



Marketing Committee Agenda and Meeting Notice

Tuesday, May 30, 2017 - 2:00 pm
Tahoe City Public Utility District Board Room

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism Mission

To promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.

Marketing Committee

NLTRA Board

Brett Williams, Chair
 Agate Bay Realty

Committee Members

Eric Brandt
 Destination Media Solutions

Terra Calegari
 Resort at Squaw Creek

Carlyne Fajkos
 Northstar California

Gregg Gibboney
 Notched

Christine Horvath
 Squaw Valley/Alpine Meadows

Todd Jackson
 Big Blue Adventure

Judith Kline
 Tahoe Luxury Properties

Becky Moore
 Squaw Valley Lodge

Marguerite Sprague
 Tahoe Public Arts

Placer County
 Erin Casey
 DeDe Cordell

NLTRA Staff
 JT Thompson

Quorum
6 Members with 1 Board Member

Items May Not Be Heard In the Order They Are Listed

Call in information:
Dial: 712-770-4010
Meeting ID: 961-748

Please let us know in advance if you will be calling in

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (2 - 10 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – (2 min) **Page 1-4**
 - April 21, 2017
- E. **Presentation & Discussion - FY 17/18 Advertising Strategy – Augustine Agency / Richter 7 (40 min) Page 5-33**
- F. Review and discussion of Human Powered Sports Marketing Campaign scope of work – Burke/Kahn (15 min) **Page 34-35**
- G. Update on final BACC Budget and scope of work for Summer Long Music and Peak Your Adventure programs – Burke/Parrish (10 min) **Page 36-46**
- H. Update on Public Relations RFP sent out by the Marketing Cooperative in April – Thompson (5 min)
- I. Update on International Trade Representation RFP’s sent out by the Marketing Cooperative in April – Thompson (5 min)
- J. Departmental Reports Overview – April (30 min)
 - Conference Sales – J. Neary **Page 49-50**
 - Leisure Sales – S. Winters **Page 51-53**
 - Events & Communications – A. Burke **Page 54**
 - Website Content – S. Fallon **Page 55**
 - Public Relations – The Abbi Agency **Page 56-67**
 - Advertising – Augustine Agency **Page 68-79**
- K. DestiMetrics April Report Overview – Thompson (5 Min) **Page 47**
- L. RTIA April 2017 Passenger & Cargo Statistics Report – Thompson (5 min)
- M. Committee Member Comments (5 minutes)

N. Standing Reports (posted on www.NLTRA.org)

- Conference Activity Report [Page 81-89](#)
- Google Analytics Reporting [Page 90-91](#)
- April '17 Lodging Referral Report [Page 92](#)
- RTIA April '17 Passenger & Cargo Statistics Report [Page 93-100](#)

This meeting is wheelchair accessible

Posted and Emailed (5/25/17 11:30 A.M.)



PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES
Fairway Community Center (300 Fairway Drive, Tahoe City, CA 96145)

Friday, April 21, 2017 – 8:30 am

COMMITTEE MEMBER IN ATTENDANCE: Brett Williams, Eric Brandt, Dede Cordell, Carlynn Fajkos, Todd Jackson, Gregg Gibboney (called-in), Judith Kline (arrived at 8:40am) Erin Casey (called-in)

RESORT ASSOCIATION STAFF: JT Thompson, Amber Burke, Jason Neary, Sandy Evans Hall, Dawn Baffone

OTHERS IN ATTENDANCE: Andy Chapman, Bryan Rickards, Kelly Benson, Connie Lui

A. Call to order at 8:33, Quorum established.

B. Public forum. No public comments

C. Agenda amendments and approval

Motion to approve agenda/amendments with Revisions to A-2, Item G as specified.
M/S/C (Jackson/Brandt 6-0-0)

D. Approve minutes

Motion to Approve Marketing minutes from March 28, 2017
M/S/C (Cordell/Jackson 6-0-0)

*Erin Casey arrived at 8:36

E. Discussion of Fiscal year 2017-18 Placer County Contract attachment A-2 Budget

- Reviewed the fiscal year questions.
- Sierra Ski Marketing Council dues went up \$10,000
- Going to Board on May 3rd
- JT explained the increase in PR and social media marketing amount

Motion to approve 2017/18 Lake Tahoe Tourism Marketing budget, attachment A-2.
M/S/C (Jackson/Fajkos 5-0-2 Casey, Brandt abstained.)

F. Placer County 17/18 Marketing Scope of Work

*Gregg left the meeting at 8:46 am

- JT reviewed the Attachment A, page 10 (Page 2 of the budget) North Lake Tahoe Resort Assn. Scope of work for year 17/18
- Comment from Brett regarding Item A, Public and Media relations, red line correction, the addition of “active and family”. It should say a “premier year round travel destination”, and keep it vague, should be determined by the season, strike zone, the needs at the time. JT will add a bullet point about being nimble digitally. Goal is to attract many different types of visitors/ journalists and do more specific targeting later on.

- Performance indicators on Page 11 (Page 3 of the budget). Dede asked about how the numbers/percentages were determined. JT explained each item
- Brett asked about the origin of the scope of work, and why it was necessary and if it was County driven. JT explained.
- Brett commented about timeline of Placer County producing their portion of the objectives outlined.
- Sandy commented that this document is our side of the scope of the work, and the county will provide their input when the contract is produced. Erin confirmed that statement.
- Website: JT reported that the website is doing very well according to the analytics.
- Brett asked if anyone had any questions on the scope of work, whether to review it in its entirety. Jim commented that he would like to go over all the red lined items.
- JT reviewed all the red lines and explained the reasoning for each change.
- Eric suggested keeping the bounce rate. Discussion among the committee about bounce rate and consensus is to delete that unnecessary statistic.
- Correct spelling of awareness. JT will correct.
- Change sales person from full time to part time, or just change it to “sales person”. JT will correct.
- Dede commented that the performance indicators should be consistent with the past/present tense language. JT will correct this.
- Andy Chapman commented that the task under Group and Conference sales at the bottom of page 13, the GSA’s needs to be omitted. On page 12 (page 4 of the attachment) should say. “Promote North Lake Tahoe at industry trade shows
- On Page 13, Under Leisure Sales, last bullet. “In conjunction with the Resort Association. Should say “In conjunction with North Lake Tahoe’s public relation team...”
- Brett commented about the Increase mid-week occupancy by 7%, make sure that the shoulder season is a part of that as well. JT asked Committee if it should be stricken, since it is redundant. Consensus is to strike Bullet Point 6 under Performance Indicators.
- Item 4 Special Events and Communications, page 6 of budget.
 - Correct the language to read North Lake Tahoe instead of Resort Assn.
 - Change the bullet point to add existing and new events, held in North Lake Tahoe or add “add new events”
 - In first sentence say “This program will..” instead of “These programs are intended”
 - Change First bullet on page 7 of budget to say 2017 instead of 2018.
- JT commented that pop up banners have been added with the North Lake Tahoe branded. There will be a booth at most of the venues that we sponsor and at sponsor partnership locations/events.
- On page 9, 4th bullet, should read “Visitor Center” participation
- Todd commented about the logo could be positioned differently, for space, and if the old logo can be used. Discussion about the correct logo to be used, and if a smaller one is accessible, the” n/north lake Tahoe” with larger font is the current logo. This is the human nature campaign logo that should be used at this time.

**Motion to approve FY 17/18 Placer County Contract Marketing Scope of Work with revisions
M/S/C (Cordell/Brandt 7-0-1 Casey abstained)**

G. Discussion of marketing subcommittee findings and draft findings and recommendations to the Board of Directors

- Organization Structure Task Force Marketing Subcommittee Draft Report was distributed. JT reviewed.
- Correct spelling of immersion, 4th bullet point under Subcommittee notes, page 6.e
- Brett suggested incorporating cultural events, like Chinese New Year, etc., creative ways to include other cultural awareness in our strategy.
- Kid friendly activity comment should include “mid-week.” Bullet point 4 under Subcommittee Notes. Brett pointed out that a better communication of the kid friendly opportunities on our website. There is information in the visitor center, but not on the website.
- Also, a list of things for kids to do on days with weather challenges.

- Eric commented about bullet point number 3, subcommittee notes, should say “luxury” resort experience. JT asked if that should be deleted or should we keep it? Consensus is to delete it. JT will delete it.
- Add “For conference sales.” On bullet point 5 on page 7 under Competitive needs with additional funding. -TID Tourism Improvement District
- Erin suggested to add on above the TBID “potential funding sources” and outline it, a few sentences.
- The vote is 2/3, although those details may not be in the document, just a general explanation.
- JT asked the committee to provide feedback in 2-3 days after reading through the document, by Wednesday.
- Brett provided feedback on the Attachment A, back page of the document. Expressed concern about the need for more Marketing dollars, and the urgency for action.
- Sandy commented that the point of this document and this process is the first step, and the next step is it to be taken in front of the Board.
- Eric suggested for Brett to provide something stressing the need for more Marketing dollars in to include on the final page of the document. Brett will write something up.
- Eric pointed out that we should be thinking in a 5-10-15 year range, since it compounds over time.
- JT pointed out that Attachment A which is included is incomplete and when it is included in the Board packet all the figures will be inserted. He can email it out to anyone who needs it.

Motion to approve Item G Marketing Subcommittee findings and draft findings and recommend to the Board of Directors M/S/C (Jackson/Brandt 7-0-0)

H. Discussion and approval of redistribution of additional funding for Events Department Budget

- JT reported that \$25,000 invested in Tough Mudder will be reimbursed.
- Question about Tough Mudder date next year. Right now there is no date set. Usually it is June and most likely will stay that way.
- JT pointed out that Human Powered Sports is not getting as much attention as other marketed campaigns. He stressed that we are not only marketing ourselves as not only year-round but we are a mecca of running, swimming, biking, trails, climbing, etc. and we are the only area that offers so much.
- Amber reviewed Attachment A-3 Page 30 of the packet.
- Brett asked for thoughts about the print strategy being long term. Amber said that is a part of the plan for the future.
- Brett asked about High Notes, and likes to see it integrated as a campaign. Although he feels there is no cohesive message. Amber is visiting 5 partners and getting buy-in and integration into their own campaigns. There is a graphic with weekly locations, the website is being updated with visual information, all 5 of the partners will have boiler plate and logo addition will be included on their collateral and ours, the posted will be a schedule graphic with free weekly concert venues listed and website information, and incorporates other music venues that have paid music events.
- Andy commented about the history of High Notes
- Eric commented about the future of High Notes, and thinks the name is confusing, and the Marketing may be already saturated, because the music events are already well attended. A lodging component, a track-ability component to look at the ROI and where we are spending the money. He would rather see “North Lake Tahoe Music” as a brand as opposed to “High Notes”.
Eric urged to be careful about another branding. He also pointed out that it is not a really a series, which implies it is always at the same location. Tie it to drive room nights so it can be tracked.
- Andy suggested to getting back to “North Tahoe Summer Long Music”.
- Brett suggested reallocating this money to another project. He expressed concern about the ROI.

- Amber commented that the branding doesn't happen every time at every venue. But there is buy-in on the campaign idea.
- JT described how the music amenities are important in different ways to every venue.
- Erin pointed out that Truckee will never incorporate High Notes into their music program.
- Long discussion about High Notes. JT explained that this money that is listed on the proposed areas of focus, the \$35,800 is going out of market, to the demographic we want to come to North Lake Tahoe to drive/ increase room nights mid-week.
- Brett summarized that the 35,800 should be a North Lake Tahoe music page/campaign but eliminate the High Notes branding.
- Judith expressed concern about radio timeline and the date for summer music campaign.
- Amber commented that it would be fairly easy to change the High Notes branding,
- Connie reviewed the Human Nature ad, and the High Notes will be eliminated, and the page will be directed to the North Lake Tahoe music page. The monies allocated to the High Notes Campaign will be allocated to a North Lake Tahoe Music Campaign.
- Todd introduced Bryan Rickards who works with Big Blue Adventures.
- Bryan described the Squaw Valley Half Marathon June 11th, Burton Creek Trail Run (Father's Day June 17th), XTERRA Tahoe City June 24th.
- Eric commented that the water level may invite more marketing towards paddle boarding. JT said that water/lake level is a huge part of the messaging this year.

MOTION to approve M/S/C (Fajkos/Cordell 6-0-1 Jackson abstained) with the following:

- **The language should be changed on the information that goes to the board.**
- **The \$10,000 Homewood contract will be brought back to the committee**

I. Discussion and approval of BACC Budget and scope of Work for High Notes and Peak Your Adventure programs

- Connie and Kelly reviewed the Peak Your Adventure/ Touch Lake Tahoe campaign
- She explained the coupon numbers, and the future of the map becoming digital and adding digital coupons.
- Discussion about digital coupons and redemption. The customer service training piece will help the buy-in of the campaign.

*Judith Kline left at 11:37am.

*Erin Casey left at 11:38

- Todd commented that the necessity of spending money on rack cards when there is already Tahoe.com or gotahoenorth.com or the Weekly for their calendar info. Kelly said the rack card is beneficial for the out of market and gives you just that info can drive to the website.
- Brett suggested adding a coupon for a restaurant on the rack card for out of market. Amber pointed out that the different campaigns will be integrated together on the rack cards and taken to out of market locations with all the campaign literature.


**MOTION to approve item I. NLT MUSIC and Peak your Adventure budget
Brandt/Jackson (5-0-0)**

J. Update on Public Relations RFP sent put by the Marketing Cooperative in April

- JT commented that today was the deadline to bid on 3 of the RFP's and he will be emailing candidates to answer questions. Proposals due on the 19th. Will need help with Australia and UK, the week of June 5th. Keep a lookout for the doodle for the grading of the proposals.
- Department updates can be reviewed individually.

Adjourned at 11:53

| FY 17/18 Advertising Strategy

 north lake tahoe



Agenda

- **Industry Insights & Research**
- **Consumer Journey**
- **FY 17/18 Recommendations:**
 - **Objectives and Considerations**
 - **Consumer Strategy**
 - **MCC Strategy**
- **Next Steps**

| Industry Insights & Research



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Industry Insights & Research

- **Top 3 ways to reach leisure travelers:**

- **Mobile**
- **Content & Digital Marketing**
- **Social Media**

- **Content that converts:**

- **Things to do (attractions/activities): 80%**
- **Dining: 43%**
- **Maps/destination landscape: 42%**
- **Events: 31%**

Industry Insights & Research

- **Successful content distribution:**
 - **Email**
 - **Social Media**
 - **Cross-device digital advertising**
- **Personalized, visually rich content will deliver strongest results**

FY 17/18 Advertising Strategy | Industry Insights & Research

Industry Insights & Research

- **Consumer Path-to-Purchase:**
 - **Inspirational stage influencers:**
 - **Friends' travel posts on social media: 1 in 4**
 - **Brand's content on social media: 1 in 5**
 - **Cross-device research & bookings**
 - **65% of those booking travel online began process with 2+ destinations in mind**

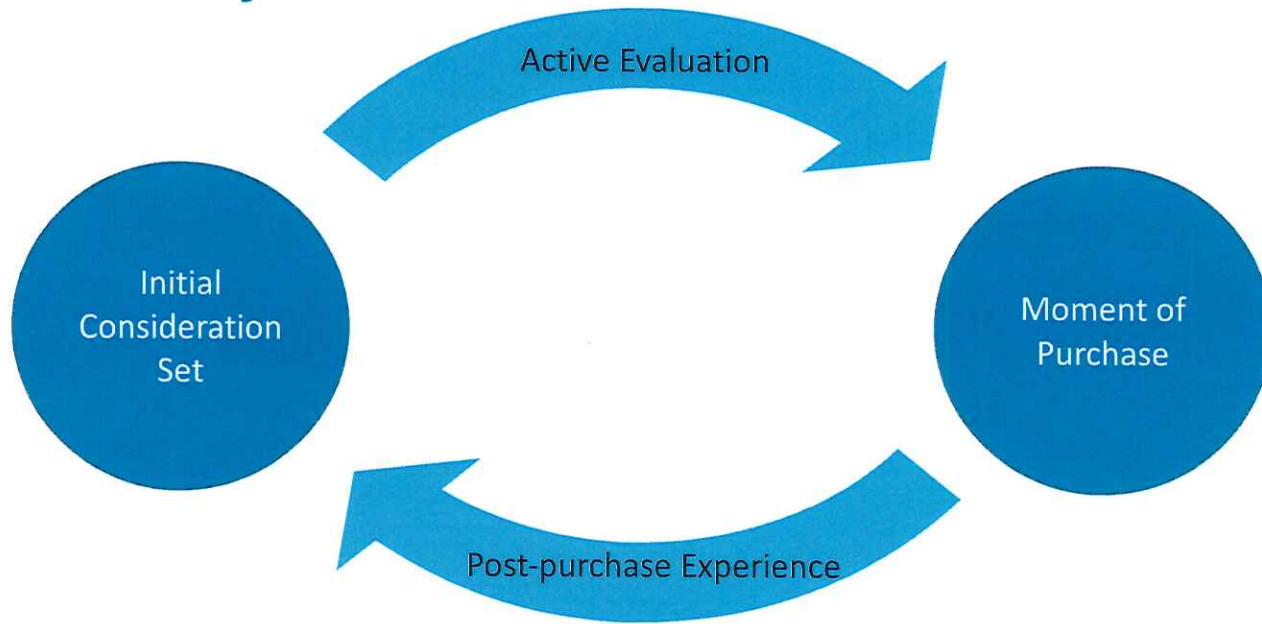
FY 17/18 Advertising Strategy | Industry Insights & Research

| Consumer Journey



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Consumer Journey

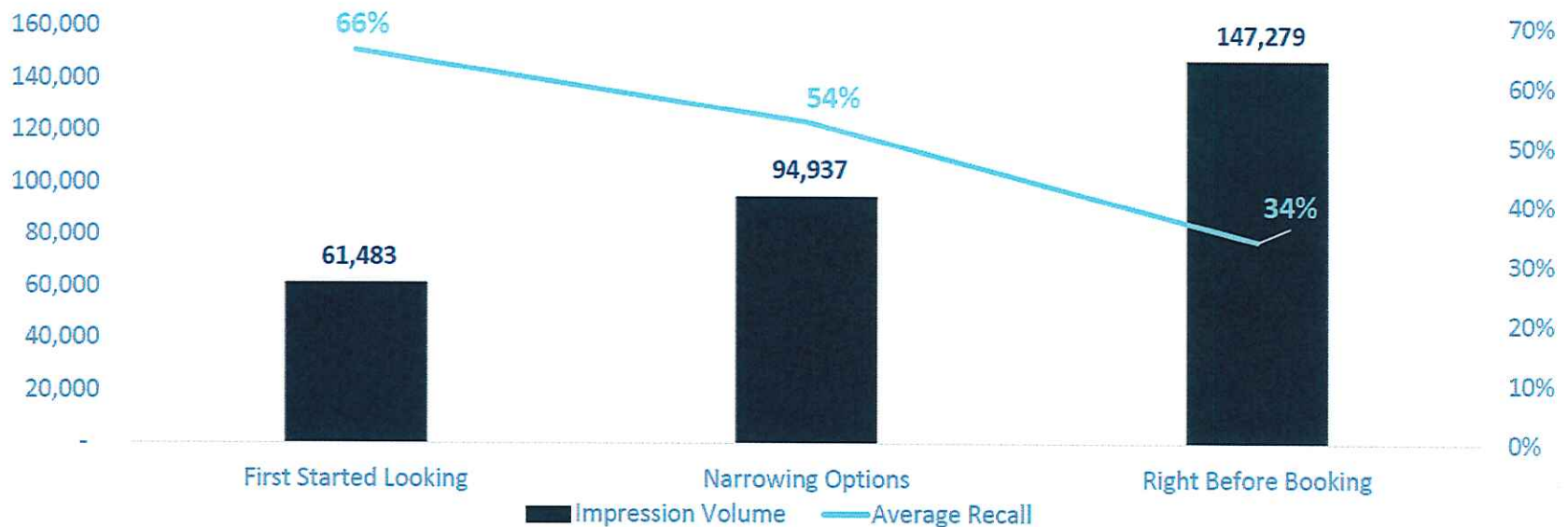


FY 17/18 Advertising Strategy | Consumer Journey

Consumer Journey – Why?

