



# Marketing Committee Agenda and Meeting Notice

**Tuesday, March 29, 2016 - 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

**Glenn M. Cademartori**  
Northstar California

**Larry Colton**  
Resort at Squaw Creek

**Gregg Gibboney**  
Notched

**Christine Horvath**  
Squaw Valley/Alpine Meadows

**Todd Jackson**  
Big Blue Adventure

**Becky Moore**  
Squaw Valley Lodge

**Giles Priestland**  
The Ritz-Carlton

**Marguerite Sprague**  
North Tahoe Arts

**Placer County Rep**  
**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**

- 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 – Feb. 23, 2016 (2 min)
- E. Departmental Reports Overview (30 min)
  - Conference Sales – J. Neary
  - Leisure Sales – S. Winters
  - Special Projects/Events – J. Laverty
  - Website Content – Thompson
  - Advertising – Thompson
  - PR / Social – The Abbi Agency
- F. Business Advisory Chamber Collaborative (BACC) FY 2016-2017 Funding Request Presentation for possible action/approval – BACC Committee Members (20 min)
- G. Future Event Sponsorship Funding / Wanderlust 2017 Discussion – Laverty/Neary/Thompson (20 min)
- H. NLT Cooperative Marketing Committee Current Open Seat Discussion, and Nominations for FY 2016/2017 for possible action/approval – Thompson (5 min)
- I. Spring Advertizing Campaign Update – Thompson (10 min)
- J. FY 2016-2017 Strategic Goals / Action Plan Discussion – Thompson (30+ min)
- K. Committee Member Comments (5 minutes)
- L. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - Feb DestiMetrics Reports
  - Conference Activity Report
  - Google Analytics Reporting
  - Website referral listings

This meeting is wheelchair accessible

Posted and Emailed (3/25/16 10:00 A.M.)



# north lake tahoe

Chamber | CVB | Resort Association

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

## MARKETING COMMITTEE MEETING MINUTES Tahoe City Public Utility District Board Room Tuesday, February 23, 2016 – 2 pm

### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Giles Priestland, DeDe Cordell, Eric Brandt, Brett Williams, Becky Moore, Todd Jackson, Christine Horvath, Glenn Cademartori

**RESORT ASSOCIATION STAFF:** JT Thompson, Judy Laverty, Jason Neary, Sandy Evans Hall, Jason Neary, Greg Howey

**OTHERS IN ATTENDANCE:** Shelley Fallon, Connie Anderson,

#### I. MEETING OF THE MARKETING COMMITTEE

##### 1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.01 pm and a quorum was established.

##### 2.0 PUBLIC FORUM

2.1 No public forum.

##### 3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Moore/Brandt) (6/0) to approve the agenda as presented.

##### 4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JANUARY 26, 2016.

4.1 M/S/C (Cordell/Moore) (6/0) to approve meeting minutes from January 26, 2016

##### 5.0 DEPARTMENTAL REPORTS

5.1 **Conference Sales** – Jason reviewed the following items with the committee:

- A new CRM (Customer Relationship Management) software system is being researched and the organization is getting close to making a final decision.
- Greg attended Luxury Meetings in Texas (Dallas, Austin and Houston) and came back with several great leads.
- Jason has been working on Lacrosse and Spartan Race groups to get their lodging block secured.
- Working with JT and Andy on finalizing a deal with the Chicago representation.

5.2 **Leisure Sales** – JT reviewed the following items with the committee:

- Sarah is currently out of town attending Go West Summit in Anchorage, Alaska. Prior to that show she attended RTO West Summit in Los Angeles. She reported to JT that the appointments have been great.
- JT reviewed upcoming Media FAM's: Men's Health, Australia & Women's Health, Skier & Snowboarder Magazine, UK at the end of the month.

- Travel Trade FAM's coming at the end of the month include: American Airlines Australia Snow FAM.

**5.3 Special Projects** – Judy reviewed the following items with the committee:

- Judy shared the resource guide was completed and was submitted to Placer County. Placer County will have a chance to review it and make changes if necessary.
- She is working with the Town of Truckee for additional sponsorship dollar for Tough Mudder.
- Attended Amgen meeting in South Shore happening May 19, 2016. In addition to the Women's race, South Lake Tahoe will have a finish for one of the stages for the Men's race.

**5.4 Web** – Shelley reviewed the following information with the committee members:

- Shelley reported that events are rolling in and website content is looking great.

**6.0 PUBLIC RELATIONS PRESENTATION FROM THE ABBI AGENCY – CONNIE ANDERSON**

6.1 Connie reviewed the following highlights from February with the committee members:

Placement Highlights: Total placements: 41, Total reach: 175,213,415 and Total Publicity Value: \$1,620,724

- Yahoo Finance, Top Spring Break Value Destinations for Families.
- Wall Street Journal Print, Lake Tahoe Ski Resorts Bouncing Back After Years of Drought.
- Wall Street Journal Online, Lake Tahoe Ski Resorts Bouncing Back After Years of Drought.
- Boston Globe Online, Nostalgia-craving baby boomers are driving tourism.

Media FAMs: Hosted 4 Media FAMs

A full February report is located at the Marketing Departmental packet on our website [http://nltra.org/meetings/meeting\\_minutes.php?committeeID=1](http://nltra.org/meetings/meeting_minutes.php?committeeID=1)

6.2 Connie reviewed the Marketing Work Plan and gave a little background on objective and performance measurements to our Marketing Committee members. The following Performance Measurements were identified: 1) GoTahoeNorth.com/Press Room 2) GoTahoeNorth.com/Press-Room release downloads increased by 15 percent 3) Advertising equivalency increased by 10 percent 4) References to GoTahoeNorth.com in stories increased by 20 percent 5) Increase social media followers by 15 percent 6) Increase You Tube views by 20 percent 7) Increase newsletter sign-ups by 5 percent.

The Abbi Agency will lead a visual story-driven strategies across earned, rented and owned audiences. She shared the emphasis on the human powered sports aligns with the company strategic goals. Some of the key themes for 2016 include: Outdoor recreation and activities, Events, Family, Health/Wellness, Hotel and hotel packages, Shoulder season-specific and Food, Culture and Dining. She shared the six target audiences they have identified: 1) The Adventurer/Risk Taker 2) The Parent (kids 4-18) 3) The Direct Flight Traveler 4) The Mountain Professional 5) The Meeting Planner 6) The Bride.

Connie reviewed some the June – December, 2015 results with the committee members. North Tahoe placed in 5 out of 13 outlets (38%) with still pending hot leads. She shared some of the press trips they have hosted and who is scheduled for spring. Social Media highlights for #TahoeNorth20K Feature campaign include: 2,031 total engagements and 15,230 total impression. Instagram Takeovers goal is to foster relationships with top Instagram influencers to promote the Tahoe area, gain new followers and traffic from local influencers. One of the big focuses moving forward for winter is the Winter Campaign. The following sports are highlighted: Backcountry Skiing, Cross Country Skiing, Fat Tire Biking and Family Snow Play. The winter campaign will create an interactive guide to explore the trails around Tahoe that are often less traveled. Multimedia elements include photos, videos, and thinglink interactive graphics. All elements will live on a GoTahoeNorth landing page driving traffic to the website. For spring they will continue to focus on the following:

- Spring Skiing
- Meteorologists outreach – host a personal press trip
- New flight from Reno to Orange County – grow the social media fan base in that market

- Event outreach for spring
- Drought crisis communication ready for summer

JT questioned the committee members about other demographics that could be targeted. The committee members recommended to also target:

- Empty nesters/Retiree
- Outside/Environmental/Serenity Seeker

## **7.0 FUTURE EVENT FUNDING/SPONSORSHIP STRATEGY DISCUSSION – JT THOMPSON**

- 7.1 JT shared funding of sponsorship has been a topic of discussion and he would like a little more direction as the organization start strategizing for the 2016/17 budget. Some of the questions asked included: 1) Do we continue sponsoring some of the bigger legacy events? 2) There are other local events that can be grown 3) What is the role of NLTRA and events?

Comments from the committee members:

- We do have a responsibility to the community to continue to seed new events and continue sponsorship with bigger events but not up to a point where we feel we are held "hostage".
- Strategy is important and the need to identify metrics so that we can quantify and clarify the value of these events.
- Break out media exposure dollar amount.
- Set up criteria. Allocate funds to different categories such as: Outreach (Judy), Legacy events, Local events, Annual events, New events. This should be calendar driven.
- The criteria used for local Marketing Grants could be used for Sponsorship too.
- Important that Judy's work for outreach continues.
- Need to look at long term strategy. We look outside for events and when they go away we are left with nothing. Can we work with entities that are here or bring in entities that can create the events we want? Regional annual events that can be grown annually, such as Pebble Beach. These can be huge drivers.

**Action to JT: Bring back a draft criteria form at next month's meeting.**

## **8.0 WINTER ADVERTISING/MEDIA CREATIVE UPDATE – JT THOMPSON**

- 8.1 JT stated the agency had problems with some of the video placement from the fall. School of Thought has now found a vendor that can take our videos (html5) and put animations, do slow motion and insert digital ads online.

JT questioned the committee how they felt about an interactive map with best pit-stops along the way. This would be targeting the Southern California market. Some of the committee member comments include:

- Keep it clean and simple
- Show the route but don't talk about the stops
- Show the route with a short list of diversions
- Timing needs to be reevaluated – too early. (Also for Fall Campaign)
- Hang on to the winter message through March. Start Spring/Summer in Mid-April
- Some of the data from TripAdvisor regarding could be skewed due to the previous four winters with the lack of snow. (Discussing the booking window)
- Spring message will be through social and PR regarding new flight from Orange County to Reno.

**Action to JT: Re-evaluate the timing on Spring/Summer campaign and push back until Mid-April.**

## **9.0 TRADE AND MEDIA FAM TRIP DISCUSSION – JT THOMPSON**

- 9.1 JT shared that the NLTRA has put a strategy in place to streamline the FAM process. He stated all of our suppliers will be receiving our new FAM forms. This will be used not only just lodging suppliers but photographers, transportation, activities, meals, tour guides and shipping sponsors. This will be implemented with staff very soon.

## **10.0 COMMITTEE MEMBER COMMENTS**

10.1 Brett shared the TOT numbers that recently came in and Q1 and Q2 is ahead of last year by almost a million dollars.

## **11.0 STANDING REPORTS**

The following reports were posted on [www.nltra.org](http://www.nltra.org):

- JAN DESTIMETRICS REPORT
- CONFERENCE ACTIVITY REPORT
- GOOGLE ANALYTICS REPORTING
- WEBSITE REFERRAL LISTINGS

## **12.0 ADJOURNMENT**

12.1 The Marketing Committee meeting adjourned at 4.15 pm.

Submitted By:

Anna Atwood  
Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association

2016-2017 Funding Request  
In-Market Marketing Programs

# BUSINESS ASSOCIATION & CHAMBER COLLABORATIVE (BACC)

# Funding History

- 2013-2014-\$50K
- 2014-2015-\$70K
- 2015-2016-\$80K
- 2016-2017 Request-\$80K (Same as last funding cycle)

# 4 Key Marketing Initiatives

## Supporting Visitor and Local Experiences

- Touch Lake Tahoe (Winter Campaign)
  - Drive Mountain Visitor to the Lake for a Day to Shop, Dine & Recreate
- Peak Your Adventure (Summer Campaign)
  - Drive Lake Visitor to the Mountains for a Day to Hike, Bike, Shop or Dine
- High Notes (Summer Campaign)
  - Move Visitor around to nightly free summer music series
- Shopping (Year Round Campaign)
  - Move Visitor around Shopping areas



# Funding Request

- \$80K
- Historically have pieced out 4 campaigns with \$20K designated to each
- Committee requests to place an RFP out for \$80K for all 4 programs and designate amounts required for each campaign at this time

Touch Lake Tahoe, Peak Your Adventure,  
High Notes (2015-2016)

● Snapshot Spending Breakdown	
● Agency Retainer Fees	\$28,800
● Digital Media Buy & Prizes	\$11,600
● Design & Printing	\$ 5,800
● Photography & Video	\$ 6,500
● Print Media Buy	<u>\$ 7,300</u>
	\$60,000

# 4 Key Marketing Initiatives

## Current Status

- Touch Lake Tahoe-Finishing 04/16
  - Current Collateral
  - Designated Website Landing Page on GoTahoeNorth.com
  - Photos
  - Interactive Map Online and Mobile
  - Rack Cards
  - Stickers

Used Instagram to conduct 7 Scavenger Hunts in 7 Communities around the Lake

# 4 Key Marketing Initiatives

## Current Status

- Peak Your Adventure (Summer '16)
  - Planning Stages
- High Notes (Summer '16)
  - Aligning with High Notes Out-of-Market, Planning Stages

# 4 Key Marketing Initiatives

## Current Status

- Shopping Campaign
  - Current Collateral
  - Shop Local Year-Round Campaign
    - Photos
    - Video
    - Website
    - Stickers/Business Kits
  - Shopping Page-GoTahoeNorth.com
    - Photos
    - Video
    - Website Landing Page Build Out
    - SEO

# Funding Request Details

- **Touch Lake Tahoe (Winter 2017)**
  - Continue Campaign again next Winter with additions and updates based on this Winter's results
- **Peak Your Adventure (Summer 2017)**
  - Continue Campaign again next Summer with additions and updates based on this Summer's results
- **High Notes (Summer 2016- Begins July 1)**
  - Align with Out-of-Market Strategy for In-Market Campaign
- **Shopping (2016-2017-Begins July 1)**
  - Build out "Shopping" Campaign around newly gained web page and collateral

# Marketing Initiatives Goals

- Reduce the percentage spent on retainer fees
- Align School of Thought and The Abbi Agency efforts on all programs and campaigns vetted through BACC & the Marketing Committee
- Better align BACC efforts with the Marketing Committee efforts for more streamlined campaigns
- Enhance exposure to local businesses, events and experiences
- Indirectly drive TOT by creating experiences that will encourage repeat visitation.

Thank You for your Support





**Date:** March 25, 2016  
**To:** Marketing Committee  
**From:** JT Thompson, Tourism Director  
Judy Laverty, Special Events Director  
Jason Neary, Conference Sales Director  
**RE:** Wanderlust Yoga Music Festival – 2017 And Beyond

***For committee discussion and possible action***

The inaugural Wanderlust Yoga and Music Festival took place in Squaw Valley in July 2009. The event, announced in May 2009, featured a musical lineup featuring Michael Franti, Spoon, Broken Social Scene, and Girl Talk, and featured a yogi lineup including John Friend, Shiva Rea, Schuyler Grant, Elena Brower, Christy Nones and Annie Carpenter.

Currently Wanderlust has grown from one festival to seven including Squaw Valley, Snowshoe WV, Stratton, VT, Aspen-Snowmass, CO, Queensland, AU, Whistler, BC and Tremblant, QC. They also have 32 additional events titled Wanderlust 108 which is branded a "Mindful Triathlon" that includes yoga, running and meditation.

There is considerable pressure to move the event in 2017 from Squaw Valley to another destination due to the inflated room rates at the Squaw Valley lodging properties and vacation rentals, flat/declining tickets sales since 2012 and the lack of committed lodging from outside the Valley. There are cash incentive offers from other resort destinations in the \$65,000-\$100,000 range, plus a 20% room commission from the lodging properties.

A big advantage other destination resorts have over our region is that they are single owner resorts that own the rooms, conference space, trams, etc., versus most all of the properties in Squaw are privately owned and are on various rental programs.

We have been advised by Squaw Valley executive staff that they cannot get into a negative cash flow situation to keep the event here and is looking to the Resort Association to help underwrite the costs in the form of sponsorship dollars. Squaw Valley makes significant contributions in order to host the festival.

Wanderlust CEO requires a 20% commissionable room rate from the Squaw Valley properties, which the properties agreed to. NLTRA event staff successfully negotiated with the CEO of Wanderlust to drop the commissionable rate to 10% for properties outside the Valley.

Conference sales staff is sending out leads to all the properties stating that if we don't get the required room blocks, the event will leave the area.

The Resort Association has sponsored Wanderlust with cash and in-kind contributions ranging from \$5,000-\$10,000 but has not made any cash sponsorship since 2014.

