



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 28th 2012 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
Alex Mourelatos, Alt.

Committee

Members:

Les Pedersen (Chair)
Heather Allison
Deb Dudley
Deanna Gescheider
Kevin Hickey
Julie Maurer
Becky Moore
Davy Ratchford
Marguerite Sprague
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

6 Board Members
with 1 Board
Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- 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. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – January 24th, 2012 (3 min)
- E. Recommendation and Possible Action on Lake Tahoe Public Television Opportunity – Staff/Agency (10 min)
- F. Presentation on San Francisco/Los Angeles Focus Group Research – (20 min)
- G. Discussion and Possible Action to Recommend for Board Approval a Three Year Extension of the North Lake Tahoe Marketing Cooperative Participation Agreement with Incline Village Crystal Bay Visitor Bureau - (20 min)
- H. Review and Discussion on Preliminary Summer Media Program – EXL Media (20 min)
- I. Departmental Reports
 - o Advertising
 - o Conference Sales
 - o Leisure Sales
 - o Special Projects

- Website Content
- Social Marketing
- Public Relations

J. Committee Member Comments (*5 minutes*)

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

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

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

January 24, 2011 – 1 pm

North Tahoe Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Marguerite Sprague, Davy Ratchford, Eric Brandt, Les Pedersen, Brett Williams, Kevin Hickey, Julie Maurer and Heather Allison

RESORT ASSOCIATION STAFF: Sandy Evans Hall, Andy Chapman, Jeremy Jacobson, Judy Laverty, Greg Howey and Anna Atwood

OTHERS IN ATTENDANCE: Kerstin Plemel, Shelley Fallon, Pettit Gilwee, Cathy Davis, Ronele Klingensmith, Allyson Freedland and Chuck Maas.

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 1:08 pm by Chair Les Pedersen and quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Williams /Maurer) (6/0) to approve the agenda.**

4.0 APPROVAL OF THE MARKETING COMMITTEE MINUTES FROM THE MEETING ON NOVEMBER 28TH, 2011

4.1 **M/S/C (Hickey/Pedersen) (6/0) to approve the Marketing Committee meeting minutes from November 28, 2011.**

5.0 WELCOME AND INTRODUCTION OF NEW COMMITTEE MEMBERS

5.1 Andy Chapman welcomed the new Marketing Committee members: Davy Ratchford, Marguerite Sprague, Deanna Gescheider and Eric Brandt. Eric Brandt was appointed by the Placer County Board of Supervisors as their representative on the North Lake Tahoe Chamber/CVB/Resort Association Board.

6.0 ELECTION OF 2012 MARKETING COMMITTEE CHAIR

6.1 The Committee re-elected Les Pedersen as chair of the Marketing Committee for 2012.

6.2 **M/S/C (Maurer /Hickey) (6/0) to elect Les Pedersen as chair of the Marketing Committee for 2012.**

7.0 PRESENTATION OF LAKE TAHOE PUBLIC TELEVISION OPPORTUNITY BY CHUCK MAAS – LAKE TAHOE ACCOMMODATIONS

- 7.1 Chuck Maas, Marketing Consultant with Lake Tahoe Accommodations presented a new television opportunity for North and South Lake Tahoe. *Getting Away Together* is a new TV series airing on PBS member stations highlighting the rapidly growing trend of sharing a vacation with friends and family. From girlfriend getaways to family reunions and milestone celebrations, the series shows diverse groups of real travelers vacationing together in some of the most fascinating destinations and staying at spectacular vacation rental properties across America. It's the first reality travel series to focus on this trend. Each episode features a new group of travelers as they unwind with meaningful travel experiences in fun locations, with vacation rentals as their home base.

Some of the selling points are:

- This is a NATIONAL show on PBS member stations nationwide.
- www.gettingawaytogether is a real, legitimate powerful website that is being fed by TripAdvisor.com, CSA Travel Protection, the entire Vacation Rental Managers Association (VRMA) membership and MMGY a Global PR firm. More people will watch the show online than on PBS.

The cost is \$97,500 per half episode. The series includes 13 half-hour episodes that will be shown primetime twice a day. A committee member questioned if production cost is covered. Chuck replied production cost is covered and Lake Tahoe Accommodations would supply rental units for the production crew. Another committee member questioned the rights for property management companies to put it on their website to be used for advertisement. He said you have to be a member of the VRMA. He stated it would be great to have North and South Shore "come together" and it's an opportunity for huge exposure. Les recommended that NLT Chamber/CVB/Resort Association staff reach out to Smith & Jones and counterparts in South Lake Tahoe and suggest a recommendation at the next marketing meeting.

Action to staff: Andy follows up with Smith & Jones and LTVA for analysis and recommendation concerning the Lake Tahoe television opportunity.

8.0 DISCUSSION AND POSSIBLE ACTION TO APPOINT THE NORTH LAKE TAHOE CHAMBER/CVB/RESORT ASSOCIATION MARKETING COOPERATIVE COMMITTEE MEMBERS

- 8.1 Andy gave the Committee a brief overview of the North Lake Tahoe Marketing Cooperative Committee. He stated that the Committee is comprised of four members from each organization, including an Executive Director, one community member and two board members from each organization. Presently two NLTRA board members; an Executive Director and one lay member need to be appointed by the Committee. Andy suggested a new marketing cooperative committee structure be considered by that committee. He thinks one Board member, two lay members and the Executive Director should participate on the committee.

- 8.2 **M/S/C (Maurer/Williams) (8/0) The Committee recommends for NLTRA Board approval: Sandy Evans Hall, Davy Ratchford, Les Pedersen and Alex Mourelatos be appointed to the Marketing Cooperative Committee.**

9.0 UPDATE OF EFFORTS RELATED TO SNOW CONDITIONS – ANDY CHAPMAN

- 9.1 Andy gave an update on what staff has been doing related to pre storm and post storm efforts. Over the last several weeks, staff and agency partners focused efforts and resources on communicating current and accurate resort and snow information to not only our guests but also to our local community. This effort was initiated to ensure a consistent message was being portrayed to the media in an attempt to head off any misinformation being distributed throughout the region.