- Target when NLT can be more influential during destination decision timing.

BOOKERS ARE STILL ENGAGING WITH TRAVEL SITES, BUT IT IS LESS LIKELY THAT ADVERTISING WILL AFFECT THEIR DECISIONS.



2016 Comscore

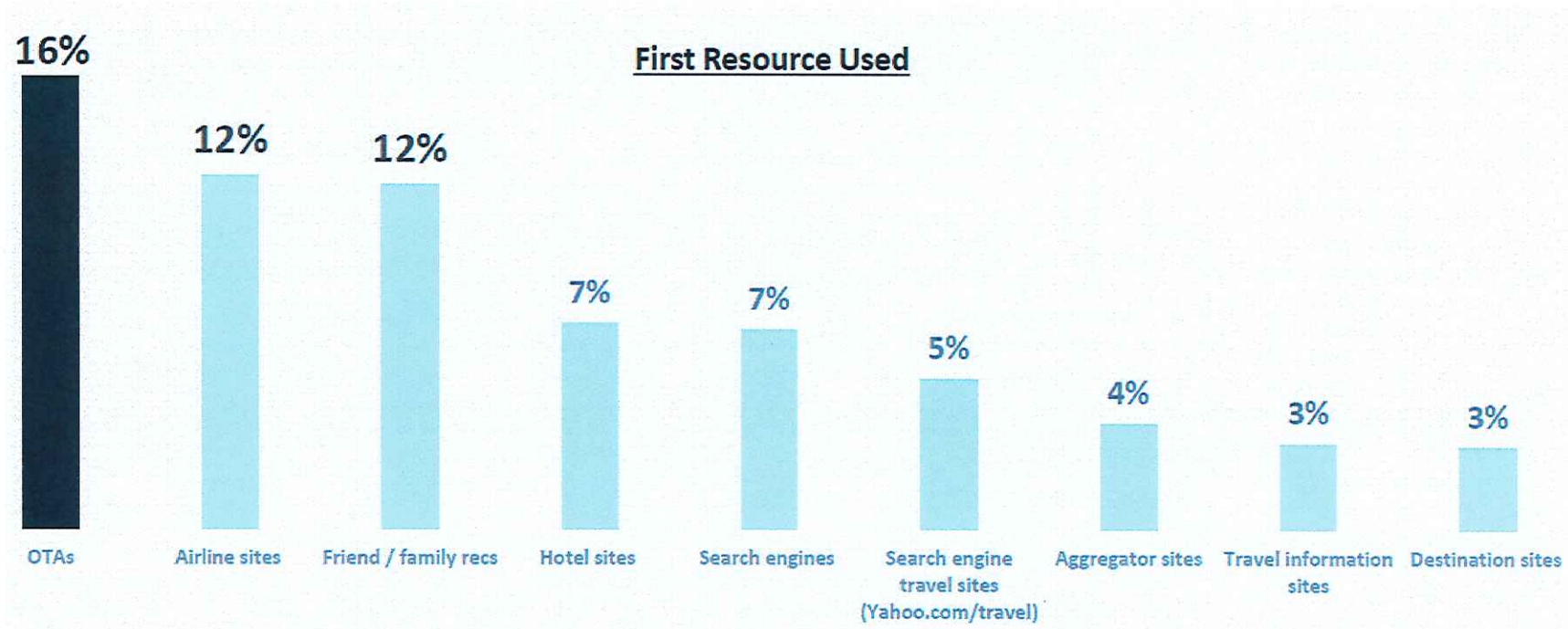
Consumer Journey – Why?

- Target when NLT can be more influential during destination decision timing.
- Allocate budgets according to timing in journey.
- Time appropriate media channels and messaging.
- Target appropriate platforms during journey.

FY 17/18 Advertising Strategy | Consumer Journey

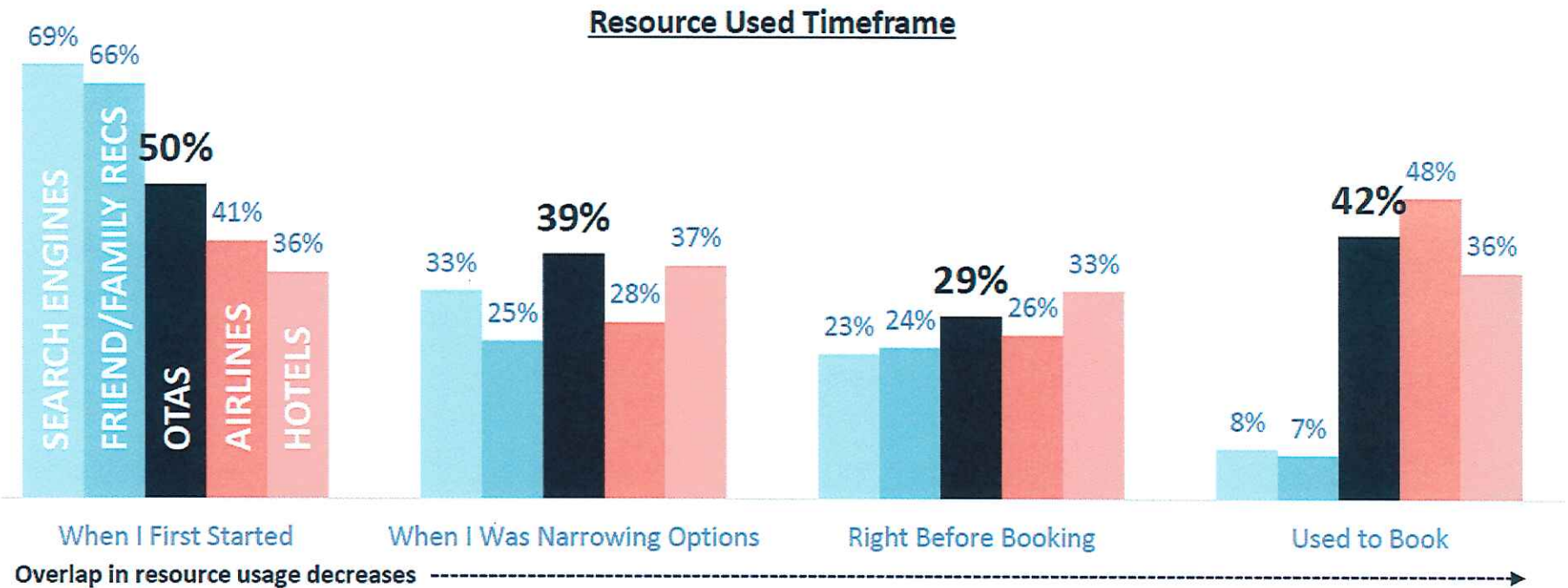
Consumer Journey – Why?

- Target appropriate platforms during journey.

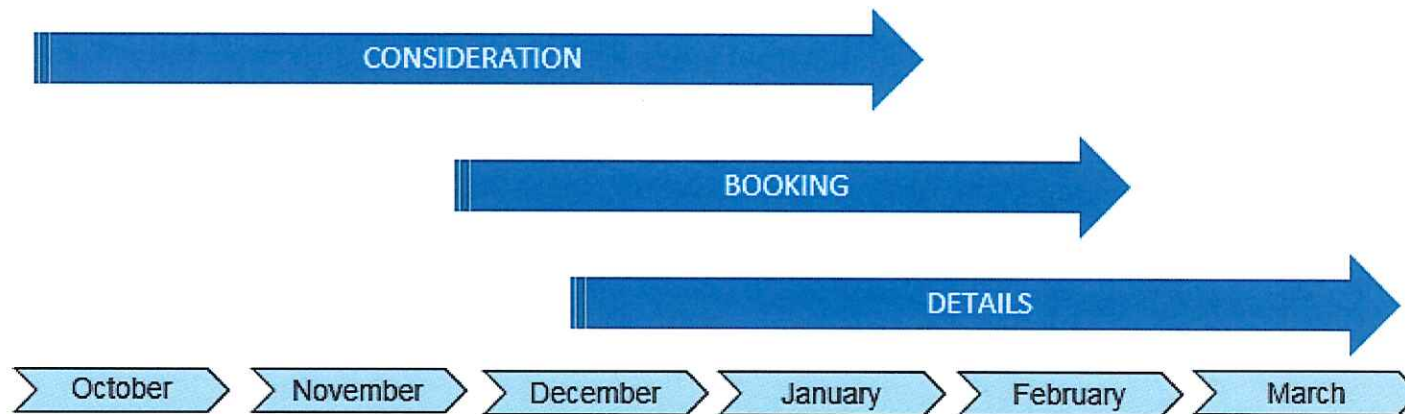


Consumer Journey – Why?

- Target appropriate platforms during journey.

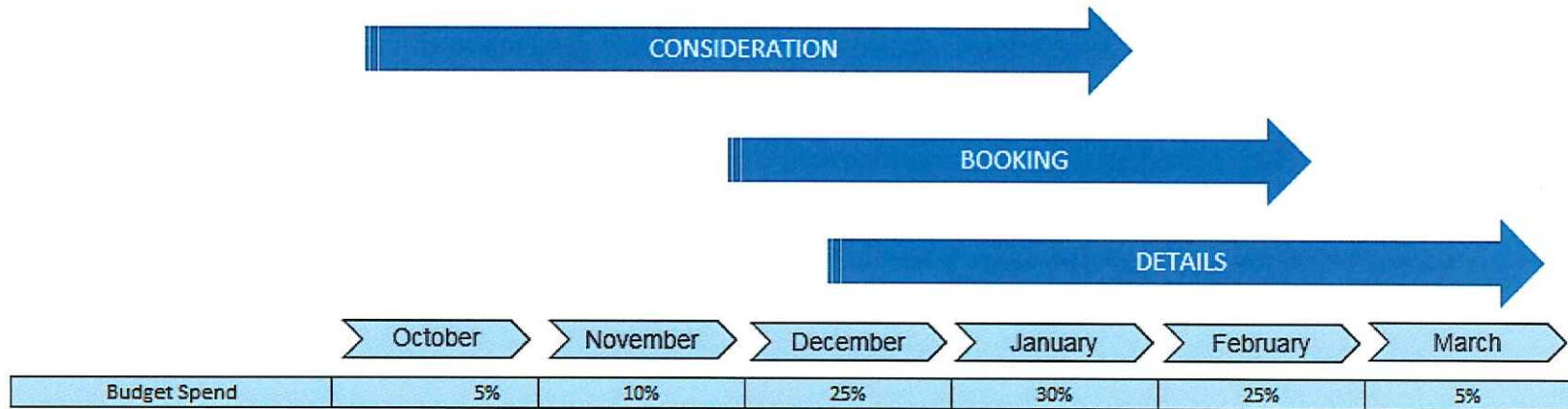


Consumer Journey - Winter



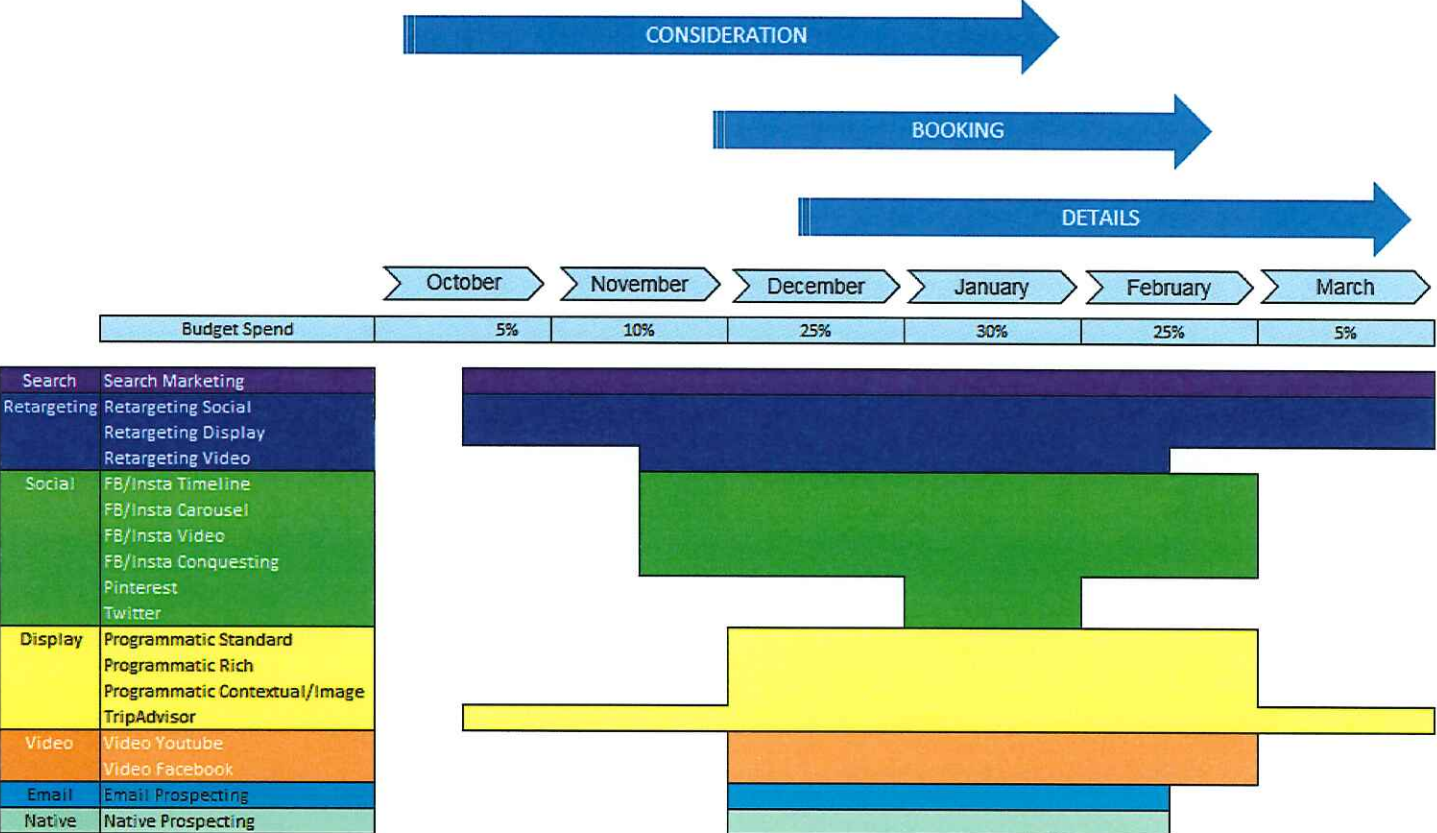
FY 17/18 Advertising Strategy | Consumer Journey

Consumer Journey - Winter

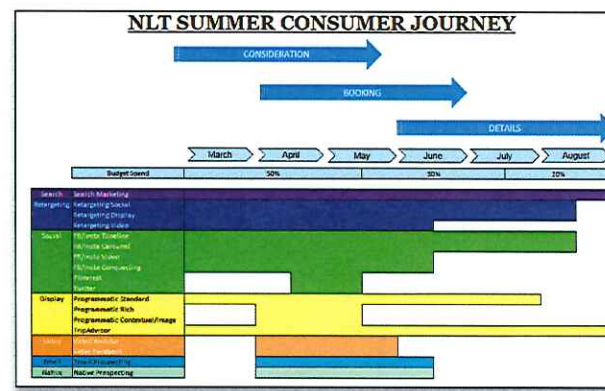
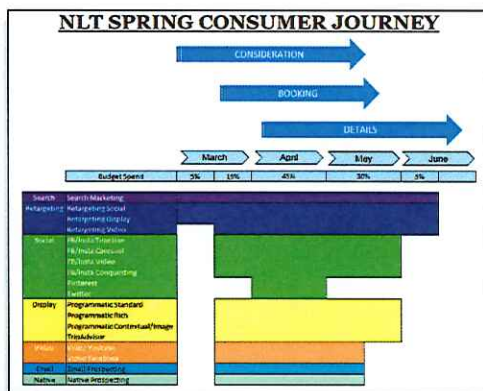
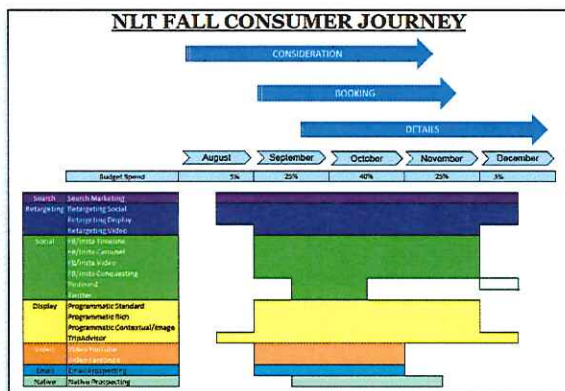
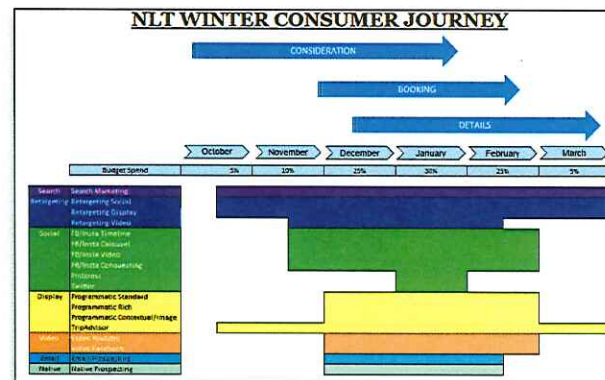


