



north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee June 26th 2012

June 2012 Departmental Reports

**Advertising Departmental Report
June 2012**

Print

Leisure

- Adventure Sports Journal
- Sunset So Cal Insider

Conference

- California Meetings

High Notes

- Reno News & Review
- Sacramento News & Review
- SF Weekly

Internet

Leisure

- Visiting Lake Tahoe Coop
- Trip Advisor DMO Campaign & banner buy
- Ad Roll Retargeting Campaign
- Travel Spike Network (LA Market)
- Sojern (LA Market)
- Google & Yahoo/Bing

Conference

- CVENT (Annual Program)
- California Meetings E-newsletter
- Paid search

High Notes

- Pandora
- SF Weekly
- Zvents
- Paid Search

Wedding

- Paid search

Radio


High Notes

- Reno
- Bay Area
- Sacramento


Direct Response:

Campaign	Sent	Response
June consumer eblast Subject line: North Tahoe Summer Deals & Events	6/8/2012 to 32,317	Open rate 10.11% CTR 1.08%

June consumer eblast




IN THIS ISSUE: cool deals | events



So you're coming to North Lake Tahoe... now what?


You want to start planning your trip. You want to know what's going on, what there is to do, where to go and even what's this Wanderlust at Squaw Valley all about. Where do you go to paddleboard? What about finding that perfect beach? How about deals... and who doesn't love a deal? Well we've got you covered. Like us on Facebook or follow us on Twitter and you'll be in the know. Wishing you could have a little more of our Tahoe culture? Check out our blog for a more in-depth look at all things North Lake Tahoe.



cool deals

- Stay & Fly package 5th night free plus complimentary rentals at West Shore Cafe & Inn
- Romantic getaway with massages starting at \$122 per night at The Village at Squaw Valley
- 33% off when you stay three nights or more at Northstar California
- Stay Sunday-Thursday at Tahoe City Inn and get 30% off

[More Cool Deals >](#)



events

- June - August
High Notes, North Lake Tahoe's Summerlong Music Series
Featuring outdoor concerts at venues throughout the region
- June 15-24
Adventure Sports Week Tahoe
Ten days of competitive adventure sports, clinics, and more for all ages
- July
Independence Day Celebrations
Make plans now to enjoy a variety of events through July 4th, from fireworks on the Lake to concerts, festivals, trail runs, wine walks, parades and more.

[More Events >](#)

Website Updates

Completed GoTahoeNorth.com projects include:

- Adjustment to Google Maps
- Event calendar submission form change
- Add Pinterest and Google+ support to Organizations

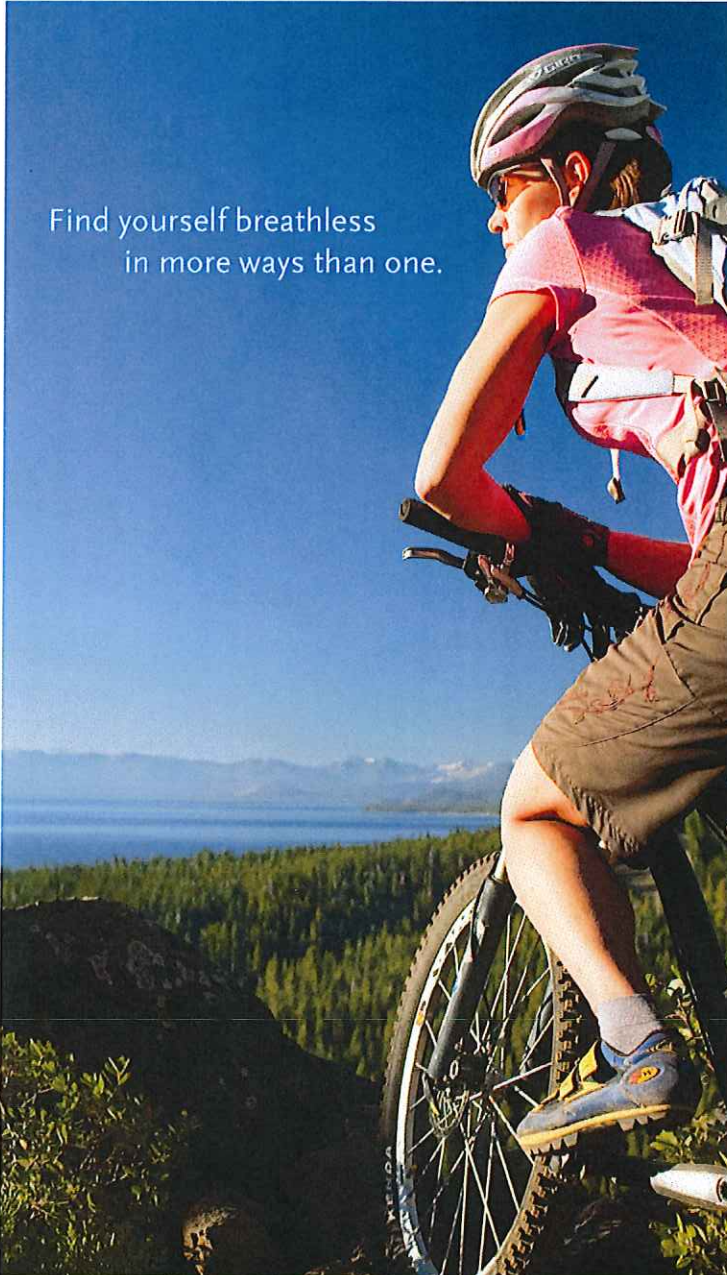
Upcoming GoTahoeNorth.com projects include:

- Complete WebLink API integration with GoTahoeNorth.com

Insertions

Adventure Sports Journal: June 2012 2/3 page ad

Adventure Sports Journal is distributed from San Luis Obispo to the Oregon border to more than 400 carefully chosen locations, reaching up to 70,000 readers. The majority of readers are successful, educated, outdoor enthusiasts. Three quarters are between the ages of 25 and 49.




Find yourself breathless
in more ways than one.

Two climbs, one traverse and a timely descent reward you with a sheen of glistening brow beads proudly earned on leg-burning trails while below, kayakers and paddleboards ply North Tahoe's gin clear waters. It's heaven for your inner adrenaline junkie. All in a place easily reached by plane or car. For values on lodging ranging from cabins and inns to resorts and vacation homes, visit Cool Deals.

GoTahoeNorth.com | 800.Tahoe4U

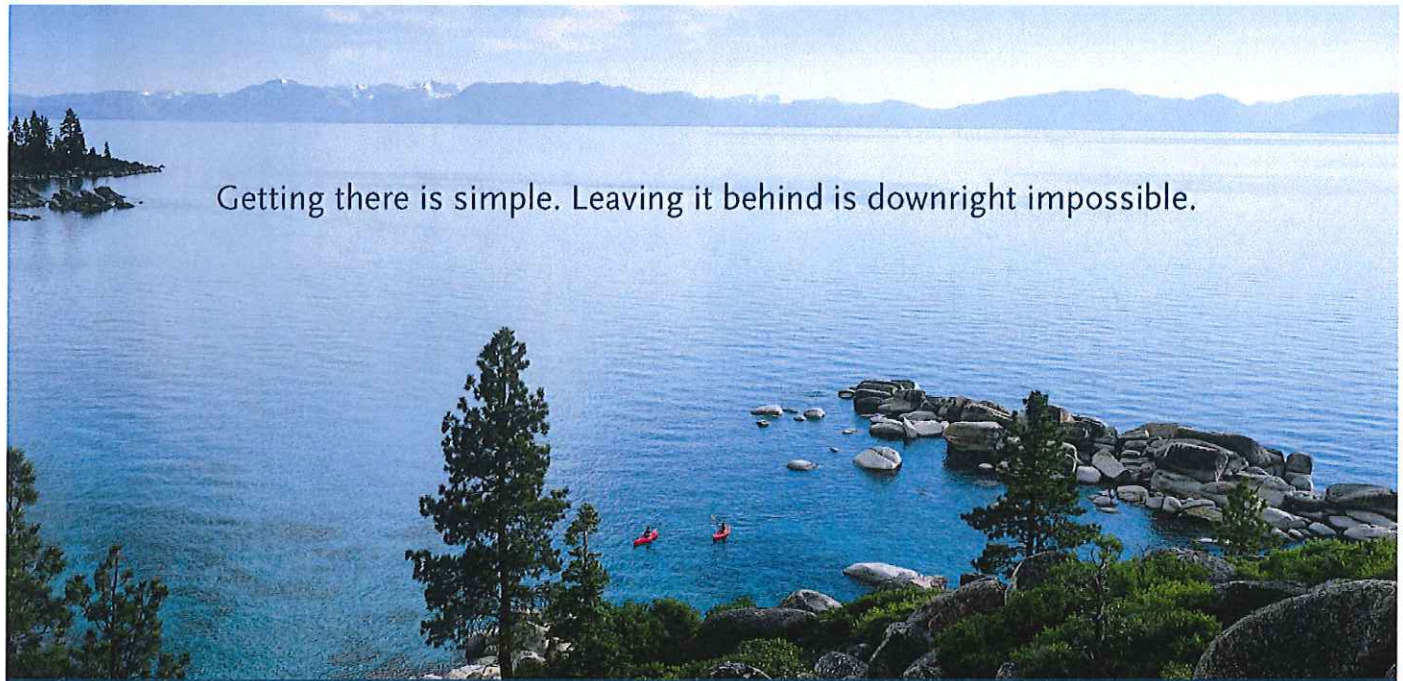
For information on Adventure Sports Week Tahoe, June 15-24; Quiksilver TA HOE NALU Paddle Festival, August 11-12; and more visit gotahoenorth.com/events.

