



Marketing Committee Agenda and Meeting Notice

Tuesday, January 27th 2:00 pm
Tahoe City Public Utility District – Tahoe City

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism 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.

Marketing Committee

NLTRA Board
Brett Williams
Brendan Madigan, Alt.

Committee Members

John Monson, Chair
Sugar Bowl

Larry Colton
Resort at Squaw Creek

Becky Moore
Squaw Valley Lodge

Paul Raymore

Marguerite Sprague
North Tahoe Arts

Cara Whitley
Squaw Valley/Alpine Meadows

Giles Priestland
The Ritz Carlton- Lake Tahoe

Rachael Woods
Northstar California

Gregg Gibboney
Notched

Placer County Rep
Jennifer Merchant

NLTRA Staff
JT Thompson

Quorum
6 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 – November 18, 2014 (3 min)
- E. Update on Winter Media results – School of Thought (20 min)
- F. Review of GoTahoeNorth.com Consumer Website Redesign - School of Thought (30 min)
- G. PR/Marketing Summit Review – JT Thompson (10 min)
- H. RNO Air Service Update – JT Thompson (10 min)
- I. USA Cycling Update – Judy Laverty (5 min)
- J. Departmental Reports
 - Advertising
 - Conference Sales
 - Leisure Sales
 - Special Projects
 - Website Content
 - PR/Social Communication
- K. Committee Member Comments (5 minutes)
- L. Standing Reports (posted on www.nltra.org)
 - December MTRIP Report
 - December Web/GeoTracking Report
 - December Lodging Referral Report
 - Conference Activity Report

This meeting is wheelchair accessible

Posted and Emailed (1/23/15)



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tuesday, November 18, 2014 – 2.30 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Giles Priestland, Marguerite Sprague, Paul Raymore, Larry Colton, Becky Moore and Valli Murnane (called-in)

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

OTHERS IN ATTENDANCE: None

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.37 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public comment.

3.0 INTRODUCTION AND WELCOME OF NEW MEMBERS RACHEL WOODS AND GILES PRIESTLAND

3.1 Giles introduced himself to the Marketing Committee. Rachel was not present at the meeting today.

4.0 AGENDA AMENDMENTS AND APPROVAL

4.1 A revised agenda was e-mail to the committee member adding item H. and I. a day prior to the meeting. The revised agenda and supporting documents were also uploaded to the website.

4.2 **M/S/C (Moore/Raymore) (6/0) to approve the agenda with the new amendments.**

5.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 28, 2014

5.1 **M/S/C (Raymore/Moore) (6/0) to approve the Marketing Committee minutes from October 28, 2014.**

6.0 OVERVIEW OF WINTER CONSUMER MARKETING CREATIVE – ANDY CHAPMAN

6.1 Andy shared the winter consumer marketing creative on behalf of School of Thought. He reported that some of the concepts are still a work in progress but the big picture is to make more of an impression, particularly in Southern California. The collective wisdom is that we produce fewer campaign elements in each market. While we want to keep the same "voice", we want to see if we can weave in more life moments, fewer steep and deep action shots. Andy reported that the somehow provocative lines will help get us noticed and this plays off the same tongue and cheek tone we set in the Bay Area. Here are some examples on the Out of Home: (some are drive focused and some are air focused)

- It's a six hour drive. So about like the evening commute
- Make time on your calendar. To get a life
- More beautiful than anyone in Santa Monica
- Are we there yet? Are we there yet? Wow.
- Admit it. You're secretly sick of sunny and 72
- Your bucket list needs some love

Andy went through the Digital Campaign and shared SOT will try to weave in things other than skiing/riding to leverage emotional components that make trips endearing. If possible, make use of rich interactivity on front end to attract and push Cool Deals at back to improve conversion. He shared that they are still working on the social element with the Abbi Agency.

