



north lake tahoe

NORTH LAKE TAHOE COOPERATIVE MARKETING COMMITTEE

Meeting Agenda

Wednesday, January 27th, 2015 – 9:00 am

Call in information:

Call in number: 712-770-4010

Meeting ID: 961-748

The January meeting of the North Lake Tahoe Cooperative Marketing Committee will be held on Wednesday, January 27th, 2016 at 9:00 A.M. The meeting will be held in the conference room of the Incline Village Crystal Bay Visitors Bureau located at 969 Tahoe Blvd, Incline Village, NV 89451. Phone: (775) 832-1606.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- | | |
|---|-------------------|
| A. Call to Order | Chair |
| B. Public Comment (Pursuant to NRS 241.020) | Chair |
| C. Roll Call/Introductions | Chair |
| D. Approval of Agenda (For Possible Action) | Chair |
| E. Approval of October 28, 2015 Coop Meeting Minutes
(For Possible Action) | Chair |
| F. Review and Discussion of Consumer Marketing Efforts | School of Thought |
| G. Review and Discussion on PR & Social Efforts | The Abbi Agency |

- H. Review and Discussion on FY 2015/16 Coop Q1 & Q2 Financials Priester/Chapman
- I. *Advertizing RFP to go out in January – Draft Review (For Possible Action) Thompson
- J. New Business Chair
- K. Old Business Chair
- L. Public Comment (Pursuant to NRS 241.020) Chair
- M. Adjournment (For Possible Action) Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8700

**RFP will be sent to committee members in a separate email due to the confidential manner of the RFP. It will be posted after final approval.*

Public Posting

- | | |
|---|-----------------------|
| Incline Village Post Office | IVGID |
| Crystal Bay Post Office | Incline Justice Court |
| Incline Village Crystal Bay Visitors Center | Meeting Location |
| North Lake Tahoe Resort Association | |

**NORTH LAKE TAHOE MARKETING COOPERATIVE
MINUTES OF THE BOARD MEETING
Wednesday, October 28, 2015**

A. Call to Order.

- a. The quarterly meeting of the North Lake Tahoe Marketing Cooperative Board meeting was called to order at 9:05 am, by John Monson.

B. PUBLIC COMMENT- Pursuant to NRS 241-020

- a. Public comment was called for by John Monson. There being none the meeting continued.

C. Roll Call/Introductions.

- a. Roll call was taken and the following members were present; Bill Wood, Sandy Evans-Hall, John Monson, Brain Lang, JT Thompson, Heather Bacon, Andy Chapman and Tricia Davis. Also attending were Marc Sabella and Sarah Winters from the North Lake Tahoe Resort Association; Ryan Gelow from School of Thought, Abbi Whitaker and Connie Anderson with the Abbie Agency.

D. Approval of Agenda (For Possible Action)

- a. John mentioned that agenda shows the meeting is scheduled for 9am but in the body, 3pm is listed and that time change should be notated. A motion was made by Andy Chapman to approve the updated agenda. Heather Bacon seconded the motion and it passed unanimously.

E. Approval of Minutes from the June 22, 2015 Meeting (For Possible Action)

- a. A motion to approve the minutes was made by Heather Bacon, seconded by Bill Wood, and the motion was passed unanimously.

F. Review of Consumer Marketing Efforts – School of Thought

- a. **Plan**
 - i. Data Xu, ability to reach through the internet with use of:
 - 1. Desktop Banner Ads
 - 2. Mobile
 - ii. Trip Advisor buy in in UT/CO/MT (DMO sponsor)
 - 1. Banner on the right side web DMO page (what's going in)
 - iii. Main focus is in Southern California
 - 1. Gum Gum (videos)
 - 2. Hulu (pre video partner)

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Object for business is head in beads during the middle of week, ads will be used to expand brand awareness in Southern California; continue to drive traffic to the site. Brain inquired if most of the ad for winter dropped early? Ryan stated yes with the last year's lack of snow we missed the market. Sandy stated that the Coop is trying to fill in with social media and it would not be part of the ad.

b. Summer

i. Traditionally ads run from June 29th – August 30th.

1. Radio partnerships with

a. KRNO – Reno

b. KKDOFM/KDND FM/KSEGF M – Sacramento

JT stated that we have a great partnership with Sacramento radio stations. Ryan stated they helped to promote 6 events (Tahoe Art, Wanderlust, Peaks & Paws, Guitar Strings & Chicken, Spartan Race and Oktoberfest) with online listings and interviews.

ii. Searched AdWords – 100% on Google

1. Ale Trail – September Launch

2. Evergreen – “vacation keyword”

3. Spring Summer

We were able to get more click/impressions for non-branded vacation (not specially searched for North Lake Tahoe vacations). Site analytics show that San Francisco is in the #1 position and Los Angeles in #5.

Top clicked keywords

1. North Lake Tahoe

2. Lake boating

3. Lake fishing

4. Cabins for rent

5. Events

6. Camping California

Heather inquired if it was worrisome about Cabins/Camping on the top key word search. Since TOT is a main source of funding, would it be possible to have Hotel/Motel listed instead? Ryan informed that when a visitor clicked on camping, it would jump to other locations on the site. JT would like to convert from camping key work to lodging. Ryan stated that with the new site launch, analytics show the average session duration has double to 2:59.

c. Fall/Winter Preview

i. Traditionally ads run from September 14th – October 25th

ii. Using the following areas:

1. Desktop banners

Analysis: CTR is slightly below benchmark, but is on par for SoCal averages. Based on Winter '14 display activity (0.09% CTR). DataXu has shown great performance as a complement to the leadership presence that we are driving on TripAdvisor with similar CTR and greater scale in

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reach. High demand placements are also strongest performers: DataXu's retargeting - 0.21% CTR & 0.05% LP VTR.

TripAdvisor's UT, CO, MO Overview takeover - 0.38% CTR & 0.11% LP VTR.

- a. .09% CTR (benchmark is .10%CTR)
- b. Pretty good in comparison with last year's campaign
- c. 12MM impressions and cost effective

2. Miscellaneous banners

a. GumGum

Analysis: GumGum continues to perform above standard display. GumGum's performance more than doubled the CTR benchmark 0.83% CTR. While there is no exact benchmark for slates, since this placement is more of a complementary, sit-back piece, CTR is an acceptable rate as users are not as expected to leave the Hulu environment when watching shows.

- i. Animated in-picture
 - 1. 262, 852 impressions
 - 2. 3.22% CTR
- ii. Static in-picture
 - 1. 1.01MM impressions
 - 2. 0.21% CTR

3. Mobile banners

a. DataXu

- i. 6.8K impressions
- ii. 0.22% CTR

b. TripAdvisor

- i. 320,588 impressions
- ii. 0.39% CTR

Analysis: While it is common for mobile units to outperform display units, DataXu and TripAdvisor's placements both continue to deliver strong results and beat industry benchmarks by 76%. With the new mobile-optimized site, it is also great to see strong VTRs.

4. Video/Pre roll

a. DataXu

- i. 1.4K impressions
- ii. 0.05% CTR

b. Hulu

- i. 692,222 impressions
- ii. 0.23% CTR

Analysis: As a premium publisher, Hulu is expected to beat the VCR benchmark, but it is more surprising to see Hulu also beat the CTR benchmark. Hulu's VCR has floated just below 100% and we do not expect to see much change there. Since DataXu is auto-optimizing to deliver conversions (lodging page "book now" clicks), their other metrics have seen a dip in performance. Unfortunately, this medium has not driven a

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significant amount of conversions either and we are pressing DataXu for a change in results.

5. Search AdWords

- a. Ale Trail – September Launch
- b. Evergreen – “local keyword”
- c. Evergreen – “vacation keyword”
- d. Spring Summer

More impressions going to North Lake Tahoe keywords

Top clicked keywords

- 1. North Lake Tahoe
- 2. Lake boating
- 3. Lake fishing
- 4. Cabins for rent
- 5. Events
- 6. Camping California

G. Review and Discussion on PR & Social Efforts – The Abbi Agency

There are 6 types of audiences that are targeted by PR and Social efforts:

- Adventurer/Risk Taker
- The Parents
- The Direct Flight Traveler
- The Mountain Professional
- The Meeting Planer
- The Bride

Summer Themes

- Festivals/Human Powered Sports
- Crisis Communications: Drought
- Social Media: #TahoeSports Contest with SUP giveaway
 - 1) Entries: 171
 - 2) Impressions: 1775
 - 3) Engagement: 735
 - 4) Usage of #TahoeSports: 309
- Social Media: Instagram Takeovers (invited influencers on Instagram to come and visit North Lake Tahoe; provided activity and/or local to show the area and they intern invited their followers to share in their journey)
 - 1) Gained 4,000 followers
 - 2) Reached 70,0000 new people
- Content: Blog/Social Media
- Media Fams: NY Trip in partnership with RASC, individual Yahoo Travel voted Lake Tahoe, one of the 10 best lakes in US.