Andy thanked all the resorts for creating a good product and for supplying great videos and photos which really helped from a social perspective to get the snow-making message out.

Some of the pre-storm efforts that were done:

- Coordinated resort PR/Marketing meeting on Jan.6th to discuss messaging and tactics.
- 5 station Bay Area radio campaign week of Jan. 9th promoting snowmaking.
- Conducted 8 live radio interviews on current conditions
- Daily ski report on lifts and runs distributed to lodging and chamber members.
- Recorded video of Olympic Heritage Celebration Snow Dance for distribution.

Allyson with RKPR shared some of the social efforts that were done. She reported they reposted resort videos via NLT social channels, blogging, twitter and "like" campaign on facebook. Pettit reported on her media efforts on Tahoe Sampler, scheduled live interviews for Andy with various radio and TV stations. She reported that the story about the snow dance was well received and picked up by the media. Kerstin with Smith & Jones shared some of the advertising efforts that were done. She reported of the 5 station Bay Area radio buy to run January 23rd through February 3, promoting new snow conditions and a new snow e-blast was distributed to 35k consumer database on January 19th. Andy shared we are switching from a daily ski report to a 10 day event calendar to our lodging and chamber members. He also shared we are part of the Regional Marketing Committee (RMC) whose mission is to increase new air/maintain service to Reno Tahoe International Airport. They have dedicated up to \$60 K funds for when the weather changes for National Radio and TV Satellite Interview Tour.

10.0 PRESENTATION ON NORTH LAKE TAHOE ADVERTISING TRACKING REPORT

- 10.1 Andy reported on the results of Lake Tahoe Advertising Tracking Report. This The report is posted on <http://nltra.org/marketing/>

11.0 PRESENTATION ON EMAIL SURVEY RESORTS – SMITH AND JONES

- 11.1 Andy reported on the email survey to our database in November 2011. The goal of the survey was to look for ways to improve open rates and click through rates, to determine consumer's view on more compelling and valuable email content and to build our database. Kerstin with Smith and Jones shared the survey was sent on October 14, 2011. As of December 20, 2011 there were 175 respondents and the survey included 10 questions. Some of the top responses for a couple of the questions were:
- **As a recipient of North Lake Tahoe's monthly emails, what information is of interest to you?**
 1. Cool deals (dining, hotel, shopping, activities, etc.) at North Lake Tahoe 84.0%
 2. Events at North Lake Tahoe 69.1%
 3. Seasonal activities at North Lake Tahoe (i.e. biking, skiing, paddle boarding) 62.9%
 - **How often would you like to receive emails from North Lake Tahoe?**
 1. Whenever there is time-sensitive information to share, such as limited time offers 57.1%
 2. One time per month 44%

Based on findings and results from recent e-blast some of the recommendations Kerstin shared were: Continue sending monthly e-blast with a focus on deals and events. Include information and links to: seasonal outdoor activities, special festivals and events, couples and family activities. Send time-sensitive e-mails as needed, such as snow reports, contests, and special deals and events. Kerstin also recommended continuing to build the e-mail list through lead generation and

social media and fans. She also reported they are continuing testing best days and times to send specific e-blasts.

12.0 REVIEW OF AGENCY RFP – ANDY CHAPMAN

12.1 Andy gave a quick overview of the agency Request for Proposals document for advertising and marketing services. The anticipated release date will be March 15, 2012 with a deadline for qualified proposals due on April 16, 2012. Andy stated the Marketing Cooperative Committee will set up a sub-committee with members from both organizations that will review and evaluate the responses. Agreement between the bidder and Incline Village Crystal Bay Visitors Bureau and the North Lake Tahoe Chamber/CVB/Resort Association will be signed mid May 2012.

13.0 DEPARTMENTAL REPORTS – The following reports were posted on www.nltra.org

13.1 **Advertising-** Kerstin reported on media for December and January on Print, Internet Media and Radio.

13.2 **Conference Sales-** Greg Howey reported on recent sales trip and the Smart Mart event he attended in San Francisco. Jason is attending HelmsBriscoe Annual Business Conference in Reno, January 25 and 26th. Both Greg and Jason are working on a sales trip mid February and they will also be attending the MPI-NCC in San Francisco February 15, 2012.

13.3 **Leisure Sales-** Jeremy reported on Leisure Sales. He stated he is very busy planning MTS. (Mountain Travel Symposium)

13.4 **Special Projects-** Judy reported on the Special Events/Projects and gave an update on Autumn Food and Wine and what direction it's going.

13.5 **Web-** Shelly reported on website update. She stated the events calendar content is looking great.

13.6 **Social Marketing-** Allyson reported on social marketing.

13.7 **Public Relations-** Pettit reported on the public relations report.

14.0 STANDING REPORTS

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

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

15.0 COMMITTEE COMMENTS

15.1 Kevin shared the annual NCOT (Nevada Commission on Tourism) Rural Roundup conference is coming to the Hyatt April 18-20, 2012.

16.0 ADJOURNMENT

16.1 The Marketing Committee meeting adjourned at 2.55 pm.

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



N E V A D A

February 24, 2012

Andy Chapman
North Lake Tahoe Resort Association

Regarding: *Getting Away Together*

Per your request, I've looked over the *Getting Away Together* sponsorship package submitted by Chuck Maas and PineRidge Film & Television Company. I do not recommend NLTRA participate in the program sponsorship. Following is my evaluation:

The program cost exceeds available funds in this year's fiscal budget.

Programs like *Getting Away Together* are more like paid programming on PBS, sold by the production company not PBS. The program times and dates will not be widely promoted by the network.

The program is not carried across all PBS stations and won't run in each market on the same day and at the same time.

NLTRA will not have any control of program content.

The primary demographic of their "potential audience" is 50+, which is outside of our demo.

