



Marketing Committee
July 27, 2010

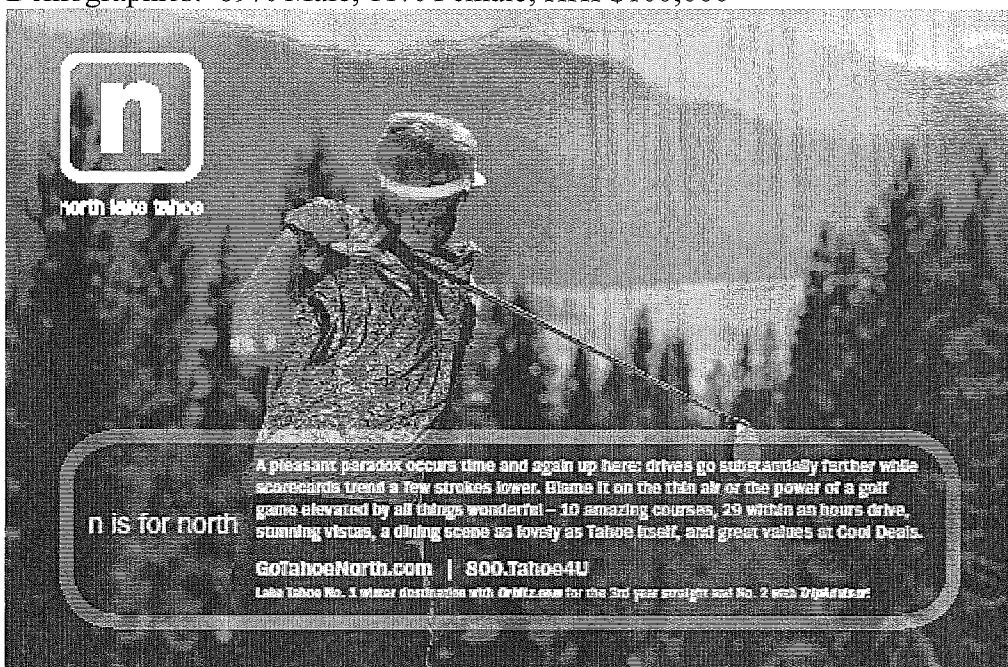
July 2010
Departmental Reports

July/August Insertions

Fairways & Greens (July/August)

Circulation: 100,000

Demographics: 89% Male, 11% Female; HHI \$100,000



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north lake tahoe

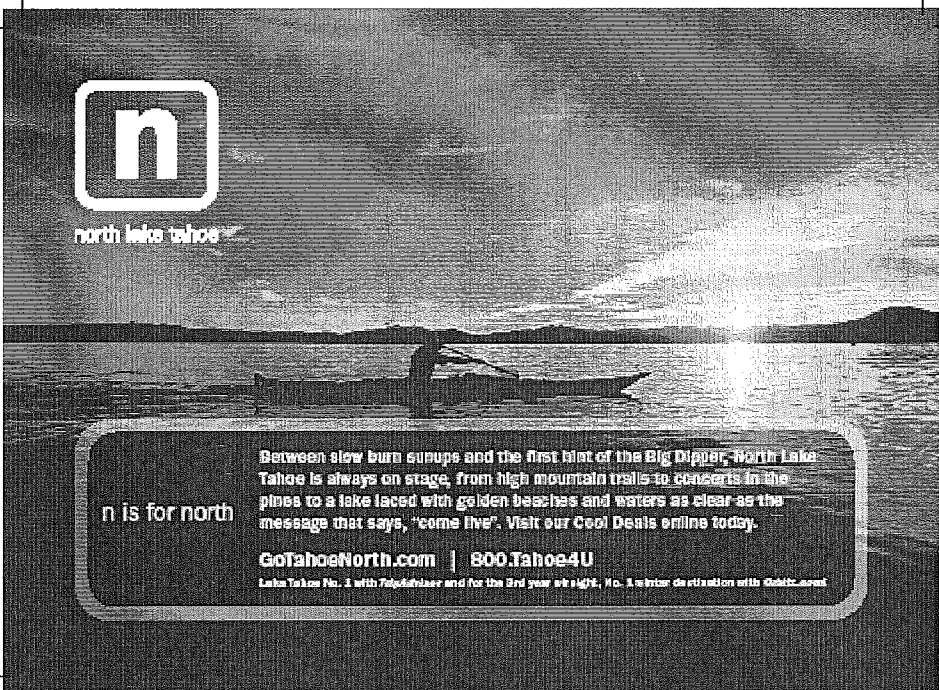
n IS FOR north

A pleasant paradox occurs time and again up here: drives go subcardinally farther while scorecards trend a few strokes lower. Blame it on the thin air or the power of a golf game elevated by all things wonderful – 10 amazing courses, 29 within an hours drive, stunning vistas, a dining scene as lovely as Tahoe itself, and great values at Cool Deals.

