



**north lake tahoe**

Chamber | CVB | Resort Association

**Marketing Committee Meeting**

**April 21, 2017**

**Packet**

**Part Two**

Packet Two:

- A. Departmental Reports Overview – January & February (30 min)
  - Conference Sales – J. Neary (Page 1)
  - Leisure Sales – S. Winters (Page 3)
  - Events & Communications – A. Burke (Page 5)
  - Website Content – S. Fallon (Page 9)
  - Marketing – Augustine Agency (Page 10)
  - Public Relations – The Abbi Agency (Page 29)
- B. DestiMetrics March Report overview – Thompson (5 Min)
- C. Committee Member Comments (5 minutes)
- D. Standing Reports (posted on [www.NLTRA.org](http://www.NLTRA.org))
  - Conference Activity Report
  - Google Analytics Reporting
  - March '17 Lodging Referral Report
  - Quarterly International Representation Updates
    - United Kingdom & Australia

## Conference Department Report for April 2017

In April 2017 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 CalSAE Elevate conference in Newport Beach, CA. Elevate is the largest annual gathering of association executives and meeting planners and is a tremendous opportunity for us to generate future business. NLTRA is a major sponsor of this event annually which offers us, and our hotel partners, additional networking opportunities and exposure.

Staff met with North Lake Tahoe Summit Lacrosse tournament coordinators to discuss future strategy. They are excited to build this annual event in to the premier lacrosse event on the west coast.

Staff attended weekly NLTRA staff meeting

Staff attended bi-weekly sales team meeting

Staff participated in bi-weekly agency status call with Abbi Agency and Augustine

Staff attended the PCMA Partners Summit at Hyatt Lake Tahoe. This event brought over 100 meeting buyers to the area for a three day experience and was a tremendous networking opportunity and a great showcase of the destination.

Staff attended Simpleview training at RSCVA

Staff hosted a client event in a suite at Chicago Cubs v. Milwaukee Brewers game in Chicago. 50 clients attended and staff anticipates generating a number of new leads from this event.

Staff attended NLTRA marketing committee meeting.

Staff reviewed MICE appointment profiles from Mountain Travel Symposium. Staff called and emailed contacts. Working on the following potential accounts

- 1. Helms-Briscoe, California**

RFP for 2018 and looking for a small group in August of 2017 (125)

- 2. SweatPea Meetings & Events – Dental Group**

- RFP 20/pp for October 2017 interested in Alpine Destination

- 3. Perfectly Posh**

- RFP 2019 primarily for Tahoe North properties

- 4. Living Exceptionally**

- Potential RFP

## **5. CityMatCH at UNMC**

- Clients: Public Health, 35-75
- Potential RFP pending congress decision on funding
- Interested in a site tour

## **6. Meeting Professionals Expectations**

- Potential RFP for November 2019, 400-700 people

Staff reviewed and updated the following events in IDSS from the NASC Sports Event Symposium.

1. Memaid Serries
2. Pro Am Beach Soccer
3. International Slow Pitch
4. ASA Entertainment
5. Divas Half Marathon
6. Red Frog
7. EVP Pro Beach Volley Ball
8. Cherry Bomb Lacrosse
9. Corporate Games
10. Pro Watercross
11. Trillogy Lacrosse
12. Hurricane Action Sports
13. Tough Mudder
14. Beach Rugby America
15. Major League Triathlon – RFP Received
16. CST Sports Management International
17. Adventure Enablers – RFP Received
18. US Lacrosse –RFP for Regional camps in June 2018
19. Open Water Planet – potential for open water swim event

Staff reviewed Connect California appointments from March is following up corporate programs.

00Staff reviewed Destination California appointment profiles for this May 2017 event in Los Angeles, CA. Staff went through and requested over 30 appointments with Corporate and Association planners based in California

Staff worked on site for SCI-Shared Services LLC Spring 2018 Annual Meeting. This program has the potential for 850 room nights and 250 people for April-May 2018.

Staff meet with Zoomaway to go over reservations for WinterWonderGrass Tahoe 2017 and to look at future event housing and reservation opportunities.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of April, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



Leisure Departmental Report  
April Marketing Committee Meeting  
4.21.17

TRAVEL TRADE INFORMATION:

- RFP's for our international contracts are out and due by early May.
  - RFP review committee will be formed.
- GTA is coming to North Lake Tahoe to do contracting on site and an educational forum. Invitations went out, date is May 15<sup>th</sup>
- New projects:
  - Working on Mogul Ski marketing collaborative
  - Working on updating ski.com's website and information
  - Purchased advertising in Chill Factor Magazine, Australia
- Sent out lead for a tour operator – IACE for group in August
- Hosted UnderCover Tourist Blogger & family to North Lake Tahoe. Blog is up on their site and they are launching North Lake Tahoe product for the 2017/ 2018 ski season. Follow this link to view the blog:  
<https://www.undercovertourist.com/blog/north-lake-tahoe-ski-resorts/>
  - Please note – all lodging is getting booked through Hotel Beds.
- Working with the tour operators on new product placement:
  - White Diamond, out of Colorado
  - Leave Town out of Canada
- Quarterly Reports from Gate 7 & Black Diamond are both in.
- UK Highlights for Q3:
  - PR:
    - Hosted UK Media FAM with (3) journalists – Amuse, Ski & Snowboard & Trinity Mirror
    - Also hosted Mpora Magazine with his own photographer for an article on back country skiing.
    - Coverage for Q3 concluded with PR value of \$257,554
  - Trade:
    - Hosted UK Winter FAM with (6) agents
    - Conducted 10 meetings and hosted an additional two trainings where a total of 29 agents were trained.
    - Working on getting North Lake Tahoe product up with British Holidays for launch of their March flight into Oakland. Possible fall push for ski.
- Australia Highlights for Q3:



- PR:
  - Feature in KarryOn, the voice of the travel industry. 90K users per month
  - 5 media sales calls complete
  - Hosted Paul Tatnell in NLT in March
- Trade
  - launched a Mogul Ski Incentive
  - New website/product offering is now up on FYVE Camps,
  - Hosted an American Airlines & HelloWorld winter FAM
  - Lots of social exposure on the following tour operator websites: Ski Max, Mountain Watch, Snow Travel Expo, Blue Powder Tours, Sno' n' Ski, Travel Plan,
  - Conducted: 16 travel trade meetings & trainings
    - Total agents trained: 35

#### TRADESHOW INFORMATION:

- Attended – Mountain Travel Symposium – March 27<sup>th</sup> – April 1<sup>st</sup>
  - 30 meetings conducted
  - Leads to go out by Friday, April 21<sup>st</sup>
- UPCOMING SHOWS:
  - California Snow Ski Shows, Australia – May 20-28<sup>th</sup>
  - IPW – June 4-8<sup>th</sup>
  - Visit California UK & Ireland Sales Mission – July

#### TRAVEL TRADE FAMS

- Upcoming FAMS:
  - Visit California South Korea FAM, April 22<sup>nd</sup>-24<sup>th</sup>
  - Travel Nevada/Brand USA Mexico FAM, May 4-5<sup>th</sup>
  - Travel Nevada Wedding FAM – May 6<sup>th</sup>
  - Brand USA UK & Ireland Mega FAM – May 11-13<sup>th</sup>

#### INTERNATIONAL MEDIA:

- Working on the following:
  - UK, Passport Stamps blogger, Helen Wright, will be joining us in North Lake Tahoe May 6-8<sup>th</sup>
  - Working on (2) UK journalists coming out for Wanderlust. Details TBD

## Events & Communications Update April Marketing Committee Meeting

### General

- Assisting with Community Awards planning
- Working on Summer Visitor Guide
  - Event Calendar, Event Feature, Ale Trail Feature, Overall Proofing
- Working with TAA on organizing our Dropbox to have an easy to use, cohesive media asset library. Will roll out our plan to JT and Andy soon for initial feedback.
- Working with TAA & Augustine on photo shoot plans (1x/season and event photos)
- Working on 17.18 event budget, scope of work/goals
- Met with Zoomaway to discuss annual partnership. Reviewing/negotiating contract.

### Special Event Grant Funding

- New application and process was approved by the BOD

### WinterWonderGrassTahoe

- Event took place 3/31 – 4/2, was a success
- Attached is a preliminary internal event recap

### AMGEN Tour of California

- Working on additional communication plan to distribute road impact, volunteer and spectator info.

### Tahoe Summit Lacrosse Tournament

- Met with event production team to discuss this year and future years.

### Escape Triathlon

- Continual discussions with IMG regarding an Escape Triathlon in NLT – September 2018
- Continuing follow up from meeting to confirm route and negotiate contract.

### No Barriers

- Working on promotional plan

### High Notes

- Signed Pops in the Park Sponsorship agreement – working on fulfillment plan

### BACC

- Met with TAA to discuss Peak Your Adventures and High Notes Campaigns.
- Working on plan to present committee to regional partners to increase participation and buy in.

## 2017 WinterWonderGrass Tahoe Event Recap

### NLTRA CAMPAIGN RECAP

#### Benefits Fulfillment

- \$15,000 cash sponsorship paid
- **Dedicated E-blast to consumer database**
- Dedicated outreach to Chamber Members
  - Biz Bytes Inclusions: 3/7, 3/14, 3/21, 3/28
  - Dedicated email to regional database: 11/17 (Tickets & Lineup, 23.9% open rate)
- **Included in two (2) E-blasts**
- Included WWG content in all social media channels
  - Facebook
    - 11/17 – Line Up
    - 2/10 – Tickets & Schedule
    - 2/15 – Late Night Shows
    - 3/13 – Tickets
    - 3/13 – 3/15 – Ticket Giveaway
      - 6,557 Reach
      - 72 Email Entries
      - \$1.04 CPL
    - 3/18 - Tickets
    - 3/21 – Tickets
    - 3/27 – Tickets
    - 4/2 – Facebook Live Broadcast
      - 89,772 Reach
      - 467 Reactions
      - 48k Views
      - Local artists playing in the meadow of Squaw Valley
  - Instagram
    - 12/15 – 12 Days of Christmas Ticket Giveaway
      - 323 Likes
      - 60 Comments/Entries
      - 184 New Followers during entire campaign (14 on 12/15)
    - 1/1 - Tickets
    - 2/10 – Valentine’s Day Tickets
    - 2/14 – Valentine’s Day Tickets
    - 2/15 – Late Night Shows
    - 3/1 – Tickets
    - 3/8 – Tickets
    - 3/13 - Tickets
    - 3/15 – 1/16 – Ticket Giveaway
      - 339 Likes
      - 73 Comments/Entries
      - 81 New Followers
    - 3/16 – Tickets
    - 3/20 - Tickets
    - 3/24 – Tickets
    - 3/27 - Tickets
    - 4/2 – Jenni Charles (Dead Winter Carpenters) Takeover
      - 2,140 Likes

- 8 Comments
  - 7 Images
  - 40 New Followers
- Incorporate WWG Tahoe into winter search and digital efforts
  - *Note: Although conversion tracking was not an option, we were able to generate some great engagement and website traffic.*
  - *Note: Compared to our overall campaign, these performed considerably better with nearly 6x higher CTR and 3x more engagement per month. In addition, sentiments on the posts were favorable, with numerous users expressing their excitement regarding the event. A large share of users tagged their friends in the comments as well, especially on Instagram, helping to expand the overall reach of the posts. This, combined with the 234 post shares, helped the post reach users outside of North Lake Tahoe's fan network.*
  - \$4,993 spent
  - 9,264 clicks to [www.gotahoenorth.com/winterwondergrass-tahoe-festival/](http://www.gotahoenorth.com/winterwondergrass-tahoe-festival/)
  - \$0.54 per link click
  - 1.45% CTR
  - 640,728 impressions served
  - 3,586 post reactions
  - 101 post comments
  - 234 post shares
  - 281 page likes generated
  - *Note: Would have liked to start this campaign a little earlier. We planned to spend closer to \$10k but didn't have creative/approvals in enough time.*
- Included WWG promotional materials at local and regional visitor centers (TC, Incline, Auburn, Truckee, etc.)
- Distributed information on WWG to international offices in UK and Australia
  - Generated: [www.snowsbest.com/squaw-winter-wondergrass-music-brew-festival-lineup-announced/](http://www.snowsbest.com/squaw-winter-wondergrass-music-brew-festival-lineup-announced/)
    - Published 11/18/16
  - Information included in all destination presentations and working with tour operators on potential packages for next year.
- Distributed WWG information to Visit CA for national and international efforts
- Covered costs to hang WWG specific banners in Tahoe City from 3/17/17 – 4/2/17
  - *Note: Banners will need to be reproduced next year*

#### Added Value Provided by NLTRA

- Dedicated landing page on GTN.com
- Created a trackable lodging landing page
  - Tracked 35 room nights and \$14,377 in revenue.
    - *Note: Would like to have more visibility to the page next year. The lodging link is buried a little on the WWG site (under Info). Would like to see if it's possible to have a lodging header on their page. Also want to see if we can call out lodging and that page in both NLT and WWG newsletters more regularly.*
    - *Note: Next year Sean could set up blocks and packages with more advanced notice.*
- Featured event on GTN.com
  - 2/27 – 4/2
- Mention in NLTRA Press Release – Spring Release
  - 2/24
- PR Placements
  - *Note: These are placements as of 4/3, more to come. TAA will provide PR Equivalency numbers and a full report.*
  - NBC Bay Area.com - [www.nbcbayarea.com/blogs/worth-the-trip/North-Lake-Tahoe-Spring-Break-Snow-415599893.html](http://www.nbcbayarea.com/blogs/worth-the-trip/North-Lake-Tahoe-Spring-Break-Snow-415599893.html) and [www.nbcbayarea.com/blogs/worth-the-trip/WinterWonderGrass-Tahoe-String-Scene-412197113.html](http://www.nbcbayarea.com/blogs/worth-the-trip/WinterWonderGrass-Tahoe-String-Scene-412197113.html)

- o Meetings Today - [www.meetingstoday.com/ArticleDetails/tabid/136/RegionID/0/ArticleID/30056/Page/2/Default.aspx](http://www.meetingstoday.com/ArticleDetails/tabid/136/RegionID/0/ArticleID/30056/Page/2/Default.aspx)
- o Nevada Travel Network - <http://nevadaweb.com/travelnetnews/>

## WWG TAHOE RECAP

### Attendance

- 3/31 – 4/2: Approximately 16,000 visitors

## ON-SITE NOTES

- North Lake Tahoe does not receive booth space for this event. They don't have a Vendor Village and have limited space. However I'd like to try and figure out a way we can activate more on site. Maybe the yard games could be sponsored by us (cornhole, etc.). Or during the beer tasting we could come up with an activation during the daily beer tastings. Maybe we could cover the costs to cobrand with Klean Kanteen on their pint glass rings: <https://www.kleankanteen.com/products/silicone-pint-ring?variant=860382171>.
- Our PR team had a hard time getting access during the event.
  - o Liz missed the Tram Jam. She tried to get in touch with Jen prior to arrange a few minutes to get some details before filming but never heard back from her. Liz ended up gathering some local Tahoe musicians and used them for a Facebook Live that worked out great. Currently the video has over 47k views (4/4/17). It was actually nice that it was different since WWG and Squaw shared out videos of the Tram Jam but we should have had more access.
  - o Liz and her team got resistance from Jen on tickets for media. We need to make sure we have a system in place in advance for both TAA and any last minute media who'd like to attend. We need to see if TAA tickets need to come out of our allotment. Jen approved 5 in advance but then seemed to have an issue with it when the event got closer. In 2016 TAA got 4 direct through WWG. For media, perhaps we can provide Jen a list of potential media that hasn't responded a week in advance to see who can be approved in case they accept the tickets/invitation at the last minute.
- Event operations were very professional and the events seemed to go off without a hitch from an outsider's perspective.
- Now that Steamboat and Squaw are owned by the same company, we should talk about more cross-promotion of the two locations.

