



north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday, February 25, 2013 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

NLTRA Mission

“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

NLTRA Tourism Division Mission

“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

Marketing Committee Members

NLTRA Board:

*Eric Brandt, Primary
Brendan Madigan, Primary
Valli Murnane Alt.*

Committee

Members:

*Heather Allison (Chair)
Julie Maurer
John Monson
Becky Moore
Neil Sogard
Marguerite Sprague
Cara Whitley
Brett Williams
Brad Wilson*

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee Members with 1 Board Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Welcome and Introduction of Committee Members
- C. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
- D. Agenda Amendments and Approval (2 min)
- E. Approval of Marketing Meeting Minutes – January 28, 2014 (3 min)
- F. Review of FY 2014/15 Budget Development Process – Marc Sabella (10 min)
- G. Presentation on 2014 Snowfest – Pam Pokorny (15 min)
- H. Future Marketing Initiatives for Master Plan Update (BHAGs) – Committee Discussion and Input (30 min)
- I. Review of Remaining Winter Media Efforts – Andy Chapman (20 min)
- J. Five Year DestiMetrics Winter Season Summary – Andy Chapman (15 min)
- K. Departmental Reports
 - o Advertising

- Conference Sales
- Leisure Sales
- Special Projects
- Website Content
- Social Marketing

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on www.nltra.org)

- December MTRiP Report
- December Web/GeoTracking Report
- December Lodging Referral Report
- November Reno Tahoe International Airport Report
- Conference Activity Report

Posted and Emailed 2/20/14



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, January 28, 2013 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Valli Murnane, Neil Sogard, Heather Allison, Julie Maurer, John Monson, Brett Williams and Becky Moore

RESORT ASSOCIATION STAFF: Andy Chapman, Jason Neary, Judy Laverty-Capach, Sandy Evans Hall and Anna Atwood

OTHERS IN ATTENDANCE: Carl Ribaudo, Jackie (Diamond Peak), Liz Bowling and Kirsten Guinn

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order by Chair Heather Allison at 2:06 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Maurer/Monson) (6/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 19, 2013

4.1 M/S/C (Williams/Murnane) (6/0) to approve the Marketing Committee minutes from November 19, 2013.

5.0 REVIEW OF MARKETING COMMITTEE APPOINTMENT TERMS – ANDY CHAPMAN

5.1 Andy did a quick review of the Marketing Committee appointment terms. He shared the organization had twice the amount of seats open including two seats for a 1 year term and one seat for a 2 year term. He reviewed Pool A, Pool B and Pool C with the committee members.

6.0 UPDATE ON SKI LAKE TAHOE/SIERRA SKI MARKETING COUNCIL – CARL RIBAUDO

6.1 Carl Ribaudo with Strategic Marketing Group (SMG) gave an overview of Ski Lake Tahoe and Sierra Marketing Council activities. The two regional groups work collectively together to increase the numbers of skiers and boarders to the region. The primary goal is to increase out of region paid skiers days over the next 3 years, with a specific focus on Southern California. Carl shared their objectives:

- Effectively position the destination/build the Lake Tahoe brand by increasing awareness, interest and desirability for the destination
- To increase lift ticket sales for the ski resorts and overall positive economic impact for the partners within the region
- To work with selected partners implementing a cooperative marketing program designed to achieve the increased destination skier awareness and demand
- Work closely with key partners to increase air service to Reno

Carl shared Ski Lake Tahoe completed a national study to get a sense of where Lake Tahoe fits in the national market. He stated Colorado is clearly the market leader as far as favorite ski destinations. Lake Tahoe has come a long way and is not far behind and ahead of other destinations. He also stated it's important to focus on some of the other things you can do here: recreation, entertainment, shopping and dining.

- 6.2 Carl shared the 2013/14 Winter Campaign Outline. Some of their objectives include:
- Continued presence in the Los Angeles market targeting skiers
 - Establish Tahoe as a premier/convenient ski destination to skiers considering Mammoth and Colorado ski vacations
 - Maximize presence around Olympic content
 - Continue online search efforts

He shared the media plan along with creative and some video that will be running on NBC during the Winter Olympics. Some of the new programs they have focused on are:

- Photo exhibit at the airport of the different ski resorts. Done by great local photographers
- First time Ski Industry Economic Impact Study
- New air service

- 6.3 Brett questioned Carl how Ski Lake Tahoe/SMG budget compares to other competitive destinations. Carl shared the budget is never big enough. He shared Ski Lake Tahoe is not a state organization but a regional organization, and one of the challenges their Board is faced with is increasing their budget to be more effective against other competitive ski destinations. Andy did share state organization like Nevada Commission on Tourism and Visit California have ski programs and the bulk is dedicated to the Lake Tahoe Region. Brett still recommended that we look at budget numbers including the NLT Chamber/CVB/Resort Association budget to better argue the case we need a bigger marketing budget to be more competitive with destinations like Colorado.

