



north lake tahoe

Chamber | CVB | Resort Association

January 2014

Departmental Reports

Conference Department Report

January 2014

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 participated in a conference call with School of Thought to discuss future conference department marketing direction.

Staff attended the monthly NLTRA Marketing Committee Meeting.

Staff hosted a site visit for Lake Placid Lacrosse and the Lake Tahoe Lacrosse Summit. The Lake Tahoe Lacrosse Summit is an age group tournament that will attract over 100 teams to North Lake Tahoe and Truckee in June 2014.

Staff hosted a site visit for GioWorks - North Pacific Latin American District Council of the Assemblies of God. They are considering North Lake Tahoe for a June, 2014 event that will generate roughly 550 room nights.

Staff conducted a conference call with the event team of Tough Mudder to go over details of their lodging RFP for August 2014

Staff met with the new Director of Sales and interim General Manager at The Hotel Truckee Tahoe to discuss the CVB programs that are available to them

Staff met with staff from the destination management company RMC to discuss future business

Staff attended the UNR Foundation annual reception at UNR

Staff attended the grand opening celebration of the Landing Resort and Spa. A new 88 room hotel and conference facility located in South Lake Tahoe.

Staff worked on booth participation for the upcoming MPI NCC Annual Trade Show in San Francisco. Staff has secured 8 properties along with Staff to attend this event in February. Staff conducted a conference call with the properties to go over the event along with participation in sales calls surrounding the event. Staff continued to prospect the Northern California MPI membership to set up sales calls in February and invite meeting planners our booth at MPI NCC in San Francisco.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of January staff made over 500 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
1-28-14

TRAVEL TRADE

- Met with our Lake Tahoe Booking.com market manager in the Bay Area
- Attended the Ski Lake Tahoe MTS travel trade luncheon planning meeting to begin making arrangements for the April event. Subcommittees are being formed to organize the lunch menu, destination presentation, destination video, client gift and raffle. 120 tour operators are to attend.
- Finalized travel details for US Travel Association's International Pow Wow and Mountain Travel Symposium
- Conducted conference calls with the travel trade managers of Visit California's UK and Australian offices
- Met with the new sales staff at Hotel Truckee Tahoe to go over third party booking strategies
- Participated in a conference call with the High Sierra Visitor's Council to reassess strategy and travel plans for the end of Q3 and Q4

FAMs

- Hosted Sueddeutsche Zeitung, a top national newspaper out of Germany on assignment to produce a story on the 1960 Olympic Games
- Hosted Cosmopolitan Magazine – Australia
- Attending a NCOT international fam networking function at the Hyatt with travel agents from Germany, South Korea and Mexico in attendance
- Hosted Sunday Style, Australia's premier glossy insert in the Sunday Telegraph – the country's leading newspaper
- Hosted the Marketing Manager, Reservations Manager and a Reservations Agent from SKIMAX, North Lake Tahoe's #1 ski wholesaler in Australia
- Planning itineraries for future domestic, UK, Australian and global travel trade fams taking place in February and March
- Putting together the final details for a German media fam which will have 5 journalists in attendance representing ski, travel and lifestyle publications in addition to a top newspaper
- Finalized the itinerary for the Managing Director of Visit CA – UK and Brand USA – UK's visit in early February

- Arranged the itinerary for Visit CA – Australia’s new PR Manager’s visit in February

CONSUMER & MISC

- Attended the Sierra Avalanche Center Board of Directors meeting
- Attended the “coffee and chocolate” Chamber networking event
- Supplied photos and video content to the NLTRA social marketing manager

Judy Laverty
January 2014
Special Event Departmental Report

WINTER WONDERGRASS BLUEGRASS FESTIVAL 2015

Conducted site visits with festival producer who is looking to produce this festival in the North Shore in either January or end of ski season 2015. Producer is an experienced festival producer who co-produces Snow Globe in South Lake Tahoe and the Winter Wondergrass Festival in Avon, CO, which is projected to draw 10,000 attendees this year. Properties toured included Homewood Ski Resort, Squaw Valley, Northstar, and Kings Beach State Rec. Area. He is very impressed with the region and the outlook is good for this festival to be staged here.

