



Marketing Committee Agenda and Meeting Notice

Tuesday, January 26, 2016 - 2:00 pm
Tahoe City Public Utility District Board Room

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism Mission

To promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.

Marketing Committee

NLTRA Board
Brett Williams, Chair
Brendan Madigan, Alt.

Committee Members

Eric Brandt
Tahoe TV

Glenn M. Cademartori
Northstar California

Larry Colton
Resort at Squaw Creek

Gregg Gibboney
Notched

Christine Horvath
Squaw Valley/Alpine Meadows

Todd Jackson
Big Blue Adventure

Becky Moore
Squaw Valley Lodge

Giles Priestlant
The Ritz-Carlton

Marguerite Sprague
North Tahoe Arts

Placer County Rep
DeDe Cordell

NLTRA Staff
JT Thompson

Quorum
6 Members with 1 Board
Member

Items May Not Be Heard In the Order They Are Listed

Call in information:
Dial: 712-770-4010
Meeting ID: 961-748

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – Nov. 17, 2015 (2 min)
- E. Departmental Reports (10 min)
 - Conference Sales
 - Leisure Sales
 - Special Projects/Events
 - Website Content
 - PR/Social Communication
 - Advertising – item I.
- F. NLT Cooperative Marketing Committee Chair Seat Discussion for possible action/approval – Thompson (5 min)
- G. *Tough Mudder 2016 Discussion for possible action/approval – Thompson (15 min)
- H. *Advertisng RFP Review for possible action/approval – Thompson (20 min)
- I. School of Thought Advertising Presentation – Ryan Gelow (30 min)
- J. Expedia Lodging Partner Presentation with Q & A – Laura Demitt (40 min)
- K. Committee Member Comments (5 minutes)
- L. Standing Reports (posted on www.NLTRA.org)
 - Nov & Dec DestiMetrics Reports
 - Conference Activity Report
 - Google Analytics Reporting
 - Website referral listings

This meeting is wheelchair accessible

Posted and Emailed (1/22/16 9:00 A.M.)

**Due to confidential nature of the RFP and Event Proposal process, the documents for items G & H not be posted at this time. They will be emailed separately to all committee members for review prior to meeting and posted following recommended action.*



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

Fairway Community Center

Tuesday, November 17, 2015 – 2 pm

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Giles Priestland, Cadence Matijevich, Christine Horvath, Gregg Gibboney, Becky Moore, Brett Williams, Marguerite Sprague, Glenn Cademartori

RESORT ASSOCIATION STAFF: JT Thompson, Sandy Evans Hall, Judy Laverty, Anna Atwood

OTHERS IN ATTENDANCE: Todd Jackson, Shelley Fallon, Connie Anderson,

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2:08 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public forum.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 **M/S/C (Sprague/Moore) (8/0) to approve the agenda as presented.**

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 27, 2015

4.1 **M/S/C (Matijevich/Priestland) (8/0) to approve the meeting minutes from October 27, 2015 with the correction of spelling of Sue Busby and Glenn Cademartori.**

5.0 DEPARTMENTAL REPORTS

5.1 **Conference Sales** – Jason shared that conference department lead generation is strong but revenue numbers are little down. He also shared the upcoming tradeshows for the month of December. More information on conference report is located in the Departmental Reports online.

Action: Action to Jason: It was recommended that the staff heading to the small lodging meeting in Tahoe Vista share we have available seats on the Marketing Committee.

5.2 **Leisure Sales** – Sarah is out of town for the Governor's Global Tourism Summit. JT shared the Nordic 12 pack was launched on our website and can be purchased online. JT thanked everyone that participated in the Japanese FAM. More information on Leisure Sales is located in the Departmental Reports online.

5.3 **Special Projects** – Judy reported that she just had a meeting with WinterWonderGrass to make sure marketing strategies all lined up with our efforts and the Abbi Agency. More information on Special Projects are located in the Departmental Reports online.

5.4 **Web** – Shelley shared she said the website has switched from Summer to Winter. She has been busy with events and requested that properties submit Deals. It was recommended that an e-mail

blast be put out to the Lodging Properties to submit Deals. Brett asked Shelley about the Event Calendar Feed we had on the old site that did not give their customers access to more lodging options.

