



January 2017

Marketing Standing
Reports

Monthly Report December 2016

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 16/17

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 16/17</u>	<u>FY 15/16</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/16:	\$3,003,463	\$2,775,944	8%
Forecasted Commission for this Revenue:	\$96,391	\$146,825	-34%
Number of Room Nights:	16436	14575	13%
Number of Delegates:	17989	16829	7%
Annual Revenue Goal:	\$3,000,000	\$2,800,000	7%
Annual Commission Goal:	\$173,000	\$165,000	5%

<u>Monthly Detail/Activity</u>	<u>December-16</u>	<u>December-15</u>	
<u>Number of Groups Booked:</u>	4	4	
Revenue Booked:	\$142,936	\$60,419	137%
Projected Commission:	\$6,683	\$2,655	152%
Room Nights:	837	393	113%
Number of Delegates:	358	128	180%
	2 Corp., 2		
Booked Group Types:	Assoc.	3 Corp, 1 Govt.	
Lost Business, # of Groups:	0	5	

<u>Arrived in the month</u>	<u>December-16</u>	<u>*Est.</u>	<u>December-15</u>
Number of Groups:	2		1
Revenue Arrived:	\$137,651		\$11,026
Projected Commission:	\$5,818		\$0
Room Nights:	562		74
Number of Delegates:	1125		35
Arrived Group Types:	3 Corp, 1 Smf		1 Corp.

<u>Monthly Detail/Activity</u>	<u>November-16</u>	<u>November-15</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,862	\$20,326	-86%
Projected Commission:	\$0	\$656	-100%
Room Nights:	14	113	-88%
Number of Delegates:	14	204	-93%
Booked Group Types:	1 Corp.	1 Corp, 1 Smf	
Lost Business, # of Groups:	6	5	

<u>Arrived in the month</u>	<u>November-16</u>	<u>*Est.</u>	<u>November-15</u>
Number of Groups:	4		0
Revenue Arrived:	\$72,400		\$0
Projected Commission:	\$1,393		\$0
Room Nights:	562		0
Number of Delegates:	1125		0
Arrived Group Types:	3 Corp, 1 Smf		

Arrived Group Types: 3 Corp, 1 Smf

Monthly Detail/Activity

	<u>October-16</u>	<u>October-15</u>	
<u>Number of Groups Booked:</u>	6	5	
Revenue Booked:	\$557,045	\$216,914	157%
Projected Commission:	\$7,726	\$16,653	-54%
Room Nights:	2716	503	440%
Number of Delegates:	11999	245	4798%
	3 Corp, 1 Smf, 1 Non-Profit, 1		
Booked Group Types:	Incentive	3 Corp, 2 Assn.	
Lost Business, # of Groups:	3	2	

Arrived in the month

	<u>October-16</u>	*Est.	<u>October-15</u>	
Number of Groups:	5		4	
Revenue Arrived:	\$116,685		\$378,115	-69%
Projected Commission:	\$7,391		\$37,381	-80%
Room Nights:	1081		2214	-51%
Number of Delegates:	20430		10792	89%
	1 Smf, 1 Assoc,			
Arrived Group Types:	3 Corp.		3 Corp, 1 Smf	

Monthly Detail/Activity

	<u>September-16</u>		<u>September-15</u>	
<u>Number of Groups Booked:</u>	3		2	
Revenue Booked:	\$113,630		\$18,378	518%
Projected Commission:	\$2,245		\$693	224%
Room Nights:	962		150	541%
Number of Delegates:	987		70	1310%
	1 Corp, 1			
Booked Group Types:	Assoc, 1 Smf		1 Smf, 1 Assn	
Lost Business, # of Groups:	3		8	

Arrived in the month

	<u>September-16</u>		<u>September-15</u>	
Number of Groups:	10		9	
Revenue Arrived:	\$788,598		\$593,894	33%
Projected Commission:	\$6,209		\$20,604	-70%
Room Nights:	3920		3170	24%
Number of Delegates:	1757		986	78%
	4 Corp, 3 Assn,		2 Corp, 5	
Arrived Group Types:	3 Smf		Assoc, 2 Smf	

Monthly Detail/Activity

	<u>August-16</u>		<u>August-15</u>	
<u>Number of Groups Booked:</u>	4		3	
Revenue Booked:	\$112,497		\$40,570	177%
Projected Commission:	\$892		\$3,884	-77%
Room Nights:	715		264	171%
Number of Delegates:	275		224	23%
	2 Assn., 1 Corp,			
Booked Group Types:	1 Govt.		2 Corp., 1 Smf	
Lost Business, # of Groups:	0		7	

<u>Arrived in the month</u>	<u>August-16</u>	<u>August-15</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$195,879	\$273,081	-28%
Projected Commission:	\$16,620	\$21,858	-24%
Room Nights:	863	1723	-50%
Number of Delegates:	211	521	-60%
Arrived Group Types:	3 Corp., 2 Assoc.	3 Corp., 2 Assn., 2 Govt.	

<u>Monthly Detail/Activity</u>	<u>July-16</u>	<u>July-15</u>	
<u>Number of Groups Booked:</u>	2	4	
Revenue Booked:	\$84,736	\$119,459	-29%
Projected Commission:	\$0	\$3,023	-100%
Room Nights:	655	850	-23%
Number of Delegates:	425	10390	-96%
Booked Group Types:	1 Corp, 1 Govt.	1 Ca Assoc., 1 Corp, 1 Smf, 1 Assoc.	
Lost Business, # of Groups:	3	4	

<u>Arrived in the month</u>	<u>July-16</u>	<u>*Est.</u>	<u>July-15</u>	
Number of Groups:	6		7	
Revenue Arrived:	\$1,025,536		\$569,373	80%
Projected Commission:	\$55,670		\$18,614	199%
Room Nights:	4926		2686	83%
Number of Delegates:	1551		1790	-13%
Arrived Group Types:	2 Corp., 2 Assoc, 1 Govt.		4 Corp, 1 Assn., 1 Smf, 1 Govt.	
Arrived Group Types:	1 Seminar 2 Corp., 2 Assoc, 1 Govt.		4 Corp, 1 Assn., 1 Smf, 1 Govt.	

For 2017/18:	\$422,075	\$500,000
For 2018/19:	\$309,811	\$250,000

NUMBER OF LEADS Generated as of 12/31/16:	127
YTD 12/31/15:	86
YTD 12/30/14:	75

Total Number of Leads Generated in Previous Years:

2015/16	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209

Monthly Report December 2016
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 16/17

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>16/17</u>	<u>15/16</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/16:	\$381,611	\$111,557	242%
Forecasted Commission for this Revenue:	\$8,966	\$3,900	130%
Number of Room Nights:	3232	1012	219%
Number of Delegates:	1388	627	121%
Annual Commission Projection:	\$15,000	\$10,000	50%

<u>Monthly Detail/Activity</u>	<u>December-16</u>	<u>December-15</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$177,828	\$25,280	603%
Projected Commission:	\$0	\$0	
Room Nights:	866	241	259%
Number of Delegates:	240	150	60%
Booked Group Types:	1 Corp and 1 Assoc.	1 Assoc.	

<u>Arrived in the month</u>	<u>December-16</u>	<u>December-15</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$33,553	
Projected Commission:	\$0	\$563	
Room Nights:	0	347	
Number of Delegates:	0	132	
Arrived Group Types:		1 Corp, 1 Smf	

<u>Monthly Detail/Activity</u>	<u>November-16</u>	<u>November-15</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$2,228	\$25,280	-91%
Projected Commission:	\$334	\$0	
Room Nights:	12	241	-95%
Number of Delegates:	6	150	-96%
Booked Group Types:	1 Corp.	1 Assoc.	

<u>Arrived in the month</u>	<u>November-16</u>	* Est.	<u>November-15</u>	
Number of Groups:	2		2	
Revenue Arrived:	\$5,447		\$33,553	-84%
Projected Commission:	\$817		\$563	45%
Room Nights:	38		347	-89%
Number of Delegates:	28		132	-79%
Arrived Group Types:	1 Corp., 1 Assoc.		1 Corp, 1 Smf	

<u>Monthly Detail/Activity</u>	<u>October-16</u>	<u>October-15</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$5,547	\$3,592	54%
Projected Commission:	\$277	\$537	-48%

Room Nights:	45	20	125%
Number of Delegates:	45	20	125%
Booked Group Types:	1 Assoc.	1 Corp.	

<u>Arrived in the month</u>	<u>October-16</u>	<u>* Est.</u>	<u>October-15</u>
Number of Groups:	1		3
Revenue Arrived:	\$10,842		\$44,564
Projected Commission:	\$0		\$2,099
Room Nights:	50		187
Number of Delegates:	25		134
Arrived Group Types:	1 Assoc. - CA		1 Corp, 1 Assoc., 1 Smf

<u>Monthly Detail/Activity</u>	<u>September-16</u>		<u>September-15</u>
<u>Number of Groups Booked:</u>	1		3
Revenue Booked:	\$45,255		\$11,830
Projected Commission:	\$0		\$0
Room Nights:	420		101
Number of Delegates:	160		96
Booked Group Types:	1 Corp.		1 Assn., 2 Smf

<u>Arrived in the month</u>	<u>September-16</u>	<u>* Est.</u>	<u>September-15</u>
Number of Groups:	2		2
Revenue Arrived:	\$8,640		\$33,553
Projected Commission:	\$741		\$563
Room Nights:	90		347
Number of Delegates:	60		132
Arrived Group Types:	1 Corp, 1 Smf		1 Corp, 1 Smf

<u>Monthly Detail/Activity</u>	<u>August-16</u>		<u>August-15</u>
<u>Number of Groups Booked:</u>	1		1
Revenue Booked:	\$7,209		\$139,320
Projected Commission:	\$1,081		\$6,966
Room Nights:	70		1220
Number of Delegates:	35		300
Booked Group Types:	1 Corp.		1 Assn.

<u>Arrived in the month</u>	<u>August-16</u>		<u>August-15</u>
Number of Groups:	2		0
Revenue Arrived:	\$146,529		\$0
Projected Commission:	\$8,047		\$0
Room Nights:	1290		0
Number of Delegates:	335		0
Arrived Group Types:	1 Corp., 1 Assn.		

<u>Monthly Detail/Activity</u>	<u>July-16</u>		<u>July-15</u>
<u>Number of Groups Booked:</u>	2		2
Revenue Booked:	\$26,320		\$7,662
Projected Commission:	\$3,948		\$1,149
Room Nights:	244		66
Number of Delegates:	529		68
Booked Group Types:	2 Corp.		2 Smf

<u>Arrived in the month</u>	<u>July-16</u>	<u>July-15</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$19,526	\$30,232	-35%
Projected Commission:	\$0	\$1,749	
Room Nights:	64	211	-70%
Number of Delegates:	30	150	-80%
Arrived Group Types:	1 Corp.	1 Assoc., 2 Smf	

NUMBER OF LEADS Generated as of 12/31/16: 127

Total Number of Leads Generated in Previous Years:

2014/2015 175
2013/2014 172
2012/2013: 171
2011/2012: 119
2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

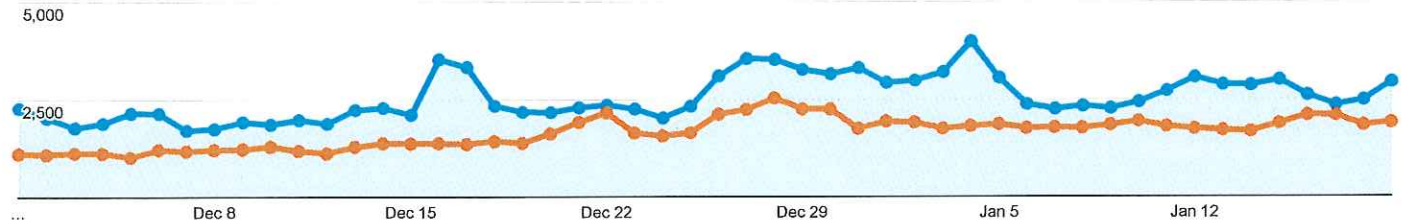
Audience Overview

Dec 1, 2016 - Jan 19, 2017
Compare to: Dec 1, 2015 - Jan 19, 2016

All Users
+0.00% Sessions

Overview

Dec 1, 2016 - Jan 19, 2017: Sessions
Dec 1, 2015 - Jan 19, 2016: Sessions



Sessions

54.79%
127,215 vs 82,185



Users

59.17%
108,817 vs 68,366



Pageviews

29.78%
422,534 vs 325,574



Pages / Session

-16.16%
3.32 vs 3.96



Avg. Session Duration

-26.10%
00:01:47 vs 00:02:25



Bounce Rate

-6.03%
26.50% vs 28.20%



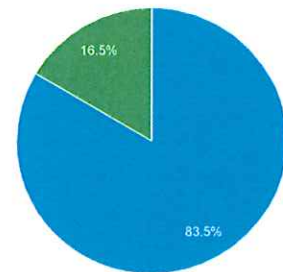
% New Sessions

3.21%
83.41% vs 80.82%

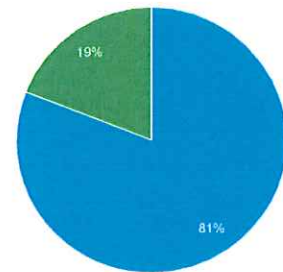


New Visitor Returning Visitor

Dec 1, 2016 - Jan 19, 2017



Dec 1, 2015 - Jan 19, 2016



Country	Sessions	% Sessions
1. United States		
Dec 1, 2016 - Jan 19, 2017	119,278	93.76%
Dec 1, 2015 - Jan 19, 2016	76,298	92.84%
% Change	56.33%	1.00%
2. Russia		
Dec 1, 2016 - Jan 19, 2017	1,769	1.39%
Dec 1, 2015 - Jan 19, 2016	42	0.05%
% Change	4,111.90%	2,621.03%
3. United Kingdom		
Dec 1, 2016 - Jan 19, 2017	1,044	0.82%
Dec 1, 2015 - Jan 19, 2016	577	0.70%
% Change	80.94%	16.89%
4. Canada		

Dec 1, 2016 - Jan 19, 2017	706		0.55%
Dec 1, 2015 - Jan 19, 2016	497		0.60%
% Change	42.05%		-8.23%
5. Australia			
Dec 1, 2016 - Jan 19, 2017	479		0.38%
Dec 1, 2015 - Jan 19, 2016	551		0.67%
% Change	-13.07%		-43.84%
6. Mexico			
Dec 1, 2016 - Jan 19, 2017	408		0.32%
Dec 1, 2015 - Jan 19, 2016	736		0.90%
% Change	-44.57%		-64.19%
7. (not set)			
Dec 1, 2016 - Jan 19, 2017	354		0.28%
Dec 1, 2015 - Jan 19, 2016	193		0.23%
% Change	83.42%		18.50%
8. Brazil			
Dec 1, 2016 - Jan 19, 2017	326		0.26%
Dec 1, 2015 - Jan 19, 2016	477		0.58%
% Change	-31.66%		-55.85%
9. Germany			
Dec 1, 2016 - Jan 19, 2017	288		0.23%
Dec 1, 2015 - Jan 19, 2016	146		0.18%
% Change	97.26%		27.44%
10. India			
Dec 1, 2016 - Jan 19, 2017	234		0.18%
Dec 1, 2015 - Jan 19, 2016	183		0.22%
% Change	27.87%		-17.39%

Lodging Referrals - 12/1/16-12/31/16	Total Lodging Book Now	Unique Lodging Book Now
The Village at Squaw Valley	128	116
Hyatt Regency Lake Tahoe Resort Spa & Casino	100	99
Northstar California Resort	90	76
Resort at Squaw Creek	84	80
The Ritz-Carlton, Lake Tahoe	71	70
Tahoe Mountain Lodging	67	65
Cottage Inn at Lake Tahoe	54	53
Squaw Valley Lodge	53	53
Constellation Residences at Northstar	50	48
Cedar Crest Cottages	49	48
Tahoe Biltmore Lodge & Casino	43	41
Cedar Glen Lodge	42	41
Granlibakken Tahoe	41	38
The Lodge at Sugar Bowl	41	38
PlumpJack Squaw Valley Inn	38	38
Stay In Lake Tahoe	37	31
Mourelatos Lakeshore Resort	36	35
Sunnyside Restaurant & Lodge	34	32
Parkside Inn at Incline	33	25
West Shore Cafe & Inn	31	31
Tahoe Getaways Vacation Rentals	30	29
Tahoe Vistana Inn	30	28
North Tahoe Rental Company	29	25
Tahoe Luxury Properties	29	28
Incline Vacation Rentals	28	27
Red Wolf Lodge at Squaw Valley	27	25
Sun Bear Realty	27	23
Tahoe Signature Properties	27	27
Tahoe Woodside Vacation Rentals	27	22
Brockway Springs Resort	26	25
Tahoma Meadows Bed & Breakfast Cottages	26	24
First Accommodations, Inc.	23	21
Hauserman Rental Group	22	21
Kingswood Village Vacation Rentals	21	20
Tahoe Rentals by Wells and Bennett Realtors	21	18
Tahoe Exclusive Vacation Rentals	19	18
VACAY North Tahoe	19	19
Lake Tahoe Accommodations Tahoe City	18	16
Tahoe Moon Properties	17	16
The Border House at Crystal Bay Casino	17	16
The Lodge at Obexers	17	17

