



Marketing Committee
March 29, 2011

March 2011
Departmental Reports

Print Media for March

- Leisure ads *Lodging*: VIA 2" ad, Sunset 2" ad, SF Chronicle Sunday Inns & Resorts, Sac Bee Sunday Travel Guide
- Conference ads: Forum of Chicagoland

Internet Media for March

- Leisure internet: TripAdvisor DMO Campaign, Google & Yahoo, Visiting Lake Tahoe Coop, Facebook.com, SFStation.com Email Blast, WeatherUnderground.com Banner
- Leisure internet *Lodging*: Google Site Select (Sidestep, Kayak, VacationRentals, Rentals), Google & Yahoo
- Leisure internet *Wedding*: Annual profiles and Google & Yahoo
- Conference internet: MPI Global Marketplace, CVENT

Radio March

- Radio: Snow Trigger Campaign including :60 spot and :12 lodging, activity, ski partner tags, :60 spot featuring 4 resort and activity partners.

Direct Response March

Leisure

- March consumer email blast to database 3/1. We received an open rate of 11.26% with a click thru rate of .96%.
- Destination Wedding email blast, TheKnot.com No CA email blast, MyWedding No CA email blast. Awaiting reporting.

Conference

- Hot Dates email blast to Successful Meetings, Association News and NLT databases. To the NLT database, we received an open rate of 11.68% with a click thru rate of .67%. Awaiting Successful Meetings and Association News reporting.

Website March

Completed GoTahoeNorth.com projects include:

- Three pages added to GTN/amgen: /events, /lodging, /sponsors
- GTN/amgen/race-information.html updated with latest maps.
- Updated GTN/amgen/news with press releases
- Resolved 404 redirects to GTN/indoors/fitness-and-spa and GTN/summer/golf/golf-courses
- Apply new styling to updated pages including: /vacations, /ski-vacations, /ski-resorts, /lake-tahoe, /tahoe-hotels, /vacation-rentals, /ski-tahoe, /ski, /activities
- Delete /events-and-activities/winter from select urls and make them 1-1 301 redirects: /events-and-activities/winter/skiing-and-boarding, /events-and-activities/winter/x-country-skiing, /events-and-activities/winter/snowmobiling, /events-and-activities/winter/skating-and-sledding
- Replace select summer urls with /outdoorwors: /summer/golf, /summer/fishing, /summer/hiking, /summer/biking, /summer/beaches
- port over the north tahoe content updates from <http://visitinglaketahoe.com/amgen/index.php> to the
- GTN website
- Mobile site launched
- Additional refinements to GTN/meetings including updating logos, facility information, J. Neary photo, main landing page copy.
- Add Stay to Homepage Slider with additional refinements to styling
- Updated wedding section links
- Update header phone number to 800.TAHOE4U site-wide

Upcoming GoTahoeNorth.com projects include:

- Dining Sort Function
- Addition of Google maps sorting and icons and broader exposure w/in site.
- Sortable cool deals admin
- Integrate new Video Player
- Meeting section updates
- Printable cool deals

March Insertions

Sunset Magazine – 2” travel directory March
Circulation: 350,000 Northern CA, 315,000 Southern CA
Demographics:

SF Bay Area

- 45/61% age 25-54
- 13.02% ski/board
- 30% children in HH
- 24.65% upscale hotel in past year
- 31.79% visit Tahoe in past year
- 62.22% HHI \$75K+

Sacramento

- 50.02% age 25-54
- 7.74% ski/board
- 22.55% children in HH
- 17.85% upscale hotel in past year
- 38.68% visit Tahoe in past year
- 61.93% HHI \$75K+

VIA Magazine – 2” travel directory March/April
Circulation: 2,780,000
Distribution: 90% Northern CA, 10% NV & Utah
Demographics:

- 53% female
- \$75,254 median HHI
- 47 median age
- 38% visited Lake Tahoe in past year
- 12% ski/snowboard