CARVE Tahoe Jan 28-Feb 2

We are a sponsor of this event, now in its second year. Working closely with event Producer on various aspects of the event including our participation in the vendor area, airport shuttle for carvers, pr and social, eblasts, cool deals and day programs/activities for the carvers.

SNOWFEST

Featured the event in the February database blast through SOT, and working with Abbi Agency on social and pr. Conference dept. sent out sales lead for group rates which should assist us in tracking any room nights. Scheduled eblast to membership and a call for cool deals.

PERFORMING ARTS CENTER

Attended the Duncan Webb fact finding meeting and the architectural presentation meeting.

NORTH TAHOE ARTS

Working with the executive director on the Plein Air Painting Event. The event will be incorporated into the Autumn Food & Wine festival which was approved by their board.

AUTUMN FOOD AND WINE

Continued with program development. Chef Jacob Burton of Stella Restaurant has agreed to do a cooking demonstration. Jacob is a highly talented chef who also runs online cooking school and classes. Working with Petra and the Plein Air Painting event to stage the artists reception in Petra on Friday night.

THE GREAT SKI RACE

Maintaining close contact with the race director on marketing, pr and social. The race is scheduled for March 2nd.

AGENCY COMMUNICATIONS

Wrote body copy for February database eblast for SOT. Working with Liz at Abbi on CARVE, Snowfest and Rahlves Banzai messaging.

MEETINGS:

Tahoe Expedition Academy/Ferrari Crown informational presentation in Kings Beach. BOS meeting, on the same subject, Performing Arts Center meeting, NLTRA board meeting, marketing committee meeting.



professional creative services

January, 2014 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events
- keeping a master "Marquee Calendar" and updating this calendar with major events
- updating other area calendar resources
- 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.
- designing email blasts for various events (relating to cool deals / informative event info)

Shelley Fallon

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fallonmultimedia.com

North Lake Tahoe Q4 2013 Recap

Summary

The Abbi Agency team continued researching, writing and pitching winter-specific initiatives. Further planning included outlining a series of press releases to be distributed throughout winter months, capturing media and public attention at key times.

The Abbi Agency distributed six press releases to regional publications and online Outlets. Topics covered:

- First Season Snow
- Cross Country
- Hospitality Holidays
- Smart Meetings Award
- Marketing Committee Openings
- Holiday Christmas Tree Lightings/Parades/Celebrations

Additionally, the PR team crafted targeted pitches for various journalist requests (gingerbread themed, Tahoe coffee houses, among others). This also included responding to various media requests and following up with previous leads. In total, more than 20-targeted pitches were sent.

To further pursue the growth and reach of media placements, The Abbi Agency began sharing influential placements on social sites like Digg, Delicious and StumbleUpon.

The Abbi Agency held calls with influential media partners including FOX Business and The Weather Channel. A key outcome from those meetings was secured placements on The Weather Channel throughout the 2013-14 winter season. If North Lake Tahoe partners are able to submit video footage from an event or storm within 24 hours of its occurrence, The Weather Channel will air nationally.

The Abbi Agency scheduled a live interview for Andy Chapman with FOX Small Business that was canceled at the last minute due to an impromptu press conference held by President Obama. Communication has remained open with the reporter and the interview will be rescheduled in January.

Media Placements

A comprehensive clip log of news from Vocus accompanies this report.

