



Marketing Committee
June 29, 2010

June 2010
Departmental Reports

Advertising Departmental Report June 2011

Print Media

Leisure

- *Diablo Magazine* North Lake Tahoe Feature section (full page)
- *LA Times Sunday Magazine* Summer Destinations (1/2 page)
- San Francisco outdoor board June-September

Conference

- n/a

Lodging

- n/a

Internet Media

Leisure

- VCB Co-op search engine program
- Trip Advisor banner buy
- Adroll re-targeting campaign 5/15-9/15
- Away.com CPC buy 5/15-9/15
- TripAdvisor DMO Campaign, Google & Yahoo, Visiting Lake Tahoe Coop
- SFist ROS ad banner June-August
- DataDynamix email blast to LA database

Conference

- MeetingsFocus.com annual listing through June 2011
- CVENT annual listing through June 2011

Weddings

- San Diego Weddings.com annual listing 2/1/11-1/31/12
- TheKnot (profile on Vegas/Reno/Tahoe weddings section, annual) 2/1/11-1/31/12
- TheKnot (featured local resource Vegas/Reno/Tahoe weddings pages) through June
- Weddingwire.com profile 2/1/11-1/31/12
- Myweddings.com profile 2/1/11-1/31/12
- Weddingslocation.com profile 2/1/11-1/31/12
- Paid search Google & Yahoo

Lodging

- Google Site Select (Sidestep, Kayak, VacationRentals, Rentals)
- Google & Yahoo

Radio

- San Francisco :60 spot 6/6-6/19

Direct Response

Leisure

Email consumer email blast to database (35,399) on 6-6-2011. We received an open rate of 11.65% (3847) with a click thru rate of 1.14% (376).

Website

Completed GoTahoeNorth.com projects include:

- Change Stay to Lodging for two week test
- Change order of Lodging by Location and Lodging by Type
- Add Lodging Search to body of main lodging landing page – in test, taking live next week.
- Dining Sort Launched – need to complete tagging
- Dining Cool Deals page adjustments
- Take Snow report out of Summer homepage slider
- Update press release linking in Summer Media Center
- Adjustments to meeting detail pages right column behavior and styling
- Update Click Thru Tracking email template
- Address apostrophe URL issue in Firefox
- Meeting Video added into left column of meeting section
- NLTRA.org document and content updates
- Add TripAdvisor bug to homepage

Upcoming GoTahoeNorth.com projects include:

- Content management strategy
- Mobile App options
- Printable Cool Deals
- Event Calendar printing, online distribution options
- Event Calendar meeting with Judy and Shelley
- On lodging listings pages only show Cool Deals for that segment
- ActivityTickets off of AFW pages
- Research alternate “Pricing” representation in Lodging Search

June 2011 Insertions

Diablo Magazine North Lake Tahoe Feature section (full page)

Indexes high for visit Lake Tahoe and Golf. Focus is on East Bay.