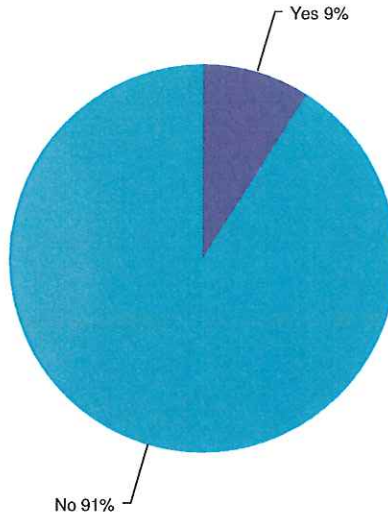
NLTRA staff is still assembling information for a complete ROI report that will be presented and discussed at the marketing committee meeting on March 29, 2016. The individual property information that we have gathered is confidential in nature and provided to us in the last 48-72 hours. Once staff has completed compiling and calculating this information, we will distribute it to the committee for review. In the meantime, we have attached the event survey information from the 2015 event along with a year over year destination occupancy analysis for properties in Squaw Valley for the weekend, and the weekends before and after the event.

Following discussion of the completed ROI report, staff is requesting feedback on the event as to whether continue negotiations for a full sponsorship agreement, and to what financial threshold.

## Wanderlust Squaw Valley - Barometer Analysis

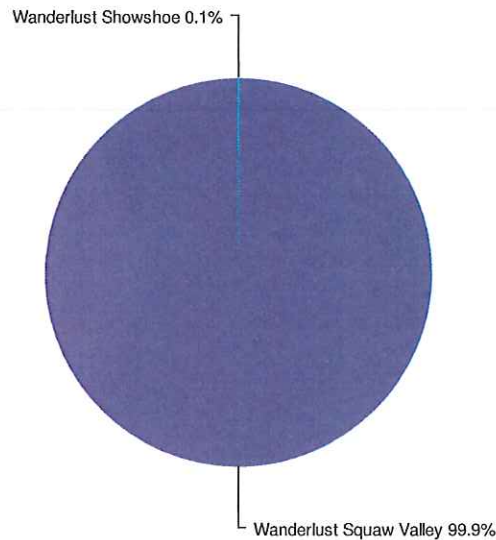
		Actuals for Sat.	Wed. (forecasted)
<b>2012</b>	Week prior:	(7/21) 99%	(7/18) 60%
	Event week:	(7/28) 99%	(7/25) 56%
	Week post event:	(8/4) 99%	(8/1) 39%
<b>2013</b>	Week prior:	(7/13) 97%	(7/10) 61%
	Event week:	(7/20) 100%	(7/17) 74%
	Week post event:	(7/27) 86%	(7/24) 43%
<b>2014</b>	Week prior:	(7/12) 99%	(7/9) 40%
	Event week:	(7/19) 100%	(7/16) 93%
	Week post event:	(7/26) 98%	(7/23) 78%
<b>2015</b>	Week prior:	(7/11) 94%	(7/8) 34%
	Event week:	(7/18) 95%	(7/15) 87%
	Week post event:	(7/25) 95%	(7/22) 51%

1. Did you attend (or will you attend) more than one summer Wanderlust Festival this year? Please answer yes only if you will attend two or more of the following festivals: Snowshoe, Stratton, Aspen-Snowmass, Squaw Valley, Whistler or Tremblant.



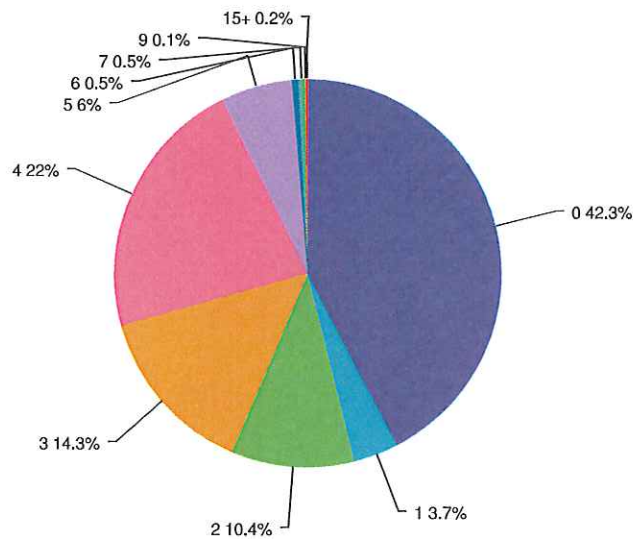
Value	Percent	Count
Yes	9.0%	85
No	91.0%	858
Total		943

2. Please indicate which Wanderlust event you are answering this survey for. If you don't see the event you attended in the list below, you can stop filling this out and go enjoy a kombucha instead. We'll have other surveys for our other events.



Value	Percent	Count
Wanderlust Snowshoe	0.0%	0
Wanderlust Stratton	0.0%	0
Wanderlust Aspen-Snowmass	0.0%	0
Wanderlust Squaw Valley	99.9%	946
Wanderlust Whistler	0.0%	0
Wanderlust Tremblant	0.0%	0
Wanderlust Showshoe	0.1%	1
Total		947

3. How many nights total did you spend at the resort where Wanderlust was held?

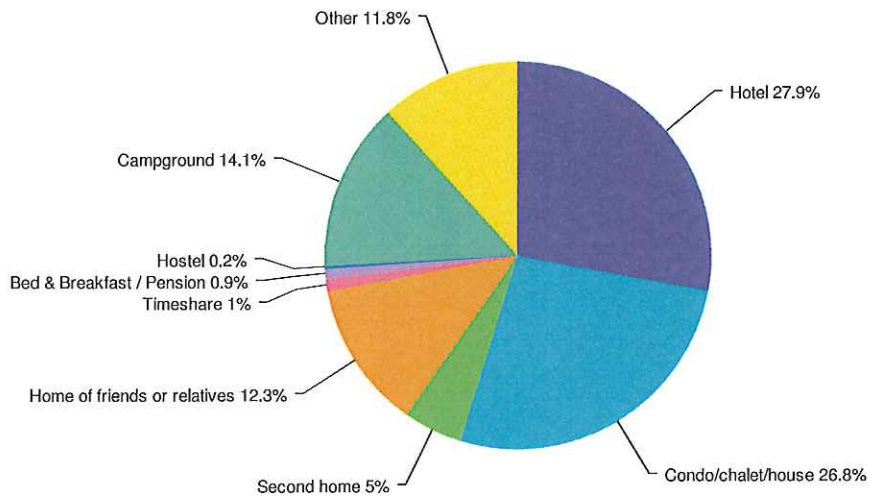


Value	Percent	Count
0	42.3%	396
1	3.7%	35
2	10.4%	97
3	14.3%	134
4	22.0%	206
5	6.0%	56
6	0.5%	5
7	0.5%	5
8	0.0%	0
Total		937

Statistics	
Sum	1,839.0
Average	2.0
StdDev	2.0
Max	15.0

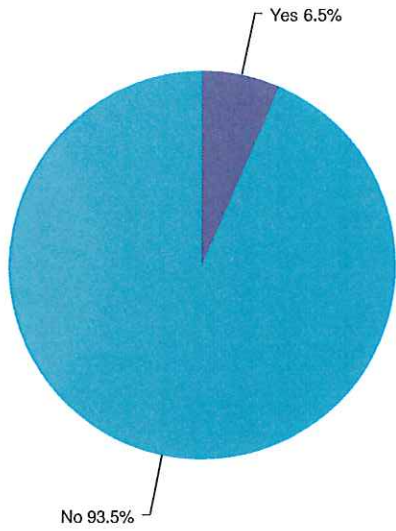
Value	Percent	Count
9	0.1%	1
10	0.0%	0
11	0.0%	0
12	0.0%	0
13	0.0%	0
14	0.0%	0
15+	0.2%	2
Total		937

4. What type of accommodation did you stay in?



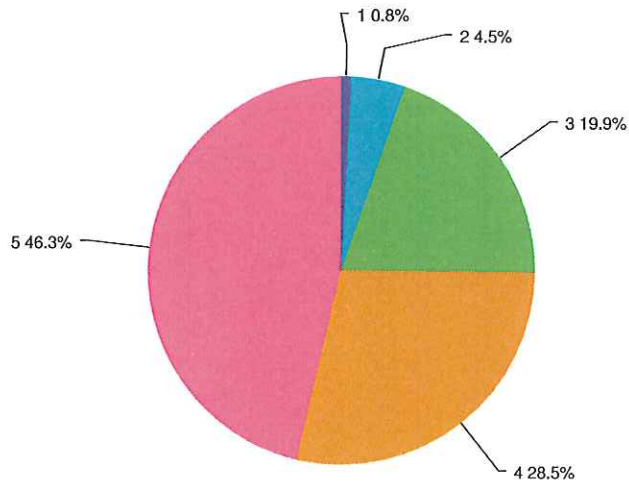
Value	Percent	Count
Hotel	27.9%	254
Condo/chalet/house	26.8%	244
Second home	5.0%	45
Home of friends or relatives	12.3%	112
Timeshare	1.0%	9
Bed & Breakfast / Pension	0.9%	8
Hostel	0.2%	2
Campground	14.1%	128
Other	11.8%	107
Total		909

5. Did you camp at the Wanderlust campground?



Value	Percent	Count
Yes	6.5%	61
No	93.5%	881
Total		942

6. How would you rate the camping experience at Wanderlust?

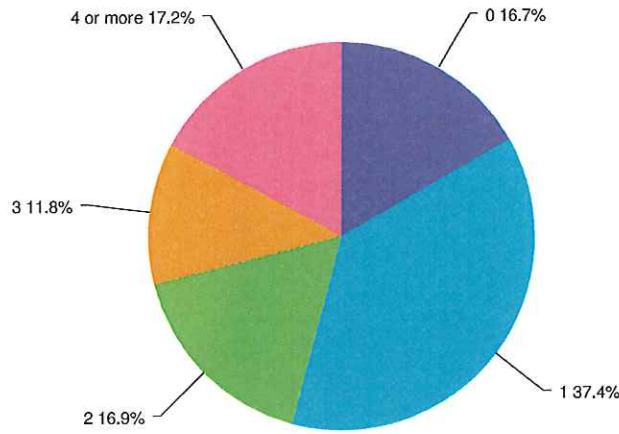


Value	Percent	Count
1	0.8%	2
2	4.5%	11
3	19.9%	49
Total		246

Statistics	
Sum	1,021.0
Average	4.2
StdDev	0.9
Max	5.0

Value	Percent	Count
4	28.5%	70
5	46.3%	114
Total		246

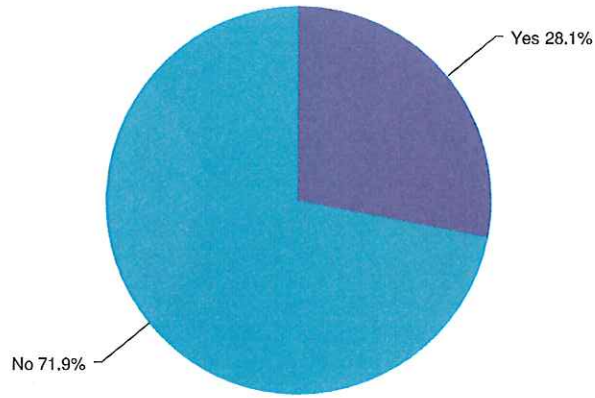
8. How many people traveled to Wanderlust with you? Don't count yourself, please -- just your companions.



Value	Percent	Count	Statistics
0	16.7%	158	Sum 1,662.0
1	37.4%	354	Average 1.8
2	16.9%	160	StdDev 1.3
3	11.8%	112	Max 4.0
4 or more	17.2%	163	
Total		947	

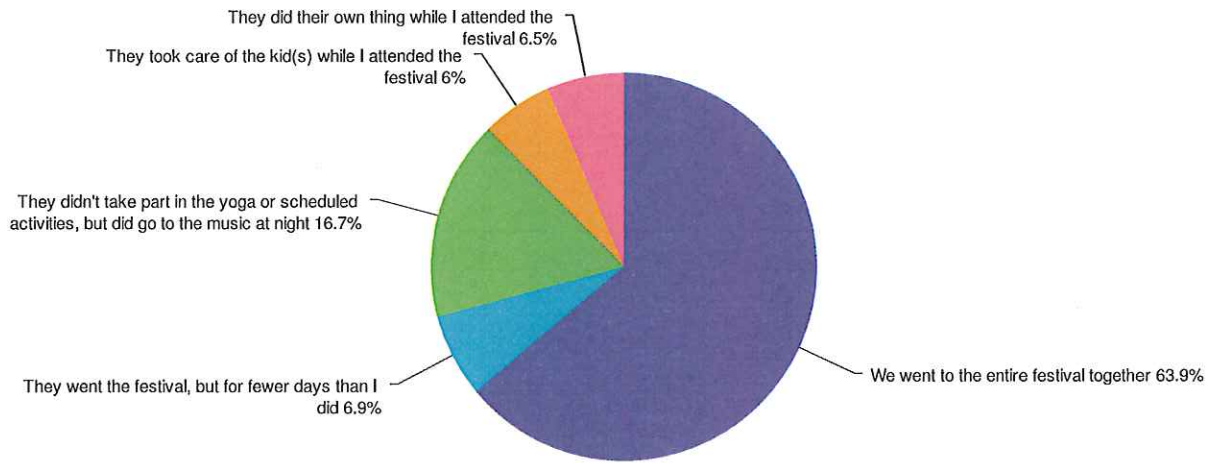
9. Did your significant other / spouse come with you?





Value	Percent	Count
Yes	28.1%	217
No	71.9%	556
Total		773

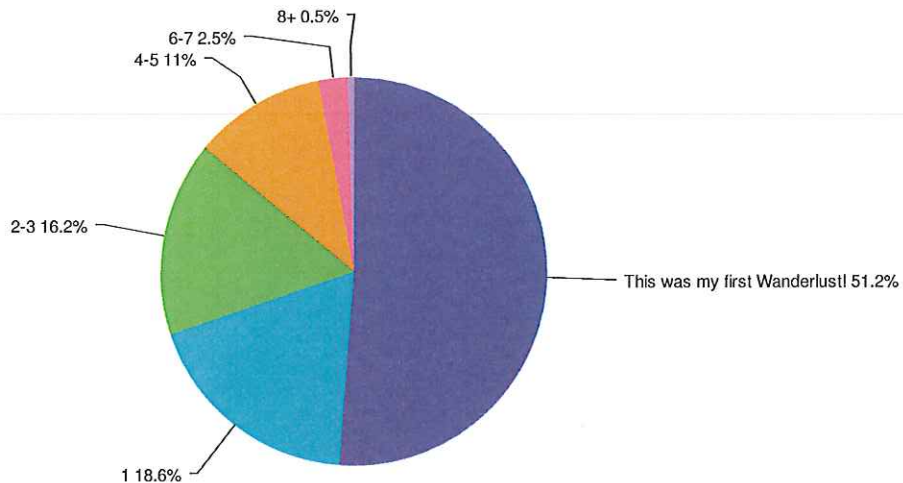
10. How did your significant other / spouse spend their time at Wanderlust?



