



Marketing Committee
March 24, 2009

February 2009
Departmental Reports

Print Media

- Ads running in March & April include: Nevada Travel Planner, CA Visitors Guide, AAA Tourbook. Promotions ran or currently running in March include 7x7 "Top Trails of Tahoe" and SF Weekly's "Win a Spring Getaway to North Lake Tahoe."

Broadcast Media

- Bay Area radio spots and promotions have been running since 2/23 & continue through 3/29. Agencies will provide detailed reporting of all promotions once buy is complete.
- Makegood cable schedule running the week of 3/23 in the Bay Area. This is 100 spots on 3 systems.

Internet Media

- In January & February North Lake Tahoe received 4,818,324 impressions & 39,691 clicks from the paid Internet advertising campaign.
- Additional blasts added in February & March to Ski Dazzle Northern CA database, Sheckys.com SF database, SFStation.com, Sacbee.com database, Sunset.com Northern CA database (free) and SFWeekly.com database (free).

Outdoor

- The Bay Bridge Outdoor Board will be up through March.

Direct Response

- The March database email blast was sent 2/26 in our standard format with a deals, events and recent video message. The blast received an 11% open rate and 1.5% click thru rate.

GoTahoeNorth.com Website:

Projects include: Create GoTahoeNorth.com Blog, Click Thru Reporting enhancement, update to Date Range Function for event calendar, update site caching behavior, send welcome email to 3rd Party email acquisitions, adjust homepage for IE6 browsers, purchase CoolTahoeDeals.com domain, change featured video to 186 Minutes on YouTube, update SEO elements, introduce Google Analytics for reporting.

Upcoming GoTahoeNorth.com Website:

- Development of "Tell Your Story" section which allows users to post photos/videos; share a Tahoe experience; and give a review of a favorite Tahoe spot
- Refine site search to improve results relevance and ordering.



n is for north

It's the North in North Lake Tahoe. This is the top half of Lake Tahoe where every season becomes a playground of a different color. Sandy beaches to snowy reaches, uptown to old town, Golden State to Silver State, North Lake Tahoe is 180 degrees of discovery.

180 degrees of discovery
- what's that? Good question...

GoTahoeNorth.com/nvg
800.TAHOE4U



PURE EXPERIENCES

FEATURED PARTNERS

PumpJack Squaw Valley Inn
800.323.ROOM PumpJackSquawValleyInn.com
Ski-in/out boutique hotel at the base of Squaw Valley. Award-Winning Restaurant & Wine List, inclusive Gourmet Breakfast Buffet, Complimentary High-Speed Wireless Internet, Pool, Jacuzzis.

Incline Village General Improvement District
877.GO-VIEWS YourTahoePlace.com
North Lake Tahoe's year-round recreation facilities: 2 golf courses, ski resort, tennis, wedding/meeting facilities.

Hyatt Regency Lake Tahoe Resort, Spa and Casino
800.510.0599 LakeTahoe.Hyatt.com
Classic Tahoe Style. Experience ultimate lakeside luxury and world-class amenities, minutes from golf and skiing.

North Lake Tahoe Express Airport Shuttle
866.216.5222 NorthLakeTahoeExpress.com
North Lake Tahoe and Truckee now have scheduled, year-round, reasonably priced airport service to/from Reno-Tahoe International Airport. Three routes run from 3:30am - 12midnight.

NV Travel Planner Cooperative Ad

Full page, Annual

Circulation: 625,000

Distribution: NV Visitor Guide (550,000) - mailed nationally and internationally to consumers requesting information on visiting Nevada. It is also handed out by the NV Commission on Tourism regionally and at numerous trade shows.

NV Travel Planner (75,000) - 46,004 are direct mailed with Travel Agent Magazine and 13,200 are direct mailed with Canadian Travel Press Magazine, both to qualified agents.



n is for north

North Lake Tahoe invites you to come and play around with the building blocks of fun. Tall peaks and long beaches, mountains of snow and piles of sun, great people and 11 good-timing neighborhoods, pure water and a 180-degree of adventure... they're ready for you to mix them up and shuffle them around till you've created an unforgettable vacation.

