



north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee
May 29th, 2012

May 2012
Departmental Reports

**Advertising Departmental Report
April and May 2012**

Print

Leisure

- May LA Magazine
- May Sunset Summer Travel

Conference

- April Successful Meetings
- April Meetings West
- May CSAE Newsletter
- May NCCMPI Directory

Internet

Leisure

- Visiting Lake Tahoe Coop (April & May)
- Trip Advisor DMO Campaign & banner buy (May)
- Ad Roll Retargeting Campaign (May)
- Travel Spike Network (May)
- Sojern (LA Market) (May)
- Google & Yahoo/Bing (April & May)

Conference

- E-Pro Illinois Email (April)
- E-Pro California Email (May)
- CVENT (Annual Program)
- Paid search (April & May)

Wedding

- Paid search (April & May)

Direct Response:

Campaign	Sent	Response
April consumer eblast Subject line: Spring Deals & Events	4/5/12 to 32,671	Open rate 9.37% (3061) CTR .55% (181)
May consumer eblast Subject line: North Lake Tahoe Deals & Events	5/8/12 to 32,708	Open rate 9.35% (3059) CTR .97% (317)
Adventure sports week Tahoe eblast Subject line: Adventure Sports Week Tahoe June 15-24	5/22/12 to 32,420	TBD

April consumer eblast



IN THIS ISSUE: cool deals | events | vista

spring snow, sun, deals & events

The sun's shining and the deals are in full bloom. It's a great time of year to relax and revivè at North Lake Tahoe, whether enjoying the last of the winter snow or the best of spring hiking, biking, and events.



cool deals



- Wine Tasting, Shopping & Lodging Package from \$118 pp/pn at The Village at Squaw Valley
- Mt. Rose-Ski Tahoe Ski Resort Reduced Spring Skiing Passes for this Season & Next
- Pets Buy Free or \$30 off Lodging at Holiday House Lakefront Suites
- One Night Lodging & Breakfast for Two Only \$79 at Cal Nava Resort Casino Hotel
- Spring Spa Package for \$179 per Night at Tahoma Meadows Bed and Breakfast

More cool deals >

May consumer eblast



IN THIS ISSUE: cool deals | events | social

Great Lodging values and spring-inspired events and activities are just some of the things waiting for you at North Lake Tahoe this May.



cool deals

- Spring spa package for \$179 per night at Tahoma Meadows Bed and Breakfast
- Memorial Day \$199 bed & breakfast package at Resort at Squaw Creek
- One night free with a minimum 3-night stay at Incline Vacation Rentals
- Spa Getaway from \$169 per person at the Ritz-Carlton Lake Tahoe
- Three-bedroom cabins starting at only \$125 per day at the Fircliffe Lodge
- Third night free at Hyatt Lake Tahoe Resort, Spa and Casino

[More Cool Deals >](#)

Adventure sports week Tahoe eblast

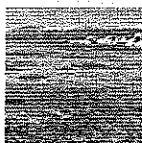


Tahoe's premier outdoor lifestyle festival

Experience 10 days of competitive adventure sports, clinics, live music, film and outdoor activities for all ages.

Escape the daily grind June 15 through 24 in one of the world's top outdoor playgrounds. Adventure Sports Week Tahoe was created for those who appreciate clean air, clear water, scenic single track, and an elevated heart rate.

Challenge yourself during the day in one of many competitive events, including trail running, mountain biking, triathlon, stand up paddle boarding, and swimming. Then relax in the evening while exploring North Lake Tahoe's communities and mountain villages. Catch a live concert by the lake, or bring the whole family out for a movie on the beach.



friday, june 15

- Welcoming Reception, Jakes on the Lake
- Street Dance, Bridgetender Tavern & Grill



saturday, june 16

- Trail Running Clinic, presented by Solomon and hosted by Alpenglow Sports
- Lake Tahoe Mountain Bike Race
- Ta-Hoe Nalu's Thunderbird Run (SUP Race)



sunday, june 17

- Burton Creek Trail Run
- Tahoe Waterman Challenge (SUP Race)
- Free Floating Fathers Day Concert with Mumbo Gumbo on the Tahoe Gal



monday, june 18

- Sunset Kayak Tour and Paddle Clinic with Tahoe City Kayak

Website Updates

Completed GoTahoeNorth.com projects include:

- Cool Deals enhancements
 - Split out activities and ski deals
 - Update design
 - New categories and create sub-categories for Holiday Packages and Special Events
 - Make Search function more prominent
- In market mobile site with “Near me” capabilities. Geo-targeting in market users
- Switch to Summer version of site
- Updates to vacation planner form
- In market site promotion – cards, clings and magnets promoting mobile site
- Local marketing best practices – Google Places, Foursquare, Bing Local, Yelp

Upcoming GoTahoeNorth.com projects include:

- WebLink API integration with GoTahoeNorth.com
- Testing new “social” links in primary navigation
- Aggregating North Lake Tahoe video
- Email competitive analysis
- Adapt SMS program to increase engagement
- Reporting dashboard

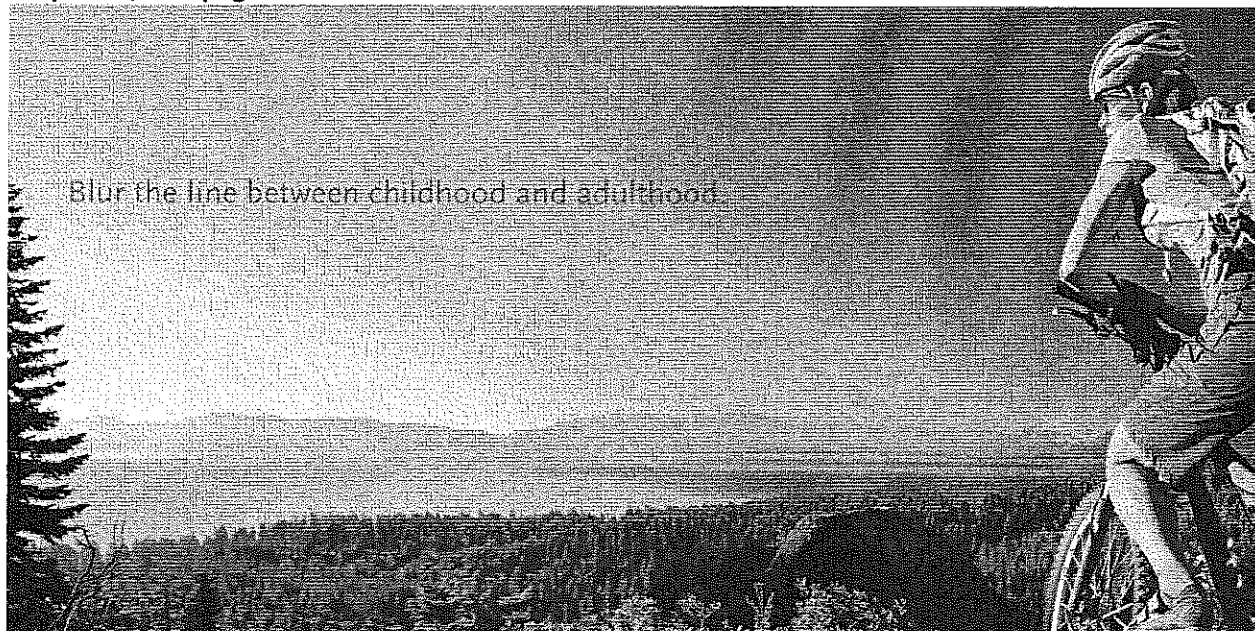
Insertions

LA Magazine

Issue: Travel/Weekend Escapes

Circulation: 140,000 paid subscribers

May 2012, half page




Blur the line between childhood and adulthood.

Amazing how a few mountains can lower your resistance to aging. How a day on golden beaches under Tahoe's pure skies elicits wide eyes and long-lost expressions of glee. North Lake Tahoe is that quick getaway where new memories are made, old sensations are refreshed and great deals on a variety of lodging double as icing. Visit Cool Deals today.

