

north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee November 28, 2011

November 2011 Departmental Reports

**Advertising Departmental Report
November 2011**

Print/Outdoor Media

Leisure

- Southwest Spirit
- Bay Area Outdoor

Conference

- Successful Meetings

Wedding

- (N/A)

Internet Media

Leisure

- Visiting Lake Tahoe Coop
- TripAdvisor DMO Campaign
- Adroll re-targeting campaign
- Google & Yahoo/Bing

Conference

- Paid Search

Wedding


- SanDiegoWeddings.com annual listing 2/1/11-1/31/12
- TheKnot (profile on Vegas/Reno/Tahoe weddings section, annual) 2/1/11-1/31/12
- Weddingwire.com profile 2/1/11-1/31/12
- Myweddings.com profile 2/1/11-1/31/12
- Weddinglocation.com profile 2/1/11-1/31/12
- Paid search Google

Radio

- N/A


Direct Response

The November consumer email blast was sent 11/09/11 to 34,016 email addresses. We received an open rate of 12.31% (3,909) with a click thru rate of .87% (277). This month we added news about various North Lake Tahoe ski resorts, with links to their respective pages on the NLT website.



november enews


IN THIS ISSUE: cool deals | news | social



holiday cool deals

From Thanksgiving feasts, to lodging discounts, to ski packages and passes, see all the special deals waiting for you at North Lake Tahoe this holiday season.

[Check out the holiday Cool Deals now >](#)



ski season updates from north lake tahoe

- Meteorologists are predicting another banner winter in North Lake Tahoe. Last year, the destination received more than 70 feet of snow. Ski resorts continue to enhance winter offerings with more than \$100 million in capital improvements planned throughout the region.
- Squaw Valley USA and Alpine Meadows Ski Resort officially merged operations and now offer season passes and lift tickets that give skiers and riders access to both mountains and a combined 6,000 acres of ski terrain, making it the largest resort in the U.S.
- Squaw Valley USA and owner KSI Capital Partners has

Website

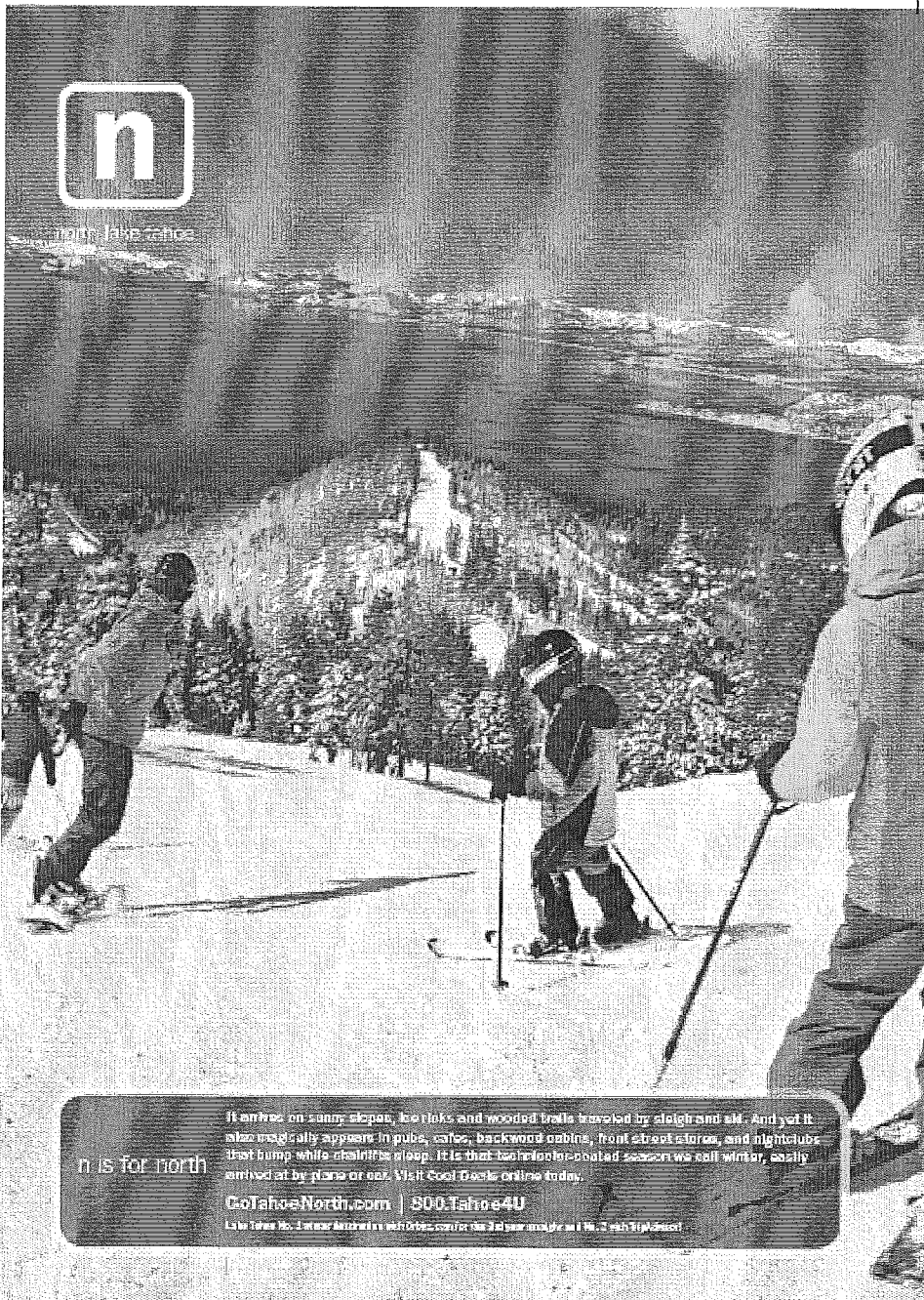
Upcoming GoTahoeNorth.com projects include:

- Update property image slideshow
- Event Calendar rollout
- SMS Winter Campaign
- Email database survey results
- Integrate Facebook and Google like capabilities within site
- Mobile enhancements - "near me" capabilities and interior page styling
- Update admin page management code
- Apply new logo to NLTRA.org and NorthLakeTahoeChamber.com

November 2011 Insertions

Southwest Spirit Full Page ad

Audience: 3,013,000
 Frequency: Monthly
 Format: Standard magazine
 Demographics: Media Age 46.7
 Media HHI \$102,890
 Men/Women 51%/49%
 Age 25-54 63.0%
 32.21% Individual Income \$75K+ Index 346
 6.89% Ski/Board past year Index 183
 2.11% Ski vacation past year Index 28
 19.91% Visit California past year Index



n IS for north
 If a tree on sunny slopes, ice rinks and wooded trails traveled by sleigh and sled. And yet it also magically appears in pubs, cafes, backwood cabins, front street stores, and nightclubs that hump while chafing the sleep. It is that technologically-coated season we call winter, easily arrived at by plane or car. Visit Cool Deals online today.
 GoTahoeNorth.com | 800.Tahoe4U
Let us know how we did at our destination website.com for the 3rd year straight at 100% with 100% success!

Bay Area Outdoor

(November 21-XXX) Rotate three images: Red Jacket Skier jumping from Right side (first 5 weeks); Snowshoer (second five weeks); Single Nordic skater (remaining 6 weeks)

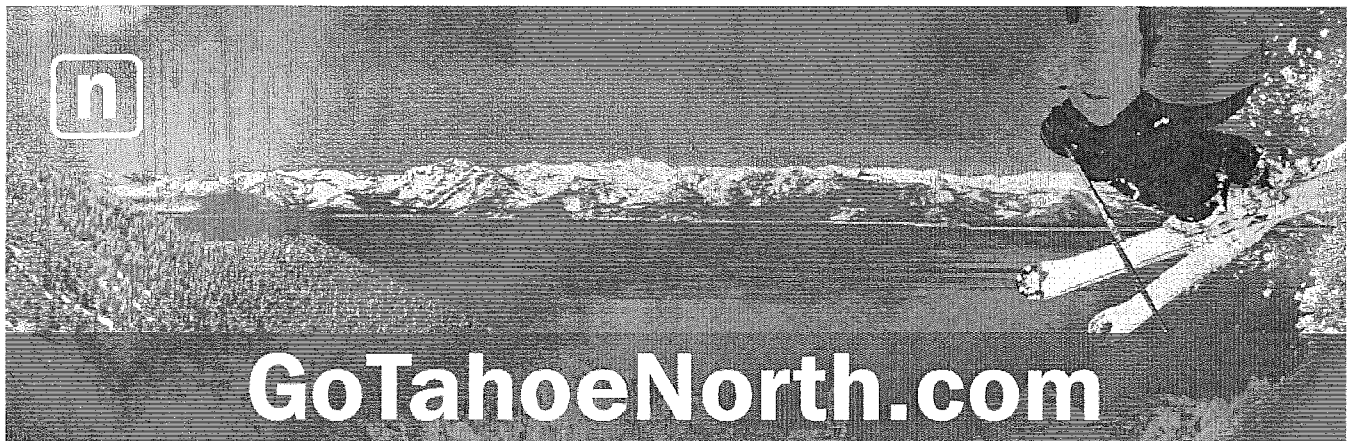
Location: I-80 east 200 ft north of 3rd Street, West Facing, Left Read