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Sunset So Cal Insider: June 2012 half page ad

Sunset Insider Guide: SoCal reaches 533,693 readers in the greater Los Angeles area four times a year.

- Female: 72%; Male: 28%
- Average household income: \$185,400
- Homeowners: 92%
- College educated: 92%
- Median age: 48




Getting there is simple. Leaving it behind is downright impossible.

On the road trip to happiness is a place that rewards those who think broader, if even just a little bit broader: North Lake Tahoe. Here at the elbow of Nevada-California is a lake with an uncommon abundance of goodness. You'll find trails that test lungs, waters that lure the wide eyed, views that inspire silence and an omnipresent peace that fuels the soul. Whether flying or driving, it's easy to get to. Leaving? Well, that's another matter.


GoTahoeNorth.com | [800.Tahoe4U](tel:800.Tahoe4U)

Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz, No. 1 travel destination with TripAdvisor.

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California Meetings: June 2012 1/2 page ad

California Meetings has a distribution total to over 8,000+ locations and a readership of 15,500+.




Most sites cater to your needs.
It's the precious few that also cater to your soul.

Its thin, clear air and never-ending onslaught of nature's best is North Tahoe's recipe for elevating meetings from average to amazing. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with 15 properties ranging from intimate to exquisite, including PlumpJack Squaw Valley Inn, Resort at Squaw Creek, and The Ritz-Carlton, Lake Tahoe.

- Meeting venues from intimate to elaborate: 10 - 1000 people
- Free professional planning services provided by the North Lake Tahoe Convention and Visitors Bureau
- Just a 45-minute drive to Reno-Tahoe International Airport • Frequent and affordable daily airport shuttles

To submit an RFP or to download our newsletter,
visit GoTahoeNorth.com/meetings or call 800.462.5196.

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High Notes Sacramento News & Review--June 14 Summer Guide, 3/5 page

high notes

north lake tahoe summerlong music

Woven into the summer skies that stretch from beaches to pines to lofty meadows is a medley of tunes ranging from reggae and rock to classic and pop. A summerlong lineup of free concerts and big ticket names appearing al fresco as well as in legendary showrooms and intimate pubs. And all accompanied by that class act known as Lake Tahoe.

free weekly music series

- Tuesdays 70s / 80s Music and Retro Skate Nights at Northstar Resort • June 19 - August 28
Bluesday at Squaw Valley • July 3
- Thursdays Truckee Thursdays with Live Music, Arts, Food and Activities,
Downtown Truckee • June 14 - August 23
- Fridays Live Music at the West Shore Cafe • May 25 - August 31
Kings Beach Music on the Beach • July 6 - August 31
- Saturdays Live Music at the West Shore Cafe • May 26 - September 1
- Sundays Concerts at Commons Beach, Tahoe City • June 24 - September 2


