

Print Media

- Ads running in July & August include: 7x7, Adventure Sports Journal, LA Magazine and Fairways & Greens.
- The LA Magazine ad is a 2-page cooperative spread

Internet Media

- In June North Lake Tahoe received 520,941 impressions & 7,759 clicks from the paid Internet advertising campaign.
- We saw great success running contests with the internet creative in the month of June. Our early summer internet contests generated 848 names from our Northern California e-mail blasts, 2,362 from our Southern California e-mail blasts and 30 from our national banners. This allows us to not only create awareness of the destination but increase our database as well.
- Internet media running in July & August include Shecky's SF email blast, SFStation email blast, KQED Newsletter, LATimes.com banner, Tripadvisor.com banners, OCWeekly.com email blast, Fairways & Greens email blast, Gordon'sGuide.com annual listing, VisitingLakeTahoe.com coop & Google & Yahoo.

Outdoor

- The Bay Bridge Outdoor Board posted on 6/1.
- We receive a free board for each month from June – August.
- The July board is located:
Santa Clara – Hwy 101 NS 450ft E/O Thomas F/E
Monthly Impressions – 3.2 Million
You see heading towards San Francisco
- The August board is located:
Belmont – Hwy 101 ES 2640ft N/O Raiston Op F/S
Monthly Impressions – 4.8 million
You see heading towards SFO Airport and San Francisco. South of the San Mateo Bridge (Hwy 92)

Broadcast

- The August radio buy will be running 8/17-8/31.
- Stations are KFOG, KOIT, KSAN & KLCC.

Direct Response

- Summer newsletter dropped Friday, June 26. A corresponding email blast to the database was sent Thursday, July 16. The email blast received an open rate of 8% and a click thru rate of 2%.
- Twitter Giveaway was blasted to our database on Wednesday, July 1. The email blast received an open rate of 11% and a click thru rate of 1%. We received 36 giveaway entries. Prior to the giveaway, we had 632 followers. We currently have 743 followers, a total increase of 85%.

GoTahoeNorth.com Website:

- Projects include: Improved delineation between deals and random rotation of deals on the Cool Deals page, addition of Blog, You Tube, Facebook, Twitter and Flickr icons on the homepage, updated Quicklinks to coincide with summer events & activities, creation of Twitter Giveaway page that also includes instruction for Twitter sign-up, enable AFW website and ticketing pages.
- Upcoming GoTahoeNorth.com website: Featured Deals on Cool Deals page, Tell Your Story testing, consider Video Player upgrade options, improved layout on interior pages to create more space for primary content, updating e-mail confirmation for AFW ticketing page, taking down initial AFW landing page to stop spamming issues.



north lake tahoe

n is for north

North Lake Tahoe's Cool Deals swiftly debunks the myth that your summer vacation has to drain the piggy. You'll find online-only specials for everything from free hotel nights, to 2-for-1 dining offers, to unbelievable rates on flat-water kayak tours.

