



Marketing Committee
June 29, 2010

June 2010
Departmental Reports

Print Media for June & July

- Leisure ads: Diablo, Westways, LA Magazine, San Diego Magazine, Fairways & Greens, Outside Magazine, CTTC CA Road Trips, CTTC Golf (annual piece), CA Visitor (annual piece), 7x7, Adventure Sports Journal

Internet Media for June & July

- Leisure internet media running: SF Station, Fairways & Greens, MountainGetaways.com, Tripadvisor.com, Away CPC buy, LA.com email blast, SanDiego.com email blast, Facebook.com Northern CA, Facebook.com Southern CA, Google & Yahoo.

Outdoor

- Creative posted the end of May. Second version of summer creative posting early July.

Broadcast

- Radio campaign ran from 6/14-6/25
- All stations had promotions that included local lodging & event partners

Direct Response

- June database email blast featured Cool Deals, Events and newsletter with partners. Blasted on 6/16 and had a 10% open rate and 1.5% click thru rate

GoTahoeNorth.com Website:

- Some completed projects include:
 - Rework main navigation to include summer. Implement related 301 redirects
 - Several updates to event submission form for easier use and direction
 - Set up survey to secure user feedback for inclusion in site revise
 - Event Administrator updates including
 - * Suppressed unused fields: Address, Latitude & Longitude, and Categories
 - * Moved up location and type checkboxes
 - * Clarified location, type and category descriptive text
 - * Added the programming and database support for "Ticketed" and "Age Requirements" checkboxes
 - Developed Summer/Winter site map options. Analyze site usage and tourism trends to suggest additional navigation refinements.
- Upcoming GoTahoeNorth.com website
 - Develop and launch High Notes mini site

- o Develop Cool Deals sort function and support for special events
- o Improved Event Calendar layout
- o Event Calendar front end and submission for support for Ticketed and Age Requirement checkboxes
- o Create video submission form

High Notes Media Plan

Total Media Cost \$29,603
 Total Media Value - \$51,558
 Total Impressions - 3,908,223

	June	July	August	Total
Print				
Reno News and Review Circulation: 27,000 Frequency: Thursdays Ad Size: 3/5 page 4C (5.93" x 11.5")	24th-Arloww feature \$1,055 sp: 6/14 ad: 6/18	15th \$1,055 sp: 7/05 ad: 7/09	5th \$1,055 sp: 7/26 ad: 7/30	3x \$3,165
Sacramento News and Review Circulation: 80,000 Frequency: Monthly Ad size: 3/5 page 4C (5.93" x 11.5")	24th \$1,438 same ad as RNR	15th \$1,438 same ad as RNR	5th \$1,438 same ad as RNR	3x \$4,314
SFWeekly (Downtown SF) Circulation: 100,000 Frequency: Daily Ad Size: 3/4 page 4C (6.986" x 11)	23rd \$2,989 sp: 6/16, ad: 6/18	7th \$2,989 sp: 6/30, ad: 6/30	11th \$2,989 sp: 8/1 ad: 8/6	3x \$8,967
Wave Magazine (South Bay, Silicon Valley) Circulation: 70,000 Frequency: Bi-Weekly Ad Size: Full Page, 4C (8.47" x 9.72")	30th \$1,124 sp: 6/23, ad: 6/23	14th \$1,124 sp: 7/7, ad: 7/7		2x \$2,248
Total Print	\$6,606	\$6,606	\$5,482	\$18,694
RADIO				Total
Reno Radio (sponsorship KTHX) 1x 2 minute live call in plus 10x - :15 spots per week. 3 remotes at free music venues.	6/14 - 6/27 \$722 One remote	6/28 - 7/25 \$1,128 One remote	7/25 - 8/22 \$1,128 One remote	\$2,978
Bay Area Radio (KFOG, KOIT, KLLC, KSAN) Part of the regular summer campaign High Notes will be included in Radio station online event calendars and promotions.	7th-27th		2nd 27th	\$0
Total Radio	\$722	\$1,128	\$1,128	\$2,978
Internet				Total
Sacbee.com Stand Alone Email Database: 19,260		8th \$2,287	12th \$2,287	2x \$4,574
LocalGetaways.com Weekly Event Sponsorship Newsletter plus listing in 15 No CA newspapers	week of 21st \$619	week of 12th \$619	week of the 2nd	\$619 \$1,857
Zvents.com CPC Text Listing	\$500	\$500	\$500	\$1,500
KFOG Radio (Bay Area) Free Newsletter Sponsorship Database: 85,000		14th		1x \$0
Google/Yahoo Part of regular campaign	6/14-6/30	7/01-7/30	8/01-8/22	\$0
Sfstation.com Stand Alone Email Part of regular campaign	22nd		3rd	2x \$0
Total Internet	\$1,119	\$3,406	\$3,406	\$7,931
GRAND TOTAL	\$8,447	\$11,140	\$10,016	\$29,603

June/July Insertions

Adventure Sports Journal (May/June)

Circulation: 33,000 (free)

Demographics: Male 60%/Female 40%, Median age: 37, Avg. HHI \$78,850

n

GoTahoeNorth.com

For the waters that run through your veins, there's nowhere else over here than to a phenomenal afternoon of chop and ferry. And on shore, there's a feeling of peace and serenity that never ends. Visit us online for Cool Deals and former festivals around at a short order - by our daily flights and charter.


IT IS FOR YOU!