Chaney House	16	15
Sierra Mountain Properties	16	12
Vacasa	16	16
Vacation Station, Inc.	16	16
Americas Best Value Inn Tahoe City	15	15
Firelite Lodge	15	15
PepperTree Inn	15	14
Sierra Vacation Rentals/Sales	15	14
Tahoe Rental Company	15	14
Agate Bay Realty Vacation Rentals	14	14
Chalet de Huttlinger	14	14
Tahoe Marina Lodge	13	12
Tahoe Time Vacation Rental	13	13
Lake Tahoe Accommodations Incline Village	12	9
Tahoe City Inn	12	11
Tahoe Sands Resort	12	11
Ferraria's Crown Resort	11	11
Goldfish Properties	11	10
Meeks Bay Resort & Marina	11	11
Tahoe Real Estate Group	11	11
Tamarack Lodge	11	9
Holiday House	10	10
Red Wolf Lakeside Lodge	10	10
Vacation Tahoe by O'Neal Brokers	10	10
Alpine Rental Group	9	9
Waters of Tahoe Properties	9	9
West Lake Properties at Tahoe	9	9
SellMyTimeShareNow.com	7	7
GRAND TOTAL	1,970	1,854



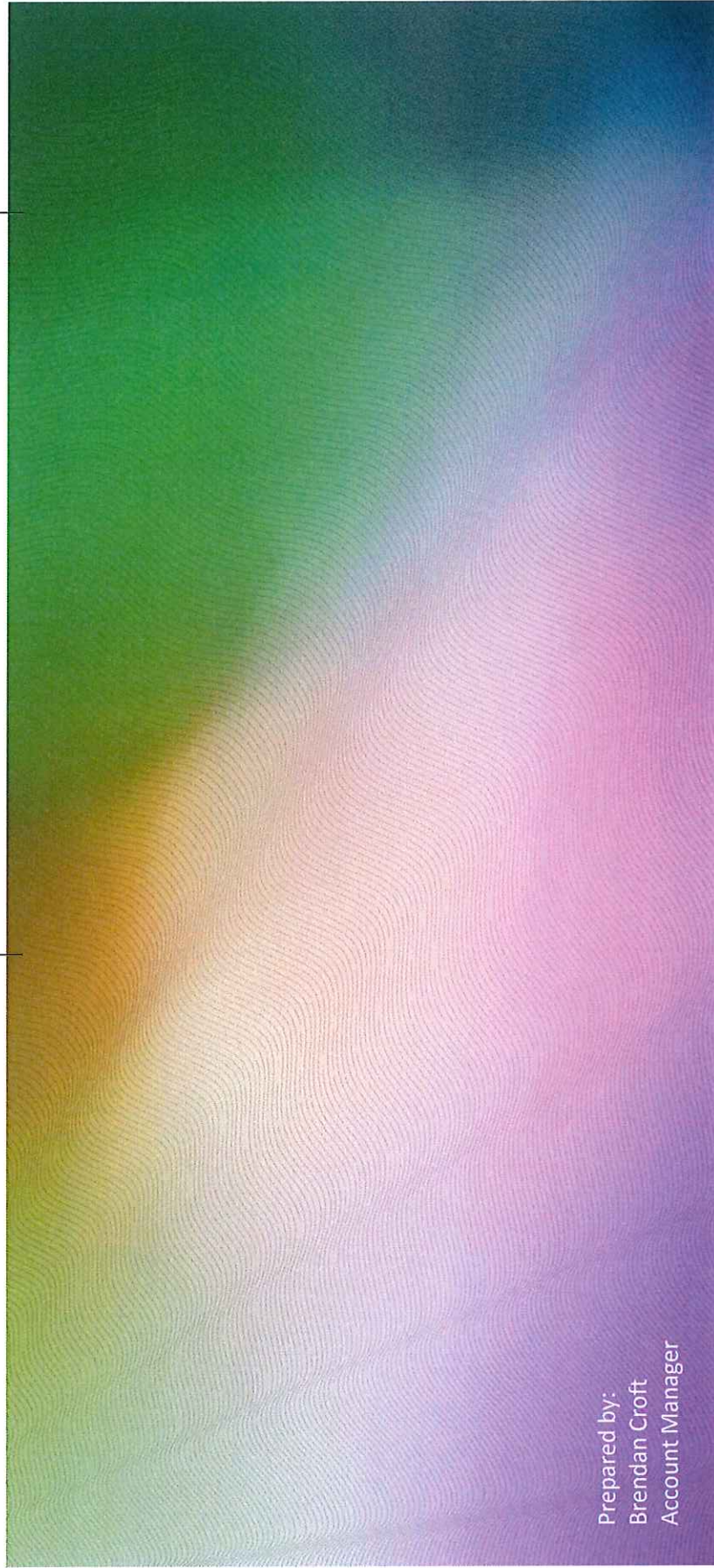
January 2017

Quarterly
International Reports
(Leisure Sales)



QUARTERLY REPORT, Oct-Dec '16

10/01/2017



Prepared by:
Brendan Croft
Account Manager

MARKET INTELLIGENCE - CONSUMER

- During October the Brexit timeline was set out by our Prime Minister, Teresa May, and we now know that by April 2019 we will have formally left the EU. Four months on from the vote all the economic pundits including the IMF have agreed they got their predictions wrong with the UK economy and conversely it has strengthened and is now the fastest growing economy in all the G7 countries. The UK stock market was predicted to fall by 20% but has rallied to its biggest gain ever of over 30% during the past 3 months and unemployment has continued to fall and now stands at 4.9%.
- November will be characterized as the month that politics were turned upside down with Donald Trump unexpectedly winning the presidency. In the UK there was an initial shock but with our Brexit vote catching all the pollsters and media off guard in June, the Trump result was in some ways a further confirmation that the new norm is now with the disenfranchised determining the result and it is they that have become the majority rather than the minority. The Trump result whilst a shock was more muted than it could have been if Brexit did not exist. After the first few days of the post-election fever the media in the UK have started to tone down the rhetoric about a Trump presidency and the early signs are that there will be little to no impact on UK tourists not travelling to the US.
- The UK continues to focus on the outcome of what might happen with the UK leaving the European Union and the media have become obsessed with the speculation of how hard or soft our departure will be from Europe. The debate has turned to what type of Brexit do we all want rather than when and how. The continued uncertainty with how the Brexit negotiations are likely to unravel has led to the continued devaluation of Sterling which needs to be monitored. At the current level of circa \$1.25 /£1 it is deemed to be close to the tipping point by which people will alter their decisions for travelling abroad. The US dollar is however the same as every other major currency and therefore there is no difference to the additional costs associated with travelling to the US or anywhere in the world.

MARKET INTELLIGENCE - CONSUMER

- Despite the fluctuating currency exchange the UK economy continues to show no signs of slowing down and November reported the fastest retail sales increase in 14 years and growth forecasts were reported to be substantially less affected by the Brexit vote than predicted and have now been revised upwards after initially suggesting that we would be falling into negative growth for 2016.
- December draws an end to a very unique year in the UK's history and also for the fortunes of the economy. The year ended with the stock market climbing to an all-time high and 30% higher than the lows of the immediate aftermath of the Brexit vote in June.
- The economy continues to power on despite the continued uncertainty of exactly when and what will happen to the country on leaving the European Union. For all the economic pundits that predicted a sharp recession the complete opposite has happened. Certain parallels can be drawn with the election of Trump with the UK and the world now getting to accept him as the next President. For the UK the initial shock with the result of the election has past and now as with our Brexit vote there is a sense of unease about what a Trump Presidency will bring, but it is now much less negative and in some instances the media in the UK are delivering a more positive messaging spin on the outlook for 2017 and beyond. The reality for the UK is that not much will happen in 2017 as we know we will still be in the EU until at least 2019 and our economy is continuing to show resilience with upwardly adjusted growth forecast for next year.

MARKET INTELLIGENCE - TRADE

- Norwegian is claiming the cheapest flights between the UK and Las Vegas with the start of a twice-weekly service. Fares on the route from Gatwick start at £179 one-way with departures on Mondays and Thursdays, designed to enable weekend breaks in the US gambling hotspot. Las Vegas is Norwegian's third long-haul route to be introduced from Gatwick this year, following Oakland – San Francisco and Boston. Flights will be operated by the airline's two-class Boeing 787 Dreamliner aircraft. Chief commercial officer Thomas Ramdahl said: "We are pleased to launch the UK's cheapest direct route to Las Vegas. This year has been our busiest yet at Gatwick with the addition of three new direct transatlantic routes, as well as extra frequency and capacity on our existing network."
- Hays Travel is preparing to open a further four new stores in Keighley, near Leeds, Fareham and Torquay, as well as another in an undisclosed "huge town" in the south by the end of the year. The move will bring the total number of properties in Hays retail estate to 142 overall by the end of the year - 18 of which, will have been opened within the last 12 months. It comes as owner and managing director John Hays confirmed the agency would also "almost certainly" open new branches in the Leeds/Bradford area in 2017, as Hays Travel continues to expand out of its north-east heartland.
- Intelligence firm ForwardKeys, which monitors future travel patterns by monitoring up to 16million reservations per day, reported the US to be the top destination for travellers over the Christmas period. Accounting for 11.4% of international arrivals, the US was followed by Thailand (4.5%) and the UAE (4.3%). The US was also top of the source market listings, followed by the UK, Germany, Canada and Australia – all up by circa 8-10% YoY.

MARKET INTELLIGENCE - TRADE

- December was a typically quiet month, as tour operators baton down the hatches in preparation for the annual turn-of-year booking peak. Many use this time to brief sales staff on campaign messaging and get their houses in order before the biggest trading peak of the year begins after Christmas. Virgin Atlantic surprised the trade (and BA once again) by launching their sale a week before Christmas, whilst all the key tour operators were advertising on TV from Boxing Day
- 1) Virgin Holidays led the way with the latest version of their 'Seize the Holiday' campaign – The Virgin Holidays Sale Won't Last Forever <https://www.youtube.com/watch?v=JgvHRmZVZBE>
- 2) Thomas Cook's brand new 'You Want We Do' allowed for various iterations along the you/he/she/they want theme (see our own version later in the report) <https://www.youtube.com/watch?v=HlaCyE9oheI>
- 3) Whilst Kuoni's offering was designed to position themselves as a worldwide operator and not just a Far East/Indian Ocean specialist, USA was notable by its absence from their creative <https://www.youtube.com/watch?v=KnGTwTrSIDM>

MARKET INTELLIGENCE - AVIATION

- Virgin Atlantic goes thrice daily to LAX Virgin Atlantic is raising frequency between Heathrow and Los Angeles next summer with a third daily flight. The additional service from May 2017 will coincide with Virgin and joint venture partner Delta Air Lines relocating their operations at Terminal 2 at Los Angeles international airport (LAX). The move is part of the US carrier's larger \$1.9 billion plan to modernise, upgrade and connect LAX Terminals 2 and 3 over the next seven years, as well as connect these terminals to the Tom Bradley International Terminal. Virgin Atlantic is to deploy Boeing 787-9 Dreamliner aircraft on all three services between London and Los Angeles next summer with a new 1pm departure from Heathrow and a 6.30pm flight from the US west coast.
- Norwegian will give Premium passengers travelling to Gatwick from Oakland International Airport (OAK) free access to the airport's new lounge from this month. Passengers flying in the carrier's Premium cabin on its low-cost flights from the Bay Area are offered complimentary access to the new Escape Lounge operated by Manchester Airports Group (MAG) USA, subsidiary of the largest UK-owned airport group. The new Escape Lounge at OAK will be the first to open on the west coast and will offer stylish and contemporary furnishings, an extensive complimentary locally inspired menu, unlimited free alcoholic and non-alcoholic beverages and free high-speed Wi-Fi, in addition to a selection of newspapers and magazines. The US Department for Transport has also approved a permit for their EU arm (Norwegian Air International) to fly to the US from Ireland. Hot on the heels of this came news that the airline would soon finalise plans for East Coast services to launch from Shannon and Cork in summer 2017. They later announced that Edinburgh and Manchester would also benefit from direct flights to the East Coast in the New Year. They closed the year by announcing that long haul had helped boost carryings by 3.6million passengers with 2016 load factors up to 88% from 86% the year before..

TRAVEL TRADE ACTIVITIES – EVENTS

- SuperFAM 2016 - In late September Visit California, in partnership with British Airways, hosted the 9th annual SuperFAM, giving 60 lucky agents from across the UK & Ireland the chance to experience some of the very best that the Golden State has to offer. From attractions to accommodations, unforgettable experiences to world class food and wine, it was all waiting to be sampled, from every corner of this diverse, exciting and constantly changing state. As California has so much to do, it's impossible to put it all into one trip, so agents were split into five different groups, all travelling to different areas of the state and all doing a huge variety of activities. No two trips to California are the same, and these itineraries highlighted this. North Lake Tahoe was featured in the Mountains itinerary, and was very well received. To end the week in style, all the agents enjoyed a fantastic finale event in California's largest state park, Anza-Borrego Desert State Park. After enjoying a guided tour of the area, the agents met with suppliers from across the state to learn about the areas featured in the other itineraries. Sarah from North Lake Tahoe was in attendance and was able to network with participants from other itineraries. The groups also shared their own experiences with all the other agents with entertaining and informative presentations on their itineraries. The 2016 SuperFAM was a truly unforgettable week for all those involved and we would like to extend our thanks to all the agents that visited, and a huge thank you to all the partners and hosts who helped plan, deliver and host a fantastic range of activities and adventures.



TRAVEL TRADE ACTIVITIES – EVENTS

- November saw us attend the annual WTM travel trade show at the EXCEL centre in London. On the Sunday afternoon prior to the this, Visit California organised the World Travel Market VIP Film Event which attracted some 53 trade partners who came to enjoy Californian wine and delicious food at the Ham Yard Hotel. Either side of this year's film The Accountant, guests had the opportunity to network with our delegation of Californian partners, all whilst enjoying live music and cocktails.
- The UK Trade Team organised a more or less full schedule of meetings across all three days of the show itself, with only a handful of empty slots and a small number of no-shows.
- The general sentiment from all partners was cautious optimism. There appears to be a great appetite from the trade to partner with Visit California over the next 12 months, particularly from the luxury sector and some of the larger mainstream operators.



TRAVEL TRADE ACTIVITIES – MEETINGS

- **Eden Luxury Collection** - Met with Victoria Bebb, Marketing Consultant to discuss their current program. She advised that California is their no2 destination for the US, and is currently 92% up on revenue from the previous year (USA is +32% yoy). They are currently developing tailor-made brochures which will be released in January and are looking at ideas to put together some marketing to promote these and we will be following up with her on where we may be able to get involved. We discussed training opportunities at both their Chester and Knutsford offices and will be looking to try schedule this in for early next year.
- **Elegant Resorts** – Met with Caroline Beckett, Senior Sales and Product Manager to discuss their current program for California and where they can develop further. Elegant Resorts are a luxury tour operator and advised that California is their No1 USA destination and top growth area for the company.
- **Insight Vacations** - met with Paul Melinis, Sales Director to get an overview of business, talk about product development opportunities including a new California tour which would include Lake Tahoe.



TRAVEL TRADE ACTIVITIES – MEETINGS

- **North American Travel Service:** Met briefly with Karen Farrer product Manager for USA at their head office in Leeds. They are currently in the process of signing off their new USA brochure which is due to hit stores by busy season in January. They will be featuring the Ritz Carlton Northstar in the upcoming brochure as the only Lake Tahoe property.
- **ITC:** Met with David Pointer, Senior product Manager. Advised that ITC are currently going through a re-branding to differentiate themselves from their sister brand Western & Oriental who specialize in 4-5* hotels – whereas ITC wants to be 5* only top end. They are re-developing their whole website which is due to be completed by end of January, to include more hotel product and suggested itineraries for the luxury client. Currently North Lake Tahoe is not featured on their website however we are working on product development for California and will look to feature the Ritz Carlton with him. They are also looking at the possibility of creating a Direct Mail piece for later in the year dedicated to California and once all details are finalized will be in touch as to what opportunities will be available.
- **Trailfinders:** Met with new product manager Leanne to give more in-depth training California, Leanne comes from an Australia background. We have requested stats from 2016 to North Lake Tahoe and which properties they are currently selling, with the look for potential product development for 2017.



