



north lake tahoe

Chamber | CVB | Resort Association

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MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Tuesday, January 24, 2017 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Marguerite Sprague, Judith Kline, DeDe Cordell, Todd Jackson, Brett Williams, Erin Casey, Eric Brandt, Terra Calegari, Carlyne Fajkos, Becky Moore (Eric left at 2.45 pm) (Terra left at 3.20 pm)

RESORT ASSOCIATION STAFF: JT Thompson, Sandy Evans Hall, Jason Neary, Natalie Parrish, Anna Atwood

OTHERS IN ATTENDANCE: Liz Bowling, Shelley Fallon, Lindsay Moore, Alexis Kahn, Walt McRoberts, Tal Harry, Andy Chapman

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.05 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Brandt/Sprague) (10/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 29, 2016

4.1 M/S/C (Jackson/Brandt) (9/0/1– Casey abstained) to approve the meeting minutes from November 29, 2016.

5.0 WELCOME AND INTRODUCTION OF NEW COMMITTEE MEMBERS

5.1 JT welcomed our new committee members; Judith Kline and Terra Calegari. Judith Kline is the Marketing Director at Tahoe Luxury Properties and Terra is the Director of Sales and Marketing at the Resort at Squaw Creek.

6.0 2017 COMMITTEE MEETING DATES, MEMBERSHIP AND ELECTION OF CHAIR – JT THOMPSON

6.1 Brett volunteered to continue as Committee Chair for 2017 and Terra Calegari volunteered to be Vice Chair.

6.2 M/S/C (Moore/Jackson) (10/0) to elect Brett Williams as Committee Chair and Terra Calegari as Vice Chair for 2017.

7.0 PRESENTATION AND DISCUSSION ON NORTH LAKE TAHOE WINTER MARKETING ACTIVITY AUGUSTINE & RICHTER 7

7.1 Lindsay with Augustine shared her December Marketing Report:

NBC Spartan Spot: Augustine produced a 15 second spot to run nationally on NBC on December 25, 2016. During the airing of the Spartan Race Championships on NBC, GoTahoeNorth.com traffic increased by 75.57%, year-over-year. The spot, which ran twice during the airing on NBC, had 2,196,000 total impressions.

Meetings and Convention Magazine: Augustine designed a ½ page print ad to run in M&C's January 2017 issue.

Winter Leisure Email Blast: Augustine developed an email blast designed for the Leisure market in our Fly-in markets of Austin, TX, Los Angeles and New York. The information in the email linked back to GoTahoeNorth.com and included information about the following: NLT Lodging, Things to do, Infographic on the destination about accommodations, Information about Winter WonderGrass. High engagement with 19.36% open rate and 3.8% click rate. "Something Old, Something New" segment had the highest unique openers, although all segments performed much higher than the industry averages.

Winter Meetings Email Blast: Results favorable with strong open and click rates: Total of 2,473 opens – 9.38% open rate, Total of 146 clicks to the meetings landing page, 31 to lodging and 20 to the RFP page. The meetings market emails are set up and designed to run multiple times throughout the campaign, resulting in an increase in overall click-throughs. Expect increased results though consistency and repetition of emails to the target market.

Website Sliders: Augustine designed a variety of Human Nature website sliders to focus on the winter season in North Lake Tahoe. Sliders were created for both desktop and mobile site visitation. While these are live on GoTahoeNorth.com the team is making adjustments and designing additional options, which will be included in the January report.

7.2 Walt with Richter 7 shared the December Digital Report:

Executive Summary: The largest share of "Book Now" conversions resulted from paid search ads, followed by email blasts. Those two sources also resulted in the longest time on site, suggesting high quality leads. You Tube and social ads targeted towards Outdoor Experience Seekers continued to perform best in December. Instagram ad performance improved in December, especially ads targeted towards young travelers in Los Angeles. Walt did share they are switching out one for their key performance indicator to include "Cost Per Engagement". (How much time are the consumers spending on the website.)

Advertising Performance: Overall, web traffic from ads increased in December, helped by the addition of email advertising. Paid search feature the highest conversion rate of any medium (1.26%), followed by banner ads (0.06%). Walt share that bounce rate is really low and is very happy with that.

Comments:

It was recommended for the content used for email blast, that we try to capture some of these e-mails by adding a "subscribe here."