GoTahoeNorth.com | 800.Tahoe4U

Call today to find out more information about our services. We'll be there for you every step of the way.

400 2003 Adventure Sports Journal May/June
Smith + Jones, Inc. DWR9470 gG
CMYK, 2/3 Page, 6.79x4" x 12.4371", P10X-1x

Sunset Summer Trips (May/June)
Circulation: 140,000



n

n is for north

From sunup to the evening's first star, North Lake Tahoe is always on stage with trails, concerts, a lake laced with golden beaches and waters as clear as the message that says, "Come live". All made more beautiful with great values. Visit our Cool Deals online today.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 with 300 days of sun for the 3rd year straight. No, it's not a destination with 0 days rest!

Fairways & Greens
Circulation: 100,000
Demographics: 89% Male/11% Female, 50% age 35-54



NORTH LAKE TAHOE: GOLF & GREAT CUISINE GO HAND-IN-HAND



The view from the clubhouse at North Lake Tahoe Golf & Country Club is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake.

Get the most out of your vacation in North Lake Tahoe with a 60-hole scenic drive, a relaxing spa, and a variety of dining options. The new clubhouse at North Lake Tahoe Golf & Country Club is a modern structure with large windows overlooking the golf course and the lake. The clubhouse is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake.

The North Lake Tahoe Golf & Country Club is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake. The clubhouse is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake.

mountain view, the course is built to the...
The North Lake Tahoe Golf & Country Club is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake. The clubhouse is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake.

to be an historic site of...
The North Lake Tahoe Golf & Country Club is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake. The clubhouse is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake.

North Lake Tahoe is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake. The clubhouse is a beautiful sight. The clubhouse is a modern structure with large windows overlooking the golf course and the lake.



CA Visitor (annual piece)
Circulation: 500,000

n
north lake tahoe™

n IS FOR north

Between slow burn sunsets and the first hint of the big dipper, North Lake Tahoe is always on stage, from high mountain trails to cozy ski lodge porches to a lake lined with golden beaches and waters as clear as the message that says, "Come live". Visit our Deal Deals online today.

GoTahoeNorth.com | 800.Tahoe4U

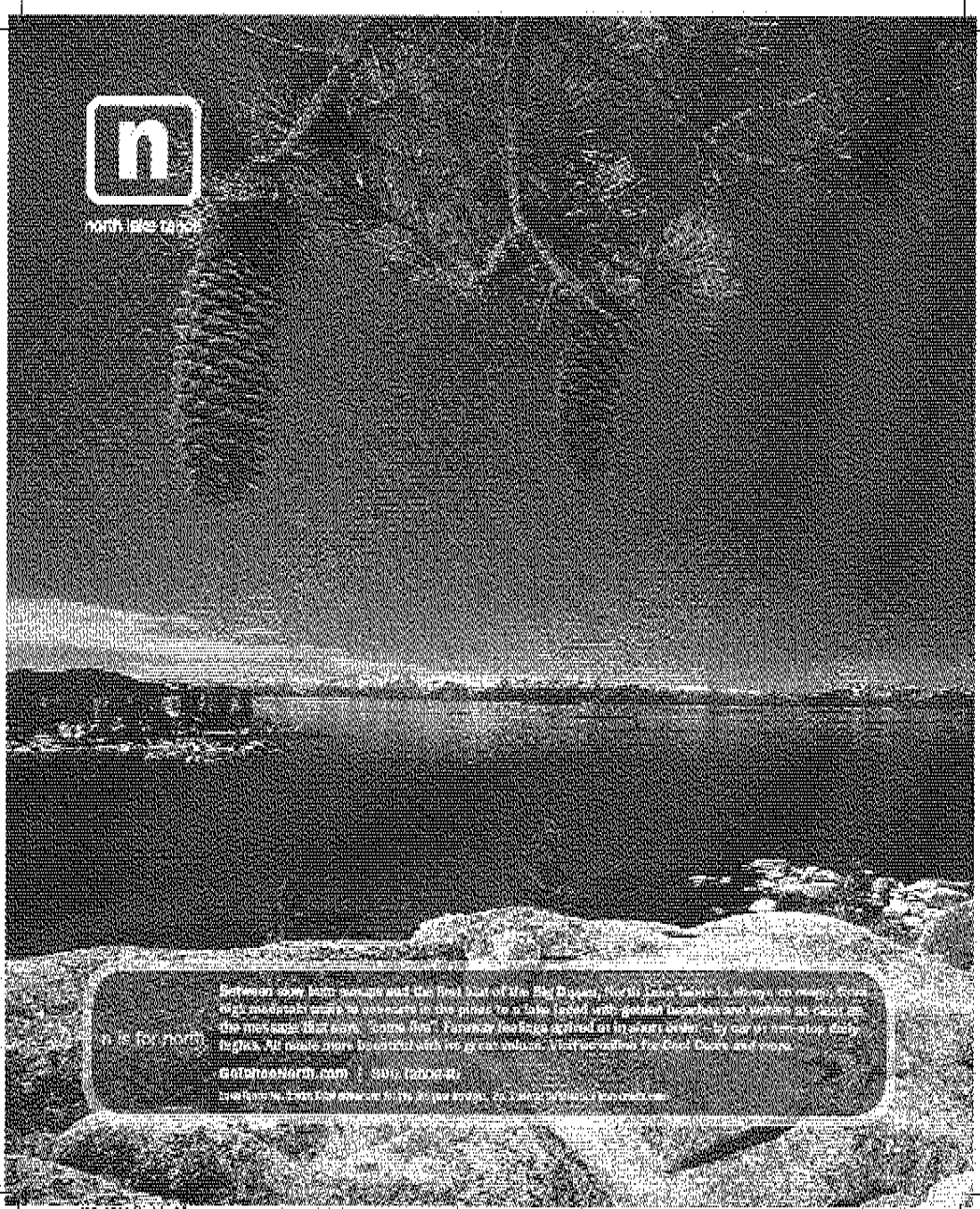
©2010 North Lake Tahoe. All rights reserved. For more information, visit www.northlake.com.

