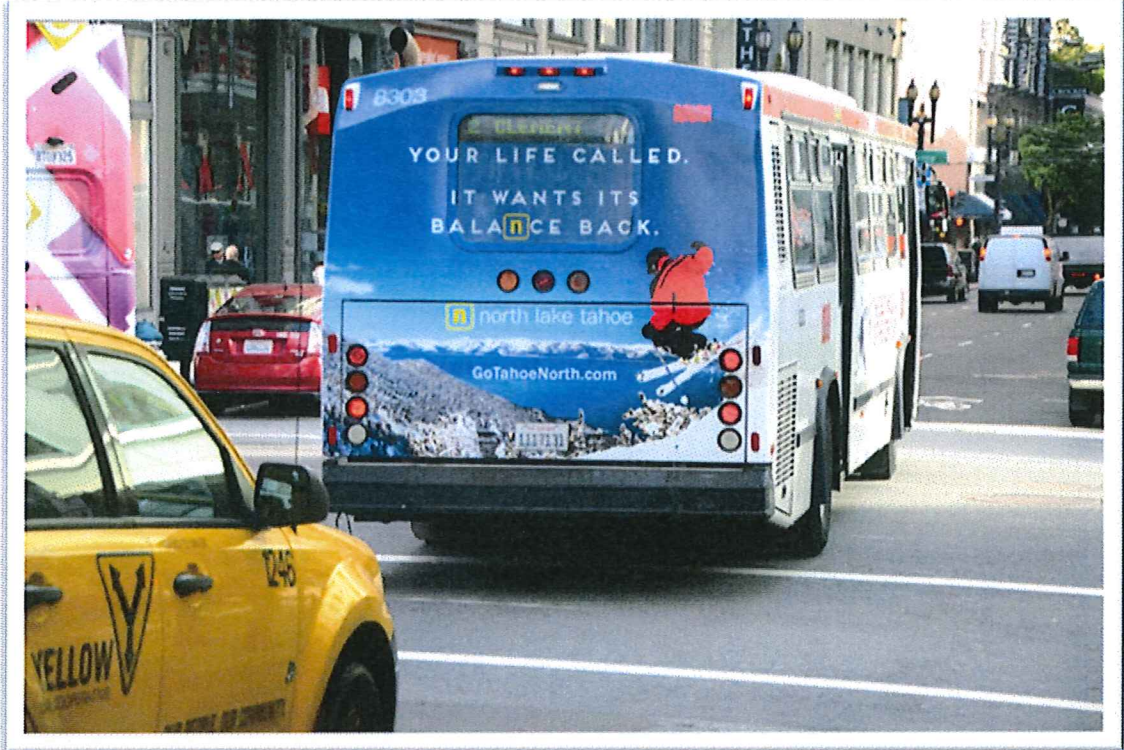
Placements:

- 13 billboards (including - 1 Bay Bridge, 1 Oakland Coliseum & 1 Broadway Tunnel)
- 10 mini billboards (10' x 22' billboards)
- 12 bus shelters
- 2 Ferry Building placements
- 25 full bus backs
- 180 BART interior cards
- 280 bus interior cards
- 200 powerwashings



SPECTACULAR







Dylan Blalock shared School of Thought's photo.
Pretty clever idea



Seen any of these recently? Our power-washing campaign hit the streets of SF this week – perfect for those hilly climbs.

Like · Comment · Share · about a minute ago via mobile ·



Write a comment...

Television Report: Winter Escape Campaign

Details:

Timing: 1/7/13 - 3/10/13

Total spots: 2,542 (upon campaign completion)

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

Networks: AMC, Bravo, TNT, History, Discovery, USA, Food, TLC, and HGTV

Analysis:

After a 5-year hiatus, North Lake Tahoe has made a return to television. We've managed to secure primetime spots on high impact networks. By making a return to television, we're able to fulfill a multi-screen marketing approach and increase awareness through television's broad reach.



Print Insertions: Winter

Conde Nast Traveler

Insertion: Half Page/Full Color

Editorial: Family Travel Issue (Feb/Mar)

Circulation: 352,000

Rate: \$7,415



WHEN YOUR KID ASKS
ABOUT THE STARS,
DO BETTER THAN A  APP.

Nearby lies a place where kids actually forget about television for an hour or two. Where couples remember their first dates, easily. Where you always say, the cell phone was out of range. Even when it's not. This is the beauty of Tahoe.

