



**north lake tahoe**

Chamber | CVB | Resort Association

**Marketing Committee  
May 28<sup>th</sup>, 2013**

**May 2013  
Departmental Reports**



## North Lake Tahoe Marketing Report (April 15<sup>th</sup>, 2013 – May 19<sup>th</sup>, 2013)

### Search Report: Weddings & Conferences (4/15-5/19)

#### **Analysis:**

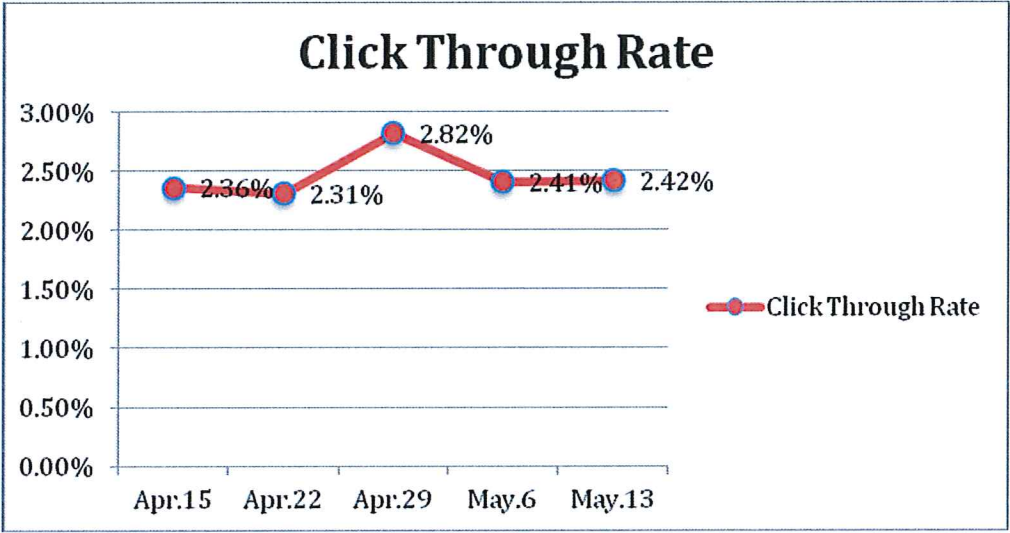
We're currently in between campaigns, so our current marketing efforts consist of SEM and SEO. For SEM (search) our Wedding campaign continued to improve, once again lowering the cost per click and increasing the click through rate. For our Conference campaign, we endured a dip in success, with our CPC reaching it's highest point of the campaign; This was caused by a larger portion of our monthly budget being generated to Google vs, Bing. We typically allocate more towards Google to stay competitive, but we use Bing to balance out our success. This month we tipped the scale slightly too far to Google and we've now corrected the adjustment. For SEO, we're still seeing the same trend as the past few months, in which we're driving a high amount of inbound traffic, but less outbound traffic, in comparison to the same timing last year. We still feel this is a result of the decline in Cool Deals being offered, however we're currently exploring alternative ways to increase our outbound traffic.

Beginning next month our Summer marketing initiatives begin and will continue through September.

