



Marketing Committee
January 25th 2011

January 2011
Departmental Reports

Print Media for December & January

- Leisure ads: 7x7 December, Marin Magazine December, Diablo Magazine January, LA Times Sunday Magazine December, Outside Magazine December, Ski Magazine January, AAA Tourbook (annual)
- Leisure ads *San Diego*: San Diego Magazine December, San Diego Reader (January)
- Leisure ads *Wedding*: Marin Magazine Wedding Guide December, SF Magazine January
- Leisure ads *Lodging: Start March 2011*
- Conference ads: Meetings West December, Forum of Chicagoland Show Guide December

Internet Media for December & January

- Leisure internet: TripAdvisor DMO Campaign, Google & Yahoo, Visiting Lake Tahoe Coop, LATimesMagazine.com December, Marin Magazine e-newsletter December, SFStation.com email blast January, SkiDazzle.com email blast January, WeatherUnderground.com snow trigger banner January, Facebook.com snow trigger ad January
- Leisure Internet *San Diego*: Google banners December & January, SanDiego.com banners December, SanDiego.com email blasts December & January, Facebook Snow Trigger ads December & January, SanDiegoReader.com email sponsorship January
- Leisure internet *Wedding*: SanDiegoWeddings.com (annual), Knot.com profile (annual), WeddingWire.com banner (annual), WeddingLocation.com profile (annual), GayWeddings.com profile (annual), Google & Yahoo
- Conference internet: Successful Meetings & Smart Meetings email blasts January

Outdoor December & January

- New creative posts on new board mid January

Radio December & January

- Radio *San Diego*: :60 spots, on-air mentions, listing on splash page December and January

Direct Response December & January

Leisure

- December consumer email blast to database 12/2 received an open rate of 11.84% with a click thru rate of .95%.
- January consumer email blast to database 1/4 received an open rate of 13.26% with a click thru rate of 1.4%.
- Green Giveaway postcard to drop January

Conference

- Conference winter/spring newsletter dropped 1/14.
- Conference winter/spring email blast to send week of 1/17.
- Conference *welcome* email blast to Meetings West Webinar participants blasted 1/17.
- Conference *contest* email blast to Successful Meetings & Smart Meetings databases blasts 1/26.

Website December & January

Completed GoTahoeNorth.com projects include:

- Resized Dining Icon added to Cool Deals page
- OnTheSnow.com Snow Report updates with opened ski resorts.
- Video load time improved.
- Addition of summer switcher. Make tab brighter.
- Google Maps live.

Upcoming GoTahoeNorth.com projects include:

- Dining Sort Function
- Addition of Google maps sorting and icons and broader exposure w/in site.
- Printable event calendar and cool deals
- Addition of "view complete event calendar" to homepage slider
- Sortable cool deals admin
- Integrate new Video Player
- Meeting section updates
- Lodging section updates
- Wedding section updates
- Mobile site

December/January Insertions

7x7 Magazine December – Reno/Tahoe

Circulation: 44,000 (33% paid)

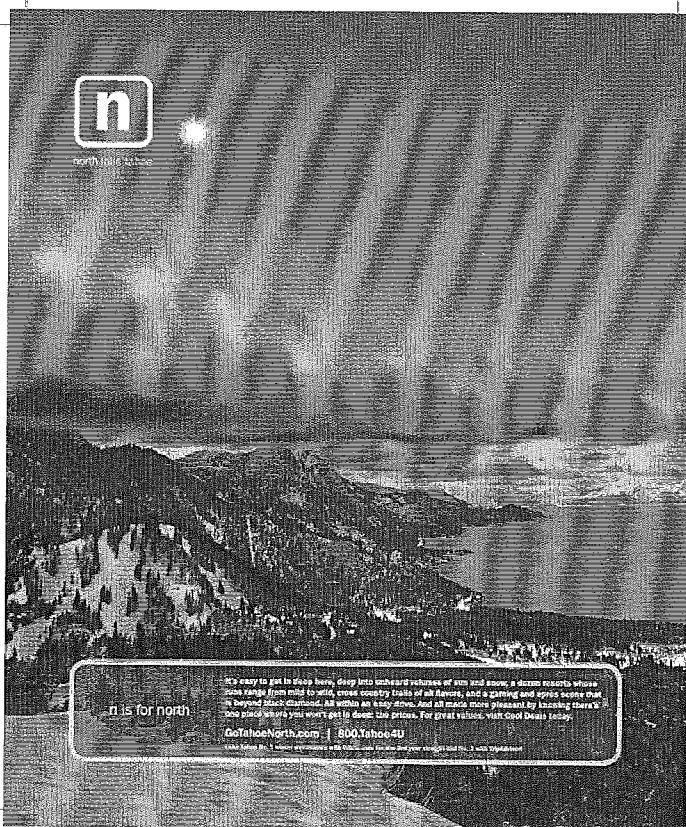
- 57.63% San Francisco
- 9.71% East Bay
- 13.41% Peninsula