GoTahoeNorth.com | 800.Tahoe4U

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

466_8040 7x7 Magazine
Smith + Jones, Inc. 06/03/09 gG
CMYK, 7 x 4", PDFX-1a

7x7 Magazine

1/2 page, July insertion

Circulation: 48,000

Demographics: 62% female

73% age 25-44

40% married

49% HHI \$100,000+

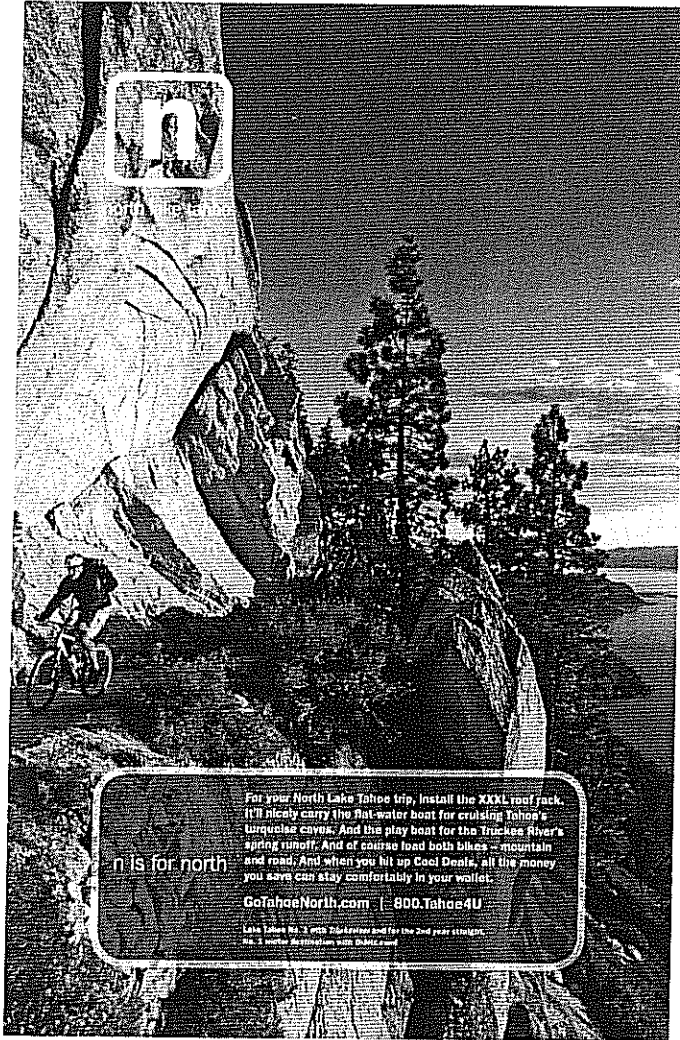
23% visited Lake Tahoe in past year

Distribution: 87% San Francisco

5% Marin

5% Oakland/Berkeley

3% Other



Adventure Sports Journal

2/3 page, July insertion

Circulation: 33,000

Demographics: Median age: 37

60% male/40% female

Average HHI \$78,850

94% hike

64% mountain bike

56% road bike

Distribution: 700 locations (Monterey Bay Area – 20%; San Francisco – 25%; Silicon Valley – 10%; Tahoe – 20%; Sacramento – 5%; Chico – 10%; Fresno – 3%)

29% specialty stores and outfitters

18% restaurants, breweries, cafes

14% sporting goods stores

13% grocery, health food & juice bars

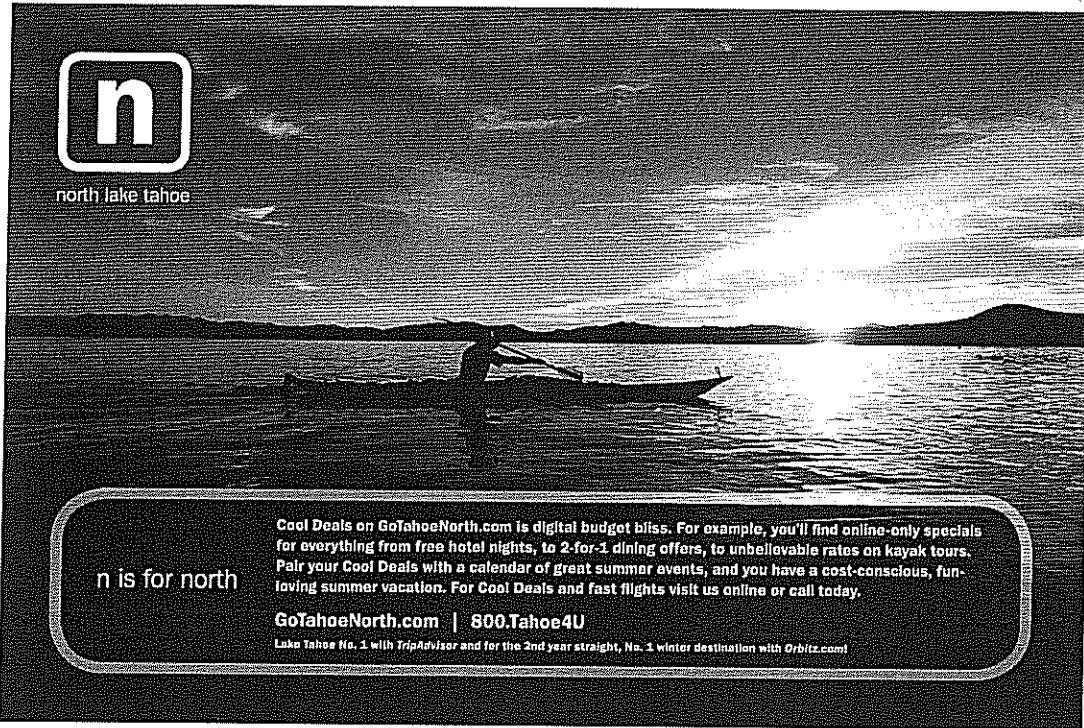
12% health clubs

5% university campuses

5% races & events



north lake tahoe



n is for north

Cool Deals on GoTahoeNorth.com is digital budget bliss. For example, you'll find online-only specials for everything from free hotel nights, to 2-for-1 dining offers, to unbelievable rates on kayak tours. Pair your Cool Deals with a calendar of great summer events, and you have a cost-conscious, fun-loving summer vacation. For Cool Deals and fast flights visit us online or call today.