For perfect packages and a calendar of events

GoTahoeNorth.com/cav
800.TAHOE4U



PURE EXPERIENCES

LODGING PARTNERS

Granlibakken Lodge
877.552.0168 Granlibakken.com
Offering Tahoe's best all-inclusive packages plus countless on and off-site amenities, minutes from the Lake and Tahoe City.

Incline Village General Improvement District
877.GO.VIEWS YourTahoePlace.com
North Lake Tahoe's year-round recreation facilities: 2 golf courses, ski resort, tennis, pickleball, and fishing facilities.

Hyatt Regency Lake Tahoe Resort, Spa and Casino
800.510.4801 LakeTahoe.Hyatt.com
Classic Tahoe Style. Experience ultimate lakefront luxury and world-class amenities, minutes from golf and skiing.

The Village at Squaw Valley USA
877.826.8304

TheVillageAtSquaw.com
Ski/ski/ski lodging to Squaw Valley USA including one, two and three bedroom condominium suites.

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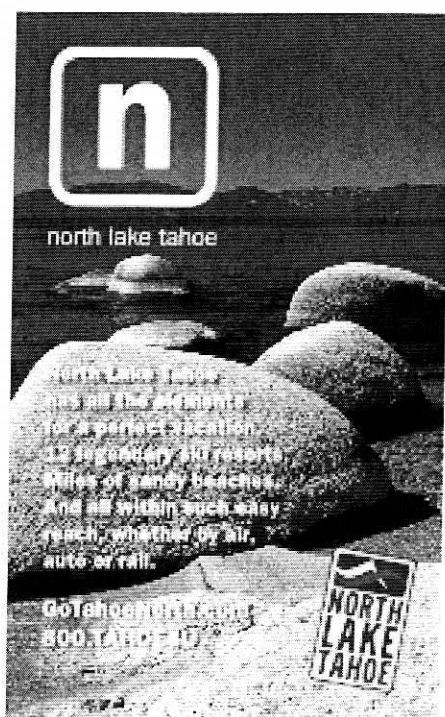
CA Visitors Guide Cooperative Ad

Full page, Annual

Circulation: 500,000 (non-paid)

Distribution: *CA Tourism fulfillment packets requested through the www.visitcalifornia.com website or the toll free number

*Sales missions, consumer and travel trade shows (domestic & international), *CA Welcome Centers and DMOs, *Overseas contractors, *Sunset Magazine events, *Newsstands



AAA Tourbook Ad
1/4 page, Annual – February
Circulation: 1,513,896



Bay Bridge Outdoor Billboard



north lake tahoe

FEATURED PARTNERS

n is for north

Planning a North Lake Tahoe meeting is a breeze. Here's how we make your job enjoyable:

- Professional, one-stop planning resource at no charge to you
- Multiple non-stop flights to Reno/Tahoe International Airport
- Express airport shuttle
- 7,000 hotel rooms & condos
- 200,000 sq. ft. of meeting space
- Diverse team-building activities
- Unique off-site event options



GrandBaldon Conference Center
877.552.6304
GrandBaldon.com

Take advantage of our special value season, all-inclusive rate of \$153/person. Offering 16,000 sq. ft. of conference space, our meeting package includes lodging, 3 meals/day, cocktails, meeting space & more. Rate valid through May 2009. Minutes from Tahoe City and the Lake.



Hyatt Regency Lake Tahoe Resort, Spa and Casino
866.510.4891
LakeTahoe.Hyatt.com

Experience ultimate lakeside luxury at the Hyatt Regency Lake Tahoe. World-class amenities include 50,000 sq. ft. of indoor/outdoor function space, Stillwater Spa, 24-hour casino, 3 restaurants (one on the Lake), heated lagoon style pool and private beach. Minutes to golf and skiing.



Northstar-at-Tahoe™ Resort
800.886.0964
NorthstarAtTahoe.com

Featuring 24,000 sq. ft. of new indoor/outdoor space, a variety of private accommodations, 18-hole golf course, skiing, and the new Village at Northstar™ with 26 shops and restaurants. Book your group by March 31, 2009 and receive free ski lift tickets or complimentary break service; restrictions apply.

GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 with TripAdvisor and for the 2nd year straight, No. 1 winter destination with Orbitz.com!

Meetings West Magazine
 Full page, Monthly, February Insertion
 Circulation: 31,500 (BPA, 100% qualified, non-paid)
 Demographics: 78.5% Corporate Planner
 18.4% Association Planner
 3.1% Other



north lake tahoe

n is for north



Planning a North Lake Tahoe meeting is a breeze. Here's how the planning staff at the North Lake Tahoe VCB makes your job more enjoyable:

- Professional, one-stop planning resource at no charge to you
- Short travel time from anywhere in CA • Express airport shuttle
- 7,000 hotel rooms & condos • 200,000 sq. ft. of meeting space
- Diverse team building activities • Unique off-site event options

FEATURED PARTNER

Squaw Valley Lodge | 800.527.2481 | SquawValleyLodge.com

Meet, Play and Relax in the Legendary Location. World-class amenities and a true slope-side location convenient to all of the area's activities; the perfect location for groups, meetings and events. Utilize full service meeting space, accommodations and catering. Relax with the complimentary private Health Club and heated swimming pool.

GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 with *TripAdvisor* and for the 2nd year straight, No. 1 winter destination with *Orbitz.com!*

Cal SAE Newsletter/The Executive
1/2 page, Bi-monthly, March Insertion
Circulation: 1,500 (non-paid; % planners TBA)



north lake tahoe

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Granlibakken.com

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Northstar-at-Tahoe™ Resort
866.750.2798
NorthstarAtTahoe.com

Featuring 24,000 sq. ft. of new indoor/outdoor space, a variety of accommodations, 18-hole golf course, skiing, and the new Village at Northstar™ with 35 shops and restaurants. Book your group by May 31, 2009 and receive free golf rounds or complimentary break service; restrictions apply.

GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 with TripAdvisor and for the 2nd year straight, No. 1 winter destination with Orbitz.com!

Meetings West Magazine

Full page, Monthly, April Insertion

Circulation: 31,025 (BPA, 100% qualified, non-paid)

Demographics: 57.8% Corporate Planner, 28% Association Planner, 14.2% Independent Planner

Overview of SEO and Social Media Marketing for GoTahoeNorth.com

For the GoTahoeNorth.com Search Engine Optimization Program, we currently do bookmarking across a broad set of social networking sites. “Bookmarking” is an ongoing process of creating current, keyword focused, comments and links to specific pages on GoTahoeNorth.com.