GoTahoeNorth.com | 800.Tahoe4U

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

CA Visitor (annual piece)
Circulation: 500,000



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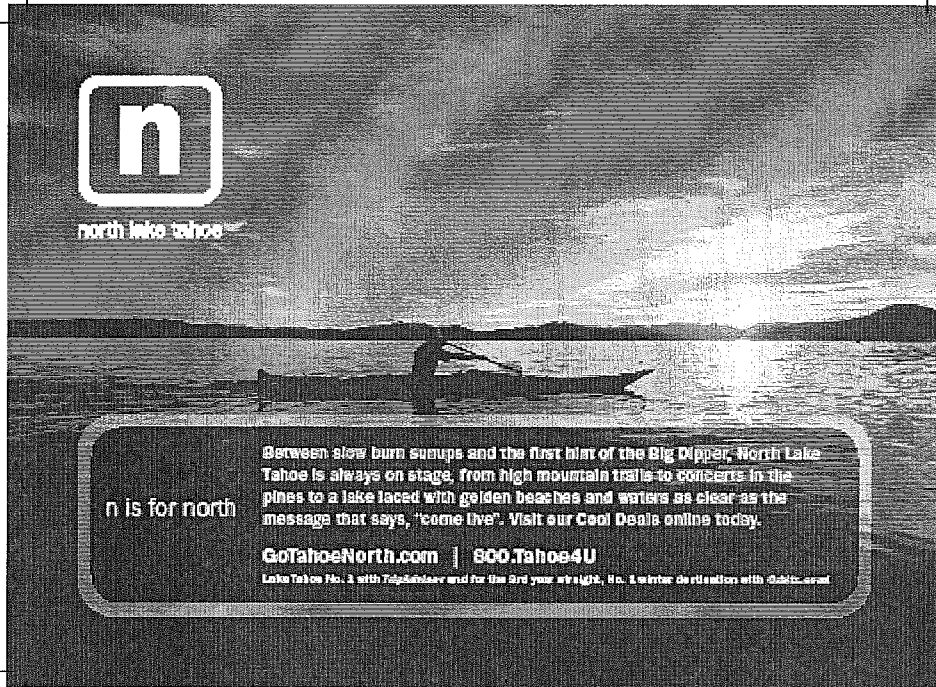
Between slow burn sunups and the first hint of the Big Dipper, North Lake Tahoe is always on stage, from high mountain trails to concerts in the pines to a lake faced with golden beaches and waters as clear as the message that says, "come live". Visit our Cool Deals online today.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 with TripAdvisor and for the 2nd year in a row, No. 1 winter destination with TripAdvisor

466_8297 CA Road Trips
Smith + Jones, Inc. 03/12/10 gG
CMYK, 6.25 x 4.5 Half Page, PDFX-1a