GoTahoeNorth.com | 800.Tahoe4U

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

466_8038 LA Magazine
Smith + Jones, Inc. 05/27/09 gG
CMYK, 8.25 x 5.5", PDFX-1a

LA Magazine

1/2 page, special Tahoe section

Circulation: 155,709

Demographics: 46% male

23% ages 35-44

24% ages 45-54

39% ages 55+

Average HHI \$212,600

Distribution: 85% in LA consolidated metropolitan statistical area (San Fernando Valley, Ventura County, San Gabriel Valley, Los Angeles Metro, Westside, South Bay, Inland Empire, Orange County)

Major supermarkets & retailers

National bookstores

Major airports

Luxury hotels

Every major newsstand in Southern California, plus select locations nationally



north lake tahoe



n is for north

If an incomparable course setting is essential to your game, put North Lake Tahoe on your fall hit list. There are tee shots seemingly destined for the Lake. Others are along fairways lined by mountain pines. By game's end, North Tahoe's exceptional dining and nightlife set the stage for tomorrow's play. Great golf starts with Cool Deals.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 with TripAdvisor and for the 2nd year straight; No. 1 winter destination with Orbitz.com

466_8082 Fairways and Greens
Smith + Jones, Inc. 07/15/09 gG
CMYK, 7.25 x 4.485, PDFX-1a

Fairways & Greens

1/2 page, August insertion

Circulation: 100,000

Demographics: 89% male

11% female

50% age 35-54

30% age 55+

43% HHI \$100,000+

67% travel regionally when taking golf vacations

Distribution: 19% Northern CA

40% Southern CA

6.5% Northern NV

12% newsstand

20% distributed at golf courses, resorts, retailers and restaurants in CA & NV

4% distributed at special events & golf tournaments

Conference Department Report
Marketing Committee Meeting
June 2009

In June, the conference sales department staff attended a number of key meetings and industry events and hosted one site inspection. The following is a brief recap of the month's activities

Staff hosted a site visit for California Association of Local Agency Formation Commissions. CALAFCO has yet to select a property for their September 2013 meeting but they are indeed coming to North Lake Tahoe. The meeting will generate nearly 600 room nights and represents more than \$80,000 in room revenue alone.

Staff also attended the Affordable Meetings West show in San Jose, CA. This show allows us to the opportunity to promote North Lake Tahoe to over 1500 meeting planners in Northern California over a two day period.

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

Staff attended a planning meeting for the MPI-WEC show (July 2009 in SLC, Utah). NLTRA is partnering with the RSCVA and a number of Tahoe and Reno hotels to provide the region with a more unified and larger presence at this show than if we would have done it as individual entities.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of June staff made over 1000 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.

June Leisure Report
Marketing Committee Meeting
July 28, 2009

TRAVEL TRADE

- Locked in a marketing co-op with the state of CA (promoting CA Snow – North Lake Tahoe, South Lake Tahoe and Mammoth) and SKIMAX Qantas, one of Australia's top ski tour operators. This campaign includes online banner advertising on SKIMAX, Qantas, Snow Watch, and Flight Centre web sites, email blasts out to the SKIMAX and Qantas frequent flyer databases, posters in airports and Qantas Club lounges, an insert into the SKIMAX early bird brochure and more.
- Contracted Ski Tahoe North interchangeable domestic and international tickets with ski wholesalers as well as the North Lake Tahoe Express.
- Passed on POW WOW leads to partners
- Renegotiated contracts with the CA tourism offices in the UK/Ireland and Australia/NZ, to enable the maximum leveraging of dollars for NLTRA in those two markets
- Finalized the CA Snow German campaign set to release during the fall booking season with matched funds from the state and Germany's top ski wholesalers – CanUSA, Fazinaton, Meiers Weltreisen and DERTOUR

FAMs

- No travel trade FAM trips were directly organized by staff in June, 2009

MISC

- Attended the Far West Ski Association's annual conference in Reno
- Held the 2009-10 SSMC domestic trade show planning meeting with all 10 partners in attendance

Special Projects Departmental Report
June 2009

1. Performed daily maintenance of both websites and coordinated content with the Visit California and Visit High Sierra websites.
2. Daily web updates to calendar of events, member listings, troubleshooting.
3. Wrote, built and launched AFW website: www.tahoefoodandwine.com
3. Continued development and fine tuning of the Autumn Food & Wine Program.
4. Attended Sunset Celebration Weekend. Contracted four vendors for AFW Marketplace.
5. Met with Northstar logistics planner, executive chef and commercial leasing manager for preliminary planning and logistics for Autumn Food & Wine.
6. Attended IVCB Historical Society meetings. Staff is on the steering committee of this non-profit.