GoTahoeNorth.com  north lake tahoe

SEO Report: 1/22-2/14

Analysis:

Our year over year inbound and outbound traffic are within 5% +/- of the last two years. We see that Cool Deals drives the highest amount of outbound traffic and the "Events" section is the most sought after content on our site. Moving forward, we'll be investigating ways we can leverage these learning to increase our site traffic and referring traffic to our lodging partners.

Stats:

- Unique visitors - 55,281
- Avg. visit duration - 5:28
- Avg. page views per visit - 3.15
- Total outbound traffic - 13,154
- Cool Deals outbound traffic - 3,604
- Top DMA - SF Bay Area
- Highest trafficked days - 1. Tuesday 2. Wednesday

summer   

n north lake tahoe



today events videos weather + snow report stay 



Feb 23, 2013 (Sat)
cobblestone relays
cobblestone center...
11 am The Cobblestone Nordic Relay is a fast paced cross-country... [events](#)
[view complete event calendar](#)

Mar 1, 2013 (Fri)
snowfest! winter carnival ~ 10 days...
Celebrating 32 years of Family Fun in North Lake Tahoe! Make plans... [more](#)

Mar 17, 2013 (Sun)
us national alpine championships at...
various times The U.S. Alpine Championships are a culmination... [more](#)

 **Feb 6, 2013 (Tue)**
North Tahoe Hosts 6th Annual Wanderlust...
North Lake Tahoe announced today...

 **Feb 26, 2013 (Wed)**
Fresh snow overnight and bluebird... [more](#)

 **Nov 30, 2012 (Mon)**
northtahoehome. Check out and purchase your Christmas... [more](#)

 **Get the latest news & offers with text alerts** [more](#)



COOL DEALS



LODGING



EVENTS

Conference Department Report February 2013

In February 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 met with the Cal Neva Resort to discuss Triple Crown Sports room blocks for July Program and potential sport, reunion and wedding groups.

Staff hosted a site for the Triple Crown Sports at NorthStar California Resort. This organization has an annual 4th of July Baseball Tournament. Potential for annual 4 night program generating 100+ room nights for 2013.

Staff hosted a site for the Travelocity at Resort at Squaw Creek and The Village at Squaw Valley. This is the annual Global Partners Services Offsite meeting. Potential for 4 night program generating 400+ room nights for June 2013.

Staff hosted at site for Newmont Mining and Andavo Meetings and Incentives at Resort at Squaw Creek and the Hyatt. This is annual Leadership Meeting. Potential for a 4 night program and 140 people generating 500+ room nights for June 2013.

Staff met and did a site at the Biltmore Tahoe Property to assess it for group opportunities. Based on this site, Staff has referred property to Triple Crown Sports for their annual baseball and softball programs. This should generate 100+ room nights for this property.

Staff attended Meeting Planners International Northern California Chapter's Annual Conference & Expo. Approximately 500+ planners attended this event. Staff will be following up on multiple leads generated from this show. In addition to this event, staff conducted sales calls around this event.

Staff hosted a site for Hamilton Company. This is their annual Robotics Application program for approximately 45 people generating 150+ room nights.

Staff met with North Tahoe Conference Center to discuss marketing strategy

Staff hosted a site visit for Bay Area Orienteering

Staff hosted the bi-monthly Conference Sales Committee Meeting

Staff hosted a site visit for Independent Armored Car Operators Association

Staff attended the monthly NLTRA marketing meeting.

Staff attended the NLTRA Board Meeting

Staff attended the Meeting Industry Ladies Open planning meeting

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of February staff made over 400 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.



north lake tahoe

Chamber | CVB | Resort Association

February Leisure Report
Marketing Committee Meeting
2-28-13

TRAVEL TRADE

- Attended Visit CA's Outlook Forum attended by all of the international offices and select travel trade from the UK, Australia, Mexico and China
- Met with Visit CA UK, Australia, Brazil, France and China to go over wholesale appointment/business opportunities at POW WOW in June

