



Marketing Committee  
May 25, 2010

May 2010  
Departmental Reports

## Print Media for May and June

- Leisure ads: Via Discover Insert, Adventure Sports Journal, Sunset Summer Trips, Fairways & Greens, CTTC Golf (annual piece), CA Visitor (annual piece), Diablo, LA Magazine, Westways Discovery Insert, San Diego Magazine, CTTC CA Road Trips

## Internet Media for May and June

- Leisure internet media running: Tripadvisor.com, Outside Magazine e-newsletter, Away Network CPC buy, SanDiego.com email blast, Google, Yahoo, VisitingLakeTahoe.com coop, Facebook PPC, SF Station Email, Fairways and Greens Email, MountainGetaways.com Email Blast, LA.com Email Blast

## Outdoor

- New creative posting. New location is at I-80 East of 6<sup>th</sup> Street, West Facing, Right Read

## GoTahoeNorth.com Website:

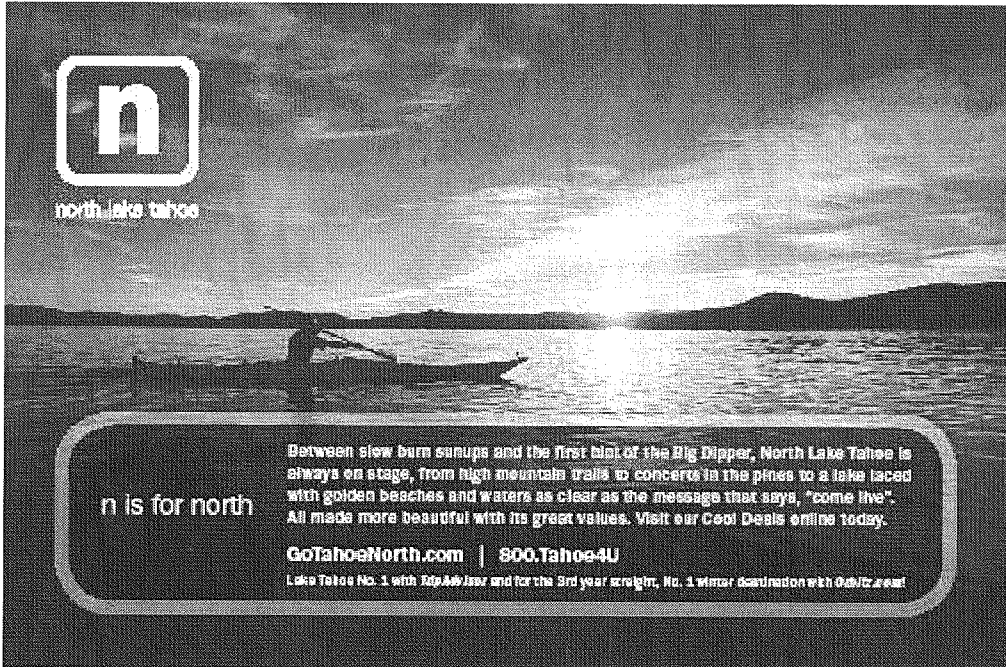
- Some completed projects include:
  - Property details page restyle
  - Update flash home page images for summer
  - Additional implementation of web trends
  - Enews/Planner sign up form rework
  - Restyle event detail pages and tune event page queries
  - Remove interchangeable lift ticket purchase
  - Investigate video submission form
- Upcoming GoTahoeNorth.com website
  - Develop Cool Deals sort function
  - Improved Event Calendar layout
  - Tahoe Deals vs. Cool Deals
  - Development of new site map capturing site feedback from constituents

## May/June Insertions

Via Discover Insert

Circulation: 2,780,000

Demographics: 53% Female, \$75,254 median HHI, 47 Median age



**n**  
north lake tahoe

**n is for north**

Between slow burn sunups and the first bite of the Big Dipper, North Lake Tahoe is always on stage, from high mountain trails to concerts in the pines to a lake laced with golden beaches and waters as clear as the message that says, "come live". All made more beautiful with its great values. Visit our Cool Deals online today.