CTTC Road Trips
Circulation: 1,000,000



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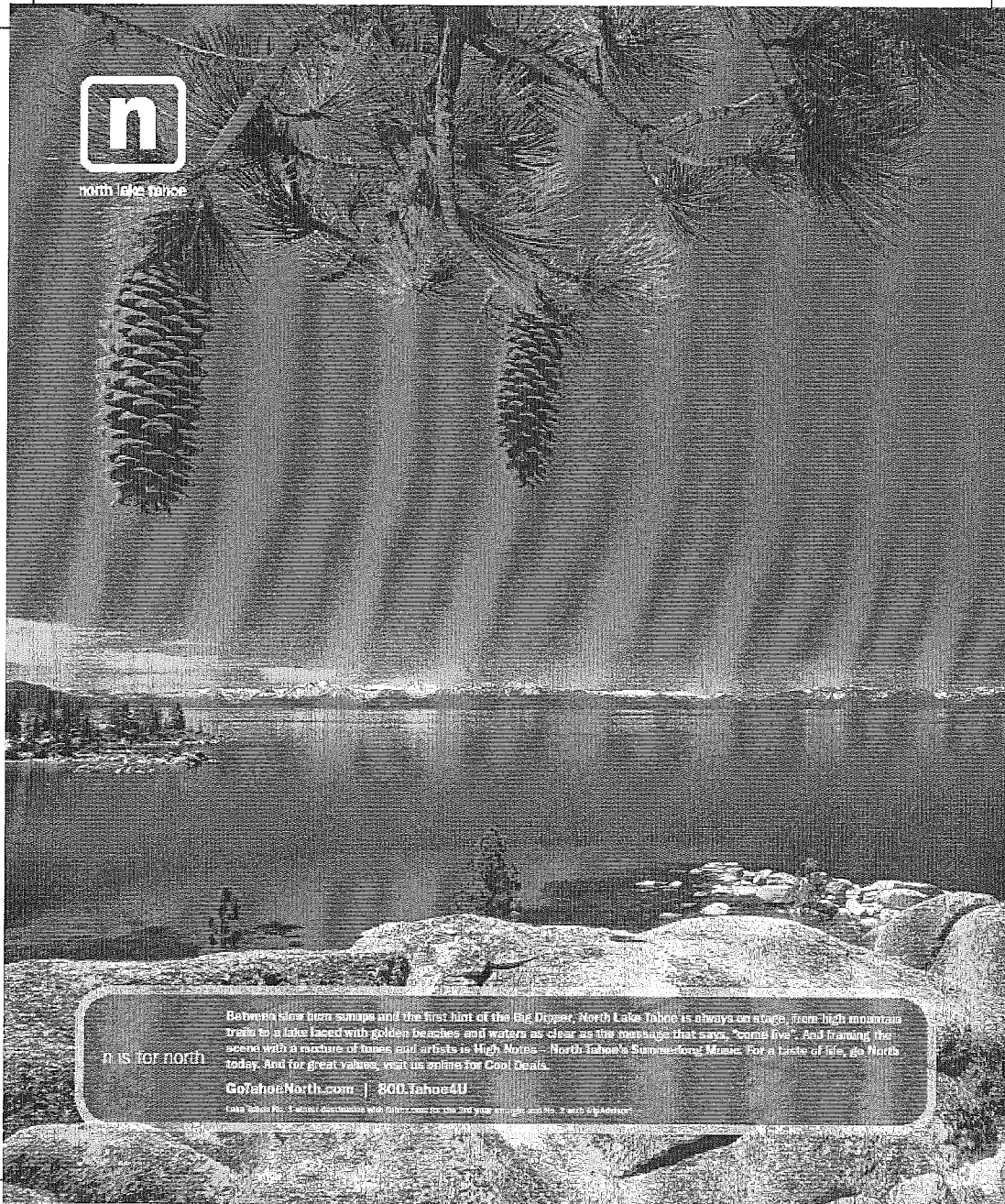
Lake Tahoe No. 1 with Tahoe4U.com and for the 3rd year straight, No. 1 winter destination with Tahoe.com

466 8297 CA Road Trips
Smith + Jones, Inc. 03/12/10 gG
CMYK, 6.25 x 4.5 Half Page, PDFX-1a

7x7 Magazine (July)

Circulation: 40,000

Demographic: 62% Female; HHI \$100,000 for 36% of Adults 35-54



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Between snow-corn stupor and the first hint of the Big Dipper, North Lake Tahoe is always on stage. From high mountain trails to a lake faced with golden beaches and waters as clear as the massage that says, "come live". And framing the scene with a mixture of tunes and artists is High Notes - North Tahoe's Summer-only Music. For a taste of life, go North today. And for great values, visit us online for Cool Deals.