FY 17/18 Advertising Strategy | Consumer Journey

Consumer Journey - Winter



Consumer Journey – All Seasons



FY 17/18 Advertising Strategy | Consumer Journey

| FY 17/18 Objectives and Considerations



 north lake tahoe

Objectives

- Position North Lake Tahoe as a year-round/four-season destination
- Increase visitation during shoulder seasons
- Increase length of stay and visitor spending
- Increase mid-week visitation
- Increase number of conference leads and sales
- Develop tourism pipeline

FY 17/18 Advertising Strategy | Objectives and Considerations

Things to Consider

- 2016 Website User & Conversion Study Report
- STRATA LA Survey
- Performance of spring campaign
- Visit California & Travel Nevada opportunities

FY 17/18 Advertising Strategy | Objectives and Considerations

| Consumer Strategy



 north lake tahoe

Consumer Media Approach

- Continue using multiple vendors for lower costs & stronger results
- Continue with Persona Targeting (Prizm, GfK MRI, Scarborough data)
 - Work in more opportunities to reach Millennials – platform, content, visuals/creative
- Continue fly/drive market strategy
 - Fly: Peak seasons
 - Drive: Shoulder seasons
- Incorporate niche audience targeting for spring, summer & fall seasons
 - Hiking, mountain biking, kayaking, golf
 - Winter focus remains ski/board audience
- Based on consumer journey data, slightly adjust campaign schedules

FY 17/18 Advertising Strategy | Consumer Strategy

Consumer Media Approach

- Change KPI from booking to site engagement & quality of engagement
- Incorporate geo-fencing when possible
- Incorporate rich media opportunities in overall digital plan
- Incorporate digital outdoor for LA market

FY 17/18 Advertising Strategy | Consumer Strategy

| MCC Strategy



 north lake tahoe

MCC Media Approach

- Incorporate geo-fencing strategy at tradeshow and other events as appropriate
- Trade show pre & post communication
- Print:
 - Targeted media buy
 - Incorporate magazine wraps when appropriate
- Continue high frequency approach
 - Emails
 - Social media – Facebook and LinkedIn specific strategies

FY 17/18 Advertising Strategy | MCC Strategy

MCC Media Approach

- **Digital:**
 - **Retargeting & Prospecting**
 - **Cross-device approach, similar to consumer market**
 - **Native vs. banners**
 - **Rich media**

FY 17/18 Advertising Strategy | MCC Strategy

MCC Media Approach

- **Content focus: Bleisure Travel**
 - **43% of business trips turn into bleisure, with many trips lasting 4+ days**
 - **Attractions & events should lead content as this is most influential**
- **MCC Path-to-Purchase booking window is small: 1-4 weeks**
- **Strengthen content on GoTahoeNorth.com**

FY 17/18 Advertising Strategy | MCC Strategy

| Next Steps



 north lake tahoe

Next Steps

- Finalize budget for 2017/18 fiscal year
- Build out media flow charts
- Develop updated creative briefs and strategy for all 17/18 campaigns

FY 17/18 Advertising Strategy | Next Steps



Thank You!

Human Powered Sports Recommended Media Plan

Media

1. Social Prospecting - \$9,000
Prospect social users based on their human-powered sports lifestyle (parameters include running, marathons, triathlons, paddling, mountain biking, Spartan races, etc.)
2. Programmatic Conquesting - \$6,000
Target people who have recently visited a tourist destination that is commonly utilized for its human-powered sports amenities (i.e. Park City, Mammoth, Vail, Whistler). The user must reside in another state.
3. Content-Targeted Display - \$6,000
Target people who are exploring internet content that contains topics/keywords related to human-powered sports (i.e. pages that contain the phrase "mountain biking trail").
4. Social Retargeting - \$4,000
Retarget anybody who visits an outdoor sports page on gotahoenorth.com (gotahoenorth.com/things/biking, gotahoenorth.com/things/climbing-walls, gotahoenorth.com/things/on-the-water, gotahoenorth.com/things/hiking, etc.)
5. Programmatic Geo-Fencing Events - \$4,000
Serve ads to people attending specific human-powered sports events, such as the Sea Otter Classic, the Leadville Trail 100, and the Barn Burner (or others)
6. Programmatic Geo-Fence Activities - \$4,000
Serve ads to people on pre-determined trails in LA, SF, Sac for biking, hiking and running by Geo-Fencing areas known for these activities
7. YouTube Video - \$5,000
Prospect social users based on their human-powered sports lifestyle (parameters include running, marathons, triathlons, paddling, mountain biking, Spartan races, etc.)
8. Facebook Video - \$5,000
Prospect social users based on their human-powered sports lifestyle (parameters include running, marathons, triathlons, paddling, mountain biking, Spartan races, etc.)

Total Media Spend: \$43,000 Gross

Creative

1. Social Prospecting and Retargeting Ads - \$1,500
Multiple, customized ads used in prospecting and retargeting based on activity and location. Ads will be used for the Facebook and Instagram social platforms.

2. Programmatic Conquesting Ads and Content-Targeted Ads - \$4,500
Multiple, customized digital banner ads in various sizes (160 x 600, 728 x 90, 300 x 600, 320 x 50) to be used for conquesting. Ads for content targeting in various sizes (160 x 600, 728 x 90, 300 x 600, 320 x 50), based on activity and location. Ads to be used for geo-fencing, depending on event and/or location in various sizes (160 x 600, 728 x 90, 300 x 600, 320 x 50).
3. Human Powered Sports Video - \$6,000
30-second ad developed specifically for the Human Powered Sports audience to be used on YouTube and Facebook, targeted based on interest and location.

Total Creative Spend: \$12,000

Total = \$55,000



BACC: HIGH NOTES + THE ABBI AGENCY SCOPE OF WORK

Client and/or Project Name: BACC: High Notes

Completed by: Kelly Benson, Junior Account Executive

Point of Contact: Kelly Benson, Junior Account Executive & Connie Liu, Account Manager

Project Dates/Timeline: April 15, 2017 – September 30, 2017

Goal

The BACC High Notes program aims to encourage attendance of the free summer musical offerings in North Lake Tahoe between the months of June and September, as well as increase ticket sales of summer music festivals and drive mid-week occupancy.

Description

The Abbi Agency suggests a continuation of in-person and online promotion of the High Notes brand that was established during the 2016 summer season. Using assets previously developed, including images and videos, as well as new creative promotional tools, like an interactive schedugraphic, High Notes will continue to engage with an audience who is already in North Lake Tahoe. To further clarify and enhance the brand messaging, High Notes will always be mentioned in conjunction with North Lake Tahoe, such as *“The North Lake Tahoe summer High Notes music series”*. This summer, a greater emphasis will be placed on partner activation to promote the co-branding of individual music events in addition to social media outreach, digital engagement, and informative printed materials.

Target Audience

The Abbi Agency will target in-market visitors to North Lake Tahoe from the key drive and fly markets.

Strategies

To continue communication of the High Notes brand while co-existing with the established brand identities of the individual music venues. As suggested upon by the North Lake Tahoe Marketing Cooperative, we will no longer use the High Notes logo, but will continue use of the name and domain. The following developed assets will be utilized throughout the campaign:

- North Lake Tahoe logo
- Hi-res images from previous years' events.
- Videos from Kings Beach, Squaw Valley and Tahoe City music events.
 - *Note: A video for Northstar California will be filmed during this campaign.*

In order to ensure the program has sufficient distribution, awareness and engagement, the agency will work to pursue the following strategies:

- **Digital Outreach**
Connect with travelers when they arrive in market to begin message awareness, while highlighting both User Generated Content (UGC) and owned content with North Lake Tahoe/High Notes branding on social media.
- **Grassroots Activation**
Activating in-market visitors to engage with campaign by promoting through visitor's centers, rack card distribution sites, and printed schedugraphics. As well as activating with partners through boilerplates, toolkits, and personal outreach.
- **Social Activation**
Increase engagement and awareness through social media "take overs", one photo and video contest with ticket giveaway, and social media "live" streaming.
- **Advertising**
Obtaining wide spread messaging through local, in-market advertising, including print, social and digital.
- **Creative Development**
Complete creative development initiatives from previous year and design.
- **Monitoring and Measuring**
At the end of each month, The Abbi Agency will compile a report of all High Notes social media results to keep the team informed on campaign performance.

Tactics

- **In-Person Activation:**
 - Place printed schedugraphics and rack cards at establishments in North Lake Tahoe.
 - Include North Lake Tahoe/High Notes information in Peak Your Adventure maps.
- **Digital Outreach:**
 - Update High Notes page on GoTahoeNorth.com to include interactive schedugraphic, images and videos.
 - Conduct one High Notes Instagram Takeover to promote weekly music with one band or performer.
 - Conduct one Facebook Live from each event (total of four).

BACC: HIGH NOTES + THE ABBI AGENCY SCOPE OF WORK

- Promote owned videos and images on the North Lake Tahoe Facebook, Twitter and Instagram accounts 2x/week, while posting all videos to YouTube using #HighNotesTahoe
- Conduct one (1) social media ticket giveaway through the @TahoeNorth Instagram account. This giveaway will feature a prize of two (2) tickets to an upcoming festival, and will encourage followers to tag a friend. The Abbi Agency will design promotional graphics as well as posting and selecting a winner.
- **Advertising:**
 - Print advertisements in the North Lake Tahoe Visitor's Guide.
 - Digital advertisement on Tahoe.com.
 - Social media ad buy to in-market audience members on Facebook, Twitter and YouTube.

Communication & Reporting

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will also provide a monthly status report ahead of the BACC meetings.
- The agency will attend all BACC monthly meetings in person or via phone.

Exceptions

- The Abbi Agency is not responsible for design of printed schedugraphic and rack cards.

Budget

The total project budget for High Notes is not to exceed \$20,000. The Abbi Agency will only bill \$13,750 (*total cost of \$20,000 - \$2,500 for NLT Visitors Guide ad - \$3,750 Tahoe.com ad*).

- **Project Management: \$4,500**
 - Attending meetings, providing reports, ongoing communications, and updating High Notes webpage copy, creating toolkit/talking points for BACC partners, reaching out to businesses for distribution of rack cards (not including actual distribution)
- **Social Media Management: \$4,300**
 - Project Management: Posting 2x week, social toolkit for BACC partners/venues, Instagram takeovers (3-4x), Facebook Live (2-4x), ad management, and ticket giveaway contest: \$3,800
 - Social post boosting: \$500
- **Design: \$1,500**

**BACC: HIGH NOTES + THE ABBI AGENCY
SCOPE OF WORK**

- Develop Interactive Component of schedugraphic: \$1,500
- Video: \$1,200
 - Film Beergrass & Bluegrass on July 1 at Northstar California – Rotor Collective
- Advertising: \$1,500
 - NLT Visitor's Guide – (*\$2,500 price not reflected here, paid by NLTRA directly*)
 - Tahoe.com - (*\$3,750 price not reflected here, paid by NLTRA directly*)
 - Social Media advertising - \$1,500 = \$428.57 per month
- Printing*: \$790
 - \$565 for 5,000 rack cards (double sided, full color)
 - \$225 for 300 posters (11x17, one sided, full color)

*Total cost of these items can be shared with out-of-market budget from co-op.

Invoices are sent on the 1st or 15th of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

Potential Additional Costs

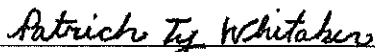
Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

Approvals



[John Thompson, Tourism Director, North Lake Tahoe Resort Association] (Sign/Date)

5/17/17



[Ty Whitaker, CEO, The Abbi Agency]

5/19/17

(Sign/Date)

NORTH LAKE TAHOE'S SUMMERLONG MUSIC SERIES

FREE WEEKLY MUSIC

TUESDAY	WEDNESDAY	THURSDAY
<p>BLUESDAYS The Village at Squaw Valley</p> <p>RETRO SKATE NIGHTS Northstar California</p>	<p>MUSIC IN THE PARK Truckee River Regional Park</p>	<p>TRUCKEE THURSDAYS Downtown Truckee</p>
FRIDAY	SATURDAY	SUNDAY
<p>MUSIC ON THE BEACH Kings Beach</p>	<p>LIVE MUSIC Northstar California</p>	<p>CONCERTS AT COMMONS BEACH Tahoe City</p> <p>LIVE MUSIC Northstar California</p> <p>SUNDAY FUNDAY Moe's Original BBQ</p>

MUSIC FESTIVALS

TOCCATA Tahoe Symphony Orchestra & Chorus

Mozart in the Mountains | June 11 - June 18
TOCCATA BOPS! | July 1 - July 9

Beerfest & Bluegrass Festival

Northstar California | July 1

Independence Day Celebrations

Various Venues | July 1 - July 4

Art, Wine and Music Festival

The Village at Squaw Valley | July 8 - July 9

Wanderlust

Squaw Valley | July 20 - July 23

Lake Tahoe Music Festival

Various Venues | August 15 - August 20

Classical Tahoe

Sierra Nevada College | July 28 - August 12

Brews, Jazz and Funk Fest

The Village at Squaw Valley | August 12 - August 13



2017 Summerlong Music Series - High Notes

The North Lake Tahoe Business Association and Chamber Collaborative (BACC) is looking forward to an exciting summer of live music, multi-day festivals, and signature events along the North Shore of Lake Tahoe from June through September. To further highlight the free weekly music and signature events in the area, the BACC is partnering with businesses, venues, and sponsors to promote each local event as part of the North Lake Tahoe summerlong music series, High Notes.

To collaboratively highlight the region as a world-class destination for music, while honoring the individual identity and messaging of every event, the BACC would like to invite you to partner in a co-branding campaign. Together, we can increase awareness to visitors and prospective travelers that summer in North Lake Tahoe is the time and place to be for not only natural splendor and outdoor recreation, but also great music and a rich cultural scene that entertains every night of the week.

Please see below for details on this co-branding partnership, the goals of the campaign, and assets that can be used in any marketing of events.

GOALS OF HIGH NOTES

To encourage attendance of the free summer musical offerings in North Lake Tahoe between the months of June and September, as well as increase ticket sales of summer music festivals and larger events while driving mid-week occupancy.

PARTNERSHIP DETAILS

- To mention North Lake Tahoe and the summerlong music series, High Notes when promoting weekly music events.
 - *“Join us every [day] at [event name], a part of the North Lake Tahoe summerlong music series, High Notes.”*
 - *“This [day], wind down after work with free music on the beach at [event], a North Lake Tahoe music event #HighNotesTahoe”*
- To tag #HighNotesTahoe and @TahoeNorth in social media posts about events
- To add boilerplate (listed below) in any PR outreach below owned boilerplate

BENEFITS OF PARTNERSHIP

- Out-of-market promotion to regional drive markets, including Sacramento and Bay Area

- Includes in-person promotion at music events, radio promotion, and digital and social advertising
- In-market advertising via North Lake Tahoe Visitor Guide and a digital ad buy on Tahoe.com
- A dedicated page to full line-up on GoTahoeNorth.com
- Bi-weekly promotion of events on all @TahoeNorth social channels, including Instagram, Facebook, and Twitter
- Creation and distribution of video assets covering live music at regional venues

BOILERPLATE

About North Lake Tahoe Summerlong Music

North Lake Tahoe’s summerlong music series, High Notes, brings music outdoors with live performances every night of the week. A full lineup of free weekly music, national headliners, multi-day festivals, and signature events await locals and visitors alike. Enjoy well-known artists and discover new talent while looking out over the shores of Lake Tahoe, under the alpenglow of surrounding mountain peaks, or at legendary showrooms and intimate pubs. Whether it's lively bluegrass, late-night DJs, or blues and funk you're in search of, North Lake Tahoe is your destination for incredible entertainment at world-class venues. To see the 2017 summer lineup and to learn more about North Lake Tahoe’s summerlong music series, visit GoTahoeNorth.com/HighNotes.

OVERVIEW OF WEEKLY EVENTS

TUESDAYS: Bluesday’s at The Village at Squaw Valley; Retro Skate Nights at Northstar California

WEDNESDAYS: Music in the Park at Truckee River Regional Park

THURSDAYS: Truckee Thursdays at Downtown Truckee

FRIDAYS: Music on the Beach at Kings Beach

SATURDAYS: Live Music at Northstar California

SUNDAYS: Live Music at Northstar California; Concerts at Commons Beach at Tahoe City, Sunday Funday at Moe’s Original BBQ

Thank you and we look forward to partnering with you this summer!

For any questions, please reach out to Amber Burke

Amber Burke

Events & Communications Manager

Email: amber@gotahoenorth.com

Phone: (530) 581.1702



BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY SCOPE OF WORK

Client and/or Project Name: BACC: Peak Your Adventure

Completed by: Kelly Benson, Junior Account Executive, The Abbi Agency

Point of Contact: Kelly Benson, Junior Account Executive & Connie Liu, Account Manager

Project Dates/Timeline: April 15, 2017 – September 30, 2017

Goal

The BACC Peak Your Adventure program aims to drive in-market visitors to mountainside communities and encourage engagement, both physically and online, between the months of June and September.

Description

The Abbi Agency suggests a continuation of the map and coupon strategy that was developed for the BACC during the Touch Lake Tahoe campaign that took place throughout the 2016-17 winter season. This map will include details about participating mountain resorts and their summer offerings, while enticing visitors to learn about and redeem SMS coupons at participating establishments. The map will be supported digitally through a landing page with each available coupon, an interactive digital map piece and targeted social media ads. Both the map and digital outreach will focus on real life experiences and owned photography to show the diversity of recreation opportunities to a visitor in North Lake Tahoe.

The maps will be distributed to guests checking in at hotels and vacation rentals, as well as the visitors' center and on counters at participating businesses.

Objectives

- Distribute 10,000* maps within the North Lake Tahoe area to lakeside lodging guests (*dependent on printing costs).
- Have a minimum of 12 businesses provide a coupon for the map.
- Throughout the summer season, have 10 percent of coupons distributed turned in to the businesses.

Target Audience

The Abbi Agency will target in-market visitors to North Lake Tahoe from key drive and fly markets with a propensity for adventure and recreation.

Strategies

In order to ensure, the program has sufficient distribution and awareness, the agency will work to pursue the following strategies:

- **Partner Activation**
Work closely with partners and employees at distribution sites to ensure maps are being promoted properly (in-person onboarding, boilerplate, toolkits).
- **Digital Activation**
Use social media marketing to increase awareness for in-market visitors Using #MyTahoeAdventure, and disseminate engaging information on GoTahoeNorth.com.
- **Digital Coupons**
Initiate digital coupon delivery system instead of print to allow greater flexibility, tracking, and ease of use and redemption.
- **Coupon Partnerships**
Provide in-person training on digital coupon redemption and ensure establishments and their staff are familiar with the Peak Your Adventure program.
- **Monitoring and Measuring**
At the end of each month, The Abbi Agency will compile a report of all Peak Your Adventure social media results and coupon data to keep the team informed on campaign performance. The Abbi Agency will also provide analytics and redemption data to all participating establishments at the end of the campaign.

