



north lake tahoe

Chamber | CVB | Resort Association

February 2014

Departmental Reports



North Lake Tahoe Market Report February 2014

CAMPAIGN ANALYSIS

Although weather has provided additional challenges this year, we've managed to produce strong results, providing an impact in both Northern and Southern CA. Our campaign continues for an additional month, generating awareness throughout the late winter, leading into spring & summer. Below please find highlights of our Winter campaign:

- ❖ 55 million targeted impressions, delivering over 140 thousand engagements.
- ❖ Over 40,000 new Facebook followers, tripling our original Facebook fan base.
- ❖ Digital efforts have driven over 55,000 clicks, with 13 thousand arriving at the Cool Deals page
- ❖ Search efforts continue to drive high quality traffic at less than \$1.40

NORTHERN CALIFORNIA MEDIA

NORTHERN CA - CAMPAIGN ANALYSIS

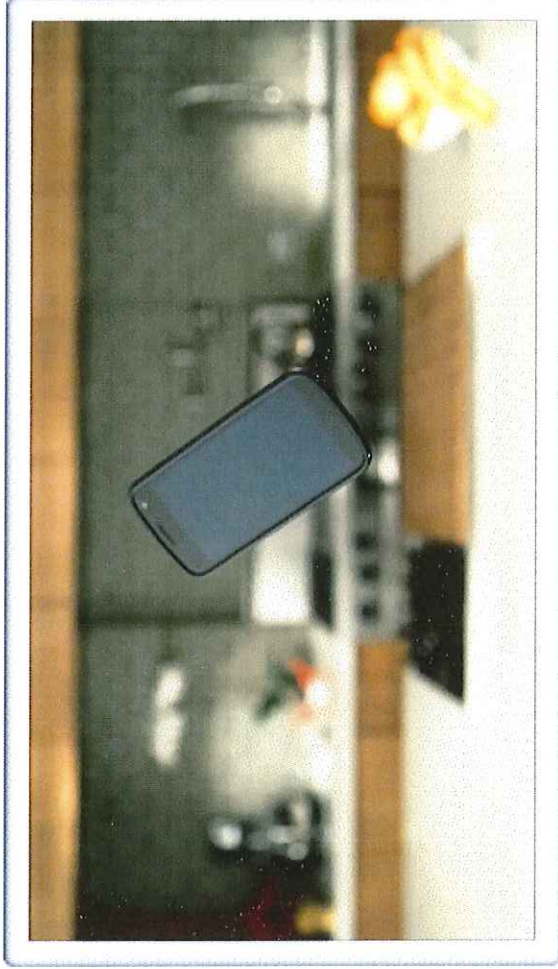
Regardless of the weather, our Northern Ca campaign has produced strong results. Our efforts have resulted in reaching 38 million targeted consumers, producing nearly 75,000 engagements. Please see below for additional highlights:

- ❖ Over 4,000 TV spots with 2,600 bonus spots (65% added value).
- ❖ Nearly 6 million digital impressions, generating responses 3x the industry average, delivering over 4,000 hits to Cool Deals.
- ❖ Our paid social efforts have received over 30 thousand engagements, yielding over 20 thousand new followers.
- ❖ Search continues to be our hardest working tactic, delivering high quality traffic at a \$1.39 per click.
- ❖ OOH has been our most recognized tactic receiving over 25 million impressions.

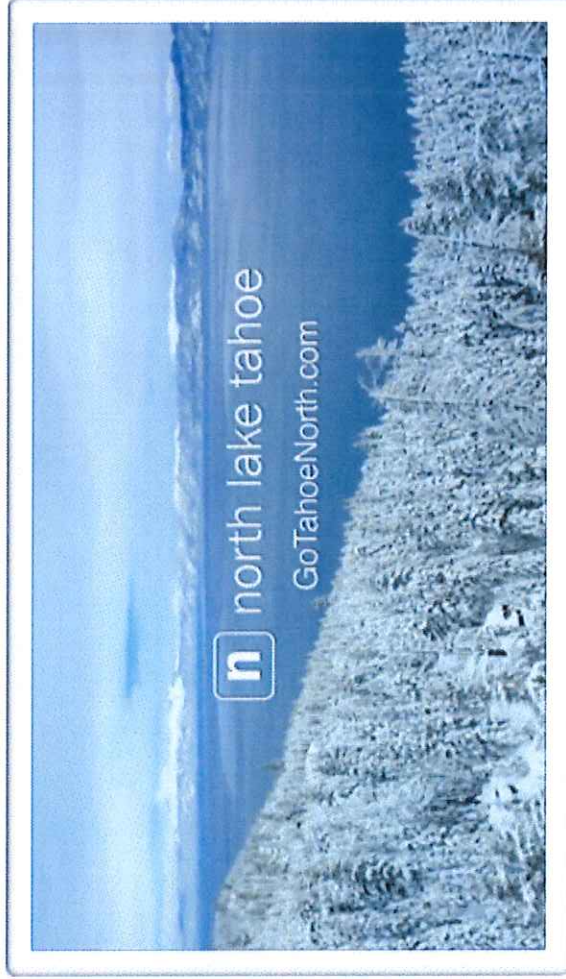
Television

Northern California

Dates: 12/16/13 - 2/16/14
Details: 15 & 30 second spots
Spots ran: 1,520
Bonus spots ran: **2,600**



Program Highlights:
-2014 Golden Globes
-Conan O'Brien
-Golden State Warriors (In Game)
-49er post game
-Sportscenter



Digital Report

Northern California

Dates: 12/16/13 - 2/16/14

Impressions: 5,637,167

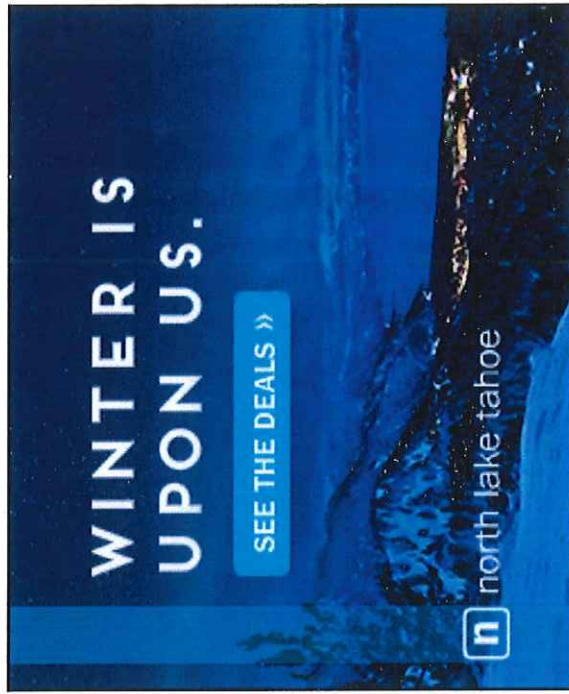
Clicks: 19,744

CTR: 0.35%

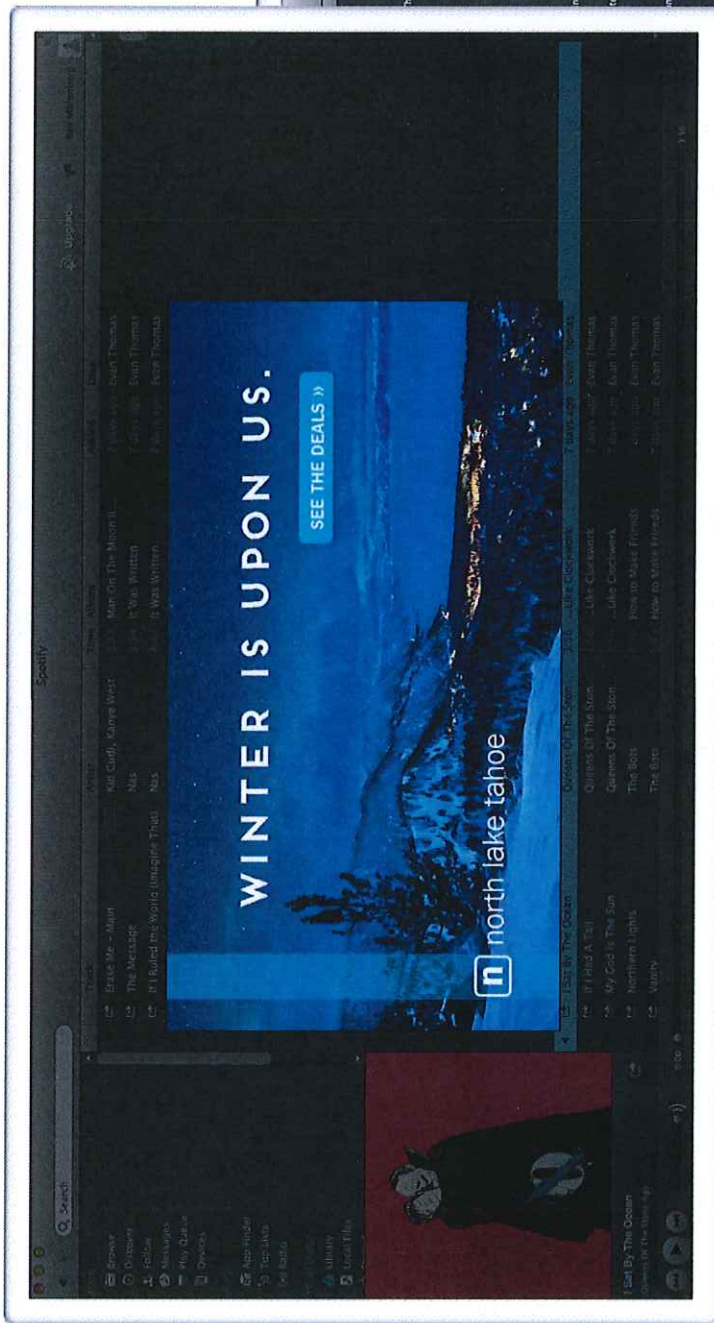
Lodging - 214 hits

Events - 1,165 hits

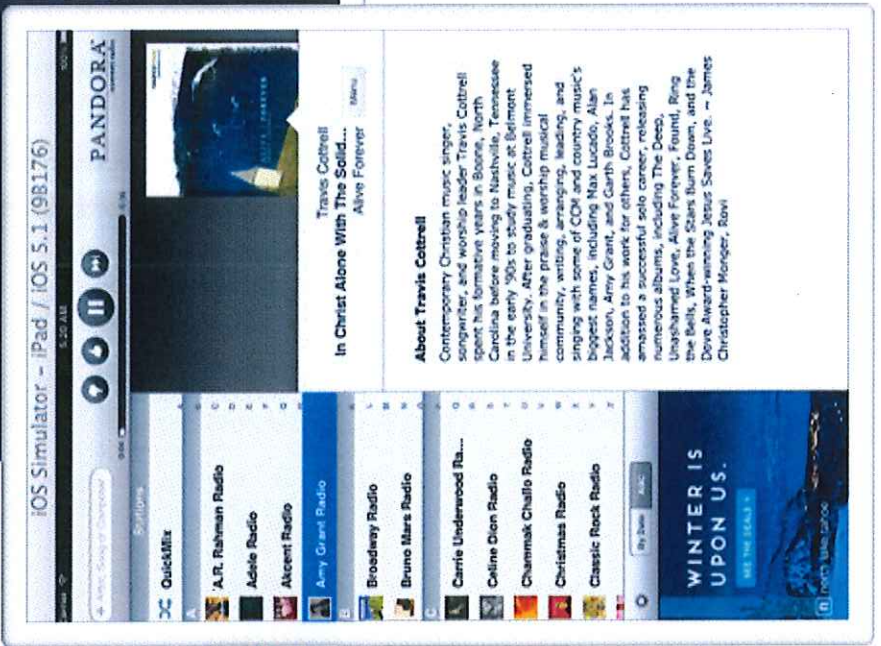
Cool Deals - 4,007 hits



Digital - Spotify



Digital - Pandora



Digital - Open Snow

LET'S MAKE MONDAY THE NEW SUNDAY.




