



February 2017

Departmental Reports

Conference Department Report for February 2017

In February 2017 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 set up sales appointments for Dallas, Houston and Austin Sales Trip February 8-12, 2016 to coincide with the Luxury Meetings Summits in these towns.

Staff reviewed and signed up HPN Client Event with Reno Tahoe USA. We will be hosting 25 HPN Global Sales Manager and Directors at a baseball game in Mesa, AZ on March 24, 2017.

Staff reviewed MTS Group and MICE attendee profiles and assisted staff member in requesting appointments for MTS in March 2017.

Staff set up site visit for Innovest Systems for March 3-7, 2017. This program has potential to bring 352 room night/150 people to North Lake Tahoe for the Spring 2018. This program is considering the Hyatt Lake Tahoe and the Ritz Carlton Lake Tahoe for their Annual Customer & Vendor Meeting.

Staff prospected MPI members in Northern California for short-term group business for this Spring.

Staff continued to follow up with attendees from Luxury Meetings Summits in San Francisco, San Jose, San Diego, Orange County, LA, Seattle and Portland for short-term group business for this Spring and Summer.

Staff reviewed and signed up for the National Association of Sports Commission Symposium for March 28-30, 2017 in Sacramento, California. The Symposium is the annual meeting of the National Association of Sports Commissions (NASC), the association for the sport tourism industry in the United States since 1992. Hundreds of sport tourism professionals and industry partners gather to exchange time, resources, strategies, solutions, and more. The Symposium features dozens of authentic education sessions, countless networking opportunities, and business development appointments in the NASC Sports Marketplace, all to help members produce measurable ROI for their organization, elevate their sports events, and improve the quality of life in their destinations.

Staff participated in bi-weekly status update conference call with agencies

Staff had a conference call with our Chicago rep, Denise Cmiel, and Visit Tucson regarding our April client event at a Cubs game. We will be taking 40 clients to a game in Chicago.

Staff met with The Ridge Tahoe Resort sales team to discuss strategy.

Staff met with Searchwide representative regarding the search for our new CEO

Staff hosted Conference Sales Committee Meeting

Staff registered for Connect California and worked on setting up appointments.

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



Leisure Departmental Report
February Marketing Committee Meeting
2.21.17

TRAVELTRADE INFORMATION:

- Attended the RTO West Summit in LA along with LA Sales Calls February 6-9th. Leads are attached
- Conducted Site Visits with the following tour operators
 - Skigroup.net – site tours will be January 27th
 - Getskitickets.com – sit tours will be on January 27th
 - Booking.com – site tours were the week of January 30th
 - In the works: Hotel Beds, Expedia & J&J Tours will all be visiting in Feb & March.
- Travel Trade Brochure Placements:
 - Two page advertorial purchased in Tours Limited for their 2017 brochure
 - Two page advertorial & hotel feature in the Hotel Beds 2017 Gold Book
 - Working on brochure placement in Blue Powder Tours, Australia
- Marketing Collaborative:
 - Getting proposals from Hotel Beds, Pleasant Holidays, Price Travel, Mexico.

UPCOMING TRADESHOWS:

- High Sierra Council is attending the Visit California Mexico Sales Mission – end of January
- North American Journeys West Show & LA Sales Calls – Feb 6-9th
- Go West in Reno: Gold Sponsor - Feb 20th – Feb 24th
 - Appointments booked & activity day is in Squaw Valley
- Visit California Outlook Forum – Feb 27th – March 2nd
- Mountain Travel Symposium – March 27th – April 1st
 - Appointments have been requested
- California Snow Ski Shows, Australia – May 20-28th
 - Working on booth branding
- IPW – June 4-8th
 - Registered our delegates - Hyatt Regency & Squaw Valley attending
 - Next steps are appointment selection & booth branding

TRAVEL TRADE FAMS

- Completed our first North Lake Tahoe Winter Domestic Ski FAM, January 24-26th. This was a huge success with 8 agents out from Skigroup.net, sSki.com, Pleasant Holidays, Undercover Tourist, Virtuoso, Getaroom.com, and Getskitickets.com
- Participated in the Vail Winter FAM by attending the event in South Lake Tahoe and Northstar California – February 6-8th
- Upcoming FAMs:
 - UK winter FAM in conjunction with Norwegian Airlines – March 2- 4th
 - Travel Nevada Winter FAM – March 12th -15th with 20 agents from multiple countries
 - Australia winter FAM in conjunction with American Airlines – March 15-17th
 - Travel Nevada Wedding FAM – May 6th
 - Brand USA UK & Ireland Mega FAM – May 11-13th
 - RSCVA & NLT Joint Hotel Beds Agent Fam – Dates TBD

MISC:

- Working on new itineraries
- Starting the process of developing a plan to build out our NLT travel trade website.

