

Marketing Committee  
May 24<sup>th</sup>, 2011

May 2011  
Departmental Reports

## Advertising Departmental Report May 2011

### Print Media

#### Leisure

- *Via Magazine* Discover Insert (1/2 page ad/1/2 page advertorial)
- *Outside Magazine* Bike Insert (1/2 page)
- *Sunset* Summer Trips (full page)

#### Conference

- *Successful Meetings* National Circ. (1/2 page Destination California)
- *Association News* (1/2 page Golden California)

#### Lodging

- *Via Magazine* (2" ad)
- *Sunset Magazine* (2" ad)
- *SF Chronicle* Inns, Resorts & Getaways (listing)
- *Sac Bee* Sunday Travel Guide (listing)

### Internet Media

#### Leisure

- VCB Co-op search engine program
- Trip Advisor banner buy
- Adroll re-targeting campaign
- Away.com CPC buy
- TripAdvisor DMO Campaign, Google & Yahoo, Visiting Lake Tahoe Coop

#### Weddings

- Destinations Weddings email blast (62,44 emails)
- TheKnot (profile on Vegas/Reno/Tahoe weddings section, annual)
- TheKnot (featured local resource Vegas/Reno/Tahoe weddings pages)
- Paid search Google & Yahoo

#### Lodging

- Google Site Select (Sidestep, Kayak, VacationRentals, Rentals)
- Google & Yahoo

### Radio

- NA

### Direct Response

#### Leisure

- Email consumer email blast to database 5/3. We received an open rate of 10.1% with a click thru rate of .41%.

## Website

### **Completed GoTahoeNorth.com projects include:**

- Tabbing graphic updates for Resorts + Towns
- Mobile site summer background graphic and interior header
- Meeting section support for more than four images per property
- Addition of Google maps to all listing pages within the site.
- Get Directions w/ Google maps on all organization listing pages
- Post Amgen event updates
- Create video button for mobile site
- Revise order of events xml feed
- Minor updates to nltra.org meetings page
- Updates to meta tags handling in organization pages

### **Upcoming GoTahoeNorth.com projects include:**

- Dining Sort Function
- Integrate new Video Player - new RSS feed
- Printable cool deals
- Event Calendar process and programming

## Conference Department Report Marketing Committee Meeting April 2011

In April 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 monthly NLTRA Marketing Committee meeting

Staff attended the Reno/Tahoe Meetings Coop meeting. This group oversees the Reno/Tahoe marketing coop media buy and Come See/Fly Free program. This coop allows us to leverage our \$20,000 investment into \$350,000 national marketing effort.

Staff hosted a site visit for Davis Imaging. Davis Imaging books a number of meetings for the National Cancer Institute and was in Tahoe looking at venues for their May/June 2012 Junior Investigators Meeting.

Staff hosted a site visit for the California Association of Highway Patrolmen. CAHP has selected north Lake Tahoe for their October 2011 Annual Meeting which will generate nearly 600 room nights and over \$325,000 in revenue.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of April staff made over 600 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.

May Leisure Report  
Marketing Committee Meeting  
5-24-11

#### TRAVEL TRADE

- Attended RSCVA's first BLC planning meeting selecting travel trade invite list for July client event
- Worked with domestic wholesalers to make additional AMGEN TOC lodging package mentions via social media
- Met with the Cedar House Sport Hotel to discuss their Tahoe Trips and Trails acquisition in order to go over wholesale activity packaging with select tour operators
- Attended US Travel Association's International POW WOW in San Francisco consisting of three days of travel trade meetings (50+ appointments in 3 days). Pettit Gilwee was also in attendance and staffed the one-day Media Marketplace.