466_0297 CA Road Trips
Smith + Jones, Inc., 03/12/10 gG
CMYK, 625 x 4.5 Half Page, PDFX-1a

Diablo Magazine (June)
Circulation: 40,000



north lake tahoe



Delivering your brand message and the first look at the Big Dipper, North Lake Tahoe's iconic symbol, to 40,000 readers is a challenge. To deliver to the print in a lake (and with golden horizons and winter as backdrop) the message that says "Come for it." January's lead page evolved as a series of images by capturing the day in life. The result was a collection of images that captured the spirit of the Big Dipper and Tahoe.

www.northlake.com 530.937.2000

Visit www.northlake.com for more information on our services and products.

456-9304 Diablo Magazine
Smith + Jones, Inc. 06/09/10 g6
CMYK, Full Page Offset, 9x 10.75" Trim
PDFX 1a

Westways (June)
Circulation: 3,750,000

n
northwest airlines

n is for north

Between slow bus service and the fast pace of the Big Dipper, Northwest Airlines is always on stage, from high mountain trails to centers in the glow of a lake laced with golden beaches and waters so clear as the message that says, "come fly". It's made more seasonal with its great values. Visit us online for cool deals and more information on our multiple daily non-stop flights and convenient airport shuttle.

GoToNorth.com | 800.TAHoe4U

Like Tahoe for 1 with Northwest and for the 3rd year straight, No. 1 award for customer satisfaction

400_8308 Westways June
Smith + Jones, Inc. 03/23/10 gG
CMYK, 6.875 x 4.625, PDFX-1a

San Diego Magazine (June)
Circulation: 46,995

n
northwest airlines

n is for north


Between slow bus service and the fast pace of the Big Dipper, Northwest Airlines is always on stage, from high mountain trails to centers in the glow of a lake laced with golden beaches and waters so clear as the message that says, "come fly". It's made more seasonal with its great values. Visit us online for cool deals and more information on our multiple daily non-stop flights and convenient airport shuttle.

GoToNorth.com | 800.TAHoe4U

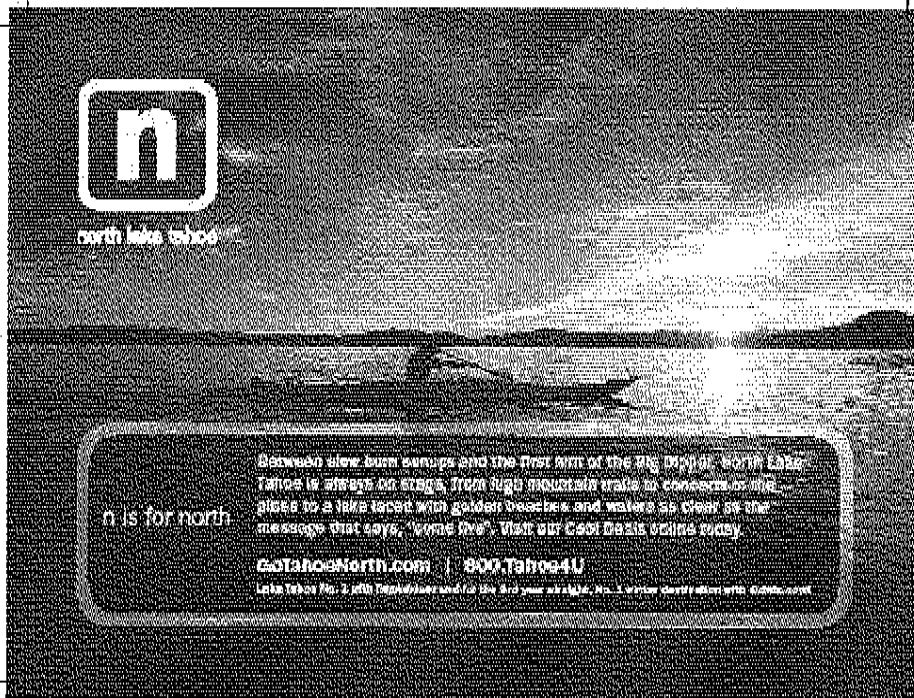
Like Tahoe for 1 with Northwest and for the 3rd year straight, No. 1 award for customer satisfaction

400_8308 San Diego Magazine
Smith + Jones, Inc. 03/23/10 gG
CMYK, 6.875 x 4.625, PDFX-1a

CTTC Road Trips
Circulation: 1,000,000



north lake tahoe



n is for north


Between slow burn sunrises and the first hint of the Big Dipper, North Lake Tahoe is always an escape, from huge mountain trails to cozy homes in the pines to a lake lined with golden beaches and water as clear as the message that says, "come live". Visit our Cool Oasis online today.