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
July 20, 2008**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Lake Tahoe Autumn Food and Wine Festival (September 11-13) – drafting/sending media materials to targeted media outlets, leveraging advertising efforts with editorial opportunities and booking chef demonstrations on Northern California television stations.
- C. Generated Significant Media Coverage from Wildflower news release – including North Lake Tahoe coverage with the Weather Channel, SF’s KGO-TV and KNTV in San Jose.

II. News Releases – 4 news releases in the works

- A. North Lake Tahoe Major Developments – drafting
- B. North Lake Tahoe/Placer County Film Projects – drafting
- C. Potlach/Raley’s Center Chamber Mixer (July 31) – drafting
- D. Village at Northstar Chamber Mixer (August 12) - drafting

III. News Releases – 6 news releases distributed since our June 22 report

- A. Waterborne Historic Tour Offers Glimpse Into Tahoe's Past (VNR)
- B. North Lake Tahoe Honored with Marketing Award
- C. Banner Year for Wildflowers in North Lake Tahoe
- D. Tahoe Autumn Food & Wine Fest Welcomes Des Jardins
- E. Tahoe Chamber Mixer is Thursday at Ehrman Mansion
- F. Travelers Going Green Help Keep Tahoe Blue

IV. Media Leads – 37 media requests we've responded to since our June 22 report (does not include those journalists we've actively pitched)

- A. Action – Tim Parsons, Commons Beach concerts, 6/22
- B. CA Tourism – Lauren Meyer, Cool Deals for MSNBC story, 6/22
- C. ABC's View from the Bay – Marybeth Bond, images, 6/22
- D. San Jose Mercury News – Janet Fullwood, summer events, 6/22
- E. San Jose Mercury News – Linda Zavoral, July Fourth events, 6/22
- F. Squaw Valley Times – Bill Jensen, state park closures, 6/24
- G. Davis Enterprise – George Medovoy, possible press trip, 6/26
- H. Sierra Sun – Amy Edgett, summer events, 6/26
- I. CA Tourism – Lauren Meyer, shopping images for Shop CA, 6/29
- J. Smart Meetings magazine – Garrick Naguit, images, 6/29
- K. Rolls Royce Owner's Club magazine – Vera Marie Badertscher, press trip, 6/30
- L. About.com – Allison Stein, culinary travel, 7/1
- M. California Travel Girl – Lora Finnegan, fireworks images, 7/2
- N. KCRA-TV (Sac) – David Bienick, July Fourth details, 7/2
- O. KRON-TV (SF) – Marybeth Bond, July Fourth details, 7/2
- P. Sherman's Travel Media – Melissa Malinowsky, images, 7/2
- Q. Gate 7 – Alison Scott, What's New this Winter, 7/6
- R. Nevada Commission on Tourism – Bethany Drysdale, Ritz, 7/7
- S. MtnWorldPress – Peter Kray, wildflower images, 7/7
- T. KNTV (San Jose) – Tim Bollinger, wildflower images, 7/7
- U. Weather Channel – Kerrie Cassani-Levick, wildflower images, 7/8
- V. Sierra Sun – Ryan Slabaugh, summer events, 7/8
- W. Freelancer Ying Comestine, possible press trip, 7/8
- X. Meeting West magazine – Tony Barlett, what's new, 7/9
- Y. KGO-TV (SF) – Jennifer Olney, wildflower shoot, 7/10
- Z. Via magazine – Laura Kiniry, what's new, 7/10
- AA. The Weekly – Katherine Hill, AFW images, 7/13
- BB. Rand McNally – Erin Vorhies, press trip, 7/13
- CC. Sacramento Bee – Al Pierleoni, Tahoe history details, 7/14

- DD. Cleaner Times magazine – Allison Hester, images, 7/14
- EE. CA Tourism Japan Office – Taeko Asano, wildflower images, 7/14
- FF. MountainGetaway.com – Marie Cleese, Cool Deals, 7/14
- GG. CA Tourism – Amanda Moreland, family ski ideas for Rachael Ray magazine, 7/14
- HH. CA Tourism UK Office – Maddy Morgan, what’s new, 7/16
- II. CA Tourism – Amanda Moreland, kid-friendly resorts for Parents magazine, 7/16
- JJ. Tahoe Tribune – Susan Wood, Thunderbird Lodge dinner, 7/16
- KK. Ski Lake Tahoe – Eric Doyne, new developments, 7/16