



July 2014

Marketing Departmental Reports

July Departmental Report: Advertising
NLT 2014 Summer Campaign

SEM:
Ad Groups: Human Powered Sports, Cool Deals, High Notes

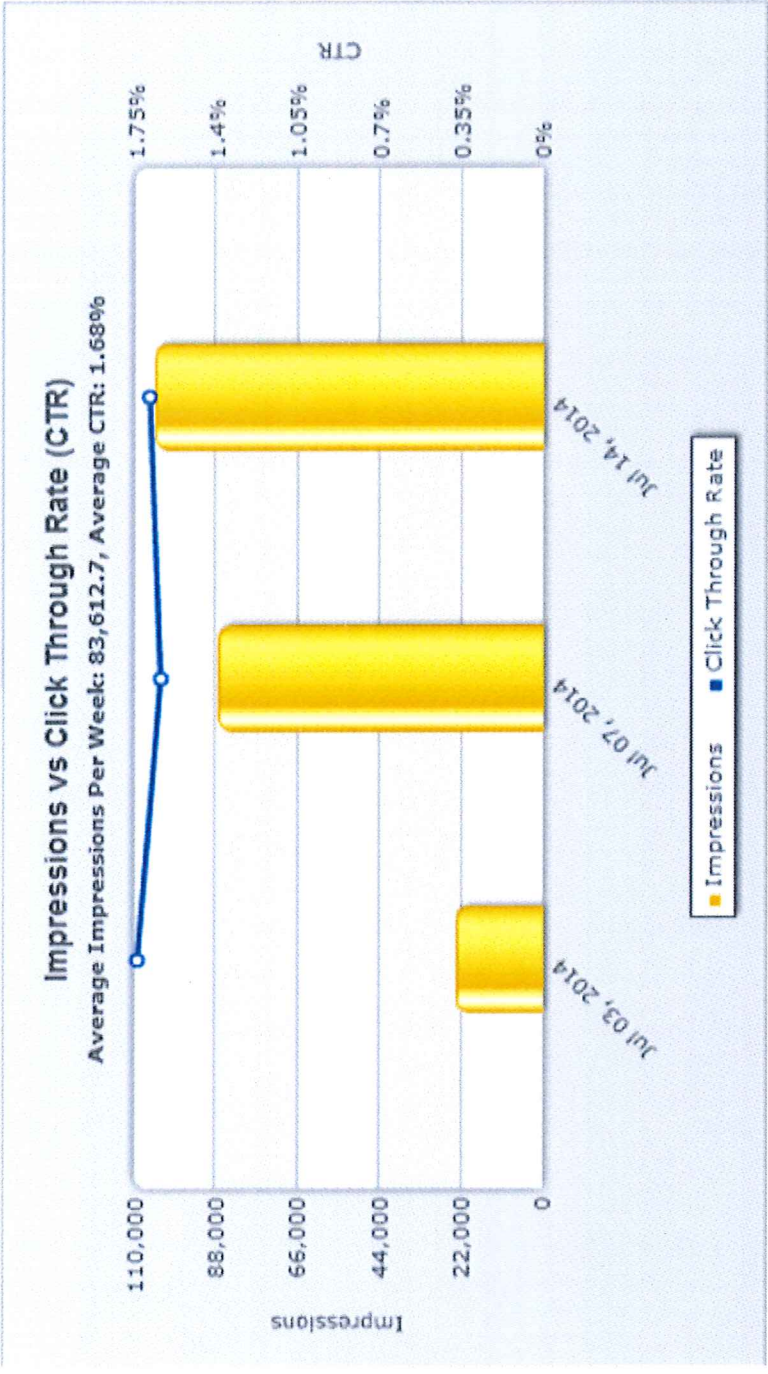
Southern California

Impressions: 215,004

Clicks: 5,996

CTR: 1.68%

Cost per click: \$.62



Results reflect 6/30/14 - 7/21/14

SEM:
Top Keywords

1. weather forecast Lake Tahoe
2. 10 day weather forecast
3. things to do Lake Tahoe
4. Lake Tahoe things to do
5. Truckee events
6. Lake Tahoe cabin rental
7. Lake Tahoe Summer Activities
8. Activities Lake Tahoe
9. Lake Tahoe Concerts
10. North Lake Tahoe events
11. South Lake Tahoe events
12. Lake Tahoe summer events
13. weather conditions Tahoe
14. North Lake Tahoe activities
15. Tahoe visitor guide