gotahoenorth.com | 800.Tahoe4U

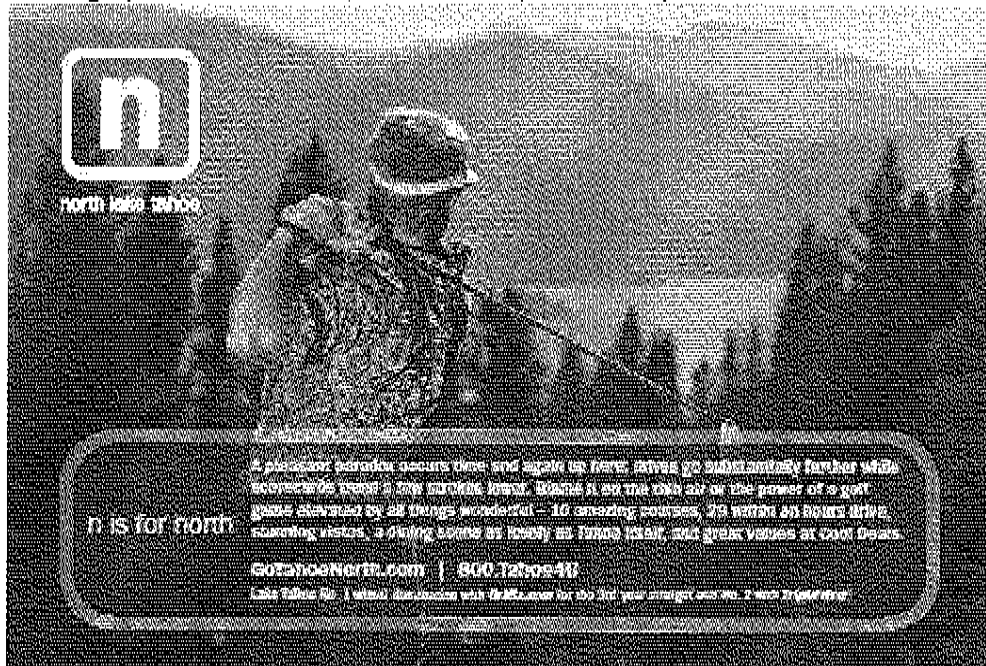
Lake Tahoe No. 1 Golf Residences and Co. the 2nd year at 1414 No. 1 Water Court, South Lake Tahoe, CA 96150

460_8287 CA Road Trips
Smith + Jones, Inc. 03/12/10 gB
CMYK, 6.25 x 4.5 Half Page, PDFX-1a

Fairways & Greens (July/August)
Circulation: 100,000
Demographics: 89% Male, 11% Female; HHI \$100,000



north lake tahoe



n is for north

A pleasant surprise occurs time and again in here: never go substantially further while enjoying more of the striking local. Breathe in the fresh air or the power of a golf game elevated by all things wonderful - 10 amazing courses, 73 natural hot springs, stunning vistas, a dining scene as lively as Truckee itself, and great values at Cool Oases.