2017 NAJ's RTO SUMMIT, WEST

Company Name	Contact Name	Title	Email	Top Markets	Notes
America 4 You	Lena Ross	Director of Product Development	lena@america4you.net	Europe, Australia & New Zealand	Lena is going to send me the update list of NLT hotels she is working with. SW to send images. Set up meeting at GO West
American Tours International	Andrea Monroe	Product Manager, Lake Tahoe	andrea_monroe@americantours.com	Europe Asia & South Pacific	One of the largest wholesalers. Been working for a while to get them up & running with our NLT product. First steps - make sure all major hotels with wholesale rates are working with ATI. They just expanded their offices to NYC, Orland & multiple locations in China. If i want to do sales calls/trainings - she will set me up in NYC & Orlando.
Collection Consulting	Elena Yampolskaya	Product Manager	Ly@collection-consulting.com	Russia	All FIT, no group business. Most of their ski business is going to Park City & Colorado. They sell year round, but would be intersted in getting more information on ski. They are looking for hotels to contract directly. They are mostly 5 star only, but would consider 4 star. Interested in meeting the Hyatt at IPW.
Contiki Holidays	Kelly Camps	Vice President of Sales	kelly.camps@contiki.com	Australia, New Zealand & the UK	Only works with South Lake, but interested in North Lake Tahoe. They offer ski packages that are a portion of an itinerary that 7-55 days. Groups are roughly 50 people. All the groups are ages 18-35. Interested in all hotels in Squaw Valley + activities.
Colorful Tours	Virgina Leung	Director	virgina@colorfultours.com	China	Only working with South Lake Tahoe. They are a wholesale operator with group business coming out of China. Most groups are 10-20 people + tour leader. Only selling summer - luxury between 3.5 -5 stars. Intersted in the Resort at Squaw Creek and Squaw Valley Lodge. They would love to get wholesale tram pricing. Also intersted in dinner options
CTOUR Holiday	Stanley Yu	Marketing Manager	stanleyyu@ctourholiday.com	China, Canada	They just opened their SF office, so they are launching a new weekend tour to Tahoe. Interested in 3 or 4 star hotels for summer. SVL, RSC, Village to send rates + tram rates. The cap on hotels are roughly \$110 a night...
Design Destinations	Ildiko Bayer	Director of Sales & Marketing	ildkobayer@design-destinations.net	Domestic & Eastern European	Has been to North Lake Tahoe on a FAM and loves it. Her groups are request only, so she will reach out when she needs hotel information. Only small group, no FIT.