GoTahoeNorth.com | 800.Tahoe4U

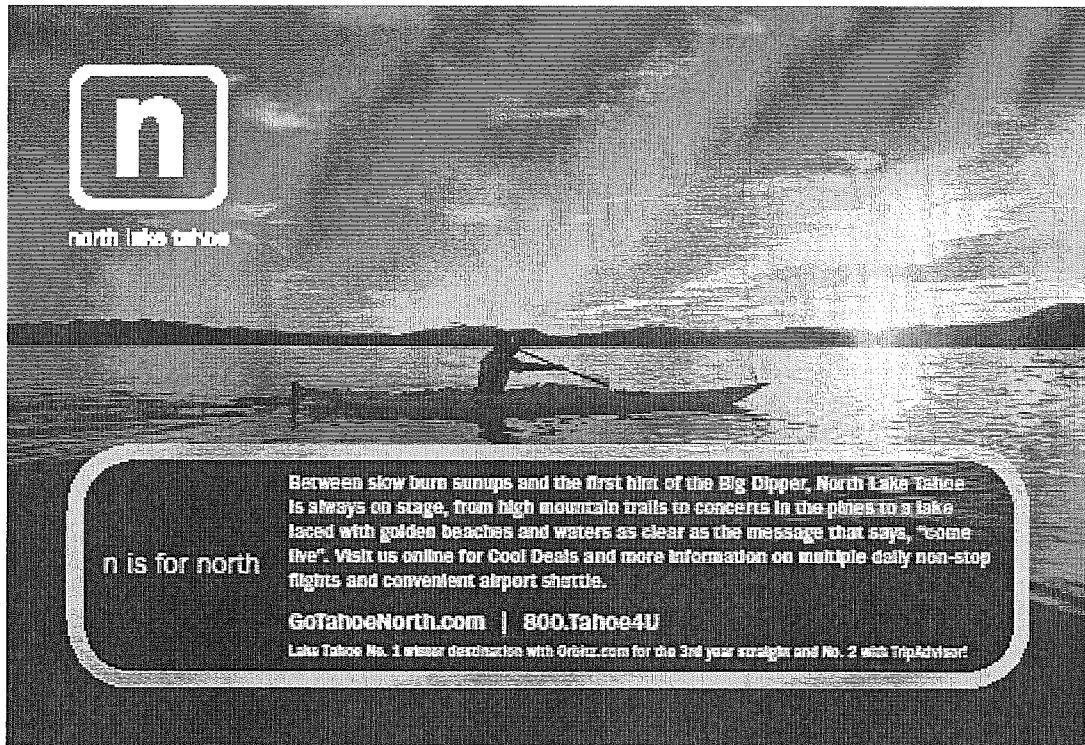
Lake Tahoe P.O. 1 serves destinations with 800.2.com for the 2nd year straight and No. 2 with a 4th Advisor

456_8340 7x7 Magazine
Smith + Jones, Inc. 05/24/10 p6
CMYK, Full Page Bleed, 10 x 12" Trim
PDFX-1a

LA Magazine (July)

Circulation: 155,709

Demographic: 46% Male; HHI \$100,000 adults of 35-54



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GoTahoeNorth.com | 800.Tahoe4U

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

466_8329 LA Magazine July
Smith + Jones, Inc. 05/24/10 gG
CMYK, 1/2 Page - 6.75 x 4.625"
PDFX-1a

Adventure Sports Journal July

Circulation: 33,000

Demographics: Median Age 37; Male: 60%, Female: 40%; HHI \$78,850



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On the sidelines of the divide between who's more blue – the lake or the sky – are trails that test lungs, waters that cure the wide-eyed, and views that inspire silence. In short, fuel for the world's adventuresomes. Visit our CoolDeals online for daily flights, shuttle info, and a taste of North Lake Tahoe.

