



**north lake tahoe**  
Chamber | CVB | Resort Association

# Marketing Committee January 29<sup>th</sup>, 2013

## January 2013 Departmental Reports

## Conference Department Report January 2013

In January the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff met with RSCVA Sales Team to discuss their partnership in generating leads for the Lake Tahoe Area.

Staff attended the monthly NLTRA marketing meeting.

Staff attended the NLTRA Board Meeting

Staff made a presentation on the conference sales program to the NLTRA Board of Directors

Staff met with Tahoe City Inn to discuss the conference sales program their possible participation

Staff met with Cedar Glen Lodge to discuss the conference sales program their possible participation

Staff had a conference call with IRONMAN staff to discuss complimentary lodging block

Staff attended the Meeting Industry Ladies Open planning meeting

Staff hosted a site visit for EXEL/DHL

Staff attended the Reno Tahoe Meeting Coop meeting

Staff did a video interview with Meeting News

Staff met with IVGID sales & marketing staff to discuss strategy

Staff met with the Cal Neva Resort to discuss Triple Crown Sports room blocks for July Program and potential sport, reunion and wedding groups.

Staff hosted a site for the Capital Ski Club from Washington DC. Potential for a week long ski trip generating 70+ room nights for 2014.

Staff hosted a meeting and conference call with properties and venues attending the MPI NCC Annual Conference & Expo

Staff reviewed meeting planner profiles and submitted appointment requests for Smart Mart San Francisco.

Staff attended Smart Mart San Francisco and 16 appointments with meeting planners in the Bay Area.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of January staff made over 400 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.



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January Leisure Report  
Marketing Committee Meeting  
1-29-13

### TRAVEL TRADE

- Met with Living Social Escapes Market Manager
- Met with new Revenue Manager at CalNeva to discuss OTA and wholesale strategy
- Attended MTS Ski Lake Tahoe travel trade luncheon planning meeting
- Met with new Virgin Holidays in market representative
- Met with Squaw Valley's sales team to discuss international travel strategies
- Met the Resort at Squaw Creek's new Leisure Sales Manager
- Planned SkiTops University travel for March
- Planned Mountain Travel Symposium travel for April

### FAMs

- Hosted The Best of the West Ski and Snowboard Tour
- Hosted the Capital Ski Club out of Washington, D.C. as they are planning a club visit in January 2014 and were turned onto this future trip after attending Mountain Travel Symposium in 2012 which was hosted here in North Lake Tahoe
- Attended/assisted with part of Sugar Bowl's media fam
- Hosted Phil Osborne, owner of the Sydney and Melbourne consumer ski shows, Transfer Snowboard magazine, Chill Factor Magazine (Ski) and MountainWatch.com
- Met with journalists in attendance on the Resort at Squaw Creek's annual winter media fam
- Hosted Director of Visit CA UK office
- Hosting Visit CA international media fam beginning on the 30<sup>th</sup> with staff writers and freelancers from Brazil, Mexico, UK and Australia  
**Men's Health** (Australia), **Correio Braziliense** (Brazil), **O Estado de Sao Paulo** (Brazil), **Travel+Leisure** (Mexico), **Life & Style** (Mexico), **Cosmopolitan** (UK), **Daily Mirror** (UK), **Press Association** (UK), **Fairfax Media** (Australia)
- Met with Vail Resorts to discuss upcoming winter and spring ski wholesale fam visits
- Finalizing February's fam itineraries including trade and media visits from Australia, China and Russia

- Held a conference call with Visit CA UK to discuss US Travel Association's International POW WOW pre and post fam visit opportunities for June as the travel contracting conference will be hosted in Las Vegas. This will mark the last time POW WOW will be held on the West Coast for at least two years.

#### CONSUMER & MISC

- Executing media plan with Ski Lake Tahoe and Visit CA on the Australia/NZ Warren Miller film tour sponsorship
- Attended a segment of Northstar's Revolution Tour
- Began planning Australian consumer ski show tour in May/June

**Special Event Programs**  
**Departmental Report January 2013**  
**Submitted by: Judy Laverty**

**SPORTS MARKETING**

Staff is writing the following RFP for the following two sports events:

- Professional Disc Golf Association Amateur Championships, 2015  
Staff will be meeting with the LOC (David Polivy & volunteers) for Disc Golf Championships.
- US Orienteering Championships 2013  
Staff will be doing a site visit with the executive and regional directors on February 4<sup>th</sup>. Lodging lead sent to all conference properties.
- Staff met with Truckee Park & Recreation Department to discuss logistics for a possible BMX Championship event. Staff is currently considering the rodeo arena in Truckee as the venue.
- Staff is working very closely with the CARVE Lake Tahoe event staff on all final details and promotion of the international snow carving competition scheduled at Northstar February 8-13.
- Staff is working with the Rahlves Banzai Tour and Switchback PR on our branding, sponsorship, pr and social outreach/contest for the tour.
- Staff is working with the Jack London Sled Dog races to be held March 2-3 at Royal Gorge and Sugar Bowl. TF1, the largest TV news station in France filmed a 6-1/2 minute segment featuring not only the race, but Tahoe as a destination. Staff is negotiating for unlimited usage of the b-roll for our marketing purposes. The footage was broadcast mid January in France.