FAMs

- Concluded the Visit CA international media fam which began on the 30th and ended on the 1st with staff writers and freelancers from Brazil, Mexico, UK and Australia
Men's Health (Australia), **Correio Braziliense** (Brazil), **O Estado de Sao Paulo** (Brazil), **Travel+Leisure** (Mexico), **Life & Style** (Mexico), **Cosmopolitan** (UK), **Daily Mirror** (UK), **Press Association** (UK), **Fairfax Media** (Australia)
- Attended the Vail Resorts International Grand FAM with ski wholesalers from China, Germany, Brazil and Mexico
- Hosted an Australian freelancer writing a story commissioned by Australian Geographic Outdoor Magazine
- Hosted the Brand Manager for Visit CA UK and Brand USA UK
- Hosted another top Australian freelance travel writer with stories commissioned by Luxury Travel Magazine, The Financial Review and Traveler which is the travel section in Melbourne's The Age Newspaper and Sydney's Morning Herald
- Hosted TUI UK's Product Manager showcasing summer fly-drive product
- Finalized itineraries for Ski Tracer/Ski World – UK, Harvey's Choice – Australia and an Australian ski wholesale fam sponsored by United Airlines
- Helped coordinate last details for the Ski Independence UK Daily Mail Ski and Snowboard Magazine Reader's trip in March
- Assisted the Visit CA UK PR Manager in finalizing details for The Sunday Times Travel Magazine

CONSUMER & MISC

- Met with Diamond Peak's new Sales Manager
- Volunteered at CARVE Tahoe

**Special Event Programs
Departmental Report February 2013
Submitted by: Judy Laverty**

SPORTS MARKETING

Staff is finishing RFP's for the following sports events:

- Professional Disc Golf Association Amateur Championships, 2015
Staff is meeting with the LOC end of February and is arranging for a mid March site visit with the ED of USDGA.
- US Orienteering Championships July 26-28, 2013
Staff, along with the Conference Sales Director conducted a site visit with the Orienteering regional director on February 4th. They have chosen our destination to stage their event and have requested room blocks from our conference department.

SPECIAL EVENTS

- Staff worked closely on the CARVE Lake Tahoe event which was held at Northstar February 8-16 at Northstar. A total of eight international and domestic teams participated. Press generated live television coverage, excellent foot traffic with people coming to Northstar specifically for the event. Final PR ROI to come. A debriefing meeting is scheduled for March 5 with the CARVE event staff.
- Staff continues to partner with the Rahlves Banzai Tour and Switchback PR on pr, branding, sponsorship, and social outreach/contest for the tour.
- UPDATE: Jack London Memorial Sled Dog Races has been cancelled due to poor conditions track for the dogs and the mushers. The race was to be held at Royal Gorge to Sugar Bowl and back, through the Van Norden meadow. Staff will meet with event producer to discuss the future of the race.
- Staff met with the Northstar event staff for the first draft outline of this years seminar and educational programs. A number of new events will be incorporated this year showcasing some of our human powered sports coupled with food, wine and spirits tasting.

SPECIAL EVENT GRANTS ROUND 2

Staff has scheduled the review and presentation of the seven new grant applications on March 15th. There is approximately \$14,000 left in the budget. Recommendations will go to the Board on April 3rd.

MEETINGS

Staff attended the marketing and BOD meetings and attended the California Festivals Conference in San Diego.



professional creative services

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

- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping a master “Marquee Calendar” and updating this calendar with major events
- working on updating winter events ... in touch with ski areas/event producers weekly
- keeping up with posting event videos
- contacting event producers by phone and email
- create or edit pages as needed for various subjects such as sports, events, transportation, etc.
- posting featured events on home-page link/slider
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- creating new pages for businesses ... uploading new content
- finding better photos and switching out when available (all sections)
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.

Shelley Fallon

Shelley A. Fallon · fallon@taoeguide.com · (530) 412-1259

fallonmultimedia.com



north lake tahoe

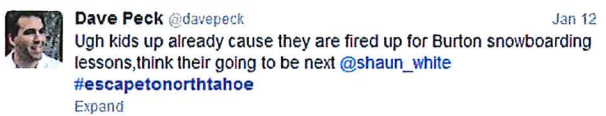
Social Influencer Weekend and Contest Recap