#### FAMs

- Hosted account manager from CA Tourism Germany (MSI)
- Hosted German media FAM consisting of 5 writers and Communications Manager for CA Tourism Germany (MSI)
- Hosted Australian Media FAM with three journalists and PR Manager for CA Tourism Australia (Gate 7)
- Hosted official CTTC POW WOW post FAM consisting of 24 international travel trade and media
- May 31<sup>st</sup> marks Day 1 with Real Travel Magazine – UK's lodge to lodge kayak excursion (multi-day FAM visit with remaining days taking place in the month of June)

#### MISC

- Assisted AMGEN LOC with events leading up to the race
- Assembled partners for NLTRA's summer Bay Area radio campaign
- Attended the Protect Our Winters assembly held at Truckee High School
- Produced SSMC domestic ski show year-end report with RSCVA and LTVA

Special Event Departmental Report  
May 2011  
Submitted by Judy Laverty

1. Participated in all LOC (Local Organizing Committee) meetings to finalize all deliverables for the Amgen Tour of California.
2. Attended final pre-con meetings with Amgen Operations Advance team and the properties who were housing the teams.
3. Continued the operations and logistics dialogue with the specific properties and the AEG Operations director. Coordinated rooming lists, food functions and operations logistics with the properties and AEG Ops director.
4. Assisted with LOC tour merchandise logistics, set up and sales at the Lifestyle Festival at Northstar.
5. Assisted with meet and greet all guests at the Tour Gala in South Lake Tahoe.
6. Attended the overall race finish in Thousand Oaks to gather logistics and operations information in the event Tahoe is awarded a race stage in the future.
- 7 Continued the development of the Autumn Food and Wine seminar/classes/cooking demo programs, contacted and booked a number of outstanding chefs, wine appellations, seminar leaders.
- 8 Continued sponsorship outreach to various entities for AFW. Currently negotiating a sponsorship with a Sunset Magazine advertiser through the marketing department at Sunset.
- 9 Successfully contracted a significant cash sponsorship with NorCal Beverage Distributors.
10. Attended the Chamber Advisory Meeting
11. Attended the Marketing Committee Meeting

**NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT**  
**MAY 16, 2011**  
**PREPARED BY RKPR INC.**

**FACEBOOK**

**Snapshot**

	APRIL 18, 2011	MAY 14, 2011	% INCREASE
Facebook "Likes"	3,540	3,627	2%
Facebook Active Users	2,021	2,203	9%
Post Views/Feedback	160,237 / 343	109,796 / 214	-36% / -47%

**Recent Activity**

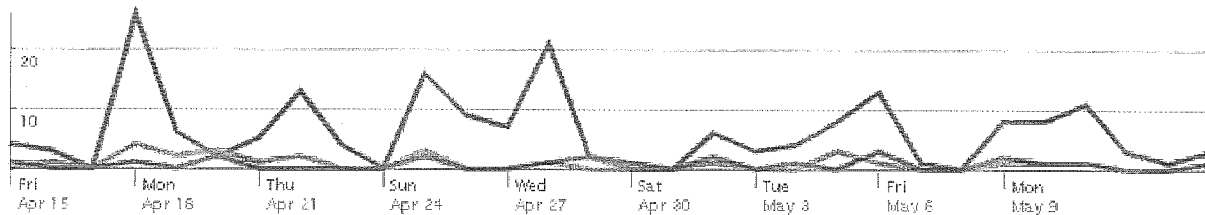
- Updated Amgen Tour tab to generic summer message
- Updated profile image and welcome tab to remove Amgen Tour and reflect summer
- Shifting posts Amgen to general summer

**Statistics**

- User data remains consistent with 60% female and 38% male; **the largest user group is 24-34 (29%) followed by 35-44 (25.6%)** and 45-54 (17.2%); primary likes are from **California**, followed by Seattle, Reno, Dallas, Phoenix, Las Vegas, New York and Chicago
- Top tab views are Social RSS (1,506), Welcome Tab (491), the Wall (347), Info (35) and Photos (32)
- The **top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com (72)** with additional external referrers including AmgenTourofCalifornia.com, VisitingLakeTahoe.com, Google and Bing
- Feedback and interactions have tapered in the past month as Amgen postings have not generated the feedback that ski or summer posts have; additionally, no recent photos have limited likes and comments generally received for such content

**Daily Story Feedback**

Likes    Comments    Unsubscribes



**Analysis**

- The growth of Likes continues to build, albeit slowly
- Photos 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
- A large number of visits referred by GoTahoeNorth.com indicates a desire for greater interaction with NLT via social sites, but based on interactions people are looking for content and posts that go beyond what's offered on the NLT websites