Fall Campaign

- Destination Pitching
- Event Pitching
- Social Media Giveaways
- Media Fams: Momma’s Gone City, Style of California Magazine
- Desksides: SF/Sac and New York City

North Lake Tahoe Ale Trail Campaign (August 29 – October 31)

- Estimated Campaign Impressions: 3,000,000
- Estimated Impressions within audience: 2,000,000+
- Campaign Assets
 - 1) 4 videos (8 locations)
 - 2) Interactive Map
 - 3) Printed Poster
 - 4) Ale Trail Stickers
 - 5) Press Release
 - 6) Interactive Booth (launched at CANFEST)
 - 7) Social Media (Photo Contest, Instagram Takeovers)
- Interactive Map
 - 1) Views: 9,565
 - 2) Hovers: 31,658
 - 3) Clicks: 1,663
 - 4) Average time on image: 21.4 seconds
 - 5) In first week drove 1,200 clicks to website
- Placements: 22
 - 1) Highlights: Outside Magazine, Grind TV, LA Times, 7x7, CBS Sacramento, NBC Bay Area, NBC Los Angeles

Winter Campaign

- Focus on January
- Crisis Communication
 - 1) real time response and sharing
- TravelNevada Grant
- Desksides NYC
- Pending Placements: San Jose Mercury News, Sacramento Magazine, Modern Luxury, Diablo Magazine

H. Review and Discussion on FY 2015/16 Coop Q1 Financials (For Possible Action)

Andy stated that a September payment was not received until the 1st of October. Mark Sabela stated that P&L shows a negative balance due to the timing difference; not all monies have been received nor put into account, which in turns shows light revenues and expense are whole. All monies will be caught up as future quarters are happening. Balance sheet also shows negative cash balance, which is due to timing as well. Accounts Payable is larger this month, though checks have not been sent. In second quarter all payables and receivables should be caught up. Sandy stated that Coop has received payment from Placer County; it is just a matter of getting into the account.

Andy and JT worked with SOT in developing a payment schedule that matches the Coop's funding; they will continue to work on this for next year. Heather inquired about the Smith & Jones piece: Andy stated this is www.VisitingLakeTahoe.com site that we Coop with South Shore.

A motion was made by Andy Chapman to approve the Q1 Financials. Sandy Evans-Hall seconded the motion and it passed unanimously.

I. Advertising RFP Committee Selection

JT stated that the contract with School of Thought will end on June 30, 2016 and the Coop will need to put out RFP in January 2016. This happens every 3 years as required by funding.

JT is looking for 2 members from each organization to help form the selection committee:

Brian Lang and Bill Wood will represent IVCBVB

Sandy Evans-Hall and John Monson will represent NLTRA

Historically selection committee will receive 12-15 responses, 4 will be allowed to present a 20 minutes presentation. The committee will present final selection to Coop board. Andy stated that time period is from January to March.

John inquired if this RFP is for Advertising/Marketing services only or does it include Social/PR service and no change in overall structure in responsibilities; JT responded that scope of work will be the same, though actions might change.

J. NLTRA Fund Balance Outline (For Possible Action)

Mexico Market	\$35,000
China Market	\$10,000
Bike Tahoe	\$ 4,000
CRM Upgrade 2.0	\$10,000
Computer Hardware	\$ 2,000
Domestic FAM's	\$ 2,500
International FAM's	\$ 5,000
Email Marketing Initiative	\$10,000
Add on to Destination Video	\$15,000
Conference Sales Calls	\$20,000
Leisure Sales Coop with VCA & NCOT	\$20,000

(VCA=Visit California & NCOT=Nevada Commission on Tourism)

A motion was made by Andy Chapman to approve the recommended additional expenditures. Bill Wood seconded the motion and it passed unanimously.

K. VII. Old Business

Sandy reviewed that Placer County has requirements regarding vendor payments and that the Co-op board should create requirements that both Placer County and Washoe County have in place, instead of just adopting North Lake Tahoe Resort Association. The board would create MOU for all vendor contracts. Andy stated that process is related to the funding percentage of NLTRA and what is need from all boards.

Sandy said all contracts over \$10,000 need to have Co-op board approval; approval process needs to be listed on agenda, which is currently not. NLTRA and IVCBVB will provide recommendations in writing to the Co-op board. Timing will be the biggest challenge as board only meets quarterly.

L. VIII. New Business

None

M. IX. Public Comment – Pursuant to NRS 241.020

(This is the time for the Public to comment on any matter, whether or not it is included on the Agenda of this Meeting.)

- a. Public comment was called for by John Monsoon. There being none the meeting continued.

N. X. Adjournment (For Possible Action)

A motion to adjourn was made by John Monson and the meeting was adjourned at 11:04 am.

Submitted by
Tricia Davis

NLT - WINTER ADVERTISING REPORT

1/21/16



AGENDA

Advertising Plan Recap

Fall Media Review & Analysis

- Vendor
- Creative
- Website

Winter Media Preview

Spring Creative Approach



OBJECTIVES

Business

- Increase mid-week heads in beds

Advertising

- Increase brand awareness/preference in SoCal
- Drive site traffic (specifically lodging page)



FALL MEDIA CAMPAIGN REVIEW



FALL CAMPAIGN OVERVIEW

Partners	Impressions	Clicks	CTR	CPC	Lodging Page View Throughs	LP VTR	Completed Views	VCR	CPCV	Avg. Ad Position
DataXu	39,460,372	49,580	0.13%	\$2.04	20,693	0.052%	1,145,046	46%	\$0.026	-
TripAdvisor	2,131,921	3,059	0.14%	\$9.55	452	0.021%	-	-	-	-
GumGum	2,855,756	15,886	0.56%	\$1.73	107	0.004%	-	-	-	-
Hulu	1,589,388	2,115	0.13%	\$19.50	74	0.005%	1,223,853	100%	\$0.032	-
Google	934,280	10,777	1.15%	\$0.88	2,704	0.289%	-	-	-	4.2
Grand Total	46,971,717	81,417	0.17%	\$2.67	33,768	0.072%	2,368,899	64%	\$0.029	4.2

Reporting Period: 9/14-11/29 (11 weeks)

Digital Activity:

- Desktop, In-Picture & Mobile Banners
- Video Slate & Pre-Roll
- Search AdWords

Analysis:

- Display partners over-delivered on impressions by 13%
- Fall Campaign ran 2x more impressions than 2014 Winter Campaign, driving 2x more clicks as a result of leveraging more budget into cost-efficient placements of DataXu
- Mid-campaign optimizations were successful

Winter 2014-15 Campaign Benchmark (NorCal + SoCal, Digital + Search):

- 19.2MM Impressions
- 36.6K clicks (0.19% CTR)



FALL MEDIA PARTNER REVIEW



DATA XU PERFORMANCE

DataXu	Impressions	Clicks	CTR	CPC	Lodging Page View Throughs	LP VTR	Completed Views	VCR	CPCV
Desktop Banners	21,816,642	17,365	0.08%	\$2.73	9,164	0.042%	-	-	-
Mobile Banners	15,166,511	30,231	0.20%	\$0.78	10,909	0.072%	-	-	-
Video Pre-Roll	2,477,219	1,984	0.08%	\$15.20	620	0.025%	1,145,046	46%	\$0.026
Total	39,460,372	49,580	0.13%	\$2.04	20,693	0.052%	1,145,046	46%	\$0.026

Analysis:

- DataXu was the Fall season workhorse
- Driving the most impressions, clicks and lodging page view throughs
- Mobile placements were DataXu's most successful unit, ultimately achieving a lower than planned CPM in programmatic real time bidding
- Since the mid-campaign report, DataXu was tasked to improve video efforts and did show some improvement, but not to expected levels
 - CTR, VCR, & LP VTR all increased by 60%, 5%, & 153% respectively
 - Planning to reallocate video efforts to another vendor/partner

