



north lake tahoe

Chamber | CVB | Resort Association

March 2014

Departmental Reports

March Departmental Report: Advertising **NLT 2013-2014 Winter Campaign Recap**

Campaign Highlights:

- **2,981 bonus TV spots**
- \$1.70 OOH CPM rate (**25 million impressions for \$43k**)
- Paid social media effectiveness (**Tripled # of followers**)
- **0.33% digital click through rate** (3x industry average)

Television:

- 1,012 spots primetime spots + 1,013 \$1 matched spots = 2,025 spots for \$36k
- Plus **2,981 bonus spots = \$105k in value**
- 5,006 total spots over 10 weeks
- Estimated impressions: 3,047,734
- **50.5% reach at a 5.2x frequency**
- Networks: ESPN, Bravo, History, Discovery, NatGeo, TBS, CSN, AMC & FX
- Key Programming: **Warriors in-game, The Grammys, Conan O' Brian & The Walking Dead**

Out Of Home:

Northern California

- **18 billboards, 10 posters and 5 ferry shelters for \$43k**
- **25,176,848 impressions** delivered over 12 weeks, spread across the Bay Area
- Placements include **Bayshore Triple Set (first ever)**, Van Ness & Bay Bridge entrance

Southern California

- 2 billboards: HWY 395 & HWY 14
- 1,904,168 impressions delivered over 12 weeks

Rebuttal Campaign

- **11 digital boards over 4 weeks for \$19k**
- 20,959,754 impressions = **\$105k open rate value**
- Creative updated weekly with current snow conditions

Social: Norcal & Socal combined

- Paid social targeted to adults with children that have indicated an interest in skiing or outdoor activities
- Paid social efforts lead to nearly **40,000 new followers**, tripling our Facebook fan base
- While increasing our followers, we received nearly **60,000 social engagements**
- **Cost per engagement = \$1.10**

Digital:

Northern California

- **8 million impressions for \$77k** at a \$9.60 average CPM
- Partners: TripAdvisor, Expedia, Spotify, Pandora, OpenSnow & Travelocity (no networks)
- Our digital efforts delivered over **21k clicks** at a CTR of **0.33% (3x industry average)**, leading to over 5k consumers landing on the Cool Deals page
- Top performers: TripAdvisor, Pandora & Spotify

Southern California

- 17 million impressions for \$103k at a **\$6.50 average CPM**
- Partners: TripAdvisor, Expedia, Spotify, Pandora, OpenSnow, LA Times and Specific Media.

- Our digital efforts delivered over **30k clicks** at a CTR of 0.18% (nearly 2x industry average), leading to over **11k consumers landing on the Cool Deals page**
- Top performers: Expedia, Pandora & OpenSnow

Print:

- Publication: Southwest Spirit In-flight Magazine
- **Issue: November 2013: Reno/Tahoe Insert**
- Total readership: **3,334,000**
- 2/3 Page Full Color

Search:

- Ad Groups: Skiing/Snowboarding, Winter Travel, Getaways, Competitor

Northern California

- Paid search delivered over **13k clicks** at a 1.70% CTR, with 1,019 consumers arriving at Cool Deals
- **Average cost per click = \$1.16**

Southern California

- Paid search delivered over 9k clicks at a **2.12% CTR**, with 497 consumers arriving at Cool Deals
- **Average cost per click = \$1.54**

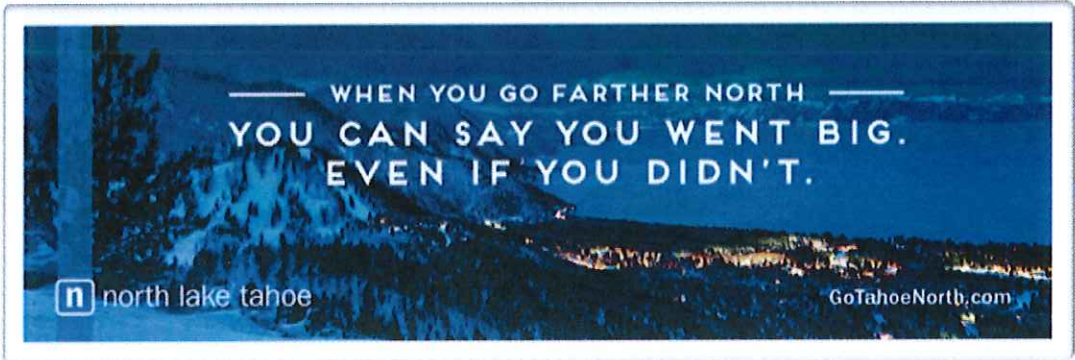
Radio:

Rebuttal California


- 2 stations: Movin 99.7 (adult contemporary) & Live 105 (alternative)
- Tues-Thursday 4 week schedule utilizing live DJ reads
- **352 x :30 sec spots reaching 7.9 million impressions**

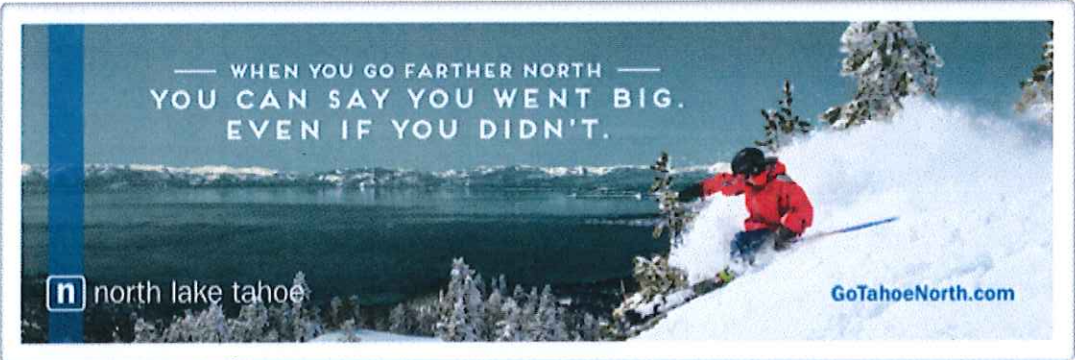
Creative Examples:






— WHEN YOU GO FARTHER NORTH —
**YOU CAN SAY YOU WENT BIG.
EVEN IF YOU DIDN'T.**

 north lake tahoe GoTahoeNorth.com



— WHEN YOU GO FARTHER NORTH —
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 north lake tahoe **WINTER IS UPON US.** [SEE THE DEALS »](#)



**WINTER IS
UPON US.**

[SEE THE DEALS »](#)

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Lake Tahoe North

Check-in at any of North Tahoe's watering holes and enter to win! #crawltaho



Lake Tahoe North

Travel/Leisure
13,265 likes

Sponsored



Lake Tahoe North


Escape to North Lake Tahoe. "LIKE" for more beautiful photos!




Lake Tahoe North

Travel/Leisure
17,064 likes

Sponsored

NOW YOU KNOW
WHY EVERYONE  IS
HOLDING THIS
SIDWAYS.

JUST A SHORT FLIGHT AWAY 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

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Conference Department Report

March 2014

Staff met with local destination management company DSC to discuss future business and new ideas for team building and offsite venues.

Staff reviewed meeting planner profiles for the MTS MICE Exchange taking place in April and submitted appointment requests to 25 meeting planners.

Staff met with and did a tour of the Cedar Glen Lodge to see renovations that have been completed and discuss potential for group business at both the lodge and restaurant.

Staff attended a planning meeting for the Meeting Industry Ladies Open client event in Las Vegas

Staff participated in a conference call/planning meeting for the upcoming California Society of Association Executives Annual Conference in Palm Springs.

Staff met with public relations representative for the Gatekeeper's Museum. During this meeting we discussed opportunities to do both indoor and outdoor events at this historic lake front & river front venue for groups.

Staff attended the Meeting Industry Council of Colorado Educational Conference and Trade Show this week in Denver, CO. Over 300 Meeting Planners from universities, governments, third parties, associations, religious organizations and corporations attended this annual event. In addition Staff completed sales calls in Fort Collins, Denver and Colorado Springs.

Staff attended the Plan Your Meeting Live event in San Francisco. During this event staff had one-on-one appointments with over 20 meeting planners from the Bay Area that represent both corporate and association organizations. Around this event Staff conducted sales calls in the Bay Area to corporate clients.