music festivals

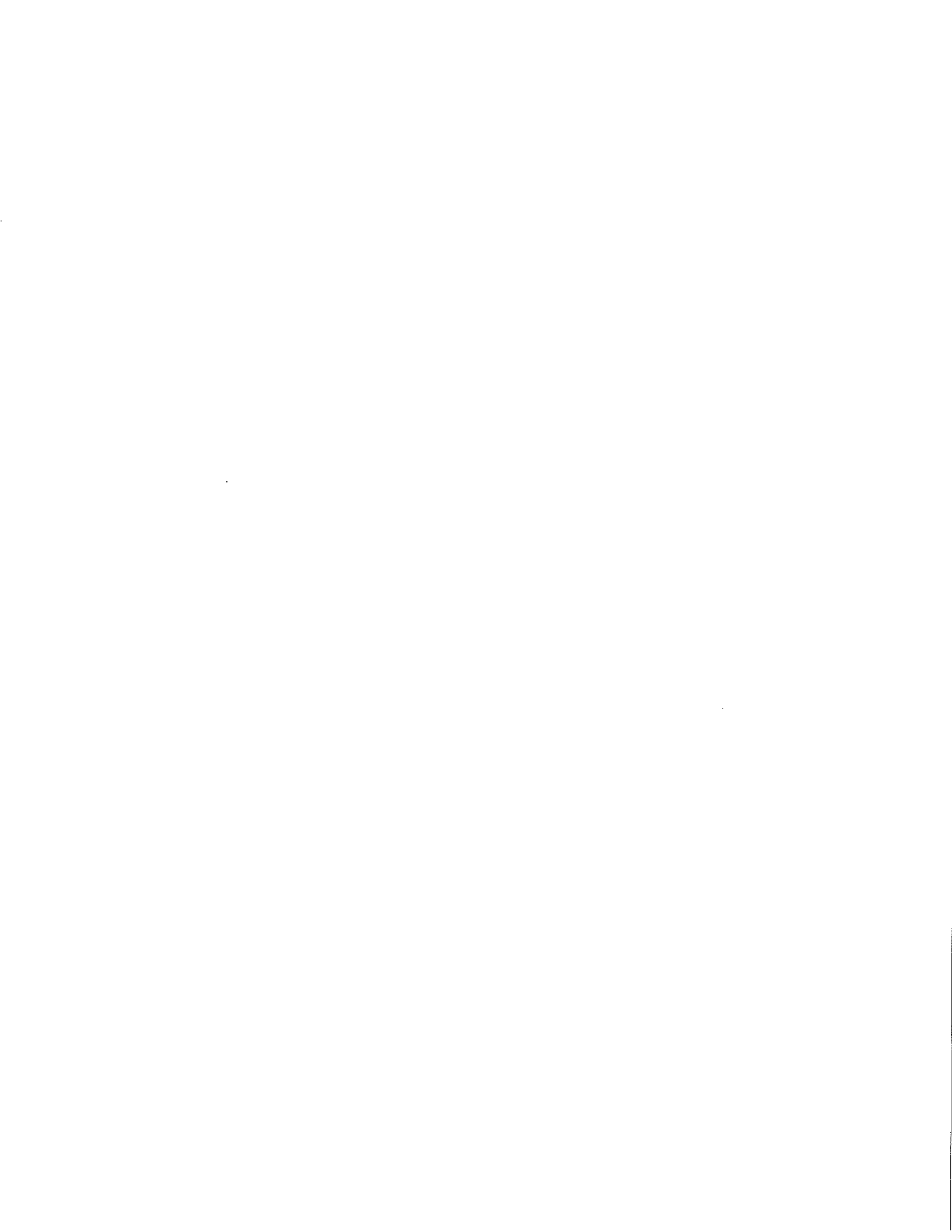
- Star Sessions: Northstar Concert Series • June 22 - August 17
KT Concert Series at Squaw Valley • July 6 - September 7
Soaring Kites and Music Festival at Squaw Valley • July 7
Art, Wine, & Music Festival at Squaw Valley • July 14
5th Annual Beerfest & Bluegrass Festival 2012 at Northstar California • July 14
Wanderlust Festival 2012 at Squaw Valley • July 26 - July 29
Lake Tahoe SummerFest at Sierra Nevada College • July 31 - August 19
Brews, Jazz & Funk at Squaw Valley • August 11

june headliners

- 22 Star Sessions: Northstar Concert Series
23 A Taste of TOCCATA at St. Patrick's, Incline Village
24 The Blues Monsters, Dad's LPs, Downbeat, Jellybread ~ Concerts at
Commons Beach, Tahoe City (free)
29 Dick Dale (seated show) in the Crystal Bay Club Crown Room
30 George Souza ~ Live Music at West Shore Cafe & Inn (free)
30 Steve Lord at Tahoe Biltmore (free)

Get the details on these events and more at
TahoeHighNotes.com | 800.Tahoe4U

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Conference Department Report June 2012

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 HSMIA's Meet West Event in Anaheim California. The event was a combination of one on one appointments, tradeshow and educational seminars for planners and suppliers. The event had 388 planners attend. Staff met one on one with over 30 planners and generated multiple leads.

Staff attended the monthly NLTRA marketing meeting.

Staff attended the grand opening of the NLTRA Visitors Information Center in Tahoe City.

Staff had a conference call with Meetings Focus Magazine staff and DSC staff to discuss the details of the August Meetings Focus Live event at the Resort at Squaw Creek and the subsequent "post-fam".

Staff participated in planning conference call for ASAE Annual Trade Show. ASAE is the largest trade show in the country for association meeting planners and this year will be held in Dallas, TX in August.

Staff attended Northstar Familiarization tour and Golf Event. Staff toured lodging, meeting public areas of Northstar resort along with the event that showcased the golf course.

Staff met with Granlibakken sales staff to discuss meeting trends and to become more familiar with their new Treetop Adventure Park.

Staff attended Mourelatos Lakeshore Lodges' Greek Glendi. During this event Staff toured rooms, meeting and function space.