GoTahoeNorth.com | 800.Tahoe4U

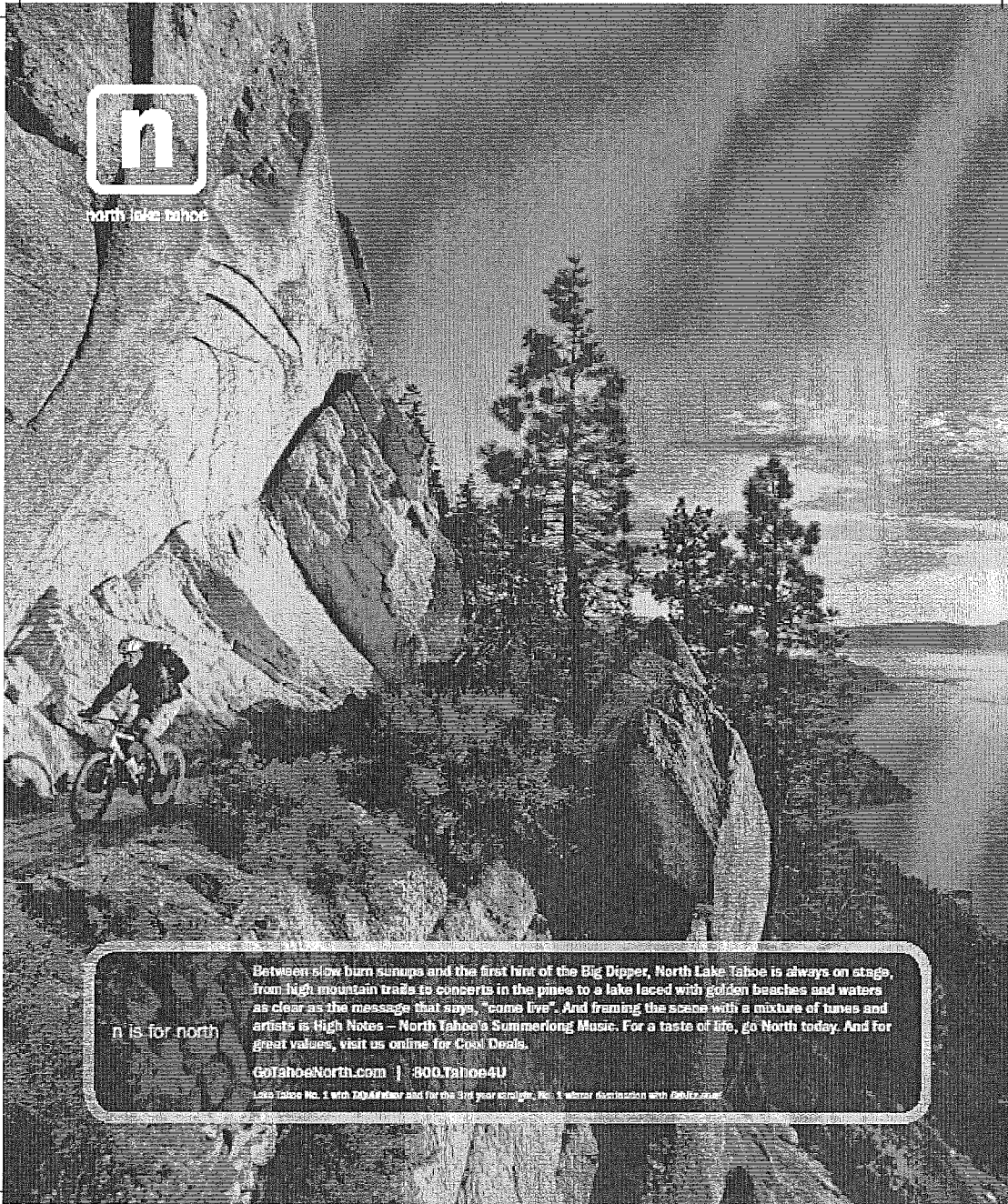
Lake Tahoe No. 1 with TripAdvisor and for the 3rd year straight, No. 1 winter destination with Orbitz.com.

486_8335 Adventure Sports Journal
Smith + Jones, Inc. 05/28/10 gG
CMYK, 2/3 Page, 6.2704 x 12.4375"
PDFX-1a

Diablo Magazine (August)

Circulation: 40,000

Demographic: 71% Female, 11% Visit Lake Tahoe in 12 months, 42% HHI \$100K



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GoTahoeNorth.com | 800.Tahoe4U


Lake Tahoe Inc. is with 100% fiber and for the 3rd year straight, No. 1 water destination with 50Mts.com

468_8352 Diablo Magazine August
Smith + Jones, Inc. 08/08/10 g6
CMYK, Full Page Bleed, 9 x 10.75" Trim
PDFX-1a

Potomac MPI: Memo (July/August)

Circulation: 1300

Demographic: Potomac Chapter of MPI



North Lake Tahoe

Beyond the beauty of North Lake Tahoe are the brains: the vendors, personnel and infrastructure that make getting down to business as pleasant as enjoying 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.

n is for north

- More value with special rates and deals
- 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

North Lake Tahoe No. 1 area property and the state's 2nd year resort. No. 1 resort destination with Orbitz.com!

445_8342 Potomac MPI July/August
Smith + Jones, Inc. 05/25/10 gG
CMYK, 7 x 4.583", PDFX-1a



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Beyond the beauty of North Lake Tahoe are the hotels, the services, 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.

- * More value with special rates and deals
- * Free professional planning services
- * Easy access to Reno/Tahoe Intl. Airport
- * Frequent, scheduled & affordable daily airport shuttles

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

[GetTahoeNorth.com/meetings](http://Get TahoeNorth.com/meetings)
 800.462.3196

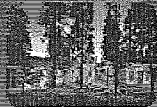
North Lake Tahoe VCG. Member Organizations with rights reserved. For more info, visit www.northlake.com or call 800.462.3196.