n
north lake tahoe

n is for north

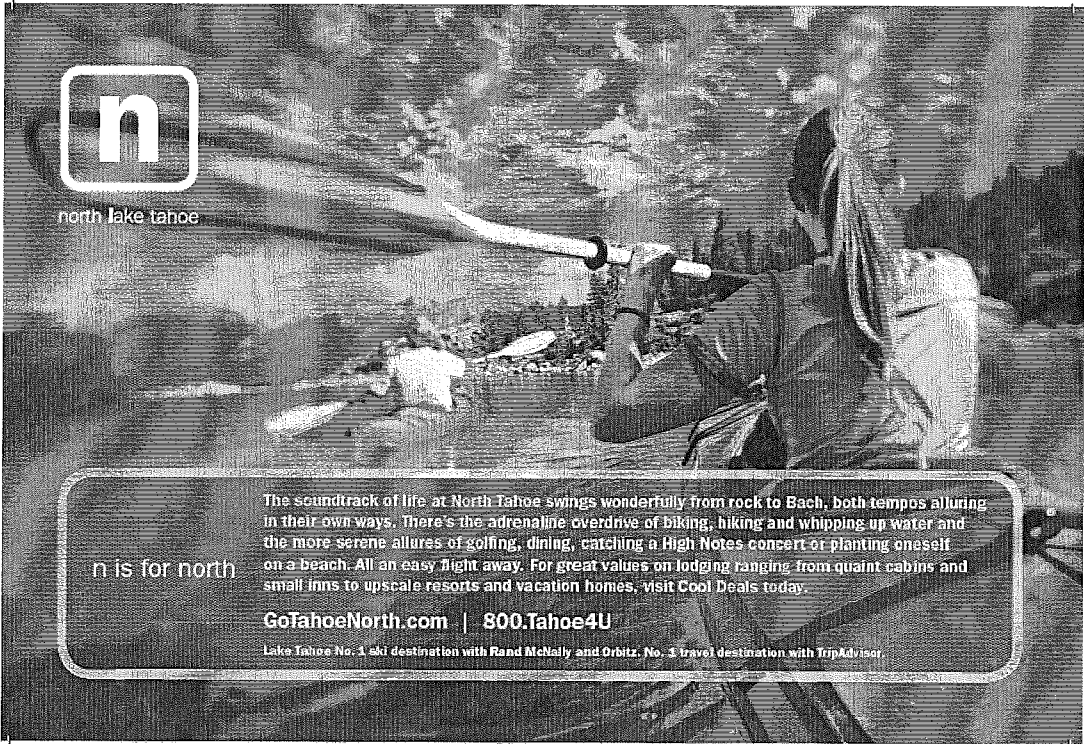
The soundtrack of life at North Tahoe swings wonderfully from rock to Bach, both couples alluring in their own ways. There's the adrenaline overdrive of biking, hiking and whipping up water and the more serene affairs of golfing, dining, catching a High Noon concert, or planting oneself on a beach. All a short, scenic road trip away. For great values on lodging ranging from quaint cabins and small inns to upscale resorts and vacation homes, visit Cool Deals today.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 & 41 Association with Rand McFady, and Delta, No. 1 Travel Association with Trip Advisor.

LA Times Sunday Magazine Summer Destinations (1/2 page)

Targets women with HHI \$100K plus. High index for hikers and golf. June is the Summer Getaways section.