West of the Bay Bridge

Size: 20' x 60' Illuminated

Months: November 2011-March 2012

Monthly Impressions: 4.2 Million



Successful Meetings ½ page ad; CA Editorial section

Circulation: 72,000 national (24,200 – based in west or plan meetings in the west)
Frequency: Monthly
Format: Standard Magazine

Demographics: 78% circulation to corporate offices
42% Corporate executives
14% Association circulation
4.8% Association executives
2.5% Commercial travel agents
14.1% Meetings/Convention planners

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north lake tahoe

Rivaling the natural beauty of Lake Tahoe are those man-made marvels that enhance your meeting experience. You'll find the intimate to the magnificent – like Granlibakken, Squaw Valley Lodge and Northstar-at-Tahoe Resort. All in the company of value, quality and an après life that's nothing short of amazing.

- Meeting venues for groups from 10 - 1000 • Special rates and deals
- Free professional planning services • Just a short 45-minute drive to Reno/Tahoe Int. Airport
- Frequent and affordable daily airport shuttles

To submit an RFP or to download our newsletter, visit GoTahoeNorth.com/meetings or call 800.462.5196

Lake Tahoe No. 1 ski destination with *Road & Travel* and *Orbitz*. No. 1 travel destination with *TripAdvisor*.

Conference Department Report November 2011

In November 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 UC Davis Caterer & Vendor Showcase at UC Davis. This event brings together over 300 meeting and event planners who work on campus at UC Davis. While many of the planners only host events on campus we were able to meet a number of new potential customers who host meetings off campus and had a strong interest in North Lake Tahoe.

Staff trained new Visitors Services Manager, Julie Jacobus on ACT! So she can assist with data entry for conference sales program.

Staff met with Deb Darby from HD96 to discuss the future of the Reno-Tahoe Meetings Marketing Coop.

Staff met with John Leinen at RSCVA to discuss the future of the Reno-Tahoe Meetings Marketing Coop.

Staff met with Dan Tester at Squaw Valley Lodge to discuss the conference sales program

Staff hosted a site visit for Viking Travel.

Staff conducted multiple interviews for the open National Sales Manager position

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of November staff made over 250 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat



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November Leisure Report
Marketing Committee Meeting
11-28-11

TRAVEL TRADE

- Presented a Leisure Sales travel trade and consumer trade show update to the NLTRA Lodging Committee
- Met with Liftoptia.com in San Francisco
- Met with a Ski.com top group sales agent in San Diego
- Organized a Colorado sales mission to train the call centers of Snow Ventures, Rocky Mountain Getaways, North American Hosts and both Ski.com offices - Aspen and Glenwood Springs

FAMs

- Hosted the Heaven on Earth film crew from the UK
- Finalized lodging and ski days for Mountain Travel Symposium's group and travel trade preFAM visits in April, 2012
- Began planning the Australian winter travel trade ski fam visit with Gate 7 – CA Tourism Australia/NZ
- Organized the itinerary for a December fam visit for CA Tourism Japan
- Began planning the itinerary for D-Radio's January fam visit, a national public radio station broadcast throughout Germany

CONSUMER & MISC

- Attended Snowbomb.com's San Francisco Ski and Board Festival
- Met with the Bay Area Snowsports Council in San Francisco
- Attended San Diego's SnowJam consumer ski and snowboard show
- Attended the Chamber Winter Recreation Luncheon
- Attended the Sierra Avalanche Center Board of Directors Meeting
- Put together San Diego radio promo prizes with partners for the December campaign



professional creative services

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

- finished new Cross Country ski section
- finished Autumn Food and Wine static page for yearly reference
- created new Transit page with updated and more direct info and links
- 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
- 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 as they come in
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.

