



north lake tahoe

Chamber | CVB | Resort Association

May 2014

Marketing Departmental Reports

May Departmental Report: Advertising
NLT 2013 - 2014 Winter Campaign

SEM:

Ad Groups: Skiing/ Snowboarding, Winter Travel, Getaways, Competitors

Northern California

Impressions: 9,481

Clicks: 246

CTR: 2.59%

Cost per click: \$0.50

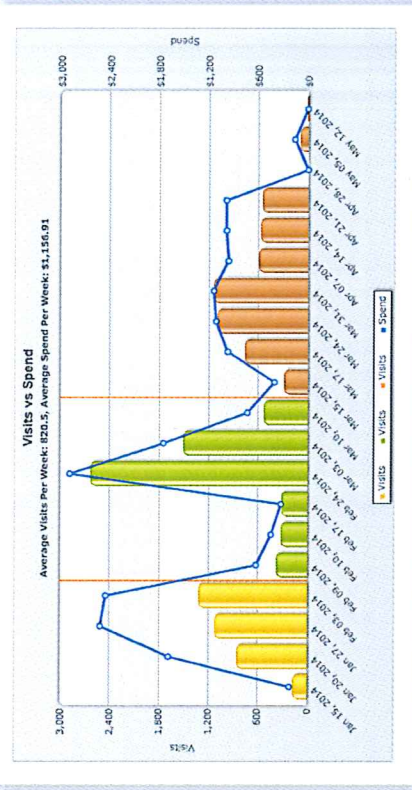
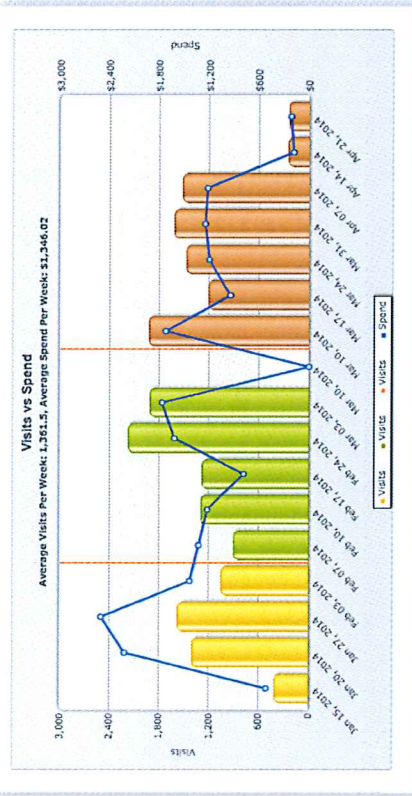
Southern California