## ADDITIONAL NOTES

- 2018 Presale starts on May 9, 2017





*professional creative services*

April 2017 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com


- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

*Shelley Fallon*

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fallonmultimedia.com

# | March Advertising Report

 north lake tahoe

March 2017





## Advertising: Executive Summary

- Creative assets were developed for the consumer, leisure sales and MCC markets. Projects included:
  - Spring campaign assets, including social media ads, digital banner ads, and native ads
  - Social media ads for the WinterWonderGrass promotion
  - The final winter-focused consumer e-blast highlighting the top 5 things to do in North Lake Tahoe
  - Six retractable banners to be used for event activation, tradeshows and various other needs. Four of the designs represent each season in North Lake Tahoe and the other two are more evergreen.
  - An MCC e-blast, highlighting the various group activities in North Lake Tahoe



## Consumer Advertising: Executive Summary

- Advertising continued to account for a large share of GoTahoeNorth.com traffic this month, despite minimal display and no social spend. In total, nearly 1 in 5 users who visited the site stemmed from advertisements.
- Display ads accounted for the largest share of book now conversions this month (73%) followed by paid search (27%). TripAdvisor and retargeting strategies continued to outperform all others, combining for 82% of all display conversions.
- WinterWonderGrass posts started off strong, earning over 640K total impressions, 9.3K link clicks, and 3.9K total engagements. This resulted in a total cost per click of \$0.54 and cost per engagement of \$1.54; both impressive figures.
- Overall, digital ads resulted in over 16.4K website sessions with users spending 48 seconds on the site and viewing just over 1.7 pages per session. Native advertising drove the largest share of ad traffic in March (67%), followed by email ads (16%).
- Weekend Sherpa continued to drive the highest quality web traffic, although overall traffic was very low. Users directed from this medium spent on average 2:20 on the site and viewed over 4.5 pages per session.



## Consumer Advertising: Executive Summary

- Email ads resulted in over 2.5K website sessions in March, with users viewing roughly 1.8 pages per visit and spending 17 seconds on the site.
- Cost per conversion figures dropped to more usual levels in March, with retargeting and TripAdvisor ads continuing to drive the majority of book now conversions.
- Similar to last month, native ads featured the highest click through rates of any placement. While these ads are seeing less overall conversions, they are driving a large share of website traffic resulting in users converting after being retargeted.
- Cost per book now conversion continued to improve for the third straight month in March, helped by an 18% increase in total conversions. Optimizations made in February also helped improve campaign performance in March.
- The Live at Audi FIS World Cup post earned over 107K total impressions including nearly 55K video views. In total, this resulted in 271 total user engagements for an average cost per engagement of under \$5.




## Display Ad Examples



### Active

Sizes:  
160x600, 300x250,  
300x600, 320x50, 728x90


Impressions: 296K  
Clicks: 446  
CTR: 0.15%  
Landing Page Visits: 92  
Book Now Conversions: 233  
**CVR: 253.26%**



### Family

Sizes:  
160x600, 300x250,  
300x600, 320x50, 728x90

Impressions: 182K  
Clicks: 91  
CTR: 0.05%  
Landing Page Visits: 73  
Book Now Conversions: 46  
**CVR: 63.01%**

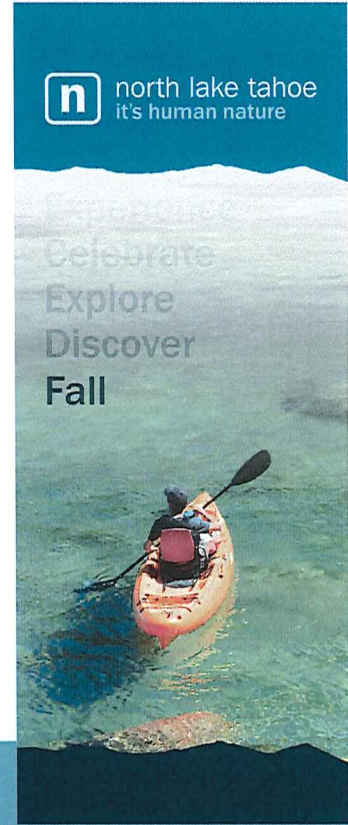
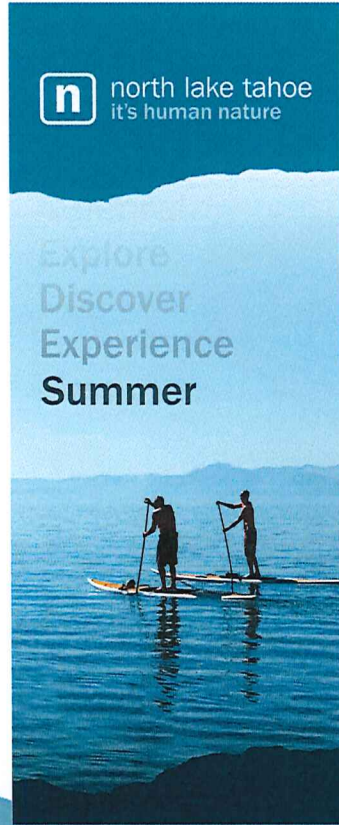
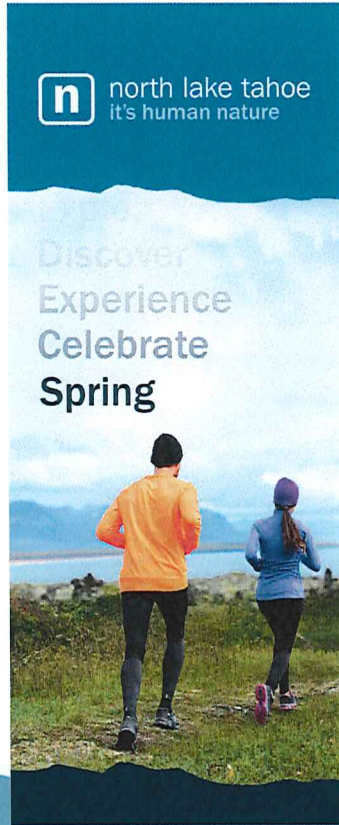
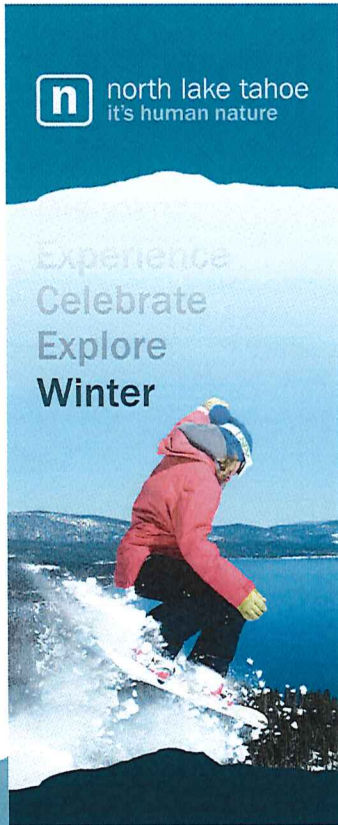


### Relaxation

Sizes:  
160x600, 300x250,  
300x600, 320x50, 728x90

Impressions: 182K  
Clicks: 106  
CTR: 0.06%  
Landing Page Visits: 105  
Book Now Conversions: 101  
**CVR: 96.19%**

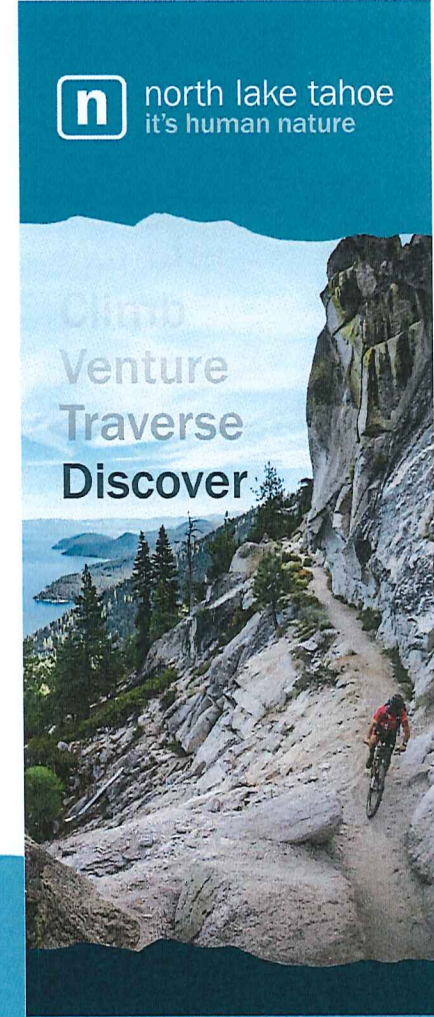
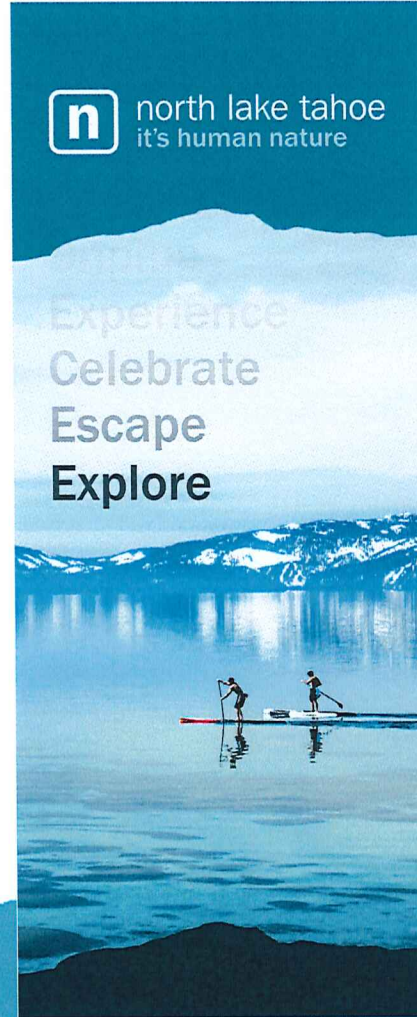
# Retractable Banners



March Advertising Report | Consumer



## Retractable Banners



March Advertising Report | Consumer

## Consumer E-blast Example (Top)



### EVERLASTING WINTER ADVENTURE

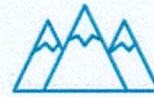
Your epic North Lake Tahoe vacation is waiting. With snowfall already breaking records, here are five more reasons to book your trip now:

- **Extraordinary conditions:** After the snowiest January in 45 years, mountain conditions are epic!
- **World-class accommodations:** From resorts to hotels to cozy cabins or luxurious lakeside views, there's something for everyone.
- **Deals:** With lodging, dining and activity deals to suit any budget, your North Lake Tahoe trip is customizable and affordable.
- **Human powered sports:** Skiing, snowboarding, snow play – winter activities are endless in North Lake Tahoe.
- **Après like a champ:** If kicking back by the fireplace sounds more like your scene, North Lake Tahoe has a variety of places to enjoy a hot toddy or locally crafted beer.



## Consumer E-blast Example (Middle)

PLAN YOUR MEMORABLE GETAWAY ▶



**12**  
SKI RESORTS



**103**  
WINTER ACCOMMODATIONS



**12**  
UNIQUE TOWNS



**120+** EATERIES



COUNTLESS  
EXPERIENCES



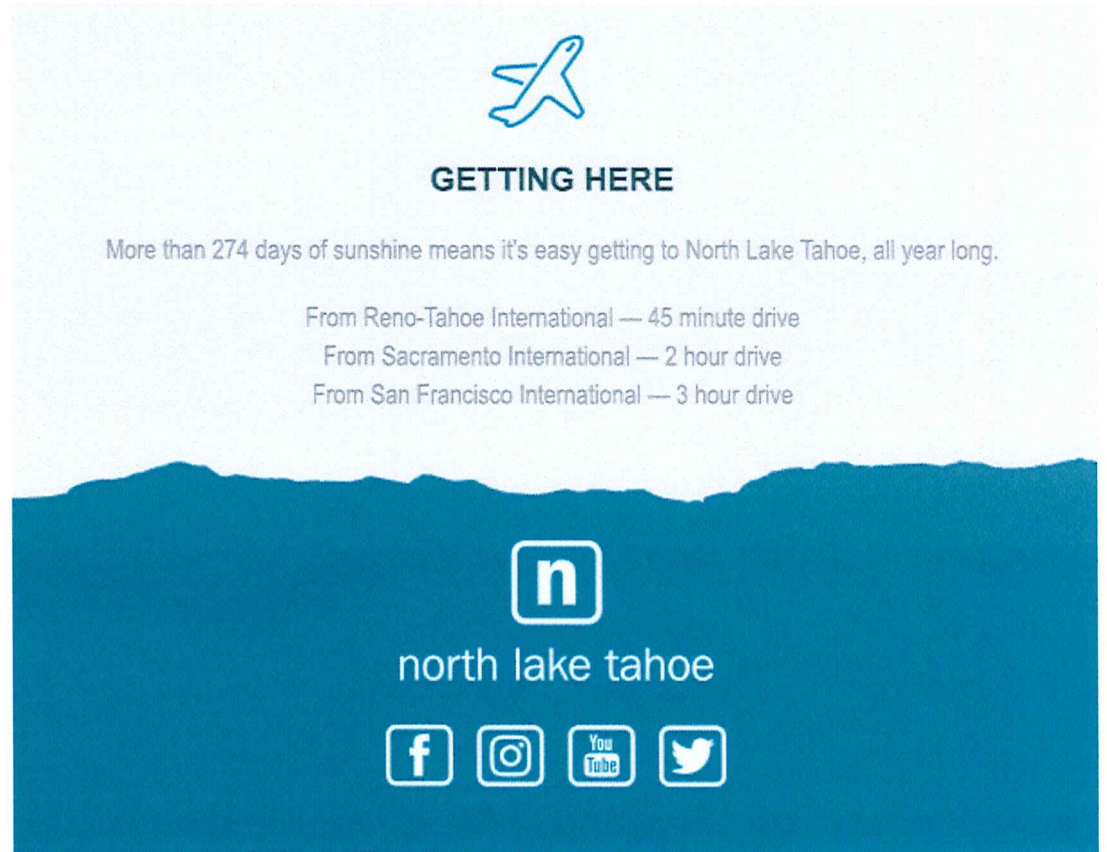
WinterWonderGrass


Music, Brews and Mountains March 30 – April 2, 2017

BUY YOUR TICKETS ▶

March Advertising Report | Consumer

## Consumer E-blast Example (Bottom)










**GETTING HERE**

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

From Reno-Tahoe International — 45 minute drive  
From Sacramento International — 2 hour drive  
From San Francisco International — 3 hour drive



north lake tahoe

March Advertising Report | Consumer



# Hotel Beds Full-Page Ad

Indulge  
Relax  
Experience  
it's human **n**ature

Experience North Lake Tahoe—a unique destination offering 12 resorts nestled amongst quaint towns and charming communities. Whether it's the vintage Tahoe neighborhood of the West Shore, the vibrant downtown community of Tahoe City, beautiful and historic Kings Beach or the awe-inspiring beaches found in Incline Village, North Lake Tahoe provides a 180-degree panorama shoreline that attracts outdoor enthusiasts, families and everyone in between.

Easily accessible, the destination is located just 45-minutes from Reno-Tahoe International, 2 hours from Sacramento International and 3 hours from San Francisco International airports. With a yearly average of 274 days of sunshine and year-round activities that appeal to a wide range of visitors' interests, North Lake Tahoe is the perfect all-seasons destination.