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[SIGN UP FOR FREE](#) [SIGN IN](#)



GET THIS IN YOUR INBOX EVERYDAY!

Never miss a beat! Receive The Tahoe Daily Snow via email the moment it's written. Start your FREE OpenSnow Super Pro trial today!

[LEARN MORE](#)

Wednesday January 22nd 2014 9:36am MST

By Snow Forecaster Bryan Allegretto

Summary:
 Still no significant storms in sight despite the forecast models still showing a change in the pattern at the end of the month.

Details:
 Dry conditions will continue for the next week. A system will push into the West Coast to our North next Tuesday/Wednesday keeping us out of any precipitation. The next system will push into the coast by the end of next week. The forecast models are still waffling on whether or not the precip will make it this far South.

Lama-Barra:

NORTHSTAR CALIFORNIA

WINTER IS UPON US.

[SEE THE DEALS](#)

OPENSNOW CALIFORNIA

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THE TAHOE DAILY SNOW

By Snow Forecaster Bryan Allegretto
 Thursday January 16th at 10:00am MST

Summary: The ridge continues to be stuck along the West Coast through the next week keeping us dry. It appears as though there will be a chance for a system or two before the end of the month. Details in the show will give us an idea of what we can expect for the pattern to change. There is the hope that they get out west early showing why it is so dry. They don't have much explanation beyond the team's advice in the Northeast.

[LEARN MORE](#)

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5.5 Day Forecast

6-10 Day Forecast

Forecast Trends

Webcams

Snow Report

Snowfall History

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Learn More

The 1st

The 2nd

The 3rd

The 4th

The 5th

The 6th

The 7th

The 8th

The 9th

The 10th

The 11th

The 12th

Learn More

11

Social - Unified Social

Northern California

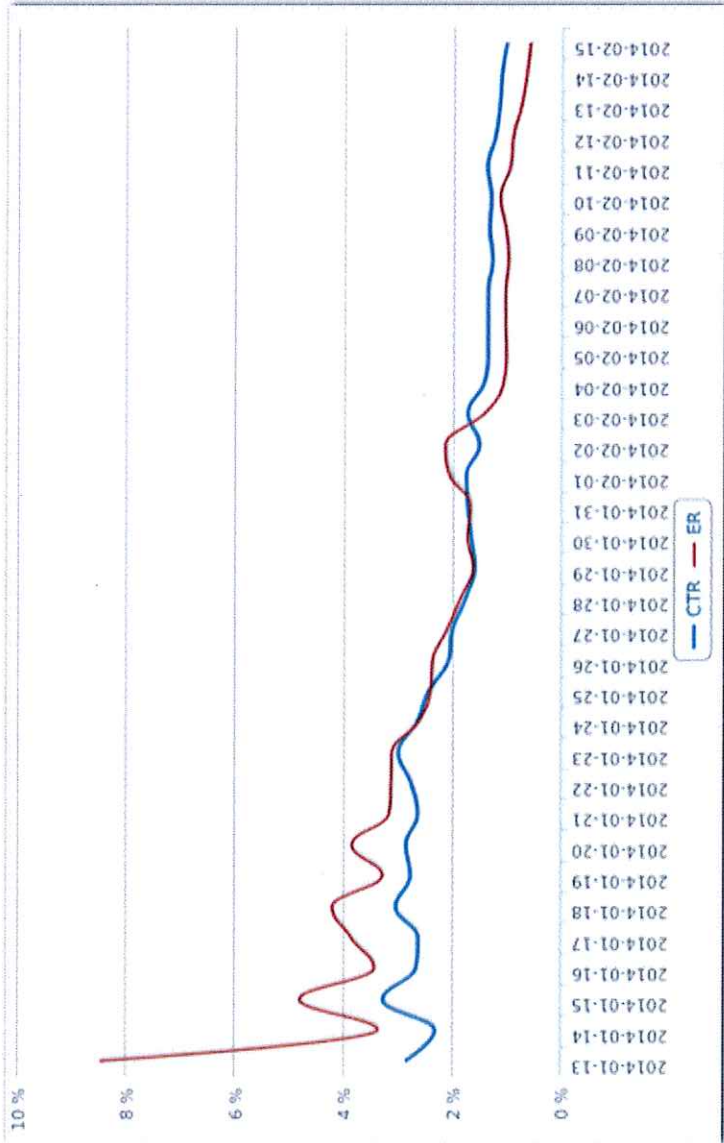
Dates: 1/13/14-2/16/14

Impressions: 1,641,021

Clicks: 28,544

Engagements: 30,743

Page Likes: 20,193



Lake Tahoe North

Check-in at any of North Tahoe's watering holes and enter to win! #crawltahoe



Lake Tahoe North

Travel/Leisure
15,265 likes

Sponsored



Lake Tahoe North

Escape to North Lake Tahoe. "LIKE" for more beautiful photos!



Lake Tahoe North

Travel/Leisure
17,064 likes

Sponsored



Lake Tahoe North

Check-in at any of North Tahoe's watering holes and enter to win! #crawltahoe



#crawltahoe

Lake Tahoe North

Travel/Leisure
15,265 likes

Sponsored

SEM Report

Northern California

Dates: 1/12/13 - 2/16/14

Impressions: 472,126

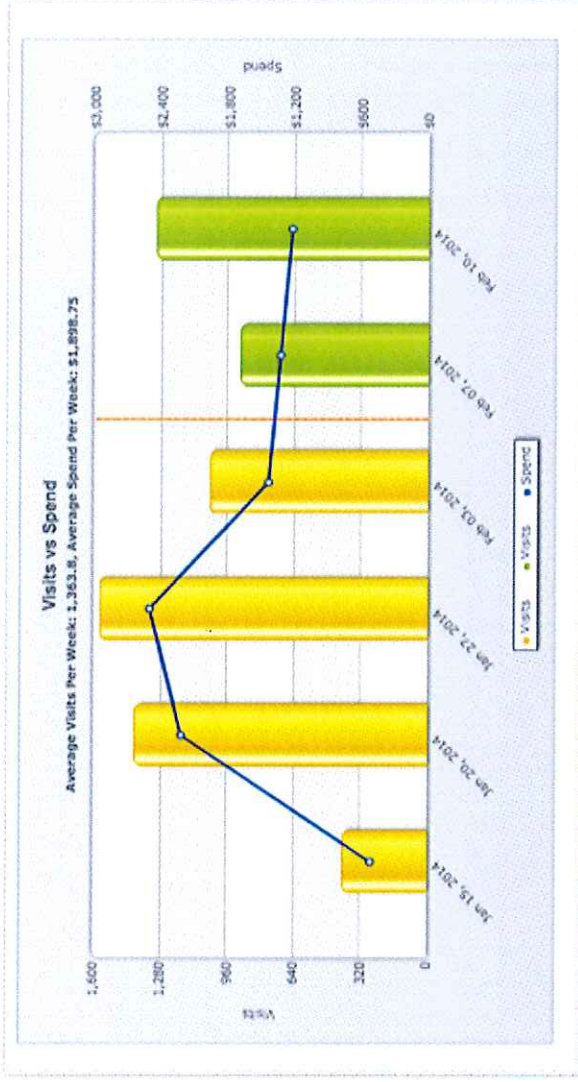
Clicks: 6,624

CTR: 1.40%

Spend: \$9,222.48

CPC: \$1.39

Web Events: 489



**previous Summer budget was extended through 1/11/14. New 2014 Winter budget started 1/12/14*

Out of Home

Gotahoenorth.com

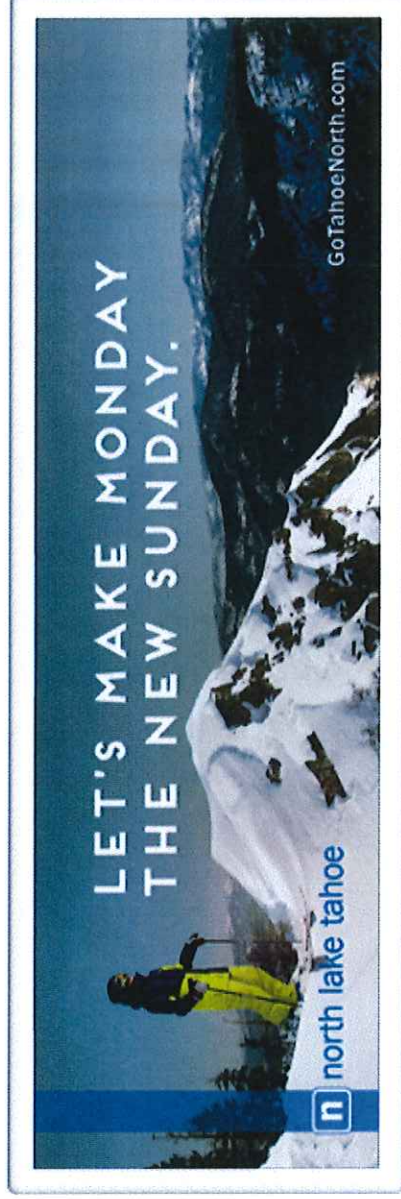
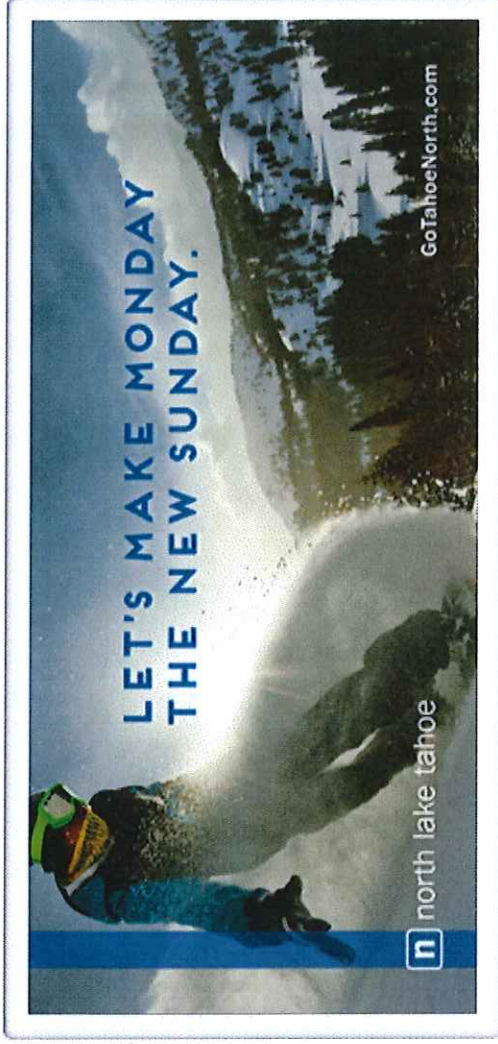
Total Placements : 30