Julie commented that in the recent national study that was done it was clear Colorado is by far the leading ski destination. She questioned Carl if anything had been done this year to address some of the things that had been outlined in earlier meetings. Carl pointed out a few things they have addressed including tree-skiing, he also shared they have been filtering some of those messages in terms of photography on their website and also press efforts to counteract some of the perceptions people had of Lake Tahoe. Julie also questioned how they are doing in the Southern California market. Carl shared they have seen a rise out of Southern California and the resorts have been satisfied with what has come out of it.

Andy shared that Ski Lake Tahoe also has a presence in the international market with a focus on UK and Australia. This is primary through sponsorship of the Warren Miller Ski Film Series. Carl shared that leverage has done well and he also reported the Nevada Commission on Tourism is looking really hard at Mexico. There may be some opportunity there later.

John commented that Colorado Ski Country and Ski Utah wear many hats and one of them is lobbying. John questioned Carl if he would chime in on helmet laws. Carl shared his Board is very clear that they are a marketing organization. They defer to the resorts and their industry associations to get involved with issues like that and then stay as low profile as possible.

7.0 REVIEW OF CURRENT CONDITIONS CAMPAIGN – ANDY CHAPMAN

- 7.1 Andy reported on the current condition of our winter season is not optimal. Although Mother Nature has been holding back, resorts have done a terrific job adding to the snowpack and opening new terrain as cold temperatures and snowmaking conditions allow. There certainly is a good product to be experienced at the resorts. However, the perception in our core drive market is one of lack of snow and no skiing opportunity. Staff recommended the board approve the use of \$42,000 of marketing reserve funds to implement a 4 week campaign focused on current conditions as well impending storm opportunity targeted at the Bay Area/Northern California market. This package includes a digital outdoor buy as well as a radio schedule. Andy shared the details of the Digital Out of Home Billboards and Radio campaign. He also worked closely with the resort partners to capture current images and condition status that will be in both applications. Andy reported we are ready to switch the message up with the snow in the forecast utilizing fresh photography.

8.0 PRESENTATION OF 2014 COMMUNITY GRANT AWARDS – JUDY LAVERTY-CAPACH

- 8.1 Judy shared the 2013/14 Special Event Grand Funding Recommendation made to our Board. On November 15, 2013 the Grant Task Force convened to review and interview 17 grant applicants. A total of \$51,776 is available for funding and a total of \$57,500 was applied for. A total amount of \$42,500 has been recommended for funding in this round, leaving a balance of \$9,376 for round two in the spring of 2014.

Andy reported the grant funding process and responsibility will be shifted back to the Business Association and Chamber Collaborative this year.

Judy shared some of the events that were funded:

- Tahoe Mountain Sports Pro/Am Disc Golf Tournament
- The Great Ski Race
- Lake Tahoe Dance Festival

Judy shared why some of the events like the Lake Tahoe Dance Festival and The Great Ski Race were funded more than they asked for. The taskforce took a look at the overall budget and the impact that these events had and felt if they could give them a little more money it would help push their message out a little farther and broader.

9.0 USA CYCLING 2015 & 2016 AMATEUR AND PARA CYCLING NATIONAL CHAMPIONSHIPS UPDATE – ANDY CHAPMAN/JUDY LAVERTY-CAPACH

- 9.1 North Lake Tahoe has been selected to host USA Cycling's Amateur and Para-Cycling Road National Championships in June 2015 and 2016. The prestigious five-day event is made up of multiple races, including an individual time trial, tandem time trial, a criterium, and road races.

The national championships draw more than 1,000 participants, and thousands of spectators, family members and friends. USA Cycling is the national governing body for cycling in the U.S. and represents more than 2,500 clubs and teams and 70,800 members. The organization hosts a series of road, track, cyclo-cross, mountain bike and BMX national championships across the nation.

Andy reviewed the different multiple race courses with the committee members and shared there will be limited closures for this national championship except the time trail course has to be a complete closed course. Not all the courses have been finalized yet. Judy shared this will probably lead to North Lake Tahoe hosting other cycling events. Julie questioned the event history and where the participants come from. Andy shared the last 2 years it went to Madison, Wisconsin and prior to that it was held in Bend, Oregon. Jason shared the participants come from all over but the heaviest membership is out of California.

Valli made a comment about a recent article she read that High School Mountain Biking is one of the fastest growing sports. She shared last year the nationals were held in Marin and it might be an idea to look at some of those events. Andy shared that Mountain Biking, Cross Country and cyclo-cross is definitely on the radar and as they develop a good relationship with USA Cycling they hope to bring some of their Mountain Bike races to our area in the future.