#### **Wedding Average CPC**



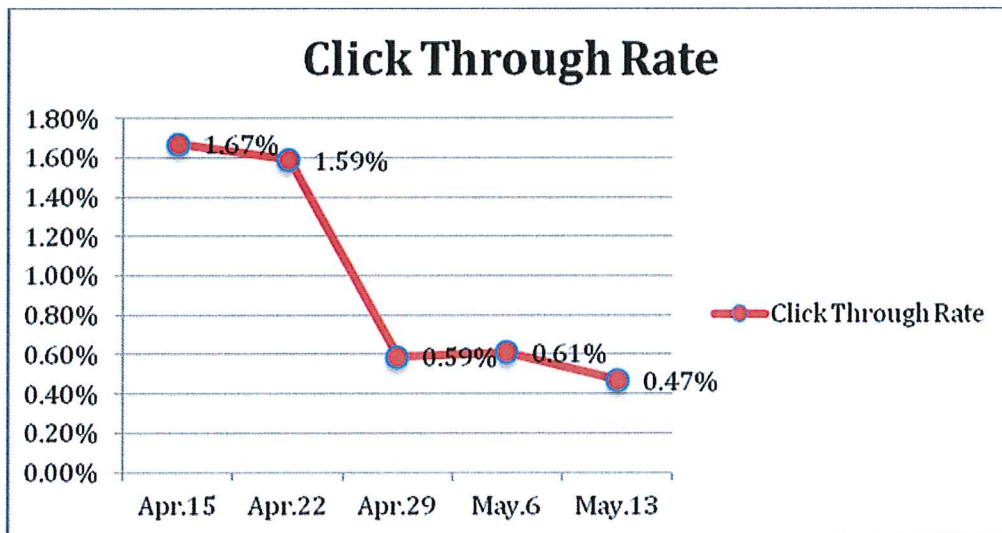
**Wedding CTR**



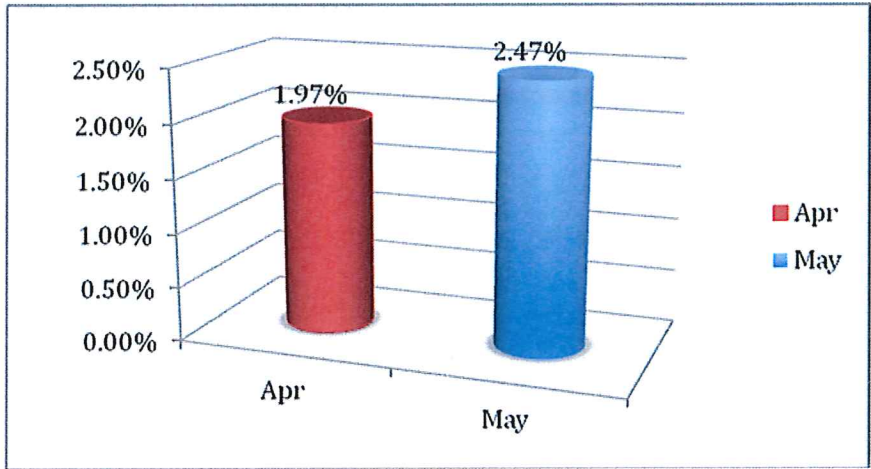
**Conference Average CPC**



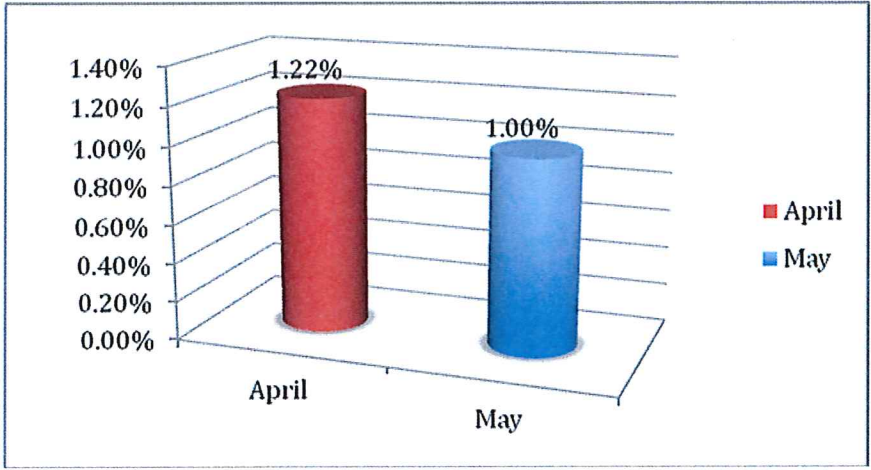
### Conference CTR



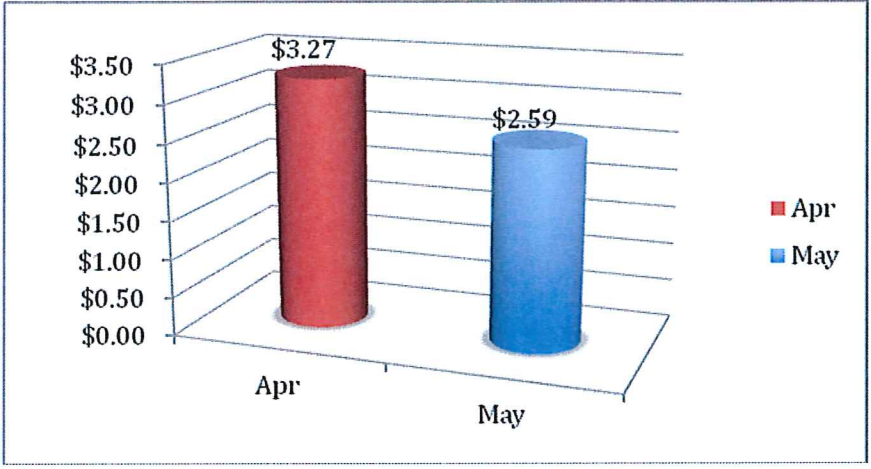
### Wedding CTR: Apr Vs. May



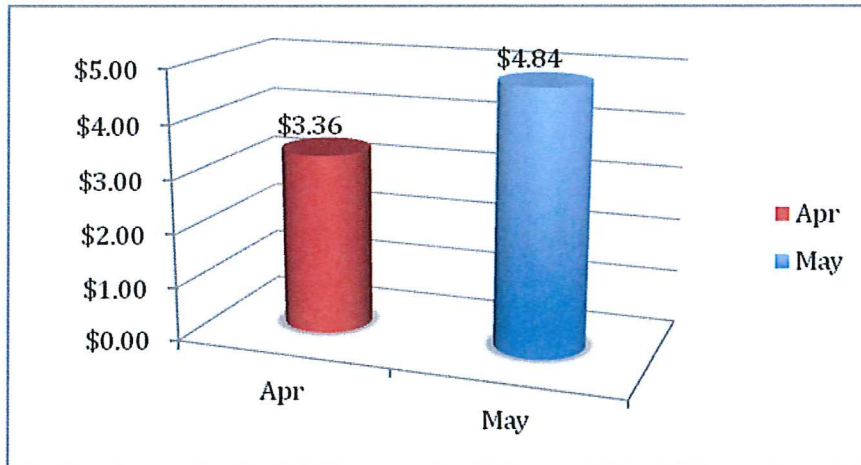
**Conference CTR: Apr Vs. May**



**Wedding CPC: Apr Vs. May**

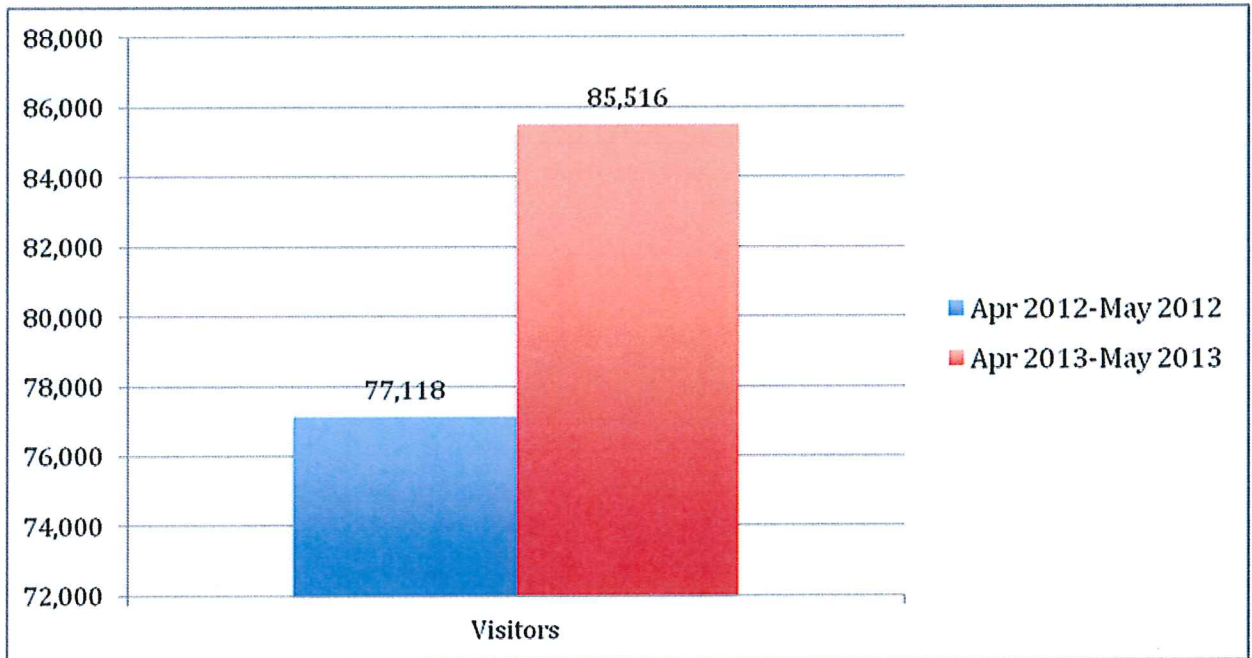


### Conference CPC: Apr Vs. May



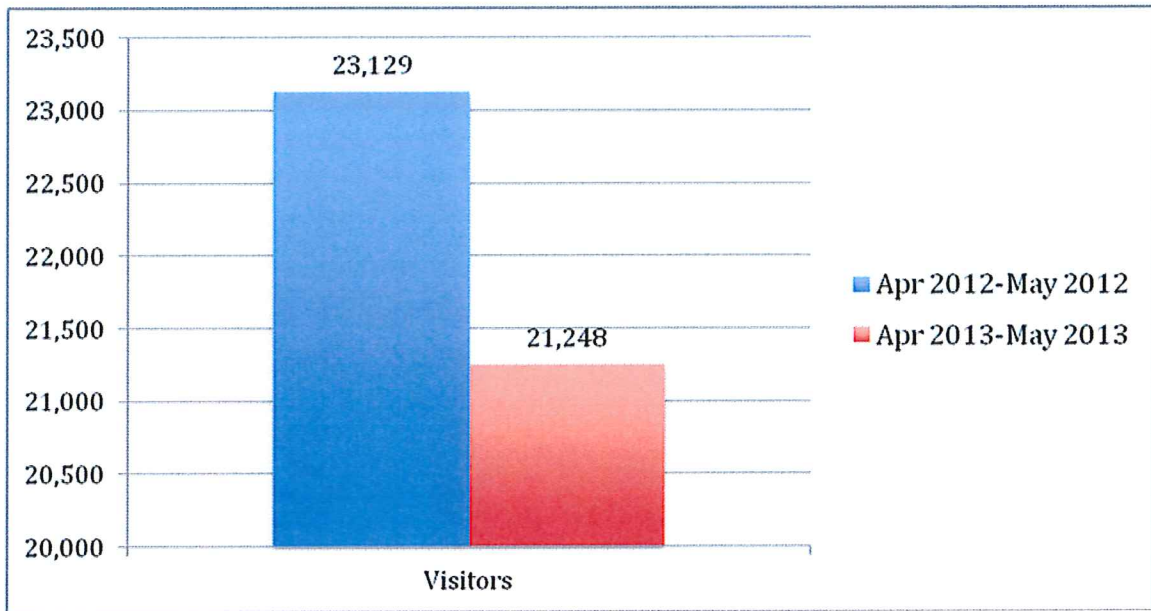
### Total Inbound Traffic

April 2012 – May 2012 & April 2013 – May 2013



## Total Outbound Traffic

April 2012 – May 2012 & April 2013 – May 2013





## Conference Department Report May 2013

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

Staff conducted a planning site visit with Newmont Mines and Andavo Meetings & Incentives. During this planning visit Staff showcased the Tahoe Gal, Dockside 700 and Garwood's for their offsite events. This program will bring 125 people and generate over 500 room nights for June 2013