GoTahoeNorth.com | [800.Tahoe4U](tel:800Tahoe4U)

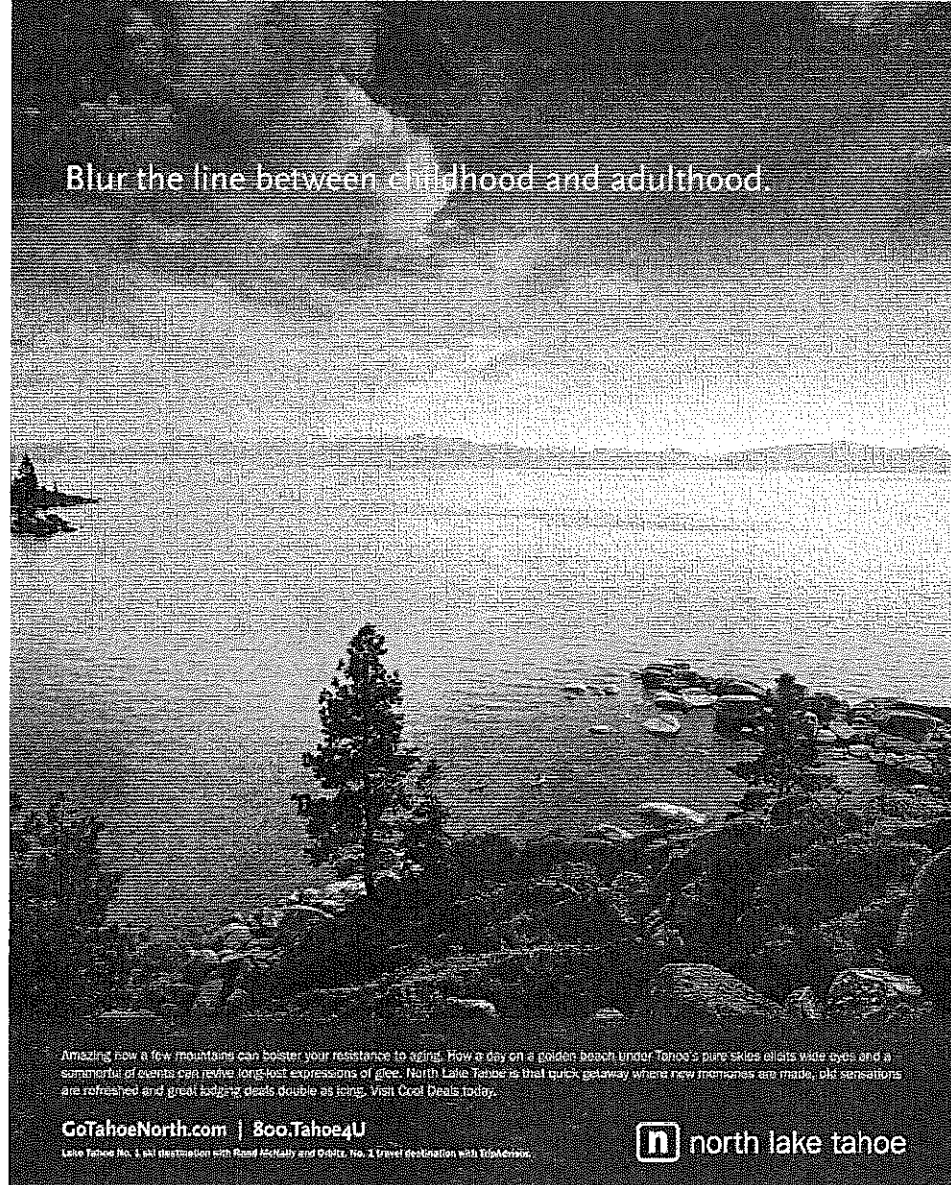
Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

 north lake tahoe

Sunset Summer Travel

Circulation: 160,000 newsstands only in the West

May 2012, full page




Blur the line between childhood and adulthood.

Amazing how a few mountains can bolster your resistance to aging. How a day on a golden beach under Tahoe's pure skies elicits wide eyes and a summertime of events can revive long-lost expressions of glee. North Lake Tahoe is that quick getaway where new memories are made, old sensations are refreshed and great lodging deals double as icing. Visit Cool Deals today.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 ski destination with Round Trip Cab and Orbit. No. 1 Travel destination with TripAdvisor.

 north lake tahoe

Successful Meetings

Successful Meetings is delivered in-print and digitally to more than 50,000 subscribers a month to the decision makers of some of the biggest countries across the globe.

April 2012, ½ page



north lake tahoe

If variety is the spice of life, then North Lake Tahoe is a dash of cayenne. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with properties ranging from intimate to exquisite – including Resort at Squaw Creek, Granlibakken Conference Center & Resort and Mourelatos Lakeshore Resort, just a few of the 15 properties committed to value, quality and the creation of successful events.

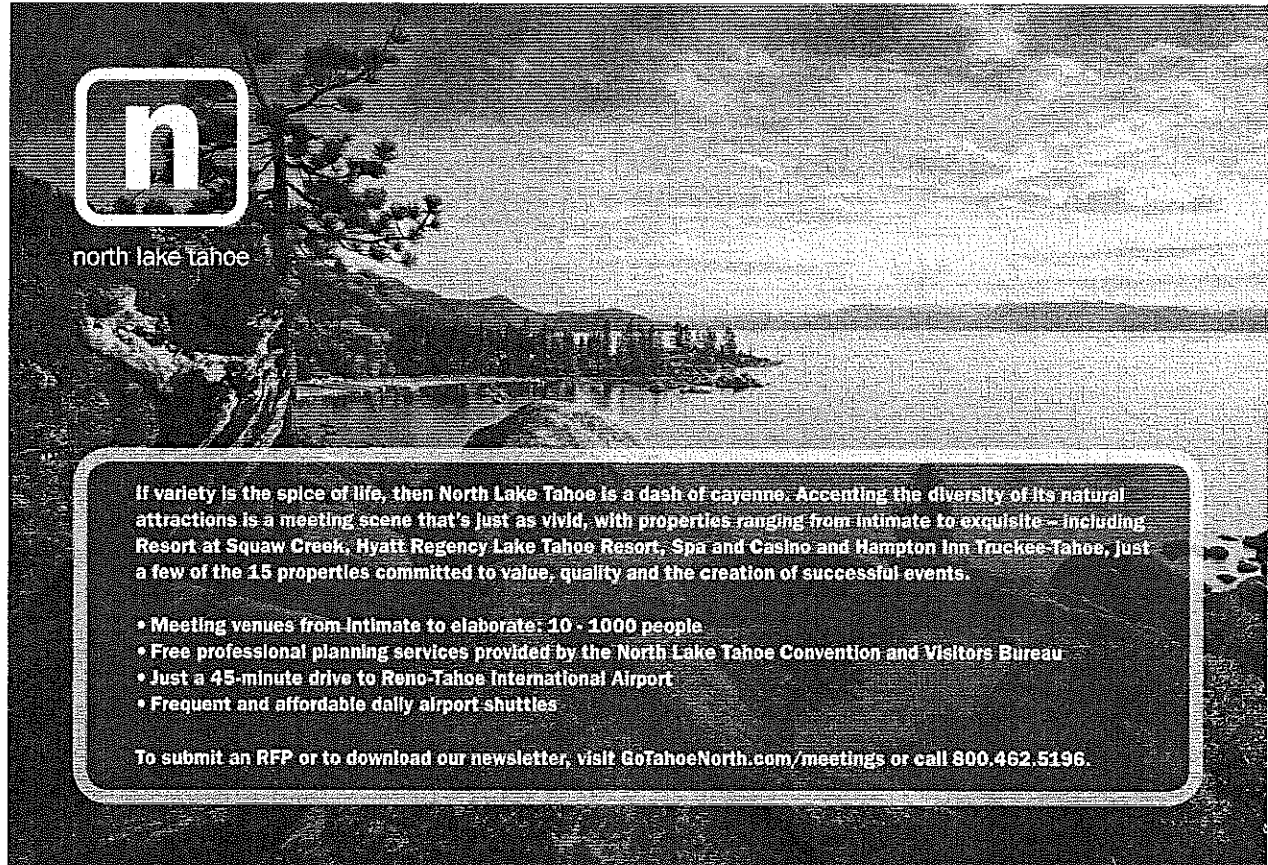
- Meeting venues from intimate to elaborate: 10 – 1000 people
- Free professional planning services provided by the North Lake Tahoe Convention and Visitors Bureau
- Just a 45-minute drive to Reno-Tahoe International Airport
- Frequent and affordable daily airport shuttles

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

Meetings West

The only publication for meeting professionals that has authenticated this claim: 100% of our magazine subscribers plan/hold meetings, conventions and/or conferences in the Western U.S., Western Canada and Mexico, including: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Western Canada and Mexico.

