



**north lake tahoe**

Chamber | CVB | Resort Association

March 2013  
Departmental Reports



## North Lake Tahoe Marketing Report (January 22<sup>nd</sup>, 2013 – February 14<sup>th</sup>, 2013)

### Digital Report: Winter Escape Campaign (2/18-3/10)

#### Analysis:

Our online campaign has ended as of 3/10/13. We received over a million bonus impressions, plus the additional 2.2 million impressions from Collective. The campaign drove over 32,000 consumers to GoTahoeNorth.com, with over 3,000 hits to the Lodging & Cool Deals pages.

#### Digital highlights:

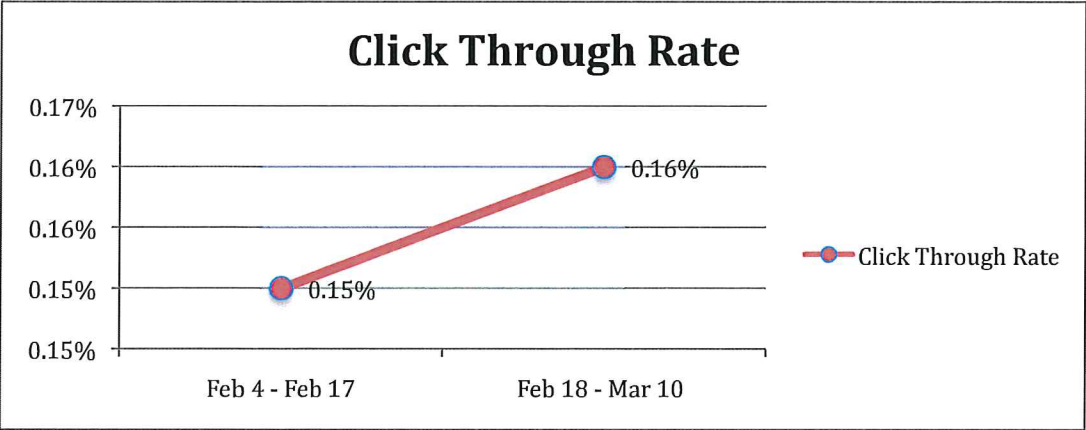
- Pandora's CTR was 3x higher than the overall campaign CTR
- Trip Advisor yielded a 98% conversion rate to the Lodging page

#### Stats 2/18 – 3/10:

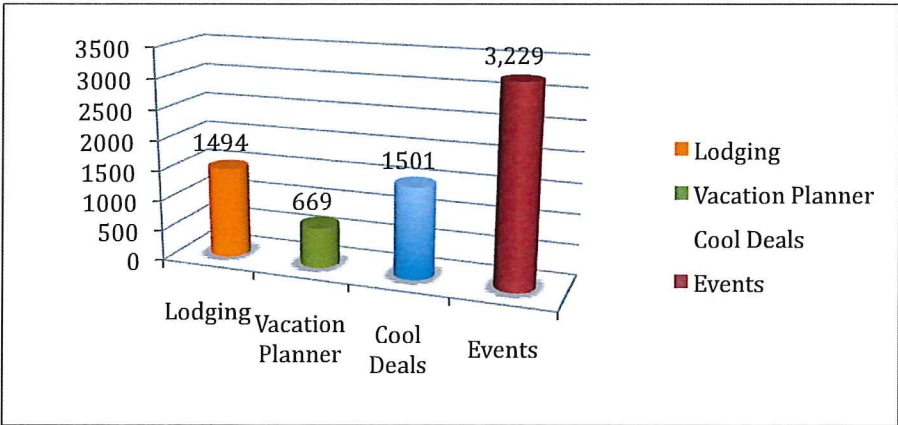
- Booked impressions – 18,195,000 (+2,200,000 bonus)
- Served impressions – 5,735,407
- Clicks – 8,492
- CTR – .14%
- Lodging page hits – 532
- Vacation planner page hits – 188
- Cool Deal page hits – 459
- Events page hits – 1,320

\*Due to an over delivery error by Collective Media, NLT received 2.2 million bonus impressions.