FEATURED PARTNERS



Hyatt Regency Lake Tahoe Resort, Spa & Casino
 800.510.4881
LakeTahoe.Hyatt.com

Lakefront luxury for every season with 60,000 sq. ft. of function space, full service boardroom, Stillwater Spa & private beach. Welcome to Hyatt, relax on master account with our Resort & Meetings & Incentives Office. Ask about our Multiple Meetings Offer.



Grand Incline Conference Center & Lodge
 877.562.8364
GrandIncline.com

Known for all-inclusive rates, custom packages and 16,000 sq. ft. of conference space, our meeting packages, from \$165 per person, include lodging, 3 meals per day, cocktails, complimentary internet, meeting space & more. Minutes to Tahoe Day.



Mountain De-lishes® Resort
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NorthLakeTahoe.com

24,000 sq. ft. of new meeting function space, a variety of accommodations, 18-star golf course, dining and relaxation at Mountain De-lishes® and more. Book your group by 06/15/2010 and receive \$100 free meeting space and 10% off on dining. Restrictions apply.

Northern CA Meetings Partner Coop (July)
 Circulation: 10,000



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Beyond the beauty of North Lake Tahoe are 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.

- More value with special rates and deals
- Free professional planning services
- Easy access to Reno/Tahoe Intl. Airport
- Frequent, scheduled & affordable daily airport shuttles

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

GofahoeNorth.com/meetings
800.462.5196

Lake Tahoe MFC is a member destination with 100+ venues for over 275 years straight and 100+ miles of shoreline.

FEATURED PARTNERS



Hyatt Regency Lake Tahoe Resort, Spa & Casino
 800.610.4891
 LakeTahoe.Hyatt.com

Lakefront luxury for every season with 69,000 sq. ft. of function space, full service boardroom, Saltwater Spa & private beach. Receive 10% rebate on master rooms with our Resort & Meetings & Incentives Offer. Ask about our Multiple Meetings Offer.



GrandInnkeeper Conference Center & Lodge
 877.552.6204
 GrandInnkeeper.com

Known for all-inclusive rates, custom packages and 16,000 sq. ft. of conference space, our meeting packages, from \$189 per person, include lodging, 2 meals per day, cocktails, breakfast/salads (w/meal), meeting space & more. Venues in Tahoe City.



Northstar at Tahoe™ Resort
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 NorthstaratTahoe.com

24,600 sq. ft. of new indoor/outdoor space, a variety of room configurations, 18-hole golf course, skiing and the Village at Northstar™ with 35 shops and restaurants. Book your group by 09/15/2010 and receive either free meeting space, audio visual, golf or skiing, restrictions apply.

Conference Department Report Marketing Committee Meeting July 2010

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

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

Staff attended the NLTRA Marketing Committee meeting

Staff on multiple occasions spoke with Smith & Jones regarding upcoming website revisions

Staff on multiple occasions spoke with EXL Media regarding advertising related issues

Staff attended an online demonstration of the new Cvent website

Staff hosted site visits for California Refuse Recycling Council and the National Association of State Workforce Agencies. These programs account for roughly 1100 nights and will bring in approximately \$221,400 in room revenue alone. This does not include food & beverage and other incremental spending which will be exponentially higher. NASWA is still considering San Diego and Monterey while CRRC has selected Lake Tahoe and are now just trying to determine which hotel they will use.

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

Print Ads for June/July: Successful Meetings (May/June), Potomac MPI: Memo (July/August), Smart Meetings (Partner Coop-July), Northern CA Meetings (Partner Coop-July)

Internet for June/July: Conference Summer Newsletter email blast

Leisure Sales
July Departmental Report

TRAVEL TRADE

- Attended RSCVA's annual BLC client event with 50 travel trade in attendance -- a successful 2.5 day networking event already resulting in three new companies contracting the Ski Tahoe North and North Lake Tahoe Express in addition to new partner lodging contracts
- Organized Australian sales mission -- 13 call center trainings/sales calls and a ski media event in five business days making for an efficient and budget-friendly mission
- Put together co-op marketing campaign with SKIMAX -- Australia's leading ski wholesaler. Dollars will be leveraged with additional SKIMAX and CA Tourism spending.
- Met with North Lake Tahoe Express program manager to go over wholesale contracts, working with the OTA's, airport signage and customer service