Brief Synopsys

Social Influencer Weekend

January 11-13, 2013

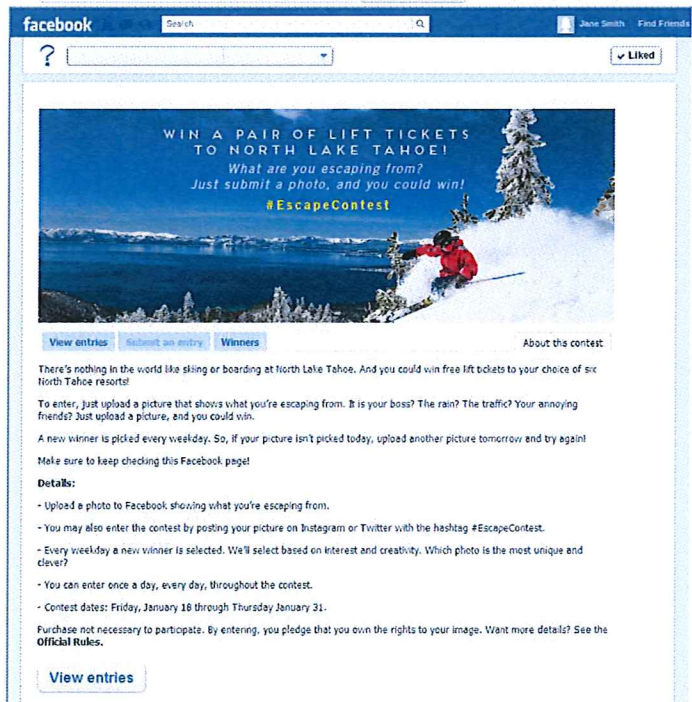
- Through a strategic process, School of Thought selected and invited six social influencers to North Lake Tahoe from the Bay area to "escape" for the weekend
- Influencers attended a schedule of events and activities on and off the slopes
- Influencers tweeted and posted while in North Lake Tahoe with the hashtag #escapetonorthtahoe



Social Influencer Lift Ticket Giveaway

January 17 - 31, 2013

- Using a third party application, RKPR launched "Escape to North Lake Tahoe" photo contest where fans submitted photos via Facebook, Twitter or Instagram. Photos depicted what they were "escaping from."
- A winner was selected every week day to receive a pair on interchangeable lift tickets . Eleven winners total. Nine winners claimed the prize. One declined due to medical condition and the other never responded via Instagram.
- Contest was promoted by social influencers in addition to all North Lake social platforms



Overall Social Results - January 11 - 31, 2013



total facebook "likes" at start of campaign

10,685

end of campaign
6.63% increase

11,383

friends of fans at start of campaign

3,893,120

end of campaign
4.96% increase

4,086,407

Total people talking about us

2,679

total reach

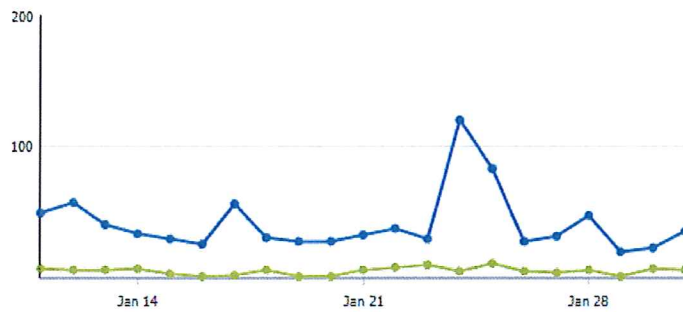
276,849

"like" sources

- 532 On Page ?
- 116 Mobile ?
- 48 Ads and Sponsored Stories ?
- 42 Like Box and Like Button ?
- 34 Page Browser ?
- 17 Search Results ?
- 15 Timeline ?

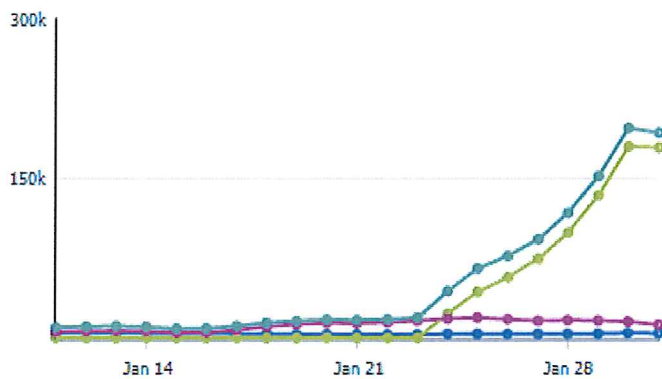
new likes

New Likes ? Unlikes ?

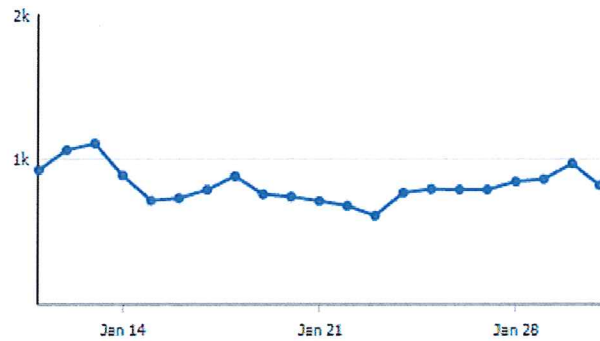


reach

Organic ? Paid ? Viral ? Total ?