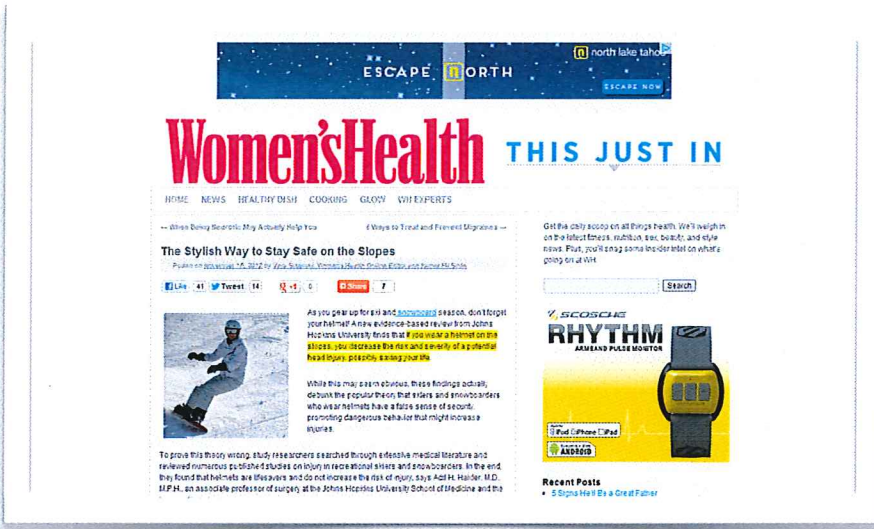
**Winter Escape Campaign CTR**



**Winter Escape Campaign: Site Activity**



# Winter Escape Campaign: Screen Shots

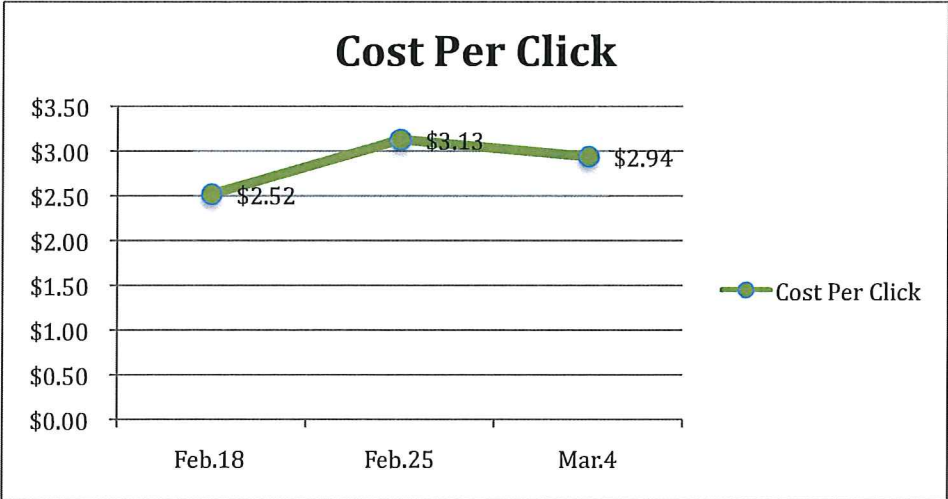


# Search Report: Weddings & Conferences (2/18-3/10)

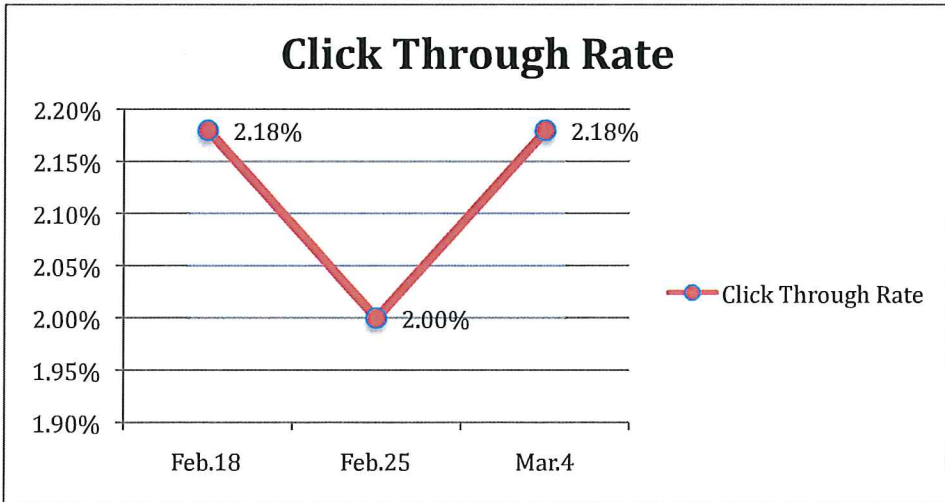
## Analysis:

Since taking over the search responsibilities in September 2012, we've received steady month over month growth. Over the last 4 weeks, we received our first dip in results with our Winter and Weddings campaigns, but our Conference campaign still increased results. We've added new creative and revised keyword segments to reflect the season changes and current events. The recent optimizations will take a week to ramp up, but begin increasing our results.