**n** north lake tahoe



March Advertising Report | Leisure



# Essentially America Ad

Indulge  
Discover | it's human **n**ature  
Relax  
Explore

Discover North Lake Tahoe—a unique destination offering quaint towns and charismatic communities. Providing breathtaking views and countless activities, North Lake Tahoe attracts outdoor enthusiasts, families and everyone in between. Experience the perfect year-round destination.

[GoTahoeNorth.com/EA](http://GoTahoeNorth.com/EA)

**n** north lake tahoe

March Advertising Report | Leisure

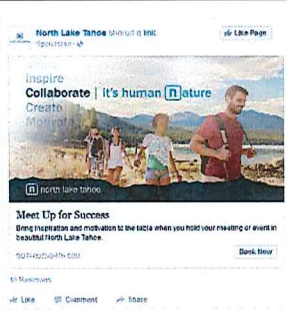


## MCC Advertising: Executive Summary

- Website sessions from email ads reached a campaign high in March, with over 950 users visiting the site after viewing an email. Users from this medium also spent the longest time on site and viewed, on average, the most pages per session.
- Social ads continued to perform well, with cost per click figures hovering around the \$1.40 mark throughout the campaign. Traffic from social ads rose by 11% this month. This medium has proven to be valuable, driving a high share of web traffic at a low cost.
- Traffic from MCC ads reached a new high in March, with ads directing over 1.2K users to the website. In addition, time on site improved from 1:21 to 1:34 and average pages per session increased from 3.21 to 3.39.
- Email marketing continued to drive the largest share of traffic (76%) as well as the longest time on site and pages per session. Website traffic from emails reached a campaign high in March, directing over 950 users to the website. In addition, these users spent almost two minutes on the site and viewed nearly four pages per session.



## MCC Social Ad Examples



North Lake Tahoe (Sponsored)


Inspire  
Collaborate | It's human nature  
Create  
Motivate

Meet Up for Success  
Bring inspiration and motivation to the table when you host your meeting or event in beautiful North Lake Tahoe.

Book Now

Facebook Prospecting

Impressions: 172K  
Link Clicks: 1K  
CTR: 0.62%  
Engagement Rate: 0.04%



Instagram

North Lake Tahoe (Sponsored)

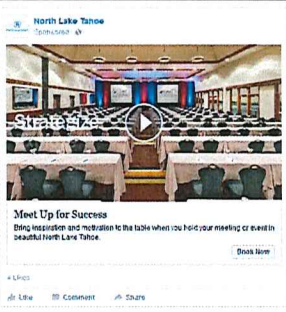
Create  
Inspire  
Collaborate  
It's human nature

Book Now

Give your meeting an altitude adjustment. Get together in the fresh mountain air and inspiring beauty of North Lake Tahoe.

Instagram

Impressions: 10K  
Link Clicks: 10  
CTR: 0.10%  
Engagement Rate: 0.49%



North Lake Tahoe (Sponsored)

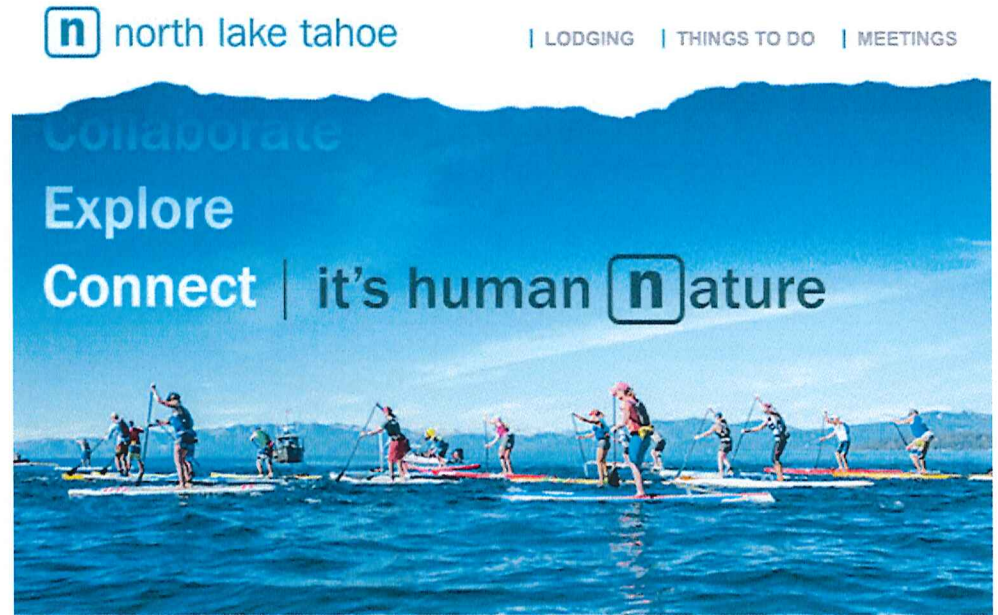
Meet Up for Success  
Bring inspiration and motivation to the table when you host your meeting or event in beautiful North Lake Tahoe.

Book Now

Facebook Video

Impressions: 11.6K  
Link Clicks: 107  
CTR: 0.92%  
Engagement Rate: 0.05%

## MCC E-blast Example (Top)



### STRATEGIZE DIFFERENTLY






Incorporate North Lake Tahoe adventures into your next out-of-office meeting. After business has been handled, continue to collaborate during a group kayak or paddleboard excursion. Strategize about your next annual plan while taking in the beauty of the lake from one of the many hiking trails. If team-building is important, the rope courses at Granlibakken or Northstar will be just the thing to bring your group together. With North Lake Tahoe, the activity options are endless and the views at each location are sure to impress. Elevate your next meeting by visiting North Lake Tahoe.

[PLAN YOUR NEXT MEETING NOW](#)



March Advertising Report | MCC

# MCC E-blast Example (Middle)

|   |   |  |
|---|---|--|
|  <p><b>30</b><br/>MEETING FACILITIES</p> |  <p><b>200,000+</b><br/>SQ. FT. OF MEETING SPACE</p> |  <p><b>7,000+</b><br/>HOTEL ROOMS</p> |
|  <p><b>120+</b> EATERIES</p>              |   |  <p><b>50</b> GOLF COURSES</p>        |

March Advertising Report | MCC



Book your next meeting  
in North Lake Tahoe!

[SUBMIT AN RFP](#)



Download your free conference  
planning guide!

[DOWNLOAD FREE GUIDE](#)



## MCC E-blast Example (Bottom)



### GETTING HERE

More than 274 days of sunshine means it's easy getting to North Lake Tahoe, all year long.

From Reno-Tahoe International — 45 minute drive

From Sacramento International — 2 hour drive

From San Francisco International — 3 hour drive



north lake tahoe


For more information, contact Jason Neary, Director of Conference Sales, North Lake Tahoe  
CVB at 800-462-5196 ext. 106 or [Jason@GoTahoeNorth.com](mailto:Jason@GoTahoeNorth.com).



March Advertising Report | MCC

# Destination California Ad


Gather  
Connect  
Collaborate | it's human **n**ature  
Bond  
Educate



Take your next meeting to new heights in North Lake Tahoe. With countless unique meeting spaces, amenities and group activities, North Lake Tahoe offers everything you need to collaborate in a remarkable setting. Call to book your next meeting or event today: 800.462.5196

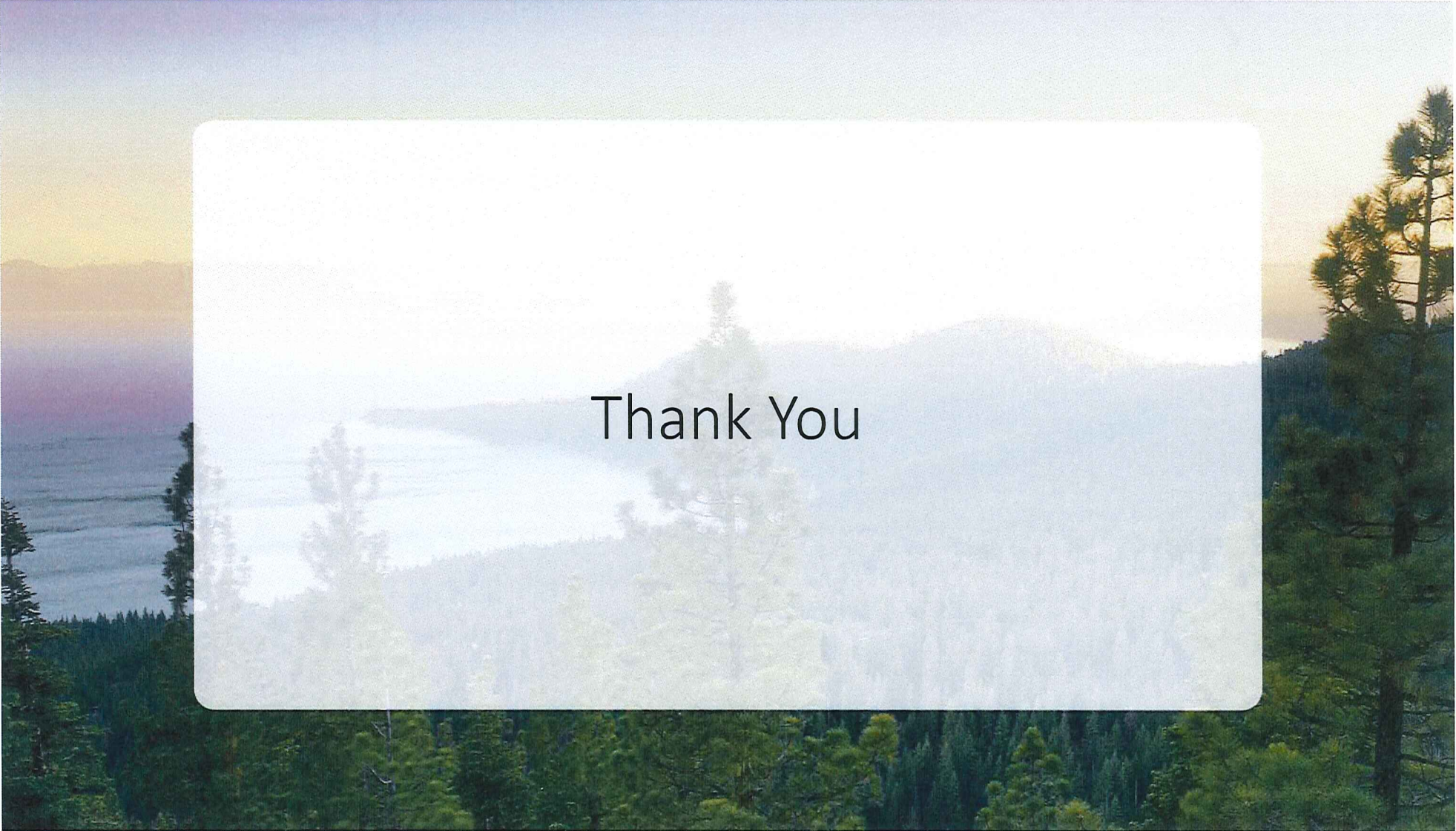
[GoTahoeNorth.com/CA](http://GoTahoeNorth.com/CA)

**n** north lake tahoe



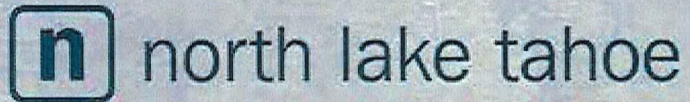
March Advertising Report | MCC







# March Public Relations Report







**Public Relations Results**  
**Content Review**  
**Social Media Update**  
**Tahoe Locals Campaign**



## PUBLIC RELATIONS

**STRATEGY:** compliment partner efforts, reflect destination as a whole, consider target audiences, highlight destination meetings and North Shore offerings

**OBJECTIVES:** increase destination visits during mid-week and shoulder seasons; highlight cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events

**FAM COORDINATION:** journalist must identify with a specific target audience and/or campaign, has significant reach, is located in a non-stop flight city and/or drive market

**DESKSIDES:** non-stop flight cities, drive markets, NYC

**CONTENT + NOTABLE PITCHES:** media alerts, press releases, pitches

## PUBLIC RELATIONS RESULTS

**PLACEMENTS: 21**

**PUBLICITY VALUE: \$604,264**

**PUBLICATION HIGHLIGHTS:** Wall Street Journal, San Diego Magazine, Meetings Today, NBC Bay Area, SF Gate (x2), VICE/Amuse (international), Skier + Snowboard Magazine (international)

**FAM COORDINATION:** Domestic: Nick King (Fox 26 Fresno), Courtney Solstad (via RASC), Jim Carlton (WSJ). International: Mpora/Whitelines (UK), VICE/Amuse (UK), Trinity Mirror (UK), Ski & Snowboard Magazine (UK), Escape (Aus)

**NOTABLE PITCHES:** Spring Break round-ups, Dual Sport Days, WinterWonderGrass, Las Vegas Review Journal, Association News, 7x7, What's New for Visit California, World Cup, Locals Campaign, Mountain Biking

**COVERAGE BOOK:** <https://coveragebook.com/b/e211a4ad>

## CONTENT

**BLOG:** content connects to newsletter themes and provides information on relevant happenings in North Tahoe along with travel tips and itinerary ideas (posted: 2-3 times monthly; also shared on social channels)

**NEWSLETTER:** content is shared in themed blocks that feature campaigns, lodging and flight deals, social images and seasonal highlights (distribution: 2-3 times monthly)

**CAMPAIGNS:** Spring Break; Ale Trail; Human Powered Sports; Tahoe Locals



## CONTENT REVIEW

### **PRESS RELEASES / MEDIA ALERTS ISSUED: 6**

63<sup>rd</sup> Annual Chamber Dinner (local media), Spring Savings/Season Extensions, Road/Weather Conditions alert (x4)

### **BLOGS POSTED: 5**

World Cup Opening Ceremonies, Meet a Local Ski Racer, No Barriers Summit, Ski Resort Extensions, Spring Savings

### **NEWSLETTERS DISTRIBUTED: 3**

WinterWonderGrass, Audi FIS World Cup, 8 Eggscellent Ways to Celebrate Easter

## SOCIAL MEDIA

**CHANNELS:** Facebook, Instagram, Twitter, YouTube, Pinterest

**STRATEGY:** share lodging deals and trip ideas; highlight partners, cultural offerings, year-round activities and local stories; ensure connectivity to NLT sponsored events and campaigns; share weather & road resources and photo round-ups to highlight the season

**OBJECTIVES:** increase destination visits during mid-week and shoulder seasons; highlight North Tahoe culture and locals

**CAMPAIGNS:** Hashtag (#TahoeNorth, #TahoeSnowTracker), Acquisition Ads in new and existing non-stop flight cities and drive markets

**ENGAGEMENT TACTICS:** Event Promotion Giveaways, Facebook Live (5 remaining for the 16-17 FY)



## SOCIAL MEDIA UPDATE

### MARCH GROWTH:

Facebook: 675 new fans; Instagram: 761 new followers; Twitter: 252 new followers

### SOCIAL CAMPAIGNS & TACTICS:

Facebook Live: March 9 at Audi FIS World Cup (107,399 reach, 56K views, 287 reactions, 16 comments);

Facebook Live: March 1 at Tahoe XC (13,193 reach, 6.8k views, 2 comments)

Instagram Takeover with NLT Local, Ryan Salm (resulted in 5,613 engagements and 94 new Instagram followers)

Implementation of #TahoeSnowTracker (photo albums, snowfall GIFs, real-time image posting)

## SOCIAL MEDIA UPDATE

### WINTERWONDERGRASS TICKET GIVEAWAY

Goal: Promote WinterWonderGrass Tahoe, collect email addresses through Facebook lead ads and encourage engagement on Instagram 24-hour giveaway post