Out of 50 PBS stations committing to *Getting Away Together*, there is one station in SF and one station in Sacramento. That means 96% of the stations are outside of our primary, Nor Cal markets.

NLTRA will not have any control of when or where the schedule runs in each market.

Please let me know if you have any questions or need additional info.

Marlo Patterson
EXL Media

Andy Chapman

From: Carol Chaplin [carol@ltva.org]
Sent: Monday, January 30, 2012 11:27 AM
To: Andy Chapman
Subject: Fwd: Getting Away Together program

----- Forwarded message -----

From: **Carol Chaplin** <carol@ltva.org>
Date: Thu, Jan 26, 2012 at 11:17 AM
Subject: Re: Getting Away Together program
To: Chuck Maas <chuckmaas@yahoo.com>
Cc: Jim and Melinda Morris <mmjimmel@gmail.com>, Josh Priou <jpriou@tahoeres.com>, Lennette Perry <lperry@tahoeres.com>

Thanks for Josh coming and presenting. He did a great job. Unfortunately, he did not stay to hear the discussion. As well, we had John Wagon show up late but contributed in the discussion and had the information prior to the meeting. Bill Cottrill, Michael Newberger and Margie Maxheimer were there and Mindi Befu was on the conference line. Glenn Cadarmatori and Michael Donavon were absent, so we did have five of the seven. The bullet points are as follows:

Production is high quality

The demographic is not our target market with our limited budget

The geographical region that the program airs is currently outside our target market (again, based upon budget)

The content is not controlled by us

The air times are not controlled by us

The funding amount requested exceeds what this current year's budget allows. Unfortunately, we are entering the fourth quarter of our 2012 fiscal. As you know, the board agreed to fund the RenoTahoe Olympic bid effort last month as well as a special event, so opportunistic funds are now tapped.

The agency/marketing committee agreed on the above points, commenting that working with NLTRA on this would be the best approach and that the opportunity could be revisited at a future time.

Don't hesitate to call if you have questions. I am working remotely today, but will be back in the office tomorrow and, as you can tell, I'm working on email all day. thx c

On Wed, Jan 25, 2012 at 4:58 PM, Chuck Maas <chuckmaas@yahoo.com> wrote:

Hi Carol,

Thanks for getting the presentation for "Getting Away Together" onto the agenda for yesterday's Marketing Committee meeting. Josh, the presenter, was a little disappointed that only 2 members were able to hear the presentation.

I made a similar presentation yesterday to the North Lake Tahoe Marketing Committee as I believe that any participation in the "Getaway" show should be a joint venture of all the organizations and areas of the Lake that would benefit from such national publicity.

At this stage, after you have seen several short presentations and now a longer one and have received various amounts of written information, I wonder if you could give me your "gut"

feeling as to whether or not this project can be realized within the time frame of the next few weeks and if so, what do we need to do to make it happen.

I will appreciate and respect your frankness.

Regards,

Chuck Maas

Lake Tahoe Accommodations

530 543-4135

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Carol Chaplin

Executive Director

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North Lake Tahoe Visitor Perceptions Executive Report

Prepared for Smith + Jones Inc. &
North Lake Tahoe Visitors' Bureau
February 2012



STRAIA
RESEARCH

Background & Methodology

In support of the advertising efforts of the North Lake Tahoe Visitors' Bureau to promote and incite visitation, further evaluation to understand visitors' planning and visitation activities, as well as to determine the perceptions of North Lake Tahoe, were needed. The primary goal of this research was to explore the visitor experience with regard to planning their visit as well as their overall stay at North Lake Tahoe.

In specific, the primary research objectives were to:

- Understand motivations and preferences for planning their trip to North Lake Tahoe as well as while they are visiting
- Evaluate activities and transportation when staying in North Lake Tahoe region
- Determine their perceptions of the destination in relation to the brand
- Evaluate if/how current campaign and new campaign concepts resonate with visitors

Methodology

In order to evaluate these perceptions, Strata conducted 4 90-minute focus groups among frequent North Lake Tahoe visitors in two cities: San Francisco and Los Angeles, California. The groups were held on February 8, 2012 in San Francisco, and February 9, 2012 in Los Angeles

Respondents were screened by region to be:

- Ages 25-54
- Income \$75K+
- Primary or shared decision maker for trips
- Have either visited North Lake Tahoe in past 12 months or plan to visit in next 12 months
- In the past year, have visited North Lake Tahoe more than 2+ times (LA) or 3+ times (SF)
- Articulate, industry, past research participation

Summary of Findings

Summary of Findings

Frequent visitors to North Lake Tahoe were most drawn to the peaceful and scenic surroundings of the area that continually give them a reprieve from their hectic lives

- The generally good snow conditions, the variety of activities, and the slow-paced atmosphere were all key factors for repeat visitation
- Within a short distance from San Francisco, residents here were especially thrilled to have this serene retreat relatively close by and could visit with minimal planning and preparation
- Los Angeles residents were just as excited to leave their busy schedules and be surrounded by the beauty and serenity of North Lake Tahoe, and were not bothered by but rather enjoyed the eight hour drive

Arrangements for their stay in North Lake Tahoe were typically made through online web sites for hotels and vacation rentals

- VRBO and discount travel web sites were popular sources for researching and booking accommodations

During their stay, visitors were most apt to move around the North Lake Tahoe area, and in some cases, explore areas around the lake

- Using their car, visitors liked to travel around and experience a variety of activities and restaurants

Summary of Findings

In comparison to other destinations, visitors to North Lake Tahoe perceive it to offer world-class skiing, snowboarding, and other outdoor activities, but still remain low-key and sophisticated

- North Lake Tahoe is considered unique in that the area is mostly local residents and the commercialization and tourist feel that other travel locations offer is non-existent
- Most visitors would like North Lake Tahoe to remain the way it is, with only a few suggestions to offer more night life and additional outdoor activities such as Zip-lining

