



Marketing Committee Agenda and Meeting Notice

Tuesday, February 23, 2016 - 2:00 pm
Tahoe City Public Utility District Board Room

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism 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.

Marketing Committee

NLTRA Board
Brett Williams, Chair

Committee Members

Eric Brandt
Tahoe TV

Glenn M. Cademartori
Northstar California

Larry Colton
Resort at Squaw Creek

Gregg Gibboney
Notched

Christine Horvath
Squaw Valley/Alpine Meadows

Todd Jackson
Big Blue Adventure

Becky Moore
Squaw Valley Lodge

Giles Priestland
The Ritz-Carlton

Marguerite Sprague
North Tahoe Arts

Placer County Rep
DeDe Cordell

NLTRA Staff
JT Thompson

Quorum
6 Members with 1 Board
Member

Items May Not Be Heard In the Order They Are Listed

Call in information:
Dial: 712-770-4010
Meeting ID: 961-748

- A. Call to Order – Establish Quorum
- B. 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. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – Jan. 26, 2016 (2 min)
- E. Departmental Reports Overview (20 min)
 - Conference Sales – J. Neary
 - Leisure Sales – J. Thompson
 - Special Projects/Events – J. Lavery
 - Website Content – S. Fallon
- F. Public Relations Presentation from The Abbi Agency – Connie Anderson (30 min)
- G. Future Event Funding/Sponsorship Strategy Discussion – Thompson (15 min)
- H. Winter Advertising/Media Creative Update – Thompson (20 min)
- I. Trade and Media FAM Trip Discussion – Thompson (20 min)
- J. Committee Member Comments (5 minutes)
- K. Standing Reports (posted on www.NLTRA.org)
 - Jan DestiMetrics Reports
 - Conference Activity Report
 - Google Analytics Reporting
 - Website referral listings

This meeting is wheelchair accessible

Posted and Emailed (2/18/16 3:00 P.M.)



north lake tahoe

Chamber | CVB | Resort Association

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**MARKETING COMMITTEE MEETING MINUTES
Tahoe City Public Utility District Board Room
Tuesday, January 26, 2016 – 2 pm**

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: DeDe Cordell, Brett Williams, Giles Priestland, Eric Brandt, Becky Moore, Todd Jackson, Gregg Gibboney, Glenn Cademartori, Christine Horvath (2.30 pm)

RESORT ASSOCIATION STAFF: JT Thompson, Judy Laverty, Jason Neary, Sarah Winters, Ginger Karl, Sandy Evans Hall, Jason Neary

OTHERS IN ATTENDANCE: Ryan Gelow, Connie Anderson, Siani Nau, Shelley Fallon, Amy Decko, Russ Baruh, Cynthia Braga, Alex Mourelatos, Laura Dimitt, Lauren Archer, Jeff Scheidt,

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.05 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 (Moore/Brandt) (7/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 17, 2015.

4.1 **M/S/C (Moore/Priestland) (7/0/1 – Brandt abstained) to approve meeting minutes from November 17, 2015.**

5.0 DEPARTMENTAL REPORTS

5.1 Conference Sales – Jason reviewed the following items with the committee:

- DMC Exchange is a new opportunity that will be held at the Resort at Squaw Creek in April 2016. 50 meeting planners are participating.
- Sacramento Customer Event in June at the Kitchen.
- Working with Andy Chapman on expanding Chicago sales representation. A formal RFP went out to our current sales rep.
- Greg is setting up sales calls for Luxury Meetings – Dallas, Houston and Austin in February.

5.2 Leisure Sales – Sarah reviewed the following items with the committee:

- Attended Visit California Mexico trip last week to Mexico City, Guadalajara and Leon.
- Working with Volaris on travel trade FAM for March.
- Registered for the following conferences: RTO West, Go West, Mountain Travel Symposium and International Pow Wow.

- Registered for Visit California China Club California Product Development Series. This gives NLTRA access to different networking sessions in three locations in China.
- Attending Volaris Travel Trade Mexico FAM hosted by the Hyatt and Peppermill.