Value	Percent	Count
We went to the entire festival together	63.9%	138
They went the festival, but for fewer days than I did	6.9%	15
They didn't take part in the yoga or scheduled activities, but did go to the music at night	16.7%	36
Total		216

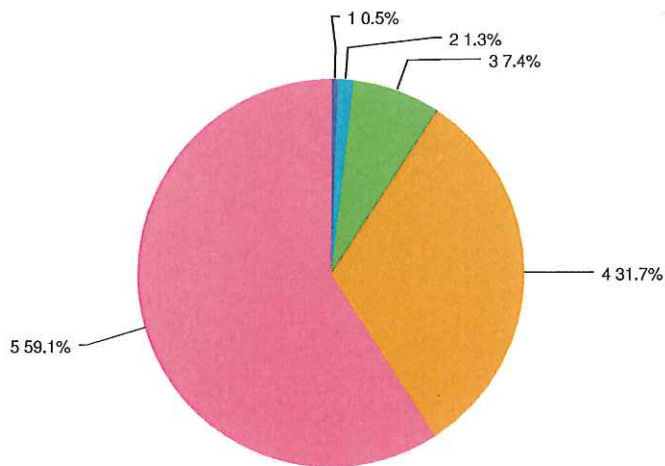
Value	Percent	Count
They took care of the kid(s) while I attended the festival	6.0%	13
They did their own thing while I attended the festival	6.5%	14
Total		216

11. How many Wanderlust events have you attended in the past?



Value	Percent	Count	Statistics
This was my first Wanderlust!	51.2%	479	Sum 1,068.0
1	18.6%	174	Average 2.3
2-3	16.2%	152	StdDev 1.5
4-5	11.0%	103	Max 8.0
6-7	2.5%	23	
8+	0.5%	5	
Total		936	

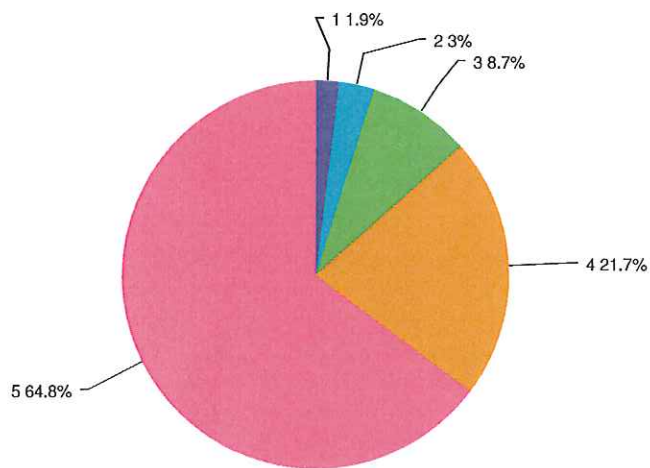
12. How would you rate your Wanderlust experience overall?



Value	Percent	Count
1	0.5%	5
2	1.3%	12
3	7.4%	70
4	31.7%	300
5	59.1%	560
Total		947

Statistics	
Sum	4,239.0
Average	4.5
StdDev	0.7
Max	5.0

13. How likely are you to attend Wanderlust again in 2016?

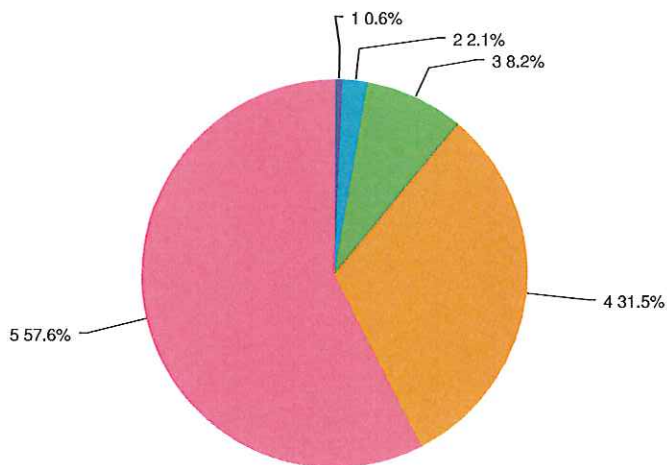


Value	Percent	Count
1	1.9%	18
Total		947

Statistics	
Sum	4,210.0
Average	4.4

Value	Percent	Count	Statistics	
2	3.0%	28	StdDev	0.9
3	8.7%	82	Max	5.0
4	21.7%	205		
5	64.8%	614		
Total		947		

14. How would you rate the yoga experience at Wanderlust overall?



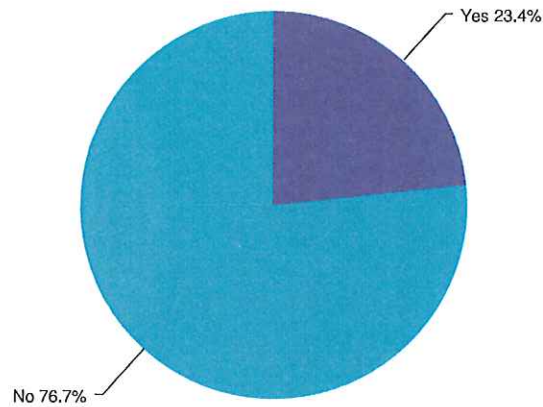
Value	Percent	Count	Statistics	
1	0.6%	6	Sum	4,197.0
2	2.1%	20	Average	4.4
3	8.2%	78	StdDev	0.8
4	31.5%	298	Max	5.0
5	57.6%	545		
Total		947		

15. Please rate the Wanderlust yoga program below.

	Very Poor	Poor	Average	Good	Excellent	Responses
Quality of yoga teachers	2 0.2%	1 0.1%	39 4.2%	243 26.4%	634 69.0%	919
Quality of meditation teachers	1 0.1%	5 0.6%	50 6.3%	273 34.1%	471 58.9%	800
Representation of different practice styles	4 0.4%	11 1.2%	88 9.6%	314 34.4%	497 54.4%	914

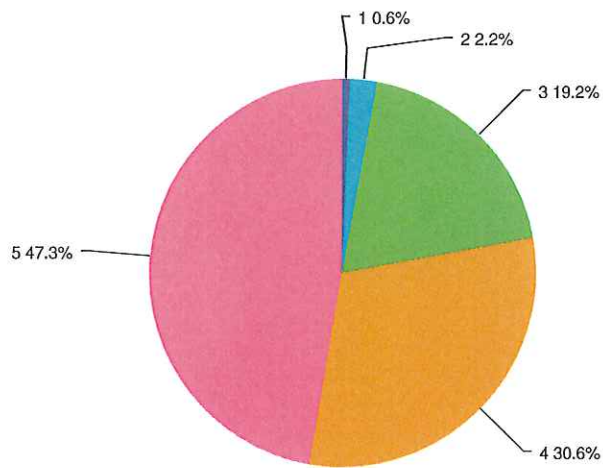
	Very Poor	Poor	Average	Good	Excellent	Responses
Quality of venues & practice areas	2 0.2%	12 1.3%	83 9.0%	344 37.4%	479 52.1%	920
Quality of audiovisual production(Could you hear & see?)	6 0.7%	32 3.5%	110 12.1%	352 38.7%	410 45.1%	910
Check in process for each class	17 1.9%	68 7.4%	164 17.9%	302 33.0%	365 39.8%	916
Our staff: were they friendly & helpful?	5 0.5%	13 1.4%	55 6.0%	237 25.7%	611 66.3%	921
Timeliness: did classes begin & end on time?	5 0.5%	32 3.5%	96 10.5%	343 37.4%	441 48.1%	917

17. Did you attend any scheduled hikes while at Wanderlust?



Value	Percent	Count
Yes	23.4%	220
No	76.7%	722
Total		942

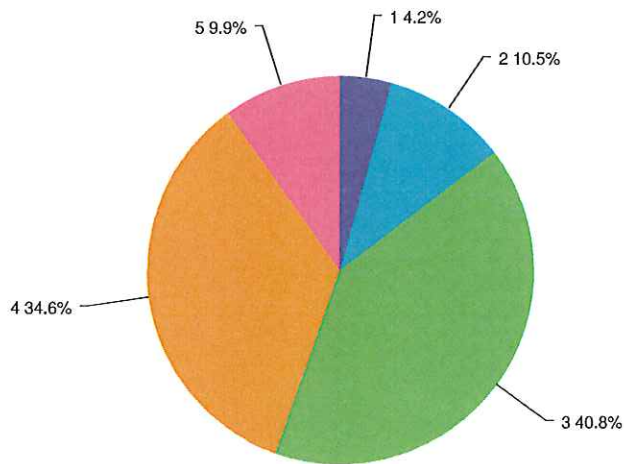
18. How would you rate the hiking experience at Wanderlust?



Value	Percent	Count
1	0.6%	2
2	2.2%	7
3	19.2%	61
4	30.6%	97
5	47.3%	150
Total		317

Statistics	
Sum	1,337.0
Average	4.2
StdDev	0.9
Max	5.0

20. How would you describe your level of yoga practice?

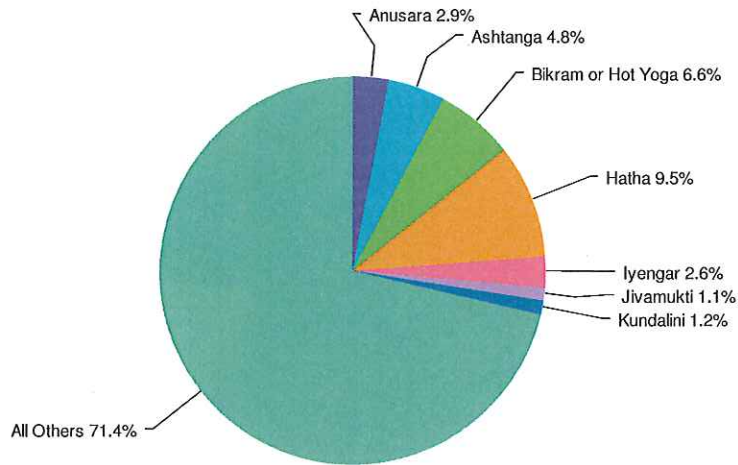


Value	Percent	Count
1	4.2%	40
Total		947

Statistics	
Sum	3,178.0
Average	3.4

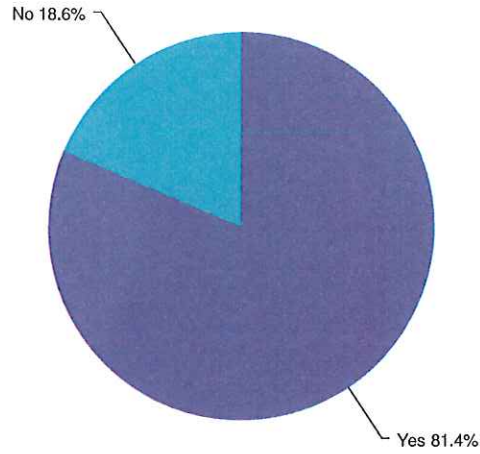
Value	Percent	Count	Statistics	
2	10.5%	99	StdDev	0.9
3	40.8%	386	Max	5.0
4	34.6%	328		
5	9.9%	94		
Total		947		

21. If you have a yoga school or style you most identify with, please select it.



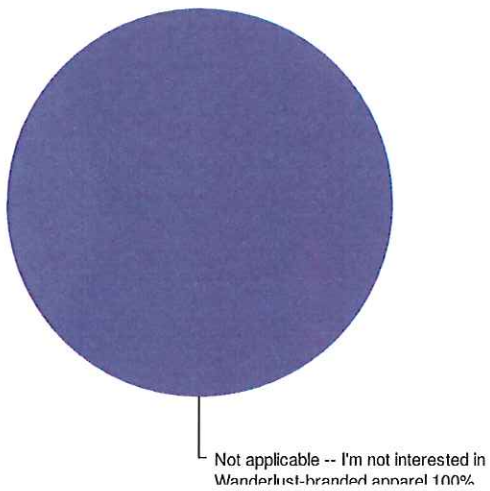
Value	Percent	Count
Anusara	2.9%	25
Ashtanga	4.8%	41
Bikram or Hot Yoga	6.6%	56
Hatha	9.5%	81
Iyengar	2.6%	22
Jivamukti	1.1%	9
Kundalini	1.2%	10
Power Yoga	6.7%	57
Vinyasa or Flow	58.3%	497
Yin	3.1%	26
Other	3.3%	28
Total		852

22. Did you visit the d'Om, the lululemon store and performance space?



Value	Percent	Count
Yes	81.4%	764
No	18.6%	175
Total		939

23. How satisfied were you with the selection of Wanderlust-branded apparel available at the event?

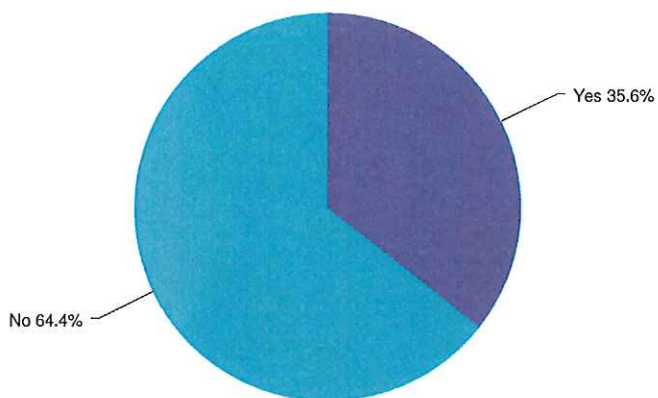


Value	Percent	Count
Not applicable -- I'm not interested in Wanderlust-branded apparel	100.0%	1
Very Dissatisfied	0.0%	0
Dissatisfied	0.0%	0
Total		1



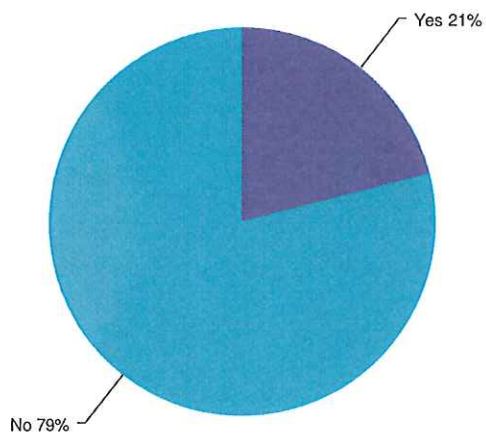
Value	Percent	Count
Neutral	0.0%	0
Satisfied	0.0%	0
Very Satisfied	0.0%	0
Total		1

24. Did you purchase any clothing or merchandise at the d'Om?



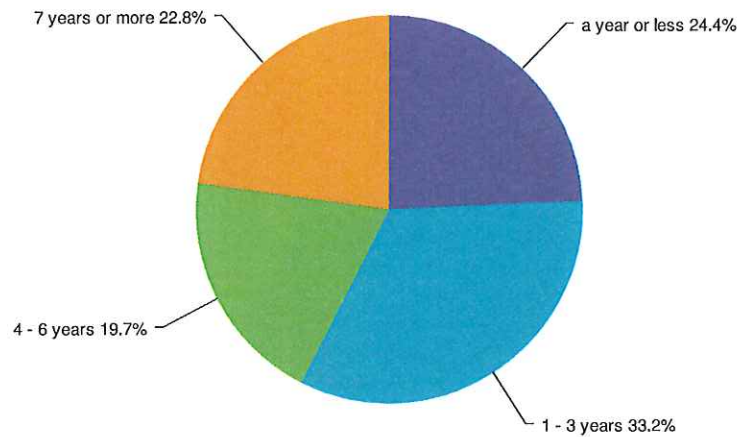
Value	Percent	Count
Yes	35.6%	270
No	64.4%	489
Total		759

25. Do you teach yoga?



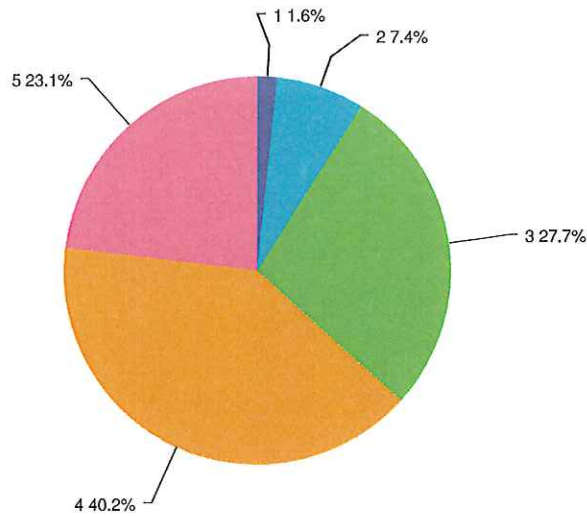
Value	Percent	Count
Yes	21.0%	198
No	79.0%	744
Total		942

26. How long have you been teaching?



Value	Percent	Count	Statistics
a year or less	24.4%	47	Sum 524.0
1 - 3 years	33.2%	64	Average 3.6
4 - 6 years	19.7%	38	StdDev 2.5
7 years or more	22.8%	44	Max 7.0
Total		193	