Shelley Fallon

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fallonmultimedia.com

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

FACEBOOK

Snapshot

	OCT. 17, 2011	NOV. 19, 2011	% INCREASE
Facebook "Likes"	4,426	4,532	2%
Facebook Active Users	3,490	3,931	13%
Post Views/Feedback	179,767 / 544	192,354 / 539	7% / -1%

Recent Activity

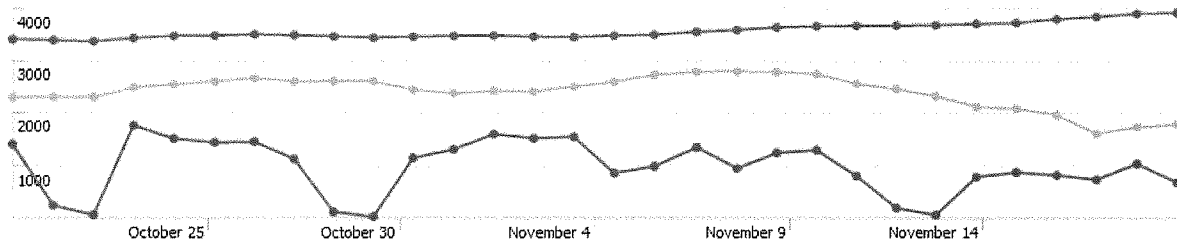
- Added GoTahoeNorth.com to Facebook Analytics resulting in:

	NOV. 19, 2011
Site Engagement: <i>Number of times people posted a link to your site through an action on a social plugin or through a status message or Wall post</i>	25
Distribution on Facebook: <i>Number of times people viewed stories that link to your site in News Feed, Page Wall or Profile Walls</i>	257,184
Referral Traffic to Site: <i>Number of clicks sent to your site from stories in the News Feed, Page Wall or Profile Wall</i>	97 clicks
Top Stories Shared:	Impressions
Nov. 10: Diamond Peak snowmaking	16,704
Oct. 26: Northstar snowmaking	18,400
Oct. 25: Learn to Ski and Board Weekend	115,664
Oct. 21: Weekend temps	21,424
Oct. 20: Resort Openings	18,480
Oct. 18: Fall hiking	41,584

- Incorporated the RSS feed for Cool Deals into a Facebook application
- Preparing a series of winter sweepstakes targeting winter sports, scheduled to start in early December and continue through March
- Updated "Explore North Lake Tahoe" photo showcase to include images of human-powered winter activities and playing off of verbiage used in NLT ski/board ads
- Continuing to update profile image weekly to feature a fan photo from a wall posting, shifting images to fall and early snow photos;
- Top posts over the past week include:
 - "With waves like this at Tahoe," (759 people reached, 27 people talking about this, 20 likes, 1 share, 4 comments)
 - "Thinking about our friends in Reno..." (720 people reached, 26 people talking about this, 25 likes, 2 comments)

Active Users

Daily Active Users Weekly Active Users Monthly Active Users



Statistics

- User data remains consistent with 59% female and 37% male; **the largest user group is 25-34 (17%) followed by 35-44 (16%)** and 45-54 (12%); primary likes are from **the Bay Area and LA**, followed by Reno, Seattle, Las Vegas, New York, Dallas, New York and Denver
- **The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com (36)** with additional external referrers including Google and e-mail servers
- Feedback is picking back up again with the glimpse of snow and winter on the horizon
- 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

Analysis

- The growth of Likes continues to build at a steady pace throughout the month, experiencing bumps during sweepstakes promotions and direct “asks” via e-newsletter
- Photos and videos 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
- Fan photo posts to the wall have decreased slightly; snow posts get the most attention
- Fan questions include those asking for recommendations or suggestions, allowing the page to become a sort of “Help Desk” for users
- Posts related to what actually happening and what “we’re” enjoying generate more interaction and updates about deals, events, etc.

