



north lake tahoe
Chamber | CVB | Resort Association

Marketing Committee July 24th 2012

July 2012 Departmental Reports

Conference Department Report July 2012

In July 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 met with our new advertising agency, School of Thought, to discuss conference department programs

Staff participated in on conference call with The Hyland Group staff. The Hyland Group is a sales representation firm that has been retained by the conference sales department. Hyland Group has 6 sales people between their DC and Chicago offices and will be promotion North Lake Tahoe in those market and generating new business for the region. They have generated 3 new leads in the first three weeks of our partnership

Staff compiled year end reports.

Staff continued to work with Meetings Focus Magazine staff along with DSC to coordinate the upcoming Meetings Focus Live client event at the Resort at Squaw Creek. Meetings Focus Live is a one on one, appointment based trade show that will bring over 30 well qualified customers to the area the last week of August.

Staff continued to work on the Meetings Focus Live post-fam trip. The post-fam will consist of 10 well qualified customers who will be staying at the Ritz-Carlton for two nights. Staff will coordinate meals, activities and property tours for clients

Staff attended Tahoe Donner Familiarization tour and Golf Event. Staff toured group food & beverage facilities, cross-country center and their areas for summer team building.

Staff hosted a site visit for GREYSHACK Films. GREYSHACK Films are producing a movie called "Last Weekend" that will be filmed entirely on the West shore of Lake Tahoe. The cast and crew will generate over 1700 room nights and \$100,000 of room revenue between August 13, 2012 and October 19, 2012.

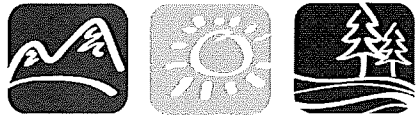
Staff hosted a site visit for the National Retail Hobby Stores Association. NRHSA is considering Tahoe for their May 2014 Annual Meeting. The group will use an estimated 685 room nights and generate nearly \$80,000 in room revenue alone.

Staff hosted a multi-day site visit for Honeywell Automation & Control Solutions. Honeywell is considering North Lake Tahoe for two programs in 2013. The first one is Alerton Platinum Dealers Incentive in March 2013. The incentive will generate over 100 room nights and over \$26,250 in room revenue. The second program is the Tend Reward Trip for September 2013. This reward trip will generate over 90 room nights and over \$22,250 in room revenue

Staff attended Squaw Valley High Camp Familiarization Afternoon. During this event Staff tour the indoor and outdoor function space, and learned about the many team building activities available at High Camp.

Staff planned a multi-day site for Trilogy Financial Services. This site will take place the first week of August. Trilogy is considering North Lake Tahoe for their spring 2015 Insurance Symposium. This program is over 160 room nights and 80 people.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of June staff made over 400 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.



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July Leisure Report
Marketing Committee Meeting
7-24-12

TRAVEL TRADE

- Attended RSCVA's Biggest Little City travel trade golf event with wholesalers, airlines and coach companies in attendance
- Updated and renewed Travel Trade/PR contract with Visit CA UK/Ireland
- Updated and renewed Travel Trade.PR contract with Visit CA Australia/New Zealand
- Met with Living Social Adventures to put together winter bus trip day visits
- Attending SkiTops University to meet one on one with the domestic ski wholesalers and train their top call center agents. The event begins on July 29th.

FAMs

- Put together itinerary for the director of Visit CA France/Belgium's August visit
- Put together the itinerary for an Australian media visit in August
- Assisting with planning for the SkiTops University ski wholesaler call center agent post-fam in early August

CONSUMER & MISC

- Putting together the agenda for the High Sierra Visitor Council's annual planning meeting
- Working with the Sierra Ski Marketing Council partners on aligning the 2012 fall consumer ski show tour with Ski Lake Tahoe's 2012/13 marketing plan

Special Event Programs
Departmental Report July 2012
Submitted by: Judy Lavery-Capach

WANDERLUST, COPPER MOUNTAIN, COLORADO

Staff attended Wanderlust Colorado July 5-9 as a vendor. Materials distributed included our summer travel planner, North Tahoe Maps, Wellness Event Calendar, High Notes Music Calendar, Autumn Food & Wine and Wanderlust, Squaw Valley.