FAMs

- Hosted Fit for Fun Magazine -- Germany
- Hosted CA tourism international -- French, UK, Japanese, Indian and Mexican offices

MISC

- Met with COO of Ski Butlers' new North lake Tahoe division -- high end ski rentals fitted in each client's room
- Spoke with each Ski Lake Tahoe partner and began organizing the 2010 SSMC budget, ski show tour and the partnerships associated
- Attended Ski Lake Tahoe international meeting to discuss travel trade, media and consumer opportunities overseas

Special Event Departmental Report
July 2010
Submitted by Judy Laverty

1. Attended the Historic Fish Hatchery Grand Re-Opening. The Hatchery received Grant Funding, and staff assisted in realigning and repositioning their marketing plan and ad buys to come in line with their budget.
2. Continued to assemble and update the master calendar of music events for the High Notes Summerlong Music Series marketing campaign.
3. Staff along with the Tourism Director and the LTVA completed the rfp bidding process for the May 2011 Amgen Tour of California. Decision on location for the Stage 1 start/finish, Stage 2 start is pending.
4. Participated in ongoing meetings and discussions for upcoming Amgen Tour of California rfp. Staff has been elected to act as Director of Operations for the North Shore stage of the race.
5. Staff continues to finalize the events for Autumn Food & Wine and is developing some high profile events with our partner, The Ritz-Carlton Highlands, Lake Tahoe. Some of the AFW events will be staged at the Ritz.
6. Met with TahoeTV for a sponsorship trade for fresh b-roll footage of this years AFW event.
7. Sent out email blast calling for Cool Deal lodging packages for Autumn Food & Wine.
8. All AFW restaurant, winery, and vendor invites mailed out.
9. Conducted site tour at Northstar with NorCal Beverage General Manager.
10. Launched AFW website, including online ticketing component www.TahoeFoodandWine.com
11. Attended the marketing committee meeting and marketing staff meeting.



professional creative services

July 2010 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- fine-tuning High Notes music calendar - content and video for each event
- keeping up with the basic calendar of events
- posting featured events weekly
- keeping up with posting event videos
- making requested changes to organization pages
- going over content and creating bullet points/headers for better readability within categories
- keeping up with images on the Flickr Account
- finding better photos for properties/businesses
- switching out photos for better quality images when available
- posting video to individual organization pages for enhancement
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone on the site
- checking site daily for any issues, links, errors, etc.

North Lake Tahoe Marketing Cooperative: Social Marketing Report July 23, 2010

Facebook

- 2,492 Fans that “Like” Lake Tahoe North
 - 6% increase over June 2010
- 61% Women, 38% Men and 1% DND
 - Women 25-34 comprised 30% of the fans followed by 24% of women age 35-44
 - Men 25-34 comprise 11% of the fans followed by 9% between the ages of 35-44
- Post are made 2-3 times a day
 - Events, activities, attractions, weather, Go Tahoe North newsletters, photos and videos from partners
- RSS feeds are integrated for immediate updates
- Entertainment and event schedules are posted to the notes pages with embedded links
- Photos has increased with Fan submissions for the photo contest
- Starting the week of June 28, the summer promotions began running
 - Current promotion encourages fans to submit photos. Winner receives a prize and their photo is the profile picture of the week.
 - Additional contests have included “tell us your favorite beach” and other favorite requests focusing on Fans favorite places in North Lake
 - Activities, events, attractions, etc. offered as prizes
 - Contests designed to increase followers and encourage current fans to suggest to their friends

Twitter

- 1,536 followers
- NLT on 107 lists developed by followers
- Posts are comprised of 3-5 original Tweets per day, 2-3 re-Tweets and 3-5 replies, on average
 - Events, activities, attractions, weather, Go Tahoe North newsletters, photos and videos from partners
- Twitpics are used to showcase the destination
- Currently running summer giveaways starting June 28 through Labor Day
 - Once contest involved followers ReTweeting a photo of the lake
 - Activities, events, attractions, etc. offered as prizes
 - Contests designed to increase followers by encouraging responses from followers

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**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
July 23, 2010**

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. Summer press kit media materials – began distributing key summer press kit materials to targeted media outlets the week of May 3. Also pitching premier fall events to long lead media outlets.
- C. Coordinated press trips for Editor-in-Chief Ken Shapiro of TravelAge West magazine, Benoit Lebourgeois of the LA Times, freelancer Glen Putman, photographer Richard Ross (freelances with Vogue, New York Times and LA Times), Ken Van Vechten of Horizon Air’s in-flight magazine and Carmel Mooney of Sacramento’s KJAY Radio.
- D. AMGEN – strategizing public relations efforts, creating initial plan
- E. Advertorial – drafted advertorial copy for Via Magazine, The Executive Magazine (CA Society of Association Executives), as well as copy for RMC’s monthly e-blast.