7.0 REVIEW OF GOTAHOENORTH.COM CONSUMER WEBSITE REDESIGN

7.1 Andy gave an update on the new website redesign. We are launching the new website around Dec 15th. If the website is not ready by then we will wait until after the holidays. He showed the current website and the architecture of the new site. Some of the new features for the new site include:

- Scrolling technology
- Featured Events on every page (we will identify the events)
- Featured Activity/Events and Lodging will be random
- Social feed/conversation at the bottom of the website
- Properties and event producers will have the ability to change their information on the website. (Upload new images, videos, change descriptions, upload holiday menu, event dates etc.)
- Amenity icons (properties pick their top 5)
- Filtering the lodging search is more advanced
- Nearby Events & Activities
- Live Road Conditions Map in winter

Some of the feedback from the committee regarding the lodging:

- Have descriptive icons that are representative of the different lodging categories be present prior to filtering/search
- Filter the ski in/out vacation rentals that populates. (if one vacation rental company had one house, all their houses would populate under ski in/out
- Have some reference to transportation under amenities
- Make it easier to build reoccurring events
- Will the properties be able to login to see some of their analytics

8.0 REQUEST FOR MRG FUNDS TO BE USED FOR MARKETING CONDOR FLIGHT FROM LONDON IN WINTER 2015/16 FROM MARKETING COOP OF UP TO \$36,195 – ANDY CHAPMAN/SANDY EVANS HALL

8.1 Sandy stated the organization is entering into a MRG (Minimum Revenue Guarantee) along with other partners to support the London Ski Charter. The organization is taking a 2.5 % risk, or a maximum exposure of \$36,195 USD. Sandy stated the risk is spread between multiple partners and would not come out of this year's budget but next year's budget.

Andy reported that the organization does help fund RASC (Regional Air Service Committee) and we want to make sure our funds are used for building the demand (marketing the flight) and not paying for the service. There was some discussion on how the MRG climate looks like and why we are not looking at cities like New York and JFK. Sandy shared that our need to start MRG is not as big as some of the Colorado Resorts. We have a fairly large size metropolitan area with large hotel properties, big events and a big draw for business travelers. We can work with airlines better with providing marketing support.

One committee member questioned if Thomas Cook had done any before in North America. Andy replied it has not been done in North America. Thomas Cook does do charters to Europe and a lot to warm weather destinations.

8.2 M/S/C (Moore/Raymore) (7/0) to approve from Marketing Coop of up to \$36,195 for the 2012/15 flight from London.

9.0 REQUEST FOR SPONSORSHIP OF WOMEN'S AMGEN BICYCLE RACE IN MAY 2015 OF \$40,000 TO BE FUNDED BY MARKETING COOP, POSSIBLY REQUIRING \$28,000 (70%) FROM 2014/15 MARKETING RESERVES – ANDY CHAPMAN/SANDY EVANS HALL

9.1 Sandy shared that the Amgen Tour of California Women's race is coming to South Lake Tahoe in early May of 2015. South Lake Tahoe has been awarded the Host City and will host 2 days of racing. Andy stated LTVA have asked us to participate and our commitment is looking to be about 70% of \$25,000. This money has not been budgeted for and would come out of Marketing Reserves. Andy shared only twice in the last 10 years have we dipped into our Marketing Reserve. This money would secure a lake lap but there is no television contract with this.

Sandy reported that the corrected amount would be estimated to \$17,500 and not \$28,000. She gave some information to the committee members on our Marketing Reserve and repayment policy. The important thing to remember is that this is money that needs to be paid back. She shared \$42,000 was dipped into last year \$21,000 was paid back this year. There has been discussion among the NLT Chamber/CVB/Resort Association Executive Committee to recommend lowering the threshold from 15% to 12% in our Marketing Reserve account.

Andy did share that this year is Amgen's 10th Anniversary and it's events like this that launched us into some of the other successful events we are doing now and it's a small commitment on the overall cost.

9.2 Committee member discussion and feedback:

- Reluctant based on the awareness of this and the already tight budget
- The women's race has the potential to bring back the men's race
- What if we experience another bad winter and have to spend another \$40,000 in snow rebuttal campaign? The \$17,500 would be better spent as an additional to the snow rebuttal campaign or in the LA market.
- There is no guarantee on the media coverage
- Amgen is two days and the \$17,500 could be spread over an entire season
- An event like this does bring prestige to the area
- First Amgen made a big impact and the amount of riders and summer business have gone up quite a bit

9.3 M/S/C (Raymore/Priestland) (3/3) motion tied for approval of \$17,500 from Marketing Reserves for Amgen sponsorship. (Williams/Sprague/Priestland-opposed)

Action to Sandy: Sandy will take this to the Board of Directors as a tie and share the concerns with the committee.