SF Chronicle Sunday Inns & Resorts Featured Listing – Bi-weekly from 2/6-6/26

Circulation: 223,549 daily, 282,445 Sunday

Demographics:

- 49% male; 51% female
- 25% college graduates
- 46% HHI \$100K+
- 56% age 30-59



Who knew you could have so many choices?
Where are you staying? With so many choices, finding your comfort zone in North Lake Tahoe is easy. Your charming zone with B&B's; Your home away from home zone with Vacation Rentals; Your easier to be anonymous zone with Hotels; Your more modest zone with Inns; And your all the bells & whistles zone with Resorts. Also easy, finding special rates & packages with our Cool Deals. 800.TAHOE4U or TahoeNorthLodging.com.

Sac Bee Sunday Travel Guide – Weekly from 2/6-6/26

Circulation: 205,958 daily, 263,247 Sunday

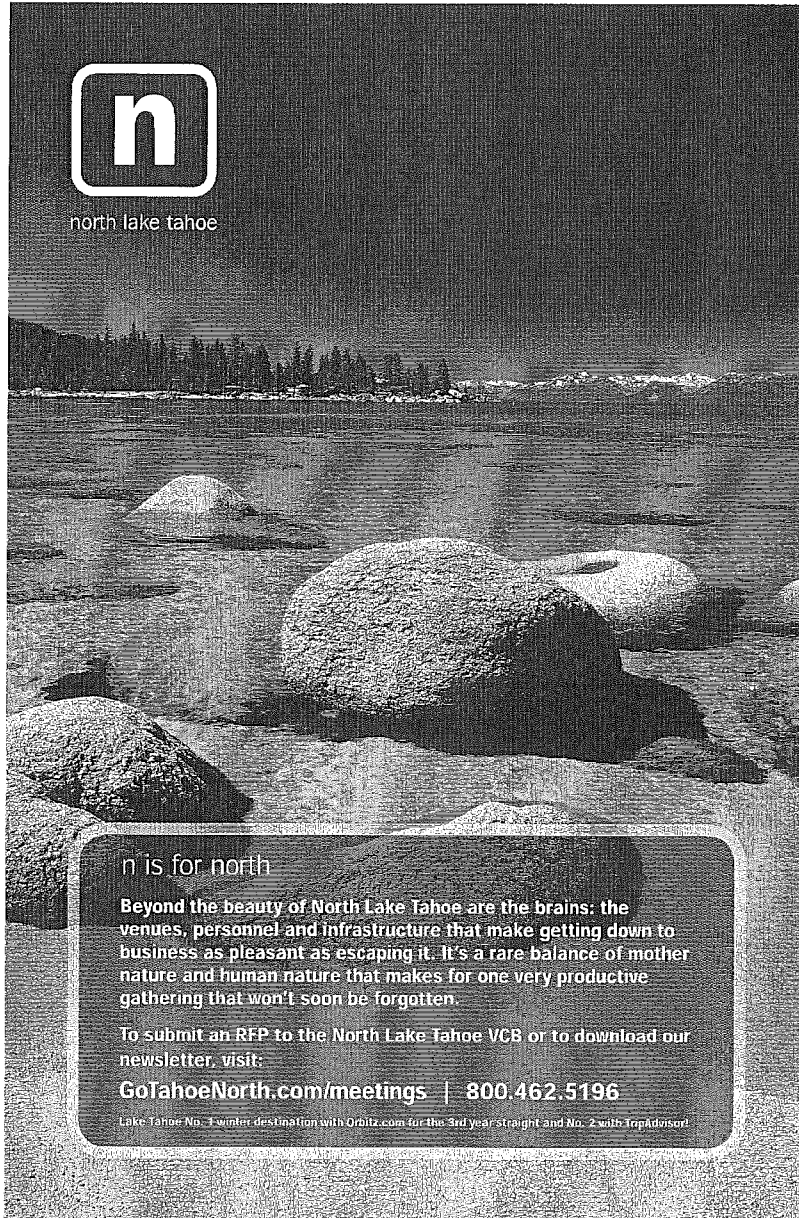
Where are you staying?