CTR benchmarks

Desktop: 0.10%
 Mobile: 0.13%
 Video: 0.20%



TRIPADVISOR PERFORMANCE

TripAdvisor	Impressions	Clicks	CTR	CPC	Lodging Page View Throughs	LP VTR
Desktop Banners	1,553,794	1,108	0.07%	\$19.13	285	0.018%
Mobile Banners	578,127	1,951	0.34%	\$4.10	167	0.029%
Total	2,131,921	3,059	0.14%	\$9.55	452	0.021%

Analysis:

- The mobile placement performed tremendously well in driving both clicks and lodging page view throughs, above the CTR benchmark
- While the desktop banner did not drive as strong of a performance, it showed great potential in the free UT, CO, MO Overview Takeover units with 0.40% CTR & 0.021% LP VTR
- Will be bigger in the Spring, also including the CA Overview page

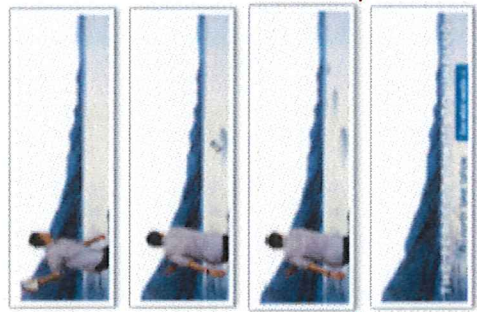
CTR benchmarks
 Desktop: 0.10%
 Mobile: 0.13%



GUMGUM PERFORMANCE

GumGum	Impressions	Clicks	CTR	CPC	Lodging Page View Through	LP VTR	Home Page View Through	HP VTR
Animated in-Picture	479,350	10,550	2.20%	\$0.52	3	0.001%	1,310	0.273%
Static In-Picture	2,376,406	5,336	0.22%	\$4.12	35	0.001%	1,177	0.050%
Total	2,855,756	15,886	0.56%	\$1.73	38	0.001%	2,487	0.087%

Travel Industry
CTR benchmark: 0.32%
Winter 2014-15
CTR benchmark: 0.38%



Analysis:

- GumGum continued to perform above CTR benchmarks
- Since the 6-week report, there was a slight overall decrease to the CTR, which was unusually high to begin with and might indicate a link to stronger impact during the late Summer season
- Higher CTR was partially due to the animated version receiving 80% of its clicks in the first half



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HULU PERFORMANCE

Hulu	Impressions	Clicks	CTR	CPC	Lodging Page View Throughs	LP VTR	Completed Views	VCR	CPCV
Desktop Banners	130,550	16	0.01%	\$0.00	1	0.001%	-	-	-
Slate	231,569	126	0.05%	\$14.08	8	0.003%	-	-	-
Video Pre-Roll	1,227,269	1,973	0.16%	\$20.01	65	0.005%	1,223,853	100%	\$0.032
Total	1,589,388	2,115	0.13%	\$19.50	74	0.005%	1,223,853	100%	\$0.032

CTR benchmarks
 Desktop: 0.10%
 Mobile: 0.13%
 Video: 0.20%

Hulu's 6-Week
 Slate Benchmarks:
 CTR: 0.06%
 LP VTR: 0.000%



Analysis:

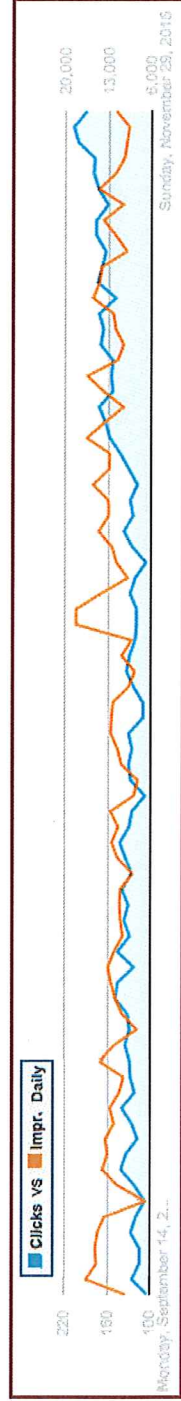
- Although, the Slate's CTR slightly dropped from the 6-week report, its Lodging Page View Through activity was generated entirely in the 2nd half of the campaign
- Hulu continued to drive a nearly flawless VCR
- Slight dip in Hulu's CTR experienced after the 6-week report
 - Drove 18% of total clicks in the 2nd half
 - LP VTR showed an increase over mid-campaign report
 - 54% of total Lodging Page View Throughs in the 2nd half



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GOOGLE PERFORMANCE - BY CAMPAIGN

Non-Brand Efforts						
	Impressions	Clicks	CTR	CPC	Conversions	Cost/Conv. Avg. Ad Pos.
Ale Trail	8,851	82	0.93%	\$7.17	5	\$117.59 1.1
Evergreen Local	34,791	1,043	3.00%	\$0.48	43	\$11.63 2.4
Evergreen Vacation	687,249	3,859	0.56%	\$0.61	1241	\$1.89 4.7
Fall Winter	129,230	2,959	2.29%	\$0.89	538	\$4.87 3.2
Total	860,121	7,943	0.92%	\$0.76	1,827	\$3.32 4.4
NLT Brand Efforts						
	Impressions	Clicks	CTR	CPC	Conversions	Cost/Conv. Avg. Ad Pos.
Ale Trail	1,507	50	3.32%	\$1.48	0	N/A 1.0
Evergreen Vacation	68,530	2,562	3.74%	\$0.94	830	\$2.91 2.3
Fall Winter	4,122	222	5.39%	\$4.25	47	\$20.05 1.0
Total	74,159	2,834	3.82%	\$1.21	877	\$3.91 2.2
Grand Total	934,280	10,777	1.15%	\$0.88	2,704	\$3.51 4.2



Adwords Search Analysis:

- Since the mid-campaign report, CPC is already half of last year's Winter campaign and have continued to drop
 - Non-Brand efforts decreased in CPC and Cost/Conv.
- Spike in clicks towards the end of the campaign was influenced by "snow resort" keywords in anticipation of the season
- Non-Brand efforts drove majority of media activity, more positively compensating for lower performing and more costly NLT Brand efforts
 - NLT Brand efforts were subject to higher costs in 2nd half of campaign with the snow season ramping up

Conversions refer to those engagements that make their way to the lodging section of GTN.com
 *In order of most clicks, and then impressions for this date range

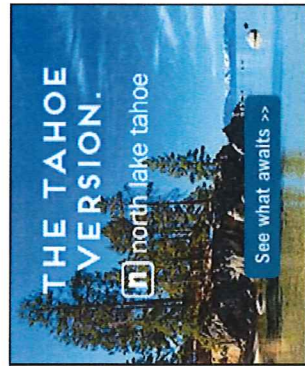


FALL CREATIVE ANALYSIS



DESKTOP BANNER CREATIVE

Beach



Stargazing



Ale Trail



CTR benchmark:
0.10%
Winter '14 LP VTR:
0.004%

Desktop Banner Creative	CTR	CPC	Lodging Page VTR
Beach	0.09% ★	\$3.42 ★	0.039%
Stargazing	0.07%	\$4.06	0.046% ★
Ale Trail	0.08%	\$4.07	0.011%

Analysis:

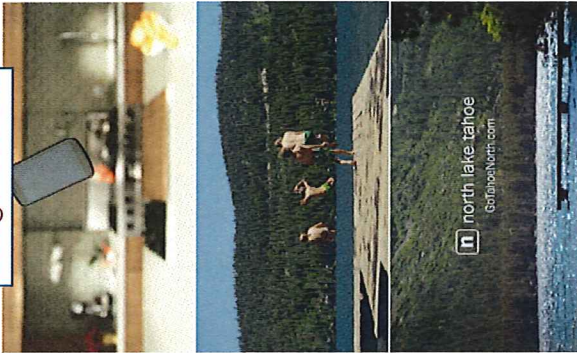
- Beach creative was the most successful in driving cost-efficient clicks, at end of Summer
- Stargazing drove a higher percent of View Throughs to the Lodging page
- Ale Trail was middle of the pack for CTR, but ultimately did not influence as much site traffic to the lodging



