

north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee
March 27th, 2012

March 2012
Departmental Reports

**Advertising Departmental Report
March 2012**

Print Media

Leisure

- Nevada Visitors Guide (Drops in March)
- Bay Area Outdoor Board (through March 11)

Conference

- Forum of Chicagoland

Internet Media

Leisure

- Visiting Lake Tahoe Coop
- Trip Advisor DMO campaign & banner buy
- Ad Roll
- Google & Yahoo/Bing (winter messaging continued)
- LA paid search
- Mobile paid search (Google) (winter creative continued)
- Weather.com
- Diablo e-newsletter

Conference

- Forum e-newsletter
- Paid search
- MeetingsFocus stand alone email (resent)

Wedding

- Paid search

Radio


Leisure

- San Francisco Bay Area: 2/27 – 3/23

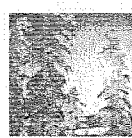
Direct Response

Campaign	Sent	Response
March consumer eblast Three Reasons To Head North	3/2/12 to 32,904	Open rate 10.07% (3313) CTR .45% (253)
March Spring Skiing Blast: Don't Miss Spring Snow & Events	3/21/12	TBD

March consumer eblast




the perfect march getaway



new snow

You've waited all winter for this kind of powder, and North Lake Tahoe ski resorts got four feet of new snow at the upper elevations this week. Add the forecasted bluebird skies, and you have a perfect excuse to head for the slopes.


[View snow reports >](#)



plenty to do

- March 2-11
SnowFest!
The 31st Annual SnowFest! kicks off this Friday, March 2, with 10 days of activities for all ages throughout North Lake Tahoe.
- March 17
St. Patrick's Day on the Slopes at Squaw Valley
Ski the green ski slopes, catch Lenny the Leprechaun with his pot of gold, enjoy drink specials, and more.
- March 23
Beer Pairings Dinner at Hyatt Regency Lake Tahoe
Chefs will pair a five course dinner with selected craft beers from North Coast Brewing Company, winner of more than 70 awards.

[See more events >](#)



cool deals

- 25% off last minute stay at Mourelatos Lakeshore Resort
- One free night with a minimum 3-night stay at Incline Vacation Rentals
- Book 3 or more nights and get 50% Off Northstar® Lodging

Website Updates

Completed GoTahoeNorth.com projects include:

- Event Calendar tuning – ongoing events, update RSS feed
- Chamber WebLink templates
- Expand admin text editor. Easier to edit and format content
- Organization imagery ordering functionality in admin

Upcoming GoTahoeNorth.com projects include:

- “Near me” capabilities for mobile site
- WebLink integration with GoTahoeNorth.com
- Aggregating North Lake Tahoe video
- Alternatives to “social” link in primary navigation
- WebTrends reporting enhancements
- Email competitive analysis
- Geotargeting in market site visitors
- In market site promotion – cards, clings and magnets
- Local marketing best practices – Google Places, Foursquare, Bing Local, Yelp

Insertions

Nevada Visitors Guide, Circulation: 250,000

Mailed nationally and internationally to consumers requesting information on visiting Nevada. The visitor's guide is also handed out by the NV Commission on Tourism regionally and at numerous trade shows.

2012 Annual (Drops in March), full page



n
north lake tahoe

n is for north

Most calendars are little more than a matter of numbers. The one North Tahoe goes by is measured in memories. Summer stretches of blue skies and bronze beaches include hiking, biking, paddleboarding, kayaking, golf, music and art while the flip side of the calendar is alive with sleigh rides, snowshoeing and world-class skiing - both cross-country and alpine. For a convenient, scenic, any season escape by road or air, visit North Lake Tahoe.