10.0 IRONMAN LAKE TAHOE PROPOSED COURSE AND PROGRAM CHANGES – ANDY CHAPMAN

- 10.1 Andy gave a quick update on Ironman. He stated there is talk about taking out the Martis loop for the bike course and possibly bringing it in the Village at Northstar instead. This has not been finalized but it's being worked on. Andy also reported there may be possibly changes on the run course and to bring it further in to Tahoe City near Boatworks Mall. This would allow for some of the restaurants to have viewing parties.

Andy reported on changes to the finish area and also about taking the registration tent/expo out of the parking lot and centralizing it more by the K2 sundeck and grassy area. He also shared there will be no banquet tent. Instead there will be a restaurant program created so the athletes will receive a \$25 restaurant voucher that will be valid for Thu, Friday and Saturday. The athlete meeting will still take place but at an earlier time.

11.0 DEPARTMENTAL REPORTS

11.1 **Advertising** – This report is located in the departmental section of the Marketing packet.

Action to Andy: Julie questioned if Andy could get more details on how the Pandora segment of the campaign is doing from School of Thought.

11.2 **Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet. He shared the first annual Elevate Tahoe has been pushed off until next year due to not having a lot of snow. Jason shared the MPINCC tradeshow takes place in San Francisco next month. He also shared Elevate is a CalSAE event and next year it's being held at the Resort at Squaw Creek. He shared we are hosting it along with Resort at Squaw Creek and there will be pre and post FAM opportunities.

11.3 **Leisure Sales** – This report is located in the departmental section of the Marketing packet. Jeremy is out with media and FAM right now.

11.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet. Judy and Andy did a site tour with the co-producer of Snowglobe. He is looking at bringing a Winter Bluegrass Festival to Tahoe for 2015. Judy shared the dates are not set but looking at end of the ski season. She also shared Carve Tahoe is happening in the village in Northstar this weekend. She shared the Abbi Agency along with Visit California is focusing on Valentine's Day packages for Cool Deals.

11.5 **Web** – This report is located in the departmental section of the Marketing packet. She is working on summer. Get events on the summer calendar. Shelly has requested that summer events be input in the calendar.

11.6 **Social** – This report is located in the departmental section of the Marketing packet. Liz shared she is working on many press releases at the moment. This includes a very fun "How to Apres" press release. Heather recommended that we pull the trigger more often on all the other activities we have to offer beside skiing. She also shared it wouldn't hurt to reach out to our local community to educate them on how facebook comment or other social media can really have an negative impact on the livelihood on many local businesses.

12.0 COMMITTEE MEMBER COMMENT

12.1 Becky commented on how much she and her staff appreciated the one sheet that the Visitors Center put out on activities for Christmas/New Years. John shared his old roommate is in the loop with the Winter Bluegrass Festival and offered his help if they need assistance.

13.0 STANDING REPORTS

13.1 The following reports were posted on www.nltra.org:

- JANUARY MTRiP REPORT
- JANUARY RENO TAHOE AIRPORT REPORT
- JANUARY WEB/GEO TRACKING REPORT
- JANUARY LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

14.0 ADJOURNMENT

14.1 The Marketing Committee meeting adjourned at 3:50 pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association

**North Lake Tahoe Resort Association
Fiscal Year 2014-15 Projected Budget Calendar**

<u>DATE</u>	<u>TASK</u>	<u>PLAYERS</u>
Feb - March	Produce New Budget Format and Documents, Calendar, Assumptions and Goals for the Budget Process in Detailed Budget Documents.	Director of Finance
Beginning of March	Produce and Distribute Actual vs. Budget Reports through January to Department Managers	Director of Finance, All Department Managers
Mid-March	Meet with Department Managers for Preliminary Individual Department Budgets.	Director of Finance, All Department Managers
Month of April	Complete First Draft of Budget (Preliminary Budget)	Director of Finance
April 1, 2014	County Calendar in Budget Process	Placer County, Director of Finance
April 22, 2014	Executive Committee Meeting (E.C. gets 1 st look at Preliminary Budget)	Executive Committee
April 24, 2014	Finance Committee Meeting (F.C. gets 1 st look at Preliminary Budget)	Finance Committee
April 30, 2014	Scope of Work (Attachment A) and Budget by Major Category (Attachment C) of the County Contract with NLTRA is produced and presented.	All Department Managers, Placer County
Month of May	County Negotiates Contract with NLTRA.	Placer County
May 22, 2014	Finance Committee Meeting (F.C. gets Updated Preliminary Budget)	Finance Committee
May, 27, 2014	Executive Committee Meeting (E.C. gets Updated Preliminary Budget)	Executive Committee
May 31, 2014	Updated Preliminary Budget is Prepared.	Director of Finance
June 4, 2014	Board of Directors Meeting (Board gets 1 st look at Preliminary Budget)	Board of Directors

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Beginning of June	Enter Preliminary Budget into Quick Books Accounting System.	Director of Finance
Mid-June	Final County Contract with NLTRA Approved.	Placer County
June 17, 2014	Final Budget Prepared for Finance Committee Meeting	Director of Finance
June 19, 2014	Finance Committee Meeting Recommends Budget	Finance Committee
June 25, 2014	Strategic Retreat - Board of Directors Approves Budget for 2014/15 Year	Board of Directors
June 30, 2014	Enter Final Budget into Quick Books Accounting System.	Director of Finance

Note: The CEO is involved in all processes of the budget. The timeline can change as we progress through the year.