TRAVEL TRADE ACTIVITIES – TRAINING



- **Travelbag** – Travelled their Chester call center to train their new sales staff on California. Provided them with general state training which featured North Lake Tahoe as a key High Sierras destination, along with it's proximity to the main gateway cities.
Agents Trained – 13



- **Barrhead Travel** – Spent a hugely productive day with Scotland's biggest travel agency. Trained a new intake of sales consultants at the Barrhead Travel training academy in Glasgow. The training sessions we split into the regions across the day with Lake Tahoe featured heavily in the High Sierras and Northern California session.
Agents trained - 50



- **Worldwide Motorhoming Holidays** – Travelled to Coventry to meet and train with this operator. Specializing in Motor home holidays worldwide, California is their number 1 destination for the USA. They feature an escorted motorhoming tour however the majority of business comes from fly-drive tailor-made itineraries which can also included pre/post accommodation in hotels. Lake Tahoe is offered with their clients often staying in and around Tahoe City, as well as Sugar Pine state park. Training was given to their key US sales staff on the highlights of California including Lake Tahoe. They are also looking to produce a mini-brochure promoting US tours to be handed out at the Manchester Destinations Show in January where they have a stand on the Visit USA booth and have asked for suggestions of additional trips which I have provided to include stop in North Lake Tahoe.
Agents trained = 10

North Lake Tahoe Quarterly Report – Q2, Oct-Dec '16

TRAVEL TRADE ACTIVITIES – TRAINING

- **Hayes & Jarvis** – Travelled to their offices in Crawley for a roadshow style training event. Trained their sales agents on Northern California with a focus on Lake Tahoe.
Agents trained = 20
- **American Sky** – Travelled down to their UK head office in East Grinstead to do training on Northern California including a focus on the high sierras including North Lake Tahoe and the proximity to other locations and gateway cities. It was also highlighted as a year round destination. 15 sales staff were trained in person, followed by a Webinar for the sales staff in Ireland.
Agents trained = 25
- **Trailfinders:** Travelled up to their Leeds store to conduct training on their California product including Lake Tahoe. Focused on the variety activities available as well as proximity to pair with other destinations.
Agents trained = 10 including 4 from their first & business team.
- **North American Travel Service:** Travelled to their head offices in Leeds to trained both head office and high street store on California including North Lake Tahoe. A few of the group had previously travelled to North Lake Tahoe and were pleased with the updates.
Agents trained = 12



North Lake Tahoe Quarterly Report – Q2, Oct-Dec '16

TRAVEL TRADE ACTIVITIES – TRAINING

- **Thomas Cook:** They held a North America showcase day at their new head office in Peterborough. The showcase day had head office agents as well as high street store agents from around the country in attendance. The format was table top sessions with groups of 4-5 moving around the room in a speed dating format. California training included North Lake Tahoe in the presentation. The majority of the agents had little knowledge of the destination and had not travelled to California, therefore it was a fantastic opportunity to educate on a top line basis.
Agents trained = 50
- **BA Holidays:** Travelled up to their head office in Newcastle for 2 days of intense training. West Coast Agents were split into 3 groups of 10 and the sessions were based around agents researching and planning their own California fly-drive itineraries that had a select few key destinations that had to be visited. Groups were able to spend 1 hour researching and creating their itineraries and were awarded bonus points with being creative on itineraries and 'thinking outside the box'. They then relayed back to everyone about their fly-drive itinerary, and discussed their suggested itinerary with then Q&A with the Brendan. This was found to be a really successful way of ensuring the agents were acting upon their new knowledge and research to aid learning.
Agents trained = 60
- **Netflights:** Held a Webinar for their agents based in Bolton store, focusing on Northern California including North Lake Tahoe
Agents trained = 8



TRAVEL TRADE ACTIVITIES – UK SALES MISSION

North Lake Tahoe conducted a mini sales mission around the UK over 3 days. The primary objective was to start to build relationships with the UK Trade, offer training and support. During the 3 days we visited 9 tour operators to meet and discuss product development, as well as offered some training support.

America as you like it – Predominantly a summer operator, training was conducted with the team. Agents trained: 4

Skiworld – Ski Specialist operator was visited and training provided to sales staff – Agents trained: 6

Scott Dunn – Split into two different training sessions with their tailor-made team and ski specialists. Also discussed product development with Kirsty from the ski team. Looking to expand their product offering within the region.
Agents trained: 6

Imagine Travel – Operator is apart of the Scott Dunn group, training was conducted with the team. Agents trained: 4

Original Travel – Met with Will Boocock to discuss product development. Original are looking to add a ski program to their portfolio in 2017 with North Lake Tahoe to feature.

Turquoise Holidays – Turquoise have launch California as their first USA destination. Met with Lizzie from marketing to help with copy and advice for adding North Lake Tahoe to program.

Ski Safari - Ski Specialist operator was visited and training provided to sales staff – Agents trained: 8

Virgin Holidays – Met with interim product Manager Sian, to discuss further development with North Lake Tahoe. Looking to revive their ski program for 2017/18.

Hayes & Jarvis - Met with Charlie who looks after West Coast product to discuss North Lake Tahoe product development. Looking to increase product in the region for 2017.

TRAVEL TRADE ACTIVITIES – LEADS

- **ITC Luxury** – Looking to create a California Direct Mail piece for later in the year dedicated to California. There is going to be partner opportunities to participate with in the piece. More details to be shared in the coming months.
- **Hayes & Jarvis** – Looking to create a Northern California focused campaign with multiple layers including DM pieces. Looking at partner buy in opportunities. More information to be communicated post ‘peaks’ booking period.
- **Norwegian Airlines** – Have confirmed 6 complimentary flight seats for a Ski FAM to take place in March 2017. They are looking to try to bolster unsold winter seats on their London to Oakland flights, and are targeting ski operators to help fill these seats with some aggressive rates. North Lake Tahoe has been approached to participate in the FAM.
- **Worldwide Motorhoming Holidays** - Looking to produce a mini-brochure promoting US tours to be handed out at the Manchester Destinations Show in January where they have a stand on the Visit USA booth. Looking into the opportunity for North Lake Tahoe to feature in the mini brochure.
- **Eden Luxury Collection** - Looking to create a California tailor-made specific brochure. They are looking at partner opportunities to participate with in the piece. They are running this in-line with product development within the state of California as they are currently only offering gateway cities. More details to be shared in the coming months.



**Presented to you by Brendan Croft,
Your Black Diamond Account Manager**

BLACK DIAMOND – PR Activity Report

October to December 2016 – PR Overview

This quarter has been an exciting time for North Lake Tahoe with several individual press trips in planning, an in-market media mission for Sarah Winters and a plethora of winter ski coverage.

In October Annabel attended The Telegraph Ski and Snowboard Show on behalf of North Lake Tahoe and met with media, including Dave Watts from The Telegraph, freelancer Neil English, freelance Rupert Murray and Irish media journalist Catherine Murphy. Every journalist was keen on hearing more story angles and Annabel followed up promptly with 2016-17 news. We will be in touch if any are able to secure commissions for a press trip.

In November Annabel attended the World Travel Market representing North Lake Tahoe and meetings with a host of media, including Silver Travel, Mpora, RTE radio, Woman magazine and more. Annabel also had a very successful meeting with Norwegian Airlines who are keen to promote their new Oakland route (launched May 2016) via outdoor/adventure North Lake Tahoe stories.

Black Diamond were delighted to welcome Sarah Winters to London on 1st December and Annabel scheduled a fantastic series of media meetings, including Ellie Ross (freelancer for the Sun, The Independent and more), Deborah Cirucel (freelance for Metro and Stylist) and Tristan Kennedy (editor-in-chief of Mpora). Annabel has secured complimentary flights with Norwegian Airlines for Tristan Kennedy, who will be heading out to Tahoe in March for a backcountry skiing piece on Mpora and a snowboarding piece for Whitelines. Working with Visit California, Annabel has also secured flights for his photographer, aiming to bring the piece to life with beautiful imagery. Deborah Cirucel is also negotiating a commission with Metro.co.uk and hopes to secure the story early 2017.

Annabel has also been busy coordinating an individual press trip with LA-based journalist Ed Vallance, freelancer for the Evening Standard and the Independent. We are waiting on commissions before confirming his trip, looking to take place in February with his family. Due to his California location with access to a vehicle, there will be no travel expense to North Lake Tahoe.

As for pitches, Annabel sent out snow news and resort opening bulletins weekly as well as continual individual press trip invites to national media and ski publications. Following these proactive pitches, we have secured coverage in national newspapers including The Sun and dailystar.co.uk and trade publication STAN.

Moving forward, freelancers Ellie Ross and Sian Lewis are looking to visit North Lake Tahoe in the spring and Annabel is currently coordinating story angles for potential commissions.

Industry insights

October

During October the Brexit timeline was set out by Prime Minister, Teresa May, and by April 2019 the UK will have formally left the EU. However, four months on from the vote and the UK economy has strengthened and is now the fastest growing economy in all the G7 countries. The UK stock market was predicted to fall by 20% but has rallied to its biggest gain ever of over 30% during the past three months.

This month the UK welcomed the decision to expand Heathrow airport ahead of its London rival Gatwick, but warned years of legal wrangling lay ahead. The new runway is not likely to be built until the mid-2020s, assuming no further delays, and a series of legal challenges appear certain.

In other news, poor pound-to-euro exchange rates are driving demand for long haul destinations. Searches for the US – the top long haul destination - have increased by 12%, despite pound falling to a three-decade low of just \$1.18 in value. Furthermore, Travel 2 has reported a 20 percent year-on-year increase in UK bookings to the USA.

The UK travel media this month saw a strong focus of half term holidays in the UK and beyond. Halloween was also a power player this month and there were various features on haunted trips, cemeteries and ghost trips. The focus on the US was around low cost breaks due to the budget airlines announcing more and more long haul routes and road trips throughout the country. The ski season has started in Europe and the papers all feature various ski breaks and ski holiday ideas in Europe and beyond. This is a great time to jump on combi trips with US ski destinations and to pitch ski and sun or surf and ski breaks.

November

This month has been gripped by the outcome of the US election and the possible effect on the economy, trade agreements and travel. There have been numerous reports on various outcomes but until the President Elect has taken office we don't expect any drastic consequences for the travel industry. As of right now we have not noticed a decline in interest in California.

During WTM, Mintel presented on noteworthy travel trends in the UK and a few important takeaways are as follows:

- **An increase in holidays taken in 2015** – 19% hadn't taken a holiday compared to 22% in 2014
- **City breaks are now on a level with beach breaks**, people want to experience culture while they are on holiday
- **UK consumers are still intrepid and open to new destinations**, with personal itineraries becoming more popular so the experience feels unique – holidays aren't one-size-fits-all even for similar demographic groups
- **Long haul trips to the U.S. are on the up, otherwise long haul travel as a whole is seeing a downward curve**

Foodie publication Bon Appetit announced a digital expansion with three new verticals coming in 2017. The first, Healthy-ish, for young, female readers, will kick off January 17 with 35 to 40 videos on Facebook and Instagram. Two more brands are set to follow: One for newbie home cooks (working title: BA Basic), at an undetermined later date; and City Guides, a multi-platform series

supported by 40 social videos, coming in April. This developments stems from the success publishers such as BuzzFeed are booking with their food focussed content.

The papers this month reported on Airbnb’s announcement to become a full service travel provider and their intention to provide trips to destinations, Trips as it is called, launched with around 500 experiences in various cities across the globe one of which is LA. Additionally, there was a big focus on ski features, winter sun and Christmas shopping experiences ahead of the holidays.

December

December saw a strong focus on ski/snow and winter themed breaks and holidays across the papers ahead of the Christmas break and with an eye on the first few months of the New Year. The first travel trends for 2017 started to appear as well as the first few round ups on where to travel in 2017 ahead of the January sales. Various papers featured the benefits of booking early and using the sales to get the best deals.

We also noticed a lot of tour operators such as Virgin Holidays and Thomas Cook focussing on experience based holidays that include visiting multiple destinations per trip. There was also continued attention for budget travel to the US with BA going after budget airline Norwegian to various destinations. This is particularly interesting as 2017 will mark the 40th anniversary of the Skytrain which halved the cost of long-haul flying. The venture lasted less than five years, but the low-fare genie had been let out of the bottle. Richard Branson picked up where Skytrain left off by starting Virgin Atlantic, while Stelios Haji-loannou transformed European aviation with EasyJet and the trend continues with fares to the US and other long-haul destinations continuing to decrease.

Coverage Generated:

Months	Coverage	Circulation	AVE £	AVE \$	PR Value \$
July, August & September	3	239,635,981	£47,526	\$62,713	\$188,139
October, November & December	8	117,748,881	£13,066	\$16,071	\$48,214
TOTAL	11	357,384,862	£60,592	\$78,784	\$236,353

ROI year-to-date: \$15 / \$1

Individual press trips in planning:

Publication/blog	Journalist/blogger	Circulation	Details	Dates	Coverage
Freelance – TBC	Edward Vallance	TBC	Family ski	Mid February 2017	Travel feature
Mpora / Whitelines	Tristan Kennedy	1.5 UMV	Backcountry skiing	March 2017	Online piece with photo story
Metro.co.uk	Deborah Circurel	31,120,974	TBC	TBC	Travel feature
TBC	Ellie Ross	TBC	TBC	Spring 2017	TBC
TBC	Sian Lewis	TBC	TBC	Spring 2017	TBC

Press materials:

Title	Date	Media targeted
New in North Lake Tahoe – AUDI Ski World Cup, new flights, 50 th anniversary	12/10/2016	All travel desks and ski publications
Best burgers – including Plumpjack Café	17/10/2016	Escapism
Spooky snow news: Mt Rose Tahoe announce Halloween opening	20/10/2016	All travel desks and ski publications
Extraordinary places to stay in winter – including Granlibakken	20/10/2016	Lonely Planet
Late season skiing ideas – including 2016-17 news	21/10/2016	Skyscanner
Individual press trip: ski on two states in Lake Tahoe	21/10/2016	The Telegraph, Press Association, Wanderlust, Escapism,
Late ski deals: Lake Tahoe with Ski Safari	25/10/2016	The Times
Best new ski chalets for this winter season	26/10/2016	AOL
Snow alert: New snow in Squaw Alpine	02/11/2016	All travel desks and ski publications
Skiing supplement ideas	14/11/2016	The Gentleman's Journal
Squaw resort opening date	15/11/2016	All ski publications – Ski & Snowboard magazine, Mpora, Cooler and more.
Climbing in Tahoe	23/11/2016	Faber
Ski wellness – including Granlibakken	28/11/2016	Metro
Spa and ski – including Squaw Alpine Wanderlust studio	07/12/2016	National Geographic Traveller
Snow alert: North Lake Tahoe receives two ft of snow in 24 hours	20/12/2016	All travel desks and ski publications

Meetings and Miscellaneous:

Activity	Details
30/10/2016	Telegraph Ski & Snowboard Show – discussing ski angles with: -Dave Watts (Telegraph) -Neil English (Mail on Sunday) -Cathy Murphy (Irish Times) -Rupert Mellor (freelance)
1/11/2016	Not Another Mummy/Mummy Daddy Me family blogger meeting – discussing 2017 California press trip
7/11/2016 - 9/11/2016	World Travel Market – Annabel representing North Lake Tahoe and meeting several media: -Fionn Davenport from RTE radio -Sally Dowling from Silver Travel -Sharron Livingstone from The Travel Magazine -Tristan Kennedy from Mpora -Stuart Buss from Amuse -Gaydio team -Deborah Cicurel (freelancer) -Laura Jackson from Woman magazine -Richard Mellor (freelancer)
31/11/2016	Meeting with freelance journalist Deborah Cicurel – discussing potential 2017 press trip
01/12/2016	Sarah Winters Media Mission meeting with: -Tristan Kennedy – Mpora -Deborah Cicurel – freelance for Metro, Stylist and more -Ellie Ross – freelance for The Independent, The Sun and more

Conference Calls:

20/10/2016	Call with North Lake Tahoe – discussing media mission and 2016-17 season
30/11/2016	Call with North Lake Tahoe – final arrangements for December media mission
20/12/2016	Call with North Lake Tahoe – discussing 2017 press trips



north lake tahoe

Quarterly Report: October - De

UK & IRELAND

Date	Coverage	Publication	Journalist	Circulation
	North Lake Tahoe's Squaw Alpine launches ski enhancements	STAN	N/A	1,300
10/17/2016				
11/20/2016	Ski news	The Sun	N/A	1,716,773
11/1/2016	Make new tracks	BA High Life	Felice Hardy	121,664
	Make new tracks: 10 secret ski spots	highlife.ba.com	Felice Hardy	500
11/1/2016				
12/1/2016	State round -up	Selling Travel	N/A	14,925
11/5/2016	Notes on California Cheap ski holiday: How to hit the slopes for less than £30	Spectator	Lara Prendergast	63,613
12/8/2016	13 stunning pictures from the latest Warren Miller ski film	dailystar.co.uk	Laura Mitchell	13,576,351
12/26/2016		telegraph.co.uk	N/A	102,253,755
			TOTAL:	117,748,881

December 2016

AVE £	AVE \$	PR Value
£487	\$599	\$1,797
£5,545	\$6,820	\$20,461
£3,417	\$4,203	\$12,609
£25	\$31	\$92
£625	\$769	\$2,306
£1,550	\$1,907	\$5,720
£921	\$1,133	\$3,398
£496	\$610	\$1,830
£13,066	\$16,071	\$48,214

Quarterly Report California Snow Partners

October – December 2016

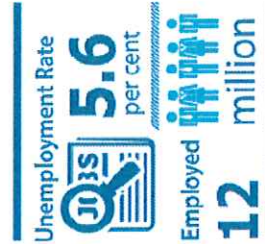
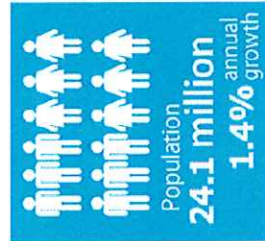


