



January 2017

Marketing Departmental
Reports

Conference Department Report for January 2017

In January 2017 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 prepared and planned site visit for Amerco U-Haul Annual Meeting for January 17, 2017. This August 2017 program has the potential to generate approximately 201 room nights and \$60,300 in room revenue. 87rooms on peak and 100 people.

Staff prepared and planned site for HARDI Southwestern Region, a non-profit organization for January 19th. This June 2019 program has the potential to generate approximately 210 room and \$52,000 in room revenue. 60 rooms on peak and 150 people.

Staff continues to follow up with all contacts made and supplied by Luxury Meetings Summits in Dallas, Houston, San Antonio, Austin, Seattle and Portland.

Staff continue call and email out to potential groups the incredible January of snow we are having to generate more winter group business.

Staff conducted a site visit for Amerco U-Haul Annual Meeting on January 17, 2017. This program has the potential to generate approximately 201 room nights and \$60,300 in room revenue. 87rooms on peak and 100 people. During this site we visited the Ritz Carlton Lake Tahoe, Garwood's Grill & Pier and the Hyatt Lake Tahoe. In addition to our North Lake Tahoe properties this program is considering the following Napa properties: Meritage, Westin Verasa and Silverado.

Staff was to conduct a site visit for the HARDI Southwestern Region, a non-profit organization on January 19th. Unfortunately due to a snow storm this site was cancelled and will be re-schedule in coming months. This program is considering the Hyatt Lake Tahoe, Ritz Carlton Lake Tahoe, Village at Squaw Valley and Resort at Squaw Creek.

Staff hosted a site visit for the Southeast Lumber Manufacturers Association. They are considering the Resort at Squaw Creek for their July 2018 conference. They will make a final decision in April 2017. The group would bring 750 room nights and roughly \$350,000 of lodging and food and beverage revenue.

Staff is researching venues and ideas for client events in key market cities to be conducted in the next six months.

Staff worked on coordinating lodging blocks for Spartan Race World Championship

Staff worked on coordinating lodging blocks for North Tahoe Lacrosse Summit

Staff participated in a conference call with Spartan Race staff

Staff participated in a conference call with North Tahoe Lacrosse Summit Classic

Staff presented to NLTRA Board of Directors regarding Conference Sales program

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



Leisure Departmental Report
October Marketing Committee Meeting
1.24.17

TRAVELTRADE INFORMATION:

- Travel Nevada Mexico Sales Mission took place November 28th to December 1st. All follow up has been completed. Leads sent out.
- Visit California China Co-Op Updates:
 - Beijing Session took place November 18th.
 - Shanghai Session took place December 9th
 - Next session: Guangzhou in February
- UK Sales Mission Completed
 - November 28th – December 3rd
 - Visited the following travel trade organizations: America as you like it, Skiworld, Scott Dunn, Imagine Travel, Original Travel, Turquoise Holidays, Bon Voyage, Virgin Holidays and Hayes & Jarvis, Ski Safari
 - Visited with the following media: Telegraph, Guardian, Mpora & Coach
 - All leads sent out & finalized.
- Visit California China Global Ready Program took place at Squaw Valley on December 6th. The most well attended program they have hosted, with over 100+ in attendance. The program focused on how our destination can prepare to welcome Chinese travelers.
- Conducted an El Salvador Virtual Training Session in Spanish
 - Partnered with RSCVA
 - Leads to follow
- Upcoming Site Visits:
 - Skigroup.net – site tours will be January 27th
 - Getskitickets.com – sit tours will be on January 27th

UPCOMING TRADESHOWS:

- High Sierra Council is attending the Visit California Mexico Sales Mission – end of January
- North American Journeys West Show & LA Sales Calls – Feb 6-9th
- Go West in Reno: Gold Sponsor - Feb 20th – Feb 24th
- Visit California Outlook Forum – Feb 27th – March 2nd
- Mountain Travel Symposium – March 27th – April 1st

INTERNATIONAL OFFICE UPDATES:

- UK Market Update – attached is the Q2 report from Black Diamond
 - Travel Trade Highlights:
 - Black Diamond attended the World Travel Market on our behalf.
 - BD met with 16 companies this quarter. Some were individual meetings and rest agent trainings. TOTAL OF 258 agents trained from those meetings.
 - From my UK Sales Mission with BD an additional 28 were trained.
 - PR Highlights:
 - Q2 produced articles totaling in 117,748,881 in circulation & \$48,214 in PR value.
 - Some big features in the Daily Star, The Telegraph and British Airlines online publications.