GoTahoeNorth.com | 800.Tahoe4U

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

smith • jones

Bay Area Outdoor

Location: I-80 east 200 ft north of 3rd Street, West Facing, Left Read

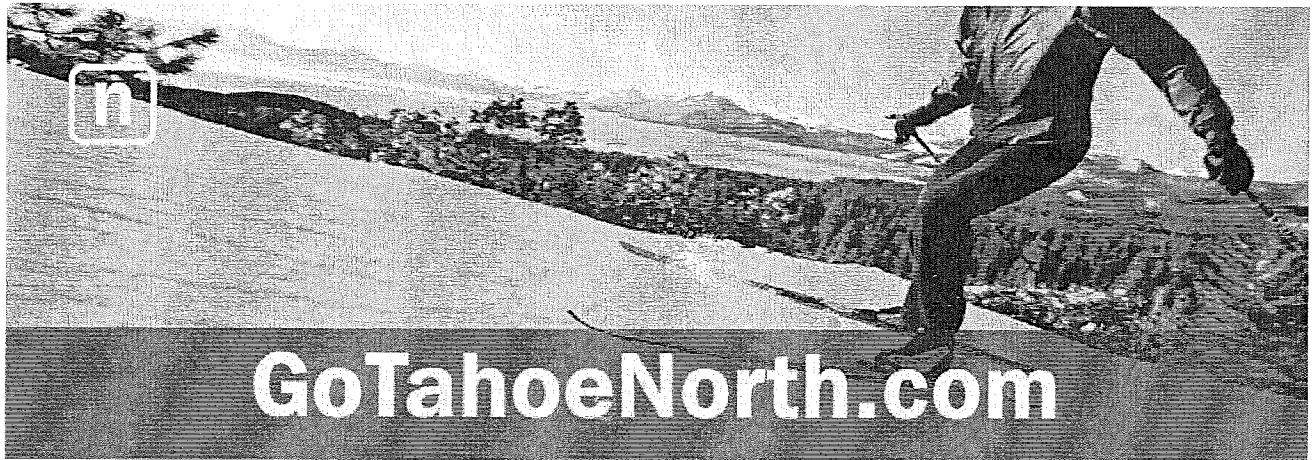
West of the Bay Bridge

Size: 20' x 60' Illuminated

Months: November 2011-March 2012

Monthly Impressions: 4.2 Million

March 1 – March 11, 2012



Forum of Chicagoland, Circulation: 4,100

March 2012, ½ page



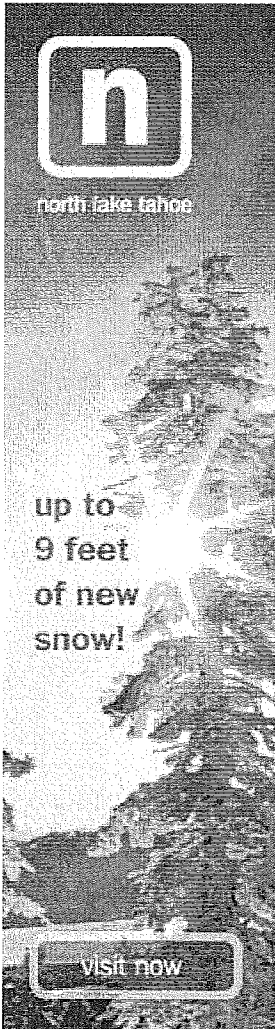
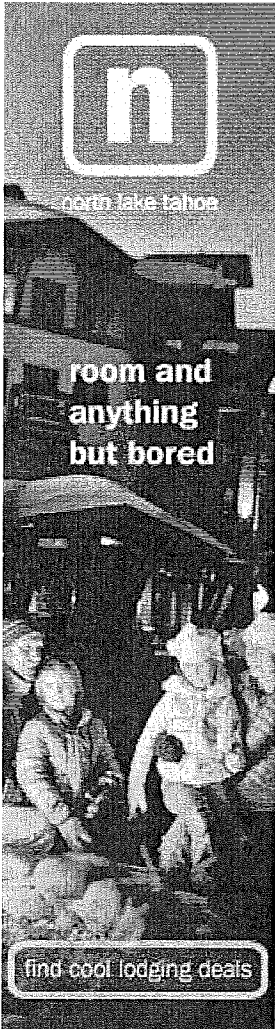
north lake tahoe

If variety is the spice of life, then North Lake Tahoe is a dash of cayenne. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with properties ranging from intimate to exquisite – including Hyatt Regency Lake Tahoe Resort Spa and Casino, Ritz-Carlton Lake Tahoe and Resort at Squaw Creek. Just a few of the 15 properties committed to value, quality and the creation of successful events.