Number of Press Releases Issued: 6

Number of Pitches Distributed: 20

Number of Media Inquiries: 5

Total Number of Placements: 223

Regional vs. National: 60/40

Domestic vs. International: 98/2

Ad equivalency: \$29,774.80

Page Views: 1,433,414,022

Unique Visitors: 109,735,043

Placement Highlights

Outside Magazine: http://www.outsideonline.com/adventure-travel/north-america/united-states/Where-to-Get-the-Best-Deals-of-the-2014-Ski-Season.html?utm_campaign=rss&utm_medium=xmlfeed&utm_source=rss

Liftoptopia: <http://www.liftoptopia.com/blog/mountain-collective-pass-living-local-part-1/>

Dallas Morning News: http://www.dallasnews.com/lifestyles/travel/ski-snow/20131108-improvements-galore-across-the-west-for-the-2013-14-ski-season.ece?nclick_check=1

Chicago Tribune: <http://www.chicagotribune.com/travel/sc-trav-1105-ski-roundup-20131105,0,2569641.story>

Southwest Spirit: http://www.nxtbook.com/nxtbooks/pace/spirit_201311/#/140

Monterey Herald: http://www.montereyherald.com/travel/ci_24525405/ski-guide-see-whats-new-at-californias-sierra

Auburn Journal: <http://www.auburnjournal.com/article/placer-county-ski-resorts-ready-thanksgiving-weekend>

San Jose Mercury News: http://www.mercurynews.com/travel/ci_24477169/sierra-ski-whats-new-at-resorts-2013-14

SF Gate: <http://www.sfgate.com/travel/article/What-s-hot-in-Tahoe-skiing-this-winter-4968288.php>

Pending Placements

- Preservation Magazine
- Auburn Journal
- Image Magazine
- Vail Daily
- Mountain Living Magazine
- Private Clubs Magazine
- New York Magazine
- Marin Magazine
- Diablo Magazine
- Southwest Spirit Magazine
- Connect Magazine
- VIA
- Family Circle
- Sunset

Pitch Report/Hot Leads

- Long Lead Winter Stories:
 - Snowshoe Magazine, non-skiing winter activities
 - SLUG (Salt Lake Under Ground) Magazine, snow kiting/extreme sports
 - VIA, extreme sports
 - Self Magazine, summer sports in winter
 - Men's Journal, Winter Escapes
 - The Daily Buzz, Carve Tahoe, SnowFest, Ta-Hoe Nalu 2014
- Short Lead Fall/Winter Stories
 - Reno Tahoe Getaway, events
 - Los Angeles Times, travel
 - San Francisco Chronicle, travel
 - Daily Meal, kid-friendly hotels
 - Urban Daddy, luxury amenities
 - 7x7, cross country
 - Slope Dope, cross country
 - Nordic Network Newsletter, cross country
 - RoamRight, winter festivals



Social Media Summary

Note: This summary compiles social media analytics for October 1-December 15. Please see the attached analytics report for a comprehensive overview.

The Abbi Agency team continued building upon all North Lake Tahoe social media platforms. The Abbi Agency team focused on growing the Facebook fan base and increasing Instagram engagement with the Winter Wonderland giveaway and the Virtual Pub Crawl.

The Abbi Agency continued to post on Facebook and Twitter twice daily, expand Pinterest content daily, and post to Instagram multiple times per week. The most popular Facebook posts continue to be those that showcase the beauty of Lake Tahoe. Further planning also included strategy planning for Q1 of next year.

Social Media by the Numbers:

Facebook Data

Total Number of Likes: 15,050
Gained since October 1: 1,000
People Talking about North Lake Tahoe: 1,020
E-newsletter Opt-Ins (via Facebook tab): 209
Gender Demographic Facebook: 64% female; 36% male
Location Demographic:
19.4k impressions: Reno, NV
8.8k impressions: San Francisco, CA
8.2k impressions: Sacramento, CA
7.4k impressions: Truckee, CA
5.7k impressions: Los Angeles, CA
Highest Activity: Monday and Wednesday

Twitter Data

Total Number of Followers: 6,598
Gained since October 1: 767
Mentions: 331
Link Clicks: 1,554
Re-Tweets: 348
Demographic: 60% male; 40% female
Klout Measurement: 53