Book American Airlines to Win

Return flights with AA Sydney to Reno – Mammoth to Sydney
accommodation with most meals provided
lift tickets, lessons and lift tickets

helloworld My TRAVEL GROUP helloworld FOR BUSINESS

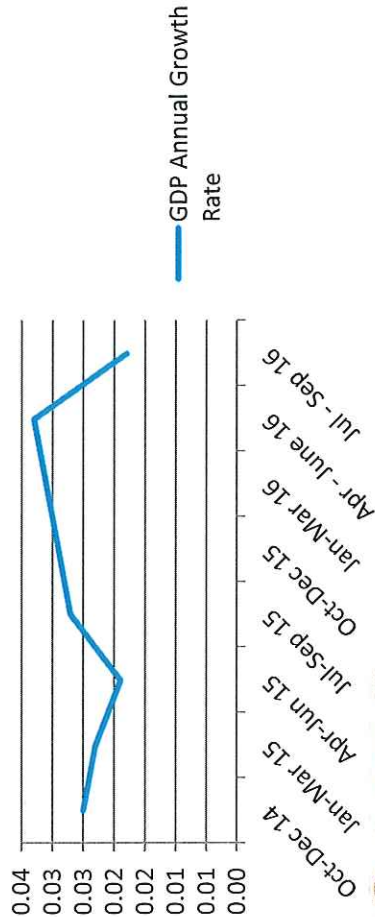
Market Intelligence



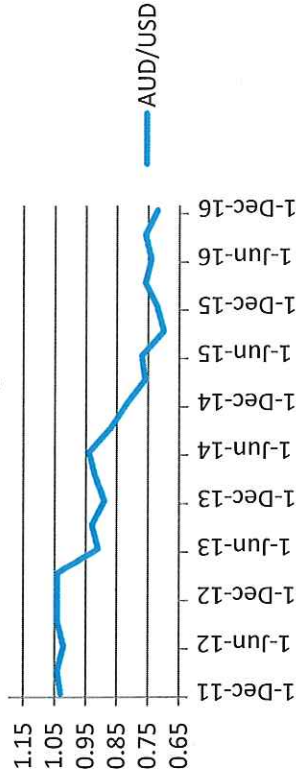
Australian Economy

	Current	Previous	Previous Financial Year	Average for past 2 years
GDP Annual Growth Rate (QoQ)	1.80%	3.30%	2.40%	2.56%
Interest Rate	1.50%	1.50%	2.00%	1.88%
Inflation Rate	1.30%	1.00%	1.50%	1.41%
Jobless Rate	5.70%	5.60%	5.80%	5.85%

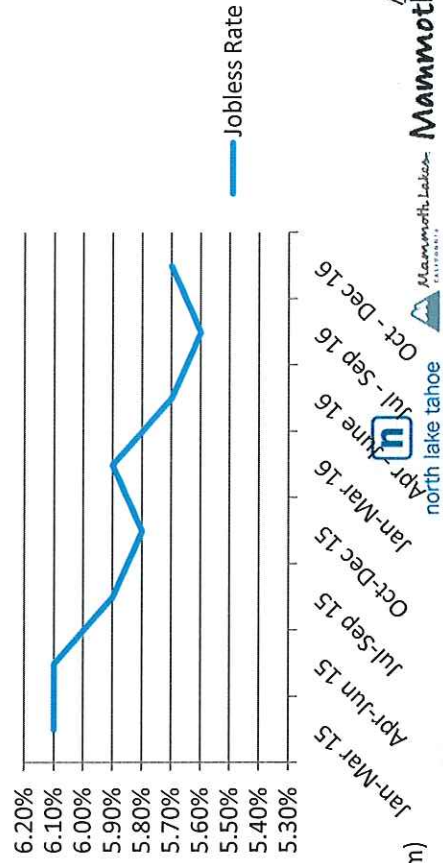
GDP Annual Growth Rate



AUD/USD



Jobless Rate

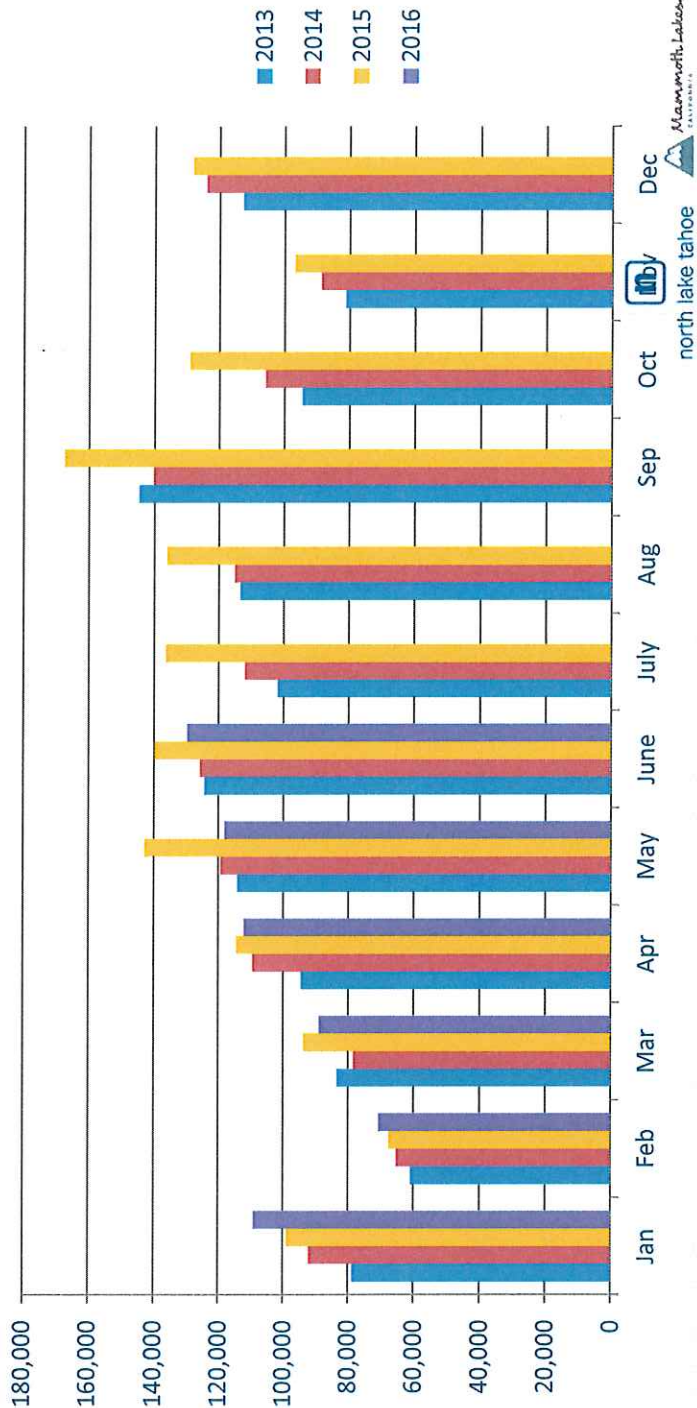


Source: Australian Bureau of Statistics (via Tradingeconomics.com)

US Arrivals from Australia

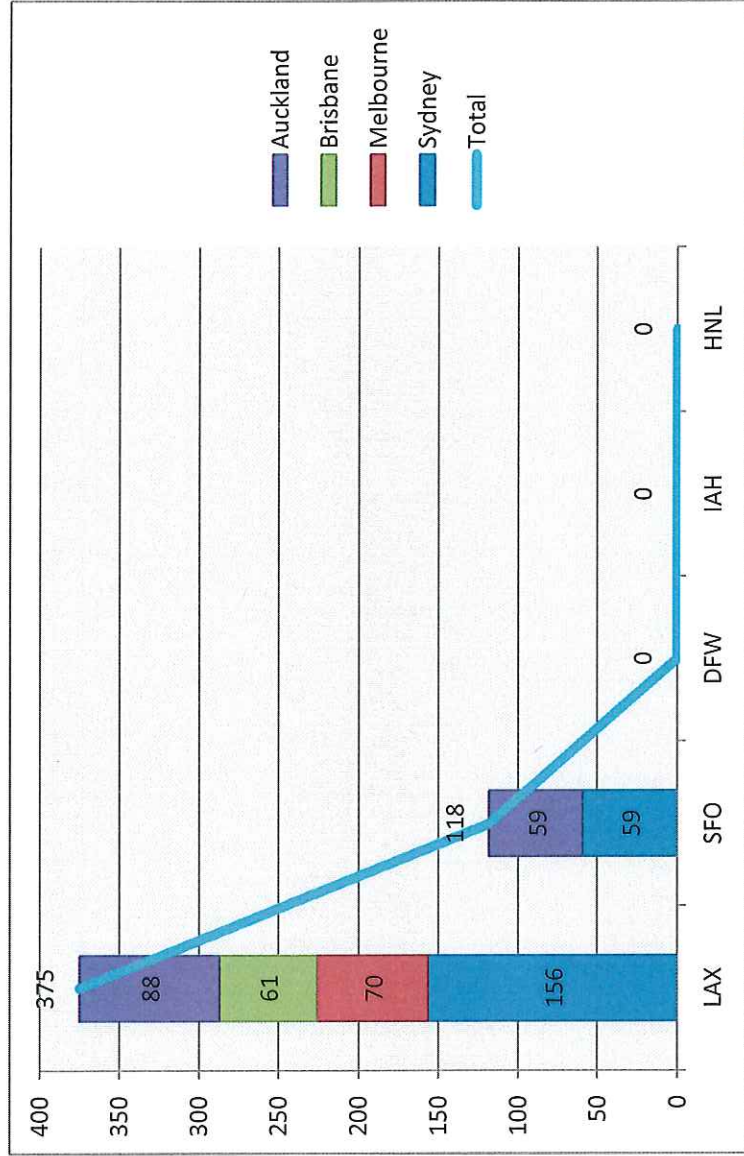
Latest stats received November 2016, with interim numbers for Jan-June 2016

Australian Arrivals in the USA



Air Lift: Australia/NZ to USA Monthly Flights December 2016

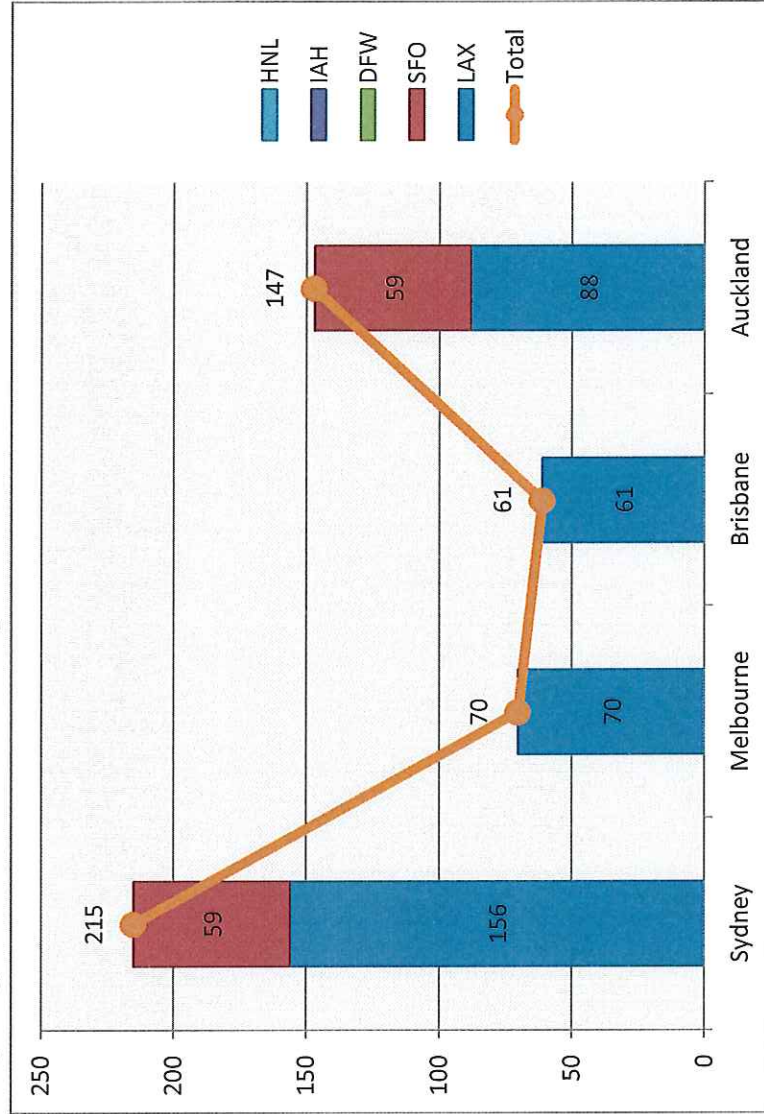
Total number of nonstop flights into US cities from Australian/NZ cities for the month of December



Source: Visit California

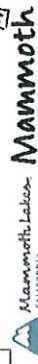
Air Lift: Australia/NZ to USA Monthly Flights December 2016

Total number of nonstop flights from Australian/NZ cities to USA cities for the month of December



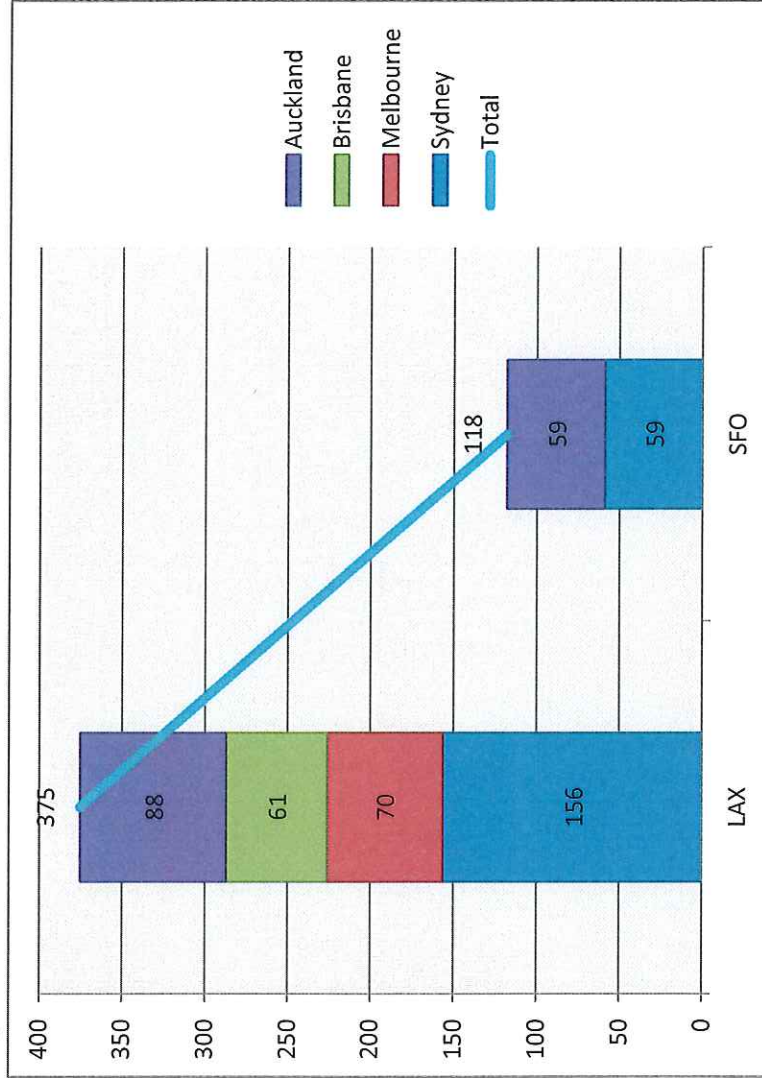
Source: Visit California

north lake tahoe



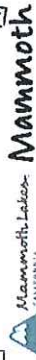
Air Lift: Australia/NZ to Cali Monthly Flights December 2016

Total number of nonstop flights into California cities from Australian/NZ cities for the month of December



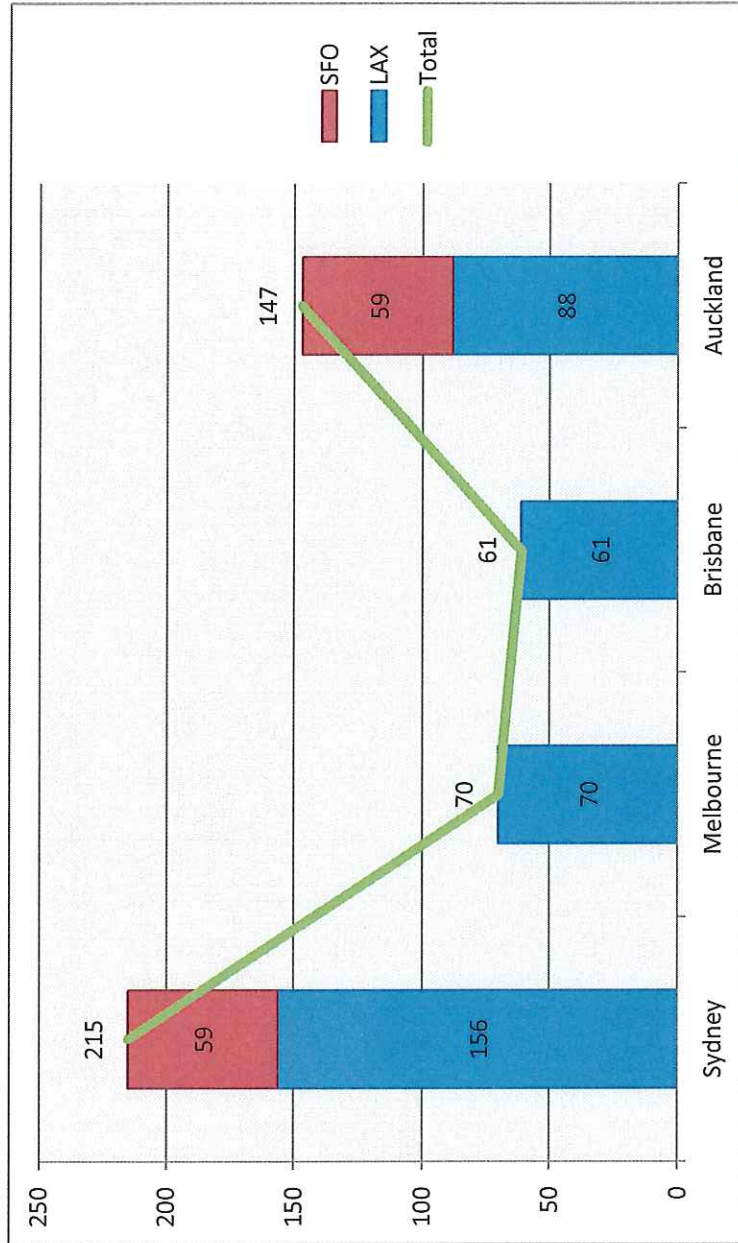
Source: Visit California

north lake tahoe



Air Lift: Australia/NZ to Cali Monthly Flights December 2016

Total number of nonstop flights from Australian/NZ cities to Californian cities for the month of December