- Meeting venues from intimate to elaborate: 10 - 1000 people
- Free professional planning services
- Just a 45-minute drive to Reno-Tahoe International Airport
- Frequent and affordable daily airport shuttles

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

Online Banners (Trip Advisor, Ad Roll)



Diablo e-newsletter March 2012, Database 16,000

Headline:

Three Reasons to Head North

Text:

North Lake Tahoe ski resorts got four feet of new snow at the upper elevations last week, and bluebird skies are forecasted for this week. Add events like SnowFest!, a 10-day winter carnival happening now through March 11, and Cool Deals on a variety of lodging, and you have a perfect excuse to head for the slopes. Visit GoTahoeNorth.com

URL: www.gotahoenorth.com/meetings

150x150 Image:



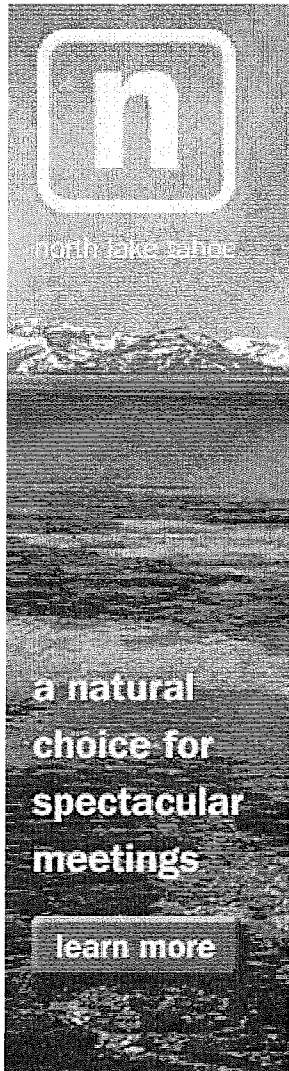
Forum e-newsletter March 2012, Database: 5,000

Text:

They'll love that you chose North Lake Tahoe! It's so beautiful and easy to get here, plus lots of choices for meeting venues, lodging, and activities. GoTahoeNorth.com/meetings or 800.462.5196.

URL: www.gotahoenorth.com/meetings

160x600 Banner:



Added Value (125x125 Gif Banner):



Conference Department Report for March 2012

(2 Pages)

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 Universal Odyssey. Universal Odyssey is conducting and feasibility study to determine if North Lake Tahoe would be an appropriate location to host a 3000 person motorcycle rally that they are working on.

Staff hosted a site visit for the 8th Infantry Division Band. The group is looking to bring 100 room nights to Lake Tahoe in September 2012.

Staff hosted a site visit for Dick Simpson from Stanford. Dick is the organizer for the MaRS/VerA/RSi Team Meeting. Staff, along with Mr. Simpson, visited the Hampton Inn and Suites Tahoe Truckee and Granlibakken. This program has selected the Hampton Inn and Suites for their October 9-12, 2012 Program. This program is estimated at 60 room nights and \$7740 in room revenue.

Staff hosted a site visit for the Combustion Research Facility, Sandia National Laboratory. The planner has narrowed his search down to Granlibakken, The Village at Squaw Valley and PlumpJack for their 575 room night program in July 2015.

Staff hosted a site visit for the Clinical Aphasiology Conference (CAC) at West Shore Café. CAC will be doing an 80-100 person dinner on May 24, 2012 at over \$55 per person as part of their meeting at the Resort at Squaw Creek.

Staff met with Reno-Tahoe Limousine to discuss the providing a flat "fam rate" for all fam tours and customer events we host during the year

Staff met with Mike McCloskey from the Golf Courses at Incline to discuss how we can assist them in increasing their group business

Staff met with Caesar's Entertainment sales staff. These sales folks are based all over the country and represent Harrah's/Harvey's in Lake Tahoe.

Staff was interviewed by Laura Del Rosso from Meeting Focus Magazine for an article in their upcoming Tahoe edition

Staff attended a destination wide meeting to discuss the MILO event which will be held in Reno in May 2012.

Staff attended a dinner and site visit with the Ridge Tahoe Resort sales staff

Staff attended the RSCVA monthly marketing meeting

Staff participated in a conference call with Meeting Focus Magazine staff to discuss the details of their customer event which will be held at the Resort at Squaw Creek in August 2012

Staff made a presentation to the Incline Village Crystal Bay VCB Board of Directors describing the conference sales departments' function

Staff met with IVCBVCB to discuss possible sales representation in the DC and Chicago markets