Destination America	Toby Chow	Groups Manager, Entire USA	toby.chow@dest-amer.com	Asia	Last year they brought a large group to NLT. Toby's role is only groups out of Asia, they do have a full FIT department. They are looking for the tram wholesale prices. They will be sending a group in June, she is reaching out for rates. Group size is 20-30.
DTE Travel	Diana Bai	Director	dtehotel@gmail.com	China	SW follow up is to send list of hotels that come with breakfast. Looking for new FIT contracts. Interested in tram rates. They do sell ski, but it is not as common as summer business. They sell to travel agencies organizing inbound travelers from China to USA. 90% of clients are from China. Most are looking at going to big cities but they are seeing an increase in parks & adventure destinations. Price point is more REno pricing, but would want to come through NLT.
GTA Americas	Kat Kelly, but our rep is	Nao DiBello	Nao.DiBello@gta-travel.com	all markets	Our contact is Nao. Kelly filled me in on new marketing efforts. They are introducing a new marketing effort with CVBs. Hotels pick what they want to do (10% discount, or \$100 off when you stay three nights). We need to do this 90 days out. Good idea to increase mid-week stay.
Harvest Tours	Jasper Pang	Director of Sales & Marketing	harvesttours@aol.com	China, SE Asia	Focuses on group & Family. Group sizes are 20-30. They currently go to SLT, they need more information on why to book in NLT. They were very interested in Squaw as a destination + tram. They book summer business, low price point.
HotelBeds	Maurico Beckstrom	Product Manager	mbeckstrom@hotelbeds.com	all markets	Maurico oversees our area, but our direct contact is Ivar. He is sending over information on a marketing collaborative to do in the spring. Possibly pairing up with RSCVA or SLT>
IACE Travel	Hiroimi Seda	Tour Department	hseda@tos-usa.com	USA, Canada, China & Mexico	FIT, Small Groups. Looking for summer destinations on a budget, 3 star pricepoint. Send Hotel, tram and activity information.
Kirk Vacation	May Huang	Founder	may.huang@kirkvacation.com	China	super low price point. \$99 per night for all lodging + food + activities. They do 14 day tours, none currently include Tahoe. SW to provide itineraries, very low budget.
Lion Tours USA Inc.	Jo Chen		jochen@liontours.com	Indonesia, China & Thailand	Works with South Lake Tahoe. Most of their trips go to SF. If they get request they send people to Tahoe. They are interested in site-seeing, boat cruises. Groups are 30-50 with 3/4 star + breakfast included.

Meitetsu Travel USA Corp	Ron Toyota	Executive Director	rontoyo@aol.com	Japan	Group, Incentive, FIT. Summer business only. 20-30 people. Requirements: 3 star, double beds, breakfast & bath tub. They coordinate all meals for the group. Largest request is for hiking destinations.
New World Travel	Manon Schmitz	FIT Reservations	manon.schmitz@newworldtravel.com	Europe	Currently working with the Hyatt and Best Western Truckee. They are interested in hotels that are not as expensive during the summer months. I educated them on moving guests into Northstar and/or Squaw. If you are interested in working with them, please reach out.
Nan Hu Travel	Wendy Luo	General Manager	wendyluo@nanhuttravelus.com	China	Summer. They book direct or through JBS. Interested in adding new properties - 3 or 4 star. Double bed rooms + breakfast. Price point goes up to \$140
Onward	Andrew Brescini	Sr Manager, Product Planning	andrew@onwardgroups.com	UK, Australia	Onward focuses on leisure, incentive and FIT business. They do not run a series, they only do groups as requested. They conduct year round business, mostly spring-fall. They do operate student groups for winter.
Terres Indiennes	Camille Blaise	FIT Project Manager	c.blaise@terresindiennes.com	France, Germany	Works directly with the French market. April to November. Fly/drive. Donat care to rest on trips, they are very active. Interested on seeing a California road trip itinerary.
TPI America	Izaira Alvarado	Tour Operations, Leisure	ialvarado@tip-global.com		Sell for spring through fall. Mostly 3 star, some four star. Only hotels with breakfast included. Send hotel options with double beds. Interested in tram pricing.
Tour America Inc	Lena Gerges	Assistant Manager	info@touramerica.us.com	SE Asia	Only workin with South Lake. They do 1 night if they are staying in SF. Their new markets are UK & Europe. Only group, no FIT. Send group friendly hotels.

Events & Communications Update February Marketing Committee Meeting

General

- Notified public agencies and regional business associations of approved events after February BOD Meeting
- Submitted editorial information to SportsEvents Magazine for their California site selection guide in the March issue
- Logoed cowbells have been ordered and will arrive on 3/3 for distribution at World Cup
- Working on Summer Visitor Guide
 - Event Calendar, Event Feature, Ale Trail Feature
- In discussions for a potential triathlon in the shoulder season (September) with a large reach
- Donated WinterWonderGrass package and AF&W package to the Humane Society for their Black Ties & Tails event silent auction
- Requested silent auction items for Community Awards Dinner

Special Event Grant Funding

- Working on a proposal for an updated process in the 2017/2018 fiscal year
- Sierra Century Ride was canceled and we awarded them \$5k in the 16.17 grant cycle. Will discuss reallocation of funds with BACC in March meeting.