Action to JT/Shelley: Brett suggested checking into RSS feeds.

5.5 PR/Social – Connie shared she recently went to New York and met with 16 different journalists, representing 20 different outlets. She reported they received a placement in the Active Times for the Nordic Ski Pass. She also reported they are starting the winter grant process through Travel Nevada.

Touch the Lake Discussion:

JT shared that the BACC Committee Members brought up some questions during the last meeting and why this is only an in-market piece. Connie shared the intent on this campaign and why it was set up as an in-market piece. Some of the questions/feedback from this discussion include:

- One element of Touch the Lake is the contest we run. Is it restricted to only people visiting or can locals participate? How many of the views are local vs. the target market? (We pay per view). Can the Facebook likes be segregated?
- We do not want to open it up to out-of-market prior to booking. Intent was to let consumer choose and not have them be steered into a certain directions, mountain vs. lake lodging and same thing for Peak Your Adventure Campaign.
- There is traffic gained from Deals and it would be great to have Abbi Agency present on E-mail Marketing. (Who are we messaging to? When and how? Segment it into prospect, low and high frequency, etc.)
- It was recommended that the Abbi agency push a message to the consumer regarding the big lodging savings they receive staying midweek vs. weekend.

Action to JT/Abbi Agency: Further research intent of this campaign, Local viewers vs. target market and how can the Abbi Agency better target different audiences. Add Abbi Agency on the agenda for an update on E-mail Marketing.

5.6 Advertising – JT reviewed some of our Digital Marketing efforts targeted in Southern California. (The campaign dates: 10/16/15 – 11/10/15). For Digital Desktop Display Banners, DataXu has shown amazing results with over 8 million impression, 8,813 clicks at a cost of \$2.07 Cost per Click compared to Hulu and TripAdvisor. Digital In-Picture Display, GumGum has 948,206 impressions so far, 1,990 clicks at a cost of \$4.98 Cost per Click. JT stated now is a good time to look at the results and make changes and corrections to the February campaign. JT will follow up with Ryan and communicate different options with the committee members after initial campaign results are in. Some committee members recommended that if the schedule allows, get some winter video footage for some of new video so that we can adapt our existing or upcoming campaigns.

Action to JT/School of Thought: Revisit some of the “channels” not performing well and the initial results of the fall marketing campaign to adjust upcoming spring campaign if necessary. Communicate recommendations with committee members.

6.0 OPEN COMMITTEE SEAT DISCUSSION FOR STAFF DIRECTION - THOMPSON

6.1 JT reported that the following committee members (Pool B) will be ending their term this year: Becky Moore, John Monson and Larry Colton. Becky Moore has expressed an interest in continuing to serve on the committee but John Monson will be not be returning as he is pursuing other Board opportunities in Truckee. JT reported he does not know if Larry wants to continue. Another seat that needs to be filled is Paul Raymore. His seat terms out in 2017. JT asked the committee members for suggestions. Brett recommended that JT reach out to some of the small lodging providers over in Tahoe Vista. It was also suggested to have an event producer be part of this and Todd Jackson who was in the audience shared he did used to sit on this committee in the past on would consider it. Another suggestion was to reach out to Cedar Crest Cottages on the West Shore.

7.0 SPARTAN RACE 2016 DISCUSSION FOR STAFF DIRECTION - THOMPSON

- 7.1 JT, Judy and Jason met with Squaw today to discuss the Spartan Race RFP. JT shared some of the demands from Spartan, including a \$250,000 fee but one of the most challenging components are all the comp room nights. JT did share this is aired on NBC Sports Network so there a valued added opportunity included. It was recommended that the comp room nights be spread out among more properties. (Ideally split according to how many rooms you have). Properties were sold out in Squaw Valley that weekend and it spilled over to other areas of Truckee and North Lake Tahoe and generally the first weekend of October is slow. It was requested that we look at the TOT reports but they do not break it down into weekends or months so it's hard to get proper economic impact numbers.

Recommendations:

- Reach out to Spartan Race regarding Deadline. Since this is a large amount it has to be approved by our Board of Directors and the next meeting is scheduled for 12/2/15.
- Reach out to a small sample size of lodging and merchants to compare year-over-year numbers.
- There are room for negotiations and it was recommended to start lower than \$250,000.