Impressions: 45,859

Clicks: 714

CTR: 1.56%

Cost per click: \$1.67



Our SEM campaign ended on 4/30/14

SEO: gotahoenorth.com

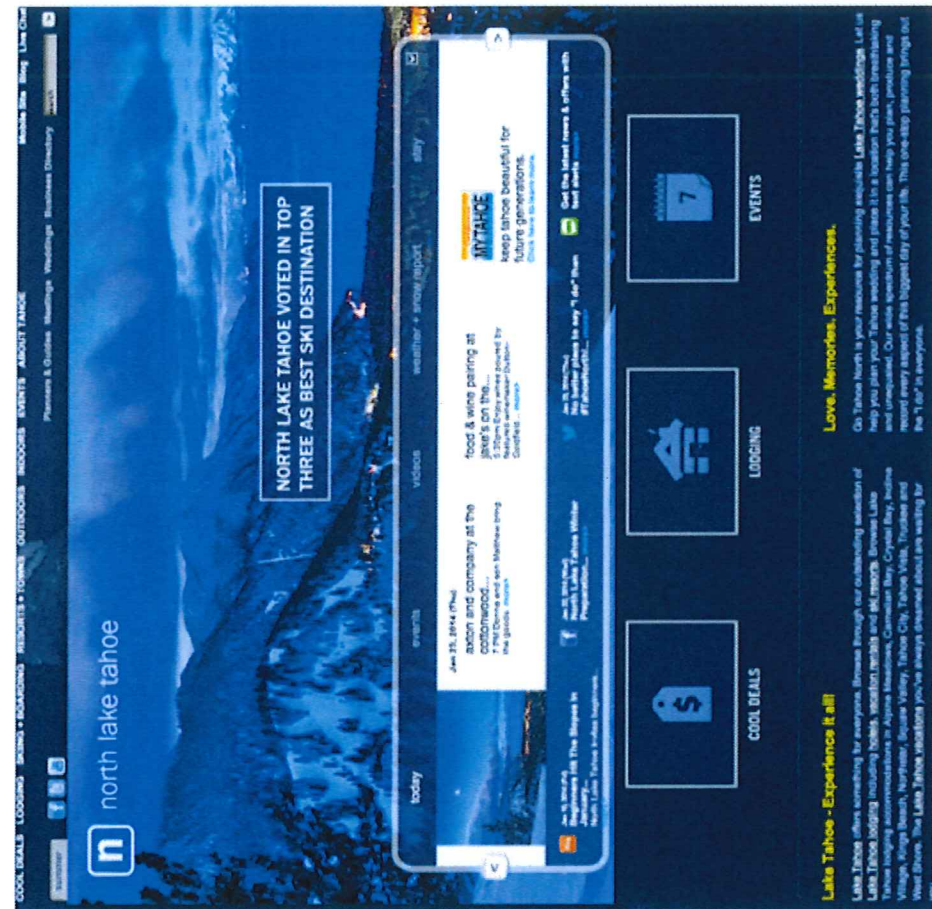
Visits: 43,325 (-8.6%)

Unique Visitors: 37,926 (-9.7%)

Page Views: 167,891 (+4.34%)

Session Duration: 2:58

Cool Deals Page: 2,253



Conference Department Report for May 2014

In May, 2014 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 conducted sales calls in the Bay Area

Staff hosted a planning visit for Sean Kirklen, from UCSF, and the 20th Annual Brain Tumor & Therapy Conference. This 200 person program will be at the Ritz Carlton in July 2014 and will be doing a beach barbecue event at the North Tahoe Events Center.

Staff hosted a site visit for Trevor White with the Cotton Warehouse Association of America. CWAA has selected North Lake Tahoe for their June 2015 Annual Conference. The group will bring approximately 200 room nights and generate roughly \$90,000 of room and food and beverage revenue.

Staff attended Destination California in Monterey and conducted sales calls in the Bay Area after this event. Staff had 28 one-on-one appointments during Destination California along with opportunities to network with planners during meals functions and a teambuilding activity. Staff received the meeting profiles for planners attending Destination California. From this list Staff ranked and requested appointments with 28 planners that have the most potential. Staff will be following up on leads generated from this event.

Staff attended the MPI NCC Professional Education Event that featured a session "How CVB's Really Help You". In addition, to education sessions Staff had the opportunity to meet and network with planners from the Bay Area.

Staff attended Smart Event in San Francisco and conducted sales calls in the Bay Area before and after this event. During the Smart Event Staff had 15 one-on-one appointments along with opportunities to network with planners during meals functions. Staff received the meeting profiles for planners attending the Smart Event in San Francisco. From this list Staff ranked and requested appointments with 15 planners that have the most potential. Staff will be following up on leads generated from this event.

Staff hosted the Un-Tournament in Las Vegas. The Un-Tournament is an annual tournament held the day before MILO each year. This year we had 70 participants including a number of future customers.

Staff attended the IVCBVCB staff retreat in Reno

Staff attended the Meeting Industry Ladies Open golf tournament in Las Vegas. The tournament was comprised of approximately 60 meeting planners from across the United States. North Lake Tahoe has been a major sponsor of this event for many years. Staff will be following up with these meeting planners over the next few days, weeks, months and years to develop future bookings for North Lake Tahoe.

Staff attended the Chamber Mixer at Lakeside Pizza to network with business owners and become more familiar with local business and community events.

Staff did a presentation on the conference department for the Lodging Committee

Staff attended the NLTRA monthly marketing meeting

Staff met with School of Thought to begin planning the FY 14/15 conference department plan

Staff attended the Painted Vine Hospitality Night to learn more about this venue as option for group team building experience.