### **Recommendations**

- Secure more first-person photos and encourage user photos to increase interaction; hosting “Fan Photo of the Week” contest for fans to post their Tahoe images to the wall
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel
- Create Facebook advertising campaign to increase users from major markets
- Host contest to drive Likes and offer Tahoe prize package

### **TWITTER**

<b>TWITTER</b>	<b>APRIL 18, 2011</b>	<b>MAY 16, 2011</b>	<b>% INCREASE</b>
Followers	2478	2,538	2%
Listed	170	174	3%

### **Statistics/ Activities**

- Currently following 2,330 users; regularly building list to follow current followers, seek out users
- Building lists for summer including events and summer activity providers
- Now using Klout to rank Twitter status; Klout uses 35 variables to score a Twitter user on a scale of 100 ranking overall influence, true reach, amplification and network

<b>STAT</b>	<b>APRIL 18, 2011</b>	<b>MAY 16, 2011</b>	<b>% CHANGE</b>
Overall	47	42	-12%
True Reach	889	912	3%
Amplification	28	25	-11
Network	55	50	-9%

### **Analysis**

- Recent content has been focused on Amgen Tour as well as a lull between winter ski season and summer events/vacation season; adjusting posts to cover a wider range of topics will grow users and re-engage users not interested in cycling
- Followers continue to grow at a steady pace through replies to users and consistent daily updates
- Mix of conversation and sharing content has made @TahoeNorth a reference for numerous lists and a source to retweet
- Content continues to be positive and showcase what’s happening in the region

### **Recommendations**

- Continue to tweet regularly throughout the day and experiment with added tweets at different times of day (evening) and on weekends to gauge interest
- Solicit local businesses to submit their Twitter handles to NLT to build additional quick-reference lists for users
- Continue to explore opportunities for promotions to build and engage followers

### **BLOG**

#### **Statistics**

- Five posts have been added within the past month, all for Amgen news
- Now adding buttons for Facebook (Like and Share) and Twitter (Tweet)
- Analytics currently set up through website

#### **Analysis**

- 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



### **Recommendations**

- Continue posting 2-3 blogs per month on average focusing on topics that assist travelers in planning their trip to Tahoe and reinforcing the North Lake Tahoe brand
- Host guest bloggers, either selected from a contest or internally from staff, to blog about their Tahoe experiences, special tips, etc.

### **FOURSQUARE**

- Friends/following continues to grow with 138, up 12; continue to receive requests, mainly from Tahoe and California area users
- Have 22 tips posted on locations throughout north Tahoe
  - Tips are provided by NLT team members and can be provided anytime to [team@rkpr.com](mailto:team@rkpr.com) to post
- No recent check-ins to Incline Village Visitors Center; to-date there have been 26 views of the special and it's been unlocked 3 times

### **Recommendations**

- Create a summer "Badge" for users to earn, such as "Check into 5 or more NLT beaches to earn a "Beach Bum" badge"
- Use Foursquare to "Check In" at various events and locations to highlight special events and indicate NLT's endorsement of that location or event
- Continue posting tips, especially new tips as summer approaches to highlight summer activity locations

### **FLICKR**

- 12,911 all-time photo views, a 4% increase
- 157 total photos in 8 sets
- Maintain 25 contacts and have membership in six groups (recently added 3 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

### **YOUTUBE**

#### **Snapshot**

<b>YOUTUBE</b>	<b>APRIL 18, 2011</b>	<b>MAY 16, 2011</b>	<b>% INCREASE</b>
Total Video Views	22,573	22,951	2%
Subscribers	46	47	+1

- Amgen Tour Stage 1 and Stage 2 videos uploaded in February; only new videos since November
- Top videos include: (% of total views over past month)
  - North Lake Tahoe – 7 World-Class Ski Resorts (46.5%)
  - Amgen Tour of California (11.8%)
  - Sounds of Sand Harbor (9.7%)
  - Tahoe Amgen Tour of California Stage 2 (4.2%)
  - Tahoe Amgen Tour of California Stage 1 (4.2%)
  - New Snow in Tahoe, November 2010 (3.5%)