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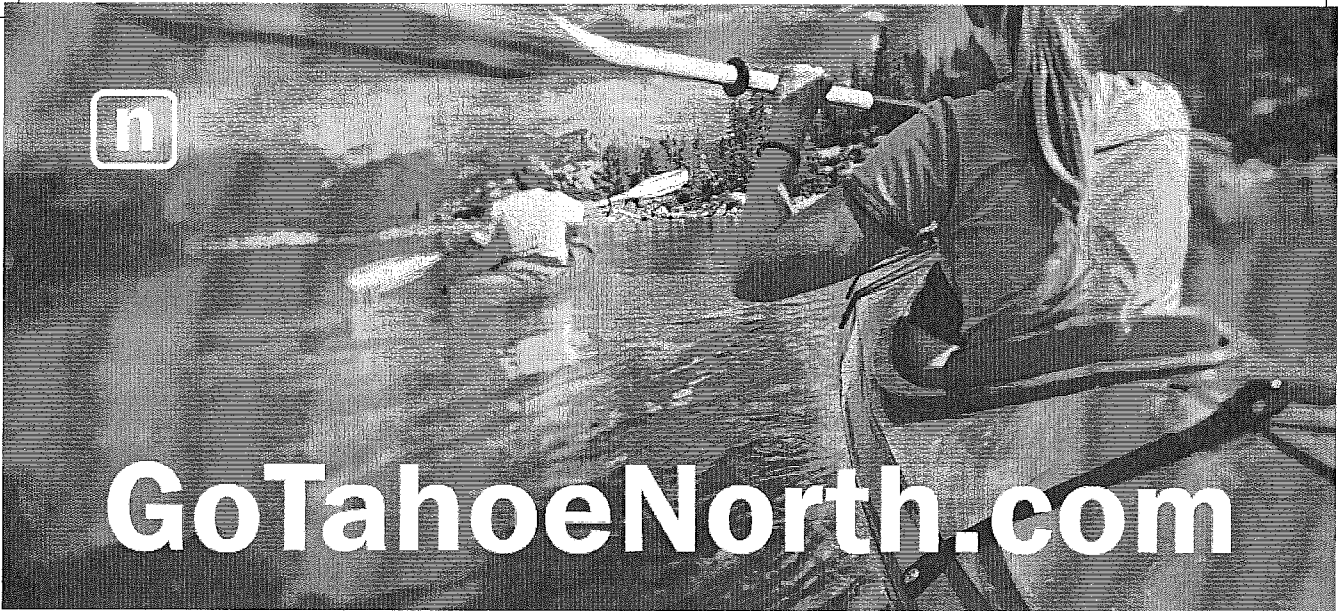
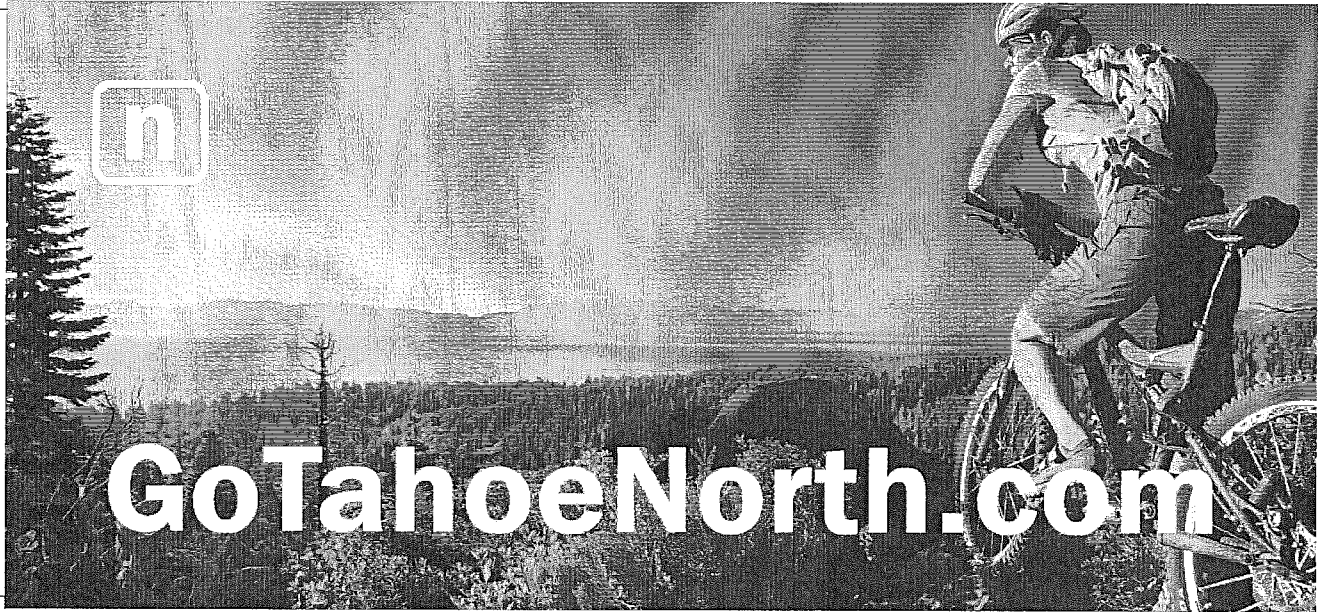
The soundtrack of life at North Tahoe swings wonderfully from rock to Bach, both tempos alluring in their own ways. There's the adrenaline overdrive of biking, hiking and whipping up water and the more serene allures of golfing, dining, catching a High Notes concert or planting oneself on a beach. All an easy flight away. For great values on lodging ranging from quaint cabins and small inns to upscale resorts and vacation homes, visit Cool Deals today.

GoTahoeNorth.com | 800.Tahoe4U

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

San Francisco outdoor board June-September

I-80 East, 200 ft. north of 3rd Street, West Facing, Left Read, West of the Bay Bridge. Will rotate bike and kayak. 4.2 million monthly impressions.



Conference Department Report Marketing Committee Meeting June 2011

In June the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities

Staff attended the RSCVA Directors of Sales Meeting. This meeting is a monthly meeting that brings together the Directors of Sales of all of the Reno hotels along with the Directors of Sales from the NLTRA and LTVA. These meetings are an excellent opportunity to network with the Reno hotels and Reno bureau as well as stay current on regional activities taking place in the meetings industry.

Staff attended the NLTRA Marketing Committee meeting.

Staff did a presentation for the Lodging Committee

Staff hosted the quarterly Directors of Sales Meetings. This meeting is a gathering of the Directors of Sales from all of the conference program member properties.