Distribution:

- 18,000 subscriber copies (47% paid)
- 6,000 newsstands
- 9,200 in-room at upscale SF hotels
- 4,000 special events
- 6,800 high-traffic retail establishments (salons, doctors offices, coffee shops)

Demographics:

- 38% male
- 62% female
- 80.04% ski/board
- 39.37% children in household
- 29.48% upscale hotel past year
- 22.2% visited Tahoe last year
- 51.68% HHI \$75K+



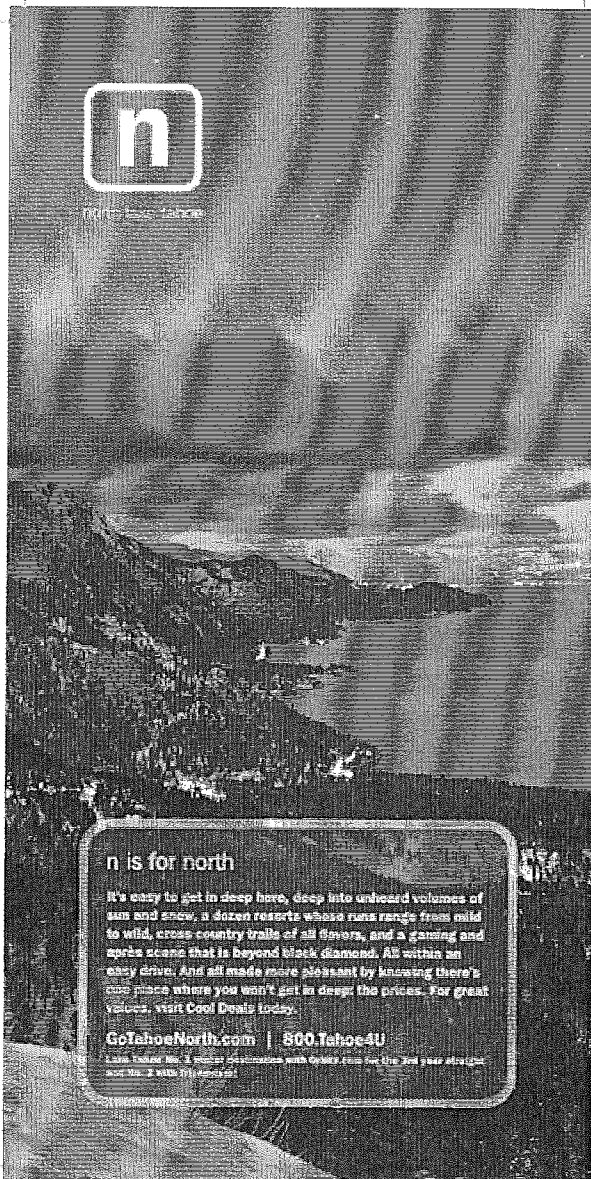
Marin Magazine December – Winter Sports, GO: Skiing the West

Circulation: 36,244

Distribution: Direct mailed to households throughout Marin County, 600 copies distributed in-room at Marin's finest hotels

Demographics:

- 40% male
- 60% female
- 40.27% age 25-54
- 23.45% ski/board
- 19.91% children in household
- 46.9% upscale hotel in past year
- 62.83% visited Tahoe in past year
- 83.63% HHI \$75K+
- 51% plan to visit Tahoe in next 12 months
- 37% own second homes in Lake Tahoe area



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North Tahoe

n is for north

It's easy to get in deep here, deep into unheard volumes of sun and snow, a dozen resorts whose runs range from mild to wild, cross-country trails of all flavors, and a gaming and après scene that is beyond black diamond. All within an easy drive. And all made more pleasant by knowing there's one place where you won't get in deep: the prices. For great values, visit Cool Deals today.

GoTahoeNorth.com | 800.Tahoe3U

Visit Tahoe Now. A special destination with deals and fun for the 3rd year straight and the 3rd time around.

LA Times Sunday Magazine – December 5, 2010 Ski/Snowboard Supplement
Circulation: 400,000

Distribution:

- 85% home delivery to the most affluent Sunday LA Times subscribers
- 15% newsstand and retail locations

Demographics:

- 51% male
- 49% female
- 49.54% age 25-54
- 7% ski/board
- 37.17% children in household
- 15.78% upscale hotel in past year
- 4.33% visit Tahoe past year
- 50.92% HHI \$75K+

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north lake tahoe

n is for north

There's an insane amount of awesome here - deep snow, sunny skies, games and nightlife, hundreds of miles of cross-country trails, specials on everything from gourmet cabins, small inns and B&Bs to breakfasts in upscale resorts and vacation homes. All in the company of world-class resorts like Alpine Meadows, Diamond Peak, Homewood, Mt. Rose-Ski Tahoe, Northstar-at-Tahoe™, Squaw Valley Vail, and Sugar Bowl. All made more lovely by Cool Deal values. All of it easily arrived at by car, plane, and sheer imagination.