Results reflect 6/30/14 - 7/21/14

SEO: gotahoenorth.com

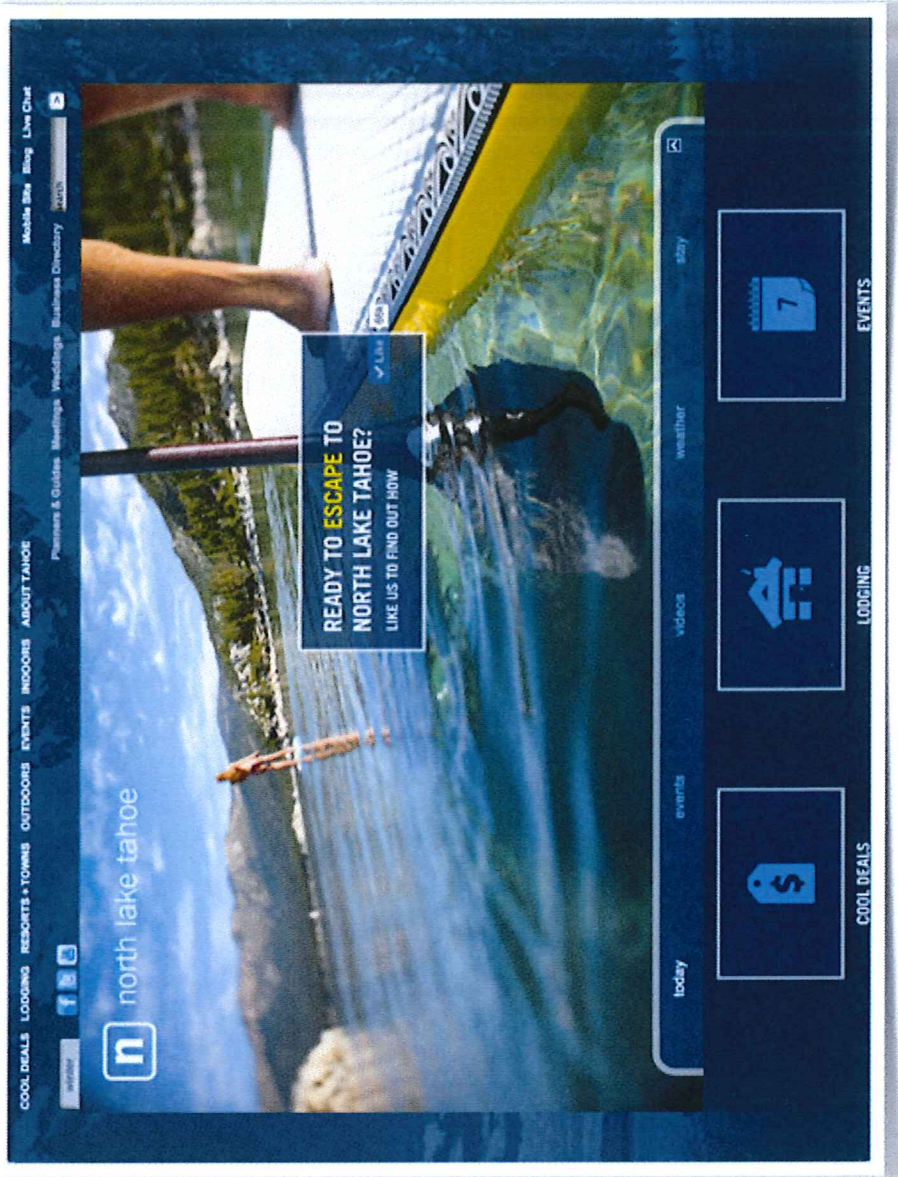
Visits: 136,115

Unique Visitors: 109,183

Page Views: 442,132

Session Duration: 2:35

Cool Deals Page Visits: 3,220



Results reflect 6/30/14 - 7/21/14

Digital Units:

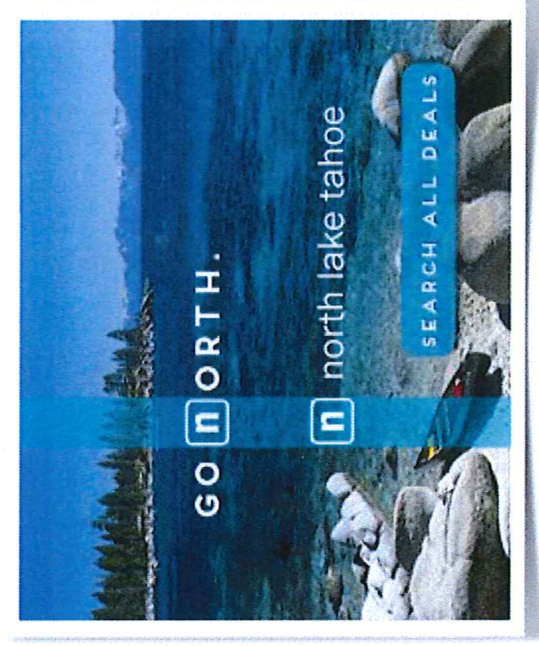
Impressions: 667,993

Clicks: 745

CTR: .11%

Interactions: 7,528

Interaction Rate: 1.13%



Results reflect 6/30/14 - 7/21/14

Conference Department Report for July 2014

In July, 2014 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 ASAE Annual Meeting planning session in Reno. Staff will be attending ASAE with the Reno-Tahoe Meeting Coop in August 2014. ASAE is the largest gathering of association executives in the country and provides a tremendous opportunity to generate future association bookings in North Lake Tahoe.

Staff hosted a site visit for Independent Warehouse Grocers Association. IWGA will bring roughly 140 room nights and \$30,000 of room revenue to the area.

Staff hosted a site visit for the California Telehealth Network. CTN is considering North Lake Tahoe for their April 2015 2015 Telehealth Summit which will bring approximately 380 room nights and roughly \$70,000 of room revenue to the destination

Staff hosted a site visit for the California Precast Concrete Association. CPCA is considering North Lake Tahoe for their April 2015 Spring Conference. The group will bring 100 room nights and roughly \$15,000 of room revenue to the area.

Staff conducted site visit with DP Technology. DP Technology is considering North Lake Tahoe for their May-June 2015 Program.

Staff met UCSF representative at North Tahoe Events Center. UCSF had an evening barbecue event for 150 people in Kings Beach as part of their conference taking place at the Ritz Carlton Lake Tahoe.

Staff met with Tough Mudder representative to discuss current attendance and lodging picking up for their August 2014 program along with future dates for 2015.

Staff met with School of Thought to review creative and confirm FY 2013/2014 media plan

Staff attending the NLTRA 401K education meeting

Staff met with Freeman Decorating staff to discuss opportunities for Freeman to provide services to North Lake Tahoe meetings

Staff participated in the CalSAE – ELAVATE Annual Conference, planning meeting. Staff was instrumental in booking the CalSAE Annual Conference at the Resort at Squaw Creek and will be sitting on the planning committee that produces the event. CalSAE ELEVATE is where California's association professionals come together to exchange "how-to's" and be inspired by "what if..." thinking. Participants are experienced association executives and mid-level staff who want to think, share and experience learning

Staff had a conference call with The Spartan Race to discuss the possibility of bringing one of their events to North Lake Tahoe in 2015. The Spartan Race would attract roughly 10,000 attendees to the area

Staff had a conference call with Athletx to discuss North Lake Tahoe a future site for one of their Youth Baseball Nationals in June or July 2015. This program would bring 80-90 baseball teams (Ages 9-14) to the region for a weeklong event. The program has the potential to produce 7000 room nights.

Staff had a conference with Bonfire Entertainment to discuss their Wonder Grass Tahoe event for March 20-22, 2014. This event has the potential to bring 3000 people to North Lake Tahoe. Staff is working with Bonfire Entertain to source a request for proposal for lodging along with a site for August 2014.

Staff worked with DP Technology to set up a site visit for their May – June 2015 Program. This program will bring approximately 450 people and generate 1200 room nights for North Lake Tahoe.