April 2012, ½ page



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north lake tahoe

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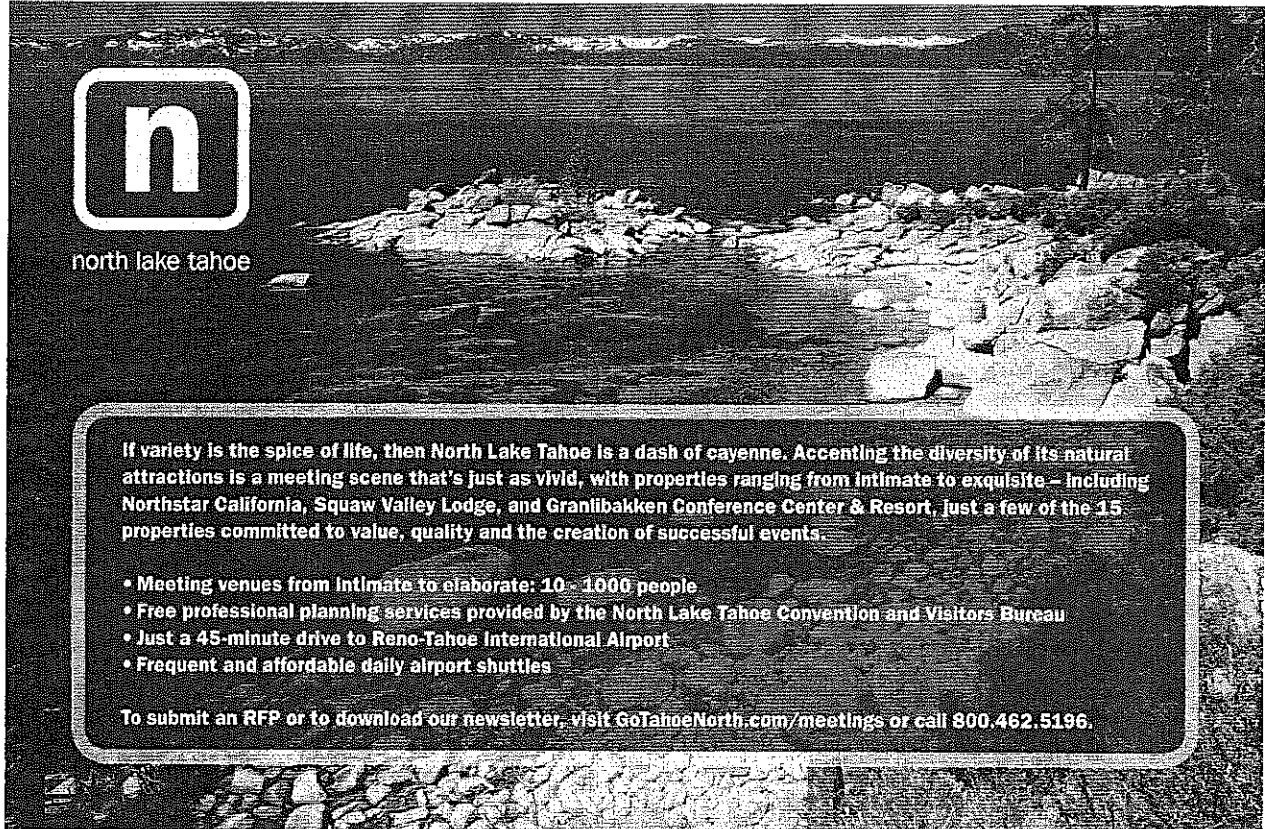
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CSAE Newsletter

CalSAE represents a \$2.9 billion association market. CalSAE is the third largest statewide society of association executives in the United States. Associations spend an average of \$465,000 on their conventions and \$137,000 on their association meetings.

May 2012, ½ page



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north lake tahoe

If variety is the spice of life, then North Lake Tahoe is a dash of cayenne. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with properties ranging from intimate to exquisite – including Northstar California, Squaw Valley Lodge, and Granlibakken Conference Center & Resort, just a few of the 15 properties committed to value, quality and the creation of successful events.

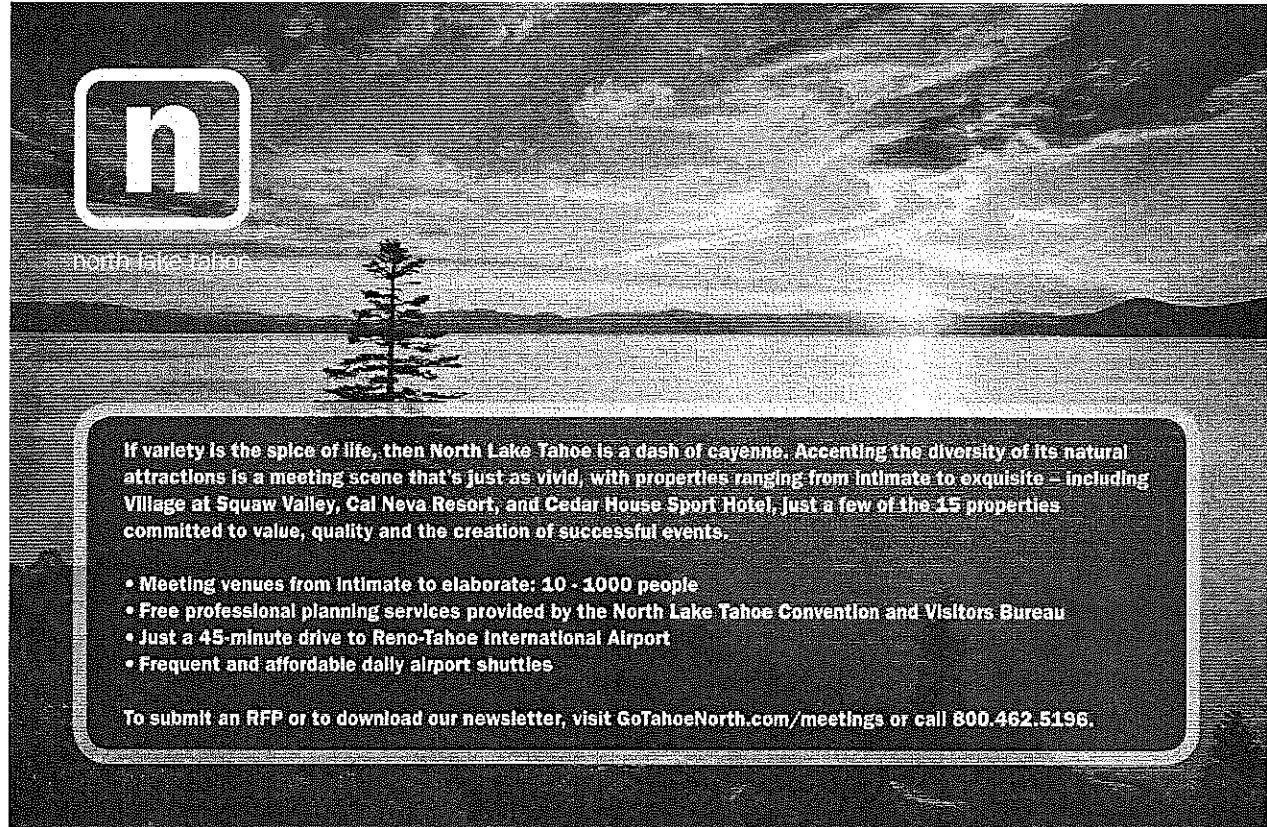
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NCCMPI Directory

The 1,000 member Northern California Chapter empowers its members to increase their strategic value through education, professional development, networking opportunities and business connections.