The current North Lake Tahoe ads with the scenic photographs were the best at portraying what visitors recall about the region

- The key appealing elements of the new ads were the addition of a headline, which helped draw attention and was easier to read
- Also, visitors liked the text being placed outside of the box, which they felt made the ads seem less like a disclosure and more like information they would want to read

Detailed Findings

North Lake Tahoe Trip Motivation: San Francisco

San Francisco residents were inspired to visit the North Lake Tahoe area because it offered them a relaxing and tranquil getaway from their busy lives

- The snow conditions, beautiful scenery, clean air, and outdoor activities were the main attractions
- Some of these residents had been visiting North Lake Tahoe with their families since they were young and for them the nostalgia of the area was very appealing

Being in close proximity (two hours drive time) from North Lake Tahoe was the main factor frequent trips were possible

- They found it enjoyable to shift their focus from active, schedule-filled lives, to being surrounded by nature in a short amount of time and effort
- Its easily accessed by most cities in the Bay area, making it a wonderful meeting place for friends to convene
- Also, trips to North Lake Tahoe can be scheduled without too much advance planning and trips are sometimes instigated by recent snowfall

In some cases, trips to North Lake Tahoe were focused around an art, musical, or sports-related event

- Among the events, San Francisco residents mentioned visiting for the Shakespeare Festival, SnowFest, Ribfest or a music concert
- A few visited North Lake Tahoe for the 4th of July fireworks, but crowds were deemed too large and the region was too over packed with people
 - However, this negative experience didn't inhibit them from their desire to participate in other events during the year and most felt that while it may be busy, the crowds are controlled

"Its just beautiful. Its slow paced and a good place to go and get recharged. I like to go hiking and backpacking to get away."

"Its nostalgic for me. My dad used to take me there. Now that I'm in my 20s, I'll go up with friends."

"We think about going other places, but then we end up going to North Lake Tahoe because we know the restaurants, the places we enjoy to ski or hike, so its more of a comfort zone for us."

"The Shakespeare festival is amazing. You have the lake right behind the stage and its phenomenal. We go every year for that."

North Lake Tahoe Trip Motivation: Los Angeles

Residents in Los Angeles also found North Lake Tahoe a wonderful vacation area that provided them a respite from their hectic and congested lives

- They were drawn to the snow conditions, the beautiful landscape, and the fresh air
- It was less likely that Los Angeles residents had been visiting North Lake Tahoe as children since some had been introduced to the area as adults

Not being in as close of a proximity (eight hours drive time) from North Lake Tahoe didn't inhibit them from visiting, but it was a factor in their trips being less spontaneous and more planned than for San Francisco residents

- Los Angeles residents were more prone to planning a longer vacation stay since travel time would need to be factored

Events were less of a draw for Los Angeles residents due to the travel required and the fact that being in the outdoors, the snow, and the relaxation were the main attractions

- Family trips, get-togethers, or reunions were motivators for visitation, but other sports, music, or food events were not on their radar

"I go to North Lake Tahoe because of the magnificent beauty being in the nature, and the variety of things to do. I have a great feeling when I'm there."

"I've been going to North Lake Tahoe for the past three years. I like it because its an active vacation with my friends."

"We used to have family reunions that are a month event in the summer with about 80 people. The homes are all owned within the family."

"North Lake Tahoe is more activity based than food based. I wouldn't think about going there for food or festivals."

North Lake Tahoe Trip Planning: San Francisco

By and large, planning a trip to North Lake Tahoe among San Francisco residents was done online through the multitude of travel-related web sites

- A few residents used Apps on their Smartphones to gather local reviews, travel discount information, or recommendations from other travelers, however, this was only a tool for planning and not for booking
- Some of the web sites or Apps used were VRBO, Yelp, Travelocity, and Kayak
- Also, San Francisco residents were more likely to seek out a special price or deal for their trip to North Lake Tahoe
 - In fact, inspiration to try a new lodging or activity had derived from finding a promotion through web sites such as Groupon or Living Social

A few residents preferred speaking to someone in person because they were able to receive a local perspective on their travel arrangements

- They would call places such as the particular lodging site or the city's Chamber of Commerce to gather information on where to stay and what activities to do

"I don't want to plan a trip on my phone. My planning is done on my computer."

"I look for packages that combine hotels and lift tickets. I go to the Lake Tahoe official visitors guide and find the best deals and will book through there."

"For hotels, I'll look for hotels on Google to find ones close to something I'm going to do there."

"I sometimes call the chamber of commerce and I'll ask local people what their favorite places are."

North Lake Tahoe Trip Planning: Los Angeles

Los Angeles residents preferred planning their travel to North Lake Tahoe through online resources

- Among the web sites mentioned were VRBO, Yelp, Kayak, and Hotels.com
- Using an online source allows them to view pictures of the room and gather recommendations from other travelers
- One resident in particular happened to come across GoTahoeNorth.com by typing in keywords North Lake Tahoe, where she was able to view and book her accommodations
- Similar to San Francisco residents, using Apps was helpful for some in exploring rates, but not their ideal choice for booking
 - Kayak, TripAdvisor, and Priceline were a few of the Apps mentioned as being used to research prices

A few Los Angeles residents liked to seek out special price deals or methods to use their points or miles, but not quite as strongly as San Francisco residents

Being able to speak to a local person was important for a few residents in their planning process

- Typically, after researching online they would follow up with phone call, which gave them a sense of comfort about their choices

"We'll sometimes rent a place and I use VRBO so I can look through all the pictures."

"I have a handful of hotel Apps on my iPad. I'll check all the sites for prices and to compare rates, but I book using my computer because its faster."

"Sometimes on Yelp they offer you a coupon for 10% off for mentioning Yelp when you go."

"I like to call because they give you more tips and I want to be sure I'm doing it right."