Combined Facebook & Twitter

Incoming Messages: 29,011

Page Impressions: 2,947,833

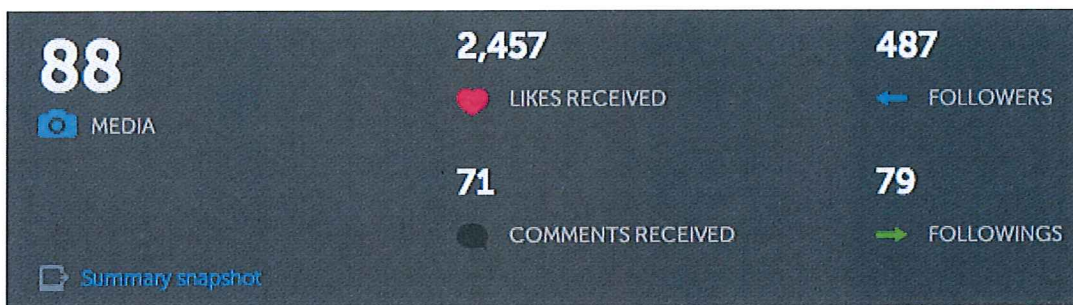
Unique Users: 23,925

Instagram

Total Number of Followers: 487

Gained since October 1: 260

Total Photos: 88



Blog

Number of Stories Posted: 2

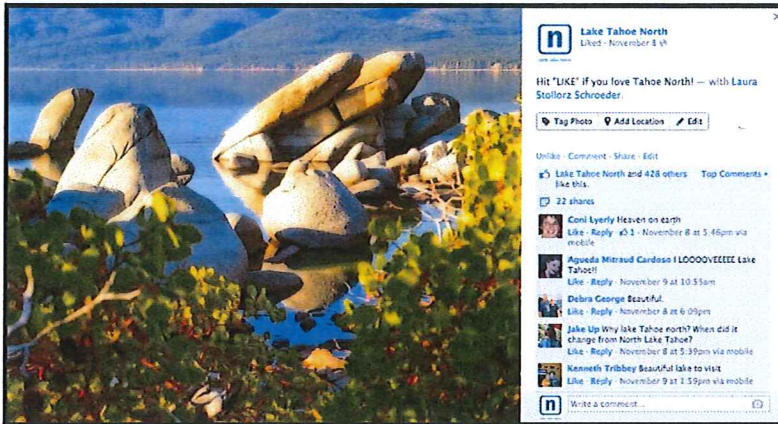
Number of Facebook Shares: 60

Number of Twitter Shares: 80

Below are screen shots of successful Facebook posts:



11,632 people viewed this post.



5,206 people viewed this post.



17,184 people viewed this post.

Social Media Contests

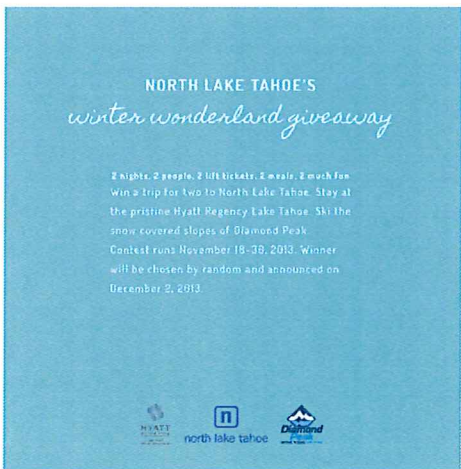
Winter Wonderland Giveaway

A large emphasis was placed on the Winter Wonderland Giveaway hosted on Facebook and promoted on multiple social media platforms. The contest launched November 18th and a winner was selected December 2nd. Participants entered for a chance to win a two-night stay at the Hyatt and two 2-day lift tickets to Diamond Peak. The Abbi Agency coordinated contest details, designed and built the Facebook Tab and created two social graphics for the contest.