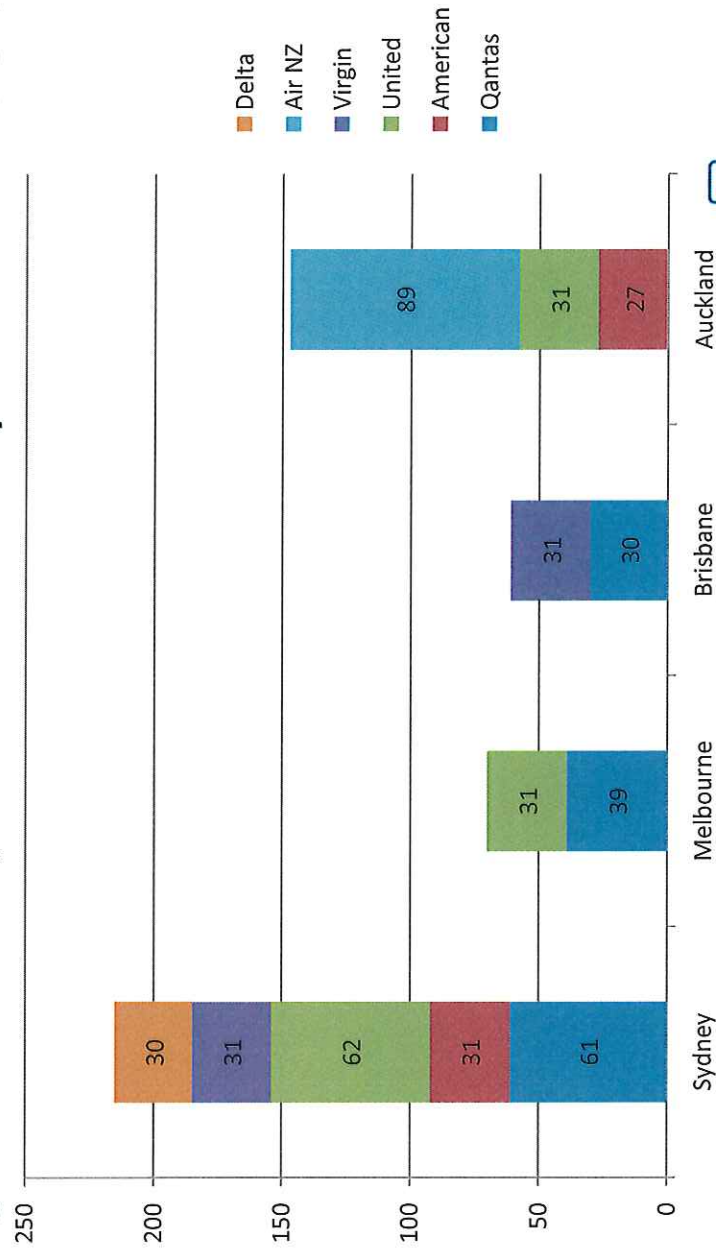
Source: Visit California

north lake tahoe



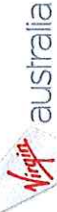



My Mammoth Mammoth Lakes

Direct Flights into CA by Airline – December 2016

Total number of flights from Australian/NZ cities to California by Airline for the month of December



Airline Capacity Chart

Airline	Flight Details (Updated September 2016)
	<ul style="list-style-type: none"> • Up to 9 x weekly services (A380/747) from Melbourne to LAX (787-9 will replace 747 in December 2017) • Daily services (A380) from Sydney to LAX (& on to JFK on a 747) • Daily services (747) from Brisbane to LAX • Daily services (A380) from Sydney to DFW • 6 x weekly services (747) from Sydney to SFO • 5 x weekly services (A330) from Sydney to HNL
	<ul style="list-style-type: none"> • Daily services (787-9) from Sydney to LAX and SFO • Daily services (787-9) from Melbourne to LAX • Daily services (777-200) from Auckland to SFO
	<ul style="list-style-type: none"> • Daily services (777-300) from Sydney and Brisbane to LAX • Codeshares with Delta • From April 2017, 5 times weekly services (777-300) from Melbourne to LAX (BNE-LAX will go 6 x weekly)
	<ul style="list-style-type: none"> • Daily services (777-200) from Sydney to LAX • Codeshares with Virgin Australia
	<ul style="list-style-type: none"> • Daily services (777-300) from Sydney to LAX • Daily services (787-8) from Auckland to LAX
	<ul style="list-style-type: none"> • Double daily services (777) from Auckland to LAX • Daily services (777) from Auckland to SFO • 5 x weekly services (777-200) from Auckland to IAH • 3 x weekly services (787-9) from Auckland to HNL • Can connect directly to/from 8 Australian cities







north lake tahoe



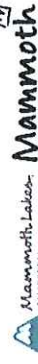
Mammoth

Airline Capacity Chart

Airline	Flight Details (Updated September 2016)
	<ul style="list-style-type: none"> • Daily services (A330) from Sydney to HNL • 4 x weekly services (A330) from Brisbane to HNL • 3 x weekly services (A330) from Auckland to HNL • Onward connections to 11 mainland destinations (A330/767)
	<ul style="list-style-type: none"> • 2 x weekly services (787-8) from Sydney to HNL • Weekly service (787-8) from Melbourne to HNL
	<ul style="list-style-type: none"> • Daily services from Sydney, Melbourne, Brisbane & Auckland to LAX via Nadi (A330) • Peak US Summer (June-August) and US Winter (December-January) seasonal 2 x weekly services (A330) from Nadi to SFO
	<ul style="list-style-type: none"> • 4 x weekly services from Auckland to LAX via Papeete (A340)



north lake tahoe



Market Intelligence - Air

Los Angeles to get QF's first *Dreamliner* service



Qantas has just confirmed the launch route for its Boeing 787-9 *Dreamliner* aircraft will be Melbourne to Los Angeles, with flights to debut on 15 December 2017.

The carbon-composite aircraft will replace Qantas' Boeing 747s currently operating on the route on a six weekly basis, alongside the Airbus A380.

Qantas International ceo Gareth Evans said the debut of its *Dreamliner* in 12 months' time "opens up a new era for Qantas".

The 787-9 MEL-LAX service will take the total number of QF services on the route from nine to 13 per week, giving customers the option of a morning or afternoon departure from Melbourne on most days. Fares will go on sale for the new 787 flights on Christmas Day.



GATE 7



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Market Intelligence - Air



Qantas statement: Qantas and AA withdrawal



Qantas and American Airlines have elected to withdraw their application for anti-trust immunity to the US Department of Transportation for the expansion of their long-standing relationship.

This follows the regulator's tentative denial of the application and a rejection of the airlines' subsequent request for more time to respond than the two weeks provided. The Department of Transportation has taken over 17 months to reach its tentative decision. Given that approval has been in place since 2011, this is an extremely disappointing sequence of events for Qantas and American Airlines, as well as for customers, and ultimately for trade between the United States and Australia. It follows approval from Australian and New Zealand regulators on the basis that our expanded partnership involved no detriment and delivered significant benefits for consumers.

Qantas and American Airlines' joint business has delivered a number of key benefits for the travelling public including:-

- American launched new routes from Los Angeles to Sydney and Auckland and Qantas started services to Dallas and recommenced services from Sydney to San Francisco.



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Market Intelligence - Trade

**Flight Centre issues profit downgrades.
Company warns of "challenging trading climate globally".**



Flight Centre has released a trading update, indicating slowing growth in TTV despite record numbers of ticket sales, with "the volume increases the company is generating off-setting the significantly cheaper fares that are being offered".

Over the full year FLT expects to exceed \$20 billion in TTV for the first time, but underlying profit before tax is now expected to finish between \$320 million and \$355 million, with a "subdued first half likely to be followed by a stronger second half".

In 2015/16 the company's first half profit was \$145.9 million, and for the current year this is now forecast to dip to between \$105 million and \$120 million, affected by widespread airline discounting, currency movements, subdued trading in the UK following the Brexit vote and lower than expected profits in the Top Deck and Back Roads Touring peak season.

CEO Graham Turner said the performance reflected similar sentiments about trading conditions in recent days by both Qantas and Virgin Australia. He said Flight Centre was seeing ticket volume growth of about 9% year on year, which was "outpacing industry growth and appears to be accelerating".



GATE 7



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Market Intelligence - Trade



Flight Centre plays trump card to continue Aussies love affair with USA

Fresh off the back of Trump's surprise Presidential election win, Flight Centre has today launched a new bonus package for Aussie travellers dubbed 'The Travel Trump Card'. Let's face it. The outcome of the United States presidential election is unlikely to end the Aussie love affair with US holidays.

Tom Walley, General Manager of the Flight Centre Travel Group's Australia leisure travel businesses, today predicted that the US would maintain its appeal as a holiday destination.

"The US has been incredibly popular and we expect that popularity to continue, given the country's huge appeal to Aussie holidaymakers," Tom Walley, General Manager, Flight Centre Travel Group's Australia leisure travel businesses "Our US ticket numbers increased almost 40% last month and have grown almost 15% so far this financial year. "The strong demand we have seen in recent times has, in part, been fuelled by some the cheapest return fares we have ever seen to Hawaii, Los Angeles, New York and other destinations.

"We don't anticipate that any short-term uncertainty arising as a result of yesterday's election will deter travellers from taking advantage of these offers."



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Market Intelligence - Trade



Helloworld to buy 50% of MTA Travel - Deal values MTA at \$28 million.

Helloworld shares have been placed in a trading halt this morning, with the company announcing a capital raising in order to acquire 50% of MTA Travel.

Existing MTA shareholders and management will continue to be involved in the business, which produced TTV of \$168.9 million last year, with revenue of \$27.8 million and EBITDA of \$3.3 million.

Helloworld will pay \$14 million in cash for a 50% stake in the business, with an option to acquire the remaining 50% in five years time.

The company has announced a fully underwritten placement of shares worth about \$30 million to institutional shareholders, with the money to be used to fund the MTA acquisition and pay down existing Helloworld debt.

"Established over 25 years ago, MTA is Australia's leading home based travel consultancy business and provides Helloworld with a significant footprint into a sector that we expect to see high growth in the short-medium term," said Helloworld ceo Andrew Burnes.



GATE 7



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Market Intelligence - Trade

Helloworld offer to invest in 25% of members business

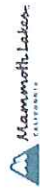


Managing Director Andrew Burnes gave Helloworld franchisees more reasons to celebrate by announcing that “helloworld will be offering to buy into an optional 25% stake of every members’ business in shares if they are agreeable to it”.

The offer was seen as a firm handshake to only strengthen the franchise partnership and ensure those members with soon to expire current helloworld contracts will indeed re-sign again another three-year term.



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Market Intelligence - Trade

Si Travel Group acquires Freestyle from Pinpoint Travel Group



Pinpoint Travel Group Pty Ltd has agreed to sell its wholesale business, under the Freestyle Holidays and Rosie Holidays brands, to Si Travel Group. Pinpoint Travel Group Pty Ltd will be retained by Mastercard for their Loyalty Solutions Travel business which continues unchanged.

The acquisition, effective December 1, will be Si Travel Group's first major acquisition as it looks to position itself as a leader in wholesale distribution and service products in the travel industry.

"We have an appetite for businesses that can be improved through technology, and we see Freestyle Holidays as an opportunity to invest and incorporate new technology platforms to accelerate growth."



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Market Intelligence

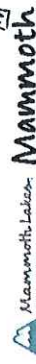
Australia's favourite overseas holiday destinations (and how they've changed)

Ten years ago, 6.0% of Australians 14+ reported that they were planning to go overseas on their next holiday. That figure has since risen to 10.6% of the population, the latest findings from Roy Morgan Research reveal. Not only has overall overseas holiday intention increased, but the destinations people are planning to visit are changing. So which countries are the winners and losers among Aussies planning an overseas holiday? **USA increases by 3.2%.**

Most popular destinations among Aussies planning an overseas holiday: 2006-2016

Intended destination	July 2005-June 2006	July 2015-June 2016
New Zealand	19.5%	18% (↓)
USA	14.6%	17.8% (↑)
England	20.2%	13.6% (↓)
Japan	6.1%	9.1% (↑)
Singapore	8.7%	8.7% (-)
Indonesia	4.0%	8.5% (↑)
Thailand	8.4%	7.4% (↓)
France	11.7%	7.3% (↓)
Italy	9.7%	6.6% (↓)
Fiji	5.9%	5.4% (↓)

Source: Roy Morgan Single Source (Australia), May 2015-April 2016. Base: Australians 14+ north lake tahoe



Market Intelligence

How Millennials Spend Billions Per Year On Overseas Travel

A new study has found that Australian millennial travellers are spending a whopping \$11.3 billion overseas per year!

Australians love to travel – hell, we'd even go as far to say that its in our DNA. You can probably blame it on our location – being so far away from the wider world means we're always intrigued by the unfamiliar, and also all so willing to power through an eighteen hour flight just to see what's on the other side.

- According to Westpac's 2016 Travel Finance Report, there are 5.1 million millennial travellers who have made 3.3 million trips in the past 12 months (*excellent* use of annual leave, you guys).
- Millennials spend more than anyone else on overseas travel
- Millennials are the biggest spenders when it comes to international travel, more so than any other age group.
- The study found that the average overseas holiday will cost millennials \$3461 per trip, which equates to \$11.3 billion annually.
- 15% more than Baby Boomers (\$9.8 billion)
- 66% more than Generation X (\$6.8 billion)



GATE 7



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Trainings & Development

Company	Details
Skimax Christmas Breakfast Training	Christmas breakfast training with 8 Skimax crew on both North Lake Tahoe and Mammoth
Infinity Holidays Reservations Training Perth	Infinity Holidays international reservations team training breakfast. Detailed training was provided with their staff of 12
MTA Cluster Training - Newcastle	Cluster training with 3 MTA agents in Newcastle
Flight Centre Darby Street Newcastle	Training with 4 Flight Centre agents - Darby Street



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My Mammoth

Trainings & Development

Company

Flight Centre and
American Airlines

Details

USA day in conjunction with AA at the FC Hyperstore. Exclusive airfares, promo staff, flash mobs and a store take over. FYI Flight centre book all snow product with either Skimax or Sno'n'Ski as their preferred wholesaler.



GATE 7



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Mammoth Lakes
CALIFORNIA

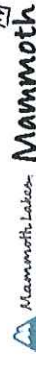
My
Mammoth

Meetings – Penny Brand

Company	Details
Phil Osborn	Discussion with Phil on the Snow Travel Expo and stand display options. Phil has also been very focussed on his database and ways to feed them specific resort/destination information. I think that once these are finalised we will be given additional explanations and proposals.
BUSA Christmas Update	Attendance and networking at BUSA end of year Christmas update. Visitor numbers Jan- May 2016 were still up 2% after 2015's huge growth of 12%.
Skimax Christmas Party	Attendance and networking at the Skimax Christmas party. Feedback on Californian bookings has been very positive.
Ross Gallagher Air New Zealand	Update on Air New Zealand's focus on the Australian market via Auckland to the USA. Air New Zealand have opened offices in Perth and Adelaide to really focus on the markets that do not have direct flights into USA and with this investment that are very open to partnerships in these locations.



north lake tahoe



Mammoth Lakes
CALIFORNIA

Meetings – Penny Brand

Company	Details
Amanda Biltoff Snow Scene	Discussions with Amanda on getting additional product information and California content on their website. They have now listed Mammoth on their website and North Lake Tahoe introductions have been made.
Clive EV Camps	Introductions and information to Clive from EV Camps on Mammoth and Tahoe. EV Camp are about to launch a new website and wanted to offer more than their usual Japan and Europe snow options. Mammoth has a 7 and 14 day packages live and Tahoe resort introductions have been made. EV Camps have also posted on social media announcing Tahoe packages will be live in the in the new year.
Ray Howe & Aida Costa Travel Counsellors	Meeting with Ray and Aida from Travel Counsellors to discuss future opportunities, with the hope of taking their top achievers to Northern California in 2017. Unfortunately this is no longer available, so we are discussing other options with them.



north lake tahoe



Mammoth Lakes
CALIFORNIA



Meetings – Penny Brand

Company	Details
<p>Nicole Bennett Delta Airlines</p>	<p>Discussions with Nicole from Delta Airlines on ways to work and partner with California Snow. Delta connect into Sacramento from LAX (Reno from Salt Lake) and have recently increased their investment in the Australian market. Delta also attend the Snow Travel Expo and Nicole is an avid skier, so we'll be looking into opportunities in 2017</p>
<p>Emily Porter Snow Ski</p>	<p>Discussion on our booking incentives for both Mammoth and North Lake Tahoe resorts with the retail agent who booked the most bed nights, winning the accommodation and lift passes.</p>
<p>Jan Ta'ale Skimax Holidays</p>	<p>Meeting with Jan, Skimax's reservations manager to see how we build bookings and multi stop Californian holidays and will run a massage voucher incentive for late season snow bookings</p>
<p>Gillian Hayward Hawaiian Airlines</p>	<p>Meeting with Gillian from Hawaiian Airlines to discuss opportunities to promote the Hawaiian flights into Sacramento and the Northern Cali road trip. We discussed loyalty program promotion 'beaches and beers' "Sand and Snow" "Volcanoes and Vineyards", fams, joint sales calls and trainings and will be meeting up early 2017 to put some plans together.</p>



north lake tahoe



Mammoth Lakes



My Mammoth

Meetings – Travel Trade Director, Danielle Tuffield

Company	Details
Kathryn Robertson Air New Zealand	Meeting with the new GM to discuss opportunities for 2017 and their renewed focus on the USA.
Simon Dodd American Airlines	Phone meeting to discuss partnership opportunities for 2017.
Cara Mygind Air New Zealand	General discussion around integration of consumer activations with trade.
Sally McFadyen Flight Centre Group	Meeting to finalise 2016 plans and discuss the 1 st quarter of 2017 in regards to opportunities with co-op marketing and expos. Also discussed new reporting procedure, training app update and sponsorships.