- Budget: \$100
- Audience: regional drive markets and Instagram followers
- Creative: WinterWonderGrass event photography
- Duration: March 13 – 15 on Facebook, March 15 – 16 on Instagram
- Facebook Results:
  - 6,557 reach
  - 72 email address collected
  - 848 followers gained
- Instagram Results:
  - 335 likes
  - 73 comments / entries



## TAHOE LOCALS CAMPAIGN



**DOUGLAS DALE**

Chef-Owner: Wolfdales Cuisine Unique

Tahoe Local for 40 years

Brand Category: Food / Culture

Film: Complete



**JENNI CHARLES**

Lead Singer: Dead Winter Carpenters

Tahoe Local (grew up here)

Brand Category: Music / Entertainment

Film Date: April 26

## TAHOE LOCALS CAMPAIGN



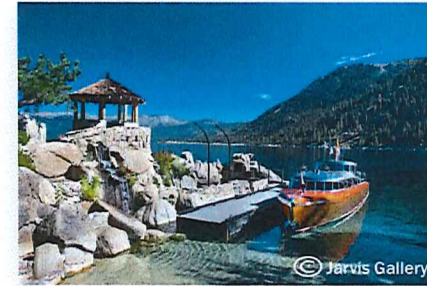
**ADRIAN & EMILY**

Outdoor Adventurers; World-Class Mountaineers

Tahoe Locals (live in Squaw Valley)

Brand Category: Adventure; High Altitude Training

Film Date: June



**GEORGE WHITTELL/BILL WATSON; LORA NALDOSKI**

Property Highlights: Thunderbird Lodge; Maritime Museum;  
Lake Tahoe

Brand Category: Arts/Culture

Film Date: June



# TAHOE LOCALS CAMPAIGN

## CAMPAIGN ROLL-OUT

Distribution: North Lake Tahoe Social Media & Content Channels, GTN Website

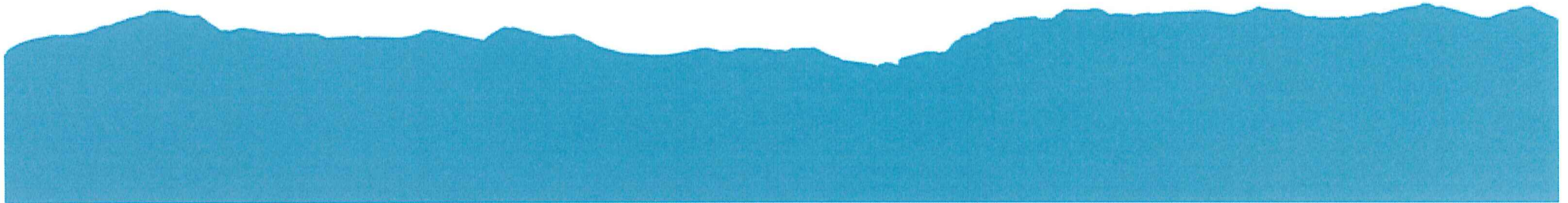
Local Influencer Campaign: Identify key locals to share videos and blogs on personal and community channels

Talent Request: share blogs, photography, videos on social channels (one-sheet with best practices, connectivity to NLT)

Considerations: Local Advertising/PR with KTKE (local lowdown), Tahoe Quarterly

## MEASURING SUCCESS

- Boosted Website Traffic
- Brand Building
- Content Consumption
- Social Engagement



## REMAINING 16-17 FY BUDGET RECOMMENDATIONS

### **MEDIA MISSIONS - DESKSIDE VISTS**

Sacramento / Bay Area: promote summer

LA / San Diego: promote summer

### **FAM**

Market: Austin

### **SOCIAL MEDIA**

Fan Acquisition ad campaign: April 3-15

### **PHOTOGRAPHY**

Seasonal

Events

### **CONTENT DEVELOPMENT**

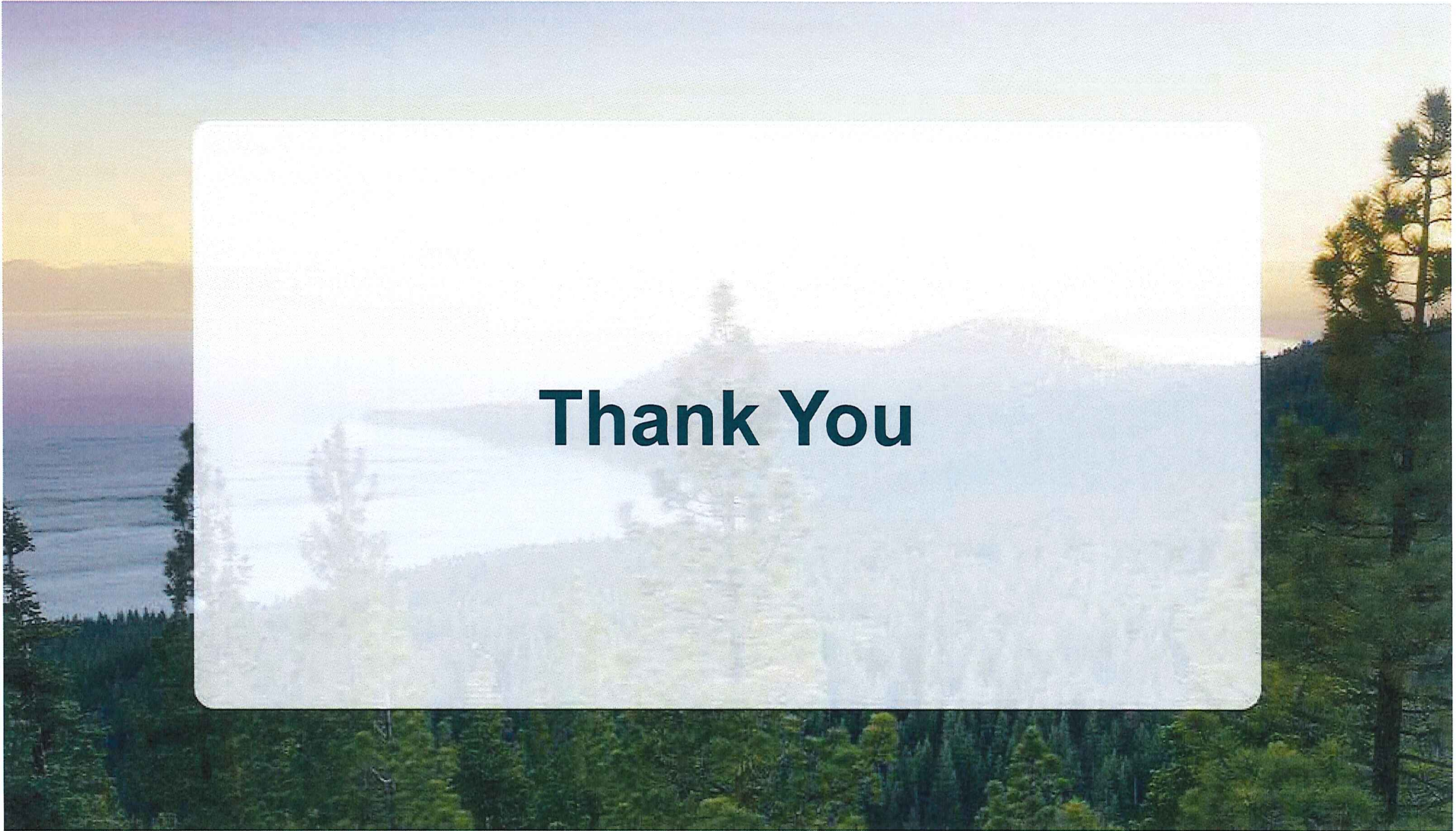
Tahoe Locals Campaign

Summer Press Kit

Newsletters / Blogs – ongoing

Press Releases / Alerts – ongoing









## North Lake Tahoe Executive Summary

### Multi-Destination Comparative Report as of Mar 31, 2017

Overview Based on data from 18 reporting DestiMetrics Destinations

| Executive Summary   |        |        |         |                  |
|---|--------|--------|---------|------------------|
|   | High   | Low    | Average | North Lake Tahoe |
| <b>Last Month Occupancy Industry Wide: High / Low and Average for Month vs North Lake Tahoe Occupancy</b> |        |        |         |                  |
| Historic Actual Occupancy for Last Month  | 78.4%  | 32.2%  | 62.4%   | 47.9%            |
| % Change in Historic Actual Occupancy for Last Month  | 12.3%  | -15.7% | -2.9%   | -2.3%            |
| <b>Last Month ADR: Industry Wide High / Low and Average for Month vs North Lake Tahoe ADR</b>             |        |        |         |                  |
| Historic Actual Average Daily Rate for Last Month   | \$ 634 | \$ 143 | \$ 406  | \$ 278           |
| % Change in Historic Actual Average Daily Rate for Last Month   | 13.4%  | -3.9%  | 4.4%    | 1.2%             |
| <b>Last Month RevPAR: Industry Wide High / Low and Average for Month vs North Lake Tahoe RevPAR</b>       |        |        |         |                  |
| Historic Actual RevPAR for Last Month   | \$ 437 | \$ 46  | \$ 253  | \$ 133           |
| % Change in Historic Actual RevPAR for Last Month   | 14.1%  | -15.8% | 1.4%    | -1.1%            |
| <b>Next Month Occupancy: Industry Wide High / Low and Average for Month vs North Lake Tahoe Occupancy</b> |        |        |         |                  |
| Historic Actual Occupancy for Next Month  | 39.2%  | 7.5%   | 19.7%   | 36.6%            |
| % Change in Historic Actual Occupancy for Next Month  | 67.9%  | -35.4% | 3.5%    | 55.1%            |
| <b>Next Month ADR: Industry Wide High / Low and Average for Month vs North Lake Tahoe ADR</b>             |        |        |         |                  |
| Historic Actual Average Daily Rate for Next Month   | \$ 289 | \$ 80  | \$ 211  | \$ 214           |
| % Change in Historic Actual Average Daily Rate for Next Month   | 23.3%  | -23.2% | 12.0%   | 8.4%             |
| <b>Next Month RevPAR: Industry Wide High / Low and Average for Month vs North Lake Tahoe RevPAR</b>       |        |        |         |                  |
| Historic Actual RevPAR for Next Month   | \$ 93  | \$ 12  | \$ 42   | \$ 78            |
| % Change in Historic Actual RevPAR for Next Month   | 68.2%  | -31.5% | 15.9%   | 68.2%            |

DESCRIPTION: The Multi Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other DestiMetrics reporting destinations. The red/green data points in the summary above for the base destination indicate that the destination as being above or below the average. In all cases, the Base Destination is represented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar. All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set. Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting DestiMetrics at the address below





## North Lake Tahoe Year-over-Year % Change in Occupancy (Most Recent Data)

### Multi-Destination Comparative Report as of Mar 31, 2017

| Occupancy Months Compared | Base Destination | Highest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Next Strongest Pacing | Lowest Pacing | All Destination Average |
|---------------------------|------------------|----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|-------------------------|
| Oct 16 vs. Oct 15         | -9.0%            | 90.6%          | 34.4%                 | 25.0%                 | 22.3%                 | 19.1%                 | 16.0%                 | 8.8%                  | 8.6%                  | 4.6%                  | 4.3%                  | 3.7%                  | -5.6%                 | -6.2%                 | -8.2%                 | -9.9%                 | -17.2%                | -23.4%                | 1.1%          |                         |
| Nov 16 vs. Nov 15         | -0.1%            | 41.1%          | 29.6%                 | 11.8%                 | 7.2%                  | 5.0%                  | 3.8%                  | 0.8%                  | -1.0%                 | -1.5%                 | -2.1%                 | -5.4%                 | -7.5%                 | -14.2%                | -18.0%                | -19.6%                | -20.4%                | -26.6%                | -4.6%         |                         |
| Dec 16 vs. Dec 15         | -9.7%            | 12.2%          | 10.9%                 | 8.3%                  | 4.6%                  | 4.3%                  | 3.8%                  | 3.0%                  | 2.6%                  | 2.2%                  | 1.8%                  | 0.7%                  | -0.1%                 | -0.5%                 | -1.1%                 | -5.4%                 | -7.0%                 | -11.5%                | 0.5%          |                         |
| Jan 17 vs. Jan 16         | -0.9%            | 50.7%          | 9.8%                  | 9.5%                  | 7.7%                  | 6.7%                  | 6.5%                  | 4.8%                  | 4.3%                  | 3.4%                  | 2.5%                  | 2.4%                  | -1.8%                 | -3.2%                 | -4.5%                 | -8.1%                 | -11.9%                | -13.2%                | 3.4%          |                         |
| Feb 17 vs. Feb 16         | 7.3%             | 16.3%          | 13.7%                 | 8.2%                  | 8.1%                  | 4.4%                  | 3.3%                  | 2.9%                  | 2.7%                  | 2.4%                  | 1.6%                  | 0.5%                  | -1.8%                 | -2.3%                 | -3.4%                 | -5.6%                 | -6.3%                 | -20.0%                | 1.8%          |                         |
| Mar 17 vs. Mar 16         | -2.3%            | 12.3%          | 9.1%                  | 5.3%                  | 4.8%                  | 4.6%                  | 2.7%                  | 1.6%                  | -0.3%                 | -2.6%                 | -3.1%                 | -4.5%                 | -5.6%                 | -9.1%                 | -9.2%                 | -12.5%                | -15.6%                | -15.7%                | -2.9%         |                         |
| Apr 17 vs. Apr 16         | 55.1%            | 67.9%          | 36.4%                 | 30.5%                 | 4.4%                  | 1.2%                  | -0.1%                 | -1.5%                 | -4.4%                 | -6.4%                 | -8.1%                 | -8.5%                 | -10.5%                | -15.6%                | -19.2%                | -28.3%                | -31.6%                | -35.4%                | 3.5%          |                         |
| May 17 vs. May 16         | 18.4%            | 79.5%          | 70.6%                 | 51.4%                 | 36.8%                 | 36.4%                 | 28.8%                 | 12.1%                 | 3.1%                  | 0.0%                  | -12.2%                | -12.5%                | -12.5%                | -12.6%                | -21.1%                | -37.0%                | -38.9%                | -48.4%                | -0.7%         |                         |
| Jun 17 vs. Jun 16         | -1.2%            | 36.0%          | 31.2%                 | 30.1%                 | 24.6%                 | 24.4%                 | 21.2%                 | 12.7%                 | 7.4%                  | 1.9%                  | -0.7%                 | -1.0%                 | -2.3%                 | -4.7%                 | -9.3%                 | -12.4%                | -13.9%                | -71.1%                | 1.3%          |                         |
| Jul 17 vs. Jul 16         | -5.8%            | 83.9%          | 77.6%                 | 48.6%                 | 30.1%                 | 18.0%                 | 14.7%                 | 6.9%                  | 4.1%                  | 3.8%                  | 2.2%                  | -1.0%                 | -1.5%                 | -2.1%                 | -7.0%                 | -11.3%                | -17.8%                | -21.0%                | 2.4%          |                         |
| Aug 17 vs. Aug 16         | 13.7%            | 76.8%          | 49.7%                 | 37.5%                 | 27.4%                 | 21.1%                 | 14.1%                 | 12.9%                 | 1.3%                  | -0.3%                 | -2.7%                 | -4.2%                 | -6.9%                 | -8.9%                 | -12.1%                | -12.6%                | -14.4%                | -15.7%                | 8.0%          |                         |
| Sep 17 vs. Sep 16         | -29.4%           | 93.8%          | 51.0%                 | 50.0%                 | 33.4%                 | 32.3%                 | 23.9%                 | 15.5%                 | 15.3%                 | 14.7%                 | 12.6%                 | 3.5%                  | -1.2%                 | -2.3%                 | -14.9%                | -15.8%                | -19.8%                | -40.0%                | 3.5%          |                         |
| Grand Total               | 0.6%             | 19.0%          | 11.5%                 | 8.4%                  | 3.6%                  | 3.4%                  | 2.8%                  | 1.5%                  | 0.7%                  | 0.2%                  | -0.4%                 | -0.6%                 | -0.9%                 | -2.3%                 | -3.2%                 | -3.2%                 | -4.2%                 | -6.2%                 | 0.5%          |                         |
| Historical Months Total   | -2.3%            | 17.1%          | 10.8%                 | 6.5%                  | 4.4%                  | 3.8%                  | 3.1%                  | 2.9%                  | 2.2%                  | 1.8%                  | 1.4%                  | -1.3%                 | -1.7%                 | -1.8%                 | -3.4%                 | -4.9%                 | -10.7%                | -13.6%                | 0.2%          |                         |
| On the Books Total        | 6.1%             | 38.3%          | 30.2%                 | 19.9%                 | 12.5%                 | 10.2%                 | 6.3%                  | 4.0%                  | 3.2%                  | 1.6%                  | 0.6%                  | 0.4%                  | -0.9%                 | -1.1%                 | -6.8%                 | -8.1%                 | -12.0%                | -16.4%                | 9.0%          |                         |

Base Destination(s) = North Lake Tahoe

## April 2017 Conference Report

Staff reviewed MICE appointment profiles from Mountain Travel Symposium. Staff called and emailed contacts. Working on the following potential accounts

1. **Helms-Briscoe, California**
  - RFP for 2018 and looking for a small group in August of 2017 (125)
2. **SweatPea Meetings & Events – Dental Group**
  - RFP 20/pp for October 2017 interested in Alpine Destination
3. **Perfectly Posh**
  - RFP 2019 primarily for Tahoe North properties
4. **Living Exceptionally**
  - Potential RFP
5. **CityMatCH at UNMC**
  - Clients: Public Health, 35-75
  - Potential RFP pending congress decision on funding
  - Interested in a site tour
6. **Meeting Professionals Expectations**
  - Potential RFP for November 2019, 400-700 people

Staff reviewed and updated the following events in IDSS from the NASC Sports Event Symposium.

