



north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee February 28th, 2012

February 2012 Departmental Reports

**Advertising Departmental Report
February 2012**

Print/Outdoor Media

Leisure

- SF Bus Shelters
- Bay Area Outdoor (continued)

Conference

- Smart Meetings (Reno/Tahoe section)

Internet Media

Leisure

- Mobile Paid Search (Google) (winter creative continued)
- Google & Yahoo/Bing (winter messaging continued)
- TripAdvisor Banner (winter creative continued; also added snow trigger banners)
- Ad Roll
- Travel Spike
- Visiting Lake Tahoe Coop
- Ski Coop: Google & Facebook 2/1-2/4

Conference

- Meetings Focus Stand Alone Email Blast
- Smart Meetings Featured Destination on site (copy and link)
- NLT Spring Conference News eblast

Radio

- Leisure: 2/9-2/17 and scheduled to run 2/27-2/29
- San Diego Coop: 2/1-2/5

Direct Response: Leisure

Campaign	Sent	Response
February consumer eblast	2/13/12 to 33,144	Open rate 10.46% (3220) CTR .82% (253)
February SnowFest eblast	Scheduled for 2/27	
February conference eblast	2/21/12 to 2,524	As of 2/23/12 Open rate % (12.65) CTR % (.36)

February consumer eblast

north lake tahoe

february enews

IN THIS ISSUE: [cool deals](#) | [events](#) | [free lift tickets contest](#)

cool deals, upcoming events, & free lift tickets

Looking for an easy and affordable winter getaway? Escape to [North Lake Tahoe](#)! Whether it's a family trip or romantic weekend, you'll find a great selection of places to stay and things to do, plus these cool deals and upcoming events.

cool deals

- [Ski & Stay packages at Mt. Rose Ski Tahoe Resort starting at only \\$79](#)
- [Deluxe accommodations, breakfast, and a \\$100 resort credit at The Club Center, Lake Tahoe](#)

NLT Spring conference news eblast



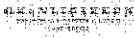
meeting at north lake tahoe: a case of natural selection.

All for no reason, we could have just sailing pool after sailing pool, to suggest why you should choose North Lake Tahoe as your next destination for a successful meeting. We've got the beauty of yamcha (17 lakes and over 200,000 square of feet of meeting space), the quiet, the view of mountains, the historical architecture, the scenic wine party, handle the details for you (no charge, no fees), the places to stay, and the places to eat. It's all here in spectacular abundance. Our most well North Lake Tahoe apart from all others being for your business is that our temporarily exclusive tackle box of meeting amenities is punctuated by a combination of day, night, mountain and lake that explains why North Lake Tahoe continues to appear on top ten natural wonders of the world. It's astounding. And making it even more attractive to hold all that awe-inspiring scenery is the - compliments of Boutique Hotel. These are all the recreational opportunities that come with such a setting and you'll see why North Lake Tahoe is a natural selection.



all dressed up and ready to show.

Hyatt Regency Lake Tahoe Resort, Spa & Casino
It's time for our close up. With \$20 million in renovations, Hyatt Regency Lake Tahoe Resort, Spa and Casino is more equipped to impress than ever before. As 2012 goes, rooms, the Sierra Club, and the Spa Terrace Conference Center more.



green, and golden.

Sheraton Conference Center & Lodge
Greenfielder is that rare conference center where stimulation and tranquility go hand in hand. Sheraton Conference Center & Lodge offers to groups of 10-250 and offers packages for most any budget. You'll find barbeque prepared more.



the art of making a lasting impression.

The Village of Squaw
With its winding creek, meadow and with its forest, granite and legendary stories, Squaw Valley makes you appreciate. This masterpiece of Mother Nature is complemented by the artistry of human nature - The Village at Squaw more.



boutique intimacy.

The Village of Squaw Valley
The PlumpJack Square Valley Inn's mission is simple: to leave every guest with an experience they'll never forget. It's a big goal that's backed time and again by an experienced staff and an atmosphere that's equal parts world-class more.



all work and a side order of play.

Squaw Valley Lodge
When it comes to finding that fine balance combination resort should be meetings, conferences and events, this is where more and more people are arriving. Squaw Valley Lodge provides a complete group experience with certain more.



a blast of winter!

Direct Response: Conference

NLT Spring Conference Newsletter (printed 4-color)

Final Mailing Database: 13,565

Mailing Date: February 10, 2012

Website Updates

Completed GoTahoeNorth.com projects include:

- Event Calendar enhancements – recurring events, update RSS feed, update print function
- SMS Winter Campaign – promote across site, embedded on homepage, mobile site and all interiors
- Chamber Weblink templates and database export. Setup SSL certificate for secure graphics
- Update video playing capabilities on organization pages
- Update Mobilerider video feed from TahoeTV.com
- Handle changes by Facebook to their feeds
- Update to mapping at organization level
- Navigation changes to downhill and cross country
- Implement Bing Webmaster Tools
- Add Donner Ski Ranch to snow report

Upcoming GoTahoeNorth.com projects include:

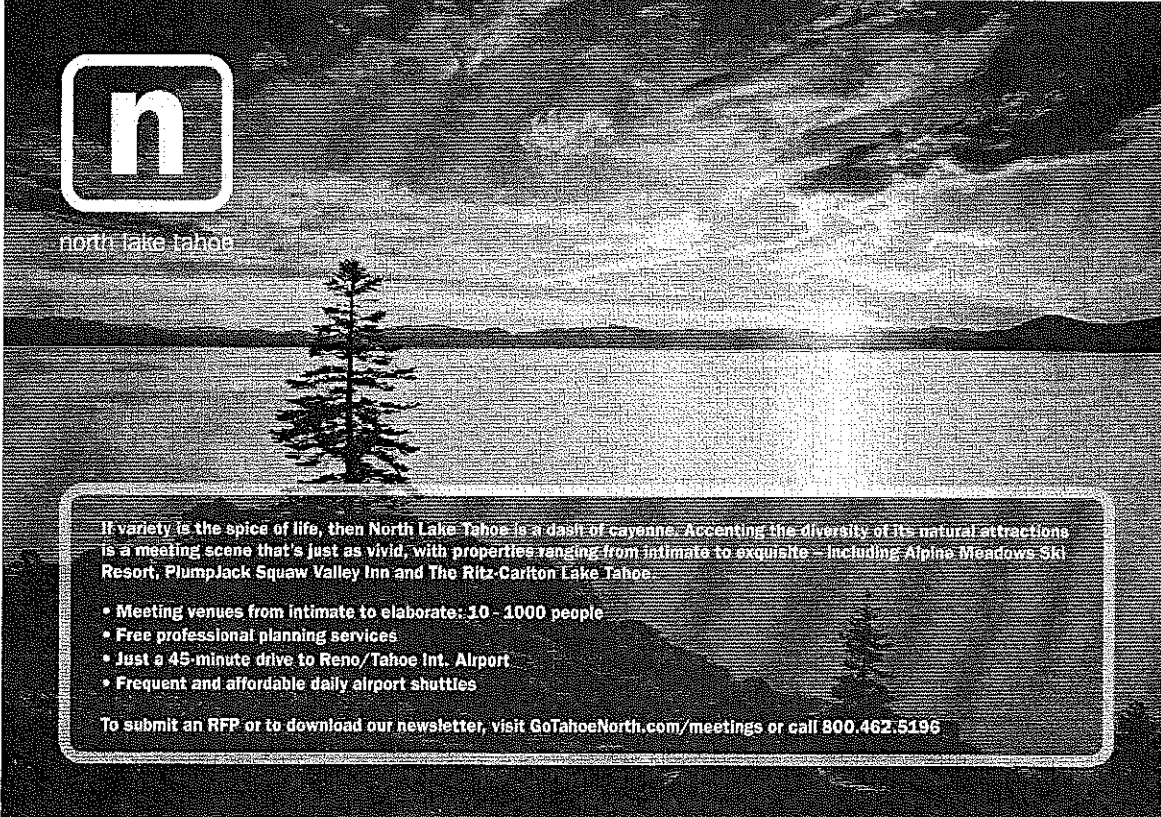
- “near me” capabilities for mobile site
- Aggregating North Lake Tahoe video
- Alternatives to “social” link in primary navigation
- WebTrends reporting enhancements
- Email competitive analysis
- Geotargeting in market site visitors
- Local marketing best practices – Google Places, Foursquare, Bing Local

Insertions

Smart Meetings (Reno/Tahoe section)

Circulation includes meeting planners located throughout the U.S. and in Canada. Audience has purchase influence over an average of 11 meetings per year, totaling more than 330,000 conferences and events per year.

February 2012, ½ page



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north lake tahoe

If variety is the spice of life, then North Lake Tahoe is a dash of cayenne. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with properties ranging from intimate to exquisite - including Alpine Meadows Ski Resort, PlumpJack Squaw Valley Inn and The Ritz-Carlton Lake Tahoe.

- Meeting venues from intimate to elaborate: 10 - 1000 people
- Free professional planning services
- Just a 45-minute drive to Reno/Tahoe Int. Airport
- Frequent and affordable daily airport shuttles

To submit an RFP or to download our newsletter, visit GoTahoeNorth.com/meetings or call 800.462.5196

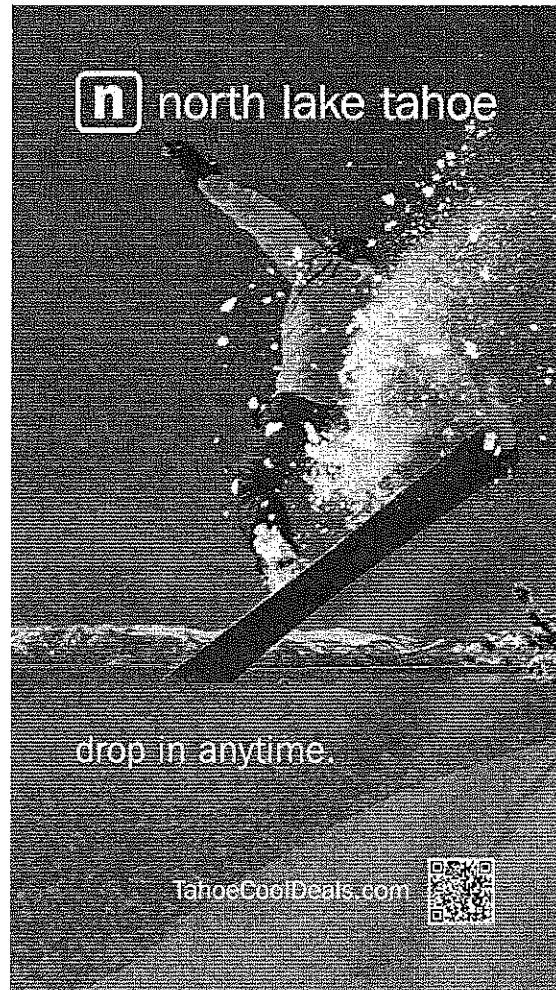
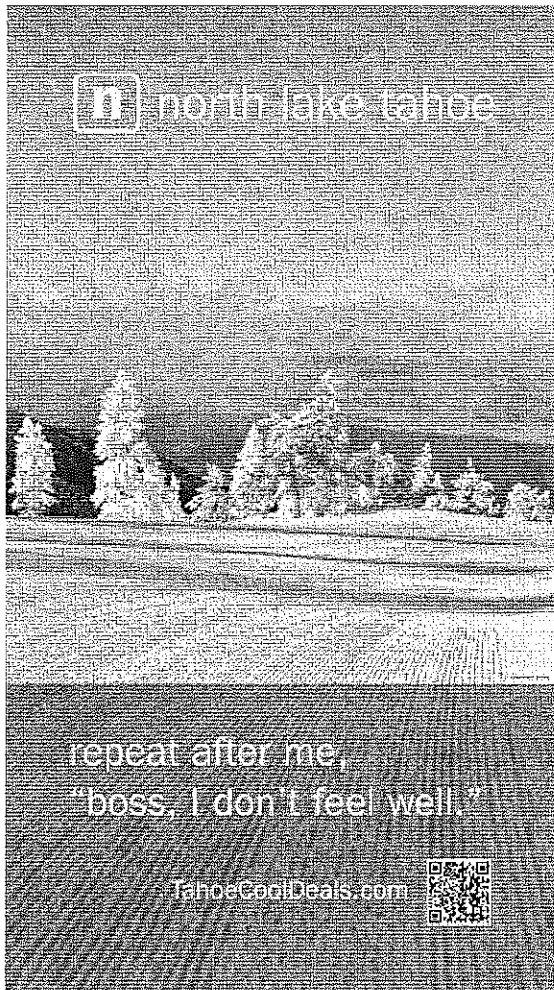
San Francisco LED Bus Shelters