FAM Discussion

JT & Sarah brought up for discussion the difficulty we are having with FAM's and getting complimentary room nights, meals and lift tickets. NLTRA have turned away FAM's. Some of the feedback the committee members recommended includes: 1) Midweek and non-holidays are best 2) Info on FAM needs to include importance of what they are bringing to the region (they bring "x" amount of room revenue to the region) 3) Create an internal FAM Request Form.

Action: 1) Discuss with partners and find out why this is happening 2) Add this item to our February agenda

Nordic 12-pack

JT & Sarah reported that the Nordic 12 pack has not sold any so far. Sarah shared the 6 resorts included on the pack and the intent behind it. Some of the recommendations from the committee members include: 1) Advertise it to locals so groups can collectively buy one together 2) Make it a 6-pack 3) Discuss lowering price point with partners and reach out to REI.

5.3 Special Projects – Judy reviewed the following items with the committee:

- Judy has been working on the following events: Tough Mudder, Spartan World Championships, WinterWondergrass Tahoe and North Lake Tahoe Summit Lacrosse.
- Special Resource Guide – Judy and staff has been busy writing and assembling the special event resource guide to event planners, agencies and the County offices. A web portal will be developed and it will be available in digital format, and it will include a master calendar of events. This web portal will assist the agencies in making decisions on permitting, date conflicts with events already permitted as well as event producers seeking venues, dates etc.
- JT shared World Cup in Squaw in March was cancelled.

5.4 Web – Shelley reviewed the following information with the committee members:

- Lots of people submitting events, need more deals.
- She got new images up on the website but still looking for more.
- JT brought up to all the lodging providers in the room to please check their listing on our website and let Emily or JT know if you need help.
- Have Emily reach out to front desk about RSS Feed.

5.5 PR/Social – Connie reviewed the following information with the committee members:

- Meteorology Outreach – The Abbi Agency has implemented a communications system specific to meteorologists. After each snow storm the agency updates a North Lake Tahoe Dropbox with photos and b-roll of the storm from the resorts. The clicks had reached over 200.
- Public Relations January Results: Total Placements: 44, Total Reach: 144,734,971 and Total Publicity Value: \$1,338,798. Connie shared the placement highlights.
- More details about the PR/Social report is located on our website: <http://nltra.org/docs/public/January%20Departmental%20Reports.pdf>.

6.0 M/S/C (Priestland/Cademartori) (8/0) move up item I (School of Thought Advertising Presentation) and J (Expedia Lodging Partner Presentation) on the agenda.

6.1 Due to time constraints and the Departmental Report taking longer, it was recommended that items I and J be moved up on the agenda.

7.0 SCHOOL OF THOUGHT ADVERTISING PRESENTATION – RYAN GELOW

7.1 Ryan reviewed the Fall Media Campaign with the committee members. He stated this year we made a change with our digital marketing to focus primarily in Southern California. This was done in the fall leading up to winter as studies has shown people plan ahead when distance is involved

so we wanted to inject Tahoe into their consideration set. He shared the following results with the committee:

- Digital Activity included: Desktop, In-Picture & Mobile Banners
- Video Slate & Pre-Roll
- Search AdWords

Analysis: 1) Display partners over-delivered on impressions by 13% 2) Fall Campaign ran 2x more impressions than 2014 Winter Campaign, driving 2x more clicks as a result of leveraging more budget into cost efficient placements of DataXu 3) Mid-campaign optimizations were successful

DataXu Performance: This partner was the fall season workhorse with driving the most impressions, clicks and lodging page view throughs, Mobile placements were DataXu's most successful unit, ultimately achieving a lower than planned CPM in programmatic real time bidding achieving a lower than planned CPM in programmatic real time bidding. Since the mid-campaign report, DataXu was tasked to improve video efforts and did show some improvement, but not to expected levels. CTR, VCR & LP VTR all increased by 60%, 5% & 153% respectively. Ryan reported that they are planning to reallocate video efforts to another vendor/partner.