Staff attended the NLTRA Summer Recreation Luncheon at West Shore Café.

Staff hosted a site visit for CAMAC (Chinese American Medical Association of California). CAMAC is considering North Lake Tahoe for their annual Fall Retreat in September 2012 and is hoping to secure North Lake Tahoe for the future as the home for this annual retreat. The meeting will generate over 50 room nights and over \$7,500 in room revenue.

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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Chamber | CVB | Resort Association

June Leisure Report
Marketing Committee Meeting
6-26-12

TRAVEL TRADE

- Updating travel trade web sites and brochures in development
- Contracting 2012-13 North Lake Tahoe Express rates
- Put together final training, event and show details for the Australian sales mission
- Conducted Melbourne portion of Australian sales mission with sales calls, call center trainings and meetings with the following companies:
Travelplan, Mogul Ski World, Flight Center, Harvey's World Travel. Also met with the Founder and Publisher for Get Lost Magazine and Craig Tansley, a top adventure travel and lifestyle freelancer.
- Attended the Mogul Ski World travel agent ski show in Melbourne
- Put together a CA Snow reunion dinner with travel agents from the Melbourne area who visited Lake Tahoe and Mammoth last season on a Visit California ski fam.

FAMs

- Hosted French media visit put together with Visit California, France. The trip was in state to celebrate the new 2X weekly, non-stop flight from Paris to SFO on XL Airways. This flight will run through the first week in September and should return each summer and, hopefully, expand frequency. 6 journalists extended the San Francisco visit to experience more of Northern California. The publications that visited North Lake Tahoe included:
 - Altitude (XL Airways' in-flight magazine)
 - Nice Matin, Corse Matin, Var Martin (regional, daily newspapers)
 - Easyvoyage.com (Daily online magazine)
 - Le Progres de Lyon (regional, daily newspaper)
 - Tour Mag, Tourmag.com (printed and online trade magazine as well as daily newsletter to 26,000 travel trade)
 - A/R Magazine Voyageur (Bimonthly magazine)

CONSUMER & MISC

- Attended the Mogul Ski World (a niche, higher end Australian ski wholesaler) consumer ski show in Melbourne, Australia

- Attended the Travelplan (a top Australian ski wholesaler) consumer ski show in Melbourne, Australia
- Attended the Travelplan consumer ski show in Sydney, Australia
- Attended one of the Warren Miller film premiers in Sydney that was sponsored by Ski Lake Tahoe for the second consecutive year. Staff invited and attended with call center agents from SKIMAX and travel plan as well as the account manager for Visit California, Australia/NZ and the manager for MCM Media Group.
- Met with the owner of the Warren Miller film tour in Australia and NZ in Sydney which concluded the 2 week sales, media and consumer mission for 2012

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

IRONMAN TRIATHLON CONTRACT

The NLTRA was awarded a three year term with an additional two year renewal contract for the Lake Tahoe Ironman Triathlon. The event completely sold out (2,600 athletes) in 12 hours.

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.

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. She is working with all the communities for the week long AFW celebrations and events leading up to the Saturday seminars and events. The TahoeFoodandWine.com website is live and Northstar is programming the ticketing. Ticketing is scheduled to go live by July 1.

SUNSET CELEBRATION WEEKEND June 2-3

Staff attended and staffed a booth at the above event and pitched Autumn Food & Wine, North Lake Tahoe destination, human powered sports and summer activities. Over 800 names were generated via a contest which will go into the AFW database. Staff noted that in the past 11 years we have done this show, there was a marked increase in people who have visited, are going to visit, or are repeat visitors to North Lake Tahoe. Also a marked increase in people who have attended and or familiar with the Autumn Food and Wine Festival. The level of awareness was enlightening. 23,000+ people attended the event.

THUNDERBIRD RUN SUP RACE June 16, Sand Harbor

Staff attended and was part of the registration team for the above race. Race entries increased from 79 last year to 108 this year. Approximately 500 spectators were on hand. SUP as a sport is definitely gaining momentum. The race director is donating a new TahoeSUP paddleboard for a social media campaign and contest scheduled for this summer.

