



Marketing Committee
Departmental Reports
January 29, 2009

Print Media

- Ads running in January & February include:
Outside Magazine, Los Angeles Magazine, Newsweek LA
Metro Buy, Women's Adventure, Nevada Travel Planner,
CA Visitors Guide, AAA Tourbook.

Internet Media

- In December North Lake Tahoe received 2,966,908 impressions & 15,676 clicks from the paid Internet advertising campaign.
- We are receiving over 2,000,000 impressions from our banner on GordonsGuide.com. December was the first month of our annual buy.
- Banner ad continues to run on LATimes.com until all guaranteed impressions are fulfilled.
- SkiDazzle Email Blast on 1/19 – initial reports indicate there was great response to the list. Final details will be provided at February meeting.
- SF Weekly added a banner to their site as added value for the month of December.

Outdoor

- The Bay Bridge Outdoor Board updated creative posted January 12th.

Direct Response

- The January database email blast is scheduled to be sent Monday, 1/26 with a deals, events and recent video message.

GoTahoeNorth.com Website:

- Projects include: auto responder to users who sign up for our newsletter to keep database scrubbed, made adjustments to dining sort function, remove survey from homepage, add new video to GTN video player, exploring better video integration between YouTube and GTN video player, update Interchangeable Lift Ticket purchasing page

Upcoming GoTahoeNorth.com Website:

- Development of "Tell Your Story" section which allows users to post photos/videos; share a Tahoe experience; and give a review of a favorite Tahoe spot
- Adding event calendar date range function for easier search by consumer
- Creating mobile website with streamlined information on lodging, restaurants, road conditions, snow reports
- Creating an enhanced Snow Report page with information similar to SkiUtah.com
- Updating photography site wide with photos from current agreement

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north lake tahoe

n is for north

North Lake Tahoe is where snow spends its winter vacation. Snow covers our 12 legendary resorts in blankets of deep powder and makes the Tahoe State Interchangeable Lift Ticket an irreplaceable blessing. Best yet, our snow and Lake Tahoe's righteous blue waters are a simple non-stop away.

GoTahoeNorth.com | 800-Tahoe4U

Lake Tahoe, awarded the #1 U.S. destination by Forrester.

466 8954 Los Angeles Magazine
Smith + Jones, Inc. 11/04/08 gG
CMYK, 6.75 x 4.625 Half-page Horizontal, PDFX-1a

LA Magazine

1/2 page, Monthly, January Insertion

Circulation: 155,709 (100% paid)

Demographics: 46% Male
23% Ages 35-44
24% Ages 45-54
39% Ages 55+
\$212,600 Average HHI

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n is for north

Today's American ski scene was borned largely from the mountains ringed North Lake Tahoe. But skiing and snowboarding are only two of the snow-cast joys you'll discover here. From high-altitude scenic viewing to hot-boddy sleigh rides, mountain top excursions to the coast in apron ski nightgowns, North Lake Tahoe is winter as it should be. For Fast Flights and Cool Beats...

Get Tahoe North.com | 800.Tahoe4U

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Newsweek LA Metro Buy

1/2 page, Weekly, January Insertion

Circulation: 169,000

95% subscribers

Demographics:

53% Male

47% Female

18% Ages 35-44

27% Ages 45-54

24% Ages 55+

46.5 Median Age

41% HHI \$100,000+

\$67,037 Median HHI

\$246,683 Median Home Value

26% Winter/snow sport enthusiasts

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North Lake Tahoe is where snow spends its winter vacation. It blankets our 13 legendary resorts, making our 7-Mtn. Interchangeable Lift Ticket an indispensable blessing, while giving skidders and snowshoers reason to celebrate. Best yet, our snow and Lake Tahoe's blue waters are centrally situated between airports in San Francisco, Sacramento and Reno-Tahoe. For Cool Deals and other details log-on or call.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe, named the #1 U.S. destination with TripAdvisor and #1 winter destination with Orbitz.com.