Meetings – Travel Trade Director, Danielle Tuffield

Company	Details
Expedia Mike Pearson MD Australia and NZ	Meeting with the MD and all heads of departments to discuss new and innovative ways to partner with each other.
Travel Zoo Mary Evans	Meeting with the Head of Sales to discuss the growth and plans of Travel Zoo in 2017.
Flight Centre Product team Training team	Meeting with both corporate and leisure product managers to discuss strategy and reporting. Meeting with training team to understand new online training program.
Qantas Christmas Party	Qantas suppliers Christmas party. Attended by the CEO's or GM's. A personal thank you was given to Gate 7 for all of our support throughout the year.



north lake tahoe



Mammoth Lakes



My Mammoth

Meetings – Travel Trade Director, Danielle Tuffield

Company	Details
Aida Osta, Ray Howe Travel Counsellors	Meeting to discuss the opportunities for 2017.
Traveleague	Largest industry networking function.

AA Helloworld Winter Wonderland Fam



Book American Airlines  to Win

- Return flights with AA Sydney to Reno – Mammoth to Sydney
- 5 Night in North Lake Tahoe and Mammoth Mountain
- Twin share accommodation with most meals provided
- Ski/board hire, lessons and lift tickets



Terms & Conditions: Incentive Period is 28 Nov – 25 Dec 2016. Ten agencies will win one of ten places on the ultimate California Ski Fam! to take place during February/March 2017 (subject to change). Fam! will include return economy airfares including taxes with American Airlines departing from Sydney only. Agents will need to make their own arrangements to Sydney and/or accommodation as required. Twin share accommodation throughout. The ten (10) places will be awarded to the agencies who have had the highest growth in American Airlines sales versus the same period last year based on a minimum of \$5000 in sales each year. Tickets issued via Self Plate or Air Tickets only. Infant, cancelled or refunded bookings are not eligible. Sales will be automatically tracked and winners will be notified within 30 days after the incentive period ends. Any FBT implications are the responsibility of the winning agency. Prizes are non-transferable and non-changeable. All prizes are only open to full time international selling agents of Helloworld Branded, Helloworld Associate, Helloworld for Business and My Travel Group. Winners must be employed as such at the time of travel. Helloworld and American Airlines reserve the right to cancel or alter the conditions of the incentive at any time. Participation fee \$250



north lake tahoe



AA Helloworld Winter Wonderland Fam Video

Book

American Airlines

and WIN a 5 night trip to:



Mammoth



Mammoth Lakes
CALIFORNIA



north lake tahoe

AA Helloworld Winter Wonderland Fam was launched with Helloworld branded, non branded and corporate network for the month of December. Our Californian Snow video was sent out to the network and put on the intranet.



north lake tahoe



Mammoth

Infinity Holidays Reservations Training - Perth

"We get a lot of enquiry for the USA over here, even though we're that bit further afield. It was great to have a Tourism Board over to cover off on, Napa, Sacramento, Lake Tahoe & Mammoth.

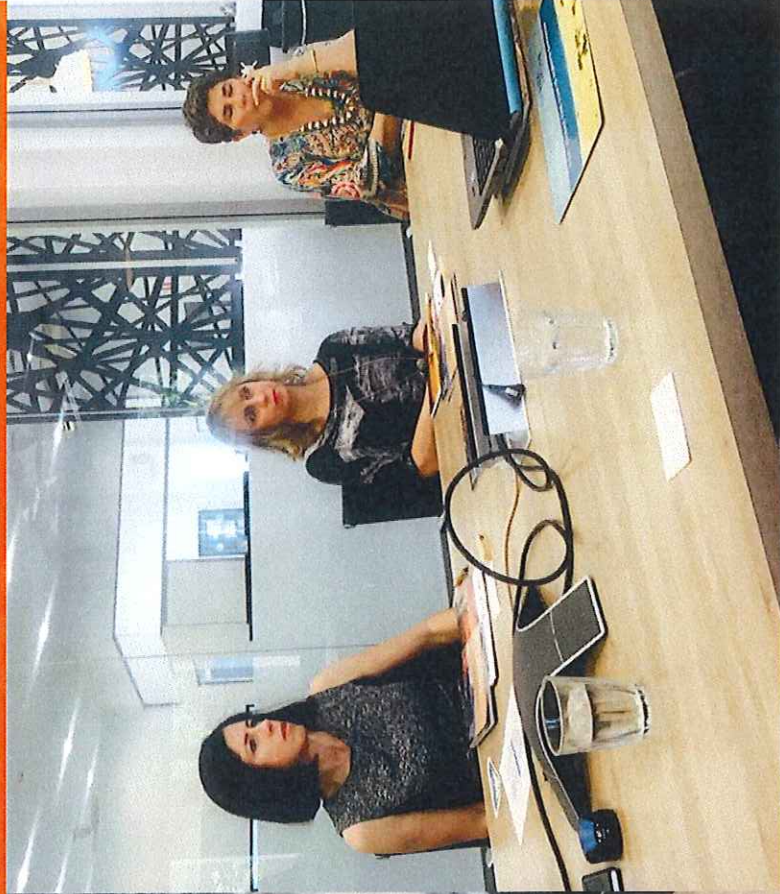
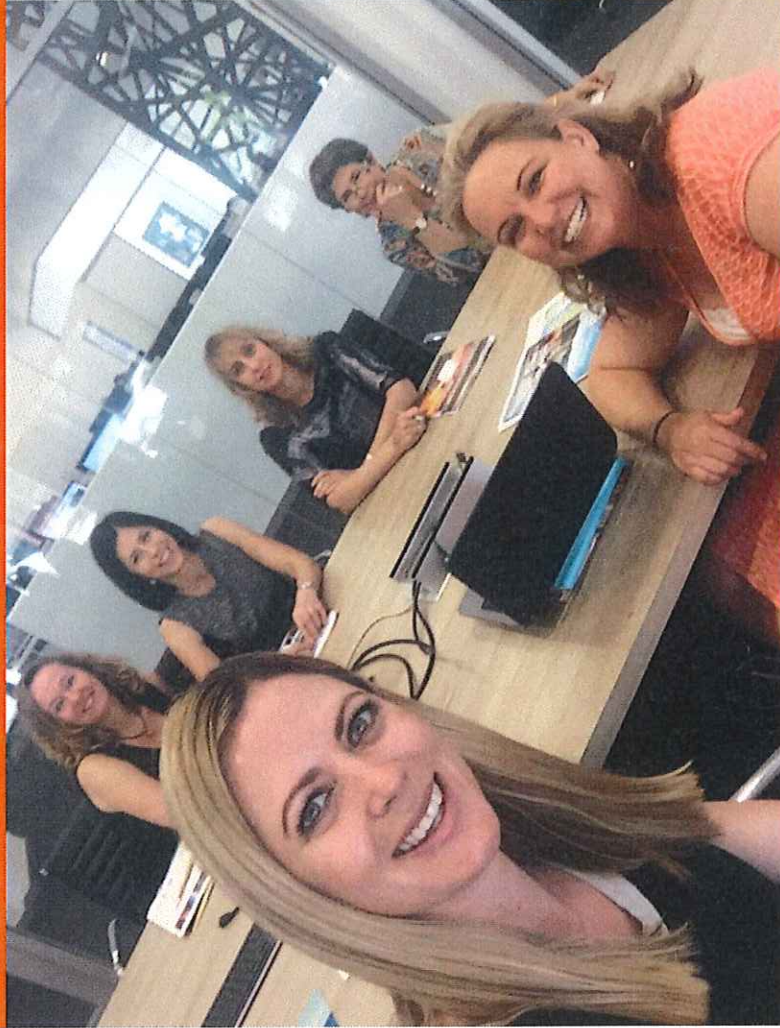
A lot of the team haven't been to these destinations, so it was fantastic to have some "inside knowledge" shared with us of the go to places in these destinations. This will really assist the team with itinerary planning & adding destinations that they may not have always considered. They can now really sell these areas as an expert, which is great.

You'll always be welcome back to Perth, the state really got a lot out of your presentations"

Monique Clark – Assistant Team Leader Infinity Holidays Perth



Globe Trotters Training - Perth



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Mammoth

MTA Training - Newcastle



Flight Centre Darby Street - Newcastle



Flight Centre – AA, USA Day




Snowscene – New Product development

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Ski Resort Information Coming Soon



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Best Snow and Longest Winter Season in California Mammoth Mountain Ski Area is the leading four-season mountain...

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Eva Camps – New Product development

MAMMOTH MTN - AUD 1099 7 NIGHTS

ev_camps
Northstar Califor...
Following

8,509 views

5d

ev_camps @northstar_california is getting a steady combo of sunning days w/ dry fresh snow ❄️, boom 🌟. What a start to the season ☑️ keen on NorthStar, we will have affordable packages available next year 🌟. Also like to thank @robert.wall for the clip, looks like you are having a ripper time with ya mates. That's what snowboarding all about 🏂 #snowboarding #gopro

kazmula310 🏂🏂🏂

vladimirstepanovich 🏂🏂🏂

kris.smith43 @_camilafang_ check how much tickets are for the next flight to here

dillonbeal Beat?

issabeells 🍷

zhangfei3577 🍷🍷🍷🍷

yiinyin12 Damn 🍷

🍷 Add a comment...

BOOK NOW



The top of California at your doorstep? Sure, when you stay atopside at the Mammoth Mountain Inn, the only hotel at Mam Lodge for over half a century. We provide a core snowboarding package with the ultimate entry point to slopes in winter, backpacking in summer, and a 2,000-foot vertical advantage over everyone else in town. Now that's what we call access. Mammoth Mtn has the best parks in the world for beginner to advanced. Amazing backcountry. Being California they receive many sunny days and blue bird powder days.

7 NIGHTS

- 7 nights in a Queen room at Mammoth Mountain Inn
- 6 day Mammoth Lift Ticket
- Complimentary return airport transfers and village shuttle

AUD \$1099

14 Package Inclusions

- 14 nights in a Queen Room at Mammoth Mountain Inn, including 2 free nights
- 14 Day Mammoth lift ticket, including 7 days free
- Complimentary return airport transfers and village shuttle

AUD 1799



Booking Incentives – Sno’n’Ski & Mogul

Book Mammoth Mountain to Win



**Win 3 Nights @ MMI,
3 Day Lift passes &
rentals for two.**

Be the advisor to book the most rooms nights at Mammoth Mountain Inn, Village Lodge or Juniper Springs to WIN



*Black out dates apply
Flights not included. Accommodation is in a queen room at Mammoth Mountain Inn.
Please email Penny@gate7.com.au and kristi@mammothresorts.com to claim your prize
Voucher Code: MM1G7003 Expires: 14/18/17

Book north lake tahoe to Win

Featuring breathtaking Lake Tahoe, only 3 hours from San Francisco with North Americans largest concentration of Ski Resorts and killer snow conditions.

Be the advisor to book the most rooms nights into North Lake Tahoe to win a self guided educational trip for 4 Nights including 4 Day Lift passes & rentals at either Northstar California, Squaw Valley | Alpine Meadows or Mount Rose

*Not Valid holidays or weekends
*Flights and transfers not included *Valid 16/17 Ski Season
Destination contact: penny@gate7.com.au



north lake tahoe



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Mogul Ski - EDM



Squaw Valley, USA

Spread across six peaks there are miles of groomed trails, wide open bowls, expansive beginner areas, world-renowned steeps and manicured terrain parks and pipes. Base yourself here and explore all the resorts of North Lake Tahoe - Alpine Meadows, Diamond Peak, Homewood Mountain Resort, Mt Rose, Sugar Bowl and Northstar at Tahoe.

Mogul Ski World

SPECIALISING IN SNOW HOLIDAYS

Resort at Squaw Creek 4★

Couples from \$ 1,645 pp*

Based on 7 nights in a Deluxe Guest Room
Book by September 30th and
stay 5+ nights get 1 night free,
daily complimentary hot breakfast
Valid 3rd Jan – 16th Feb.

Westin Monache Resort 4½★

Couples from \$ 1,710 pp*

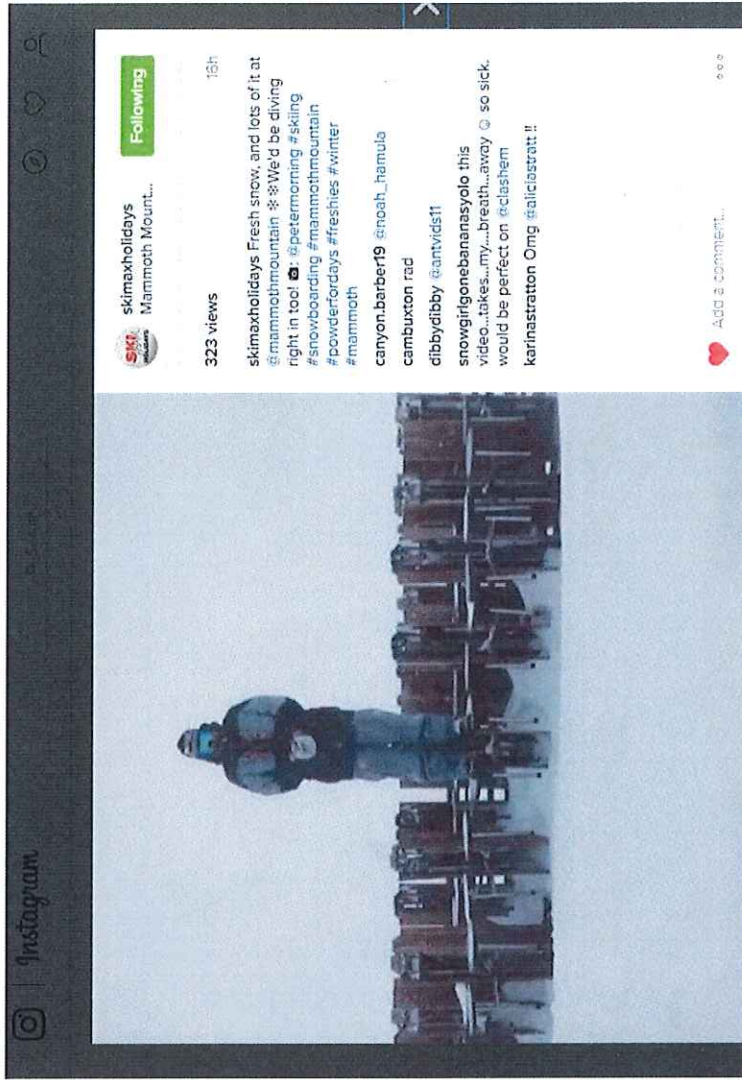
Based on 7 nights twin share in a Studio Room
Book by October 31st and
pay 5 stay 7 nights,
Valid 4th Jan – 11th Feb.



Mammoth, California

Come and enjoy the Southern Californian laid back atmosphere throughout Mammoth, with its friendly service and endless sunshine. The town of Mammoth offers over 50 restaurants and après spots from wine bars to a local brewery, and free transportation will get you everywhere.

Social Media Updates - Skimax

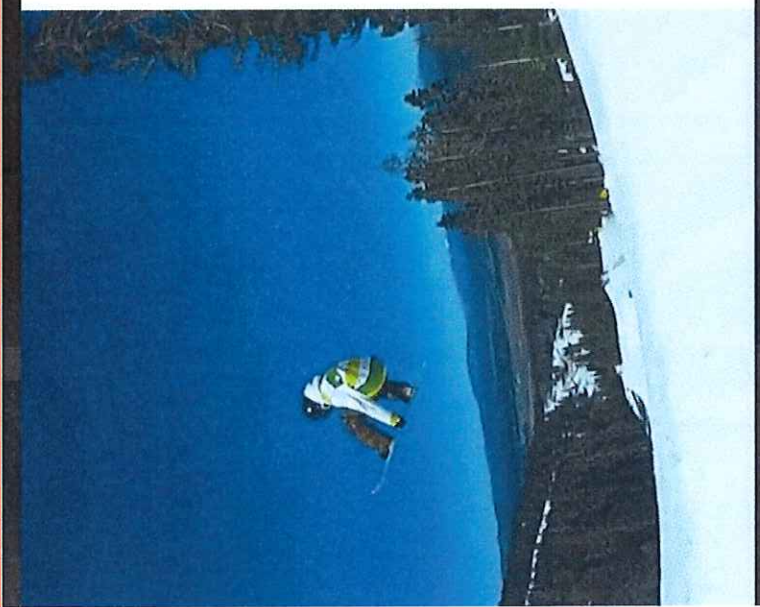


north lake tahoe




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Social Media Updates – EV Camps



ev_camps Northstar Califor... Following
 8,509 views 5d
 @northstar_california is getting a steady combo of sunning days w/ dry fresh snow ❄️ . boom 🌟 . What a start to the season 🏂 . keen on NorthStar . we will have affordable packages available next year 🙌 . Also like to thank @robertwall for the clip . looks like you are having a ripper time with ya mates . That's what snowboarding all about 🙌 #snowboarding #gopro
 kazmula310 🙌🙌🙌
 vladimirstepanovich 🙌🙌🙌
 kris.smith43 @_camilafang_ check how much tickets are for the next flight to here
 dillonbeal Beat?
 issabeells 🙌
 zhangfe3577 🙌🙌🙌
 yinyint12 Damn 🙌
 Add a comment...



ev_camps Mammoth Mount... Following
 10,326 views 1w
 @sventhorgren threw down on the monster booters at #superpark20 earlier this year + he won the event 🏆 . What's super park 21 gonna bring in 2017 ?! . @snowboardermag @snowboardvideo 🙌 @weavsworld @mammothmountain
 Add a comment...



