



North Lake Tahoe Marketing Report (November 21, 2012 – January 21, 2013)

Digital Report: Winter Escape Campaign (12/10-1/20)

Analysis:

Our online campaign launched prior to the holidays, kicking off our winter campaign. The campaign is currently generating strong response results and improving week over week. The industry CTR average is .10% and we delivered above that in our first week and have been improving consistently since, with last week generating a .20% CTR. We've driven over 10K consumers to the homepage, with 300 landing on the Lodging page. Moving forward, we'll continue to optimize to increase the number of consumers we drive to the Lodging page, while maintaining strong response rates. Please see below for additional detail.

Partner highlights:

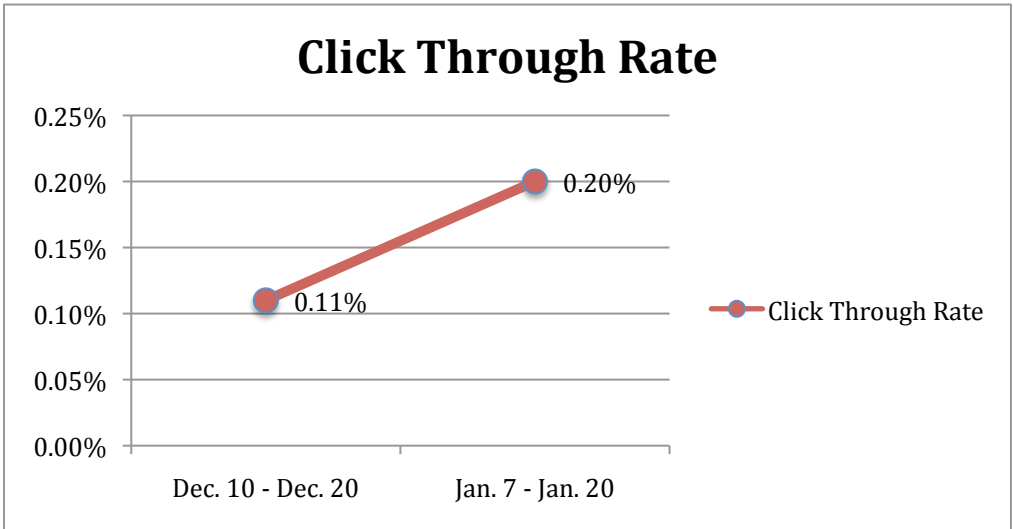
- Pandora has driven the highest quantity of consumers with a CTR of .44%, however this has not been as successful in driving conversion to the Lodging page.
- TripAdvisor has delivered the highest quality of consumers, with nearly 100% landing on the Lodging page.

Stats:

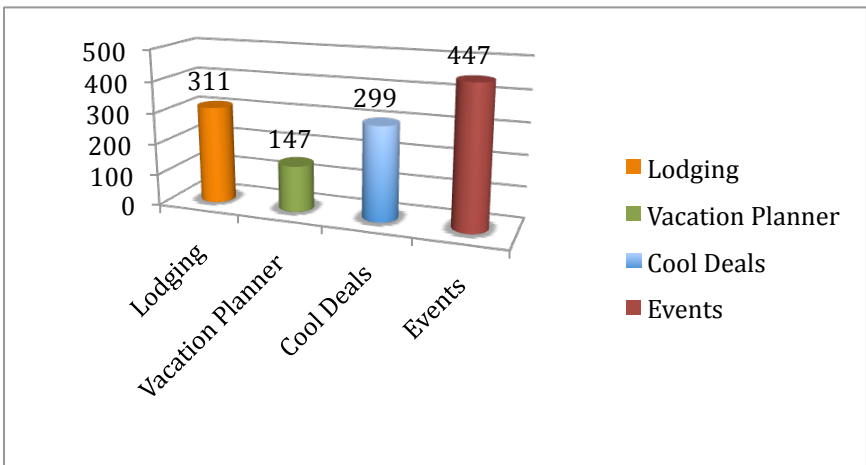
- Booked impressions – 18,195,000 (+2,200,000 bonus)
- Served impressions – 7,040,684
- Clicks – 10,398
- CTR – .14%
- Lodging Page Hits – 311
- Vacation Planner Page Hits – 147
- Cool Deal Page Hits – 299
- Events Page Hits – 447

*Due to an over delivery error by Collective Media, NLT will receive 2.2 million bonus impressions to be allocated throughout the remainder of the campaign.

Winter Escape Campaign CTR



Winter Escape Campaign: Site Activity



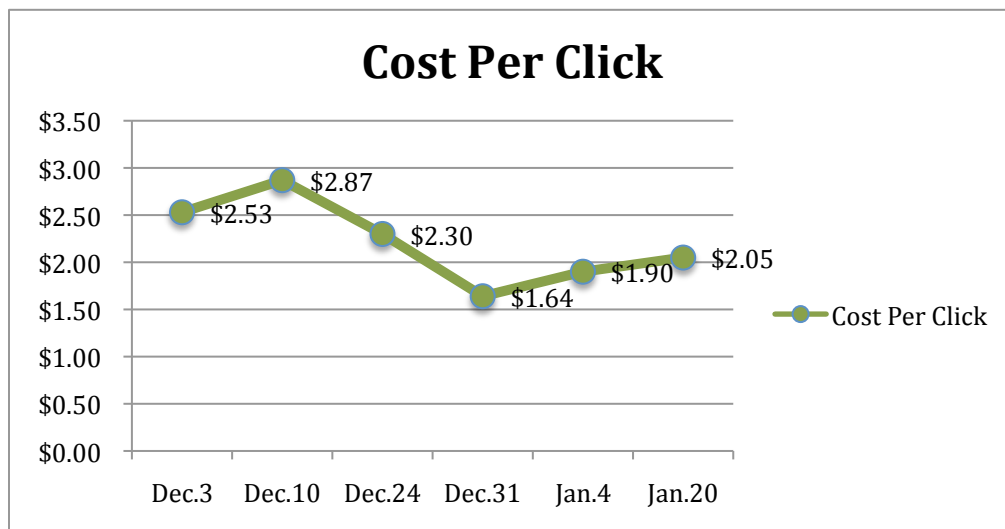
Winter Escape Campaign: Screen Shots

Search Report: Weddings & Conferences (December 3rd, 2012 – January 20th, 2012)

Analysis:

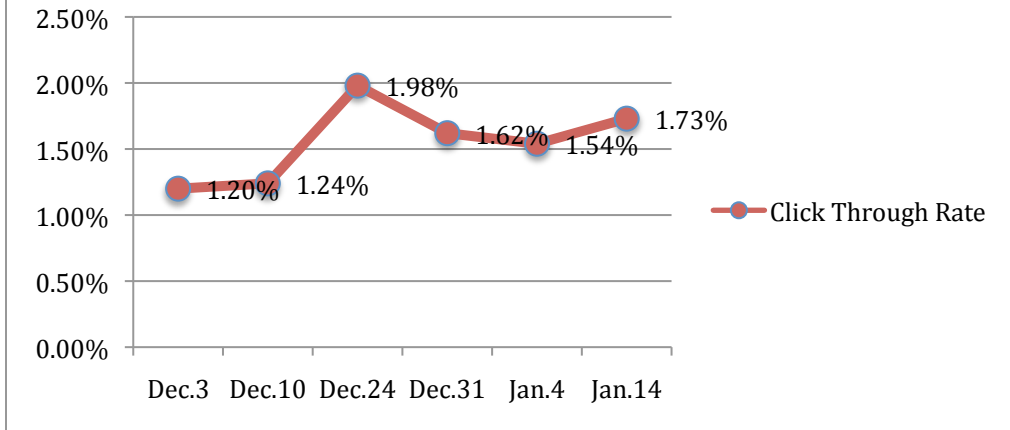
Our three search campaigns (Weddings, Conferences & Winter) continue to improve results, with January's results once again surpassing December's results. Our ongoing optimizations are allowing our campaign to become increasingly more efficient and deliver key consumer insights. As we progress through our winter campaign, we'll look for ways we can leverage our current results and findings with upcoming summer campaigns.