AMGEN TOUR OF CALIFORNIA PROPOSAL FOR 2013

Staff along with the Chief Marketing Officer are actively pursuing a stage of the Amgen for 2013.

SPORTS MARKETING

Staff is following up on the leads generated at the NASC show last month in Hartford and is working closely with the Conference Sales Department on potential room blocks and regional sports commission meetings.

DRAGON BOAT RACES

Staff met with and conducted site tours with the Dragon Boat Race producer from Toronto along with the representative from the RSCVA. The prospects are excellent that North Lake Tahoe will be the venue for the Dragon Boat Races in late June 2013. As soon as confirmation is received, staff will start the permitting process with the County and NTPUD as Kings Beach will be the venue.

AUTUMN FOOD AND WINE

Staff has finalized the booking of seminars, chefs, winery presentations, special food and wine events for the Autumn Food & Wine Festival at Northstar. Ticketing is live and is being managed by Northstar. All restaurant, winery and vendor invitations went out and a consumer direct mail campaign is scheduled for the end of July.

TAHOE NALU STAND UP PADDLE BOARD RACE

Staff attended the Tahoe Nalu SUP pre-event meeting. Staff will help man the registration desk at the venue on August 11-12.

TAHOE TRAIL 100 - LEADVILLE QUALIFIER MOUNTAIN BIKE RACE

Staff finalized all details, logistics and the NLTRA sponsorship contract with Northstar for the race to be held Sunday, July 22 at Northstar. This race is a qualifier for the Leadville, Colorado 100K race held later this year.

MEETINGS:

Staff attended the Chamber Advisory Meeting and Marketing Committee Meeting. Staff also met with School of Thought Agency, Northstar (for AFW) and met with the area supervisor of the Alcoholic Control Board, Sacramento for AFW new licensing procedures.



professional creative services

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

- working on updating Autumn Food and Wine pages/sections for 2012
- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping a master “Marquee Calendar” and updating this calendar with major events
- updating content regarding headliners, festivals and weekly music on “High Notes”
- keeping up with posting event videos
- contacting event producers by phone and email
- create or edit pages as needed for various subjects such as sports or events
- posting featured events on home-page link/slider
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- finding better photos and switching out when available (all sections)
- posting press releases and press kit
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- created an 8.5 x 11 content flyer including “wellness events”
- keeping Trip Advisor updated

Shelley Fallon

NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
June 14, 2012 – July 16, 2012
PREPARED BY RKPR INC.

FACEBOOK

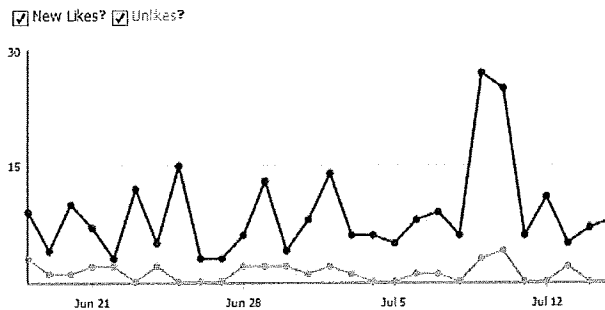
Snapshot

	June 14, 2012	July 16, 2012	% INCREASE
Facebook "Likes"	7,255	7,461	2.83%
Friends of Fans	2,673,140	2,746,051	2.72%
People Talking About Us	2,324	5,699	145.22%
Total Reach	416,518	161,600	-61.20%

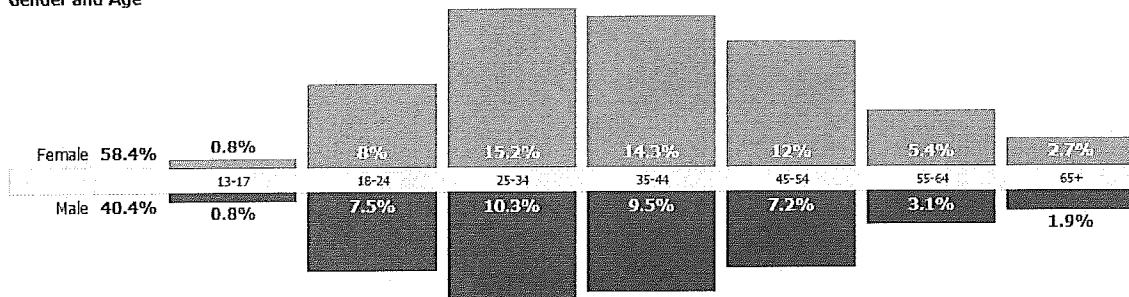
Statistics

Cities?