Staff conducted meetings with in South Lake Tahoe with properties and conference members to get updates on new conference space and renovations taking place.

Staff is continuing to follow up on the contacts made at Collaborate in June to produce future lead

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of July staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



July Leisure Report
Marketing Committee Meeting
7-29-14

TRAVEL TRADE

- Attended Reno Sparks Convention and Visitors Authority's 30th annual Biggest Little City client event. The BLC was attended by Reno's top producing OTA's, wholesalers, travel agencies and transportation companies. Many of which also produce great lodging, activity and transportation numbers for North Lake Tahoe.
- Conducted a conference call with our Trade Manager for Visit CA – Australia/New Zealand to strategize for this fiscal year

FAMs

- Hosted an Australian freelancer being commissioned by the Sun Herald as well as V Australia's in-flight magazine
- Hosted the Market and Senior Market Managers from GetARoom.com and set up appointments with various activity providers. GetARoom.com is working with an outside vendor to create passport booklets to be sold to companies in Northern CA and NV employing 300+ employees. These booklets will be filled with value-added coupons in hope of increasing room nights and activity purchases in the Reno/Tahoe area.
- Hosted a top producing travel agent from Voyages Terra Natura, a high-end travel agency in Canada interested in selling North Lake Tahoe year-round
- Organizing the itinerary for an NCOT – Australia press visit to take place in early September, post Labor Day
- Organizing the itinerary for Visit CA's UK/Irish SuperFAM which will take place in late September/early October.

CONSUMER & MISC

- Attended the annual High Sierra Visitors Council fiscal planning meeting to discuss budget, international representation, travel, the web site, media shows and more
- Conducted a conference call with our PR Manager for Visit CA – Australia/New Zealand to go over story pitches, angles and strategy for this fiscal year
- Conducted a conference call with our PR Manager for Visit CA – UK/Ireland to go over story pitches, angles and strategy for this fiscal year
- Conducted the 2nd North Lake Tahoe Nordic Summit attended by the ski resorts, retailers, hoteliers and manufacturers.

Special Event Department Report
June/July 2014
Submitted by Judy Laverty

Staff was on vacation for the first three weeks of July. However the following projects are underway:

IRONMAN

Staff is working on a schedule of Ironman Week Events, which will include activity discounts, gear demos, training clinics, dining specials, fun runs, and other Ironman specific events.

Finished up the IMLT Dine Around registrations and sent it off to WTC for their follow up. We had a total of 37 restaurants sign up to participate

TAHOE FALL CLASSIC AND NORTH LAKE TAHOE UKEFEST

Staff continues to work closely with the event producers on the SUP race and Ukefest promotions. The SUP race producer, who also produces the Jam from the Dam which was held on July 12, produced record attendance. Final counts to come

AUTUMN FOOD & WINE

Attended a Reno chefs meeting with the team from Northstar to pitch the restaurants to participate in the Sunday Grand Tasting. Six restaurants showed up plus one gourmet producer and all were enthusiastic about the event. Staff cleaned up the TahoeFoodandWine.com website

TCDA is scheduled to take over the Grape Stomp and staff will meet with the ED to assist in planning and logistics.

USA CANOE/KAYAK

Staff is in the process of having the Executive Director out from Georgia for a site visit now looking at August due to his travel schedule..

WEB

Totally updated the SUP/Paddleboard landing page and included the master calendar of paddling events and updated video. The drone video of the races should generate additional clicks.

JULY MASTER CALENDAR OF EVENTS

Assembled a July Master Calendar of Marquee events for distribution in the VIC centers and to hand out to visitors. Calendar was generated due to the large number of events happening in July in the Northshore.