Tactics

Digital Coupon Activation:

- Initiate “text-to-connect” SMS coupon delivery system for easy delivery and redemption.
- House all coupons on landing page at GoTahoeNorth.com/peakyouradventure
- Provide in-person training to all participating establishments on how to accept coupons.

In-Person Activation:



BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY SCOPE OF WORK

- Design a printed map and corresponding digital map.
- Conduct map outreach, training and distribution with partner establishments.

Digital Outreach:

- Update Peak Your Adventure page on GoTahoeNorth.com to include coupons and a link to an interactive map of mountainside communities.
- Social media promotion, including posting on North Lake Tahoe Twitter, Instagram, and Facebook 2x/week.
- Boost social media posts with geo-targeting to attract visitors in the area on Facebook and Instagram.
- Providing a social media toolkit to BACC members and partners.

Advertising:

- Social Media: Geo-targeting visitors in the area on Facebook and Instagram
- Print: North Lake Tahoe Visitors Guide (to be paid by NLTRA directly)

Communication & Reporting

- The Abbi Agency will communicate with BACC via email or phone communications as often as needed.
- The agency will also provide a monthly status report ahead of the BACC meetings.
- The agency will attend all BACC monthly meetings in person or via phone.

Budget

Total project budget not to exceed \$20,000. The Abbi Agency will only bill **\$17,228.20** (*total cost of \$20,000 - \$1,795 for NLT Visitors Guide ad - \$976.80 for banners*).

- **Design: \$4,000**
 - Map Creation (Design, two edits, digital map creation & interactivity)
 - Ad Creation (NLT Visitors Guide full page ad)
- **Project Management & Partner Outreach: \$5,500**
 - Reaching out to businesses for coupons/distribution, conducting distribution, creating FAQ sheet for map distribution.
 - Attending meetings, providing reports, ongoing communications, updating PYA webpage, providing campaign-end reports on coupons to partners.



BACC: PEAK YOUR ADVENTURE + THE ABBI AGENCY SCOPE OF WORK

- Digital Coupon Service: \$2,016
 - Cost of SMS coupon service, managing system setup and managing analytics

- Social Media Management: \$3,000
 - Social Project Management (posting on North Lake Tahoe 2x week, designing custom overlays for social graphics, providing social media toolkit to BACC members for posting.) - \$2,300
 - Social post boosting - \$200 per month

- Advertising: \$928.20
 - Social Media: Geo-targeting visitors in the area on Facebook and Instagram - \$265.2 per month
 - Print: North Lake Tahoe Visitors Guide - \$1,795 (*to be paid by NLTRA directly, price not reflected in advertising total*)
 - Peak Your Adventure Banners: \$976.80 (*Note: these were created in 2016, but the budget was allocated out of 2017*).

- Map Printing Estimates:
 - 5,000 maps - \$2,500
 - 10,000 maps - \$3,600

Invoices are sent on the 1st or 15th of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

Potential Additional Costs

Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client's approval.

Approvals

[John Thompson, Tourism Director, North Lake Tahoe Resort Association]

5/17/17

(Sign/Date)

[Ty Whitaker, CEO, The Abbi Agency]

5/19/17

(Sign/Date)

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1202 Units ("DestiMetrics Census**") and 37.23% of 3229 total units in the North Lake Tahoe destination ("Destination Census**")

Last Month Performance: Current YTD vs. Previous YTD		2016/17	2015/16	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Apr) changed by (48.6%)	Occupancy (Apr) :	47.6%	32.0%	48.6%
North Lake Tahoe ADR for last month (Apr) changed by (5.1%)	ADR (Apr) :	\$ 211	\$ 201	5.1%
North Lake Tahoe RevPAR for last month (Apr) changed by (56.2%)	RevPAR (Apr) :	\$ 100	\$ 64	56.2%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (May) changed by (20.4%)	Occupancy (May) :	29.3%	24.3%	20.4%
North Lake Tahoe ADR for next month (May) changed by (-3.1%)	ADR (May) :	\$ 202	\$ 209	-3.1%
North Lake Tahoe RevPAR for next month (May) changed by (16.7%)	RevPAR (May) :	\$ 59	\$ 51	16.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (4.5%)	Occupancy	47.5%	45.5%	4.5%
North Lake Tahoe ADR for the past 6 months changed by (2.5%)	ADR	\$ 305	\$ 297	2.5%
North Lake Tahoe RevPAR for the past 6 months changed by (7.2%)	RevPAR	\$ 145	\$ 135	7.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-4.9%)	Occupancy	29.8%	31.3%	-4.9%
North Lake Tahoe ADR for the future 6 months changed by (8.3%)	ADR	\$ 334	\$ 308	8.3%
North Lake Tahoe RevPAR for the future 6 months changed by (3.0%)	RevPAR	\$ 100	\$ 97	3.0%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Apr 30, 2017 vs. Previous Year				
Rooms Booked during last month (Apr,17) compared to Rooms Booked during the same period last year (Apr,16) for all arrival dates has changed by (-4.1%)	Booking Pace (Apr)	6.5%	6.8%	-4.1%

* DestiMetrics Census: Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst DestiMetrics's other participants. As is the case in all DestiMetrics data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.



May 2017

Departmental Reports

May 2017 Conference Report

In May 2017 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 reviewed Destination California appointment profiles for May 15-18 event in Los Angeles, CA. Staff went through and requested over 30 appointments with Corporate and Association planners.

Staff volunteered for Amgen Women's Tour of California on May 11. Staff assisted with traffic control in the Tahoe City area.

Staff attended Destination California May 15-18 in Los Angeles and had 21 one-on-one appointments. The following are key accounts our conference team will be following up on:

1. Meeting Professionals Expectations

- Potential RFP for November 2019, 195 rooms on peak; 750 total room nights
- Potential RFP for June-August 2020, 107 rooms on peak; 469 total room nights

2. Square One Meeting Planning

- Potential for 501F Group 300 person February program (program has been in Reno in the past)

3. HPN Global

- RFP for July 2020, 150 rooms on peak; 500 total room nights.

4. Event Prep

- Potential RFPs for quarterly Strong Bonds programs (Military groups) 25 rooms on peak; 50 total room nights.

5. Current Events

- Potential RFP for November 2017, 85 room on peak; 340 room nights.

6. Intermountain Healthcare

- Potential RFP September Program 17 room on peak; 51 room nights.

7. 21st Century Cardiothoracic Surgical Society

- Potential RFP for September –October Program. 30-45 people

8. Avery Murphy, LLC

- Potential for Education Foundation Winter Retreat January 2018, 75 room on peak; 110 room nights.

9. Envisage Meetings & Incentives

- Potential for October 2018 Sales Incentive, 40 rooms on peak; 160 room nights.

Staff reviewed MPI WEC planner profiles for the June 19-22 event in Las Vegas. Staff went through and requested over 45 appointments with Corporate and Association planners from all over the United States

Staff assisted in set up a site visit for Benefit Cosmetics for May 23-24, 2017. This company is considering Lake Tahoe for an August 2017 program. 30 room on peak; 144 total room nights.

Staff conducted site visit with Benefit Cosmetics on May 24, 2017. This company is considering Lake Tahoe for an August 2017 program. 30 room on peak; 144 total room nights.

Staff attended Garwoods annual Open House. The restaurant invited our Hotel Partners and Weddings & Events Industry friends to kick off the summer season.

Staff participated in a conference call with Squaw Valley regarding National Brotherhood of Skiers group.

Staff met with Jeanne Kirschner from the town of Truckee regarding cooperative opportunities.

Staff hosted site visit for Association of Energy Services Companies. AESC is considering Tahoe for their July 2018 annual conference

Staff volunteered at AMGEN tour of California

Staff attended the ASAE XDP conference in Washington DC. XDP brings together a large number of association executives and hotels and destinations to discuss future meeting opportunities. Staff had 10, 30 minute appointments and generated 3 new leads representing nearly 1900 room nights

Staff conducted sales calls in Washington DC

Staff participated in conference call with Squaw Valley regarding NASTAR ski event

Staff attended NLTRA monthly marketing meeting

Staff attended bi-weekly sales team meeting

Staff participated in bi-weekly agency status call with Abbi Agency and Augustine

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of May, 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



Leisure Departmental Report
April Marketing Committee Meeting
5.30.17

TRAVEL TRADE INFORMATION:

- RFP's for our international contracts are out & process is underway
 - RFP review committee will be formed.
- GTA hosted an educational forum & have already added one additional property. GTA is the second largest domestic wholesaler. Four properties added this meeting. NLT purchased a one page brochure in the 2018 GTA brochure
- Bonotel is coming in June for site visits. NLT also purchased a full page placement in 2018 brochure.
- Hosted Hotel Tonight in town – set up 5 property site visits
- Hosted first ever Leisure Sales Task Force at the Ritz-Carlton on May 4th. The larger hotel properties came together to discuss tracking process, joint tradeshow and marketing collaborations and to give input on their successes within leisure sales. This task force will continue to meet bi-annually.
 - Ideas for possible joint marketing efforts were pulled together
 - Also created a FAM re-cap from 2016/2017. See attached for detailed information.
- Upcoming educational forum with booking.com on May 31st. E-blasts have gone out and will continue to go out.
- In conjunction with Abbie Agency & Augustine the following marketing collaboratives are complete and out: Selling Travel UK, South Korea Winter Olympics Magazine.
- Attended the High Sierra Council meeting hosted by Truckee on May 19th. Essentially America advertorial is out. See the Essentially America UK magazine on page 10 to see the High Sierra purchase.
- Working on new product with:
 - Leave Town Vacations, Canada
 - Elegant Resorts, UK
 - Signature Travel, USA

TRADESHOW INFORMATION:

- UPCOMING SHOWS:
 - Bart is currently in Australia for the California Snow Ski Shows, May 20-28th
 - International Pow Wow – June 4-8th
 - New IPW booth

- Currently at 55 appointments
- Visit California UK & Ireland Sales Mission – July 8-16th

TRAVEL TRADE FAMS

- Hosted the following travel trade FAMS:
 - Visit California South Korea FAM, April 22nd-24th
 - Travel Nevada/Brand USA Mexico FAM, May 4-5th
 - Travel Nevada Wedding FAM – May 6th
 - Travel Nevada French FAM – May 16-17th
 - Brand USA UK & Ireland Mega FAM – May 11-13th
 - Squaw Valley | Reno| Tahoe China FAM – May 19-24th

MEDIA:

- Participated in the Restorative Arts & Yoga Festival at Granlibakken on May 20th. Took over the NLT Instagram story for the day.
- Hosted the following international companies:
 - UK, Passport Stamps blogger, Helen Wright, will be joining us in North Lake Tahoe May 6-8th
 - Far Out Magazine, UK May 15-17th

MISC:

- Conducted site tours with Base Camp Tahoe City, Cedar Crest Cottages and Constellation Residences
- Working on travel trade website – content should go to website design by early/mid-June
- Wrapped up year end goals
- Created 2017/2018 goals & budget

Source	Account Name	First Name	Last Name	Email	Country
Leisure Sales - Australia FAM 2017	1000 Mile Travel Group	Tammy	Savill	tammy.savill@1000miletravel.com.au	Australia
Leisure Sales - Travel Nevada FAM 2017	Ahura Travels	Anosh	Kanga	anosh.kanga@ahuratravels.com	India
Leisure Sales - Travel Nevada FAM 2017	All Ways Travel	Pam	Biller	allwaystravel@gmail.com	USA
Leisure Sales - Travel Nevada FAM 2017	American Airlines	Simone	Kruger	simone.kruger@a.com	Brazil
Leisure Sales - UK FAM 2017	American Road Trip Company	Laura	Callaghan	laura@theamericanroadtripcompany.co.uk	United Kingdom
Leisure Sales - UK Mega FAM 2017	American Road Trip Company	Abigail	Beech	abi@theamericanroadtripcompany.co.uk	United Kingdom
Leisure Sales - Australia FAM 2017	Arivo	Marora	Marama	mmarama@arivo.com.au	Australia
Leisure Sales - UK Mega FAM 2017	Avios	Anna	Kowalska	anna.kowalska@avios.com	United Kingdom
Leisure Sales - UK Mega FAM 2017	Barrhead Travel	Lauren	McDonald	lauren.mcdonald@barrheadtravel.co.uk	United Kingdom
Leisure Sales - Brand USA Mexico FAM 2017	BESTDAY	Lucia	Catarino Carmona	lcatarino@bestday.com	Mexico
Leisure Sales - UK FAM 2017	Black Diamond	Brendan	Croft	bcroft@blackdiamond.co.uk	United Kingdom
Leisure Sales - Travel Nevada FAM 2017	Blue Powder Travel	Louise	Dunn	louise@bluepowder.com.au	Australia
Leisure Sales - Brand USA Mexico FAM 2017	Brand USA	Tara Leigh	Gabalton	tgabalton@thebrandusa.com	Mexico
Leisure Sales - Brand USA Mexico FAM 2017	Brand USA	Michael	Parra	tgabalton@thebrandusa.com	Mexico
Leisure Sales - Australia FAM 2017	Castle Hill Travel	Noel	French	noelfrench@travelog.com.au	Australia
Leisure Sales - Travel Nevada French FAM 2017	Comptoir des voyages	Camille	Rochard	crochard@comptoir.fr	France
Leisure Sales - Travel Nevada FAM 2017	Cruise Planners	Steve	Haunschuld	shaunschuld@cruiseplanners.com	USA
Leisure Sales - Travel Nevada FAM 2017	Cruise Planners	Don	Fuchs	dfuchsjr@cruiseplanners.com	USA
Leisure Sales - Travel Nevada FAM 2017	Destination by Elsa	Elsa	Archangel	travel@elsamichelleevents.com	USA
Leisure Sales - Brand USA Mexico FAM 2017	Euromundo	Ulises	Tellez Garcia	utellez@euromundo.com.mx	Mexico
Leisure Sales - Brand USA Mexico FAM 2017	Ferrara Viajes	Francisco Fernando	Padilla Morales	fpadilla@ferraraviajes.com	Mexico
Leisure Sales - UK FAM 2017	Flexiski	James	Packer	james.packer@flexiski.com	United Kingdom
Leisure Sales - Travel Nevada FAM 2017	Flight Centre	Mitch	Galloway	mitchell.galloway@flightcentre.com	United Kingdom
Leisure Sales - UK FAM 2017	Flight Centre	Dan	Michelmore	dan.michelmore@flightcentre.co.uk	United Kingdom
Leisure Sales - UK Mega FAM 2017	Flight Centre	Alison Jayne	Russell	alison.russell@flightcentre.co.uk	United Kingdom
Leisure Sales - NLT Domestic FAM 2017	Getaroom.com	Jayne	Gamble	jgamble@getaroom.com	USA
Leisure Sales - NLT Domestic FAM 2017	GetSKITickets.com	Erika	Troyer	erika@getskitickets.com	USA
Leisure Sales - Brand USA Mexico FAM 2017	Go Operadora	Cecilia	Guadalupe Del Rio Rojas	ceci@gopperadora.com.mx	Mexico
Leisure Sales - Australia FAM 2017	Goway Travel	Lisa	Waite	lisac@goway.com.au	Australia
Leisure Sales - UK Mega FAM 2017	Great Rail Journeys	Helen Stephanie	Hastie	helenhastie@greatrail.com	United Kingdom
Leisure Sales - Brand USA Mexico FAM 2017	Grupo Ofertur S.A. DE C.V.	Cesar	Rodriguez Espinosa	ofertur-gdi@hotmail.com	Mexico
Leisure Sales - Visit CA South Korea FAM 2017	Hana Tour	Ji Sook	Park	parkjisook@hanatour.com	South Korea
Leisure Sales - Visit CA South Korea FAM 2017	Hanafree	Jun Suk	Oh	jsoh@hanatour.com	South Korea
Leisure Sales - Visit CA South Korea FAM 2017	Hanjin Travel	Ji Young	Seo	jiyseo@kaltour.com	South Korea
Leisure Sales - UK Mega FAM 2017	Hayes and Jarvis	Vicky	Johnson	vicky.johnson@specialistholidays.com	United Kingdom
Leisure Sales - Australia FAM 2017	Helloworld (Master - AU)	Russell	Wilkie	russell.waverleygardens@helloworld.com.au	Australia
Leisure Sales - Australia FAM 2017	Helloworld Horsham	Chris	Buwalda	chris.horsham@helloworld.com.au	Australia
Leisure Sales - UK FAM 2017	Iglu Ski	Nick	Jackson	nick.jackson@iglu.com	United Kingdom
Leisure Sales - NLT Domestic FAM 2017	Insiderguide.com, LLC dba Undercover Tourist	Barbara	Peterson	barb@undercovertourist.com	USA
Leisure Sales - UK Mega FAM 2017	Insight Vacations	Tom	Forman	tom.forman@insightvacations.com	United Kingdom
Leisure Sales - Travel Nevada French FAM 2017	Intermedes	Cecile	Amelot	camelot@intermedes.com	France
Leisure Sales - Visit CA South Korea FAM 2017	Interpark	Seo Hui	Cho	whwjgml@interpark.com	South Korea
Leisure Sales - Travel Nevada FAM 2017	Interpoint Viagens e Turismo Ltda	Mauro Henrique	Sant Ana	mauro@interpoint.com.br	Brazil
Leisure Sales - Visit CA South Korea FAM 2017	Korean Air	Su Hyun	Kim	kimsuh@koreanair.com	South Korea
Leisure Sales - UK Mega FAM 2017	Kuoni Travel Limited	Wendy	Nutter	wendy.nutter@kuoni.co.uk	United Kingdom
Leisure Sales - Travel Nevada FAM 2017	Leman's	Jose	Guzman	jmg@lemans.travel	San Salvador
Leisure Sales - Travel Nevada French FAM 2017	Macadam Sprit	Ornella	Wietthoff	nella@macadamspirit.com	France
Leisure Sales - Travel Nevada French FAM 2017	Marco Vasco	Coline	Leclerc	cleclerc@marcovasco.ft	France
Leisure Sales - Travel Nevada FAM 2017	Mega Travel Mexico	Pierre	Sondag	psondag@megatravel.com.mx	Mexico
Leisure Sales - Visit CA South Korea FAM 2017	Mode Tour	Jae	Hee	dudrn111@modetour.com	South Korea
Leisure Sales - Travel Nevada FAM 2017	Mogul Ski World	Tristan	Belen-Davidson	tristan@mogulski.com.au	Australia
Leisure Sales - Brand USA Mexico FAM 2017	Mundo Joven Group / Travel Shop	Adriana	Servin Torres	a.servin@mundojoven.com	Mexico
Leisure Sales - Visit CA South Korea FAM 2017	Naell Tour	Kyung Eun	Song	ske@naelltour.co.kr	South Korea
Leisure Sales - Travel Nevada French FAM 2017	Nautil	Soline	Larson	soline@nautil.com	France
Leisure Sales - UK FAM 2017	Norwegian Airlines	Dominic	Stuart Tucker	Dominic.Stuart.Tucker@norwegian.com	United Kingdom
Leisure Sales - Visit CA South Korea FAM 2017	Online Tour	Kyoungh	Chae	glay1012@onlinetour.co.kr	South Korea
Leisure Sales - UK FAM 2017	Original Holiday	Will	Boockock	will@originaltravel.co.uk	United Kingdom
Leisure Sales - Travel Nevada FAM 2017	Phil Hoffman Travel	Ashlee	Viro	ashleev@pht.com.au	Australia
Leisure Sales - Australia FAM 2017	Planet Blue Travel	Marlene	Abi-Khalil	marlene@planetbluetravel.com.au	Australia
Leisure Sales - NLT Domestic FAM 2017	Pleasant Holidays	Suzanne	Scullary	suzanne.scullary@pleasant.net	USA
Leisure Sales - Brand USA Mexico FAM 2017	Regio Operadora	Kimberly Melissa	Flores Ruiz	kimberly.flores@gmail.com	Mexico
Leisure Sales - Australia FAM 2017	Reho Travel	Naomi	Stephens	naomi@reho.com	Australia
Leisure Sales - Travel Nevada Wedding FAM 2017	Romance Wedding Travel	Kimberly	O'Flaherty	kimberly@romanceweddingtravel.com	USA
Leisure Sales - Travel Nevada Wedding FAM 2017	Romatic Travels by Pat	Patricia	Niemela	patniemela@romantictravelsbypat.com	USA
Leisure Sales - Visit CA South Korea FAM 2017	Saturn Air (US PLUS Travel)	Young Mi	Kim	youngmi.kim@saturair.com	South Korea
Leisure Sales - UK FAM 2017	Scott Dunn	Jenny	James	jenny.james@scottdunn.com	United Kingdom
Leisure Sales - Travel Nevada FAM 2017	Ski Brasil	Nara	Rossatti	nara@skibrasil.com.br	Brazil
Leisure Sales - Travel Nevada FAM 2017	Ski Solutions	Martin	Little	martin@skisolutions.com	United Kingdom
Leisure Sales - Travel Nevada FAM 2017	Ski World	Alisdair	Smith	Alisdair.Smith@statravel.com	United Kingdom
Leisure Sales - NLT Domestic FAM 2017	Ski.Com	Jamie	Bangerter	jamie@ski.com	USA
Leisure Sales - NLT Domestic FAM 2017	Ski.Com	Niki	Harris	niki@ski.com	USA
Leisure Sales - Travel Nevada FAM 2017	Snow Time	Ana	Lourdes Parente	ana@snowtime.com.br	Brazil
Leisure Sales - Travel Nevada FAM 2017	Target Operadora De Viajes SA De CV	Alejandro	Lopez	alejandrol@targetoperadora.com	Mexico
Leisure Sales - Travel Nevada French FAM 2017	Terre Voyages	Emilie	Marietta Lecas	emilie@terre-voyages.com	France
Leisure Sales - Travel Nevada FAM 2017	Travelplan Ski	Lucy	Daniels	lucy@travelplan.com.au	Australia
Leisure Sales - Australia FAM 2017	Tripaway Cruise and Travel	Melodie	Helberg	melodie@tripaway.com.au	Australia
Leisure Sales - UK Mega FAM 2017	Tropical Sky	Dan	Saunders	dan.saunders@tropicalskey.co.uk	United Kingdom
Leisure Sales - Travel Nevada French FAM 2017	TUI France	Virginie	Legier	viegier@tuifrance.com	France
Leisure Sales - UK Mega FAM 2017	USAirtours	Stewart	Rushton	srushton@usairtours.co.uk	United Kingdom
Leisure Sales - Travel Nevada FAM 2017	Vacations in Paradise	Michelle	Bouzek	info@explorevip.com	USA
Leisure Sales - Travel Nevada FAM 2017	Vacations in Paradise	Cindy	Gilchrist	cindy@explorevip.com	USA
Leisure Sales - Brand USA Mexico FAM 2017	Viagi. Com	Leonor	Ramirez Ayala	viagi.com-satelite@hotmail.com	Mexico
Leisure Sales - Brand USA Mexico FAM 2017	Viagi. Com	Fabiola	Ramirez Ayala	viagi.com-satelite06@hotmail.com	Mexico
Leisure Sales - Visit CA South Korea FAM 2017	Webtour	Sae Rom	Kim	rom@webtour.com	South Korea
Leisure Sales - Visit CA South Korea FAM 2017	Yellow Balloon Tour	Young Ran	Hong	rani9475@hanmail.net	South Korea