May 2012, ½ page



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North Lake Tahoe

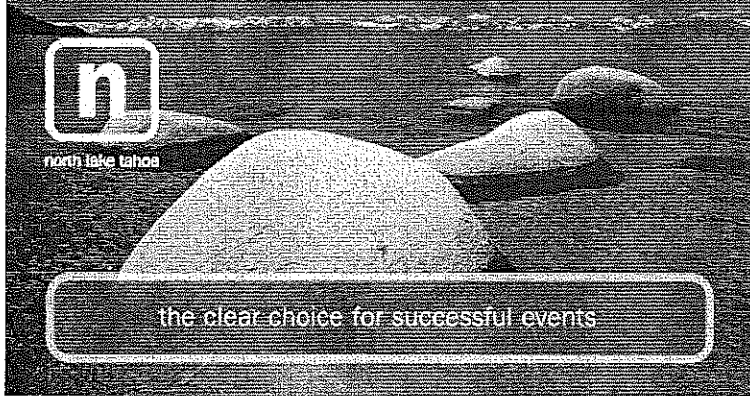
If variety is the spice of life, then North Lake Tahoe is a dash of cayenne. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with properties ranging from intimate to exquisite – including Village at Squaw Valley, Cal Neva Resort, and Cedar House Sport Hotel, just a few of the 15 properties committed to value, quality and the creation of successful events.

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E-Pro Illinois Email
Database: 5,000

April 2012



we'll help make your next meeting unforgettable

Easy to access, all the amenities, and plenty of attractions. Those are just a few reasons Illinois meeting planners have discovered that North Lake Tahoe is the ideal destination for memorable events. Along with its breathtaking beauty, we offer the facilities and services to help you get down to business:



- Meeting venues from intimate to elaborate: 10 - 1,000 people
- Properties such as Hyatt Regency Lake Tahoe Resort, Spa and Casino; The Ritz-Carlton, Lake Tahoe; and Resort at Squaw Creek
- Free professional planning services from the North Lake Tahoe Convention & Visitors Bureau
- Non-stop flights from Chicago
- A scenic drive from Reno/Tahoe International Airport
- Frequent and affordable daily airport shuttles

North Lake Tahoe also offers year-round activities to ensure the ideal combination of work and play. From kayaking and golfing to skiing and snowshoeing, our world-famous alpine lake surrounded by resorts, trails, and courses will leave attendees feeling relaxed and refreshed.

I'd enjoy telling you more about North Lake Tahoe, and my staff and I are here to serve as your planning team whenever you need us. Please call or email me at your convenience to discuss how we can help with your next meeting.

Best Wishes,

Jason Neary
Director of Conference Sales
North Lake Tahoe Convention & Visitors Bureau
800.452.5196
jason@go TahoeNorth.com
GoTahoeNorth.com

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

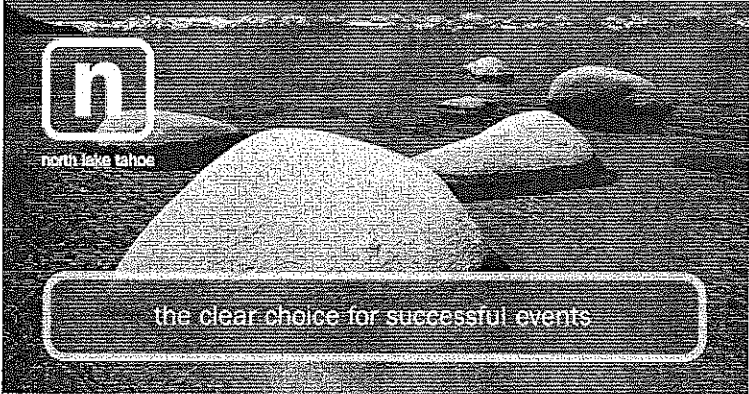


Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

North Lake Tahoe Convention & Visitors Bureau
P.O. Box 5486, Tahoe City, CA 96145

E-Pro California Email
Database: 9,500

May 2012



we'll help make your next meeting unforgettable.

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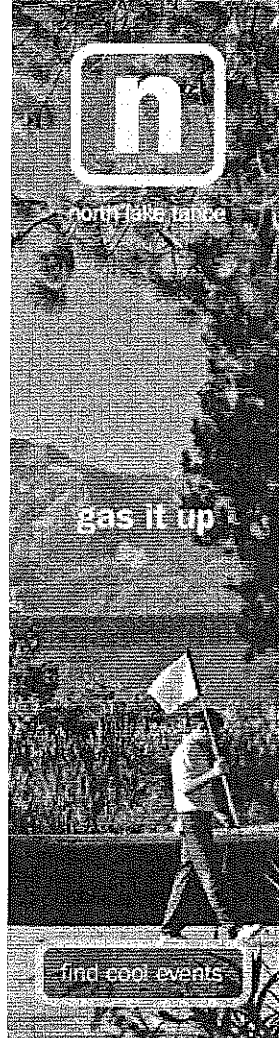


- Meeting Venues from intimate to elaborate: 10 - 1,000 people
- Properties such as Hyatt Regency Lake Tahoe Resort, Spa and Casino; The Ritz-Carlton, Lake Tahoe; and Resort at Squaw Creek
- Free professional planning services from the North Lake Tahoe Convention & Visitors Bureau
- Non-stop flights from California airports
- A scenic drive from Reno/Tahoe International Airport
- Frequent and affordable daily airport shuttles

Travel Spike and Sojern (LA Market) Animated Banner Ads (text change and glowing call to action)



that far away feeling that's not so far away



live it up gas it up drive it up



getting here is easy leaving is downright impossible

Travel Spike and Sojern Banner Ads (LA Market) Continued

FabulousTravel.com He who dops with the most experiences wins.

USA Global Articles Reviews Tool Box

Toolbar: Enter a keyword

Welcome to FabulousTravel. If you haven't visited in a while, check us out. In addition to the new design, you can comment about any of the trips and destinations you see covered here, adding your own personal experiences. You can even share your own travel articles with the world. So come on in, participate, and join with other folks who love to travel.

Everyone has hobbies or passions. Why not share them with us? Our newly designed site allows users to post your favorite recipes, craft projects and travel stories. [Click here to find out how.](#)

Recently Added

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- ▶ [Banana Cranola Muffins](#)
Mar 4, 2011
- ▶ [Bruschetta Salad](#)
Mar 4, 2011
- ▶ [Split Pea Soup](#)
Mar 4, 2011

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- [Tried watermelon salad recipe](#)
- [Pasta salad 3 ways](#)
- [Panzanella bread & avocado salad recipe](#)
- [Mediterranean chicken salad recipe](#)
- [Tropical pasta salad recipe](#)

Breakfast and Brunch

- [Madical breakfast cream recipe](#)
- [Apple cinnamon pudding recipe](#)
- [Baked apple or pear oatmeal recipe](#)
- [Warm summer fruit with sour cream & brown sugar recipe](#)
- [Antipasta & goat cheese strata recipe](#)

SheKnows.com
Select Topic / Site
SHEKNOWS REALITY RECIPES

Appetizers

- [Cottage cheese recipe](#)
- [Smoked salmon & herbed fish dip](#)
- [Cajun shrimp appetizer recipe](#)
- [Soy chicken BBQ chicken wings](#)
- [Korean steak and lettuce wraps](#)

Saving Money

- [Saving money on organic foods](#)
- [Tips for eating on the cheap](#)
- [Save money and grow your own herbs](#)
- [How long can I keep beef?](#)

Healthy Eating

- [Canned fruit wars](#)
- [Fish Veracruz Style](#)
- [Mexican chicken, lime and cilantro soup](#)
- [Fettuccine with corn, squash, chili peppers, cream, truffle and cilantro](#)

Recipes

- [Mexican style bean dip](#)
- [Beef and rice pasta from](#)
- [Cherry ravioli sauce](#)
- [Canela vanilla panna cotta](#)

Product Reviews

- [Kuhn Rikon Whisk Pasta](#)
- [Casserolette](#)
- [Semi-Automatic Coffee, Cappuccino and Espresso Maker](#)
- [Italian Organics Food Orange Juice](#)

Cookbook Reviews

- [Wash Lunches Around the World](#)
- [Best of the Pillsbury Bake-Off, Cookies and More](#)
- [200 Sensational Soups](#)
- [Heidi Clea's Tonic and Tonic Gut Coast Favorites](#)

Get More Food & Recipes on SheKnows.com

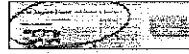
We're here to help with...