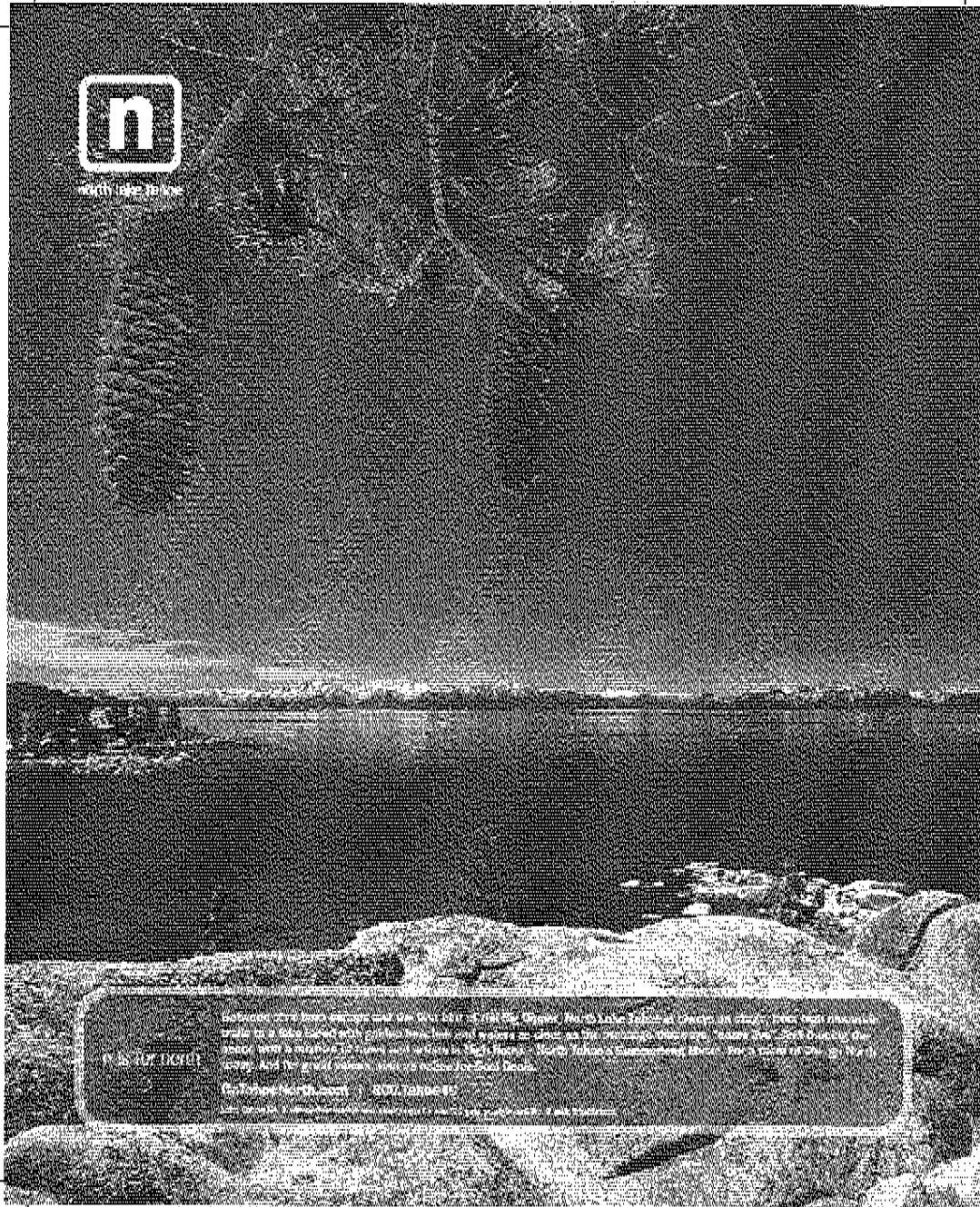
gotahoenorth.com | 800.2285-4U

Lake Tahoe No. 1 Golf Residences and Co. the 2nd year at 1414 No. 1 Water Court, South Lake Tahoe, CA 96150

7x7 Magazine (July)

Circulation: 40,000

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




ART: 8341767 Magazine
 Send to: James, Inc. 05/24/10 10:00
 DANK, 100 Page Block, 10x12 Type
 POK: 10

LA Magazine (July)

Circulation: 155,709

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



north lake tahoe

n is for north

Between snow-bone soups and the first bite of the Big Dipper, North Lake Tahoe is always on stage. From high mountain trails to concerts in the pines to a lake laced with golden beaches and waters as clear as the message that says, "Come live." Visit us online for Deal Deals and more information on multiple daily non-stop flights and convenient airport shuttles.

Get Tahoe North.com | 800.Tahoe4U

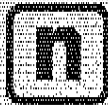
Lake Tahoe No. 1 winter destination with TripAdvisor for the 3rd year straight and No. 2 with TripAdvisor!

406 3328 LA Magazine July
 Smith + Jones .bro .05/24/10 g6
 CMYK, 1/8 Page - 6.75 x 4.525"
 PBEX-14

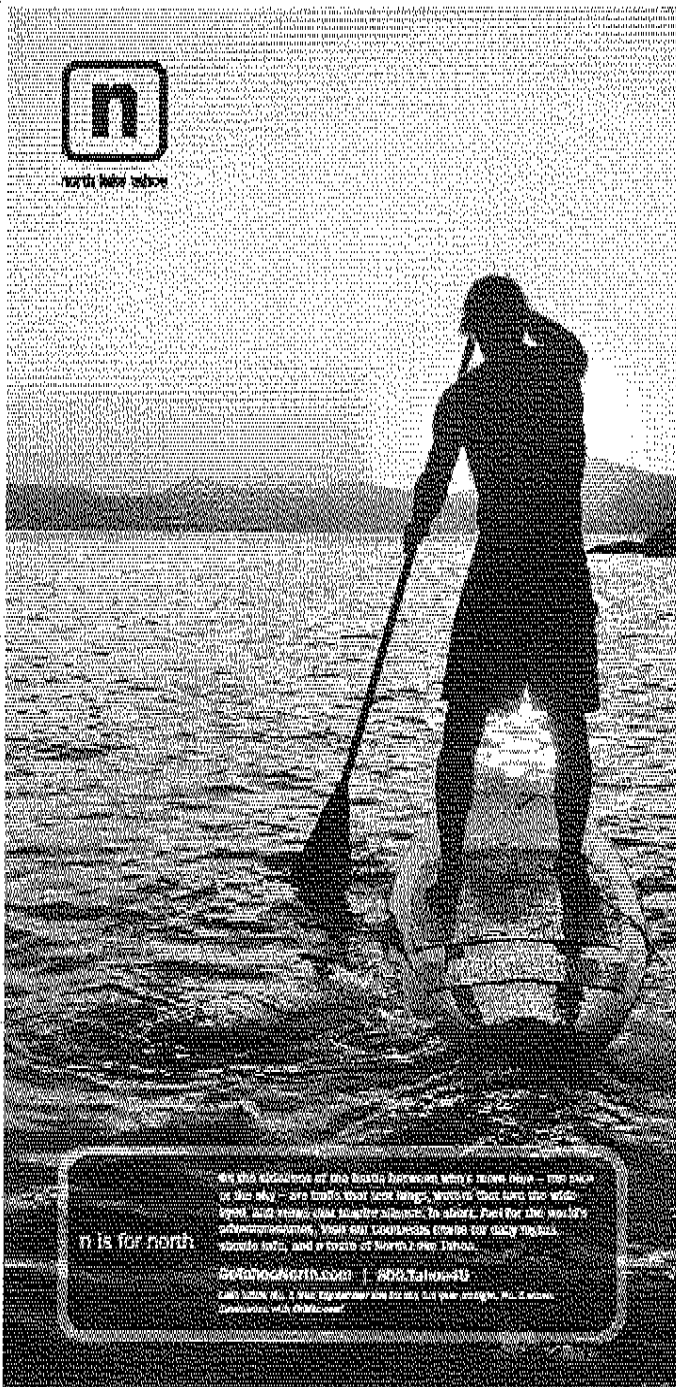
Adventure Sports Journal July

Circulation: 33,000

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



north face



n is for north

At the intersection of the ocean, between water and land - the pace of the day - we find that best time, when that first wave hits, when that first gust of wind hits, when that first wave hits. In short, just for the world's adventures, we see the best of the best. We see the best of the best, and a taste of North Face.

northface.com | 800.746.6444

© 2010 North Face. All rights reserved. See us at the store. We're everywhere.

