



Marketing Committee
July 19, 2011

July 2011
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

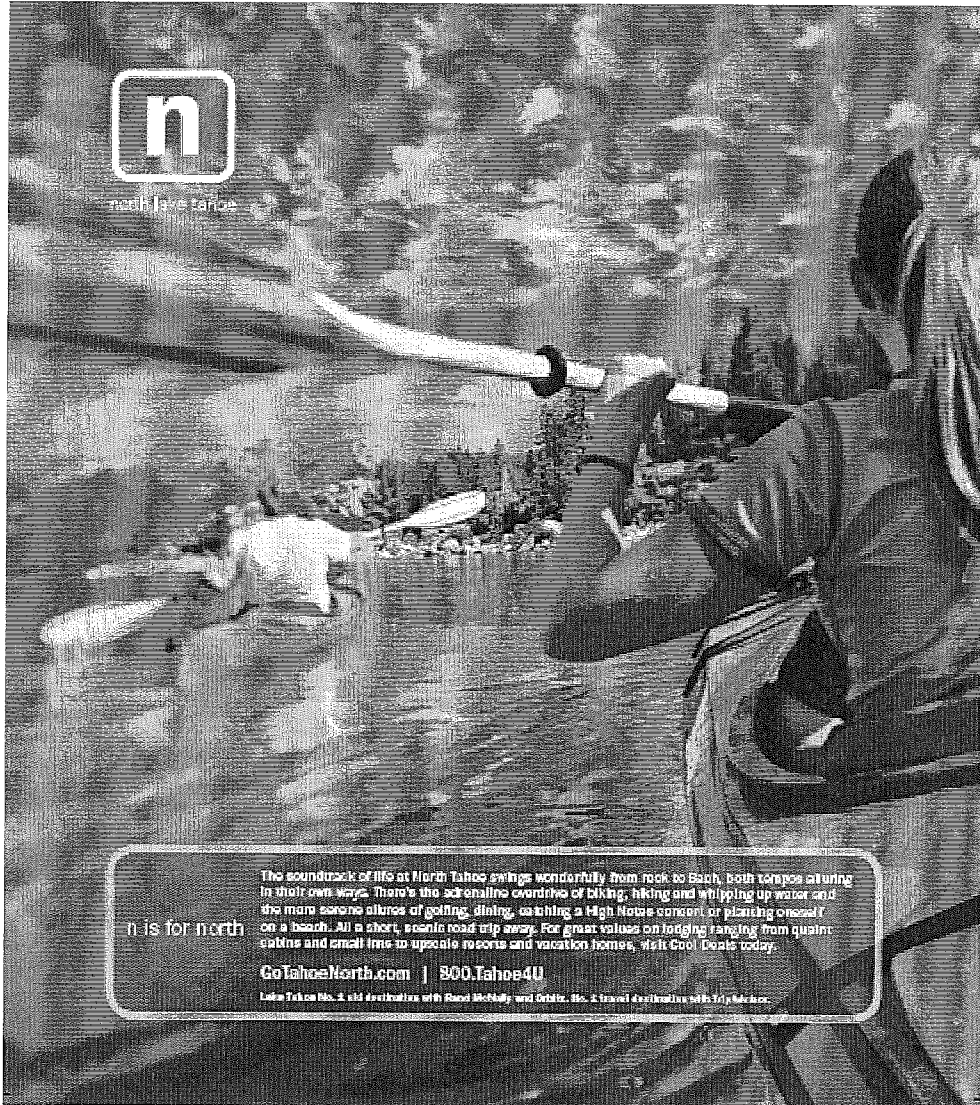
Upcoming GoTahoeNorth.com projects include:

- 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

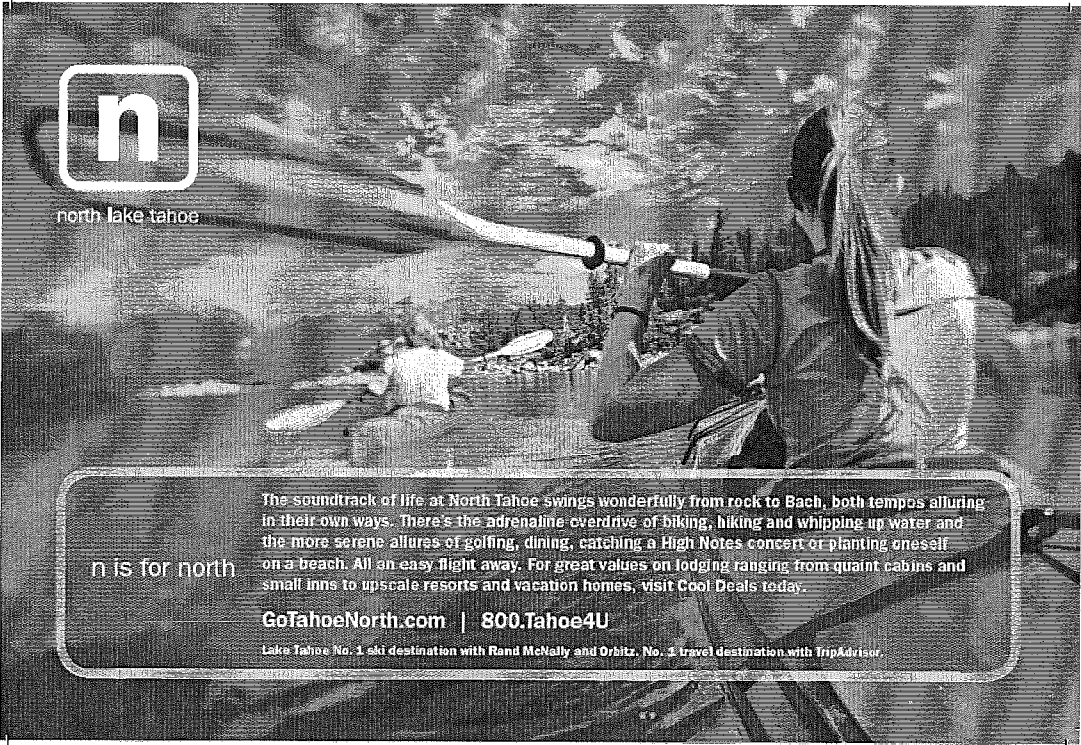
The soundtrack of life at North Tahoe swings wonderfully from rock to Bach, both tempos attuned in their own ways. There's the adrenaline overload of biking, hiking and whipping up water and the more serene allure of golfing, dining, catching a High Note concert or planting oneself on a beach. All a 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 ski destination with Sand Meilly and Griggs. No. 2 travel destination with TripAdvisor.