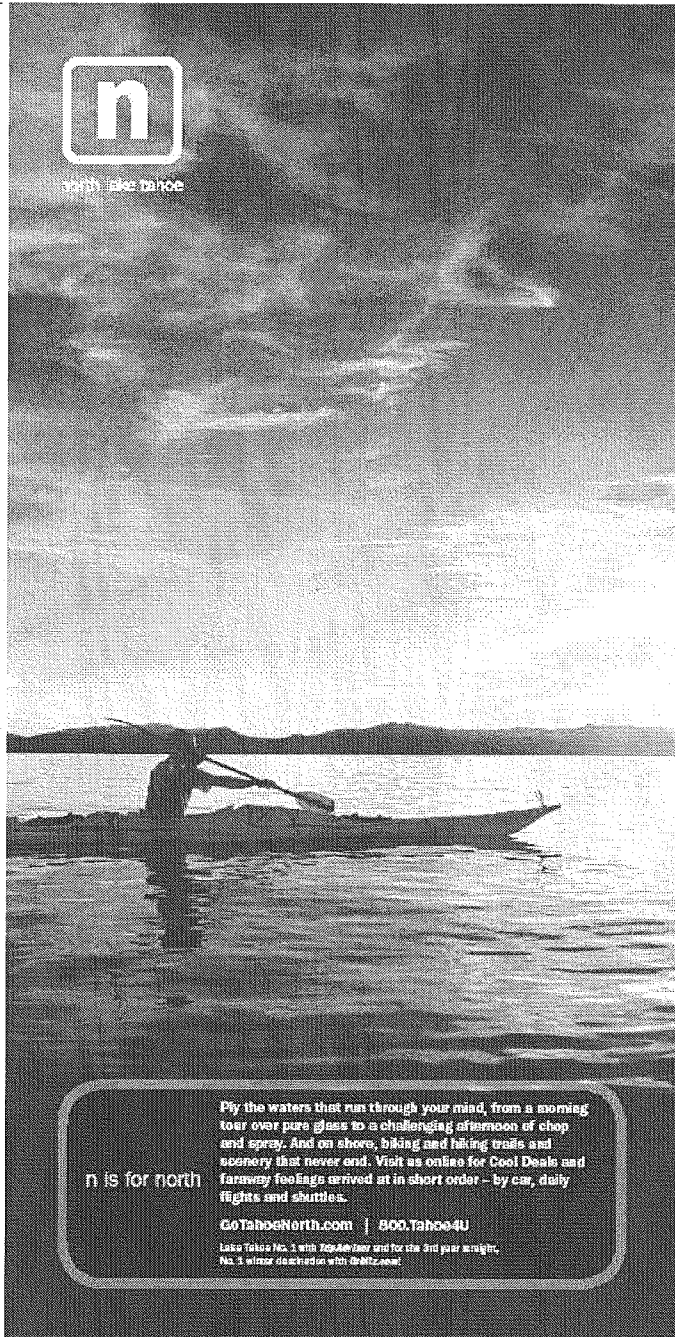
**GoTahoeNorth.com | 800.Tahoe4U**

Lake Tahoe No. 1 with Top Adventure and for the 3rd year straight, No. 1 winter destination with 0.6/1.2/2.0

Adventure Sports Journal

Circulation: 33,000 (free)

Demographics: Male 60%/Female 40%, Median age: 37, Avg. HHI \$78,850



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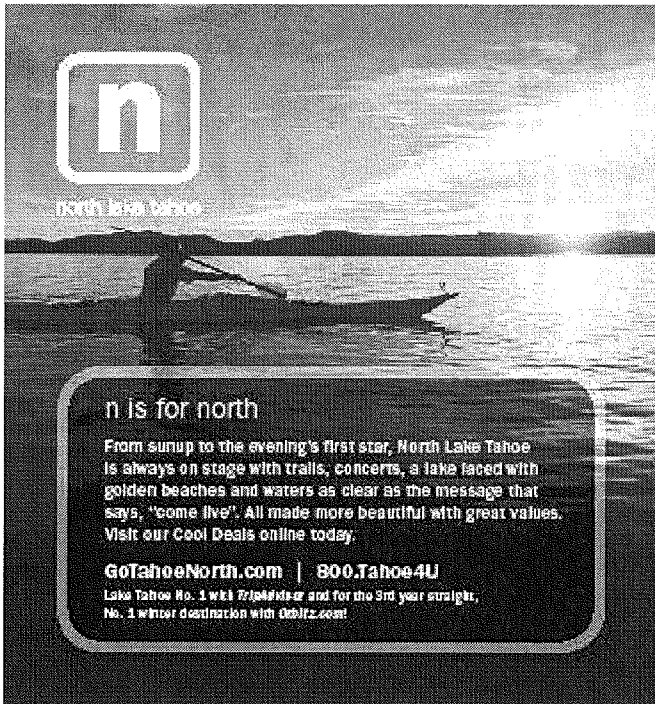
**n is for north**