466 0305 Adventure Sports Journal
Smith + Jones, Inc. 8502710 1/6
CMFR, 270 Pond, 2.2734 x 12.4375
PFX-16

Successful Meetings (June)

Circulation: 72,000

Demographics: 78% to corporate offices; 42% executives; 19% association

n
North Lake Tahoe

Beyond the beauty of North Lake Tahoe are the dining, the venues, the personnel and infrastructure that make getting things in motion so 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.

- Meet with special rates and space
- One-on-one planning sessions
- Low prices to North Lake Tahoe International Airport
- Personal & attentive service throughout

To request an RFP to the North Lake Tahoe VCB or to download our Newsletter, visit:
NorthLakeTahoe.com/meetings | 800.462.5136

Let's make your next gathering one to remember. We'll make it all so easy.

498_8290 Successful Meetings June 2010
Smith + Jones, Inc. 03/16/10 g6
CMYK, 8.25 x 6.5", PEX-1a

Potomac MPI: Memo (July/August)
Circulation: 1300
Demographic: Potomac Chapter of MPI

n
North Lake Tahoe

Beyond the beauty of North Lake Tahoe are the roads, the trails, the shops 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.

- More than just scenic, that too is true
- Free professional planning services
- Easy access to Reno/Teno International Airport
- Fastest & affordable daily airport service

To inquire call GFI to the North Lake Tahoe office or to schedule for newsletter, visit www.gfi.com

GO FORTH WITH CONFIDENCE | 800.402.5100

and travel with confidence and peace the easy way. No. 1 choice destination with GFI.com

445_8002 Potomac MPI July/August
Smith + Jones, Inc. 05/25/10 gG
CMYK, 7 x 4.583", PDFX, 1a

Smart Meetings Partner Coop (July)
Circulation: 33,200



north lake tahoe

It's the Best

Experience beauty of North Lake Tahoe and the historic ski resorts, surrounded by breathtaking views, making every moment as precious as the rest of the year. It's the beauty of North Lake Tahoe and the historic ski resorts, surrounded by breathtaking views, making every moment as precious as the rest of the year.

• Make your trip with special rates and perks. From professional ski lessons to luxury accommodations, we have it all. About 100 miles of scenic trails and 100 miles of world-class skiing.

• Discover the best of the North Lake Tahoe area. From professional ski lessons to luxury accommodations, we have it all. About 100 miles of scenic trails and 100 miles of world-class skiing.

Call us at 800.448.5195

400_4940 Smart Meetings July
Smith & Jones, Inc. 06/23/10
CMXK_Pub-Digital_Full-Black_4x 3027x 11.71
PDFX-1a

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



north lake tahoe

ONE OF NINE

Regions and timing of Northern California Meetings Partner Coop (July) are designed to provide a comprehensive and flexible program of meetings and events for the region. The program is designed to provide a comprehensive and flexible program of meetings and events for the region. The program is designed to provide a comprehensive and flexible program of meetings and events for the region.

MEETINGS AND EVENTS

Meetings and events are held in a variety of locations throughout the region. The program is designed to provide a comprehensive and flexible program of meetings and events for the region. The program is designed to provide a comprehensive and flexible program of meetings and events for the region.

CONTACT INFORMATION

For more information, please contact the Northern California Meetings Partner Coop. The program is designed to provide a comprehensive and flexible program of meetings and events for the region. The program is designed to provide a comprehensive and flexible program of meetings and events for the region.

#00 5007 Northern California Meetings July
Shirley A. Jones, Inc. 05/07/10
CMYK, Full-page, Full-Block, 6.826 x 11.216 Trim
PDEX-10

Conference Department Report Marketing Committee Meeting June 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 met with Smith & Jones regarding upcoming website revisions

Staff attended the SMG Tourism Conference at Lake Tahoe

Staff attended IVGHD facilities tour

Staff attended and co-sponsored the Annual Reunion Golf Classic at Lake Tahoe. North Lake Tahoe and Reno are sponsors of this annual event which is a gathering of nearly 80 meeting industry veterans. During the three day event we were able to network with all of these planners and are hopeful that we will generate a number of group bookings as a result.

Staff attended the Affordable Meetings West show in Long Beach, CA. This show is attended by over 300 meeting planners, primarily from the Western United States. While attendance was down a bit this year we did generate 4 leads from the show floor and all of them are seriously considering booking their meetings in North Lake Tahoe.

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)

Direct Response: Conference Summer Newsletter

Internet for June/July: Conference Summer Newsletter email blast

**North Lake Tahoe Conference
Traffic Report Summary**

Attached is the Conference Traffic Report from July 2009-March 2010. This Summary will provide overall campaign stats to date as well as specifically for the time period of January-March.