Staff received the meeting profiles for planners attending the Collaborate Event in Portland that takes place in June. From this list Staff ranked and requested appointments with planners that have the most potential.

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



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March Leisure Report
Marketing Committee Meeting
5-21-14

TRAVEL TRADE

- Sent out leads from IPW and MTS
- Contracted the North Lake Tahoe Express with receptive tour operators, wholesalers and online travel agencies
- Met with the Tahoe Biltmore to discuss wholesale strategy

FAMs

- Hosted a United Airlines UK travel agent incentive fam
- Hosted our market manager from GetARoom.com
- Hosted an XL Airways France fam celebrating year two of their seasonal flight from Paris to San Francisco. Attendees included large and niche wholesale companies and a journalist for XL Airways' in-flight magazine
- Planned the itinerary for a UK media visit in early June

CONSUMER & MISC

- North Lake Tahoe had representation at the Melbourne and Sydney Snow Travel Expos, Australia's largest consumer ski shows
- Sponsored the Warren Miller Film Tour in Australia and New Zealand

Judy Laverty
Special Event Departmental Report
May 2014

IRONMAN

Doing follow up with restaurants on the Dine Around Program. Pole banners are up in Tahoe City.

CAL TRAVEL RECEPTION AT MARITIME MUSEUM

Cal Travel changed the date to October 23rd, so will have to rebid the catering contract as D'lish is not available on that date.

AGENCY COMMUNICATIONS

Ongoing communications with Abbi Agency and SOT for June dbase blast. Working with Abbi on a specific summer paddle and specific September is Art Month press releases.

HIGH NOTES

Scheduled 6 eblasts to membership calling for music events. Worked with content manager on continual updating of High Notes on the website

GRANT RECIPIENTS

Scheduled meetings with all recipients, sent out signed contracts and received all contract back in good order.

VISIT CALIFORNIA FORUM 2015

Received an email from Megan Losser stating they received our RFP and they will be reviewing this month. Followed up to see if they have chosen a destination for the forum.

AUTUMN FOOD AND WINE

Working on fine tuning the programming with the Northstar team, lining up wineries, and product donations. Had very successful sales trip to Sonoma/Napa to call on contacts for special programs for next year. Renewed contacts at Beringer Vineyards, Nicks Cove, CIA Greystone.

NORTH TAHOE ARTS

Working with them on Detours, ArtTour and the Plein Air Painting event. We are going to work on a new cultural marketing initiative that "September is Art Month" as all three events are held in September along with other art shows and gallery openings.

SNOWWFEST

Had a pre board presentation meeting with Pam to go over the goals and objectives that were stated on the Snowfest white paper with was written jointly by Snowfest and NLTRA event staff.

MEETINGS:

Attended the Board of Directors Meeting, Marketing Meeting and BACC meeting.



professional creative services

May, 2014 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events
- keeping a master “Marquee Calendar” and updating this calendar with major events
- focusing on updating Summer 2014 events and “High Notes” web page
- updating other area calendar resources
- 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 images 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



North Lake Tahoe May Recap

Public Relations Content Marketing Design Social Media

 775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501



Key Themes: April - June

- Human Powered Sports Initiatives: eBook, Infograph, Video, Social Media Contest
- Position As: The Premier Recreational, Wedding and Meeting Destination
- Summer Press Kit development and distribution
- Bay Area Deskside Visits (SF Chronicle, Sunset Magazine, Freelance Writers)
- FAM trip outreach for summer
- Key Message
 - Bay Area: work/life balance
 - Southern California: drive just a little bit farther; cool deals
 - Beat the Heat / Touch the Lake
- Destination Outreach (direct flight markets): Oregon, Arizona, San Diego
- Continue targeted press release distribution, driving readers back to [GoTahoeNorth](#)
- Local, regional and national promotion for upcoming events