Marketing Sponsorships

- Following contracts were approved by BOD in February Meeting:
 - Audi FIS World Cup (2017)
 - AMGEN Tour of California (2017)
 - No Barriers Summit (2017)
 - Tough Mudder (2017)
 - Broken Arrow Skyrace (2017)
 - Wanderlust (2017 – 2019)
- Working on payments, collecting/issuing insurance certificates, and fulfilling sponsorship requirements
- Working with the Visitor Center on staffing all event booths
- Sent TAA and Augustine documents containing all marketing/PR obligations per sponsorship agreements

WinterWonderGrassTahoe

- Augustine is running a 6 week campaign to incorporate WWG into winter search and digital efforts.
- WWG is sending emails to their database to push lodging through our site.

Tahoe Summit Lacrosse Tournament

- 2017 Event contract is signed (\$5,000). Working on a potential lodging landing page.

Autumn Food & Wine Festival

- Had a meeting to discuss AF&W scheduling, logistics, vendor registration and save the date emails.
- Presented \$5,000 check to Scott Yorkey as 2016 event donation. Press release will go out soon.

Tough Mudder

- Submitted editorial for the Tough Mudder Destination Guide
 - Highlighted through TM Blog, website and social channels

AMGEN Tour of California

- Submitted editorial content regarding NLT and road biking

World Cup

- Submitted program ad creative

- Working on video creative to be submitted by 2/21

Wanderlust

- Connected Liz/TAA with the director of the Austin Wanderlust studio to try and find any potential writers from the Austin market to come to Tahoe for a FAM highlighting yoga/Wanderlust

4th of July Fireworks

- Met with TCDA and NTBA regarding the 2017 4th of July fireworks and our sponsorship



professional creative services

February, 2017 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com


- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

Shelley Fallon

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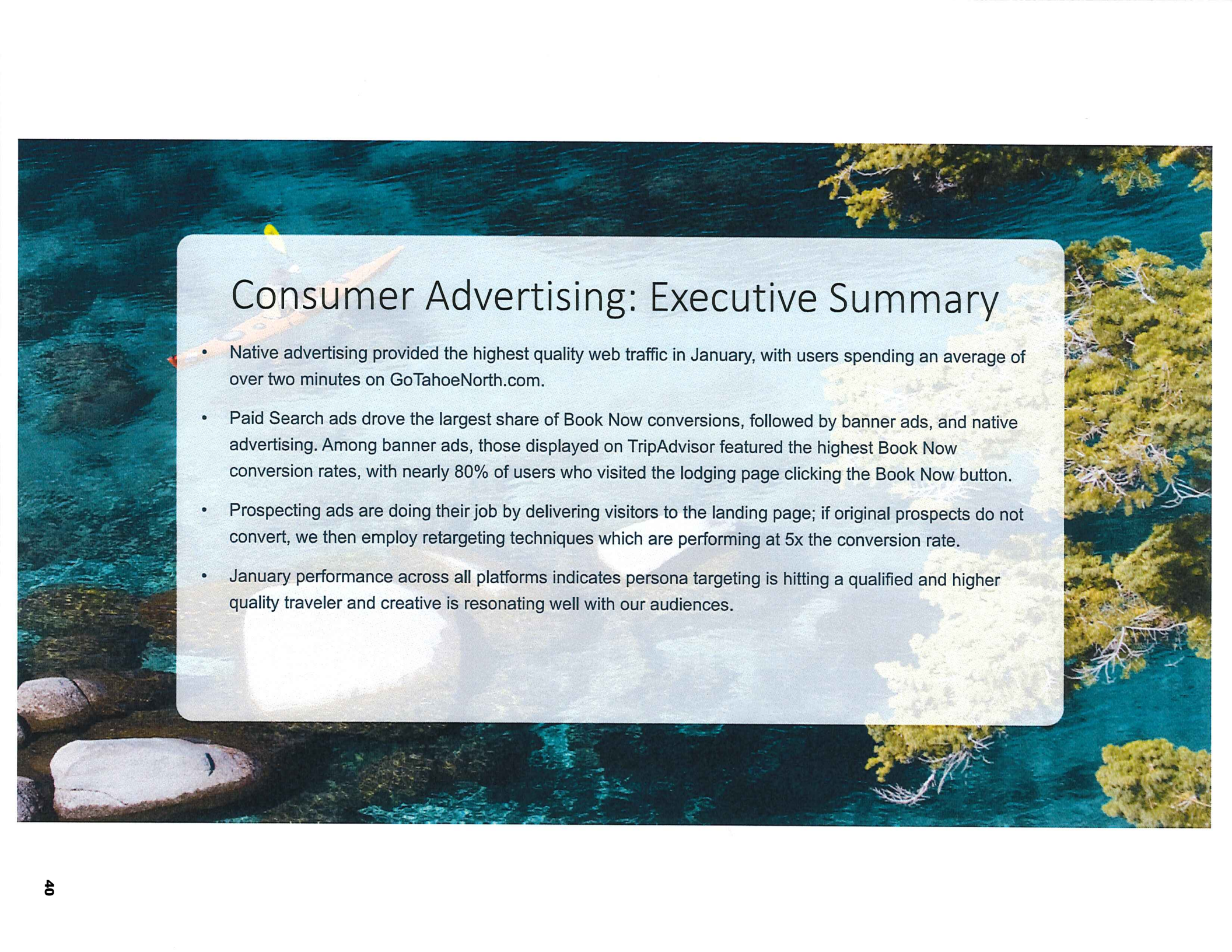
| January Advertising Report