- Quick & easy recipes
- Mouth-watering side dishes
- Holiday recipes
- Organic foods
- Gifts from the kitchen & more!

getting here is easy

find cool activities

Los Angeles Times | TRAVEL



LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL OPINION **WEEKLY AD**

SOCAL CALIFORNIA MEXICO HAWAII LAS VEGAS EUROPE ASIA AUSTRALIA TRAVEL & DEAL BLOG

IN THE NEWS: BOX OFFICE | SPURS SWEEP CLIPPERS | ROBIN GIBB | SOLAR ECLIPSE | SATO search

chrome [Download Google Chrome](#)

Travel Blog
Daily news, deals and advice for Southern Californians

- Carolina Island:** Low-cost hotel offers that include ferry tickets | Updated 4/7/10 10:20 a.m.
- San Francisco:** Celebrate the Golden Gate Bridges 75th year | Updated 6/30/10 11:01 a.m.
- Golden Gate Bridge:** Happy 75th birthday and there's an app for that | Updated 6/29/10 10:01 a.m.
- Las Vegas:** New Drink & Play lounge offers fun and games | Updated 6/30/10 11:01 a.m.
- On the spot:** The weekend must-see out to foreign workers in London

Reader Photos

- Reader photos:** London
- Share your best travel photos**

Seattle's secret is out: Lake Chelan, Washington
By Christopher Reynolds, Los Angeles Times
If you live in Seattle or Spokane, Lake Chelan is your summer go-to spot. Rest of all, few Californians know of it. But that's about to change.

- Lake Chelan, Washington
- Chelan, Wash., information

Weekend Escape: The small-town charms of Arroyo Grande
By Jessica Galt, Los Angeles Times
The Central Coast town features Doc Burton's Ice Cream Lab, Gruber Wine Bar, Santa Inés Schoolhouse and a cowboy bridge.

- Arroyo Grande, a charming town in California's Central Coast
- Weekend Escapes

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- How to find the best... How to find the best... How to find the best...

north lake tahoe
leaving to downright incredible
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Videos
VIDEO: Bird Strike Captured on

Southern California Close-Ups

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Links: Lake Tahoe Travel Blogs (53) | Lake Tahoe Photos (926) | Map of Lake Tahoe | Lake Tahoe Forum | Hotels in Lake Tahoe | Hostels in Lake Tahoe

Cheap hostels in Lake-Tahoe - California - United-States

List the best and cheapest hostels and budget accommodation in Lake Tahoe and their facilities provided



AAE Shamrock Hostel and Rodeway Hotel


North America » United States » California » Lake Tahoe » Hostels:
4127 Pine Blv. W. Stateline St., Nevada map

Currently being renovated, please see the AAE Adventure Tahoe Lodges. This page is for great rooms at the Heavenly Ski Gondola with a fireplace in each room! ...

Address and map only

- Credit cards accepted
- Self-catering facilities
- No curfew
- Games room
- Lounge area
- Internet / Wi-Fi

More Photos



Ad Roll Animated Banner Ads (text change and glowing call to action)



rooms with a view



a summer event scene that's well above par



get out and about

Conference Department Report May 2012

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 Northstar Media/Successful Meetings Destination California event in Monterey, CA. The event is a one on one, appointment based show. Staff had 22 appointments with interested meeting planners and generated multiple new leads

Staff attended the Meeting Industry Ladies Open in Reno. MILO is one of the premier golf events in the meetings industry and brought nearly 40 meeting planners to the Reno-Tahoe region. Staff coordinated and sponsored a golf tournament for meeting planners and suppliers, "The Untournament", the day prior to the MILO event began. Staff had the opportunity to network and develop new business leads throughout the 3 day event.

Staff, along with Resort at Squaw Creek and the RSCVA hosted a 21 person client dinner at CAMPO in Reno prior to the MILO event. The dinner was attended by meeting planners who were specifically chosen based on their ability to bring future meetings to the region.

Staff conducted a sales mission to Sacramento and met with multiple clients and hosted a lunch.

Staff attended the grand opening of "The Parlor" at Moody's Bistro in Truckee. The Parlor is a private dining room that will be a great new option for groups that book meetings in North Lake Tahoe.

Staff hosted a site visit for CASAT. CASAT is considering North Lake Tahoe for the May 2013 California Association for Alcohol/Drug Educators Conference. The meeting will generate over 600 room nights and over \$77,000 in room revenue alone.

Staff hosted a site visit for the National Association of Van Valkenburg Families. The group is looking at North Lake Tahoe for their August 2012 reunion and will bring over 160 room nights to the area.

Staff hosted a site visit for Amerit Family of Brands. Amerit is considering North Lake Tahoe for their August 2012 Annual Company Event. The program will generate over 200 room nights and approximately \$35,000 in room revenue.

Staff hosted a site visit for Marvin F. Poer & Company. They have selected the Resort at Squaw Creek for their September 2012 Annual Sales Meeting. The group will generate 180 room nights and approximately \$35,000 in room revenue.

Staff hosted a site for Book Mark Events & Promotions. This company is working on behalf of a Church in Reno that is considering Lake Tahoe for 3 retreats that will generate 75 room nights and approximately \$7,500 in room revenue in September 2012.

Staff hosted a site visit for TESSCO Technologies. TESSCO is considering Tahoe for an August 2012 Incentive program that will bring approximately 200 room nights to the area.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of May staff made over 400 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat



north lake tahoe

Chamber | CVB | Resort Association

May Leisure Report
Marketing Committee Meeting
5-29-12

TRAVEL TRADE

- Updating travel trade web sites and brochures in development
- Contracting 2012-13 North Lake Tahoe Express rates
- Put together final training, event and show details for the Australian sales mission
- Conducted Sydney portion of Australian sales mission with sales calls, call center trainings and travel agent events with the following companies:
Pinpoint Travel Group (United Airlines Vacations, Freestyle Holidays), EZY Flights, SKIMAX, United Airlines, OZ Snow Adventures, Ski Travel Company, Travelplan, Snowcapped Tours, Value Tours, Flight Center, Blue Powder Tours, Air New Zealand

FAMs

- Hosted the Editor in Chief for Ski Presse and Road Trip Magazines out of Germany
- Organizing the itinerary for a French media visit put together by Visit CA – France in mid June
- Organizing the itinerary for E Travel Blackboard, an Australian trade publication online that will be visiting in early June.

CONSUMER & MISC

- Attended the Sydney Snow Travel Expo ski show
- Met with the Editor of Women's Health Magazine – Australia
- Met with the Editor of Holidays with Kids Magazine – Australia
- Met with the Editor for National Travel Reporter, News Ltd. and Escape.com.au – Australia
- Met with the Editor of the Sunday Telegraph, Australia's largest newspaper

**Special Event Programs
Departmental Report May 2012
Submitted by: Judy Laverty-Capach**

IRONMAN TRIATHLON PROPOSAL FOR 2013

We are very close to a decision by the World Triathlon Corporation for this contract for 5 years. Word should be coming in the next three weeks.

AMGEN TOUR OF CALIFORNIA PROPOSAL FOR 2013

Staff attended the Amgen Gala and Stage One Start of the Amgen Tour of California in Santa Rosa California. Record breaking crowds attended the start, and the excitement of the race spread north to Healdsburg all the way out to the coast. The event was well presented. Staff along with the Chief Marketing Officer are actively pursuing a stage of the Amgen for 2013.

SPORTS MARKETING

Staff is following up on the leads generated at the NASC show last month in Hartford and will work closely with the Conference Sales Department on potential room blocks and regional sports commission meetings.