Placement Type: billboards, posters & ferry building placements

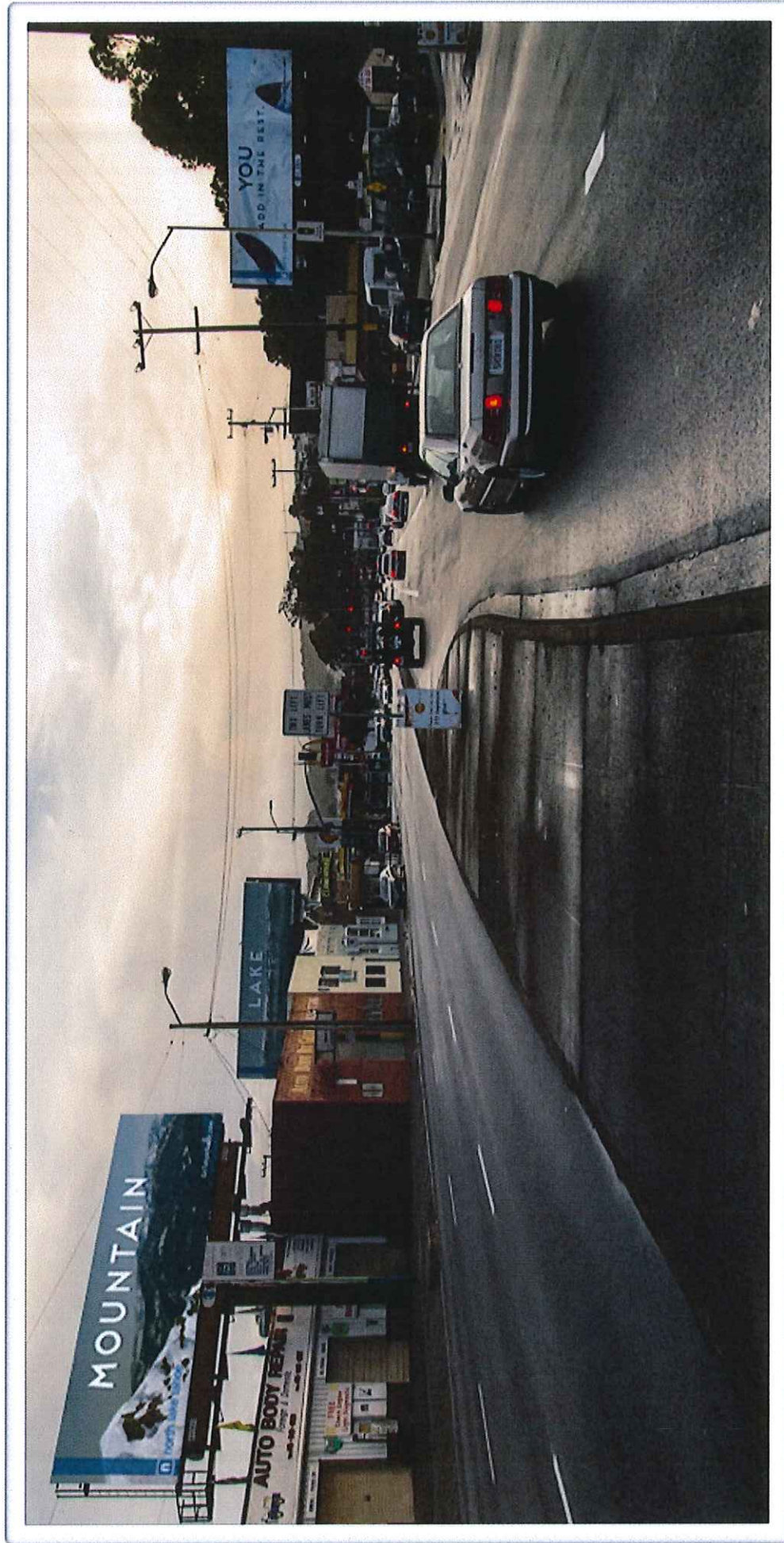
Impressions: 25,176,848

Placement highlights:

1. Bayshore Triangle Takeover
2. Market & Laguna
3. Van Ness & Jackson
4. Harrison Bay Bridge Freeway entrance



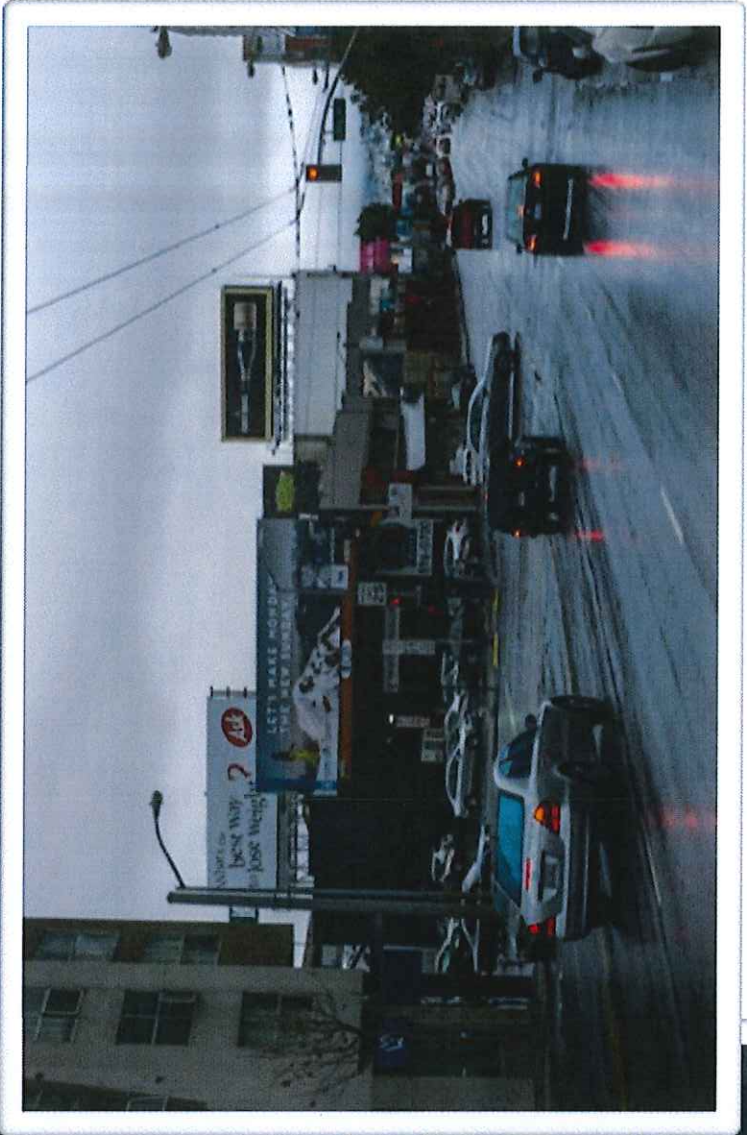
CBS Outdoor



CBS Outdoor



CBS Outdoor



CBS Outdoor



Southwest Spirit

Issue: November (Reno/Tahoe editorial)

Circulation: 3,334,000

Timing: November 2013

NOW YOU KNOW
WHY EVERYONE
IS HOLDING THIS
SIDEWAYS.

n north lake tahoe

JUST A SHORT FLIGHT AWAY 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

SEO Report

Gotahoenorth.com

Date: 1/15/14 - 2/15/14

Total visits: 78,399 (-7%)

Page views: 225,383 (-22%)

Pages per visit: 2.87 (-16%)

Visit duration: 02:01 (-25%)

% of new visitors: 81.84% (+4.7%)

Total outbound traffic (lodging, restaurants & activities): 15,129

Cool deals outbound traffic: 3,932



SOUTHERN CALIFORNIA MEDIA

SOUTHERN CA - CAMPAIGN ANALYSIS

Our southern CA efforts continue to gain traction with new audiences, as we've reached over 17 million targeted consumers, generating over 65 thousand engagements. Please see below for additional highlights:

- ❖ Over 12 million digital impressions, generating responses 2x the industry average, delivering over 8,000 hits to Cool Deals.
- ❖ Our paid social efforts have received over 34 thousand engagements, yielding nearly 20 thousand new followers in southern CA.
- ❖ Search continues to be our hardest working tactic, delivering high quality traffic at a \$1.31 per click.
- ❖ Our OOH tactics continue to build awareness along key highways and with active communities in sports clubs.

Digital Report

Southern California

Dates: 12/16/13-2/16/14

Impressions: 12,516,959

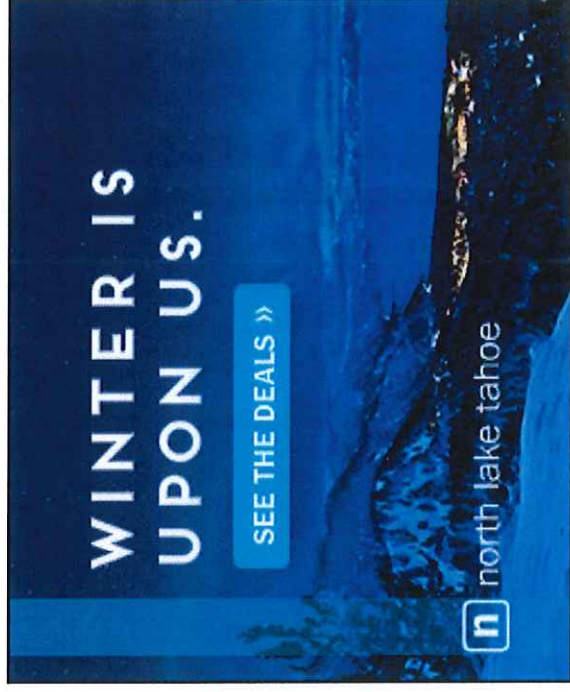
Clicks: 25,697

CTR: 0.21%

Lodging: 127 hits

Events: 365 hits

Cool Deals: 8,303 hits



Digital - LA Times

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Go bold.

MOM, USED TO SAY, GO OUTSIDE AND PLAY.

Weekend Escape: A night on the water at Rainbow Harbor in Long Beach
 Live like a king, or a queen, for a night. The Rainbow Harbor in Long Beach is a beautiful waterfront area with a variety of amenities. You can enjoy the view from the harbor, or take a boat out on the water. The harbor is a great place to relax and enjoy the view. It's a great place to go with the family, or just to enjoy the view on your own. The harbor is a beautiful area with a variety of amenities. You can enjoy the view from the harbor, or take a boat out on the water. The harbor is a great place to relax and enjoy the view. It's a great place to go with the family, or just to enjoy the view on your own.

Las Vegas: At the Cosmopolitan, Liberace's costumes still wow
 Gear: Wheelchair wheels are detachable and foldable

Photo Galleries
 Behind the Scenes: From the White House to the Oval Office, Union Station and beyond

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75% OFF

MOM, USED TO SAY, GO OUTSIDE AND PLAY.