Staff attended the Chamber Advisory Meeting, Marketing Committee Meetings and the Grand Opening of the new Visitors Information Center.



professional creative services

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

- working on updating Autumn Food and Wine pages/section 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
- working with Julie Jacobson on events research, submitting and posting
- 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 a “fix-it-ticket” for staff to correct errors or make changes
- keeping Trip Advisor updated

Shelley Fallon

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

FACEBOOK

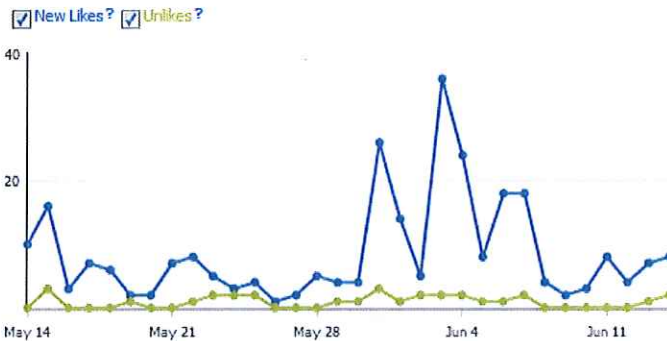
Snapshot

	May 14, 2012	June 14, 2012	% INCREASE
Facebook "Likes"	7,051	7,255	2.89%
Friends of Fans	2,577,845	2,673,140	3.69%
People Talking About Us	708	2,324	228.24%
Total Reach	89,316	416,518	336.34%

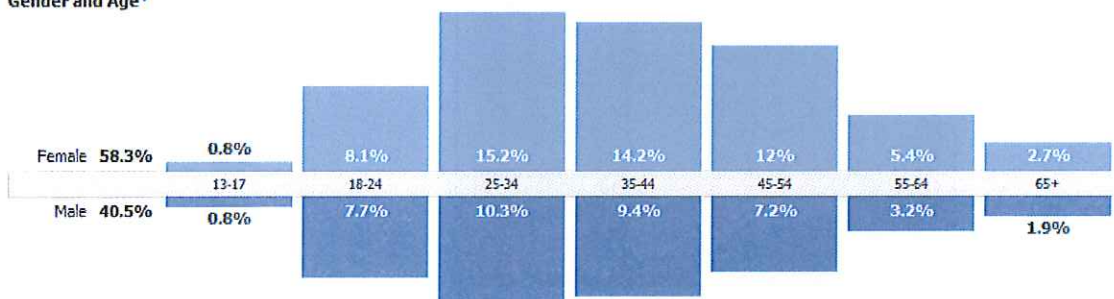
Statistics

Cities?

- 574** Reno, NV
- 276** San Francisco, CA
- 229** Sacramento, CA
- 208** San Diego, CA
- 194** Truckee, CA
- 186** Los Angeles, CA
- 134** Incline Village, NV



Gender and Age?

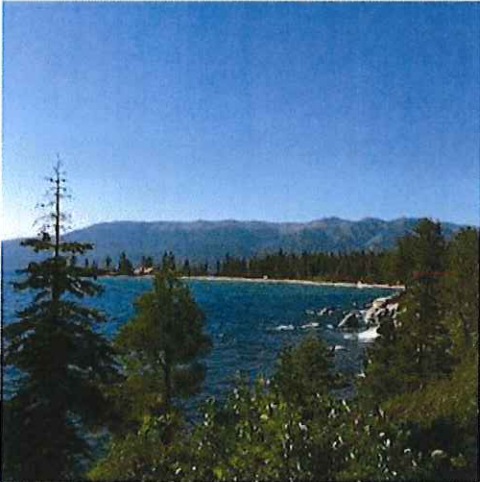


- The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com with additional external referrers including Google, Bing.com and e-mail servers
- Continued Tahoe-area "pages," photographers and fans posting to the page with area news, questions, photos, etc. which reflects the feeling of community within page users
- Continued new Cover Page with "postcard image" that is changed out on a biweekly basis featuring posted photos from fans or ongoing promotions

- Increased interaction moving into the summer season.
- High page engagement ranging from 16-25% (above average Facebook engagement rate)

Lake Tahoe North
Monday · 4h

Happening now...



Like · Comment · Share 34

257 people like this.

View all 21 comments

Amy Gould Wow.....
Tuesday at 10:32am

Red Wolf Lodge at
Tuesday at 5:03pm

Write a comment...

3,857 people reached · 30%

Lake Tahoe North
June 15 · 4h

Weekend...



Like · Comment · Share 35

194 people like this.

View all 21 comments

Shay Ladd Baney Beautiful Would love to see it some day.
June 17 at 5:28pm · Like

Amy Gould Be there in 13 days! :)
Monday at 7:55am · Like

Write a comment...

3,237 people reached · 30%

Lake Tahoe North
June 11 · 4h

Monday reflections...aw Tahoe.



Like · Comment · Share 16

99 people like this.

View all 10 comments

Eric Lisa Bertotti One of the best places in the world!! LOVE LOVE!!
June 11 at 8:33pm · Like · 1

Barbara Griljalva I use to live there what a fool I was to leave !! I was there last Dec2011 Just breath taking no matter what Tahoe Beach you are sitting on Just one of the Loros Playgrounds here on Earth.
June 13 at 4:24pm · Like

Write a comment...