 north lake tahoe



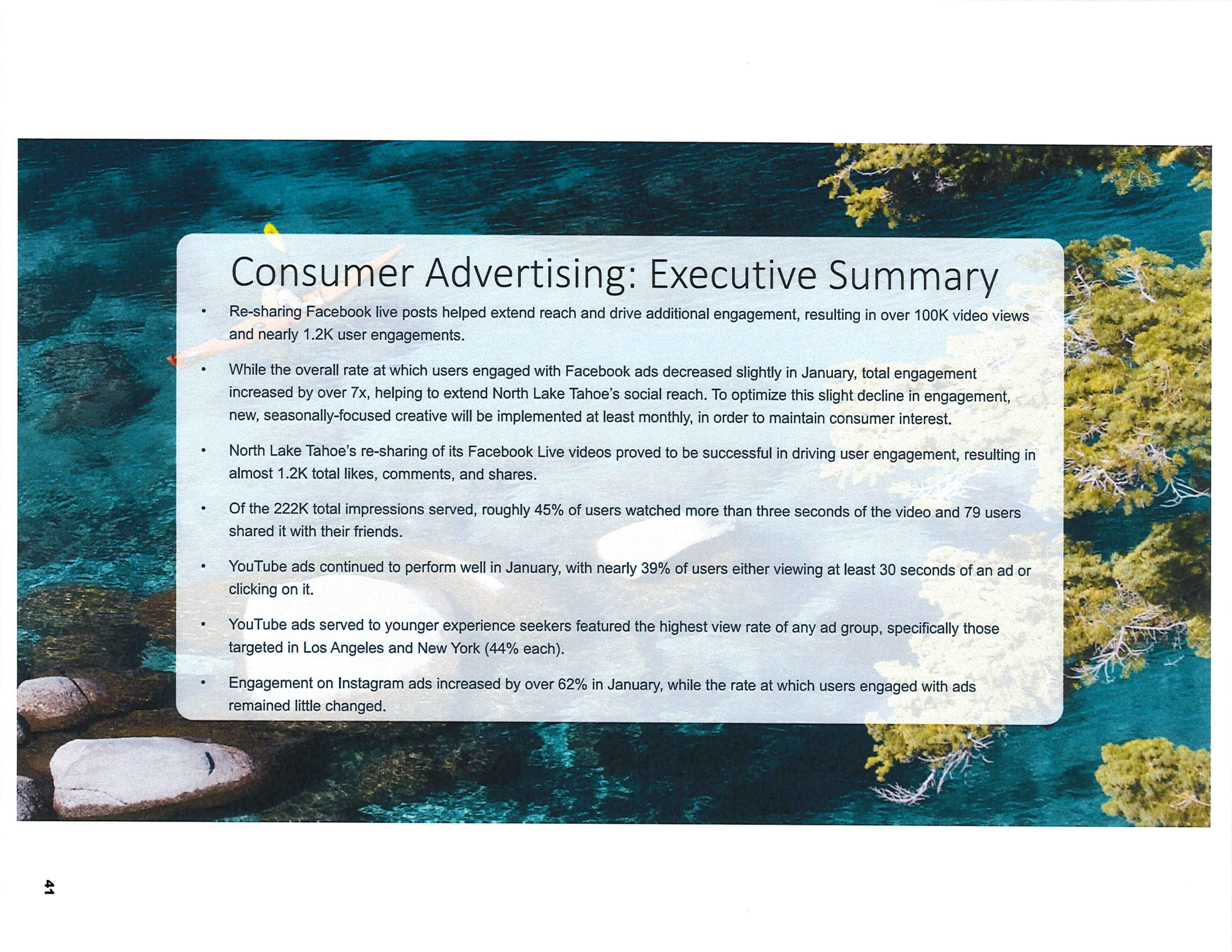
Advertising: Executive Summary

- Various creative assets were developed in January for both the consumer and MCC markets. Creative was also built to support a Leisure Sales opportunity with BeGolf.mx
- Incremental spend items went live this month, some of which will run through February. The incremental spend targets the LA market. Items include:
 - Outdoor billboards (Jan & Feb)
 - Weekend Sherpa promotion (Jan & Feb - with a bonus run in SF Bay Area)
 - Email Prospecting campaign, highlighting fresh snow and unique features of the destination (will run in February)
 - Facebook Live promotion (Jan & Feb)



Consumer Advertising: Executive Summary


- Native advertising provided the highest quality web traffic in January, with users spending an average of over two minutes on GoTahoeNorth.com.
- Paid Search ads drove the largest share of Book Now conversions, followed by banner ads, and native advertising. Among banner ads, those displayed on TripAdvisor featured the highest Book Now conversion rates, with nearly 80% of users who visited the lodging page clicking the Book Now button.
- Prospecting ads are doing their job by delivering visitors to the landing page; if original prospects do not convert, we then employ retargeting techniques which are performing at 5x the conversion rate.
- January performance across all platforms indicates persona targeting is hitting a qualified and higher quality traveler and creative is resonating well with our audiences.



Consumer Advertising: Executive Summary