Staff attended the NLTRA monthly marketing meeting.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of February staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat



north lake tahoe

Chamber | CVB | Resort Association

March Leisure Report
Marketing Committee Meeting
3-27-12

TRAVEL TRADE

- Finalized details for the MTS travel trade pre-fam with over 40 domestic and international tour operators attending
- Spoke with Ski Tahoe North ski resort partners about setting net rates for 2012-13 Season in time for MTS and POW WOW
- Contacted tour operators we wish to meet with at POW WOW in order to have a better chance at securing appointments with them over the three day show in late April
- Organized call center trainings for Australian sales mission in May
- Working with Ski.com and Mountain Reservations/Vacation Roost on packaging summer activities and extras in North Lake Tahoe
- Held multiple Mountain Travel Symposium planning meetings with the Squaw partners, travel trade pre-fam partners, ski club/ski council pre-fam partners, transportation companies and the North Lake Tahoe and Truckee Chambers

FAMs

- Hosted Travelocity Mexico who toured North Lake Tahoe with the Gnome after Lake Tahoe won best ski destination in North America in their "Battle of the Destinations" online competition
- Hosted Travel 2 Ski Australian incentive ski fam with Travel 2's call center manager, CA Tourism Australia's account manager and 9 travel agents in attendance (sponsored by Air New Zealand and Hertz)
- Hosted Value Tours (Australia's largest wholesaler) with 6 Flight Center travel agents and a Value Tours regional sales manager in attendance
- Hosted E Travel Blackboard – an online travel publication for Australian travel agents with 70,000 subscribers
- Continuing to finalize itinerary for the MTS ski club/ski council pre-fam which will have 60 trip planners in attendance

CONSUMER & MISC

- Organized details for the Sydney Snow Expo and the Warren Miller film tour in Australia
- Attended the Sierra Avalanche Center Board of Directors Meeting

Special Event Departmental Report
March 2012
Submitted by Judy Laverty



1. Staff met at High Camp with the restaurant group that is participating in the Mountain Travel Symposium event. Layout, logistics and operations plans were discussed. Staff also had numerous MTS meetings with the Squaw Valley event staff.
2. Staff attended a Mountain Travel Symposium meetings with our Leisure Sales Manager and Chief Marketing Officer to discuss budgets, operations and logistics of the hospitality events at the Symposium.
3. Staff met with Jake's on the Lake for the MTS Ski Club event and discussed menu, logistics and staffing. Staff also did site visits at other locations to pick a venue for additional social events for MTS.
4. Staff is directing the entertainment décor aspects of the MTS Farewell Party at High Camp.
5. Met with the RSCVA to develop our appointment sessions and strategy for our attendance as the National Association of Sports Commissions trade show in April.
6. Staff will participate with the RSCVA at the TEAMS Conference in Detroit in October. We will co-op a booth for this appointment style trade show to further establish North Lake Tahoe as a sports destination.
7. Staff met with the CHP and CalTrans representatives to discuss the Ironman Triathlon. The meeting went well and the CHP will support our efforts to land this Event.
8. Staff along with Chief Marketing Officer met with two representatives of the Ironman Triathlon for a two day site visit to discuss course layout, logistics and operations of the race. The feedback from the executives at World Triathlon was very positive.
9. Staff along with Chief Marketing Officer conducted a second site visit with another Triathlon planner and conducted a two day visit to discuss course layout, logistics and operations of the race. A decision regarding our status with this race should be coming very soon.
10. Staff assisted with registration and attended the Arctic Stand Up Paddleboard Race.
11. Staff met with Deb Darby-Dudley to discuss promotional strategies for the Lake Tahoe Summerfest music series. We will incorporate and promote this event though the High Notes campaign.

Resort Association
530.581.8700

Visitors and Convention Bureau
800.462.5196

Chamber of Commerce
530.581.6900

12. Staff is actively crafting the Autumn Food & Wine Seminar and Program for September. Also underway are sponsorships, and vendor solicitation.

13. Staff met with Todd Jackson, Joy Doyle of NTBA, and Pettit Gilwee to discuss event promotional strategies for the Big Blue Adventure Series, as well as the expansion of Autumn Food & Wine.

14. Staff attended the Chamber Advisory Meeting to discuss the expansion of Autumn Food & Wine and our overall event strategies. The expansion of AFW was met with enthusiasm, and our fall Culinary Campaign will be targeted to start with the Alpen Wine Fest on Labor Day and ending with Thanksgiving Weekend.