TripAdvisor Performance: The mobile placement performed tremendously well in driving both clicks and lodging page view throughs, above the CTR benchmark. While the desktop banner did not drive as strong of a performance, it showed great potential in the free UT, CO, MO Overview Takeover units with 0.40% CTR % 0.021% LP VTR. The performance will be bigger in the spring.

GumGum Performance: GumGum continued to perform above the CTR benchmarks. Since the 6 week report there was a slight overall decrease to the CTR, which was unusually high to begin with and might indicate a link to stronger impact during the late summer season.

Hulu Performance: Although, the Slate's CTR slightly dropped from the 6-week report, its Lodging Page View Through activity was generated entirely in the 2nd half of the campaign. Hulu continued to drive a nearly flawless VCR.

Google Performance (By Campaign): Since the mid-campaign report, CPC is already half of last year's winter campaign and have continued to drop. Non-Brand efforts decreased in CPC and Cost/Conversions. Spike in clicks towards the end of the campaign was influenced by "snow report" keywords in anticipation of the season. Non-Brand efforts drove majority of media activity, more positively compensating for lower performing and more costly NLT Brand efforts. NLT Brand efforts were subject to higher costs in 2nd half of campaign with the snow season ramping up.

Winter Media Preview: Selected Partners: TripleLift – premium native, managed service (start date delayed until 1/19) and StackAdapt – native programmatic, self-service (started on 1/15). Each partner has been set up with 5 sets of creative and copy based on each of the Top 5 Reasons, set to optimize between creative and partner based on performance. Preliminary reporting showed StackAdapt earning competitive CTRs, CPC and Conversion Rates.

Comments from the committee:

- Can you find out what day has the best conversion rate through these partners? Ryan will look into this.
- Is there a way to segment Northern California with these partners? Ryan shared it is a possibility with TripleLift.

Spring Creative Approach: Spring follows the same objectives as our fall campaign: 1) Increase midweek heads-in-beds 2) Increase brand awareness/preference in Southern California 3) Drive site traffic (specifically to lodging). Ryan shared where possible they will re-purpose existing creative assets and explore ways to enhance digital placements, working with technical partners to run richer media that drives deeper engagement.

Explanations of abbreviations:

CPM – Click Per Thousand

CTR – Click Through Rate

VCR – Video Click Rate

LP VTR – Lodging Page View Through Rate

CPC – Cost Per Click

CVR = Click View Rate

Action to JT: Video is being re-evaluated for the spring campaign. Please communicate change with the committee members.

Action to Anna: Send out School of Thought presentation to the committee members.

8.0 EXPEDIA LODGING PARTNER PRESENTATION Q & A – LAURA DIMITT & LAUREN ARCHER

- 8.1 Laura Dimitt with Expedia stated they have brought more staff on board to focus more efforts on North Lake Tahoe. She introduced Lauren Archer who will be the main contact for North Lake Tahoe and Jeff Schedit, Area Manager. Some of the benefits with an Expedia partnership include:
- Extend your reach domestic and internationally
 - With Expedia you will reach a wide variety of consumers including: Internationally bookings, Package bookings (air & lodging), Corporate travelers, Midweek Escapes and Last minute getaways.
 - Expedia Partner Central portal (<https://www.expediapartnercentral.com/>) is a self-service portal. It's simple and easy to navigate your inventory, rates, photos and reviews.
 - Alex with Mourelatos Lakeshore Resort spoke very highly of his partnership with Expedia. He shared the partner portal is simple, beneficial and easy to navigate. He also stated to manage inventory is no longer a challenge and he uses the mobile app frequently.
 - Many different options for partners; Expedia Collect or Hotel Collect.
 - Expedia is about to launch "Expedia Guest Conversations". This will allow the lodging providers to have a private conversation with their guest prior to their arrival, about upcoming events, restaurant recommendations etc.

Laura and Lauren encouraged the properties to attend Happy Hour at Jake's on the Lake to answer any additional questions.

