



north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee January 24, 2012

January 2011 Departmental Reports

**Advertising Departmental Report
December 2011 & January 2012**

Print/Outdoor Media

Leisure

- Diablo Magazine
- LA Magazine
- Outside Magazine
- Ski Magazine
- Skiing Magazine
- Bay Area Outdoor

SD Ski Coop

- San Diego Magazine
- Ranch & Coast
- San Diego International Airport backlit

Conference

- California Meetings
- CSAE Seasonal Spectacular Program
- Forum of Chicagoland Holiday Showcase Program Guide

Wedding

- SF Magazine

Internet Media

Leisure

- Visiting Lake Tahoe Coop
- TripAdvisor DMO Campaign
- Ad Roll re-targeting campaign
- Travel Spike
- Data Dynamix Email Blast
- Via Magazine Email Blast
- Mobile Paid Search (Google)
- Google & Yahoo/Bing

SD Ski Coop

- SanDiego.com (site takeover during snow storms)
- SanDiego.com email blast (will blast during storm)
- SignonSanDiego.com eblast
- Facebook (will run with January radio flight)
- TravelSpike
- Google

Conference

- Smart Meetings Email Blast - Hot Dates
- E-pro Illinois & E-pro California Email Blasts
- Forum E-newsletter
- CA Meetings E-newsletter
- Northstar Travel Media Email Blast – Contest
- MeetingsMag E-newsletter - Contest
- Google

Wedding

- SanDiegoWeddings.com annual listing 2/1/11-1/31/12
- TheKnot (profile on Vegas/Reno/Tahoe weddings section, annual) 2/1/11-1/31/12
- Weddingwire.com profile 2/1/11-1/31/12
- Myweddings.com profile 2/1/11-1/31/12
- Weddinglocation.com profile 2/1/11-1/31/12
- Paid search Google

Radio

Leisure

- Week of January 9, 23, and 30

SD Ski Coop

- Weeks of December 12th, 26th; weeks of January 2nd, 23rd and 30th

Direct Response: Leisure

Campaign	Sent	Response
December consumer eblast	12/7/2011 A. (Winter Deals & Events at North Lake Tahoe) – 12,929 B. (December Deals & Events at North Lake Tahoe) – 14,609	A. Open rate 11.95% (1545) CTR 1.22% (158) B. Open rate 9.87% (1442) CTR .94% (137)
December snowmaking eblast	12/19/2011 to 31,236	Open rate 12.25% (3825) CTR .96% (300)
Ski Coop eblast	12/13/2011 to 159	Open rate 42.14% (67) CTR 11.95% (19)
January Consumer eblast	1/11/2012 to 30,798	Open rate 11.90% (3665) CTR 1.08% (332)
Snow & New Alaska Air Flight from San Jose	1/19/2012 to entire database	TBD

December consumer eblast

december enews

IN THIS ISSUE: [ski deals](#) | [holiday lodging deals](#) | [events](#) | [connect](#)

interchangeable lift tickets: seven resorts & five great prices

Use your ticket at a different resort each day, or return to your favorite mountain over and over again. Choose from five different price options.

[More ski deals >](#)

holiday season lodging deals

- Christmas packages, including room & meals, from \$195/night at Granlibakken Conference Center & Resort
- Stay 7 nights for the price of 5 at Agate Bay Realty's vacation rentals. Dogs stay free!
- Get 25% off your stay at The Village at Northstar. Enjoy Christmas shopping at the new stores

[More lodging deals >](#)

December snowmaking eblast



north lake tahoe



our ski resorts are open



eager to hit the slopes?

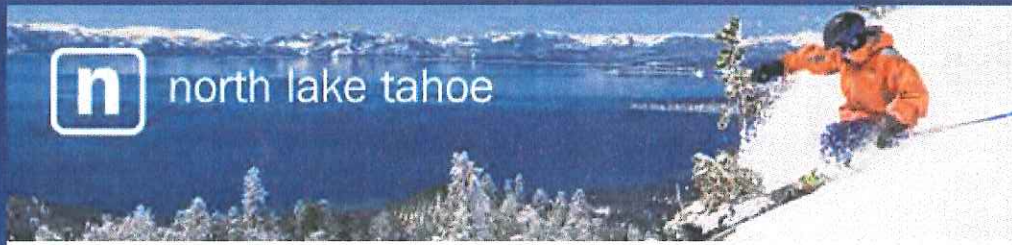
North Lake Tahoe ski resorts have supplemented Mother Nature by blowing millions of gallons of snow, creating a solid base that has many resorts open for skiing and riding.



Watch video of snowmaking at Mt. Rose - Ski Tahoe

- **Northstar California** is open top-to-bottom (2,280 vertical feet), thanks to exceptional snowmaking and grooming efforts, with 19 trails for beginners, intermediates and advanced winter enthusiasts – some of the most open resort terrain in the Tahoe region.
- At **Diamond Peak Ski Resort** record amounts of snow production has resulted in top-to-bottom skiing and riding a week earlier than expected. The resort plans to open more terrain by mid December, with five out of six lifts available by Christmas.

San Diego Ski Coop eblast



SPECIAL OFFER FOR SAN DIEGO COUNTY RESIDENTS

One is fine. Two is divine. And three is... free.*

North Lake Tahoe's "Stay Two Nights, Get the Third Night Free" is one of many Cool Deal offers that make a getaway to this picture perfect winterland even more wondrous. For skiing, our "Buy Two Tickets, Get the Third Free" lets you sample any of four resorts and for just over \$45 a day. Ski a different resort each day or head back to your favorite. You can choose the lodging deal, the skiing deal, or both. Either way – whether it's the lure of the Lake itself or its amazing values -- you'll come to understand why North Lake Tahoe is beautiful in more ways than one.

RESORT PARTNERS: Mt. Rose – Ski Tahoe | Alpine Meadows Ski Resort
Squaw Valley USA | Homewood Mountain Resort | Hyatt Regency Lake Tahoe

OTHER PARTNERS: North Tahoe Express | Squaw Valley Lodge

For information about North Lake Tahoe, call 800.TAHOE4U or visit GoTahoeNorth.com




Bookmark NVski.mobi as your one source for everything you need to plan a winter trip to Lake Tahoe. Get current ski and snow conditions, road conditions, ski resort information, and weather conditions -- all from the convenience of your mobile phone.

*Buy 2, get 1 free ticket offer is good from January 4 through the end of season. The blackout dates are January 16 & 17 and February 20 & 21. Adult lift ticket purchase only. Ticket sales are final and not refundable. Offer available in 91901-92199 zip codes only. Restrictions apply.

North Lake Tahoe Visitors Bureaus P.O. Box 5459, Tahoe City, CA 96145

January Consumer eblast



north lake tahoe

january enews

IN THIS ISSUE: updates | lodging deals | upcoming events | winter contests

north lake tahoe skiing updates

• North Lake Tahoe's cold nights have lead to great snowmaking, with 51 lifts running, 88 trails, and nine terrain parks with 84 features open for skiers of all levels. See for yourself!

Watch Northstar Pro Elena Hight as she recently completed a lap down the Park on Pinball.

Check out Alpine's snow conditions from their recent holiday video.

Website

Completed GoTahoeNorth.com projects include:

- Updated property image slideshow
- Event Calendar rollout – GoTahoeEvents.com or NorthTahoeCalendar.com
- SMS Winter Campaign setup – building database
- Email database survey results
- Add breadcrumbs to mobile interior navigation
- Integrate Facebook and Google like capabilities within site – events and organizations
- Updated admin page management code – faster submits and url map logic
- Applied new logo to NLTRA.org and NorthLakeTahoeChamber.com
- Add Group Sales Committee to NLTRA.org
- Plates for Powder promo on homepage

Upcoming GoTahoeNorth.com projects include:

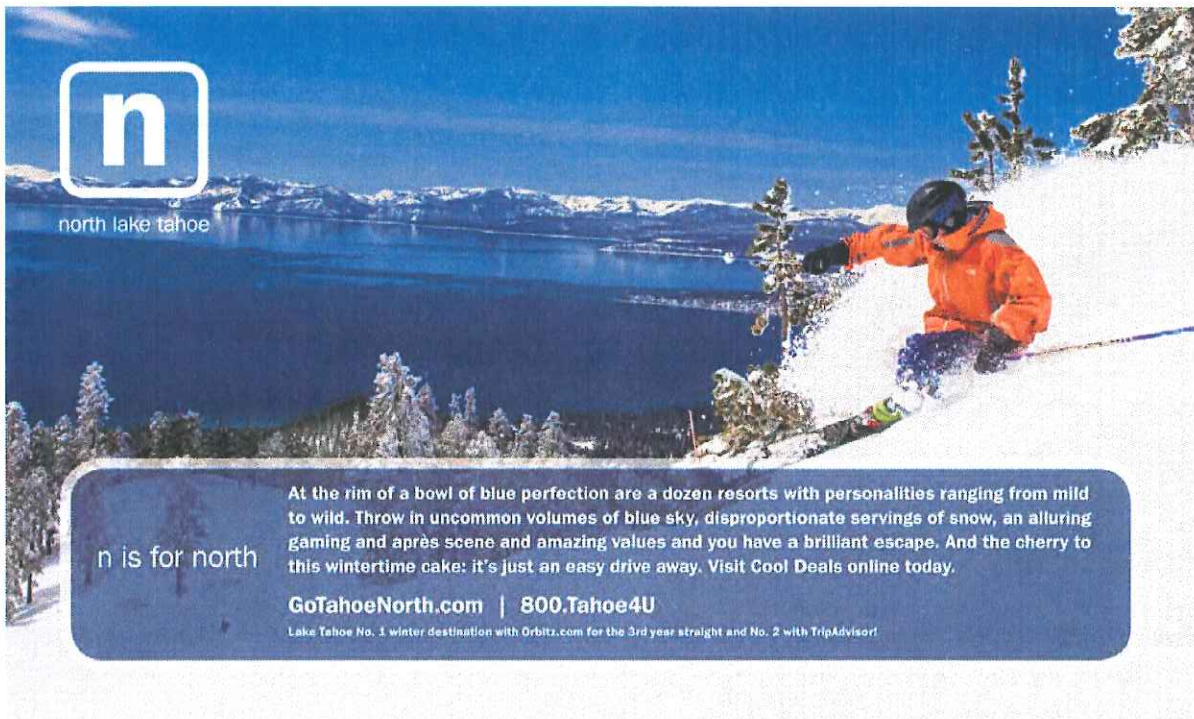
- “near me” capabilities for mobile site
- Navigation changes to downhill and cross country
- Aggregating North Lake Tahoe video
- SMS Campaign – promote snow, deals, lodging and events
- Alternatives to “social” link in primary navigation
- WebTrends reporting enhancements
- Event Calendar enhancements – recurring events, tied to new chamber site rollout.
- Email competitive analysis
- Handling of changes to Facebook feeds
- Geo targeting in market site visitors

Insertions

Diablo Magazine

Distribution includes targeted delivery of more than 35,000 magazines to the area's most affluent households—from the Berkeley and Oakland Hills to Lamorinda, Walnut Creek, Danville, Blackhawk, and the Tri-Valley.

December 2011, Tahoe Time, 2/3 page



n
north lake tahoe

n is for north

At the rim of a bowl of blue perfection are a dozen resorts with personalities ranging from mild to wild. Throw in uncommon volumes of blue sky, disproportionate servings of snow, an alluring gaming and après scene and amazing values and you have a brilliant escape. And the cherry to this wintertime cake: it's just an easy drive away. Visit Cool Deals online today.

GoTahoeNorth.com | 800.Tahoe4U

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

January 2012: North Lake Tahoe section, full page



n
north lake tahoe

n is for north

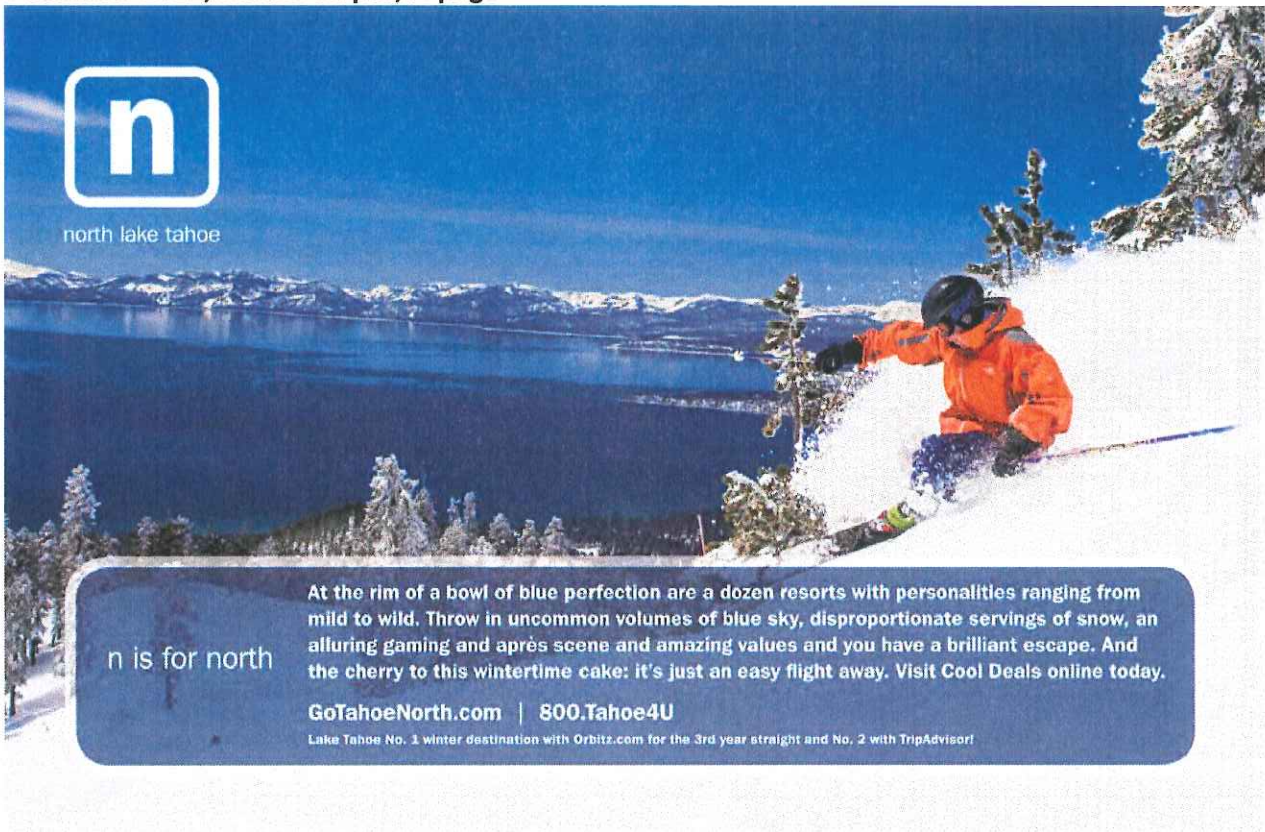
Quietly nestled in the shadows of North Tahoe's well-known alpine ski resorts is a Nordic skiing scene that's just as impressive—from the nation's largest cross-country resort to a network of trails that retraces the path of athletes from the 1980 Winter Olympics. And getting there's just a skis away: it's an easy drive via year-round highways. Visit Cool Deals online today.

GoTahoeNorth.com | 800.Tahoe4U
© 2011 Smith + Jones. All rights reserved. Smith + Jones is a registered trademark of Smith + Jones.

LA Magazine

LA Mag is the number one regional publication in the greater Los Angeles area with a 420,000+ total readership. They have an 89% subscription rate and are distributed to all major supermarkets, retailers, bookstores, newsstands, airports, and 40+ luxury hotels all around Los Angeles.

December 2011, Hit the Slopes, ½ page



n
north lake tahoe

n is for north

At the rim of a bowl of blue perfection are a dozen resorts with personalities ranging from mild to wild. Throw in uncommon volumes of blue sky, disproportionate servings of snow, an alluring gaming and après scene and amazing values and you have a brilliant escape. And the cherry to this wintertime cake: it's just an easy flight away. Visit Cool Deals online today.

GoTahoeNorth.com | 800.Tahoe4U

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

Outside Magazine

Outside Magazine is the one of the nation's top publications that promotes a healthy active outdoor lifestyle, and has a total paid and verified circulation of 678,000+. Readers of this publication are active, adventurous, fit & healthy, and well educated.

December 2011, Ski Resort Destinations, ½ page



n
north lake tahoe

n is for north

Legs burn, lungs scream and somehow this is your vision of a dream, the rush of skating across high mountain meadows, snowshoeing through million-eyed aspen groves and barreling down a stretch of severely tilted slope. Moments of breathlessness that are easily reached by plane or car. For values on lodging ranging from cabins and inns to resorts and vacation homes, visit Cool Deals.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz.
No. 1 travel destination with TripAdvisor.