15. Staff attended the Marketing Committee Meeting.



professional creative services

March 2012 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 with Julie Jacobson on events research, submitting and posting
- keeping up with posting event videos
- working on updates on all pages
- contacting event producers by phone and email
- posting featured events on home-page link weekly
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- finding better photos for businesses and switching out when available (all sections)
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- working on Trip Advisor events and video sections
- keeping up with the snow report for Cross Country areas

Shelley Fallon

NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT

March 12, 2012

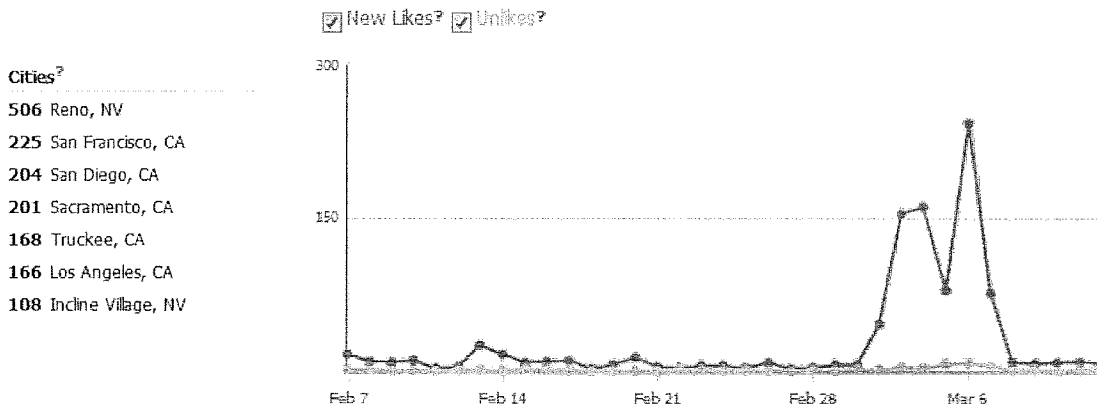
PREPARED BY RKPR INC.

FACEBOOK

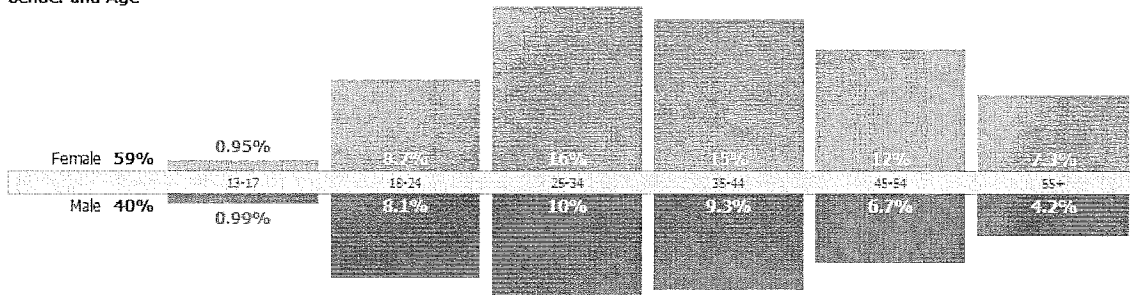
Snapshot

	FEB. 6, 2012	MARCH 12, 2012	% INCREASE
Facebook "Likes"	5,525	6,237	13%
Friends of Fans	1,971,665	2,281,206	16%
People Talking About Us	1,622	1,910	18%
Total Reach	1,082,246	2,107,713	95%

Statistics



Gender and Age?



- The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com with additional external referrers including northsocial.com, Google and e-mail servers
- Continued increase in the number of Tahoe-area "pages," photographers and fans posting to the page with area news, questions, etc. which reflects the feeling of community within page users
- Transition to new Cover Page with "postcard image" that will be changed out on a biweekly basis

Facebook Lift Ticket Giveaway

Dates: 2/6/12 – 2/17/12

Number of New “Likes”: 69

Number of Entries: 122 email addresses garnered

Process of Entry: Like our page then enter name and email address. If already a fan, applicants went to entry tab to enter.