NORTH LAKE TAHOE 2013-2014 NORTHERN CA - WINTER LEISURE PLAN

Media	Placement	Detail	Nov	Dec	Jan	Feb	Mar	April	Quantity	Rate	Budget
TV	Targeted Zone Buy	Zones: Contra Costa, Marin, Peninsula, San Francisco & San Jose Networks: ESPN, Bravo, Hist, Disc, NatGeo, TBS, CSN, USA, AMC & FX							1014 Spots	NA	\$34,728
	Spotlight Club	Zones: Contra Costa, Marin, Peninsula, San Francisco & San Jose Networks: ESPN, Bravo, Hist, Disc, NatGeo, TBS, CSN, USA, AMC & FX							1011 Spots	NA	\$1,011
Online											
TripAdvisor	West Coast Ski Destinations - Bay Area DMAs	Banners on the Alberta, British Columbia, Idaho, Montana, Utah, Colorado, Wyoming, Lake Tahoe, Mammoth Lakes, Reno-Tahoe, and Lake Tahoe (NV) pages of TripAdvisor							300,000	\$19.00	\$5,700.00
	Lake Tahoe, CA Content	DMA: Bay Area - Banners on the Lake Tahoe, CA pages							30,000	\$23.00	\$690.00
Travelocity	Ski Segment	DMA: Bay Area							575,000	\$15.00	\$8,625.00
	Vacation Package Page	DMA: Nor Cal							902,000	\$13.00	\$11,726.00
Expedia	Homepage	DMA: Nor Cal							350,000	\$13.00	\$4,550.00
	ROS	DMA: Nor Cal							76,000	\$13.00	\$992.00
Spotify	Flights Page	Anyone that has searched ski/mountain on Travelocity							265,000	\$13.00	\$3,445.00
	Activities Results Page	DMA:San Francisco/Oakland/ San Jose/ Modesto/ Stockton							140,000	\$25.00	\$3,500.00
Pandora	Hotels Search (left Link)	DMA:San Francisco/Oakland/ San Jose/ Modesto/ Stockton							191,667	\$18.00	\$3,450.01
	Hotels Search (right Link)	DMA:San Francisco/Oakland/ San Jose/ Modesto/ Stockton							190,525	\$16.00	\$3,050.00
Southwest Spirit	Vacation Packages Search	DMA:San Francisco/Oakland/ San Jose/ Modesto/ Stockton							156,250	\$16.00	\$2,500.00
	Audio Package	Northern California Demo: A18-54							1,250,001	\$14.40	\$18,000.00
OpenSnow.com	Billboard Package	Northern California Demo: A18-54							444,444	\$18.00	\$8,000.00
	Rotational Skyscraper	Northern California Demo: A18-54							300,000	\$10.00	\$3,000.00
Unified Social	Rotational Leaderboard	Northern California Demo: A18-54							200,000	\$10.00	\$2,000.00
	Audio Spot	DMA: San Francisco Demo: A18-54							1,041,667	\$12.00	\$12,500.00
Social	Title	Custom tile plays with audio in tuner							1,041,667	\$0.00	\$0
	Companion Banner	DMA: San Francisco Demo: A18-54							300,000	\$0.00	\$0
SEM	Banner	Section: California/ Colorado/ Utah							300,000	\$12.00	\$3,600.00
	Banner	Section: California/ Colorado/ Utah							300,000	\$10.00	\$3,000.00
Print	Banner	Section: The Tahoe Daily Show							260,000	\$10.00	\$2,600.00
	Banner	Section: The Tahoe Daily Show							275,000	\$12.00	\$3,300.00
OOH											
United Social	Facebook: Geo, Habitual, Interest and Content Targeting	Facebook Like Ads & Page Posts: Targeted to relative Facebook members, but only purchased on a cost per like. Targeting: A 18-44 w/ kids; Active Skiers or outdoor enthusiasts							17,000 Likes	\$1.47 / Like	\$20,000
	Bulletins	Harrison 92 ft W/O Fremont W/S F/SW							806,848	\$2,000.00	\$1,613,696.00
CBS Outdoor	Bulletins	Van Ness & Jackson NW/S F/S							1,232,760	\$10,000.00	\$12,327,600.00
	Bulletins	Masonic 125 ft N/O Geary Blvd W/S F/S							1,091,032	\$4,000.00	\$4,364,128.00
Southwest Spirit	Bulletins	Geary Blvd & Spruce SW/S F/E							872,048	\$4,000.00	\$3,488,192.00
	Bulletins	Harrison & 3rd St SW/S F/NE							586,600	\$8,000.00	\$4,692,800.00
Google	Bulletins	Market & Laguna F/SW							1,637,080	Bonus	\$0
	Bulletins	Folsom 150 ft N/O 14th W/S F/S							596,660	Bonus	\$0
Bing/Yahoo! Search	Bulletins	Oak N/O Franklin F/W							465,512	Bonus	\$0
	Bulletins	SF/Essex Bay (5 boards)							8,000,000	Bonus	\$0
SEM	Wallcaper	% Lombard E/O Webster-% F/E							334,032	\$2,500.00	\$835,080.00
	Wallcaper	% Broadway W/O Sansome S/S-% F/E							1,331,584	\$5,000.00	\$6,657,920.00
Print	Shelters	Ferry Buildings (5 Shelters)							700,000	\$500.00	\$350,000.00
	Posters	San Jose (10 Posters)							5,600,000	Bonus	\$0
Southwest Spirit	Bulletins	Triangle / Bay Shore							1,918,692	\$3,000.00	\$5,756,076.00
	Bulletins	Triangle / Bay Shore							1,918,692	\$3,000.00	\$5,756,076.00
SEM	2/2 page ad Full color	Issues: Nov - Reno Tahoe Insert Readers - 3,334,000 HHI - 595K							3,334,000	\$31,667.00	\$105,577,000.00
	CPC Click program	Ad Groups: Skiing/Snowboarding, Winter Travel, GetAWay							9,600 Clicks	\$1.25 CPC	\$12,000.00
SEM	CPC Click program	Ad Groups: Skiing/Snowboarding, Winter Travel, GetAWay							6,400 Clicks	\$1.25 CPC	\$8,000.00
	CPC Click program	Ad Groups: Skiing/Snowboarding, Winter Travel, GetAWay							8,000 Clicks	\$1.25 CPC	\$10,000.00

