



Marketing Committee
February 22, 2011

February 2011
Departmental Reports

Print Media for February

- Leisure ads: 7x7 February
- Leisure ads *Lodging*: SF Chronicle and Sac Bee listings
- Conference ads: Smart Meetings February

Internet Media for February

- Leisure internet: TripAdvisor DMO Campaign, Google & Yahoo, Visiting Lake Tahoe Coop, Facebook.com snow trigger ad February
- Leisure internet *Wedding*: Annual profiles and Google & Yahoo

Radio February

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

Direct Response February

Leisure

- February consumer email blast to database 2/14. As of 2/16, we've received an open rate of 9.6% with a click thru rate of .72%.
- Green Giveaway postcard dropped 1/28.

Conference

- Conference *contest* email blast to Successful Meetings database on 2/1 & Smart Meetings database on 1/26. As of 2/9, we received 364 entries, 143 of which opted-in to receive more information from the NLT VCB of entries.

Website February

Completed GoTahoeNorth.com projects include:

- Printable Event Calendar function added
- Add NCOT logo to wedding section
- Add link below first event on homepage slider to view complete event calendar
- Updates to Media Center
- Updated Stay landing page in conjunction with Lodging campaign
- Meeting RFP form updated
- Removed leisure newsletter sign-up on online sign-up form
- Come See Fly Free graphic added to Meetings Section

Upcoming GoTahoeNorth.com projects include:

- Add Stay to Homepage Slider
- 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
- Wedding section link updates
- Mobile site

February Insertions

7x7 Magazine December – Winter Escapes

Circulation: 44,000 (33% paid)

- 57.63% San Francisco
- 9.71% East Bay
- 13.41% Peninsula

Distribution:

- 18,000 subscriber copies (47% paid)
- 6,000 newsstands
- 9,200 in-room at upscale SF hotels
- 4,000 special events
- 6,800 high-traffic retail establishments (salons, doctors offices, coffee shops)

Demographics:

- 38% male
- 62% female
- 80.04% ski/board
- 39.37% children in household
- 29.48% upscale hotel past year
- 22.2% visited Tahoe last year
- 51.68% HHI \$75K+

n
north lake tahoe

n is for north

It's easy to get a deep tan, deep, big, colorful, all-time of sun and snow. A dozen resorts spread
from single tree, mid to ultra, every track for all fitness and a gaming and spa house for
to enjoy it all. Moreover, discover special on-site prices from quiet cabins, ski lift and lift
A local feast to upscale resorts and vacation homes. All within an easy drive. And all made more
pleasant by knowing there's one place where you won't get it done: the prices. For great value,
stop. Don't miss this.

GoTahoeNorth.com | 800.Tahoe4U

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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

Smart Meetings – Lake Tahoe
 Circulation: 33,200
 Distribution: Meeting professionals who plan in the West



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 enjoying 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.

- Meet yours with special rates and deals.
- Free professional planning services.
- Easy access to Reno/Tahoe International Airport.
- Frequent, scheduled & affordable daily airport shuttles.

To submit an RFP to the North Lake Tahoe Fall or to download our newsletter, visit:

GoTahoeNorth.com/meetings
800.462.5195

Lake Tahoe Fall is a media production with Lake Tahoe as the site and Lake Tahoe and the Tahoe Foundation as the sponsors.

FEATURED PARTNERS



Nyack Regency Lake Tahoe Resort, Spa & Casino
 500.520.4891
LakeTahoe.Nyack.com

Lakefront is only for newly released with 35,000 sq. ft. of function space, Lake Service Boardwalk, Webster Spa & Private Beach. Ask about our 2011 Fall Dates & Rates. Book your next Tahoe meeting at Tahoe's only luxury Lakefront Resort.



Greenhalghum Conference Center & Lodge
 977.562.6306
www.gcc.com

Known for its historic charm and 28,005 sq. ft. of indoor/outdoor conference space, our packages, from 125-person, include lodging, 3 meals, daily cocktails, wireless-scalable internet, meeting space & more, valid to 4/31/11.



Squaw Valley USA
 530.584.6229
TheVillageatSquaw.com

Squaw Valley USA offers 75,000 sq. ft. of customizable meeting space from the base Village to the upper mountain lodges with breathtaking views of the mountains and Lake Tahoe. Offerings include the newly remodeled Olympic Village Lodge and gardens.



North Tahoe Event Center
 530.548.7249
northtahoeevents.com

SpeciCenter is the best location for meetings, conferences, weddings & parties. Located in the heart of world famous recreation and entertainment, indoor outdoor options include Beachfront Terrace & state-of-the-art banquet/conference rooms.

Conference Department Report February 2011

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

Staff 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 met with new Resort at Squaw Creek sales manager Tim Keough.

Staff met with Shawne Hightower from MeetingsFocus West to discuss FY 11/12 advertising options.

Staff hosted a site visit for TenDot Corporate Travel. TenDot is currently proposing Lake Tahoe to 4 of their clients. These groups range in size from 50 to over 900 room nights and represent nearly \$300,000 of potential room revenue.

Staff attended the monthly NLTRA Marketing Committee meeting.

Staff attended the monthly NLTRA Board of Directors Meeting

Staff has been busy all month responding to inquiries from the "Come See/Fly Free" promotion we are participating in with the LTVA, RSCVA and many hotel properties.