Process of Selecting a Winner: Random contest generator

Facebook Advertising Campaign Snapshot

Budget: \$1,375.95

Campaign Date: Friday, March 2 to Wednesday, March 7

Current “Likes” at start of campaign: 5,470

“Likes” at the end of the campaign: 6,202 or 732 new likes

Campaign Reach: 1,436,776

Frequency: 4.5

Social Reach: 93,813

Connections: 684

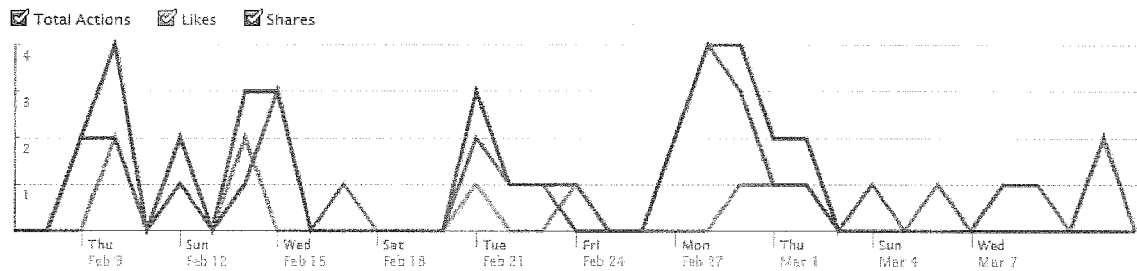
Clicks: 2,361

CTR: .036%

GoTahoeNorth.com Facebook Analytics

Date range: 01/10/12-02/06/12

	FEB. 6, 2012	MARCH 12, 2012	% INCREASE
Site Engagement: <i>Number of times people posted a link to your site through an action on a social plugin or through a status message or Wall post</i>	31	41	32%
Distribution on Facebook: <i>Number of times people viewed stories that link to your site in News Feed, Page Wall or Profile Walls</i>	55,064	194,216	253%
Referral Traffic to Site: <i>Number of clicks sent to your site from stories in the News Feed, Page Wall or Profile Wall</i>	47 clicks	121 clicks	157%



41 Total Actions?

17 Likes?

24 Shares?

Analysis

- A Facebook campaign was run that **directly linked back to the Facebook page**, not an outside website.
 - Resulted in a significant **increase** in page activity – **662,842 total daily reach, 243 new likes, 758 daily page engaged** users recorded on March 6, 2012, alone
- The notable increase in engagement is a result of the Facebook advertising campaign and the lift ticket contest
- Continued conversation focused on resort activities and deals as well as ongoing events in North Lake Tahoe

Next Steps

- Continuing to update cover page biweekly to feature a fan or resort photo from a wall posting, highlighting current images and weather patterns
- Photos and videos continue to be a driver for likes and comments; users tend to respond better to first-person/in-the-moment photos that give them the feeling of what’s really happening at Tahoe rather than posed/commercial shots
- Posts related to what actually happening and what “we’re” enjoying generate more interaction and updates about deals, events, etc.

Recommendations

- Continue regular contests partnered with small ad campaigns to drive “Likes”
- Continue to secure more first-person photos and encourage user photos to increase interaction
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel
- Continue sponsored ad and “Like” campaigns to increase fans

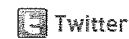
TWITTER

TWITTER	FEB. 6, 2012	MARCH 12, 2012	% INCREASE
Followers	3,258	3,358	3%
Listed	205	210	2.4%

Statistics/ Activities

- Currently following 2,735 users
- 3,815 tweets
- Ranked 1st in North Lake Tahoe Area by Twitaholic
- Engaging in conversations and, similar to Facebook, providing “Help Desk” style support to followers, visitors to the area and individuals referring “Tahoe” in general
- Re-tweeting and commenting on photos posted of the area
- Re-tweeting comments and posts from Tahoe North resorts and partners
- Klout
 - Klout ranking ranging between 40-45, 487 Reach
 - Currently rated as a “Networker” and noted as focused and consistent with influence about 12 topics including Lake Tahoe, California, Travel & Tourism, Skiing, and Mother Nature
 - Have been added to six user lists within Klout (Travel, Tourism, California, Skilaketahoe and Snowshoeing Destinations)

90-day Activity



Retweets	746
Mentions	213
Followers	3.4K
Following	2.7K

Analysis

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip once they've arrived
- Content continues to be positive for Lake Tahoe North despite the snow conditions

Recommendations

- Continue to explore opportunities for promotions to build and engage followers including Tahoe Chats and starting Tweet Chats
- Engage more with local resorts and merchants to create positive conversations on conditions
- Continue to tweet regularly throughout the day and engage in conversations

BLOG

Statistics

- 5 posts have been added since previous report:
 - Luck O' The Irish in North Lake Tahoe (4 Tweets, 8 Likes)
 - Fresh Snow, Sunny Skies... and Even Fireworks (5 Tweets, 1 Like)
 - This Week: Snow, Snow and Of Course Some Epic Ski Deals and Events (3 Tweets)
 - February is Packed with Events in North Lake Tahoe (5 Tweets)
 - Presidential Snow and Events in North Lake Tahoe (3 Tweets)
- Analytics currently set up through website