Wedding Average CPC

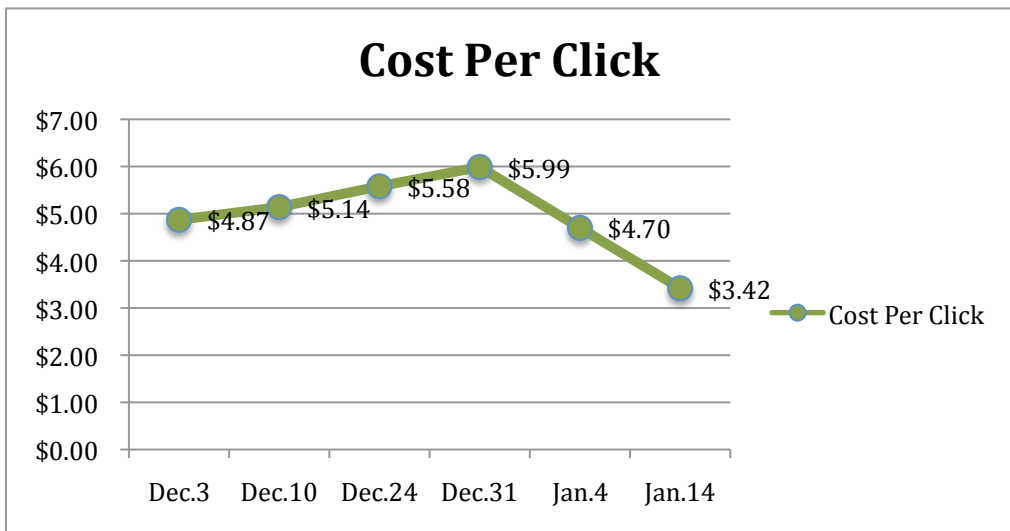


Wedding CTR

Click Through Rate

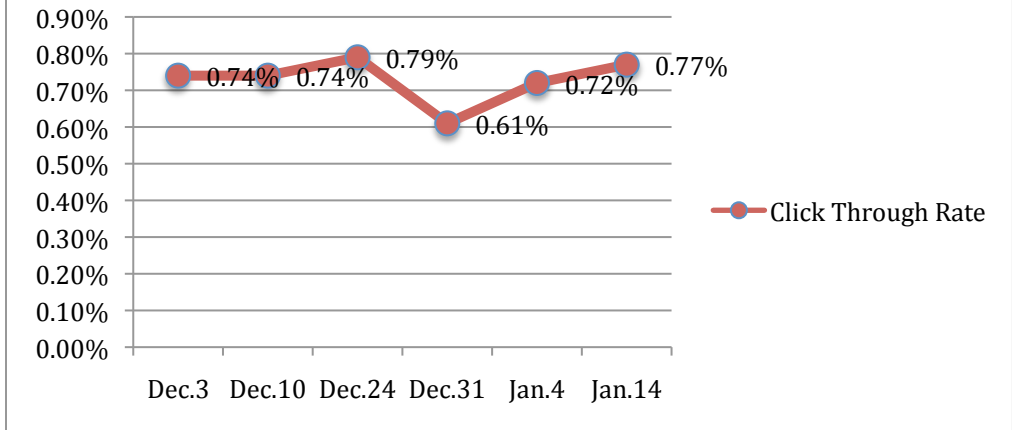


Conference Average CPC

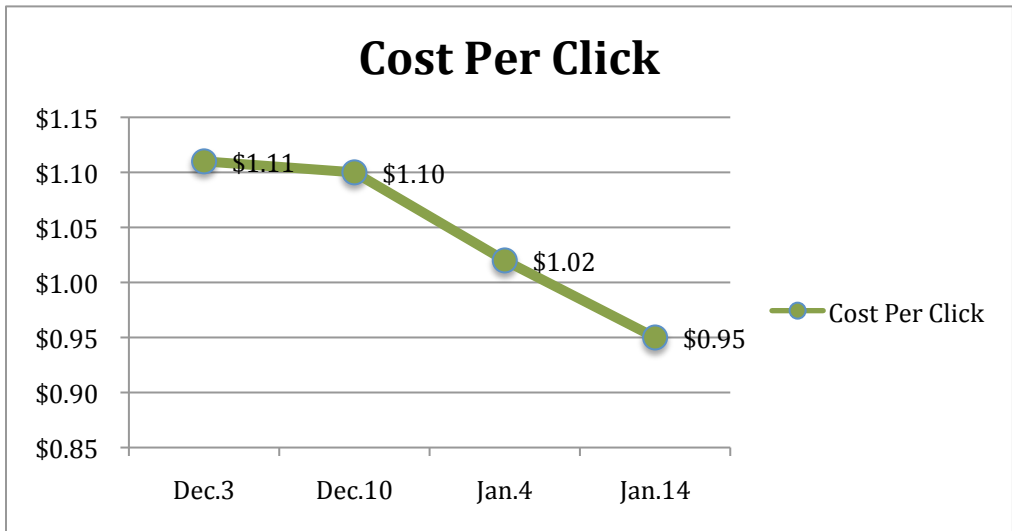


Conference CTR

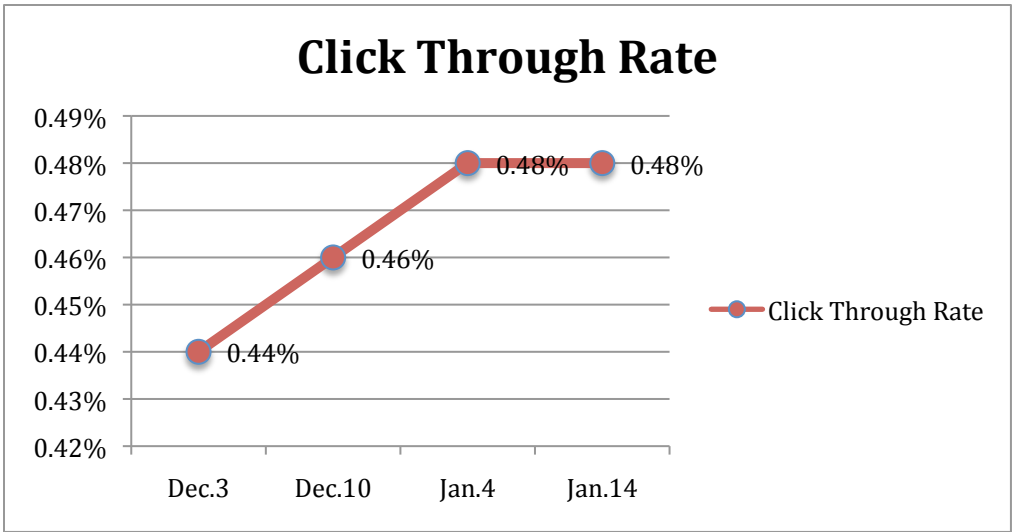
Click Through Rate



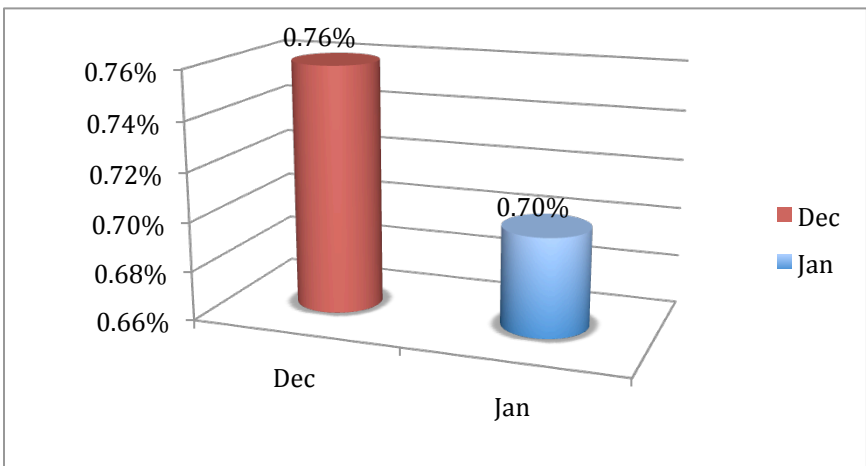
Winter Average CPC



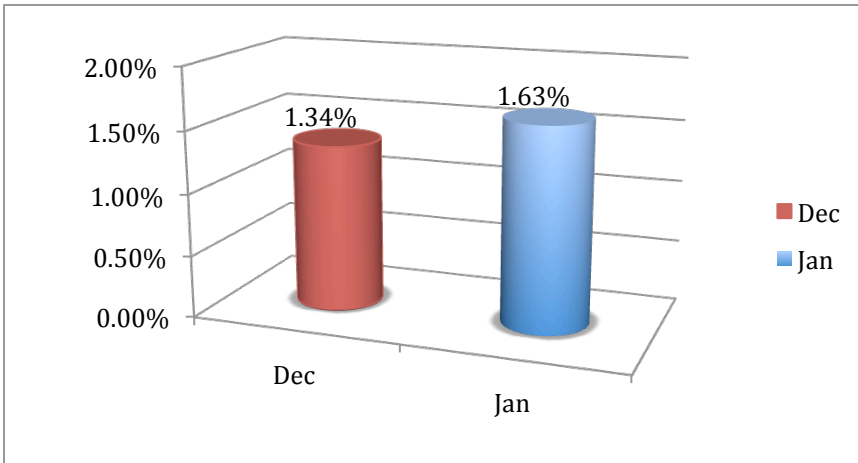
Winter CTR



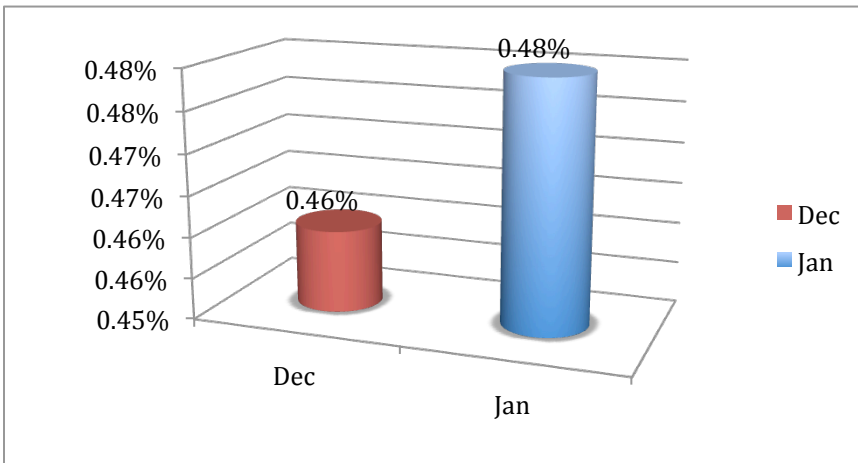
Conference CTR: Dec Vs. Jan



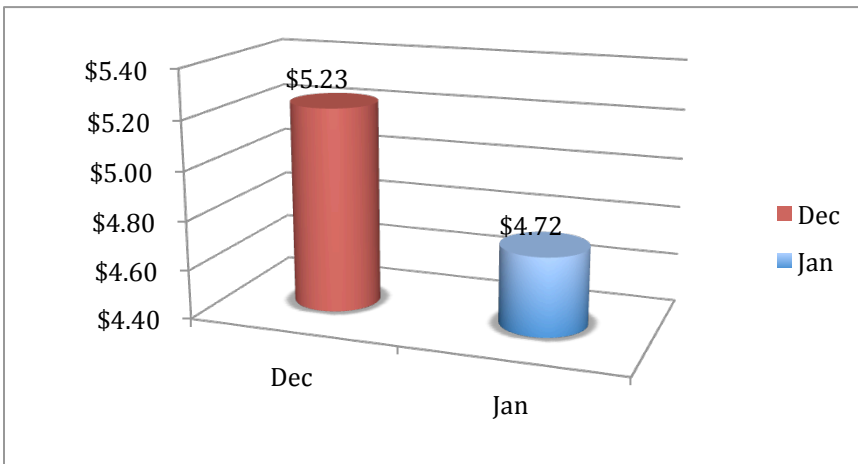
Wedding CTR: Dec Vs. Jan



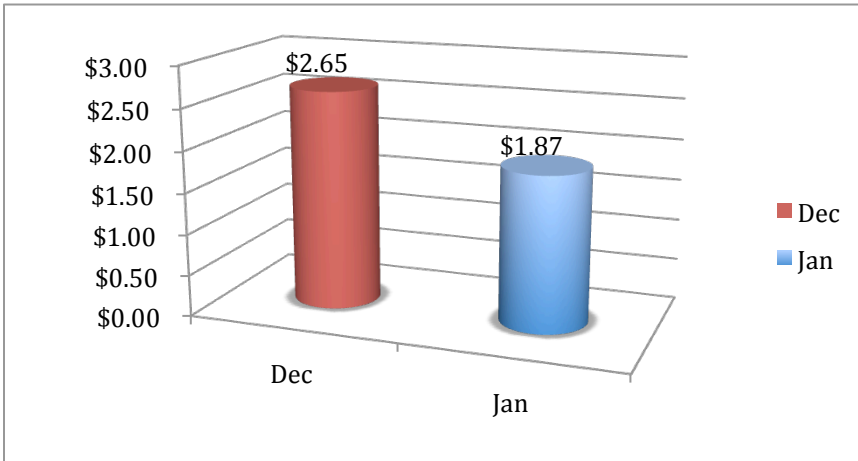
Winter CTR: Dec Vs. Jan



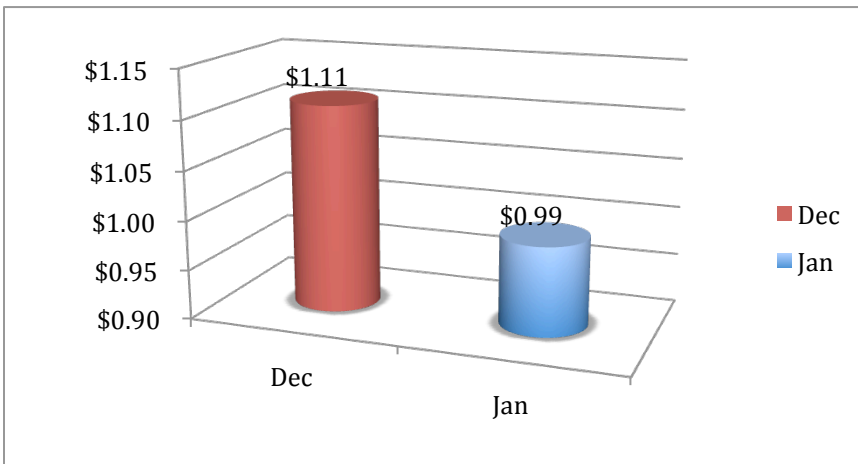
Conference CPC: Dec Vs. Jan



Wedding CPC: Dec Vs. Jan



Winter CPC: Dec Vs. Jan



Email Blasts: Conferences

Analysis:

In December, we conducted two successful email blasts. One of our email lists is a purchased list against meeting planners and event planners in CA and Chicago. The second email blast was part of our program with Prevue. Both email blasts performed exceptionally well, outperforming the industry benchmark in open rate by 40% (13% total) and produced a CTR of 5 times the benchmark.

Results:

- **Drop Dates:** 12/13/12 & 12/19/12
- **Qty Delivered:** 50,542
- **Opens:** 6,391
- **Open Rate:** 13%
- **Clicks:** 293
- **Click Through Rate:** 0.57%