Review: Ann Veronica Janssens' visual puzzles challenge and engage
 So simple as to seem artless, Ann Veronica Janssens' visual puzzles challenge and engage. Her work is a beautiful blend of art and science, and it's a great way to spend an afternoon. Her work is a beautiful blend of art and science, and it's a great way to spend an afternoon.

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 The longer you stay, the more you save. Receive up to 35% off and a \$200 resort credit.

Christopher Waltz debuts his 'Der Rosenkavalier' in Belgium
 For opera fans in Southern California, Christopher Waltz has become a semi-regular presence in the audience of Los Angeles Open productions at the...

WINTER IS UPON US.
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CULTURE MONSTER | All Arts, All the Time

Review: Lynn Aldrich retrospective channels inventive spirit [2.2.14](#)

Peter O'Toole: 6 notable stage [2.2.14](#)

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Digital - Specific Media



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Best in Snow

6 slope tricks to take you from bunny hill to black diamond

BY LISA GOMES, DECEMBER 14, 2014

Introducing a new choice to love.

VALENTINE'S DAY CARDS

NOW 30% OFF



Woman's Day

Click for savings

VALUE EVERY DAY

10 Soaring Ski Resorts

Hit the slopes at one of these action-packed snow havens

By Olivia Parnal

WINTER IS UPON U.S.

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It's the season for skiing, and since it's one of America's favorite winter pastimes, you might be looking for a new white vacation spot this year. With so many ski resorts these days, it's hard to know where and when one to choose. From 8,600 acres of terrain to mountains as tall as 13,000 feet, Woman'sDay.com has found 10 of the best ski lodges where you can rock the slopes this season, no matter what your level. Check out these top resorts from around the world, and don't forget to bundle up!

Deer Valley—Park City, Utah



don't miss these:

- 5 Missing Tricks to Look Younger
- The Healthiest Fruits & Vegetables
- 10 Best Ways to Surprise a Friend
- The Driest Spots in Your Kitchen
- Fitness Trade-Ups That Boost Results

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WINTER IS UPON U.S.

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February 2014

Day	Actual Temp	High	Low	Wind	Humidity	UV Index
Monday	57°	65°	45°	16	40%	3
Tuesday	43°	50°	36°	16	40%	3
Wednesday	40°	48°	34°	16	40%	3
Thursday	52°	60°	44°	22	41%	3
Friday	43°	50°	36°	16	40%	3
Saturday	55°	63°	47°	16	40%	3
Sunday	41°	48°	34°	16	42%	3

Digital - Trip Advisor

tripadvisor® Whistler Tourism

Home - Canada - British Columbia - Whistler Tourism

Whistler Vacations

Travelers' Choice® 2013 Winner Destinations

Photo provided by Official Whistler Tourism Office

Official Whistler Tourism Office

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- Last Minute Deals
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Top-rated hotels in Whistler

Browse all 1,423 reviews of 73 hotels

Vacation rentals from \$118/night

1 Room, sleeps 4 from \$225/night

2 Beds, sleeps 6 from \$136/night

3 Beds, sleeps 9 from \$164/night

4 Beds, sleeps 8 from \$245/night

Best Value

Top resorts

All Hotels (52)

Family

Business

Flights to Whistler

All fares Boston (BOS) to Vancouver (YVR) found by travelers in past 72 hours¹

Today's lowest fares

Jan Feb Mar

\$427 \$383 \$389

Search Flights

Top-rated restaurants and attractions

Restaurants

Rim Rock Cafe & Oyster Bar

Peak 2 Peak Gondola

Rocky Mountain Chocolate Factory

Whistler Bungee

Attractions

Whistler Blackcomb

WINTER IS UPON US.

SEE THE DEALS

north lake taloo

tripadvisor® Vail Tourism

Home - United States - Colorado (CO) - Vail - Things to Do in Vail

Things to do in Vail

Attractions (23) Activities (28) Nightlife (5) Shopping (8) Sports (12) Outdoors (10) Amusement (2) Performances (2) Cultural (1) Museums (1)

Attractions travelers recommend

26 of 28 shown

Sorted by Ranking

Gerald Ford Amphitheater

Ranked #1 of 23 attractions in Vail

4.5 (74 reviews)

Reunited outdoor venue

The last night of the Presidential One - 10/25/2013

Colorado, Theater

Map · Visitor photos (2)

Vail Mountain

Ranked #2 of 23 attractions in Vail

4.4 (446 reviews)

Considerable fun to see

The best thing to do in Vail mountain

Chlorophyll (Sponsored Ad): Mountain, Biking, Trails, Social Communities

Over one million skiers enjoy more than 2,200 acres of downhill and cross-country trails. Vail is considered one of the best ski-around spots... more >

Map · Visitor photos (120)

Betty Ford Alpine Gardens

Ranked #3 of 23 attractions in Vail

4.5 (159 reviews)

Vail to alpine gardens after lunch in...

A beautiful tranquil escape

Callery Gardens

This beautiful alpine botanical garden, located at the foot of Vail Mountain, is open to the public

Map · Visitor photos (45)

Vail Recreation Path

Ranked #4 of 23 attractions in Vail

4.5 (62 reviews)

Great for walking

Beautiful Fall colors

Callery Biking Trails

This scenic area, paved with meanders through alpine fields, aspen groves and tall spruce-fir villages

Map · Visitor photos (2)

Blue Sky Basin

Ranked #5 of 23 attractions in Vail

4.5 (63 reviews)

Other attractions

Hôtels travelers are raving about...

Snowscape

The Lodge at Vail, A Four Seasons Resort

Trail Lodge

Search by location

Search by address or point of interest

1 trends have been to Vail & nearby towns

Vail - Stay out to 50% on hotels

Vail - Stay out to 50% on hotels

More from Colorado (Sponsored Ad)

High altitude trails - White Cliffs

Local live music, beer and the Colorado Local

Vail - Stay out to 50% on hotels

Vail - Stay out to 50% on hotels

More from Colorado (Sponsored Ad)

Digital - Expedia

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Vacation Packages
Hotels
Cars
Flights
Cruises
Things to Do
Deals
Group Getaways
Rewards
Mobile

THINGS TO DO

7,000+ attractions and events

Travel & Events

BEST PRICE GUARANTEE

Annual Pass
mmsddy

SEARCH

WINTER IS UPON US.

See the deals >

WINTER IS UPON US.

See the deals >

FEATURED OFFERS

Las Vegas

3D Tour

Las Vegas

3D Tour

Las Vegas - 3D Tour - \$20

Las Vegas - 3D Tour - \$20

Las Vegas - 3D Tour - \$20

Las Vegas - 3D Tour - \$20

TOP ACTIVITIES

Las Vegas - 3D Tour - \$20

See this offer >

Las Vegas - 3D Tour - \$20

See this offer >

TRAVEL TOOLS

How do I find the best deal?

How do I filter and sort my search?

How do I track my travel?

How do I cancel my booking?

How do I contact customer support?

Why is my price higher than I expected?

How do I book with Expedia?

EXPEDIA TRAVEL WITH EXPEDIA

Get up to 4% off on travel with Expedia Rewards

Get up to 4% off on travel with Expedia Rewards

Get up to 4% off on travel with Expedia Rewards

Get up to 4% off on travel with Expedia Rewards

find your spontaneity

See deals >

EXPEDIA LOCAL EXPERT

CONCIERGE

TOP PICKS

Activity Name	Price
Las Vegas 3D Tour	\$20
Las Vegas 3D Tour	\$20
Las Vegas 3D Tour	\$20
Las Vegas 3D Tour	\$20
Las Vegas 3D Tour	\$20
Las Vegas 3D Tour	\$20

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Book online or call 800-381-3813

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Myrtle Beach

Distance from Myrtle Beach: 1.20 mi

Distance from Myrtle Beach: 1.20 mi

Hotwire

4-star hotels, 3-star offers

Save up to 50% with LOW Hotwire Hot-Rates

Hotwire

4-star hotels, 3-star offers

Save up to 50% with LOW Hotwire Hot-Rates

Hotwire

4-star hotels, 3-star offers

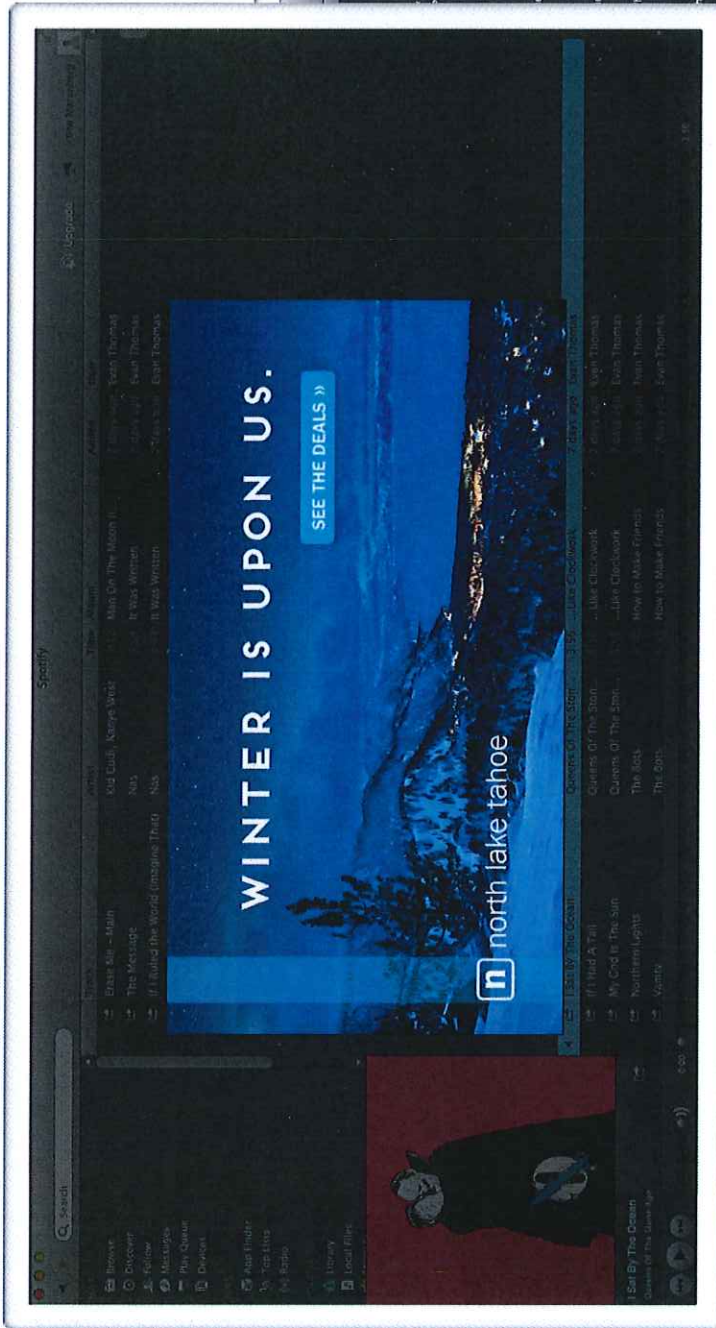
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Hotwire