Events & Communications Update

May Marketing Committee Meeting

General

- Working with TAA on organizing our Dropbox to have an easy, cohesive media asset library. Working with TAA & Augustine on photo shoot plans (1x/season and event photos)
- Waiting on final draft of an annual contract with Zoomaway. Would like to utilize their services for a year. I believe it could be an asset to some event partners and could help with room night tracking.
- Reno Tahoe Golf Media FAM taking place on June 7th.
- Graduated from the North Tahoe Truckee Leadership Program on 5/25
- Assisted Sarah with China FAM on 5/19
- Ordered swag for summer events
- Had a recap call for WWG 2017. Discussed ideas for 2018.
- Met with Jeanne from Truckee TBID Event Committee.
- Met with Northstar marketing and PR.

AMGEN Tour of California

- Event came through North Shore on 5/11.
- Handed out cowbells at VIC locations and had a 10x10 presence at the S/F both Thursday 5/11 and Friday 5/12. Not great attendance at S/F.
- Volunteers in Tahoe City were very helpful and much appreciated by organizers.
- JT, Andy and Bart attended the Wednesday night function.
- Waiting on PR recap from LTVA.

Escape Triathlon

- Trying to organize a June 15th site visit. Invitation out to: Squaw, TC PUD, Caltrans, CHP, Placer Co Sherriff.

No Barriers

- Working on promotional plan. Event takes place June 1 - 4

High Notes

- Signed Pops in the Park Sponsorship agreement – working on fulfillment plan.
- In touch with Entercom on radio buy. Augustine is working direct on creative.

BACC

- Working with TAA on High Notes, Peak Your Adventure and Shopping campaigns.
- Working on plan to present committee to regional partners to increase participation and buy in.

Sponsorship Contracts

- Lake Tahoe Dance Collective Sponsorship (\$5,000) contract is signed.
- Big Blue Adventure: Sent three new sponsorship contracts, waiting for signed copies.
- Northstar is working on a first draft AF&W contract. Should have soon.
- Sent request for sponsorship terms to Northstar. They're working on a contract.

Human Powered Sports

- Worked with Augustine on a plan for the campaign.



professional creative services

May, 2017 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com


- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

Shelley Fallon

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

fallonmultimedia.com

| April Advertising Report

 north lake tahoe

April 2017

| Consumer



n north lake tahoe



Considerations

- April is the first full month of results for the spring campaign.
- The spring season brings an adjusted strategy, new target markets and different audience personas:
 - Workaholics
 - Target Markets: San Francisco Bay Area, Sacramento
 - Demographics: Working professionals, ages 25-49, higher education, dual income/no kids
 - Experiential Families
 - Target Markets: San Francisco Bay Area, Sacramento
 - Demographics: Ages 35-54, higher household income, seeking new experiences for the whole family
 - Outdoor Enthusiasts
 - Target Markets: San Francisco Bay Area, Sacramento
 - Demographics: Younger (18-34), healthy eating and exercise, looking for challenging activities



Executive Summary


- Updated trade show booth design was finalized ahead of the upcoming leisure trade show in June.
- Various ad assets were created for the consumer audience, including two ads for the AMGEN event and one for the Shakespeare at Sand Harbor program and an updated outdoor booth design was initiated for the summer concert series.
- Optimization of GoTahoeNorth.com continued, including fixing broken links and maintaining a list of trackable keywords to monitor search performance month over month.
- In the first month of the Spring campaign digital ads drove nearly 6.8K sessions on GoTahoeNorth.com with users spending just over 40 seconds on the site on average.
- Similar to the Winter campaign, email ads provided the highest quality web traffic, with users spending over a minute on the site and viewing 2.8 pages per session. Email advertising resulted in 1.2K website sessions and 3.2K page views in April. Notably, nearly 1 in 5 users who viewed an email ad navigated to the lodging page.
- Newly-launched creative performed well in April, serving over 5.7 million impressions with 0.09% of users clicking on the ad. This is right in line with the industry average for tourist destinations (0.09%). Going forward, we expect this number to increase as consumers begin to embrace the spring and summer seasons.



Executive Summary

- Cost per conversion figures trended favorably in April, dropping below the \$30 mark. This suggests new, fresh creative resonated well with our target audience.
- Book now conversions increased from 139 in March to 195 in April (a 40% increase), helped by the launch of the Spring campaign. While overall conversions increased, as did cost per conversion. Optimizations being made to the Spring campaign should help improve cost per conversion figures in the near term.
- Social ads performed very well in April, with cost per book now conversion figures falling below \$10 per. For comparison, the best performing month in the Winter campaign (February) drove a \$13 cost per booking.
- Younger experience seekers were among the most engaged with social ads, comprising 584 link clicks and 336 post reactions. Notably, older audiences were more likely to share social posts, helping to extend their reach.
- Instagram ads earned far more engagement than Facebook ads (71% of total), resulting in a cost per engagement of \$3 on the platform. Conversely, Facebook ads were more effective in driving link clicks (84% of total) and in turn web traffic.
- Targeting Californians solely on social media ads proved to be effective in driving low-cost book now conversions (under \$10 per), especially those in Sacramento.


Display Ad Examples



Families

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90


Impressions: 1.9M
Clicks: 1.7K
CTR: 0.09%
Landing Page Visits: 59
Book Now Conversions: 304
CVR: 515%



Outdoor Enthusiasts

Sizes:
160x600, 300x250, 300x600,
320x50, 728x90

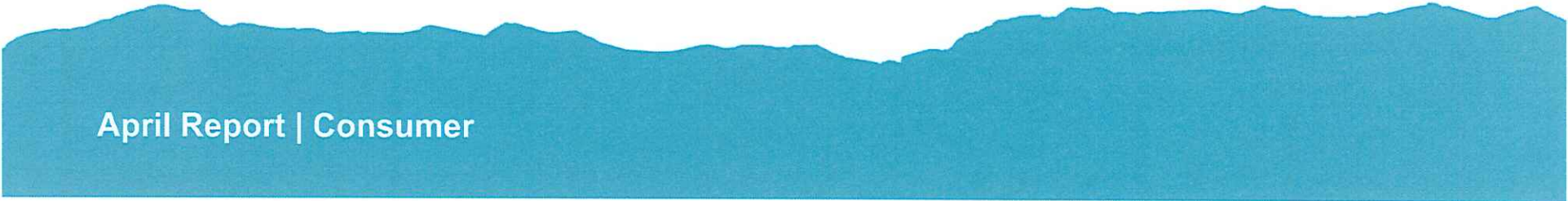
Impressions: 1.9M
Clicks: 1.6K
CTR: 0.08%
Landing Page Visits: 68
Book Now Conversions: 336
CVR: 494%



Workaholics

Sizes:
160x600, 300x250,
300x600, 320x50, 728x90

Impressions: 1.9M
Clicks: 1.6K
CTR: 0.09%
Landing Page Visits: 78
Book Now Conversions: 328
CVR: 421%



AMGEN Ads

Recharge
Discover
Explore | it's human **n**ature
Move
Energize

North Lake Tahoe is the perfect destination for endless adventure. From epic biking and hiking trails to kayaking and paddle boarding on crystal clear blue water, North Lake Tahoe awakens the outdoor enthusiast in all of us. Explore the thrill of this breathtaking destination all year long.

GoTahoeNorth.com/AMGEN

n north lake tahoe

April Report | Consumer

Escape
Soar
Wander
Explore | it's human **n**ature
Discover
Move
Venture

The breathtaking scenery of North Lake Tahoe is the perfect backdrop for mountain adventure. From epic biking and hiking trails to lakeside recreation, North Lake Tahoe awakens the outdoor enthusiast in all of us. Explore the thrill of this invigorating destination all year long.

GoTahoeNorth.com/AMGEN

n north lake tahoe

Shakespeare Ad

Experience
Entertain
Applaud | it's human **n**ature
Discover
Connect

Explore creative culture year-round in North Lake Tahoe. Experience the romance of the Lake Tahoe Shakespeare Festival, indulge your palate at the Autumn Food and Wine Festival or savor live music in the mountains while sipping craft brews at WinterWonderGlass. When it comes to arts, culture, and entertainment, there is always something to applaud throughout the year in North Lake Tahoe.

GoTahoeNorth.com/Aplaud

n north lake tahoe

April Report | Consumer

| MCC



n north lake tahoe



Executive Summary

- MCC ads resulted in over 730 website sessions in April, with users viewing almost four pages per session and spending 1:44 on the site.
- Users stemming from MCC ads most often navigated to the meetings page (52%), followed by the lodging (13%) and things (4%) pages.
- Social ads continued to perform well in April, resulting in almost 1K clicks and 121 total engagements. Newly-launched Spring creatives were well received, with nearly 0.46% of users clicking on a link within the ad.
- Users stemming from email ads proved to be higher-quality in terms of site engagement, spending over two minutes on the site and viewing 4.5 pages per session.

MCC Social Ad Examples




Facebook Prospecting

Impressions: 171K
 Link Clicks: 831
 CTR: 0.48%
 Engagement Rate: 0.03%



Instagram

Impressions: 9.7K
 Link Clicks: 7
 CTR: 0.07%
 Engagement Rate: 0.62%




Facebook Video

Impressions: 14.6K
 Link Clicks: 118
 CTR: 0.81%
 Engagement Rate: 0.02%



Thank You

April Recap

 north lake tahoe

the
abbi
agency

An aerial photograph of a kayaker in a yellow kayak on clear, turquoise water. The kayaker is positioned in the upper left quadrant. The water is surrounded by a rocky shoreline with large, light-colored boulders and dense evergreen trees. The scene is bright and clear, suggesting a sunny day.

Public Relations Results

Content Review

Social Media Update

Tahoe Locals Campaign

PUBLIC RELATIONS

STRATEGY: compliment partner efforts, reflect destination as a whole, consider target audiences, highlight destination meetings and North Shore offerings

OBJECTIVES: increase destination visits during mid-week and shoulder seasons; highlight cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events

FAM COORDINATION: journalist must identify with a specific target audience and/or campaign, has significant reach, is located in a non-stop flight city and/or drive market

DEKSIDES: non-stop flight cities, drive markets, NYC

CONTENT + NOTABLE PITCHES: media alerts, press releases, pitches

PUBLIC RELATIONS RESULTS

PLACEMENTS: 22

PUBLICITY VALUE: \$75,270

PUBLICATION HIGHLIGHTS: Nob Hill Gazette, Las Vegas Review Journal, Open Table, Outside Online, Plan My Getaway, KGO Radio, Fodors.com

FAM COORDINATION: Domestic: Claire Volkman (Vogue, Conde Nast Traveler, etc.), Drew Binsky (in conjunction with Visit CA), Danny Mangin (Fodor's), Undercover Tourist

NOTABLE PITCHES: By publication: Men's Journal, Outside Magazine, Plan My Getaway summer issue, Via/AAA, Coast Magazine, Diablo Magazine, Departures. By Theme: Season Extensions, No Barriers, Wanderlust, Summer Luxury, Ale Trail

DESKSIDES: Sacramento, Bay Area

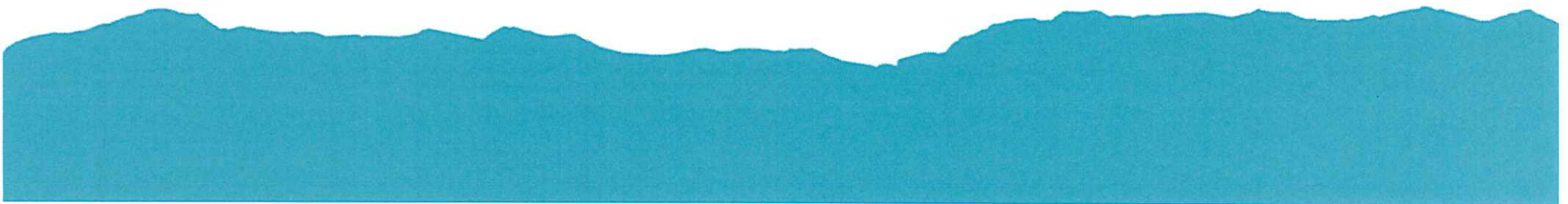
COVERAGE BOOK: <https://coveragebook.com/b/e211a4ad>

CONTENT

BLOG: content connects to newsletter themes and provides information on relevant happenings in North Tahoe along with travel tips and itinerary ideas (posted: 2-3 times monthly; also shared on social channels)

NEWSLETTER: content is shared in themed blocks that feature campaigns, lodging and flight deals, social images and seasonal highlights (distribution: 2-3 times monthly)

CAMPAIGNS: Ale Trail; Human Powered Sports; Tahoe Locals; No Barriers; Cycling



CONTENT REVIEW

PRESS RELEASES / MEDIA ALERTS ISSUED: 1

Spring Savings/Season Extensions

BLOGS POSTED: 2

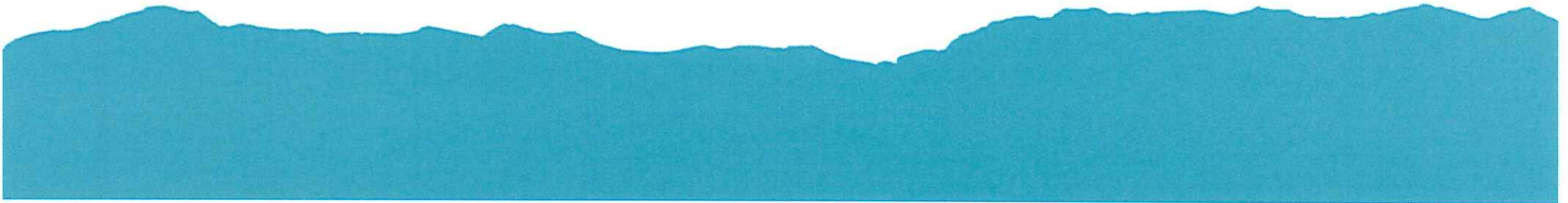
Go Blue This Earth Day with Local Activities for the Whole Family

Brunch and Beyond: Treat Mom to an Unforgettable Mother's Day in North Lake Tahoe