Outside Magazine Western States

Full page, Monthly, January Insertion

Circulation: 225,000 (33% of national circulation)
43% is distributed in CA

Distribution: 13 Western states and Western Canada – subscribers & newsstand

Demographics: 65% Male, 58% Ages 30-54, Average Age 41, 55% Married, 33% HHI \$100,000+
Average HHI \$142,369, 15% Visited California in the past 12 months
56% Ski/Snowboard, 18% Snowshoe, 10% Backcountry ski

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north lake tahoe

n is for north

Each winter a cashmere snow blankets our 12 legendary ski resorts. The mountains of snow stand in crystalline contrast to the brilliant blue lakes that they surround. It's an unforgettable setting, where sunny steep-side days are topped by evenings of gaming, music and ski-town adventures. Log on or call for flights and shuttle details.

GoTahoeNorth.com | 800.Tahoe4U

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466 6955 Womens Adventure Magazine
Smith + Jones, Inc. 11/17/06 gG
CMYK, 7.125 x 4.75 Half-page Horizontal, PDFX-1a

Women's Adventure Magazine

1/2 page, Monthly, January Insertion

National Circulation: 78,000 (80% paid)
33% California

Demographics: Travel to ski/board: 62%
Average Number of rec trips: 4
Ski: 73%
Snowboard: 54%
Telemark: 45%
Alpine: 73%
Average Age: 34
Average HHI: \$76k
Married: 65%
Kids: 45%
Professional/Exec: 74%



n is for north

It's the North in North Lake Tahoe. This is the top half of Lake Tahoe where every season becomes a playground of a different color. Sandy beaches to snowy reaches, uptown to ski town, Golden State to Silver State, North Lake Tahoe is 180 degrees of discovery.

180 degrees of discovery
- what's that? Good question...

GoTahoeNorth.com/nvg
800.TAHOE4U



PURE EXPERIENCES

FEATURED PARTNERS

PlumpJack Squaw Valley Inn
800.323.ROOM PlumpJackSquawValleyInn.com
Ski-in/out boutique hotel at the base of Squaw Valley Award-Winning Restaurant & Wine List, inclusive Gourmet Breakfast Buffet, Complimentary High-Speed Wireless Internet, Pool, Jacuzzis.

Incline Village General Improvement District
877.GO.VIEWS YourTahoePlace.com
North Lake Tahoe's year-round recreation facilities: 2 golf courses, ski resort, tennis, wedding/meeting facilities.

Hyatt Regency Lake Tahoe Resort, Spa and Casino
800.510.0589 LakeTahoe.Hyatt.com
Classic Tahoe Style. Experience ultimate lakefront luxury and world-class amenities, minutes from golf and skiing.

North Lake Tahoe Express Airport Shuttle
866.215.5222 NorthLakeTahoeExpress.com
North Lake Tahoe and Truckee now have scheduled, year-round, reasonably priced airport service to/from Reno-Tahoe International Airport. Three routes run from 3:30am - 12midnight.

NV Travel Planner Cooperative Ad

Full page, Annual

Circulation: 625,000

Distribution: NV Visitor Guide (550,000) - mailed nationally and internationally to consumers requesting information on visiting Nevada. It is also handed out by the NV Commission on Tourism regionally and at numerous trade shows.

NV Travel Planner (75,000) - 46,004 are direct mailed with Travel Agent Magazine and 13,200 are direct mailed with Canadian Travel Press Magazine, both to qualified agents.



n is for north

North Lake Tahoe invites you to come and play around with the building blocks of fun. Tall peaks and long beaches, mountains of snow and piles of sun, great people and 11 good-timing neighborhoods, pure water and a 180-degrees of adventure... they're ready for you to mix them up and shuffle them around till you've created an unforgettable vacation.

For perfect packages and a calendar of events

GoTahoeNorth.com/cav
800.TAHOE4U



PURE EXPERIENCES

LODGING PARTNER:

Granlibakken Lodge
877.552.0188 Granlibakken.com
Offering Tahoe's best all-inclusive packages plus countless on and off-site amenities, minutes from the Lake and Tahoe City.

Incline Village General Improvement District
877.GO.VIEWS YourTahoePlace.com
North Lake Tahoe's year-round recreation facilities: 2 golf courses, ski resort, tennis, wedding/meeting facilities.

Hyatt Regency Lake Tahoe Resort, Spa and Casino
800.510.4801 LakeTahoe.Hyatt.com
Classic Tahoe Style. Experience ultimate lakefront luxury and world-class amenities, minutes from golf and skiing.