Ply the waters that run through your mind, from a morning tour over pure glass to a challenging afternoon of chop and spray. And on shore, biking and hiking trails and scenery that never end. Visit us online for Cool Deals and faraway feelings arrived at in short order - by car, daily flights and shuttles.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 with 2004-05 and for the 3rd year straight.  
No. 1 winter destination with 2004-05.

Sunset Summer Trips  
Circulation: 140,000



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From sunup to the evening's first star, North Lake Tahoe is always on stage with trails, concerts, a lake faced with golden beaches and waters as clear as the message that says, "come live". All made more beautiful with great values. Visit our Cool Deals online today.

**GoTahoeNorth.com | 800.Tahoe4U**

Lake Tahoe No. 1 with TripAdvisor and for the 3rd year straight, No. 1 winter destination with Orbitz.com!

Fairways & Greens  
 Circulation: 100,000  
 Demographics: 89% Male/11% Female, 50% age 35-54



## NORTH LAKE TAHOE: GOLF & GREAT CUISINE GO HAND-IN-HAND



Four courses, like pondless about golfing in North Lake Tahoe, are well as lodging, special events, dining and retail. Call for the North Lake Tahoe Visitor Bureau website at www.northlake.com. And, to get the best deals, visit the local Chamber of Commerce, where you'll find a list of savings and special programs on everything from lodging to activities.

**G**olf courses in North Lake Tahoe are as abundant as water hazards and sand traps. In fact, there are more than 50 courses in North Lake Tahoe within a 60-minute drive of the region, offering phenomenal views and opportunities for visitors to take a swing. Couple that with some of the best mountain-skiing destinations in the country, and golfers win both on and off the course.

Courses in Incline Village include the Incline Village Championship, which is ranked one of the best in the state and recently underwent a multi-million-dollar renovation, as well as the Incline Village Mountain Course, both offering panoramic views of Lake Tahoe.

In Kings Beach, Old Brockway's nine holes was the venue for Bing Crosby's first two unofficial invitational tournaments (1934 and '35), before the celebrity tournament concept quickly outgrew the 3,314-yard course and moved on to Pebble Beach.

The Tahoe City Golf Course in Tahoe City also saw a fair share of famous faces, as the Rat Pack once tied off at the now municipal course overlooking the mountain town and crystal waters of Lake Tahoe.

"The Resort at Squaw Creek's links-style course" is a great example of the natural blend of golf and mountain settings surrounded by six majestic peaks. Audubon International continuously recognizes it as a Certified Cooperative Sanctuary.

Courses in Truckee also boast big names and spectacular scenery. The Jack Nicklaus-designed, Old Greenwood is an upscale par 72, while the area's Golf Club at Gray's Crossing is a scenic and captivating Peter Jacobson-Jim Hardy 18-hole golf course. Martin Camp, a championship golf course designed by Tom Fazio, and the meticulously crafted Lahontan Golf Club both offer getaway and prestige.

Truckee's Tindick Tahoe debuted in 2006, and features more than 500 acres of secluded tree-lined

mountain meadows. The course is home to the master strokes of the celebrated design team of Johnny Miller, World Golf Hall of Famer and winner of 24 PGA Tour championships, and John Hebbotte, renowned course architect and protégé of Pete Dye. Coyote Moon, also in Truckee, incorporates towering pines, granite outcroppings and a meandering creek without a home in sight to impede the natural vistas. The course at Northstar-at-Tahoe keeps guests on their toes with the tight mountain nine opening up into the meadow nine.