Staff attended the CalSAE Elevate Conference in Palm Springs. Elevate is the largest meeting of California Association Executives and provides the CVB the opportunity to network with them and to generate future business for North Lake Tahoe

Staff hosted a 14 person client dinner during the CalSAE Elevate Conference. The dinner was an opportunity to network with key customers with the intent of generating future group business in North Lake Tahoe

Staff conducted a conference call with Eddie Bauer to solicit their 2015 Summer Program. Currently North Lake Tahoe is still being considered amongst four other destinations that include Yosemite, Glacier National Park and Banff. Employees will be voting over the next two months to determine the destination for this program.

Staff hosted a site visit for North6 Productions. North6 is coordinating a catalog shoot for Tommy Hilfiger that will bring 500 room nights and roughly \$80,000 in room revenue to North Lake Tahoe

In February 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, 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.



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March Leisure Report
Marketing Committee Meeting
3-25-14

TRAVEL TRADE

- Met with the Tahoe Biltmore to discuss third party booking strategies
- Arranged OTA market manager meetings with the Tahoe Biltmore
- Solicited additional appointments at US Travel Association's International Pow Wow
- Arranged a client lunch and a client dinner at IPW in Chicago
- Solicited additional appointments at Mountain Travel Symposium
- Organizing a North Lake Tahoe client dinner at MTS
- Assisted with the travel trade invite list to Ski Lake Tahoe's annual tour operator luncheon at MTS

FAMs

- Hosted the Visit CA Global Ski Fam with product managers, directors and sales associates in attendance from Mexico, Brazil, Australia, New Zealand and the UK
- Hosted the new product manager from Ski World out of the UK marketing his first winter visit to Lake Tahoe
- Participated in the annual Reno/Tahoe Ski Fam B2B session, mountain tours and lodging site tours
- Hosted 9 Australian travel agents who won seats on the ski fam by selling the most Qantas Airlines flights into CA last month
- Hosted The Crowd Goes Wild TV out of Auckland, New Zealand
- Putting together a UK family blogger itinerary for an April visit
- Making arrangements for a late March/early April visit from Mountain Reservation's Marketing Manager
- Assisting with Scott Dunn's (a high end UK travel agency looking to add ski into their program that already features North Lake Tahoe in the summer) April visit

CONSUMER & MISC

- Working with Ski Lake Tahoe on the upcoming Warren Miller Australia/New Zealand Film Tour
- Putting together a North Lake Tahoe Nordic Committee beginning first with a community-wide strategic discussion to take place in April

**Judy Laverty
Special Event Departmental Report
March, 2014**

AUTUMN FOOD AND WINE

Staff attended meetings with Northstar events team, Northstar marketing team, Edible Reno-Tahoe, Kali Kopley, Chef Lara Ritchie and Kellie Cutler of North Tahoe Arts. Program development is 95% complete. As final details of programs and pricing are done, the TahoeFoodandWine website will be updated and the ticket sales can begin.

NASC APPOINTMENT SCHEDULE Conference March 31-April 3, 2014

Received my confirmed appointment schedule and had a meeting with Shelli Fine at the RSCVA to go over the schedule and strategies. There are two rights holders we are considering doing a joint proposal to: National Senior Games Association and Senior Softball. A total of 16 confirmed appointments have been scheduled, and I am scheduling additional appointments outside of the trade show confines.

US ALPINE CHAMPIONSHIPS MARCH 21-23, 2014

Coordinated vendor booth, prize giveaways, athlete swag for VIP bags, and other details for this event. NLTRA is a sponsor.

BANZAI TOUR

Staff was in close communication with the race producers as snow conditions changed and races were re-scheduled to different locations. Updated web calendars and eblasts to reflect changes.

US ROWING ANNUAL CONVENTION

After reviewing an RFP for the above annual convention, we do not qualify to bid as we do not have a relationship with a member organization of USRowing, the convention is held the first week in December and needs to have on water coaching clinics or access to rowing tanks, and we do not have access to the equipment: rowing shells, ergs, oars, etc.

CAL TRAVEL BOARD OF TOURISM MEETING October 16, 2014

This group represents the industry side of CALTravel and is a board of tourism meeting that will be headquartered at the Ritz Carlton and off site events will be held at the Maritime Museum and Sunnyside Resort. Staff will be coordinating the offsite events with the CMO/

VISIT CALIFORNIA OUTLOOKFORUM 2015

This forum IS THE PREMIER California industry educational and global marketing conference. It will be headquartered at the Resort at Squaw Creek and will generate approximately 750 room nights plus banquet revenue. Staff wrote the RFP which was aligned with their Industry Value Proposition.