E Target Media

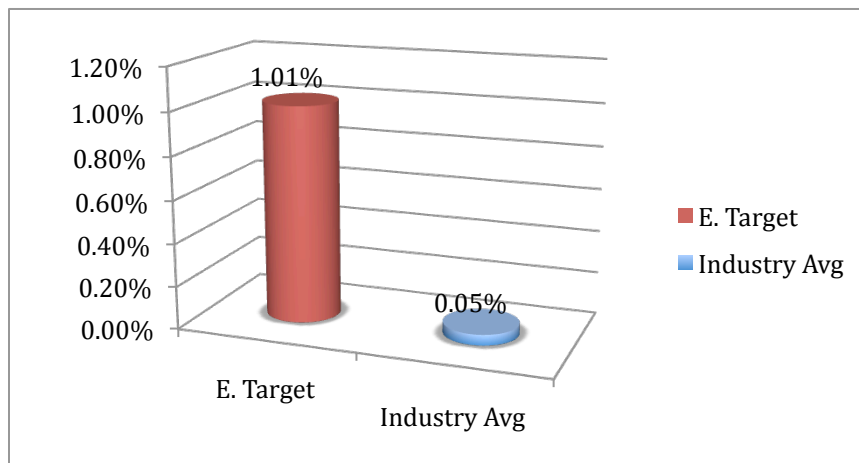
Drop Date: 12/19/12

List Info: American Meeting & Event Planners

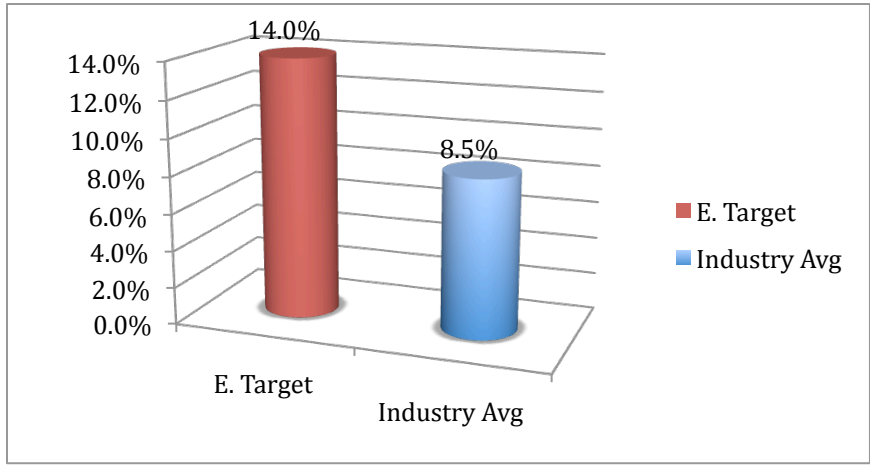
Reach: 20,542

Rate: \$750

Email Blast CTR: E Target Vs. Industry Avg



Email Blast Open Rate: E Target Vs. Industry Avg



n north lake tahoe

And just like that, your conference attendance hits 100%.

North Lake Tahoe offers the ultimate mountain experience. With North America's largest alpine lake as the centerpiece and massive granite peaks as the backdrop, the scenery is unparalleled.

From intimate boardroom spaces to timber-lined meeting rooms to upscale ballrooms that fit hundreds, the North Lake Tahoe area offers more than 30 meeting sites in California and Nevada, 200,000 square feet of meeting space and 7,000 rooms.

"Some of our meeting attendees' best brainstorming comes while they're experiencing our destination firsthand," said Director of Conference Sales Jason Neary of the North Lake Tahoe Convention & Visitors Bureau.

"Attendees here breathe in clean mountain air while avoiding sand traps on the 50 golf courses in the region. Many take to the lake on stand up paddleboards to tour our pure waters. In winter, guests recharge with skiing and riding our snowy mountains - the largest concentration of ski resorts in the U.S."

A good night's rest is critical for a day of strategizing. Attendees choose from The Ritz-Carlton Lake Tahoe, the region's only five-star property; the four-star Resort at Squaw Creek; the lavish and lakeside Hyatt Regency Lake Tahoe; bed and breakfast inns, as well as many more hotels and budget-friendly motels.

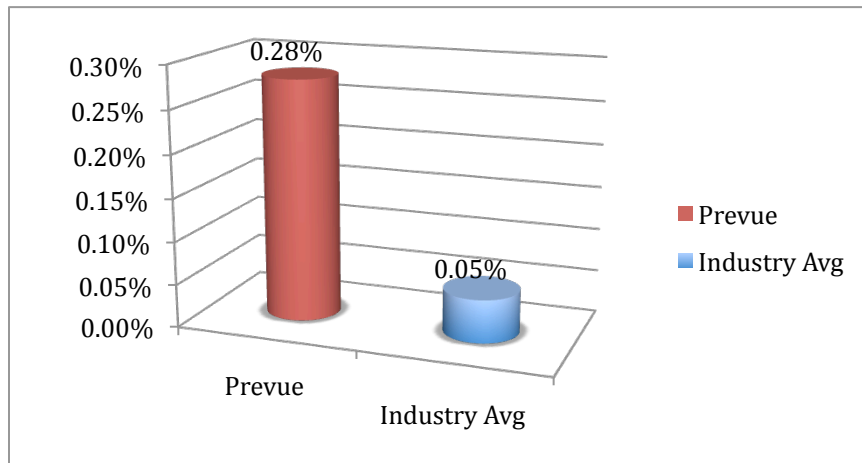
200,000 sq ft. of meeting space

Perfect your downward dog at the Wanderlust Yoga Retreat and Music Festival (July) in Squaw Valley. Bring your blanket and picnic basket to Sand Harbor State Park/Beach for the Lake Tahoe Shakespeare Festival (July and August). View antique and classic wooden boats at the famed Lake Tahoe Concours d'Elegance (August) in Carnelian Bay. Sample food from Lake Tahoe's top restaurants and sip the region's premier wines at the Lake Tahoe Autumn Food and Wine Festival (September).

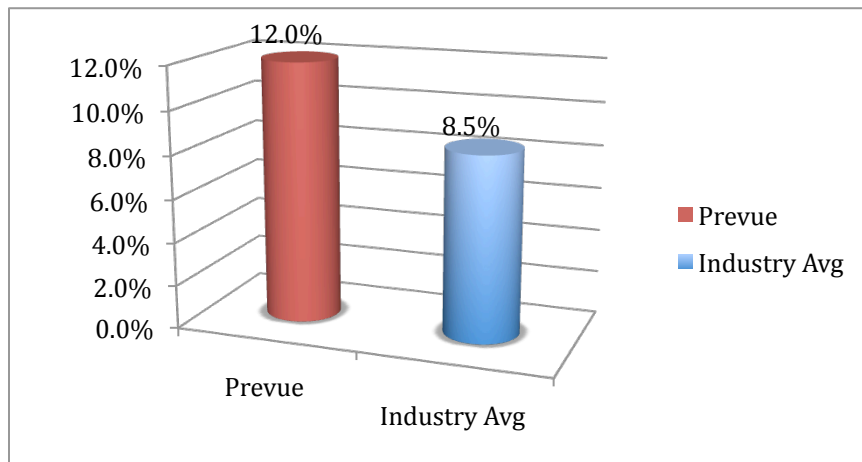
Contact:
 Jason Neary, Director of Conference Sales
 North Lake Tahoe Convention & Visitors Bureau
 Toll Free: 800-462-5196 ext. 106
 Direct: 530-581-8703
 Jason@GoTahoeNorth.com
www.GoTahoeNorth.com/meetings

Drop Date: 12/13/12
List Info: Meeting & Event Planners
Reach: 30,000
Rate: \$1,000

Email Blast CTR: Prevue Vs. Industry Avg



Email Blast Open Rate: Prevue Vs. Industry Avg





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GoTahoeNorth.com Report

Analysis:

These numbers primarily measure two factors: traffic driven to the site and traffic referred to other sites. So far, all of our work has been focused on driving traffic to GoTahoeNorth.com. We see that reflected in all these numbers: visits to the site in Dec to Jan are more than 40% higher than Nov-Dec. Of course, snow and the ski season contribute to this.