Staff hosted a planning visit for the American Chemical Society. The ACS is considering North Lake Tahoe for their June 2014 27th Rare Earth Research Conference which will bring 450 room nights and over \$80,000 in lodging revenue to the area.

Staff hosted a site visit for Christina Palmitieri from ConferenceDirect. Christina handles multiple association clients and was in town for a conference at the Ritz-Carlton and took the opportunity to view other hotels while she was in town.

Staffed attended Destination California May 4-8, 2013. Destination California is a three day meeting and incentive conference put on by Successful Meetings and Meetings & Conventions. This year's conference had 45 planners from all over the United States. During this three event Staff had 25 one-on-one appointments, along with networking opportunities during educational sessions and food & beverage events. Staff will be following up on multiple leads generated from this show.

Staff attended Meet West May 29-30, 2013 along with Resort at Squaw Creek and the Beach Retreat & Lodge at Lake Tahoe. The event was a combination of one-on-one appointments, tradeshow and educational seminars for planners and suppliers. This event attracted approximately 500 meeting planners and the group had 25 shared appointments. Staff will be following up on multiple leads generated from this show.

Staff attended/sponsored the Meeting Industry Ladies Open golf event in Ft. Lauderdale, FL. MILO meets in a different city annually and attracts key female meeting planners from around the country. This year's event attracted roughly 40 planners. Staff has generated 4 leads from the event already representing nearly 2000 potential room nights.