	<u>July-March 2008-09</u>	<u>July-March 2009-10</u>
Cost	\$9,363	\$12,512
Impressions	45,096	46,291
Clicks	564	1,838
Click Rate	1.25%	3.97%
CPC	\$16.60	\$6.81

	<u>January-March 2009</u>	<u>January-March 2010</u>
Cost	\$2,413	\$9,450
Impressions	2,524	10,936
Clicks	61	858
Click Rate	2.42%	7.85%
CPC	\$39.56	\$11.01

Overall from July – March the campaign generated a similar number of impressions however our clicks have increased 225%! Our click rate also increased to 3.97%. Although our spending was more the cost per click decreased to \$6.81. This is a decrease of almost 60%. We received 2 free email blasts from Successful Meetings and a free blast from Smart Meetings. These have helped increase our clicks & impressions while decreasing our cost per click.

For January – March we generated almost 5 times as many impressions and over 800 clicks. The click rate increased to 7.85% and the CPC decreased tremendously to \$11.01. In 2009 we only ran the annual listings and a SmartMeetings.com e-newsletter during this time period. For 2010, in addition to the annual listings we ran a Hot Dates promotion with an email to E-Pro and the Winter Giveaway which included emails to SuccessfulMeetings and ConventionPlaint.

On the traffic report it notes what creative was used. The Contests always produce better results.

Below is a quick overview of each site.

MeetingsFocus.com Annual Listing – These stats have been updated from the previous traffic reports to reflect actual clicks as they were providing incorrect stats. We would not recommend purchasing this listing again – however for the 2010-11 budget it has been negotiated for free added value.

ConventionPlanit.com Annual Listing – Similar to last year this site is not generating that many clicks. However, they have sent 3 RFP's for large groups to NLT. Jason is confirming if any of these have booked. The email blast did very well again this year generating almost 600 clicks.

CSAE Email Blast – This email continues to have a great open & click rate. Although we did see an increase in CPC from the first blast.

Successful Meetings Email Blast – We received these emails as added value from our print buy. We have used this for both Hot Dates & a Contest and it performed twice as well with the Contest.

Smart Meetings Email Blast – This was also added value that Bill Hoffman had negotiated. This email was by far the best performing email we have done in a long time. It generated 775 clicks with a 20.66% CTR.

MeetingsNet.com Email Blast – This email generated 60 clicks with a CTR of 13.22% and had a cost per click of \$22.48. We were in position 2 for this email. We ran another one in May in position one and we will compare results on the next traffic report/summary.

Starcite.com Email Blast – Only received 48 clicks and they did not supply other stats. Due to the bad performance we were able to get a refund on this and you are only charged the commission.

Please note the Smart Meetings and MeetingsNet blasts were sent out twice due to an error with the creative. So we averaged the stats for each.

June Leisure Report
Marketing Committee Meeting
June 29, 2010

TRAVEL TRADE

- Contracting Ski Tahoe North and North Lake Tahoe Express rates for 2010-11
- Attended final BLC planning meeting for the July event which will consist of 45 travel trade product managers and ski club trip chairs
- Met with new Director of Sales at Hampton Inn and Suites to go over the wholesale market
- Met with the new Sales Manager at CalNeva and Director of Sales for a wholesale update
- Attended second Mountain Travel Symposium planning meeting with Squaw Valley partners.
- Outlined leisure travel/sales mission schedule for 2010-11 and sent spreadsheet to partners for review
- Produced and circulated POW WOW leads to partner ski resorts and lodging properties

FAMs

- Hosted a writer and photographer from Lonely Planet, India – Visit was proposed and organized at POW WOW in Orlando working directly with the CTTC
- Hosted CEO of Fascination Ski who are in the process of launching summer Tahoe product – visit already resulted in new lodging and activity provider contracts
- Hosted Amy Jansen from Mountain Reservations. Visit resulted in another new lodging contract with Mtn. Reservations/VacationRoost
- Hosted the UK's Look Magazine for a fashion shoot – working with CA Tourism UK
- Hosted top German recreational magazine "Fit for Fun"

MISC

- Attended SMG's Conference on Tourism
- Attended the North Lake Tahoe Chamber Business Expo
- Attended IVGID's front line recreational overview info session
- Attended NLTRA Board workshop

Special Event Departmental Report
June 2010
Submitted by Judy Laverty

1. With the tourism director, finalized the High Notes Summerlong Music bay area radio promotion, print and email collateral.
2. Assembled a master calendar of music events and distributed to VIC's, staff and Incline VCB.
3. Finalized sponsorship contracts with Sunset Magazine, Nor-Cal Distributing and Standards of Excellence and the Suisun Valley Vintners Association for Autumn Food & Wine.
4. Staff participated in Sunset Celebration Weekend with a trade show booth promoting Autumn Food & Wine.
5. Attended SMG Tourism Conference at Granlibakken
6. Attended CalTIA Tourism Conference, San Francisco
7. Attended 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. Attended Co-op meeting with South Lake Tahoe partners.
8. Attended web meetings with Smith & Jones to discuss and implement updates and fine tuning for cool deals and the online calendar of events.
9. Attended the Concourse d' Elegance Boat Show and the Tahoe City Wine Walk.
10. Staff continues to liaison with Northstar and all partners and presenters to finalize the AFW program. TahoeFoodandWine.com is scheduled to launch the first week of July. Met with the Ritz Carlton to finalize their participation in AFW.
11. Attended the marketing committee meeting, Chamber Advisory Meeting And the Marketing Co-op meeting at Northstar.



professional creative services

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

- keeping up with the calendar of events - major summer events posting daily
- 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.