AUTUMN FOOD AND WINE

Staff is finalizing the booking of seminars, chefs, winery presentations, special food and wine events and all aspects of the week leading up to the Saturday seminars and events. The TahoeFoodandWine.com website is scheduled to launch the second week of June. Staff and Chief Marketing Officer is meeting with Northstar representatives to finalize the AFW contract.

SUNSET CELEBRATION WEEKEND June 2-3

Staff is making final preparations for a trade show booth at the above event. The booth is part of the Sunset Magazine sponsorship of AFW. 24,000+ people are expected to attend and staff will be pitching AFW and North Lake Tahoe as a destination as well as our marketing initiative of Human Powered Sports.

Staff attended the Marketing Committee Meeting, and Chamber Advisory Committee Meetings.



professional creative services

May 2012 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping a master "Marquee Calendar" and updating this calendar with major events
- working with Julie Jacobson on events research, submitting and posting
- updating content regarding headliners, festivals and weekly music on "High Notes"
- 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 or events
- 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
- finding better photos and switching out when available (all sections)
- posting press releases and press kit
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- working on Trip Advisor events and video sections

Shelley Fallon

NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
April 16 – May 14, 2012
PREPARED BY RKPR INC.

FACEBOOK

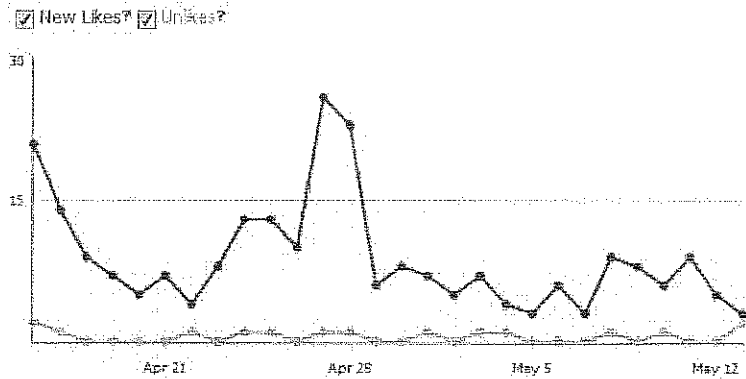
Snapshot

	April 17, 2012	May 14, 2012	% INCREASE
Facebook "Likes"	6,841	7,051	3.06%
Friends of Fans	2,483,377	2,577,845	3.80%
People Talking About Us	1,664	708	-57.45%
Total Reach	298,662	89,316	-70.09%

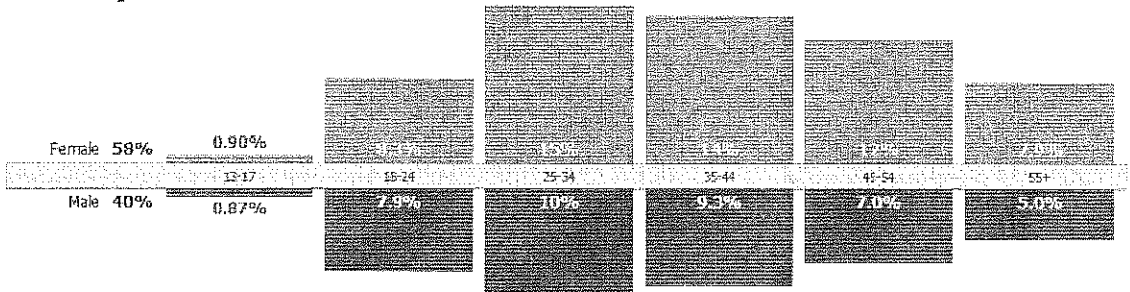
Statistics

Cities?

- 528 Reno, NV
- 251 San Francisco, CA
- 202 Sacramento, CA
- 195 San Diego, CA
- 177 Truckee, CA
- 169 Los Angeles, CA
- 129 Incline Village, NV

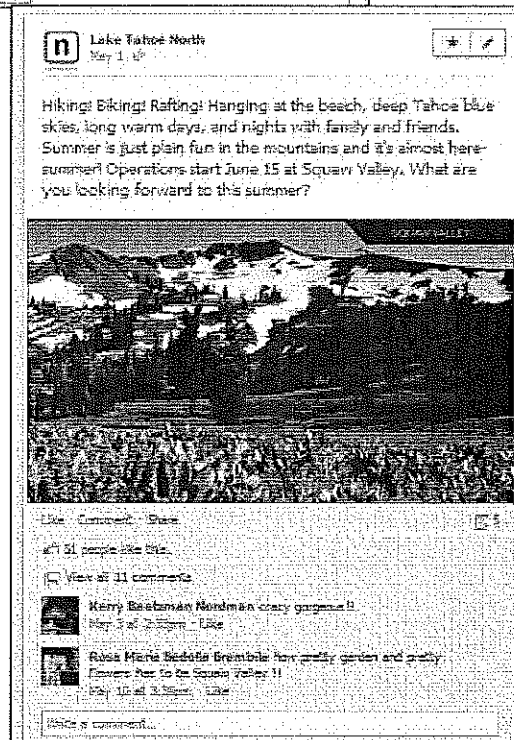
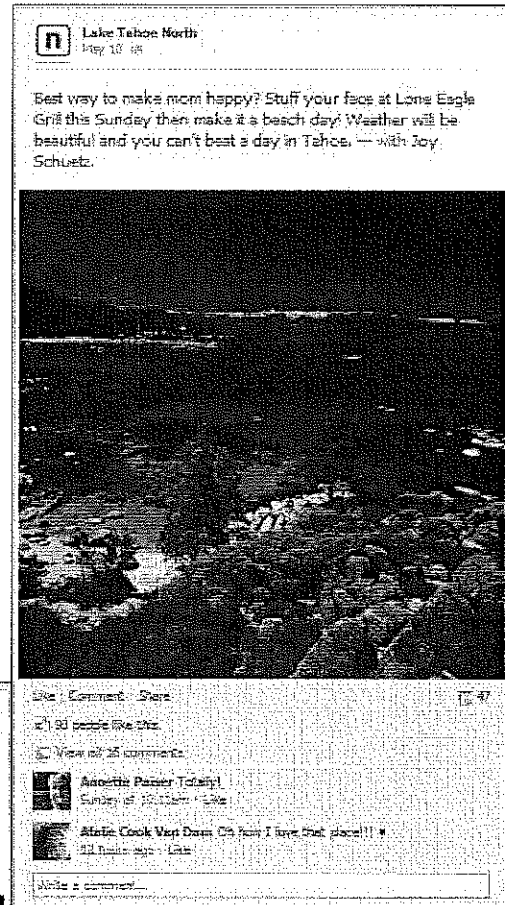
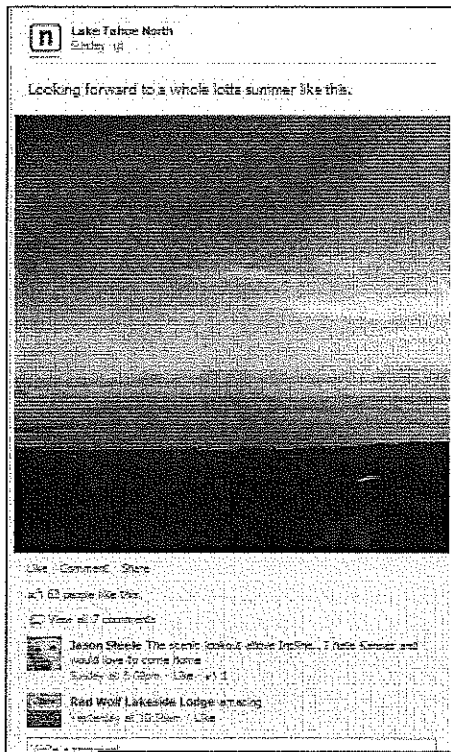


Gender and Age?