SEPTEMBER IS ART MONTH

An art marketing initiative was developed by staff to bring focus on all the art related

events happening in September. PR will include a stand alone press release and social media.



professional creative services

July, 2014 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events
- keeping a master “Marquee Calendar” and updating this calendar with major events
- focusing on updating Summer 2014 events and “High Notes” web page
- updating other area calendar resources
- 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, events, transportation, etc.
- 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
- creating new pages for businesses ... uploading new content
- finding better images and switching out when available (all sections)
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- designing email blasts for various events (relating to cool deals / informative event info)

Shelley Fallon

Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com



North Lake Tahoe July Recap

Public Relations Content Marketing Design Social Media



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Key Themes: July - September

- Position As: The Premier Recreational, Wedding and Meeting Destination
- FAM trip outreach for fall
- Key Messages
 - Bay Area: work/life balance
 - Southern California: drive just a little bit farther; cool deals
 - Sacramento: beat the heat
 - Peak Your Adventure
- Destination Outreach (direct flight markets): Oregon, Arizona, San Diego
- Continue targeted press release distribution, driving readers back to [GoTahoeNorth](#)
- Local, regional and national promotion for upcoming events
- Content Marketing
 - Blog
 - Newsletter
- Long lead pitching for fall: Shoulder Season, Leaf Peeping , meetings



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Key Themes: July - September

Campaign: Human Powered Sports

Tactics:

- eBook: A Guide to Human Powered Sports
- Social Media Quiz: If you were a North Lake Tahoe human powered sport, what would you be?
- Social Media: Highlight visual aspects of campaign across all channels using branded imagery (Instagram, Pinterest, Facebook, Twitter)
- YouTube: Create four “how-to” videos (Paddle Boarding, Mountain Biking, Aerial Fabrics, Kayaking)
- Blogs/Newsletter/RMC Newsletter: Each with content geared toward campaign
- Infographic: A shareable infographic that highlights the “how-to” aspect of human powered sports (Paddle Boarding, Biking, Aerial Fabrics, Hiking) with hashtag call-to-action: book your human powered adventure at gotahoenorth.com



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July Campaign Plan

Primary Goals & Objectives

Implementation of Human Powered Sports Campaign:

- eBook development and distribution
- Infographic development and distribution
- How-To Videos: outline sports and shoot schedule (all in Nevada)
- Set up website landing page to host content

Outline targets for fall FAM trips and destination pitching

Talking Points & Messaging

- Wanderlust (7/17 - 7/20)
- Short Lead: Discover summer in North Lake Tahoe
- Long Lead: Fall in North Lake Tahoe; Leaf Peeping

Content Marketing

- Monthly Newsletter
- Blogs for GoTahoeNorth
- Various Press Releases

FAM Coordination

- Dave Preston (RN&R): 7/10
- Assisting SOT with Weekend Sherpa – FAM Coordination and Article Talking Points
- Wendy Sipple (Style Media Group): TBD

Social Media

- Gather imagery for social sharing and posts; brand with North Lake Tahoe logo
- Launch Facebook Quiz: If you were a North Lake Tahoe sport, what would you be?



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July Public Relations

STYLE
EL DORADO COUNTY FOOTHILLS

Vote For the Most Dog-Friendly Ski Town in North America

CHURBED OUTDOORS WEEK 2014


APTA
 LIVE THIS MONTH LIVES
 SHARE
 POST
 SHARE
 SHARE

Churbed has already managed the best hotels for dogs in all corners across North America, but now we turn to an even bigger question: which town is a dog's favorite to live in, vacation, or just spend the day? We've got the list of the best dog-friendly ski towns in the region, and the list is pretty sweet. Below, we break down why all the dogs love North Lake Tahoe, Tehachas, Aspen, Snow, Whistler, and Mammoth. There it is: time for you to vote and tell us which pup paradise you'd recommend.

Vote now >>



Get To Know: North Lake Tahoe Convention & Visitor Bureau CMO Andy Chapman



As the Chief Marketing Officer for the North Lake Tahoe Convention and Visitor Bureau and the North Lake Tahoe Resort Association, Andy Chapman has lived in Lake Tahoe for more than 20 years and is happy to call it home. While Chapman's day job is spent promoting the North Lake Tahoe region to travelling consumers [...]