With so many choices, finding your comfort zone is easy. Charming zone with B&B's; Home away from home zone with Vacation Rentals; Easier to be anonymous zone with Hotels; More modest zone with Inns; All the bells & whistles zone with Resorts. 800.TAHOE4U or TahoeNorthLodging.com

Forum of Chicagoland – March/Meeting Planning Issue

Circulation: 4,100

Meeting site breakdown by region: 80% Pacific (AK, CA, HI, OR, WA), 79% Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)



n
north lake tahoe

n is for north
Beyond the beauty of North Lake Tahoe are the brains: the venues, personnel and infrastructure that make getting down to business as pleasant as escaping it. It's a rare balance of mother nature and human nature that makes for one very productive gathering that won't soon be forgotten.

To submit an RFP to the North Lake Tahoe VCS or to download our newsletter, visit:
GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 winter destination with Orbitz.com for the 3rd year straight and No. 2 with TripAdvisor

446_8505 Forum of Chicagoland March
Smith + Jones, Inc. 01/11/11 mM
CMYK, 4.86 x 7.38", PDFX-1a

Special Event Departmental Report
March 2011
Submitted by Judy Laverty

1. Participated in all LOC (Local Organizing Committee) meetings (x8) to continue to define all deliverables for the Amgen Tour of California. Also met with Amgen Production Director, Hospitality Director and other AEG staff and the properties to fine tune logistics.
2. Attended our Amgen "Road Show" presentation to the Good Morning Truckee organization. The presentation was greeted with great enthusiasm by the Truckee community. Truckee is working on cycling specific events to be held during the 10 day Countdown.
3. Did Amgen presentation to the Tahoe League for Charity and made suggestions for participation, collaboration and fundraising opportunities for their non-profit as a partner with the Historical Society.
4. Continued the operations and logistics dialogue with the specific properties and the AEG Operations director.
6. Met with Northstar COO, Director of Finance and Events Director to discuss how Autumn Food & Wine will be shaped in the future and the started the conversation to define the future roles of NLTRA and Northstar with regards to sponsorship, operations, logistics, and program development.
7. Met with Ernie Brassard, SUP summer race series director to keep the pr and marketing strategy on track.
8. Continued discussions with Mike Allen of Meadowood Productions, Oregon, to bring a new event to the area in September featuring a triathlon and air dog championships.
9. Presented Amgen at the South Lake Tahoe Chamber of Commerce Business Expo, signed up volunteers, talked about sponsorships and gave out general information on the race.
10. Met with Alpine Meadows/Homewood GM, VP of Marketing and staff to discuss event strategy and participation of Homewood in the Amgen race.
11. Successfully completed negotiations and executed sponsorship contract agreement with Sunset Magazine as media sponsor for Autumn Food & Wine.
12. Continued the development of the Autumn Food and Wine seminar/classes/cooking demo programs, contacted and booked a number of outstanding chefs and booked a special presentation by the global director of culinary for Hard Rock Café Worldwide.



professional creative services

March 2011 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- working on pumping up the AMGEN event calendar for north shore
- working on Wedding Section updates and additions of area wedding businesses as well as finding new imagery for the section to bring it together
- keeping up with the calendar of events
- keeping up with ski report daily updates
- posting featured events on home-page link
- keeping up with posting event videos
- making requested copy changes to organization pages with many area businesses
- making requested image changes to organization pages with many area businesses
- finding better photos for businesses and switching out when available (all sections)
- posting press releases
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc. and fixing those issues

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fallonmultimedia.com

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**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
March 22, 2011**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – coordinating 2 Amgen media fams. The first to focus on travel media and designed to generate pre-event media coverage (April 14-17) and the other (May 12-16) geared for national cycling publications to extend the Tahoe bicycling mecca brand. Also have press trip in the works for Susan Reifer on assignment with Ski Magazine.
- C. Summer Press Kit – researching tourism trends and possible features for the summer press kit, drafting media materials.