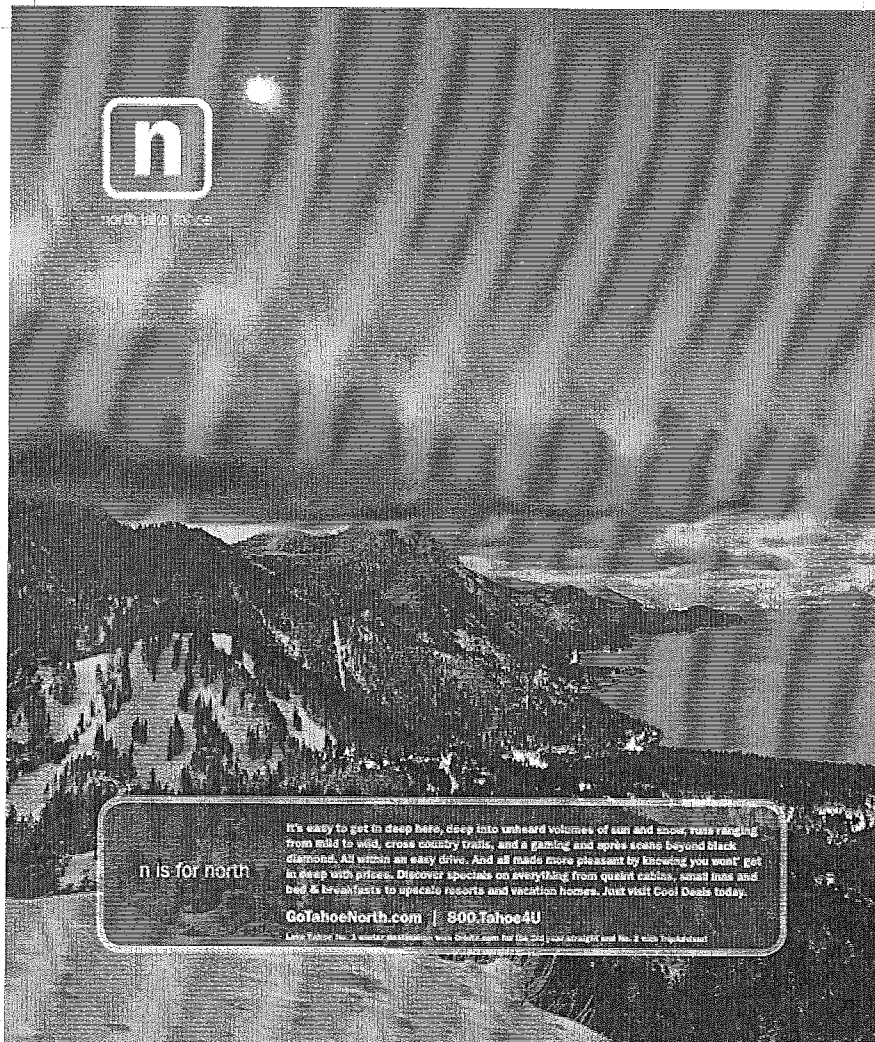
GoTahoeNorth.com | 800.Tahoe.4U

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Diablo Magazine January – North Lake Tahoe
Circulation: 39,357 (8% paid)

Demographics:

- 29% male
- 71% female
- 55.32% age 25-54
- 19.25% ski/board
- 44.97% children in household
- 32.4% upscale hotel in past year
- 39.75% visit Tahoe past year
- 79.01% HHI \$75K
- 60% visited Reno/Tahoe past year
- 31% ski/board



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It's easy to get in deep here, deep into unheard volumes of sun and snow, runs ranging from mild to wild, cross country trails, and a gaming and après scene beyond black diamond. All within an easy drive. And all made more pleasant by knowing you won't get in deep with prices. Discover specials on everything from quaint cabins, small inns and bed & breakfasts to upscale resorts and vacation homes. Just visit Cool Deals today.

GoTahoeNorth.com | 800.Tahoe4U

Little Tahoe Inc. A winter destination, visit Diablo.com for the 2012 issue straight and No. 2 with 100% natural

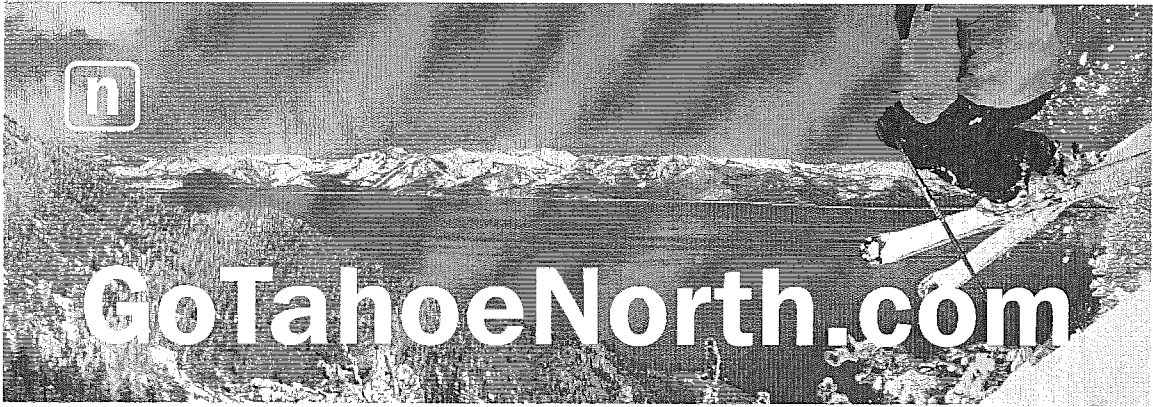
Circulation: 40,000

Distribution: Direct mailed to households throughout Marin County (75% requested copies & 25% high income households), 600 copies distributed in-room at Marin's finest hotels

Demographics:

- 52% HHI \$100K+
- 63% visited Lake Tahoe in past 12 months





Meetings West December – Nevada
Circulation: 35,064 (13% increase)



north lake tahoe

n is for north

Beyond the beauty of North Lake Tahoe are the brains: the vendors, personnel and infrastructure that make getting down to business as pleasant as escaping it. It's a rare balance of mother nature and human nature that makes for one very productive gathering that won't soon be forgotten.