Staff, along with Smith & Jones, has been working hard to collect information for the new conference planning guide and website upgrade which are currently in production.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 800 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat

Special Event Departmental Report
February 2011
Submitted by Judy Laverty

1. Participated in all LOC (Local Organizing Committee) meetings (x6) to continue to define all deliverables for the Amgen Tour of California. Met with Sponsorship Sales Director with LOC members.
2. Attended our Amgen "Road Show" presentation to the Town of Truckee.
3. Met with Tahoe Amgen 10 Day Countdown event producers to continue to build the events schedule.
4. Concluded the bidding process and sent out confirmations to all winning F & B contractors for the Amgen build crew breakfast and tour box lunches.
5. Continued the RFP process for team and tour meals at each participating hotel property.
6. Met with Northstar to discuss VIP hospitality needs for the Sunday stage one finish.
7. Met with Sierra Mountain Soccer Club, Tahoe Sierra Century Ride, The Great Ski Race, Phil Segal, producer of the Oneil sponsored SUP summer race series, Professional Disc Golf Association to discuss marketing strategy for their respective events.
8. Continued talks with Brian Jones, Hangar 3 Productions, Hollywood, for a potential future Tahoe Film Festival tentatively to be held at Northstar.
9. 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.
10. Renewed discussions with the Tahoe Area Ukefest producer to bring Ukefest back to Tahoe (Northshore) from the JA Nugget in Reno. Persistence may pay off here in the form of combining Ukefest with the Tahoe Nalu Finals at Kings Beach.
- 10 Attended Marketing Committee and the Chamber of Commerce meetings.
- 11 Scheduled ongoing meetings with the Ta-hoe Nalu Stand Up Paddleboard organizer to continue to plan and develop marketing strategy for the 2011 SUP Race Series.
12. Executed a successful Community Awards dinner, program and awards,



professional creative services

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

- currently working on pumping up the AMGEN event calendar for north shore with area businesses- contacting bars, event producers, casinos, restaurants.
- currently working on Wedding Section updates and additions of area wedding businesses
- 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
- making requested image changes to organization pages
- going over content and creating bullet points/headers for better readability within categories
- finding better photos for businesses and switching out when available
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone on the site
- checking site daily for any issues, links, errors, etc. and fixing those issues

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fallonmultimedia.com



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
February 16, 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 – working with California Tourism to coordinate the North Lake Tahoe portion of “Ski with an Olympian” press trip, which is scheduled for March 16-20.
- C. Summer Press Kit – researching tourism trends and possible features for the summer press kit, drafting media materials.

II. News Releases – 10 news releases in the works

- A. Amgen Sponsorship Opportunities – drafting
- B. Amgen Break Away Mile Nominations – drafting
- C. Amgen Volunteer Opportunities - drafting
- D. Amgen Best Viewing Points - drafting
- E. North Lake Tahoe Spring Events – drafting
- F. Revised GoTahoeNorth.com Website – drafted, need approval
- G. Rand McNally Ranking – drafted, need approval

- H. Community Award Winners – drafting
- I. Sierra State Parks Chamber Mixer - drafting
- J. Appropriate New Snow releases and VNRs – drafting

III. News Releases – 7 news releases distributed since our January 18 report

- A. Manager as Coach Workshop is February 17 at Cedar House
- B. 2011 Amgen Tour of CA Announces Lake Tahoe Routes
- C. Deals on Tahoe Ski Tickets/Lodging for San Diegans
- D. Deadline for Community Awards RSVP is February 7
- E. Granlibakken Lodge Chamber Mixer is Thursday
- F. ASO and AEG Expand Cycling Partnership
- G. Versus Extends Partnership with Amgen Tour of California

IV. Media Leads – 19 media requests we’ve responded to since our January 18 report (does not include those journalists we’ve actively pitched)

- A. San Francisco Business Times – regional tourism efforts, Amgen 1/18
- B. Freelancer Lois Freeman – ski resort iPhone applications, 1/21
- C. Freelancer for Dubai newspaper – possible press trip 1/21
- D. Freelancer Cindy Hirschfeld – Tahoe story ideas, 1/21
- E. KTVN-TV (Reno) – Allison Williams, Cal Neva slots, 1/21
- F. CA Tourism – Jennifer Sweeney, Ski with an Olympian Fam, 1/21
- G. Vannuynewspapers.com – George Thomas, possible press trip, 1/24
- H. Las Vegas Review Journal – Jean Thorne, image request, 1/24
- I. Freelancer Bob Goligoski – Tahoe oxygen bars, 1/25
- J. Northstar-at-Tahoe – Leah Schonlank, AFW images, 1/26
- K. Meeting Focus – Zachary Chouteau, fall meetings and images, 1/26
- L. CA Tourism – Rachel Veu, Every Day with Rachel Ray lead, 1/28
- M. Freelancer Lynn Hayes – SnowFest/spring story ideas, 1/31
- N. Freelancer Glen Putman – what’s new this winter, 2/3
- O. Sunny Day Guide – Gayla Ames, images, 2/7
- P. Reno Gazette-Journal – Jason Kellner, Sugar Pine Point XC, 2/9
- Q. Backroads & Byways Guidebook – Michele Bigley, story ideas, 2/14
- R. Freelancer Meera Ashish – possible press trip, 2/16

S. GardenstoTable.com – Ann Sheppard, restaurants/organic, 2/16