10.0 REVIEW OF SUMMER INTERCEPT RESEARCH RESULTS – SANDY EVANS HALL

10.1 Sandy reported on the Visitor Research Summary that was conducted on behalf of the North Lake Tahoe Resort Association. The NLTRA utilized a hybrid approach to data collection, with short interviewer intercept surveys administered in selected places around North Lake Tahoe; respondents to the short intercept survey were then sent an e-mail link to a follow-up online survey to be completed at a later time. Additionally, a kiosk survey was placed in the NLT Visitors Center this summer for visitors to fill out. The total sample size collected was a total of 530 completed responses. Some of the high lights include:

- The majority of summer/early fall visitors are spending the night in North Lake Tahoe (78%)
- Trip length varied from one to more than 6 nights in the NLT Area. The average was 4.1 nights, with a median of 4 nights
- The average spending for the summer period was \$1093 per party, with a medium spending amount of \$600

- The overall satisfaction with several different attributes of North Lake Tahoe on a one to five scale, with one being extremely dissatisfied and five representing extremely satisfied. Overall attributes like overall town cleanliness (4.5 average) and overall value of stay (4.4 average)

The complete research document can be downloaded: <http://nltra.org/documents/> under Research section or e-mailed to you by contacting anna@GoTahoeNorth.com.

11.0 UPDATE ON TOURISM DIRECTOR TRANSITION PLAN – SANDY EVANS HALL

- 11.1 Sandy gave an update on finding Andy's replacement and shared the selection committee has picked out 5 applicants. The selection committee includes: two members from the Marketing Committee, one member from the Marketing Coop Committee and one Board of Directors member. The selection committee will start the interviews next week. She hopes to narrow it down to hopefully 1 or 2 candidates. If necessary there may be a second round of interviews.

12.0 DEPARTMENTAL REPORTS

- 12.1 Advertising** – This report is located in the departmental section of the Marketing packet.
- 12.2 Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet.
- 12.3 Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.
- 12.4 Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.
- 12.5 Web** – This report is located in the departmental section of the Marketing packet.
- 12.6 Social** – This report is located in the departmental section of the Marketing packet.

13.0 COMMITTEE MEMBER COMMENTS

- 11.1 No committee member comments.

14.0 STANDING REPORTS

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

- NOVEMBER MTRIP REPORT
- NOVEMBER RENO TAHOE AIRPORT REPORT
- NOVEMBER WEB/GEO TRACKING REPORT
- NOVEMBER LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

15.0 ADJOURNMENT

- 15.1 The Marketing Committee meeting adjourned at 5.10 pm.

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



2014-15 Winter Season

Messaging/Talking Points in Response to Current Snow Conditions

OVERVIEW: Lake Tahoe ski resorts continue to be challenged by the widespread “perception” of poor ski conditions being portrayed by both traditional and social media; the reality is that the majority of skiers and snowboarders who actually make the trip to Lake Tahoe have been pleasantly surprised by the miles of open trails, sunny skies and endless variety of fun-filled diversions for winter vacationers (i.e. Vegas-style gaming, 24/7 nightlife, big name entertainment, family-friendly attractions, scenic tours, natural beauty, etc.). Although the locals and powder hounds may be disgruntled due to the lack of natural snowfall this season, the average skier/snowboarder still appreciates the variety of open terrain with a specific nod of appreciation by both beginners and the freestyle crowd (i.e. terrain parks and halfpipes).