To submit an RFP to the North Lake Tahoe VCB or to download our newsletter, visit:

GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 water distribution with 2000,000 for the 2nd year through and No. 2 with 1000,000

Nyctal Regency Lake Tahoe Resort, Spa & Casino

Lakefront lobby with 50,000 sq.ft. of function space
boardroom, 20,000 sq. ft. casino – 10% off plus \$10
match play on meetings booked/located by 6/30/11

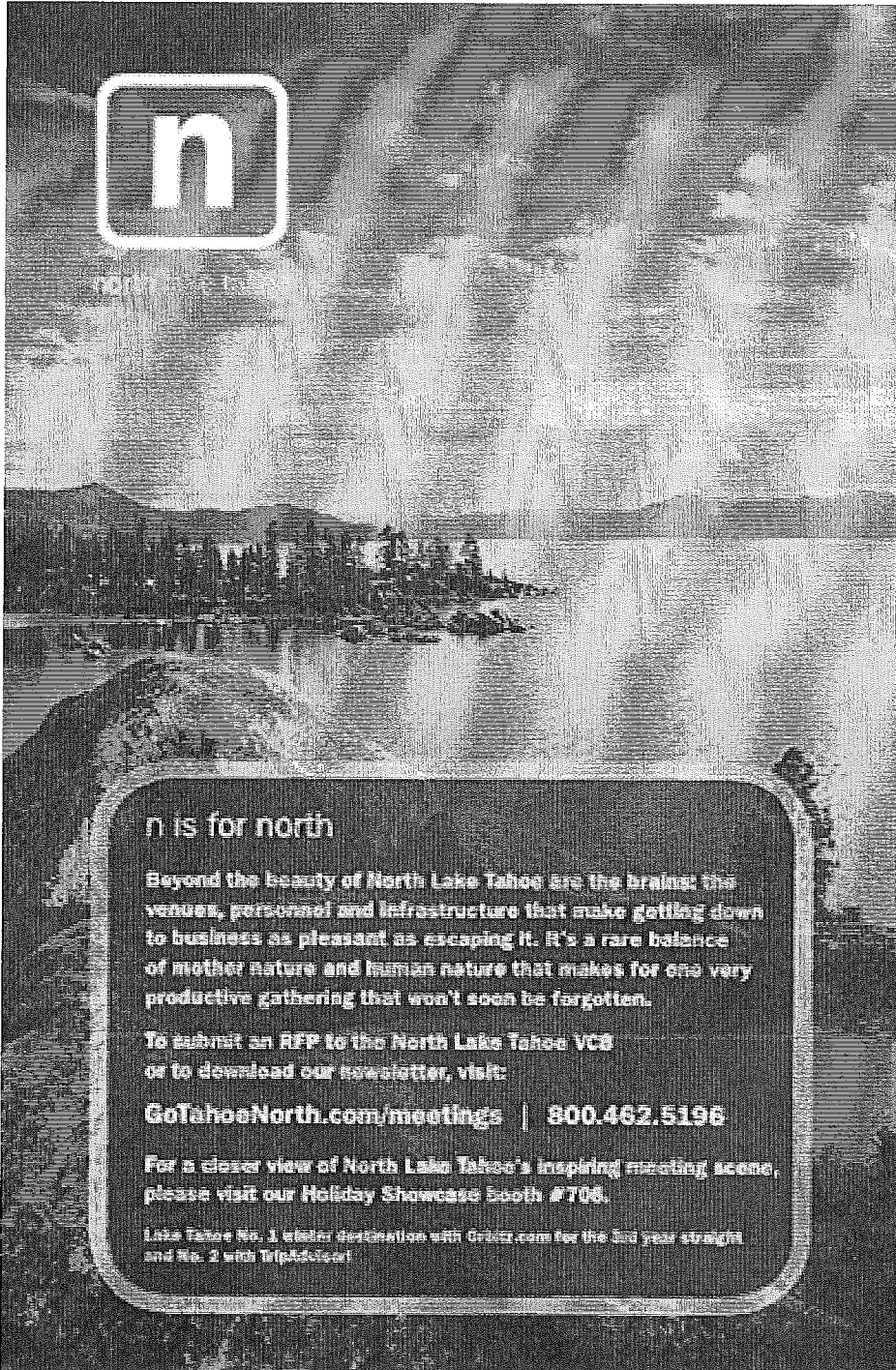
800.810.4491 | LakeTahoe.Nyctal.com

Forum of Chicagoland December – Holiday Showcase Program Guide

Circulation: 4,100 with 4,000 bonus circulation

Meeting site breakdown by region:

- 80% Pacific (AK, CA, HI, OR, WA)
- 79% Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)



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GoTahoeNorth.com/meetings | 800.462.5196

For a closer view of North Lake Tahoe's inspiring meeting scene, please visit our Holiday Showcase booth #706.

Lake Tahoe No. 1 winter destination with Orbitz.com for the 3rd year straight and No. 2 with TripAdvisor!

Conference Department Report January 2011

In January the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities

Staff attended the RSCVA Directors of Sales Meeting. This meeting is a monthly meeting that brings together the Directors of Sales of all of the Reno hotels along with the Directors of Sales from the NLTRA and LTVA. These meetings are an excellent opportunity to network with the Reno hotels and Reno bureau as well as stay current on regional activities taking place in the meetings industry.

Staff attended the Reno-Tahoe Meetings Marketing coop meeting. The coop now includes all of the convention bureaus in Reno and Tahoe, all of the major casino properties in Reno along with Hyatt, Village at Squaw Valley, Granlibakken, Ritz-Carlton, Harrah's and Harveys at Lake Tahoe.

Staff hosted our quarterly Directors of Sales & Marketing meeting. This is a meeting with the DOS & DOSM from all of the conference department facilities and provides us an opportunity to share ideas and provide an update to our partners on current year programs.

Staff attended the monthly NLTRA Marketing Committee meeting.

Staff attended the monthly NLTRA Board of Directors Meeting

Staff attended the monthly NLTRA Finance Committee meeting

Staff attended the SmartMart trade show in San Francisco. This show provides 20 one on one appointment with the top meeting planners the San Francisco bay area. The clients are pre-screened by SmartMeetings magazine staff and all of the customers you meet with have expressed an interest in hosting a meeting in North Lake Tahoe.

Staff, along with Smith & Jones, has been working vigilantly collecting information for the new conference planning guide and website upgrade which are currently in production.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 800 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat

January Leisure Report
Marketing Committee Meeting
January 25, 2011

TRAVEL TRADE

- Met with VP of Alpine Adventures
- Conducted site tours with Travelocity market manager
- Attended Mountain Travel Symposium Ski Lake Tahoe travel trade luncheon planning meeting in which we present and thank 120 of our top domestic and international travel trade
- Met with Virgin Holidays' product manager
- Worked closely with VacationRoost on producing a North Lake Tahoe-only email blast to their database highlighting spring skiing to circulate Feb. 1

FAMs

- Hosted a delegation of 18 Chinese government officials from Qinghai Province interested in tourism and Lake Tahoe/Squaw Valley's Olympic heritage
- Hosted a Mexican press fam consisting of 6 writers representing a mix of consumer and travel trade publications
- Hosted Bronwen Gora, writer for The Sunday Telegraph, Australia's largest newspaper. Bronwen also freelances for many in-flight and ski magazines
- Hosted product manager from SkiBound UK
- Hosted sales agent from SkiGroup.net
- Working on itineraries for UK, Australian, German, Mexican, French and domestic travel trade and media familiarization visits taking place in February and March

MISC

- Attended Granlibakken's first annual Breakfast Club
- Attended Larkspur's Tahoe Truckee Lodge grand opening
- Attended the Sierra Avalanche Center's Board Meeting
- Attended Homewood's Breakfast Club
- Met with Ulli White from the Tahoma Meadows B&B