Ski Magazine

Ski Magazine covers the mountain lifestyle for skiers and travelers alike: the people, places, gear and trends that help readers better enjoy the unique experiences found in the mountains and on the slopes. SKI has a rate base of 450,000+ with 98% subscriber rate.

January 2012, ½ page



n
north lake tahoe

n is for north

At the rim of a bowl of blue perfection are a dozen resorts with personalities ranging from mild to wild. Throw in uncommon volumes of blue sky, disproportionate servings of snow, an alluring gaming and après scene and amazing values and you have a brilliant escape. And the cherry to this wintertime cake: it's easy to get to whether by car or plane. Visit [Cool Deals](#) online today.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

Skiing Magazine

Skiing is the passionate skier's new-media resource for the latest in on-demand gear information, insider resort tips, cutting-edge instruction, mountain town lifestyle, and ski culture. Distribution is over 100,000+ and is sold in specialty ski retail shops and targeted newsstands where skiers are traveling to or through.

December 2011, ½ page

n
north lake tahoe

n is for north

At the rim of a bowl of blue perfection are a dozen resorts with personalities ranging from mild to wild. Throw in uncommon volumes of blue sky, disproportionate servings of snow, an alluring gaming and après scene and amazing values and you have a brilliant escape. And the cherry to this wintertime cake: it's easy to get to whether by car or plane. Visit Cool Deals online today.

GoTahoeNorth.com | 800.Tahoe4U
Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

January 2012, ½ page

n
north lake tahoe

n is for north

At the rim of a bowl of blue perfection are a dozen resorts with personalities ranging from mild to wild. Throw in uncommon volumes of blue sky, disproportionate servings of snow, an alluring gaming and après scene and amazing values and you have a brilliant escape. And the cherry to this wintertime cake: it's easy to get to whether by car or plane. Visit Cool Deals online today.

GoTahoeNorth.com | 800.Tahoe4U
Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

San Diego Magazine

Circulation: 40,395 (93% paid)
 72% more likely than the market average to Ski/Snowboard
 90% more likely to visit Lake Tahoe
 72% have HHI of \$100k+

January Issue: Full page ad and full page editorial

SPECIAL ADVERTISING SECTION



north lake tahoe

1.800.TAHOF.4.U | GoTahoe.com

ESCAPE TO NORTH LAKE TAHOE THIS WINTER WITH THE largest concentration of ski resorts in the country. North Lake Tahoe is again offering specials for San Diego County residents for the 2012 winter season.

The "Stay Two Nights, Get the Third Night Free" is one of many Great Deals that makes it easy to get away, and the "Buy Two Lift Tickets, Get the Third Free" gives you a deal at area ski resorts. Click to www.SkiNorthLake.com for details.

North Tahoe continues to up the ante with millions of dollars being spent on winter offerings, including \$30 million in capital improvements at Heavenly at Tahoe (now owned by Vail Resorts) and home to professional snowboarder Shaun White, and \$40 million over a four year period at Squaw Valley USA, who also has a new owner - KSL Capital Partners.



More Talk of About Ski Resort Mergers is Calming
 The rumors are true! Squaw Valley USA and Alpine Meadows have entered into a merger and new ownership. The deal includes enhanced access to both mountains and a combined \$100 million in new investments.



Great Country, Great Skiing Experience
 One of the largest ski resorts in the U.S. - Boyd Corp. - and some other recent acquisitions with a new proximity to ski lift tickets, North Tahoe has become a hot winter skiing location. There is the renowned 1950 Winter Olympic cross country route at Squaw Point State Park. Tahoe Cross Country is also providing a top-notch ski lift and is the most of the sport's great ski races. In its 28th year, competitors will race 30 kilometers from the ascent to Truckee. This race is all take place March 4, 2012.



Off the Hill is Just As Enjoyable
 Because access to ski lift and snow is now a breeze from the downhill trail, North Tahoe has more fun playing activities, including spa treatments, Tahoe massages, dining, snowmobiling, ice skating, snowshoeing and skiing.



The Largest Winter Carnival West of the Mountains
 North Lake Tahoe celebrates its long winter season with Snowfest, scheduled for March 21, 2012. In its 28th year, the festival is an historic list of activities, with the majority of events free to spectators, including the Coolest Night Celebration, Live Show, Ice Skating, Parade, Fireworks and Polar Bear Bath.



Save the Mountain, Culture, and the Year You Can't Wait
 Home to generations of pioneers and mountain-bound settlers, as well as the site of the 1950 Winter Olympics, North Tahoe offers a variety of history. Historic sites are more and more, including the Coolest Night Celebration, Live Show, Ice Skating, Parade, Fireworks and Polar Bear Bath.



It's Easy to Get Here
 The Reno-Tahoe International Airport, 45 minutes from North Tahoe, offers direct to flight, daily from Southern California and the North Lake Tahoe Express direct. Shuttle will charge you an appropriate fee.



north lake tahoe

special offer for san diego...
 buy two get one free* at
 north lake tahoe

North Lake Tahoe's "Stay Two Nights, Get the Third Night Free" is one of many Great Deals that makes it easy to get away, and the "Buy Two Lift Tickets, Get the Third Free" lets you take advantage of your resorts for just over \$40 a day. Sit a different resort each day at head home to your home, you will receive the lodging deal, the skiing deal, or both. Take away... whatever it is, the fun of the lake, and the snow-capped mountains... you'll never be the same again. North Lake Tahoe is beautiful in more ways than one.

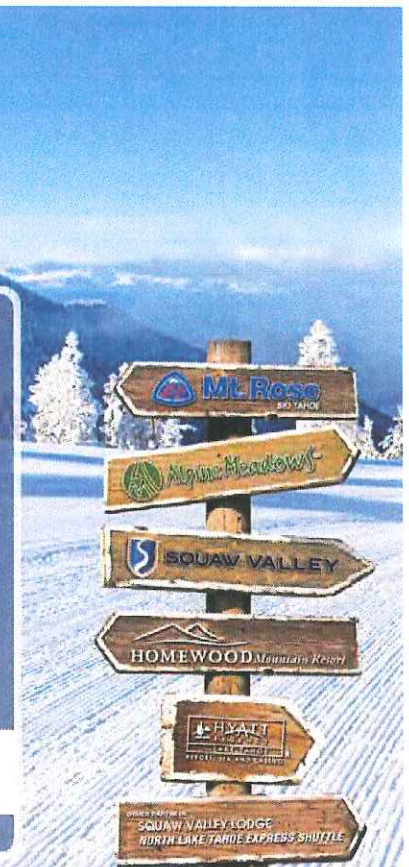
the quick slip...

Each day, Ski Squaw will find plenty of great deals in Tahoe. Take advantage of them, you can't miss and enjoy a 45-minute drive or shuttle (not open to date) North Lake Tahoe Express shuttle running all day long.

Get all the details online at:
SkiNorthLake.com



Reservations are made on a first-come, first-served basis. Subject to availability. Some restrictions apply. See website for details. *Offer valid for San Diego County residents only. Offer ends 12/31/11. © 2011 North Lake Tahoe Express. All rights reserved.



Ranch & Coast

Distribution is concentrated in the ultra-affluent northern coastal communities of Rancho Santa Fe, Solana Beach, Del Mar, Carmel Valley, Santaluz, Encinitas, Carlsbad, and La Jolla.

Circulation 27,000 (3% paid)

Demographics: 83% Female; Median Age is 47; 82% Married; Median HHI is \$205K; 67% HHI 300K+; 41% Plan to take a ski vacation in next 12 months.

January issue, full page

north lake tahoe

special offer for san diego...
buy two get one free*
at north lake tahoe

North Lake Tahoe's "Stay Two Nights, Get the Third Night Free" is one of many Cool Deal offers that make a getaway to this picture perfect winterland even more wondrous. For skiing, our "Buy Two Tickets, Get the Third Free" lets you sample any of four resorts for just over \$45 a day. Ski a different resort each day or head back to your favorite. You can choose the lodging deal, the skiing deal, or both. Either way - whether it's the lure of the Lake itself or its amazing values - you'll come to understand why North Lake Tahoe is beautiful in more ways than one.

the quick slip.

Each day, San Diegans will find plenty of quick flights to Reno-Tahoe International, where you can rent and enjoy a 45-minute drive or catch our door-to-door North Lake Tahoe Express shuttle running all day long.