1. Memaid Serries
2. Pro Am Beach Soccer
3. International Slow Pitch
4. ASA Entertainment
5. Divas Half Marathon
6. Red Frog
7. EVP Pro Beach Volley Ball
8. Cherry Bomb Lacrosse
9. Corporate Games
10. Pro Watercross
11. Trillogy Lacrosse
12. Hurricane Action Sports
13. Tough Mudder
14. Beach Rugby America
15. Major League Triathlon – RFP Received
16. CST Sports Management International
17. Adventure Enablers – RFP Received
18. US Lacrosse –RFP for Regional camps in June 2018
19. Open Water Planet – potential for open water swim event



Staff reviewed Connect California appointments from March is following up corporate programs.

Staff reviewed Destination California appointment profiles for this May 2017 event in Los Angeles, CA. Staff went through and requested over 30 appointments with Corporate and Association planners based in California

Staff worked on site for SCI-Shared Services LLC Spring 2018 Annual Meeting. This program has the potential for 850 room nights and 250 people for April-May 2018.

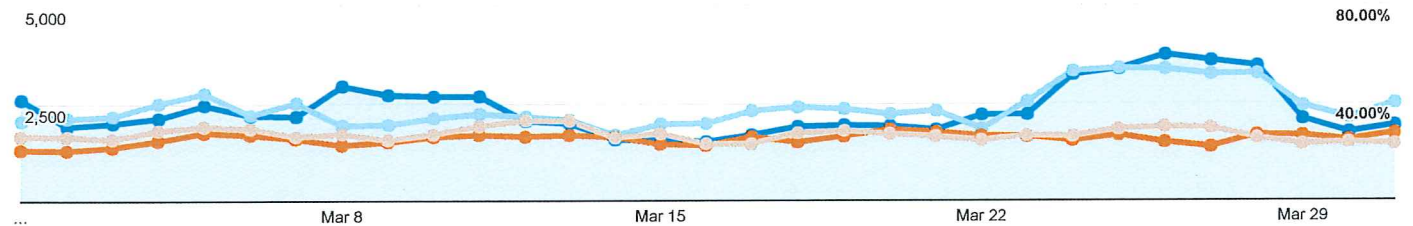
## Audience Overview

Mar 1, 2017 - Mar 31, 2017  
Compare to: Mar 1, 2016 - Mar 31, 2016

All Users  
+0.00% Sessions

### Overview

Mar 1, 2017 - Mar 31, 2017: Sessions Bounce Rate  
Mar 1, 2016 - Mar 31, 2016: Sessions Bounce Rate



Sessions

**46.62%**  
71,979 vs 49,093



Users

**52.52%**  
63,374 vs 41,552



Pageviews

**14.91%**  
211,916 vs 184,420



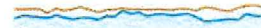
Pages / Session

**-21.63%**  
2.94 vs 3.76



Avg. Session Duration

**-38.48%**  
00:01:25 vs 00:02:17



Bounce Rate

**45.68%**  
39.67% vs 27.23%



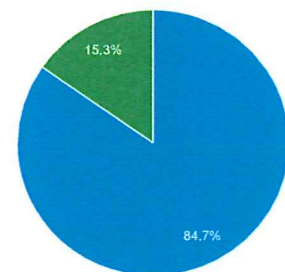
% New Sessions

**4.27%**  
84.64% vs 81.17%

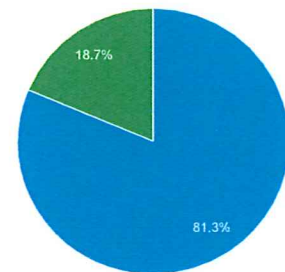


New Visitor Returning Visitor

Mar 1, 2017 - Mar 31, 2017



Mar 1, 2016 - Mar 31, 2016



| City                       | Sessions       | % Sessions     |
|----------------------------|----------------|----------------|
| 1. San Francisco           |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 7,494          | 10.41%         |
| Mar 1, 2016 - Mar 31, 2016 | 5,953          | 12.13%         |
| % Change                   | <b>25.89%</b>  | <b>-14.14%</b> |
| 2. New York                |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 4,163          | 5.78%          |
| Mar 1, 2016 - Mar 31, 2016 | 652            | 1.33%          |
| % Change                   | <b>538.50%</b> | <b>335.48%</b> |
| 3. Los Angeles             |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 4,121          | 5.73%          |
| Mar 1, 2016 - Mar 31, 2016 | 1,615          | 3.29%          |
| % Change                   | <b>155.17%</b> | <b>74.04%</b>  |
| 4. Sacramento              |                |                |



|                            |                |                |
|----------------------------|----------------|----------------|
| Mar 1, 2017 - Mar 31, 2017 | 3,581          | 4.98%          |
| Mar 1, 2016 - Mar 31, 2016 | 1,763          | 3.59%          |
| <b>% Change</b>            | <b>103.12%</b> | <b>38.54%</b>  |
| <b>5. Reno</b>             |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 2,011          | 2.79%          |
| Mar 1, 2016 - Mar 31, 2016 | 1,624          | 3.31%          |
| <b>% Change</b>            | <b>23.83%</b>  | <b>-15.54%</b> |
| <b>6. Truckee</b>          |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 1,720          | 2.39%          |
| Mar 1, 2016 - Mar 31, 2016 | 1,226          | 2.50%          |
| <b>% Change</b>            | <b>40.29%</b>  | <b>-4.31%</b>  |
| <b>7. San Jose</b>         |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 1,636          | 2.27%          |
| Mar 1, 2016 - Mar 31, 2016 | 819            | 1.67%          |
| <b>% Change</b>            | <b>99.76%</b>  | <b>36.24%</b>  |
| <b>8. Incline Village</b>  |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 1,598          | 2.22%          |
| Mar 1, 2016 - Mar 31, 2016 | 1,653          | 3.37%          |
| <b>% Change</b>            | <b>-3.33%</b>  | <b>-34.06%</b> |
| <b>9. Austin</b>           |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 1,111          | 1.54%          |
| Mar 1, 2016 - Mar 31, 2016 | 137            | 0.28%          |
| <b>% Change</b>            | <b>710.95%</b> | <b>453.10%</b> |
| <b>10. (not set)</b>       |                |                |
| Mar 1, 2017 - Mar 31, 2017 | 1,087          | 1.51%          |
| Mar 1, 2016 - Mar 31, 2016 | 807            | 1.64%          |
| <b>% Change</b>            | <b>34.70%</b>  | <b>-8.13%</b>  |

© 2017 Google

| <b>Lodging Book Now Referrals - 3/1/17-3/31/17</b> | <b>Total Lodging Book Now</b> | <b>Unique Lodging Book Now</b> |
|--|-------------------------------|--------------------------------|
| Hyatt Regency Lake Tahoe Resort Spa & Casino       | 80                            | 78                             |
| The Ritz-Carlton, Lake Tahoe                       | 41                            | 36                             |
| Northstar California Resort                        | 37                            | 32                             |
| The Village at Squaw Valley                        | 37                            | 34                             |
| Cedar Glen Lodge                                   | 34                            | 32                             |
| Cedar Crest Cottages                               | 32                            | 30                             |
| Resort at Squaw Creek                              | 31                            | 30                             |
| PlumpJack Squaw Valley Inn                         | 29                            | 27                             |
| Cottage Inn at Lake Tahoe                          | 28                            | 23                             |
| Mourelatos Lakeshore Resort                        | 25                            | 22                             |
| Squaw Valley Lodge                                 | 21                            | 20                             |
| Stay In Lake Tahoe                                 | 21                            | 17                             |
| Tahoe Mountain Lodging                             | 21                            | 20                             |
| Basecamp Hotel Tahoe City                          | 20                            | 17                             |
| West Shore Cafe & Inn                              | 20                            | 19                             |
| Granlibakken Tahoe                                 | 18                            | 18                             |
| Parkside Inn at Incline                            | 18                            | 17                             |
| Tahoe Biltmore Lodge & Casino                      | 18                            | 17                             |
| Meeks Bay Resort & Marina                          | 17                            | 17                             |
| Tahoe Signature Properties                         | 15                            | 13                             |
| Sunnyside Restaurant & Lodge                       | 14                            | 14                             |
| The Border House at Crystal Bay Casino             | 14                            | 13                             |
| Red Wolf Lakeside Lodge                            | 13                            | 13                             |
| Sun Bear Realty & Vacation Rentals                 | 13                            | 13                             |
| Tahoe Luxury Properties                            | 13                            | 13                             |
| Tahoe Moon Properties                              | 13                            | 12                             |
| Tahoma Meadows Bed & Breakfast Cottages            | 13                            | 13                             |
| Brockway Springs Resort                            | 12                            | 11                             |
| Constellation Residences at Northstar              | 12                            | 11                             |
| Hauserman Rental Group                             | 11                            | 11                             |
| Red Wolf Lodge at Squaw Valley                     | 11                            | 11                             |
| Sierra Vacation Rentals/Sales                      | 11                            | 7                              |
| Tamarack Lodge                                     | 11                            | 8                              |
| Tahoe Vistana Inn                                  | 10                            | 10                             |
| Ferrari's Crown Resort                             | 9                             | 9                              |
| First Accommodations, Inc.                         | 9                             | 9                              |
| Incline Vacation Rentals                           | 9                             | 8                              |
| Lake Tahoe Accommodations Incline Village          | 9                             | 9                              |
| North Tahoe Rental Company                         | 9                             | 8                              |
| The Lodge at Sugar Bowl                            | 9                             | 9                              |
| Tahoe City Inn                                     | 8                             | 7                              |

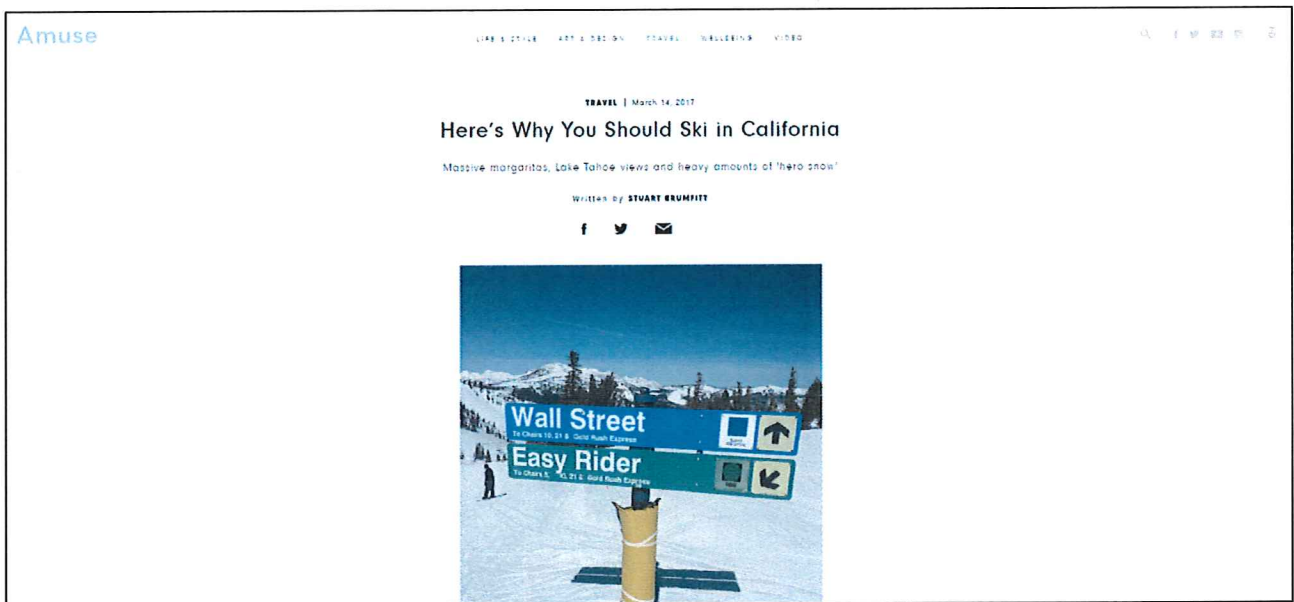


|   |            |            |
|---|------------|------------|
| Tahoe Rentals by Wells and Bennett Realtors | 8          | 7          |
| VACAY North Tahoe                           | 8          | 8          |
| Chaney House                                | 7          | 7          |
| Sierra Mountain Properties                  | 7          | 6          |
| Tahoe Sands Resort                          | 7          | 6          |
| Americas Best Value Inn Tahoe City          | 6          | 6          |
| Chalet de Huttlinger                        | 6          | 6          |
| Firelite Lodge                              | 6          | 6          |
| Kingswood Village Vacation Rentals          | 6          | 5          |
| PepperTree Inn                              | 6          | 5          |
| Tahoe Time Vacation Rental                  | 6          | 6          |
| Vacation Station, Inc.                      | 6          | 6          |
| Goldfish Properties                         | 5          | 5          |
| Tahoe Exclusive Vacation Rentals            | 5          | 5          |
| Tahoe Getaways Vacation Rentals             | 5          | 5          |
| Tahoe Rental Company                        | 4          | 4          |
| The Lodge at Obexers                        | 4          | 4          |
| Vacasa                                      | 4          | 4          |
| Waters of Tahoe Properties                  | 4          | 4          |
| Alpine Rental Group                         | 3          | 3          |
| Holiday House                               | 3          | 3          |
| Tahoe Marina Lodge                          | 3          | 3          |
| Tahoe Woodside Vacation Rentals             | 3          | 3          |
| West Lake Properties at Tahoe               | 3          | 3          |
| Agate Bay Realty Vacation Rentals           | 2          | 2          |
| Lake Tahoe Accommodations Tahoe City        | 2          | 2          |
| Tahoe Real Estate Group                     | 2          | 2          |
| Vacation Tahoe by O'Neal Brokers            | 2          | 2          |
| SellMyTimeShareNow.com                      | 1          | 1          |
| <b>GRAND TOTAL</b>                          | <b>930</b> | <b>867</b> |

## BLACK DIAMOND – PR Activity Report

### January to March 2017 – PR Overview

This quarter Black Diamond has seen record-breaking coverage, a hugely successful group media fam and an individual press trip for the editor of one of the UK's leading online adventure magazines. Account Manager Annabel sent out regular snow news bulletins, which generated a plethora of fantastic coverage. Highlights include four pieces in Metro (in various versions across the UK) following Annabel's proactive pitching around the Moonlit Snowshoe tour, three pieces on the Mail Online all reaching over 2 million readers, two pieces on Telegraph.co.uk as well as The Times – two of the most read newspapers in the UK. Following his 2015 press trip, Rob Rees also published his stunning double-page spread in Ski and Snowboard magazine.