II. News Releases – 5 news releases in the works

- A. Amgen Legends Ride – drafted
- B. Where the Pros Train – drafting
- C. Amgen Best Places to Watch the Race/Best Lodging – drafting
- D. Mt. Rose – Ski Tahoe Chamber Mixer (April 7) – drafting
- E. Appropriate New Snow releases and VNRs – drafting

III. News Releases – 14 news releases distributed since our February 16 report

- A. Tahoe Gets 4-5 Feet of Snow, Exceptional Holiday Conditions
- B. Volunteer Opportunities for Amgen Tour of California's Tahoe Stages
- C. Tahoe Gets 8.5 Feet of Snow, Great Holiday Conditions
- D. Emilio Vaca is Citizen of the Year at Chamber Dinner
- E. Chamber Mixer & Kick-Off to SnowFest Party is March 3
- F. Spring Skiing in Tahoe Means Lots of Snow, Wacky Events
- G. Nominate Tahoe Champion for Amgen's Breakaway from Cancer
- H. Time Management Workshop is March 17 at Cedar House Sport Hotel
- I. Learn About Amgen Tour, Opportunities at Chamber Seminars
- J. Public Input Sought at Infrastructure/Transportation Workshop
- K. Businesses Gain International Exposure at 2011 Amgen Tour of California
- L. Tahoe's Premier Food and Wine Festival is September 9-11
- M. Top Cyclists Introduced at Tahoe's Opening Gala for Amgen Tour
- N. 10 Days of Parties Leading Up to the Amgen Tour of California

IV. Media Leads – 26 media requests we've responded to since our February 16 report (does not include those journalists we've actively pitched)

- A. Freelancer Zachary Choteau – off slope/dining details, 2/16
- B. KNCO-Radio (Grass Valley) – conducted ski conditions interview, 2/16
- C. Squaw Valley Times – Bill Jensen, requested Amgen images, 2/16
- D. Freelancer Ann Shepphird – farm to table story/farmer's markets, 2/16
- E. LakeTahoeNews – Kae Reed, Amgen media credentials, 2/18
- F. The Weekly – Katherine Hill, requested Amgen images, 2/24
- G. OntheSnow.com – Peggi Simons, summer story ideas, 2/28
- H. Freelancer Bob Ecker – 2010 versus 2011 snow totals, 3/1
- I. Ski Magazine – Susan Reifer, North Tahoe press trip, 3/1
- J. Truckee Chamber – Lynn Saunders, Amgen high-res images, 3/1
- K. CTTC's Mexico Office – Victoria Osorio, Amgen details, 3/1

- L. OutTraveler.com – John O’Ceallaigh, what’s new in dining/lodging, 3/3
- M. Interval World - Kara Williams, visitor information centers, 3/3
- N. Freelancer Zachary Choteau – AFW digital images, 3/3
- O. LA Times – Stephen Caesar, conducted tourism interview, 3/3
- P. Moonshine Ink – Amy Edgett, community awards dinner, 3/4
- Q. Sacramento Bee – Al Pierleoni, Gourmet Ski Tour, 3/8
- R. LA Times – Katherine Tulich, possible press trip, 3/8
- S. Successful Meetings – Kesley Krautheim, requested images, 3/8
- T. Meetings Focus – Zachary Choteau, requested details/images, 3/9
- U. FarwellTravels.com – Susan Farwell, requested images, 3/14
- V. Sierra Heritage Magazine – Sorana Cucur, Amgen images, 3/15
- W. New York Times – Michelle Higgins, summer tourism outlook, 3/20
- X. Arizona Business – Janet Perez, requested images, 3/20
- Y. Sierra Food & Wine Magazine – Jeff Peline, Amgen images, 3/22
- Z. Adventure Sports Journal – Cathy Claesson, Amgen images, 3/22