- The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com with additional external referrers including Google, Bing.com and e-mail servers
- Continued Tahoe-area "pages," photographers and fans posting to the page with area news, questions, photos, etc. which reflects the feeling of community within page users
- Continued new Cover Page with "postcard image" that is changed out on a biweekly basis featuring posted photos from fans

- Transition from winter timeline apps to summer apps including summer activity photos on the following: Email-Sign Up, Cool Deals RSS Feed, Twitter Feed, Photo Showcase, Video Channel and Vacation Planner.
- Lower NLT page engagement ranging from 1-5% (average Facebook engagement rate) due to shoulder season; however, continued conversation on trip planning and excitement for summer is evident.



Facebook Advertising Campaign Snapshot

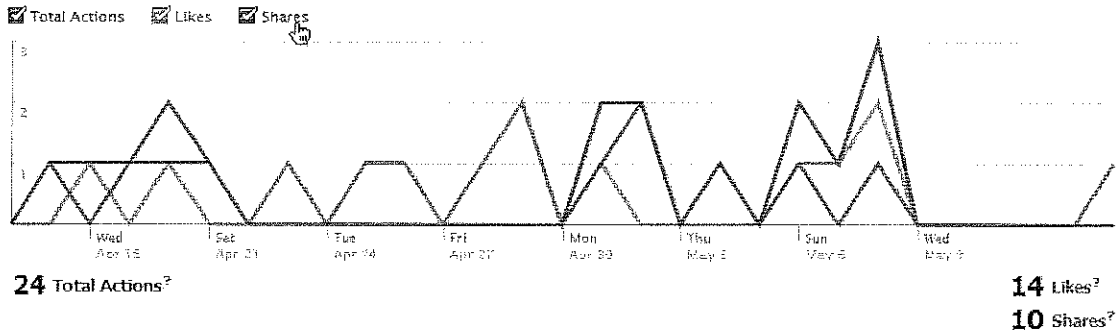
Last 28 Day Period

Campaign Reach?	Frequency?	Social Reach?	Connections?	Clicks?	CTR?	Spent?
28,946	4.2	28,946	94	162	0.132%	\$36.16

GoTahoeNorth.com Facebook Analytics

Date range: 03/12/12-04/16/12

	APRIL 16, 2012	May 14, 2012	% INCREASE
Site Engagement: <i>Number of times people posted a link to your site through an action on a social plugin or through a status message or Wall post</i>	28	24	-14.28%
Distribution on Facebook: <i>Number of times people viewed stories that link to your site in News Feed, Page Wall or Profile Walls</i>	63,576	72,552	14.11%
Referral Traffic to Site: <i>Number of clicks sent to your site from stories in the News Feed, Page Wall or Profile Wall</i>	165 clicks	197 click	19.39%



Analysis

- A Facebook campaign was run that allowed Facebook users to “like” our page within other Facebook pages or news feed.
 - Resulted in an increase in fan “like”
- While there was an increase in total fans, there was a decrease in reach due to the ski resort closings and the shoulder season.
- Despite the change in seasons, conversation is positive with excitement for summer and warm weather.

Next Steps

- Continuing to update cover page biweekly to feature a fan or resort photo from a wall posting, highlighting current images and weather patterns
- Photos and videos continue to be a driver for likes and comments; users tend to respond better to first-person/in-the-moment photos that give them the feeling of what's really happening at Tahoe rather than posed/commercial shots
- Posts related to what actually happening and what "we're" enjoying generate more interaction and updates about deals, events, etc.
- Focus on summer activities and season change. Highlight the "in-between" feeling of getting ready for summer.
- Integrate Wanderlust campaign to promote the festival and NLT's support and offerings to visitors. Possible contest integration; in development.

Recommendations

- Continue regular contests partnered with small ad campaigns to drive "Likes"
- Brainstorm new contest to coincide with new the season and maintain engagement
- Continue to secure more first-person photos and encourage user photos to increase interaction
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel
- Continue sponsored ad and "Like" campaigns to increase fans

TWITTER

TWITTER	April 17, 2012	May 14, 2012	% INCREASE
Followers	3,432	3,485	1.54%
Listed	210	210	0%

Statistics/ Activities

- Currently following 2,726 users
- 3,857 tweets
- Ranked 1st in North Lake Tahoe Area by Twitaholic
- Engaging in conversations and, similar to Facebook, providing “Help Desk” style support to followers, visitors to the area and individuals referring “Tahoe” in general
- Sharing news story that focus on Tahoe tourism
- Re-tweeting and commenting on photos posted of the area
- Re-tweeting comments and posts from Tahoe North resorts and partners
- Klout
 - Klout ranking ranging between 40-43, 207 Reach
 - Currently ranked as a **Socializer**. A hub of social scenes and people count on NLT to find out what's happening. Quick to connect people and readily share social savvy. Followers appreciate network and generosity.
 - Influential on 20 topics including Lake Tahoe, Skiing, California, Travel & Tourism and Nevada
 - Have been added to 7 user lists within Klout (Travel, Tourism, California, Skilaketahoe and Snowshoeing Destinations)

90-day Activity

Twitter

Retweets	75
Mentions	173
Followers	3.5K
Following	2.7K

Analysis

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip one they've arrived
- Content continues to be positive for Lake Tahoe North with comments of future or past travel

Recommendations

- Continue to explore opportunities for promotions to build and engage followers including Tahoe Chats and starting Tweet Chats
- Engage more with local resorts and merchants to create positive conversations on conditions
- Continue to tweet regularly throughout the day and engage in conversations
- Integrate Wanderlust campaign

BLOG

Statistics

- 3 posts were added since last report:
 - Tahoe to Host 2nd Annual Adventure Sports Week June 15-24 (3 Tweets)
 - What's With All the Cyclists in North Lake Tahoe? (3 Tweets)
 - Kick Off Summer with North Tahoe's Opening Day at the Lake (11 Tweets, 53 Facebook "Likes")

Analysis

- Detailed, longer posts surrounding holiday activities garner higher engagement
- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website
- Blog provides searchable and relevant content through search engines
- Integrating more photos and videos where possible from partners
- Incorporating PR efforts throughout blog posts
- Increased social sharing

Recommendations

- Continue posting 4-5 blogs or more as needed per month on average reinforcing the North Lake Tahoe brand
- Start a "Tahoe Wedding Venues" blog series to coincide with wedding season and garner pins on Pinterest
- Integrate "Pin It" Icon for Pinterest users
- Explore hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- Continue to seek out Tahoe stories to share via the blog that will inspire and excite readers while also sharing the North Lake Tahoe brand and attitude

FOURSQUARE

- With the brand page we continue to add new followers, up 1.5% to 383
- Have 30 tips posted on locations throughout north Tahoe as well as two To-Do Lists for followers covering NLT Ski/Board Resorts locals pick runs and locals picks of area beaches, both lists secured from existing content on GoTahoeNorth.com
- Statistics
 - 1 total check-ins within the last 30 days
 - Check-ins are only for the Incline Crystal Bay Visitors & Convention Bureau

Recommendations

- Continue to request tips, especially for spring and summer activities
- Update new tips when provided
- Add venues for increased check-in opportunities
- Explore adding a check-in deal in conjunction with the visitors centers, events and partners

FLICKR

- 21,661 all-time photo views, a 6.9% increase
- 253 photos and 3 videos
- Maintain 62 contacts and have membership in 17 groups

Analysis and Recommendations

- Site serves as a foundation for images for use in social updates and general views
- Continue adding images, both commercial and first-person, to share via social networks and tell the story of North Lake Tahoe
- Use as storage and a media resource for high-res publicity images

PINTEREST

- 9 Boards
 - North Lake Tahoe Ski Resorts
 - North Lake Tahoe Food & Drink
 - North Lake Tahoe Lodging
 - North Lake Tahoe Weddings
 - North Lake Tahoe Outdoors
 - North Lake Tahoe Indoors
 - North Lake Tahoe Events
 - North Lake Tahoe Cool Deals
 - North Lake Tahoe in the News
- 97 Pins, 11 Likes
- 32 Followers, Following 6
- Approximately 60 Repins, 11 Likes