THE GREAT SKI RACE

Due to trail and snow conditions, The Great Ski Race was moved to Royal Gorge from Tahoe City, and then eventually cancelled altogether due to poor snow and trail conditions.

THE GREAT MOUNTAIN BIKE RACE

Working with Chris McConnell of TSAR regarding the development of a mountain bike race to add to the Great Ski Race as an event for TSAR.

SPECIAL EVENT GRANT FUNDING ROUND TWO, Fiscal 2013-2014 Final

Sent out eblast, and press release on the availability of grant funds and the presentation date which is April 25th.

SNOWFEST

Staff coordinated Snowfest dbase blasts, social and pr with our agencies and staff. Communicated event cancellations (due to conditions) to social and pr staff. Updated changes on our website.

WEBSITE

Updated placeholder copy on the AFW page. Deleted calendar duplications. Working with Shelley on updates and copy re-writes for stale copy. Updated Snowfest listings as changes came in.

Meetings: Attended Good Morning Truckee "Changing Face of Media" presentation, Chamber Connect Luncheon, and the BACC monthly meeting.



professional creative services

March, 2014 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events
- keeping a master "Marquee Calendar" and updating this calendar with major events
- focusing on updating Summer 2014 events and "High Notes" web page
- updating other area calendar resources
- 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 (relating to cool deals / informative event info)

Shelley Fallon

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fallonmultimedia.com



North Lake Tahoe March Recap

Public Relations Content Marketing Design Social Media



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Key Themes: January - March

- Deliver **Winter is Upon** us message to the market
- Showcase the variety of winter activities in North Lake Tahoe, not limited to skiing / riding
- Position As: The Premier Recreational, Wedding and Meeting Destination
- Integrate communication priorities and leverage creative campaigns from School of Thought initiatives (particularly on a social platform)
- Key Message
 - Bay Area: work/life balance
 - Southern California: drive just a little bit farther
- Continue targeted press release distribution, driving readers back to [GoTahoeNorth](#)
- Develop Brand Journalism campaign: *A Winter Guide to Après Ski eBook*
- Local, regional and national promotion for upcoming events



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March Public Relations

Began development of the Summer 2014 press kit, pending approval on the following topics:

- Wedding Venue Round-Up
- Golf Round-Up
- Interactive Beach & Pier Map
- Beach-side / Mountain-side Hotel Round-Up
- Summer Events
- What's New (approved)
- Kids programs around the lake
- IRONMAN 2014

Media Relations Efforts:

- Conde Nast – scenic places to run & bike
- Meetings Focus – Trending Tahoe; Tahoe Traditions
- Summer destination pitching

Press Releases:

- Outside Magazine: Best Lake + Best Hotel
- What's New – Summer 2014
- Grant Funding Applications



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March Public Relations

FAM Trip Coordination

Visit California - Beyond the Slopes (North Lake Tahoe, 3/5 – 3/7):

The Abbi Agency planned and coordinated itineraries for “Beyond the Slopes” and met the group for dinner on 3/6. Attendees included:

- Jennifer Sweeny & Dillon Lyon - Visit California Reps
- Suzanne Morphet – freelancer in Vancouver
- John Gottberg – Oregon-based travel journalist
- Karen Temple – Ottawa Life Magazine
- Shandana Durrani - TheManual.com

Will McGough – Freelancer (3/10-3/12): Agency representative met Will in Tahoe for dinner on 3/11

Brett Denkin – Fam Tripper (3/15-3/16): Agency representative met Brett at airport for dinner on 3/15 and provided transportation to Squaw Valley



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March Public Relations



Total Number of Placements: 27

Regional vs. National: 21/6 (80:20)

Placement Highlights:

- Outside, 2014 Travel Awards: Best Lake [HERE](#)
- LA Times: Worlds Best Travel Spots [HERE](#)
- Sierra Sun, Tahoe Bridal Faire: [HERE](#)
- KTVN Things 2 Do, SnowFest! [HERE](#)
- Hotel Chatter.com, North Lake Tahoe family friendly: [HERE](#)

Pending Placements:

- Smart Meetings
- Sunset Magazine

Weddings and Dining on Pinterest

The Abbi Agency focused on bulking up this channel, specific to weddings and dining in the North Lake Tahoe region. The Abbi Agency built mapped boards on Pinterest with foursquare to locate restaurants and highlight photos of those restaurants on the North Lake Tahoe Pinterest dining board. Another board the team spent time on was the North Lake Tahoe Weddings board. To compliment press around the Bridal Faire, the team followed key wedding influencers on Pinterest and pinned from gotahoenorth.com to garner additional website traffic and re-pin ideas that would be perfect for the North Lake Tahoe wedding audience.