The Village at Squaw Valley USA
877.826.8304
TheVillageAtSquaw.com
Ski-slope lodging to Squaw Valley USA including one, two and three bedroom condominium suites.

North Lake Tahoe Express Airport Shuttle
866.216.5222
NorthLakeTahoeExpress.com
North Lake Tahoe and Truckee now have scheduled, year-round, reasonably priced airport service to/from Reno Tahoe International Airport. Three routes run from 3:30am - 12 midnight.

CA Visitors Guide Cooperative Ad

Full page, Annual

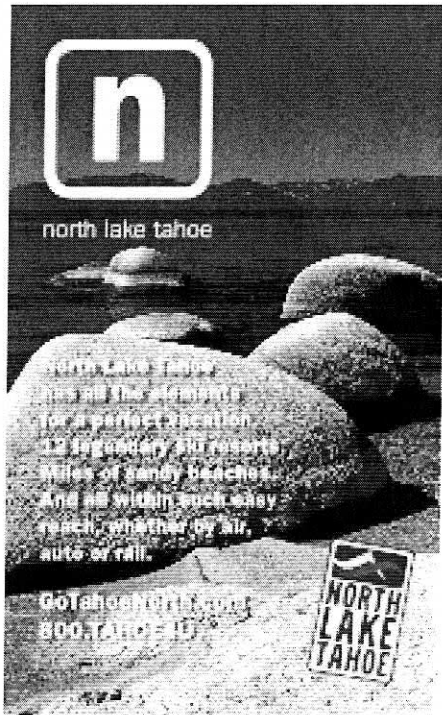
Circulation: 500,000 (non-paid)

Distribution: *CA Tourism fulfillment packets requested through the www.visitcalifornia.com website or the toll free number

*Sales missions, consumer and travel trade shows (domestic & international), *CA

Welcome Centers and DMOs, *Overseas contractors, *Sunset Magazine events,

*Newsstands



AAA Tourbook Ad
1/4 page, Annual – February
Circulation: 1,513,896



Bay Bridge Outdoor Billboard



north lake tahoe



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Planning a North Lake Tahoe meeting is a breeze.
Here's how we make your job enjoyable:

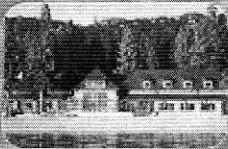
- Professional, one-stop planning resource at no charge to you
- Multiple non-stop flights between Chicago and Reno/Tahoe Intl. Airport
- 7,000 hotel rooms & condos • 200,000 sq. ft. of meeting space
- Express shuttle from Reno/Tahoe International
- Diverse team-building activities • Unique off-site event options

FEATURED PARTNERS



Grandblakden Conference Center
877.662.6304 | Grandblakden.com

The expanded Executive Lodge opened in June, 2007, with two new conference rooms, bringing the conference space to 16,000 sq. ft. The all-inclusive meeting package, from \$185/person, includes lodging, three meals per day, cocktails, meeting space and more. Minutes from Tahoe City and the Lake.



Hyatt Regency Lake Tahoe Resort Spa and Casino
800.610.4891 | LakeTahoe.Hyatt.com

Experience ultimate lakefront luxury at the Hyatt Regency Lake Tahoe. World-class amenities include 60,000 sq. ft. of indoor/outdoor function space, Stillwater Spa, 24-hour casino, 4 restaurants (one on the Lake), heated lagoon style pool and private beach. Minutes to golf and skiing.

GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe, awarded the #1 U.S. destination with TripAdvisor and #1 winter destination with Orbitz.com.

Meetings West Magazine

Full page, Monthly, January Insertion

Circulation: 31,025 (BPA, 100% qualified, non-paid)

Demographics: 57.8% Corporate Planner, 28% Association Planner, 14.2% Independent Planner



north lake tahoe



FEATURED PARTNERS

n is for north

Planning a North Lake Tahoe meeting is a breeze. Here's how we make your job enjoyable:

- Professional, one-stop planning resource at no charge to you
- Multiple non-stop flights to Reno/Tahoe International Airport
- Express airport shuttle
- 7,000 hotel rooms & condos
- 200,000 sq. ft. of meeting space
- Diverse team-building activities
- Unique off-site event options



Grandfalden Conference Center
877.552.6304
Grandfalden.com

Take advantage of our special value season, all-inclusive rate of \$153/person. Offering 16,000 sq. ft. of conference space, our meeting package includes lodging, 3 meals/day, cocktails, meeting space & more. Rate valid through May 2009. Minutes from Tahoe City and the Lake.