- Re-sharing Facebook live posts helped extend reach and drive additional engagement, resulting in over 100K video views and nearly 1.2K user engagements.
- While the overall rate at which users engaged with Facebook ads decreased slightly in January, total engagement increased by over 7x, helping to extend North Lake Tahoe's social reach. To optimize this slight decline in engagement, new, seasonally-focused creative will be implemented at least monthly, in order to maintain consumer interest.
- North Lake Tahoe's re-sharing of its Facebook Live videos proved to be successful in driving user engagement, resulting in almost 1.2K total likes, comments, and shares.
- Of the 222K total impressions served, roughly 45% of users watched more than three seconds of the video and 79 users shared it with their friends.
- YouTube ads continued to perform well in January, with nearly 39% of users either viewing at least 30 seconds of an ad or clicking on it.
- YouTube ads served to younger experience seekers featured the highest view rate of any ad group, specifically those targeted in Los Angeles and New York (44% each).
- Engagement on Instagram ads increased by over 62% in January, while the rate at which users engaged with ads remained little changed.


Consumer Display Ad Examples



Active

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90


Impressions: 4.4M
Clicks: 5.4K
CTR: 0.12%
Landing Page Visits: 1.9K
Book Now Conversions: 579
CVR: 28.88%



Family

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 1.9M
Clicks: 2.8K
CTR: 0.15%
Landing Page Visits: 1.2K
Book Now Conversions: 21
CVR: 1.73%