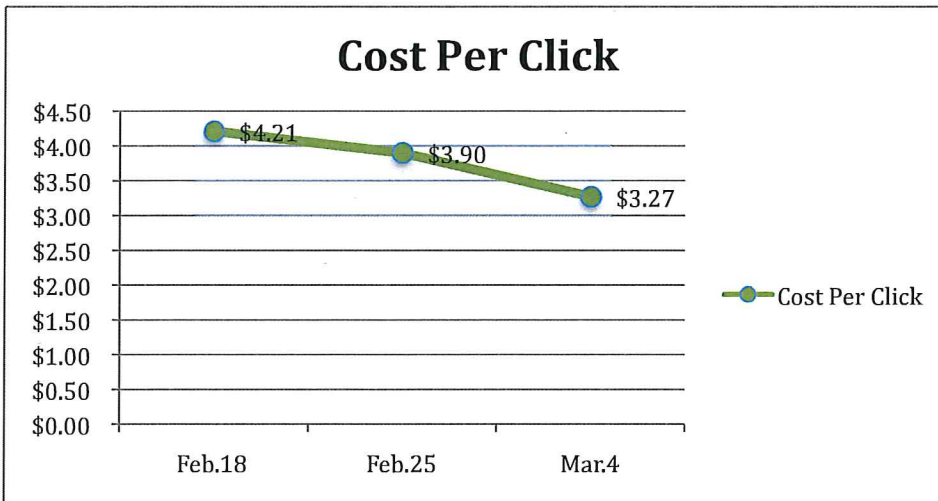
## Wedding Average CPC



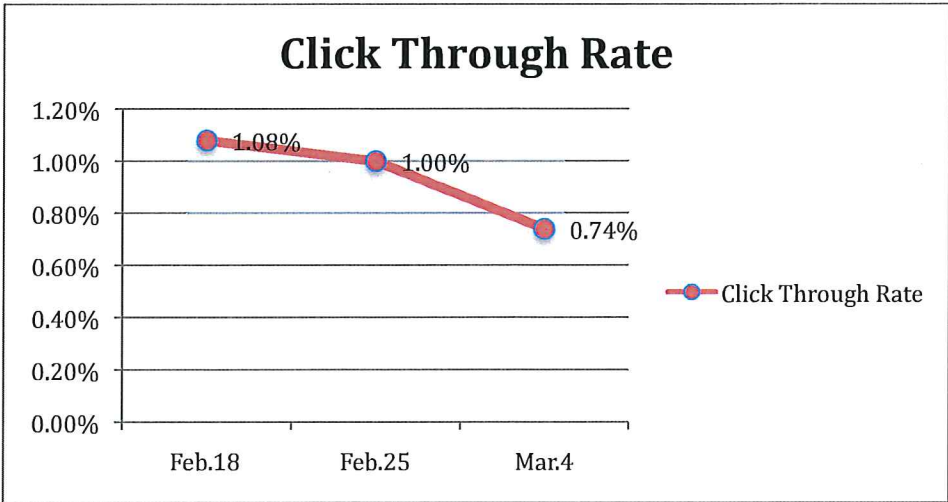
## Wedding CTR



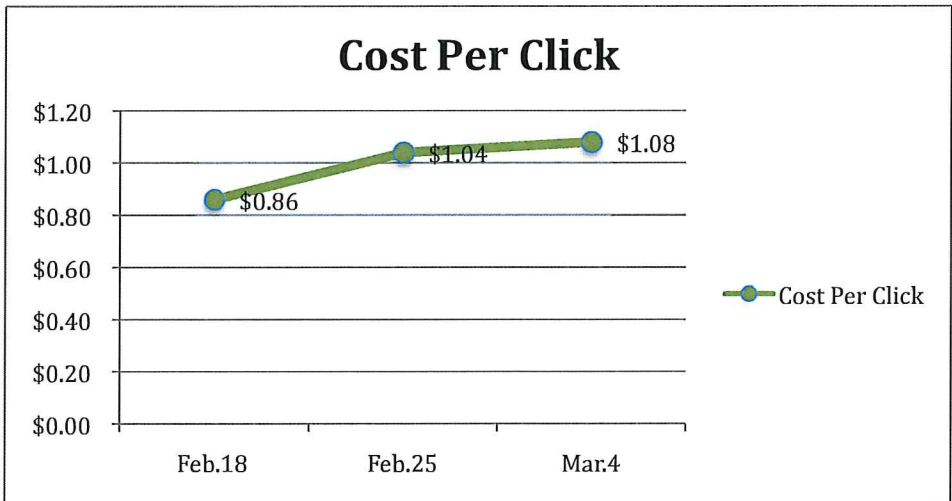
### Conference Average CPC



### Conference CTR

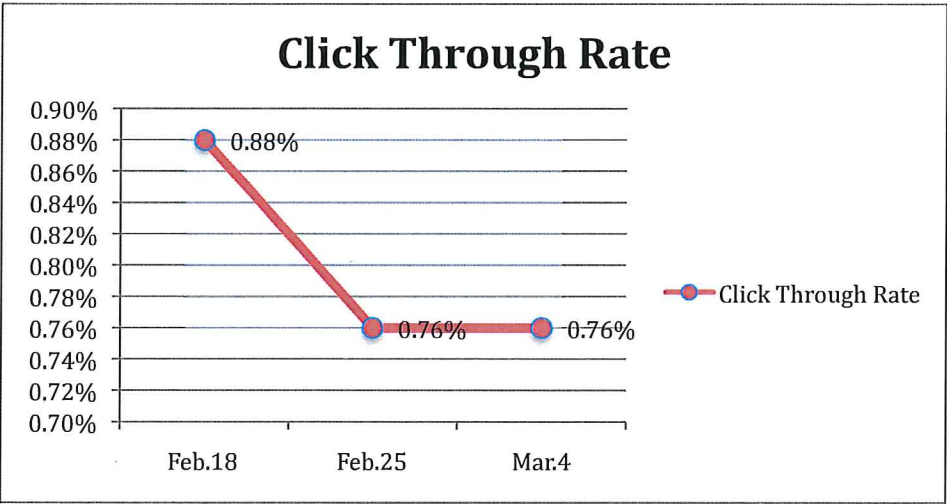


### Winter Average CPC

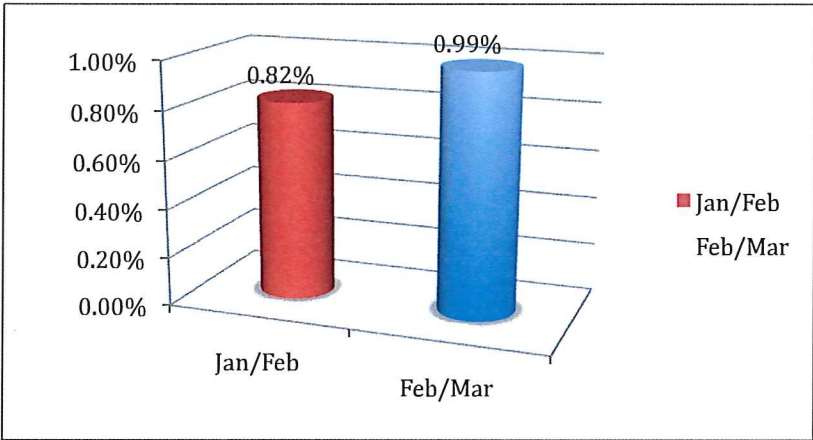


### Winter CTR



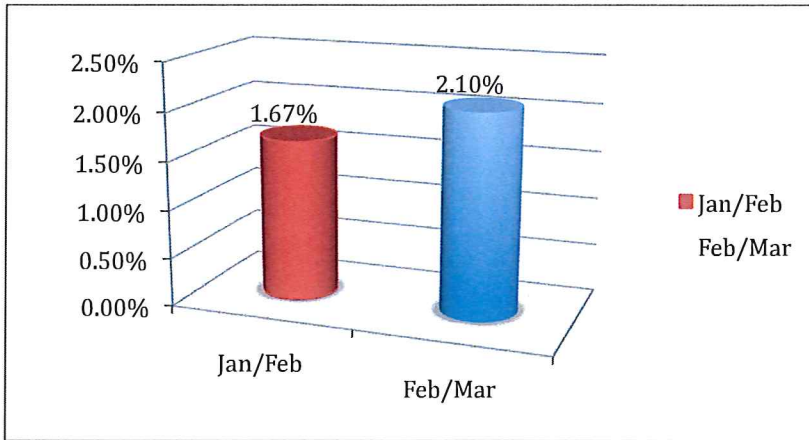


**Conference CTR: Feb vs. March**

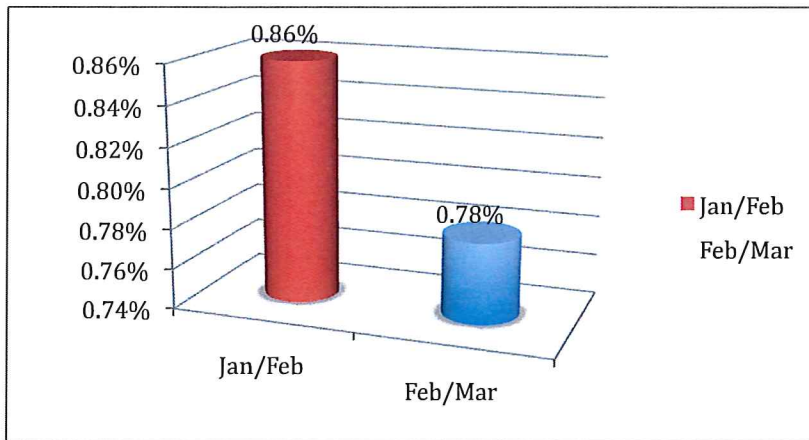


**Wedding CTR: Feb vs. March**

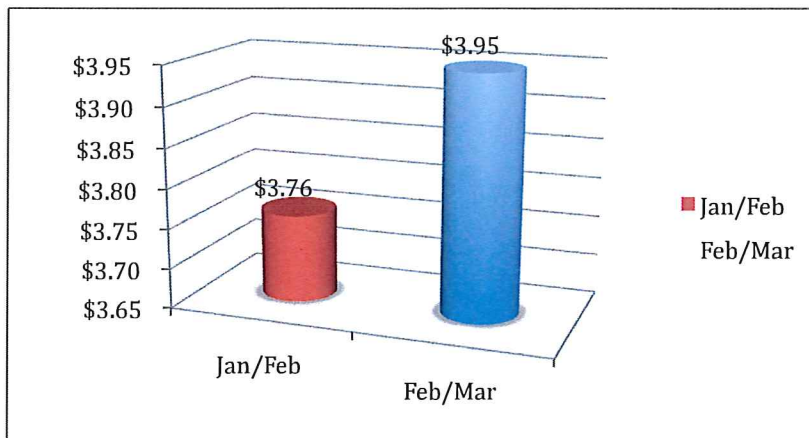




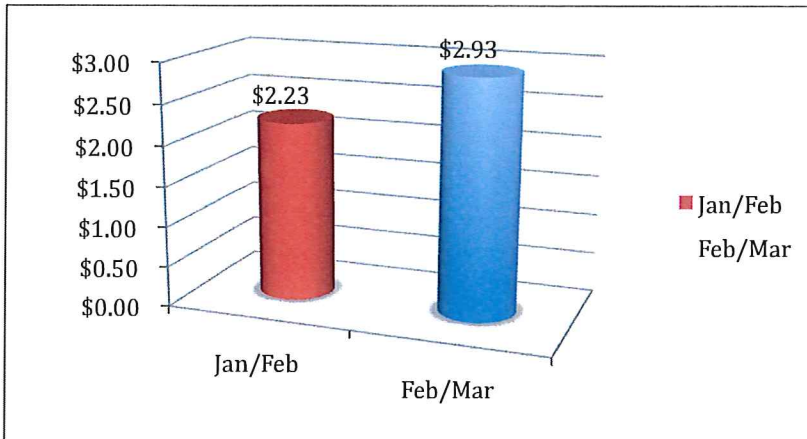
**Winter CTR: Feb vs. March**



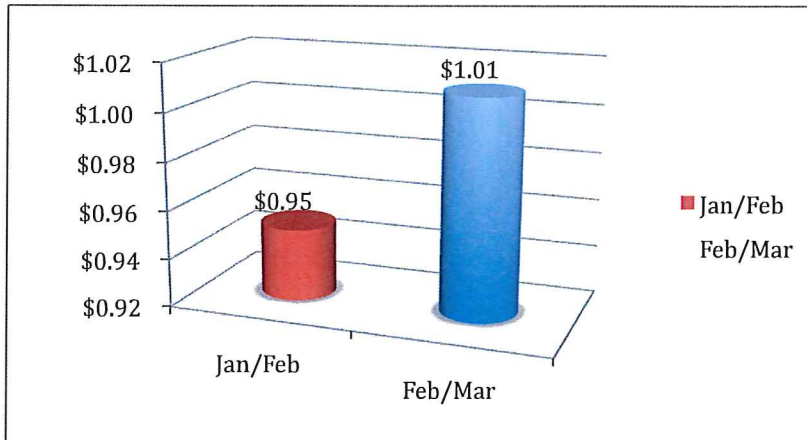
**Conference CPC: Feb vs. March**



**Wedding CPC: Feb vs. March**



**Winter CPC: Feb vs. March**



**Mobile Report: Winter Escape Campaign (March)**

**Voltari:**

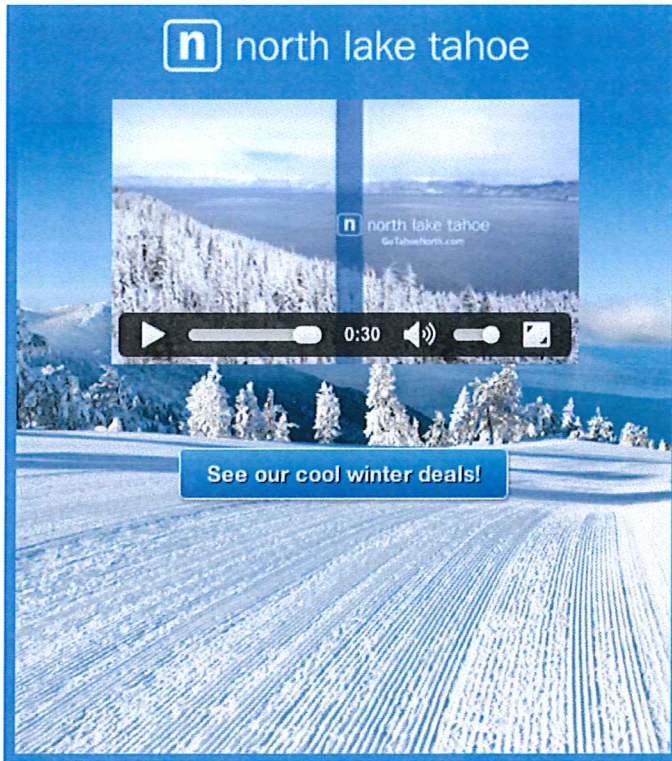