**SPECIAL EVENT GRANTS ROUND 2**

Staff has scheduled press releases, email blasts and dates for the balance of the grant monies. There is approximately \$14,000 left in the budget. The deadline for applications is February 22, and the Task Force will meet on March 15 for interviews with the applicants. Recommendations will go to the Board on April 3<sup>rd</sup>.

**SPECIAL EVENTS**

Staff is actively working on the 2013 Autumn Food & Wine program and sponsorships. Staff, along with the Chief Marketing Officer and two representatives from Northstar traveled to Sunset Magazine to discuss AFW sponsorships and broadening the outreach to Sunset readers.

**MEETINGS**

Staff attended the marketing, BOD and BACC committee meetings, the Lake Tahoe Nordic Festival grant recipient, a Public Relations meeting with the partners, a site visit at Woodward/Boreal and Good Morning Truckee.



*professional creative services*

January 2013 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping a master “Marquee Calendar” and updating this calendar with major events
- working on updating winter events ... in touch with ski areas/event producers weekly
- keeping up with posting event videos
- contacting event producers by phone and email
- create or edit pages as needed for various subjects such as sports, events, transportation, etc.
- posting featured events on home-page link/slider
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- creating new pages for businesses ... uploading new content
- finding better photos and switching out when available (all sections)
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.

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north lake tahoe

social marketing report  
 december 10, 2012 – january 14, 2013

## facebook

<p>total facebook "likes" 5.79% increase</p> <p> <b>11,037</b></p>	<p>friends of fans 4.83% increase</p> <p><b>3,994,054</b></p>	<p>people talking about us -8.10% decrease</p> <p><b>5,918</b></p>	<p>total reach -27.73% decrease</p> <p><b>118,061</b></p>
<p>city breakdown by "likes"</p> <p><b>Cities?</b></p> <ul style="list-style-type: none"> <li>699 Reno, NV</li> <li>336 San Francisco, CA</li> <li>292 Sacramento, CA</li> <li>265 San Diego, CA</li> <li>235 Los Angeles, CA</li> <li>218 Truckee, CA</li> <li>153 Incline Village, NV</li> </ul>	<p>new likes</p> <p><input checked="" type="checkbox"/> New Likes? <input checked="" type="checkbox"/> Unlikes?</p>		
<p>reach</p> <p><input checked="" type="checkbox"/> Organic? <input checked="" type="checkbox"/> Paid? <input checked="" type="checkbox"/> Viral? <input checked="" type="checkbox"/> Total?</p>	<p>gender and age</p>		
<p>people talking about north lake tahoe</p>	<p>page views</p> <p><input checked="" type="checkbox"/> Page Views? <input checked="" type="checkbox"/> Unique Visitors?</p>		
<p>gotahoenorth.com facebook analytics</p>	<p>site engagement</p>	<p>distribution on facebook</p>	<p>referral traffic to site</p>



	-26.92% decrease <b>57</b>	-23.14% decrease <b>8,196</b>	-6.87% increase <b>298 clicks</b>
<b>Additional Activities</b>	<ul style="list-style-type: none"> <li>• Designed and executed IRONMAN Lake Tahoe video contest</li> <li>• Coordinated and executed Rahlves' Banzai Tour contest</li> <li>• Coordinated and executed Escape to North Lake Tahoe lift ticket giveaway</li> <li>• Integrated Ski Resort Partner app linking back to NLT ski resort Facebook pages</li> </ul>		

## twitter

<b>followers</b> 4.8% increase <b>4,480</b>	<b>total tweets</b> <b>4,187</b>	<b>re-tweets</b> 7.69% increase <b>378</b>
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## blog

<b>3 posts</b>	<ul style="list-style-type: none"> <li>• Free Lift Tickets, Free Ski Gear and Way More from North Lake Tahoe (3 tweets, 21 likes)</li> <li>• Lake Tahoe's Olympic Heritage Celebration is Jan. 12-21 (3 tweets)</li> <li>• North Lake Tahoe Launches First-Ever Free Ski Shuttle (2 tweets)</li> </ul>
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## foursquare