Action to JT and staff: Spartan deadline request to be moved up due to Board of Directors meeting being held on December 2nd.

8.0 DESTINATION PHOTOGRAPHY DISCUSSION - THOMPSON

- 8.1 JT reported that our new website is in need for photography. He shared his thoughts about offering local photographers space on our site (with a link to their web gallery) in return for 4-5 pictures royalty free.

Suggestions and recommendations from the committee members:

- Culturally diverse photos or experience photos are what is really needed.
- There needs to be sufficient reward for the photographers. Maybe a mix of in-kind and cash. Our website could give some of these photographers great exposure.
- Create a "shot list" of what is needed and get a feeling from some local photographers if this is something they would be interested in.
- Ask photographers to submit existing images.
- Have the ad agency be part of this to align with brand messaging.
- Do a RFP to local photographers by mid-December.
- Photos needs to be in Wordpress sizes and needs to be part of the RFP requirements.
- 40-60 images needed for website.
- Highlight a local Photographer of the Month on the website and Artist of the month at the Visitors Center.

Action to JT: Send out Request for Proposals to local photographers by mid-December.

9.0 WINTER MARKETING DISCUSSION - THOMPSON

- 9.1 This item was already discussed and covered under Advertising in the Departmental Reports.

10.0 COMMITTEE MEMBER COMMENTS

- 10.1 Brett shared that the placement of the dates for Snowfest should to be looked at. This is at a time that is busy for the community and recommended that dates mid-March or the week after New Years' be considered. Sandy and JT shared the reason why the task force decided to fund this this year and that Snowfest is willing to look at different dates.

11.0 STANDING REPORTS

The following reports were posted on www.nltra.org:

- SEPTEMBER DESTIMETRICS REPORT
- CONFERENCE ACTIVITY REPORT
- GOGGLE ANALYTICS REPORTING

12.0 ADJOURNMENT

12.1 The Marketing Committee meeting adjourned at 4.25 pm.

Submitted By:

Anna Atwood
Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association



Staff Request for Marketing Committee Recommendation

Subject: John Monson to remain as Chair of the North Lake Tahoe Cooperative Marketing Committee

From: JT Thompson, Tourism Director

Date: January 26, 2016

Agenda: Item F

Considerations to Marketing Committee recommendation to Board of Directors:

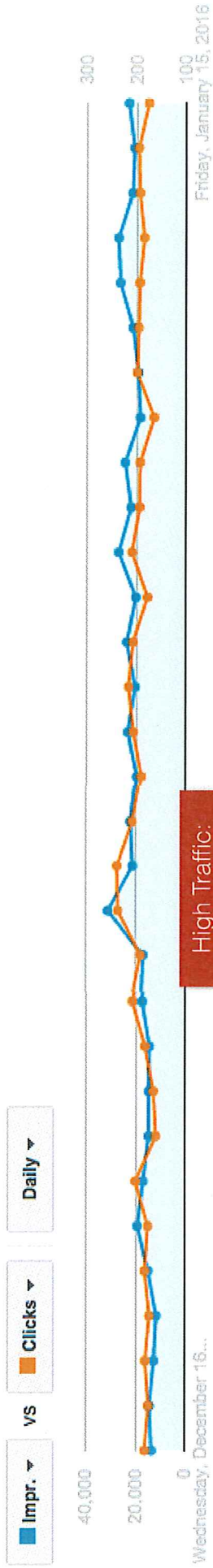
- -- The North Lake Tahoe Cooperative Marketing Committee (NLTMC) consists of four (4) representatives from the North Lake Tahoe Resort Association (NLTRA) Marketing Committee, Board of Directors and Executive Staff.
- -- Current NLTRA membership on the NLTMC is as follows until June 30, 2016.
 - John Monson – Sugar Bowl Ski Resort, Chair
 - Brett Williams – Agate Bay Realty
 - Brendan Madigan – Alpenglow Sports
 - Sandy Evans Hall – NLTRA
- -- John Monson relinquished his seat on the NLTRA Marketing Committee as of December 31, 2015, but is interested in remaining on the NLTMC until his chairmanship ends June 30, 2016.
- -- Staff is requesting a recommendation on whether to keep Mr. Monson as chair of the committee, or to conduct a vote for a replacement from a member of the Marketing Committee or Board of Directors.