Staff hosted a site visit for the Rocky Mountain Mineral Law Institute July 2016 Annual Meeting. This meeting will generate over 1600 room nights and \$300,000 in room revenue alone. They have selected Tahoe as the destination and will be choosing between North Lake Tahoe and South Lake Tahoe next week.

Staff hosted a site visit for the Western Orthopaedic Association August 2013 Annual Meeting. This meeting will generate 850 room nights and roughly \$250,000 in room revenue alone. This group has selected North Lake Tahoe and will select the host property in the next 60 days.

Staff hosted a site visit for the International Mountain Bicycling Association. This group will generate 500 room nights and roughly \$75,000 in room revenue. They are considering North Lake Tahoe along with Santa Fe, New Mexico. They will be making a final decision within the next 30 days.

Staff attended and co-sponsored the Annual Reunion Golf Classic at Lake Tahoe. North Lake Tahoe and Reno are sponsors of this annual event which is a gathering of 45 meeting industry professionals. During the three day event we were able to network with all of these planners and are hopeful that we will generate a number of group bookings as a result.

Staff attended the Affordable Meetings West show in Long Beach, CA. This show is attended by over 300 meeting planners, primarily from the Western United States. While attendance was down a bit this year we did generate 2 leads from the show floor and all of them are seriously considering booking their meetings in North Lake Tahoe.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of June staff made over 300 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.

Special Event Departmental Report
June 2011
Submitted by Judy Laverty

1. Began wrap up of Amgen event, including payables and receivables, inventory and signage.
2. Met with the following Grant Recipients on marketing and promotion strategies:
 - Sustainable Tahoe – 2011 Tahoe Expo
 - Tahoe Trail Running Series
 - California State Parks Foundation – Living History Day
 - Northstar – Lake Tahoe Trail 100K (Leadville 100 Qualifier)
 - Squaw Village Neighbourhood Company – Peaks n Paws
 - Squaw Village Neighbourhood Company - Oktoberfest
 - Wanderlust via telephone conference call
 - Tahoe-Nalu SUP ongoing meeting
3. Staff implemented and directed the new internal web page on GoTahoeNorth for Stand Up Paddleboard as a response to committee direction to focus on “Human-Powered Sports”: Paddle Sports, Hiking, Cycling and XC skiing. More internal pages to come.
4. Staff is working with the Tourism Director on a social networking campaign for Stand Up Paddleboarding.
5. Staff continues to develop the AFW program on a daily basis.
6. Staff finalized and contracted Sunset Magazine as our Bay Area media partner resulting in a full page four color ad in the August issue for AFW
7. Met with NorCal Beverage to finalize all deliverables for their sponsorship of AFW.
8. Continued sponsorship outreach to various entities for AFW.
9. Attended and presented Autumn Food & Wine at the Chamber Summer Rec. Luncheon
10. Attended the Chamber Advisory Meeting
11. Attended the Marketing Committee Meeting
12. Attended welcome party for the Executive Director at Squaw.
13. Attended Chamber Business Expo.



professional creative services

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

- updating High Notes on a daily basis
- keeping up with the calendar of events
- keeping up with posting event videos
- contacting event producers by phone and email
- wrote content for Stand Up Paddleboard section ~ created new page for paddleboarding
- posting featured events on home-page link weekly
- working on Dining Section updates, additions, new imagery, new search input categories
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- finding better photos for businesses and switching out when available (all sections)
- posting press releases and summer press kit
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- keeping up with Trip Advisor event posts/images, etc.

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fallonmultimedia.com

NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
JUNE 21, 2011
PREPARED BY RKPR INC.