II. News Releases – 5 news releases in the works

- A. Lake Tahoe Autumn Food & Wine Festival Blazing Pans – drafting
- B. Lake Tahoe Autumn Food & Wine Festival Celebrity Chefs - drafting

- C. The Potlatch Chamber Mixer (July 30) - drafting
- D. Northstar-at-Tahoe Chamber Mixer (August 10) – drafting
- E. Chamber Education Professional Workshop (August 18) - drafting

III. News Releases – 9 news releases distributed since our June 22 report

- A. Mark Twain Cultural Center to Host Chamber Mixer July 8
- B. Tahoe City Field Station to Host Chamber Mixer July 10
- C. Establishing Your Business’ Value Seminar is July 14
- D. Chamber Sponsoring Prosperity Planning Meeting July 15
- E. North Lake Tahoe’s Music Series High Notes Has New Website
- F. Rafting on the Truckee River is Open (and VNR news release)
- G. Tahoe Food and Wine Festival Celebrates 25th Anniversary
- H. Kids Are Naturally Entertained in North Lake Tahoe

IV. Media Leads – 31 media requests we’ve responded to since our June 22 report (does not include those journalists we’ve actively pitched)

- A. Freelancer Roger Sheppard – fireworks images, 6/22
- B. Sacramento Bee – Al Pierleoni, paddle board story, 6/22
- C. TravelAge West – Ken Shapiro, golf at the Resort at Squaw Creek, 6/23
- D. LA Times – Benoit Lebourgeois – Earth, Water & Sky press trip, 6/23
- E. Freelancer – Glen Putman, dinner at PlumpJack, 6/23
- F. Journey’s Magazine – Julie Vecci, story angles, 6/28
- G. CA Tourism – Kat Burnside – “Inspired by CA” documentary, 6/28
- H. Eyewitness Guide – Lisa Cope, fact checking, 6/30
- I. Birds & Bloom Magazine – Kris Wetherbee, birding in Tahoe, 7/1
- J. La’HiTz’Media – Jacquie Taliaferro, possible press trip, 7/1
- K. Links Magazine – Tom Cunneff, Tahoe story angles, 7/1
- L. San Joaquin Magazine – Don Jackson, possible press trip, 7/1
- M. Freelancer Richard Ross – traveling with pet press trip, 7/5
- N. Meetings West Magazine – Tony Bartlett, story angles/images, 7/6
- O. Sliding on the Cheap – Kevin Tinto, story angles, 7/8

- P. Horizon Air Magazine - Ken Van Vechten, press trip, 7/8
- Q. Zvents.com – Lake Tahoe Autumn Food and Wine materials, 7/11
- R. Capitol Public Radio – Emily Graham, tourism statistics, 7/11
- S. Linksmagazine.com – Jessie McIlwee, images, 7/12
- T. Via Magazine – Laura Kiniry, what’s new this winter, 7/13
- U. Endless Vacation Magazine – Karen Nagy, Tahoe winter deals, 7/13
- V. “Where to Play Golf” Radio Interview – Michael Steward, 7/13
- W. Aces Magazine – Brent Miller, images, 7/15
- X. SF Examiner.com – Elizabeth Sedway, kids eat free programs, 7/15
- Y. The Weekly – Katherine Hill, possible AFW cover images, 7/15
- Z. KJAY Radio – Carmel Mooney, rafting press trip, 7/15
- AA. Freelancer Zach Chouteau – possible AFW press trip, 7/18
- BB. Nightlife Magazine (NYC) – Mie Cutino, AFW, 7/18
- CC. CaliforniaTravelInsider.com – Barb Steinberg, rafting images, 7/21
- DD. SF Chronicle – Christine Delsol, rafting images, 7/21
- EE. TheMomReviews.com – Jennifer Andrade, press trip, 7/22/10