Analysis

- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website
- Blog provides searchable and relevant content through search engines
- Integrating more photos and videos where possible from partners
- Incorporating PR efforts throughout blog posts
- Increased social sharing

Recommendations

- Continue posting 4-5 blogs or more as needed per month on average reinforcing the North Lake Tahoe brand
- Integrate "Pin It" Icon for Pinterest users
- Explore hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- Continue to seek out Tahoe stories to share via the blog that will inspire and excite readers while also sharing the North Lake Tahoe brand and attitude

FOURSQUARE

- With the brand page we continue to add new followers, up 3.7% to 360
- Have 30 tips posted on locations throughout north Tahoe as well as two To-Do Lists for followers covering NLT Ski/Board Resorts locals pick runs and locals picks of area beaches, both lists secured from existing content on GoTahoeNorth.com
- Statistics
 - 0 total check-ins within the last 30 days
 - Check-ins are only for the Incline Crystal Bay Visitors & Convention Bureau

Recommendations

- Continue to request tips, especially for winter ski and non-ski activities
- Update new tips when provided
- Add venues for increased check-in opportunities
- Explore adding a check-in deal in conjunction with the visitors centers, events and partners

FLICKR

- 20,734 all-time photo views, a 8.2% increase
- 253 photos and 3 videos
- Maintain 62 contacts and have membership in 7 groups

Analysis and Recommendations

- Site serves as a foundation for images for use in social updates and general views
- Continue adding images, both commercial and first-person, to share via social networks and tell the story of North Lake Tahoe
- Use as storage and a media resource for high-res publicity images

PINTEREST

- 9 Boards
 - North Lake Tahoe Ski Resorts
 - North Lake Tahoe Food & Drink
 - North Lake Tahoe Lodging
 - North Lake Tahoe Weddings
 - North Lake Tahoe Outdoors
 - North Lake Tahoe Indoors
 - North Lake Tahoe Events
 - North Lake Tahoe Cool Deals
 - North Lake Tahoe in the News
- 93 Pins, 11 Likes
- Approximately 50 Repins

Analysis and Recommendations

- Site serves as a bulletin board of images for use in social updates and general views
- Continue pinning images from North Lake Tahoe website as well as pins from resorts, restaurants, venues and other North Lake Tahoe venues
- Explore opportunity to host a wedding Pinterest contest

YOUTUBE

Snapshot

YOUTUBE	JAN. 9, 2012	FEB. 6, 2012	% INCREASE
Total Video Views	26,682	27,478	5%
Subscribers	57	58	2%

- Continuing to enhance current videos by adding links and notations within videos directing to GoTahoeNorth.com and adding titles to first-person video
- Top videos include:
 - North Lake Tahoe – 7 World-Class Ski Resorts
 - North Lake Tahoe – Winter Visionary Goggles
 - North Lake Tahoe – N is for North
 - Sounds of Sand Harbor

Analysis and Recommendations

- Recommend capturing video, even if it's from a cell phone cam, of major events such as snowstorms, first snowfall, etc., to engage users who are searching for that content already
- Recommend developing series of videos that address the needs of visitors as determined by keyword searches in Google; videos can include "Where is Lake Tahoe", ski vacation overview, hotels overview, ski resorts overview, vacation rentals overview, weddings overview, etc. based on the most-searched keyword terms related to Lake Tahoe
- Encourage users to post video responses to first person videos to increase NLT video ranking in YouTube search

###



PETTIT GILWEE
public relations

**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
March 20, 2012**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – coordinated press trips for freelancer Evelyn Kanter (has published articles in USA Today, Fox News and the San Francisco Chronicle), as well as Susan Reifer on assignment with Ski Magazine for a multi-page Tahoe article.