30 locations in downtown San Francisco; two different ads rotated each week

Size: 1920 pixels high x 1080 pixel wide

Remnant Rate: \$16,250; Monthly Impressions: 1,000,000

Week one: January 30-February 3



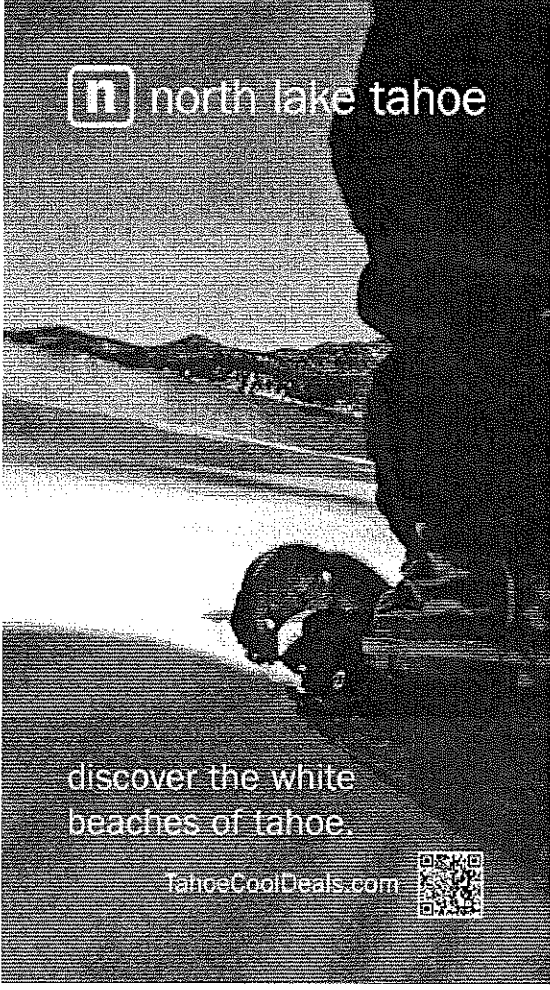
Week two: February 6-10



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skate your way through life.

TahoeCoolDeals.com 

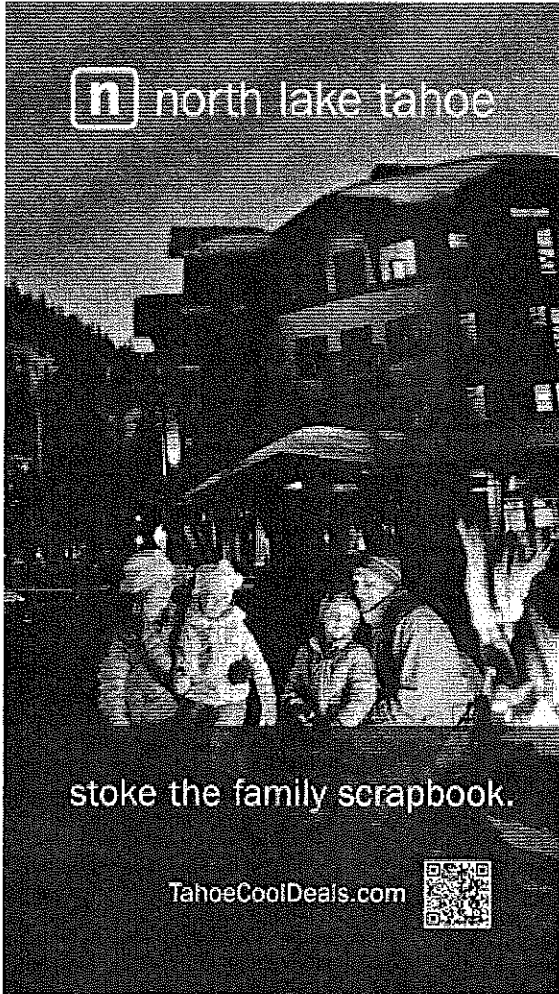


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discover the white beaches of tahoe.


TahoeCoolDeals.com 

Week three: February 13-17

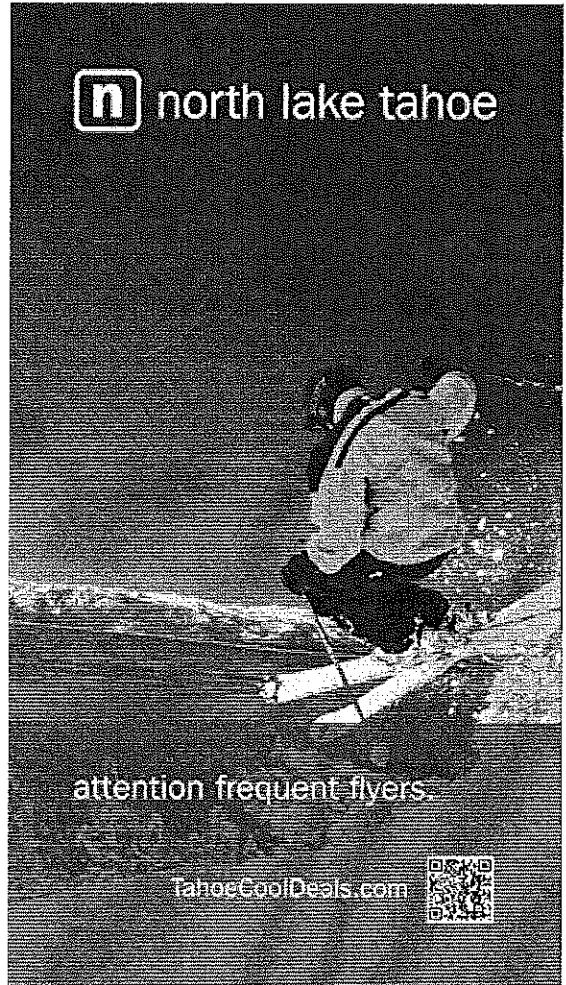


n north lake tahoe

stoke the family scrapbook.


TahoeCoolDeals.com 

This advertisement features a black and white photograph of a family of four—two adults and two children—standing in front of a large, multi-story wooden cabin. The scene is set in a snowy, mountainous environment. The text is overlaid on the image in a clean, sans-serif font.



n north lake tahoe

attention frequent-flyers.

TahoeCoolDeals.com 

This advertisement features a black and white photograph of a skier in mid-turn on a snowy slope. The skier is wearing a light-colored jacket and dark pants. The background shows a vast, snow-covered mountain range under a clear sky. The text is overlaid on the image in a clean, sans-serif font.