Recommendations

- Launch regular contests partnered with small ad campaigns to drive Likes
- Continue to 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

TWITTER

TWITTER	OCT. 17, 2011	NOV. 19, 2011	% INCREASE
Followers	2,939	3,044	4%
Listed	182	187	3%

Statistics/ Activities

- Currently following 2,743 users; regularly building list to follow current followers, seek out similar users
- 3,577 tweets
- Engaging in more conversations and, similar to Facebook, providing “Help Desk” style support to followers
- Have put Twitter Chats on hold to build buzz and conversation first; instead worked on straight trivia giveaways throughout the day to award SF Ski Fest passes;
- Worked to build Twitter following via check-ins at the SF Ski Fest; NLT team awarded t-shirts, jackets and other goodies provided by SnowBomb to those who check-in via Foursquare or Tweet @TahoeNorth at the event
- More travelers are visiting Tahoe and using smartphones with cameras to post photos, we are re-tweeting and commenting on these photos
- 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
 - Maintaining a Klout ranking between 41-45
 - Currently rated as a “Specialist” and noted as focused and consistent with influence about California, Lake Tahoe and Travel & Tourism, Skiing, Snowboarding,
 - Have been added to 6 user lists within Klout (Travel, Tourism, California, Skilaketahoe, Ski-Snowboard and Snowshoeing Destinations)
 - Working on giving partners +K ratings on Klout to earn +K ratings in return

Analysis

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip one they’ve arrived
- Increase of followers has slowed and interaction has slowed during the slower travel season, however increased chats and prize opportunities should grow the following over the next several months
- 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 explore opportunities for promotions to build and engage followers including Tahoe Chats
- 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

BLOG

Statistics

- 4 posts have been added within the past month including:
 - “Your Winter at Tahoe Bucket List” (4 tweets)
 - “Tahoe’s the Place for the 2012 Mountain Travel Symposium” (3 tweets)
 - “North Tahoe’s \$30 Learn to Ski Board/Weekend Returns Dec. 10-11” (62 likes, 4 tweets)
 - “Tahoe Resort Openings, More Ski/Board Updates” (5 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
- Integrating more photos and videos where possible from partners

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
- Explore hosting guest bloggers, either selected from a contest or internally from staff, to blog about their Tahoe experiences, special tips, etc.
- Seek out Tahoe stories to share via the blog that will inspire and excite readers while also sharing the North Lake Tahoe brand and attitude

FOURSQUARE

- With the brand page we continue to add new followers at a good pace, up 10% to 299
- Worked to build up Foursquare followers via check-ins at the SF Ski Fest; NLT team awarded t-shirts, jackets and other goodies provided by SnowBomb to those who check-in via Foursquare or Tweet @TahoeNorth at the event
- Have 30 tips posted on locations throughout north Tahoe as well as two To-Do Lists for followers covering NLT Ski/Board Resorts locals pick runs and locals picks of area beaches, both lists secured from existing content on GoTahoeNorth.com
 - Tips are provided by NLT team members and can be provided anytime to team@rkpr.com to post

Recommendations

- Continue to request tips, especially for winter ski and non-ski activities

FLICKR

- 16,379 all-time photo views, a 4% increase
- 196 photos and 3 videos in 12 sets; organized sets into 3 collections for Special Events, Winter and Summer
- Maintain 62 contacts and have membership in 7 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	OCT. 17, 2011	NOV. 19, 2011	% INCREASE
Total Video Views	25,218	25,744	2%
Subscribers	54	57	6%

- Incorporated YouTube feed into Facebook custom application; increased views
- Continuing to enhance current videos by adding links and notations within videos directing to GoTahoeNorth.com and adding titles to first-person video
- Top videos include: (% of total views over past month, % of video viewed)
 - North Lake Tahoe – 7 World-Class Ski Resorts (51.1%)
 - North Lake Tahoe N is for North (16.8%)
 - Sounds of Sand Harbor (6%)
 - North Lake Tahoe Winter Visionary – Getting Here (5.4%)
 - Lake Tahoe Concours (5.4%)
 - New Snow in Tahoe, November 2010 (3.3%)

Analysis and Recommendations

- Recommend capturing video, even if it's from a cell phone cam, of major events such as snowstorms, first snowfall, etc., to engage users who are searching for that content already
- Recommend developing series of videos that address the needs of visitors as determined by keyword searches in Google; videos can include "Where is Lake Tahoe", ski vacation overview, hotels overview, ski resorts overview, vacation rentals overview, weddings overview, etc. based on the most-searched keyword terms related to Lake Tahoe
- 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 users to post video responses to first person videos to increase NLT video ranking in YouTube search

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PETTIT GILWEE
public relations

**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
November 18, 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 press trip for UK film crew, new adventure show called Heaven on Earth, via CA Tourism’s lead. Met with client and Truckee Donner Chamber of Commerce about the possibility of a joint mountain biking/road cycling media fam for September 2012.