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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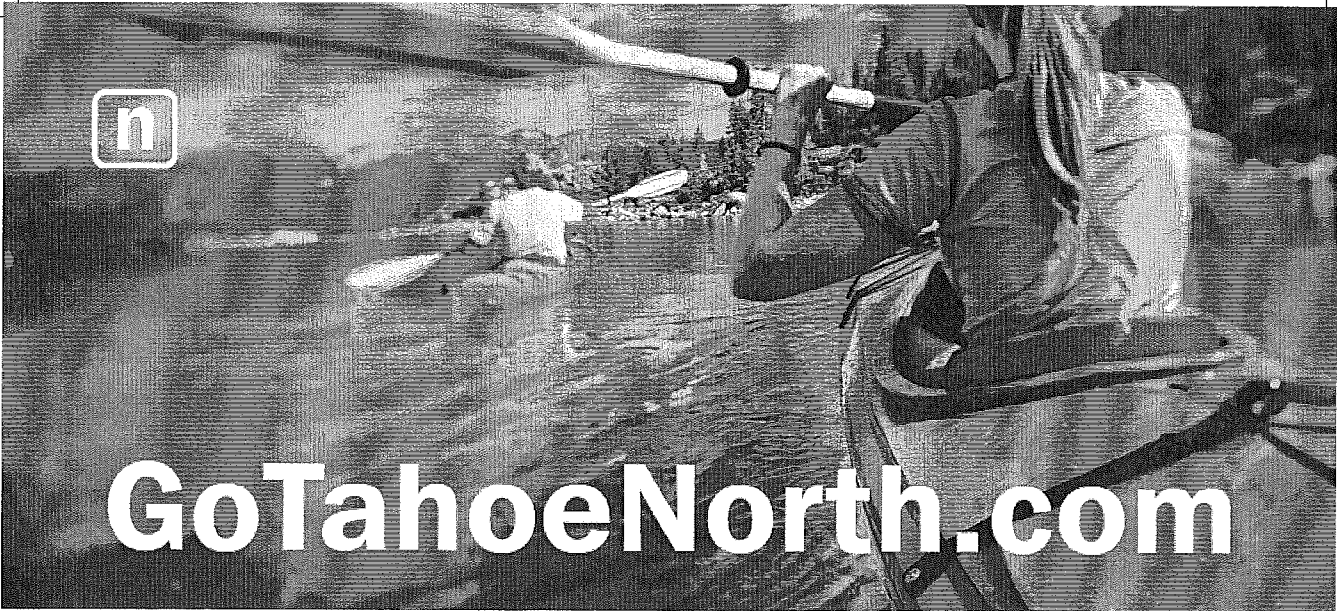
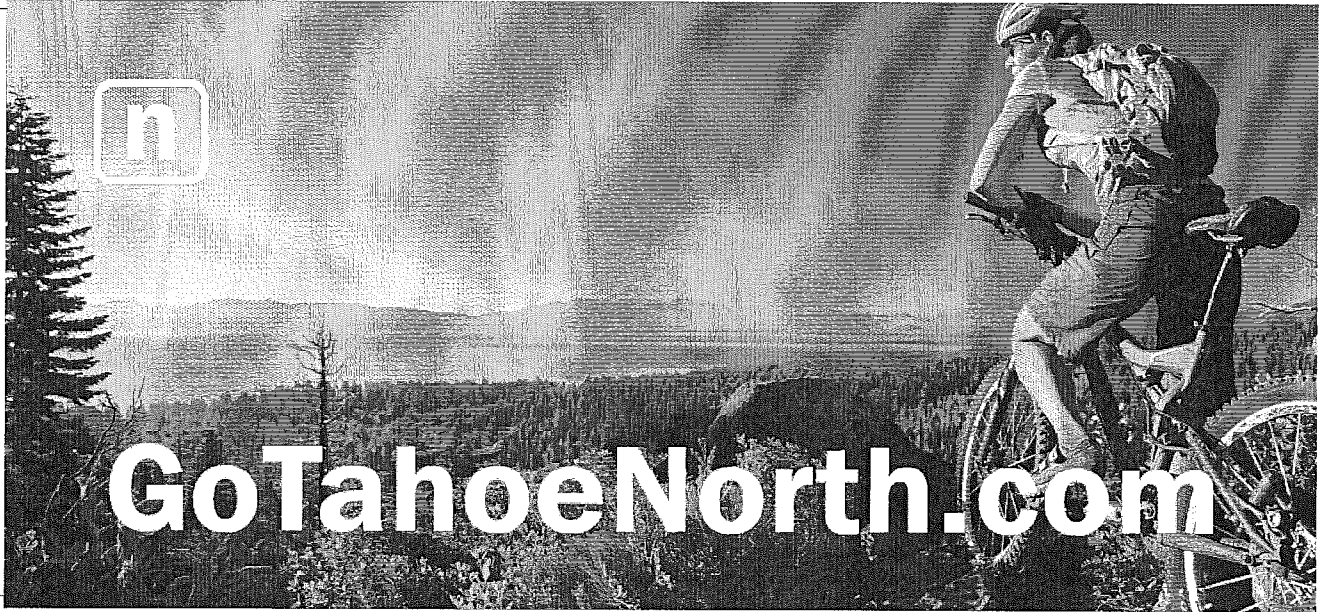
GoTahoeNorth.com | 800.Tahoe4U

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

L-4

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.