To capitalise on the amazing snowfall in early 2017, Account Manager Annabel and Mammoth Mammoth Mountains/Lakes Account Manager Celine Smits worked together to organise a last minute group FAM to include both destinations. This FAM trip was a fantastic opportunity to showcase North Lake Tahoe at its winter best. The team put together an itinerary which included a mix of skiing and dining, from trying out the slopes at Squaw Valley to enjoying Squeeze Inn's famous brunch in Truckee. Annabel filled the three media spots with a variety of quality journalists: the editor of VICE's new travel magazine Amuse, a ski writer from the traditional Ski & Snowboard magazine and a regional reporter from the Birmingham Mail (part of the wider Trinity Mirror group).



Annabel led the group and despite a few itinerary changes due to road closures, the trip was extremely successful and we have received fantastic feedback not only on the ski resorts but also the high quality of the dining included in the itinerary. Stuart Brumfitt from Amuse has already published his piece, reaching 300,000 readers before the end of the 2016/17 season. Neil English (Ski and Snowboard) and Enda Mullen (Birmingham Mail) will publish their pieces at the beginning of the 2017/18 ski season.

**MailOnline News**

Home News U.S. | Sport | TV&Showbiz | Australia | Femall | Health | Science | Money | Video | Travel | Fashion Finder

Latest Headlines | News | World News | Arts | Headlines | France | Pictures | Most read | Wins | Discounts | Login

**CITROËN C4 CACTUS ONETONE**

**Massive snowdrifts in Sierra Nevada could finally end California drought and keep skiers on the slopes until July 4**

- Winter snowfall on the California mountain range provides a third of the state's water
- The snow will be measured, but it's believed that officials will announce one of the wettest winters on record
- Monitors showed it was at 186 per cent above average for this time of year

By PADDY DINHAM FOR MAILONLINE  
PUBLISHED: 09:28, 1 March 2017 | UPDATED: 22:40, 1 March 2017

Share 95 shares 47 View comments

The massive snowdrifts in the Sierra Nevada could finally end the five-year drought in California and even keep skiers on the slopes long enough to celebrate July 4.

Annabel's PR activity also included organising a bespoke individual press trip for Tristan Kennedy, editor of mpora.com and contributor to winter sports website Whitelines. Annabel negotiated support from Visit California to cover the flight cost of photographer Dan Kennedy to capture the trip and develop imagery to complement the

pieces. Tristan will be writing two features on North Lake Tahoe: one on Mpora and one on Whitelines. As a seasoned snowboarder, Tristan thoroughly enjoyed his time on the slopes in North Lake Tahoe – shown by his frequent posting from Mpora's Instagram channel, reaching 28.2k followers. His pieces are due to be published at the beginning of the 2017/18 season.

**The Telegraph** HOME NEWS

**Travel Ski**

Home News Resort guides Snow reports Ski skills Board skills Offers

Search...

Travel Ski Articles

**The 10 best North American ski resorts**

Facebook Twitter Email

North America: it's far to go for your snow but well worth it. [View gallery](#)

**Six unforgettable Canadian excursions**  
From stunning scenery to wonderful wildlife, here are six Canadian experiences you just can't miss. [Read more](#)

Sponsored

By Dave Watts and Chris Gill  
17 MARCH 2017 - 11:00 AM

Compared to making the short hop to the Alps, few Estons venture across the Pond to the slopes of North America, but nearly all who do relish the experience and think it well worth the considerable travelling time and additional expense.

**M mporaofficial** Sugar Bowl Resort Following

336 likes 4 views

mporeofficial Photographer @damnedhurst bootpacking in the backcountry at @sugarbowlresort to get the best angle. !! #Backcountry #Snowboarding #Powder #Photography #Adventure #Travel !! @tristan\_kennedy

vrenivomberg That what being in the mountains is all about... 🍷

Add a comment...

**M mporaofficial** Donner Lake Following

261 likes 4 views

mporeofficial Ski touring is great, ski touring with a dog is better!! Erin Laine of @spineskills and Willow breaking trail up on Donner Pass, Tahoe. !! @tahoenorth #Splitboarding #SkiTouring #snowboarding #Travel #Adventure #TahoeNorth !! @tristan\_kennedy

pgmiclottoll Cool!

Add a comment...

## Industry Insights

### January

January's news was dominated by the lead-up to the U.S. Presidential Inauguration. The smooth transition of power from the Obama Administration to President Trump crossed into the travel news sphere when President Trump's announced a 'travel ban' on people who had visited Iran, Iraq, Sudan or Syria since March 2011. Global protests ensued in response to what was claimed as Muslim discrimination and targeting. Uncertainty and speculation followed which British travellers, especially those holding dual-nationalities, would not be permitted to enter the U.S. The Independent and the Guardian both published features on 'how to avoid being turned away from a U.S. flight'.

While media might suggest travellers are casting a speculative eye on travel to the U.S. following Trump's travel ban, California continues to position itself as a 'sanctuary state', with state legislature condemning President Trump's travel ban and other controversial statements regarding immigration and job creation.

Also In January, Britain's Prime Minister Theresa May gave a speech that summarised her Brexit plan over 12 points, which included a commitment to leave the EU's single market, cooperation over areas like crime and anti-terrorism and hopes to guarantee continued rights of overseas EU citizens in the UK.

While the British pound continued to slide compared to the dollar, Britain's economy beat expectations by posting growth of 0.6% in the final three months of 2016.

January's travel pages kicked off 2017 with listicles of must-visit-places for the year – of these San Francisco was a highlight on account of Summer of Love anniversary – representing an opportunity for Black Diamond to capitalise off SF-bound press trips and editorial coverage.

The travel pages focused on wellness retreats, detox holidays and how to stick to NYE resolutions. As winter snow started to take hold, more travel media featured winter sun and skiing trips.

Ahead of the presidential inauguration, several travel media covered Washington D.C. as a travel destination. In addition to its multiple award nominations, La La Land also spurred renewed interest in Los Angeles, pointing to the power the movie industry continues to have over UK media and travellers.

### February

Throughout February, there was continued coverage of the political situation in the US in UK media across the news and political pages. However, we have been receiving an increased number of UK media enquiring about press trips to California, interest in North Lake Tahoe and continued excellent and detailed coverage of US destinations in the travel pages and travel media outlets. Virgin, British Airways and Norwegian are also stepping up their marketing in the UK market around new direct routes from the UK to California which are launching later this year. We are continuing to closely monitor the media coverage of the US political situation and anything that may negatively impact on travel to California destinations and will keep North Lake Tahoe updated on any significant developments.

In regards to the UK media, there has been a number of interesting developments across the UK's largest news outlets. The Sun newspaper's website has overtaken their rival, the Daily Mirror, to be the UK's largest newspaper website. Following The Sun's removal of their online paywall in 2015, the



news outlet now has a readership of 26,196,00, putting it ahead of the Daily Mirror and almost reaching readership levels of the top UK news site, MailOnline.

Tony Hall, director general of the BBC, has announced a new TV channel for the BBC in Scotland which will begin broadcasting in 2018. The channel will have a similar budget to BBC4, (£30m) and will include a news hour, broadcasting stories from Scotland, the UK and the world. As part of the announcement, Tony Hall also confirmed an increase of £20m a year for Scotland to make UK-wide programmes focussing on factual and drama content.

Media company Yahoo have also recently agreed new global content partnership deals with premium UK media including The Telegraph, The Guardian, The Independent, The Evening Standard and Hearst UK. The deal will allow news publishers to distribute selected content on Yahoo's sites and mobile apps across five countries: the UK, US, Canada, India and Singapore. Yahoo's content is read across multiple devices by 29 million people in the UK and each news outlet will gain a share in the revenues gleaned from advertising that will appear within each article on Yahoo's channels.

### March

Prime Minister Teresa May triggered Brexit in late March, starting a 24-month process of negotiating both Britain's departure from the EU and the UK's relationship with all other EU countries once the UK eventually leaves in March 2019. To that point, March has seen a period of relative economic stability which coupled with the 'Trump Bump' which has seen a strengthening of the pound (which rose by over 4% against the dollar) and is seen by many pundits as the start of a rally that will see Sterling regain its losses of the last 9 months. Inflation rates remain at around 2%, interest rates were held and the markets are still near historic highs (now 16% up since the Brexit vote), however all commentators are saying that it is only now that the volatility will show itself as proper Brexit negotiations begin.

### Coverage Generated:

| Months                       | Coverage  | Circulation          | AVE £           | AVE \$           | PR Value \$      |
|------------------------------|-----------|----------------------|-----------------|------------------|------------------|
| July, August & September     | 3         | 239,635,981          | £47,526         | \$62,713         | \$188,139        |
| October, November & December | 8         | 117,748,881          | £13,066         | \$16,071         | \$48,214         |
| January, February & March    | 22        | 873,165,383          | £68,681         | \$85,851         | \$257,554        |
| <b>TOTAL</b>                 | <b>33</b> | <b>1,230,550,245</b> | <b>£129,273</b> | <b>\$164,635</b> | <b>\$493,905</b> |

ROI year-to-date: \$21

### Individual press trips completed:

| Publication/blog   | Journalist/blogger | Circulation | Details            | Dates  | Coverage                      |
|--------------------|--------------------|-------------|--------------------|--|-------------------------------|
| Mpora / Whitelines | Tristan Kennedy    | 1.5 UMV     | Backcountry skiing | 4 <sup>th</sup> – 9 <sup>th</sup> March 2017 | Online piece with photo story |

**Group press trips completed:**

| Publication/blog                 | Journalist/blogger | Circulation                         | Details                                | Dates  | Coverage                      |
|----------------------------------|--------------------|-------------------------------------|--|--|-------------------------------|
| Amuse                            | Stuart Brumfitt    | 300,000                             | Group FAM with Mammoth Mountains/Lakes | 5 <sup>th</sup> – 7 <sup>th</sup> March 2017 | Various California ski pieces |
| Ski and Snowboard                | Neil English       | 30,000+ (print version)             |  |  |                               |
| Trinity Mirror (Birmingham Mail) | Enda Mullen        | 20,000+ (online magazine)<br>19,200 |  |  |                               |

**Individual press trips in planning:**

| Publication/blog | Journalist/blogger | Circulation | Details | Dates       | Coverage |
|------------------|--------------------|-------------|---------|-------------|----------|
| TBC              | Sian Lewis         | TBC         | TBC     | Spring 2017 | TBC      |

**Press materials:**

| Title  | Date       | Media targeted   |
|--|------------|--|
| Snow news – North Lake Tahoe celebrates most snow in 45 years          | 03/01/2017 | All national newspaper travel desks and ski publications |
| Adventure/adrenalin ideas – including base jumping in North Lake Tahoe | 05/01/2017 | Men’s Health   |
| Family trip ideas – including Basecamp Hotel                           | 09/01/2017 | Telegraph  |
| Snowfall news – North Lake Tahoe receive even more snow                | 11/01/2017 | Wanderlust   |
| Image request – Tahoe snow   | 11/01/2017 | Good Ski Guide   |
| Image request – Tahoe snow   | 12/01/2017 | Mail Online  |
| Moonlit tour – information and images                                  | 20/01/2017 | Metro  |
| Snow news - North Lake Tahoe announce record snowfall                  | 01/03/2017 | All national newspaper travel desks and ski publications |
| USA ski news - including snow news and openings                        | 07/03/2017 | Nat Geo Traveller  |
| Images and group press trip information                                | 15/03/2017 | Amuse  |



### Meetings and Miscellaneous:

| Activity   | Details   |
|------------|---|
| 10/01/2017 | Wanderlust meeting – discussing story angles and outdoor adventure in North Lake Tahoe  |
| 13/01/2017 | Breakfast with Amuse editor Stuart Brumfitt – discussing group FAM invitation           |
| 15/01/2017 | Meeting with Escapism – discussing Ale Trail, hiking and 2017 snowfall                  |
| 18/01/2017 | Meeting with Telegraph content team – discussing snowfall photos and social media ideas |
| 30/03/2017 | Meeting with Amuse editor Stuart Brumfitt – feedback from group FAM                     |

### Conference Calls:

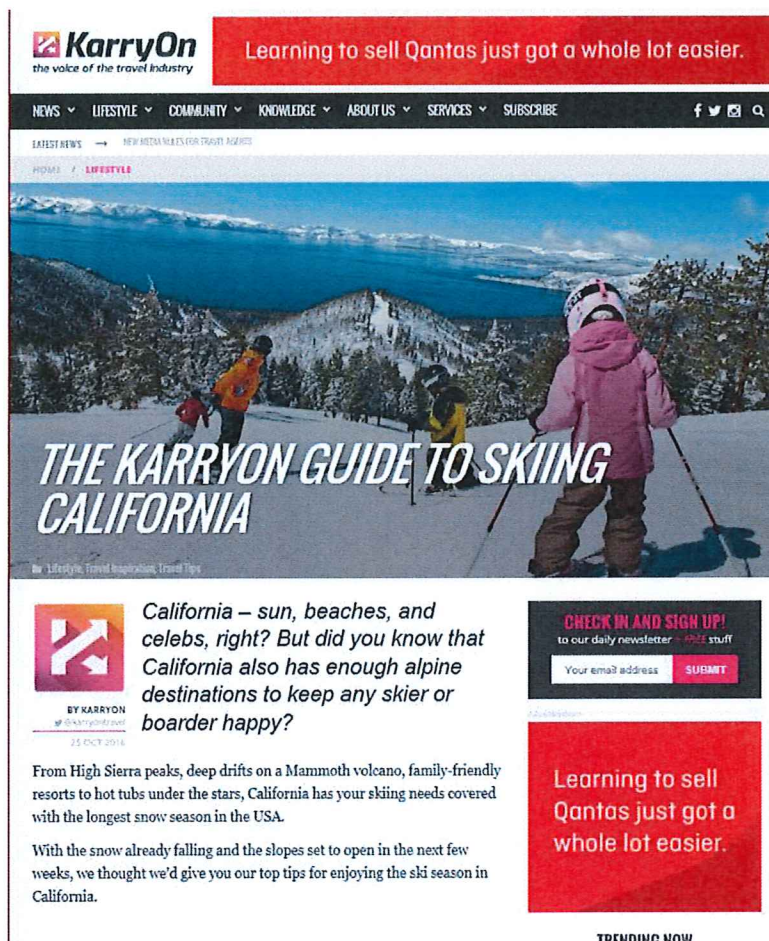
|            |  |
|------------|--|
| 10/01/2017 | Monthly check in – call with Sarah Winters to discuss Mpora press trip |
| 16/02/2017 | Monthly check in – call with Sarah Winters to discuss group FAM        |
| 01/03/2017 | Call with Sarah Winters and Connie Anderson to discuss FAM itinerary   |

## Gate 7 Public Relations Report October - December 2016

### PR Highlights – Snow

- **KarryOn Guide to Skiing California**

Gate 7 pitched this feature story on skiing in California which is a general guide on skiing in the Sierra Nevada range, mentioning both Mammoth and North Lake Tahoe.