North Lake Tahoe Travel: San Francisco

San Francisco residents drive to their destination in North Lake Tahoe because of the relatively shorter distance and the freedom to move around the area during their stay

- Additionally, the drive allows them time to wind down from being in the city and enjoy the changes in the landscape along the way

A few had flown into Reno to spend time there and then travelled to North Lake Tahoe, among other stops along the way, or rode the Bay Area Ski Bus

- The barrier to using the Ski Bus more often is the desire to stay in North Lake Tahoe more than one day

"It's a long drive, but it becomes a nice part of the whole trip. I know where to eat along the way and it's a beautiful ride."

"I took the Bay Area Ski Bus one time. They sometimes offer deals with lift passes if you ride the bus."

"I've heard of the bus before but it depends on how long I'm planning to stay. If I go to North Lake Tahoe, I don't just want to go for only one day."

North Lake Tahoe Travel: Los Angeles

Although a longer drive, Los Angeles residents favored driving over flying to their destination in North Lake Tahoe

- The car ride was considered relaxing and even fun when stopping at points along the way
- They got pleasure from viewing the changes in scenery and seeing more trees and open land
- Those with children in the household were especially fond of driving as it gave them the freedom to pull over and stop along the way as they wished

Although not as common, on the rare occasion they would fly instead of driving, using the Sacramento airport was perceived to be less stressful

- Renting a car from Sacramento and driving the rest of the way to North Lake Tahoe was also considered simple

"It's not that far. I'm usually going with friends so it's a lot easier to get everyone together in a car."

"My dog is too big to fly on the plane so I drive."

"We like to stop along the way and look around. The kids don't like to be on the plane that much. Plane tickets are expensive, too."

"I like having a car to explore and doing what I want to do."

North Lake Tahoe Accommodations: San Francisco

For many San Francisco residents, staying in a hotel or renting a vacation home or cottage were the most common places to stay while visiting North Lake Tahoe

- Some of the hotels mentioned were the Hyatt Regency, the Ritz-Carlton, and the Resort at Squaw Creek
- A few residents preferred Bed & Breakfast places or stayed at a vacation home owned by someone they know

Deciding on which type of places to stay when visiting North Lake Tahoe depended on the people they were going with, the trip purpose (wedding, birthday), or the trip duration

"It's usually a group of my friends that go and we like to rent a condo or cabins for all of us to stay in."

"If it's a quick weekend getaway, I love the Hyatt. It's decadent and fun."

North Lake Tahoe Accommodations: Los Angeles

Los Angeles residents were similar to San Francisco residents in their preference for rental homes or hotels

- Some of the hotels mentioned were the Hyatt Regency, the Ritz-Carlton, and the Biltmore
- A few residents stayed at a vacation home owned by someone they know

Los Angeles residents were more likely to seek out places to stay that offered kitchens

- This was more common among those with children or those with multiple families joining together for a vacation
- Also, these residents were more inclined to stay longer than a weekend and having a kitchen would save costs on dining

"There are a handful of places that are really nice in North Lake Tahoe. The Hyatt Regency is one of them."

"I look for a place with a kitchen, especially when my kids were younger, so I don't have to go out for every meal."

North Lake Tahoe Activities: San Francisco

San Francisco residents enjoyed year-around activities at North Lake Tahoe

- Activities mentioned most often were skiing, snowboarding, hiking, snow-shoeing, kayaking
- During the winter season, residents tended to stay more local to where they were visiting, whereas in the summer they liked to explore other places in North Lake Tahoe and also travel around South Lake Tahoe
- While travelling around other areas within North Lake Tahoe, many realized they were in the Nevada side by the available gambling

While not the primary reason for travel to North Lake Tahoe, residents were fond of the dining and entertainment options available in the area

- A lack of brand name restaurant chains appealed to many who preferred the quaint and independent dining establishments
- Many recognized and valued the diversity available in the types of dining, which ranged from exclusive to casual

"We're more contained in the winter time. But in the summer, especially when we stay in Donner, we'll go out to eat in other parts of the area like Truckee."

"After a whole day of skiing, we're really hungry. Then we like to relax in the hot tub and drink beer."

"I like doing the spa stuff. I'll get a massage and facial after skiing."

North Lake Tahoe Activities: Los Angeles

Los Angeles residents visit North Lake Tahoe for the snow conditions and other outdoor activities

- Activities mentioned most often were skiing, snowboarding, hiking, boating, and water skiing

Residents appreciated the variety of eating establishments

- Many mentioned finding good quality buffets, Japanese restaurants, and steakhouses in the area
- Additionally, they found it appealing that there were many small, family-owned places rather than large restaurant chains

However, Los Angeles residents were less likely to expect an exciting nightlife in North Lake Tahoe

- Rather, the area is considered a wonderful escape from the crowded venues of other attractions (such as Vegas)
- Instead of a lively nightlife, North Lake Tahoe offers them casual hang out spots that are meant to relax and calm after a day's worth of activities

"We go to North Lake Tahoe because of the skiing."

"There's a place in Tahoe City called Jake's. I like that its very quaint."

"North Lake Tahoe is pretty much like a getaway. Its nice to get a cabin with a hot tub, board back to the cabin, sit in the hot tub, order pizza and relax."

North Lake Tahoe Experience: San Francisco

Overwhelmingly, residents of San Francisco felt peaceful and relaxed when visiting North Lake Tahoe

- For many, the visit to North Lake Tahoe is better than other vacations because it's more simple and casual, compared to the stress of schedules and agendas they have on other trips

When compared to South Lake Tahoe, North Lake Tahoe was considered more upscale and quaint to San Francisco residents

- Because of its lack of chain establishments and larger gambling institutions, North Lake Tahoe had a smaller-town feel
- Many noticed the North side as being more relaxing, with more lake and trees to enjoy
- Also, there was a belief that locals live and run North Lake Tahoe so it felt less of a tourist attraction

North Lake Tahoe measures up as a premier destination for skiing, snowboarding, and other outdoor activities

- Residents believed North Lake Tahoe offers a great number of resorts within a close proximity of each other
- The views and scenery were spectacular, just as they have experienced in other locations
- Also, prices were less expensive in North Lake Tahoe than other regional destinations
- The variety of activities seemed better than in other places, with mentions of hiking, biking, swimming, and gambling

"Going to North Lake Tahoe is more mellow. When I'm there, there's no care in the world."