NORTH LAKE TAHOE 2013-2014 SOUTHERN CA - WINTER PLAN

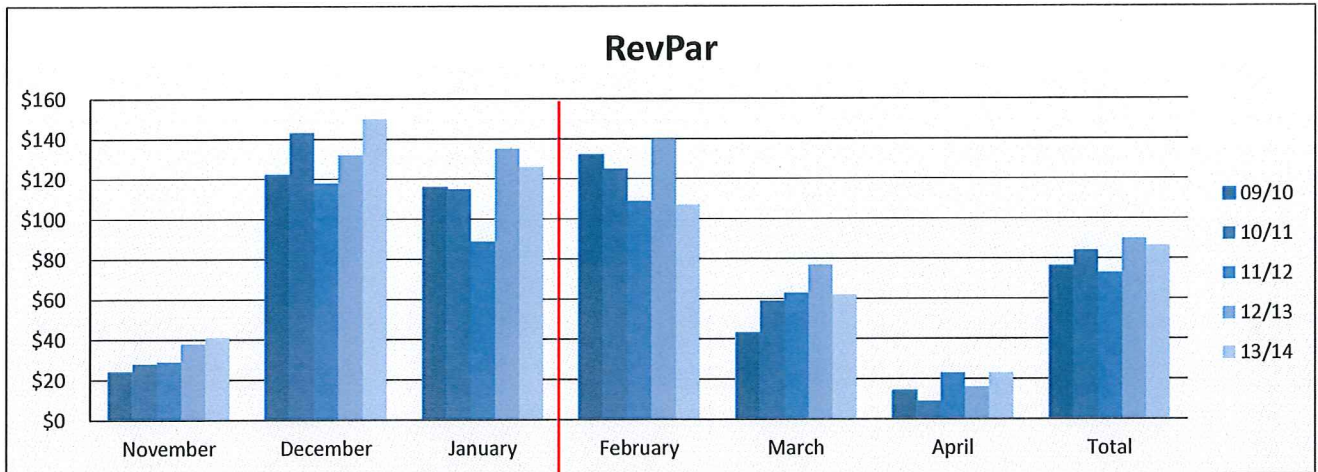
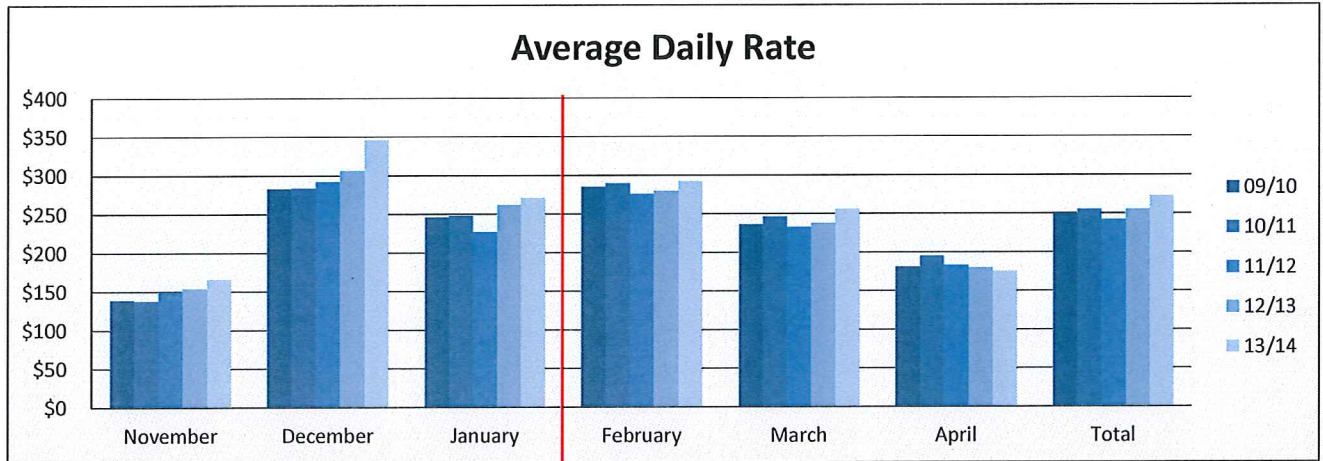
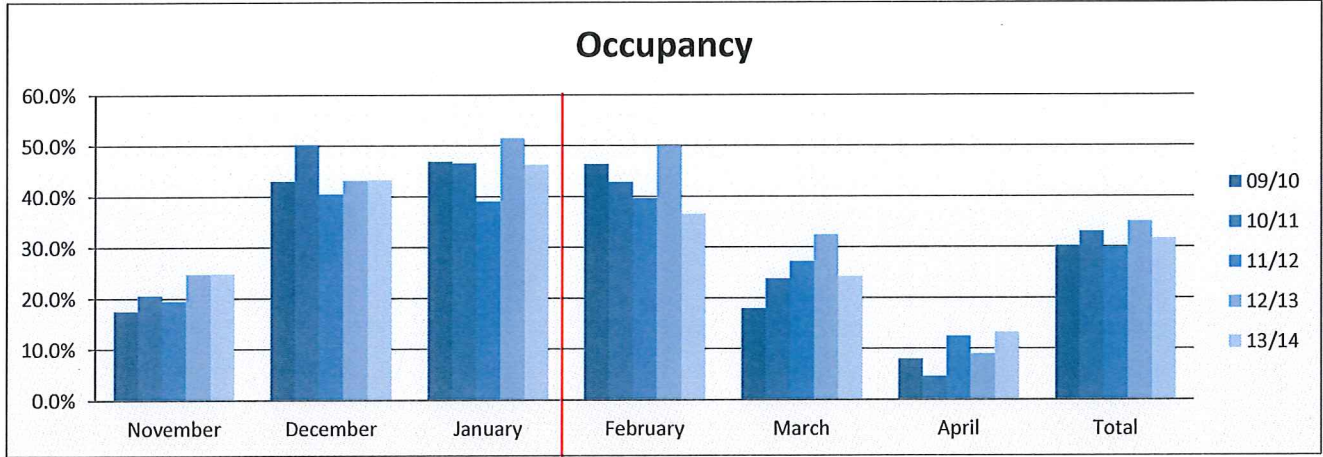
Media	Placemat	Detail	Creative	Nov	Dec	Jan	Feb	Mar	Apr	Quantity	Rate	Budget	
Specific Media	NLT Display: Southern California Package	BEH targeting A 25-44 with kids, active skiers, snowboarders, snowmobilers, consumers who have gone skiing on vacation in the past year, GEO Southern California	300x250/728x90/160x600							9,000,000	\$2.25	\$18,000.00	
	LATimes.com - Travel Channel	Travel Run of Channel (ROC)	728x90							100,000	\$19.20	\$1,920.00	
	LATimes.com - Travel Channel	Travel and Deal Blog ROC	300x250							100,000	\$21.60	\$2,160.00	
	LATimes.com - Travel Channel	Travel and Deal Blog ROC	728x90							50,000	\$16.20	\$810.00	
	LATimes.com - Lifestyle Channel	Home Page, Entertainment, and Lifestyle ROC	300x250							100,000	\$18.90	\$1,890.00	
	LATimes.com Syndication Targeting	Syndication Targeting: Winter Travelers, Winter Sports Travelers, Travel Influencers	300x250							1,000,000	\$7.20	\$7,200.00	
	LATimes.com Syndication Targeting	Syndication Targeting: Winter Travelers, Winter Sports Travelers, Travel Influencers	300x250							50,000	\$10.50	\$525.00	
	LATimes.com Syndication Targeting	Syndication Targeting: Winter Travelers, Winter Sports Travelers, Travel Influencers	300x250							100,000	\$12.00	\$1,200.00	
	West Coast Ski Destinations	DMA: So Cal Banners on the Alberta, British Columbia, Idaho, Montana, Utah, Colorado, Wyoming, Lake Tahoe, Mammoth Lakes, Reno-Tahoe	160x600/300x250/728x90/300x250							598,000	\$19.00	\$11,362.00	
	ROS	Audience Optimized Performance Blend with Retargeting & Look-Geo: Northern California	728x90/300x250							50,000	\$0.00	\$0.00	