Week four: February 20-24




n north lake tahoe

dear spring, see you later.
love, winter


TahoeCoolDeals.com 

This advertisement features a black and white photograph of a snowy mountain landscape with evergreen trees. The text is positioned at the top and bottom of the image.



n north lake tahoe

Show your kids that virtual
reality is no match for reality.

TahoeCoolDeals.com 

This advertisement features a black and white photograph of a ski resort. In the foreground, a child is wearing a large, fluffy hat. In the background, a skier is visible on a slope. The text is positioned at the top and bottom of the image.

Bay Area Outdoor

Location: I-80 east 200 ft north of 3rd Street, West Facing, Left Read

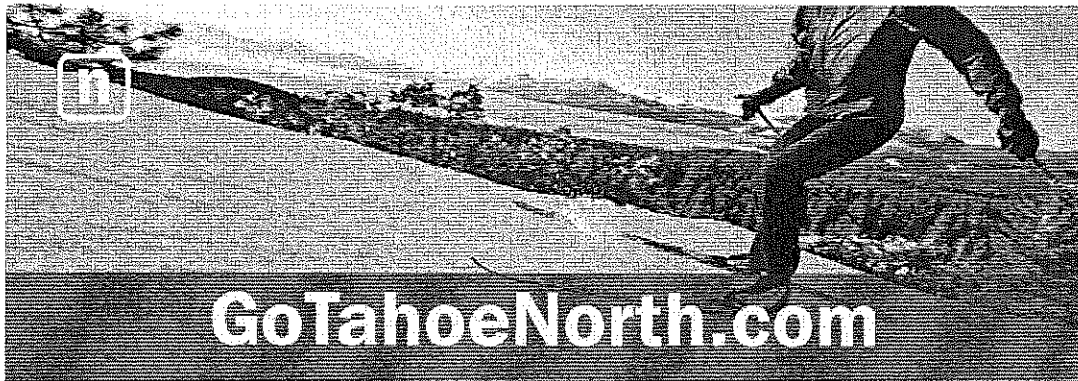
West of the Bay Bridge

Size: 20' x 60' Illuminated

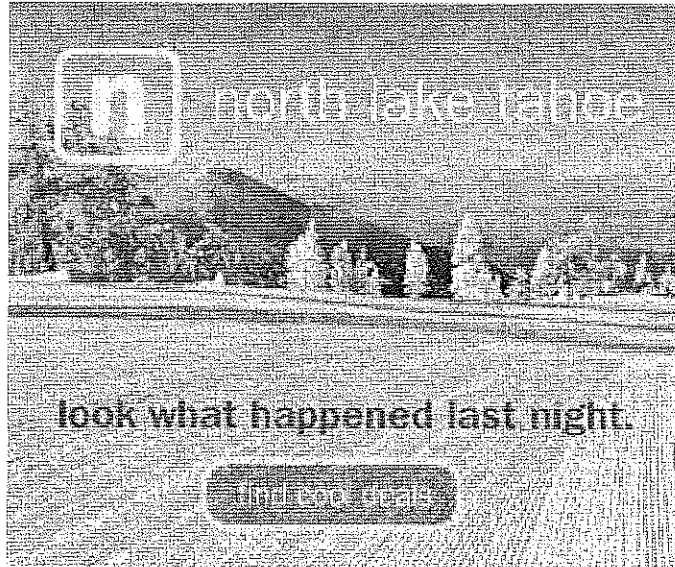
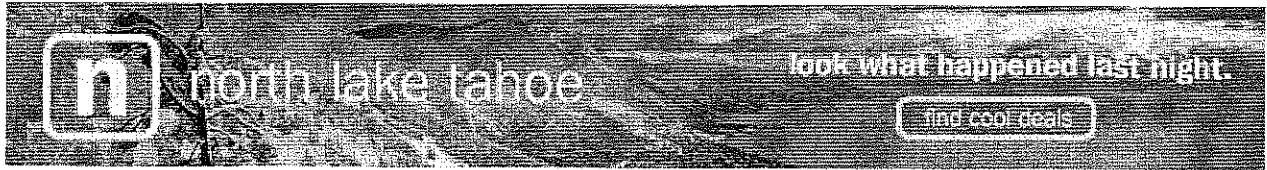
Months: November 2011-March 2012

Monthly Impressions: 4.2 Million

January 30 – March 11, 2012



TripAdvisor Banner (winter creative continued; also added snow trigger banners)




Meetings Focus Stand Alone Email Blast; Database: 48,000


MeetingsFocus.com is used by a nationwide audience of corporate, association, and independent planners and provides important information meeting planners need every day.


February 2012, "February Hot Dates"

MEETINGS EVENTS CONTACT US View news on the web


north lake tahoe

**Exclusive meeting offers from the
North Lake Tahoe Convention & Visitors Bureau**


Hyatt Regency Lake Tahoe Resort, Spa & Casino
You're invited to celebrate our \$20 million renovation with rebates and rewards. Book and hold a qualifying meeting at Hyatt Regency Lake Tahoe by Aug 31, 2012 and receive a 4% rebate, complimentary guestroom Internet access, and triple Hyatt Gold Passport points.
888.869.6017 | LakeTahoe.Hyatt.com


PlumpJack Squaw Valley Inn
With award-winning cuisine and a variety of inspiring meeting locations, PlumpJack provides exceptional service and flexibility for groups of 5-300. This spring, summer and fall receive up to 20% off room rates and a



complimentary welcome reception for qualifying mid-week groups.
800.323.7666 | Pumpjack@squawvalley.com



The Village at Squaw Valley

Enjoy over 15,000 sq feet of conference space, 199 guestroom suites, and a lively year-round Village. Special rates from \$69 April-June and October-December 2012 when booking 20+ rooms per night. Complimentary AV and meeting space, and 20% off culinary services included.
530.564.6225 | Squaw.com



Granlibakken Conference Center & Lodge

All inclusive for only \$153 per person: 24,405 square feet of flexible conference space, AV, lodging, daily meals, cocktail receptions and access to our resort, heated outdoor pool and Day Spa. Rate valid thru 5/31/12. Ask about deals on select dates.
877.562.6304 | Granlibakken.com



North Lake Tahoe Convention & Visitors Bureau

We keep our promises to planners. Whether it's receiving professional no-cost planning support or getting the best possible group rates from our lodging and activity properties, North Lake Tahoe will go the extra mile for your meeting.

Signify an RFP today to any of our featured properties.