FACEBOOK

Snapshot

	MAY 14, 2011	JUNE 17, 2011	% INCREASE
Facebook "Likes"	3,627	3,725	3%
Facebook Active Users	2,203	2,171	-1%
Post Views/Feedback	109,796 / 214	158,879 / 430	45% / 101%

Recent Activity

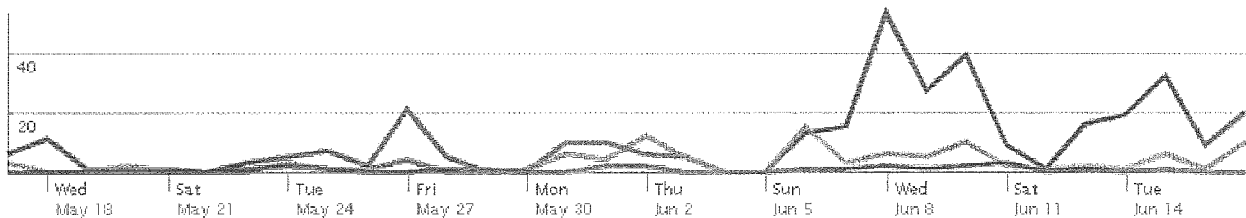
- Updating profile image weekly to feature a fan photo from a wall posting
- Top posts over the past week include:
 - SUP comment with link to Peter Spain SUP photo album at Sand Harbor (.95% feedback)
 - Traveling with dogs, link to article on new Tahoe City dog park (.52% feedback)

Statistics

- User data remains consistent with 59% female and 38% male; **the largest user group is 24-34 (28%) followed by 35-44 (25.5%)** and 45-54 (16.4%); primary likes are from **California**, followed by Seattle, Reno, Dallas, Phoenix, Las Vegas, New York and Chicago
- Top tab views are Social RSS (2,333), Welcome Tab (651), the Wall (640), and Photos (128)
- **The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com (155, doubled month to month)** with additional external referrers including NLT email campaigns, Google, AmgenTourofCalifornia.com and various other search engines
- Feedback has picked back up with more generalized and diverse summer postings; while comments have picked up as well, likes are much more common
- We are seeing an increase in the number of Tahoe-area "pages" and fans posting to the page with area news, questions, etc. which reflects the feeling of community within page users

Daily Story Feedback

Likes Comments Unsubscribes



Analysis

- The growth of Likes continues to build at a slow and steady pace
- Weekend postings have not generated a lot of interactions, perhaps because most fans are outdoors rather than using Facebook; weekend posts can still be useful either to post event photos or activity updates

- Photos continue to be a driver for likes and comments users tend to respond better to first-person/in-the-moment photos that give them the feeling of what's really happening at Tahoe rather than posed/commercial shots
- A large number of visits referred by GoTahoeNorth.com indicates a desire for greater interaction with NLT via social sites, but based on interactions people are looking for content and posts that go beyond what's offered on the NLT websites

Recommendations

- Secure more first-person photos and encourage user photos to increase interaction
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel
- Create Facebook advertising campaign to increase users from major markets
- Host contest to drive Likes and offer Tahoe prize package

TWITTER

TWITTER	MAY 16, 2011	MAY 16, 2011	% INCREASE
Followers	2,538	2,674	5%
Listed	174	175	+1

Statistics/ Activities

- Currently following 2,576 users; regularly building list to follow current followers, seek out similar users; recent adds include SUP-related users
- As we tweet out original content from blogs we are having our tweets marked as favorites by followers so they can reference them again; users favoriting tweets include an influential Twitter investor that lives in Truckee, thus increasing our stream's overall status
- Building lists for summer including events and summer activity providers
- Replaced background image to SUP image
- Now using Klout to rank Twitter status; Klout uses 35 variables to score a Twitter user on a scale of 100 ranking overall influence, true reach, amplification and network
 - Currently rated as a "Specialist" and noted as focused and consistent with influence about California, Travel & Tourism, Skiing, Lake Tahoe, Cycling and parties, to name a few

STAT	MAY 16, 2011	JUNE 17, 2011	% CHANGE
Overall	42	45	5%
True Reach	912	960	5%
Amplification	25	28	12%
Network	50	53	6%

Analysis

- As posts cover a wider range of topics users have grown and re-engaged earning more ReTweets and replies
- Followers continue to grow at a steady pace through replies to users and consistent daily updates
- Mix of conversation and sharing content has made @TahoeNorth a reference for numerous lists and a source to retweet
- Content continues to be positive and showcase what's happening in the region

Recommendations

- Continue to tweet regularly throughout the day and experiment with added tweets at different times of day (evening) and on weekends to gauge interest

- Solicit local businesses to submit their Twitter handles to NLT to build additional quick-reference lists for users
- Continue to explore opportunities for promotions to build and engage followers