Special Event Departmental Report
January 2011
Submitted by Judy Laverty

1. Participated in all LOC (Local Organizing Committee) meetings to continue to define all deliverables for the Amgen Tour of California. Met with Sponsorship Sales Director with LOC members.
2. Attended meeting with Medalist Sports VP of Event Management for technical aspects of the race. Also attended Tour marketing committee meeting.
3. Recommended and appointed Director of Merchandise to LOC Co-Chair (Andy)
4. Identified potential retail outlets with contact information for Amgen race merchandise sales including West Shore, North Shore, Northstar, Squaw Valley, Incline Village and Truckee.
5. Sent out Amgen room block confirmations to all host properties. Confirmed additional comp rooms from Larkspur Hotel in Truckee.
6. Met with Village at Squaw Valley to discuss VIP hospitality needs for the Monday stage 2 start.
7. Sent out RFP's for four box lunches and build crew breakfast. Working on additional rfp's for other tour meal functions.
8. Met with Disabled Sports, Tahoe Maritime Museum, Tahoe Disc Golf and the Great Ski Race to discuss marketing strategy for their respective events.
9. Met with Brian Jones, Hangar 3 Productions, Hollywood, for a potential future Tahoe Film Festival.
10. Attended Marketing Committee and the Chamber of Commerce meetings.
11. Scheduled ongoing meetings with the Ta-hoe Nalu Stand Up Paddleboard organizer to continue to plan and develop marketing strategy for the 2011 SUP Race Series.
12. Working with Chamber Manager on Community Awards dinner, program, awards, menu, entertainment, wine donations, etc.



professional creative services

January 2011 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- keeping up with the calendar of events
- finished with Lodging Properties - waiting for Kym Fable to go through property status
- keeping up with ski report
- posting featured events on home-page link
- keeping up with posting event videos
- making requested copy changes to organization pages
- making requested image changes to organization pages
- going over content and creating bullet points/headers for better readability within categories
- finding better photos for businesses and switching out when available
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone on the site
- checking site 7 days a week for any issues, links, errors, etc.

Shelley A. Fallon · PO Box 1468 · Kings Beach, CA 96143 · fallon@taoeguide.com · (530) 546-9393 · fax (888) 308-9108

fallonmultimedia.com



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
January 18, 2011**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – assisted with the RMC Radio DJ Fam January 7-9, and currently working with California Tourism to coordinate the North Lake Tahoe portion of “Ski with an Olympian” press trip March 16-20.
- C. Summer Press Kit – researching tourism trends and possible features for the summer press kit.

II. News Releases – 7 news releases in the works

- A. Amgen Route Announcement – drafting
- B. Amgen Sponsorship Opportunities – drafting
- C. Amgen Break Away Mile Nominations - drafting
- D. San Diego Winter Ski/Lodging Deals – drafted/sending to media
- E. North Lake Tahoe Winter Events – drafting
- F. Revised GoTahoeNorth.com Website – drafting
- G. Appropriate New Snow (releases and VNRs) – drafting

III. News Releases – 14 news releases distributed since our November 17 report

- A. Learn to Ski/Board for \$25 in Tahoe December 11-12
- B. Lake Tahoe Gets 6.5 Feet of New Snow, Ski Resorts Open
- C. Tahoe Gets 6 Feet of New Snow, Fantastic Ski Conditions
- D. Chamber Christmas Tree Village Mixer is Friday
- E. NLTRA Accepting Applications for Marketing Seats
- F. See the Best in Independent Films in Tahoe December 16-17
- G. Community Members Elected to NLTRA Board
- H. Lake Tahoe Gets 2 Feet of New Snow in the Last 24 Hours
- I. Tahoe Gets 6 Feet of New Snow, Fantastic Ski Conditions (and VNR)
- J. Sierra Human Resources Association Seeking Board Members
- K. NLTRA Awards Nearly \$50,000 in Community Grants
- L. Labor Law Update Seminar is January 20 at Cedar House
- M. Deadline for Community Awards Nomination is January 20
- N. Chamber Mixer & SnowFest Fundraiser is January 20

IV. Media Leads – 50 media requests we've responded to since our November 17 report (does not include those journalists we've actively pitched)