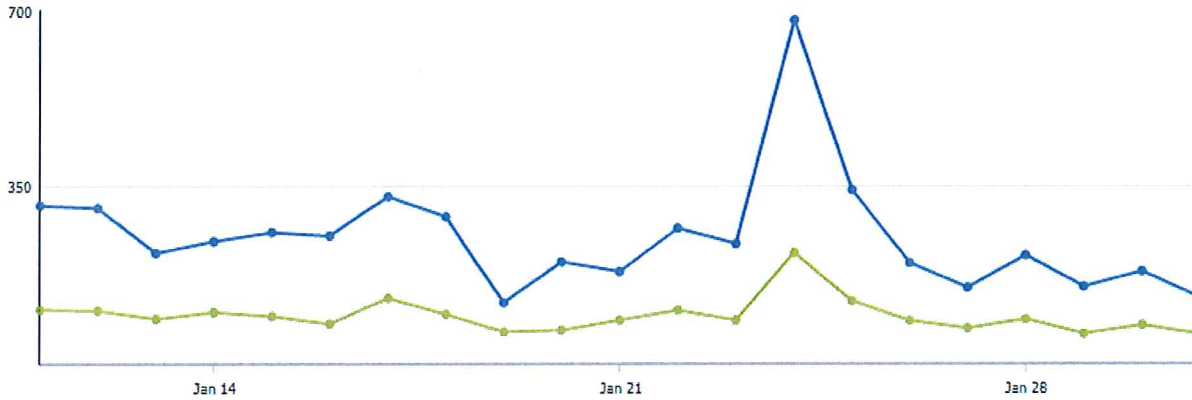


people talking about north lake tahoe



page views

Page Views? Unique Visitors?



total tab views

2,204 timeline

2,057 Video Voting Contest

554 Photo Contest ← photo contest tab

211 Sweepstakes 2

84 photos_stream

31 About Section

24 photos_albums

external referrers

84 a.pgfb.me

83 gotahoenorth.com

76 offerpop.com ← photo contest platform

55 coloradoan.com

27 t.co

21 google.com

8 us-mg5.mail.yahoo.com


sponsored story & post campaign analytics


Report Type: Advertising Performance | Summarize By: Ad | Time Summary: Custom | Filter: NLT Winter Push - Sponsored Posts, NLT Winter Push - Sponsored Stories | Date Range: 1/20/2013 - 1/31/2013

340,616 Impressions | **474** Clicks | **488** Actions | **0.139%** CTR | **\$198.14** Spent | **\$0.58** CPM | **\$0.42** CPC

examples

Ad Preview [Edit]

 Lake Tahoe North shared Squaw Valley's photo.
Fresh snow overnight and bluebird skies today. Come play!



👍 113 💬 5 📄 14


[View on Site](#) · [Create a Similar Ad](#)

NLT Winter Push - Sponsored Stories

Sponsored Story Preview [Edit]

 Wanda Thomas likes Lake Tahoe North's link.

Plenty of good turns to be had today. The sun is out and it's beautiful.



👍 113 💬 5 📄 14



followers at start of campaign
4,480

total #escapetonorthtahoe
tweets
232

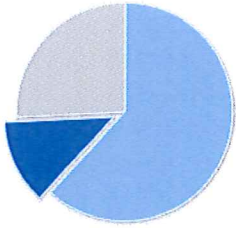
Approximate total mentions of
@tahoenorth
65

end of campaign
1.36% increase
4,541

Contest Results - January 17 - 31, 2013

Summary

353 unique visitors to your campaign



218 Pre-existing Fans
44 New Fans Acquired
91 Non-Fans

The pre-existing fan count includes 5 mobile users.

Clicked shared links:	411
Visited View entries:	195
Visited Submit an entry:	85
Visited About this contest:	36
Viewed Official Rules:	7
Clicked on an entry:	121
Entries:	58 3 Twitter, 15 Instagram
Comments:	3 0 per entry, on average

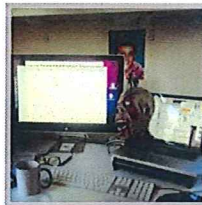
11 winners were selected (below) (Erin declined her prize due to her condition. Amanda did not claim prize.)



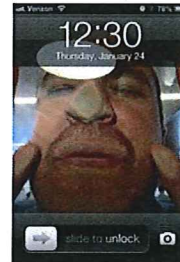
Belinda Frost
H.B., CA
'Work, life, balance.'