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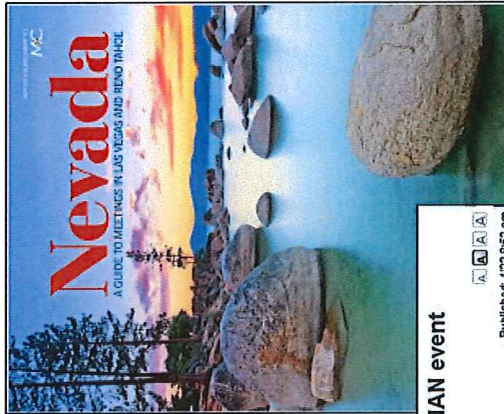
May Public Relations

HIT THE TRAIL
The Best Day Hikes in Ski Country
Tuesday, May 20, 2014, by Laurel Hillier

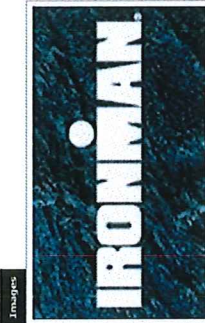


empireworks

Tahoe Rim Trail: Diversity is a glorious thing, and you'll find it on this 165-mile trek. Eight trailheads mean you can hike in 12 to 30 mile segments, although there are also a handful of unofficial access points. Whether you're day hiking or backpacking, be aware that the trail is also open to equestrians and mountain bikers. The latter are only allowed on even days in the Tahoe meadow section. Expect varied terrain including bare flows and tundra, and glorious views of the lake.



Images **North Lake Tahoe adds additional IRONMAN event**



Print Story
Share
Recommended 7 people recommend this. Be the first of your friends.

Published: 4/22 6:52 am
Updated: 4/22 11:45 am

NORTH LAKE TAHOE, Calif. (MjNews.com & KRNV) — For the first time nationally, IRONMAN and IRONMAN 70.3 will race on the same day in North Lake Tahoe. The event, which is a triathlon, will also include a program that will allow athletes to receive a program format that is already well received by athletes in Asia-Pacific.

"As IRONMAN expands globally, there is an increased desire for athletes from all regions to have similar opportunities," said Steve Hildebrand, managing director of Global Race Operations for IRONMAN. "Lake Tahoe is a perfect venue for this program as it allows athletes with different fitness levels and goals to experience everything Lake Tahoe and the surrounding region has to offer."

Total Number of Placements: 12
Regional vs. National: 4/8

Placement Highlights:

- Curbed Ski (Ad Value: \$300)
- Meetings and Conventions (Ad Value: \$3,500)
- Xtri.com (Ad Value: \$333)
- KRNV (Ad Value: \$250)

Pending Placements:

- Image Magazine (June)
- Vail Daily (June)
- SF Examiner (June)
- Style Mag (July)



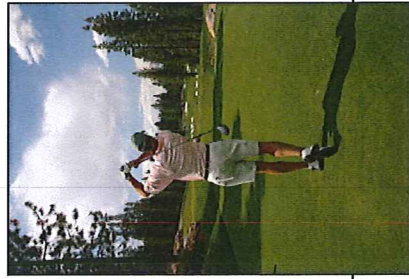
May Public Relations

Press Release Development & Distribution:

- Opening Day on the Lake
 - Distributed to national travel writers and local outlets

Content Development:

- eBook: A Guide To Human Powered Sports
- Infograph: Human Powered Sports



Media Relations Outreach:

- Press Trip outreach to national and direct flight markets
 - 50 total responses
- Patio hopping pitching to regional media
- Hiking round-up to regional media
- Summer cool deals and package pitching to deals writers
- Golf pitching
- New Restaurants in North Lake Tahoe
- Long-lead pitching (Parents Magazine, Spirit)

Continued to pitch the 2014 Summer Press Kit and followed up with key members of the Sacramento and Bay Area media.