27. Did you feel that the cost of Wanderlust was in line with the value you received?

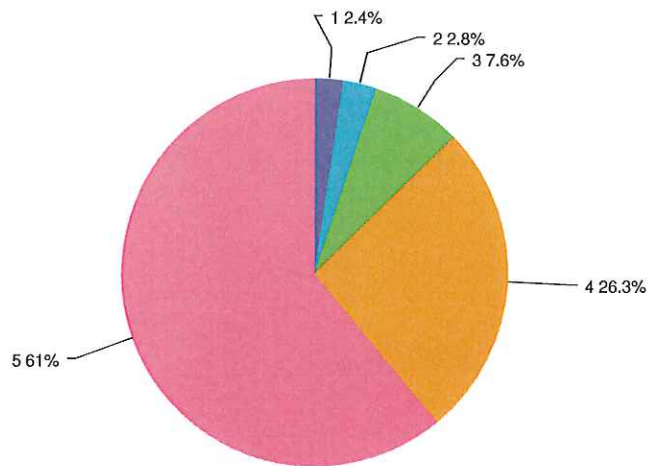


Value	Percent	Count	Statistics
1	1.6%	15	Sum 3,514.0
2	7.4%	69	Average 3.8
3	27.7%	259	StdDev 0.9
4	40.2%	376	Max 5.0
5	23.1%	216	
Total		935	

28. How would you rate our staff and volunteers on the following criteria?

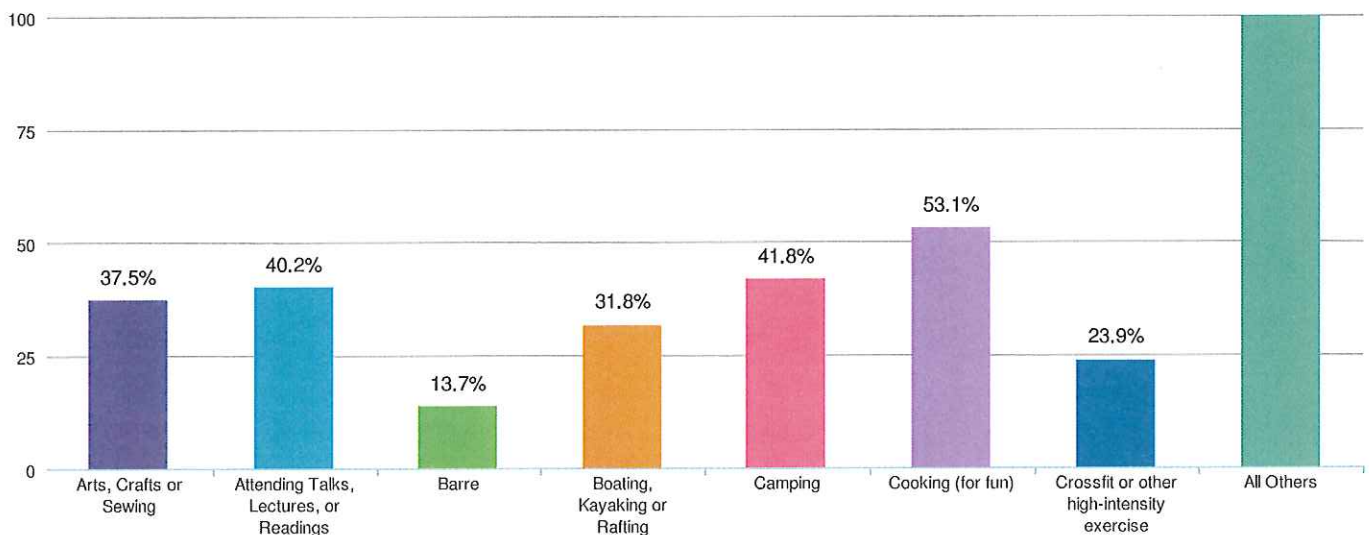
	Very Poor	Poor	Average	Good	Excellent	Responses
Friendliness/Courtesy	1 0.1%	8 0.9%	50 5.3%	230 24.5%	648 69.2%	937
Helpfulness / Knowledgeability	4 0.4%	23 2.5%	117 12.5%	275 29.4%	515 55.1%	934
Availability	5 0.5%	19 2.0%	79 8.5%	283 30.5%	543 58.4%	929

30. How would you rate the registration/check-in process at Wanderlust?




























Value	Percent	Count	Statistics
1	2.4%	22	Sum 4,121.0
2	2.8%	26	Average 4.4
3	7.6%	71	StdDev 0.9
4	26.3%	246	Max 5.0
5	61.0%	570	
Total		935	

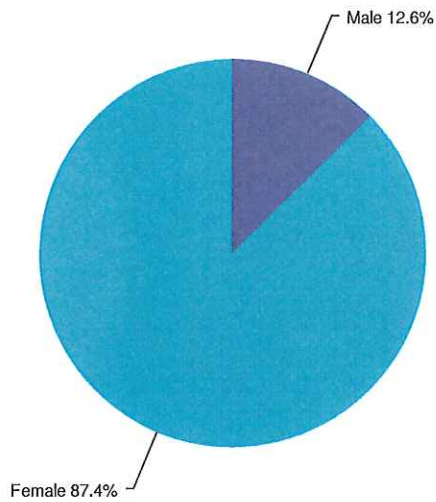
32. Please select all recreational activities that you regularly engage in.



Value	Percent	Count
Arts, Crafts or Sewing	37.5%	355
Total		947

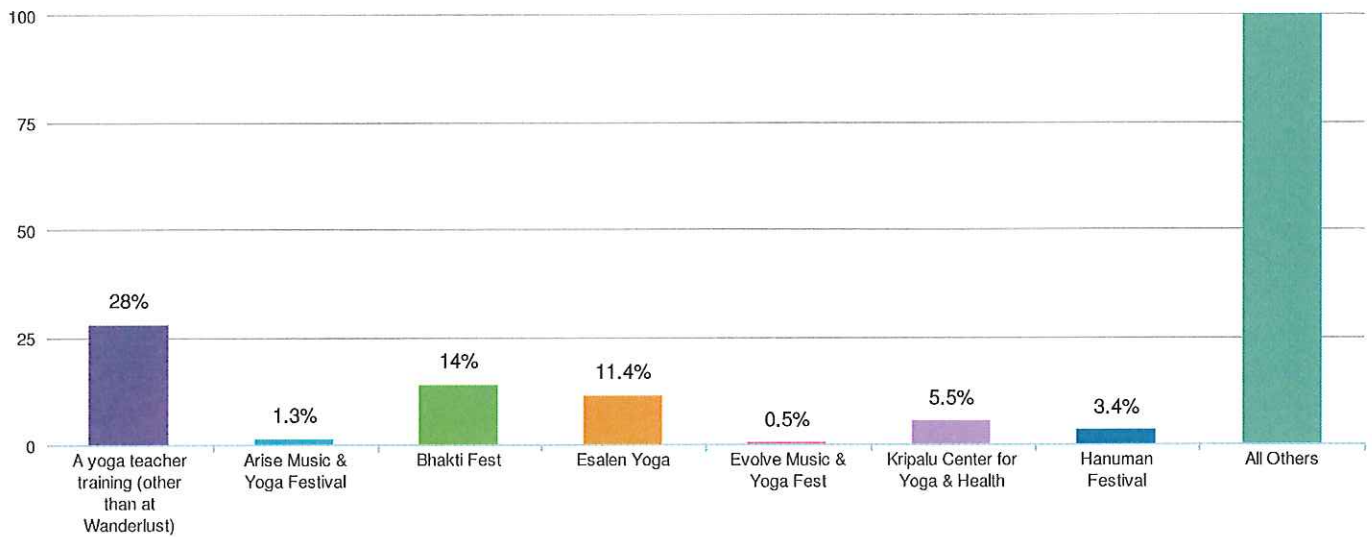
Value	Percent		Count
Attending Talks, Lectures, or Readings	40.2%		381
Barre	13.7%		130
Boating, Kayaking or Rafting	31.8%		301
Camping	41.8%		396
Cooking (for fun)	53.1%		503
Crossfit or other high-intensity exercise	23.9%		226
Dancing	40.0%		379
Golfing	10.5%		99
Hiking or Mountain Climbing	61.7%		584
Hoopng	6.8%		64
Horseback Riding or Equine Sports	7.6%		72
Martial Arts	3.8%		36
Meditation	48.3%		457
Mountain Biking or Cycling	36.4%		345
Paddleboarding or SUP	35.4%		335
Pilates	19.6%		186
Playing a Musical Instrument or Singing	16.9%		160
Reading	57.6%		545
Rock Climbing or Bouldering	14.5%		137
Running or Jogging	47.4%		449
Skiing or Snowboarding	41.1%		389
Surfing	11.7%		111
Swimming	37.8%		358
Tennis	8.8%		83
Windsurfing or Kiteboarding	1.6%		15
		Total	947

33. Please indicate your gender.



Value	Percent	Count
Male	12.6%	117
Female	87.4%	812
Total		929

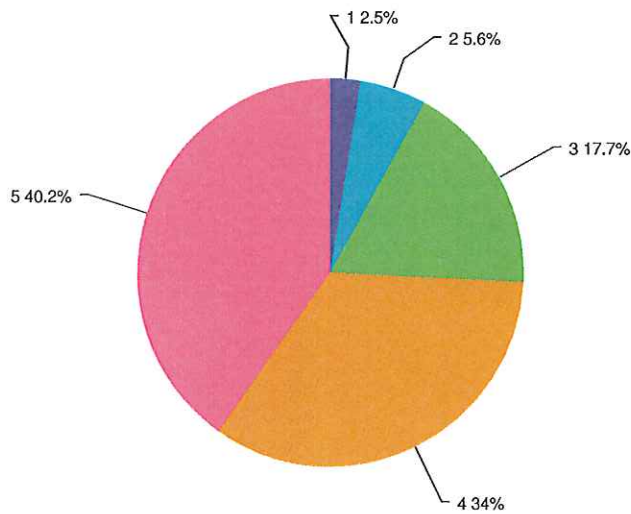
34. Other than Wanderlust, have you attended (or do you plan to attend) yoga festivals, conferences or retreats this year? If so, please select them below.



Value	Percent	Count
Ahimsa Yoga Festival	0.0%	0
A yoga teacher training (other than at Wanderlust)	28.0%	106
Arise Music & Yoga Festival	1.3%	5
Total		379

Value	Percent	Count
Bhakti Fest	14.0%	53
Esalen Yoga	11.4%	43
Evolve Music & Yoga Fest	0.5%	2
Kripalu Center for Yoga & Health	5.5%	21
Hanuman Festival	3.4%	13
Omega Institute	1.9%	7
Retreat with local studio / teacher	28.2%	107
Shakti Fest	5.5%	21
Soulshine Music & Yoga	6.3%	24
Telluride Yoga Festival	1.1%	4
Yoga Alliance Conference	3.2%	12
Yoga Journal Live	23.8%	90
Other festival or conference	33.8%	128
Total		379

35. How would you rate the online activity scheduler that you used to sign up for your yoga classes & activities?



Value	Percent	Count
1	2.5%	23
2	5.6%	52
3	17.7%	165
Total		930

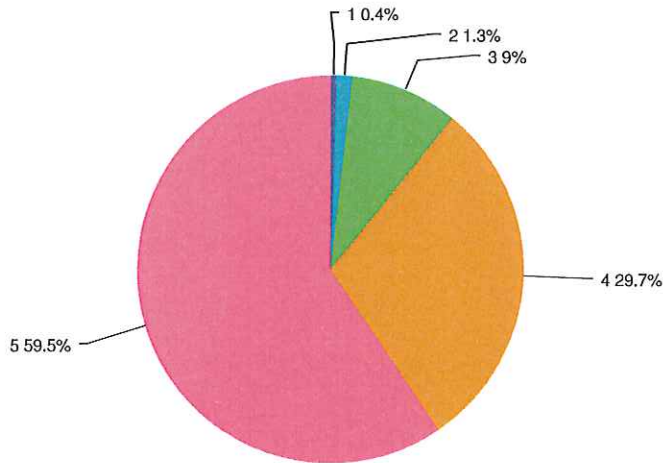
Statistics	
Sum	3,756.0
Average	4.0
StdDev	1.0
Max	5.0

Value	Percent	Count
4	34.0%	316
5	40.2%	374
Total		930

36. How would you rate the quality of Wanderlust's bilingual communications for Wanderlust Tremblant?

Value	Percent	Count
Very Poor	0.0%	0
Poor	0.0%	0
Neutral	0.0%	0
Good	0.0%	0
Excellent	0.0%	0
Total		0

38. Please rate the musical performances during your yoga classes.



Value	Percent	Count
1	0.4%	4
2	1.3%	12
3	9.0%	82
4	29.7%	270
5	59.5%	540
Total		908

Statistics	
Sum	4,054.0
Average	4.5
StdDev	0.7
Max	5.0



Please rate the music in the following areas.

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
During yoga classes	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
At the Wanderlust main stage (The Greatest Place)	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Late night music (The Mothership)	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
At Rue Boheme	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

Copy of How would you rate the following Wanderlust Snowshoe performers?

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
MC Yogi	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Drez	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Taz Rashid	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Lake Street Dive	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
KOPECKY	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tasha Blank	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
High & Mighty Brass Band!	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Kevin Paris	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Jacob Cohen	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

How would you rate the following Wanderlust Stratton performers?

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
Lee Fields & The Expressions	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The Barr Brothers	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
MC YOGI	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
Trevor Hall	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Drez	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
SWELLS	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
High & Mighty Brass Band!	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tasha Blank	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Coyote and Crow	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Taz Rashid	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
HÄANA	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Kevin Paris	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Jacob Cohen	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

How would you rate the following Wanderlust Aspen-Snowmass performers?

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
MOBY	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
MC YOGI	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Drez	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Lee Fields & The Expressions	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Nikki Lane	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The SteelDrivers	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Trevor Exter	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
beatgypsy	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
HÄANA	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
High & Mighty Brass Band!	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Bluetech	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Taz Rashid	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tasha Blank	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

How would you rate the following Wanderlust Squaw Valley performers?

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
MC YOGI	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Michael Franti	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Thievery Corporation	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Rob Garza	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Trevor Exter	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
SWELLS	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Trevor Hall	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Drez	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
My Brightest Diamond	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Mandolin Orange	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Buster Blue	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Wild Child	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Seriousblack	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
High & Mighty Brass Band!	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Tasha Blank	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Taz Rashid	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ URN	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

How would you rate the following Wanderlust Whistler performers?

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
Nahko and Medicine for the People	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
MC YOGI	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Michael Franti	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Drez	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
High & Mighty Brass Band!	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Sarah Neufeld	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Seriousblack	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Garth Stevenson	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Taz Rashid	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Karsh Kale	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ URN	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

How would you rate the following Wanderlust Tremblant performers?

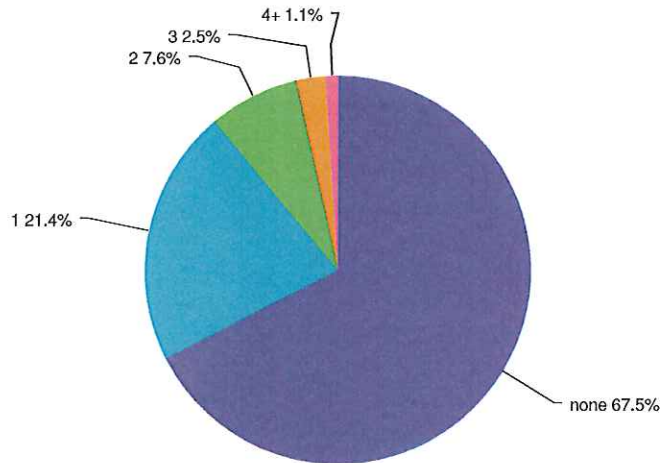
	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
MC YOGI	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Rising Appalachia	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

	Didn't attend	Very Poor	Poor	Average	Good	Excellent	Responses
Lee Fields & The Expressions	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
High & Mighty Brass Band!	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Garth Stevenson	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Drez	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
DJ Taz Rashid	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Kyle Marshall	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0

While at Wanderlust, how many times did you go to the concerts at Wanderlust's main stage (The Greatest Place)?