BLOG

Statistics

- 11 posts have been added within the past month including:
 - NLT Opening Day at the Lake, May 18
 - Tahoe's Summer: 16 Things for Your Bucket List, May 27 (21 Facebook Likes and 3 Tweets)
 - Cycling Tahoe: The Locals Picks, June 7 (7 Facebook likes and 3 Tweets)
 - Volunteer Vacations at Tahoe, June 9 (3 Tweets)
 - NLT's Secret Season, June 9 (2 Facebook likes and 3 Tweets)
 - Biking Events Fill Tahoe's Summer, June 13 (3 Tweets)
 - Tahoe's 4th of July = Skiing + Fireworks, June 15 (3 Facebook Likes and 3 Tweets)
 - Tahoe for SUP (Part 1 of 4), June 15 (5 Facebook Likes and 3 Tweets)
 - Get on Tahoe with SUP (Part 2 of 4), June 16 (2 Facebook Likes and 3 Tweets)
 - SUP Events Take the Lake (Part 3 of 4), June 17 (1 Facebook Like and 3 Tweets)
 - Tahoe SUP – It's a Culture (Part 4 of 4), June 18 (3 Tweets)
- Analytics currently set up through website

Analysis

- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website

Recommendations

- Continue posting 2-3 blogs or more as needed per month on average focusing on topics that assist travelers in planning their trip to Tahoe and reinforcing the North Lake Tahoe brand
- Host guest bloggers, either selected from a contest or internally from staff, to blog about their Tahoe experiences, special tips, etc.

FOURSQUARE

- Friends/following continues to grow with 141, up 3; continue to receive requests, mainly from Tahoe and California area users
- Have 22 tips posted on locations throughout north Tahoe
 - Tips are provided by NLT team members and can be provided anytime to team@rkpr.com to post
- No recent check-ins to Incline Village Visitors Center; to-date there have been 26 views of the special and it's been unlocked 3 times

Recommendations

- Acquire "Brand" status on the site; currently processing the paperwork and submitting to 4SQ
- Create a summer "Badge" for users to earn, such as "Check into 5 or more NLT beaches to earn a "Beach Bum" badge"; once "Brand" status is achieved we can begin to formulate badge opportunities
- Use Foursquare to "Check In" at various events and locations to highlight special events and indicate NLT's endorsement of that location or event
- Continue posting tips, especially new tips as summer approaches to highlight summer activity locations

FLICKR

- 13,513 all-time photo views, a 5% increase
- 157 total photos in 8 sets
- Maintain 25 contacts and have membership in six groups (recently added 3 groups)

Analysis and Recommendations

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

YOUTUBE

Snapshot

YOUTUBE	MAY 17, 2011	JUNE 17, 2011	% INCREASE
Total Video Views	22,951	23,702	3%
Subscribers	47	51	+4

- No new videos added
- Created playlist for "SUP at Tahoe" and added 14 videos from various users featuring events, tours, etc.
- Adjusted channel playback to feature "Sounds of Sand Harbor" video on autoplay once the channel is accessed; SUP at Tahoe playlist is featured
- Background is adjusted to SUP image with Sand Harbor boulders
- Top videos include: (% of total views over past month, % of video viewed)
 - Tahoe Amgen Tour of California Stage 2 (35.9%, 0)
 - North Lake Tahoe – 7 World-Class Ski Resorts (22.4%, 60%)
 - Amgen Tour of California (10.3%, 40%)
 - Sounds of Sand Harbor (6.4%, 25%)
 - North Lake Tahoe Neighborhoods of Fun (3.7%, 10%)
 - North Lake Tahoe N is for North (3.5%, 0%)
 - North Lake Tahoe Getting Here (3.1%, 75%)

Analysis and Recommendations

- Although views have increased, video content remains stagnant; recommend adding additional videos, either professionally produced or amateur (Flip video, video phone) to further engage users, drive content to social networks and reinforce the North Lake Tahoe brand
- Only a small percentage of videos are discovered through external websites, such as GoTahoeNorth.com or NLT's social networks; there is opportunity to increase video views by incorporating video feeds into social networks and blogs regularly
- Encourage user videos by hosting a promotion or contest with video submissions

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

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – coordinated 4 press trips in the last month for Christopher Baker of Backroads California guidebook, Travel Editor Eren Goknar of the Los Altos Town Crier, as well as freelancers Kim Ruccione and Linda Bottjer.