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Social Media Updates – EV Camps



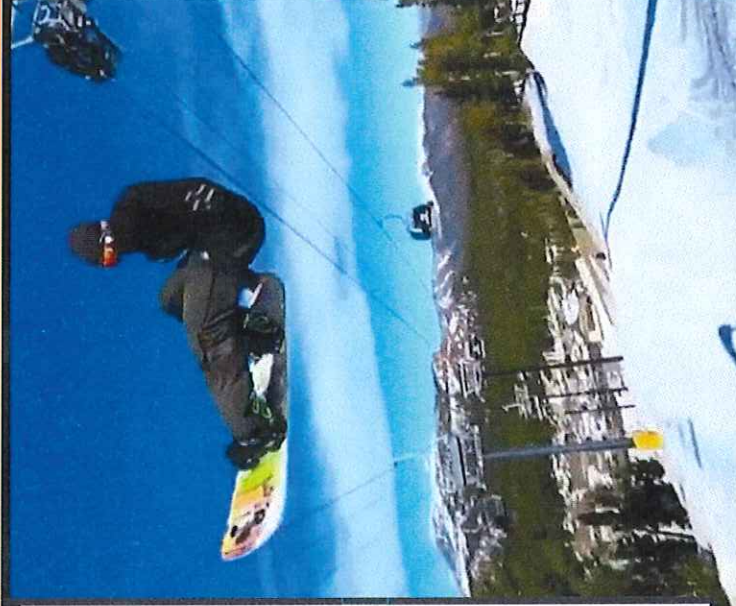
ev_camps
Lake Tahoe

Following

1,412 likes

ev_camps Picture perfect 📸 Team rider : @nickgeisen Christmas Run . so nice mate 🙌🙌 #GoPro - How epic would it be to track this out all day long 🏂 #powder #snowboarding #snowporn #Tahoe #usa flo_gz @_wean_junge Schnee j.s.junger @virginia_dave everyone borrows big yellows

Add a comment...



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Mammoth Lakes,...

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13,775 views

ev_camps Sneaky trip to @mammothmountain ? - 7 NIGHTS INCLUSIONS:
✔️7 nights in a Queen room at Mammoth Mountain Inn
✔️6 day Mammoth Lift Ticket and village shuttle
✔️Complimentary return airport transfers
✔️ FULL INFO LINKED TO BIO -
✔️AUD \$1099 @ 7 nights
Our boy @ryno1innert @2two7 #snowboarding
kushpush fuck yea
yotarhome Just effin NAILIN it!
jerriatric @alexwidgee
rueben_denney @bholroyd
skiddoos101 Nicell 🙌🙌
teddytskoo Yo @bigev_online is this your camp?
Add a comment...



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Social Media Updates – EV Camps



ev_camps Mammoth Mount... **Following** 8,132 views 3w

ev_camps @spencerwhiting with heavy pow lines at @mammothmountain - follow him 📸. Mammoth backcountry is all time not just known for its insane parks . @gopole // #Mammoth ripping bro . keen on Mammoth ?? We have deals going for under AUD1100pw . Info linked to bio 📌 #snowboarding #Mammothstories

bibsy_ @omknee look it's u! Haha 🤔

liam_godino @nash.p

charlie.wgtn Song?

chels.alexandra

christianwan @jaknowwhat

0211.2k16 🤔

ashkanshamloomusic 🎧

♡ Add a comment...



ev_camps Tahoe City, Calif... **Following** 10,083 views 4w

ev_camps @timhumphreys - F bombs all day when you're trying to get that shot 📸 he actually landed it - footage linked in Tim's bio 📸 #gopro #snowboarding #tahoecity #tahoecity #slam #slammed.

digiboy \$mud

urking OMG YOU ARE FACKIN CRAZY??!!??!! AND ANGRY LEL!!

evibeat_ @camille...99

linusroest @mamunjlle

camille...99 omg🤔🤔 @evibeat_...

♡ Add a comment...



ev_camps Mammoth Lakes... **Following** 6,893 views 4w

ev_camps Sneaky trip to @mammothmountain ? - 7 NIGHTS INCLUSIONS:
 ✨7 nights in a Queen room at Mammoth Mountain Inn
 ✨5 day Mammoth Lift Ticket
 ✨Complimentary return airport transfers

♡ Add a comment...



north lake tahoe

Social Media Updates – Blue Powder

bluepowdertravel **Following**

55 posts · 467 followers · 1,030 following

Blue Powder Travel The Ski & Snow Travel Experts! #BluePowderTravel Visit Our Website Below To Book Us! www.bluepowder.com.au



68 likes

bluepowdertravel Over 2 feet of Snow!!! So much fun there!!!! #mammothmountain #fun #usa #skiing #snow #mammothmountain #california

zaramizrahi

thesnowgauge Deep!

aaronfack digging this big time!


rio_2005 invisible

Add a comment...

bluepowdertravel **Following**

55 posts · 467 followers · 1,030 following

Blue Powder Travel The Ski & Snow Travel Experts! #BluePowderTravel Visit Our Website Below To Book Us! www.bluepowder.com.au



68 likes

bluepowdertravel Amazing conditions @mammothmountain! Fresh Powder & Clear Blue Skies! #mammothmountain #skiing #mountains #california #deals #familyvacation #bluepowdertravel

gfomprojects

cruisemanau Very nice

Add a comment...



north lake tahoe



Mammoth Lakes Mammoth

Social Media Updates

MOUNTAINWATCH SNOW FORECASTS SNOW CAMS SNOW REPORTS TRAVEL FE

Learn Perfect Backside 540's Now!

WORLDWIDE AUS NZ CAN USA JPN

Top Snow Forecasts

	NEXT 3-DAYS	NEXT 7-DAYS
Myoko - Japan	52 cm	Myoko - Japan 62 cm
Hakuba - Japan	52 cm	Hakuba - Japan 62 cm
Mammoth - USA	35 cm	Mammoth - USA 58 cm
Heavenly - USA	23 cm	Aspen Mountain - USA 50 cm
Temple Basin - New Zealand	18 cm	Heavenly - USA 42 cm
Niseko - Japan	18 cm	Vail - USA 28 cm
Aspen Mountain - USA	15 cm	Niseko - Japan 28 cm
The Remarkables - New Zealand	14 cm	Breckenridge - USA 27 cm
Breckenridge - USA	10 cm	Whistler - Canada 23 cm
Ohau - New Zealand	9 cm	Steamboat - USA 21 cm

mountainwatch

258 likes

Following

mountainwatch

Mammoth mountain just copped four feet of snow in 24 hours. A solid storm has dropped big snow totals across the US and it's a powder day today. #mammothmountain #visitmammothlakes #powder #visitcalifornia

jeremyjsmith95 @hugocoulter @jordinolten

waz_34 Off to a flying start @b_faussie

Add a comment...



north lake tahoe



Mammoth

Social Media Updates



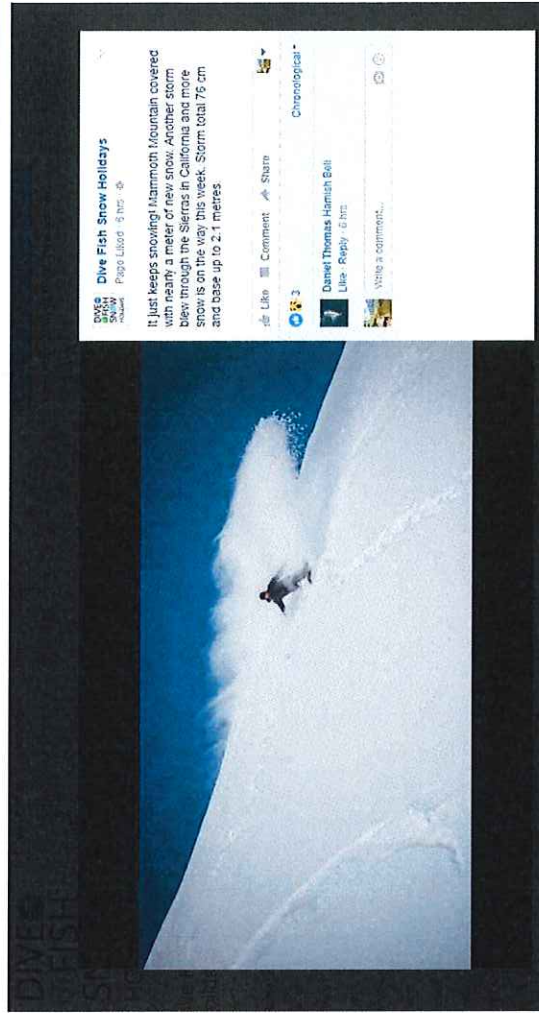
Ski Travel Company
@SkiTravelCo

- Home
- About
- Reviews
- Instagram feed
- Photos
- Videos
- Likes
- Notes
- Posts
- Win a 360Fly HD Action Cam
- Create a Page

Liked Message Share ... More

Ski Travel Company added 5 new photos.
November 29 at 10:08am

Wow! Amazing conditions in California. Check out Mammoth Mountain 89 cm of new snow, 23 open trails, 6 lifts running, and a base depth of 38 - 97 cm. Current low temperatures are ideal for snow making and more snow is expected by the end of the week.



Ski Dive Fish Snow Holidays

It just keeps snowing! Mammoth Mountain covered with nearly a meter of new snow. Another storm blew through the Sierras in California and more snow is on the way this week. Storm total 76 cm and base up to 2.1 metres.

Like Comment Share

3

Chronological

Daniel Thomas Hamish Bell

Like Reply 6 hrs

Write a comment...



north lake tahoe



Mammoth Lakes

My

Mammoth

Social Media Updates

Snow Travel Expo
16 mins ·

Mammoth Mountain now has 2.1 meter base. With more snow on the forecast this week, those heading to Mammoth should be getting excited.

Like Message Share Comment View

Instagram

snonski Mammoth Mount...
Following

silvrettamontafon_hotel, snowangelastralia, drivenevzealand, auskimeibourne and theresalnewbs like this

snonski Checking out the conditions at #Mammoth like **Storm total 76cm **Base 2.1m #takemetomammoth

Like Comment More

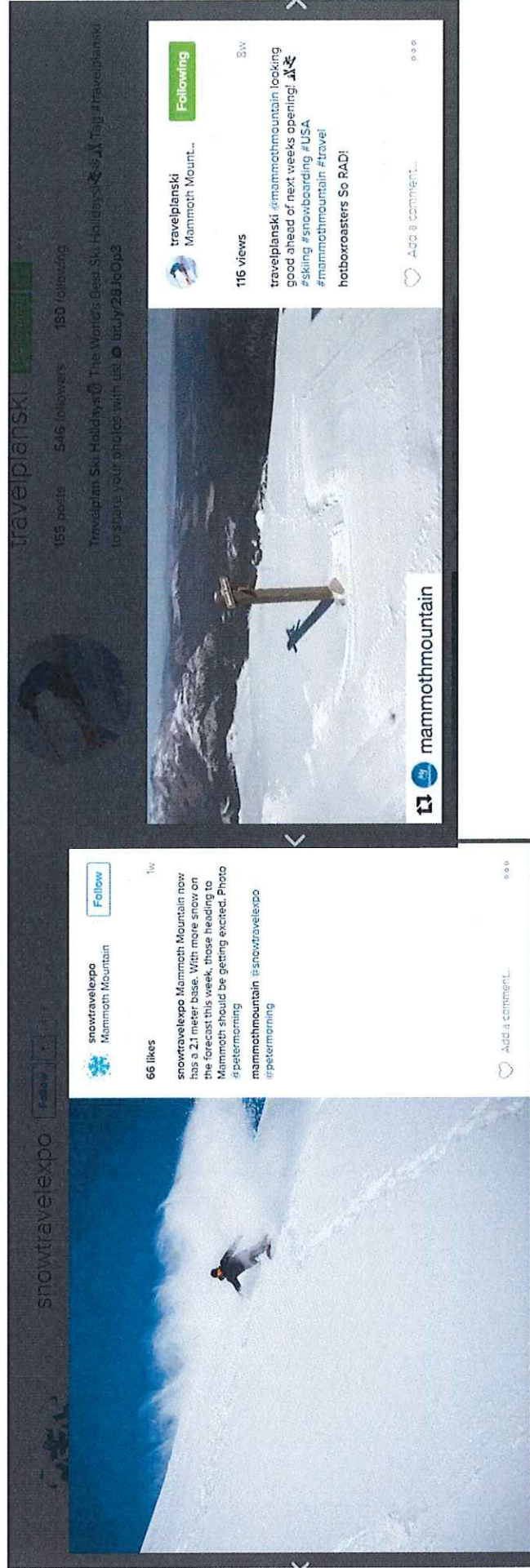


north lake tahoe



Mammoth

Social Media Updates – Snow Travel Expo & Travelplan



north lake tahoe



Mammoth Lakes CALIFORNIA



What's Coming up? What I need from Snow?

Melbourne Sales Mission

- Infinity Holidays Melbourne Training
- Travelplan Melbourne
- Mogul Ski
- EV Camps

AA Helloworld Winter Wonderland Fam

Mammoth and NLT Requirements

- Fam Itinerary

Sunday 12th March – Sydney – LAX, Pick up hire car and drive 5 hours to Mammoth (3pm) Overnight: Mammoth

Monday 13th March –Overnight: Mammoth

Tuesday 14th March –Overnight: Mammoth

Wednesday 15th March – Overnight: North Lake Tahoe

Thursday 16th March – Overnight: North Lake Tahoe

Friday 17th March – North Lake Tahoe (Depart Reno 5.27pm arrive LAX 7.02pm)



GATE 7



north lake tahoe



Mammoth Lakes

My

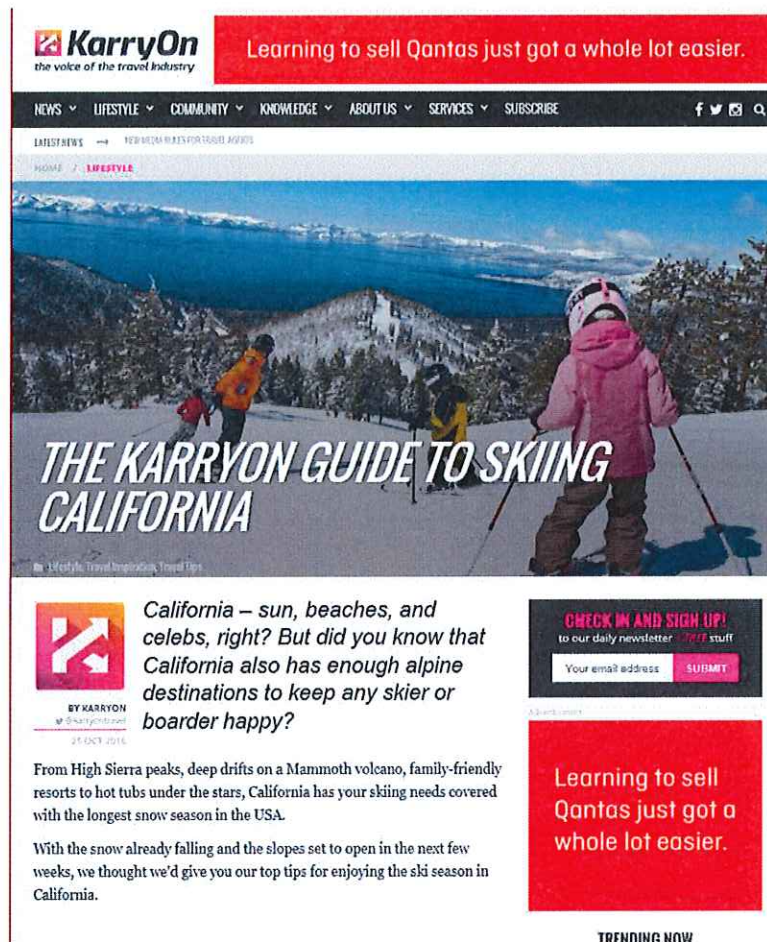
Mammoth

Gate 7 Public Relations Report
October - December 2016

PR Highlights – Snow

- **KarryOn Guide to Skiing California**

Gate 7 pitched this feature story on skiing in California which is a general guide on skiing in the Sierra Nevada range, mentioning both Mammoth and North Lake Tahoe.



KarryOn
the voice of the travel industry

Learning to sell Qantas just got a whole lot easier.

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LATEST NEWS → NEW MEDIA MARKETS FOR TRAVEL AGENTS

HOME / LIFESTYLE

THE KARRYON GUIDE TO SKIING CALIFORNIA

By **KarryOn** | Travel Inspiration, Travel Tips

California – sun, beaches, and celebs, right? But did you know that California also has enough alpine destinations to keep any skier or boarder happy?