There's no doubt that getting works up an appetite. Lunch and dinners can be just as memorable as the time spent on the greens, and North Lake Tahoe is hopping things lively with a fresh mix of eateries, bistros and longtime favorites.

Located mid-mountain at Northstar-at-Tahoe in Truckee, Manzanas at the Eric-Carlton Highlands Lake Tahoe is helmed by Traci Des Jarlais, the James Beard award-winning chef behind San Francisco's Jeremie and Mijita Cocina Mexicana. Golfers can end their day with Des Jarlais' signature French-inspired cuisine infused with mountain flavors and created with organic ingredients and sustainable, locally grown meat and produce. Favorites include the Liberty Farms duck meatballs with mission figs and Lucques olives and Dungeness crab sliders.

In Incline Village, the Big Water Caffe is nestled in a mountain setting, while offering panoramic views of the country's largest alpine lake. Not many can resist their foe grass-wool sweetbread "pancetti" with black truffle, caramelized onion and maple-pepper demi sec.

Fat Cat Café in Tahoe City re-opened its doors after an extensive remodel. Guests can pick their poison from an extensive martini and cocktail menu at the cherry-wood bar and enjoy "share plates" with friends. Doggie Buns include the Alley Cat, a dirty martini with blue cheese-stuffed olives, along with Thai lettuce wraps, and Fat Cat Mac, a four-cheese macaroni and cheese with smoked bacon, cranial mushrooms and truffle oil.

Oberer's General Market and Marina on the West Shore is back under the Oberer family. The recently renovated store and deli offer up some of the best post-golf sandwiches for those on the go. You can actually smell the deli's homemade brown rigar pepper bacon before even entering. You can't go wrong with any of the sandwich named after five generations of Oberers.

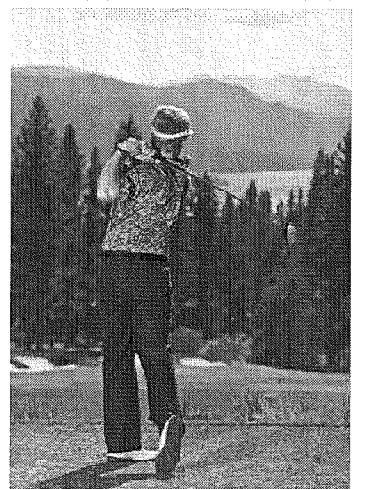
Truckee's Fifty Fifty Brewing Company, which opened three years back, is hopping and is the place

to head for an authentic taste of Sierra-brewed beer. Local favorites include pints of Rockafide IPA, preferably served with huge plates of nachos, Belgian waffles and fries or bourbon-grilled shrimp over sweet potato fries.