Get all the details online at:
SkiNorthTahoe.com

©2008 Smith + Jones. All rights reserved. This offer is available for purchase through the mobile app only. See app for details. *Offer valid for purchases made between 12:00 AM and 11:59 PM on 1/15/08. Offer ends 1/31/08. See app for details. Terms and conditions apply. See app for details.

*This offer is not valid for purchases made through the mobile app only. See app for details. Offer ends 1/31/08. See app for details. Terms and conditions apply. See app for details.

San Diego International Airport backlit

Terminal 1: East Concourse; Airline: Southwest; 2010 Domestic Passengers: 6.5 million

Creative: 6' x6' Spectacular Backlit

Flight Dates: December 5-January 29 (8 weeks)

n
north lake tahoe

One is fine. Two is divine.
And three is...free.

3rd lift ticket free. 3rd night free.

Get all the details at:
SkiNorthTahoe.com

Diamond Peak

Mt. Rose
SKI TAHOE

Alpine Meadows

SQUAW VALLEY

HOMEWOOD Mountain Resort

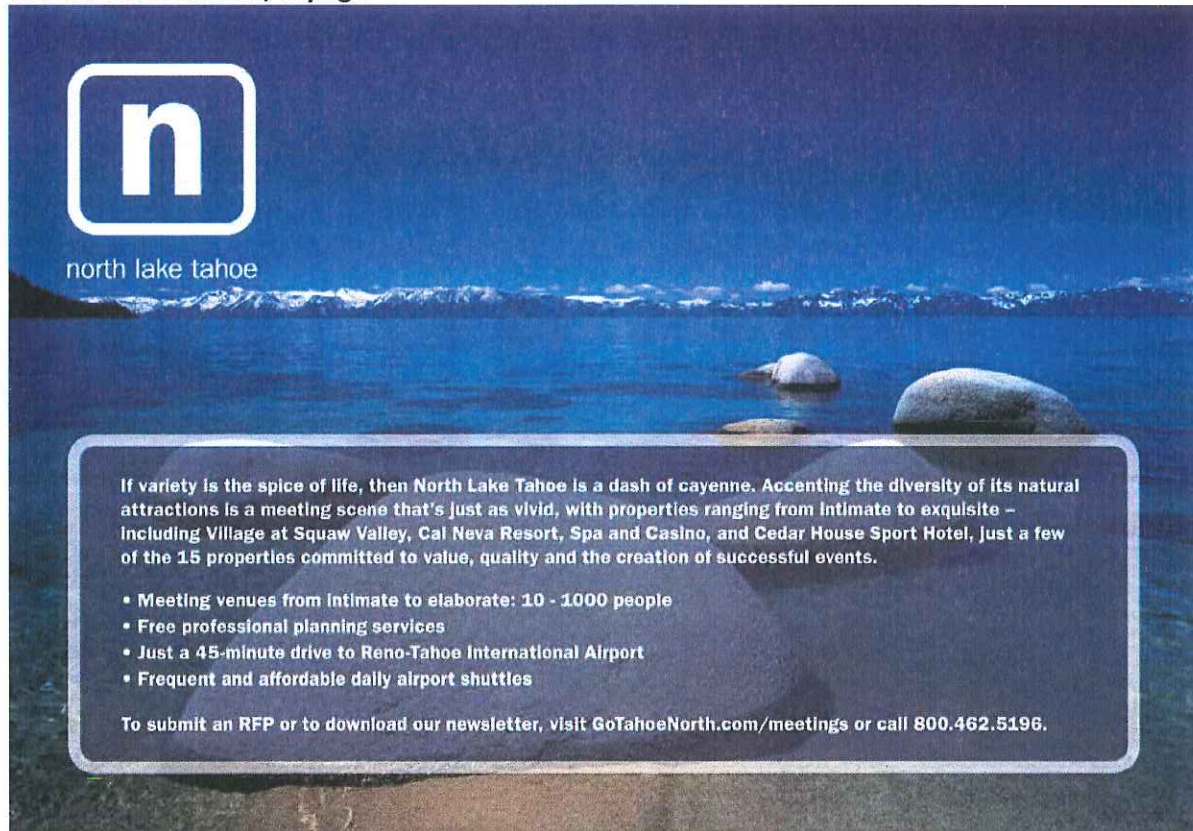
HYATT
AGENCY
LAKE TAHOE
RESORT, SPA AND CASINO

OTHER PARTNERS
SQUAW VALLEY LODGE
NORTH LAKE TAHOE EXPRESS SHUTTLE

California Meetings

California Meetings has a distribution total to over 8,000+ locations and a readership of 15,500+.

Winter 2012 Edition, ½ page



n
north lake tahoe

If variety is the spice of life, then North Lake Tahoe is a dash of cayenne. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with properties ranging from intimate to exquisite – including Village at Squaw Valley, Cal Neva Resort, Spa and Casino, and Cedar House Sport Hotel, just a few of the 15 properties committed to value, quality and the creation of successful events.

- Meeting venues from intimate to elaborate: 10 - 1000 people
- Free professional planning services
- Just a 45-minute drive to Reno-Tahoe International Airport
- Frequent and affordable daily airport shuttles

To submit an RFP or to download our newsletter, visit GoTahoeNorth.com/meetings or call 800.462.5196.

CSAE Seasonal Spectacular Program, ½ page

CalSAE serves the entire state of California and has nearly 1,100 members, and is the third largest local Society of Association Executives in the nation.

n
north lake tahoe

n is for north

Beyond the beauty of North Lake Tahoe are the brains: the venues, 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.

- Over 7,000 hotel rooms/condos and 200,000 sq. ft. of meeting space
- Free professional planning services
- Easy access to Reno/Tahoe International Airport
- Frequent & affordable daily airport shuttles

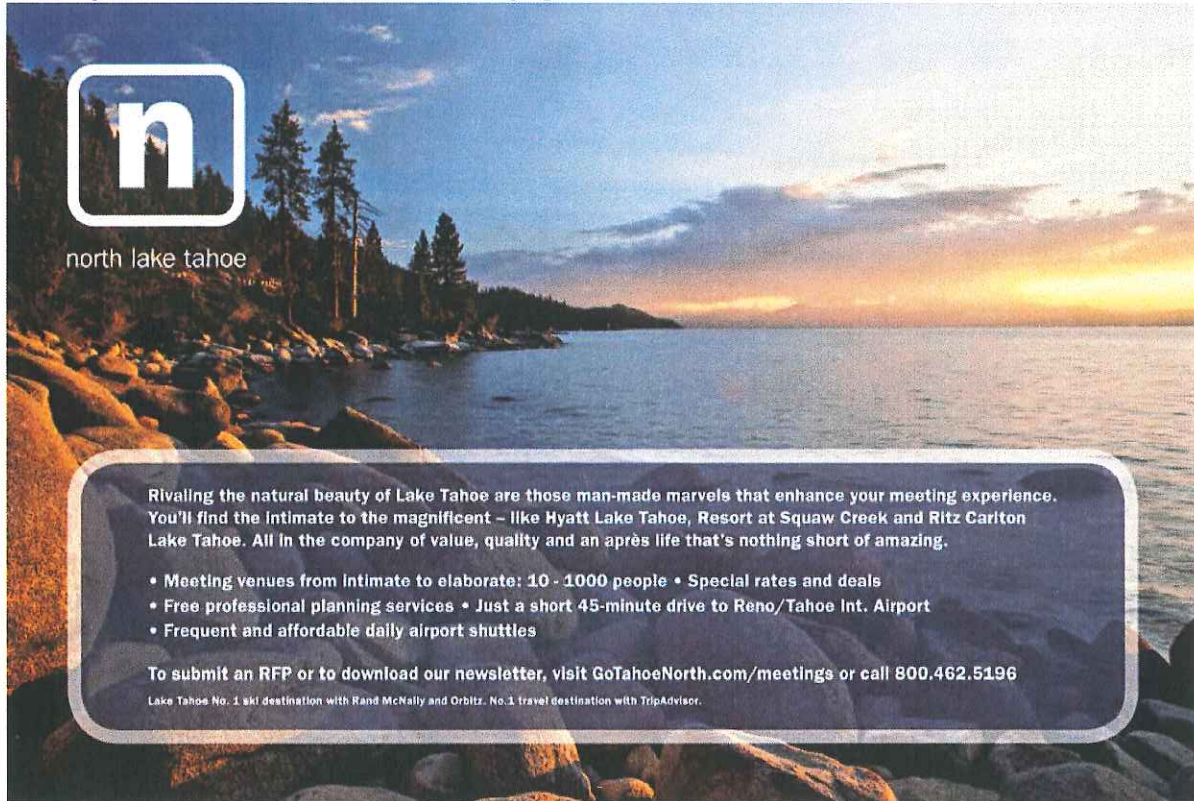
To submit an RFP to the North Lake Tahoe VCB or to download our newsletter, visit:
GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

Forum of Chicagoland Holiday Showcase Program Guide

This guide is given to more than 2,000 association professionals at program registration.