Total impressions: 421,064

Video views: 1,147

Total clicks to the landing page: 22

% of videos viewed entirely: 84%

Video to NLT landing page CTR: 2.81%



**AppSnack:**

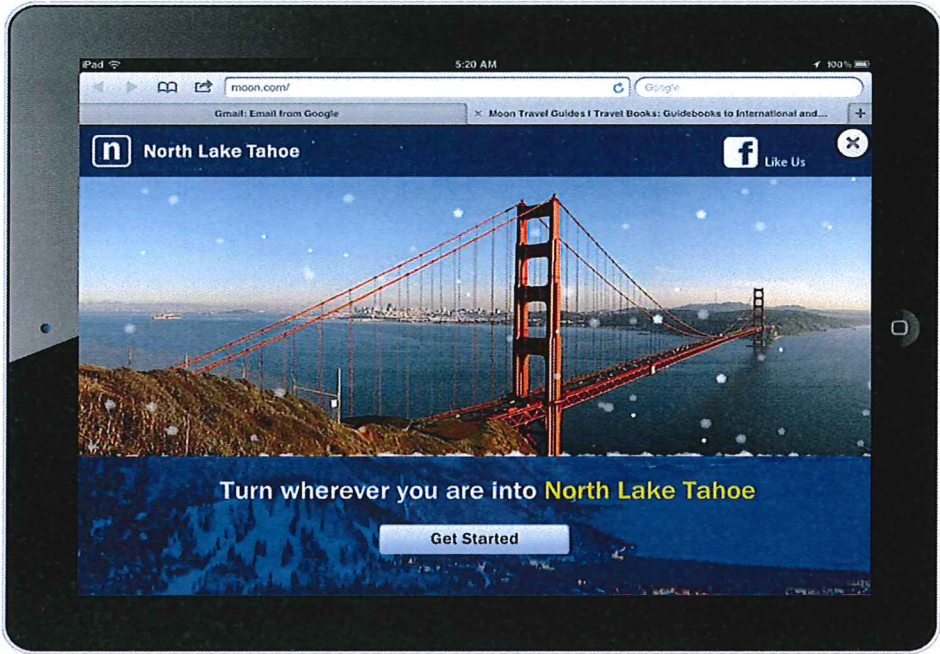
Total impressions: 1,278,556

Expansions (full expansion of unit): 11,320

Engagements (expansion+all interactions within the unit): 14,087

Expansion rate: 0.89%

Engagement rate: 0.96%



## OOH Report: Winter Escape Campaign

### **Analysis:**

Although our OOH campaign has come to an end, we're currently receiving bonus on 75% of our billboards, including our three highest profile placements (the Bay Bridge board, the Oakland Coliseum board, and the Broadway/Polk board still). 30%-50% of our municipal placements will remain up until the end of the month. Our OOH bonus will provide us with over a million+ impressions.