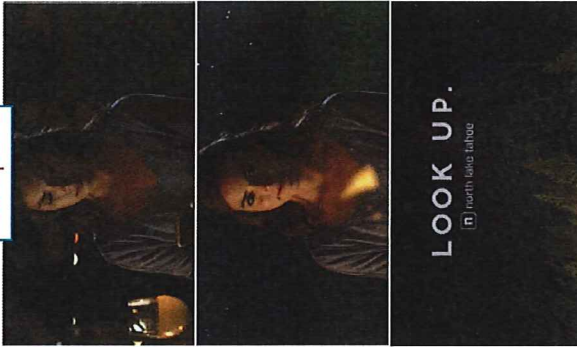
F-14

VIDEO/PRE-ROLL CREATIVE

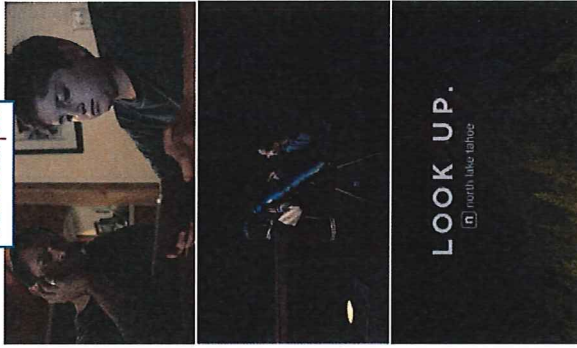
Gadgets-Docks



Campfire



Telescope



Look Up



CTR benchmark:
0.20%
VCR benchmark:
79%

Partners vs. 6-Week Mark	CTR	CPC	Lodging Page VTR	VCR
Gadget-Docks*	0.09%	\$22.17	0.003%	68%
Campfire	0.11% (+1%)	\$16.18 (-3%)	0.023% (+65%)	63% (+9%)
Look Up	0.11% (+7%)	\$16.22 (-9%)	0.025% (+51%)	63% (+9%)
Telescope	0.11% (+4%)	\$16.95 (-7%)	0.023% (+82%)	63% (+9%)

Analysis:

- Docks-Gadgets started out at 100% and received higher CTR and VCR
- Other placements auto-optimized towards conversions, generating a lift in Lodging Page VTRs
- Campfire is attracting more clicks, while Look Up has driven more View Throughs in late Fall activity



GOOGLE ADWORDS SEARCH KEYWORDS

Top Keywords	Impressions	Clicks	CTR	CPC	Conv.	Cost/Conv.	Avg. Ad Pos.
north lake tahoe	30,574	1,395	4.56%	\$0.90	390	\$3.23	2.2
skiing resorts	33,755	752	2.23%	\$0.93	220	\$3.19	3.6
hotels	28,524	630	2.21%	\$0.51	6	\$54.03	2.4
hotel	25,860	621	2.40%	\$0.50	3	\$102.70	2.1
events	8,776	465	5.30%	\$0.46	11	\$19.49	2.0
snowboarding	12,966	337	2.60%	\$0.89	16	\$18.75	2.0
cabins for rent	23,291	323	1.39%	\$0.70	131	\$1.74	3.9
ski resorts	8,540	280	3.28%	\$0.78	82	\$2.65	2.9
cabin Rentals	86,612	263	0.30%	\$0.63	152	\$1.09	4.7
north tahoe	6,771	242	3.57%	\$0.99	83	\$2.88	2.0

Top Keywords	Impressions	Clicks	CTR	CPC	Conv.	Cost/Conv.	Avg. Ad Pos.
north lake tahoe	30,574	1,395	4.56%	\$0.90	390	\$3.23	2.2
skiing resorts	33,755	752	2.23%	\$0.93	220	\$3.19	3.6
vacation rentals	19,292	234	1.21%	\$0.60	162	\$0.87	4.9
cabin Rentals	86,612	263	0.30%	\$0.63	152	\$1.09	4.7
cabins for rent	23,291	323	1.39%	\$0.70	131	\$1.74	3.9
dog friendly resorts	4,210	102	2.42%	\$0.65	117	\$0.56	5.2
north tahoe	6,771	242	3.57%	\$0.99	83	\$2.88	2.0
ski resorts	8,540	280	3.28%	\$0.78	82	\$2.65	2.9
dog friendly vacation	2,336	103	4.41%	\$0.59	82	\$0.74	4.7
dog friendly lodging	4,044	74	1.83%	\$0.66	77	\$0.63	3.7

Analysis:

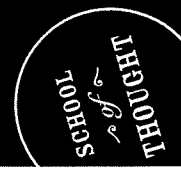
- Clicks do not always lead to conversions with the most general keywords
 - i.e. "hotels", "hotel", "events" & "snowboarding"
- "Dog friendly" keywords also did not receive the most searches or clicks, but resulted in some of the lowest cost per conversions



Conversions refer to those engagements that make their way to the lodging section of GTN.com
 *In order of most clicks, and then impressions for this date range

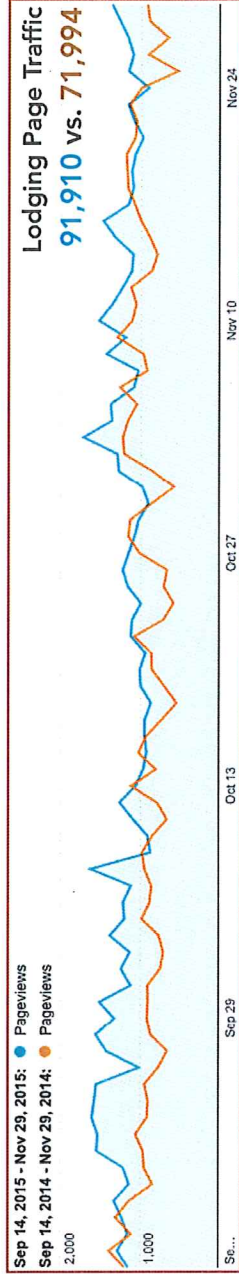
FALL CAMPAIGN SITE ANALYTICS

17

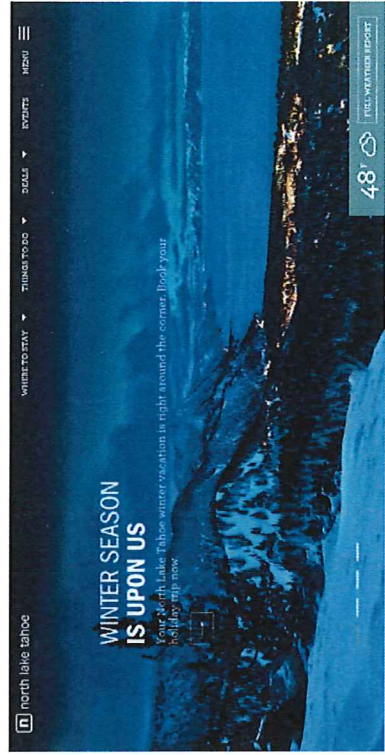


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SITE ANALYTICS - OVERALL



Site Metrics	Totals	% vs. YAG
Sessions	123,781	-28%
Unique Visitors	101,154	-30%
Page Views	468,757	+10%
Avg. Pages/Session	3.79	+52%
Avg. Session Duration	2:10	+27%
Bounce Rate	26.6%	-57%
Lodging Page Views	91,910	+28%
Lodging "Book Now"	2,959	N/A
Lodging Listing Site	10,512	N/A
Lodging Referral Rate	14.7%	N/A

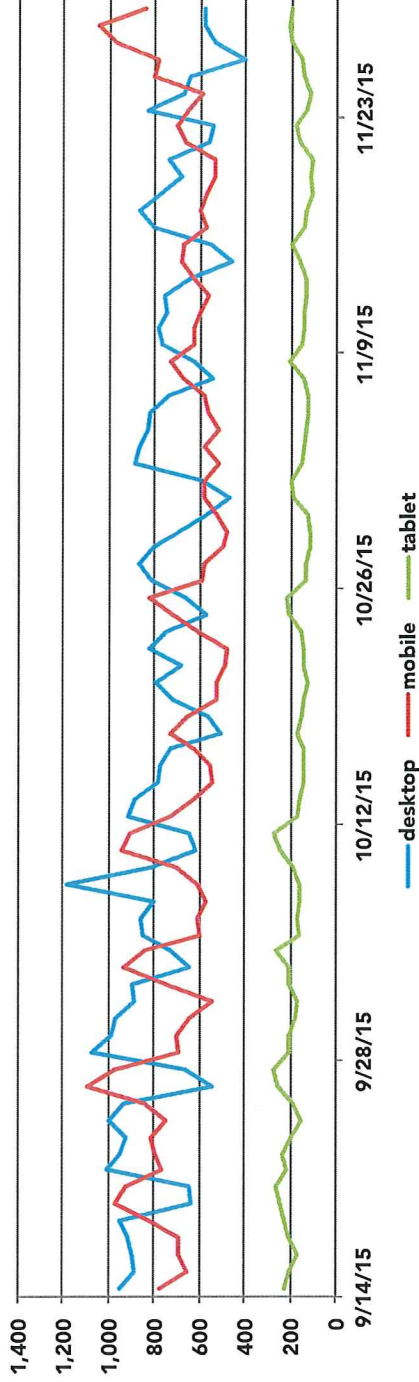


Analysis:

- Lodging page traffic saw an increase in page views YOY vs. overall site page views, which is attributed to more ads leading to the lodging page



SITE ANALYTICS - DEVICE



Analysis:

- Mobile and tablet site traffic on weekends complemented desktop site traffic on weekdays
- The final days of the campaign shows the opposite, which we will check to see if this trend continues into the winter months

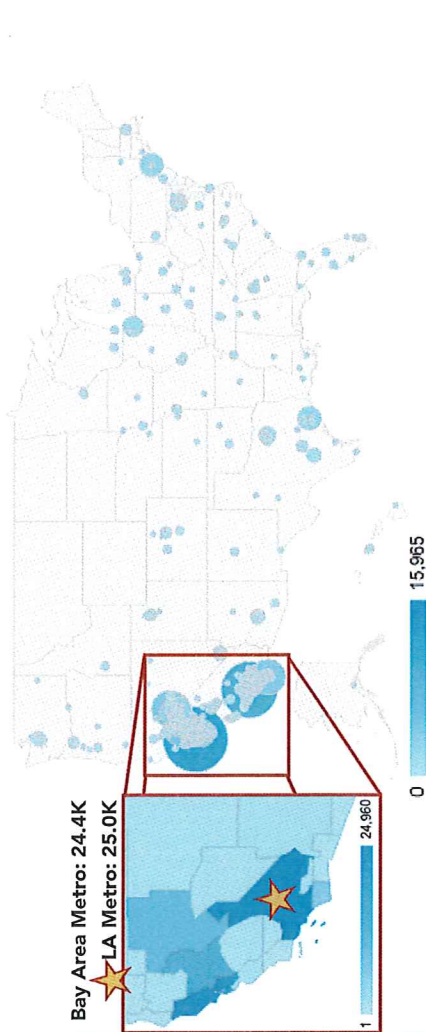
Site Metrics	Total Sessions
Desktop	58,082
Mobile	52,472
Tablet	13,227



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SITE ANALYTICS - BY GEO

Sep 14, 2015 - Nov 29, 2015



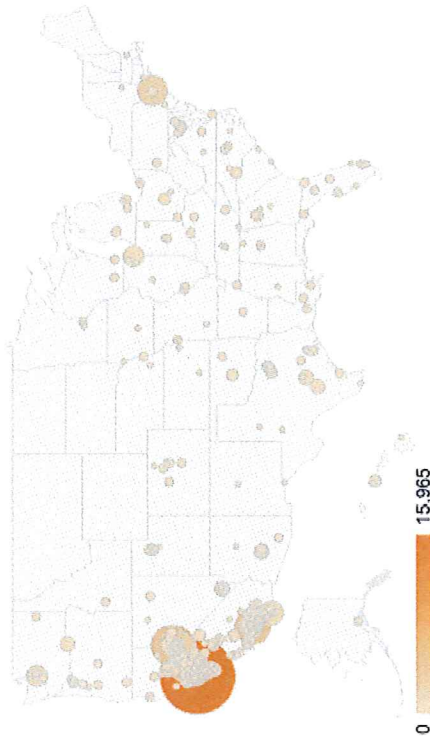
Traffic Sources by Session	Totals	% of Total*	% vs. YAG
California	75.4K	65.6%	-1%
San Francisco	12.1K	16.1%	-24%
Los Angeles	9.3K	12.4%	+158%★
Sacramento	4.0K	5.3%	+24%
San Diego	3.4K	4.5%	+144%★
Truckee	2.2K	2.9%	-42%
South Lake Tahoe	1.9K	2.5%	-24%
San Jose	1.8K	2.4%	-27%
Tahoe City	0.8K	1.0%	+50%
Nevada	9.4K	8.1%	-30%
Incline Village	3.5K	37.8%	-25%
Reno	3.4K	36.2%	+55%

*States are % of US. Cities are % of State.

Analysis:

- LA and SD also have greatly increased rankings in terms of site traffic sources, attributed to 100% digital ads running in SoCal

Sep 14, 2014 - Nov 29, 2014



WINTER MEDIA PREVIEW

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WINTER MEDIA PREVIEW



Top 5 Reasons It's Time To Visit North Lake Tahoe

Incredible mid-week deals make it easy to extend your trip to North Lake Tahoe. Book today.

Media Launch

- **Selected Partners: TripleLift** - premium native, managed service (start date delayed until 1/19) and **StackAdapt** - native programmatic, self-service (started on 1/15)
 - Each partner has been set up with 5 sets of creative and copy based on each of the Top 5 Reasons, set to optimize between creative and partner based on performance
- Preliminary reporting showed StackAdapt earning competitive CTRs, CPCs and Conversion Rates

Native Total (1/15 only)	Impressions	Clicks	CTR	CPC	Conv.	Cost/Conv.	CVR
StackAdapt	107,713	504	0.47%	\$0.65	103	\$3.17	20.44%

- Conversions are people that have made their way to GoTahoeNorth.com/Lodging, post ad delivery



SPRING CREATIVE APPROACH

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TIMING

CONCEPT EXECUTIONS: JAN/FEB
Round 1 presentation mid Feb.

PRODUCTION: FEB/MARCH

IN-MARKET: APRIL/MAY/JUNE



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THANK YOU

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NORTH LAKE TAHOE JANUARY 2016 RECAP

Public Relations Content Marketing Design Social Media

1385 HASKELL STREET RENO, NV 89509 | 775.323.2977 | THEABBIAGENCY.COM



MARKETING WORK PLAN

Objective: Increase destination and visitation to North Lake Tahoe during slower shoulder seasons and create longer stays throughout the year.

Performance Measurements:

1. Generate and update content for media center on GoTahoeNorth.com
2. Number of media contacts and press releases downloaded from GoTahoeNorth.com increased by 15% over FY 2014-15
3. Advertising equivalency of public relations efforts increased by 10 percent of FY 2014-15
4. References to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe increased by 20 percent over FY 2014-15
5. Increase number of social media followers by 15 percent over FY 2014-15
6. Increase number of YouTube views by 20 percent as compared to FY 2014-15
7. Number of newsletter sign-ups increased by 5 percent over FY 2014-15



KEY THEMES: 2015-2016

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Strategy: In order to increase North Lake Tahoe's perception nationally as a world-class year-round destination for families, outdoor enthusiasts, millennials, and professionals the Abbi Agency will lead story-driven strategies across earned, rented and owned audiences. In order to meet performance measurements, the agency will apply this strategy to the following key themes.