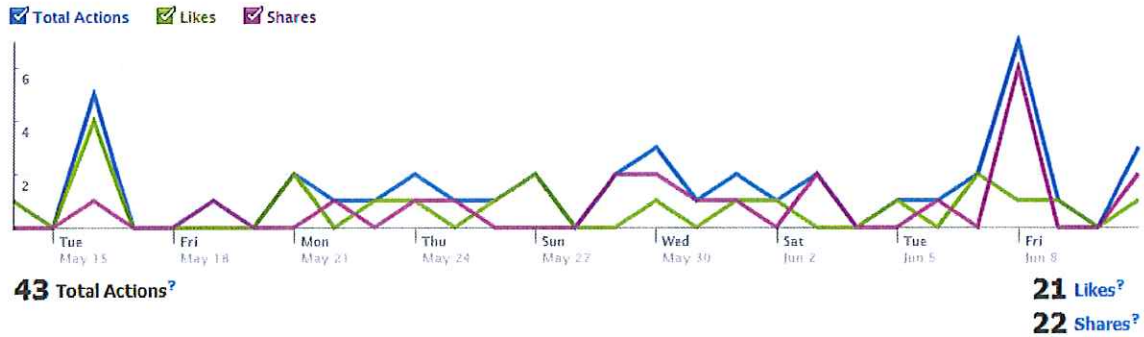
2,467 people reached · 24%

Facebook Advertising Campaign Snapshot
May 15 – Current

4,330 Impressions **11** Clicks **14** Actions **0.254%** CTR **\$1.78** Spent **\$0.41** CPM **\$0.16** CPC

GoTahoeNorth.com Facebook Analytics
 Date range: 05/14/12-06/14/12

	May 14, 2012	June 14, 2012	% INCREASE
Site Engagement: <i>Number of times people posted a link to your site through an action on a social plugin or through a status message or Wall post</i>	24	43	79.1%
Distribution on Facebook: <i>Number of times people viewed stories that link to your site in News Feed, Page Wall or Profile Walls</i>	72,552	60,105	-17.1%
Referral Traffic to Site: <i>Number of clicks sent to your site from stories in the News Feed, Page Wall or Profile Wall</i>	197 clicks	261 clicks	32.4%



Analysis

- A Facebook campaign was run that allowed Facebook users to “like” our page within other Facebook pages or news feed.
- While there was a gradual increase in total fans, there was a significantly high increase in engagement due to the anticipation of summer and upcoming travel.
- Conversation is positive with excitement for summer, warm weather, outdoor and human powered activities and past and future travel.

Next Steps

- Continuing to update cover page biweekly 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
- Integrate Wanderlust campaign to promote the festival and NLT's support and offerings to visitors. Possible contest integration; in development.

Recommendations

- Continue regular contests partnered with small ad campaigns to drive "Likes"
- Brainstorm new contest to coincide with new the season and maintain engagement
- 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	May 14, 2012	June 14, 2012	% INCREASE
Followers	3,485	3,910	12%
Listed	210	215	2.3%

Statistics/ Activities

- Currently following 2,724 users
- 3,917 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, 269 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	116
Mentions	95
Followers	3.6K
Following	2.7K

Analysis

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip one 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 City's Visitor Center Grand Opening June 12 (3 Tweets, 11 Likes)
 - What's Up This June in North Lake Tahoe (3 Tweets)
 - Skies Clearing for Memorial Day Weekend (8 Tweets)
 - Golfer's Par-adise in North Lake Tahoe (5 Tweets)
 - Wanderlust California Takes Over North Lake Tahoe (6 Tweets)

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, up 4.9% to 402
- 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
 - 3 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
- Add venues for increased check-in opportunities including new Tahoe City Visitor's Center
- Explore adding a check-in deal in conjunction with the visitors centers, events and partners

FLICKR

- 24,182 all-time photo views, a 11.68% 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
- 58 Followers (81% increase), Following 71
- Approximately 60 Repins, 11 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	May 14, 2012	June 14, 2012	% INCREASE
Total Video Views	28,682	28,898	0.75%
Subscribers	58	56	-3.4%

- 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
June 20, 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. Golf the High Sierra Media Fam – attended this annual fam June 6, which included top golf media outlets, such as Golf and Leisure Magazine, Golf Today, Orange Coast Magazine, Golf Vacations Magazine, California Golf Magazine, GolfChannel.com and GolfersWest.com.
- C. Other Domestic Media Fams – teamed up with the RSCVA to host a Canadian TV crew, Motorhead. Took part in a media tour of Granlibakken’s new Treetop Adventure Park.