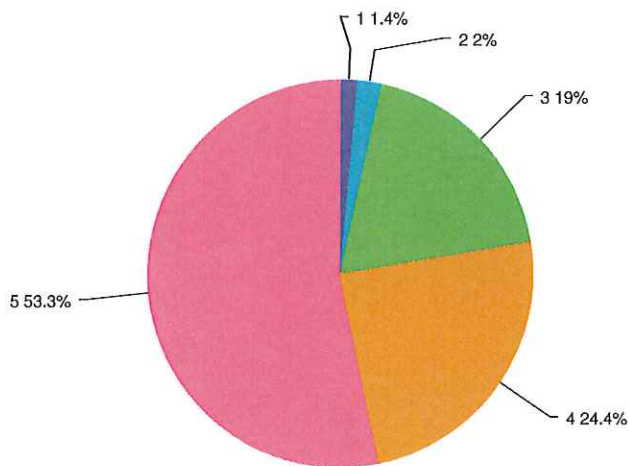
Value	Percent	Count
I didn't go at all	0.0%	0
once	0.0%	0
twice	0.0%	0
3 times	0.0%	0
4 times	0.0%	0
Total		0

39. How many Speakeasy talks did you attend while at Wanderlust?



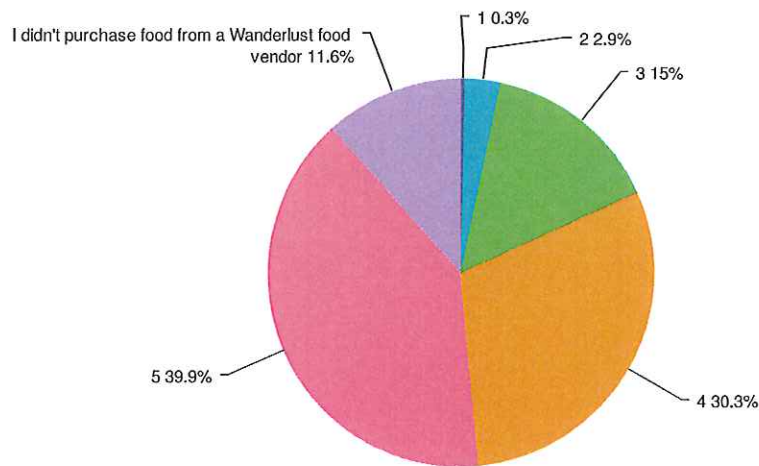
Value	Percent	Count	Statistics
none	67.5%	633	Sum 452.0
1	21.4%	201	Average 1.5
2	7.6%	71	StdDev 0.8
3	2.5%	23	Max 4.0
4+	1.1%	10	
Total		938	

40. How would you rate the talk(s) you attended?



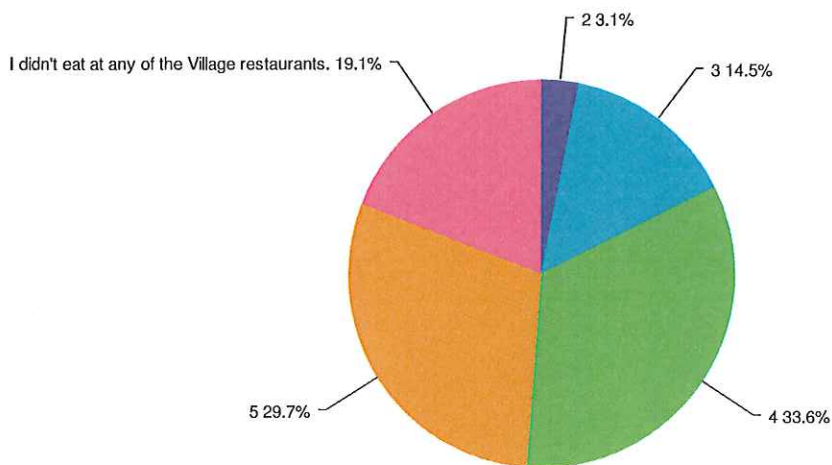
Value	Percent	Count	Statistics
1	1.4%	5	Sum 1,504.0
2	2.0%	7	Average 4.3
3	19.0%	67	StdDev 0.9
4	24.4%	86	Max 5.0
5	53.3%	188	
Total		353	

42. How would you rate the food available at the Wanderlust Food Co-op (our food vendors)?



Value	Percent	Count	Statistics
1	0.3%	3	Sum 3,448.0
2	2.9%	27	Average 4.2
3	15.0%	139	StdDev 0.9
4	30.3%	281	Max 5.0
5	39.9%	370	
I didn't purchase food from a Wanderlust food vendor	11.6%	108	
Total		928	

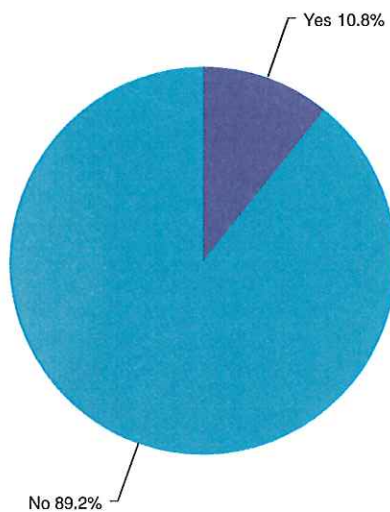
44. How would you rate the food available at the Village restaurants?



Value	Percent	Count	Statistics
Total		916	Sum 3,047.0

Value	Percent	Count	Statistics
1	0.0%	0	Average 4.1
2	3.1%	28	StdDev 0.8
3	14.5%	133	Max 5.0
4	33.6%	308	
5	29.7%	272	
I didn't eat at any of the Village restaurants.	19.1%	175	
Total		916	

45. Did you attend one of our Farm to Table dinners?



Value	Percent	Count
Yes	10.8%	101
No	89.2%	833
Total		934

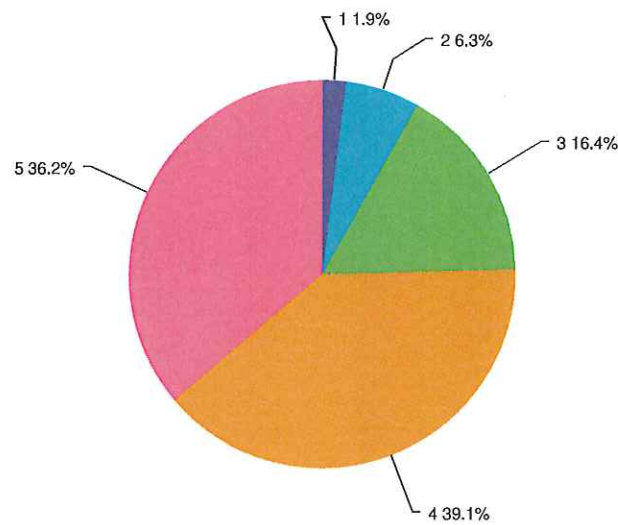
46. If you attended a Farm to Table dinner, how would you rate it in the following categories?

	Very Poor	Poor	Average	Good	Excellent	Responses
Food quality	2 1.7%	12 10.4%	23 20.0%	41 35.7%	37 32.2%	115
Menu variety	3 2.6%	9 7.9%	29 25.4%	45 39.5%	28 24.6%	114
Ambience / Decor / Setting	1 0.9%	8 7.0%	27 23.7%	30 26.3%	48 42.1%	114



	Very Poor	Poor	Average	Good	Excellent	Responses
Service	9 8.0%	11 9.7%	33 29.2%	29 25.7%	31 27.4%	113
Value	12 10.5%	16 14.0%	35 30.7%	29 25.4%	22 19.3%	114
Availability of options for those with dietary restrictions (e.g., vegan, gluten free)	3 2.8%	13 12.1%	32 29.9%	34 31.8%	25 23.4%	107
Overall	3 2.7%	9 8.0%	39 34.8%	38 33.9%	23 20.5%	112

47. If you attended one of our wine or beer tasting events (Uncorked), how would you rate your experience?



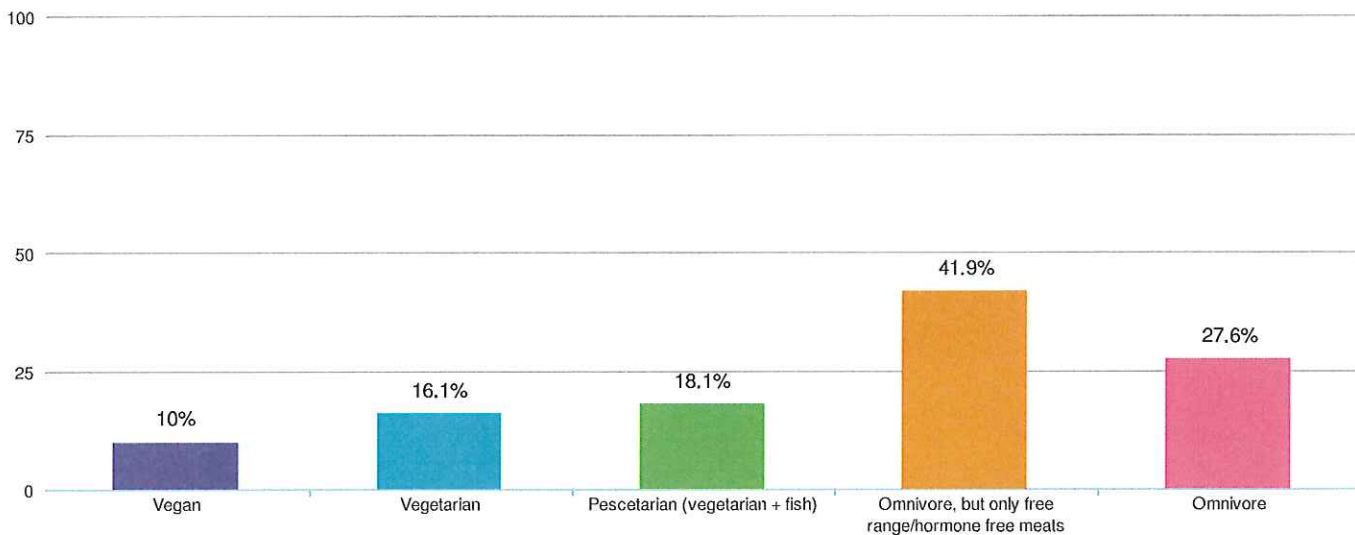
Value	Percent	Count	Statistics
1	1.9%	4	Sum 831.0
2	6.3%	13	Average 4.0
3	16.4%	34	StdDev 1.0
4	39.1%	81	Max 5.0
5	36.2%	75	
Total		207	

48. If you attended the Charcoal & Hops BBQ, how would you rate your experience?

Value	Percent	Count
1	0.0%	0
2	0.0%	0
Total		0

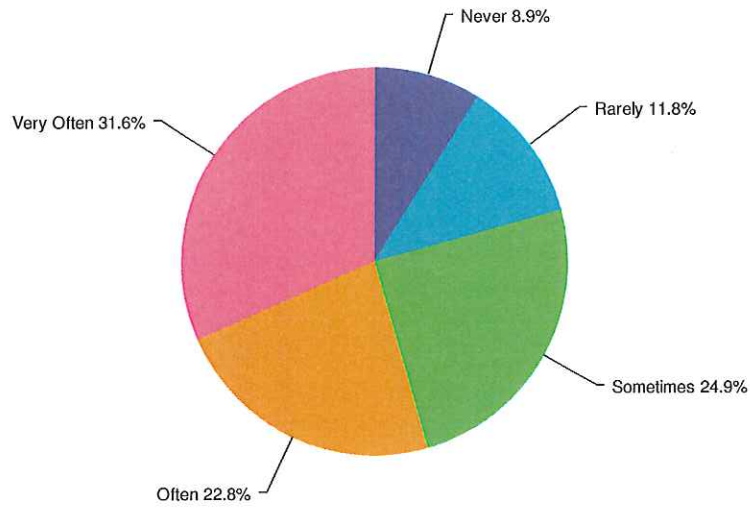
Value	Percent	Count
3	0.0%	0
4	0.0%	0
5	0.0%	0
Total		0

50. Please check the boxes that correspond to your dietary habits.



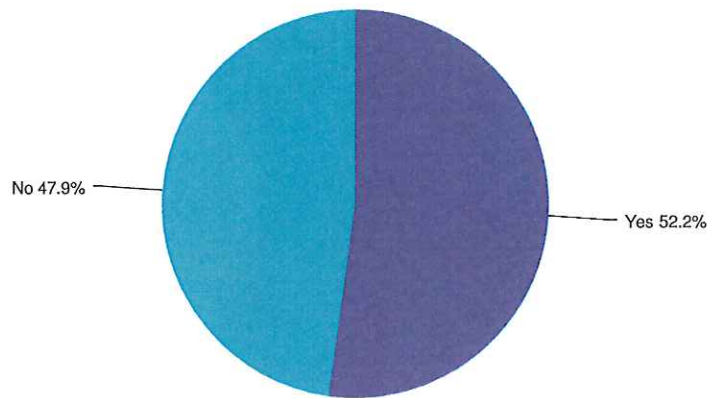
Value	Percent	Count
Vegan	10.0%	86
Vegetarian	16.1%	138
Pescetarian (vegetarian + fish)	18.1%	156
Omnivore, but only free range/hormone free meats	41.9%	360
Omnivore	27.6%	237
Total		860

51. How regularly do you take vitamins or nutritional supplements?



Value	Percent	Count	Statistics
Never	8.9%	83	Sum 3,326.0
Rarely	11.8%	110	Average 3.6
Sometimes	24.9%	232	StdDev 1.3
Often	22.8%	213	Max 5.0
Very Often	31.6%	295	
Total		933	

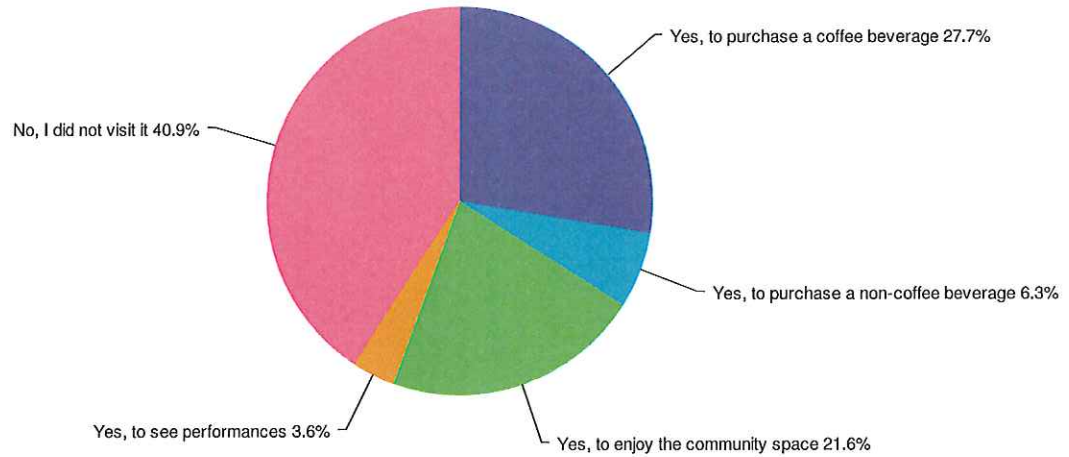
52. Did you visit the Kashi Pavilion or sample Kashi products while at Wanderlust?