Staff conducted a conference call with participating properties in Meet West on May 15, 2013. During this call members strategized the meeting planners they will be targeting appointments with during the May 29-30, 2013 event along with went over marketing materials that will handed out.

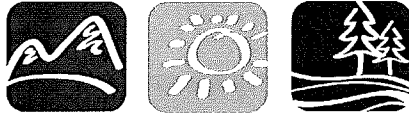
Staff assisted Leisure Sales in putting together a new trade show booth. This new booth will have the ability to showcase our destination year-round through the flexibility of changing out graphics.

Staff reviewed meeting planner profiles and requested appointments for the Collaborate Market Place June 12-15, 2013 in Denver, CO. Collaborate Marketplace is an innovative, appointment-only trade show designed specifically with a corporate meeting planner's needs in mind. Their reverse trade show streamlines the planning process, saving time and money. They bring high-quality education from industry experts and plenty of networking opportunities to help you plan more effective and efficient events. Collaborate Marketplace is produced by Collinson Media and Events, a senior leader in the meetings, travel and tourism industry

Staff hosted the bi-monthly Conference Sales Committee Meeting

Staff hosted a conference call with TAMBA to discuss the creation of a local organizing committee to host the 2014 International Mountain Bicycling Association World Summit

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of May 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.



## north lake tahoe

Chamber | CVB | Resort Association

May Leisure Report  
Marketing Committee Meeting  
5-28-13

### TRAVEL TRADE

- Solicited additional tour operator appointments for US Travel Association's POW WOW in June and filled all 42 time slots
- Organized POW WOW lunch meetings with Hotel Beds and United Airlines
- Conducted the annual Australian sales mission in Melbourne, Brisbane and Sydney

#### Call Center Trainings and sales calls:

Harvey's World Travel – Melbourne

Mogul Ski World – Melbourne

Powderhounds – Melbourne

Travel Plan – Melbourne

Skimax – Sydney

Value Tours/Adventure World – Sydney

Snowcapped Tours – Sydney

Blue Powder Tours – Sydney

United Airlines – Sydney

Hawaiian Airlines – Sydney

Sno N Ski – Brisbane

Flight Center – Brisbane

#### Travel agent events:

Wentworth Travel – Sydney

Skimax – Sydney

- Organized sales calls in North Lake Tahoe for Booking.com
- Set up new summer activity product with Expedia.com, Vacation Roost and Orbitz.com
- Working with Vacation Roost on building an interactive Lake Tahoe map to help close sales and increase additional activity purchases

### FAMs

- Hosted Audley Travel out of the UK
- Finalized pre POW WOW Visit CA – France FAM with top wholesalers, niche tour operators and media
- Organized itinerary for a post POW WOW UK media visit

### CONSUMER & MISC

- Staffed the North Lake Tahoe booth at the Melbourne Snow Travel Expo one day consumer ski show with 6,000+ in attendance
- Staffed a booth at the Sydney Warren Miller film tour being sponsored by Ski Lake Tahoe, Mammoth and Visit CA
- Staffed the North Lake Tahoe booth at the Sydney Snow Travel Expo one day consumer ski show with 7,000+ in attendance
- Worked the Travel Plan consumer ski show in Brisbane
- Worked the Sno N Ski consumer ski show in Brisbane

**Special Event Programs  
Departmental Report May 2013  
Submitted by: Judy Laverty**

**SPORTS MARKETING**

Staff attended the National Association of Sports Commission (NASC) Symposium and Conference April 21-26 in Louisville. Staff had 15 one-on-one meetings with sports rightsholders and a number of joint meetings with the RSCVA. Staff co-hosted a private client event with the RSCVA and the US Sports Congress which was well attended by select, invited rights holders.

Staff has received an RFP from IMBA (International Mountain Biking Association) to possibly host the 2014 IMBA World Summit.

Staff is working with the Half Marathon executive director and will be submitting an RFP for a 2014 half marathon. Staff is scheduling a fam visit with the ED.

Staff submitted the final RFP to the Professional Disc Golf Association Amateur Championships (2015) and has a meeting at NASC with the Executive Director. The bid was reviewed and the Board of Directors chose Kalamazoo Michigan based solely on the \$80.00 room rate tendered in the bid. Staff is pursuing the PDGA World Championships for 2016 and will be hosting a site visit with the Executive Director in December.