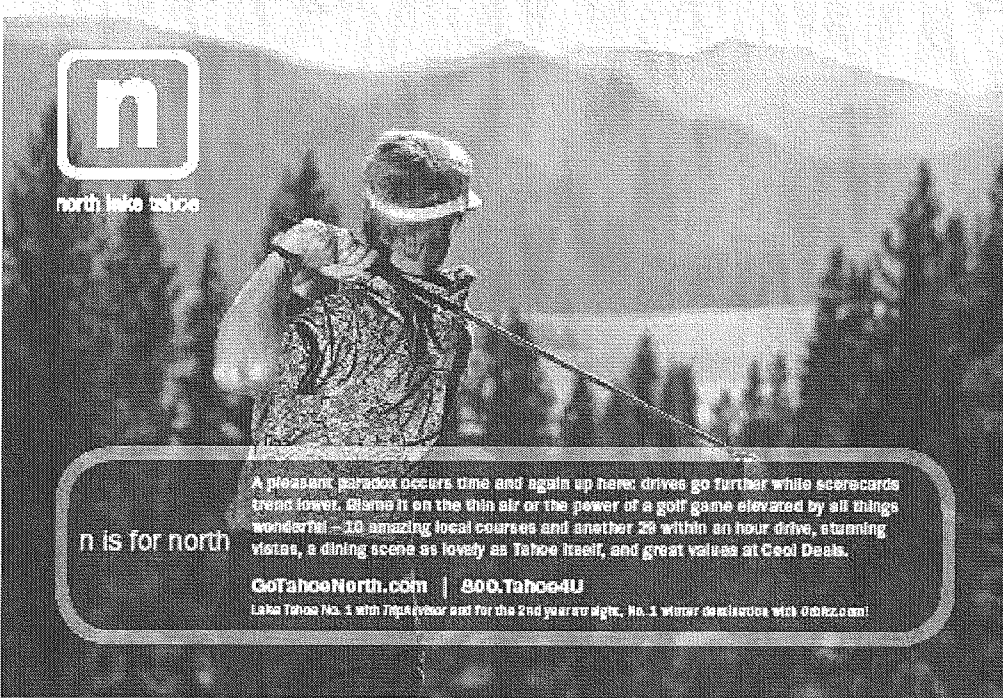
Famous fixtures such as the Lone Eagle Caffe still serve as beacons for golfing revelers. In Old Tahoe ambiance, overlooking the waters of Lake Tahoe at the Hyatt Regency in Incline Village, where sports enthusiasts can rest their weary limbs next to stone fireplaces or sit in kiosk at evening fire pits right on the beach. The food is hearty and includes seared elk chop and rosemary grilled quail.


Gar Woods in Carleton Bay offers expansive lake views and Lake Tahoe's signature summer drink, the slushy and intoxicating Sweet Woody. For those who enjoy Mexican fare, try Gar Woods' sister restaurant, Caliente, up the street in Kings Beach.

North Lake Tahoe is a 45-minute drive from the Reno-Tahoe International Airport. For more information, visit [www.northlake.com](http://www.northlake.com). Visit [www.golfing.com](http://www.golfing.com) for more information on courses and hotels in North Lake Tahoe. The North Lake Tahoe Visitor Bureau, located in Incline Village, The North Lake Tahoe Visitor Bureau, 10000 Village Center, Incline Village, NV 89412, offers information on everything from lodging to activities.



California Golf Coop (Distributed by CTTC)  
Circulation: 50,000



  
north lake tahoe

**n is for north**

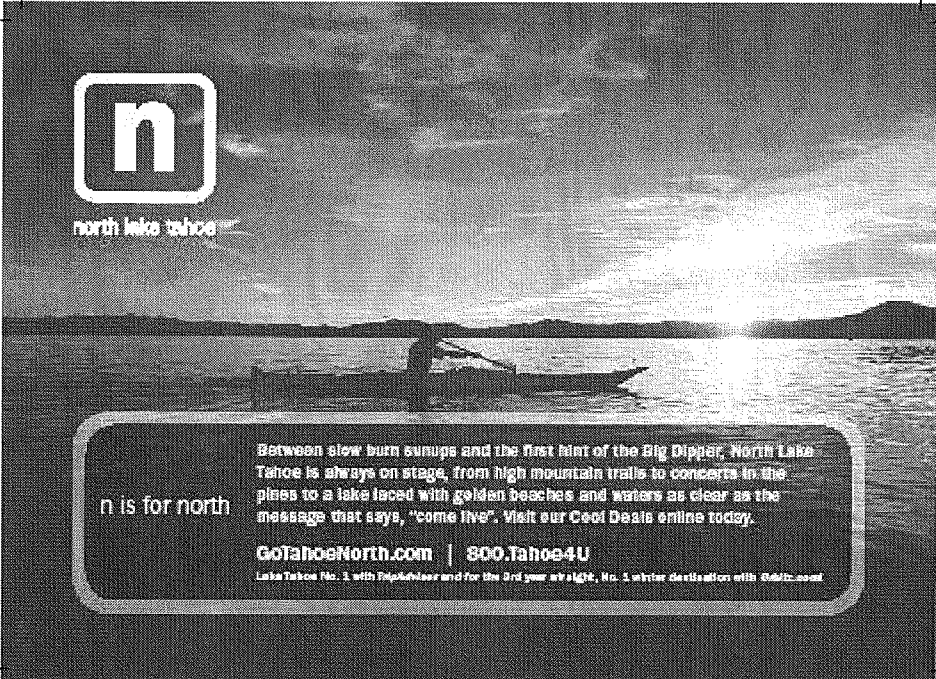
A pleasant paradox occurs time and again up here: drives go further while scorecards trend lower. Blame it on the thin air or the power of a golf game elevated by all things wonderful – 30 amazing local courses and another 26 within an hour drive, stunning vistas, a dining scene as lovely as Tahoe itself, and great values at Cool Deals.