For year over year data, we can look at the referral traffic: referrals are up 15%. We only partially influence referral traffic. We can drive more people to the site, but we're not yet doing work on the site, so we can't control conversion. Soon, the revised homepage will launch, which should give a small bump to our referral traffic.

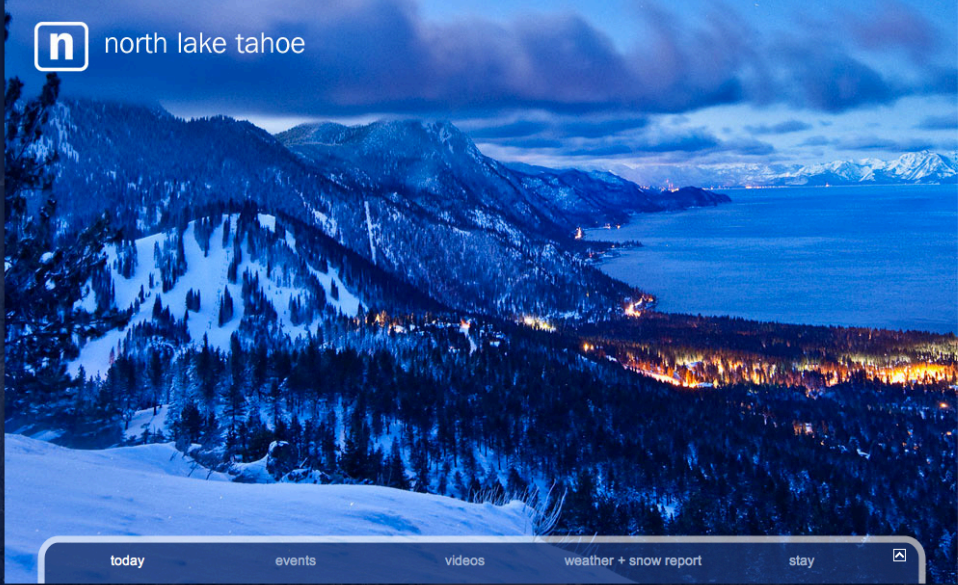
	11/21/12 - 12/20/12	12/21/12 - 1/21/12	Month Over Month Difference	Year Over Year Difference
Total Visits	67,400	98,400	45.99%	
New Visitors	51700	75,100	45.26%	
Total Page Views	221000	315,000	42.53%	
Page Views Per Visit	3.2	3.2	0.00%	
Avg Time Spent	5:22	5:27	1.55%	
Traffic Referred	14845	21689	+6844	+15.80%

summer



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n north lake tahoe



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GTN blog | Vacation Guide | Reservations | Itineraries | Transportation | Map | Contact Us | Privacy Policy | Site Map

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[Ski Tahoe](#) and its Olympic caliber [downhill](#) and [cross country skiing](#), [snowmobiling](#), [ice skating](#) and more. You can choose from a wide range of [ski vacations](#) to meet your exact needs. [Lake Tahoe ski](#) facilities are world renowned with many new and renovated amenities, steep vertical drops and long, winding trails. Miles of terrain and endless views of snow-flocked pines, Sierra peaks and one very blue lake make the area a destination of choice for skiers.

Plan and reserve your summer [Lake Tahoe activities](#) online including outstanding [fishing](#), challenging [golf courses](#) and spectacular [hiking](#). From [mountain biking](#) to a day on the [beaches](#) - browse Lake Tahoe activities online.

Love. Memories. Experiences.

Go Tahoe North is your resource for planning exquisite Lake Tahoe weddings. Let us help you plan your Tahoe wedding and place it in a location that's both breathtaking and unequalled. Our wide spectrum of resources can help you plan, produce and record every aspect of this biggest day of your life. This one-stop planning brings out the "I do" in everyone.

Plan Your Getaway Today!

From shorelines to slopes, it's all waiting for you to explore and enjoy. Sign up for a [Free Vacation Guide](#) and start planning your dream getaway today!

OOH Report: Winter Escape Campaign

Analysis:

The OOH campaign has launched in full scale, saturating the SF DMA. Our placement selection has been designed to reach our target audience frequently throughout the day, whether they're traveling by car, bus, boat, or train. In the short time our OOH has been in market, we've already begun receiving social media buzz and placement recognition from multiple sources. We feel this portion of our campaign will deliver a great impact with our audience and help deliver continual awareness throughout their daily media touch points.

Details:

Timing: 12/31/12 - 3/10/13 (each placement varies in timing)

Total Impressions: 64,994,264 (upon campaign completion)

Placements:

- 13 billboards (including - 1 Bay Bridge, 1 Oakland Coliseum, and 1 Broadway Tunnel)
- 10 mini billboards (10'x 22' billboards)
- 12 bus shelters
- 2 Ferry Building placements
- 25 full bus backs
- 180 BART interior cards
- 280 bus interior cards
- 200 powerwashings



SPECTACULAR





Dylan Blalock shared School of Thought's photo.
Pretty clever idea



Seen any of these recently? Our power-washing campaign hit the streets of SF this week – perfect for those hilly climbs.

Like · Comment · Share · about a minute ago via mobile ·



Write a comment...

Television Report: Winter Escape Campaign

Details:

Timing: 1/7/13 – 3/10/13

Total spots: 2,542 (upon campaign completion)

Markets: Contra Costa, Marin, Peninsula, San Jose & San Francisco

Networks: AMC, Bravo, TNT, History, Discovery, USA, Food, TLC & HGTV

Analysis:

After a 5-year hiatus, North Lake Tahoe has made a return to television. We've managed to secure primetime spots on high-impact networks. By making a return to television, we're able to fulfill a multi-screen marketing approach and increase awareness through television's broad reach.