- Australia Market Update – attached is the Q2 report from Gate 7
 - Travel Trade Highlights:
 - Market intelligence reports that USA visitation/intended travel is up to the USA by 3.25
 - Gate 7 conducted 5 training sessions & conducted an additional 11 meetings on NLT's behalf
 - Launched the Sno' n' Ski & Mogul Ski Incentives
 - PR Highlights:
 - Q2 produced articles totaling in 1,801,949 & a PR Value of \$331,106
 - Some featured articles were Karryon's Guide to Skiing in California, multiple articles on snowsbest.com & 7Travel's Ski tips for Lake Tahoe

UPCOMING TRAVEL TRADE FAMS

- FAMS in the pipeline:
 - North Lake Tahoe Winter Domestic Ski FAM – January 24-27th
 - Vail FAM – February 6-8th
 - UK winter FAM in conjunction with Norwegian Airlines – March 2- 4th
 - Travel Nevada Winter FAM – March 12th -15th with 20 agents from multiple countries
 - Australia winter FAM in conjunction with American Airlines – March 15-17th
 - Travel Nevada Wedding FAM – May 6th

MISC:

- High Sierra Council Meeting took place on November 15th
 - Next Meeting is at VC Outlook Forum & then spring in Truckee, CA
- Met with Truckee Chamber on participation in FAMS – both travel trade & media
- Nordic Print & Digital Marketing Complete – see attached document. Currently working on a Media trip for early February.

- Working with Expedia on current International & Domestic numbers. Also, working with them on potential event in North Lake Tahoe.
- We have a new HotelBeds Rep – Colby Olen left and I will be getting out new contact information.

Events & Communications Update January Marketing Committee Meeting

General

- Created 1-sheet with potential sponsorship benefits and assigned costs/values
- Sent quarterly event update email to local agencies and business associations on 12/12/16
- Accepted in NLT-Truckee Leadership Program, begin on 1/26
- Executed 12 Days of Christmas Instagram contest featuring regional event from 12/13 – 12/24 with TAA

Sponsorship Opportunities

- Connected Northstar, Squaw Valley, TCDA and Lake Tahoe Music Festival with Coldwell Bankers for potential sponsorships this summer (has potential for 8,000 ticket sales regionally and cash sponsorships)

Human Powered Sports Committee

- Second committee meeting scheduled for 1/27

Special Event Grant Funding

- Working on a proposal for an updated process in the 2017/2018 fiscal year
 - Working on competitive analysis
 - Met with Nina from RSCVA
 - Have a meeting scheduled to review top level with Erin Casey on 1/25
- Submitted contracts to all 16.17 grant recipients (except Sierra Century Ride) and working on gaining signatures
 - Sierra State Parks
 - 2017 Squaw Valley Half Marathon
 - 2017 Tahoe City Wine Walk
 - 2017 Squaw Mountain Run
 - 2017 Lake Tahoe Music Festival
 - 2017 Tahoe Vista Paddlefest
 - 2017 Tahoe City Oktoberfest
 - 2017 Great Trail Race

Marketing Sponsorships

- Presenting the following contracts to Marketing Committee for approvals:
 - Audi FIS World Cup (2017)
 - AMGEN Tour of California (2017)
 - No Barriers Summit (2017)
 - Tough Mudder (2017)
 - Broken Arrow Skyrace (2017)
 - Wanderlust (2017 – 2019)
- Propose the following standardized event survey questions:
 - Number of guests in party?
 - Where did guests travel from?
 - Did guests stay overnight?
 - If so, how many nights?
 - What type of lodging did they stay in?
 - Location of lodging?
 - Likelihood of returning to North Lake Tahoe?

WinterWonderGrassTahoe

- Mid-February Augustine will run a 6 week campaign to incorporate WWG into winter search and digital efforts

Spartan Race World Championships

- Working with Steve Hammond, local Alpine Meadows resident, Spartan course designer and Spartan race competitor on a PR campaign highlighting the region, training tips, and local businesses. It will be a social campaign highlighting all four seasons.