Display Performance by Creative: Conversion rates increased across all three creative types, with Relaxation seeing the greatest change (+5 percentage points). Ads targeted toward older, experienced travelers boasted the highest conversion rate, with almost ten percent of users who clicked on an ad converting.

Display Performance by Placement: Landing page conversion increased by almost 3.5x in December, leading to a four percentage point increase in the overall conversion rate. Conquesting ads from TripAdvisor, particularly those with the Active creative, featured the highest conversion rate of any placement. Walt shared that North Lake Tahoe will be set up soon on Kayak and if you don't see your property listed, please report it. TripAdvisor is converting at a really good rate.

YouTube View Performance: YouTube ad performance dropped slightly in December, with 1.3K less total views and a two percentage point decrease in the view rate. Ads targeted toward Outdoor Experience Seekers in New York continued to boast the highest view rate of any creative/region, with a view rate of 46% in December. It was recommended that it would be good to look at conversion rate after they view the videos on YouTube.

Paid Search Performance: Paid search cost per click improved to \$2.39 in December, down from \$4.46 a month earlier. The “nlt activities” ad group from the Vacation campaign and the “local activities” ad group from the local campaign each resulted in five conversions, the highest among any ad group.

Paid Search Performance by Device: Overall, cost per click improved across all devices in December. While mobile users drove the highest number of both clicks and conversions, tablet users converted at a higher rate-per-click.

Social- Facebook – Ads and Engagement: Facebook ad performance dropped slightly in December, including a \$0.09 increase in Cost-Per-Click (CPC) and 0.05% decrease in Click-Through-Rate. Ads targeted toward users in Austin saw the largest jump in CPC (from \$2.22 to \$2.69); specifically those targeted toward older travelers increased from \$2.67 to \$3.70. Overall, engagement more than halved in December, leading to a \$0.07 percent increase in cost per engagement. Ads served to users in Los Angeles earned the highest engagement among any region, especially those targeted toward outdoor experience seekers.

Social – Instagram - Ads and Engagement: Opposite of Facebook, Instagram ad performance improved in December, including an almost 19% reduction in cost per click. Ads targeted toward families saw the largest reduction in CPC (a 26% reduction), especially those targeted towards users in Los Angeles. Engagement increased across all three targets demographics, led by outdoor experience seekers, driving a \$0.59 decrease in cost per engagement. Users in Los Angeles continued to be the most engaged audience, comprising over half of total engagement in December.

Landing Page Test (Homepage vs. Lodging Page): Overall, users that were sent to the GoTahoeNorth.com homepage (Test A) spent more time on the website and drove a higher book now conversion rate. Users that were sent to the lodging page (Test B) spent less time on the site and were less likely to leave after viewing only one page.

Comments:

The bounce rate is much lower on the lodging page than the home page. Walt shared his reasons for why he thinks it's lower on the lodging page. It takes a while for that page to load and you are scrolling through a lot of properties.

JT asked if maybe the sample group landing on the lodging page were exploring other pages? Walt shared they can look at that matrix.

MCC Ad Performance: GoTahoeNorth.com traffic from MCC ads increased significantly in December with the addition of email blasts. Email alone directed over 1K users spending on average over two minutes on the site. Pageviews from Facebook ads nearly tripled from November, while time on site decreased. Jason shared this is the first time we have done social on the meeting side. Overall, MCC social ads were viewed approximately 160K times with roughly 0.46% of users clicking on a link within an ad, leading to an average cost per click of \$1.84. Cost per click for Instagram ads increased significantly in December, rising from \$6.58 to \$8.96.

8.0 BUDGET EVENT CONTRACT APPROVALS

8.1 DISCUSSION AND POSSIBLE APPROVAL OF \$40,000 SPONSORSHIP OF AUDI FIS WORLD CUP, MARCH 9-11, 2017

Discussion: Is this a first time event to our area? JT shared this was canceled the last two years and the last time a World Cup Race was held here was in 1968.

M/S/C (Moore/Sprague) (9/0) to approve \$40,000 for Audi FIS World Cup

8.2 **DISCUSSION AND POSSIBLE APPROVAL OF \$18,900 SPONSORSHIP OF AMGEN TOUR OF CALIFORNIA, MAY 11-12, 2017**

Discussion: Our continued participation with this event is in the hopes on bringing back the finishing stage of the men's race. Andy Chapman did share without NLTRA's funding the women's race would not go around the lake but it would stay in South Lake Tahoe. JT shared this is not televised but it is televised digitally through the NBC Sports Network.