### **Details:**

Timing: 12/31/12 – 3/10/13 (each placement varies in timing)

Total impressions: 64,994,264 (upon campaign completion)

Placements:

- 13 billboards (including - 1 Bay Bridge, 1 Oakland Coliseum, and 1 Broadway tunnel)
- 10 mini billboards (10' x 22' billboards)
- 12 bus shelters
- 2 Ferry Building placements
- 25 full bus backs
- 180 BART interior cards
- 280 bus interior cards
- 200 powerwashings

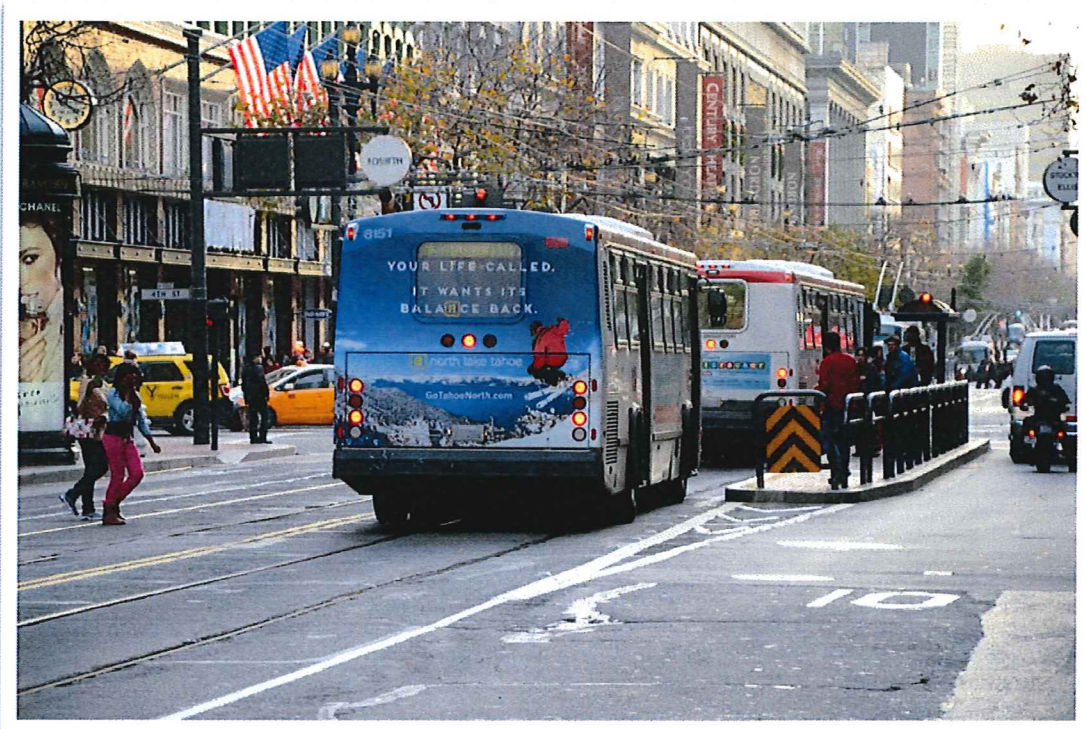
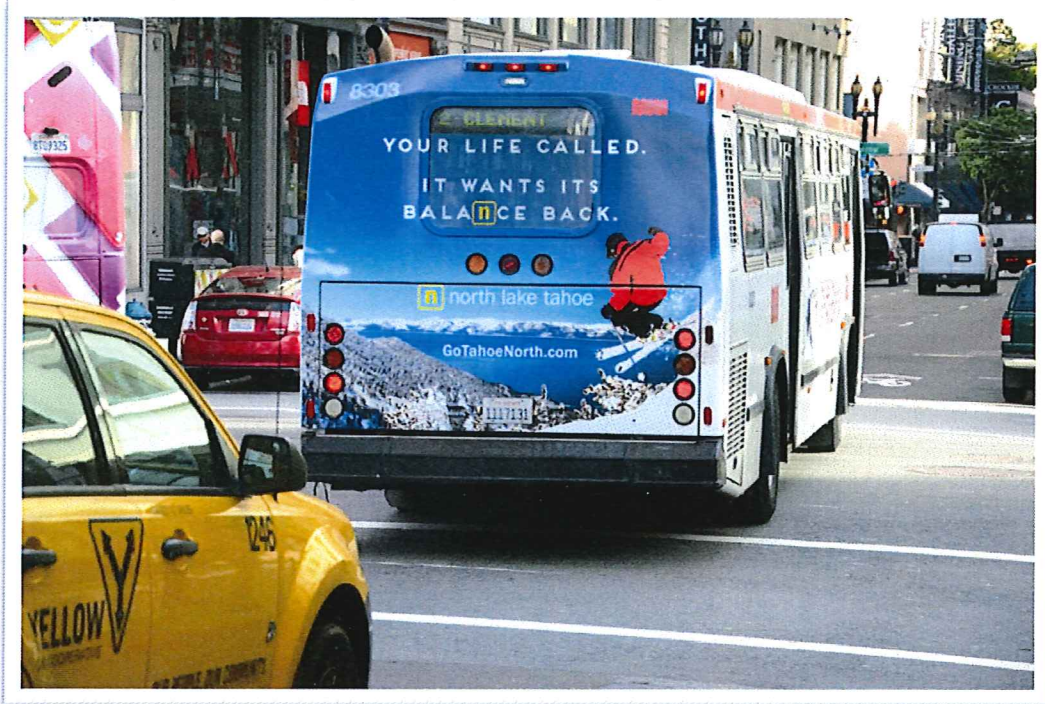




SPECTACULAR











Dylan Blalock shared School of Thought's photo.  
Pretty clever idea



Seen any of these recently? Our power-washing campaign hit the streets of SF this week – perfect for those hilly climbs.