- 574 Reno, NV
- 270 San Francisco, CA
- 228 Sacramento, CA
- 213 San Diego, CA
- 195 Truckee, CA
- 193 Los Angeles, CA
- 131 Incline Village, NV

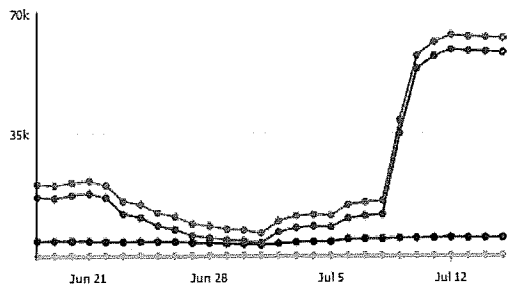


Gender and Age?

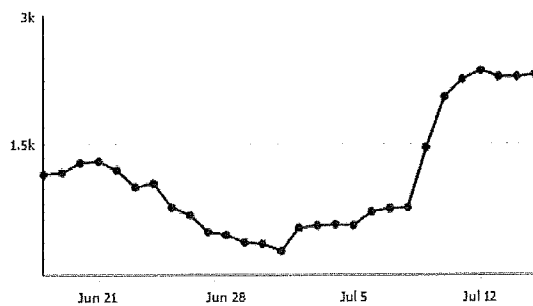


Reach?

Organic? Paid? Viral? Total?



Talking About This?



- The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com with additional external referrers including Google, Bing.com and e-mail servers
- Continued Tahoe-area “pages,” photographers and fans posting to the page with area news, questions, photos, etc. which reflects the feeling of community within page users
- Continued new Cover Page with “postcard image” or relevant images to given promotions that is changed out on a biweekly to weekly basis
- Increased interaction due to the summer season.
- High page engagement ranging from 15-30% (above average Facebook engagement rate)

Lake Tahoe North
July 9

Another great week ahead in North Lake

Like · Comment · Share 113

252 people like this.

View all 18 comments

Bob Gates Always wanted to go there.
July 9 at 7:45pm · Like

Patricia Gilmore Wish I were there.
July 14 at 8:43am · Like

Lake Tahoe North
July 10

Care to Kayak? Check out Tahoe Adventure Company

Like · Comment · Share 56

101 people like this.

View all 11 comments

Red Wolf Lakeside Lodge love kayaking :D
July 10 at 7:03pm · Like

Mary Prieto Shure Scott, you should try it. It's so fun!
July 11 at 6:15am · Like

Next Steps

- Continuing to update cover page biweekly to weekly to feature a fan or resort photo from a wall posting, highlighting current images and weather patterns
- Photos and videos continue to be the highest driver for likes and comments; users tend to respond better to first-person/in-the-moment photos that give them the feeling of what's really happening at Tahoe rather than posed/commercial shots
- Posts related to what actually happening and what "we're" enjoying generate more interaction and updates about deals, events, etc.
- Focus on summer activities, sponsorships and events
- Complete Wanderlust campaign to promote the festival and NLT's support and offerings to visitors.
- Integrate promotion with Tahoe Mountain Sports for a summer gear giveaway

Recommendations

- Continue contests partnered with small ad campaigns to drive "Likes"
- Continue to secure more first-person photos and encourage user photos to increase interaction
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel
- Continue sponsored ad and "Like" campaigns to increase fans
- Develop "partner" app with links to partner Facebook pages

TWITTER

TWITTER	June 14, 2012	July 16, 2012	% INCREASE
Followers	3,910	3,661	-6.36%
Listed	215	217	0.93%