Departmental Report: Advertising
NLT 2015 Fall Campaign
December 16, 2015 - January 15, 2016

Agenda

1. SEM
2. Upcoming Winter Media Preview
3. [GoTahoeNorth.com](#) Performance
4. Appendix
 1. Methodology

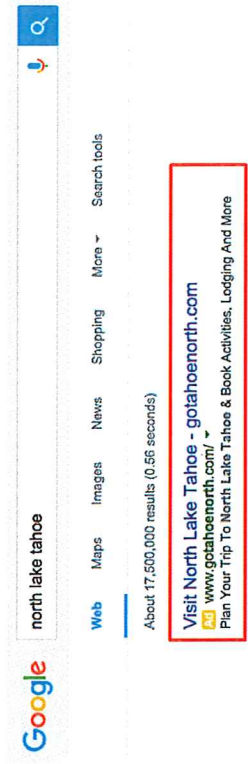
SEM: Total
 Target: All of California
 Date: 12/16-1/15



| Search Total | Impressions | Clicks | CTR | CPC | Conversions | Cost./Conv. | Avg. Position |
|--------------|----------------|--------------|--------------|---------------|--------------|---------------|---------------|
| Total | 614,976 | 5,918 | 0.96% | \$0.70 | 1,643 | \$2.52 | 4.5 |

Analysis

- While there were significantly more searches in our MOM, our relevance was slightly less qualified with the overall increase in category specificity.
- Yet, with the increased demand, we did see a bump in clicks at a more cost-efficient level.
 - Impressions: +78%
 - Clicks: +9%
 - CPC: -4%
 - Conversions: -3%
 - Cost/Conv: +8%



SEM: Campaign Totals
 Target: All of California
 Date: 12/16-1/15

| Non-Brand Campaign | Impressions | Clicks | CTR | CPC | Conversions | Cost / Conv. | Avg. Position |
|------------------------|----------------|--------------|--------------|---------------|-------------|---------------|---------------|
| Evergreen Local | 13,500 | 435 | 3.22% | \$0.46 | 32 | \$6.24 | 2.4 |
| Evergreen Vacation | 487,965 | 1,846 | 0.38% | \$0.50 | 783 | \$1.18 | 5.0 |
| Fall Winter | 76,289 | 2,060 | 2.7% | \$0.49 | 274 | \$3.69 | 3.2 |
| Non-Brand Total | 577,754 | 4,341 | 0.75% | \$0.49 | 1089 | \$1.96 | 4.7 |
| Brand Campaign | Impressions | Clicks | CTR | CPC | Conversions | Cost / Conv. | Avg. Position |
| Evergreen Vacation | 31,422 | 1,283 | 4.08% | \$0.73 | 502 | \$1.87 | 2.7 |
| Fall Winter | 5,800 | 294 | 5.07% | \$3.63 | 52 | \$20.52 | 1.0 |
| Brand Total | 37,222 | 1,577 | 4.24% | \$1.27 | 554 | \$3.62 | 2.4 |
| Total | 614,976 | 5,918 | 0.96% | \$0.70 | 1643 | \$2.52 | 4.5 |

Analysis

- The Non-Brand portion has continued to receive the majority of the ad impressions at both a more cost-efficient level of CPC and Cost / Conv. due to the more abundant amount of potential inventory
- While the CTR for all our campaigns decreases, Non-Brand dropped at a higher percent (-43%) than Brand dropped (-2%), which shows how competitive the category has become in the midst of one of the best seasons in years, yet the brand remains strong holding on to its market share