north lake tahoe

July Leisure Report
Marketing Committee Meeting
7-19-11

TRAVEL TRADE

- Confirmed all final details for late July/early August Australian sales and media mission. In addition to individual ski wholesaler call center trainings/sales calls and media events, staff will be attending the CTTC's Sales and Media Mission which will have more of a year-round focus including B2B sessions with product managers, in addition to travel agent and media networking events.
- Set wholesale pricing for STN ticket
- Met with new market manager for Living Social Escapes
- Met with Squaw Valley partners in order to recap MTS staff site visit the previous week and plan 2012
- Phone meeting with MTS staff organizing registration procedures and additional opportunities for the Spring 2012 gathering
- Attended 26th annual BLC. Multi-day client event sponsored by RSCVA with over 45 travel trade and airline reps in attendance.
- Conducted ski wholesaler sales calls in Melbourne and Sydney Australia, prior to CTTC Sales and Media Mission taking place beginning August 1st

FAMs

- Hosted Tourico Holidays product manager – major, global wholesale company interested in obtaining more NLT lodging product
- Put together first draft itinerary of the CA Tourism's UK SuperFAM to take place in September
- Hosted Destination Strategy and Buying Leader for Mark Travel

MISC

- Met with IVGID's sales, marketing and golf departments
- Met with Snowbomb team to discuss SF Ski Show
- Spoke with all of the Sierra Ski Marketing Council members to discuss 2011-12 strategy

Special Event Departmental Report
July 2011
Submitted by Judy Laverty

1. Met with the Lake Tahoe Push to the Pole Paddle Event x 2. NLTRA will sponsor the training run for two paraplegic athletes paddling kayaks on a training run around the Lake as a precursor to an expedition to the South Pole. The High Fives Foundation in conjunction with this event is sending the two athletes to the South Pole on an expedition which is a first for any paraplegic athlete. The purpose of the expedition is to raise awareness for the High Fives Foundation NLTRA is providing cash, in-kind, PR and staff support to the training run as it is a perfect fit for our "Human-Powered" sports marketing strategy.
2. Staff met with Northstar event staff to layout logistics and operations plan for Autumn Food & Wine.
3. Staff continues to work 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 was out on sick leave for two weeks duration.



professional creative services

July 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
- 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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**NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
 JULY 14, 2011
 PREPARED BY RKPR INC.**

FACEBOOK

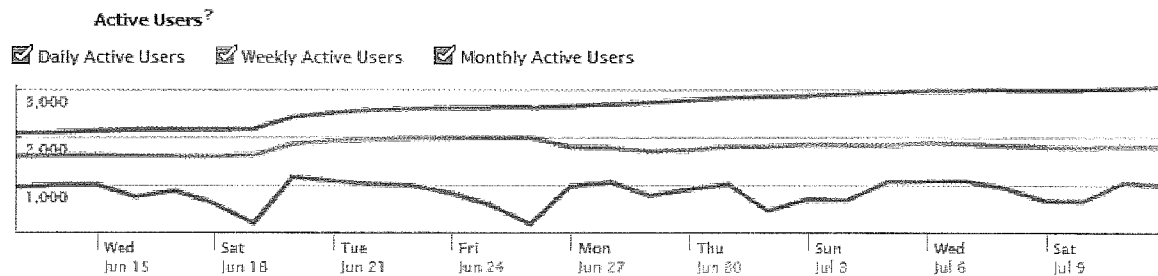
Snapshot

	JUNE 17, 2011	JULY 14, 2011	% INCREASE
Facebook "Likes"	3,725	3,835	3%
Facebook Active Users	2,171	3,061	41%
Post Views/Feedback	158,879 / 430	192,397 / 742	21% / 73%

Recent Activity

- Integrated a variety of new tabs including:
 - Explore North Lake Tahoe photo slideshow, each image links to feature page on website
 - @TahoeNorth Tweets, an integrated feed of Twitter conversation
 - North Lake Tahoe Blog, an RSS of existing blog content
 - Vacation Planner, PDF integration of current planner to review within Facebook
- Continuing to update profile image weekly to feature a fan photo from a wall posting
- Integrating video shorts into feed as well as current summer images
- Outlined sweepstakes opportunities including SUP, Autumn Food & Wine and Winter Ski/Board
 - Waiting for prizes to launch SUP promotion
- Top posts over the past week include:
 - Photo of new photographer at beach, "Wonder if Tahoe made the news today just for being gorgeous" (1.1% feedback, 2,372 impressions)
 - Shared comment on Cushing Crossing (.62%, 2,426 impressions)
 - "Sometimes you just need to take a hike!" with link to hiking blog (.53% feedback, 2,449 impressions)