**SPECIAL EVENTS**

Staff is writing a white paper on Snowfest, to be submitted to the Snowfest board and the NLTRA board to determine the future of NLTRA funding and the participation of the ski resorts in the current model of Snowfest.

Staff met with Carla Beebe, event coordinator for 2013 ARTour to discuss marketing and promotional strategies as required through our grant process.

Staff met with Cristin Hannah, Lake Tahoe Dance Festival and Christy Smith of the Lake Tahoe Flow Arts Festival to discuss marketing and promotional strategies.

Staff, along with the Northstar events and marketing team met with Edible Reno-Tahoe to propose a sponsorship/partnership agreement with the magazine. Talks are ongoing.

Staff met with Ruth Schnabel and Pam Pokorny of Snowfest to discuss the event and to develop strategies for participation from the ski resorts and funding from the NLTRA.

Staff attends bi-weekly meetings with the Northstar events team to keep the Autumn Food & Wine Festival planning and logistics on schedule.

**MEETINGS** -Staff attended the marketing, board, BACC, AFW, RSCVA, Good Morning Truckee meetings and the Snowfest board meeting.





*professional creative services*

May, 2013 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events for NLTRA
- ramping up the music page “High Notes” - weekly music series, music festivals, headliners
- keeping a master “Marquee Calendar” and updating this calendar with major events
- keeping up with posting event videos
- contacting event producers by phone and email
- create or edit pages as needed for various subjects such as sports, events, transportation, etc.
- posting featured events on home-page link/slider
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- creating new pages for businesses ... uploading new content
- finding better photos and switching out when available (all sections)
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- designing email blasts for various events (relating to cool deals / informative event info)

*Shelley Fallon*

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[fallonmultimedia.com](http://fallonmultimedia.com)



north lake tahoe

social marketing report  
 april 8, 2013 – may 13, 2013

**facebook**

total facebook "likes"  
 1.87% increase

**12,628**

people talking about us  
 240.42% increase

**6,914**

total reach  
 95.46% decrease

**126,889**

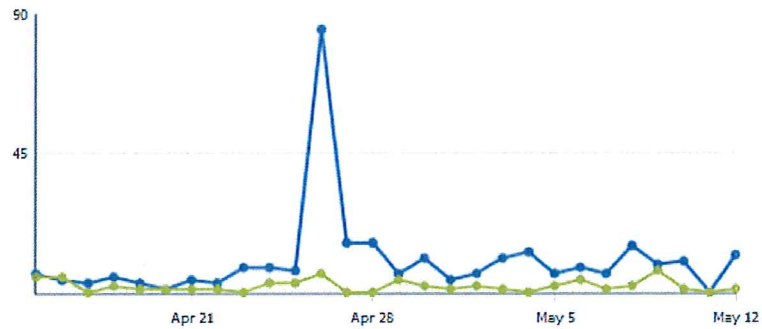
city breakdown by "likes"

Cities<sup>2</sup>

- 765 Reno, NV
- 427 San Francisco, CA
- 326 Sacramento, CA
- 274 San Diego, CA
- 267 Truckee, CA
- 245 Los Angeles, CA
- 167 Incline Village, NV
- 155 San Jose, CA
- 153 Fort Collins, CO

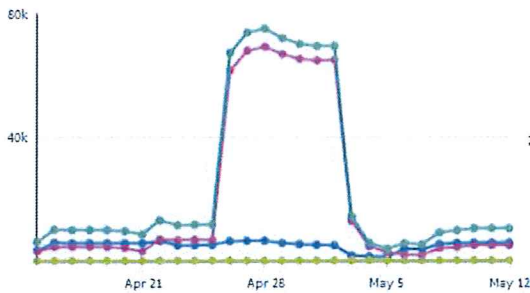
new likes

New Likes?  Unlikes?

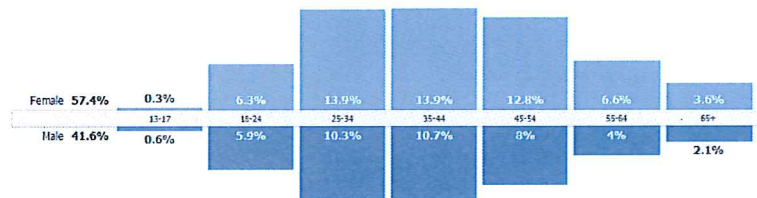


reach

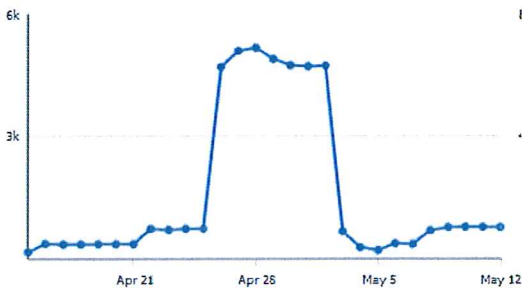
Organic?  Paid?  Viral?  Total?