- A. CA Tourism – Jennifer Sweeney, cross country details, 11/19
- B. Association News – Rachel Carr, images, 11/19
- C. Frommers.com – Amy Chen, GTN/Cool Deals, 11/19
- D. Via Magazine – freelancer Jamie Stringfellow, press trip, 11/19
- E. SF Chronicle – freelancer Laura Read, XC lodging properties, 11/19
- F. Freelancer Al Auger – possible press trip, 11/22
- G. SF Examiner – Ian Armstrong, possible editorial opportunities, 11/22
- H. Freelancer Dawn Margolis, NLT story ideas, 11/22
- I. Reno Gazette-Journal – Learn to Ski details, 11/22

- J. LA Times – Hugo Martin, traditional ski resort openings, 11/22
- K. California Travel Insider – Barbara Steinberg, snow images, 11/22
- L. Gold Country Media – Linda Shuman-Prins, LTS images, 11/23
- M. CBS 13 (Texas) – Neda Iranpour, ski resort openings, 11/23
- N. SF Chronicle – Jeannie Cooper, Learn to Ski details, 11/24
- O. CTTC Mexico firm – Victoria Osorio, Tahoe images, 11/29
- P. Moonshine Ink – Julie Brown, winter events, 11/29
- Q. Sacramento Bee – Gamaliel Ortiz, Learn to Ski interview, 11/29
- R. Freelancer Janet Fullwood – skijoring outfitters, 11/30
- S. New England Snow Sports Magazine – Alice Scott, press trip, 11/30
- T. TheWineBuzz.com – Sue Myers, images, 12/1
- U. Ski Lake Tahoe – Daniel Pistoresi, winter events and images, 12/3
- V. KOLO-TV (Reno) – Mariana Jacob, LTS details, 12/7
- W. RSCVA – Vanessa Vancour, Telluride Film Festival, 12/7
- X. CA Tourism – Jeanne Sullivan, wine/food festival and details, 12/7
- Y. Perspectives Magazine – John McCreadie, Snowfest images, 12/8
- Z. CA Tourism – Lauren Meyer, Tahoe beer festivals, 12/8
- AA. LA Times – Benoit Lebourgeois, ski story angles, 12/10
- BB. Daily Planet (Canada) – Michelle McCree, TERC, 12/13
- CC. Travel & Leisure Magazine (Mexico) – images, 12/13
- DD. Northern NV Business Weekly – tourism numbers, 12/15
- EE. Edible Sacramento Magazine – Juliet Farmer, events, 12/15
- FF. Edible Reno Tahoe Magazine – Amanda Burden, events, 12/15
- GG. KCRA-TV – Laura Linn, winter images, 12/17
- HH. CA Tourism – Kat Burnside, capital improvements, 12/17
- II. Ski Lake Tahoe – Daniel Pistoresi, capital improvements, 12/17
- JJ. KGO-Radio (SF) – John Hamilton, radio interview, 12/21
- KK. All About Snow Magazine – Chad Norris, Tahoe story ideas, 12/21
- LL. Freelancer Ying Compestine – possible press trip, 12/21
- MM. Fort Worth Star Telegram – Sugar Bowl details, 12/22
- NN. Hollywood Reporter – freelancer Lenz Katz, winter story, 12/22
- OO. Sacramento Bee – Ed Fletcher, tourism numbers, 12/27
- PP. KCBS Radio (SF) – Joel Rogers, tourism numbers, 12/27
- QQ. Sacramento Bee – Al Pierleoni, restaurant reviews, 1/4/11
- RR. ShredWhiteandBlue.com – Peter Kray, snowfall numbers, 1/4/11
- SS. Vogue.com – Evvie Crowley, spa story ideas, 1/5/11
- TT. Trekaroo.com – LiLing Pang, image request, 1/6/11
- UU. Backroads California – Christopher Baker, story ideas, 1/11/11
- VV. CA Tourism (Argentina office) – story ideas and images, 1/11/11
- WW. MeetingFocus.com – Ruth Hill, story ideas and interviews, 1/13/11
- XX. New York Times – Rachel Levin, story ideas, 1/13/11