Holiday Showcase Show Guide Issue, ½ page



n
north lake tahoe

Rivalling the natural beauty of Lake Tahoe are those man-made marvels that enhance your meeting experience. You'll find the intimate to the magnificent – like Hyatt Lake Tahoe, Resort at Squaw Creek and Ritz Carlton Lake Tahoe. All in the company of value, quality and an après life that's nothing short of amazing.

- Meeting venues from intimate to elaborate: 10 - 1000 people • Special rates and deals
- Free professional planning services • Just a short 45-minute drive to Reno/Tahoe Int. Airport
- Frequent and affordable daily airport shuttles

To submit an RFP or to download our newsletter, visit GoTahoeNorth.com/meetings or call 800.462.5196

Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

SF Brides

The magazine is published by the Modern Luxury Media, in conjunction with SF Magazine.

Circulation: 50,000 (20% paid)

Distribution: 20% Newsstand; 20% Targeted mail delivery; 50% Luxury bridal retailers and service providers; 10% Distribution at area bridal events

Spring/Summer 2012 Issue, full page

n
north lake tahoe

as it's meant to be.

It's no accident that the sun, the sky and the glass on the lake all conspired to meet your day. At North Lake Tahoe, moments of perfection arrive unobtrusively often. And when those days are all the ingredients for that wedding and honeymoon that's the stuff of dreams - the result is as it's meant to be.

GoTahoeNorth.com/weddings | 800.TAHOE4U

Lake Tahoe No. 1 All destination with Royal Majesty and Oritz, No. 1 travel destination with TripAdvisor.

Bay Area Outdoor

(November 21-March) Rotate three images: Skier (to 12/27); Snowshoer (to 1/30); Nordic skater (remaining 6 weeks)

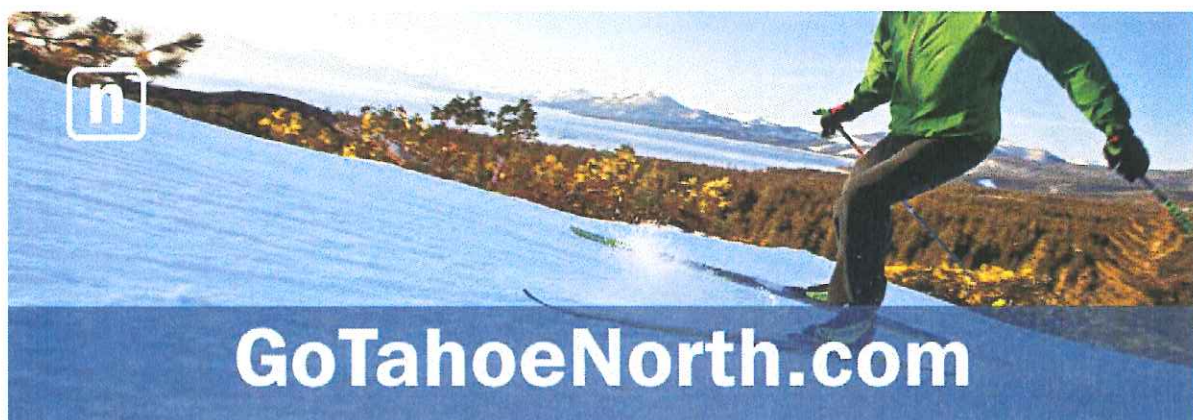
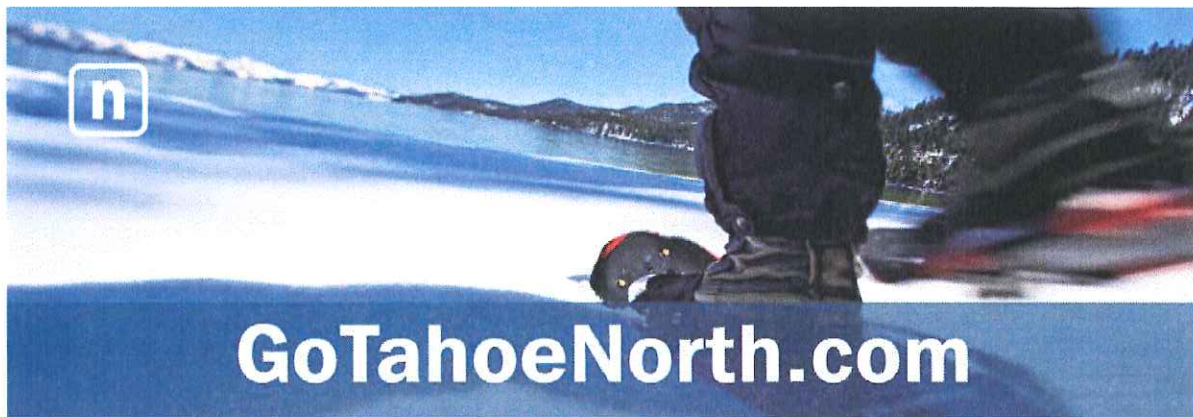
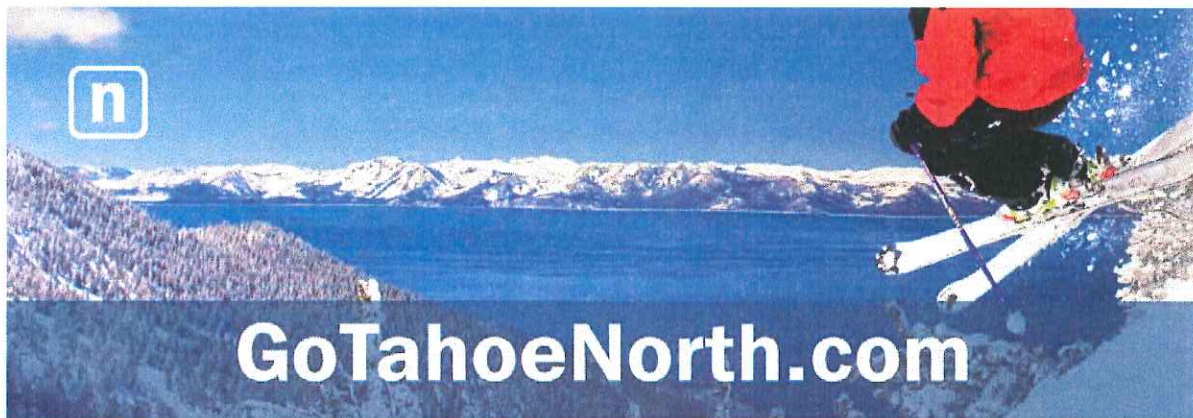
Location: I-80 east 200 ft north of 3rd Street, West Facing, Left Read

West of the Bay Bridge

Size: 20' x 60' Illuminated

Months: November 2011-March 2012

Monthly Impressions: 4.2 Million



Conference Department Report January 2012

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 Smart Mart event in San Francisco. The event is a one on one, appointment based show. Staff had 15 appointments with interested meeting planners and generated multiple new leads

Staff attended the HelmsBriscoe ABC Partner Conference in Reno. HelmsBriscoe associates are a "third party" that people contract with to assist them in booking there meetings. HB Associates book tens of millions of dollars in meetings each year and staff was able to meet and/or socialized with a variety of them over the two day conference.

Staff conducted a sales mission to the San Francisco bay area. Staff met with 9 clients and generated 3 new leads.

Staff attended a meeting with the Reno-Tahoe Meetings Marketing Coop to discuss the Come See Fly Free promotion.

Staff met with Kevin Joell with the Tahoe Area Mountain Biking Association regarding the Fat Tire Festival that will take place in Squaw Valley in September 2011.

Staff worked with Meetings Focus Magazine to bring their September Meetings Focus Live event to Lake Tahoe. The Resort at Squaw Creek won the business and will be hosting the group of over 30 pre-qualified meeting planners the last week of August. The meeting planners attending this meeting represent millions of dollars in potential future business.

The Conference department hired Greg Howey as the new National Sales Manager. Greg will be responsible for west coast corporate clients.