Key Themes:

- Outdoor recreation and activities – 30%
 - Encouraging visitors to seek out mountainside adventures in summer months, lakeside activities in winter months and experience the full offerings of North Tahoe resorts – 10%
- Events (includes groups/meetings/weddings) – 20%
- Family – 20%
- Health/Wellness – 10%
- Hotel and hotel packages – 10%
 - Shoulder season-specific – 5%
 - Mid-week-specific – 3%
- Food, Culture & Dining – 10%



PUBLIC RELATIONS

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Pitch Angles:

- Winter Human Powered Sports
- Off the slope activities
- Learn to Ski & Ride Month
- Seasonal Lodging deals
- Spring launch of Lake Tahoe Ale Trail
- Cross Country Skiing/Nordic 12-pack
- Events (Alpenglow Mountain Festival, WinterWonderGrass, Tough Mudder...)
- Rejuvenation and wellness in Tahoe
- Music offerings in North Lake Tahoe
- Meetings & Conventions
- Wedding and Honeymoon destination focus

Target Media Outlets:

- Outside Magazine
- Sunset Magazine
- Golf Magazine
- Travel + Leisure
- Condé Nast Traveler
- Backpacker
- The Knot
- Men's Health
- Women's Health
- Family Travel Forum
- USA Today
- Sherman's Travel
- Los Angeles Travel Magazine

PUBLIC RELATIONS: JANUARY RESULTS



Total Placements: 44
Total Reach: 144,734,971
Total Publicity Value: \$1,338,798.48

Placement Highlights:

- Huffington Post, Tahoe Vintage and Modern - FAM result (publicity value: \$331,490.65)
- Los Angeles Times Online, Weekend Escape: Ski Lake Tahoe without breaking the bank (publicity value: \$236,796.09)
- Examiner.com, Lake Tahoe Snow Report: Most resorts reporting more than foot new snow (publicity value: \$6,537.31)
- CNBC Online, Where the skiing is best so far this winter (publicity value: \$10,835.43)

Hot Leads:

- Travel + Leisure, 2016
- Conde Nast Traveler, 2016

Coverage Book Link:

- https://coveragebook.com/coverage_books/63d41e03





PUBLIC RELATIONS

Media FAMs

Journalist: Adrienne Jordan, Freelancer (BBC Travel, Travel Age West, Washington Times, USA Today)
 Angle: Escape to nature, Winter recreation
 Trip Date: January 14-18
 Run Date: February 2016

Journalist: Jill Robinson, San Francisco Chronicle
 Angle: Tahoe three ways: Budget, Family, Luxury
 Trip Date: January 23-26
 Run Date: February 2016

Journalist: Ko Im, Freelancer (Yahoo! Travel, Forbes Life, Bustle)
 Angle: Luxury Travel
 Trip Date: Possible Spring or Summer trip
 Run Date: N/A

Partner FAM: Resort at Squaw Creek (4 regional journals)
 Angle: Winter in Tahoe, what's new. North Lake Tahoe hosting dinner lakeside
 Trip Date: January 23

Journalist: Paul Tolme, Ski Magazine
 Angle: West and North Shore of Lake Tahoe
 Trip Date: January 26
 Run Date: Spring 2016

Group FAM: Visit California Learn to Ski & Ride influencer trip
 Angle: Learn to ski & ride
 Trip Date: January 31-February 2
 Run Date: on-going

Journalist: Tim Neville, Freelancer (Outside, New York Times)
 Angle: Outdoor/backcountry adventure in North Tahoe
 Trip Date: March 21-25
 Run Date: TBD

Journalist: Spencer Spellman, Whiskey Tango Globetrot/Social influencer
 Angle: Spring in Tahoe
 Trip Date: TBD
 Run Date: TBD



TARGETED OUTREACH

Meteorology Outreach

Sacramento and Bay Area meteorologists are the trusted sources for weather, road condition updates, and snowfall totals. With that in mind, The Abbi Agency has implemented a communications system specific to meteorologists. After each snow the agency updates a North Lake Tahoe Dropbox with photos and b-roll of the storm from the resorts. The same Dropbox link is distributed along with snowfall totals, road condition updates and other timely information each storm.

Link here: <http://bit.ly/NLLTwinter>

The clicks to the link have steadily increased from its inception and has become a resource for meteorologists who check it before we email out the updated Dropbox. In total, the clicks have reached over 170.

Meetings & Conventions

The Abbi Agency has worked closely with Jason Neary to streamline outreach angles. The following pitch angles will be used in outreach for a year-round meetings and conventions push:

- Renovations
- Foster team creativity in an inspirational outdoor setting
- Authentic retreats
- Escaping to nature with ease
- Rejuvenating a team with outdoor activities
- Go Green: Spa and eco-friendly amenities



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PRESS ROOM, NEWSLETTER & BLOG

Press Room: Currently working with NLT team to fix contact us forms, update press room content, and add photo capabilities.

Newsletter: First January newsletter focused on deals, new snow, and learn to ski and ride month all driving back to the GTN website. Second newsletter to focus on Winter events, wellness and rejuvenation in the New Year and dining. Creating auto-generated Welcome newsletter through myEmma for new subscribers.

Blog: Launched partnership with Where publications to provide blog content twice a month covering different evergreen topics. January blogs to focus on wellness, off the slope activities, deals and new snow. Currently installing a new plug-in on the blog in order to get analytics for posts.



Great Deals for Learn to Ski and Ride Month

Have you ever wanted to learn to ski or snowboard? Well, there's no time like the present! Why you ask? January is Learn to Ski and Snowboard Month and many of North Lake Tahoe's resorts are offering steep discounts on lessons, lift tickets, rentals, lodging and more, making it easier than ever to try a new sport. [Click here](#) for more information. [Learn to Ski and Snowboard Month deals.](#)



Experience 6 Nordic Ski Resorts for 15% Off
Cross-country skiing, the most popular form of Nordic skiing, is one of North Lake Tahoe's biggest draws — offering the most concentrated area of groomed trails and snowshoe terrain in North America. Come give it a try with the Nordic 12-Pack, a convenient way to easily experience six Nordic ski locations for \$250. Learn to add package upgrades are available for an additional fee and vary at each resort. Visit www.GoTahoeNorth.com/nordic for more information.



Martin Luther King, Jr. Holiday Weekend Deals
With more great snow in the forecast, there's no better time to book for the Martin Luther King, Jr. holiday weekend than now! The three-day weekend is just 7 days away and will be filled with skiing, snowboarding, fine dining, spa retreats and plenty of alpine air. Get ahead and book lessons, drone videos, dining specials, lodging promotions and more at www.GoTahoeNorth.com/deals.



TRAVEL NEVADA WINTER CAMPAIGN

Millenials are craving bite-sized content across all mediums. Armed with this information the winter campaign will create an interactive guide to explore the trails around Tahoe that are often less traveled. Multimedia elements include photos, videos, and thinglink interactive graphics. All elements will live on a GTN landing page driving traffic and conversions on the website.

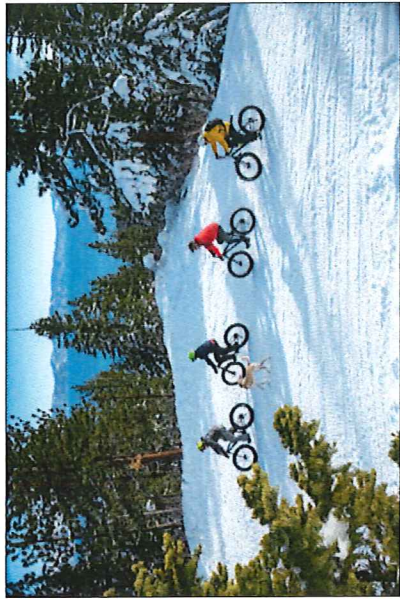
Sports:

- Backcountry Skiing
- Cross Country Skiing
- Fat Tire Biking

Family Snow Play (snowshoeing/sledding)

Concept: While vacation time accumulates and you toil at your desk – a snowy Tahoe vacation doesn't wait. As you work, the sun shines on North Lake Tahoe 300 days a year. Find the Tahoe Winter Trail that is right for you from a backcountry ski tour in pristine wilderness, a snowbike ride with lake views, cross-country ski day with views of magnificent mountain peaks, or snowshoeing with your family.

Projected Launch: February 1, 2016





BACC: TOUCH LAKE TAHOE CAMPAIGN



Strategy: Use interactive multimedia elements in an engaging way to encourage in-market visitors to visit lakeside businesses.

Individual tactics below:

- Interactive Map: The Abbi Agency designed and developed, in coordination with the BACC, an interactive map highlighting business with close proximity to the lake.
- Content: A series of (4) four blog posts to live on the GoTahoeNorth.com blog in conjunction with the launch of the map and the scavenger hunt
- On-site Activation: Designed and developed Lake Tahoe Thumbprint sticker and rack card to be distributed to local hotels and businesses
- Social Media: Social media scavenger hunts in each region will drive social engagement throughout the campaign.