Value	Percent	Count
Yes	52.2%	486
Total		932

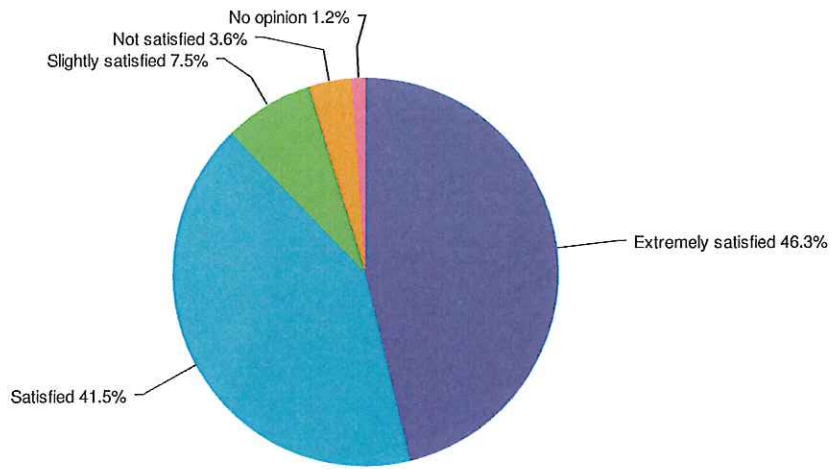
Value	Percent	Count
No	47.9%	446
Total		932

53. Did you visit the True North Cafe, presented by TOMS?



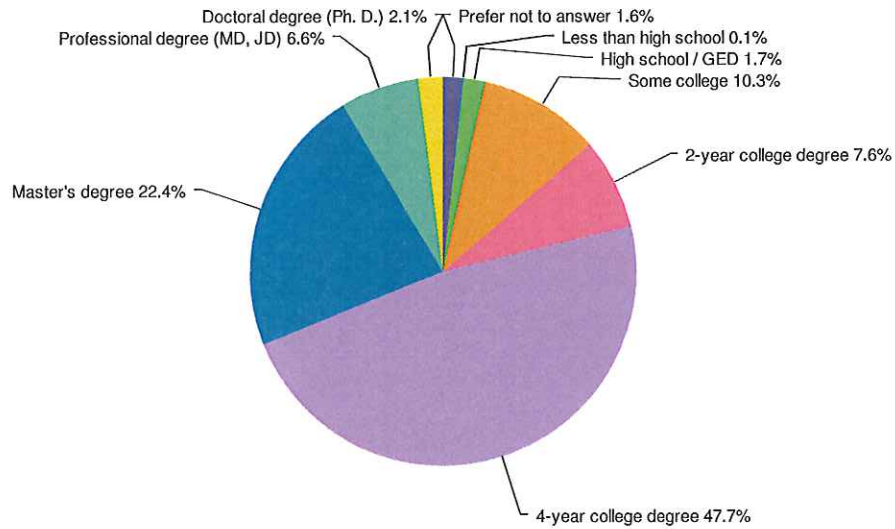
Value	Percent	Count
Yes, to purchase a coffee beverage	27.7%	254
Yes, to purchase a non-coffee beverage	6.3%	58
Yes, to enjoy the community space	21.6%	198
Yes, to see performances	3.6%	33
No, I did not visit it	40.9%	375
Total		918

54. How satisfied were you with the quality of the coffee served in the cafe?



Value	Percent	Count
Extremely satisfied	46.3%	117
Satisfied	41.5%	105
Slightly satisfied	7.5%	19
Not satisfied	3.6%	9
No opinion	1.2%	3
Total		253

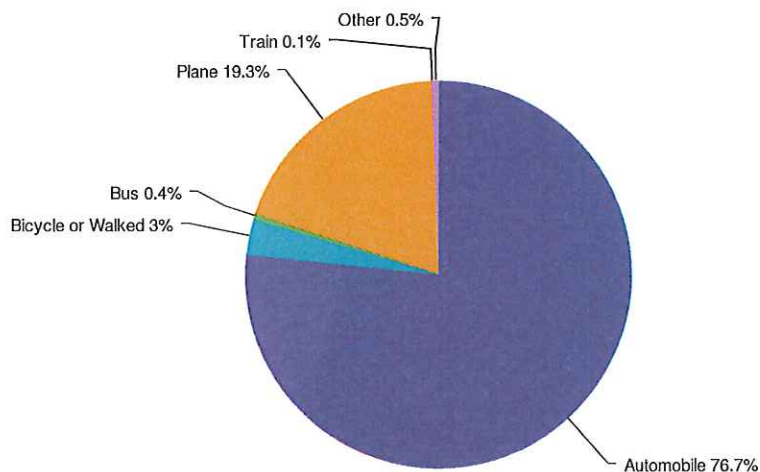
55. What is the highest level of education you achieved?



Value	Percent	Count	Statistics
Prefer not to answer	1.6%	15	Sum 1,908.0
Total		927	Average 3.7

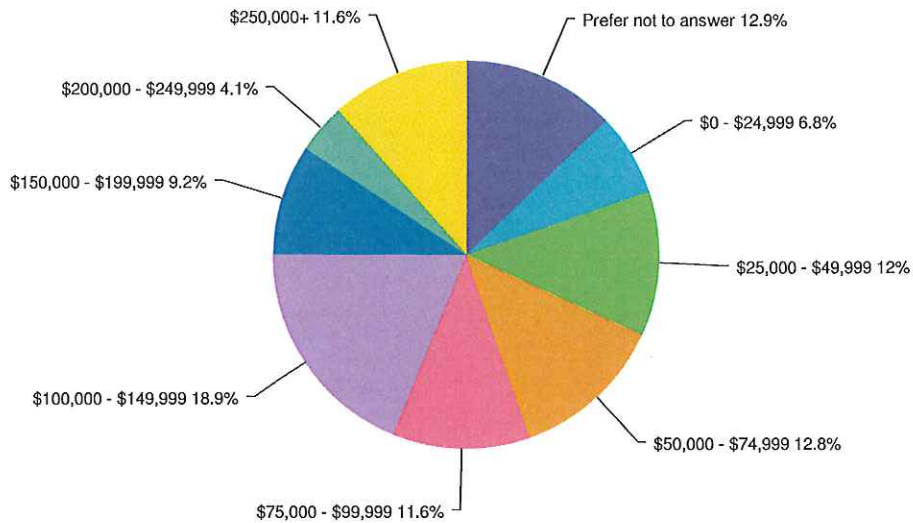
Value	Percent	Count	Statistics	
Less than high school	0.1%	1	StdDev	0.7
High school / GED	1.7%	16	Max	4.0
Some college	10.3%	95		
2-year college degree	7.6%	70		
4-year college degree	47.7%	442		
Master's degree	22.4%	208		
Professional degree (MD, JD)	6.6%	61		
Doctoral degree (Ph. D.)	2.1%	19		
Total		927		

56. What was your primary mode of travel to Wanderlust?



Value	Percent	Count
Automobile	76.7%	717
Bicycle or Walked	3.0%	28
Bus	0.4%	4
Plane	19.3%	180
Train	0.1%	1
Other	0.5%	5
Total		935

57. What is your approximate annual household income?



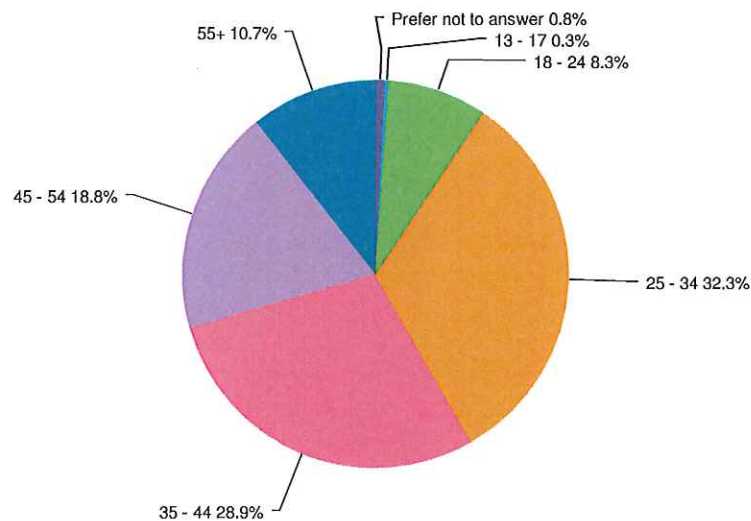
Value	Percent	Count
Prefer not to answer	12.9%	119
\$0 - \$24,999	6.8%	63
\$25,000 - \$49,999	12.0%	111
\$50,000 - \$74,999	12.8%	118
\$75,000 - \$99,999	11.6%	107
\$100,000 - \$149,999	18.9%	174
\$150,000 - \$199,999	9.2%	85
\$200,000 - \$249,999	4.1%	38
\$250,000+	11.6%	107
<b>Total</b>		<b>922</b>

58. How much influence did the factors below have on your decision to go to Wanderlust?

	1no influence	2low influence	3medium influence	4high influence	5very high influence	Responses
Flights to Wanderlust location were affordable	640 76.0%	46 5.5%	67 8.0%	49 5.8%	40 4.8%	842
Articles or blog posts about Wanderlust	384 45.0%	100 11.7%	161 18.9%	130 15.2%	78 9.1%	853
I attended a different Wanderlust and liked it	520 62.2%	12 1.4%	45 5.4%	69 8.3%	190 22.7%	836
My studio or teacher recommended Wanderlust	541 63.5%	51 6.0%	90 10.6%	76 8.9%	94 11.0%	852

	1no influence	2low influence	3medium influence	4high influence	5very high influence	Responses
The music & performance lineup	171 19.2%	106 11.9%	199 22.4%	177 19.9%	237 26.6%	890
My friends or family recommended Wanderlust	287 32.6%	34 3.9%	115 13.1%	184 20.9%	260 29.5%	880
Posts, photos or videos on Facebook or Twitter	371 42.7%	107 12.3%	164 18.9%	128 14.7%	98 11.3%	868
The speaker & lecturer lineup	382 45.0%	121 14.3%	142 16.7%	101 11.9%	102 12.0%	848
The nature and scenery at Wanderlust location	44 4.9%	16 1.8%	105 11.7%	270 30.0%	464 51.6%	899
The yoga teacher lineup	183 20.8%	51 5.8%	195 22.2%	193 22.0%	257 29.2%	879
Wanderlust was recommended at a lululemon store or on lululemon.com	722 85.0%	34 4.0%	36 4.2%	16 1.9%	41 4.8%	849

60. Please indicate your age group.

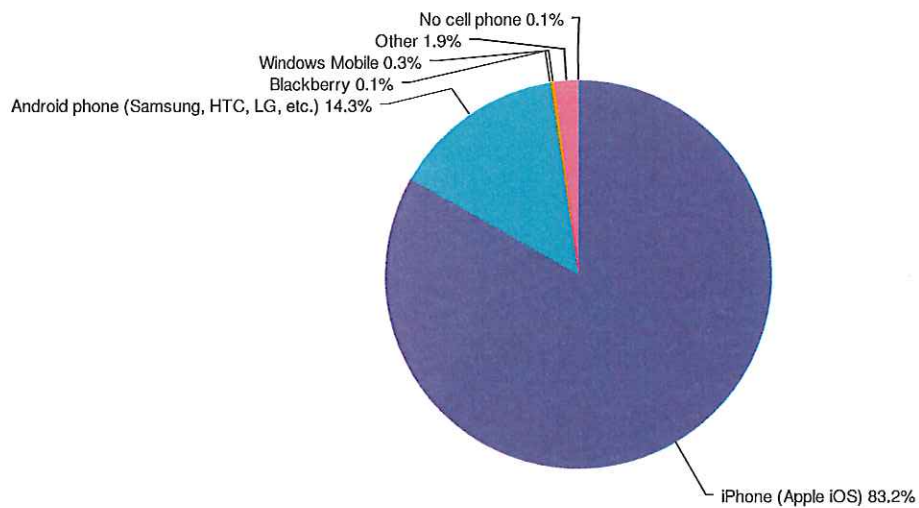


Value	Percent	Count	Statistics
Prefer not to answer	0.8%	7	Sum 31,923.0
13 - 17	0.3%	3	Average 34.3
18 - 24	8.3%	78	StdDev 10.9
25 - 34	32.3%	303	Max 55.0
35 - 44	28.9%	271	
45 - 54	18.8%	176	
<b>Total</b>		<b>938</b>	



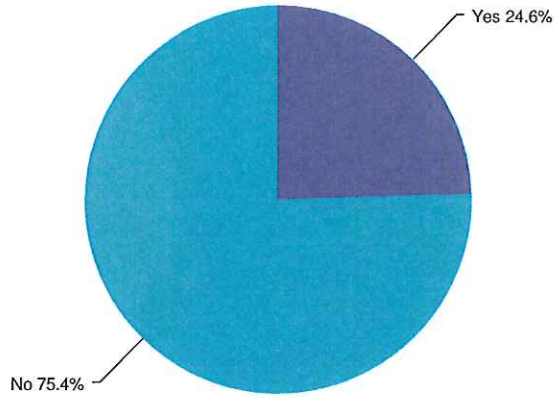
Value	Percent	Count
55+	10.7%	100
Total		938

61. What type of cell phone do you use?



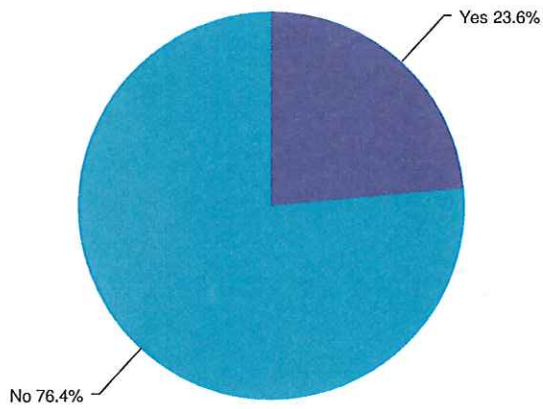
Value	Percent	Count
iPhone (Apple iOS)	83.2%	737
Android phone (Samsung, HTC, LG, etc.)	14.3%	127
Blackberry	0.1%	1
Windows Mobile	0.3%	3
Other	1.9%	17
No cell phone	0.1%	1
Total		886

62. Do you have children under the age of 16?



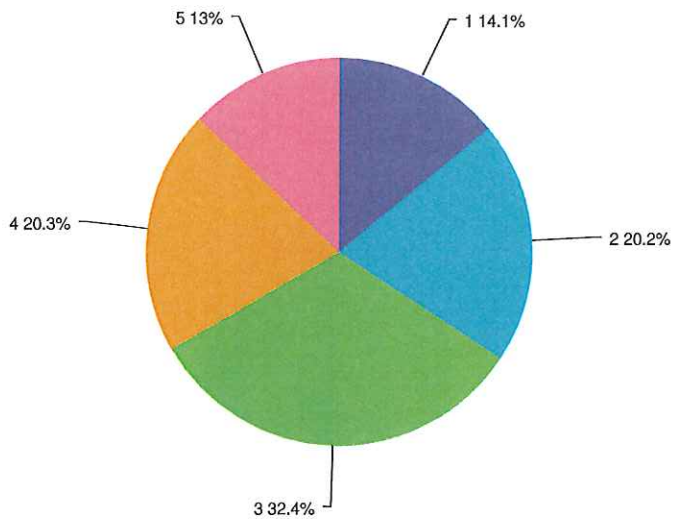
Value	Percent	Count
Yes	24.6%	229
No	75.4%	703
Total		932

63. Did you bring your children with you to Wanderlust?



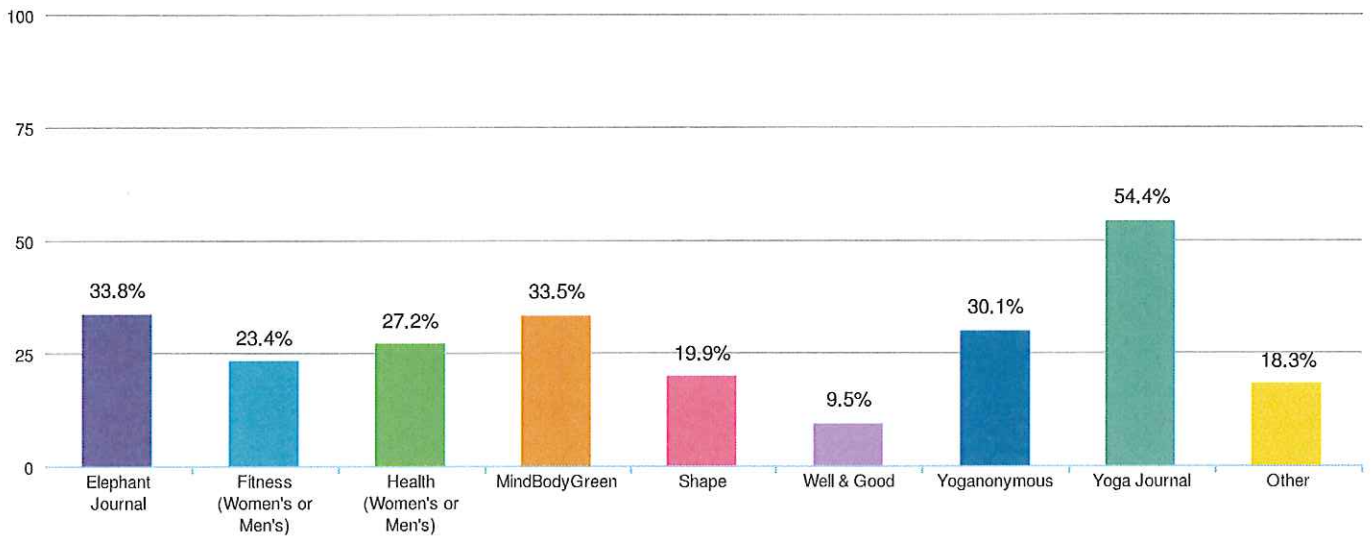
Value	Percent	Count
Yes	23.6%	54
No	76.4%	175
Total		229

64. How frequently do you view the news articles, videos and other content produced by Wanderlust?



Value	Percent	Count	Statistics
1	14.1%	131	Sum 2,774.0
2	20.2%	188	Average 3.0
3	32.4%	302	StdDev 1.2
4	20.3%	189	Max 5.0
5	13.0%	121	
Total		931	

65. If you currently read health & wellness magazines or websites, what are your preferred sources? Check all that apply.