II. News Releases – 6 news releases in the works

- A. North Lake Tahoe Ski Resorts Opening/New Snow – drafting
- B. North Lake Tahoe’s Best Winter Events – drafting
- C. Snowmobiling/Non-Ski Activities - drafting
- D. Gallery Keoki Chamber Mixer (November 30) – drafting
- E. Christmas Tree Village Chamber Mixer (December 2) – drafting
- F. Sunnyside Resort Chamber Mixer (December 9) - drafting

III. News Releases – 11 news releases distributed since our October 17 report

- A. Five Seats Open on Resort Association Board of Directors

- B. What's New in North Lake Tahoe this Winter
- C. Sierra Sun to Host Halloween Chamber Mixer this Thursday
- D. North Tahoe Lands Top Ski Industry Wholesale Conference
- E. Winter Recreation Luncheon is Ideal for Frontline Staff
- F. Tahoe Has Large Concentration of Cross Country Resorts
- G. Tahoe Prosperity Center to Hold Industry Workshops
- H. NLTRA Awards Nearly \$50,000 in Special Event Grants
- I. North Lake Tahoe Honored for Meetings Program
- J. NLTRA Hires Staff Members, Adds New Positions
- K. North Lake Tahoe's SnowFest is March 2-11, 2012

IV. Media Leads – 36 media requests we've responded to since our October 17 report (does not include those journalists we've actively pitched)

- A. Placer County Progress Online – Sandra Reeves, winter events, 10/18
- B. NBC Bay Area's Great Getaways – Dave Mulligan, Tahoe b-roll, 10/18
- C. Vista Point Publishing – E. Kalmar, German guidebook, images, 10/18
- D. SF Examiner – Kathleen Jay, requested story angles, 10/19
- E. National Ski Club Newsletter – Bob Wilbanks, what's new skiing, 10/19
- F. Benicia Magazine – Jeanne Steinmann, winter images, 10/24
- G. 7&7 Magazine – Dan Giesin, what's new this winter, 10/24
- H. Shop California – Rosemary McCormick, shopping copy, 10/24
- I. Comstock's Magazine – Alan Young, Ritz-Carlton angle, 10/24
- J. RSCVA – Nina Maestas, Tahoe events for 2012 brochure, 10/24
- K. VannuysNewsPress.com – George Thomas, possible press trip, 10/25
- L. Ski Magazine – Paul Tolme, Tahoe chef angles, 10/25
- M. RKPR – Kristen Power, ski resort images for Learn to Ski (FB), 10/26
- N. Via Magazine – Leslie Endicott, SnowFest story ideas, 10/27
- O. Horizon Air Magazine – Ken Van Vechten, Tahoe image, 10/31
- P. Gate 7 (CA Tourism) – Allison Scott, requested winter materials, 10/31
- Q. CA Tourism – Jeanne Sullivan, Wine Enthusiast Magazine lead, 11/1
- R. Via Magazine – Leslie Endicott, fact checking Tahoe editorial, 11/1
- S. Where Magazine – Jerry Ferguson, winter story angles, 11/1
- T. San Jose Mercury News – Bob Goligoski, Learn to Ski details, 11/1
- U. Diablo Magazine – Susan Safipour, Woodward Tahoe details, 11/2

- V. Meetings Focus West Magazine – Carolyn Blackburn, images/angles, 11/2
- W. Chicago Magazine – Nina Hahn, winter story ideas, 11/4
- X. KGO-Radio – John Hamilton, cross country images, 11/4
- Y. Tahoe TV – Eric Brandt, cross country images, 11/4
- Z. NBCBayArea.com – Alysia Gray Painter, cross country images, 11/8
- AA. Women’s Health & Fitness – Emilie Mikulla, images, 11/9
- BB. WhimsyMedia.com – Heather Cassell, story angles, 11/9
- CC. Southern CA Coast Magazine – Tiffany Hawk, images, 11/10
- DD. Smart Meetings Magazine – Garrick Naguit, images, 11/11
- EE. CondeNastTraveler.com – Molly Fergus, fall foliage details, 11/11
- FF. Ski Lake Tahoe – Daniel Pistoressi, Learn to Ski details, 11/14
- GG. Where Magazine – Erin Roth, Tahoe images, 11/14
- HH. Moonshine Ink – Mayumi Elegado, Tahoe marquee events, 11/15
- II. Chicago Magazine – Nina Hahn, Tahoe images for editorial, 11/15
- JJ. Ranch & Coast Magazine – editor, Tahoe story angles, 11/17