Erin Kotecki Vest
Valencia, CA
Lupus treatment! My family and I
need an escape for SURE



Conor Duignan
#EscapeContest #fredsavage

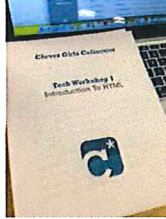


Brent Kasper
San Francisco, CA
Because I am trapped in my
Iphone...HELP!!!

(continued on next page)



Khannan Athreyaa
Houston, TX
get away from the dreariness of the indoors



Robin Miller
Pacifica, CA
Learning to code... back to the basics.



Matt Johnson
Pacifica, CA
Need to get away from this guy.



Amanda Howse
#FML #escapecontest



Nick Nunez
Sacramento, ca
Need the north lake tahoe gnar!



Lynn Mire
Alameda, CA
escaping life in the gutter



Mozhdeh Rastegar-Panah
Saratoga, CA
caffeine and conference calls

RKPR Inc.
RECOMMENDATIONS

- Overall social influencer trip and contest saw a gradual increase in engagement and Facebook "likes"
- Peak in activity January 24 due to Facebook advertising launched with general snow photo
- Effort led by School of Thought. Moving forward, RKPR recommends involving the social team at the start of the campaign
- Consider one topic of influencers for future visits such as ski, food, weddings, etc
- Leverage current social platforms and hashtags such as @tahoenorth rather than creating new ones; keep the hashtag short
- Consider other ongoing North Lake Tahoe and surrounding area efforts prior to launching new efforts. Two other major FAM trips took place the same weekend as the social influencer trip
- Focus on one specific social platform for overall campaign goal results



north lake tahoe

social marketing report january 14, 2013 - february 11, 2013

facebook

total facebook "likes"
7.86% increase

11,905

friends of fans
5.37% increase

4,208,561

people talking about us
-41.15% decrease

3,483

total reach
366.31% increase

550,539

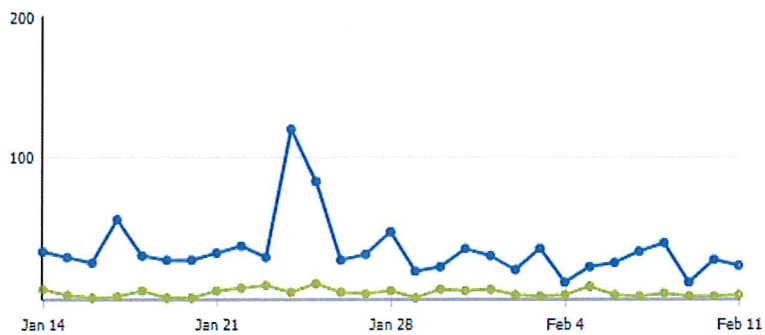
city breakdown by "likes"

Cities ?

- 718 Reno, NV
- 367 San Francisco, CA
- 305 Sacramento, CA
- 274 San Diego, CA
- 250 Truckee, CA
- 235 Los Angeles, CA
- 165 Fort Collins, CO

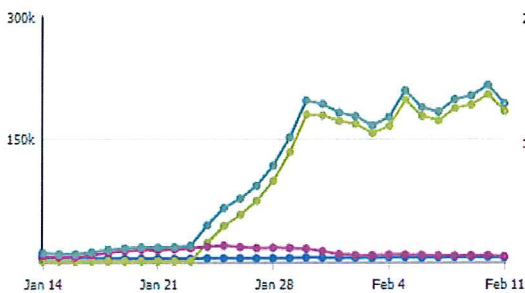
new likes

New Likes ? Unlikes ?

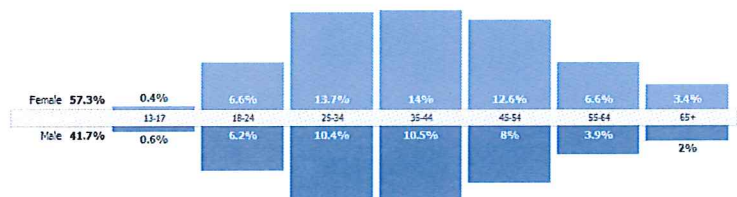


reach

Organic ? Paid ? Viral ? Total ?



gender and age

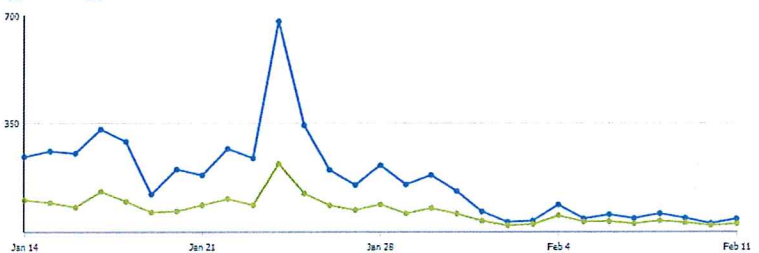


people talking about north lake tahoe



page views

Page Views ? Unique Visitors ?