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May Public Relations

FAM Trip Coordination

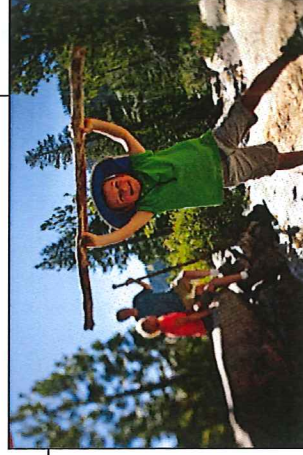
Outlet: Great Taste, Orange County
 Angle: Travel (food, lodging, wine)
 Who: Teri Williams
 Trip Date: June 11-16
 Run Date: September 2014

Outlet: Freelance
 Angle: Kid-friendly activities
 Who: Michele Bigley
 Trip Date: June 8 or June 15
 Run Date: TBD



Outlet: Freelance
 Angle: Family friendly
 Who: Dana Rebmann
 Trip Date: 5/31-6/2
 Run Date: TBD

Outlet: WHERE
 Angle: What's new
 Who: Rachel Ward
 Trip Date: June 5, July 25 or August 15
 Run Date: TBD



May Social Media

Facebook Data

- Total Number of Likes: 57,762
- Gained in May: 309
- People Talking about North Lake Tahoe: 3,547
- Gender Demographic : 63% female; 37% male

Location Demographic:

- 8.7k impressions: Los Angeles, CA
- 7.1k impressions: Sacramento, CA
- 5.9k impressions: San Francisco, CA
- 3.9k impressions: Reno, NV
- 1.6k impressions: Stockton, CA
- Highest Activity: Tuesdays and Thursdays

Instagram Data

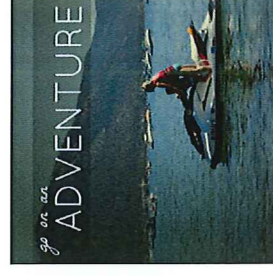
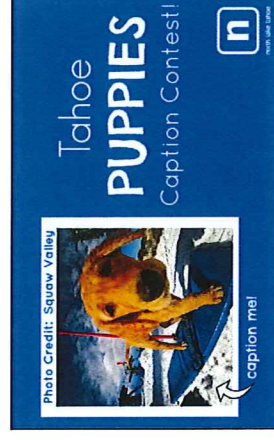
- Total Number of Followers: 1,197
- Gained in May: 299
- Total Photos: 220

Twitter Data

- Total Number of Followers: 7,950
- Gained in May: 173
- Mentions: 85
- Link Clicks: 789
- Re-Tweets: 133
- Demographic: 60% male;40 % female
- Klout Measurement: 53

Design:

Various branded graphics for social sharing: 10



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May Social Media

North Lake Tahoe Instagram Challenge

The Abbi Agency launched the North Lake Tahoe Instagram Challenge on April 14 and wrapped on May 18. Each week had a different theme, the most popular weeks were furry friends and sunrise to sunset. The Abbi Agency asked people to tag @tahoenorth and #tahoenorth to be entered. As of May 18, the hashtag was used 727 times.

- Total Number of Photos from Contest: 427
- New Instagram Followers: 351



May Social Media Highlights

Lake Tahoe North
 Posted by Callie Jane Crawford TM · May 5 · Edited

Happy Cinco de Mayo! Join us in celebration at the Tahoe Blue Agave!

Like · Comment · Share 68

Petit Gilwee, Whit Thornton Wall, Deb Armstrong and 1,052 others like this.

Write a comment...

Denise Sewell Aww I need that
 Unlike · Reply · 4.1 · May 5 at 2:51pm

Dalia Sorta its so beautiful. Happy cinco de mayo
 Unlike · Reply · 4.1 · May 5 at 2:37pm

View 3 more comments

Lake Tahoe North
 Posted by Callie Jane Crawford TM · May 15

It's starting to feel like summer in #TahoeNorth!
 Photo: Redemption Sports

Like · Comment · Share 156

Justine Pretorius, Sean Matthew, Jess VanPernis Weaver and 1,609 others like this.

Write a comment...

Justin Caporusso Heading up tonight!
 Unlike · Reply · 4.1 · May 15 at 11:46am

Lake Tahoe North Enjoy! Any fun plans?
 Like · May 15 at 12:05pm

Write a reply...

Lake Tahoe North
 Posted by Callie Jane Crawford TM · May 7

Have you entered your furry friend into our Instagram Challenge yet? Tag us @tahoenorth & #tahoenorth this week in your pet photos! Photo: @ninja_rabbit!

Like · Comment · Share 12

Justine Pretorius, Vincenzo Thomas Amato and 403 others like this.

Write a comment...

Suzie Hansen



Thank You



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