March Leisure Report
Marketing Committee Meeting
3-29-11

TRAVEL TRADE

- Set wholesale and group appointments for MTS.
- Directed MTS welcome video for 2012
- Helped produce Ski Lake Tahoe tour operator luncheon presentation for MTS in Beaver Creek
- Produced client gifts promoting MTS 2012 in North Lake Tahoe to be distributed in Beaver Creek

FAMs

- Hosted BedBankSki -- UK (a division of World Travelers) product manager on his first visit to North Lake Tahoe. BedBankSki just launched their first Tahoe-specific URL and although they have a license to package their own air, land and activity packages, they mainly pull inventory from the bigger wholesalers such as TUI/Crystal, Virgin Holidays and Ski Independence.
- Hosted Australian travel trade ski sales agent FAM organized by the Australian CA Tourism Office (Gate 7) with flights sponsored by Hawaiian Airlines. The group was led by Jo Palmer, the Director of Gate 7, and featured agents from the following market-leading wholesalers and travel agencies:
 - SkiMax
 - Value Tours
 - TravelPlan
 - Flight Centre (Australian spelling)
 - Mogul Ski World
- Hosted 4 sales agents from Mountain Reservations/Vacation Roost, a domestic tour operator specializing in vacation home rentals and ski product packaging.
- Hosted UK Travel trade ski sales agent FAM organized by the UK CA Tourism Office (Black Diamond). Group was led by Briana Cunningham, our new account manager for the UK and featured agents from the following top ski wholesalers:
 - Ski Safari
 - Ski Independence
 - Ski Bound
 - TUI/Crystal
 - SuperTravel Ski
- Hosted CANUSA's (one of Germany's leading ski wholesalers) product manager and two sales managers. They toured 3 ski resorts and 9 lodging properties in 3 days.
- Organized UK and Australian fam itineraries to be taking place in April

- Hosted French Media Visit organized by CA Tourism France promoting skiing, golfing and surfing in California. Attendee profiles are to be found below:
French Press Trip Ski/Golf/Surf
25-31 March 2011

Media Information

Top-line profiles for the 5 journalists from France:

❖ **Karinne Delorme (F)**

Freelance for...

- "Stratégies MICE" - Supplement of Stratégies Magazine, a weekly publication for communication managers 18,000 copies
- Meedex Main Spécial MICE Guide events 30,000 copies
- And test hotels for trade press 12,000 copies
- Plus others still to be confirmed (2 other magazines will carry her copy).
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❖ **Thierry Suzan (M)**

Freelance and professional photographer...

- For "Les Dernières Nouvelles d'Alsace" - Daily regional press 199,000 copies
- Will take very professional images for the use of all the writers on the trip.
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❖ **Paul Blondé (M)**

Freelance for...

- "Ulysse" Bi-monthly tourism consumer press - 100,000 copies (Very nice travel mag)
- Website - lemonde.fr - Very large website of the famous daily economics newspaper "Le Monde" 41,039,474 visitors/month
- Videographer – will take footage while on the trip for the website.
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❖ **Vanessa Zha (F)**

Staff - reporter

- Radio Programme on Europe 1.
- Programme broadcast at weekends with travel tips and suggestions.
- Europe 1 is the third largest radio station in France with 5.1 million listeners per day.
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❖ **Jean Jacques Manceau (M)**

Staff - Chief Editor of l'Expansion Styles

- Bimonthly Lifestyle Supplement of the News Magazine "L'Expansion" (monthly) 160,000 copies

CTTC Representatives:

Pascal GILLARD (F) – Communications Director, California Tourism, France & Belgium

Nick VINE (M) – Account Director, California Tourism, France & Belgium