NEWSLETTERS DISTRIBUTED: 2

Come Summit With Us at the No Barriers Summit

Beyond Brunch: Mother's Day



SOCIAL MEDIA

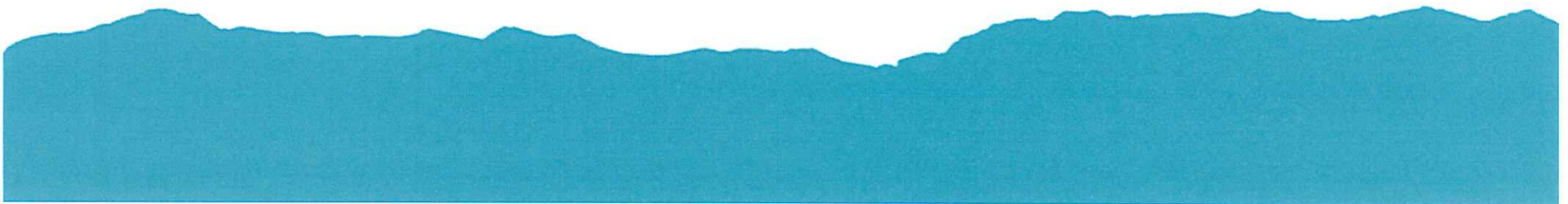
CHANNELS: Facebook, Instagram, Twitter, YouTube, Pinterest

STRATEGY: share lodging deals and trip ideas; highlight partners, cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events and campaigns; share weather & road resources and photo round-ups to highlight the season

OBJECTIVES: increase destination visits during mid-week and shoulder seasons; highlight North Tahoe culture and locals

CAMPAIGNS: Hashtag (#TahoeNorth), Acquisition Ads in new and existing non-stop flight cities and drive markets

ENGAGEMENT TACTICS: Instagram Takeover, Facebook Live (4 remaining for the 16-17 FY), #TahoeSnowTracker real-time image posting and albums



SOCIAL MEDIA UPDATE

APRIL GROWTH:

Facebook: 1,064 new fans

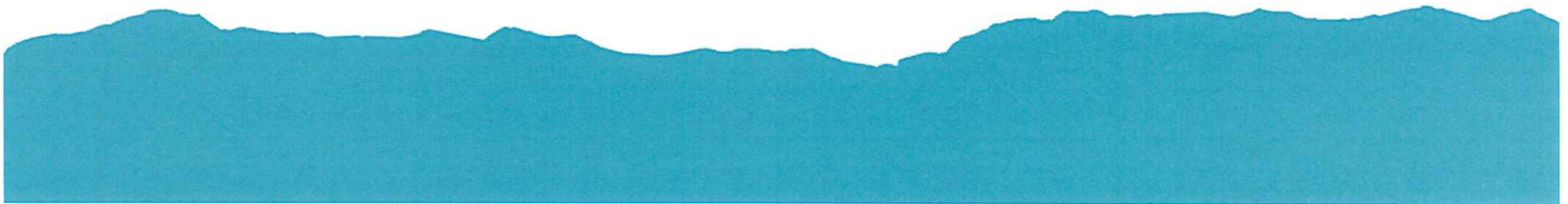
Instagram: 499 new followers

Twitter: 174 new followers

SOCIAL CAMPAIGNS & TACTICS:

Facebook Live - Winter Wonder Grass Jam Session (90k reach, 49K views, 756 reactions, 40 comments)

Instagram Takeover with Jenni Charles (7 Posts, Avg Reach 10.7k, Avg/ Reactions 307, Avg. Comments 1)



TAHOE LOCALS CAMPAIGN



DOUGLAS DALE

Chef-Owner: Wolfdales Cuisine Unique

Tahoe Local for 40 years

Brand Category: Food / Culture

Film: Complete



JENNI CHARLES

Lead Singer: Dead Winter Carpenters

Tahoe Local (grew up here)

Brand Category: Music / Entertainment

Film Date: April 26

TAHOE LOCALS CAMPAIGN



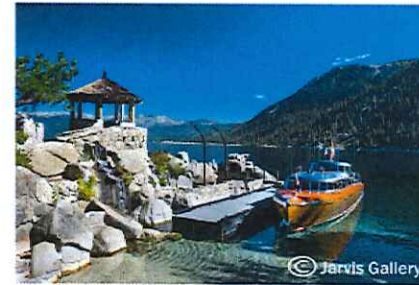
ADRIAN & EMILY

Outdoor Adventurers; World-Class Mountaineers

Tahoe Locals (live in Squaw Valley)

Brand Category: Adventure; High Altitude Training

Film Date: June



GEORGE WHITTELL/BILL WATSON; LORA NALDOSKI

Property Highlights: Thunderbird Lodge; Maritime Museum;

Lake Tahoe

Brand Category: Arts/Culture

Film Date: June

TAHOE LOCALS CAMPAIGN

CAMPAIGN ROLL-OUT

Distribution: North Lake Tahoe Social Media & Content Channels, GTN Website

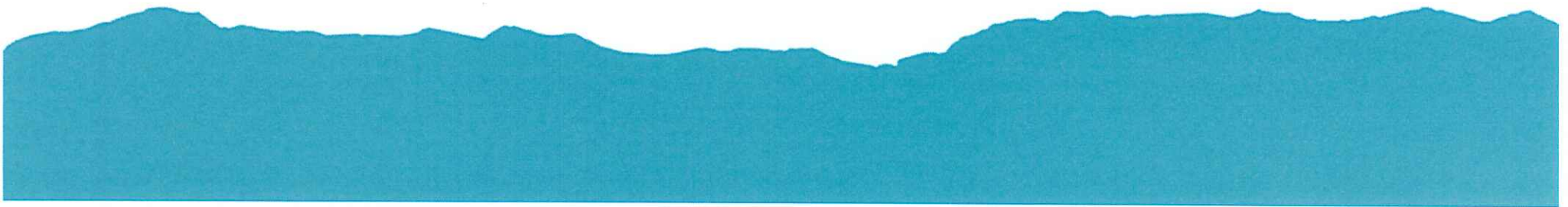
Local Influencer Campaign: Identify key locals to share videos and blogs on personal and community channels

Talent Request: share blogs, photography, videos on social channels (one-sheet with best practices, connectivity to NLT)

Considerations: Local Advertising/PR with KTKE (local lowdown), Tahoe Quarterly

MEASURING SUCCESS

- Boosted Website Traffic
- Brand Building
- Content Consumption
- Social Engagement





Thank You



May 2017

Standing Reports

Monthly Report April 2017

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 16/17

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 16/17</u>	<u>FY 15/16</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/17:	\$3,131,476	\$3,313,868	-6%
Forecasted Commission for this Revenue:	\$109,040	\$173,492	-37%
Number of Room Nights:	16946	16761	1%
Number of Delegates:	17353	17790	-2%
Annual Revenue Goal:	\$3,000,000	\$2,800,000	7%
Annual Commission Goal:	\$173,000	\$165,000	5%
Number of Tentative Bookings:		120	

<u>Monthly Detail/Activity</u>	<u>April-17</u>	<u>April-16</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$139,231	\$69,219	101%
Projected Commission:	\$4,751	\$1,841	158%
Room Nights:	692	457	51%
Number of Delegates:	3290	153	2050%
	3 Corp, 1 CA	3 Corp, 1	
Booked Group Types:	Assoc, 1 Smf.	Assoc.	
Lost Business, # of Groups:	3	6	

<u>Arrived in the month</u>	<u>April-17</u>	* Est.	<u>April-16</u>	
Number of Groups:	3		1	
Revenue Arrived:	\$133,231		\$111,777	19%
Projected Commission:	\$4,356		\$11,177	
Room Nights:	902		643	40%
Number of Delegates:	405		250	62%
	2 Corp, 1 CA			
Arrived Group Types:	Assoc.		1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>March-17</u>	<u>March-16</u>	
<u>Number of Groups Booked:</u>	3	6	
Revenue Booked:	\$20,234	\$524,422	-96%
Projected Commission:	\$450	\$20,556	-98%
Room Nights:	136	3703	-96%
Number of Delegates:	64	6045	-99%
	1 Assoc., 1		
	Corp, 1 Non-	2 Assoc., 2	
Booked Group Types:	Profit	Smf, 2 Corp.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>March-17</u>	<u>March-16</u>	
Number of Groups:	2	4	
Revenue Arrived:	\$26,871	\$312,405	-91%
Projected Commission:	\$0	\$12,594	

Room Nights:	93	1504	-94%
Number of Delegates:	3040	670	354%
Arrived Group Types:	1 Smf, 1 Assoc.	3 Assoc., 1 Corp.	

Monthly Detail/Activity	<u>February-17</u>	<u>February-16</u>	
<u>Number of Groups Booked:</u>	0	7	
Revenue Booked:	\$0	\$351,190	-100%
Projected Commission:	\$0	\$7,690	-100%
Room Nights:	0	2118	-100%
Number of Delegates:	0	653	-100%
		4 Corp., 1 Assoc, 1 Incentive, 1 Film Crew	
Booked Group Types:			
Lost Business, # of Groups:	14	6	

<u>Arrived in the month</u>	<u>February-17</u>	<u>February-16</u>	
Number of Groups:	1	7	
Revenue Arrived:	\$181,977	\$234,457	
Projected Commission:	\$0	\$11,306	
Room Nights:	857	709	
Number of Delegates:	250	302	
		4 Corp, 1 Assoc, 1 TA, 1 Film Crew	
Arrived Group Types:	1 Assoc.		

Monthly Detail/Activity	<u>January-17</u>	<u>January-16</u>	
<u>Number of Groups Booked:</u>	2	7	
Revenue Booked:	\$178,405	\$204,738	-13%
Projected Commission:	\$0	\$9,150	-100%
Room Nights:	845	1332	-37%
Number of Delegates:	1600	512	213%
	1 Corp, 1 Non-Profit	4 Corp, 2 Assoc., 1 Smf	
Booked Group Types:			
Lost Business, # of Groups:	8	2	

<u>Arrived in the month</u>	<u>January-17</u>	<u>January-16</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$129,046	\$173,010	
Projected Commission:	\$0	\$1,155	
Room Nights:	421	723	
Number of Delegates:	240	212	
		2 Assoc, 1 Film Crew	
Arrived Group Types:	1 Corp.		

Monthly Detail/Activity	<u>December-16</u>	<u>December-15</u>	
<u>Number of Groups Booked:</u>	4	4	
Revenue Booked:	\$142,936	\$60,419	137%
Projected Commission:	\$6,683	\$2,655	152%

Room Nights:	837	393	113%
Number of Delegates:	358	128	180%
	2 Corp., 2		
Booked Group Types:	Assoc.	3 Corp, 1 Govt.	
Lost Business, # of Groups:	0	5	

<u>Arrived in the month</u>	<u>December-16</u>	<u>December-15</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$137,651	\$11,026	1148%
Projected Commission:	\$5,818	\$0	
Room Nights:	1456	74	1868%
Number of Delegates:	360	35	929%
	1 Corp, 1		
Arrived Group Types:	Assoc.	1 Corp.	

Monthly Detail/Activity

	<u>November-16</u>	<u>November-15</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,862	\$20,326	-86%
Projected Commission:	\$0	\$656	-100%
Room Nights:	14	113	-88%
Number of Delegates:	14	204	-93%
Booked Group Types:	1 Corp.	1 Corp, 1 Smf	
Lost Business, # of Groups:	6	5	

<u>Arrived in the month</u>	<u>November-16</u>	<u>November-15</u>	
Number of Groups:	5	0	
Revenue Arrived:	\$130,205	\$0	
Projected Commission:	\$6,139	\$0	
Room Nights:	920	0	
Number of Delegates:	1264	0	
	3 Corp, 1 Smf,		
Arrived Group Types:	1 Assoc.		

Monthly Detail/Activity

	<u>October-16</u>	<u>October-15</u>	
<u>Number of Groups Booked:</u>	6	5	
Revenue Booked:	\$557,045	\$216,914	157%
Projected Commission:	\$7,726	\$16,653	-54%
Room Nights:	2716	503	440%
Number of Delegates:	11999	245	4798%
	3 Corp, 1 Smf,		
	1 Non-Profit, 1		
Booked Group Types:	Incentive	3 Corp, 2 Assn.	
Lost Business, # of Groups:	3	2	

<u>Arrived in the month</u>	<u>October-16</u>	<u>October-15</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$187,132	\$378,115	-51%
Projected Commission:	\$7,478	\$37,381	-80%
Room Nights:	978	2214	-56%
Number of Delegates:	10220	10792	-5%
Arrived Group Types:	3 Corp, 1	3 Corp, 1 Smf	

Monthly Detail/Activity	<u>September-16</u>	<u>September-15</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$113,630	\$18,378	518%
Projected Commission:	\$2,245	\$693	224%
Room Nights:	962	150	541%
Number of Delegates:	987	70	1310%
	1 Corp, 1		
Booked Group Types:	Assoc, 1 Smf	1 Smf, 1 Assn	
Lost Business, # of Groups:	3	8	

<u>Arrived in the month</u>	<u>September-16</u>	<u>September-15</u>	
Number of Groups:	10	9	
Revenue Arrived:	\$788,598	\$593,894	33%
Projected Commission:	\$6,209	\$20,604	-70%
Room Nights:	4148	3170	31%
Number of Delegates:	1757	986	78%
Arrived Group Types:	4 Corp, 3 Assn,	2 Corp, 5	

Monthly Detail/Activity	<u>August-16</u>	<u>August-15</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$112,497	\$40,570	177%
Projected Commission:	\$892	\$3,884	-77%
Room Nights:	715	264	171%
Number of Delegates:	275	224	23%
	2 Assn., 1 Corp,		
Booked Group Types:	1 Govt.	2 Corp., 1 Smf	
Lost Business, # of Groups:	0	7	

<u>Arrived in the month</u>	<u>August-16</u>	<u>August-15</u>	
Number of Groups:	6	7	
Revenue Arrived:	\$223,487	\$273,081	-18%
Projected Commission:	\$16,620	\$21,858	-24%
Room Nights:	1052	1723	-39%
Number of Delegates:	257	521	-51%
	4 Corp, 1		
Arrived Group Types:	Assoc, 1 Film Crew	3 Corp., 2 Assn., 2 Govt.	

Monthly Detail/Activity	<u>July-16</u>	<u>July-15</u>	
<u>Number of Groups Booked:</u>	2	4	
Revenue Booked:	\$84,736	\$119,459	-29%
Projected Commission:	\$0	\$3,023	-100%
Room Nights:	655	850	-23%
Number of Delegates:	425	10390	-96%
		1 Ca Assoc., 1 Corp, 1 Smf, 1	
Booked Group Types:	1 Corp, 1 Govt.	Assoc.	
Lost Business, # of Groups:	3	4	

<u>Arrived in the month</u>	<u>July-16</u>	<u>July-15</u>	
Number of Groups:	5	7	

Revenue Arrived:	\$712,929	\$569,373	25%
Projected Commission:	\$39,282	\$18,614	111%
Room Nights:	3175	2686	18%
Number of Delegates:	1551	1790	-13%
Arrived Group Types:	2 Assoc., 1 Corp, 1 Govt, 1 Seminar	4 Corp, 1 Assn., 1 Smf, 1 Govt.	

For 2017/18:	\$746,542	\$500,000
For 2018/19:	\$555,554	\$250,000

NUMBER OF LEADS Generated as of 4/30/17:	214
YTD 4/31/16:	163
YTD 4/31/15:	120

Total Number of Leads Generated in Previous Years:

2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report April 2017

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 16/17

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>16/17</u>	<u>15/16</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/17:	\$406,856	\$208,893	95%
Forecasted Commission for this Revenue:	\$12,270	\$18,588	-34%
Number of Room Nights:	3218	1597	102%
Number of Delegates:	1111	797	39%
Annual Commission Projection:	\$15,000	\$10,000	50%

<u>Monthly Detail/Activity</u>	<u>April-17</u>	<u>April-16</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$3,105	\$0
Projected Commission:	\$155	\$0
Room Nights:	21	0
Number of Delegates:	40	0
Booked Group Types:	1 Corp.	

<u>Arrived in the month</u>	<u>April-17</u>	<u>April-16</u>
Number of Groups:	2	0
Revenue Arrived:	\$4,304	\$0
Projected Commission:	\$215	\$0
Room Nights:	46	0
Number of Delegates:	90	0
Booked Group Types:	2 Corp.	

<u>Monthly Detail/Activity</u>	<u>March-17</u>	<u>March-16</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$15,968	\$24,467	-35%
Projected Commission:	\$2,201	\$741	197%
Room Nights:	145	124	17%
Number of Delegates:	65	60	8%
Booked Group Types:	3 Corp.	2 Corp.	

<u>Arrived in the month</u>	<u>March-17</u>	<u>March-16</u>
Number of Groups:	4	0
Revenue Arrived:	\$162,262	\$0
Projected Commission:	\$2,751	\$0
Room Nights:	890	0
Number of Delegates:	225	0
Booked Group Types:	4 Corp.	

<u>Monthly Detail/Activity</u>	<u>February-17</u>	<u>February-16</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$12,000	\$0
Projected Commission:	\$648	\$0

Room Nights:	40	0
Number of Delegates:	20	0
Booked Group Types:	Corp.	

<u>Arrived in the month</u>	<u>February-17</u>	<u>February-16</u>
Number of Groups:	3	1
Revenue Arrived:	\$37,687	\$97,336
Projected Commission:	\$1,040	\$14,600
Room Nights:	324	585
Number of Delegates:	178	170

<u>Monthly Detail/Activity</u>	<u>January-17</u>	<u>January-16</u>
<u>Number of Groups Booked:</u>	4	0
Revenue Booked:	\$107,412	\$0
Projected Commission:	\$5,370	\$0
Room Nights:	606	0
Number of Delegates:	228	0
Booked Group Types:	3 Corp., 1 Assoc.	

<u>Arrived in the month</u>	<u>January-17</u>	<u>January-16</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		

<u>Monthly Detail/Activity</u>	<u>December-16</u>	<u>December-15</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$177,828	\$25,280	603%
Projected Commission:	\$0	\$0	
Room Nights:	866	241	259%
Number of Delegates:	240	150	60%
Booked Group Types:	1 Corp and 1 Assoc.	1 Assoc.	

<u>Arrived in the month</u>	<u>December-16</u>	<u>December-15</u>
Number of Groups:	0	2
Revenue Arrived:	\$0	\$33,553
Projected Commission:	\$0	\$563
Room Nights:	0	347
Number of Delegates:	0	132
Arrived Group Types:		1 Corp, 1 Smf

<u>Monthly Detail/Activity</u>	<u>November-16</u>	<u>November-15</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$2,228	\$25,280	-91%
Projected Commission:	\$334	\$0	
Room Nights:	12	241	-95%
Number of Delegates:	6	150	-96%
Booked Group Types:	1 Corp.	1 Assoc.	