Analysis and Recommendations

- Site serves as a bulletin board of images for use in social updates and general views
- Continue pinning images from North Lake Tahoe website as well as pins from resorts, restaurants, venues and other North Lake Tahoe venues
- Research wedding venues in North Tahoe
- Coordinate pinning with the new wedding blog series
- Explore opportunity to host a wedding Pinterest contest

YOUTUBE

Snapshot

YOUTUBE	April 17, 2012	May 14, 2012	% INCREASE
Total Video Views	28,410	28,682	0.95%
Subscribers	59	58	-1.6%

- Continuing to enhance current videos by adding links and notations within videos directing to GoTahoeNorth.com and adding titles to first-person video
- Top videos include:
 - North Lake Tahoe – 7 World-Class Ski Resorts
 - North Lake Tahoe – Winter Visionary Goggles
 - North Lake Tahoe – N is for North
 - Sounds of Sand Harbor

Analysis and Recommendations

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

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**North Lake Tahoe Chamber/CVB/Resort Association Public Relations Report
Marketing Committee
May 23, 2012**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Golf the High Sierra Media Fam – attending this annual fam (June 6 is North Lake Tahoe’s day of the event) of top golf media outlets, including Golf and Leisure Magazine, Golf Today, Orange Coast Magazine, Golf Vacations Magazine, California Golf Magazine, GolfChannel.com and GolfersWest.com. Journalists are golfing Incline Village.

II. News Releases – 9 news releases in the works

- A. Tahoe’s Transportation Programs Enhanced by TOT Dollars – drafting
- B. Adventure Sports Week Stand Up Paddle Board Events – drafting
- C. Adventure Sports Week Mountain Bike Events – drafting
- D. Wanderlust Festival Overview – drafting
- E. Wanderlust Festival Yoga Classes/Well-Known Instructors – drafting
- F. New Visitor Center Grand Opening – drafting
- G. Attend North Lake Tahoe Business Expo – drafting

- H. High Notes – North Lake Tahoe’s Summerlong Music Festival – drafting
- I. Kick Off to Squaw Valley’s Blues Day/North Tahoe Chamber Mixer

III. News Releases – 20 news releases distributed since our March 20 report

- A. Measure for Continued Public Project Funding on Ballot
- B. North Lake Tahoe to Host Mountain Travel Symposium April 15-21
- C. Marketing Workshop is April 10, Free to Chamber Members
- D. 2% TOT Funds Tahoe City Project, Future Dollars Slated for Kings Beach
- E. Dat So La Lee Party, North Tahoe Chamber Mixer is April 19
- F. Financial Workshop is April 24, Free to Chamber Members
- G. Free ADA Compliance Workshop is April 30 in Truckee
- H. U.S. Bank to Host North Tahoe Chamber Mixer May 3
- I. Tahoe to Host 2nd Annual Adventure Sports Week June 15-24
- J. Business Plan Workshop is May 8, Free to Chamber Members
- K. Liquigas-Cannondale to Train in Tahoe for Amgen Race
- L. Passage of Measure F Ensures Funding for Tahoe Bike Trails
- M. Kick Off Summer with Tahoe’s Opening Day at the Lake
- N. Reserve Your Booth Space for North Tahoe Business Expo
- O. Tahoe City Businesses to Host Chamber Mixer May 17
- P. North Tahoe Chamber Hosts Summer Recreation Lunch June 7
- Q. North Lake Tahoe Customer Service Workshops are May 23, 2012
- R. Tahoe’s Opening Day at the Lake Kicks Off Friday
- S. Tahoe City Golf Course to Host Chamber Mixer May 24
- T. Adventure Sports Week to Host Running and Triathlon Events

IV. Media Leads – 54 media requests we’ve responded to since our March 20 report (does not include those journalists we’ve actively pitched)

- A. Comstock’s Magazine (Sac) – Bill Romanelli, Tahoe story angles, 3/22
- B. Travel & Leisure Magazine – Jamie Gross, what’s new, 3/23
- C. 7&7 Magazine – Dan Giesin, Tahoe’s top culinary events, 3/23
- D. EatDrinkandExplore.com – Randy White, radio interview, 3/24
- E. Sacramento Magazine – Kimberly Pryor, Tahoe’s nightlife, 3/26
- F. Pure Green Magazine – Celine MacKay, local artisan angle, 3/26
- G. Freelancer Jamie Stringfellow, car-free opportunities, 3/26
- H. Beijing Sunbelt VIP Media – Anna Collins, Tahoe story angles, 3/27
- I. Motorhome Magazine – Gary Wescott, images, 3/27
- J. Travel Examiners – Adam Sawyer, possible press trip, 3/27
- K. Endless Magazine (German) – Marcus Gaab, possible press trip, 3/27
- L. OntheSnow.com – Tess Weaver, Tahoe Rim Trail images, 3/27
- M. Visit California – Rachel Veu, off-the-beaten-path story angles, 3/29
- N. Ski Magazine – Susan Reifer, Tahoe story angles/what’s new, 3/29
- O. Freelancer Tina Buell, all-inclusive resorts in North Tahoe, 4/3
- P. WheretoPlayGolf.com – Michael Stewart, Tahoe story angles, 4/3
- Q. Sunset Magazine – Lisa Trottier, Tahoe story angles, 4/9
- R. TravelAge West – Skye Mayring, Wave awards, 4/9
- S. Freelancer Gary Avery, requested Tahoe images, 4/10
- T. Visit California – Rachel Veu, events designed for teenagers, 4/10
- U. C Magazine (SoCal) – Michael Green, requested Tahoe image, 4/10
- V. San Jose Mercury News – Linda Zavoral, ski resort closing dates, 4/12
- W. Corporate & Incentive Travel Magazine – Marshall Rubin, angles, 4/13
- X. RV Journal Magazine – Paul Napolitano, requested event detail, 4/16
- Y. Diablo Magazine – Ben Davis, Tahoe story angles, 4/17
- Z. Where to Retire Magazine – Alexis Loyd, requested images, 4/18
- AA. SheKnows.com – Katie Smith, images, 4/20
- BB. Marin Magazine – Mimi Towle, paddle board angles, 4/20
- CC. Freelancer Patricia Vaughn, possible press trip, 4/20
- DD. KGO Radio (SF) – John Hamilton, event information, 4/24
- EE. 7&7 Magazine – Dan Giesin, Opening Day at the Lake, 4/24
- FF. Vannuysnewspapers.com – George Thomas, possible press trip, 5/1
- GG. Freelancer Lina Broydo, what’s new/possible press trip, 5/1
- HH. Tahoe.com – Erik Stabile, Adventure Sports Week images, 5/2
- II. Sierra Sun – Amy Edgett, Adventure Sports Week images, 5/2
- JJ. Southwest Spirit Magazine – Traci Pelter, images, 5/7
- KK. 7&7 Magazine – Dan Giesin, Mother’s Day offerings, 5/7
- LL. OntheSnow.com – Tess Weaver, biking images, 5/8
- MM. Sunset Magazine – Natalie White, fact checking article, 5/8
- NN. Endless Vacation Magazine – Jennifer Arnow, fall image, 5/9
- OO. Sierra Sun – Amy Edgett, Opening Day at the Lake image, 5/10

PP. CNBC.com – Patricia Orsini, winter economic challenges, 5/14
QQ. 7&7 Magazine – Dan Giesin, hiking story angles, 5/14
RR. Fodors.com – Blane Bachelor, Tahoe story angles, 5/14
SS. Travel & Leisure Magazine – Abby Hocking, images, 5/15
TT. Associated TV – Megan Trevino, possible TV shoot, 5/15
UU. Ad Nova (NCOT ad agency) – Llse Lopez, images, 5/16
VV. Reforma Newspaper (Mexico) – Sergio De Alba, images, 5/16
WW. Sun-News (NM) – Richard Atkins, possible press trip, 5/16
XX. National PBS Documentary – Steward Cheifet, angles, 5/16
YY. The Weekly – Katherine Hill, Opening Day at the Lake, 5/17
ZZ. London Telegraph – Barbara Noe, Tahoe story angles, 5/21
AAA. Ski Magazine – Susan Reifer, # of beds/rooms in NLT, 5/22
BBB. NBCBayArea.com – Alysia Painter, Opening Day images, 5/23