gender and age

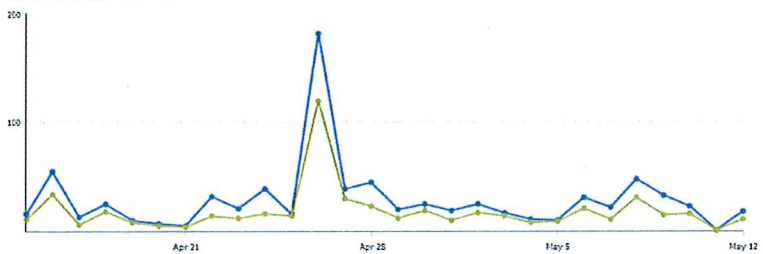


people talking about north lake tahoe



page views

Page Views?  Unique Visitors?



Prepared by **RK|PR** Inc.



**total tab views**

- 581 timeline
- 64 profile
- 41 photos\_stream
- 22 RSS Feed
- 19 About Section
- 18 Photos
- 9 photos\_albums

**"like" sources**

- 116 On Page?
- 69 Like Box and Like Button?
- 36 Mobile?
- 16 On Hover?
- 14 Timeline?
- 14 Facebook Recommendations?
- 10 Search Results?

**external referrers**

- 39 gotahoenorth.com
- 3 testgotahoe.gotahoenorth.com
- 2 creative.appsnack.com
- 2 google.iq
- 1 google.co.th
- 1 ssl.bing.com
- 1 google.com

gotahoenorth.com facebook analytics

site engagement  
-32.25% decrease  
21

distribution on facebook  
-64.8% decrease  
4,648

referral traffic to site  
2.05% increase  
149 clicks

**twitter**

followers  
2.47% increase  
5,012

total tweets  
4,257

re-tweets  
-19.23% decrease  
63

**n blog**

- 2 posts
  - Countdown to Adventure Sports Week in Tahoe
  - 20th Annual Charity Fishing Derby at Jake's on the Lake

**foursquare**

likes  
1.58% Increase  
642

tips  
30

check-ins  
Incline Village Crystal Bay Visitors & Convention Bureau  
2

check-ins  
North Lake Tahoe Visitors Center  
3

**flickr**

all-time photo views  
1.55% Increase  
37,394

photos/videos  
253/3

contacts  
62

## Pinterest

boards	followers 2.56% increase	following	pins	repins 2.97% increase	likes 9.33% increase
10	200	71	162	242	82

## Pinterest weddings

boards	followers 2.22% increase	following	pins	repins 48.3% increase	likes 33.33% increase
18	46	88	281	178	56

## You Tube

total video view  
0.52% increase

31,857

subscribers  
2.964% increase

70



Instagram

photos

22

followers  
22.97% increase

91

following

62

## RK|PR<sup>Inc.</sup> RECOMMENDATIONS

- **ALL SOCIAL:** secure first-hand experiences and stories from NLT partners
- **ALL SOCIAL:** conduct workshop with NLT partners describing way to engage and leverage NLT social platforms
- **FACEBOOK:** Continue posting photos and video that show real-time NLT
- **FACEBOOK:** Continue contests partnered with small ad campaigns to drive "Likes"
- **TWITTER:** Continue to engage with local resorts and merchants to create positive conversations on summer human powered activities
- **TWITTER:** Continue to post local news stories and interesting NLT facts
- **BLOG:** Integrate "Pin It" Icon for Pinterest users
- **BLOG:** continue hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- **PINTEREST:** Continue pinning images from within Pinterest and from other websites such as resorts, restaurants and other North Lake Tahoe venues
- **PINTEREST WEDDING:** Continue pinning wedding images from local merchants and within Pinterest
- **PINTEREST WEDDING:** Continue building out Pinterest strategy and launch campaign pending approval
- **YOUTUBE:** Recommend capturing video, even if it's from a cell phone cam, of major events, resort footage, snowmaking, etc., to engage users who are searching for that content already