**GoTahoeNorth.com | 800.Tahoe4U**

Lake Tahoe No. 1 with TripAdvisor and for the 2nd year in a row. No. 1 winter destination with TripAdvisor!

486\_8141 CTTC Golf Program  
Smith + Jones, Inc. 10/27/09 gG  
CMYK, 7 x 4.485, PDFX-1a

CA Visitor (annual piece)  
Circulation: 500,000



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**GoTahoeNorth.com | 800.Tahoe4U**

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

486\_8297 CA Road Trips  
Smith + Jones, Inc. 03/12/10 g6  
CMYK, 6.25 x 4.5 Half Page, PDFX-1a



Diablo  
Circulation: 40,000



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n is for north

Between snow bun jumps and the first hint of the Big Dipper, North Lake Tahoe is always on stage, from high mountain trails to concerts in the pines to a lake lined with golden beaches and waters as clear as the message that says, "come live". Fantasy fee bags arrived at in short order - by car or sun stop daily flights. All made more beautiful with its great values. Visit us online for Cool Deals and more.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 with 360° views and 30,000+ ski lifts. See it all with our exclusive 360° views.

466\_8304 Diablo Magazine  
Smith + Jones, Inc. 04/09/10 g6  
CMYK, Full Page Bleed, 8x 10.75" Trim  
PDFX-1a

LA Magazine  
Circulation: 155,709



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Between slow burn sunrises and the first hint of the Big Dipper, North Lake Tahoe is always on stage, from high mountain trails to concerts in the pines to a lake laced with golden beaches and waters as clear as the message that says, "come live". All made here's beautiful with its great values. Visit us online for Cool Deals and more information on our multiple daily non-stop flights and convenient airport shuttle.

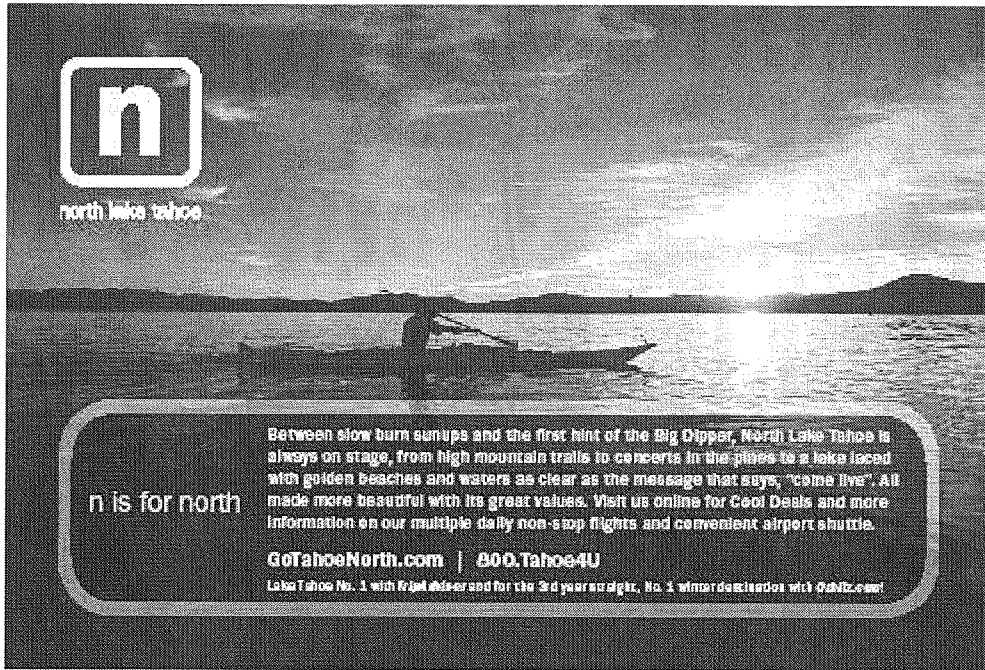
GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 with 100% view and for the 3rd year straight, No. 1 winter destination with Cozzio.com