Winter Wonderland Giveaway analytics:

Total Number of Entries: 258
 Number of New Fans Credited to Contest: 127
 Clicked shared links: 770
 Unique visitors: 556
 Paid Media: \$0
 Average Cost per Click: N/A
 Average Click-Thru Rate: 78%
 Total Impressions: 417

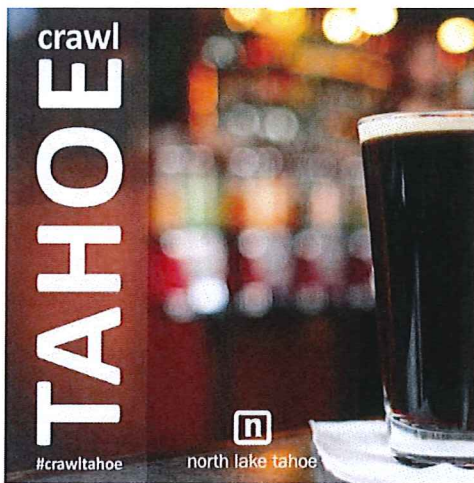
Graphics designed by The Abbi Agency:




Virtual Pub Crawl


The Abbi Agency built a Facebook tab to host the Virtual Pub Crawl. The contest was launched on December 13 and will run through January 10. Participants enter by tagging their drink photos on Facebook, Instagram or Twitter using hashtag #crawltahoe. They are then entered to win 2 lift tickets to Sugar Bowl Resort. The Abbi Agency coordinated contest details, designed and built the Facebook Tab and created two social graphics for the contest.

Graphic designed by The Abbi Agency:



GROUP REPORT from October 1, 2013 - December 15, 2013

 @TahoeNorth

 Lake Tahoe North

GROUP STATS across all Twitter and Facebook accounts

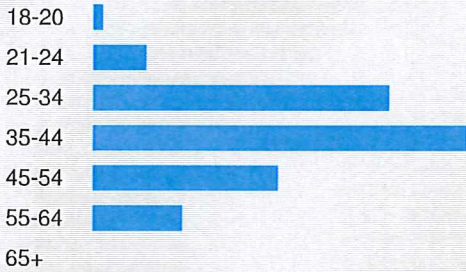
Incoming Messages	29,011	
Sent Messages	436	
New Twitter Followers	767	
New Facebook Fans	1,045	

29,353 INTERACTIONS 
BY 23,925 UNIQUE USERS 
2,947,833 IMPRESSIONS 

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

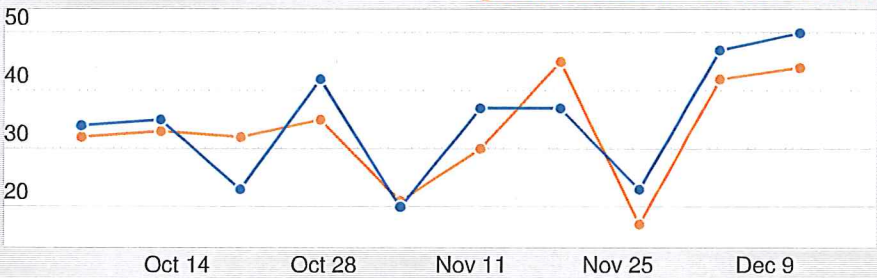
 **60%** MALE FOLLOWERS
 **40%** FEMALE FOLLOWERS




TWITTER STATS

+767 New Twitter Followers in this time period
1,554 Link Clicks
331 Mentions
348 Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