Hyatt Regency Lake Tahoe Resort, Spa and Casino
860.510.4891
LakeTahoe.Hyatt.com

Experience ultimate lakesfront luxury at the Hyatt Regency Lake Tahoe. World-class amenities include 50,000 sq. ft. of indoor/outdoor function space, Stillwater Spa, 24-hour casino, 3 restaurants, lone on the Lake, heated lapron style pool and private beach. Minutes to golf and skiing.



Northstar-at-Tahoe™ Resort
800.888.0994
NorthstarAtTahoe.com

Featuring 24,000 sq. ft. of new indoor/outdoor space, a variety of on-site accommodations, 18-hole golf course, skiing, and the new Village at Northstar™ with 35 shops and restaurants. Book your group by March 31, 2009 and receive free ski lift tickets or complimentary break service; restrictions apply.

GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 with TripAdvisor and for the 2nd year straight, No. 1 winter destination with Orbitz.com!

Meetings West Magazine
 Full page, Monthly, February Insertion
 Circulation: 31,500 (BPA, 100% qualified, non-paid)
 Demographics: 78.5% Corporate Planner
 18.4% Association Planner
 3.1% Other

Conference Department Report for January 2009

In January, the conference sales department staff attended a number of key meetings and industry events and hosted two site inspections. The following is a brief recap of the month's activities

Staff hosted site visits for Cox Media and Meritain Health. The combined room revenue for these two programs is roughly \$200,000. Cox media has decided to bring their meeting to North Lake Tahoe but Meritain Health has canceled their program due to the current state of the economy.

Staff attended the RSCVA Directors of Sales Meeting.

Staff met with the new Director of Sales at the Ritz-Carlton, Highlands

Staff attended the initial planning meeting for the 2009 MILO event

Staff met with Smith & Jones to discuss the effectiveness of direct mail and email marketing campaigns

Staff booked three meetings that are anticipated to generate \$31,000 in room revenue and roughly 270 room nights.

Special Projects Departmental Report January, 2009

1. Daily maintenance of both websites and coordination of content with the Visit California sites.
2. Daily updates to calendar of events, member listings, troubleshooting, expansion of content for Events & Activities.
3. Coordinated and distributed a specific calendar of events to North Shore businesses for the entire months of February and March, 2009 to alert them of peak visitation dates for Winter Dew Tour (Northstar), the Free Ride World Tour Tram Face (Squaw) followed by SnowFest!
4. Research and co-coordination with production company for a welcome program for the Winter Dew Tour for North Shore businesses.
5. Ongoing development of Autumn Food and Wine 2009 program. Confirmed appearance of Chef John Ash.
6. Proposal sent to Chef Guy Fieri for 2009 appearance.
7. Sponsorship proposals sent to Audi, Standards of Excellence, Montreux Golf & Country Club, Sunset Magazine, and KitchenAid.
8. Preparing marketplace vendor invitations for AFW.

January Leisure Report
Marketing Committee Meeting
January 29, 2009

TRAVEL TRADE

- Contracted STN ticket with Virgin Holidays Incoming Services
- Attended
- Worked with Reno partners on an NTA sightseeing day in NLT for the Nov. 2009 conference
- Organized international travel trade golf day (part of CTTC's CA Cup) at Old Greenwood in May, pre POW WOW working with Sacramento CVB who is hosting the Cup.
- Met with Tahoe Adventure Company to discuss packaging Tahoe Water Trail Kayak packages in the fall to help push off-peak business.
- Attended Mountain Travel Symposium luncheon planning meeting

FAMs

- Toured Bella Somerville, Product Manager from Equity Ski (UK school groups), around partner resorts and lodging properties
- Finished planning and finalized itineraries for early Feb. German and Australian FAM visits.