GoTahoeNorth.com/meetings or 800.462.6196



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

North Lake Tahoe Convention & Visitors Bureau, P.O. Box 5459, Tahoe City, CA 96145

Not interested? Unsubscribe

Conference Department Report for February 2012

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 hosted a site inspection for Meetings Focus Magazine. They are bringing one of their "Meetings Focus Live" events to the Resort at Squaw Creek in August 2012. The event brings in 30 pre-qualified meeting planners who have expressed an interest in placing meetings in a destination like Tahoe as well as roughly 20 suppliers from around the country. The event will consist of one on one meetings with meeting planners, meal functions, social events as well as a pre-event fam allowing us to promote North Lake Tahoe. The meeting planners attending this event are responsible for millions of dollars worth of potential future business.

Staff also hosted a site visit for Encore Symposiums, Inc. The group is expected to bring in nearly 250 room nights and \$52,000 in room revenue. With incremental spending this group will bring in well over \$75,000 to the area during July 2013.

Staff hosted lunch for the meeting planners from the Society of Gynecological Oncologists who were in town hosting their meeting at the Resort at Squaw Creek. This group returns every 3 or 4 years.

Staff hosted a site inspection for Stephen Beamer, Vice President of ConferenceDirect. Stephen was here attending a meeting he booked at the Ritz-Carlton and took a full day to tour hotels with staff and familiarize himself with other Lake Tahoe hotels for future groups.

Staff hosted dinner for Linda Savinsky and Nicole Jacobsen with the National Association of State Retirement Agencies. NASRA has booked their 1500 room night meeting at the Resort at Squaw Creek and were in town meeting with vendors that will be assisting them with their meeting.

Staff conducted 2 days of sales calls in Sacramento and San Francisco. Staff met with 15 customers during the trip and has already generated two new leads from their efforts.

Staff attended the Meeting Professional's International Northern California Chapter trade show in San Francisco. This show is attended by roughly 500 meeting planners based in our largest market. Staff has already generated two leads from the show and expects more in the next few days.

Staff hosted a site inspection for the Southeastern Kentucky Fried Chicken Franchisee Association. The group has selected Tahoe and is now just trying to determine which Tahoe hotel they will use. This program will bring 105 room nights and roughly \$25,000 in room revenue to the area in January 2013. The folks who visited are on the boards of other food industry associations and are interested in considering North Lake Tahoe for a number of future meetings.

Staff hosted a site visit for American Angus Association. The group is considering multiple properties in Lake Tahoe and Reno. If Tahoe is selected, they will bring 175 room nights and approximately \$30,000 in room revenue to the area.

Staff met with sales staff from the Golf Courses at Incline Village and Ivgid.

Staff met with Smith & Jones and EXL Media regarding future conference advertising

Staff attended the NLTRA monthly marketing meeting.

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



north lake tahoe

Chamber | CVB | Resort Association

February Leisure Report
Marketing Committee Meeting
2-28-12

TRAVEL TRADE

- Recorded audio with Ski Lake Tahoe partners for MTS Ski Lake Tahoe Tour Operator Luncheon video
- Invited additional tour operators on MTS trade pre-fam
- Submitted tour operator meeting requests for MTS

FAMs

- Hosted Snowboarding Australia/NZ Magazine's visit with their senior staff photographer and three professional snowboarders in attendance
- Hosted 11 Russian travel agents on a visit put together by Agency 001, a top Russian ski wholesaler
- Participated in Vail Resorts' International Grand Fam who visited Northstar and the Hyatt Regency in North Lake Tahoe
- Hosted MCM Media Pty Ltd, Australia – they produce radio and video segments for Gate 7 – CA Tourism, Australia/NZ
- Hosted GetARoom.com's market manager
- Working with Travelocity, Mexico on Gnome visit to the region after Lake Tahoe won the best ski resort in North America in an online poll
- Working on itineraries for domestic and international travel trade and media FAMs taking place in March
- Continuing to work on details for the MTS travel trade pre-fam
- Continuing to finalize itinerary for the MTS ski club/ski council pre-fam

CONSUMER & MISC

- Attended Visit California's Outreach Forum where all of the international CA Tourism offices were in attendance
- Conducted a conference call with CA Tourism – UK's new PR Manager to discuss media strategy and future visits to the region
- Met with the Neighborhood Company and Squaw Valley to plan one of the evening functions for April's MTS event
- Met with Amador Stage Lines to discuss their interest in MTS and our additional transportation needs for the week of meetings and events
- Submitted ski club/ski council appointment requests for MTS

- Produced “Why I Love MTS” video
- Attended Washoe County’s quarterly tourism networking dinner
- Attended the Sierra Avalanche Center Board of Directors Meeting

Special Event Departmental Report
January 2012
Submitted by Judy Laverty

1. Staff met with Hunter Compo, Emily Detwiler, Shelley Fallon and High Camp banquet manager to go over all aspects of the Mountain Travel Symposium event to be held at High Camp on April 17th. Items under discussion were venue layout, décor, entertainment, pre-welcome and operations and logistics.
2. Staff attended a Mountain Travel Symposium meeting with our Leisure Sales Manager and Chief Marketing Officer to discuss budgets, operations and logistics of the hospitality events at the Symposium.
3. Staff and the Chief Marketing Officer met with Shelli Fine, of the RSCVA, Reno. The topic of this meeting was to discuss a partnership/collaboration with them to bring in major sporting events to the area. The result of the meeting was we will attend the NASC (National Association of Sports Commissions) Sports Event Symposium with them to promote our destinations to the sports event industry. This convention is a PowWow appointment style format with the leading sport event producers, owners and rightsholders. With the RSCVA we will be co-sponsors of the conference under the Reno/Tahoe flag.
4. Staff met with Ernie Brassard on the progress of the Tahoe SUP Experience video shoot that we are co-sponsoring. Finished video is projected for mid-March.
5. Staff met with the Village General Manager at Northstar to outline the contract terms for Autumn Food & Wine Festival. Negotiations are underway and the goal is to have a contract to present to the NLTRA board of directors by the April meeting.
6. Staff met with the following grant recipients to develop marketing and partnership strategies: Tahoe Maritime Museum and the Squaw Valley Institute.
7. Staff met with Amanda Burden, owner/publisher of Edible Reno magazine to discuss an Edible event to be incorporated into the AFW schedule of events.
8. Staff is actively crafting the Autumn Food & Wine Seminar and Program for September. Also underway are sponsorships, and vendor solicitation. Staff met with the representative for Paso Robles appellation to discuss a wine focus from that region. The response was extremely positive.
9. Staff successfully concluded negotiations with Sunset Magazine on a sponsorship as the exclusive magazine sponsor for AFW.
10. Staff finished the RFP for the Lake Tahoe Ironman Triathlon, a five year proposal. The response was positive, and additional negotiations are currently underway.
11. Staff attended the Board Meeting, and Chamber Community Awards Dinner.



NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
February 6, 2012
PREPARED BY RKPR INC.

FACEBOOK

Snapshot

	JAN. 9, 2012	FEB. 6, 2012	% INCREASE
Facebook "Likes"	4,770	5,525	16%
Friends of Fans	1,697,334	1,971,665	16%
People Talking About Us	493	1,622	229%
Total Reach	204,155	1,082,246	430%

Total Likes – The number of unique people who like your page.

Friends of Fans – The number of unique people who were friends with people who liked your Page (audience capability)

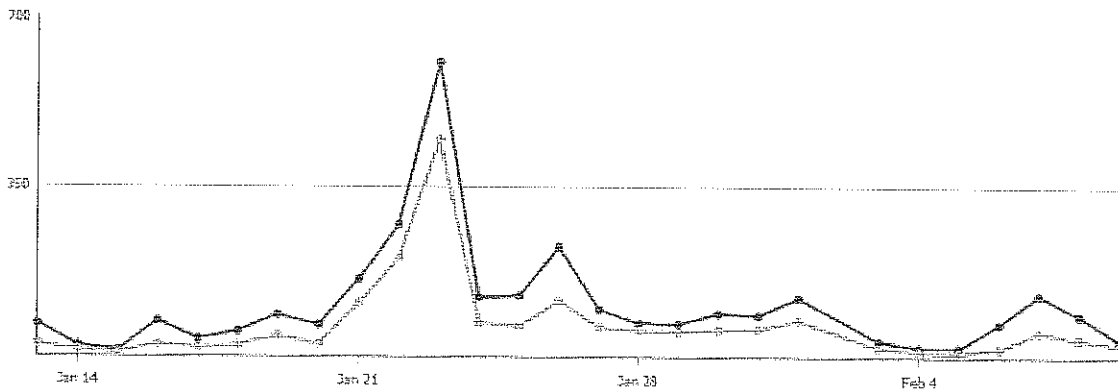
People Talking about This – The number of unique people who have created a story about your page. A story is created when someone likes your page, posts to your page Wall, likes, comments on or shares one of your page posts; answers a question you posted; responds to your event; mentions your Page; tags your Page in a photo; checks in at your Place; or recommends your Place.

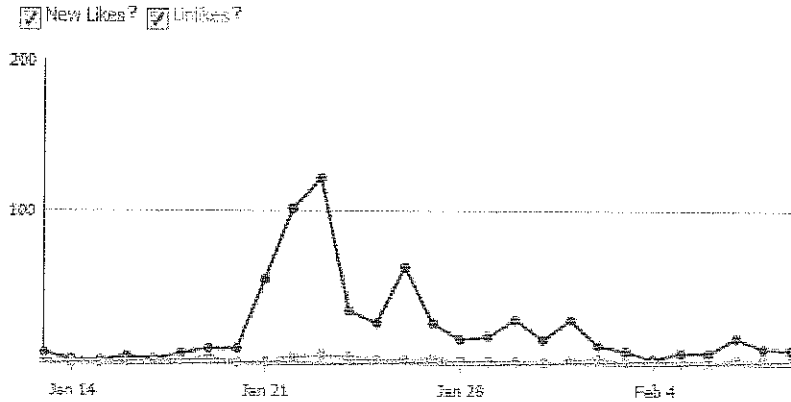
Total Reach - The number of people who have seen any content associated with your Page.

Statistics

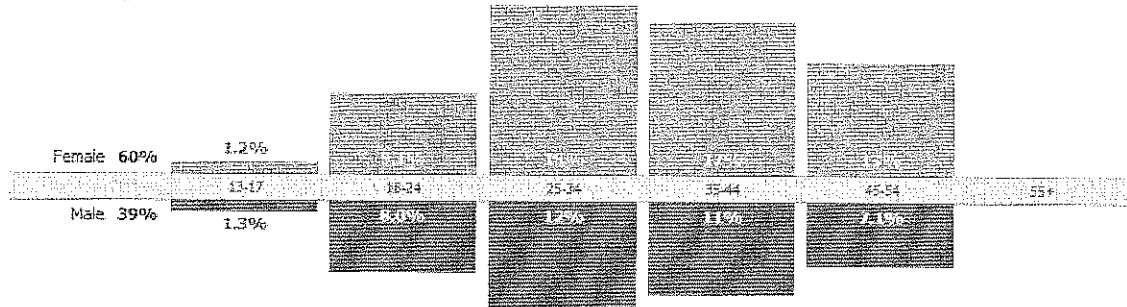
Page Views

Page Views? Unique Visitors?





Gender and Age



Cities

- 504 Reno, NV
- 209 San Francisco, CA
- 205 San Diego, CA
- 173 Sacramento, CA
- 158 Truckee, CA
- 115 Los Angeles, CA
- 99 Incline Village, NV

San Diego is now the 3rd highest city represented in North Lake Tahoe "Likes." It previously ranked below the top 7. Credit for this is given to a Facebook customized page to complement the San Diego Facebook ad campaign.

- The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com with additional external referrers including northsocial.com, Google and e-mail servers.
- Continued increase in the number of Tahoe-area "pages," photographers and fans posting to the page with area news, questions, etc. which reflects the feeling of community within page users.

Facebook Advertising Campaign Snapshot

Campaign Date: Saturday, January 21 to Tuesday, January 24

Current "Likes" at start of campaign: 4,807

"Likes" at the end of the campaign: 5,120 / 313 new likes

Ad targets 37,816,960 users:

- Who live in the United States
- Who live in Idaho, Arizona, Oregon, Washington, California, Texas
- Age 18 and older
- Who are not already connected to Lake Tahoe North