Social Influencer Report: Winter Escape Campaign

Analysis:

North Lake Tahoe conducted its first social influencer program this month. The program was designed to bring individuals with strong social media presence and influence to North Lake Tahoe, for a weekend escape and have them share their experience with their followers. Seven influencers attended and began posting to their social media accounts prior to arriving. With a \$10K hard cost investment, we received nearly 6 million impressions with exposure to over 350K consumers. The second phase of our influencer campaign has just launched, in which we'll be giving away lift tickets, in an effort to invite a larger audience to experience the same escape weekend as our influencers.

Details:

Timing: Phase 1 - 1/11/13 – 1/13/13 ; Phase 2 - 1/17/13- 1/31/13

Total related posts: 199

Total impressions: 5,703,851 (Phase 1 only)

Total unique impressions: 350,112

Total influencer re-tweets: 60

Influencers:

- **Dave Peck** @davepeck – Bio: “Lead Social Media Manager at PayPal, Geek, Pop Culture Nut, Husband and Father of 5...yes 5” Dave has over 128K Twitter Followers.
- **Mat Rik** @thebolditalic – Mat is the Director of Business Development for The Bold Italic an online magazine, shop, and events hub in San Francisco that celebrates the free-wheeling spirit of the city. <http://thebolditalic.com> @thebolditalic has over 18K Twitter Followers.
- **Andi Fisher** @andi_fisher – Bio: “Dolby social marketer by day, blogger by night. Love all things French, travel and food.” She has over 8K Twitter Followers. She blogs daily on her blog: <http://misadventureswithandi.com/> and her posts typically involve travel and food.
- **Steve Juba** @solotravelclubs – Has over 10.7K Twitter Followers. His two Travel Clubs/Groups: PhotoFly Travel Club - <http://www.photoflytravel.com/>; Singles by the Bay Travel Club - <http://singlesbythebaytravel.com/>
- **Craig Rosenburg** @funnelholic - Bio: "VP Sales/Marketing, Focus.com + Author, Funnelholic.com.over" with 4K followers and is influential in the Blogger Community. <http://funnelholic.com/>

- **Anna Eschenburg** @aeschenburg - Bio: "social media & concert junkie, wanna-be world traveler and lover of grilled cheese. community manager @salesforce. blog at @cravingsf." A Big Plus is that she is a community manager at Salesforce.
- **Cat Lincoln** @CleverGirlsColl / @DearBadKitty – bio: Co-Founder & Chief Operating Officer
Clever Girls Collective. Social media strategist, style + travel writer.
www.clevergirlscollective.com / www.wishboneclover.com

Influencer selection criteria:

- We first extracted a dataset of individuals mentioning specific keyword or phrases and/or shared specific #hashtags or @names.

Keywords/Phrases: Lake Tahoe, North Shore, Winter Vacation, Snow Trip, I want to go skiing/snowboarding, Where should I visit? Family Vacation, I need to get away, Can't wait for the snow.

Hashtags/@names: @TahoeNorth, @NLTChamber, #Tahoe, #LakeTahoe, #WinterVacation, #Skiing, #Snowboarding, #WinterTrip, #WinterTravel, #Sierras, #NorthShore, #NorthLakeTahoe

- From this dataset we stack ranked the influencers on their Kred influence and Outreach scores and only considered those with influence of 599 and up and Outreach of 4 and up.
- Of the influencers meeting the criteria, they had to also be influential in one of the following communities: Travel, Mothers, Fathers, Bloggers, Extreme Sports, or Wine.

Sample posts from 1 influencer: Dave Peck

- Best weekend every here at @tahoenorth #EscapeToNorthTahoe
- kids got up early for #EscapeToNorthTahoe had to explain we don't leave till tonight, and promise room service at @ritzcarlton
- Headed to the @ritzcarlton for an amazing weekend! Thanks #EscapeToNorthTahoe

- Hey @TahoeNorth and @ritzcarlton, want to thank Bob amazing bellman for friendliness with us #EscapeToNorthTahoe <http://t.co/L54FUyYT>
- Thanks @SkiNorthstar & @davyratchford for great meetup! #EscapeToNorthTahoe
- Ugh kids up already cause they are fired up for Burton snowboarding lessons, think their going to be next @shaun_white #escapetonorthtahoe
- Please note that's -4 here in @TahoeNorth and were having a blast #EscapeToNorthTahoe <http://t.co/tuOgo7zv>

Print Insertions: Conferences

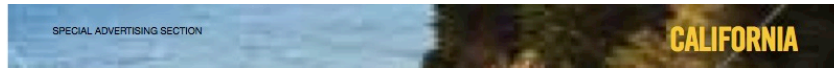
Successful Meetings Magazine & Meetings & Conventions Magazine

Insertion: 1/2 Page Full Color + Full page advertorial

Editorial: DMAI Edition (December)

Circulation: 100,045

Rate: \$4,000



North Lake Tahoe Convention & Visitors Bureau

North Lake Tahoe offers the ultimate mountain experience.

With North America's largest alpine lake as the centerpiece and massive granite peaks as the backdrop, the scenery is unparalleled. From intimate boardroom spaces to timber-lined meeting rooms to upscale ballrooms that fit hundreds, the North Lake Tahoe area offers more than 30 meeting sites in California and Nevada, 200,000 square feet of meeting space, and 7,000 rooms.

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A good night's rest is critical for a day of strategizing. Attendees choose from The Ritz-Carlton Lake Tahoe, the region's only five-star property; the four-star Resort at Squaw Creek; the lavish and lakeside Hyatt Regency Lake Tahoe; bed and breakfast inns; and many more hotels and budget-friendly motels.

An easily accessible destination, North Lake Tahoe is 45 minutes from the Reno-Tahoe International Airport (with daily airport shuttle service to and from North Lake Tahoe), two hours from the Sacramento International Airport and three hours from the San Francisco Bay Area.

ALWAYS SOMETHING HAPPENING

Perfect your downward dog at the Wanderlust Yoga Retreat and Music Festival (July) in Squaw Valley. Bring your picnic basket to Sand Harbor State Park for the Lake Tahoe Shakespeare Festival (July and August). View classic wooden boats at the famed Lake Tahoe Concours d'Elegance (August) in Carnelian Bay. Sample food and wine from Lake Tahoe's top restaurants at the Lake Tahoe Autumn Food and Wine Festival (September).