Like · Comment · Share · about a minute ago via mobile · 🗨



Write a comment...

## Television Report: Winter Escape Campaign

### Details:

Asset	Detail	Run Dates	# Delivered
<b>Paid Spot Schedule</b>	<i>-:30 second paid pot schedule in Contra Costa, Marin, Mid Pen, San Fran, San Jose; South Pen Zones -15% term discount given off zone rates Additional 15% agency discount provided</i>	1/7-2/24/13	952x
<b>2:1 \$1 Spot Bank</b>	<i>-2:1 \$ spot bank; 15 second bookend spots. in Contra Costa, Marin, Mid Pen, San Fran, San Jose; South Pen Zones</i>	1/7-2/24/13	3,222x
<b>Bonus Spot Bank</b>	<i>-:30 second bonus spot schedule in Contra Costa, Marin, Mdi Pen, San Fran, San Jose; South Pen Zones</i>	2/4-2/24/13	1,683x
<b>Xfinity Digital Campaign</b>	<i>Digital Campaign 300x250 728x90</i>	1/7-2/24/13	979,928 impressions/571 click thru's

### Analysis:

After a 5-year hiatus, North Lake Tahoe has made a return to television. We've managed to secure primetime spots on high impact networks. By making a return to television, we're able to fulfill a multi-screen marketing approach and increase awareness through television's broad reach.



Print Insertions: Winter

**Conde Nast Traveler**

**Insertion: Half Page/Full Color**

**Editorial: Family Travel Issue (Feb/Mar)**

**Circulation: 352,000**

**Rate: \$7,415**



WHEN YOUR KID ASKS  
ABOUT THE STARS,  
DO BETTER THAN A  APP.

Nearby lies a place where kids actually forget about television for an hour or two. Where couples remember their first dates, easily. Where you always say, the cell phone was out of range. Even when it's not. This is the beauty of Tahoe.

[GoTahoeNorth.com](http://GoTahoeNorth.com)  north lake tahoe

SEO Report: 2/15 – 3/13

**Analysis:**

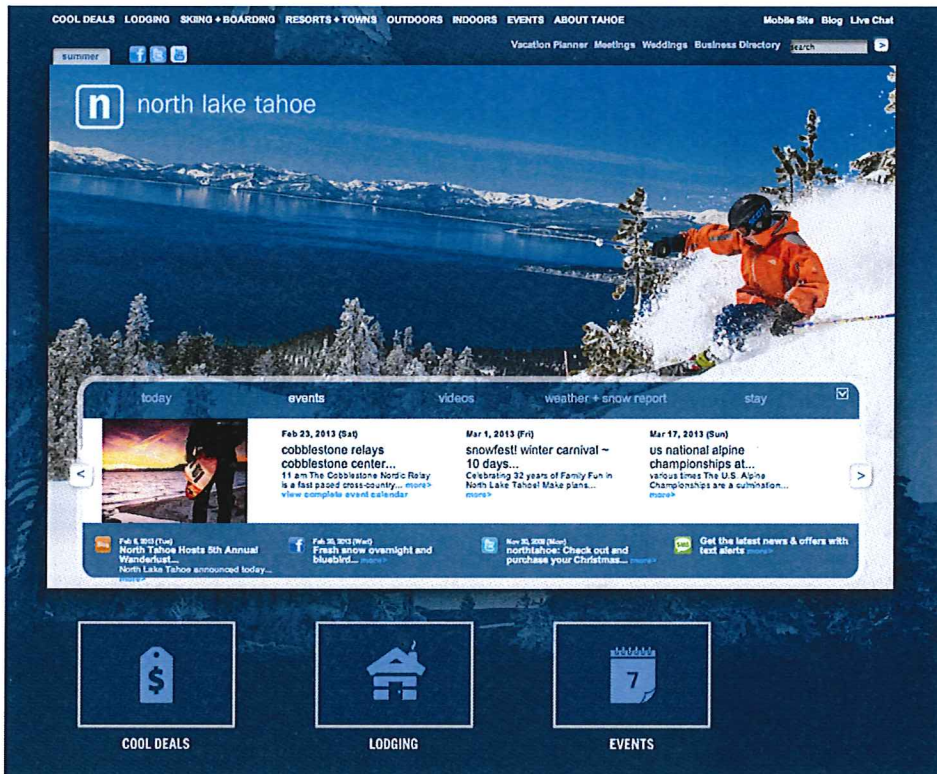
Our overall web traffic has decreased by 9% compared to our last reporting period, however we're up by 20% in comparison to the same reporting period in 2012. In



addition to our overall traffic increasing from last year, our time spent per user and total page views have all increased as well.

**Stats:**

- Unique visitors – 50,600
- Average visit duration – 5:25
- Average page views per visit – 3.11
- Total outbound traffic – 11,632
- Cool Deals outbound traffic – 2,996
- Top DMA – SF Bay Area
- Highest trafficked days – 1. Tuesday 2. Wednesday



## Conference Department Report March 2013

In March 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 hosted a site visit for the Ski for Light at Granlibakken, Tahoe City Cross Country, Cal Neva Resort and Resort at Squaw Creek. The organization is considering North Lake Tahoe for their 2016 Program that would generate approximately 1,300 room nights and bring 300 people to our area.

Staff hosted a site visit for Independent School Management. ISM is considering Tahoe for their 2014 & 2016 Advancement Academy. Each event will generate over 600 room nights.

Staff hosted a site visit for the Association for High Technology Distribution. AHTD is considering Tahoe for an October 2014 meeting that will generate 560 room nights.

Staff hosted a site visit for The Members Group. They have selected Tahoe for their July 2014 Annual Client Event and will select a property in the next couple of weeks.