Impressions: 2,362,877

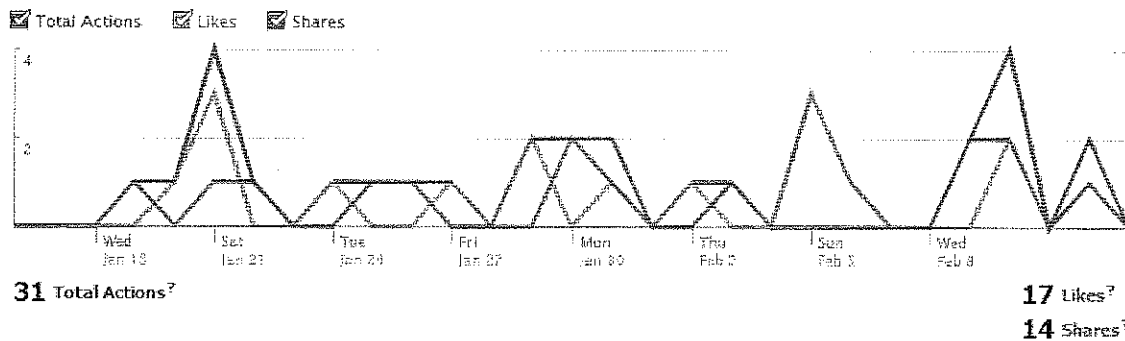
Social Impressions: 312,250

Clicks: 771

GoTahoeNorth.com Facebook Analytics

Date range: 01/10/12-02/06/12

	JAN. 9, 2012	FEB. 6, 2012	% INCREASE
Site Engagement: <i>Number of times people posted a link to your site through an action on a social plugin or through a status message or Wall post</i>	21	31	48%
Distribution on Facebook: <i>Number of times people viewed stories that link to your site in News Feed, Page Wall or Profile Walls</i>	108,688	55,064	-49%
Referral Traffic to Site: <i>Number of clicks sent to your site from stories in the News Feed, Page Wall or Profile Wall</i>	60 clicks	47 clicks	-22%



Analysis

- A Facebook campaign was run that **directly linked back to the Facebook page**, not an outside website. This resulted in a significant increase in page activity - **430,108 total daily reach, 427,063 paid daily reach, 122 new likes, 1,138 daily page engaged users** recorded on January 23, 2012, alone.
- The notable increase in engagement is a result of the Facebook advertising campaign and the storm in January.
- Continued conversation focused on resort activities and deals as well as ongoing events in North Lake Tahoe.

Next Steps

- Preparing a giveaway to lead up into President's weekend.
- Continuing to update profile image weekly to feature a fan or resort photo from a wall posting, highlighting current images and weather patterns
- Photos and videos continue to be a driver for likes and comments. Users tend to respond better to first-person/in-the-moment photos that give them the feeling of what's really happening at Tahoe rather than posed/commercial shots
- Posts related to what actually happening and what "we're" enjoying generate more interaction and updates about deals, events, etc.

Recommendations

- Continue regular contests partnered with small ad campaigns to drive Likes
- Continue to secure more first-person photos and encourage user photos to increase interaction
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel

TWITTER

TWITTER	JAN. 9, 2012	FEB. 6, 2012	% INCREASE
Followers	3,134	3,258	4%
Listed	190	205	8%

Statistics/ Activities

- Currently following 2,737 users; regularly building list to follow current followers, seek out similar users and focus engagement
- 3,765 tweets
- Engaging in conversations and, similar to Facebook, providing “Help Desk” style support to followers, visitors to the area and individuals referring “Tahoe” in general
- Re-tweeting and commenting on photos posted of the area
- Re-tweeting comments and posts from Tahoe North resorts and partners
- Klout
 - Klout ranking ranging between 40-45, 347 Reach
 - Currently rated as a “Networker” and noted as focused and consistent with influence about 12 topics including Lake Tahoe, California, Travel & Tourism, Skiing, and Mother Nature
 - Have been added to 6 user lists within Klout (Travel, Tourism, California, Skilaketahoe and Snowshoeing Destinations)

90-day Activity

Twitter

Retweets	721
Mentions	141
Followers	3.3K
Following	2.7K

Analysis

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip once they've arrived
- Content continues to be positive for Lake Tahoe North despite the snow conditions.

Recommendations

- Continue to explore opportunities for promotions to build and engage followers including Tahoe Chats and starting Tweet Chats focused around I-80 and anticipated snow
- Engage more with local resorts and merchants to create positive conversations on conditions
- Continue to tweet regularly throughout the day and engage in conversations

BLOG

Statistics

- 6 posts have been added since previous report:
 - The Easiest Contest Ever (6 Tweets, 4 “Likes”)
 - Lake Tahoe Athletes Dominate at 2012 Winter X Games (6 Tweets)
 - Pack Your Bags... Snow is Here (8 Tweets)
 - SnowFest is Coming (2 Tweets, 1 “Like”)
 - So We Are Kind of a Big Deal... (1 Tweet)
 - North Lake Tahoe is For Families (3 Tweets)

- Analytics currently set up through website

Analysis

- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website
- Blog provides searchable and relevant content through search engines
- Integrating more photos and videos where possible from partners
- Incorporating PR efforts throughout blog posts
- Increased social sharing

Recommendations

- Continue posting 4-5 blogs or more as needed per month on average focusing on snow making, snow conditions, highlights of resorts, topics that assist travelers in planning their trip to Tahoe and reinforcing the North Lake Tahoe brand
- Explore hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- Continue to seek out Tahoe stories to share via the blog that will inspire and excite readers while also sharing the North Lake Tahoe brand and attitude

FOURSQUARE

- With the brand page we continue to add new followers, up 5% to 347
- Have 30 tips posted on locations throughout north Tahoe as well as two To-Do Lists for followers covering NLT Ski/Board Resorts locals pick runs and locals picks of area beaches, both lists secured from existing content on GoTahoeNorth.com
 - Tips are provided by NLT team members and can be provided anytime to team@rkpr.com to post
- Statistics
 - 2 total check-ins within the last 30 days
 - 50% of check-ins were sent to Facebook
 - 100% of check-ins were sent to Twitter
 - 50% were male, 50% were female
 - Check-ins are generally between 6 am and 12 pm

Recommendations

- Continue to request tips, especially for winter ski and non-ski activities
- Update new tips when provided

FLICKR

- 19,156 all-time photo views, a 11% increase
- 253 photos and 3 videos
- Maintain 62 contacts and have membership in 7 groups

Analysis and Recommendations

- Site serves as a foundation for images for use in social updates and general views
- Continue adding images, both commercial and first-person, to share via social networks and tell the story of North Lake Tahoe

PINTEREST

Pinterest.com is a virtual bulletin board or “pin board.” On this social networking site, users collect photos and link to products they love to share all the beautiful, funny, helpful, inspiring and informative things they find on the web. According to Mashable.com, the network has 12 million monthly unique visitors and is currently used by more than 100 brands including destinations. Currently, Pinterest is generating more referral traffic to websites than YouTube, Google+ and LinkedIn combined.

What this means for North Lake Tahoe is a new network to post visual pins referring back to GoTahoeNorth.com. These pins can be anything from a current deal that a resort is running to a photograph of a potential wedding venue. The goal is have users share our pins to their network, furthering our brand within the fastest growing independent site in history.