No Barriers USA

- There will not be a No Barriers Obstacle Run to coincide with the event in 2017 per the event production company. They need more time to plan.
- They are hoping for the NLTRA to sponsor the 2019 event which will take place at the Resort at Squaw Creek. A contract with the venue has been signed.

Tahoe Summit Lacrosse Tournament

- Working on the 2017 sponsorship contract (\$5,000)
- Meeting with IV about potential use of Incline fields as event is outgrowing NLT and Truckee.

Autumn Food & Wine Festival

- Working with Northstar on a potential sponsorship proposal with a regional farm and distillery. The farm/distillery will get back to me in the next few weeks but would most likely like to come in with a partnership.

Lake Tahoe Dance Collective

- Submitted an in-kind marketing sponsorship proposal. Waiting to hear back from Christin.



professional creative services

January, 2017 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

Shelley Fallon

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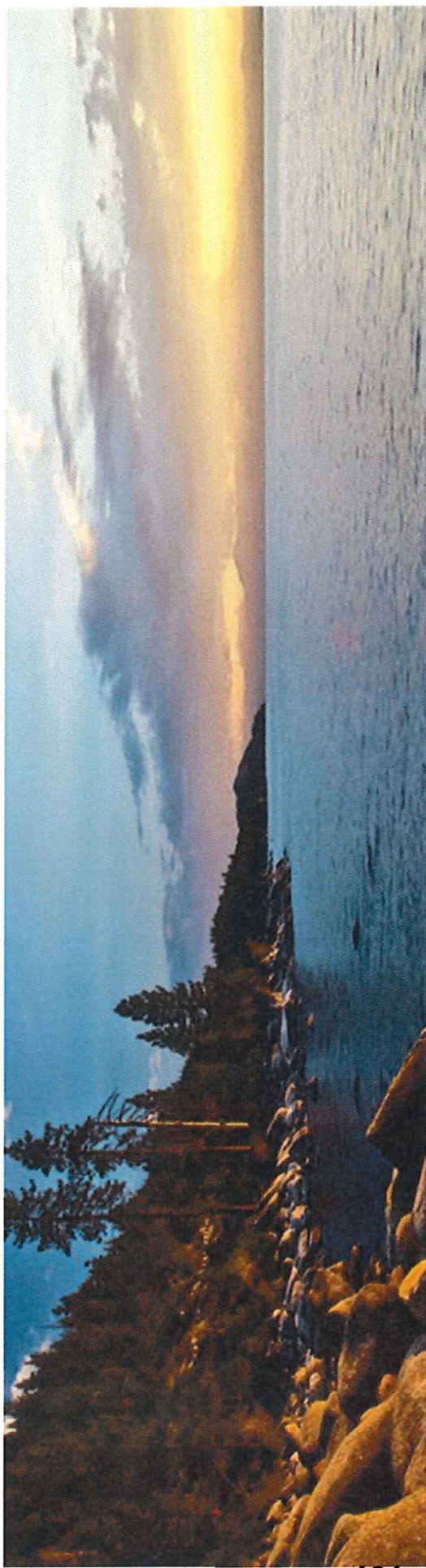
fallonmultimedia.com



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North Lake Tahoe December 2016 Recap

Public Relations Content Marketing Social Media





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Media Relations: December Results

Total Placements: 30

Total Reach: 25,476,806

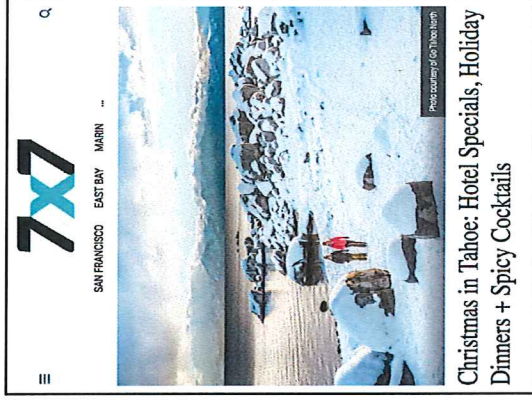
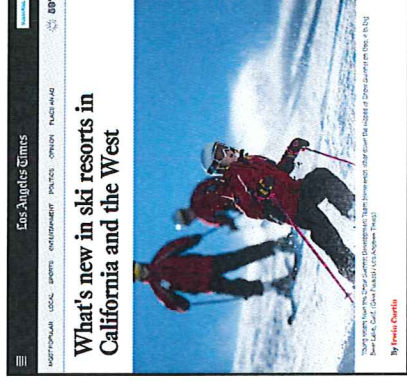
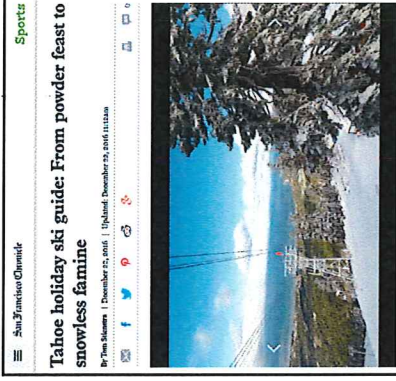
Total Publicity Value: \$706,981