<b>likes</b> 2.19% Increase <b>512</b>	<b>tips</b> <b>30</b>	<b>check-ins</b> Incline Village Crystal Bay Visitors & Convention Bureau <b>3</b>	<b>check-ins</b> North Lake Tahoe Visitors Center <b>3</b>
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## flickr

<b>all-time photo views</b> 8.62% Increase <b>32,755</b>	<b>photos/videos</b> <b>253/3</b>	<b>contacts</b> <b>62</b>
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## Pinterest

<b>boards</b> <b>10</b>	<b>followers</b> 8.7% increase <b>147</b>	<b>following</b> <b>71</b>	<b>pins</b> <b>162</b>	<b>repins</b> 8.97% increase <b>220</b>	<b>likes</b> 0% increase <b>74</b>
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## Pinterest weddings

<b>boards</b>	<b>followers</b>	<b>following</b>	<b>pins</b>	<b>repins</b>	<b>likes</b>
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<b>18</b>	13.04% increase <b>26</b>	<b>88</b>	<b>214</b>	35.2% increase <b>92</b>	40.9% increase <b>31</b>
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**You Tube**



*Instagram*

total video view 1.18% increase <b>31,039</b>	subscribers 1.6% increase <b>61</b>
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photos <b>19</b>	followers benchmark <b>55</b>	following <b>60</b>
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**RK|PR**<sup>Inc.</sup>  
**RECOMMENDATIONS**

- **FACEBOOK:** Continue posting photos and video that show real-time NLT
- **FACEBOOK:** Continue contests partnered with small ad campaigns to drive “Likes”
- **TWITTER:** Continue to engage with local resorts and merchants to create positive conversations on conditions
- **BLOG:** Integrate “Pin It” Icon for Pinterest users
- **BLOG:** Explore hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- **FOURSQUARE:** Continue to request tips, especially for upcoming winter activities; Update new tips when provided
- **PINTEREST:** Continue pinning images from North Lake Tahoe website as well as pins from resorts, restaurants, venues and other North Lake Tahoe venues
- **PINTEREST:** Continue pinning wedding images from local merchants
- **YOUTUBE:** Recommend capturing video, even if it’s from a cell phone cam, of major events, resort footage, snowmaking, etc., to engage users who are searching for that content already



**North Lake Tahoe Chamber/CVB/Resort Association Public Relations Report  
Marketing Committee  
January 24, 2013**

**I. Current Projects**

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Three Domestic Press Trips –1) worked with RKPR to coordinate a press trip for popular travel blogger Matt Gibson of About.com, Huffington Post and Travel + Escape (January), 2) assisted in the coordination of the Ski Lake Tahoe Radio Fam (January) and 3) coordinated press trip for Jill Robinson, on assignment with The Washington Times, which is based in Washington DC (January).

In the works are press trips for The Better Show (February, covering Carve Tahoe) and TheMomReviews.com (April).

**II. News Releases – 6 news releases in the works**

- A. New Snow/Ski and Board Conditions – as appropriate
- B. North Lake Tahoe Weddings (once established on Pinterest) – on hold
- C. First Friday at North Tahoe Visitors Center – drafting
- D. North Lake Tahoe Bridal Fair (April) – on hold
- E. SnowFest What's New (part of our in-kind grant support) – drafting
- F. Jack London Sled Dog Races (part of our in-kind grant support) - drafting

**III. News Releases – 16 news releases distributed since our Nov. 20 report**

- A. Northstar to Host Joint Chamber/Business Mixer November 29
- B. More Than 3.5 Feet of New Snow at North Tahoe Ski Resorts
- C. Community Members Elected to Resort Association Board
- D. North Tahoe Snow Transformed Into Art at Carve Tahoe
- E. Apply for Seat on North Lake Tahoe Committees
- F. Volunteers Needed for IRONMAN Lake Tahoe
- G. North Tahoe Visitors Center Kicks Off First Fridays January 4
- H. First Friday Event Rescheduled
- I. North lake Tahoe Launches First-Ever Free Ski Shuttle
- J. Lake Tahoe Olympic Heritage Festival is January 12-21
- K. Chamber Business Mixer & Snowfest Fundraiser is January 17
- L. Special Events Grant Applications Due February 22
- M. Lake Tahoe to Bid for X Games Winter Event
- N. Carve Tahoe Volunteer Meeting is Thursday
- O. Legal Update Seminar is February 8 in Truckee
- P. First-Ever Lake Tahoe Nordic Festival is February 8-10

**IV. Media Leads – 53 media requests we’ve responded to since our November 20 report (does not include those journalists we’ve actively pitched)**