Active Users

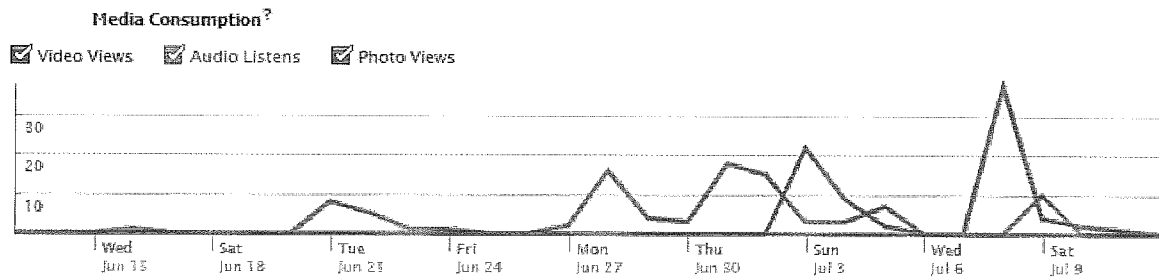


Statistics

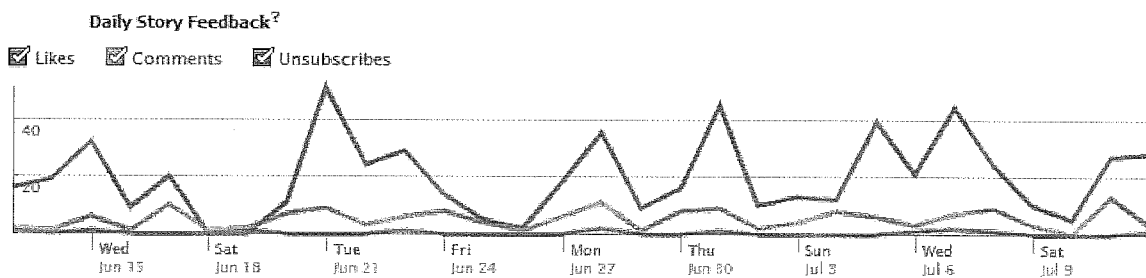
- User data remains consistent with 59% female and 38% male; **the largest user group is 24-34 (28%) followed by 35-44 (25.4%) and 45-54 (17.4%)**; primary likes are from **California**, followed by Seattle, Reno, Dallas, New York, Las Vegas and Chicago
- The **top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com (69)** with additional external referrers including Google and Bing

- 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 continued 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

Media Consumption, spiked throughout the month with increased photo posts and several video posts



Daily Story Feedback, continues to be healthy



Analysis

- The growth of Likes continues to build at a slow and steady pace
- Continuing to experiment with weekend posts to keep the page momentum up
- 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
- Posts related to what actually happening and what “we’re” enjoying generate more interaction and updates about deals, events, etc.
- Fan questions include those asking for recommendations or suggestions, allowing the page to become a sort of “Help Desk” for users

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	JUNE 17, 2011	JULY 14, 2011	% INCREASE
Followers	2,674	2,752	3%
Listed	175	176	+1

Statistics/ Activities

- Currently following 2,660 users; regularly building list to follow current followers, seek out similar users
- Responded to media inquiry from @UKTravelEditor (Jill Starley Grainger) to provide info on Tahoe ski resort celeb chef
- Engaging in more conversations and, similar to Facebook, providing "Help Desk" style support to followers
- 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	JUNE 17, 2011	JULY 14, 2011	CHANGE
Overall	45	46	+1
True Reach	960	987	+27
Amplification	28	26	-2
Network	53	53	-

Analysis

- Followers are now engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip once they've arrived
- 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

- 2 posts have been added within the past month including:
 - North Tahoe Hits a High Note with Live Music (3 Tweets)
 - Take a Hike to Connect with Tahoe & Yourself (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