Total Number of Placements: 21
Regional vs. National: 11/10

Placement Highlights:

- Ski Curbed (Ad Equivalency: N/A)
- Marketing Land (Ad Equivalency: \$665)
- Endless Vacation Magazine (Ad Equivalency: \$106,500)
- Style Mag (Ad Equivalency: \$1,625)

Pending Placements:

- Outside, Ski Resort Guide
- Modern Luxury, Ski Feature



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July Public Relations

Press Release Development & Distribution:

- SUP Races
- TahoeART Month
- GMA 'Favorite Places in America' voting

Content Development:

- Finalizing eBook Design & Content
- Finalizing infographic Design & Content
- How-To Videos
- Imagery for Human Powered Sports

Media Relations Outreach:

- NBC Bay Area, Farm to Fork dinners
- Wall Street Journal, destination marketing
- Marin County Newspaper, Golf
- 7x7, Farm to Fork dinners
- Getaway Reno Tahoe, Farm to Fork dinners
- SUP the Mag, SUP Races
- Los Altos Town Crier, SUP Races

Continued to pitch the 2014 Summer Press Kit and followed up with key members of the Sacramento and Bay Area media.



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July Public Relations

FAM Trip Coordination

Outlet: Napa News
Angle: Dog Friendly Lake Tahoe
Who: Sasha Paulsen
Trip Date: August
Run Date: September 2014

Outlet: Reno News & Review
Angle: Ritz Carlton Dining
Who: Dave Preston
Trip Date: 7/10
Run Date: August 2014

Outlet: Freelance
Angle: Marketing / Social Media
Who: Mark Shaefer
Trip Date: 2/18-2/19
Run Date: TBD

Outlet: Bridal Guide
Angle: Wanderlust
Who: Neda Iranpour
Trip Date: 7/19
Run Date: TBD



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July Social Media

Facebook Data

- Total Number of Likes: 70,140
- Gained in July: 11,000
- Gender Demographic : 61% female; 39% male

Location Demographic:

- 105.2k impressions: Los Angeles, CA
- 69.2k Impressions: Reno, NV
- 44k impressions: San Diego, CA
- Highest Activity: Mondays and Thursdays

Instagram Data

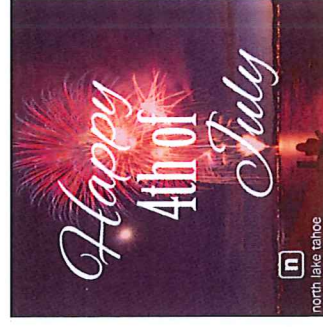
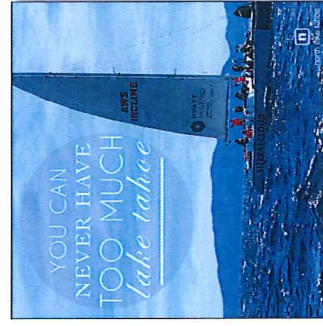
- Total Number of Followers: 1,718
- Gained in June: 327
- Total Photos: 262

Twitter Data

- Total Number of Followers: 8,492
- Gained in July: 277
- Mentions: 124
- Link Clicks: 566
- Re-Tweets: 123
- Demographic: 59% male; 41% female

Design:

Various branded graphics for social sharing: 12



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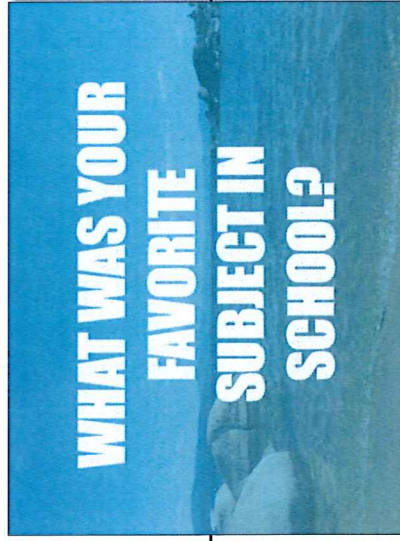
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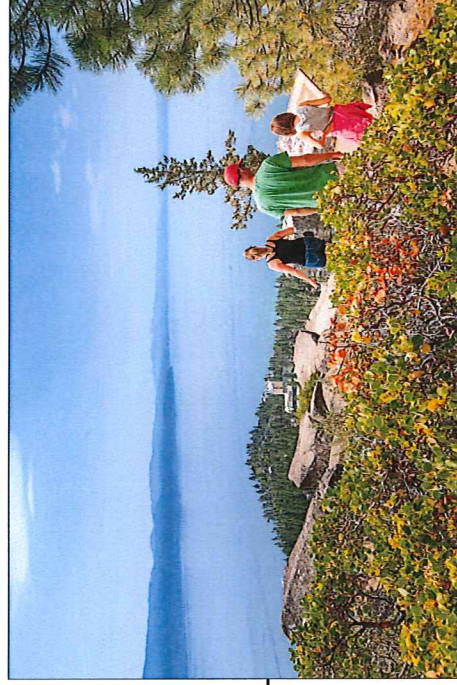
Human Powered Sports Quiz:

During the month of July, The Abbi Agency focused on writing and designing the North Lake Tahoe Human Powered Sports online quiz. The quiz was launched on July 10, via the GoTahoeNorth blog. As of July 23, the quiz had 2,200 Facebook shares, which has increased traffic to the GoTahoeNorth website.



#PeakYourAdventure:

The Abbi Agency also launched the #PeakYourAdventure campaign. As of July 23, the campaign had 2.2 million impressions. There have been 176 entries, and 535 links shared from the Facebook application.



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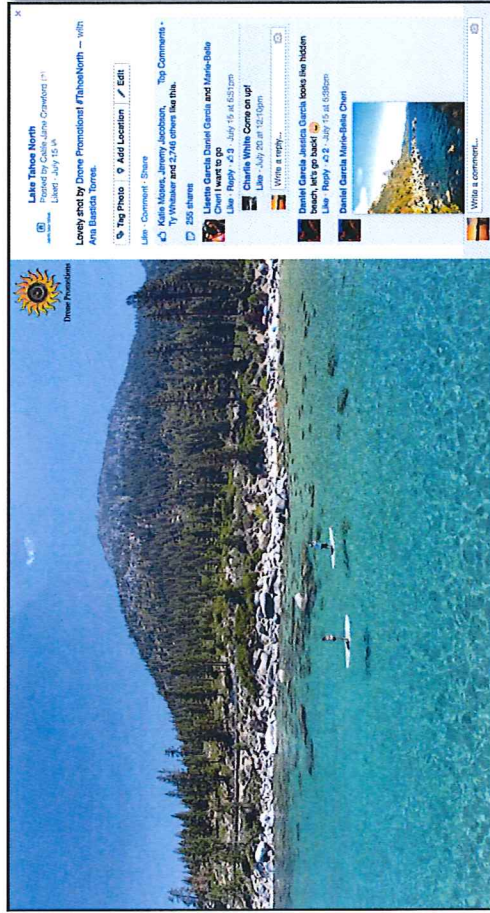
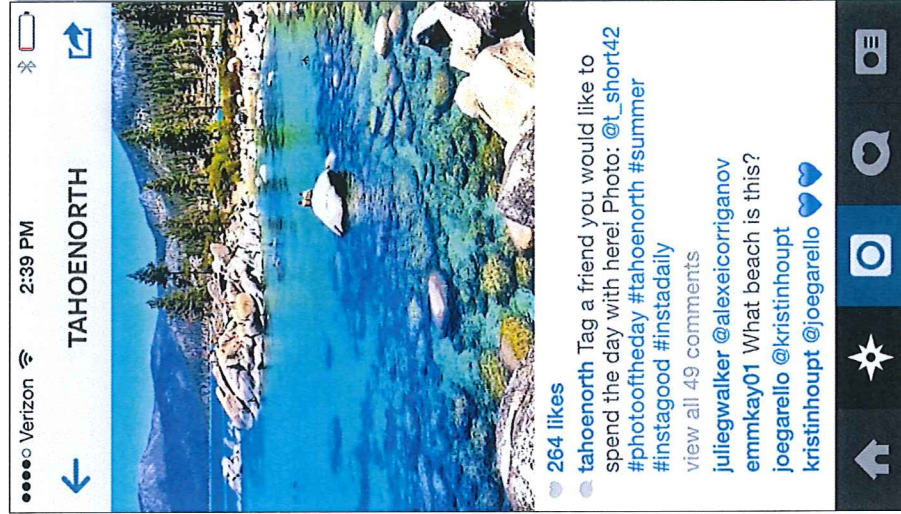


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July Social Media Highlights



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Thank You



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