9.0 NLTR COOPERATIVE MARKETING COMMITTEE CHAIR SEAT DISCUSSION - JT THOMPSON

- 9.1 JT shared the North Lake Tahoe Cooperative Marketing Committee consist of 4 members from the NLTRA and 4 members from the IVCBVB. The current members from NLTRA include: John Monson, Brett Williams, Brendan Madigan and Sandy Evans Hall. John Monson relinquished his seat on the Marketing Committee as of Dec 31, 2015 but is still interested in remaining on the Marketing Coop Committee until his term ends on June 30, 2016. Staff is requesting a recommendation to keep his chair position until his term ends June 30, 2016.
- 9.2 **M/S/C (Moore/Cademartori) (8/0) to recommend for Board Approval that John Monson continues as Chair for Marketing Coop Committee until terms ends on June 30, 2016.**

10.0 TOUGH MUDDER 2016 DISCUSSION - JT THOMPSON

- 10.1 JT stated staff is requesting that the sponsorship package be discussed for possible action for the Tough Mudder event which is scheduled in Northstar, June 11-12, 2016. The NLTRA is very interested in developing a sponsor partnership with Tough Mudder to bring focus to Tough Mudder North Lake Tahoe for years to come. NLTRA feels strongly that this partnership will bring additional visibility to the event itself, and to North Lake Tahoe as a world class human powered sports destination. Budgeted funds of \$20,000 have already been approved from Special Events line item but staff is requesting a reallocation of an additional in funding from other events that were cancelled. JT shared some of the benefits NLTRA will receive in return for the sponsorship. JT also reviewed some of the economic impact numbers for the 2015 event.

Some of the committee member comments include:

- What benefits will NLTRA receive for the additional \$30,000 in sponsorship fees? JT shared the additional benefits highlighted in the sponsorship proposal.
- Is there a set of tools that NLTRA use to evaluate the different opportunities? JT, Sandy and Brett stated that a big deciding factor is economic impact and strike zone (or when that event takes place).
- There was a discussion on displaced revenue if you schedule events for July.
- Has NLTRA sold any sponsorship? JT and Sandy replied that yes this has happened and in certain cases that amount would come off the bid fee.
- Is there anything else this \$30,000 should be considered for? JT replied at this time it was not considered for anything else.
- What is the point of giving more money to an event that is already going to take place? JT replied because of its economic impact.

- This is an important event for our region but maybe ask that Tough Mudder for more valued add benefits to NLTRA.
- Be more specific when "cutting the deal" to include reach to their membership data list

Action to JT: It was recommended that this discussion be continued so please add to the agenda for an upcoming meeting.

10.2 M/S/C (Moore/Cordell) (7/0/1 – Brandt abstained) to approve the additional \$30,000 in funding for the Tough Mudder Sponsorship.

11.0 ADVERTISING RFP REVIEW – JT THOMPSON

11.1 JT shared the advertising RFP is being approved soon but not being released before 2/1/2016. Please review the document and if you have any comments or feed-back please contact us. The following is the RFP schedule:

- Release Date February 1, 2016
- Qualified Proposals Due on March 4, 2016 (5 pm)
- Evaluation and Interviews by Selection Committee: March 7 – 18, 2016
- Selection Committee Recommendation for Approval to NLTRC Committee on March 30, 2016
- Execution of Agreement between the Successful Bidder and the IVCBVB and the NLTRA – April 4, 2016.

Comments: Have the organization given any thought to possibly consolidate the PR/Advertising contract? JT replied he would be willing to have that discussion.

12.0 COMMITTEE MEMBER COMMENTS

11.1 None.

13.0 STANDING REPORTS

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

- NOV & DEC DESTIMETRICS REPORT
- CONFERENCE ACTIVITY REPORT
- GOGGLE ANALYTICS REPORTING
- WEBSITE REFERRAL LISTINGS

14.0 ADJOURNMENT

14.1 The Marketing Committee meeting adjourned at 5.16 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association