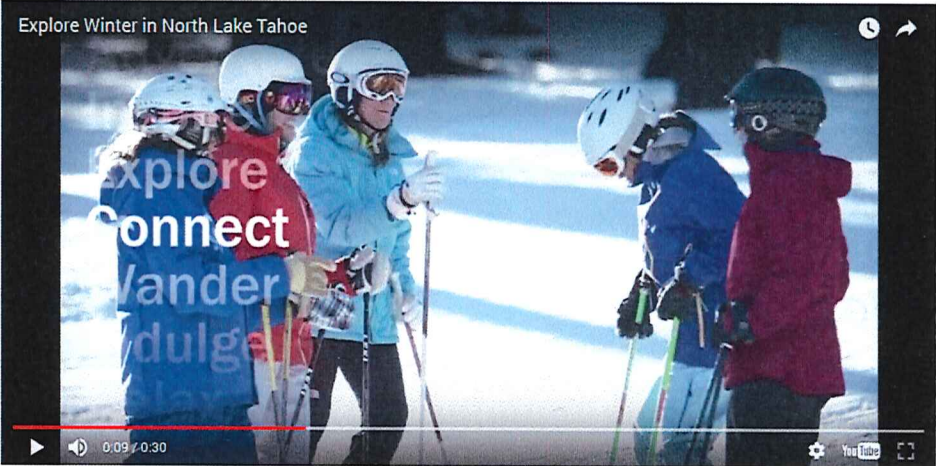


Relaxation

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 1.5M
Clicks: 2K
CTR: 0.14%
Landing Page Visits: 1.6K
Book Now Conversions: 258
CVR: 15.70%

Consumer YouTube Ad Example



Explore Winter in North Lake Tahoe

YouTube

Impressions: 399K
Views: 156K
View Rate: 39%

January Digital Report | Leisure

Consumer Social Ad Examples



North Lake Tahoe shared a link. Sponsored · Like Page

Wonder
Imagine
Experience | it's human **n**ature
Venture
Breathe
Adaptation

n north lake tahoe

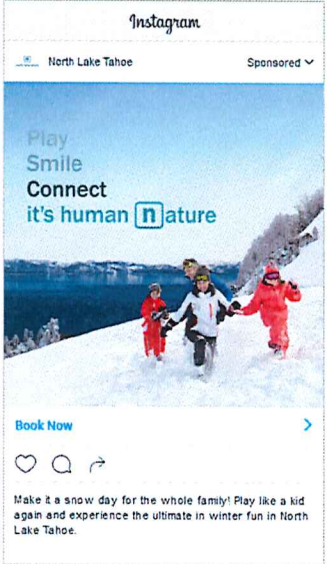
Winter Wonders Await
Get ready to hit the slopes. Visit North Lake Tahoe to experience excitement and beauty this winter!

GOTAHOE.NORTH.COM Book Now

Like Comment Share

Facebook

Impressions: 1.4M
Clicks: 4.1K
CTR: 0.29%
CVR: 26.02%



Instagram

North Lake Tahoe Sponsored

Play
Smile
Connect
it's human **n**ature

Book Now

Make it a snow day for the whole family! Play like a kid again and experience the ultimate in winter fun in North Lake Tahoe.

Instagram

Impressions: 685K
Clicks: 455
CTR: 0.07%
CVR: 41.32%



MCC Advertising: Executive Summary

- Email blasts continued to drive high-quality web traffic to North Lake Tahoe's web page, with users spending nearly two minutes on site. In addition, social ads drove 16% more website sessions in January.
- Moving forward, optimizing email clicks to leverage the medium's strength will be a top priority.
- Facebook increased performance across the board in January, showing that optimizations are having positive effects.
- Both Facebook and Instagram cost-per-click decreased in January, while click-through rates remained constant. This resulted in an increase in link clicks and in turn, an increase in web traffic from Facebook ads.
- Compared to December, engagement on MCC social ads increased by 41%. In addition, users engaged with MCC social ads at a higher rate than Leisure social ads.

MCC Social Ad Examples

North Lake Tahoe shared a link. Sponsored · Like Page

Inspire
Collaborate | it's human nature
Create
Motivate

north lake tahoe

Meet Up for Success
Bring inspiration and motivation to the table when you hold your meeting or event in beautiful North Lake Tahoe.

gotateahoenorth.com Book Now

19 Reactions
Like Comment Share

Facebook

Impressions: 159K
Link Clicks: 1.5K
CTR: 0.58%
Engagement Rate: 0.64%

Instagram

North Lake Tahoe Sponsored

Create
Inspire
Collaborate
it's human nature

Book Now

Give your meeting an altitude adjustment. Get together in the fresh mountain air and inspiring beauty of North Lake Tahoe.

Instagram

Impressions: 55K
Link Clicks: 52
CTR: 0.09%
Engagement Rate: 0.91%