"I feel privileged to have a place like this within a couple hours drive."

"The south side is more crowded. I like that the north side is not clustered and it feels like you're in the woods."

"The incredible convenience of going to North Lake Tahoe is hard to beat. Utah and Colorado may be a little bit better, but when you throw in flights and other things, its not better."

"There's more things to do on land than in the water in North Lake Tahoe. Other places, like Yosemite, you go there to hike and only hike."

North Lake Tahoe Experience: Los Angeles

Los Angeles residents experience the tranquil beauty and the accessible attractions at North Lake Tahoe

- Similar to the San Francisco residents, Los Angeles residents find the area peaceful and relaxing
- The cities are within driving distance from each other, allowing visitors to conveniently experience many parts of the area

North Lake Tahoe was considered more upscale than in the South side

- For those that ventured around to the South end, they liked going for the shopping or gambling available there

Compared to closer destinations, such as Big Bear or Lake Arrowhead, North Lake Tahoe was perceived to be more sophisticated

- Additionally, the longer travel time signified a vacation and that they were getting away from the busy city life
- The night life in North Lake Tahoe had more options than the simplicity of Big Bear's downtown area

North Lake Tahoe was not as glamorous as other premier destinations, such as Aspen, but the snow and amenities were on par

- North Lake Tahoe was also a more relaxed vacation than going to Utah or Colorado

"North Lake Tahoe is a different environment, its beautiful and the people are nice."

"I live in a metropolitan area that is so busy and stressful. When I go up north, that fades away."

"There's so many cities, Truckee, Incline, Squaw Valley, and its cool that everything is together."

"The North shore is more higher end than the South shore. The South side is a little more honky-tonk."

"To me its more a vacation to go to North Lake Tahoe. Its more sophisticated than places like Big Bear."

"In terms of the level of snowboarding and trails, North Lake Tahoe is huge and world class."

"North Lake Tahoe is a little more tranquil and blissful than Colorado."

North Lake Tahoe Desires: San Francisco

For the most part, residents of San Francisco want to keep North Lake Tahoe as it is, however there were a few suggested additions

- Residents expressed a wish to have more inter-connectedness between their hotel and other businesses so they're not limited
- A water shuttle for service between the North and South shores was considered a nice way to connect with other parts of Lake Tahoe and improve the driving conditions by having less cars on the road
 - However, a few concerns about pollution on the lake surfaced
- Would like to see more exclusive places like the Hyatt, that offers nicer drinks and a spectacular view

"It's almost perfect how it is. You feel like you're secluded."

"The resorts are really protective of you once you're there and they want you to only do things at their resort."

"I think a water shuttle would be good to connect to different restaurants around the lake."

"I don't need to go from the North shore to the South shore, but I would do it as an activity or go to my favorite restaurant for the day."

"I like the idea of a water shuttle, but I do worry about the clarity of the Lake and the toxins. That would be my concern."

North Lake Tahoe Desires: Los Angeles

Los Angeles residents also wanted to keep North Lake Tahoe unchanged, but were open to a few extra amenities

- The idea of a water shuttle going across the lake was perceived to be fun and an additional activity to do while vacationing there
 - Unlike San Francisco, Los Angeles residents were not as worried about the pollution to the lake
- A zip-line attraction in the North Lake Tahoe area was mentioned by some as being a fun addition to the area
- Also, a younger Los Angeles resident would like to see more night life available in North Lake Tahoe
- One resident mentioned the need for more advertising in the Los Angeles area

"I like it the way it is. It's not too built up with shops. That's relaxing to me."

"I think they should make more bars and have a bigger nightlife."

"Zip-lines is exactly what I'm looking for. I spend a lot of time with my kids so when they're excited about something, I am too."

"I think there could be more advertising for Southern California people because people here need it to get away. I don't ever hear anything on TV or the radio."

North Lake Tahoe Tahoe Ad Evaluation

Current Ad Likes

The first two ads pictured below were the best at representing what visitors to the area experience

- The third and fourth ads were more polarizing, depending on their experience and affinity for action shots

Most liked ← → Least liked

Current #1



Current #2



Current #3



Current #4



"I like the snow one [Current #1]. The kayaking one doesn't register to me because I hate cold water."

"These are beautiful ads. I like the kayaking one because there are people in those and I think this could be me."

"The ones with the lake are the most effective. The other two are like subdirectories. Those are activities that could be done in Arrowhead."

The view of the entire area shows the depth and beauty of the region

The sun near the logo at the top reminded them of North Star

The size of the lake is impressive and what they remember about North Lake Tahoe

Shows the other outdoor activities North Lake Tahoe has (not just for snow)

This resonated best among those who have been kayaking

The action shot appealed to some who like to see movement and life in the ads

The angle of this ad was liked by a few and made the viewer feel as if they were a part of the action

Current Ad Dislikes

There were a few areas for improvement in the current ads

- The text box at the bottom was perceived to be similar to a pop-up legal disclaimer
- The logo was reminiscent of North Face ads, which many believed these were from
- Also, the logo was too simple and in some instances reminded visitors of the scientific periodic table, or a scrabble letter

Some thought the logo was an App that you could download or expressed a desire for a QR code to get more information

"The text at the bottom looks like a legal disclaimer."

"The logo reminds me of North Star. Is that who they're from?"

"I think it looks like a symbol from the periodic table."

"Is this an App? It looks like its an App."

"They should put the QR code on it. I would scan it and read about it right there."

Current #1



Current #2



Current #3



Current #4



New Ads

Features of the new ads were considered an improvement

- The use of a headline was well received as it drew their attention and was easier to read
 - The exact placement of the headline, being on top or below, was mixed
- Having the text at the bottom and not in its own box made the ads seem easier to read and less-legal looking

Additionally, reactions to the new logo placement varied, with some liking the logo prominently displayed at the top, while others found it less intrusive at the bottom

"The taglines make me want to read more."