II. News Releases – 4 news releases in the works

- A. Wanderlust Festival Yoga Classes/Well-Known Instructors – drafting
- B. Wanderlust Festival Musical Scene – drafting
- C. Wanderlust Family Activities and Other Opportunities – drafting
- D. Lake Tahoe Water Shuttle - drafting

III. News Releases – 18 news releases distributed since our May 23 report

- A. Skies Clearing for Memorial Day Weekend in Tahoe
- B. Tahoe City Conference Sales Staff Honored with Pinnacle Award
- C. Tahoe's Transportation Programs Funded by TOT Dollars
- D. North Tahoe's Music Series High Notes Kicks Off in June
- E. North Tahoe Chamber Hosts Summer Recreation Lunch June 7
- F. Tahoe City's Visitors Center Grand Opening is June 12
- G. North Tahoe Hosts 4th Annual Wanderlust Festival July 26-29
- H. Adventure Sports Week Tahoe to Feature Paddle Board Events
- I. Measure F Passes, Ensures Funding for North Tahoe Projects
- J. Porter Simon to Host North Tahoe Chamber Mixer June 14
- K. Adventure Sports Week Tahoe Offers Mountain Bike Events
- L. Tahoe Celebrates July Fourth with Series of Fireworks
- M. Rafting on Tahoe's Truckee River is Now Open
- N. Working the Room Workshop is June 26 in Squaw Valley
- O. Tahoe City's One-Mile Bike Trail Finished After 20 Years
- P. North Tahoe to Host Full Distance IRONMAN September 22, 2013
- Q. First-Ever IRONMAN Lake Tahoe Sells Out in Less Than A Day
- R. Joint Chamber Mixer at Squaw Valley's Bluesdays June 26

IV. Media Leads – 30 media requests we've responded to since our May 23 report (does not include those journalists we've actively pitched)

- A. Fodors.com – Bane Bachelor, Adventure Sports Week images, 5/24
- B. Southwest Spirit Magazine – Eric Thurstin, Tahoe images, 5/24
- C. 7&7 Magazine – Dan Giesin, breakfast and cocktail venues, 5/28
- D. Los Altos Town Crier – Lina Broydo, Tahoe Gal cruise, 5/29
- E. Twenty What Magazine – Gerilyn Manago, AFW copy and images, 5/30
- F. Via Magazine – Charles Wormhoudt, AFW copy and images, 5/30

- G. Freelancer Jamie Stringfellow – lakeside bike trail, 5/31
- H. Gate 7 – Beth Greenup, comp rooms/tickets, Australian’s Health, 6/1
- I. Sierra Food/Wine Magazine – Jeff Pelling, Tahoe images, 6/4
- J. CaliforniaFoodandWine.com – Dan Clark, Tahoe images, 6/4
- K. BIKE Magazine – Paul Tolme, possible press trip, 6/5
- L. KGO-Radio (SF) – John Hamilton, Tahoe City Solstice Festival, 6/5
- M. Sacramento Bee – Al Pierleoni, Tahoe City Wine Walk, 6/5
- N. NBCBayArea.com – Alysia Gray Painter, Wanderlust images, 6/5
- O. Edible Reno-Tahoe Magazine – Amanda Burden, Wanderlust dinner, 6/5
- P. Gold Country Media – Toby Lewis, Wanderlust media comps, 6/5
- Q. Visit California – Jeanne Sullivan, Insights interview, 6/6
- R. KGO-Radio (SF) – John Hamilton, Adventure Sports Week Tahoe, 6/8
- S. Destination Weddings & Honeymoons – Amanda Palmeira, images, 6/11
- T. American Sky (UK) – Cathy Card, requested Tahoe images, 6/11
- U. Successful Meetings Magazine – Kate Mulcrone, interview, 6/13
- V. Sierra Sun – Amy Edgett, Fourth of July images, 6/13
- W. YubaNet – Fourth of July images, 6/13
- X. NBCBayArea.com – Alysia Gray Painter, rafting images, 6/14
- Y. Reno Gazette-Journal – Dorraine Earnest, Tahoe City lakeside trail, 6/15
- Z. Sierra Sun – Syllas Wright, IRONMAN Lake Tahoe story/interview, 6/18
- AA. San Jose Mercury News – Janet Fullwood, lakeside trail, 6/19
- BB. NV Commission on Tourism – Chris Moran, HD b-roll, 6/19
- CC. Freelancer Ryan Falkenrath, IRONMAN Lake Tahoe, 6/19
- DD. KFBK-Radio (Sacramento) – Rob McAllister, IRONMAN Lake Tahoe interview, 6/20