II. News Releases – 6 news releases in the works

- A. New Snow/Conditions news releases (and VNRs) – drafting as appropriate
- B. Spring Skiing Events (both on and off the mountain) – drafting
- C. Mountain Travel Symposium in North Tahoe – drafting
- D. Chamber Education Seminar, Market Research (April 10) – drafting
- E. Chamber Education Seminar, Financial Projections (April 24) – drafting
- F. Chamber Education Seminar, Disabled Access (April 30) - drafting

III. News Releases – 8 news releases distributed since our February 21 report

- A. Tahoe Welcomes 1.5 Feet of New Snow, More On The Way

- B. Time Management Workshop is March 13 at Cedar House
- C. With 4 Feet of New Snow, Tahoe Ski Conditions Are Ideal
- D. 4.5 Feet of Fresh Snow Make for Ideal Ski Conditions in Tahoe (VNR)
- E. Experience North Tahoe on Scenic Snowmobile Adventures
- F. North Tahoe Accepting Advertising/Marketing Proposals
- G. Business Plan Workshop is March 20, Free to Chamber Members
- H. North Lake Tahoe Ski Resorts Get 9 Feet of New Snow

IV. Media Leads – 43 media requests we’ve responded to since our February 21 report (does not include those journalists we’ve actively pitched)

- A. Endless Vacation Magazine – Tina Lassen, press trip, 2/21
- B. Motorhome Magazine – George Wescott, press trip, 2/21
- C. Freelancer – Evelyn Kanter, press trip, 2/21
- D. CA Tourism – Rachel Veu, scenic inn images for Travel & Leisure, 2/21
- E. SouthTahoeNow.com, CarsonNow.com – Jeff Munson, story ideas, 2/21
- F. KCRA-TV – Mike TeSelle, possible TV interview, 2/23
- G. Family Circle Magazine – Ellen Pariapiano, sidebar story ideas, 2/23
- H. Los Angeles Magazine – Damon Casarez, requested images, 2/24
- I. Sacramento Bee – Mel Shields, SnowFest story angles/images, 2/24
- J. Ski Magazine – Susan Reifer, story angles/press trip, 2/24
- K. Reno News & Review – Kelly Lang, SnowFest story angles/images, 2/24
- L. Sunset Magazine – Lisa Trottier, story angles/press trip, 2/27
- M. Sacramento Bee – Al Pierleoni, Tahoe XC Gourmet Ski Tour, 2/27
- N. Freelancer Bob Ecker – snowfall totals, 2/28
- O. Trekaroo.com – Tina Buell, SnowFest story angles/images, 2/28
- P. Gate 7 (pr company in Australia) – Alison Scott, snowfall totals, 2/29
- Q. Eyewitness Guide to SF – Lisa Cope, fact checking Tahoe section, 2/29
- R. Fox 5 Vegas (TV) – Marina Rankow, snowfall images, 3/1
- S. LakeTahoeNews.net – Susan Woods, AFW media comps, 3/2
- T. KRNV-TV (Reno) – Brooke Boone, SnowFest interview, 3/2
- U. Meetings Focus Magazine – Laura Del Rosso, images/interview, 3/2
- V. RKPR – Allyson Freedland, SnowFest images, 3/2
- W. El Universal (Mexico) – Gretez Zanella, story angles/images, 3/2
- X. Sacramento News 10 – SnowFest Opening Ceremonies coverage, 3/2
- Y. UK History Channel – Elaine Walsh, requested images, 3/5
- Z. Placer County Online – Sandra Reeves, Tahoe lake clarity, 3/6
- AA. Freelancer Patricia Vaughn – possible press trip, 3/7

BB. Endless Vacation Magazine – Jennifer Arrow, images, 3/7
CC. CA Visitors Guide (2013) – Hariott Manley, story angles, 3/7
DD. Sacramento Magazine – Kira O’Donnel, AFW story angles, 3/9
EE. 7&7 Online – Dan Giesin, Tahoe story angles, 3/12
FF. Visit CA – Shannon Brooks, what’s new for Pow Wow, 3/12
GG. DCI International PR – Gaye Jacobs, unusual eateries, 3/12
HH. Meetings Focus West – Scott Easton, Tahoe story angles, 3/12
II. Freelancer George Chris Thomas – possible press trip, 3/12
JJ. Family Circle Magazine – Kelley Cintra, images, 3/15
KK. Freelancer Bob Ecker – snowfall totals, 3/15
LL. Family Circle Magazine – Lixandra Urresta, fact checking, 3/15
MM. LA Times – Brian Clark, ski resort closing dates, 3/19
NN. San Jose Mercury News – Linda Zavoral, 4-year-old lessons, 3/20
OO. Sacramento Magazine – Miles Harley, AFW images, 3/20
PP. Freelancer Kim Ruccione – possible press trip, 3/20