**KarryOn**  
the voice of the travel industry

Learning to sell Qantas just got a whole lot easier.

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LATEST NEWS → NEW MEDIA MARKETS FOR TRAVEL AGENTS

PROFILES / LIFESTYLE

# THE KARRYON GUIDE TO SKIING CALIFORNIA

By Lifestyle, Travel Inspiration, Travel Tips

**California – sun, beaches, and celebs, right? But did you know that California also has enough alpine destinations to keep any skier or boarder happy?**

BY KARRYON  
@karryonmedia  
25 OCT 2014

From High Sierra peaks, deep drifts on a Mammoth volcano, family-friendly resorts to hot tubs under the stars, California has your skiing needs covered with the longest snow season in the USA.

With the snow already falling and the slopes set to open in the next few weeks, we thought we'd give you our top tips for enjoying the ski season in California.

CHECK IN AND SIGN UP!  
to our daily newsletter – FREE stuff

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TRENDING NOW

Reach: 90,000 Users per month



**AD Value:** AUD \$1,500

- **Melinda Browning – 12 Ways of Christmas**

Feature story in News Corp Escape on places around the world to enjoy Christmas, including Lake Tahoe – this inclusion was pitched by Gate 7. This was syndicated in the Sunday Telegraph, Sunday Mail Brisbane and Adelaide also appeared online at Escape.com.au.

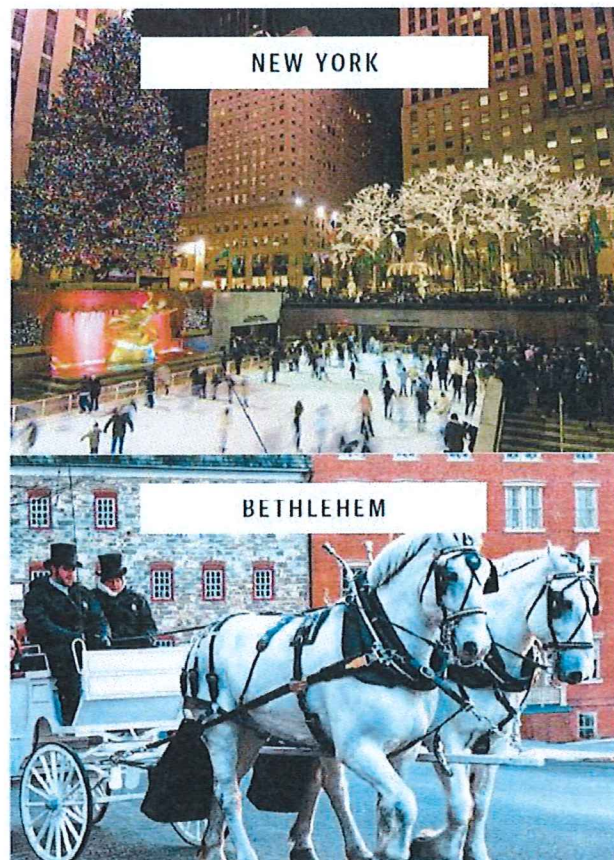
festive celebrations. Christmas events are being held at tourist destinations across the island, including fireworks on Kuta Beach.

At Four Seasons at Sayan, in Ubud's highlands, the Christmas program includes family sessions of AntiGravity Yoga, a festive breakfast and a romantic star-gazing dinner at the rooftop lotus pond on Christmas night. Most exciting is Santa's daring arrival on a river raft following a Christmas Day magic show.

[FOURSEASONS.COM/SAYAN](http://FOURSEASONS.COM/SAYAN)

**12 LAKE TAHOE, CALIFORNIA/  
NEVADA, US**

If you're a skier, you'll feel like all your Christmases have come at once at Lake Tahoe. Home to some of the US's best skiing and top alpine resorts, it's also filled with stunning scenery – from snow-capped mountains to quaint towns lit up by Christmas lights – and opportunities for sleigh rides and ice skating. On the north shore, Squaw Valley, Northstar California and Alpine are the major resorts, while on the southern shore, you will find the renowned Heavenly. [GOTAHOENORTH.COM](http://GOTAHOENORTH.COM), [TAHOESOUTH.COM](http://TAHOESOUTH.COM)



**Reach:** Combined print and online reach 1,502,480

**AD Value:** Combined ad value AUD \$130,913

- **7Travel – Ski tips and Lake Tahoe intel from an Olympic gold medallist**

Gate 7 has been working with 7Travel (travel publication launched in 2016) to contribute to their USA ski content. The first of several ski pieces was published in December, resulting from an interview with Olympian Jonny Moseley.

UNITED STATES OF AMERICA > LAKE TAHOE > SKI TIPS AND LAKE TAHOE INTEL FROM AN OLYMPIC GOLD MEDALLIST



## Ski tips and Lake Tahoe intel from an Olympic gold medallist

SKI AND SNOW LAKE TAHOE UNITED STATES OF AMERICA

BY LAUREN WILLIAMSON - TRAVEL WRITER



North Lake Tahoe



For many first-timers, the thought of hurling your body down a frozen mountain can be somewhat daunting, but we've got some expert advice to quell your fears and get you psyched to conquer the slopes.

And when we say expert, we really mean it – 7travel got to chat skiing tips and Lake Tahoe recommendations with American freestyle skier [Jonny Moseley](#). This champ has an Olympic gold medal and a host of other achievements under his belt, so take his advice on board... Literally.

### What's easier for a novice, boarding or skiing?

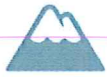
Snowboarding has some serious challenges associated with it. For a clean open bowl and a half pipe it is hard to beat, but for almost everything else it is

**Reach:** not available at the moment – they are currently putting together their media kit for distribution.

- **Holidays With Kids – Helen Hayes, 10 Things to Love about Mammoth**

This is a feature article in Holidays with Kids Magazine about why Mammoth is a great destination for Australian families, as part of a promotion with Skimax.





Mammoth Lakes  
CALIFORNIA

Mammoth



north lake tahoe



10 snowmobiling 100 tracks the Unbound parks



### 1 Mammoth is the biggest resort in California

With 1416 hectares of beautiful snow, 28 lifts and 150 named trails, you and the kids won't get bored having to do the same runs over and over. Go up the Panorama Gondola and check out the views over the resort from the Eleven53 Interpretive Center.

### 2 Visit Disneyland after your holiday at Mammoth

To add to your snowy experience, tie in your trip to Mammoth Lakes with a visit to Mokey and his friends at Disneyland Resort or be wowed on multiple levels in Las Vegas. Mammoth is a five-hour drive from both places. Or you can fly from Los Angeles, San Francisco or San Diego.

### 3 The season is the longest in California

There is more time to play as the season can go for up to seven months. It opens on 10 November 2016 and runs approximately until June. It also has 300 days of sunshine a year ensuring blue-sky days are common.

### 4 Fantastic terrain for all

The terrain is so good at Mammoth that the US Olympic Freestyle and Snowboard teams trained there, but there are runs for everyone from absolute beginners up. Kids will love Woolly's Woods Adventure Zone – they might even find Woolly there!

### 5 Great shopping and dining

It's not all about skiing and snowboarding – Mammoth has a cool village with plenty of great family-friendly restaurants and shops.

### 6 World's best terrain parks

Mammoth has 11 'Unbound' parks with 126 rails, boxes and jibs, 95 jumps and three half pipes, including the Olympic-sized Super Pipe. Book in for a special Unbound lesson to help speed up progression and teach those all-important park skills.

### 7 You can ski at June Mountain

Your Mammoth lift ticket can be used at sister resort, June Mountain, just 20 minutes drive away. It's smaller, is fantastic for beginners with 80 per cent of the terrain almost equally split between beginners and intermediates, with plenty of room to move.

### 8 It has excellent ski schools

There are ski and snowboard lessons for kids from three at Woollywood at the Main Lodge, Canyon Kids near Canyon Lodge, and Eagle Lodge Ski and Snowboard School.

### 9 Mammoth has plenty of ski-in, ski-out accommodation

Take your pick of ski-in, ski-out accommodation or stay just a stone's throw away from on-slope access. There are great packages available at Mammoth Mountain Inn at Main Lodge, Tamarack Inn, Juniper Springs and Village Lodge, just to name a few.

### 10 There is so much else to do around Mammoth Lakes

Give the kids a break and have some fun at Woolly's Adventure Summit, Tube Park, knock over some pins at Mammoth Rockin' Bowl, go snowmobiling, snowshoeing and even soak in a natural hot spring.

# 10 things to love about Mammoth

Mammoth is magnificent for Australian families. HELEN HAYES shares some reasons why.

MAMMOTH  
REPORT CARD

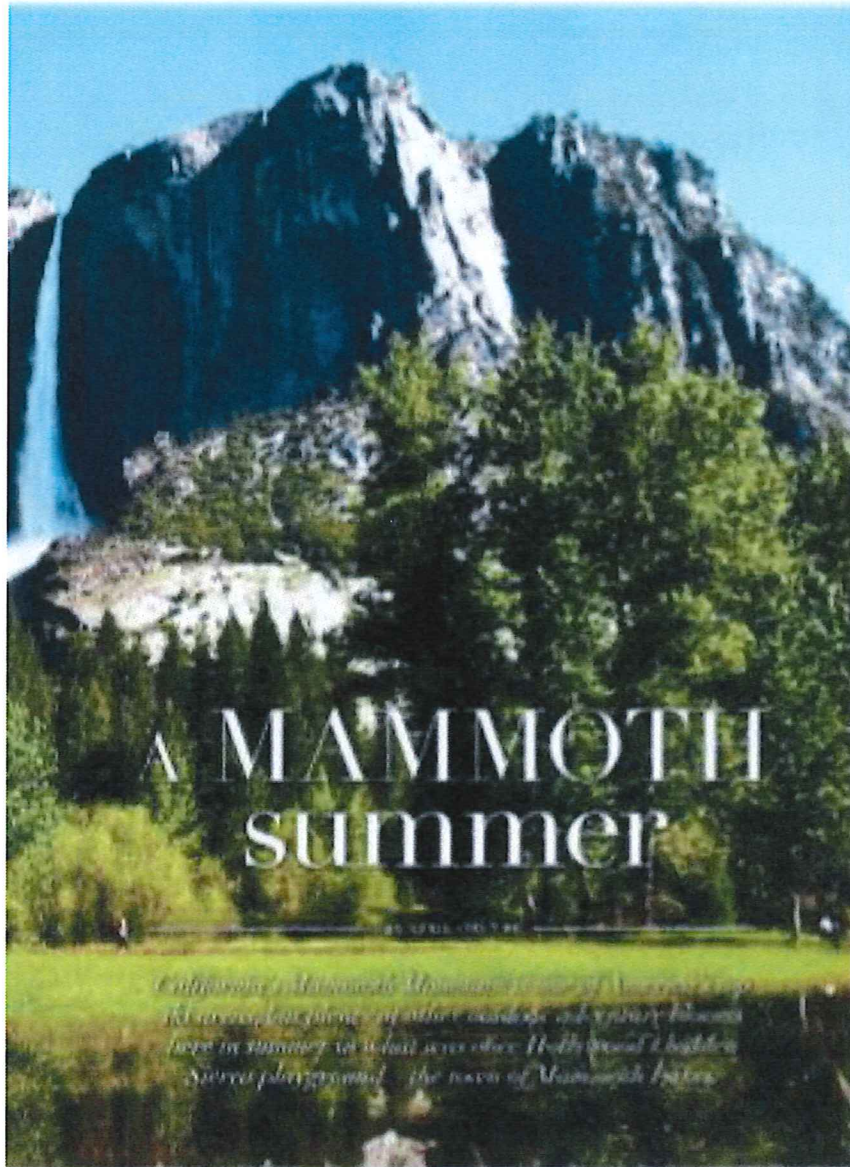
Information

www.visitmammoth.com  
www.skimax.com.au

## PR Highlights – Mammoth Lakes Summer/Fall

- **Vacations & Travel, A Mammoth Summer**

Feature story on Mammoth in summertime as a result of an individual trip by journalist April Urcott.



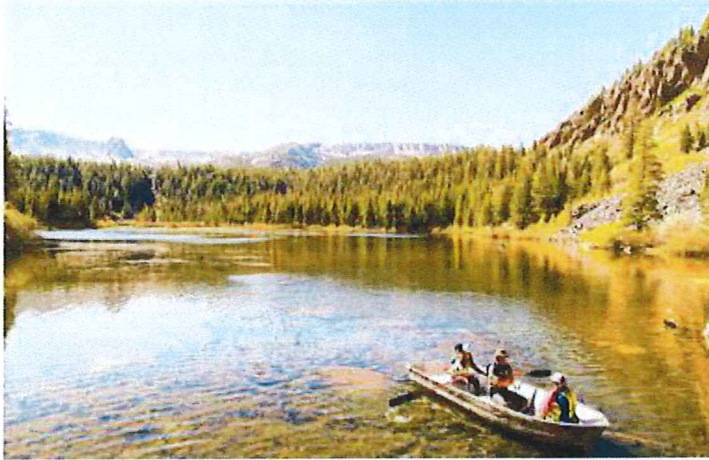
**Reach:** Print Circulation **56,930**

**AD Value:** AUD \$5,127

- **Flight Centre Blog, Top 10 US Destinations for the Perfect Family Holiday**

Flight Centre is currently running an America's campaign, and Gate 7 pitched Mammoth Lakes to be included within an article on the best destinations for family holidays.





Nothing but you and the family in the great outdoors. (Image: Mammoth Lakes Tourism)

### 3. Mammoth Lakes

Nestled within the beautiful Sierra Nevada Mountain range, Mammoth Lakes is a year-round playground for kids and adults alike. In the warmer months, explore hiking trails and wilderness areas, go horse riding or canoeing. At the legendary Mammoth Mountain, mountain biking, zip lining, or rock climbing are the summer time adventures available for the whole family. During the ski season, the Mountain gets on average 400 inches of snowfall a season, offering 150 trails suitable for all levels. Yosemite National Park is only a short drive from here, making it a perfect day trip option.

**Reach:** 120,000 Unique Monthly Browsers

**AD Value:** Not Available

#### Media Calls

**Met with a number of top tier journalists including:**

|                   |                       |  |
|-------------------|-----------------------|--|
| Paul Tatnell      | Journalist, News Corp | Liaison with Paul regarding his trip to Mammoth/NLT in March.  |
| Lauren Williamson | 7Travel               | Discussed opportunities to expand their ski content for Mammoth/NLT.   |
| Kyla Fraser       | Flight Centre Blog    | Liaised with Kyla regarding the top ten US family destinations story and more content opportunities to come. |
| Kylie McLaughlin  | Fairfax               | Discussed future travel plans and potential travel stories on NLT.   |

|               |               |  |
|---------------|---------------|--|
| Laura Collins | Elle Magazine | Liaising with Laura regarding potential fam trip to NLT. |
|---------------|---------------|--|

### Media Trips

| Journalist    | Dates             | Status   |
|---------------|-------------------|--|
| Paul Tatnell  | 5-11 March        | Paul will be spending a week in Mammoth/NLT. His itinerary is currently in development.                                      |
| Elle Magazine | TBC – March/April | A writer from Elle Magazine will be visiting NLT in either March/April, as part of a Visit California luxury Fam. Dates TBC. |



April 18, 2017

Placer County Board of Supervisors  
175 Fulweiler Ave.  
Auburn, CA 95603

Subj: North Lake Tahoe Resort Association

Honorable Board of Supervisors:

We, the undersigned business owners and community members, want to make it clear that we strongly support the North Lake Tahoe Resort Association and the two decades of community collaboration and leadership they have provided.