- 6 Boards
 - North Lake Tahoe Ski Resorts
 - North Lake Tahoe Food & Drink
 - North Lake Tahoe Lodging
 - North Lake Tahoe Weddings & Events
 - North Lake Tahoe Outdoors
 - North Lake Tahoe Indoors
- 87 Pins
- 47 Repins, 9 Likes

Analysis and Recommendations

- Site serves as a bulletin board of images for use in social updates and general views
- Continue pinning images from North Lake Tahoe website as well as pins from resorts, restaurants, venues and other North Lake Tahoe avenues

YOUTUBE

Snapshot

YOUTUBE	JAN. 9, 2012	FEB. 6, 2012	% INCREASE
Total Video Views	26,682	27,478	5%
Subscribers	57	58	2%

- Continuing to enhance current videos by adding links and notations within videos directing to GoTahoeNorth.com and adding titles to first-person video
- Top videos include:
 - North Lake Tahoe – 7 World-Class Ski Resorts
 - North Lake Tahoe – Winter Visionary Goggles
 - North Lake Tahoe – N is for North
 - Sounds of Sand Harbor

Analysis and Recommendations

- Recommend capturing video, even if it's from a cell phone cam, of major events such as snowstorms, first snowfall, etc., to engage users who are searching for that content already
- Recommend developing series of videos that address the needs of visitors as determined by keyword searches in Google; videos can include "Where is Lake Tahoe", ski vacation overview, hotels overview, ski resorts overview, vacation rentals overview, weddings overview, etc. based on the most-searched keyword terms related to Lake Tahoe
- Encourage users to post video responses to first person videos to increase NLT video ranking in YouTube search

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professional creative services

February 2012 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events for NLTRA
- working with Julie Jacobson on events research and submitting and posting
- keeping up with posting event videos
- working on updates on all pages including making new pages without PDF downloads
- contacting event producers by phone and email
- posting featured events on home-page link weekly
- 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
- finding better photos for businesses and switching out when available (all sections)
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- working on Trip Advisor events and video sections
- keeping up with the snow report for Cross Country areas

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**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
February 21, 2012**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – coordinated press trip for Tina Lassen of Endless Vacation Magazine (circulation 1.8 million), story angle is Tahoe Spas, 6-8 page feature (February 21-23). Coordinated press trip for Motorhome Magazine (circulation 145,000) George Wescott (February 24-28). Coordinated press trip for Michele Bigley, writing Northern California: An Explorer's Guidebook (February 2-5).
- C. Advertorial – drafted copy for Successful Meetings and Meetings and Conventions Magazine April 2012 Destination California supplement. Also drafted Mountain Travel Symposium and RMC newsletter copy.

II. News Releases – 4 news releases in the works

- A. New Snow/Conditions news releases (and VNRs) – drafting as appropriate
- B. Snowmobiling/Non-Ski Activities – drafting
- C. Advertising Tracking Report – drafted, securing approval
- D. Spring Skiing Events (both on and off the mountain) - drafting

III. News Releases – 8 news releases distributed since our January 18 report

- A. Deadline for Community Awards Nominations is January 27
- B. North Lake Tahoe Ski Resorts Welcome 1-2 Feet of New Snow
- C. Get Your Skis Waxed, 6 Feet of New Snow in North Lake Tahoe
- D. Lake Tahoe Athletes Medal at 2012 Winter X Games
- E. Manager as Coach Workshop is February 14 at Cedar House
- F. Rahlves' Banzai Tour Hits North Lake Tahoe February 23-24
- G. North Lake Tahoe's SnowFest is March 2-11
- H. Art Chapman is Citizen of the Year at Chamber Awards Dinner

IV. Media Leads – 32 media requests we've responded to since our January 18 report (does not include those journalists we've actively pitched)

- A. Sliding On The Cheap – Kevin Tinto, Tahoe deals/savings, 1/19
- B. Uniglobe Travel Times (Canada) – Melissa Fox, images, 1/20
- C. NBC Bay Area – Jasleen Moran, images, 1/21
- D. SF Examiner – Zachary Chouteau, possible press trip, 1/25
- E. Freelancer Bob Ecker – ski resort bases, Alaska Airlines contact, 1/25
- F. Freelancer Patricia Vaughn – possible press trip, 1/27
- G. HomeSchool.com – Katie Whiting, ski resort pr contacts, 1/27
- H. Freelancer Tina Buell – Alpine Meadows Adaptive Ski School, 1/30
- I. Family Circle Magazine – Ellen Pariapiano, Ritz-Carlton pr contact, 1/30
- J. Sierra Sun – Amy Edgett, Tahoe Cross Country Yurt Dinner, 2/1
- K. Moon Guidebooks – Ann Marie Brown, images, 2/1
- L. Black Diamond (UK office) – James Mead, family story angles, 2/1
- M. Visit CA – Jeanne Sullivan, Wanderlust 2012 dates, 2/1
- N. Freelancer Lina Broydo – dog-friendly images, 2/2
- O. Visit CA – Jennifer Sweeney, PBS “Travel with Kids,” documentary, 2/2
- P. Motorhome Magazine – Gary Wescott, possible press trip, 2/2
- Q. SF Examiner – Jeff Weidel, Nate Holland X Games images, 2/2
- R. The Ski Journal – Tom Winter, possible press trip, 2/3
- S. Trekaroo.com – Tina Buell, possible press trip, 2/3
- T. Endless Vacation Magazine – Tina Lassen, press trip, 2/9
- U. Freelancer Evelyn Kanter – possible press trip, 2/10
- V. Visit CA – Rachel Veu, High Notes story angles for CA Music lead, 2/10
- W. Destination260.com – Dan Taylor, ski images and story angles, 2/15
- X. Black Diamond – Maddy Morgan, “People – Take It Easy,” 2/15
- Y. Tahoe Quarterly – Sue Rock, Best of Tahoe story ideas, 2/16

- Z. KCRA-TV – Brian Hickey, interview request, conditions, 2/16
- AA. NBCBayArea.com – Alysia Gray Painter, Snowfest images, 2/16
- BB. SF Chronicle – Justin Berton, interview request, 2/16
- CC. Visit CA – Rachel Veu, Tahoe wellness story angles, 2/16
- DD. Weather.com – Kerrie Levick, Tahoe story angles, 2/17
- EE. Family Circle Magazine – Jillian Miller, images, 2/17
- FF. KCRA-TV – Mike TeSelle, ski resort conditions, 2/17