



## **Marketing Staff Report**

**Date:** Nov. 30, 2015

**To:** Board of Directors

**From:** JT Thompson, Tourism Director

**RE:** Marketing Update

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**DestiMetrics:** As of Oct. 31, 2015, overall forecasting is looking to pace well for the next six months as we head into 2016. December's reservation numbers are flat over last year's numbers, and January numbers are only down three points to 17% occupancy (on the books), showing a 10% increase over last month's figures. With all the recent snowfall we are forecasting a large uptick in these numbers as we look forward to additional snowfall in the weather forecasts. Average Daily Rate (ADR) seems to be continuing its historic six month trend of a 1% to 3% decline but is being offset by an average occupancy increase of 11% over the last six months, and showing continued strong growth.

### **Major Sponsorship Events Update:**

#### **Spartan Race: September 30 – October 2, 2016**

Race organizers are looking to make North Lake Tahoe and Squaw Valley a long term home for their Annual World Championship, held every fall. Staff has worked closely with Squaw Valley's event staff to formulate a bid that we feel is competitive and will provide the destination with a strong return on investment (ROI).

Attached you will find a copy of the confidential bid. We ask that you keep this confidential until the organizers have reviewed the bid and followed up with us on the status. We are hopeful to have a signed commitment from them by the end of the year.

#### **Amgen Tour of California Women's Race: May 19, 2016**

The NLTRA is again partnering with the IVCBVB and South Lake Tahoe as a sponsor to host a stage of the Tour of California as we continue to keep pushing Amgen to bring the Men's race back to North Lake Tahoe. Our total commitment to the race is \$27,000 in sponsorship fees with a benefits package that

we feel comfortable with. This year South Lake Tahoe will also be hosting a Men's race finish on the following day. The benefits package is attached to this document.

**F.I.S. World Cup Ski and Snowboard Cross, March 7-13, 2016**

Staff has been working closely with race organizers and Squaw Valley event staff to secure as many rooms in Placer County as possible. We have to date, committed \$20,000 of event funding to offset the low room & board per diem. We are still working with Squaw Valley to detail our sponsorship opportunities and will update the BOD throughout the negotiations.



Lake Tahoe  
Visitors Authority

## North Lake Tahoe 2016 AMGEN Tour of California Women's Race Benefits

The Lake Tahoe Visitors Authority will make the following available to North Lake Tahoe

### Website/Online

- :15 or :30 NLT commercial spot to be included in Tour Tracker rotation on the day of the stage; the race will be streamed live on the Amgen TOC Tour Tracker mobile application and online via dedicated webpage.
- NLT logo, tourism information and ancillary events on dedicated Women's Race and Host City pages on Tour website.
- Logo and link on Host City LOC site.
- Inclusion in dedicated email sent out to Tour database promoting the destination, activities and events.
- Inclusion in Local Events Schedule.
- Opportunity to provide digital content for social media integration across Tour platforms.
- Note: LTVA has the opportunity to provide an iconic city image to be placed on Tour homepage for a one-week period. The selected image will be of Emerald Bay to represent our lake wide partnership.

### Marketing

- **One (1) 30-second commercial unit on broadcast**
- **½ page program ad in Official Tour Guide**
- **1 Unique Big Screen commercial unit (up to 30 seconds) to be shown on big screen at finish line**
- **Listing on big screen loop**
- **TV & Radio Spots provided (untagged for local promotional use)**
- **2 on-course banners, location determined by Tour**
- Prominent ad space in local tour guide
- Inclusion in LTVA press releases (NLT to approve relevant copy).
- Inclusion in LTVA social media efforts.
- Logo placement on approximately 2000 official Local Host City Flyers.
- Logo placement on approximately 200 official Local Host City Posters.

**TahoeSouth.com**

Nevada Office | PO Box 5878 | 169 Hwy 50 | Stateline, NV 89449 | (775) 588-5900  
California Office | 3066 Lake Tahoe Blvd | South Lake Tahoe, CA 96150 | (530) 544-5050



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- Logo placement on official City "Thank you to Local Partners Banner" to be placed on race day.
- Logo placement in Host City half-page program ad in Official Tour Guide.
- NLT listing in local partner "Thank You's" listed in the Official Tour Guide.
- Two (2) Unique Public Address Announcements made by on-site hosts from the Announcer Stage in Lake Tahoe.
- Participation in the pre-race press conference and on-stage interview opportunity.
- Access to Amgen Tour of California Host Cities Gallery which contains marketing resources & templates such as: layered key art, race images, Tour letterhead, web banners, ad mattes, radio/TV spots, posters & flyer templates, signage templates, etc.
- NLT booth in South Lake Tahoe at the Start and Finish festival on Thursday, May 19, 2016
- NLT banner placement at team dinners (location TBD).

### Hospitality

- NLT dignitaries on stage to participate in a portion of the awards ceremonies in South Lake Tahoe.
- Opportunity to provide gift to stage win athletes.
- **Four (4) VIP Hospitality passes to Women's Race start in South Lake Tahoe on Thursday, May 19, 2016**
- **Four (4) VIP Hospitality passes to ATOC Men's Race Stage 1 start in San Diego or any other stage to be mutually agreed upon.**
- **Six (6) tickets to Women's Race Welcome Reception.**

**Partnership - \$45,000**

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