M/S/C (Moore/Sprague) (9/0) to approve \$18,900 for Amgen Tour of California

8.3 **DISCUSSION AND POSSIBLE APPROVAL OF \$8,000 SPONSORSHIP OF NO BARRIERS SUMMIT, MAY 30 – JUNE 4, 2017**

Discussion: Did program came through our conference sales department and Jason gave some background on the group. The committee was very enthusiastic to bring this event to North Lake Tahoe.

M/S/C (Cordell/Moore) (9/0) to approve \$8,000 for No Barriers Summit.

8.4 **DISCUSSION AND POSSIBLE APPROVAL OF \$50,000 SPONSORSHIP OF TOUGH MUDDER, JUNE 10-11, 2017**

Discussion: Are we able to leverage any additional communication to their customer database? JT stated we get the mention of NLT in a minimum of two social posts leading up to the event. Another member questioned how many years NLTRA have sponsored this event? JT shared this is the 3rd year and the amount is the same as last year, and they came to us after they realized they had big issues with transportation. It was recommended this warrants another discussion in April towards our Fiscal year end. There is still other strike zone areas that need to be expanded and voids that needs to be filled, especially in the winter time. It was recommended that the Town of Truckee start contributing for this event as well. Committee felt the need to review the amount of money we are giving them. Long term concern is attendees could be dropping.

Action to JT: Add this discussion to the agenda in April and share the breakdown on where the attendees stayed.

M/S/C (Moore/Kline) (8/0) to approve \$50,000 for Tough Mudder.

8.5 **DISCUSSION AND POSSIBLE APPROVAL OF \$10,000 SPONSORSHIP OF BROKEN ARROW SKY RACE, JUNE 16-17, 2017**

Discussion: JT shared a locally produced event and it is really growing in popularity. A committee member recommended cross-promoting other local events such WinterWonder Grass and High Notes.

M/S/C (Sprague/Cordell) (7/0/1 – Jackson abstained) to approve \$10,000 for Broken Arrow Sky Race.

8.6 **DISCUSSION AND POSSIBLE APPROVAL OF \$30,000 SPONSORSHIP OF WANDERLUST, JULY 20-23, 2017**

Discussion: It was mentioned this event other mountain destinations are very interested in this event and they are being offered sponsorship dollars at other destinations. JT shared that NLTRA will have a booth present at this event.

M/S/C (Jackson/Moore) (8/0) to approve \$30,000 for Wanderlust.

Other comments: It was recommended that NLTRA support other local events through in-kind support.

9.0 **DEPARTMENTAL REPORTS (<http://nltra.org/docs/public/March%20Departmental%20Reports.pdf>)**

9.1 **Conference Sales** – Jason reviewed the following items with the committee:

- Jason is focusing on the room block for Spartan Race and North Tahoe Lacrosse Summit
- Working on some client event; one for a Cubs Game and one for a Kings Game.
- Conducted site visits

9.2 Leisure Sales – Sarah reviewed the following items with the committee:

- Sarah is currently with a North Tahoe FAM.
- UK Sales mission completed Nov 28-Dec 3rd. Met with lots of great tour-operators.
- Upcoming tradeshow: GoWest in Reno and Visit California Outlook Forum end of February.
- MTS will be held in Canada end of March.

9.3 Events & Communications – JT reviewed the following items with the committee:

- Amber has been working on marketing sponsorships
- She will be meeting with the Human Powered Sports Committee end of January.
- Amber met with Nina at RSCVA to discuss Special Event Grant Funding process.

9.4 Web – Shelly reviewed the following information with the committee members:

- Shelly shared website is running smooth.
- Events are picked up a little bit but it could need some help again.
- The calendar mechanism might change soon.

9.5 PR/Social – Liz reviewed the following information:

- PR: Researching FAM opportunities for some key writers from Austin.
- Working on Los Angeles media outreach – pitching Winter in North Lake Tahoe, World Cup, Local Athletes

10.0 COMMITTEE MEMBER COMMENTS

10.1 No comments.

11.0 STANDING REPORTS

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

- **CONFERENCE ACTIVITY REPORT**
- **GOOGLE ANALYTICS REPORTING**
- **WEBSITE REFERRAL LISTINGS**

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 4.16 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association