Value	Percent	Count
Total		687

Value	Percent	Count
Elephant Journal	33.8%	232
Fitness (Women's or Men's)	23.4%	161
Health (Women's or Men's)	27.2%	187
MindBodyGreen	33.5%	230
Shape	19.9%	137
Well & Good	9.5%	65
Yoganonymous	30.1%	207
Yoga Journal	54.4%	374
Other	18.3%	126
Total		687

66. Please respond to the following statements (skip any questions that don't apply to you).

	Strongly Disagree	Disagree	On the Fence	Agree	Strongly Agree	Responses
Sponsors at Wanderlust were well integrated and added to the overall experience	12 1.4%	37 4.3%	151 17.4%	393 45.2%	276 31.8%	869
I favor hybrids and other high-MPG automobiles	34 4.1%	104 12.5%	227 27.3%	256 30.8%	211 25.4%	832
I get too many emails from Wanderlust	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
I am happiest in nature and the great outdoors	2 0.2%	14 1.6%	78 8.7%	257 28.6%	549 61.0%	900
I'm informed about current events	5 0.6%	65 7.4%	165 18.8%	404 46.1%	237 27.1%	876
I embrace technology and find my digital devices indispensable	40 4.6%	114 13.0%	270 30.8%	291 33.1%	163 18.6%	878
I get too many emails from Wanderlust	114 13.5%	370 43.8%	244 28.9%	84 9.9%	33 3.9%	845
Time spent at Wanderlust helps me to set goals for the rest of my life	22 2.5%	87 10.0%	161 18.4%	326 37.3%	277 31.7%	873
I regularly read print magazines	123 14.4%	202 23.6%	185 21.6%	248 29.0%	98 11.4%	856
I don't have enough time for myself	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
I'm a foodie and/or gourmet	18 2.1%	74 8.6%	159 18.4%	316 36.6%	296 34.3%	863

	Strongly Disagree	Disagree	On the Fence	Agree	Strongly Agree	Responses
I unplug from email and social networks when at Wanderlust	56 6.3%	231 26.1%	233 26.3%	209 23.6%	156 17.6%	885
I'm informed about current events	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
The best part of Wanderlust is being part of a community of likeminded people	4 0.5%	30 3.4%	138 15.6%	334 37.7%	380 42.9%	886
People should use reusable water bottles instead of buying bottled water	1 0.1%	4 0.4%	53 5.9%	209 23.3%	630 70.2%	897
Wanderlust's tickets are too expensive	25 2.8%	124 14.0%	297 33.6%	257 29.0%	182 20.6%	885
I strive to embody the changes I want to see in the world	3 0.3%	9 1.0%	65 7.4%	406 45.9%	401 45.4%	884
I'm the primary decisionmaker for household purchases	18 2.1%	63 7.3%	184 21.2%	245 28.3%	356 41.1%	866
I often think about how to reduce my carbon footprint	21 2.4%	67 7.7%	184 21.1%	351 40.2%	250 28.6%	873
Wanderlust was a transformative experience for me	20 2.3%	64 7.3%	172 19.6%	324 36.9%	299 34.0%	879
Wanderlust's website is clear and user-friendly	24 2.8%	67 7.7%	198 22.8%	400 46.0%	180 20.7%	869
This survey is too long	48 5.5%	170 19.3%	315 35.8%	210 23.9%	136 15.5%	879

URL Variable: goal

Count	Response
1	0_e19ac9899d-0483765d14-119293197
1	0_e19ac9899d-cdcfa99380-119202717
1	0_e19ac9899d-cdcfa99380-119203325
1	0_e19ac9899d-cdcfa99380-119204597
1	0_e19ac9899d-cdcfa99380-119205037
1	0_e19ac9899d-cdcfa99380-119205721
1	0_e19ac9899d-cdcfa99380-119205869
1	0_e19ac9899d-cdcfa99380-119207345
1	0_e19ac9899d-cdcfa99380-119208097
1	0_e19ac9899d-cdcfa99380-119211401



**Date:** March 25, 2016  
**To:** Marketing Committee  
**From:** JT Thompson, Tourism Director  
**RE:** NLT Cooperative Marketing Committee Current Open Seat Discussion, and Nominations for FY 2016/2017 for possible action/approval

---

With the departure of John Monson from the North Lake Tahoe region, we are in need to fill his vacant seat on the NLT Cooperative Marketing (Co-op) Committee, and we also need to assign members to the committee for the 2016-2017 Fiscal Year.

The Co-op committee meets quarterly, and typically meets on Wednesday morning following a NLT Marketing Committee meeting.

If you would be willing to sit on this committee, or would like to nominate someone, please complete the below form and return to me by Thursday, March 31, 2016.

---

I nominate the following to represent the NLTRA on the North Lake Tahoe Cooperative Marketing Committee.

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_

# UPDATES

## **Optimization for Spring Campaign**

- Increased mobile
- Video pre-roll removed (Hulu cut)

## **New & Added Vendor Recommendations**

- HomeAway
- StackAdapt





North Lake Tahoe  
2015/16 Brand Campaign - Media Flowchart  
03.01.16

MEASUREMENTS	JAN	FEB	MAR	APR	MAY	JUN	BUDGET	IMPRESSIONS
<b>DIGITAL - BRAND CAMPAIGN - SOUTHERN CALIFORNIA</b>	<b>\$20,000.00</b>	<b>5,092,117</b>		<b>\$102,039.07</b>		<b>43,424,859</b>	<b>\$409,989.12</b>	<b>94,704,529</b>
<b>DataXu</b>								
Desktop Display	\$110,000.00	39,400,322		\$59,850.00		25,528,634	\$169,850	64,989,006
Mobile Display	\$52,250.00	21,816,642		\$35,250.00		15,528,634	\$87,500	37,345,376
Video	\$20,900.00	15,166,511		\$24,600.00		10,000,000	\$45,500	25,166,511
TripAdvisor	\$36,850.00	2,477,219		\$28,800.00		1,907,070	\$36,850	2,477,219
CA, UT, CO, MT DMO - US Sponsorship	\$21,200.00	1,492,993		\$12,800.00		780,403	\$34,000	2,273,396
Mobile Display	\$0.00	60,801		\$8,000.00		666,667	\$8,000	520,801
Runway	\$6,000.00	578,127		\$22,500.00		2,155,706	\$6,000	1,244,794
Studio	\$5,500.00	479,350		\$4,500.00		369,762	\$50,000	849,112
Hulu	\$22,000.00	2,376,406		\$15,000.00		1,783,944	\$40,000	4,160,350
Video	\$41,250.05	1,739,444		\$38,459.05		1,227,269	\$41,250	1,739,444
Desktop Display Companion	\$0.00	130,550		\$0.00			\$0	130,550
Video Slate	\$1,757.03	231,569		\$1,757.03			\$1,757	231,569
Social Connect	\$0.00	150,056		\$0.00			\$0	150,056
BlueKai Fee	\$1,033.97						\$1,034	0
HomeAway							\$40,000	5,010,000
Desktop Display - HomeAway, VRBO, VacationRentals.com							\$29,600	3,850,000
HomeAway Custom Destination Email							\$10,000	1,120,000
Mobile Display - All of CA							\$3,002	40,000
TripleLift							\$3,002	207,034
Native Display - RTB							\$3,002	207,034
StackAdapt							\$47,887.07	13,710,591
Native Display - RTB							\$47,887	13,710,591

■ Completed  
■ Optimized: Increased or Cut  
■ New Elements

**Optimizations include:**  
 - DataXu: Shifted \$7,500 from Desktop to Mobile & Cut \$30,150 of Video  
 - TripAdvisor: Shifted \$4,000 from Desktop to Mobile  
 - Hulu: Cut entire Spring Effort (\$33,750)

**New Elements include:**  
 - HomeAway: \$40,000  
 - StackAdapt: \$30,889.07  
 - Includes remaining reserve budget & savings from reduced ad serving projected costs

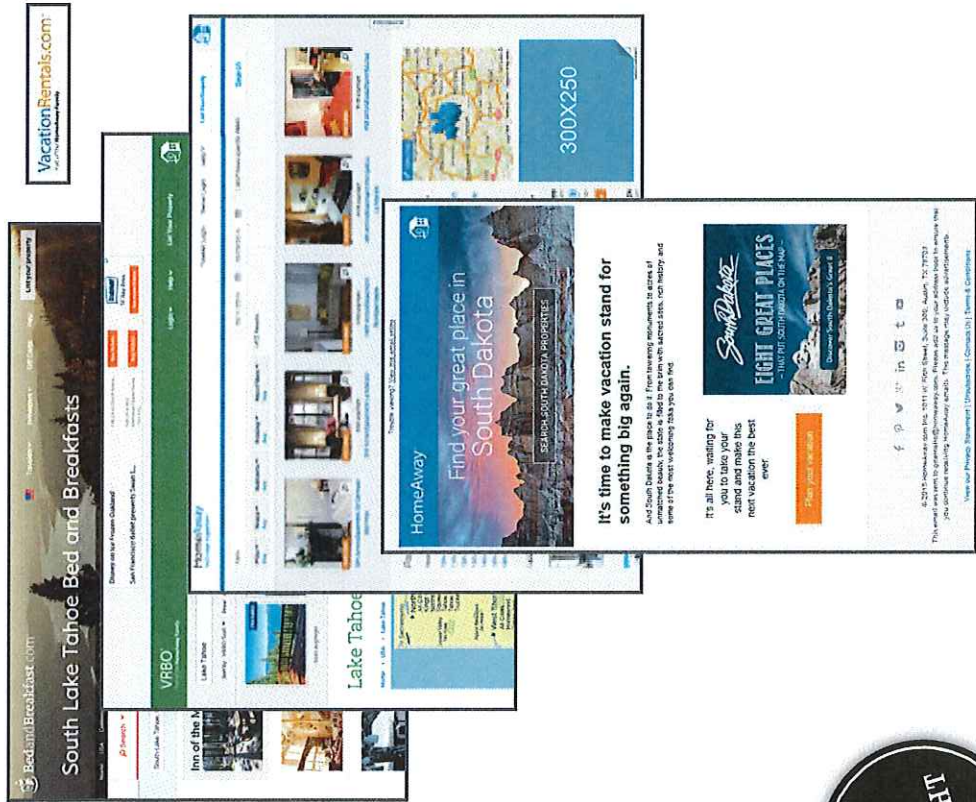




# NEW & ADDED VENDOR RECOMMENDATIONS



# VACATION RENTAL ALIGNMENT



## Sites in HomeAway Network

- [HomeAway.com](http://HomeAway.com)
- [VRBO.com](http://VRBO.com)
- [VacationRentals.com](http://VacationRentals.com)
- [BedAndBreakfast.com](http://BedAndBreakfast.com)

## Ad Units

- SoCal - Desktop/Tablet Banners
  - Tahoe Destination Pages
  - 1st-party data targeting
  - 3rd-party data targeting
- CA - Mobile Banners
  - ROS mobile web\*
  - Every available impression
- Nationwide - Custom Email
  - HomeAway template, trusted
  - Large, growing, receptive audience

\*In-app ads not yet available



H-4

# DIGITAL NATIVE CONTINUATION

StackAdapt - Best Performer of Winter Native Campaign

- Revised assets and landing page driving Summer Vacationing
- 5 headlines aligned with current creative direction:

1. Get Inspired For Summer In North Lake Tahoe
2. The Best Summer Activities In North Lake Tahoe
3. The Best Summer Events In North Lake Tahoe
4. Summer Vacation Checklists - Lake Tahoe Edition
5. Plan Your Summer Vacation Around Lake Tahoe Events



Winter  
Top 5 Things  
Example



**Top 5 Things Success:**

- Top visited page on site
- Campaign has driven ~22% conversion rate
- Most clicked link in Things To Do tab







**Date:** March 25, 2016  
**To:** Marketing Committee  
**From:** JT Thompson, Tourism Director  
**RE:** FY 2016-2017 Strategic Goals / Action Plan Discussion

---

As we begin the budgeting process for the upcoming fiscal year, we would like to review our current Strategic Goals document with you and ask the committee to provide feedback on whether we expand, decrease, eliminate or add items from our action plan for the coming year.

At the meeting we will briefly review each item, where we are currently with each action and the budget associated with them. Please review the attached document prior to the meeting. This exercise will allow us to create a concise document and associated budget for review and approval at the April 2016 Marketing Committee meeting.

Please feel free to contact me prior to the meeting if you have any questions.



## 2015-2020 Strategic Goals

### Marketing, Sales and Visitor Information

**By 2020, we will have Increased Destination Visitors year round to North Lake Tahoe by 10% in Summer and Winter over summer and winter of 2014/15.**

\*10% increase in summer = 29% arrive by air; 10% increase in winter = 40% arrive by air.

*Staff Responsibility: John Thompson, Jason Neary, Greg Howey, Sarah Winters, Judy Laverty, Anna Atwood*

#### **2015/16 Action Plan:**

- In consultation with the Resort Association's Marketing Committee, develop and implement an integrated media, marketing and promotions plan which is targeted to audiences located outside of the North Lake Tahoe area. Such plan shall focus on increasing visitation to the destination during mid-week and strike zone time periods, average length of stay per visitor and total number of visitors arriving by air. \* Our current media and marketing plans have brought forth detailed discussion among Marketing Committee members, and other stakeholders alike. Our FY Plan is to implement destination branding in Southern California and is 100% digital. SEM throughout CA and social media pushing in all non-stop flight markets into RTIA. This strategy is paying off with numbers growing monthly.
- Conduct at least one member and partners workshop to review the results of in-market marketing, advertising and promotions efforts. The feedback and input received during this workshop shall be considered by the Resort Association when developing the FY 2016-17 in-market integrated media, marketing and promotions plan. Conducted one marketing workshop at the KB Event Center. Very successful event and going to try and plan additional events for next FY.
- Increase public and media awareness of North Lake Tahoe as a premier year-round travel destination. \* We have been able to grow the amount of coverage of NLT within the PR world with the substantial work that Abbi Agency has been doing over the last two years.
- Generate positive editorial coverage in national and regional publications and communications channels. \* This has proven to be easy when you have SNOW in the winter. Plans are in place for Spring and Summer messaging. Hoping for positive, but also preparing for the negative.
- Conduct media familiarization trips throughout the course of FY 2015-16. \* Have 1 media FAM consisting of 7 Japanese Journalists.
- Provide assistance to travel writers on assignment in North Lake Tahoe. \* 6 key publications including Men's Health, Australia, Women's Health, Australia, James Tobin, Weekend Sunrise, Australia & Ski/Snowboard Magazine, UK.
- Generate and update content for the media center on GoTahoeNorth.com. \* Continue to refine our media pages on GTN.com. Currently still utilizing Drop Box links for photos and sample itineraries. The numbers to these pages are growing as the media seems to prefer this method.
- Integrate messaging between traditional media and online media. \* This is an ongoing, industry wide effort. Most free-lance journalists have been transitioning to online media, but still work in the traditional realm as well.