MISC

- Hosted Today Show Australia
- Met with PR manager of CA Tourism Australia
- Landed press visit from the UK's Daily Mail Ski and Snowboard Magazine and arranged lodging for late March, early April visit
- Met with OnTheSnow.com
- Attended CTTC International Marketing Summit
- Attended NLT Chamber mixer
- Attended Homewood Breakfast Club
- Attended Sierra Avalanche Center Board of Director's meeting



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
January 21, 2008**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities on the North Shore.
- B. Media Ski Invite –mailing ski invite for top-tier journalists, inviting them to experience the North Lake Tahoe winter product firsthand via a coordinated press trip.
- C. Domestic Press Trip – coordinating press trip for Sacramento’s KJAY Carmel Mooney and Conn Jackson, filming in North Lake Tahoe for a television program to be aired in the Southeast.
- D. CA Media Blitz in New York City - scheduled editorial meetings with Modern Bride, Fodor’s and Budget Travel magazine. Timing meetings with the California Tourism Media Blitz (February 3), which we are attending as a representative of the High Sierra Visitors Council.

II. News Releases – 5 news releases in the works

- A. North Lake Tahoe Revels in New Snow – drafting, when appropriate
- B. New Committee Members – drafting
- C. New Snow Makes for Great Skiing (VNR) – drafting
- D. Culinary Tourism – updating release to reflect new dining opportunities

E. Olympic Heritage Weekend (February 6-8) - drafting

III. News Releases – 8 news releases distributed since our December 29 report

- A. Businesses Posting Cool Deals to Visitors Bureaus' Website Increase Referrals
- B. Deadline for Community Awards Nomination is January 12
- C. North Lake Tahoe Releases New Vacation Planner
- D. Lakeside Pizza to Host Chamber Mixer this Thursday
- E. North Lake Tahoe's Winter Recreational Options Abound – VNR
- F. Gar Woods to Host Chamber Mixer/SnowFest Fundraiser this Thursday
- G. Tahoe Travelers Delight in Off-the-Beaten-Slope Activities
- H. Homewood & Sierra Avalanche Center to Host Chamber Mixer

IV. Media Leads – 26 media requests we've responded to since our December 29 report (does not include those journalists we've actively pitched)

- A. The Weather Channel – Amy Colbetzor, images, 12/30
- B. Dallas Morning News – Walt Roessing, wedding venues, 12/30
- C. Smart Meetings magazine – Erin Bernall, what's new, 1/5
- D. Snow magazine – Paul Tolme, freelancer, luxurious dining, 1/5
- E. Food Network – Christian Vaughan/Guy Fieri, AFW, 1/5
- F. Cardinal Health magazine – James Stephenson, story ideas, 1/5
- G. Meetings West magazine – Tony Bartlett, what's new, 1/5
- H. Excelsior (Mexican newspaper) – Arcelia Lortia, images, 1/5
- I. NASJA President – Bob Cox, possible press trip, 1/5
- J. KJAY-Radio (Sacramento) – Carmel Mooney, radio interview, 1/7
- K. CookieMag.com – Erin Renzas, images, 1/8
- L. CaliforniaTravelGirl.blogspot – Lora Finnegan, images, 1/8
- M. Successful Meetings magazine – Julie Barker, historic venues, 1/9
- N. KJAY-Radio (Sacramento) – Carmel Mooney, press trip, 1/10
- O. ConventionPlanit.com – Katherine Markham, what's new, 1/10
- P. Todo Lujo (Mexican magazine) – Melissa Villarrel, images, 1/10
- Q. Shape magazine – Janet Lee, press kit, 1/13
- R. Russian-American Weekly – Emma Krasov, possible press trip, 1/13
- S. Via magazine – Erin Klenow, what's new, 1/14

- T. Ski Lake Tahoe – Eric Doyne, holiday statistics, 1/14
- U. Golfin' Around Radio (PN) – Randy Tantlinger, radio interview, 1/14
- V. San Jose Mercury News – Terri Hunter-Davis, Valentine's specials, 1/15
- W. Freelancer Tracy Casto – possible press trip, 1/19
- X. Vue Weekly magazine (Edmonton) – Jeremy Derksen, what's new, 1/19
- Y. RV Journal magazine – Mary Forgey, spring/summer events, 1/21
- Z. High Road magazine (AAA, Phoenix) – Lindsey DeChacco, fact checking Lake Tahoe article, 1/21