"The font is bigger and easier to read. Also, having the headline here draws you in."

"The logo at the bottom is more subtle and I like a soft sell."

New #1



New #2





February 28, 2012

To: Marketing Committee

From: Andy Chapman, Director of Tourism

Re: Discussion and Possible Action to Recommend for Board Approval a Three Year Extension of the North Lake Tahoe Marketing Cooperative Participation Agreement

BACKGROUND

The North Lake Tahoe Resort Association and the Incline Village Crystal Bay Visitors Bureau have been involved in a regional marketing cooperative since 2006. The original agreement was for a three period through June 30, 2009. This agreement was followed by a second three year agreement between the two agencies for the period July 1, 2009 through June 30, 2012.

The original intent of the Cooperative was to accomplish the following:

- Leverage existing agency marketing funds
- Maximize efforts to brand the North Lake Tahoe region as a single vacation destination
- Clean up consumer confusion created by existing dual North Lake Tahoe marketing messages
- Distinguish North Lake Tahoe from our competitors both regionally and nationally
- Build awareness of the North Lake Tahoe destination
- Increase overnight visitation to the North Lake Tahoe region

SITUATION

At its November meeting, the NLTRA Board of Directors reviewed these same documents and discussed a number of items regarding the NLT Marketing Cooperative. Additional staff direction was also given. Below is an overview of the Board discussion.

- Measure the original intent of Coop to determine success
- Determine if Coop has produced value to the partners
- Review past goals and determine future goals
- Assess what the NLTRA has contributed and what % of future marketing contribution do we continue to invest
- Add equity/parity to agreement where appropriate
- Survey past marketing committee members on Coop effectiveness
- Reach out to absent Board members for their input on Coop

At its November meeting, the Marketing Committee received a preliminary report on the Cooperative renewal process and provided input to staff. At the meeting the following was discussed:

- The Committee was in agreement that the Marketing Cooperative has benefited the association. Incline and North Lake Tahoe both spend the same amount of dollars on the same marketing buys so it makes more sense to have the Co-op in place. The summer activities in Incline help sell revenue, dividing the North Shore into two is confusing to the consumer. The messages produced through the Co-op campaigns are balanced between North Lake Tahoe and Incline. They noted some of the benefits.
 - There are more marketing funds
 - Marketing Incline alongside North Lake Tahoe adds a benefit by offering more things to do and see at Lake Tahoe
 - With the Co-op there is a stronger marketing message

As the Committee is aware, the NLTRA conducted both consumer advertising awareness studies as well as focus group studies in the San Francisco and Los Angeles Markets. These research studies can be utilized to further study the consumer's affinity to the North Lake Tahoe region through this renewal process.

At the recent Coop Committee meeting, it was agreed that Sandy Evans Hall and Bill Hoffman would work together on crafting equity or parity language that may be included in the agreement moving forward.

Attached to this staff report are the original process timeline as well as a funding and room matrix for committee review.

REQUESTED COMMITTEE ACTION

Discussion and possible recommendation for board approval of a three year renewal of the North Lake Tahoe Marketing Cooperative Agreement.



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Marketing Cooperative High Level Draft Timeline

<u>Date</u>	<u>Item</u>
Nov.	Board Meeting - High Level Board Discussion on existing agreement and issues and direction to staff Marketing Committee - Discussion on Coop framework, board issues, and direction to staff
Jan.	Marketing Committee - Review recent ad awareness research - Update on Brand Review process
Feb.	Board Meeting - Review recent ad awareness research - Update on Brand Review process Marketing - Review final Agency RFP document and prepare for release
March	Board Meeting - Review and final direction on Agency RFP document - Final board review of coop items and issues Marketing Committee - Recommendation to Board on Coop continuation
April	Board Meeting - Review and Possible Action on Coop continuation - Determine implications on Agency RFP Proposals - Agency RFP proposals due
May	Board Meeting - Execution of new Agency agreement if needed



North Lake Tahoe Marketing Cooperative High Level Issue Discussion

Overall Marketing Cooperative Issues

- Funding Equity
- Marketing Equity (Promotional, Awareness, Conference, Web, etc)
- Consumer perspective of North Lake Tahoe as a travel destination

Cooperative Contract Issues

- Term ends June 30, 2012
- 12 month notice needed upon termination of agreement
- No coop intellectual property (brand, web, etc) may be used by either participant upon dissolution of cooperative without prior written agreement between participants

Misc. Issues

- Agency RFP timeline and implications
- Brand review timeline and implications
- Future budget implications
- Future marketing implications

**North Lake Tahoe Marketing Cooperative
 Total TOT Collections to Coop Contribution
 Revised 2/24/12**

	NLTRA	IVCBVB
FY 2009/10		
Total TOT Collections	\$8,900,132	\$3,608,000
Coop Contribution	\$871,996	\$665,655
% of Tot Contribution	9.80%	18.45%

	NLTRA	IVCBVB
FY 2010/11		
Total TOT Collections	\$10,117,912	\$3,700,000
Coop Contribution	\$995,712	\$470,000
% of Tot Contribution	9.84%	12.70%

	NLTRA	IVCBVB
FY 2011/12 (forecast)		
Total TOT Collections	\$9,297,605	\$3,953,744
Coop Contribution	\$1,092,000	\$475,361
% of Tot Contribution	11.74%	12.02%

North Lake Tahoe Conference Property Members

Placer County:	# of Rooms	Indoor SF Meeting Space
Stanford Alpine Chalet	14	1,077
Granlibakken Resort	165	16,000
Northstar-At-Tahoe	250	10,230
PlumpJack	61	6,000
Resort at Squaw Creek	403	33,000
Ritz Carlton	170	15,000
Squaw Valley Lodge	115	2,015
The Village at Squaw Valley	195	7,400
Mourelatos Lakeshore Resort	32	275
Crown Motel	45	0
North Tahoe Conference Center	0	15,000
Total	1450	105997
% of Total	66%	72%
Washoe County:		
Cal Neva Resort	199	16,676
Hyatt Lake Tahoe	422	17,916
Tahoe Biltmore	113	6,400
Sub Total	734	40992
% of Total	34%	28%
Total	2184	146989