We believe that having an independent local voice on behalf of our businesses and our community that provides advisory input to Placer County as well as other local and regional agencies and organizations, is as important now as it was when the Resort Association was created. The TOT funding that we voted to approve and extend must continue to have that independent oversight.

We urge you to not proceed with County staff-suggested changes in the contract for Resort Association services. In fact, we respectfully request that you encourage County staff to work with the NLTRA Board and the business community to strengthen the collaboration now and into the future.

Sincerely,

(Name/Business)

Gate 7 Public Relations Report  
October - December 2016

PR Highlights – Snow

- **KarryOn Guide to Skiing California**  
Gate 7 pitched this feature story on skiing in California which is a general guide on skiing in the Sierra Nevada range, mentioning both Mammoth and North Lake Tahoe.

**KarryOn**  
the voice of the travel industry

Learning to sell Qantas just got a whole lot easier.

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LATEST NEWS → NEW MEDIA SALES FOR TRAVEL AGENTS

HOME ▾ LIFESTYLE

# THE KARRYON GUIDE TO SKIING CALIFORNIA

By Lifestyle, Travel Inspiration, Travel Tips

**California – sun, beaches, and celebs, right? But did you know that California also has enough alpine destinations to keep any skier or boarder happy?**

BY KARRYON  
@karryontravel  
23 OCT 2016

From High Sierra peaks, deep drifts on a Mammoth volcano, family-friendly resorts to hot tubs under the stars, California has your skiing needs covered with the longest snow season in the USA.

With the snow already falling and the slopes set to open in the next few weeks, we thought we'd give you our top tips for enjoying the ski season in California.

CHECK IN AND SIGN UP!  
to our daily newsletter - FREE stuff

Your email address

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TRENDING NOW

Reach: 90,000 Users per month



**AD Value:** AUD \$1,500

- **Melinda Browning – 12 Ways of Christmas**

Feature story in News Corp Escape on places around the world to enjoy Christmas, including Lake Tahoe – this inclusion was pitched by Gate 7. This was syndicated in the Sunday Telegraph, Sunday Mail Brisbane and Adelaide also appeared online at Escape.com.au.

festive celebrations. Christmas events are being held at tourist destinations across the island, including fireworks on Kuta Beach.

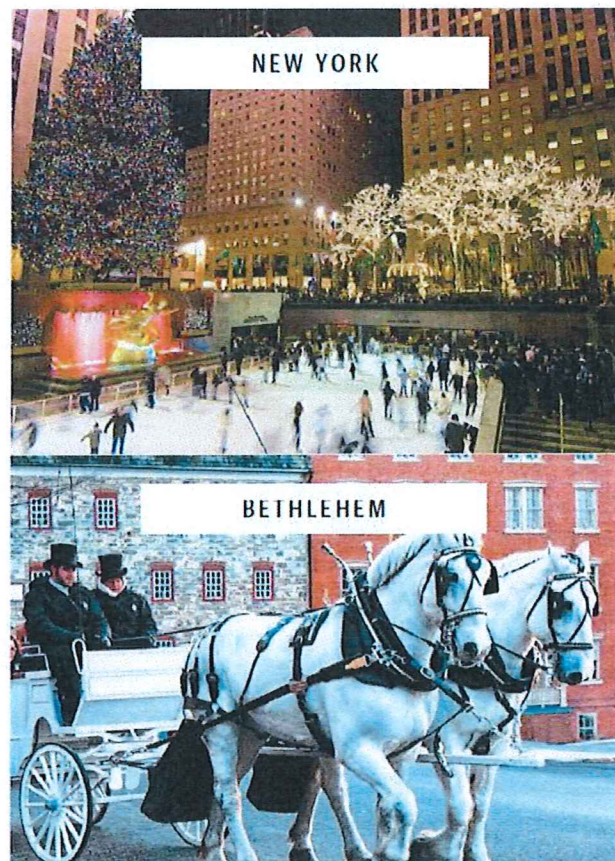
At Four Seasons at Sayan, in Ubud's highlands, the Christmas program includes family sessions of AntiGravity Yoga, a festive breakfast and a romantic star-gazing dinner at the rooftop lotus pond on Christmas night. Most exciting is Santa's daring arrival on a river raft following a Christmas Day magic show.

[FOURSEASONS.COM/SAYAN](http://FOURSEASONS.COM/SAYAN)

**12 LAKE TAHOE, CALIFORNIA/  
NEVADA, US**

If you're a skier, you'll feel like all your Christmases have come at once at Lake Tahoe. Home to some of the US's best skiing and top alpine resorts, it's also filled with stunning scenery – from snow-capped mountains to quaint towns lit up by Christmas lights – and opportunities for sleigh rides and ice skating. On the north shore, Squaw Valley, Northstar California and Alpine are the major resorts, while on the southern shore, you will find the renowned Heavenly.

[GOTAHOEORTH.COM](http://GOTAHOEORTH.COM), [TAHOESOUTH.COM](http://TAHOESOUTH.COM)



**Reach:** Combined print and online reach **1,502,480**

**AD Value:** Combined ad value AUD \$130,913

- **7Travel – Ski tips and Lake Tahoe intel from an Olympic gold medallist**

Gate 7 has been working with 7Travel (travel publication launched in 2016) to contribute to their USA ski content. The first of several ski pieces was published in December, resulting from an interview with Olympian Jonny Moseley.

UNITED STATES OF AMERICA › LAKE TAHOE › SKI TIPS AND LAKE TAHOE INTEL FROM AN OLYMPIC GOLD MEDALLIST



## Ski tips and Lake Tahoe intel from an Olympic gold medallist

SKI AND SNOW › LAKE TAHOE › UNITED STATES OF AMERICA

BY LAUREN WILLIAMSON | TRAVEL WRITER



North Lake Tahoe



For many first-timers, the thought of hurling your body down a frozen mountain can be somewhat daunting, but we've got some expert advice to quell your fears and get you psyched to conquer the slopes.

And when we say expert, we really mean it – 7travel got to chat skiing tips and Lake Tahoe recommendations with American freestyle skier Jonny Moseley. This champ has an Olympic gold medal and a host of other achievements under his belt, so take his advice on board... Literally.

### What's easier for a novice, boarding or skiing?

Snowboarding has some serious challenges associated with it. For a clean open bowl and a half pipe it is hard to beat, but for almost everything else it is

**Reach:** not available at the moment – they are currently putting together their media kit for distribution.

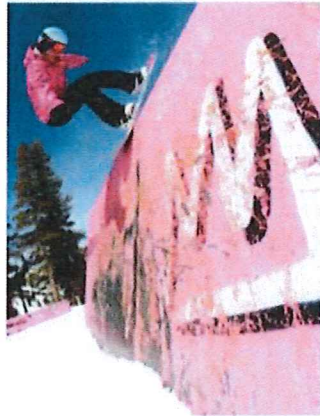
- **Holidays With Kids – Helen Hayes, 10 Things to Love about Mammoth**

This is a feature article in Holidays with Kids Magazine about why Mammoth is a great destination for Australian families, as part of a promotion with Skimax.





11 snowmobiling 12 taking the Unbound park



**1 Mammoth is the biggest resort in California**  
With 1416 hectares of beautiful snow, 28 lifts and 150 named trails, you and the kids won't get bored having to do the same runs over and over. Go up the Panorama Gondola and check out the views over the resort from the Eleven53 Interpretive Center.

**2 Visit Disneyland after your holiday at Mammoth**  
To add to your snowy experience, tie in your trip to Mammoth Lakes with a visit to Mickey and his friends at Disneyland Resort or be wowed on multiple levels in Las Vegas. Mammoth is a five-hour drive from both places. Or you can fly from Los Angeles, San Francisco or San Diego.

**3 The season is the longest in California**  
There is more time to play as the season can go for up to seven months. It opens on 10 November 2016 and runs approximately until June. It also has 300 days of sunshine a year ensuring blue-sky days are common.

**4 Fantastic terrain for all**  
The terrain is so good at Mammoth that the US Olympic Freestyle and Snowboard teams trained there, but there are runs for everyone from absolute beginners up. Kids will love Woolly's Woods Adventure Zone – they might even find Woolly there!

**5 Great shopping and dining**  
It's not all about skiing and snowboarding – Mammoth has a cool village with plenty of great family-friendly restaurants and shops.

**6 World's best terrain parks**  
Mammoth has 11 'Unbound' parks with 126 rails, boxes and jibs, 95 jumps and three half pipes, including the Olympic-sized Super Pipe. Book in for a special Unbound lesson to help speed up progression and teach those all-important park skills.

**7 You can ski at June Mountain**  
Your Mammoth lift ticket can be used at sister resort, June Mountain, just 20 minutes drive away. It's smaller, is fantastic for beginners with 80 per cent of the terrain almost equally split between beginners and intermediates, with plenty of room to move.

**8 It has excellent ski schools**  
There are ski and snowboard lessons for kids from three at Woollywood at the Main Lodge, Canyon Kids near Canyon Lodge, and Eagle Lodge Ski and Snowboard School.

**9 Mammoth has plenty of ski-in, ski-out accommodation**  
Take your pick of ski-in, ski-out accommodation or stay just a stone's throw away from on-slope access. There are great packages available at Mammoth Mountain Inn at Main Lodge, Tamarack Inn, Juniper Springs and Village Lodge, just to name a few.

**10 There is so much else to do around Mammoth Lakes**  
Give the kids a break and have some fun at Woolly's Adventure Summit Tube Park, knock over some pine at Mammoth Rockin' Bowl, go snowmobiling, snowshoeing and even soak in a natural hot spring.

# 10 things to love about Mammoth

Mammoth is magnificent for Australian families. HELEN HAYES shares some reasons why.

## MAMMOTH REPORT CARD

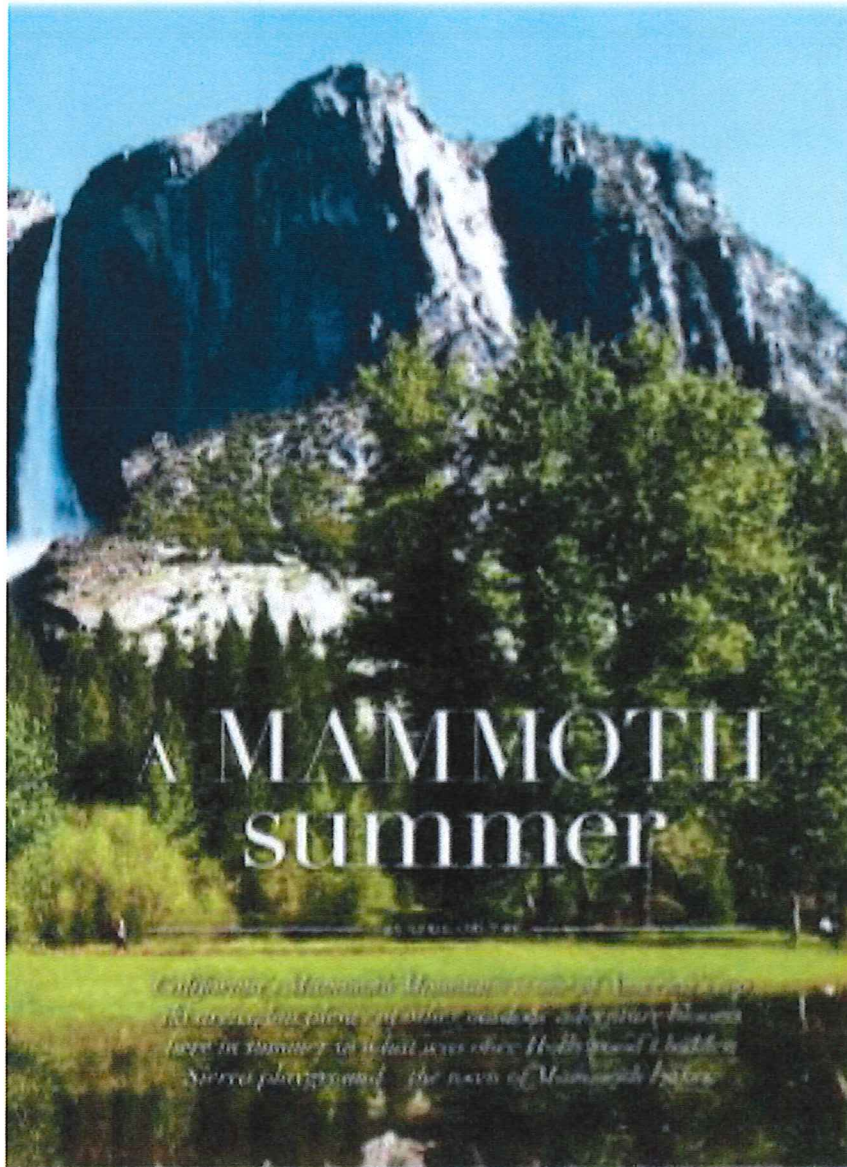
### Information

www.visitmammoth.com  
www.skimax.com.au

## PR Highlights – Mammoth Lakes Summer/Fall

- **Vacations & Travel, A Mammoth Summer**

Feature story on Mammoth in summertime as a result of an individual trip by journalist April Urcott.



**Reach:** Print Circulation **56,930**

**AD Value:** AUD \$5,127

- **Flight Centre Blog, Top 10 US Destinations for the Perfect Family Holiday**

Flight Centre is currently running an America's campaign, and Gate 7 pitched Mammoth Lakes to be included within an article on the best destinations for family holidays.





*Nothing but you and the family in the great outdoors. (Image: Mammoth Lakes Tourism)*

### 3. Mammoth Lakes

Nestled within the beautiful Sierra Nevada Mountain range, Mammoth Lakes is a year-round playground for kids and adults alike. In the warmer months, explore hiking trails and wilderness areas, go horse riding or canoeing. At the legendary Mammoth Mountain, mountain biking, zip lining, or rock climbing are the summer time adventures available for the whole family. During the ski season, the Mountain gets on average 400 inches of snowfall a season, offering 150 trails suitable for all levels. Yosemite National Park is only a short drive from here, making it a perfect day trip option.

**Reach:** 120,000 Unique Monthly Browsers

**AD Value:** Not Available

#### Media Calls

**Met with a number of top tier journalists including:**

|                   |                       |  |
|-------------------|-----------------------|--|
| Paul Tatnell      | Journalist, News Corp | Liaison with Paul regarding his trip to Mammoth/NLT in March.  |
| Lauren Williamson | 7Travel               | Discussed opportunities to expand their ski content for Mammoth/NLT.   |
| Kyla Fraser       | Flight Centre Blog    | Liaised with Kyla regarding the top ten US family destinations story and more content opportunities to come. |
| Kylie McLaughlin  | Fairfax               | Discussed future travel plans and potential travel stories on NLT.   |

|               |               |  |
|---------------|---------------|--|
| Laura Collins | Elle Magazine | Liaising with Laura regarding potential fam trip to NLT. |
|---------------|---------------|--|

**Media Trips**

| Journalist    | Dates             | Status   |
|---------------|-------------------|--|
| Paul Tatnell  | 5-11 March        | Paul will be spending a week in Mammoth/NLT. His itinerary is currently in development.                                      |
| Elle Magazine | TBC – March/April | A writer from Elle Magazine will be visiting NLT in either March/April, as part of a Visit California luxury Fam. Dates TBC. |