BY KARRYON
@karryontravel
25 OCT 2016

From High Sierra peaks, deep drifts on a Mammoth volcano, family-friendly resorts to hot tubs under the stars, California has your skiing needs covered with the longest snow season in the USA.

With the snow already falling and the slopes set to open in the next few weeks, we thought we'd give you our top tips for enjoying the ski season in California.

CHECK IN AND SIGN UP!
to our daily newsletter *and* stuff

Your email address

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TRENDING NOW

Reach: 90,000 Users per month



Mammoth Lakes
CALIFORNIA

Mammoth



north lake tahoe

AD Value: AUD \$1,500

• **Melinda Browning – 12 Ways of Christmas**

Feature story in News Corp Escape on places around the world to enjoy Christmas, including Lake Tahoe – this inclusion was pitched by Gate 7. This was syndicated in the Sunday Telegraph, Sunday Mail Brisbane and Adelaide also appeared online at Escape.com.au.

festive celebrations. Christmas events are being held at tourist destinations across the island, including fireworks on Kuta Beach.

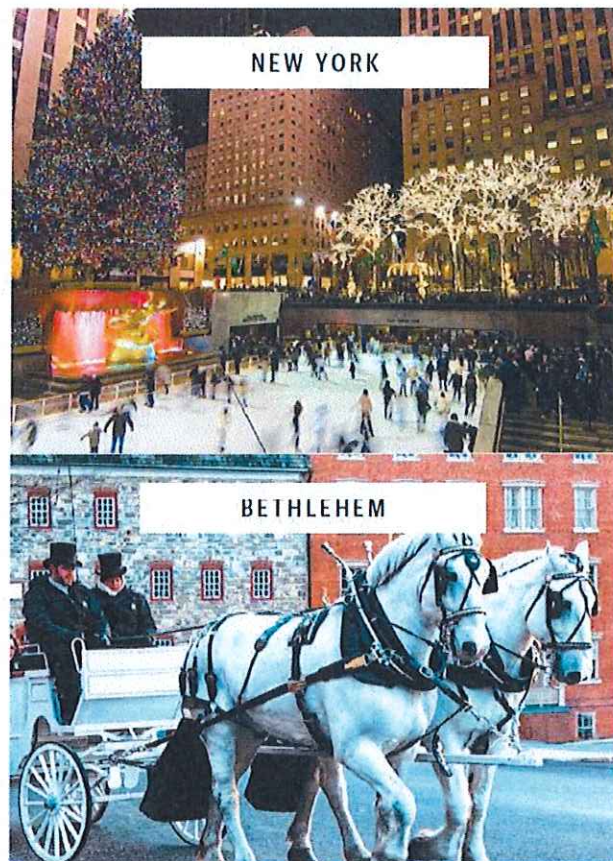
At Four Seasons at Sayan, in Ubud's highlands, the Christmas program includes family sessions of AntiGravity Yoga, a festive breakfast and a romantic star-gazing dinner at the rooftop lotus pond on Christmas night. Most exciting is Santa's daring arrival on a river raft following a Christmas Day magic show.

FOURSEASONS.COM/SAYAN

**12 LAKE TAHOE, CALIFORNIA/
NEVADA, US**

If you're a skier, you'll feel like all your Christmases have come at once at Lake Tahoe. Home to some of the US's best skiing and top alpine resorts, it's also filled with stunning scenery – from snow-capped mountains to quaint towns lit up by Christmas lights – and opportunities for sleigh rides and ice skating. On the north shore, Squaw Valley, Northstar California and Alpine are the major resorts, while on the southern shore, you will find the renowned Heavenly.

GOTAHOENORTH.COM, TAHOESOUTH.COM



Reach: Combined print and online reach **1,502,480**

AD Value: Combined ad value AUD \$130,913

• **7Travel – Ski tips and Lake Tahoe intel from an Olympic gold medallist**

Gate 7 has been working with 7Travel (travel publication launched in 2016) to contribute to their USA ski content. The first of several ski pieces was published in December, resulting from an interview with Olympian Jonny Moseley.

UNITED STATES OF AMERICA > LAKE TAHOE > SKI TIPS AND LAKE TAHOE INTEL FROM AN OLYMPIC GOLD MEDALIST



Ski tips and Lake Tahoe intel from an Olympic gold medallist

SKI AND SNOW LAKE TAHOE UNITED STATES OF AMERICA

BY LAUREN WILKINSON / 7TRAVEL WRITER



North Lake Tahoe



For many first-timers, the thought of hurling your body down a frozen mountain can be somewhat daunting, but we've got some expert advice to quell your fears and get you psyched to conquer the slopes.

And when we say expert, we really mean it - 7travel got to chat skiing tips and Lake Tahoe recommendations with American freestyle skier Jonny Moseley. This champ has an Olympic gold medal and a host of other achievements under his belt, so take his advice on board... Literally.

What's easier for a novice, boarding or skiing?

Snowboarding has some serious challenges associated with it. For a clean open bowl and a half pipe it is hard to beat, but for almost everything else it is

Reach: not available at the moment – they are currently putting together their media kit for distribution.

- **Holidays With Kids – Helen Hayes, 10 Things to Love about Mammoth**

This is a feature article in Holidays with Kids Magazine about why Mammoth is a great destination for Australian families, as part of a promotion with Skimax.



10 Snowmobiling 10 Making the Unbound parks



1 Mammoth is the biggest resort in California

With 1416 hectares of beautiful snow, 28 lifts and 150 named trails, you and the kids won't get bored having to do the same runs over and over. Go up the Panorama Gondola and check out the views over the resort from the Eleven53 Interpretive Center.

2 Visit Disneyland after your holiday at Mammoth

To add to your snowy experience, tie in your trip to Mammoth Lakes with a visit to Mekey and his friends at Disneyland Resort or be wowed on multiple levels in Las Vegas. Mammoth is a five-hour drive from both places. Or you can fly from Los Angeles, San Francisco or San Diego.

3 The season is the longest in California

There is more time to play as the season can go for up to seven months. It opens on 10 November 2016 and runs approximately until June. It also has 300 days of sunshine a year ensuring blue-sky days are common.

4 Fantastic terrain for all

The terrain is so good at Mammoth that the US Olympic Freestyle and Snowboard teams trained there, but there are runs for everyone from absolute beginners up. Kids will love Woolly's Woods Adventure Zone - they might even find Woolly there!

5 Great shopping and dining

It's not all about skiing and snowboarding - Mammoth has a cool village with plenty of great family-friendly restaurants and shops.

6 World's best terrain parks

Mammoth has 11 Unbound parks with 126 rails, boxes and jibs, 95 jumps and three half pipes, including the Olympic-sized Super Pipe. Book in for a special Unbound lesson to help speed up progression and teach those all-important park skills.

7 You can ski at June Mountain

Your Mammoth lift ticket can be used at sister resort, June Mountain, just 20 minutes drive away. It's smaller, is fantastic for beginners with 80 per cent of the terrain almost equally split between beginners and intermediates, with plenty of room to move.

8 It has excellent ski schools

There are ski and snowboard lessons for kids from three at Woollywood at the Main Lodge, Canyon Kids near Canyon Lodge, and Eagle Lodge Ski and Snowboard School.

9 Mammoth has plenty of ski-in, ski-out accommodation

Take your pick of ski-in, ski-out accommodation or stay just a stone's throw away from on-slope access. There are great packages available at Mammoth Mountain Inn at Main Lodge, Tamarack Inn, Juniper Springs and Village Lodge, just to name a few.

10 There is so much else to do around Mammoth Lakes

Give the kids a break and have some fun at Woolly's Adventure Summit Tube Park, knock over some pine at Mammoth Rocks! Boat, go snowmobiling, snowshoeing and even soak in a natural hot spring.

10 things to love about Mammoth

Mammoth is magnificent for Australian families. HELEN HAYES shares some reasons why.

MAMMOTH REPORT CARD

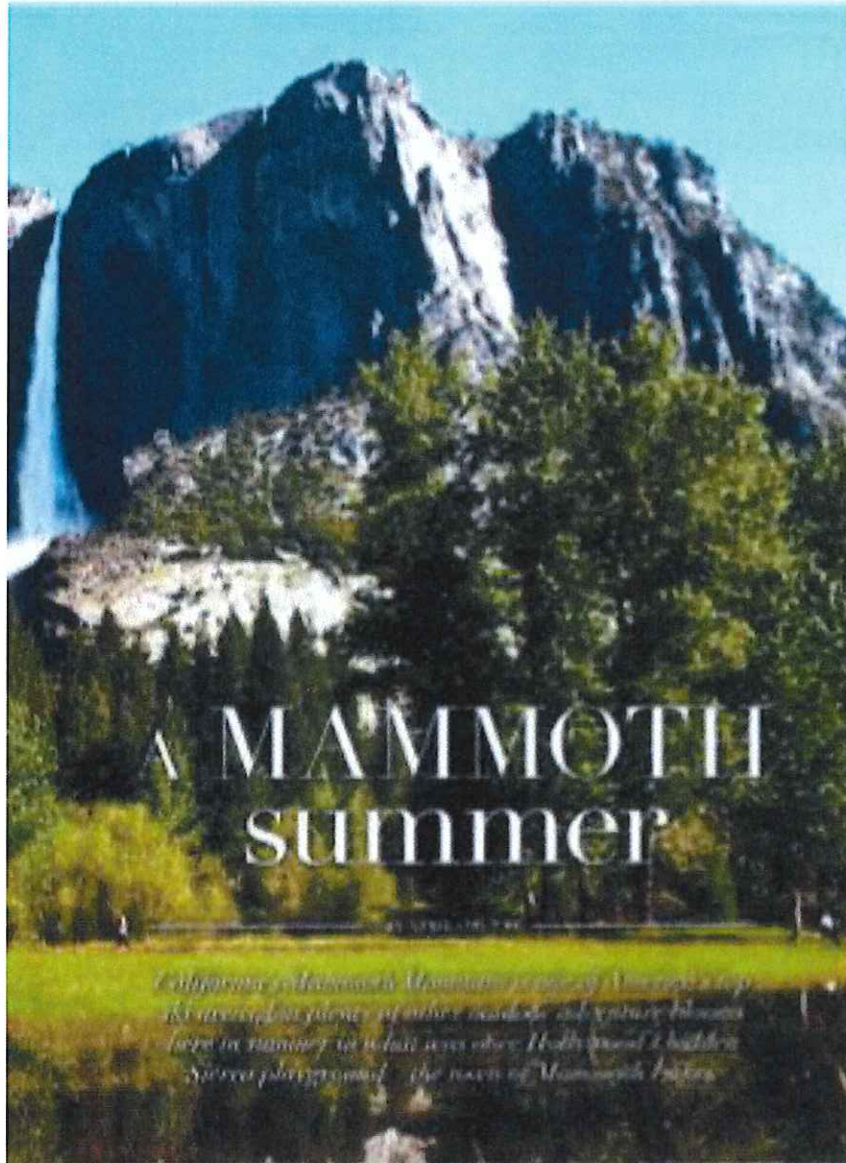
Information

www.visitmammoth.com
www.skimax.com.au

PR Highlights - Mammoth Lakes Summer/Fall

- **Vacations & Travel, A Mammoth Summer**

Feature story on Mammoth in summertime as a result of an individual trip by journalist April Urcott.



Reach: Print Circulation **56,930**

AD Value: AUD \$5,127

- **Flight Centre Blog, Top 10 US Destinations for the Perfect Family Holiday**

Flight Centre is currently running an America's campaign, and Gate 7 pitched Mammoth Lakes to be included within an article on the best destinations for family holidays.



Nothing but you and the family in the great outdoors. (Image: Mammoth Lakes Tourism)

3. Mammoth Lakes

Nestled within the beautiful Sierra Nevada Mountain range, Mammoth Lakes is a year-round playground for kids and adults alike. In the warmer months, explore hiking trails and wilderness areas, go horse riding or canoeing. At the legendary Mammoth Mountain, mountain biking, zip lining, or rock climbing are the summer time adventures available for the whole family. During the ski season, the Mountain gets on average 400 inches of snowfall a season, offering 150 trails suitable for all levels. Yosemite National Park is only a short drive from here, making it a perfect day trip option.

Reach: 120,000 Unique Monthly Browsers

AD Value: Not Available

Media Calls

Met with a number of top tier journalists including:

Paul Tatnell	Journalist, News Corp	Liaison with Paul regarding his trip to Mammoth/NLT in March.
Lauren Williamson	7Travel	Discussed opportunities to expand their ski content for Mammoth/NLT.
Kyla Fraser	Flight Centre Blog	Liaised with Kyla regarding the top ten US family destinations story and more content opportunities to come.
Kylie McLaughlin	Fairfax	Discussed future travel plans and potential travel stories on NLT.



Mammoth Lakes
CALIFORNIA

Mammoth



north lake tahoe

Laura Collins	Elle Magazine	Liaising with Laura regarding potential fam trip to NLT.
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Media Trips

Journalist	Dates	Status
Paul Tatnell	5-11 March	Paul will be spending a week in Mammoth/NLT. His ifinerary is currently in development.
Elle Magazine	TBC – March/April	A writer from Elle Magazine will be visiting NLT in either March/April, as part of a Visit California luxury Fam. Dates TBC.

California Snow Media Evaluation, October - December 2016 - AUSTRALIA

Date	Media Item Type	Media Outlet	Headline	Website URL	Author	Media Outlet (ASR (AUD))	PR Value
1/10/2016	Magazine	Holidays with Kids	10 things to love about Mammoth Lakes	http://www.mediaportal.com/0e826664506	Helen Hayes	56930	15,381.00
25/10/2016	Online News	KarryOn	The KarryOn Guide to Skiing Lake Tahoe	http://karryon.com.au/lifestyle/travel/inspiration/the-karryon-guide-to-skiing-california/	Julia Gralberg	90,000	4,500.00
1/11/2016	Magazine	Travel Weekly	Mammoth Mountain is Officially Open For Skiing and Boarding - Travel	http://www.mountainwatch.com/snow-news/33620329/Mammoth-Mountain-Is-Officially-Open-For-Skiing-and-Boarding-Travel	Reggae Ellis	5214	50,202.00
11/11/2016	Online News	Mountain Watch	Mammoth Mountain is Officially Open For Skiing and Boarding - Travel	http://www.snowsbest.com/squaw-winter-wondergras-music-brew-festival-lineup-announced/	Rachael Oakes-Ash	78,000	0.00
18/11/2016	Online News	Snows Best	Squaw Winter Wondergras Music Brew Festival Lineup Announced	http://www.snowsbest.com/squaw-valley-to-open-on-wednesday-after-15-inches-of-snow/	Rachael Oakes-Ash	68,085	0.00
22/11/2016	Online News	Snows Best	Squaw Valley to open on Wednesday after 15 inches of snow	http://www.snowsbest.com/squaw-launches-lift-access-backcountry-tours/	Rachael Oakes-Ash	68,085	0.00
22/11/2016	Online News	Snows Best	Squaw launches lift access backcountry tours	https://www.7travel.com.au/destinations/united-states-of-america/lake-tahoe/ski-tips-and-lake-tahoe-intel-from-air-olympic-gold-medallist	Lauren Williamson		0.00
16/12/2016	Online News	7Travel	Ski tips and Lake Tahoe intel from Olympic gold medallist	http://www.mediaportal.com/0e826663487	Melinda Browning	321840	96,507.00
18/12/2016	Newspaper	Sunday Mail Brisbane	12 WAYS OF CHRISTMAS	http://www.mediaportal.com/0b827017151	Melinda Browning	401712	209,799.00
18/12/2016	Newspaper	Sunday Telegraph	12 WAYS OF CHRISTMAS	http://www.escape.com.au/top-lists/11-awesome-places-to-spend-christmas/news-story/2bbe51a2f144fa14208af0c89c737d8	Melinda Browning	200027	66,141.00
18/12/2016	Newspaper	Sunday Mail Adelaide	12 WAYS OF CHRISTMAS				
25/12/2016	Online News	escape.com.au	11 Awesome Places to spend Christmas		Melinda Browning	578901	20,298.00
					Total	1936879	\$462,822
					USD	At average exchange rate of 0.74	\$342,488

Mammoth Lakes Summer Media Evaluation, Oct - Dec 2016 - AUSTRALIA

Date	Media Item Type	Media Outlet	Headline	Author	Media Outlet (ASR (AUD))	PR Value
1/11/2016	Magazine	Vacations & Travel	A MAMMOTH SUMMER	April Orcutt	34,096	\$114,522
1/12/2016	Online news	Flight Centre Blog	Top 10 US Destinations for the Perfect Family Holiday	Kyla Fraser	120,000 n/a	
				Total	154,096	\$38,174

Nordic Media Summary 2016/2017

	NOTES	SPEND	IMPRESSIONS
PRINT			
Adventure Sport Journal	1/2 page & web - 2 out of 3 issues	\$1960 + in-kind	
Cross Country Skier	1/2 page in 2 out of 2 issues - reduced the rate by half	\$2,150	
Master Skier	1/2 page in 1 out 1 issues	\$1,250	
Faster skier	50 1/2 page in 3 out of 4 issues + free inclusion of web presence season long web - 1/2 page online ad	\$5,000	
		\$1,000	
DIGITAL MEDIA			
Ad Network	Desktop + Mobile Banner targeting Sacramento & Reno	\$2,750	550,000
E-Blast	Dedicated blast to sacramento & reno residents	\$1,250	100,000 sends