Staff met with Michael Heath with Zephyr Cove Resort and Lake Tahoe Cruises. We discussed upcoming events on the MS Dixie and Tahoe Queen along with a possible renovation of the Paradise Yacht. In addition, we discussed they will be having mountain bike rentals and shuttle service at Spooner Summit along with outdoor capacities at Zephyr Cove Resort for beach events.

Staff met with our advertising agency, School of Thought to review conference advertising plan and creative.

Staff reviewed over 40 profiles of meeting planners that will be attending April 12-14, 2013 MICE event at Mountain Travel Symposium. Appointment requests were submitted for this one-on-one meeting trade show.

Staff attended the ConferenceDirect Annual Partners Fair in Las Vegas. ConferenceDirect is one of the largest "third party" meeting planning companies in the country and over 300 of their associates will attend this event. Staff will meet with ConferenceDirect associates during a 3 hour "reverse tradeshow" and at various networking events during the week.

Staff volunteered at the US Alpine Championships at Squaw Valley. Staff assisted in a booth to provide information on vacationing in beautiful North Lake Tahoe.

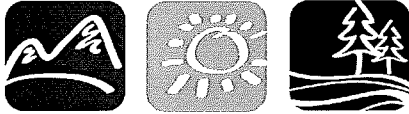
Staff attended “Meet the Squaw Valley Avalanche Rescue Dogs” at the North Lake Tahoe Visitors Center. A presentation was done on their training and how they save lives.

Staff attended Meetings Industry Council of Colorado Annual Educational Conference & Tradeshow. Over 300 Meeting Planners from universities, governments, third parties, associations, religious organizations and corporations are expected to attend this annual event.

Staff attended the monthly NLTRA marketing meeting.

Staff attended the NLTRA Community Awards Dinner.

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



## north lake tahoe

Chamber | CVB | Resort Association

March Leisure Report  
Marketing Committee Meeting  
3-28-13

### TRAVEL TRADE

- Set travel trade appointments for April's Mountain Travel Symposium
- Organized Australian wholesale call center trainings for May's sales, media and consumer show tour
- Attended Ski Tops University in Big Sky, MT to conduct B2B sessions with 17 top domestic ski wholesale companies and Online Travel Agencies. Also conducted trainings for 27 top-performing call center staff who were awarded with attending the conference.

### FAMs

- Hosted the Harvey's World Travel owners group consisting of 9 owners representing 15 different retail stores in New South Wales and Victoria, Australia
- Hosted the manager of Ski Tracer, a UK travel agency
- Hosted the marketing manager of Ski World, a UK ski wholesaler
- Hosted an Australian ski wholesale fam visit with call center and travel agents from Travel Plan, Mogul Ski World, Executive Travel and Flight Center. The air was hosted by United Airlines and we also had their marketing manager in attendance.
- Helped tour the Ski and Snowboard UK readers' group that was put together by Ski Independence out of Edinburgh, Scotland.
- Assisted with putting the itinerary together for the assistant editor of the Sunday Times Travel Magazine visit out of the UK
- Attended and helped tour the annual Reno/Tahoe Ski Fam consisting of domestic and international wholesalers, OTAs and airlines

### CONSUMER & MISC

- Organized the Australian consumer ski shows
- Finalizing the year end report for the Sierra Ski Marketing Council's ski shows
- Attended the Sierra Avalanche Center's monthly board of directors meeting



**Special Event Programs**  
**Departmental Report February 2013**  
**Submitted by: Judy Laverty**

**SPORTS MARKETING**

Staff is making phone calls to pre-set appointments at the National Association of Sports Commission (NASC) Symposium and Conference in April. She has set times with USA Cycling, PDGA and US Orienteering.

Professional Disc Golf Association 2015 Amateur Championships: Staff has submitted the bid for the 2015 event. The championships span 8 days and is estimated to generate 1,800 room nights. The Tahoe disc golf courses have already been approved by the PDGA executive director.

**SPECIAL EVENTS**

- Staff met with the CARVE Lake Tahoe event producers to discuss strategy for future events and how to increase visitation and number of snow sculptures on display.
- Staff finished up with the Rahlves Banzai Tour. Staff attended the championship race March 10 at Sugar Bowl and was very happy with the number of spectators, the host mountain (Sugar Bowl) and the publicity surrounding the event. An roi report will follow.

**SPECIAL EVENT GRANTS ROUND 2**

Staff facilitated the review and presentation of the seven new grant applications on March 15<sup>th</sup>. Since there was not a quorum, staff has summarized each event presentation and the recommended amount of funding for each application which will be sent to the other members of the Task Force for their votes and recommendations. The final recommendations will be discussed at the April board meeting.

**MEETINGS**

Staff attended the marketing committee meeting, Ironman logistics meetings, AFW operations meetings, meetings with RSCVA staff for the NASC show and the PDGA (Disc Golf) meetings.



*professional creative services*

March, 2013 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping a master “Marquee Calendar” and updating this calendar with major events
- working on updating winter events ... in touch with ski areas/event producers weekly
- keeping up with posting event videos
- contacting event producers by phone and email
- create or edit pages as needed for various subjects such as sports, events, transportation, etc.
- posting featured events on home-page link/slider
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- creating new pages for businesses ... uploading new content
- finding better photos and switching out when available (all sections)
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- designing email blasts for various events

*Shelley Fallon*

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[fallonmultimedia.com](http://fallonmultimedia.com)



north lake tahoe

social marketing report  
february 11, 2013 - march 11, 2013

facebook

total facebook "likes"  
2.67% increase

12,224

friends of fans  
1.95% increase

4,291,000

people talking about us  
-18.86% decrease

2,826

total reach  
-58.92% decrease

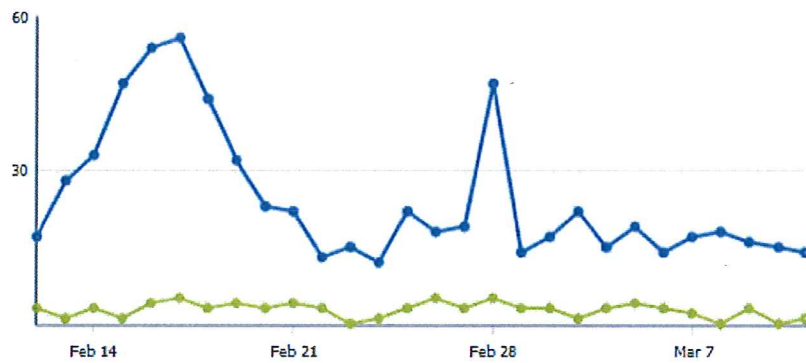
226,169

city breakdown by "likes"

- 740 Reno, NV
- 397 San Francisco, CA
- 326 Sacramento, CA
- 279 San Diego, CA
- 271 Truckee, CA
- 251 Los Angeles, CA
- 162 Incline Village, NV
- 162 Fort Collins, CO
- 153 San Jose, CA

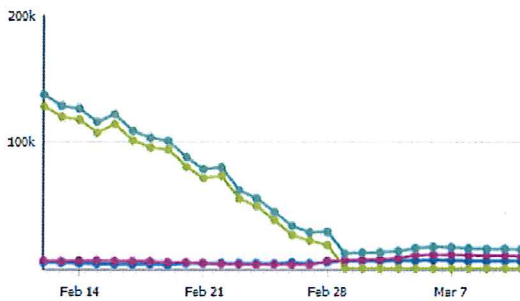
new likes

New Likes?  Unlikes?