Placement Highlights:

- Los Angeles Times: What's new in ski resorts in California and the West (publicity value: \$142,114)
- San Francisco Chronicle: Tahoe holiday ski guide: From powder feast to snowless famine (publicity value: \$6,463)
- 7x7: Christmas in Tahoe: Hotel Specials, Holiday Dinners + Spicy Cocktails; (publicity value: \$2,713)
- KCRA: 10 best NorCal spots to indulge in Christmas cheer (publicity value: \$5,142)
- Sierra Sun: Amid rainfall, Tahoe City officially opens community's new ice rink; (publicity value: \$555)

Coverage Book Link:

- <https://coveragebook.com/b/ba77d7d1>





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Public Relations

Austin Media

- Conducted Deskside outreach, researching FAM opportunities with key writers
- Pitch: Year-round destination; Flight Access (new nonstop via Dallas); What's New
- Meetings to be confirmed

WinterWonderGrass: March 30 - April 2

- Monthly calls with Cinch; WWG Team; Amber
- Developed Social Strategy / Ticket Giveaways / Contractual Obligations
- TramJam Opportunities; Facebook Live
- Identifying drive market and FAM media opportunities

L.A. Media Outreach: Ongoing

- PR Deliverables: Garner on-site remote coverage at North Lake Tahoe ski resorts
- Pitch: Winter in North Lake Tahoe; What's New; World Cup; North Tahoe Produces Professional Athletes, Learn to Ski and Ride Month



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Public Relations

Meetings & Conventions

December Deliverables:

Began pulling 2017 editorial calendars

Placement:

Smart Meetings “2016 Platinum Choice Winners Announced”

Pending Placements:

- Meetings Today - Winter 2017
- Meetings & Conventions Magazine - Winter 2017
- California Meetings + Events - Winter 2017
- Mountain Meetings - Winter 2017
- Meeting Professionals International – TBD
- Convene (225 editorial due: 1/31)

2016 Platinum Choice Award Winners Announced

CVBs Events Hotels & Resorts Industry Events
BY SMART MEETINGS ON DECEMBER 01, 2016



Smartmeetings



Distinguished hotels and CVBs earn coveted recognition from Smart Meetings

After much voting and decision-making, the 13th annual Platinum Choice Award winners have been selected by Smart Meetings magazine, the meeting industry's premier resource for meeting professionals. This highly esteemed award salutes excellence in service and amenities among **meeting hotels and resorts** in the United States, Canada, Mexico and the Caribbean. An additional category acknowledges outstanding service by **destination marketing companies and CVBs** from across North America.



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Public Relations

International

Content:

- Pitch: Bucket List Adventures in Tahoe for Men's Health UK (Provided to Black Diamond)
- Press Releases: On-going snow news updates

Placements:

- Australia: *Sunday Mail Adelaide*, "12 Ways of Christmas"
- Australia: *7Travel*, "Ski tips and Lake Tahoe intel from an Olympic gold medalist"
- Australia: Instagram Influencer Raquel Furtado posts
- Australia: *Mountain Watch*, Snow Alert Update: Monster Snow Storm for California

Press Trip Planning in Progress:

- Juan Carlos, Latitude Blog (Mexico), Moved to first week of March (coordinating lodging, activities, meals)
- Australia: Reggae Ellis, ChillFactor Magazine Feb 9-16 (TAA coordinating lift tickets)
- Australia: Paul Tatnell, Escape, March 5-8 (TAA coordinating lodging, lift tickets, activities, meals)
- UK Fam: Tristan Kennedy (Mpora & Whitelines) + photographer, Story angle: backcountry skiing in Tahoe, Norwegian/Visit California to comp flights
- UK Fam: Ellie Ross (Freelance) and Deborah (Freelance) - (Norwegian to comp flights, waiting on commissions from Ellie and Deborah)
- UK: Edmund Vallance, The Evening Standard - week Feb. 6 (waiting to hear back from Journalist)



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Content

Blog

The blog is promoted on North Lake Tahoe social channels and shared in the newsletter.

Title: Spend an Unforgettable Christmas in North Lake Tahoe

Date: December 16

Facebook Shares: 58

Twitter Shares: 21

Title: Top 5 New Year's Activities in North Lake Tahoe

Date: December 16

Facebook Shares: 55

Twitter Shares: 9

Newsletter

The Abbi Agency redesigned the North Lake Tahoe newsletter to emphasize visual content. For winter months, a snow tracker is noted at the top to reflect the current base.

Subject: The Winter Weekend Edition

Date: December 9

Open Rate: 12%

Clicks: 4.2%

Subject: Celebrations Abound! The Christmas and New Years Edition

Date: December 22

Open Rate: 12%

Clicks: 7%

Press Releases & Notable Pitches

Press Release: What's New – Winter 2016/17

Press Release: Holiday Events

Press Release: Christmas Eve Snowfall

Pitch: Bay Area Media – Snow News

Pitch: LA Broadcast Remote Coverage

Pitch: Industry, Regional and National – Snow News

Pitch: LA Times – Best of California Destinations



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Campaigns

100,000 Facebook Fan Giveaway

Goal: Reach 100,000 Facebook fans and celebrate by giving away a North Lake Tahoe prize package to one follower

Prize Package: North Lake Tahoe partners donated lodging, activities and experiences; JetBlue donated airfare (two round-trip tickets); TAA coordinated prize items, contest advertisements and all communication with winner. The prize package was valued at over \$2,500.

Timing:

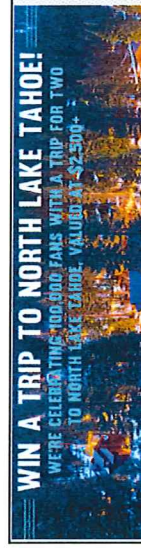
- Nov. 14 – 30: Partner outreach, prize package collection and graphic development
- Dec. 8 – 16: Campaign live and open for entries

Promotion:

- Facebook, Twitter and Instagram posts
- Facebook Boosting
- Facebook Fan Acquisition Ads (budget: \$250)

Results:

- Total email entries: 1,439
- Giveaway tab views: 1,923
- Shares: 271
- Data collected: name, email, city, state, zip



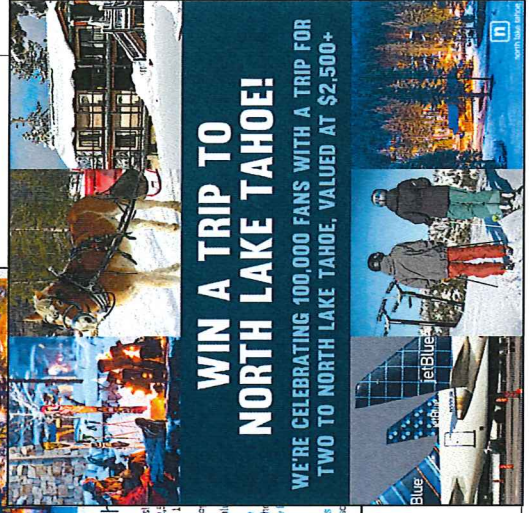
Celebrate 100,000 Fans with

North Lake Tahoe is excited to announce its 100,000 Facebook fans will win a trip to North Lake Tahoe, valued at a value of over \$2,500. We'll select and announce the winner as soon as we reach 100,000 fans.