Westways  
Circulation: 3,750,000



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Between slow burn sunsets and the first hint of the Big Dipper, North Lake Tahoe is always on stage, from high mountain trails to concerts in the pines to a lake loaded with golden beaches and waters as clear as the message that says, "come live". All made more beautiful with its great values. Visit us online for Cool Deals and more information on our multiple daily non-stop flights and convenient airport shuttle.

**GoTahoeNorth.com | 800.Tahoe4U**

Lake Tahoe No. 1 with TripAdvisor and for the 3rd year straight, No. 1 winter destination with GoNIZ.com!

466\_8300 Westways June  
Smith + Jones, Inc. 03/23/10 gG  
CMYK, 6.875 x 4.825, PDFX-1a

San Diego Magazine  
 Circulation: 46,995

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GoTahoeNorth.com | 800.Tahoe4U  
©2010 Smith + Jones, Inc. All rights reserved. See us at TahoeNorth.com for more information on our offers.

**WINTER RESORT PROMOTIONS**

What if you could Lake Tahoe Resort, Spa & Casino all in one place? ...

Let's get ready for every season with the winter fun. It's all here at the resort. Enjoy the best of winter with Lake Tahoe's best resort. Enjoy the best of winter with Lake Tahoe's best resort. Enjoy the best of winter with Lake Tahoe's best resort.

466\_8297 CA Road Trips  
 Smith + Jones, Inc. 03/12/10 gB  
 CMYK, Half Page Double Truck, 16.75 x 8.5 Trim  
 PDFX-1a

CTTC Road Trips  
 Circulation: 1,000,000

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GoTahoeNorth.com | 800.Tahoe4U  
Lake Tahoe No. 1 with TripAdvisor and for the 2nd year in a row, No. 1 winter destination with SkiMag.com

466\_8297 CA Road Trips  
 Smith + Jones, Inc. 03/12/10 gB  
 CMYK, 6.25 x 4.5 Half Page, PDFX-1a

Successful Meetings  
Circulation: 72,000



north lake tahoe

n is for north

Beyond the beauty of North Lake Tahoe are the brains: the venues, personnel and infrastructure that make getting down to business as pleasant as escaping it. It's a rare balance of mother nature and human nature that makes for the very productive gathering that won't soon be forgotten.

- More value with special rates and perks
- Free professional planning services
- Easy access to Reno/Tahoe International Airport
- Frequent & affordable shuttles scheduled daily

To submit an RFP to the North Lake Tahoe VCB or to download our newsletter, visit:  
[NorthLakeTahoe.com/meetings](http://NorthLakeTahoe.com/meetings) | 800.462.5196

Lake Tahoe No. 1 and 2 shuttles run for the 2010 year starting, No. 1 winter destination with Orvis.com!

456\_8299 Successful Meetings June 2010  
Smith + Jones, Inc. 03/16/10 g6  
CMYK, 6.25 x 5.5", PDFX-1a

Conference Department Report  
Marketing Committee Meeting  
May 2010

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

Staff attended the RSCVA Directors of Sales Meeting. This meeting is a monthly meeting that brings together the Directors of Sales of all of the Reno hotels along with the Directors of Sales from the NLTRA and LTVA. These meetings are an excellent opportunity to network with the Reno hotels and Reno bureau as well as stay current on regional activities taking place in the meetings industry.

Staff attended the NLTRA Marketing Committee meeting

Staff attended the Meeting Industry Ladies Open golf tournament in Las Vegas. North Lake Tahoe and Reno are sponsors of this annual event which is a gathering of nearly 100 female meeting planners from around the country. During the three day event we were able to network with all of these planners and are hopeful that we will generate a number of group bookings as a result.