Staff co-hosted a site visit for Nikki Glouderman with Smart Meeting Magazine. Nikki is writing an article for the magazine that will appear in their February issue. Nikki toured a number of hotels and venues during her visit that will all be included in her article.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of November staff made over 250 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat



north lake tahoe

Chamber | CVB | Resort Association

December Leisure Report
Marketing Committee Meeting
12-27-11 – Meeting cancelled

TRAVEL TRADE

- Sent out the Mountain Travel Symposium trade preFAM save the date to select tour operators
- Trained all of the ticket office staff at each participating Ski Tahoe North ski resort on the 2011-12 wholesale, GoTahoeNorth and San Diego programs
- Conducted staff's annual Colorado sales mission to train the call centers of Snow Ventures, Rocky Mountain Getaways, North American Hosts and both Ski.com offices - Aspen and Glenwood Springs
- Organized and conducted Mountain Travel Symposium planning meeting #5 with the Squaw Valley partners
- Attended the Ski Lake Tahoe MTS Luncheon planning meeting and will be taking the lead on the presentation subcommittee

FAMs

- Hosted the new CA Tourism Japan marketing managers
- Finalized itineraries for January's media visits from Australia, the UK and Germany
- Finalized the CANUSA itinerary (a top ski wholesaler in Germany) for their January visit
- Working on the Mountain Travel Symposium trade and group preFAM itineraries

CONSUMER & MISC

- Met with SDBX to begin planning the production of the North Lake Tahoe regional XC ski resort map
- Met with RKPR to discuss winter and Mountain Travel Symposium social media strategies
- Attended the North Lake Tahoe December Breakfast Club gathering
- Attended the ribbon cuttings and grand openings for the Promised Land chair lift and the Zephyr Lodge at Northstar
- Attended the Sierra Avalanche Center Board of Directors Meeting
- Finished putting together San Diego radio promo prizes with partners for the December campaign



north lake tahoe

Chamber | CVB | Resort Association

January Leisure Report
Marketing Committee Meeting
1-24-12

TRAVEL TRADE

- Sent out the Mountain Travel Symposium trade preFAM invite which followed December's "save the date" HTML
- Organized and attended the first Ski Lake Tahoe MTS Luncheon video subcommittee meeting
- Posted pictures and commentary showcasing North Lake Tahoe's ski product and other activities available on travel trade Facebook pages

FAMs

- Hosted top freelancer from the UK writing a story for the Independent Newspaper
- Hosted MountainWatch.com – Australia's #1 snow/weather/ski resort web site
- Hosted Mountain Travel Symposium's staff for their last set of site visits and meetings before the April event takes place
- Working on itineraries for domestic and international travel trade and media FAMs taking place in February and March

CONSUMER & MISC

- Met with SDBX to begin finalizing layout design of the North Lake Tahoe regional XC ski resort map
- Met with RKPR to discuss social media strategies highlighting the good skiing that we do have along with a huge amount of additional activities currently available
- Met with North Lake Tahoe's new manager of Ski Butlers
- Attended the North Lake Tahoe January Breakfast Club gathering
- Met with Black Diamond, our UK California Tourism office
- Attended the Sierra Avalanche Center Board of Directors Meeting
- Met the Hyatt Regency's new Director of Sales
- Finished putting together radio promo prizes with partners for the Bay Area winter campaign

Special Event Departmental Report
January 2012
Submitted by Judy Laverty

1. Staff met with Shelley Fallon and Julie Jacobus (Visitor Info at RTIA) to train Julie on event submissions to GoTahoeNorth to assist Shelley.
2. Staff attended a Mountain Travel Symposium meeting with the MTS staff and our Leisure Sales Manager to discuss operations and logistics of the hospitality events at the Symposium. Event Staff is planning and directing the opening reception and closing party events for the over 850 attendees.
3. Staff has successfully negotiated for seven restaurants to participate in MTS. Also have active leads for beer and wine sponsors.
4. Staff met with Ernie Brassard on the development of the Tahoe SUP Experience video shoot that we will be co-sponsoring. The video will help establish the Tahoe SUP brand, showcase Tahoe water clarity and beauty, the recreational, non-competitive aspect of SUP which will be used as a marketing tool to family demographic. The NLTRA will have unlimited usage of the finished video for marketing purposes.
5. Staff met with Kevin Joelle who is resurrecting the Fat Tire Mountain Bike Festival to be held at Squaw Valley September 20-23, 2012. We will be partnering and promoting this event to ensure it's success not only this year, but for the foreseeable future. We are also in negotiations on a level of sponsorship.
- 6 Staff met with grant recipients Daron Rahlves (Banzai Tour) California State Parks, Olympic Heritage Week; Tahoe Youth Ballet, Auburn Ski Club (Squaw Mountain Run) on marketing strategies for their respective events.
7. Staff is working closely with SnowFest to ensure our Presenting Sponsorship status is highlighted in all materials. Staff is also meeting with TCDA to assist in their marketing strategies for the Tahoe City Wine Walk.
8. Staff is actively crafting the Autumn Food & Wine Seminar and Program for September. Also working on sponsorships, and vendor participation. Staff met with the Nothing to It Culinary Center in Reno for event development and cross promotion of AFW.
9. Staff attended Tuesday Morning Breakfast Club, West Shore Café Reception, the Snow Dance closing ceremonies for Olympic Heritage Week and our Board Meeting.



professional creative services

January 2012 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events for NLTRA
- helping to train Julie Jacobson on events research and submitting
- keeping up with posting event videos
- working on updates on all pages including making new pages without PDF downloads
- contacting event producers by phone and email
- posting featured events on home-page link weekly
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- finding better photos for businesses and switching out when available (all sections)
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- working on Trip Advisor events and video sections

Notes: There has been a significant increase in contacts with businesses for updating copy, photos and section/category areas due to Emily's public outreach efforts.

Shelley Fallon

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

fallonmultimedia.com

M-27

NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
January 9, 2012
PREPARED BY RKPR INC.

FACEBOOK
Snapshot

	NOV. 19, 2011	DEC. 19, 2011	JAN. 9, 2012	% INCREASE
Facebook "Likes"	4,532	4,634 (2%)	4,770	3%
Friends of Fans	1,571,043	1,628,327 (4%)	1,697,334	4%
People Talking About Us	N/A	416	493	19%
Total Reach	N/A	19,692	204,155	937%

Please note, Facebook recently changed the categories in which analytics are pulled. For this reason, some numbers from November are not available and reports will be formatted as above moving forward.

Below are the definitions per category:

Total Likes – The number of unique people who like your page.

Friends of Fans – The number of unique people who were friends with people who liked your Page (audience capability)

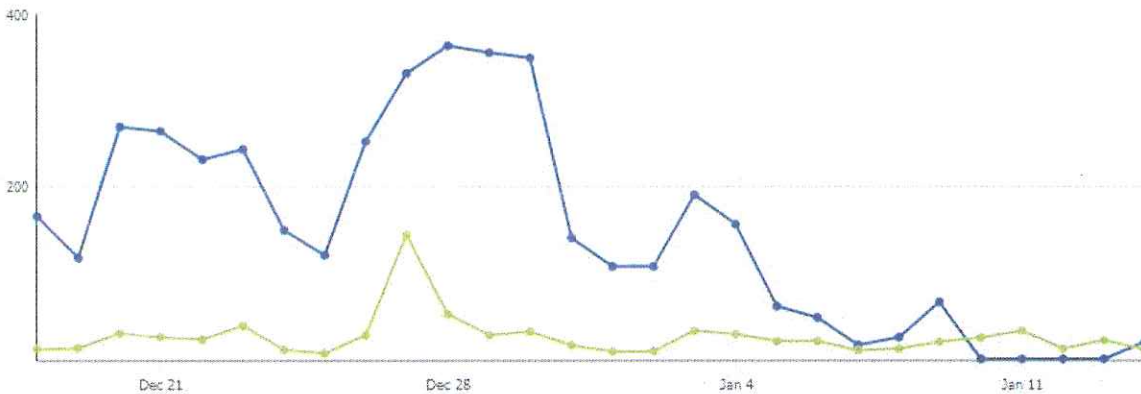
People Talking about This – The number of unique people who have created a story about your page. A story is created when someone likes your page, posts to your page Wall, likes, comments on or shares one of your page posts; answers a question you posted; responds to your event; mentions your Page; tags your Page in a photo; checks in at your Place; or recommends your Place.