total tab views

- 2,312 [timeline](#)
- 1,530 [Video Voting Contest](#)
- 554 [Photo Contest](#)
- 271 [Sweepstakes 2](#)
- 101 [photos_stream](#)
- 35 [About Section](#)
- 28 [photos_albums](#)

"like" sources

- 471 [On Page](#)
- 163 [Ads and Sponsored Stories](#)
- 141 [Mobile](#)
- 65 [Page Browser](#)
- 30 [Like Box and Like Button](#)
- 20 [Search Results](#)
- 18 [Timeline](#)

external referrers

- 83 [gotahoenorth.com](#)
- 77 [a.pgtb.me](#) ← smart URL from IRONMAN promotion
- 76 [offerpop.com](#)
- 58 [coloradoan.com](#)
- 30 [t.co](#)
- 23 [google.com](#)
- 6 [gotahoenorth2.reachlocal.net](#)

gotahoenorth.com facebook analytics

site engagement
29.82% increase
74

distribution on facebook
147.63% increase
20,296

referral traffic to site
42.61% increase
425 clicks


sponsored story ad campaign analytics


Jan 24 — Feb 20 **Last 28 Days** **All Except Deleted** [Select rows to edit](#) [Full Report](#)

Campaign Reach	Frequency	Social Reach	Actions	Clicks	CTR	Spent
539,172	1.6	11,867	4,004	2,084	0.235%	\$714.48

examples

Ad Preview [Edit](#)

 Lake Tahoe North shared Squaw Valley's photo.
Fresh snow overnight and bluebird skies today. Come play!




👍 113 💬 5 📄 14


[View on Site](#) · [Create a Similar Ad](#)

NLT Winter Push - Sponsored Stories

Sponsored Story Preview [Edit](#)

 Wanda Thomas likes Lake Tahoe North's link.

Plenty of good turns to be had today. The sun is out and it's beautiful.



👍 113 💬 5 📄 14

additional facebook activities

- Continued IRONMAN Lake Tahoe video contest. awarded winners
- Continued Rahlves' Banzai Tour contest. award multiple winners
- Coordinated and executed Escape to North Lake Tahoe lift ticket giveaway (summary included in separate report)

twitter

followers
3.03% increase

4,616

total tweets

4,210

re-tweets
6.61% increase

403

n blog

5 posts

- North Tahoe Hosts 5th Annual Wanderlust Festival July 18-21 (4 tweets, 46 likes)
- Guest Blogger Steve Talks Skiing at North Lake Tahoe (6 tweets, 14 likes)
- First-Ever Lake Tahoe Nordic Festival is Feb. 8-10 (3 tweets)
- North Tahoe Snow Transformed Into Art at Carve Tahoe (4 tweets, 6 likes)
- Touch the Lake (4 tweets, 1 like)

foursquare

likes
13.48% Increase

581

tips

30

check-ins
Incline Village Crystal Bay Visitors &
Convention Bureau

0

check-ins
North Lake Tahoe Visitors Center

6

flickr

all-time photo views
4.37% Increase

34,189

photos/videos

253/3

contacts

62

Pinterest

boards

10

followers
12.92% increase

166

following

71

pins

162

repins
6.82% increase

235

likes
1.35% increase

75

Pinterest weddings

boards

18

followers
15.38% increase

30

following

88

pins

243

repins
27.2% increase

117

likes
19.35% increase

37

additional pinterest activities

- Compiling Pinterest plan to enhance NLT wedding message

Prepared by **RK|PR** Inc.



total video view
0.73% increase
31,267

subscribers
3.28% increase
63



Instagram

photos
19

followers
14.54% increase
63

following
62



- **FACEBOOK:** Continue posting photos and video that show real-time NLT
- **FACEBOOK:** Continue contests partnered with small ad campaigns to drive “Likes”
- **TWITTER:** Continue to engage with local resorts and merchants to create positive conversations on conditions
- **TWITTER:** Continue to post local news stories and interesting NLT facts
- **BLOG:** Integrate “Pin It” Icon for Pinterest users
- **BLOG:** continue hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- **PINTEREST:** Continue pinning images from within Pinterest and from other websites such as resorts, restaurants and other North Lake Tahoe venues
- **PINTEREST WEDDING:** Continue pinning wedding images from local merchants and within Pinterest
- **PINTEREST WEDDING:** Continue building out Pinterest strategy and launch campaign pending approval
- **YOUTUBE:** Recommend capturing video, even if it’s from a cell phone cam, of major events, resort footage, snowmaking, etc., to engage users who are searching for that content already