Web address: www.gotahoenorth.com/touchlaketahoe/



SOCIAL MEDIA: JANUARY* RESULTS

Facebook Data

- Total Number of Likes: 93,298
- Gained in January: 566
- Demographic: 46% male, 54% female
- Impressions by City:
 - Los Angeles: 19.8k
 - Reno: 16.3k
 - Sacramento: 7.9k
- Likes by City:
 - Los Angeles: 14.8k
 - Sacramento: 3.6k
 - San Francisco: 2.8k

Instagram Data

- Total Number of Followers: 23,332
- Gained in January: 3,089
- Total Photos: 1,275

Pinterest Data

- Total Number of Followers: 523
- Total Number of Pins: 804

Twitter Data

- Total Number of Followers: 14k
- Gained in January: 488
- Mentions: 115
- Link Clicks: 2,649
- Re-Tweets: 78
- Demographic: 59% male, 41% female

User-Generated Content

- Photos with tag #TahoeNorth: 10,281

*Results pulled from December 21, 2015 – January 19, 2016



SOCIAL ENGAGEMENT TOOLS

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#FoodieChats Twitter Chat

- Goal: Promote North Lake Tahoe dining hotspots and unique dishes, engage with the Visit California food community, and use the #DreamEats and #CaliforniaEats campaign tags.
- Jan. 11: Participate in #FoodieChats event.
- Deliverables: Curate responses to Visit California's #FoodieChats questions, share on Twitter during designated chat time, and engage with other participants.

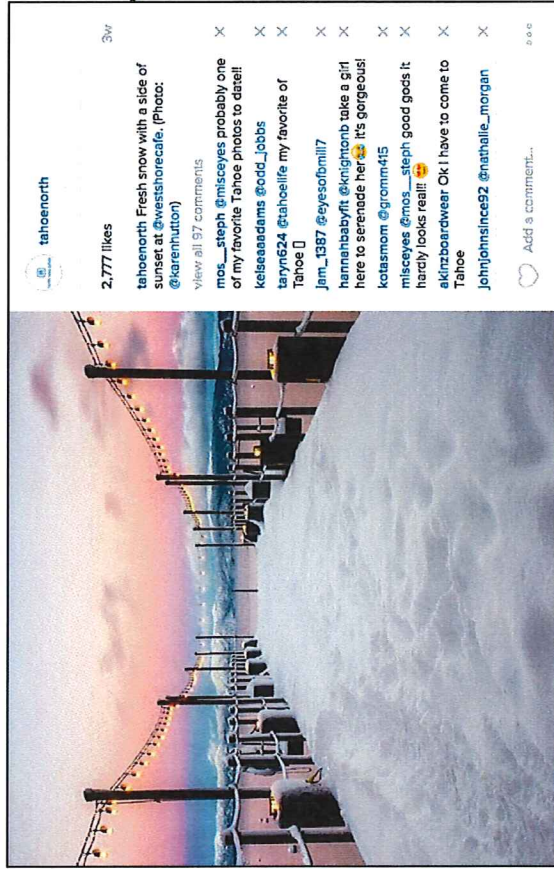


#TahoeNorth 100 Announcement

- Goal: Celebrate North Lake Tahoe ski resorts being 100% open in 2016. Encourage followers to visit North Lake Tahoe Resorts.
- Jan. 16: Shared 100% graphic featuring resort photos on Facebook and Instagram.
- Deliverables: Creating and posting North Lake Tahoe branded graphic.
- Campaign highlights
 - 861 total engagements
 - 23,831 total impressions



SOCIAL MEDIA HIGHLIGHTS



Facebook Post, Dec. 29
Travel and Leisure Article

- Likes: 1,156
- Shares: 153
- Comments: 64
- Reach: 38,261

Instagram Post, Dec. 26
West Shore Café Sunset

- Likes: 2,777
- Comments: 97
- Reach: 20,100





SOCIAL MEDIA HIGHLIGHTS

North Lake Tahoe
Published by Nicole Dunbury (?) · January 10 at 11:30am · 🌐

North Lake Tahoe is gorgeous any time of year, and Shortt and Epic's video proves it.

TAHOE
VIMEO.COM

31,713 people reached

299 Likes 14 Comments 129 Shares

Like Comment Share

Boost Post

Facebook Post, Jan. 10
Shortt and Epic Video

- Likes: 448
- Shares: 130
- Comments: 60
- Reach: 31,713

Twitter Post, Jan. 11
#FoodieChats Entry

- Likes: 3
- Retweets: 3
- Link clicks: 3
- Reach: 3,369

North Lake Tahoe @TahoeNorth · Jan 11

A5 - The #FarmToTable dinner series at @squawalpine is our favorite foodie paradise. #CaliforniaEats #Foodiechats

RETWEETS 3 LIKES 3

5:51 PM · 11 Jan 2016 · Details



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THANK YOU

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JANUARY NEWS ITEM REPORT

NORTH LAKE TAHOE

JANUARY NEWS ITEM REPORT

NORTH LAKE TAHOE



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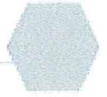


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JANUARY NEWS ITEM REPORT

NORTH LAKE TAHOE



MEDIA GROUP: INTERNET

(34 ITEMS)

DIABLO ONLINE: Tahoe Tips: From Ski Legend Daron Rahlves

12/29/2015

MEDIA TYPE: Online Print Version

REACH: 95,679

TEXT SNIPPET:

...picks for fun in the snow in North Lake Tahoe now. Q: Why do you love Sugar Bowl? A: Sugar Bowl is the essence of a tr...

LOCATION: Walnut Creek, California - United States of America

PUBLICITY VALUE: \$32.78

SOURCE URL: [Link to Source](#)

THE HUFFINGTON POST: Tahoe Vintage and Modern

12/29/2015

MEDIA TYPE: News Web Sites

REACH: 35,836,828

TEXT SNIPPET:

LOCATION: New York, New York - United States of America

PUBLICITY VALUE: \$331,490.65

SOURCE URL: [Link to Source](#)

SAN MATEO DAILY JOURNAL: Promising start to the ski season

12/26/2015

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

NORTH LAKE TAHOE BONANZA ONLINE: Lake Tahoe weather: Ski resorts report more than foot of fresh snow Wednesday

12/25/2015

MEDIA TYPE: Online Print Version

REACH: 13,161

TEXT SNIPPET:

LOCATION: Incline Village, Nevada - United States of America

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

EXAMINER.COM: Lake Tahoe ski resorts revel in holiday conditions

12/24/2015

MEDIA TYPE: News Web Sites

REACH: 18,371,429

TEXT SNIPPET:

LOCATION: Denver, Colorado - United States of America

PUBLICITY VALUE: \$16,473.33

SOURCE URL: [Link to Source](#)

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

SIERRA SUN : Lake Tahoe weather: Ski resorts report more than foot of fresh snow Wednesday

12/24/2015

MEDIA TYPE: News Web Sites

LOCATION:

REACH:

PUBLICITY VALUE: \$280.00

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

10BEST - USA TODAY: Tahoe Romantic Things to Do: 10Best Attractions Reviews

12/23/2015

MEDIA TYPE: News Web Sites

LOCATION: Greenville, South Carolina - United States of America

REACH: 966,245

PUBLICITY VALUE: \$1,750.87

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...in romance, take to the skies with a Fly Together package from Hang Gliding Tahoe. North Shore Parasail One of the most fanta...

AUBURN JOURNAL ONLINE: Santa comes to the slopes: Lake Tahoe ski resorts reveling in outstanding holiday conditions

12/23/2015

MEDIA TYPE: Online Print Version

LOCATION: Auburn, California - United States of America

REACH: 97,203

PUBLICITY VALUE: \$899.12

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

SACRAMENTO MAGAZINE: Go! Lake Tahoe's East Shore

12/21/2015

MEDIA TYPE: News Web Sites

LOCATION:

REACH:

PUBLICITY VALUE: \$1,950.00

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

INSIDEBAYAREA.COM: Tahoe's holiday fests: 10 ways to play

12/20/2015

MEDIA TYPE: News Web Sites

LOCATION: Oakland, California - United States of America

REACH: 477,993

PUBLICITY VALUE: \$230.15

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...this year. Single-day tickets start at \$99; three-day passes are \$199 and up. Details: www.snowglobemusicfestival.com. North Lake...

SAN JOSE MERCURY NEWS ONLINE: Tahoe's holiday fests: 10 ways to play

12/20/2015

MEDIA TYPE: Online Print Version

LOCATION: San Jose, California - United States of America

REACH: 1,579,337

PUBLICITY VALUE: \$722.48

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...are \$199 and up. Details: www.snowglobemusicfestival.com. North Lake Tahoe Advertisement You'll find Santa on the slop...