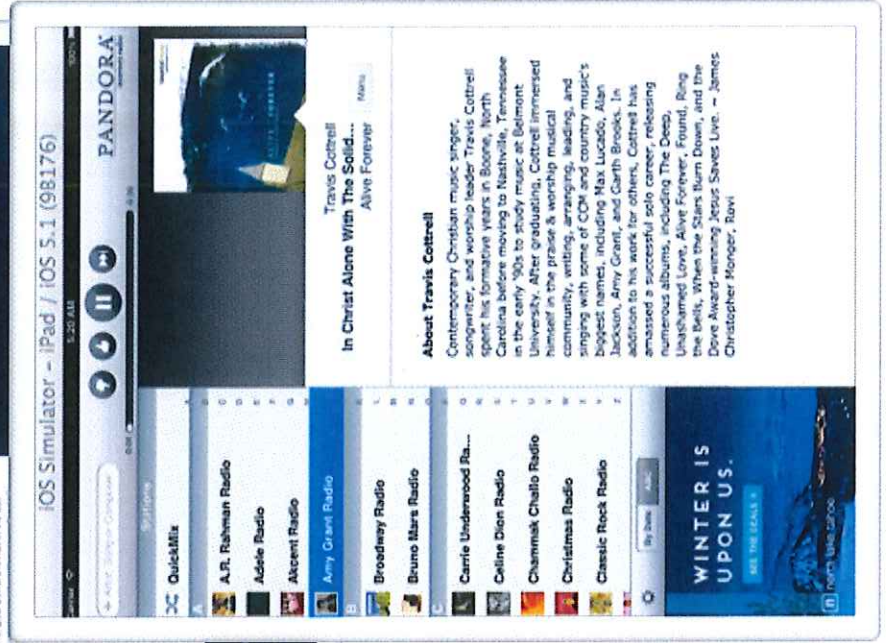
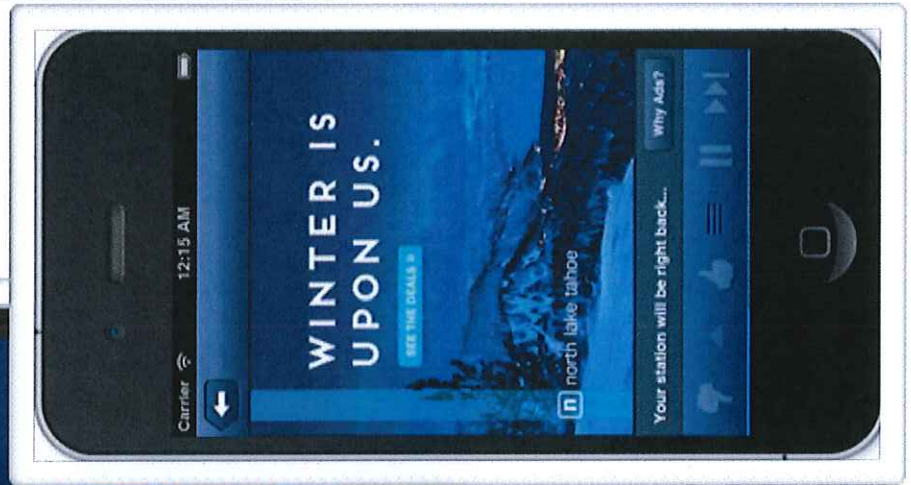
4-star hotels, 3-star offers

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Digital - Spotify



Digital - Pandora



Digital - Open Snow

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Thursday January 23rd 2014 7:17am MST



By Snow Forecaster Evan Thayer

Summary:

A very weak system passed to our east last night, bringing a few clouds and breezes to the area, however it wasn't enough to mix out valley inversions. Therefore, valley haze with dry and mild conditions in the mountains will persist through the weekend. Pattern change starts to take shape next week.

Details:

Strengthening high pressure this weekend will keep inversions strong. Mountains will stay dry and mild through at least Tuesday.

WINTER IS UPON US... [SEE THE DEALS >](#)

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Details:

Strengthening high pressure this weekend will keep inversions strong. Mountains will stay dry and mild through at least Tuesday.

Long range:

Pattern change still looking good. Models had a tough time trying to decipher exactly how this



THE MOUNTAINS ARE CALLING

Tune Up, Shop New Gear or Grab Rentals

[FIND A STORE >](#)



Social - Unified Social

Southern California

1/13/14-2/16/14

Impressions: 1,559,979

Clicks: 26,923

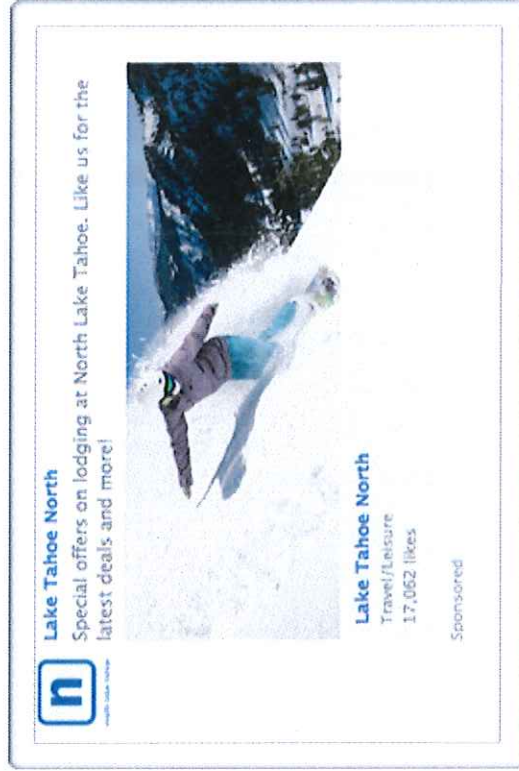
Engagements: 34,020

Page Likes: 19,579



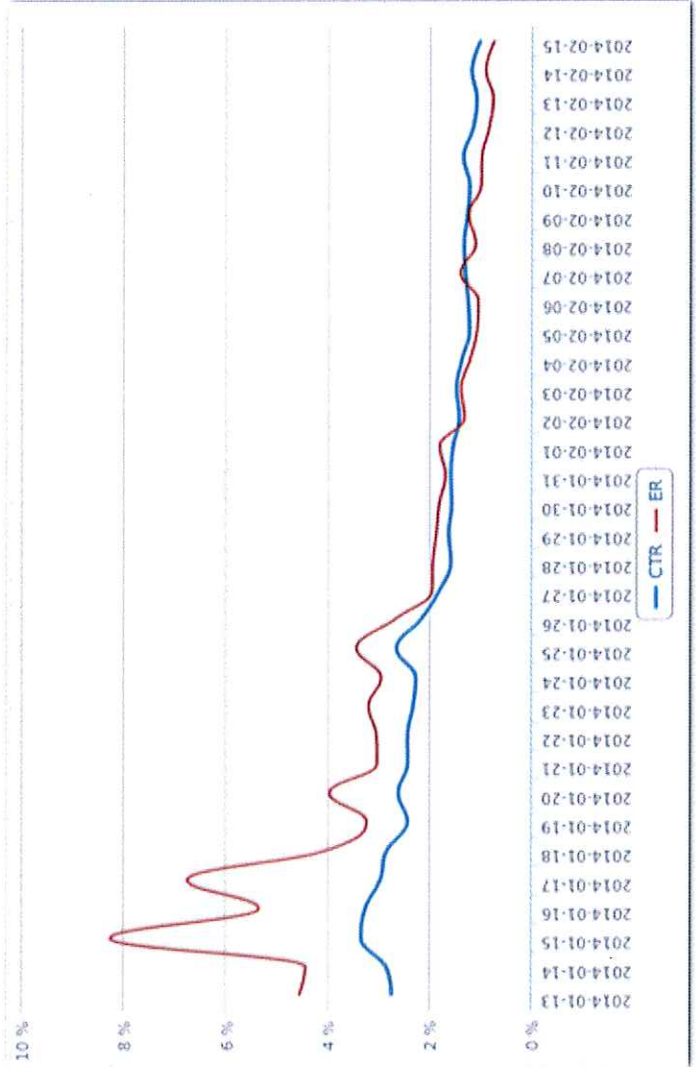
Lake Tahoe North
Have your best season ever with this custom winter bootcamp. Like us & get the workout!

Like · Comment · Share · 10,345 460 332 · Sponsored



Lake Tahoe North
Special offers on lodging at North Lake Tahoe. Like us for the latest deals and more!

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Travel/Leisure
17,062 likes
Sponsored