- A. Association News – Ann Shepphird, what’s new in meetings, 11/20/12
- B. LA Times – Brian Clark, Learn to Ski images, 11/26/12
- C. Diablo Magazine – Ben Davidson, free ski shuttle details, 11/26/12
- D. Smart Meetings magazine – Maxine Cass, what’s new, 11/26/12
- E. LakeTahoeNews.net – Kae Read, free ski shuttle details, 11/26/12
- F. Wall Street Journal – Alana Celi, requested Tahoe images, 11/28/12
- G. Fitness magazine – Linda Hepler, requested images, 11/28/12

- H. KOLO-TV (Reno) – Catherine Van, Learn to Ski interview, 11/28/12
- I. RSCVA – Ben McDonald, SnowFest Polar Bear swim date, 11/28/12
- J. Eye Explore magazine – Stone Siegel, water story angles, 11/29/12
- K. Salt Lake Tribune – Mike Garrell, The Summit Group, 11/29/12
- L. Small Market Meetings magazine – Vickie Mitchell, angles, 11/30/12
- M. Northern NV Business Weekly – Rob Sabo, tourism outlook, 12/4/12
- N. Tahoe Luxury Properties – Rachael Woods, AFW dates, 12/4/12
- O. Visit CA – Jennifer Sweeney, water shuttle details, 12/4/12
- P. BayFashion magazine – Jeremy Raymer, wedding venues, 12/6/12
- Q. GirlsThatRoam.com – Heather Cassell, story ideas, 12/6/12
- R. NBCBayArea.com – Alysia Gray Painter, Carve Tahoe images, 12/7/12
- S. CarsonNow.org – Jeff Munson, Carve Tahoe images, 12/7/12
- T. Visit CA (Germany) – Verena Pingel, Carve Tahoe images, 12/7/12
- U. LA Times – Chris Erskine, Carve Tahoe images, 12/7/12
- V. Sierra Food, Wine and Art magazine – Jeff Peline, Carve images, 12/7/12
- W. Freelancer Dan Clark – winter story ideas, 12/7/12
- X. The Sunday Express (UK) – Emily Jagger, requested images, 12/10/12
- Y. The Washington Times – Jill Robinson, coordinating press trip, 12/10/12
- Z. 10Best.com – Lydia Schrandt, requested images, 12/10/12
- AA. PlacerArts Perspective – John McCreadie, SnowFest, 12/11/12
- BB. French TV – Julie Asher, winter horse activities, 12/11/12
- CC. Freelancer Jules Older, winter story ideas, 12/12/12
- DD. The Weekly – Katherine Hill, Carve Tahoe images, 12/13/12
- EE. Norwegian women’s magazine – Elin Saetersdal, images, 12/21/12
- FF. San Jose Mercury News – Peter Delevett, tourism, 12/28/12
- GG. TheMomReviews.com – Jen Andrade, possible press trip, 12/28/12
- HH. Freelancer Janet Fullwood – winter cruises details, 12/30/12
- II. Boston Herald – Richard Weir, possible press trip, 1/4/13
- JJ. Cvent – Heidi Bay, what’s new in meetings, 1/4/13
- KK. Black Card magazine (AMEX) –Jenny Adams, what’s new, 1/4/13
- LL. DesintatinWeddingMag.com – Donna Heiderstadt, details, 1/4/13
- MM. KAHl Radio (Auburn) – ski shuttle interview, 1/7/13
- NN. Meeting News magazine – Agatha Gilmore, interview, 1/7/13
- OO. Capital Public Radio – Steve Milne, ski shuttle interview, 1/8/13
- PP. NY Resident magazine – Bob Nesoff, what’s new, 1/14/13
- QQ. San Jose Mercury News – Linda Zavoral, non-ski, 1/14/13
- RR. Reno Gazette-Journal – Lauren Gustus, Olympic Heritage, 1/14/13
- SS. OffMetro SF – Kaitlyn Ellison, story angles, 1/15/13
- TT. RV Journal – Paul Napolitano, spring/summer events, 1/15/13
- UU. Prevue Magazine – John Anderson, what’s new, 1/17/13
- VV. Organic Spa magazine – Becca Hensley, spa angles, 1/17/13
- WW. Oribe.com – Moira Lawler, ski instructor interviews, 1/17/13
- XX. J-Books (Korean guidebook) Charlie Chul Jung, press trip, 1/18/13
- YY. The Better Show (TV) – Bobby Laurie, travel segment, 1/22/13
- ZZ. Moonshine Ink – Melissa Siig, Carve Tahoe images, 1/22/13
- AAA. Departures.com – hotels with distinctly different rooms, 1/22/13