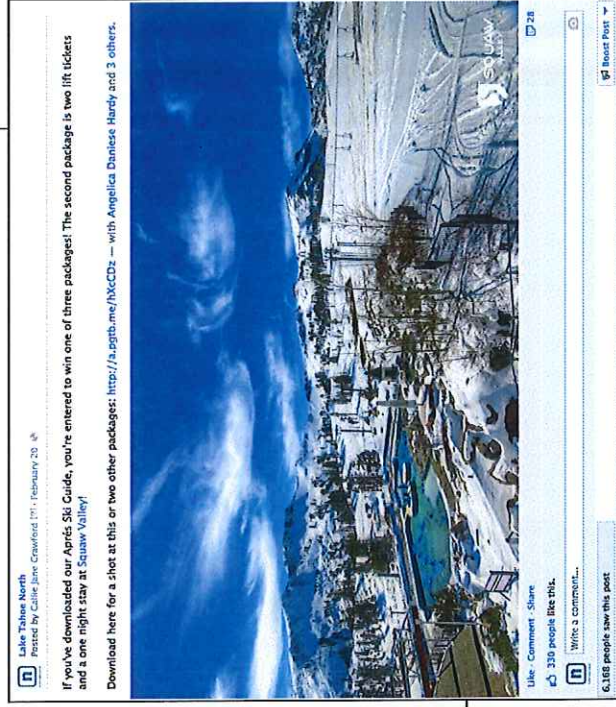
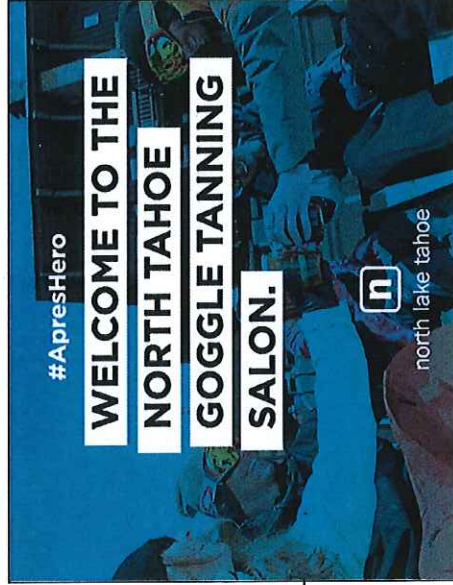
- Total Number of Pins: 364
- New Pinterest Followers: 90



Guide to Apres Skiing & #ApresHero Campaign

The Abbi Agency's main focus was to increase downloads of the Apres Ski Guide. The Abbi Agency promoted the #apreshero hashtag on all social channels, shared custom "meme" graphics and added two new prizes for downloading the eBook. One package includes two lift tickets and a one night stay at Squaw Valley, and the other includes two lift tickets to Homewood Mountain Resort and a one night stay at the West Shore Café and Inn.

- Downloads: 210
- Shares: 301





March Social Media

Facebook Data

- Total Number of Likes: 57,155
- Gained in March: 313
- People Talking about North Lake Tahoe: 4,897
- Gender Demographic : 58% female; 42% male

Location Demographic:

- 13.1k impressions: Los Angeles, CA
- 10.8k impressions: Sacramento, CA
- 9.7k impressions: San Francisco, CA
- 7k Impressions: Reno, NV
- 2.8k impressions: Truckee, CA
- Highest Activity: Friday and Sunday

Instagram Data

- Total Number of Followers: 869
- Gained in March: 133
- Total Photos: 162

Twitter Data

- Total Number of Followers: 7,444
- Gained in March: 163
- Mentions: 84
- Link Clicks: 2.3k
- Re-Tweets: 93
- Demographic: 60% male; 40% female
- Klout Measurement: 52

Event Photos

- SnowFest! (2/28 – 3/9)
- Scenery Photos: (3/15)
- Banzai (3/16)
- Nature Valley U.S. Alpine Championships (3/20 – 3/24)
- North Lake Tahoe Community Awards Dinner (3/27)

Design:

Various branded graphics for social sharing: 12





Thank You

22



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