SEM Report

Southern California

Dates: 1/12/13 - 2/16/14

Impressions: 266,016

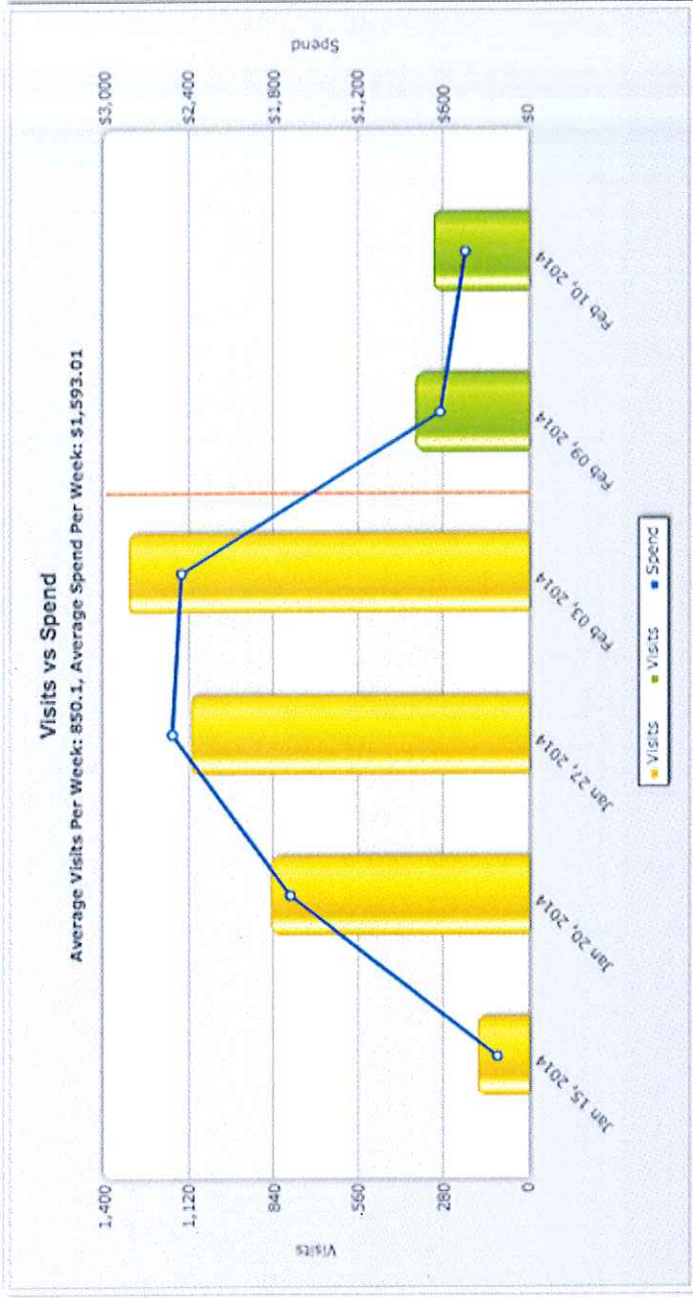
Clicks: 4,129

CTR: 1.11%

Spend: \$7,737.46

CPC: \$1.31

Web Events: 322



Out of Home

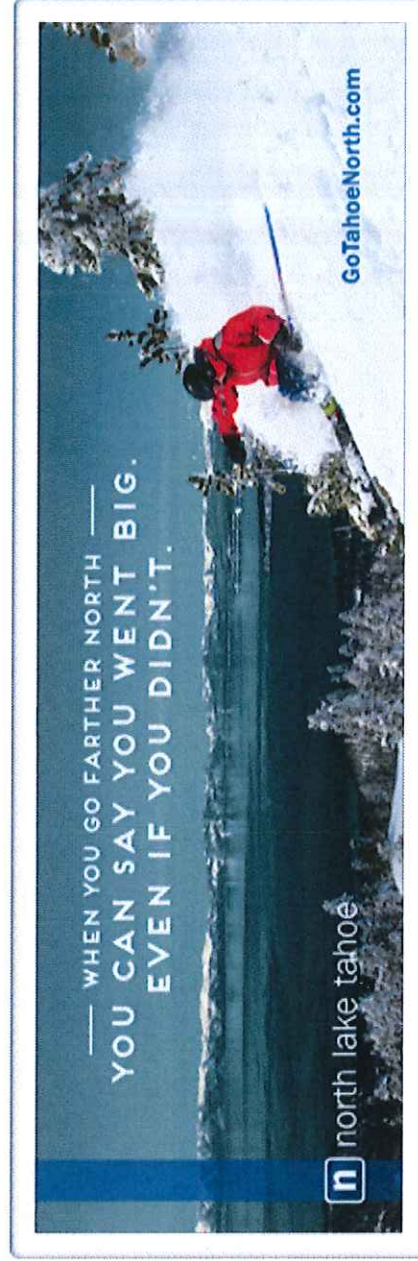
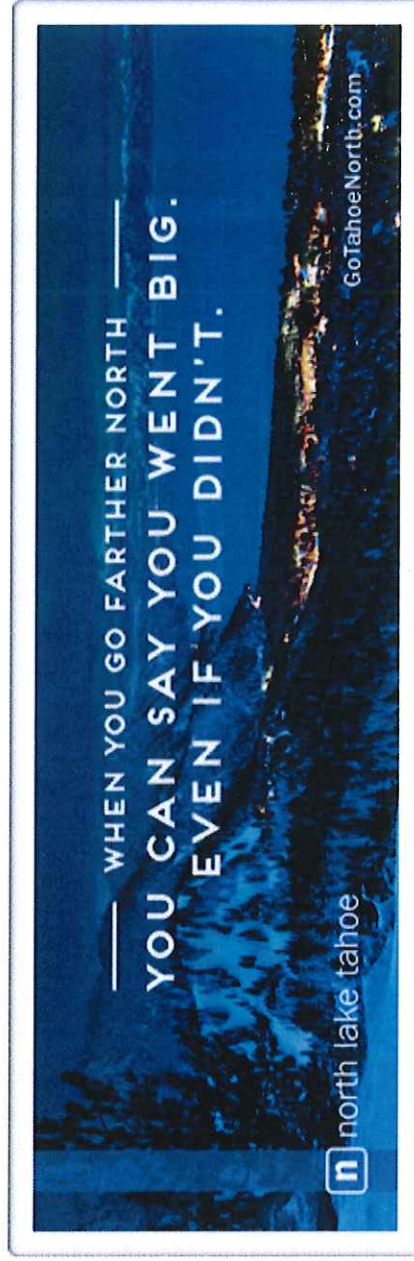
Total Placements : 21

Placement Type: billboards & digital health club placements

Impressions: 3,339,272

Placement highlights:

1. 19 high profile southern California health clubs
2. HWY 395

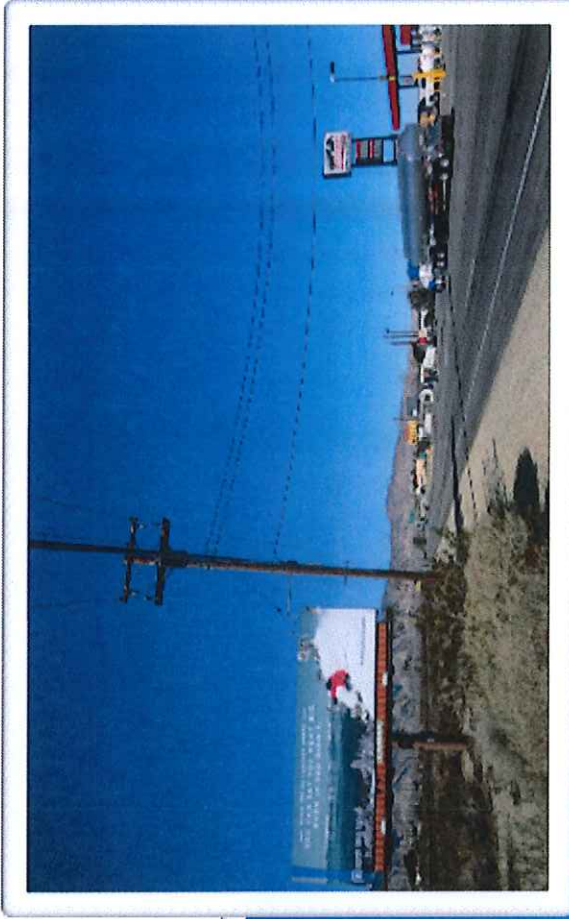


Lamar

Mojave: Hwy 14 & Hwy 58 WL 1700 N/O Oak Creek Rd.

Pearsonville: Hwy 395 El 1965 S/O Neal Ranch Rd.

Impressions: 1,904,168

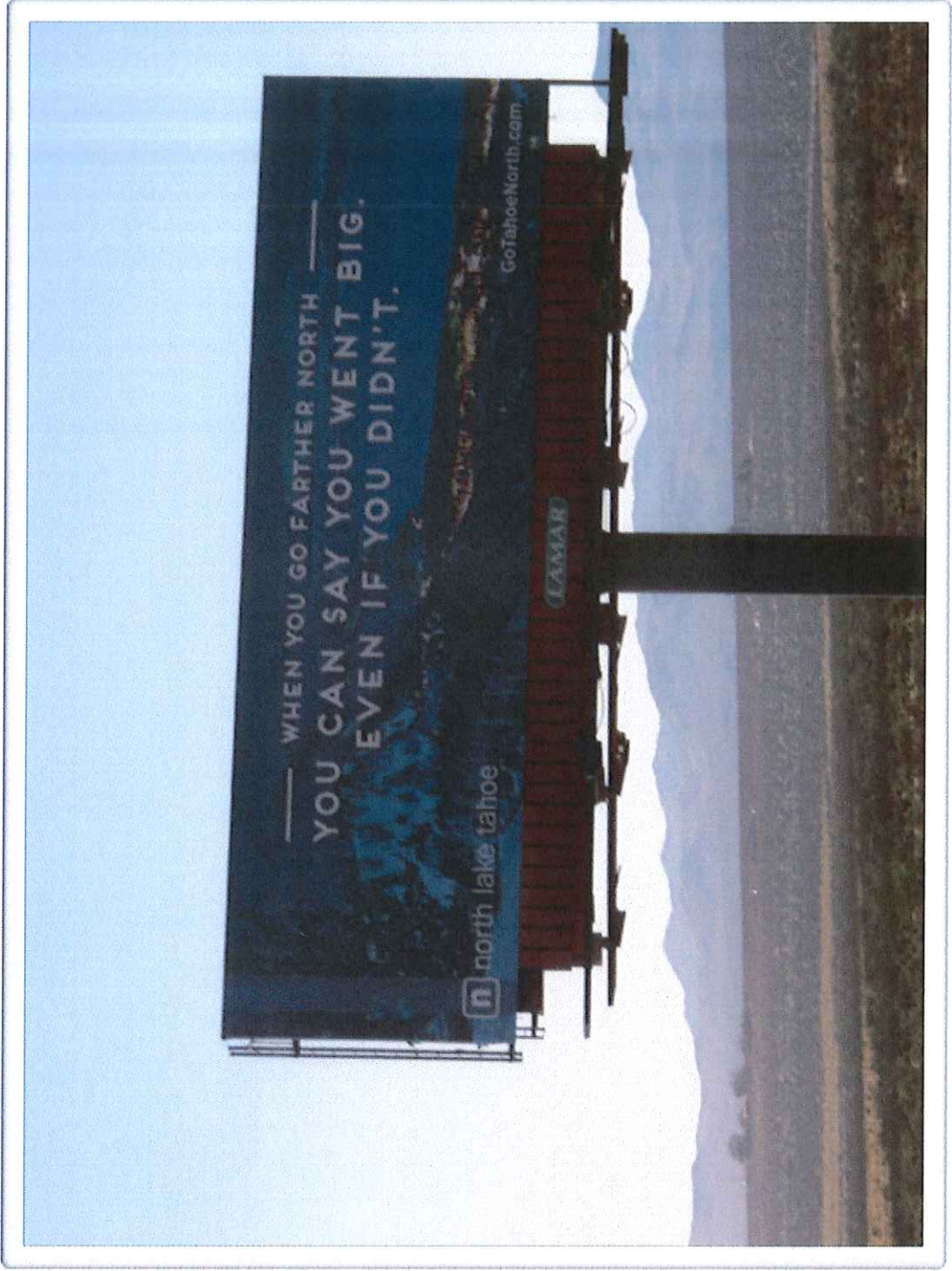


Lamar

Mojave: Hwy 14 & Hwy 58 WL 1700 N/O Oak Creek Rd.

Pearsonville: Hwy 395 El 1965 S/O Neal Ranch Rd.

Impressions: 1,904,168



Zoom Media - Gyms

LA Gyms:

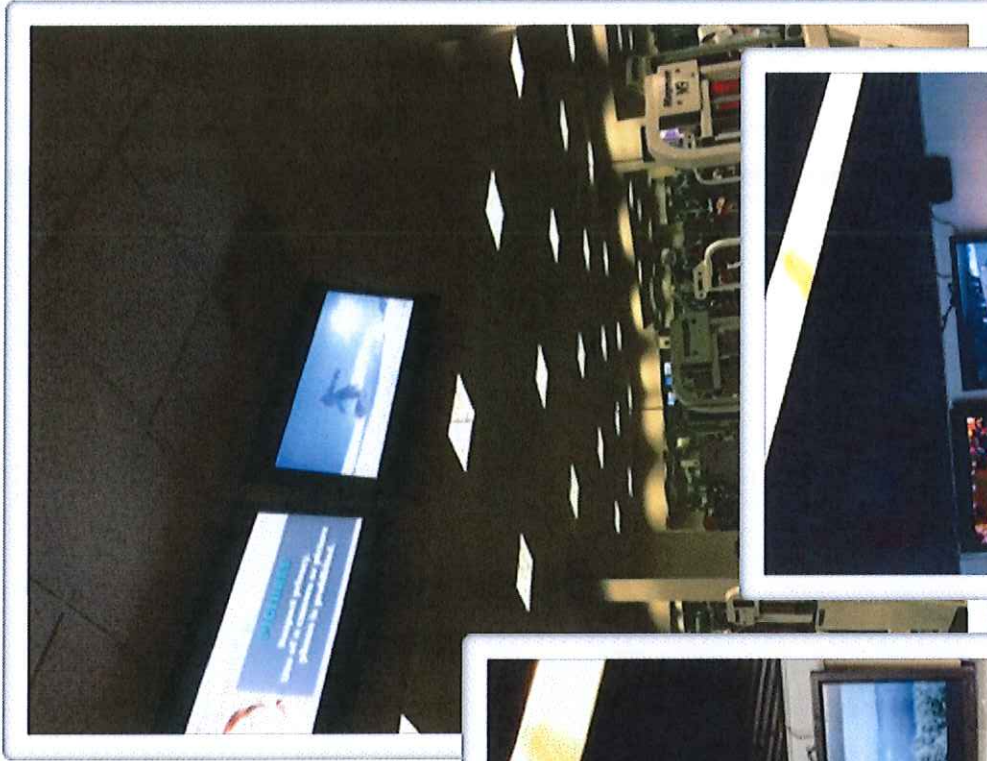
Participating venues: Golds Gym, LA Fitness, YMCA's, etc.