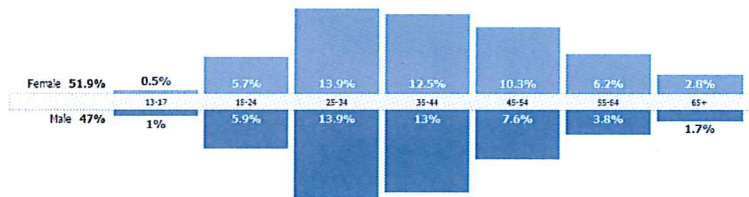


reach

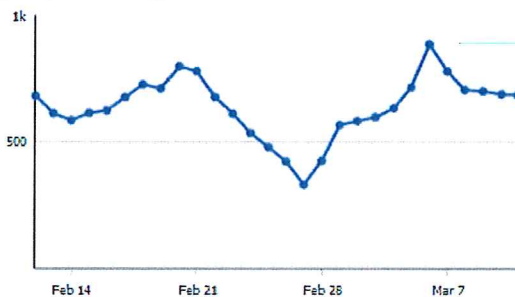
Organic?  Paid?  Viral?  Total?



gender and age

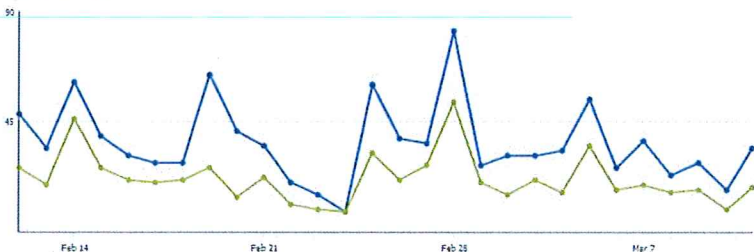


people talking about north lake tahoe



page views

Page Views?  Unique Visitors?



**total tab views**

- 707 timeline
- 159 Sweepstakes 2
- 59 photos\_stream
- 15 Partner Page Promotions
- 14 About Section
- 11 photos\_albums
- 11 Instagram 2

**"like" sources**

- 146 Ads and Sponsored Stories?
- 140 On Page?
- 109 Mobile?
- 92 Like Box and Like Button?
- 64 Page Browser?
- 19 Facebook Recommendations?
- 13 Search Results?

**external referrers**

- 33 gotahoenorth.com
- 7 google.com
- 3 testgotahoe.gotahoenorth.com
- 2 web.gotahoenorth.com
- 1 tubetamil.com
- 1 blog.tahoemountainsports.com
- 1 goo.gl

**gotahoenorth.com facebook analytics**

**site engagement**  
-41.89% decrease  
**43**

**distribution on facebook**  
-88.58% increase  
**2,316**

**referral traffic to site**  
-38.35% decrease  
**262 clicks**

**sponsored story ad campaign analytics**

Actions?	Campaign Reach?	Frequency?	Social Reach?	Clicks?	Click Through Rate?	Total Spent?
<b>1,990</b>	<b>79,920</b>	<b>1.8</b>	<b>1,488</b>	<b>854</b>	<b>0.610%</b>	<b>\$183.10</b>

**additional facebook activities**

- Continued Rahlves' Banzai Tour contest. award multiple winners

**twitter**

**followers**  
1.95% increase  
**4,706**

**total tweets**  
**4,228**

**re-tweets**  
2.23% increase  
**412**

**n blog****4 posts**

- Top 10 Snowfest Events This Week ( 8 tweets)
- The Great Ski Race® Returns on March 3 (2 tweets)
- Meet the Four Legged Heroes of Winter (2 tweets, 6 likes)
- Rahlves' Banzai Returns to Squaw's KT-22 for SnowFest (4 tweets)

## foursquare

likes  
3.96% Increase

**604**

tips

**30**

check-ins  
Incline Village Crystal Bay Visitors &  
Convention Bureau

**0**

check-ins  
North Lake Tahoe Visitors Center

**9**

## flickr

all-time photo views  
5.22% Increase

**35,974**

photos/videos

**253/3**

contacts

**62**

## Pinterest

boards

**10**

followers  
10.24% increase

**183**

following

**71**

pins

**162**

repins  
0% increase

**235**

likes  
0% increase

**75**

## Pinterest weddings

boards

**18**

followers  
16.66% increase

**35**

following

**90**

pins

**268**

repins  
2.5% increase

**120**

likes  
13.51% increase

**42**

### additional pinterest activities

- Submitted Pinterest plan to enhance NLT wedding message; awaiting response

## You Tube

total video view  
0.31% increase

**31,457**

subscribers  
6.34% increase

**67**



## Instagram

photos

**19**

followers  
7.93% increase

**68**

following

**62**

- **FACEBOOK:** Continue posting photos and video that show real-time NLT
- **FACEBOOK:** Continue contests partnered with small ad campaigns to drive “Likes”
- **TWITTER:** Continue to engage with local resorts and merchants to create positive conversations on conditions
- **TWITTER:** Continue to post local news stories and interesting NLT facts
- **BLOG:** Integrate “Pin It” Icon for Pinterest users
- **BLOG:** continue hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- **PINTEREST:** Continue pinning images from within Pinterest and from other websites such as resorts, restaurants and other North Lake Tahoe venues
- **PINTEREST WEDDING:** Continue pinning wedding images from local merchants and within Pinterest
- **PINTEREST WEDDING:** Continue building out Pinterest strategy and launch campaign pending approval
- **YOUTUBE:** Recommend capturing video, even if it’s from a cell phone cam, of major events, resort footage, snowmaking, etc., to engage users who are searching for that content already