II. News Releases – 4 news releases in the works

- A. North Lake Tahoe Hiking – drafting
- B. North Lake Tahoe Adventure Sports Events – drafting
- C. North Lake Tahoe Dog-Friendly - drafting
- D. Tahoe Rim Trail Chamber Mixer (June 22) - drafting

III. News Releases – 12 news releases distributed since our May 19 report

- A. NLTRA Awards \$12,300 in Second Community Grant Cycle
- B. Register for North Lake Tahoe Chamber’s Business Expo

- C. Tahoe City Field Station & Chamber Mixer Program is May 31
- D. Register for North Lake Tahoe Chamber Summer Recreation Lunch
- E. Discover North Lake Tahoe on Two Wheels
- F. Last Chance to Register for Chamber's Business Expo
- G. Experience Lake Tahoe From Its Purest Element – The Water
- H. Visitors Save During Tahoe's Secret Season
- I. North Tahoe Celebrates July Fourth with Fireworks & Skiing
- J. Incline Village Corporate Center Joint Mixer is June 22
- K. North Tahoe's High Notes Music Series Kicks Off in June
- L. Four-Day Yoga Throwdown Comes to North Tahoe July 28-31

IV. Media Leads – 35 media requests we've responded to since our May 19 report (does not include those journalists we've actively pitched)

- A. Meeting Media – Zachary Choteau, new dining hot spots (5/19)
- B. FamilyAdventure.com – Deb Berry, beach details (5/19)
- C. Freelancer Don Jackson – possible press trip (5/19)
- D. Lake Tahoe TV – Peter Loughlin, possible chamber interview (5/20)
- E. Sierra Sun – Amy Edgett, Opening Day at the Lake images (5/20)
- F. Southwest Spirit – Mikalee Byerman, NLT story angles, images (5/20)
- G. Whimsymedia.com – Heather Cassell, NLT story angles (5/22)
- H. Backroads CA Guidebook – Christopher Baker, press trip (5/23)
- I. KALW (SF Public Radio) – Casey Minor, NLT story angles (5/25)
- J. Los Altos Town Crier – Eren Goknar, press trip (5/26)
- K. Ski Area Management Magazine – Liz Eren, TART images (5/26)
- L. FoodandWineAccess.com – Diane Sukiennik, AFW angles (5/26)
- M. Freelancer Kim Ruccione, press trip (5/26)
- N. Globetrotter – Valerie Summers, recommended holiday savings (5/26)
- O. NBCBayArea.com – Alysia Gray Painter, Opening Day images (5/26)
- P. KRNVTN (Reno) – Opening Day at the Lake interview (5/27)
- Q. Kidaround Magazine – Kara Turner, NLT story ideas (5/30)
- R. Freelancer Lynn Houghton (UK) – NLT media fam (5/30)
- S. USA Today – Chris Gray Faust, possible fall press trip (5/31)
- T. LA Times - Benoit Lebourgeois, July 4 skiing opportunities (5/31)
- U. Tahoe Quarterly Magazine – Sue Rock, AFW story angles (5/31)
- V. Freelancer Linda Bottjer – press trip (5/31)

- W. SacramentoPress.com – Charlotte King, AFW story angles (5/31)
- X. KJAY Radio – Carmel Mooney, NLT story angles (6/6)
- Y. Gate 7 (CTTC Australia) – Alison Scott, NLT images (6/7)
- Z. Sierra Foothills Food/Wine – Jeff Peline, NLT images (6/7)
- AA. OffSanFrancisco.com – Suzanne Russo, NLT story angle (6/7)
- BB. NBYBayArea.com – Alysia Painter, SUP images (6/8)
- CC. Meeting Media – Zachary Chouteau, SUP images (6/8)
- DD. Sierra Foothills Food/Wine – Jeff Peline, SUP images (6/13)
- EE. Via Magazine – fact checker, AFW (6/13)
- FF. CTTC Mexico Office – Alejandra Millan, concert images (6/17)
- GG. Sacramento Bee – Katie McMillin, July 4 details (6/17)
- HH. Sacramento Bee – Mel Shields, July 4 images (6/17)
- II. Black Diamond (CTTC UK) – Anna Francis, July 4 skiing (6/20)