Statistics/ Activities

- Currently following 2,723 users
- 3,948 tweets
- Ranked 1st in North Lake Tahoe Area by Twitaholic
- Engaging in conversations and, similar to Facebook, providing “Help Desk” style support to followers, visitors to the area and individuals referring “Tahoe” in general
- Sharing news story that focus on Tahoe tourism
- Re-tweeting and commenting on photos posted of the area
- Re-tweeting comments and posts from Tahoe North resorts and partners
- Klout
 - Klout ranking ranging between 40-43, 282 Reach
 - Currently ranked as a **Socializer**. A hub of social scenes and people count on NLT to find out what's happening. Quick to connect people and readily share social savvy. Followers appreciate network and generosity.
 - Influential on 20 topics including Lake Tahoe, Skiing, California, Travel & Tourism and Nevada
 - Have been added to 7 user lists within Klout (Travel, Tourism, California, Skilaketahoe and Snowshoeing Destinations)

90-day Activity

Twitter

Retweets	153
Mentions	105
Followers	3.7K
Following	2.7K

Analysis

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip once they've arrived
- Content continues to be positive for Lake Tahoe North with comments of future or past travel

Recommendations

- Continue to explore opportunities for promotions to build and engage followers including Tahoe Chats and starting Tweet Chats
- Continue to engage with local resorts and merchants to create positive conversations on conditions
- Continue to tweet regularly throughout the day and engage in conversations
- Continue to integrate Wanderlust campaign

BLOG

Statistics

- 6 posts were added since last report:
 - North Lake Tahoe to Host Full Distance Ironman September 22, 2013 (5 Tweets, 8 Likes)
 - Tahoe's Wanderlust Festival Hosts Notable Music Lineup (4 Tweets)
 - Yogis Are The Stars At North Tahoe's Wanderlust Festival (4 Tweets, 2 Likes)
 - Squaw's Summer 2012 Music Line-Up (9 Tweets)
 - Free Summer Music at North Tahoe's High Notes Music Series (6 Tweets, 1 Like)
 - North Lake Tahoe Celebrates July Fourth with a Lots and Lots of Fireworks! (6 Tweets, 17 Likes)

Analysis

- Detailed, longer posts surrounding activities garner higher engagement
- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website
- Blog provides searchable and relevant content through search engines
- Integrating more photos and videos where possible from partners
- Incorporating PR efforts throughout blog posts
- Increased social sharing

Recommendations

- Continue posting 4-5 blogs or more as needed per month on average reinforcing the North Lake Tahoe brand
- Start a "Tahoe Wedding Venues" blog series to coincide with wedding season and garner pins on Pinterest
- Integrate "Pin It" Icon for Pinterest users
- Explore hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- Continue to seek out Tahoe stories to share via the blog that will inspire and excite readers while also sharing the North Lake Tahoe brand and attitude

FOURSQUARE

- With the brand page we continue to add new followers **now called “likes”**, up 5.22% to 423
- Have 30 tips posted on locations throughout north Tahoe as well as two To-Do Lists for followers covering NLT Ski/Board Resorts locals pick runs and locals picks of area beaches, both lists secured from existing content on GoTahoeNorth.com
- Statistics
 - 0 total check-ins within the last 30 days
 - Check-ins are currently only for the Incline Crystal Bay Visitors & Convention Bureau

Recommendations

- Continue to request tips, especially for spring and summer activities
- Update new tips when provided
- In process of adding new venue - Tahoe City Visitor's Center - for increased check-in opportunities
- Explore adding a check-in deal in conjunction with the visitors centers, events and partners

FLICKR

- 24,182 25,502 all-time photo views, a 5.69% increase
- 253 photos and 3 videos
- Maintain 62 contacts and have membership in 17 groups

Analysis and Recommendations

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

PINTEREST

- 10 Boards
 - North Lake Tahoe Ski Resorts
 - North Lake Tahoe Food & Drink
 - North Lake Tahoe Lodging
 - North Lake Tahoe Weddings
 - North Lake Tahoe Outdoors
 - North Lake Tahoe Indoors
 - North Lake Tahoe Events
 - North Lake Tahoe Cool Deals
 - North Lake Tahoe in the News
 - Wanderlust California 2012
- 161 Pins, 18 Likes
- 77 Followers (33% increase), Following 71
- Approximately 126 Repins, 56 Likes