PETTIT GILWEE
public relations

**North Lake Tahoe Chamber/CVB/Resort Association Public Relations Report
Marketing Committee
February 21, 2013**

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. Attending the Visit CA Media Reception in NYC (March 19). The last time we attended this show was five years ago. Scheduling desk-side appointments with editorial staff representing national newspapers, consumer magazines, travel magazines, broadcast entities, as well as appropriate meeting publications.
- C. Two Domestic Press Trips scheduled for March –1) working with Visit CA to bring Nathan Borchelt, who is on assignment with Away.com/GORP.com and 2) working with Nevada Commission on Tourism to bring Liam Gallagher and three other boarders on assignment with Snowboarder Magazine.

II. News Releases – 5 news releases in the works

- A. New Snow/Ski and Board Conditions – as appropriate
- B. North Lake Tahoe Weddings (once established on Pinterest) – on hold
- C. North Lake Tahoe Bridal Fair (April) – on hold
- D. Jack London Sled Dog Races – cancelled
- E. Tahoe Athletes Medal at X Games – waiting for SLT to add copy/approve

III. News Releases – 4 news releases distributed since our Jan. 24 report

- A. North Lake Tahoe Shop Local Contest is a Success
- B. North Lake Tahoe to Host 5th Annual Wanderlust Festival July 18-21
- C. North Lake Tahoe's SnowFest is March 1-10
- D. Sexual Harassment Workshop is February 26 in Tahoe City

IV. Media Leads – 29 media requests we've responded to since our Jan. 24 report (does not include those journalists we've actively pitched)

- A. The Better Show – Bobby Laurie, press trip, Carve Tahoe, 1/24
- B. TheMomReviews.com – Jen Andrade, April press trip, 1/24
- C. Brand USA – Janet Fusco, Tahoe images, 1/24
- D. NBCBayArea.com – Alysia Gray Painter, x-country skiing images, 1/24
- E. Freelancer Hilary Nangle – what's new at ski resorts 2013-14, 1/25
- F. Freelancer Glen Putman – spring/summer event ideas, 1/28
- G. SF Chronicle – Tom Stienstra, x-country skiing images, 1/28
- H. Family Fun Magazine- Krista Hojnowski, story ideas, 1/29
- I. KTKR Radio (Truckee) – Lindsay Romack, Carve/volunteer, 1/31
- J. Sunset Magazine – Evelyn Spence, camping ideas, 1/31
- K. RSCVA – Ben McDonald, Next Stop TV (Alaska Air) press trip, 1/31
- L. GEO Magazine (France) – Fay Torresyap, images, 2/4
- M. Destinations Magazine – Brittany Schwartz, images, 2/4
- N. News 10 TV (Sacramento) – Ashton Altieri, Carve interview, 2/7
- O. Sierra Sun – Margaret Moran, IRONMAN Lake Tahoe interview, 2/7
- P. Visit CA – Rachel Veu, Away.com/GORP.com press trip, 2/8
- Q. Sunset Magazine – Evelyn Spence, camping images, 2/8
- R. NCOT – Bethany Drysdale, Snowboarder Magazine press trip, 2/11
- S. Golf & Lifestyle Magazine – publisher Anthony Glover, story ideas, 2/12
- T. Capital Public Radio – Marianne Russ, interview with client, 2/12
- U. NBCBayArea.com – Alysia Gray Painter, Snowfest images, 2/14
- V. Highroads Magazine (AAA's AZ pub) – Jackie Dishner, images, 2/14
- W. Destination Weddings & Honeymoons Magazine – story ideas, 2/15
- X. Meetings West Magazine – Carolyn Blackburn, story ideas/images, 2/19
- Y. Freelancer Pat Turner Kavanaugh – Tahoe story ideas, event, 2/19
- Z. KGO Radio (SF) – Terry Adams, Squaw Valley pr contact, 2/21
- AA. Where Magazine (SF) – Erin Roth, images, 2/21
- BB. Visit CA – Rachel Veu, USA Today lead/Wanderlust, 2/21
- CC. Outside Magazine – Kate Siber, Wanderlust story angles, 2/21