- Currently in process of acquiring “Brand” status; once status is achieved goal is to set up badges for users to earn
- Friends/following continues to grow with 153, up 11; continue to receive requests, mainly from Tahoe and California area users
- Have 25 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
- 4 check-ins to Incline Village Visitors Center; to-date there have been 26 views of the special and it’s been unlocked 8 times

Recommendations

- 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
- Replace special

FLICKR

- 14,400 all-time photo views, a 7% increase
- 162 photos and one video in 8 sets
- Maintain 26 contacts and have membership in six 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	JUNE 17, 2011	JULY 14, 2011	% INCREASE
Total Video Views	23,702	23,988	1%
Subscribers	51	52	+1

- Added first person video “Sailing Tahoe Aboard the Sierra Cloud”
- Top videos include: (% of total views over past month, % of video viewed)
 - North Lake Tahoe – 7 World-Class Ski Resorts (27.5%, 60%)
 - Tahoe Amgen Tour of California Stage 2 (16.6%, 0)
 - Sounds of Sand Harbor (14.1%, 30%)
 - Amgen Tour of California (5.6%, 50%)
 - North Lake Tahoe Getting Here (4%, 75%)
 - Sailing Tahoe Aboard the Sierra Cloud (4%, 0)
 - North Lake Tahoe Neighborhoods of Fun (3.6%, 5%)

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
July 11, 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 – coordinating press trip for Lisa Cherry, on assignment with Canada’s West Jet in-flight magazine (1.4 million passengers/month) to cover the Wanderlust Festival.

II. News Releases – 7 news releases in the works

- A. North Lake Tahoe Adventure Sports Events – drafting
- B. North Lake Tahoe Dog-Friendly - drafting
- C. North Lake Tahoe Rafting Opens – on hold
- D. Bradley Maintenance Chamber Mixer (August 4) – drafting
- E. Chamber EDUcation QuickBooks (August 9 & 16) – drafting
- F. Northstar-at-Tahoe Chamber Mixer (August 9) – drafting
- G. Chamber EDUcation Identify Theft (August 9) - drafting

III. News Releases – 3 news releases distributed since our June 22 report

- A. Reconnect with Yourself, Nature on Tahoe Hikes
- B. North Tahoe Chamber Mixer at Village Center July 7
- C. CATT Joint Chamber of Commerce Mixer is July 19

IV. Media Leads – 22 media requests we’ve responded to since our June 22 report (does not include those journalists we’ve actively pitched)

- A. Skiing.com - Tess Weaver, July 4 skiing details, 6/22
- B. South Bay Accent – Ludmilla Alexander, winter menu/spa, 6/22
- C. Diablo Magazine – Serena Renner, images, 6/23
- D. Freelancer Bill Fink – Tranquility real estate contact, 6/24
- E. Via Magazine – Erin Klenow, AFW calendar listing, 6/24
- F. Up Magazine (West Jet Airlines) – Lisa Cherry, press trip, 6/24
- G. Tahoe.com – Erik Stabile, Wanderlust images, 6/27
- H. Freelancer Joe Lindsey – cycling and paddle sports angles, 6/27
- I. Sierra Sun- Amy Edgett, Wanderlust images, 6/27
- J. Sacramento Bee – Al Pierleoni, AFW story angles, 6/27
- K. Big Blend Magazine & Radio – Lisa Smith, Wanderlust images, 6/28
- L. Sacramento Bee – Ed Fletcher, July Fourth skiing/fireworks, 6/29
- M. San Francisco 7 Live – Michele Bigley, Cool Deals, 6/30
- N. SlidingontheCheap.com – Kevin Tinto, hiking web link, 6/30
- O. Diablo Magazine – Nancy Brown, story angles, images, 7/5
- P. Tahoe Action – Tim Parsons, story angles, 7/5
- Q. Freelancer Jeff Weidel – possible press trip for SF Examiner, 7/7
- R. RKPR – Kristen Power, celebrity chefs with Tahoe restaurants, 7/8
- S. Freelancer Frank Schwaibold (German journalist) – images, 7/11
- T. South Bay Accent Magazine – Sharon Anderson, images, 7/11
- U. Men’s Journal – Hillary McDaniels, biking images, 7/11
- V. Freelancer Ken Van Vechten – ATV tour providers, 7/11