TripAdvisor	Ski Segment	Audience Optimized Performance Blend with Retargeting & Look-Geo: Southern California	728x90/300x250							244,532	\$15.00	\$3,667.98	
	Activities Results Page - Right 1 Link Off	DMA: Los Angeles - San Bernardino/ Orange County/ Ventura/ Riverside Counties	160x600							100,000	\$25.00	\$2,500.00	
	ROS Search 1 - Link Off: Includes Hotel Search/ Vacation Package Search/ Activity Search	DMA: Los Angeles - San Bernardino/ Orange County/ Ventura/ Riverside Counties	300x250							512,500	\$16.00	\$8,200.00	
	Hotels Results - Right 1 Link Off	DMA: Los Angeles - San Bernardino/ Orange County/ Ventura/ Riverside Counties	160x600							225,000	\$18.00	\$4,050.00	
	ROS - Bonus	DMA: Los Angeles - San Bernardino/ Orange County/ Ventura/ Riverside Counties	300x250							100,000	\$0.00	\$0.00	
	Audio Package	Southern California Demo: A18-54	:30 audio/ 300x250/ Text							1,250,001	\$14.40	\$18,000.00	
	Billboard Package	Southern California Demo: A18-54	800x45/160x600							444,444	\$18.00	\$8,000.00	
	Rotational Skyscraper	Southern California Demo: A18-54	160x600							300,000	\$10.00	\$3,000.00	
	Rotational Leaderboard	Southern California Demo: A18-54	728x90							200,000	\$10.00	\$2,000.00	
	Audio Spot	DMA: Los Angeles Demo: A18-54	:15 sec audio							1,041,667	\$12.00	\$12,500.00	
Pandora	Title	DMA: Los Angeles Custom title plays with audio in tuner	500x500							1,041,667	\$0.00	\$0.00	
	Companion Banner	DMA: Los Angeles Demo: A18-54	300x250							1,041,667	\$0.00	\$0.00	
	Banner	Section: California/ Colorado/ Utah	300x250							270,000	\$12.00	\$3,240.00	
	Banner	Section: California/ Colorado/ Utah	728x90							187,500	\$10.00	\$1,875.00	
	Banner	Section: The Utah Daily Snow	728x90							195,000	\$11.95	\$2,330.25	