*This event, all expenses included, but includes the items listed under "Prize Package"

Prize Package: Trip for two to visit and play in North Lake Tahoe, valued at \$2,500+

- Round-trip flights for two into Reno/Tahoe on JetBlue
- 8-night stay for two in North Lake Tahoe, courtesy of the North Lake Tahoe Lodging
- Lift tickets for two to Squaw Valley Alpine Meadows
- Skiing and hot chocolate for four at Grasshopper
- Sleigh Ride for four at Sand Harbor, courtesy of Bioparc
- Dinner for two and a bottle of wine at the Park at Resort





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Campaigns

12 Days of Christmas Instagram Giveaway

Goal: Increase Instagram followers and highlight the range of year-round events in North Lake Tahoe 12 days prior to Christmas

Prize Package: North Lake Tahoe partners donated event tickets, race entries, activities and experiences; given away daily

Timing:

- Nov. 30 – Dec. 11: Prize package coordination and graphic development
- Dec. 12 – 24: Campaign live, with one giveaway per day through @TahoeNorth Instagram

Promotion:

- Daily giveaway posts on Instagram
 - Entry prompts fans to ‘like’ post, follow @TahoeNorth on Instagram and tag friends to increase engagement and fanbase

Giveaway Results:

- Followers gained: 184
- Number of entries: 834
- Total post likes: 4,549





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Social Media: December Results

Facebook Data

- Total Number of Page Likes: 100,619
- Gained in December: 1,306
- Demographic: 38.6% male, 61.4% female
- Impressions by City:
 - Sacramento: 10.8k
 - Bay Area: 47.6
 - Southern California: 55.4k
 - New York: 61.9k
- Likes by City:
 - Sacramento: 2.6k
 - Bay Area: 3.7k
 - Southern California: 15.7k
 - New York: 4k

Instagram Data

- Total Number of Followers: 42,921
- Gained in December: 1,042
- Total Photos: 1,905

Pinterest Data

- Total Number of Followers: 554
- Total Number of Pins: 860

User-Generated Content

- Total photos with tag #TahoeNorth: 21,889
- Photos with tag #TahoeNorth in December: 1,109



Twitter Data

- Total Number of Followers: 16,631
- Gained in December: 253
- Link Clicks: 308
- Re-Tweets: 116, Mentions: 79
- Demographic: 59% male, 41% female



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Social Media Advertising


100k Giveaway -- Fan Acquisition Ads

- Goal: Promote North Lake Tahoe as an ideal winter destination; increase page likes from fans in JetBlue flight markets to hit 100,000 fans
- Budget: \$250
- Audience: JetBlue flight markets (Long Beach, Newport Beach, and Palm Springs; New York state)
- Creative: Scenic winter photos, giveaway header
- Results:
 - Reach: 8,852
 - New Page Likes: 379

Suggested Page

North Lake Tahoe
Sponsored

We're celebrating 100,000 fans! "Like" our page and enter to win a North Lake Tahoe getaway.



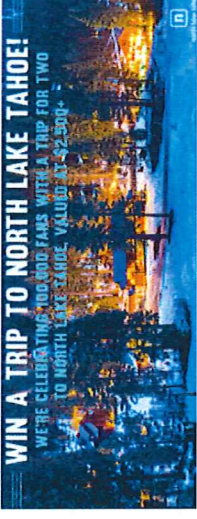
North Lake Tahoe
Recreation & Fitness
101,554 people like this.

Like Page

Suggested Page

North Lake Tahoe
Sponsored

We're celebrating 100,000 fans! "Like" our page and enter to win a North Lake Tahoe getaway.



WIN A TRIP TO NORTH LAKE TAHOE!
WE'RE CELEBRATING 100,000 FANS WITH A TRIP FOR TWO
TO NORTH LAKE TAHOE, VALUED AT \$2,500+.


North Lake Tahoe
Recreation & Fitness
101,556 people like this.

Like Page

Suggested Page

North Lake Tahoe
Sponsored

We're celebrating 100,000 fans! "Like" our page and enter to win a North Lake Tahoe getaway.



North Lake Tahoe
Recreation & Fitness
101,556 people like this.