SEM: Top Keywords
 Target: All of California
 Date: 12/16-1/15

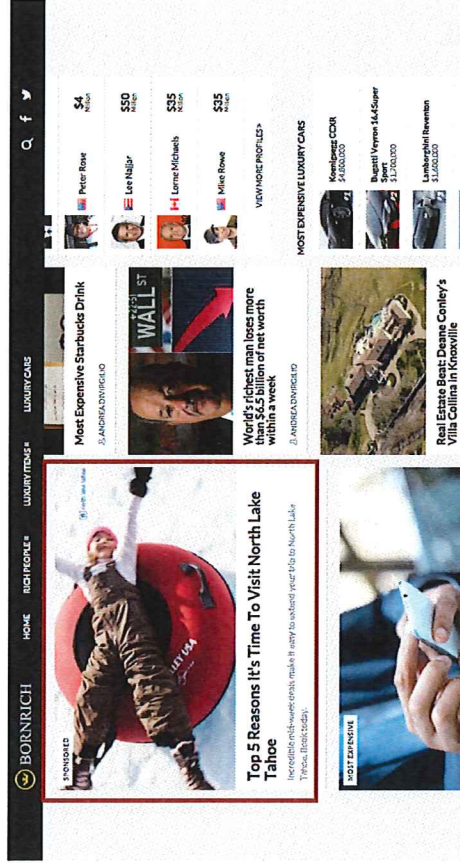
| Total | IMPs | Clicks | CTR | CPC | Conv. | Cost/ Conv. | Avg. Pos. | Total | IMPs | Clicks | CTR | CPC | Conv. | Cost/ Conv. | Avg. Pos. |
|--------------------|--------|--------|-------|--------|-------|-------------|-----------|----------------------|---------|--------|-------|--------|-------|-------------|-----------|
| north lake tahoe | 14,704 | 632 | 4.3% | \$0.71 | 247 | \$1.81 | 2.5 | north lake tahoe | 14,704 | 632 | 4.3% | \$0.71 | 247 | \$1.81 | 2.5 |
| vacation rentals | 21,684 | 475 | 2.19% | \$0.52 | 212 | \$1.17 | 4 | vacation rentals | 21,684 | 475 | 2.19% | \$0.52 | 212 | \$1.17 | 4 |
| skiing resorts | 22,378 | 440 | 1.97% | \$0.55 | 124 | \$1.96 | 4.7 | skiing resorts | 22,378 | 440 | 1.97% | \$0.55 | 124 | \$1.96 | 4.7 |
| snowboarding | 5,145 | 195 | 3.79% | \$0.51 | 12 | \$8.30 | 2.1 | cabin Rentals | 97,869 | 181 | 0.18% | \$0.52 | 118 | \$0.80 | 5.1 |
| sledding | 6,197 | 187 | 3.02% | \$0.44 | 17 | \$4.80 | 1.4 | California cabin | 150,140 | 91 | 0.06% | \$0.5 | 76 | \$0.60 | 4.8 |
| snowshoeing | 8,123 | 183 | 2.25% | \$0.42 | 12 | \$6.47 | 1.9 | vacation rental | 16,184 | 103 | 0.64% | \$0.53 | 71 | \$0.77 | 6.1 |
| cabin Rentals | 97,869 | 181 | 0.18% | \$0.52 | 118 | \$0.80 | 5.1 | north tahoe | 2,631 | 112 | 4.26% | \$0.8 | 59 | \$1.51 | 2.2 |
| snowshoeing trails | 4,362 | 145 | 3.32% | \$0.43 | 11 | \$5.64 | 1.4 | dog friendly resorts | 1,428 | 52 | 3.64% | \$0.48 | 49 | \$0.51 | 4.7 |
| snow activities | 2,556 | 136 | 5.32% | \$0.41 | 10 | \$5.63 | 1.5 | dog friendly | 801 | 30 | 3.75% | \$0.51 | 36 | \$0.42 | 3.9 |
| snow sledding | 3,527 | 119 | 3.37% | \$0.47 | 8 | \$7.04 | 1.7 | Nevada cabin | 15,105 | 27 | 0.18% | \$0.51 | 32 | \$0.43 | 3.9 |

Analysis

- Hotel & hotels were deactivated and have since fallen out of the top clicked search list
 - The Snow Activities category (Snowboarding, sledding, snowshoeing and snow activities) are all driving the most clicks and fewest conversions
- Searches of cabins and dog friendly amenities continue to drive some of the highest levels of conversions, but they come in a much lower average position
 - Many of the higher converting keywords are coming from lower average ad positions