Shelley A. Fallon · PO Box 1468 · Kings Beach, CA 96143 · fallon@tahoeonline.com · (530) 546-9393 · fax (888) 308-9108

fallonmultimedia.com



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

Facebook

- 2,344 Fans that "Like" Lake Tahoe North
- 60% Women, 38% Men and 2% DND
 - Women 25-34 comprised 31% of the fans followed by 24% of women age 35-44
 - Men 25-34 comprise 12% 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 include NLT and visitors images from a variety of winter promotions
- Winter ski ticket giveaways ran during March
- Currently developing summer giveaways to run starting June 28 through Labor Day
 - Activities, events, attractions, etc. offered as prizes
 - Contests designed to increase followers and encourage current fans to suggest to their friends

Twitter

- 1,501 followers
- NLT on 102 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
- Winter ski ticket giveaway ran during March
- Currently developing summer giveaways to run starting June 28 through Labor Day
 - Activities, events, attractions, etc. offered as prizes
 - Contests designed to increase followers by encouraging responses from followers



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
June 22, 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. Attended Golf the High Sierra Media Fam dinner in North Lake Tahoe at the Ritz-Carlton June 9. Coordinated press trips for Carmel Mooney of Sacramento’s KJAY radio, as well as Al Pierleoni of the Sacramento Bee.
- D. Advertorial – drafted advertorial copy for Smart Meetings magazine, Via magazine, as well as RMC’s e-blast.

II. News Releases – 3 news releases in the works

- A. Lake Tahoe Autumn Food & Wine Festival Announces Dates – drafting
- B. Northstar-at-Tahoe Chamber Mixer (August 10) – drafting
- C. Chamber Education Professional Workshop (August 18) - drafting

III. News Releases – 11 news releases distributed since our May 18 report

- A. Squaw to Open for Skiing and Riding Memorial Weekend
- B. Learn About Area Businesses at Chamber's Business Expo June 2
- C. Chamber Members Are Invited to Yacht Club Mixer June 4
- D. Chamber's Summer Recreation Lunch is June 9
- E. Joint Chamber of Commerce Mixer is Wednesday
- F. Incline Village's Coldwell Banker to Host Chamber Mixer
- G. High Notes- North Tahoe's Summerlong Music Series
- H. Porter Simon to Host Joint Chamber Mixer June 18
- I. Sexual Harassment Workshop Scheduled for June 23
- J. North Tahoe Hosts Fireworks Events & Celebrations July 2-4
- K. Chamber's Business Expo Had Record Attendance

IV. Media Leads – 31 media requests we've responded to since our May 18 report (does not include those journalists we've actively pitched)

- A. SF Examiner – Linda Boltjer, Opening Day at the Lake images, 5/24
- B. Association News – Jamie Stringfellow, Tahoe images, 5/24
- C. Diablo magazine – Dave Reik, Tahoe story angles, 5/24
- D. Action – Tim Parson, Opening Day at the Lake images, 5/25
- E. Newsweek – CTIC's Brittani Wood, luxury yoga, 5/25
- F. Sacramento Bee – Al Pierleoni, stand up paddle boarding/rafting, 5/25
- G. Sierra Sun – Amy Edgett, Addy Award story, 5/26
- H. KTVN-TV (Reno) – Erin Breen, Opening Day at the Lake, 5/26
- I. KJAY-Radio (Sacramento) – Carmel Mooney, press trip, 5/27
- J. KTVN-TV Radio (Reno) – Todd Miyazawa, Squaw skiing, 5/27
- K. Action – Tim Parson, Tails in Tahoe images, 6/1
- L. Petit Futé (French) guidebook – Elodie Schuck, images, 6/1
- M. Marin magazine – Mimi Towle, July 4 activities, 6/1
- N. Frommer's – Alden Gewirtz, Tahoe images, 6/1
- O. Expedia.com – Cory Na, Tahoe images, 6/2
- P. LA Times – Benoit Lebourgeois, press trip, 6/4
- Q. Sierra Food and Wine Art Magazine – Shannon Pellinc, AFW images, 6/7
- R. RSCVA – Jill Stockton, July 4 activities, 6/8
- S. Reno Gazette-Journal – Maggie O'Neill, TCES contact, 6/9

- T. Reno Gazette-Journal – Polly Cox, summer event details, 6/9
- U. Freelancer Kari DePhillips, Tahoe images, 6/9
- V. ConsumerTraveler.com – Charlie Leocha, High Notes images, 6/9
- W. Khalibekov Khurshed, Russian ski guide book, ski contacts, 6/10
- X. Chocolate-Travel.com – Kay Fernandez, Chocolate Festival details, 6/11
- Y. Frommer’s CA Travel Guide – Jennifer Senator, images, 6/11
- Z. Rolls-Royce Owner’s Club guide – Ana Lopez, images, 6/11
- AA. Freelancer Roger Sheppard, AFW images, 6/14
- BB. New York Times – Richard Ross (photographer), press trip, 6/14
- CC. CA Meetings & Conventions magazine – Michael Lowe, Tahoe story angles, 6/14
- DD. Ski magazine – Cassandra Orton, July 4 activities, 6/20
- EE. “Inspired by CA” (documentary), CTTC’s Gwynne Spann, interviewees, 6/22