T 221 Plain Text
 **40** Links to Pages
 **32** Photo Links

FACEBOOK STATS across all Facebook pages

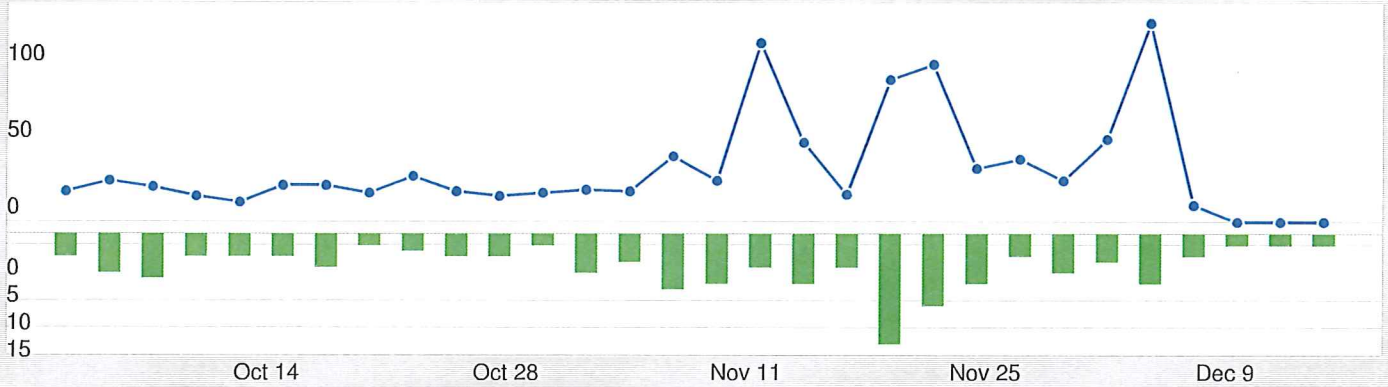


My Facebook Pages

15.05k Total Likes, and 1.02k people talking about this

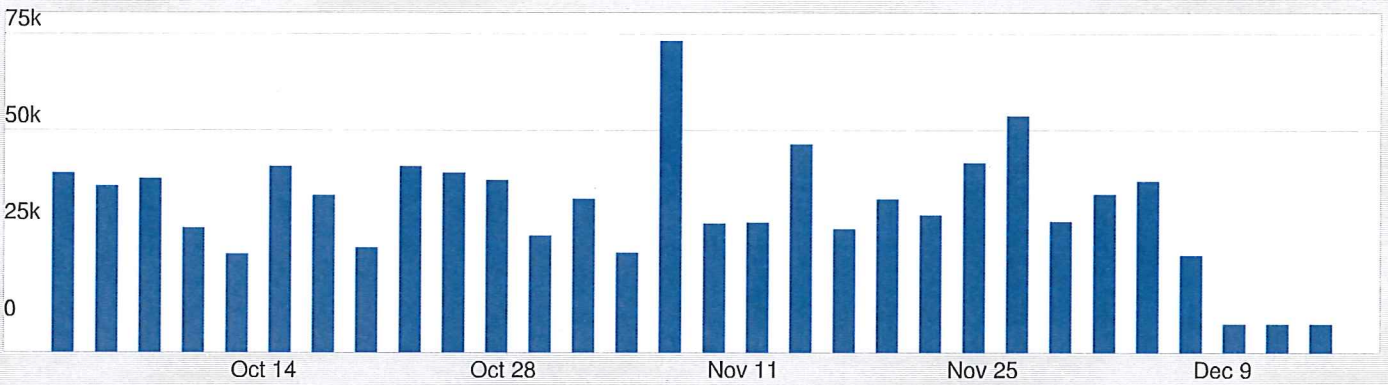
FAN GROWTH

New Fans 1.0k Unliked your Page 121

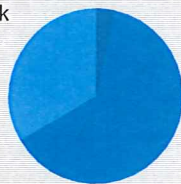
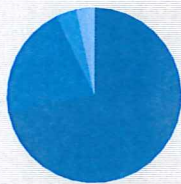


PAGE IMPRESSIONS

Impressions 906,255 by 398,536 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	8.4k	92.4k
Mon	13.5k	135.1k
Tue	10.8k	119.2k
Wed	19.6k	216.1k
Thu	12.7k	139.7k
Fri	9.8k	107.7k
Sat	8.7k	96.0k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	2.5k	3.0k
18-24	13.2k	19.8k
25-34	31.9k	56.5k
35-44	37.5k	61.3k
45-54	28.8k	54.7k
55+	22.1k	43.7k

TOP COUNTRIES

Country	Value
United States	342.1k
United Kingdom	3.9k
Canada	3.0k
Brazil	2.8k
Germany	2.6k

TOP CITIES

City	Value
Reno, NV	19.4k
San Francisco, CA	8.8k
Sacramento, CA	8.2k
Truckee, CA	7.4k
Los Angeles, CA	5.7k