Upcoming Winter Media Preview
 Target: All of California
 Date: 1/15 (start of campaign)

| Native Total | Impressions | Clicks | CTR | CPC | Conversions | Cost./ Conv. | CVR |
|-------------------|----------------|------------|--------------|---------------|-------------|---------------|---------------|
| StackAdapt | 107,713 | 504 | 0.47% | \$0.65 | 103 | \$3.17 | 20.44% |

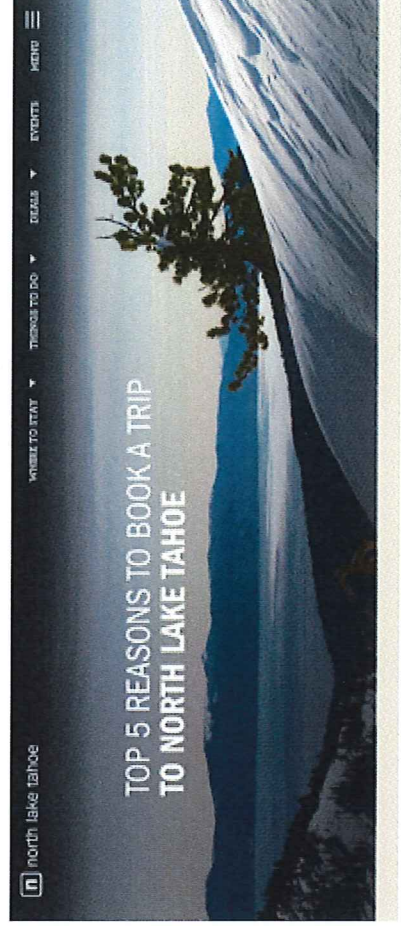


Introduction

- Objective: Winter season campaign using reserve budget to drive heads in beds [emphasis on mid-week] in January-February
- Tactic: **Digital Native** placements leading to GTN.com/wintertop5/ (custom landing page) with deals [mid-week] as a top reason *What is Digital Native?* - Digital ads that look like content, live in content, and drive to sponsored content. Specifically, they are a custom picture, headline and description in a digital article, identified with a "sponsored" notifier and the brand's logo.
- Selected Partners: **TripleLift** - premium native, managed service (start date delayed until 1/19) and **StackAdapt** - native programmatic, self-service
- Flight Dates: 1/15-2/29

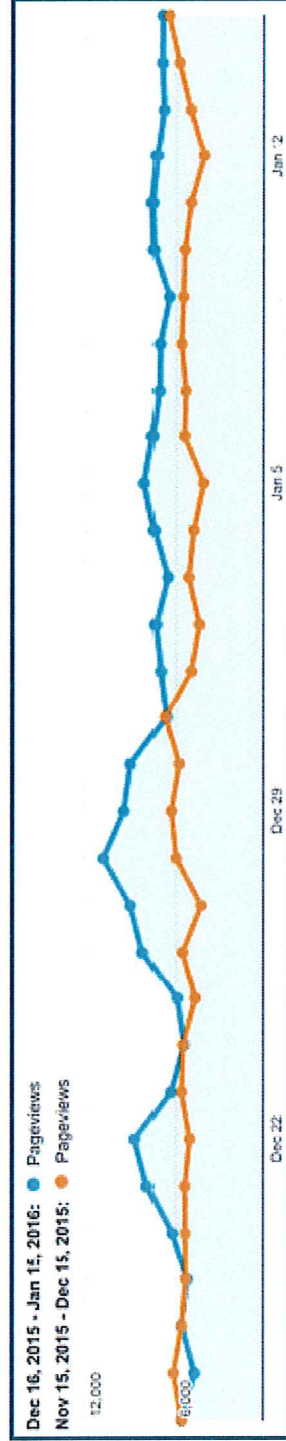
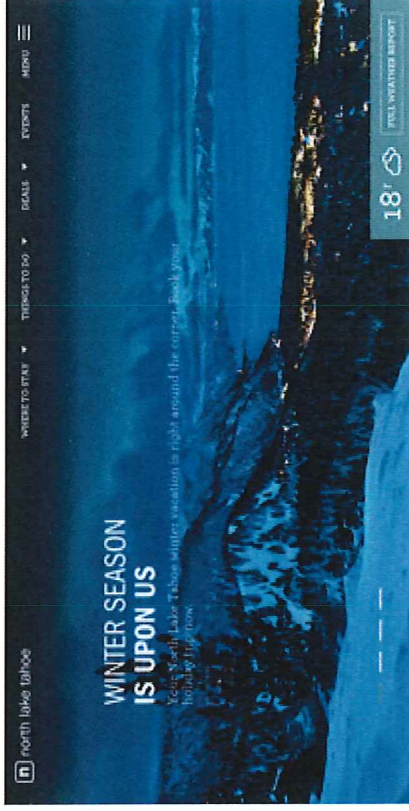
Analysis