:15 commercials: with and without sound

Total Venues: 19

Total Spots: 45,360

Impressions: 1,435,104



SNOW REBUTTAL CAMPAIGN - BAY AREA

SNOW REBUTTAL ANALYSIS

Our incremental Snow Rebuttal campaign has now ended. Throughout the campaign we utilized two separate radio variations and three OOH creative variations to keep consumers up to date with current weather results. Our digital OOH buy consisted of every digital billboard in the Bay Area (\$100k value), reaching over 20 million consumers. The radio portion of our buy was concentrated to a Monday-Thursday scheduled, focused around drive time hours. Between the two media efforts we will reach over 60% of all Bay Area consumers.

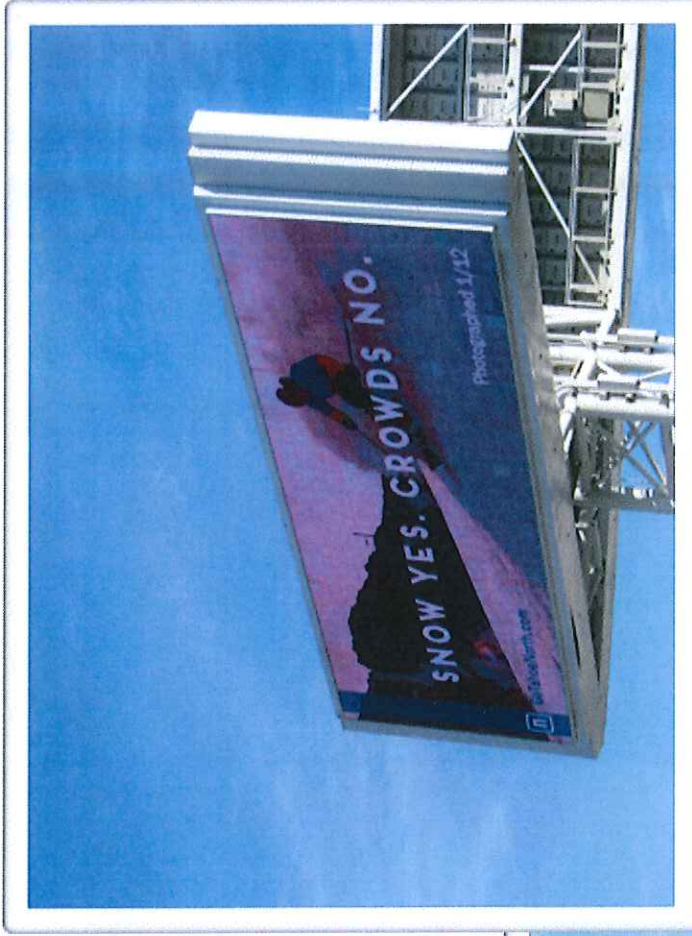
CBS Outdoor

Bay Area - Berkeley, Bay Bridge, Benecia

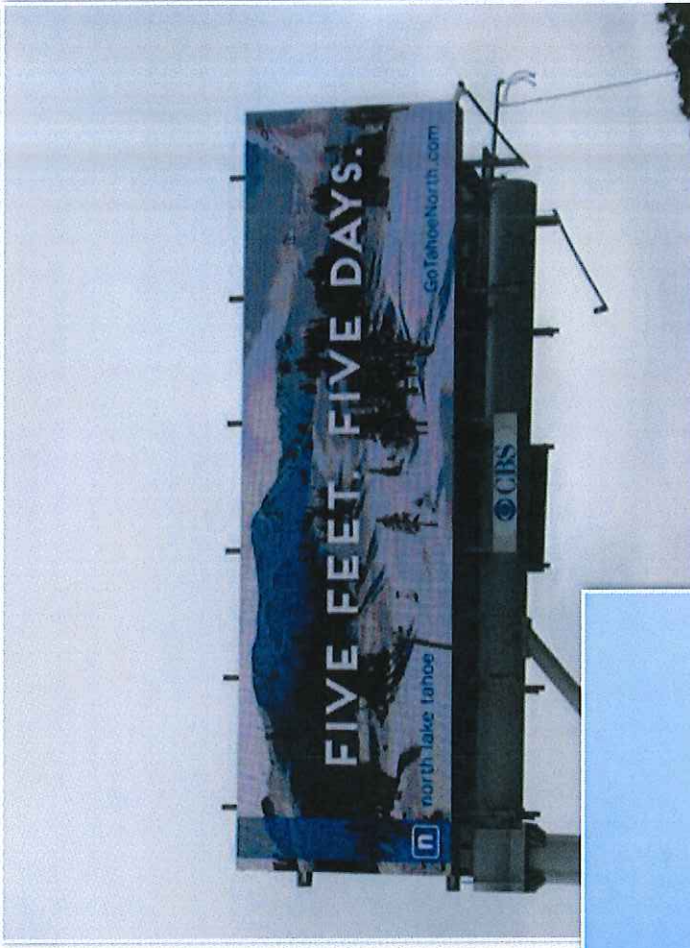
Details: 11 Digital Billboards

Dates: 1/18/14-2/16/14

Impressions: 20,959,754



CBS Outdoor



CBS Radio San Francisco

Stations: KMQV & KITS

Dates: 1/20/14-2/19/14

Details: 30 Spots

Spots: 339



Radio Script

Waiting for the storm? You're not alone.

The reality is, while the season so far has not been quite what we hoped, cold temperatures, a good base, and snowmaking have many resorts open from top to bottom.

In the time I'm speaking, our snowmaking could fill a swimming pool.

Fewer brake lights. Fewer crowds. No chains.

See? Everything has a silver lining.

North Lake Tahoe.

GoTahoeNorth.com.

Conference Department Report

February 2014

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 participated in a conference call with School of Thought to discuss future conference department marketing direction.

Staff attended the monthly NLTRA Marketing Committee Meeting.

Staff hosted a site visit for Lake Placid Lacrosse and the Lake Tahoe Lacrosse Summit. The Lake Tahoe Lacrosse Summit is an age group tournament that will attract over 100 teams to North Lake Tahoe and Truckee in June 2014.

Staff hosted a site visit for GioWorks - North Pacific Latin American District Council of the Assemblies of God. They are considering North Lake Tahoe for a June, 2014 event that will generate roughly 550 room nights.

Staff conducted a conference call with the event team of Tough Mudder to go over details of their lodging RFP for August 2014

Staff met with the new Director of Sales and interim General Manager at The Hotel Truckee Tahoe to discuss the CVB programs that are available to them

Staff met with staff from the destination management company RMC to discuss future business

Staff attended the UNR Foundation annual reception at UNR

Staff attended the grand opening celebration of the Landing Resort and Spa. A new 88 room hotel and conference facility located in South Lake Tahoe.

Staff worked on booth participation for the upcoming MPI NCC Annual Trade Show in San Francisco. Staff has secured 8 properties along with Staff to attend this event in February. Staff conducted a conference call with the properties to go over the event along with participation in sales calls surrounding the event. Staff continued to prospect the Northern California MPI membership to set up sales calls in February and invite meeting planners our booth at MPI NCC in San Francisco.

Staff conducted a meeting with Legend of the 70's Reunion Event. This event took place in September 2012 and brought approximately 200 people back to North Lake Tahoe. The group is looking at September 2015 and looking to increase numbers to 500-700 people and generate 300 room nights in lodging. This event primarily takes place in Tahoe City and works with the restaurants and merchants to bring business to them.

Staff prospected the Colorado MPI membership to set up sales calls in the Denver area and invite meeting planners our booth at Meetings Industry Council of Colorado in March 2014.

Staff conducted a conference call with the event team of Tough Mudder to go over details of their lodging RFP for August 2014 and the lead for 600+ room nights was sourced to properties.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of January 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.



north lake tahoe

Chamber | CVB | Resort Association

February Leisure Report
Marketing Committee Meeting
2-25-14

TRAVEL TRADE

- Attended Visit CA's Outlook Forum and attended travel trade trend presentations from the following international offices: UK, Australia, Mexico, Brazil, India, South Korea and Japan (I attended the India, So. Korea, Japan update while Andy Chapman sat in on coinciding European update with Germany, Scandinavia and France)
- Met with the Visit CA – Australia Director of Travel Trade
- Had dinner with the Visit CA – Germany and UK offices
- Met with Visit CA's head office Travel Trade Director
- Researched and requested 70 trade meetings at April's International Pow Wow
- Placed appointment requests with ski wholesalers for April's Mountain Travel Symposium
- Participated in a High Sierra Visitor's Council conference call
- Shared press releases, videos and photos of all of Tahoe's new snow with domestic and international trade as well as with Visit CA and NCOT international offices

FAMs

- Hosted Visit CA – Australia's new PR Manager, marking her first visit to Lake Tahoe
- Hosted a German media fam led by Visit CA – Germany's PR Manager and attended by 5 editors/journalists from ski and travel magazines and a national newspaper
- Hosted the owner of three Hello World travel agencies in the greater Melbourne, Australia area. Hello World is a division of Stella Travel Services.
- Finalizing details for Ski World – UK's product manager visit
- Organizing the itinerary for a Visit CA global travel trade ski fam visit with companies in attendance from Australia, New Zealand, UK, Mexico and Brazil
- Putting together the itinerary for a Qantas Airlines/Hertz Rental Car sponsored fam of Australia travel agents
- Soliciting and working out details on additional late winter and early spring travel trade and media fam visits to North Lake Tahoe

CONSUMER & MISC

- Met with Mammoth Lake Tourism, Mammoth Mountain, Visit CA and Visit CA - Australia to discuss a CA Snow sponsorship of the Warren Miller Film Tour in Australia and New Zealand in May and June
- Attended marketing workshops at Visit CA's Outlook Forum
- Attended a PR crisis management session at Visit CA's Outlook Forum
- Met with RSCVA and LTVA to begin the year-end report to the Sierra Ski Marketing Council, recapping the ski shows and winter marketing opportunities.