- Develop and implement an integrated media, marketing and promotions plan promoting group/conference sales.\* This has been completed and in place for both marketing and PR. Conference Staff attends all marketing update meetings with SOT and TAA.
- Promote the Placer County portion of North Lake Tahoe at industry trade shows.\* Have attended three industry shows – VC Mexico Sales Mission, RTO West, Go West.
- Foster direct relationships with organizations and groups that regularly travel to offsite locations for conferences, conventions, seminars, meetings, training and similar gatherings. Extensive travel is taking place to facilitate these relationships.
- Utilize multiple distribution channels for the sale of North Lake Tahoe vacations and vacation products, including: 1) direct to consumer; 2) travel agents; and, 3) domestic and international tour operators. Updated Travel Industry sales efforts are ongoing and showing positive growth. This is a market that needs 1-3 years to mature with the new markets we are entering. (Mexico, China and Domestic Receptive Tour Operators.)
- Administer the Community Marketing Program and Special Events Mini-Grant process as specified in the Placer County/Resort Association Agreement Ongoing and completed for FY 15-16
- Serve as the Resort Association's primary liaison to the cooperative tourism marketing programs available at the state level, including partnership with the California Travel and Tourism Commission (CTTC), dba, Visit California.\* Staff member currently sits on the High Sierra Council. Staff also attended a VC Mexico Sales & Media Mission with Visit California and bought into a travel agent training program in five different cities within mainland China and Taiwan.
- Serve as the Resort Association's primary liaison to General Sales Agents (GSAs) in international markets identified as priorities for development.\*Yes, assist with GSA site tours, FAM events and monthly status calls are conducted with GSA's in Australia, UK and France.
- Host at least two travel trade FAMs per year, one with a summer focus and one with a winter focus.\*50% complete and on track to be 100% complete. Exceeded winter goal.
- In conjunction with the Resort Association's Public Relations team and with GSAs, host multiple media FAM trips.\* Yes, currently hosting international FAMs and assist Abbi Agency as needed with media visit requests.
- Conduct sales missions, site inspections and familiarization tours (FAMs).Have participated in a sales mission to Mexico. Just hosted American Airlines FAM trip with 8 qualified agents. Hosting Qantas FAM in mid-March with 14 qualified agents.
- Work with RASC to increase direct air service, particularly from the East Coast with 15% - 20% more passengers into Reno Tahoe airport (\$3,212,373 passengers used the RTIA in 2014 compared to 5,226,131 in 2005 – a decrease of 38.5% in 10 years).Continue presence on RASC Board and Marketing Committee. New air service has been added, but not in East Coast Markets. Orange County, Boise and Oakland non-stops have been added. Numbers from NYC on JetBlue are increasing. Have provided Air North, Canada information and site tour of North Lake Tahoe to assist with acquiring direct flight from Vancouver into Reno.
- Evaluate marketing spend between Bay Area and Destination. Ongoing conversation with Marketing, Lodging and Conference Committees. We are currently focusing the advertising spend in markets outside of the Bay Area and using PR to cover the Bay Area.
- Continuously update GoTahoeNorth.com with content designed to engage travelers and inspire visitation to North Lake Tahoe. Ongoing with Web Content Manager/Contractor Shelley Fallon.
- Ensure GoTahoeNorth.com includes all information that a visitor would need to book a trip to North Lake Tahoe and find information to enhance their visit while in market. Ongoing with Web Content Manager/Contractor Shelley Fallon and a select number of staff.

**Performance Indicators:** The below numbers listed are as of Jan 30, 2016. Others are not reported until the end of year.

- Increase in TOT collections by 2% as compared to FY 2014-15.\*

- Current increase is at .02%
- Increase number of travelers arriving by air by 3% as compared to FY 2014-15.\*
  - These numbers will not be provided until EOY.
- Increase mid-week occupancy by 5% as compared to FY 2014-15.\*
  - These numbers will not be tabulated until EOY report.
- Increase occupancy in the months of September 2015 and June 2016 by 5% as compared to the prior year.\*
  - September 2015 saw an occupancy increase of 21.93% YOY.
- Advertising equivalency of public relations efforts increased by 10% over FY 2014-15.\*
- References to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe increased by 20% over FY 2014-15.\*
  - These numbers will be available at EOY.
- Number of media contacts and press releases downloaded from GoTahoeNorth.com increased by 15% over FY 2014 -15.\*
  - These numbers will be provided at EOY.
- Conduct at least 20 annual Leisure Sales site inspections and sales missions promoting North Lake Tahoe.\*
  - Currently at 60% of goal
- Increase North Lake Tahoe product placement in wholesale and tour operator sales channels by 5% over FY 2014 -15.\*
  - This number will not be available until after IPW Show in June.
- Increase newsletter database of travel agents located outside the four hour drive market by 50% over FY 2014 - 15.\*
  - Goal met. Predominantly international receptive tour operator agents in LA, NYC and Florida.
- Increase the number of Nordic passes sold by 20% as compared to FY 2013 - 14.\*
  - To date we have only 1 ticket sold, this program will be reevaluated by the Nordic centers for next year.
- Improve International travel by 5% (Currently 8% of summer visitors).
  - This information will not be available until Fall 2016 following summer intercept research
- Increase visitor participation in specific in-market marketing initiatives by 10% as compared to FY 2014-15.
  - This will be available once the Touch the Lake campaign has ended
- Advertising equivalency of public relations efforts increased by 10% over FY 2014-15.\*
  - On track to meet this goal.
- Number of social media followers increased by 15% over FY 2014-15.\*
  - On track to meet this goal from Instagram and Facebook contesting.
- Increase number of YouTube viewers by 20% as compared to FY 2014-15.\*
- Increase number of Instagram photos posted by 25% as compared to FY 2014-15.\*
  - All social media numbers are at, or over, 80% of goal going into Spring.
- Total unique visitors to site increased by 5% over FY 2014-15.\*
- Average length of stay on the site increased by 10% over FY 2014-15.\*
  - Up over 120% to date.
- Reduce bounce rate of the site by 10% as compared to FY 2014-15.\*
- Percent of direct and bookmarked visitors increased by 3% over FY 2014-15.\*
  - Unable to provide bookmarked number with our new website. Direct visitors increased over 10% to date.
- Number of repeat Visitors increased by 15% over FY 2014-15.\*
- Number of lodging referrals increased by 5% over FY 2014-15.\*
  - 10% increase to date.
- Lodging referrals as a percentage of total unique visitors increased by 5% over FY 2014-15.\*
- Organic search increased by 10% over FY 2014-15.\*
- Number of newsletter sign-ups increased by 5% over FY 2014-15.\*
  - Newsletter sign-ups are increasing 2-5% monthly since launch of new GTN.com.



- Increase TOT and other revenues associated with group and meetings business by 5% over FY 2014-15.\*
  - Conference sales at 90% of goal to date.
- Increase total leads and total booked revenue by 5% over FY 2014-15.\*
  - On pace to achieve this goal.
- Increase number of group and conference requests for proposal submitted through GoTahoeNorth.com by 5% over FY 2014-15.\*
  - Already seeing a 50% increase to date.

**By 2020, we will have Increased Visitor Information Distribution via collateral and technology to a Broader Audience by 20% over 2013-14.**

\*Reach 111,000 people through new audiences

*Staff Responsibility: John Thompson, Emily Detwiler, Ginger Karl, Kym Fabel, Visitor Center staff*

**2015/16 Action Plan:**

- Utilize social media to increase public awareness of North Lake Tahoe.\* Ongoing-Chamber Facebook Likes are at 3,635 (high # of engagement for a local Chamber)/Chamber Instagram (just started account on Jan. 1, 2016) 222 Followers, 50 posts since Jan. 1, 20 "Likes" avg. per post/Chamber Twitter-1,136 Followers, 1,174 Tweets
- Utilize contests, quizzes and campaigns to increase followers and engage viral community.\* -Entire social media marketing campaign created with @tahoebbluevodka (Title Sponsor) with contests and prizes created for the 62nd Annual Community Awards Dinner -MVP of the Month Chamber Business is social media campaign posted on the 1<sup>st</sup> of each month highlighting a Chamber business. The name of the campaign is "A VIEW FROM" the Chamber business promoting the fact that there isn't a bad view anywhere in North Lake Tahoe.
- Post scenic photography to inspire visitation and attract new followers.\* The description of the Chamber Instagram is "A VIEW FROM" the leader in North Lake Tahoe for community & business. This keeps in line with the MVP social media campaign. Other scenic photos are posted regularly on all social media platforms.
- In consultation with the Resort Association's Business Association Chamber Collaborative and Marketing Committee, develop and implement an integrated media, marketing and promotions plan which is targeted to audiences located, either permanently or temporarily, within the North Lake Tahoe area. Such plan shall focus on increasing visitor awareness of all of the amenities offered in the region, including driving visitation to the mountain resort communities during the summer and visitation to the lakeshore communities in the winter.\* In progress with Touch Lake Tahoe utilizing a social media engagement and scavenger hunt at businesses in the lakeside town centers. Peak Your Adventure and High Notes campaigns will be coordinated for summer and "Shopping" campaigns to include Shop Local were the focus of the Christmas holiday season.
- Conduct at least one member and partners workshop to review the results of in-market marketing, advertising and promotions efforts. The feedback and input received during this workshop shall be considered by the Resort Association when developing the FY 2016-17 in-market integrated media, marketing and promotions plan.\* There have been two BACC and Marketing Committee meetings where other committees and community were invited to hear the proposed marketing campaigns. There will be another workshop to go over the 2016-17 in-market plan
- Administer the Community Marketing Program and Special Events Mini-Grant process as specified in the Placer County/Resort Association Agreement.\* The BACC has administered the special events mini-grant process in the fall of 2015. The community marketing program

is coordinated with presentations to the BACC committee by business associations as they are ready.

- Continuously update GoTahoeNorth.com with content designed to engage travelers and inspire visitation to North Lake Tahoe.\* Chamber Page is built out and updated every 2 weeks.
- Ensure GoTahoeNorth.com includes all information that a visitor would need to book a trip to North Lake Tahoe and find information to enhance their visit while in market.\* A digital version of Visitor Guide is being highlighted on GTN.com. Constant updates to GTN.com are ongoing by staff and Fallon.
- Develop, publish and distribute the bi-annual North Lake Tahoe Official Visitor Guide. Summer guide distribution shall be 70,000 copies; winter guide distribution shall be 30,000 copies.\* Winter is completed, and work on Summer guide is in progress
- Develop, publish and distribute a minimum of 20,000 North Lake Tahoe Neighborhood Maps.\* Produced and distributed through numerous channels including VIC, Conference packets, hotel front desks, attractions, etc.
- Develop, publish and distribute a minimum of 10,000 North Lake Tahoe Cross Country Ski Maps.\* Produced and distributed through VIC and XC operators including resorts and retail.
- Operation of the year-round Tahoe City Visitors Center, which shall provide guests with information concerning North Lake Tahoe businesses, attractions, events and activities.\* Ongoing
- Operation of the summer-season (July 4<sup>th</sup> weekend through Labor Day weekend) Visitor Center at Kings Beach State Recreation Area, which shall provide visitors with information concerning North Lake Tahoe businesses, attractions, events and activities.\* Successfully completed Summer 2015 and preparing for Summer 2016.
- Maintain an information kiosk in the Reno Sparks Convention and Visitor Authority Visitor Center in Downtown Reno.\*Continue to stock with Visitor Guide, Maps and seasonal brochures.
- Ensure information racks at the Reno-Tahoe International Airport are stocked at all times with materials promoting North Lake Tahoe.\* Ongoing
- The Director of Visitor Services shall meet bi-annually with the majority of the lodging properties located in the Placer County portion of North Lake Tahoe to advise them of the services and benefits provided by the Resort Association.\* Staff continues to meet with, email and speak with all lodging providers on a daily basis, even more so with our new website.
- Regularly distribute information concerning events and business opportunities to lodging operators and other local businesses.\* Continue to reach out through BizBites, Social Media and Association meetings.
- Conduct bi-annual customer service training with staff at 25% of local businesses, with a target of providing training to 250 employees. The training shall be designed to provide local business employees with knowledge of the destination to enhance the visitor experience and encourage repeat visitation.\* Scheduled for Spring-Summer 2016.
- Complete an assessment of opportunities for additional exposure and resource availability through gateways such as the Sacramento airport and California Welcome Centers; by February 28, 2016, provide a written synopsis of the assessment and recommendations for actions to be implemented in FY 2016-17.\* Completed and submitted to Placer County on February 28, 2016.
- Develop a mobile visitor center to travel to events. Plan in place, and requesting additional funding for early in next FY to roll out Summer 2016.

## Performance Indicators:

- Increase the number of visitors served in visitor information centers by 2% over FY 2014-15.\*
  - In progress
- Increase the number of visitors accessing GoTahoeNorth.com while in market by 2% over FY 2014-15.\*

- Currently tracking partial numbers in FY. At this time this information can only be tracked from Google Ad Words, not direct IP Addresses.
- Completion of customer service training as specified above.\*
  - Scheduled for Spring 2016.
- Completion of gateway opportunity assessment/recommendations synopsis by February 28, 2016.\*
  - Completed on February 28, 2016.
- Increase the number of hits on social media channels from in-market promotions (Touch the Lake, Peak Your Adventure...) by 10% over FY 2014-15.
  - Current numbers are 80% of goal.
- Initiate tracking of the number of visitors touched through visitor guide and map distribution, and increase the number of Visitor Guide downloads by 5% over FY 2014-15.
  - Tracking in place. Due to technical difficulties with the digital version of the guide on GTN.com. Guide is now up and being tracked.

**By 2020, we will have developed and implemented Three-year Marketing Strategies to adapt to short and long term market dynamics. (ie: events, climate change, demographics)**

*Staff Responsibility: John Thompson, Jason Neary, Greg Howey, Sarah Winters, Judy Laverty, Anna Atwood*

**2015/16 Action Plan:**

**2015/16 Action Plan:**

- In collaboration with Placer County and with input from the regional permitting authorities, update the *Special Events Resource Guide*. The guide shall include an overview of local special event regulations, permitting processes and a description of the special events services and support available through the Resort Association.\* **Printed event guide has been completed. Digital/Online resource is in planning stage and should be live by June 30, 2016.**
- Develop or recruit one special event with national and/or international television coverage, preferably in an identified initiative area and/or during a strike zone period.\* **Done – Spartan World Championships 2016.**
- Prior to submitting a bid to host and/or sponsor any special event that would utilize public right of way or otherwise impact the provision of public services, coordinate with all potentially impacted public agencies to determine if adequate resources exist to support the event.\* **Internal policy is in place and ongoing.**
- Execute and manage contracts for all Resort Association-sponsored special events, ensuring all promotional considerations due to the Resort Association and/or Placer County are received.\* **Ongoing and initiated with all special event organizers.**
- For all Resort Association-sponsored special events, assist event producer in the completion of final event report which shall include specific tracking measurements necessary to determine return on investment of the event.\* **Ongoing – Tracking measurements implemented in 2015 via surveys of attendees at all NLTRA sponsored events, and others when possible.**
- Publish and maintain on GoTahoeNorth.com a calendar of special events to be held in North Lake Tahoe.\* **Done and this remains an ongoing internal strategy.**
- Create a Millennial strategy to attract larger numbers of this age group to the destination. **Included in digital video marketing. Tested in Southern California and have grown overall reach to this market. Marketing Committee continues this discussion regularly.**

- Improve market research and leverage other partners' research. Ongoing relationship building with partners and competitive set to gain access to additional research. Ongoing survey on GTN.com is helping with this as well.
- Evaluate number and type of events with brand alignment as well as impacts to community. Each event is analyzed for alignment, positive economic impact and disruptive impacts to the community.

### Performance Indicators:

- One or more new events with national and international television coverage held during a strike zone in FY 2015-16.\*
  - Completed – Spartan WC.
- All promotional considerations due to Resort Association and/or Placer County documented as having been received.\*
  - Done and ongoing. Each event is different and placement is evaluated on a case by case basis.
- Return on Investment reports for each sponsored event completed within 45 days after the event.\*
  - This is done on an ongoing basis.
- Updates to *Special Events Resource Guide* completed by January 30, 2016.\*
  - Completed and submitted on time.