	Banner	Section: The Utah Daily Snow	300x250							206,250	\$12.00	\$2,475.00	
	Banner	Section: California/ Colorado/ The Utah Daily Snow (Mobile)	320x50							240,385	\$13.00	\$3,125.25	
										1,099,685		\$13,000.00	
										Total	16,706,946		\$103,485
	Unified Social	Facebook: Geo, Habitual, Interest and Content Targeting	Facebook Like Ads & Page Posts: Targeted to relative Facebook members who only purchased on a coat per like Targeting: A 25-44 w/ kids, active skiers on outdoor enthusiasts	Custom produced content							17,000 Likes	\$1.47 / Like	\$25,000
Bulletins		Pearsonville: Hwy 395 E/ 1965 S/O Neal Ranch Road	14"0" x 48"0"							1,095,320	\$2,250.00	\$4,500.00	
Bulletins		Mojave: Hwy 14 & Hwy 58 W/ 1700 O Oak Creek Rd.	10"6" x 36"0"							808,848	\$2,250.00	\$4,500.00	
Health Clubs		:15 Digital Spots with Sound	:15							18,571	13.17 CPM	\$7,800.00	
Health Clubs		:15 Digital Spots without Sound	:15							37,770	5.64 CPM	\$6,800.00	
										Total	1,960,509		\$23,600
Events / Stunts		Mammoth Mountain	Street Team - Experiential Marketing	Teams of 10 / 1/11-1/12							500,000	NA	\$18,758.00
		Mammoth Mountain	Street Team - Experiential Marketing	Teams of 10 / 1/18-1/19							500,000	NA	\$0.00
		Northern CA	Pop Up Bootcamp Locations - SF	12/16, 12/17, 12/18, 12/19, 12/21, 12/28							-	N/A	\$5,000.00
		Southern CA	Pop Up Bootcamp Locations - LA	Dec 4 Jan - Dates TBD							-	N/A	\$0.00
										Total	1,000,000		\$23,758
	SEM	Google	CPC Click program	Ad Groups: Skiing/Snowboarding, Winter Travel, GeoWay							12,000 Clicks	\$1.25 CPC	\$15,000
		Bing/Yahoo! Search	CPC Click program	Ad Groups: Skiing/Snowboarding, Winter Travel, GeoWay							4,800 Clicks	\$1.25 CPC	\$5,000
										Total	16,800 Clicks		\$20,000