<u>Arrived in the month</u>	<u>November-16</u>	<u>November-15</u>

Number of Groups:	2	2	
Revenue Arrived:	\$5,447	\$33,553	-84%
Projected Commission:	\$334	\$563	-41%
Room Nights:	33	347	-90%
Number of Delegates:	28	132	-79%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp, 1 Smf	

Monthly Detail/Activity	<u>October-16</u>	<u>October-15</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$5,547	\$3,592	54%
Projected Commission:	\$277	\$537	-48%
Room Nights:	45	20	125%
Number of Delegates:	45	20	125%
Booked Group Types:	1 Assoc.	1 Corp.	

<u>Arrived in the month</u>	<u>October-16</u>	<u>October-15</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$10,842	\$44,564	-76%
Projected Commission:	\$0	\$2,099	
Room Nights:	50	187	-73%
Number of Delegates:	25	134	-81%
Arrived Group Types:	1 Assoc. - CA	1 Corp, 1 Assoc., 1 Smf	

Monthly Detail/Activity	<u>September-16</u>	<u>September-15</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$45,255	\$11,830	283%
Projected Commission:	\$0	\$0	
Room Nights:	420	101	316%
Number of Delegates:	160	96	67%
Booked Group Types:	1 Corp.	1 Assn., 2 Smf	

<u>Arrived in the month</u>	<u>September-16</u>	<u>September-15</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$47,420	\$33,553	41%
Projected Commission:	\$2,263	\$563	302%
Room Nights:	416	347	20%
Number of Delegates:	160	132	21%
Arrived Group Types:	1 Corp, 1 Smf	1 Corp, 1 Smf	

Monthly Detail/Activity	<u>August-16</u>	<u>August-15</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$7,209	\$139,320	-95%
Projected Commission:	\$1,081	\$6,966	-84%
Room Nights:	70	1220	-94%
Number of Delegates:	35	300	-88%
Booked Group Types:	1 Corp.	1 Assn.	

<u>Arrived in the month</u>	<u>August-16</u>	<u>August-15</u>	
Number of Groups:	2	0	
Revenue Arrived:	\$146,529	\$0	
Projected Commission:	\$8,047	\$0	
Room Nights:	1290	0	

Number of Delegates:	335	0
Arrived Group Types:	1 Corp., 1 Assn.	

Monthly Detail/Activity	<u>July-16</u>	<u>July-15</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$26,320	\$7,662	244%
Projected Commission:	\$3,948	\$1,149	244%
Room Nights:	244	66	270%
Number of Delegates:	529	68	678%
Booked Group Types:	2 Corp.	2 Smf	
<u>Arrived in the month</u>	<u>July-16</u>	<u>July-15</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$19,384	\$30,232	-36%
Projected Commission:	\$0	\$1,749	
Room Nights:	48	211	-77%
Number of Delegates:	30	150	-80%
Arrived Group Types:	1 Corp.	1 Assoc., 2 Smf	

NUMBER OF LEADS Generated as of 4/30/17: 214

Total Number of Leads Generated in Previous Years:

2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209

Audience Overview

Apr 1, 2017 - May 24, 2017
Compare to: Apr 1, 2016 - May 24, 2016

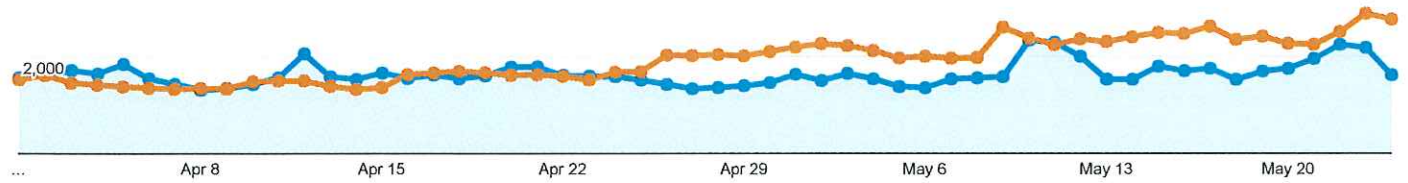
All Users
+0.00% Sessions

Overview

Apr 1, 2017 - May 24, 2017: Sessions

Apr 1, 2016 - May 24, 2016: Sessions

4,000



Sessions

-14.74%

88,229 vs 103,485



Users

-16.17%

73,783 vs 88,016



Pageviews

-15.02%

334,666 vs 393,825



Pages / Session

-0.33%

3.79 vs 3.81



Avg. Session Duration

-6.53%

00:02:01 vs 00:02:09



Bounce Rate

-8.09%

27.37% vs 29.78%



% New Sessions

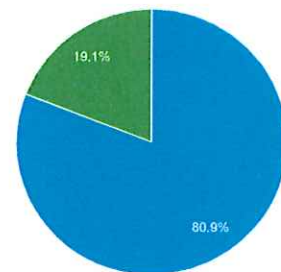
-2.66%

80.76% vs 82.97%

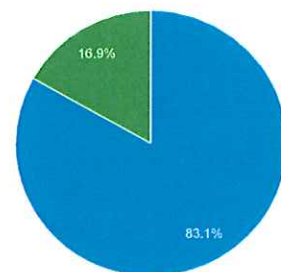


■ New Visitor ■ Returning Visitor

Apr 1, 2017 - May 24, 2017



Apr 1, 2016 - May 24, 2016



City

Sessions % Sessions

1. San Francisco

Apr 1, 2017 - May 24, 2017

10,666 12.09%

Apr 1, 2016 - May 24, 2016

7,114 6.87%

% Change

49.93% 75.85%

2. Sacramento

Apr 1, 2017 - May 24, 2017

6,160 6.98%

Apr 1, 2016 - May 24, 2016

2,610 2.52%

% Change

136.02% 176.83%

3. San Jose

Apr 1, 2017 - May 24, 2017

3,012 3.41%

Apr 1, 2016 - May 24, 2016

1,610 1.56%

% Change

87.08% 119.43%

4. Reno

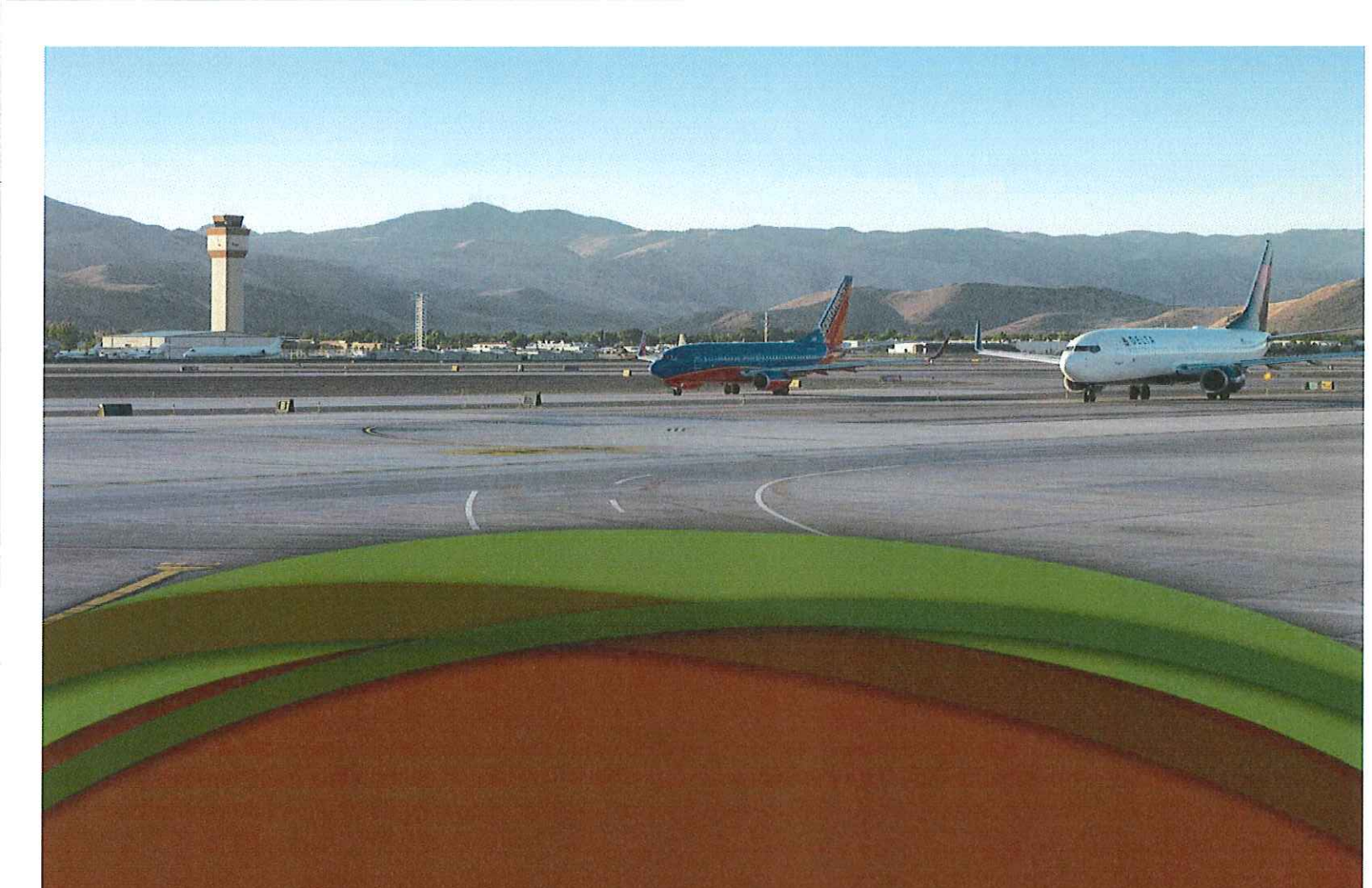
Apr 1, 2017 - May 24, 2017	2,750	3.12%
Apr 1, 2016 - May 24, 2016	2,856	2.76%
% Change	-3.71%	12.94%
5. Incline Village		
Apr 1, 2017 - May 24, 2017	2,440	2.77%
Apr 1, 2016 - May 24, 2016	2,231	2.16%
% Change	9.37%	28.28%
6. Los Angeles		
Apr 1, 2017 - May 24, 2017	2,167	2.46%
Apr 1, 2016 - May 24, 2016	5,691	5.50%
% Change	-61.92%	-55.34%
7. Truckee		
Apr 1, 2017 - May 24, 2017	2,133	2.42%
Apr 1, 2016 - May 24, 2016	1,634	1.58%
% Change	30.54%	53.11%
8. (not set)		
Apr 1, 2017 - May 24, 2017	1,793	2.03%
Apr 1, 2016 - May 24, 2016	1,796	1.74%
% Change	-0.17%	17.10%
9. Roseville		
Apr 1, 2017 - May 24, 2017	1,435	1.63%
Apr 1, 2016 - May 24, 2016	726	0.70%
% Change	97.66%	131.84%
10. South Lake Tahoe		
Apr 1, 2017 - May 24, 2017	1,194	1.35%
Apr 1, 2016 - May 24, 2016	1,201	1.16%
% Change	-0.58%	16.61%

Lodging Book Now Referrals - 4/1/17-4/30/17	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	83	80
The Ritz-Carlton, Lake Tahoe	44	39
Northstar California Resort	35	27
Sunnyside Restaurant & Lodge	28	26
Mourelatos Lakeshore Resort	27	27
The Village at Squaw Valley	27	26
West Shore Cafe & Inn	27	23
Resort at Squaw Creek	26	26
Cottage Inn at Lake Tahoe	23	21
Cedar Glen Lodge	22	21
Cedar Crest Cottages	21	21
Tahoe Mountain Lodging	21	20
Squaw Valley Lodge	20	19
Basecamp Hotel Tahoe City	16	13
Ferrari's Crown Resort	16	16
Tahoe Getaways Vacation Rentals	16	13
Granlibakken Tahoe	15	14
Tahoe Moon Properties	14	13
Brockway Springs Resort	13	13
PlumpJack Squaw Valley Inn	13	13
Parkside Inn at Incline	12	12
Red Wolf Lakeside Lodge	12	12
Sun Bear Realty & Vacation Rentals	12	12
Tahoe Biltmore Lodge & Casino	12	11
Tahoma Meadows Bed & Breakfast Cottages	12	12
Hauserman Rental Group	11	11
Meeks Bay Resort & Marina	11	11
PepperTree Inn	10	9
Constellation Residences at Northstar	9	9
The Lodge at Obexers	9	9
The Lodge at Sugar Bowl	9	9
Tahoe Vistana Inn	8	8
VACAY North Tahoe	8	7
Firelite Lodge	7	7
Incline Vacation Rentals	7	7
Kingswood Village Vacation Rentals	7	7
North Tahoe Rental Company	7	6
Stay In Lake Tahoe	7	6
Tahoe Signature Properties	7	6
Tahoe Time Vacation Rental	7	6
The Border House at Crystal Bay Casino	7	7
Waters of Tahoe Properties	7	7
West Lake Properties at Tahoe	7	7
First Accommodations, Inc.	6	6
Tahoe Luxury Properties	6	5
Vacation Station, Inc.	6	5
Chaney House	5	4
Holiday House	5	5
Tahoe Exclusive Vacation Rentals	5	5
Tahoe Rentals by Wells and Bennett Realtors	5	5
Lake Tahoe Accommodations Incline Village	4	4
Tahoe Woodside Vacation Rentals	4	4
Vacation Tahoe by O'Neal Brokers	4	4
Agate Bay Realty Vacation Rentals	3	3
Alpine Rental Group	3	3
Red Wolf Lodge at Squaw Valley	3	3
SellMyTimeShareNow.com	3	3
Sierra Vacation Rentals/Sales	3	3
Tahoe City Inn	3	3
Tahoe Marina Lodge	3	3
Tahoe Rental Company	3	3
Tamarack Lodge	3	2
Vacasa	3	3
Americas Best Value Inn Tahoe City	2	2
Lake Tahoe Accommodations Tahoe City	2	2
Tahoe Real Estate Group	2	2
Tahoe Sands Resort	1	1

GRAND TOTAL

799

752



Passenger and Cargo Statistics Report

Reno-Tahoe International Airport April 2017

U.S. DOMESTIC INDUSTRY OVERVIEW FOR APRIL 2017

All RNO Carriers Domestic Systemwide – year over year comparison

Average Load Factor:	85.3%, Up 1.0 pt.
Number of Flights *:	Up 0.2%
Capacity of Seats *:	Up 3.2%
Crude Oil Average:	\$51.06 per barrel in Apr. 2017 vs. \$40.75 per barrel in Apr. 2016

RNO OVERVIEW FOR APRIL 2017 – year over year comparison

Total Passengers:	Up 10.4%
Avg. Enplaned Load Factor:	75.1%, Up 0.5 pts.
Actual Departures:	Up 9.8%
Actual Departing Seats:	Up 9.9%
Total Cargo:	Down 3.0%

Source: Airline Activity and Performance Reports; * FlightGlobal (formerly INNOVATA) Flight Schedules via Diio

APRIL 2016 SUMMARY

Reno-Tahoe International Airport (RNO) served 302,078 passengers in April 2017, an increase of 10.4% versus the same period last year. The airport experienced positive passenger growth for the 23rd consecutive month with respect to the year over year monthly increases. During the first four months of 2017, RNO served 1,226,619 passengers, an increase of 10% when compared to the same period in 2016.

In April 2017, RNO was served by eight airlines providing 1,684 departures to 20 non-stop destinations (23 non-stop destinations if seasonal flights are included). At RNO, total seat capacity increased 9.9% and flights increased 9.8% when compared to April 2016.

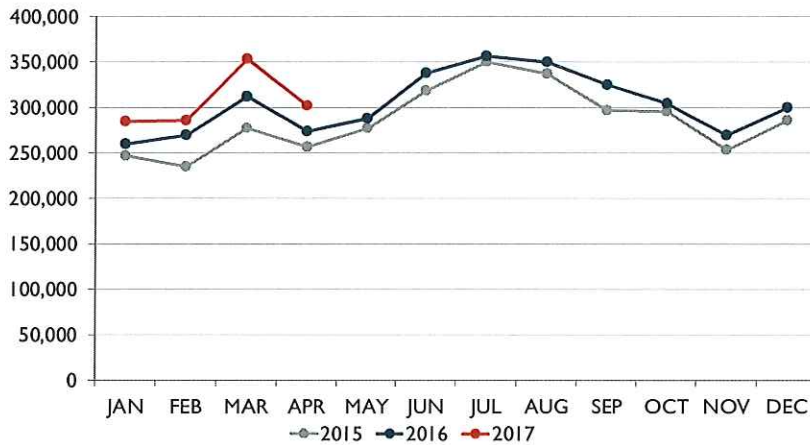
In April 2017, RNO handled 11,974,440 pounds of air cargo, a decrease of 3.0% versus April 2016. During the first four months of 2017, RNO handled 50,342,423 pounds of air cargo, an increase of 4.4% versus the same period last year.

Starting June 4, 2017, Southwest Airlines will offer daily, non-stop service to Mineta San Jose International Airport (SJC). The RNO-SJC route is currently served by Alaska Airlines on 76-seat Q-400 aircraft.

Starting June 8, 2017, United Airlines will offer daily, non-stop seasonal service to Chicago O'Hare International Airport (ORD), adding to the summer travel options between Reno and Chicago. American Airlines currently provides daily non-stop flights between the cities.



PASSENGERS



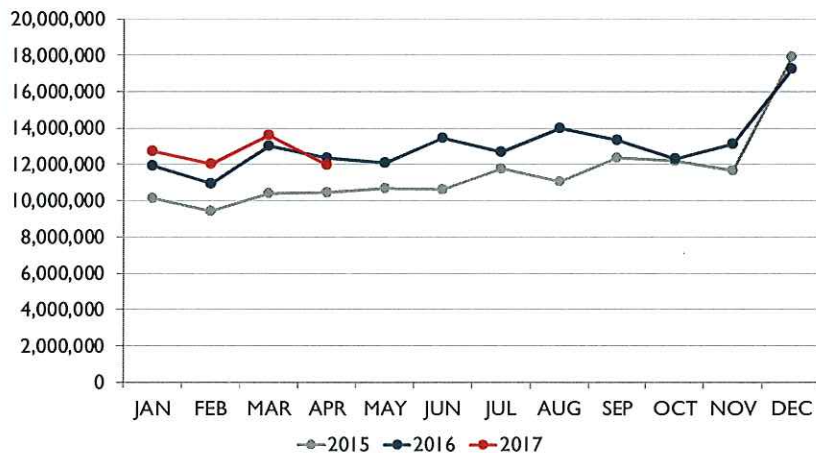
Passengers

Southwest Airlines, the largest carrier at RNO, served 131,977 passengers during the month of April 2017, up 10.8% when compared to April 2016.