North Lake Tahoe Marketing Coop
 Summer 2012 Media Plan Outline
 Working Draft 2

	2010	2011	2012
April-June:	\$133,740	\$152,551	\$117,336
July-September:	<u>\$132,806</u>	<u>\$129,975</u>	<u>\$130,000</u> (based on 2011)
Total Budget:	\$266,546	\$282,526	\$247,336
Annuals	\$33,396	\$40,000	
<u>Leisure</u>			<u>Proposed</u>
Drive	65%	53.6%	50%
Destination	35%	46.4%	50%
<u>Leisure + AFW/Highnotes</u>			
Drive	70%	60%	58%
Destination	30%	40%	42%

Summer Strategies:

- Focus on the Destination Market with emphasis on LA Market
- Discuss switching radio focus on events and music in drive market
- Continue to build the advertising plan around the two strikes zones that fall within the summer campaign timeline.
 - Media to run Mid April-Mid June to drive booking in June
 - Media to run in August to drive booking in late August-October
- Summer 2012: California is still our main driver of business and it is still affected by the recession so they are more likely to travel closer to home.
- Consider the following North Lake Tahoe attractions when selecting media and developing creative: Biking (new bike trail system), Water Sports, Golf, Hiking, Natural Beauty, Nostalgia, Relaxation, and Events
- Focus on the Destination Market April-June and the Drive market July-September.
- Creative
 1. Utilize beauty shots for general travel media to convey beauty, relaxation, nostalgic feeling
 2. Use headlines and move the N icon to lower right of ad
 3. Evolve the icon so "North Lake Tahoe" is larger and easier to read
 4. Update text section/layout as shown in focus groups
 5. For No and So CA markets, stress easy and beautiful drive, lots of things to do, clean air, relaxing getaway, family time, variety of quality lodging options, excellent value, quaint and cozy yet good night life and dining
 6. For radio, utilize live reads to announce events and other timely information, while ensuring talent and scripts support the North Lake Tahoe brand

- Drive market.
 1. Media efforts focus on the Bay Area but there is spill into Sacramento
 2. This market is more aware of Lake Tahoe overall and responds well to triggers, i.e. events and special deals to jump in their car and visit Lake Tahoe.
 3. Although Lake Tahoe is the most convenient and preferred mountain destination, this market also has other drive destinations from which to choose, so Lake Tahoe, especially North Lake, needs to remain top of mind.
 4. There are less advertising dollars spent directly by other companies in North Lake Tahoe. The NLT Marketing coop needs to maintain a North Lake Tahoe presence in this market and drive summer visitation.
 5. There are many options available to Bay Area travelers for summer travel destinations and interests. North Lake Tahoe needs to keep awareness up and entice visitation from its primary feeder market.

Destination

1. This market needs constant reminders of North Lake Tahoe as a close, convenient, and exceptional getaway, as opposed to the inconvenience and expense of flying to other mountain destinations, and the lesser value and experience of comparable drive destinations, such as Lake Arrowhead, Mammoth, and Big Bear.
2. With 11 nonstop flights from LA to Reno, as well as a viable drive destination, we need to continue to maintain a presence in this market. It is our #2 market after Northern California. (Bill is this still accurate?)
3. We don't want to totally walk away from San Diego after the North Lake Tahoe ski coop efforts but we do not think it is as viable as a market as LA in the summer. We will still reach this market with our regional west coast targeted media and internet.

Target Market

- Escapists
- Adults age 25-54
- Mostly married dual income
- May or may not have children
- HHI \$100,000+
- Interests: Outdoor activities, specifically water sports, biking, hiking and golf; convenient and relaxing getaways with family or friends, music festivals
- Propensity to visit Lake Tahoe

Media Plan Highlights

A. Magazines

2012 Proposed:	\$70,000	28.3%
2011:	\$81,783	29.2%

We selected publications not only based on their ability to reach our target market and cost efficiency but on the related editorial they offered this summer. In many cases, we convinced the publications to create North Lake Tahoe or Lake Tahoe special sections. The sections are dependent on individual ad placements from members.

Potential Publications

Drive Publications

- VIA Discovery Insert – May/June, Sept/Oct (½ page ad & ½ page advertorial)
- Diablo July Issue North Lake Tahoe feature section
- Sunset June and September - Inside the Bay Area
- San Francisco Magazine
- Adventure Sports Journal

Southern CA Publications

- LA Magazine
- LA Times Sunday Magazine
- Westways Discover Inserts
- Sunset June and September - So Cal Insider
- Aventure Sports Journal

Destination Publications

- CTTC Golf Program (Full page) – April
- Sunset Summer Trips and Weekend Getaways.
- Southwest Spirit

B. Radio

2012 Proposed:	\$40,000	16.2%
2011:	\$83,572 (\$24,502 ran in April for spring skiing)	29.5%

Bay Area Only.

Radio will run July 30th-August 19th (3 weeks) to promote travel late August into September. Radio will focus on events. We will incorporate live DJ reads and interviews.

C. Outdoor

2012 Proposed:	\$50,000	20.2%
2011:	\$50,000	17.6%

Consider LED's July-September in the Bay Area to promote events, activities and music.

Or

Consider Bulletins in LA to build awareness of North Lake Tahoe

D. Internet

2012 Proposed:	\$87,336	35.3%
2011:	\$67,171	23.7%

Potential Sites

VCB Coop Buy - \$22,608	Etarget Email	VIA Email
Tripadvisor (only through June)	Vantage Local	
AdRoll Retargeting Campaign	Search	
Sojern	Travelspike	