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

SILICONVALLEY.COM: Tahoe's holiday fests: 10 ways to play

12/20/2015

MEDIA TYPE: News Web Sites

REACH: 588,129

TEXT SNIPPET:

...are \$199 and up. Details:
www.snowglobemusicfestival.com. North Lake Tahoe
Advertisement You'll find Santa on the slop...

LOCATION: San Jose, California - United States of America

PUBLICITY VALUE: \$265.90

SOURCE URL: [Link to Source](#)

CONTRA COSTA TIMES ONLINE: Tahoe's holiday fests: 10 ways to play

12/19/2015

MEDIA TYPE: Online Print Version

REACH: 468,206

TEXT SNIPPET:

...are \$199 and up. Details:
www.snowglobemusicfestival.com. North Lake Tahoe
Advertisement You'll find Santa on the slop...

LOCATION: Walnut Creek, California - United States of America

PUBLICITY VALUE: \$215.02

SOURCE URL: [Link to Source](#)

DIABLO ONLINE: Tahoe Tips: From Ski Legend Jonny Moseley

12/19/2015

MEDIA TYPE: Online Print Version

REACH: 95,679

TEXT SNIPPET:

...Lake Tahoe now. Q: What is your Favorite Run for Going
Fast? A: Siberia Bowl is the place to let'em run at Squaw
early in the...

LOCATION: Walnut Creek, California - United States of America

PUBLICITY VALUE: \$55.01

SOURCE URL: [Link to Source](#)

EXAMINER.COM: Quick winter escapes from Brooklyn

12/19/2015

MEDIA TYPE: News Web Sites

REACH: 18,371,429

TEXT SNIPPET:

LOCATION: Denver, Colorado - United States of America

PUBLICITY VALUE: \$1,954.46

SOURCE URL: [Link to Source](#)

KOLO-TV ONLINE: Skiers Attempt World's Largest Lesson

1/8/2016

MEDIA TYPE: Online Broadcast Version

REACH: 128,036

TEXT SNIPPET:

LOCATION: Reno, Nevada - United States of America

PUBLICITY VALUE: \$355.36

SOURCE URL: [Link to Source](#)

7X7: How to Do Tahoe on a Budget

1/5/2016

MEDIA TYPE: News Web Sites

REACH: 674,873

TEXT SNIPPET:

LOCATION: San Francisco, California - United States of America

PUBLICITY VALUE: \$6,242.57

SOURCE URL: [Link to Source](#)

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

CNBC ONLINE: Where the skiing is best so far this winter

1/5/2016

MEDIA TYPE: Online Broadcast Version

REACH: 16,792,608

TEXT SNIPPET:

...resort in North Lake Tahoe, California, snowfall is already at 17 feet for the season, according to resort spokesman M...

LOCATION: Englewood Cliffs, New Jersey - United States of America

PUBLICITY VALUE: \$10,835.43

SOURCE URL: [Link to Source](#)

SF GATE: Stunning skiing, John Steinbeck and Monterey sardines

1/5/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$2,000.00

SOURCE URL: [Link to Source](#)

SIERRA SUN : Tahoe ski areas joining 150 others in Guinness World Record attempt

1/4/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

EXAMINER.COM: Lake Tahoe snow report: Most resorts reporting more than foot new snow

1/17/2016

MEDIA TYPE: News Web Sites

REACH: 20,460,428

TEXT SNIPPET:

...s at least one thing that skiers and snowboarders heading to Lake Tahoe ski resorts this weekend can be assured of – snow! An...

LOCATION: Denver, Colorado - United States of America

PUBLICITY VALUE: \$6,537.31

SOURCE URL: [Link to Source](#)

ROOTSRATED: A Quick and Dirty Guide to Skiing in Northern California

1/16/2016

MEDIA TYPE: News Web Sites

REACH: 122,976

TEXT SNIPPET:

...West. See you on the slopes. Squaw Valley | Alpine Meadows, North Lake Tahoe Squaw is beloved for its wide-open runs...

LOCATION: Chattanooga, Tennessee - United States of America

PUBLICITY VALUE: \$182.12

SOURCE URL: [Link to Source](#)

INSIDE SOCAL: North Lake Tahoe resorts primed for MLK weekend skiing, snowboarding

1/15/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

TAHOE SKI WORLD: LAKE TAHOE SNOW REPORT: PLENTY OF SNOW FOR HOLIDAY WEEKEND

1/15/2016

MEDIA TYPE: News Web Sites
REACH:
TEXT SNIPPET:

LOCATION:
PUBLICITY VALUE: \$140.00
SOURCE URL: [Link to Source](#)

PRESS DEMOCRAT ONLINE: Tahoe area resorts roll out improvements

1/14/2016

MEDIA TYPE: Online Print Version
REACH: 778,159
TEXT SNIPPET:

LOCATION: Santa Rosa, California - United States of America
PUBLICITY VALUE: \$7,197.97
SOURCE URL: [Link to Source](#)

SMART MEETINGS MAGAZINE ONLINE: Mountain Meetings Take the High Road | Smart Meetings

1/14/2016

MEDIA TYPE: Online Print Version
REACH: 147,055
TEXT SNIPPET:

...Tahoe, California California & Nevada Surrounded by granite peaks, Lake Tahoe is North America's largest alpine lake...

LOCATION: Sausalito, California - United States of America
PUBLICITY VALUE: \$425.62
SOURCE URL: [Link to Source](#)

RENO TAHOE BLOG: Learn To Ski and Snowboard Month

1/13/2016

MEDIA TYPE: Blogs
REACH:
TEXT SNIPPET:

...are offering lessons for first-timer, intermediate and advanced skiers and riders: North Lake Tahoe A...

LOCATION: United States of America
PUBLICITY VALUE: \$286.89
SOURCE URL: [Link to Source](#)

10BEST - USA TODAY: Tahoe Happy Hours: 10Best Cocktail Hour Reviews

1/12/2016

MEDIA TYPE: News Web Sites
REACH: 881,063
TEXT SNIPPET:

...on weekends, but the seafood-focused menu is worth an entire week's wait. Enjoy spectacular views of the marina on the North Shore...

LOCATION: Greenville, South Carolina - United States of America
PUBLICITY VALUE: \$1,410.68
SOURCE URL: [Link to Source](#)

FATHOM: Roll a Fatty, Shoe Some Snow: No Skis Necessary in Tahoe This Winter

1/12/2016

MEDIA TYPE: News Web Sites
REACH: 454,596
TEXT SNIPPET:

...Snowshoeing in North Lake Tahoe. Photo by David Bunker. Yay! You're going to Lake Tahoe! Boo! You don't s...

LOCATION: United States of America
PUBLICITY VALUE: \$252.06
SOURCE URL: [Link to Source](#)

JANUARY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

HUFFINGTON POST CANADA: 8 Amazing American Winter Trips

1/12/2016

MEDIA TYPE: News Web Sites

REACH: 1,723,940

TEXT SNIPPET:

...Tahoe is guaranteed to be the shining star of your winter. North Lake Tahoe is a haven for nature lovers seekin...

LOCATION: Toronto, Ontario - Canada

PUBLICITY VALUE: \$1,222.84

SOURCE URL: [Link to Source](#)

FAMILY TRAVEL: Kids Free Learn To Ski Passes

1/11/2016

MEDIA TYPE: Blogs

REACH: 10,341

TEXT SNIPPET:

...in Maryland, Bolton Valley in Vermont; and Mount Rose on the North Shore of Lake Tahoe. These locally run and o...

LOCATION: United States of America

PUBLICITY VALUE: \$14.00

SOURCE URL: [Link to Source](#)

LOS ANGELES TIMES ONLINE: WinterWonderGrass tickets on sale for three-day music fest at Squaw Valley

1/11/2016

MEDIA TYPE: Online Print Version

REACH: 25,599,578

TEXT SNIPPET:

LOCATION: Los Angeles, California - United States of America

PUBLICITY VALUE: \$236,796.09

SOURCE URL: [Link to Source](#)

TAHOE SKI WORLD: LEARN TO SKI & SNOWBOARD MONTH AT LAKE TAHOE RESORTS

1/11/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$140.00

SOURCE URL: [Link to Source](#)

UNOFFICIAL NETWORKS: The Top 5 Snowiest Resorts In Tahoe This Season

1/11/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION: Brooklyn, New York - United States of America

PUBLICITY VALUE: \$500.00

SOURCE URL: [Link to Source](#)