- We were able to launch one partner by this start date
- Each partner has been set up with 5 sets of creative and copy based on each of the Top 5 Reasons
- StackAdapt has already shown competitive CTRs, CPCs and Conversion Rates
 - Conversions are people that have made their way to GoTahoeNorth.com/Lodging post ad delivery



SEO: GoTahoeNorth.com

Date: 12/16-1/15



| Device Overview | Totals | % vs. Last Month |
|-----------------|--------|------------------|
| Desktop | 25,411 | +27% |
| Mobile | 25,032 | +37% |
| Tablet | 5,896 | +43% |

| Site Metrics | Totals | % vs. Last Month |
|-----------------------|---------|------------------|
| Sessions | 56,339 | +33% |
| Unique Visitors | 47,343 | +31% |
| Page Views | 220,844 | +35% |
| Avg. Pages/Session | 3.92 | +2% |
| Avg. Session Duration | 2:22 | +3% |
| Bounce Rate | 28.74% | +4% |
| Lodging Page Views | 31,306 | -2% |
| Lodging "Book Now" | 3,125 | +52% |
| Lodging Listing Site | 6,156 | +32% |
| Lodging Referral Rate | 30% | +40% |

Analysis

- Lodging Referrals received a significant increase vs. last month likely from the favorable weather
- LA and SD experienced significant drops in traffic without the advertising support that it previously received
 - SD completely dropped off of the top 10 trafficked CA cities

| Traffic Sources by Session | Totals (000) | % of Total | % vs. Last Month |
|----------------------------|--------------|------------|------------------|
| California | 32.5 | 62.9% | +27% |
| San Francisco | 7.0 | 21.6% | +73% |
| Sacramento | 1.7 | 5.5% | +20% |
| Los Angeles | 1.6 | 4.9% | -45% |
| San Jose | 1.6 | 4.8% | +45% |
| Truckee | 1.2 | 3.6% | +69% |
| S. Lake Tahoe | 0.9 | 2.9% | +81% |
| Oakland | 0.7 | 2.2% | +88% |
| Sunnyvale | 0.5 | 1.4% | +40% |
| Nevada | 4.4 | 8.5% | +73% |
| Incline Village | 2.0 | 45.3% | +101% |
| Reno | 1.3 | 30% | +60% |

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

Appendix

Methodology

- Impressions Served** = # of NLT ads that have run to date
- Ordered Impressions** = # of NLT ads that were planned to run to date
- Delivery Index** = Impressions Served divided by Ordered Impressions times by 100
- Clicks** = # of Clicks on NLT ads to date
- CTR** (Click Through Rate) = Clicks divided by Impressions Served
- CPC** (Cost Per Click) = Cost divided by Clicks
- eCPM** (Effective Cost Per Thousand Impressions) = Cost divided by Impressions Served times by 1,000
- View Through** = Visit/Return to web page after digital ad impression or click
- Homepage VTR** = # of post Impression Served and/or Clicks responses that went and/or returned to the NLT Homepage after initial ad encounter divided by Impressions Served
- Cool Deals VTR** = % of post impression and/or click responses that went and/or returned to the NLT Cool Deals page after initial ad encounter divided by Impressions Served
- Completed Views** = # of NLT video ads that ran to 100% completion to date
- VCR** (Video Completion Rate) = Completed Views divided by Impressions Served
- CPCV** (Cost Per Completed View) = Cost divided by Completed Views