In terms of responding to media regarding the current “lack of snow”, remember that in the “big picture”, the last few seasons are “anomalous”. Stick with the tried/true messaging that defines the destination: the largest concentration of resorts in North America, unparalleled scenic beauty, 24/7 nightlife and entertainment, laidback California vibe mixed with Nevada’s “anything goes” attitude, improved accessibility and unbeatable stay-and-ski packages. When it comes to referencing the current snow conditions, **do not feel the need to acknowledge the negative;** instead, keep these positive talking points in mind:

- Challenge potential guests to “ski it to believe it” before rushing to judgment. After all, a day on the slopes beats a day at the office any day of the week.
- The Ski Lake Tahoe resorts are currently boasting miles of open trails with options for every ability level including meticulously groomed corduroy, beginner-friendly areas and progressive terrain park features and halfpipes.
- Lake Tahoe resorts have received more than 100” of natural snowfall at their summit elevations with the historically snowy months of February and March still to come.
- Lake Tahoe is home to the largest snowmaking systems on the West Coast capable of covering the most popular runs with reliable, carvable conditions.
- When the snow does fall in Lake Tahoe, it piles up in feet rather than inches with only one classic Sierra snowstorm needed to bolster the existing snowpack.
- Lake Tahoe resorts have been open since the week before Thanksgiving and are on track to remain open through at least mid-April.

EXPECT TO BE ASKED ABOUT LAKE TAHOE’S LACK OF SNOW, CALIFORNIA’S ONGOING DROUGHT AND/OR GLOBAL WARMING/CLIMATE CHANGE AS PART OF ANY LIVE INTERVIEW, ESPECIALLY THOSE WITH NATIONAL BROADCAST OUTLETS.

FEEL FREE TO REACH OUT TO SKI LAKE TAHOE AND/OR INDIVIDUAL SKI RESORTS FOR ASSISTANCE IN RESPONDING TO THESE MEDIA OPPORTUNITIES.

IF YOU DO DECIDE TO RESPOND ON YOUR OWN, HAVE AN ANSWER AT THE READY: “Weather and climate change are always top-of-mind for those in the ski industry; however, the reality is that Lake Tahoe has already received over 100” of snowfall so far this season with the historically snowy months of February and March still ahead. When it does snow in Tahoe, it’s measured in feet rather than inches and all it takes is one classic Sierra snowstorm to bolster the existing snowpack.”



Upcoming Initiatives/Messaging By Month

Ski Lake Tahoe plans to continue distributing its bi-monthly press releases during the remainder of the season focusing on the following "non-snow reliant" messaging points:

January: Learn to Ski/Snowboard Month, New Air Service

February: Non-Stop Family Fun both On and Off the Slopes

March: Special Events/Comps, Music Festivals, 24/7 Nightlife and Entertainment

April: Lake Tahoe's Legendary Spring Skiing Scene

Storm/Snowfall Media Alerts

Ski Lake Tahoe will be ready to sound the alarm in terms of media outreach in support of any/all snowfall totaling more than a foot at summit elevations, with a specific focus on Southern California and gateway air markets such as Chicago, Dallas, Denver, Atlanta and New York. These efforts will supplement the individual resort efforts to share the snowfall messaging with local/regional drive markets.

Media Visits

Ski Lake Tahoe is ready to pull the trigger on a number of customized media visits for influential travel editors/writers that have the ability to immediately share any positive changes in current snow conditions with their wide-reaching audiences.

Leveraged Marketing Efforts

Ski Lake Tahoe recently hosted Southern California-based KNBC to produce a multi-pronged promotional campaign that will air over the next few months in hopes of driving additional skier visits from the Los Angeles market.

About Ski Lake Tahoe

Surrounding North America's largest alpine lake, the collection of resorts that make up Ski Lake Tahoe are Alpine Meadows, Heavenly Mountain Resort, Homewood Mountain Resort, Kirkwood Mountain Resort, Mt. Rose-Ski Tahoe, Northstar California Resort, Sierra-at-Tahoe Resort, Squaw Valley and Sugar Bowl Resort. Lake Tahoe boasts over 300 days of sunshine a year, and the region has some of the highest annual snowfall amounts in North America. The nine resorts, all offering unparalleled scenic vistas of panoramic mountain and lake views, are conveniently located near the Reno-Tahoe International Airport. For further information on how to book airfare, lodging, lift tickets and transportation for Ski Lake Tahoe resorts and their travel partners, visit www.skilaketahoe.com.

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