NORTH LAKE TAHOE 2014 - Snow Rebuttal Campaign

Media	Placement	Detail	Creative	Dec	Jan	Feb	Quantity	Rate	Budget	
Radio	KMVQ (Movin 99.7)	Monday-Thursdays Schedule All Day Parts Includes Streaming Spots	:30 sec produced spot				65 Spots 19.3% reach 1,100,000 Impressions	\$171.34 CPP	\$5,500	
	KITS (Live 105)	Monday-Thursdays Schedule All Day Parts Includes Streaming Spots	:30 sec produced spot				274 Spots 17.7% reach 736,300 Impressions	\$228 CPP	\$12,500	
							352 Spots		\$18,000	
OOH	Digital Bulletin	I-80 1500 ft N/O University (Berkeley) E/S F/S	14'x48'				3,816,248	\$10,625.00	BONUS	
	Digital Bulletin	I-80 1500 ft N/O University (Berkeley) E/S F/N	14'x48'				2,862,184	\$10,625.00	BONUS	
	Digital Bulletin	I-880 .5 mi N/O Hegenberger F/S	20'x60'				3,154,748	\$14,450.00	\$1,500.00	
	Digital Bulletin	I-880 .50 mi N/O Hegenberger F/NW	20'x60'				3,103,864	\$14,450.00	\$1,500.00	
	Digital Bulletin	I-680 S/O Benicia Bridge F/SE	14'x48'				1,172,076	\$12,750.00	\$500.00	
	Digital Bulletin	I-680 S/O Benicia Bridge F/NE	14'x48'				1,554,276	\$12,750.00	\$500.00	
	Digital Bulletin	Hwy 92 .50 mi W/O Clawitter Rd F/E	14'x48'				1,185,052*	\$13,600.00	\$500.00	
	Digital Bulletin	Hwy 92 .50 mi W/O Clawitter Rd F/W	14'x48'				878,572*	\$13,600.00	\$500.00	
	Digital Bulletin	Bay Bridge & Toll Plaza F/W	20'x60'				3,994,184	\$24,225.00	\$13,000.00	
	Digital Bulletin	US 101 EL S/O University (Palo Alto) % F/SE	16'x29'				731,800	\$12,750.00	\$500.00	
	Digital Bulletin	US 101 EL S/O University (Palo Alto) % F/NW	16'x29'				570,374	\$12,750.00	\$500.00	
								20,959,754		\$19,000



North Lake Tahoe
 Custom Winter Season Summary Graphs 5 Year Trend
 Bookings as of January 31





North Lake Tahoe

Custom Winter Season Summary Tables 5 Year Trend

Bookings as of January 31

Occupancy	09/10	10/11	11/12	12/13	13/14
November	17.5%	20.6%	19.5%	24.8%	24.9%
December	43.1%	50.2%	40.5%	43.2%	43.3%
January Actuals	46.9%	46.6%	39.1%	51.5%	46.3%
February On the books	46.4%	42.9%	39.7%	50.0%	36.6%
March	18.0%	23.8%	27.2%	32.5%	24.3%
April	8.0%	4.6%	12.5%	9.0%	13.2%
Historic Actual totals	36.0%	39.3%	33.2%	40.1%	39.2%
On the books	23.5%	25.7%	26.5%	30.0%	24.4%
Total	30.2%	33.1%	30.0%	35.1%	31.7%

Average Daily Rate	09/10	10/11	11/12	12/13	13/14
November	\$139	\$138	\$150	\$154	\$166
December	\$283	\$284	\$292	\$306	\$346
January Actuals	\$246	\$248	\$227	\$262	\$271
February On the books	\$285	\$290	\$276	\$280	\$292
March	\$236	\$246	\$233	\$238	\$256
April	\$181	\$195	\$183	\$180	\$175
Historic Actual totals	\$244	\$244	\$239	\$256	\$282
On the books	\$260	\$273	\$246	\$254	\$258
Total	\$250	\$255	\$242	\$255	\$273

RevPar	09/10	10/11	11/12	12/13	13/14
November	\$24	\$28	\$29	\$38	\$41
December	\$122	\$143	\$118	\$132	\$150
January Actuals	\$116	\$115	\$89	\$135	\$126
February On the books	\$132	\$125	\$109	\$140	\$107
March	\$43	\$59	\$63	\$77	\$62
April	\$14	\$9	\$23	\$16	\$23
Historic Actual totals	\$88	\$96	\$79	\$103	\$111
On the books	\$61	\$70	\$65	\$76	\$63
Total	\$76	\$84	\$73	\$90	\$86