Special Event Department Report

February 2014

Submitted by: Judy Laverty

CARVE LAKE TAHOE

Set up our sponsor booth at CARVE Lake Tahoe at Northstar. The event drew excellent visitation from the basin, Reno and skiers from Northstar. Final report to come from Hub Strategy.

SNOWFEST

Working with SnowFest, Abbi Agency and School of Thought on the promotion, pr and social for the event.

US ALPINE CHAMPIONSHIPS

Working with Squaw, Abbi Agency, SOT, Shelley Fallon and Leisure Sales to heighten the awareness of this important event. Leisure Sales Director will send out information to our partners in the UK, France and Australia. Event will have an internal landing page with video of the 2013 event, will be a featured event on our home page on GTN, a stand-alone pr and social campaign as well as two dedicated eblasts to Chamber membership database. NLTRA will staff a vendor booth in the Village at Squaw during the event to bring awareness of what is available to visitors to North Lake Tahoe

TAHOE REUNION 2015 – LEGENDS OF THE 70'S

Met with Kaye Chandler and Greg Howey on this potential piece of business for 2015. Dates are tentative for September 10-13, 2015. The first event, which was projected to generate around 35 of the 1970's ski revolution, "ski-bum" legends, actually exceeded 500 attendees. The only media used was an announcement on FB. Chandler projects attendance of 1,000+ and the possibility to become an annual event with the right promotions. The four day event proposed schedule includes a pre-party at Pete n Peters, Apres Ski at Jakes Golf at TC Golf Course, a 70's Concert and farewell brunch. All details to be finalized.

NASC SYMPOSIUM

Started the appointment request process for the NASC event which is scheduled for late March.

AUTUMN FOOD & WINE FESTIVAL

Held initial meeting with the Northstar events team to discuss programming that is already in place, logistics, budget and additional events for the festival. Regular follow up meetings will be scheduled.

COMMUNICATIONS

Worked with SOT agency on March database eblast copy and features. Working with Shelley Fallon on ongoing updating of website and adding landing pages for US Alpine Championships. **Banzai Ski Tour:** Made sure all deliverables from event producer were in place. Assisted in social and pr for the race series. Featured **Alpenglow Mountain Festival** and the opening of **Snowfest**.

10 YEAR WEATHER HISTORY REPORT

Finished a 10 year weather history report for April – October 2003 to 2013 which is a planning aid for event producers as well as staff. The report is available to all members by sending a request to Judy@GoTahoeNorth.com



professional creative services

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

- 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
- 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 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.
- 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 January & February Recap

Public Relations Content Marketing Design Social Media

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Key Themes: January - March

- Deliver **Winter is Upon** us message to the market
- Showcase the variety of winter activities in North Lake Tahoe, not limited to skiing / riding
- Position As: The Premier Recreational, Wedding and Meeting Destination
- Integrate communication priorities and leverage creative campaigns from School of Thought initiatives (particularly on a social platform)
- Key Message
 - Bay Area: work/life balance
 - Southern California: drive just a little bit farther
- Continue targeted press release distribution, driving readers back to GoTahoeNorth
- Develop Brand Journalism campaign: *A Winter Guide to Après Ski* eBook; blogging strategy
- Outline Blogger Ambassador program and begin implementation for summer (goal: more North Lake Tahoe content on a regular basis)
- Local, regional and national promotion for upcoming events



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January Public Relations

Snow Drought Crisis Communication: The PR team worked with North Lake Tahoe ski resort partners to determine communication efforts for snow making capabilities around the region. Key resorts were not able to provide enough information due to confidentiality so this outreach was cancelled.

Assisted with School of Thought initiatives in Mammoth Mountain.

Facilitated Smart Meetings Interview with Jason Neary.

Coordination of FAM trip:

- Brian Clark, L.A. Times (1/8 – 1/12)

How to Write an Effective Press Release Presentation to North Lake Tahoe Partners (1/8).

Brand Journalism: Began development of the North Lake Tahoe *Guide to Apres Skiing* eBook.

Press Releases:

- Ski/Ride Month
- Carve Tahoe
- Winter Festivals
- Olympic Heritage Week
- Bridal Faire
- Ski Terrain
- Non ski/ride activities in North Lake Tahoe (leading with snow message)
- Royal Gorge Re-Opens

Number of Pitches Distributed: 29

Number of Media Inquiries: 7



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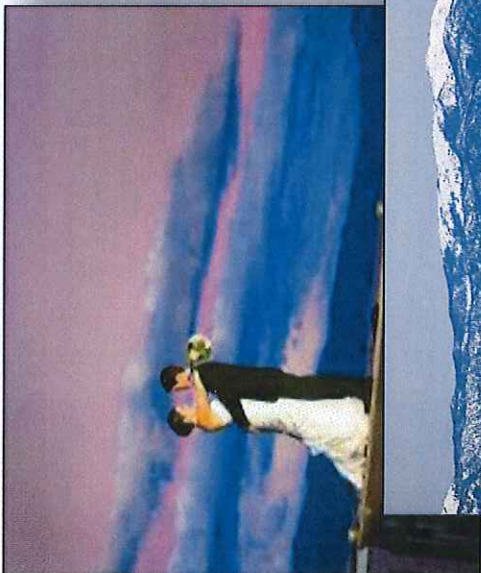
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January Public Relations



Total Number of Placements: 45
Regional vs. National: 80/22
Ad Equivalency: \$250,000

Placement Highlights:

- Tahoe Daily Tribune, Olympic Heritage Celebration,
- Tahoe Daily Tribune, Wedding Fair,
- New York Times, 52 Places to Go in 2014,
- Travel Channel, Things to do in Lake Tahoe,
- Family Circle, Winter Olympics-Inspired Travel,

Pending Placements:

- Meetings Focus
- Getaway Reno/Tahoe magazine
- NBC LA



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January Social Media

Facebook Data

- Gained in January: 26.3k
- People Talking about North Lake Tahoe: 9,270
- Gender Demographic : 53% female; 47% male

Location Demographic:

- 179k impressions: Los Angeles, CA
- 117.9k impressions: Sacramento, CA
- 82.1k impressions: San Francisco, CA
- 27.2k impressions: Oakland, CA
- 23.7k impressions: Stockton, CA

Twitter Data

- Gained in January: 394
- Mentions: 168
- Link Clicks: 1k
- Re-Tweets: 201
- Demographic: 60% male; 40% female
- Klout Measurement: 52

Event Photos

- Carve @ Northstar (1/28 – 2/2)
- SF Boot Camps
- Scenery Photos

Design:

Various branded graphics for social sharing (7)

Instagram Data

- Total Number of Followers: 602
- Gained in January: 110
- Total Photos: 109



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Social Media Contest (Virtual Pub Crawl):

The Abbi Agency built a Facebook tab to host the Virtual Pub Crawl. The contest was launched on December 13, and two winners were selected on January 21. Participants entered to win two lift tickets to Sugar Bowl by tagging their North Tahoe watering hole photos on Instagram, Twitter and Facebook. The Abbi Agency coordinated contest details, designed the Facebook tab and created two social sharing graphics.

- Total Number of Entries: 52
- Number of New Fans Credited to Contest: 70
- Clicked Shared Links: 447
- Paid Media: \$0
- Average Cost per Click: N/A
- Unique Visitors: 201



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February Public Relations

Continued researching EdCal opportunities for spring/summer leads; wedding & meetings publications.

Developed PR strategy to target wedding planners, publications, and online channels (Pinterest; bloggers).

Conducted experiential brainstorm for meetings strategy:

- How can we be different / stand out
- How do we make a big splash with planners and media
- Leverage media buys to develop additional content within key publications

Content Marketing: Developed Broadcast Destination PPT for Visit California.

Brand Journalism: Launched *Guide to Après Skiing* eBook.

Press Releases:

- Valentine's Day & President's Day round-up
- Community Awards Dinner
- Bridal Faire
- SnowFest 2014 (2/28 – 3/9)
- Ski Terrain
- Chicago/DC Offices (Meeting Destination Related)
- Nature Valley U.S. Alpine Championships (3/20 – 3/24)



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February Public Relations

FAM Trip Coordination

- Sarika Chawla, CBS (2/23)
- Laura Kiniry, freelance writer for American Way, Hemispheres, Celebrated Living, BBC.com and others (2/24)
- Carol Cain, freelance writer/blogger for Forbes.com and GirlGoneTravel.com (2/24)
- Laura Schreffler, executive editor, Haute Living Magazine Los Angeles & San Francisco (2/24)
- Sarah Virginia White, managing editor, California Home + Design. White also freelances and contributes to 7x7 and Departures (2/24)
- Janet Fullwood, contributing to California Meetings & Events Magazine (2/24)
- Visit California Media Trip planning (3/2-3/7)
- Will McGough, freelancer for Conde Nast, (3/10-3/11)



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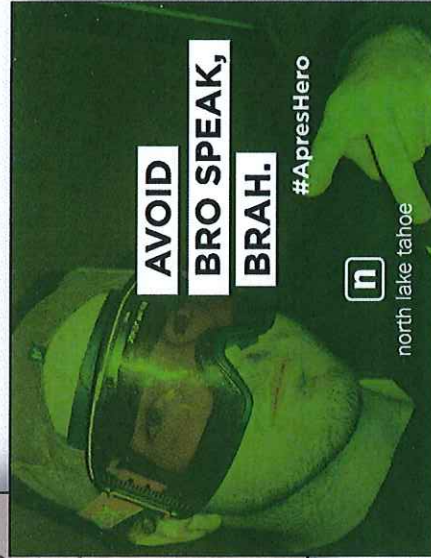
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February Public Relations



Total Number of Placements: 36
 Regional vs. National: 90/10
 Ad Equivalency: \$220,000

Placement Highlights:

- San Francisco Chronicle, SnowFest,
- NBC Bay Area, Après Ski Guide,
- Skift, Après Ski Guide,
- Santa Cruz Sentinel, Après Ski Guide,
- Visit California, Explore California Snow Country
- Sunset Magazine, Best Places to Live
- Expedia, Snowshoeing Lake Tahoe

Pending Placements:

- Smart Meetings
- Sunset
- Getaway Radio



February Social Media

Facebook Data

- Total Number of Likes: 56, 813
 - Gained in February: 16.2k
 - People Talking about North Lake Tahoe: 10,120
 - E-newsletter Opt-Ins: 140
 - Gender Demographic : 52% female; 48% male
- Location Demographic:
- 237k impressions: Los Angeles, CA
 - 140k impressions: Sacramento, CA
 - 106.5k impressions: San Francisco, CA
 - 32.9k impressions: Oakland, CA
 - 30.9k impressions: Stockton, CA
 - Highest Activity: Friday and Saturday

Twitter Data

- Total Number of Followers: 7,248
- Gained in December: 286
- Mentions: 80
- Link Clicks: 2.3k
- Re-Tweets: 133
- Demographic: 60% male; 40% female
- Klout Measurement: 52

Event Photos

- Carve @ Northstar (1/28 – 2/2)
- Bridal Faire (2/1)
- SnowFest! (2/28 – 3/9)

Design:

Various branded graphics for social sharing (15)

Instagram Data

- Total Number of Followers: 736
- Gained in December: 134
- Total Photos: 142



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Thank You



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