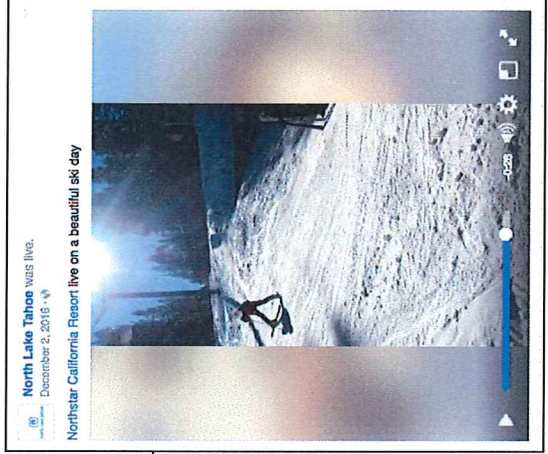
Like Page



north lake tahoe Social Engagement Tools

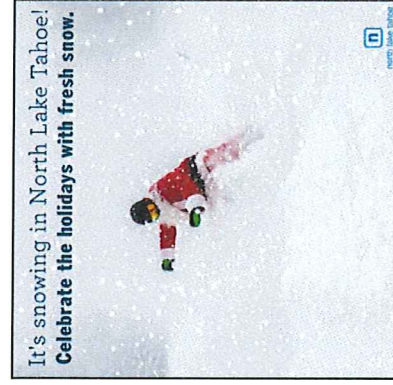
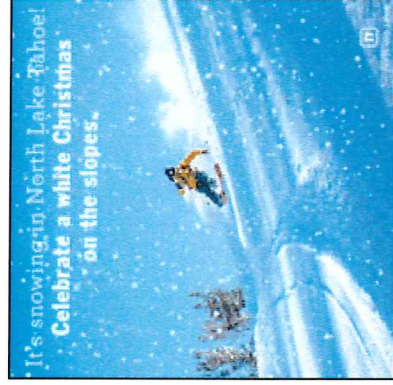
Facebook Live Videos: winter is here

- Objective: Promote ski resort openings in North Lake Tahoe, highlight snow conditions
- Location: Northstar California Resort, hosted by Spencer Spellman
- Date: Dec. 2
- Results:
 - Reach: 10,692
 - Views: 4,088



Live Snowfall Updates

- Objective: Inform followers of snow levels and weather forecast
- Timing: Dec. 16, Dec. 21, Dec. 23
- Results:
 - Total Likes: 471
 - Total Comments: 14



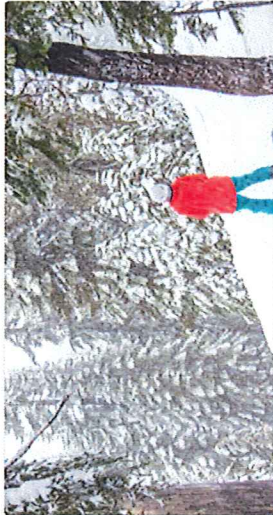


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Social Media Highlights

North Lake Tahoe
@TahoeNorth

Make the most out of your family trip to #TahoeNorth with @frequentflyfam's guide to winter on the north shore: bit.ly/2ik3X00



RETWEETS 5 LIKES 3

8:00 AM - 26 Dec 2016


Tweet, December 26
Frequent Flyer Family Blog

- Likes: 3
- Retweets: 5
- Link clicks: 16
- Reach: 4,006

tahoerorth

3,255 likes

tahoerorth Whether your start your day on the slopes or end it, you can't go wrong with tunes at @northstar_california. Plan your trip today. (Photo: @snowdatcom)



beachbumck @dudogaviak
marv_newman @issacs77
jstykai24 @_jaylaalor
_destroy I have that view tattooed on my arm
dudogaviak February was never that far @beachbumck
markymrk5 @eve_wis21 we will be here soon 🙌🏻
trecey_hongig 🍷 absolutely Stunning!!
JHibler Nice view of the neighborhood @janelichibler #eastridge hannahnelson_ @tynnetten

Add a comment...