Staff met with Smith & Jones and EXL Media to finalize fiscal year 10-11 media plan

Staff participated in Sacramento sales blitz and client event with Resort at Squaw Creek sales staff.

Staff hosted their quarterly Director of Sales Meeting. As this was our final meeting of the 09-10 fiscal year the meeting served as a review of the conference sales departments previous fiscal year. Staff, along with Smith & Jones and EXL Media presented the conference sales department fiscal year 10-11 media/marketing plan.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 800 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.

Special Event Departmental Report

May 2010

Submitted by: Judy Laverty

1. Met with North Tahoe Summerlong Free Music Series co-producers to discuss event scheduling, headliners, locations and co-op marketing.
2. Attended Leadership class, and Leadership graduation ceremonies. Staff is part of the Kings Beach Community Garden presentation and development team. Staff continues to negotiate with the Church in Kings Beach for property use. Other locations are being considered by the Garden Team.
3. Attended Cushing Pond Crossing event at the Village at Squaw Valley.
4. Attended the Amgen Tour of California race start in Nevada City and the finish in Sacramento for purposes of logistics and production research.
5. Met with Shelley Fallon, Tahoeetopia (Eric Brandt) and Agency to discuss website issues and updates with emphasis on video links on the GoTahoeNorth site.
6. Met with the new General Manager at Niello Audi, Sacramento to negotiate Autumn Food & Wine Sponsorship.
7. Conducting ongoing sponsorship negotiations with Audi, Sunset Magazine, Standards of Excellence and NorCal Distributing for Autumn Food & Wine.
8. Although the Sunchaser Challenge has been cancelled due to lack of funding and sponsorships, staff continues to communicate with Sarah Poole, Events Manager, to keep channels open for re-establishing the Sunchaser in Tahoe in 2011.

May, 2010  
Leisure Departmental Report

TRAVEL TRADE

- Attended POW WOW in Orlando, FL  
The trade show consisted of three days of international travel trade meetings, media appointments and evening networking events including the SFO Gateway Party highlighting POW WOW 2011 in SF.
- Confirmed an official 2011 POW WOW post FAM working with the SF CVB and the CTTC
- Contracting Ski Tahoe North and North Lake Tahoe Express rates for 2010-11
- Assisting Ski.com with summer product build
- Organized Australian consumer ski show circuit and travel trade trainings with the help of Gate 7 – CA Tourism Australia. The circuit will consist of three TravelPlan ski shows (a top ski tour operator) for their clients in Brisbane, Melbourne and Sydney along with the Sydney Snow Expo – Australia’s largest consumer ski show. These shows take place the last week and weekend in May and will also coincide with the release of the Warren Miller film consisting of a seven minute Ski Lake Tahoe section that was released in North America this past fall.

FAMs

- Hosted Meike Bruhn, staff writer for Brigitte Magazine – Germany’s top women’s publication.
- Organized itinerary for Faszination FAM in June. They are a ski tour operator out of Germany launching a summer program.
- Arranged itinerary for Lonely Planet India visit set up through the CTTC and CA Tourism – India.

MISC

- Organized a Look Magazine fashion shoot visit with the help of Black Diamond – CA Tourism UK





**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory  
May 18, 2010**

**I. Current Projects**

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Hosted journalists affiliated with the North American Travel Journalist Association conference in Reno. North Lake Tahoe and Truckee teamed up for a post-fam press trip May 14-15. Pettit Gilwee PR also attended their Opening Dinner and Media Marketplace in Reno May 11 and 13.
- C. Summer press kit media materials – began distributing key summer press kit materials to targeted media outlets the week of May 3.
- D. Coordinating press trip for Carmel Mooney of Sacramento’s KJAY radio.
- E. Advertorial – drafting advertorial copy for San Diego Magazine, LA Magazine and 7x7 Magazine, as well as RMC’s e-blast.

**II. News Releases – 6 news releases in the works**

- A. Lake Tahoe Autumn Food & Wine Festival Announces Dates – drafting
- B. Tahoe Yacht Club Chamber Mixer (June 4) – drafting
- C. The Lodge at Tahoe Donner Mixer (June 9) - drafting
- D. Coldwell Banker Chamber Mixer (June 10) – drafting