In April 2017, all airlines at RNO, reported a year-over-year monthly passenger growth with the exception of Volaris. Allegiant Air reported a passenger increase of 134%, followed by JetBlue Airways at 82.8%, United Airlines at 6.5%, Alaska Airlines at 5.5%, American Airlines at 2.9% and Delta Air Lines reported an increase of 2.7% during the same period.

Volaris served 3,058 passengers during the month of April 2017, a decrease of 0.1% when compared to April 2016.

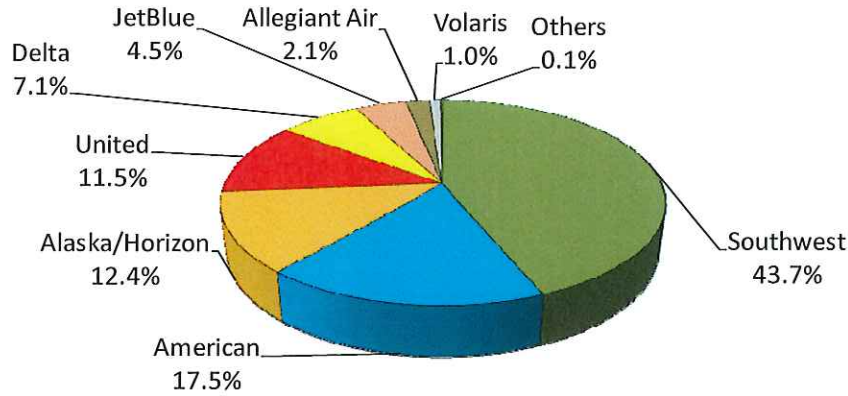
CARGO



Cargo

In April 2017, the cargo tonnage of FedEx was down 1.7%, DHL declined 3.3% and UPS reported a decrease of 3.9% when compared to April 2016.

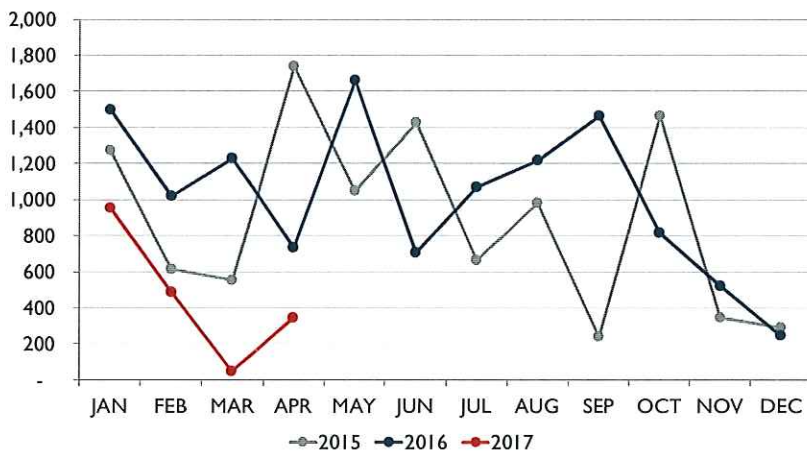
AIR CARRIER MARKET SHARE (passenger airlines)



	April-17	April-16	YOY Change
Alaska/Horizon	12.4%	13.0%	(0.6)
Allegiant Air	2.1%	1.0%	1.1
American	17.5%	18.8%	(1.3)
Delta	7.1%	7.6%	(0.5)
JetBlue	4.5%	2.7%	1.8
Southwest	43.7%	43.5%	0.2
United	11.5%	11.9%	(0.4)
Volaris	1.0%	1.1%	(0.1)
Others	0.1%	0.3%	(0.2)

Note: numbers are rounded up to one decimal figure.

TOTAL CHARTER PASSENGERS

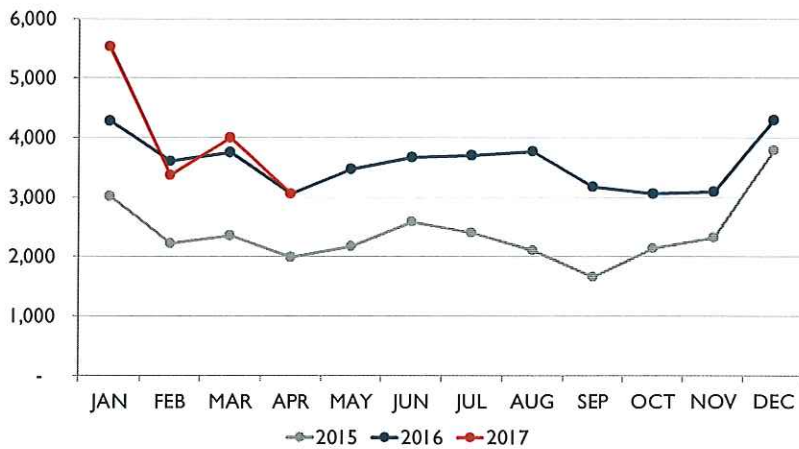


In April 2017, RNO served 347 charter passengers through the terminal.



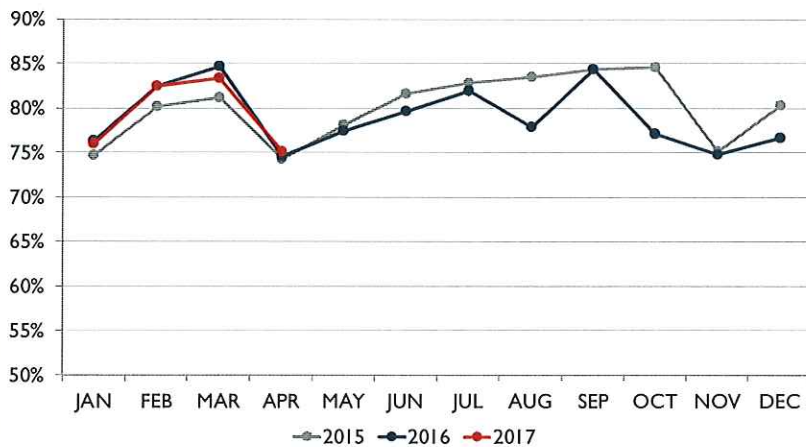
Reno-Tahoe
Airport Authority

TOTAL INTERNATIONAL PASSENGERS



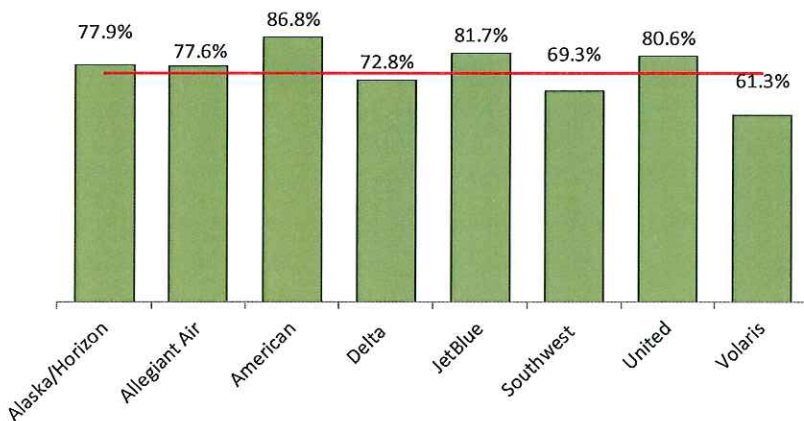
In April 2017, RNO served a total of 3,058 international passengers. Volaris operated three times a week scheduled flights between Reno and Guadalajara, Mexico.

AVERAGE ENPLANED LOAD FACTOR



In April 2017, the average enplaned load factor at RNO was 75.1%, an increase of 0.5 pts. versus April 2016.

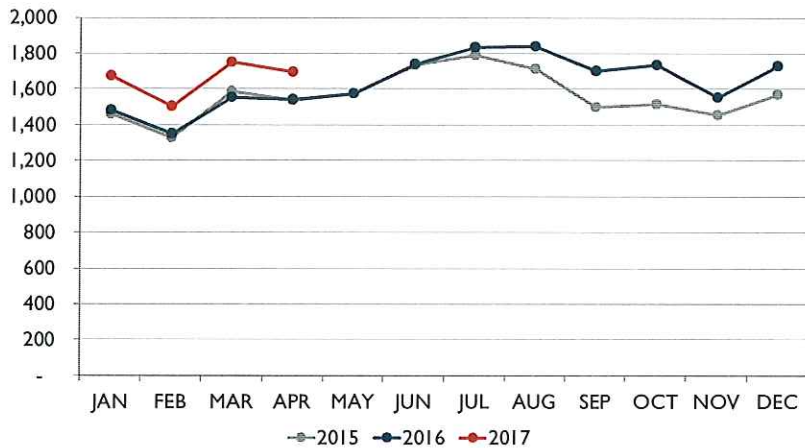
AVERAGE ENPLANED LOAD FACTOR BY AIRLINE



Airline	RNO	Network	Difference
Alaska	77.9%	86.6%	(8.7)
Allegiant Air	77.6%	82.9%	(5.3)
American	86.8%	82.2%	4.6
Delta	72.8%	85.3%	(12.5)
JetBlue	81.7%	85.3%	(3.6)
Southwest	69.3%	84.0%	(14.7)
United	80.6%	83.1%	(2.5)
Volaris	61.3%	84.3%	(23.0)

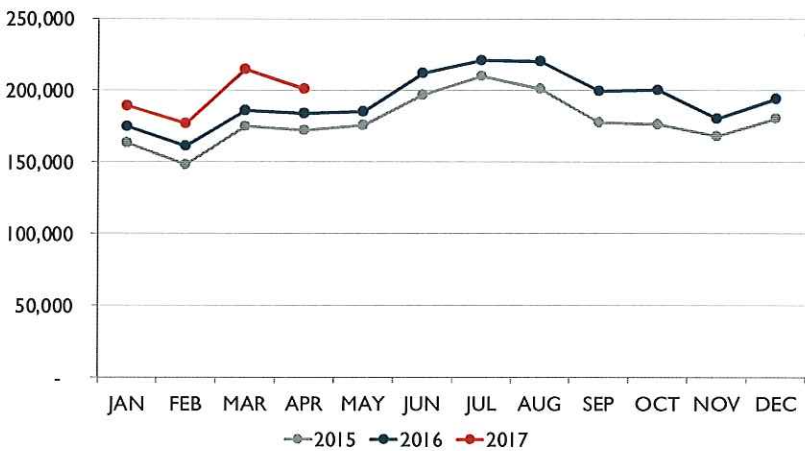
Note: numbers are rounded up to one decimal figure.

DEPARTURES



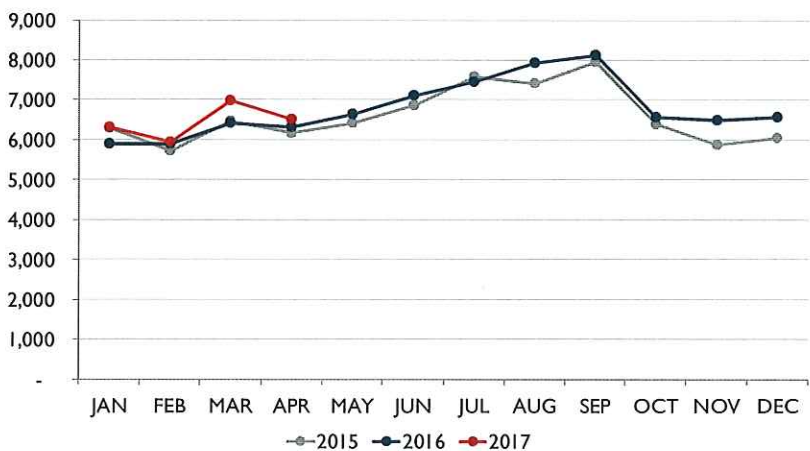
In April 2017, RNO handled 1,684 departures on eight commercial airlines, an increase of 9.8% when compared to April 2016. This doesn't include charter operations on non-incumbent carriers.

DEPARTING



In April 2017, eight airlines provided 200,602 departing seats, an increase of 9.9% when compared to April 2016. This doesn't include charter operations on non-incumbent carriers.

TOTAL OPERATIONS



A total of 6,522 operations were handled at RNO in April 2017, an increase of 3.4% when compared to April 2016. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

Note: graphs on this page show scheduled departures, seats and operations



Reno-Tahoe
Airport Authority

Recent and Upcoming Schedule Changes

Allegiant Air

- Starting June 7, 2017, Allegiant Air will reduce the number of flights between Reno and Las Vegas from six times a week to three times a week. This flight will operate on Wednesdays, Fridays and Sundays.

American Airlines

- Starting June 3, 2017, American Airlines will increase the non-stop flights between Reno and Dallas from twice a day to three times a day. The additional flight is a red-eye service and will not operate on Wednesdays. The airline returns to the twice a day schedule on August 22, 2017.
- Starting June 2, 2017, American Airlines will increase the non-stop flights between Reno and Chicago O' Hare from once a day to twice a day. The additional flight is a red-eye service. The airline returns to the once a day schedule on August 22, 2017.

Delta Air Lines

- Delta Air Lines' non-stop seasonal flight between Reno and Minneapolis will operate from June 17, 2017, until August 19, 2017. This flight will operate on Saturdays only.
- Starting September 10, 2017, Delta Air Lines will increase the number of flights between Reno and Salt Lake City from four times a day to five times a day. The airline returns to the four times a day schedule on November 28, 2017.
- Delta Air Lines' non-stop seasonal flight between Reno and Atlanta returns in December 2017.

JetBlue Airways

- The non-stop flight between Reno and New York City will operate daily from May 21, 2017, through September 8, 2017, before returning to the four times a week schedule.

United Airlines

- Starting June 8, 2017, United Airlines will increase the number of non-stop flights between Reno and Denver from twice a day to three times a day. The airline returns to the twice a day schedule on October 29, 2017.
- United Airlines' non-stop seasonal flight between Reno and Houston Intercontinental Airport operates on Saturdays and Sundays.
- United Airlines' new seasonal flight between Reno and Chicago O' Hare will operate daily from June 8, 2017, through September 5, 2017. This flight is a red-eye service.
- Starting August 15, 2017, United Airlines will increase the number of flights between Reno and San Francisco from four times a day to five times a day.

Southwest Airlines

- The non-stop seasonal flight between Reno and Dallas Love Field operates on Saturdays and Sundays. Starting August 19, 2017, this flight will operate on Saturdays only.

Volaris

- The non-stop flight between Reno and Guadalajara, Mexico operates on Mondays, Wednesdays and Fridays.



Reno-Tahoe International Airport

Total Passengers					
April-17					
	Passengers		% Diff.	Passengers	
	2015	2016		2017	% Diff.
JAN	246,571	259,868	5.4%	284,553	9.5%
FEB	234,763	269,807	14.9%	286,337	6.1%
MAR	277,477	311,974	12.4%	353,651	13.4%
1st Quarter	758,811	841,649	10.9%	924,541	9.8%
APR	256,823	273,707	6.6%	302,078	10.4%
MAY	276,969	288,763	4.3%		
JUN	319,309	338,954	6.2%		
2nd Quarter	853,101	901,424	5.7%		
JUL	350,823	356,768	1.7%		
AUG	336,948	349,934	3.9%		
SEP	297,299	325,698	9.6%		
3rd Quarter	985,070	1,032,400	4.8%		
OCT	295,749	304,447	2.9%		
NOV	253,494	270,367	6.7%		
DEC	286,105	300,543	5.0%		
4th Quarter	835,348	875,357	4.8%		
TOTAL	3,432,330	3,650,830	6.4%		
YTD Total		1,115,356		1,226,619	10.0%

Total Enplaned Passengers				
April-17				
Month	2015	2016	2017	% Diff.
JAN	124,505	130,546	143,070	9.6%
FEB	117,750	133,669	143,015	7.0%
MAR	141,314	156,542	179,473	14.6%
APR	128,088	136,453	150,827	10.5%
MAY	137,132	144,228		
JUN	159,989	168,313		
JUL	172,266	177,619		
AUG	166,935	171,150		
SEP	151,127	169,166		
OCT	150,567	153,936		
NOV	125,712	135,217		
DEC	142,253	146,741		
TOTAL	1,717,638	1,823,580		
YTD Total		557,210	616,385	10.6%

Total Deplaned Passengers				
Month	2015	2016	2017	% Diff.
JAN	122,066	129,322	141,483	9.4%
FEB	117,013	136,138	143,322	5.3%
MAR	136,163	155,432	174,178	12.1%
APR	128,735	137,254	151,251	10.2%
MAY	139,837	144,535		
JUN	159,320	170,641		
JUL	178,557	179,149		
AUG	170,013	178,784		
SEP	146,172	156,532		
OCT	145,182	150,511		
NOV	127,782	135,150		
DEC	143,852	153,802		
TOTAL	1,714,692	1,827,250		
YTD Total		558,146	610,234	9.3%

Total Cargo						
April-17						
	2015	2016	% Diff.	2017		% Diff.
	Cargo in Pounds			Pounds	Metric	
JAN	10,113,421	11,939,003	18.1%	12,749,916	5,782	6.8%
FEB	9,418,781	10,947,416	16.2%	12,023,060	5,453	9.8%
MAR	10,381,009	13,004,808	25.3%	13,595,007	6,166	4.5%
1st Quarter	29,913,211	35,891,227	20.0%	38,367,983	17,400	6.9%
APR	10,416,248	12,341,233	18.5%	11,974,440	5,431	-3.0%
MAY	10,634,389	12,088,321	13.7%			
JUN	10,595,645	13,432,224	26.8%			
2nd Quarter	31,646,282	37,861,778	19.6%			
JUL	11,775,072	12,691,135	7.8%			
AUG	11,031,470	13,977,442	26.7%			
SEP	12,360,393	13,347,173	8.0%			
3rd Quarter	35,166,935	40,015,750	13.8%			
OCT	12,160,586	12,305,525	1.2%			
NOV	11,657,012	13,089,468	12.3%			
DEC	17,907,699	17,247,162	-3.7%			
4th Quarter	41,725,297	42,642,155	2.2%			
TOTAL	138,451,725	156,410,910	13.0%			
YTD Total		48,232,460		50,342,423	22,831	4.4%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Apr-17	Apr-16	Diff.
Alaska/Horizon	18,881	77.9%	74.1%	3.8
Allegiant Air	3,189	77.6%	66.2%	11.4
American	26,461	86.8%	76.4%	10.4
Delta	10,851	72.8%	84.1%	-11.3
JetBlue	6,737	81.7%	82.9%	-1.2
Southwest	65,722	69.3%	71.4%	-2.1
United	17,494	80.6%	80.9%	-0.3
Volaris	1,317	61.3%	53.2%	8.1

Source: RNO Monthly Flight Activity Reports