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north lake tahoe

NOVEMBER 2012 | SUCCESSFUL MEETINGS

127

Meetings & Conventions Magazine

Insertion: 1/2 Page Full Color

Editorial: CA Meetings + Advertorial (January)

Circulation: 150,090

Rate: \$1,500

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north lake tahoe

Forum of Chicago Magazine
Insertion: 1/2 Page Full Color
Editorial: Holiday Edition (December)
Circulation: 4,100
Rate: \$2,684



Print Insertions: Winter

Diablo Magazine

Insertion: Full Page Full Color

Editorial: Diablo Wellness, North Lake Tahoe Feature (January)

Circulation: 42,162

Rate: \$3,895

MAKE FOR THE MOUNTAINS

CLOSER THAN YOU THINK, NORTH LAKE TAHOE BECKONS THE SUBZERO CROWD

Winter has arrived in the Sierra Nevada, blanketing its lofty peaks and ranges with that delightful frozen concoction known as snow. It's the stuff dreams are made of, an ethereal gift from the skies that drives snow-sports enthusiasts mad with joy, as they plummet down the slopes on skis, snowboards, toboggans, and sleds from now through early spring.

And the only place to truly revel in this frozen fluff is North Lake Tahoe, where tens of millions of dollars in improvements continue to shape the region into an alluring, world-class winter destination.



ALL PHOTOS PROVIDED BY NORTH LAKE TAHOE.

WHEN YOUR KID ASKS ABOUT THE STARS, DO BETTER THAN A(n) APP.

Nearby lies a place where kids actually forget about television for an hour or two. Where *clouds* remember their first dates, *nightly*. Where you always say, the real phone was out of range. Even when it's not. This is the beauty of Tahoe.

GoTahoeNorth.com

north lake tahoe



Orchestrated in its variety of ski and snowboarding resorts, cross-country ski areas, tubing hills, snowshoe paths, and exciting winter activities, North Lake beckons visitors to spend active days followed by supremely relaxing evenings that define the North Lake Tahoe experience. Fine dining, comfy lodging, and an unparalleled après-ski glow. Your best guide to everything North Lake is GoTahoeNorth.com, where you'll find the latest news and information, upcoming events, links to ski area websites, lodging, vacation rentals, dining options, and local deals going on throughout the winter season—and beyond.

NEW, HASSLE-FREE SHUTTLES

This year marks the debut of a dedicated North Lake Tahoe ski shuttle (GoTahoeNorth.com), which from December 22 to March 31, on weekends and during holiday weeks only, offers free—yes, free—transportation between the region's major ski resorts (Squaw Valley, Alpine Meadows, Northstar California, Homewood, Diamond Peak, Sugar Bowl, Donner Ski Ranch, Boreal, Soda Springs, and Royal Gorge), allowing skiers and riders to leave their vehicles back at their rental or condo. The shuttle will have eight buses in fleet, each with a minimum of 35 seats and room for carry-on equipment. Alpine Meadows and Squaw Valley visitors can ride frequent free shuttles between

the mountains, and their ski pass is good at both. For complete schedule and contact information on public transit service between Truckee and the Donner Summit resorts of Sugar Bowl, Donner Ski Ranch, Soda Springs, and Boreal, and other free resort-run shuttles for Homewood, Northstar, and Diamond Peak ski areas, see the trip planning page of individual ski area websites.

A REVITALIZED ROYAL GORGE

North Lake Tahoe is one of the world's best destinations for the burgeoning sport of cross-country skiing, and this winter the season with the expansion and operation of Donner Summit's Royal Gorge, adjacent to Sugar Bowl Ski Resort, adds over 200 kilometers of trails and approximately 6,000 acres of terrain. Royal Gorge is the largest cross-country ski resort in the nation. Royal Gorge cross-country skiing varies from the beginner-friendly, open expanse of Van Norden Meadows to the challenging trails at the foot of majestic Devil's Peak. The Summit Station lodge is the center of the cross-country resort, and warming huts dot the expansive trail system. A bundled season pass provides dual access to Royal Gorge and Sugar Bowl.

You'll also find excellent Nordic skiing and snowshoeing opportunities at Tahoe-Donner 100 kilometers of trail, Tahoe Cross Country (85 kilo-

ometers), Northstar California (35 kilometers), and the Resort at Squaw Creek (18 kilometers).

TAHOE'S BIG MOUNTAIN TAG TEAM: SQUAW VALLEY-ALPINE MEADOWS

This season marks the second year of a \$70 million improvement plan at Squaw Valley (Squaw.com) and sister resort Alpine Meadows (Alpine.com). The on-mountain improvements include a completely revamped terrain park and a new high-speed, six-passenger chairlift—the Big Bear Express—which replaces the High Camp chairlift. The chair will extend all the way from High Camp to the top of the Shirley Lake ridge, providing easy access to the Shirley Lake, Statute, and Granite Chief chairlifts.

Squaw's completely revamped kids' and family terrain parks include mini features for learning how to make first turns, a kids' cross course, a family cross course, and a family adventure zone. New next-level terrain parks at Squaw feature a massive expansion of the Gold Coast terrain park, as well as the return of the legendary mariposa terrain park this spring. At Alpine, you can tackle Tahoe's only mile-long terrain park.

Squaw Valley and Alpine Meadows boast unrivaled beginner, intermediate, and expert terrain across 6,000 skiable acres, with 43 lifts, 270-plus




Squaw Valley Lodge, with its historic, beautiful interior and balcony with views of Squaw Valley, offers the best location within the heart of the resort to maximize your ski day. A convenient spa and a delicious restaurant come with a 4.5/5 rating. 4 nights/3 days. 3 days at the end of Squaw and Alpine for 2 adults and 1 child (under 12) starts at \$129 per person. Includes lift tickets. Squaw.com or Alpine.com. Village.com | 877-297-2140



Alpine Meadows Tahoe offers world-class skiing, luxury amenities, and exclusive après-ski dining with views of the city. Ski on or watch from Boreal's meadows, and on the city's walking cross-country along its trails, and a year-round hot tub per condo. From \$209 per person. Includes lift tickets. Squaw.com or Alpine.com. 800-5-CHEERZ | Ranzer.com or Squaw.com



Escape to the heart of Squaw Valley Lodge, nestled in its legendary location, generous accommodations, and exceptional service. • Ski on or watch from Boreal's meadows, and on the city's walking cross-country along its trails, and a year-round hot tub per condo. From \$149 per person. Includes lift tickets. Squaw.com or Alpine.com. 855-388-6343 | Squaw.com