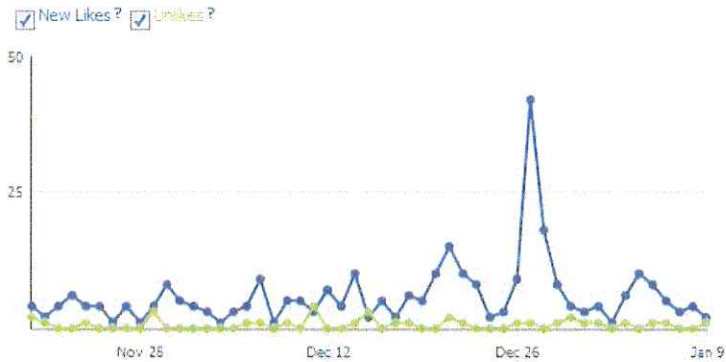
Total Reach - The number of people who have seen any content associated with your Page.

Statistics

Page Views

Page Views? Unique Visitors?





- User data remains consistent with 59% female and 37% male; **the largest user group is 25-34 (27%) followed by 35-44 (25.4%)** and 45-54 (18.4%); primary likes are from **Reno**, followed by San Francisco, Incline Village, Sacramento, Truckee, Los Angeles and San Jose.
- **The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com and 7x7.com** with additional external referrers including Twitter, Google and e-mail servers.
- Continued increase in the number of Tahoe-area “pages,” photographers and fans posting to the page with area news, questions, etc. which reflects the feeling of community within page users

Facebook Advertising Campaign Snapshot

“Likes” at start of campaign: 4,636

“Likes” at the end of the campaign: 4,751 (115 new likes)

Impressions: 560,499

Social Impressions: 76,598 impressions; 13.67% percentage; 14 social clicks

Clicks: 152

GoTahoeNorth.com Facebook Analytics

Date range: 12/20/11-01/09/12

	JAN. 9, 2012
Site Engagement: <i>Number of times people posted a link to your site through an action on a social plugin or through a status message or Wall post</i>	21
Distribution on Facebook: <i>Number of times people viewed stories that link to your site in News Feed, Page Wall or Profile Walls</i>	108,688
Referral Traffic to Site: <i>Number of clicks sent to your site from stories in the News Feed, Page Wall or Profile Wall</i>	60 clicks

Analysis

- For the first time, a Facebook campaign was run that **directly linked back to the Facebook page**, not an outside website. This resulted in a significant **increase** in page activity - **161,085 total daily reach, 159,711 paid daily reach, 42 new likes, 216 daily page engaged users** recorded on December 27, 2011.
- The notable increase in Total Reach is a result of the snow advertising campaign.
- Comparatively, December was a slow month for new “likes”; however, there was still an increase in “likes” due to the advertising campaign.

- Continued conversation focused on snowmaking, resort openings and ongoing events in North Lake Tahoe.

Next Steps

- Preparing a winter promotion to run consecutively with the RMC advertising campaign.
- Continuing to update profile image weekly to feature a fan photo from a wall posting, highlighting current images
- Photos and videos continue to be a driver for likes and comments users tend to respond better to first-person/in-the-moment photos that give them the feeling of what's really happening at Tahoe rather than posed/commercial shots
- Posts related to what actually happening and what "we're" enjoying generate more interaction and updates about deals, events, etc.

Recommendations

- Launch regular contests partnered with small ad campaigns to drive Likes
- Continue to secure more first-person photos and encourage user photos to increase interaction
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel

TWITTER

TWITTER	NOV. 19, 2011	JAN. 9, 2012	% INCREASE
Followers	3,044	3,134	3%
Listed	187	190	2%

Statistics/ Activities

- Currently following 2,742 users; regularly building list to follow current followers, seek out similar users
- 3,710 tweets
- Engaging in conversations and, similar to Facebook, providing “Help Desk” style support to followers, visitors to the area and individuals refereeing “Tahoe” in general
- Discussing appropriate Twitter Chats to address the current snow conditions. RKPR team is brainstorming ideas.
- Re-tweeting and commenting on photos posted of the area
- Re-tweeting comments and posts from Tahoe North resorts and partners
- Supporting Facebook “Snow Dance” contest
- Klout
 - Klout ranking ranging between 40-45, 374 Reach
 - Currently rated as a “Networker” and noted as focused and consistent with influence about 13 topics including Lake Tahoe, California, Travel & Tourism, Skiing, and Mother Nature
 - Have been added to 6 user lists within Klout (Travel, Tourism, California, Skilaketahoe, Ski-Snowboard and Snowshoeing Destinations)

90-day Activity

Twitter

Retweets	682
Mentions	177
Followers	3.1k
Following	2.7k

Analysis

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip once they've arrived
- Content continues to be positive for Lake Tahoe North despite the snow conditions.

Recommendations

- Continue to explore opportunities for promotions to build and engage followers including Tahoe Chats and starting Tweet Chats focused around I-80 and anticipated snow
- Engage more with local resorts and merchants to create positive conversations on conditions
- Continue to tweet regularly throughout the day and engage in conversations

BLOG

Statistics

- 6 posts have been added since previous report:
 - 12 Ways to Ring in 2012 in North Lake Tahoe (11 Tweets, 6 Likes)
 - Diamond Peak is Open for Business and Business is Good (2 Tweets)
 - Do You Have the Snow Dance Skills? (2 Tweets)
 - How to Beat Mother Nature... (8 Tweets, 7 Likes)
 - Are You Suffering From Tahoe FOMO Too? (5 Tweets, 4 Likes)
 - Cross-Country at Tahoe, And a Lot of It (1 Tweet)

- Analytics currently set up through website

Analysis

- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website
- Integrating more photos and videos where possible from partners
- Increased social sharing

Recommendations

- Continue posting 2-3 blogs or more as needed per month on average focusing on snow making, snow conditions, highlights of resorts, topics that assist travelers in planning their trip to Tahoe and reinforcing the North Lake Tahoe brand
- Explore hosting guest bloggers, either selected from a contest or internally from staff, to blog about their Tahoe experiences, special tips, etc. Example: Jeremy's "Trifecta" Weekend
- Continues to seek out Tahoe stories to share via the blog that will inspire and excite readers while also sharing the North Lake Tahoe brand and attitude

FOURSQUARE

- With the brand page we continue to add new followers at a good pace, up 10% to 330
- Have 30 tips posted on locations throughout north Tahoe as well as two To-Do Lists for followers covering NLT Ski/Board Resorts locals pick runs and locals picks of area beaches, both lists secured from existing content on GoTahoeNorth.com
 - Tips are provided by NLT team members and can be provided anytime to team@rkpr.com to post
- Statistics
 - 3 total check-ins within the last 30 days
 - 33% of check-ins were sent to Facebook
 - 100% were male
 - Check-ins are generally between noon and 6 pm

Have 30 tips posted on locations throughout north Tahoe as well as two To-Do Lists for followers

Recommendations

- Continue to request tips, especially for winter ski and non-ski activities

FLICKR

- 17,295 all-time photo views, a 6% increase
- 196 photos and 3 videos
- Maintain 62 contacts and have membership in 7 groups

Analysis and Recommendations

- Site serves as a foundation for images for use in social updates and general views
- Continue adding images, both commercial and first-person, to share via social networks and tell the story of North Lake Tahoe

YOUTUBE

Snapshot

YOUTUBE	NOV. 19, 2011	JAN. 9, 2012	% INCREASE
Total Video Views	25,744	26,682	4%
Subscribers	57	57	0%

- Continuing to enhance current videos by adding links and notations within videos directing to GoTahoeNorth.com and adding titles to first-person video
- Top videos include:
 - North Lake Tahoe – 7 World-Class Ski Resorts
 - North Lake Tahoe – Winter Visionary Goggles
 - Sounds of Sand Harbor
 - Amgen Tour of California Comes to North Lake Tahoe
 - North Lake Tahoe Getting Here is Easy

Analysis and Recommendations

- Recommend capturing video, even if it's from a cell phone cam, of major events such as snowstorms, first snowfall, etc., to engage users who are searching for that content already
- Recommend developing series of videos that address the needs of visitors as determined by keyword searches in Google; videos can include "Where is Lake Tahoe", ski vacation overview, hotels overview, ski resorts overview, vacation rentals overview, weddings overview, etc. based on the most-searched keyword terms related to Lake Tahoe
- Encourage users to post video responses to first person videos to increase NLT video ranking in YouTube search

###



PETTIT GILWEE
public relations

**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
January 18, 2012**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – hosted a “Tahoe Sampler” for key media outlets with celebrity appearances by Daron Rahlves and Jonny Moseley and premier snowmaking technology highlighted at Northstar California. Media blitz generated coverage on KCRA-TV (Sacramento), KOLO-TV (Reno), KGO-Radio (SF), KFBK-Radio (largest talk station in Sacramento) and the San Francisco Examiner. We also coordinated a press trip for Senior Editor Nikki Gloudeman of Smart Meetings Magazine.
- C. December/Early January PR Snow Strategy – sent 8 news releases to 3,000+ media outlets promoting our snow product, snowmaking technology and special events. Booked Andy Chapman on talk radio stations. Worked with pr colleagues at ski resorts to secure accurate ski numbers, as well as to develop talking points and align our messaging. Closely monitored both negative and positive media coverage, provided factual information to reporters, “shared” ski/snow messages on FB and Twitter and engaged in frequent strategy sessions with client.