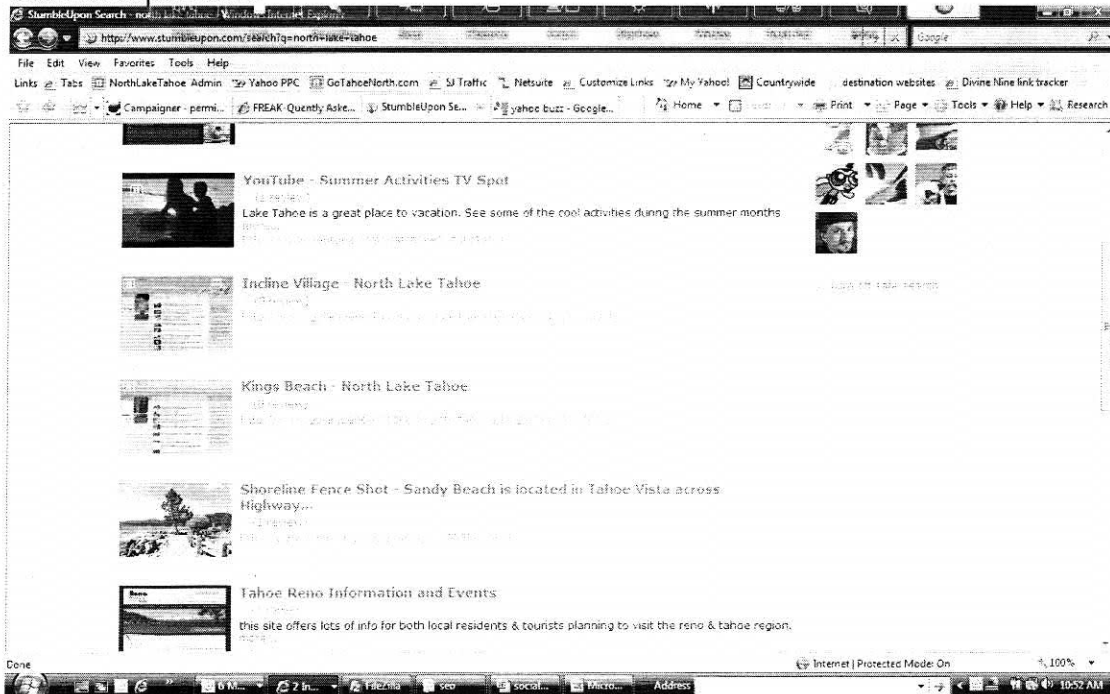
The bookmarks are created on sites where end users can identify, link to and positively or negatively comment on websites or articles that interest them. Examples include Digg.com, Simpy.com, Reddit.com, Delicious.com, Google Bookmarks and Yahoo Buzz. The general intent of these sites is to capture user community input to improve how people find, organize, share and remember content on the Internet. In order to be credible and effective on these sites, we do a broad series of bookmarking under a variety of users and sites. The user must appear genuine and not just promoting one site to avoid being flagged.

Over the past few years, Google has increased the importance of inbound links in measuring the relevance of a site for a specific search term. Google currently commands 65% of the search market and therefore gets plenty of our attention.

Examples

Below are screen shots of some of the sites we regularly post on.

StumbleUpon.com



Conference Department Report
Marketing Committee Meeting
February 2009

In February, the conference sales department staff attended a number of key meetings and industry events and hosted one site inspection. The following is a brief recap of the month's activities

Staff hosted a site visit a site visit for the American Meteorological Society. They have decided on Tahoe but have yet to select a hotel. The group will account for nearly 600 room night and roughly \$116,000 of room revenue.

Staff attended the Reno-Tahoe Meetings Coop Marketing meeting. The Reno-Tahoe Meetings Marketing Coop is a partnership between North Lake Tahoe, RSCVA and a number of hotels that combines marketing dollars to promote meetings in the region. The leveraged buy represents approximately \$500,000.

Staff also attended the RSCVA Directors of Sales Meeting.

Staff attended the NCCMPI Annual trade show in San Francisco. Northern California Chapter of Meeting Professionals International is an organization comprised of primarily corporate meeting planners in our bay area market. The NLTRA coordinated a large four booth section that included 8 Lake Tahoe companies representing both North & South Lake Tahoe. By combining our booths we were able to give Lake Tahoe a much more unified and impressive presence. Staff also hosted a small client dinner for top clients the evening prior to the show.

February Leisure Report
Marketing Committee Meeting
March 24, 2009

TRAVEL TRADE

- Met with Brad Barth from Alpine Meadows
- Met with Jay Abdo from Diamond Peak
- Scheduled tour operator and ski club appointments for MTS

FAMs

- Hosted Meiers Welreisen FAM from Germany consisting of their product manager and 8 sales agents.
- Hosted Australian sales agents FAM with attendees from Mogul Ski World, Alpine World, Travelplan , American Express and Ski Express
- Hosted a sales agent from Virgin Holidays
- Hosted marketing manager from British Airways
- Attended RSCVA's annual ski FAM
- Organized Ski Max fam to take place in first week of March

MISC

- Attended Sierra Avalanche Center board of directors meeting
- Met with Bill Hoffman from the Incline Village CVB
- Hosted a German press visit for Planet Snow Magazine and ARD Radio
- Organized CREA Traveler Magazine Japan photo shoot to take place in March
- Conducted weekly North Lake Tahoe resort updates live on RSN
- Attended Mountain Dew Winter Action Sports Tour at Northstar
- Hosted athletes from the Nissan Tram Face Freeride World Tour at Squaw