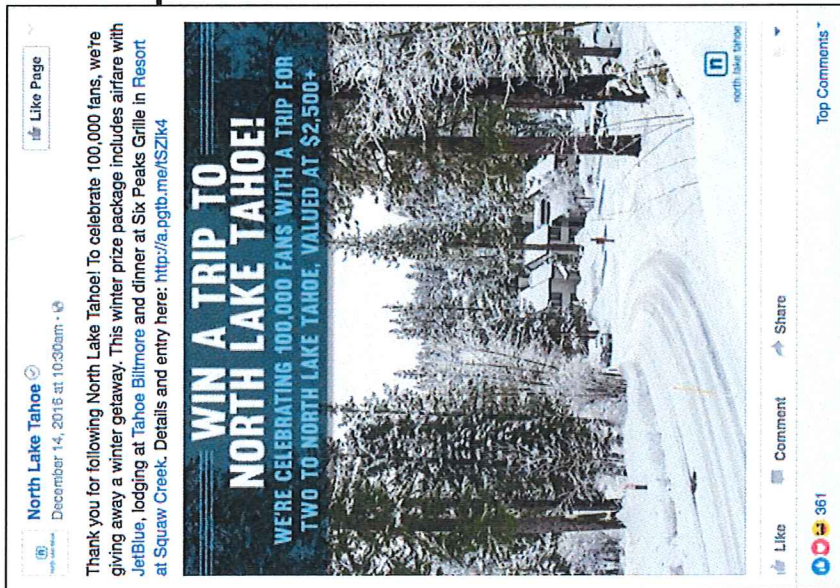
Instagram Post, December 28
Ski resort photo

- Likes: 3,255
- Comments: 22
- Reach: 42,000



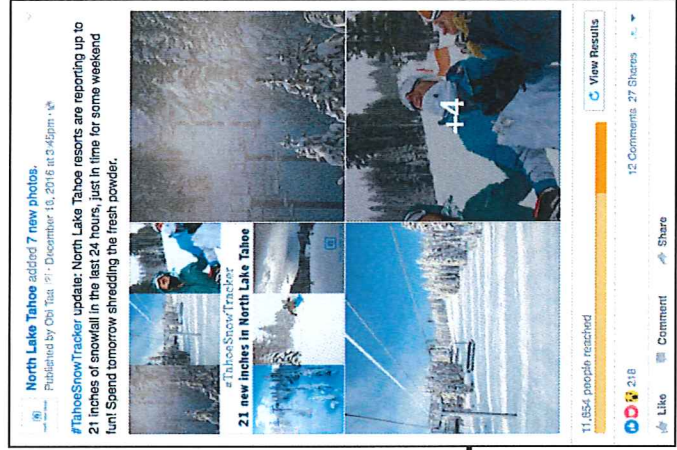
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Social Media Highlights



Facebook Post, December 14
 100,000 fan giveaway

- Reactions: 457
- Engagements: 1,704
- Shares: 58
- Comments: 33
- Reach: 17,680



Facebook Post, December 16
 #TahoeSnowTracker Update

- Reactions: 218
- Engagements: 982
- Shares: 27
- Comments: 12
- Reach: 11,654

| Page | Messages | Notifications | Insights | Publishing Tools | From Last Week | Posts This Week | Engagement This Week |
|-----------------|----------|---------------|------------------------|------------------|-----------------|-----------------|----------------------|
| Overview | | | | | | | |
| Promotions | | | | | | | |
| Likes | | | | | | | |
| Reach | | | | | | | |
| Page Views | | | | | | | |
| Actions on Page | | | | | | | |
| Posts | | | | | | | |
| Events | | | | | | | |
| Videos | | | | | | | |
| People | | | | | | | |
| Local | | | | | | | |
| Messages | | | | | | | |
| API | | | | | | | |
| 1 | | | Whistler Blackcomb | | 281.2K ▲0.4% | 22 | 15.6K |
| 2 | | | Visit Lake Tahoe South | | 132.6K ▲0.2% | 14 | 10.5K |
| 3 | | YOU | North Lake Tahoe | | 105.3K ▲2.9% | 14 | 3.4K |
| 4 | | | Visit Park City | | 93.1K ▲0.3% | 6 | 303 |
| 5 | | | Visit Mammoth | | 48.9K ▲0.9% | 20 | 9.7K |
| 6 | | | tahoe.com | | 33.4K ▲4.2% | 13 | 16.2K |
| 7 | | | Tahoe Quarterly | | 28.9K ▲0.8% | 11 | 1.2K |
| 8 | | | Visit Santa Cruz | | 27.9K ▲0.4% | 8 | 1.3K |
| 9 | | | Breckenridge, Colorado | | 22K ▲0.6% | 6 | 248 |
| 10 | | | Truckee | | 12.7K ▲0.3% | 2 | 822 |

AB at 1/19/17