Analysis and Recommendations

- Site serves as a bulletin board of images for use in social updates and general views
- Continue pinning images from North Lake Tahoe website as well as pins from resorts, restaurants, venues and other North Lake Tahoe venues
- Research wedding venues in North Tahoe
- Coordinate pinning with the new wedding blog series
- Explore opportunity to host a wedding Pinterest contest

YOUTUBE

Snapshot

YOUTUBE	June 14, 2012	July 16, 2012	% INCREASE
Total Video Views	28,898	29,139	0.83%
Subscribers	56	56	0%

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

Analysis and Recommendations

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

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**North Lake Tahoe Chamber/CVB/Resort Association Public Relations Report
Marketing Committee
July 19, 2012**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Lake Tahoe Autumn Food and Wine Festival – inviting key media to attend and experience the event firsthand, working with Northstar California to coordinate hit list. Securing event editorial.
- C. September Bike Media Fam – repositioning fam to individual press trips in fall per the request of targeted biking/cycling media outlets.

II. News Releases – 4 news releases in the works

- A. Lake Tahoe Water Shuttle – drafting
- B. Hiking North Lake Tahoe – drafting
- C. Biking North Lake Tahoe – drafting
- D. Business Mixer at the Potlatch (August 3) - drafting

III. News Releases – 9 news releases distributed since our June 20 report

- A. Lighthouse Spa to Host North Tahoe Chamber Mixer July 12

- B. Lake Tahoe Food & Wine Festival Expands, Set for September 1-9
- C. North Lake Tahoe Hires Hyland Groups as Meetings Rep Firm
- D. Yogis Are the Stars at North Tahoe's Wanderlust Festival
- E. Tahoe's Wanderlust Festival Hosts Notable Music Lineup
- F. Lake Forest Businesses to Host Chamber Mixer July 19
- G. Sexual Harassment Workshop is July 26 in Truckee
- H. North Tahoe's Wanderlust Festival Caters to Families
- I. Lake Tahoe Flow Arts Festival is September 4-6 in Kings Beach

IV. Media Leads – 24 media requests we've responded to since our June 20 report (does not include those journalists we've actively pitched)

- A. Sierra Sun – Amy Edgett, Wanderlust details, 6/22
- B. Visit California/SmarterTravel.com – Rachel Veu, fireworks images, 6/25
- C. TravelChannel.com – Vanessa Mack, fireworks images, 6/27
- D. Reno Media – Annie Flanzraich, AFW images, 7/2
- E. SF Examiner – Kathleen Jay, Kings Beach lodging, 7/2
- F. MountainGetaway.com – Alicia Taylor, AFW details, 7/3
- G. Associated Press – Martin Griffiths, Tahoe City lakeside trail, 7/5
- H. Association News – Ann Shepphird, Tahoe images, 7/9
- I. Tahoe's Action – Tim Parson, Shakespeare Festival pr contact, 7/9
- J. Visit California – Kate Buska, What's New fact checking, 7/10
- K. Freelancer Carmel Mooney – AFW images/details, 7/10
- L. YubaNet – Pascale, AFW images/details, 7/10
- M. NBCBayArea.com – Alysia Gray Painter, AFW images/details, 7/10
- N. Casino Travel News – Linda Anderson, AFW images/details, 7/10
- O. WheretoPlayGolf.com – Michael Stewart, possible pres trip, 7/10
- P. Spirituality & Health magazine – Jamie Stringfellow, chef contacts, 7/10
- Q. TheMomReviews.com – Jen Andrade, possible press trip, 7/10
- R. PlanetGrape.com – Jullian Dowler, AFW details/images, 7/10
- S. San Francisco Magazine – Eli Wolfe, Tahoe story ideas, 7/11
- T. Sierra Sun – Amy Edgett, Wanderlust pr contact, 7/16
- U. Ski Lake Tahoe Guide – Elle Gianforte, winter copy ideas, 7/16
- V. Northside Living Magazine – Patty Burness, AFW details, 7/16
- W. Travel & Leisure Magazine – Stirling Kelso, best beach details, 7/19
- X. Visit California – Shannon Brooks, unusual attractions for UK writer, 7/19