Special Projects Departmental Report
February, 2009

1. Daily maintenance of both websites and coordination of content with the Visit California sites.
2. Daily updates to calendar of events, member listings, troubleshooting, expansion of content for both sites. Added Rafting and kayaking landing page. Preparing for seasonal changeover, photos, content and copywriting.
3. Coordinated and executed Community Service Awards Dinner with Chamber Manager.
4. Attended the Winter Dew Tour at Northstar.
5. Ongoing development of Autumn Food and Wine 2009 program. Confirmed appearance of Chef John Ash, Kim Caffrey, Laura Werlin, Lars Kronmark, Joseph Keller, Mark Estee.
6. Contracted Sponsorship with Sunset Magazine.
7. Confirmed Suisun Valley Appellation Winegrowers and Vintners for Marketplace winetasting.
8. Preparing marketplace vendor invitations for AFW.
9. Met with the Tahoe Plein Air Painters Event and Northstar for possible addition of this event to AFW schedule.



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
March 16, 2008**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Summer Press Kit – researching story angles and statistics from CA Tourism and the U.S. Travel Association, drafting press kit materials.
- C. Press Trips – coordinated press trip for Anthony Aalto of Espresso magazine (most widely read Portuguese magazine in the world) and Associate Editor Marlene Goldman of Meetings Media.

II. News Releases – 7 news releases in the works

- A. North Lake Tahoe Revels in New Snow – drafting, when appropriate
- B. Winter Fishing in North Lake Tahoe (VNR) – drafting
- C. Culinary Tourism – updating release to reflect new dining opportunities
- D. Spring Ski Events in North Lake Tahoe (VNR) – drafting
- E. Crest Café & Catering Chamber Mixer (March 19) – drafting
- F. Grant Funding Available – waiting for release details
- G. Joint Chamber Mixer with Truckee Donner Chamber (April 1) - drafting

III. News Releases – 10 news releases distributed since our February 16 report

- A. Provide Input at Community Marketing Workshop March 3
- B. A Foot of New Snow Falls in Tahoe in the Last 24 Hours
- C. Powder and Sunshine Make for Great Tahoe Skiing
- D. Tahoe's Higher Elevations Hit with Snow
- E. North Lake Tahoe Offers Best Ski Conditions (VNR)
- F. March Roars Into Tahoe, Leaves a Foot of New Snow
- G. Tahoe Gets Six Feet of New Snow in Three Days
- H. Tahoe Gets Six Feet of New Snow in Three Days (VNR)
- I. Chamber Kicks Off Small Business Seminars March 12
- J. North Lake Tahoe/Truckee Earth Day is April 18

IV. Media Leads – media requests we've responded to since our February 16 report (does not include those journalists we've actively pitched)

- A. Dallas Morning News – Walt Roessing, winter visitor stats, 2/17
- B. Meeting News – Terri Hardin, value meeting packages, 2/23
- C. Moonshine Ink – Pamela McAdoo, Community Award winners, 2/23
- D. Freelancer Laura Read – adventure guide contacts, 2/24
- E. Espresso magazine – Anthony Aalto, press trip, 2/25
- F. Northern CA Meetings & Events – Janet Fullwood, story ideas, 3/2
- G. San Jose Mercury News – Terri Hunter-Davis, art events, 3/4
- H. Weather Channel – Squaw Valley contact for avalanche story, 3/4
- I. Northern NV Business Weekly – Rob Sabo, lodging stats, 3/4
- J. Fodor's Travel (Gold Country Guide)- Pam Mitsakos, images, 3/9
- K. Nickelodeon game show – Paul Marmaro, b-roll, 3/9
- L. Wall Street Journal – Stu Woo, ski deals, 3/10
- M. Meetings Media – Marlene Goldman, press trip, 3/11
- N. CA Tourism – Amanda Moreland, girlfriend getaways, 3/11
- O. CA Tourism – Amanda Moreland, b-roll for Spike TV, 3/16