II. News Releases – 5 news releases in the works

- A. New Snow/Conditions news releases (and VNRs) – drafting as appropriate
- B. Snowmobiling/Non-Ski Activities – drafting

- C. The Rahlves' Banzai Tour – drafting
- D. Community Awards Dinner Nominations – drafted, need approval
- E. Chamber Education: Manager As Coach Workshop - drafting

III. News Releases – 16 news releases distributed since our Nov. 18 report

- A. Gallery Keoki/Tahoe Premier Guide to Host Chamber Mixer
- B. Christmas Tree Village to Host Chamber Mixer December 2
- C. NLTRA Accepting Applications for Marketing Seats
- D. Sunnyside Resort to Host Holiday Chamber Mixer December 9
- E. Capital Improvements, Banner Winter Has Tahoe Bookings Up
- F. More Open Seats on NLTRA Committees, Apply Today
- G. Tahoe Ski Resorts Open, Millions of Gallons of Snow Blown
- H. North Lake Tahoe Hires New National Sales Manager
- I. Enter North Tahoe Snow Dance Contest, Winner Gets Lift Tickets
- J. Tahoe Chamber to Host Legal Update Seminar January 17
- K. Media Invite: Ski With Tahoe Celebrities Tomorrow, January 10
- L. Never Been a Better Time to Learn to Ski, Board in Tahoe
- M. Native Americans Dance on Sunday to Bring Snow to Tahoe (and VNR)
- N. Native American Dance Brings Snow to Tahoe, More Expected
- O. Chamber Mixer/SnowFest Fundraiser is January 19

IV. Media Leads – 70 media requests we've responded to since our November 18 report (does not include those journalists we've actively pitched)

- A. Sierra Sun – Amy Edgett, cross country images, 1/18/11
- B. 7&7 Magazine (web) – Dan Giesin, Learn to Ski details, 1/21/11
- C. Freelancer Linda Broydo - dog-friendly properties, 1/21/11

- D. Freelance filmmaker Patrick MacIntosh- Northstar pr contacts, 1/21/11
- E. Sacramento Bee – Al Pierleoni, Thanksgiving buffets, 1/22/11
- F. CaliforniaTravelInsider.com – Barbara Steinberg, snow depths, 1/22/11
- G. Chicago Magazine – Nina Hahn, possible press trip, 1/22/11
- H. San Francisco Chronicle – Christine DelSol, snowshoe star tour, 1/23/11
- I. Yahoo Travel – Crai Bower, requested images, New Year's, 1/28/11
- J. Frommers.com – Amy Chen, New Year's Eve details, 1/28/11
- K. Via Magazine – Maggie Perkins, requested images, 1/29/11
- L. CA Tourism – Jennifer Sweeney, what's new in 2012, 1/29/11
- M. 7&7 Magazine (web) – Dan Giesin, more Learn to Ski details, 1/29/11
- N. CA Tourism – Verena Pingel, ski resort openings/conditions, 1/30/11
- O. Northern CA: Explorer's Guidebook – Michele Bigley, press trip, 1/30/11
- P. Yahoo Travel/Ski Magazine – Crai Bower, possible press trip, 12/6/11
- Q. KGO-Radio – John Hamilton, Christmas dinner options, 12/6/11
- R. 7&7 Magazine (web) – Dan Giesin, New Year's details, 12/7/11
- S. Meetings Focus West – Jeff Heilman, historical meeting venues, 12/7/11
- T. San Jose Mercury News – Linda Zavoral, new Reno flights, 12/7/11
- U. Northern NV Business Weekly – Rob Sabo, interview with client, 12/9/11
- V. Smart Meetings – Josef Aukee, cultural meeting venues, 12/9/11
- W. Via Magazine – Kristen Haney, fact checking Tahoe article, 12/12/11
- X. Freelancer Bob Ecker – snow/conditions, 12/13/11
- Y. Smart Meetings – Nikki Gloudemann, January press trip, 12/13/11
- Z. CA Tourism – Jennifer Sweeney, New Year's details, 12/13/11
- AA. Ranch & Coast Magazine – requested images, 12/15/11
- BB. 7&7 Magazine (web) – Dan Giesin, Homewood project, 12/15/11
- CC. KGO-Radio – Terry Adams, ski resort interviewees, 12/16/11
- DD. ESPN.com - freelancer Melissa Siig, snowmaking, 12/16/11
- EE. Sierra Food/Art – Jeff Peline, snowmaking images, 12/16/11
- FF. Adventure Network – Michael Hodgson, snowmaking, 12/16/11
- GG. Gate 7 – Kristy Meudell, holiday images, 12/16/11
- HH. Black Diamond – Anna Francis, Tahoe fact checking, 12/16/11
- II. Action – Tim Parsons, Mike Love contact information, 12/16/11
- JJ. Marin Independent Journal – Dave Allen, Push images, 12/19/11
- KK. NBCBayArea.com – Alysia Painter, snowmaking shots, 12/19/11
- LL. SJ Mercury News – Julia Sulke, snowmaking details, 12/19/11
- MM. Tahoe Business Monitor – Elaine Goodman, projects, 12/19/11
- NN. Freelancer Jane Woolridge (NY Times) – July 4 details, 12/19/11
- OO. Freelancer Adrienne Jordan - possible press trip, 12/19/11
- PP. Moonshine Ink – Julie Brown, snowmaking images, 12/20/11
- QQ. Capital Public Radio – Steve Mine, possible interview, 12/21/11
- RR. TahoeBest.com – Roger Sheppard, Greg Howey, 12/22/11
- SS. 7&7 Magazine (web) – Dan Giesin, Snow Dance details, 12/22/11
- TT. Edible Reno-Tahoe – Amanda Burden, SnowFest images, 1/2/12
- UU. Reno Gazette-Journal – Susan Voyles, ski deals, 1/4/12
- VV. Black Diamond – Maddy Morgan, summer images, 15/12
- WW. Trekaroo.com – Tina Buell, best spots for toddlers, 1/5/12

- XX. Frommers.com – Amy Chen, Valentine’s Day packages, 1/6/12
- YY. City Concierge – Jefferson Lanza, Squaw closing rumor, 1/9/12
- ZZ. News10 (TV) – Roy Kennedy, Tahoe Sampler/media blitz, 1/9/12

- AAA. KOLO-TV – Patrick Thomas, Tahoe Sampler/media blitz, 1/9/12
- BBB. KFBK-Radio – Mike Simpson, Tahoe Sampler/media blitz, 1/9/12
- CCC. Rodale – David L’Heureux, interview with Daron Rahlves, 1/9/12
- DDD. KCRA-TV – Melissa Chacon, Tahoe Sampler/media blitz, 1/9/12
- EEE. CA Tourism – Rachel Veu, lift ticket discounts, 1/9/12
- FFF. 7&7 Magazine (web) – Dan Giesin, non-ski activities, 1/9/12
- GGG. CA Tourism – Jeanne Sullivan, annual Tahoe events, 1/10/12
- HHH. Truckee Chamber/Katie Shaffer -talking points/messaging, 1/10/12
- III. Freelancer Tina Buell - Learn to Ski Month, 1/11/12
- JJJ. KQED-Radio (SF) – Keven Guillory, client interview, 1/12/12
- KKK. Freelancer Evelyn Kanter – post NASJA press trip, 1/12/12
- LLL. Associated Press – Martin Griffith, Snow Dance images, 1/16/12
- MMM. Family Circle Magazine – Ellen Pariapiano, story angles, 1/16/12
- NNN. KFBK-Radio – Rob McAllister, client interview, 1/16/12
- OOO. Rachael Ray Magazine – Karen Catchpole, film locations, 1/16/12
- PPP. SJ Mercury News – Linda Zavoral, snowfall/conditions, 1/16/12
- QQQ. CA Tourism – Jeanne Sullivan, Valentine’s Day, 1/18/12
- RRR. RV Journal Magazine – Paul Napolitano, spring events, 1/18/12