***Analysis and Recommendations***

- Although views have increased, video content remains stagnant; recommend adding additional videos, either professionally produced or amateur (Flip video, video phone) to further engage users, drive content to social networks and reinforce the North Lake Tahoe brand
- Only a small percentage of videos are discovered through external websites, such as GoTahoeNorth.com or NLT's social networks; there is opportunity to increase video views by incorporating video feeds into social networks and blogs regularly
- Encourage user videos by hosting a promotion or contest with video submissions

###



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory  
May 19, 2011**

**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. Domestic Press Trips – coordinated cycling media fam May 12-16 with 6 national cycling writers to extend the Tahoe bicycling mecca brand. Included reporters with Bicycling Magazine, Wired.com, MSN, Rodale, VeloNews, Cyclingnews and Competitor Magazine. Also worked with Jeremy Jacobson to coordinate an Australian media fam May 14-16 with 4 writers that included the AAP (our Associated Press).
- C. Pow Wow Media Marketplace – attending the Pow Wow Media Marketplace in SF May 23 to reach international media outlets. Created special flash drives with media materials and images to distribute.
- D. 13<sup>th</sup> Annual Golf the High Sierra Media Fam – attending media dinner June 10 at the Hyatt Regency Lake Tahoe. Journalists are golfing Incline Village Championship Course, and have a choice of golfing Gray’s Crossing, Coyote Moon and Timilick Tahoe.
- E. Summer Press Kit – finalizing summer media materials.

**II. News Releases – 8 news releases in the works**

- A. North Lake Tahoe’s High Notes Music Series – drafting

- B. North Tahoe Cycling & Summer Biking Events – drafting
- C. What’s New in Meetings this Summer - drafting
- D. Historic Fish Hatchery Chamber Mixer (May 31) – drafting
- E. Tahoe World/Sierra Sun Chamber Mixer (June 9) – drafting
- F. Public Forum Winter Games (June 14) – drafting
- G. Attend North Lake Tahoe Business Expo (June 15) – drafting
- H. Tahoe Rim Trail Chamber Mixer (June 22) - drafting

**III. News Releases – 17 news releases distributed since our April 20 report**

- A. Amgen Media Credential Application/Course Logs
- B. Register for Amgen Breakaway Mile/Vote for Tahoe Finalist
- C. Chamber to Host Disabled Access Seminar May 3
- D. Tahoe’s Paved Bike Paths Cleared of Snow
- E. Best Places in Tahoe to Watch the Amgen Tour
- F. Amgen’s Breakaway from Cancer Champion is from Incline Village
- G. Tahoe’s Opening Day at the Lake is Memorial Day Weekend
- H. No Road Detours for North Lake Tahoe During Amgen Tour
- I. Plan for Rolling Road Closures at Amgen Tour of California
- J. Register for North Lake Tahoe’s Business Expo
- K. Amgen Tour of California Hosts Press Conference
- L. Update on Stage 1 of the Amgen Tour of California
- M. Stage 1 of the 2011 Amgen Tour of California to Start at 1:15 p.m.
- N. Stage 1 of the 2011 Amgen Tour of California Cancelled
- O. Stage 2 Start of the Amgen Tour of California Moved to Nevada City

P. TERC Cinematic Gala & Chamber Mixer is May 20

Q. North Tahoe Hosts Summer Recreation Luncheon June 9

**IV. Media Leads – 46 media requests we’ve responded to since our April 20 report (does not include those journalists we’ve actively pitched)**

- A. RSCVA – Nina Maestas, Amgen media materials, 4/21
- B. BeniciaMagazine.com – AFW details, 4/22
- C. RV Journal Magazine – AFW details, 4/22
- D. Freelancer Don Jackson – possible press trip, 4/22
- E. El Dorado County Tourism – Sugar Pine Point images, 4/22
- F. KRNV-TV (Reno) – Tim Berry, Amgen media credentials, 4/22
- G. Freelancer Rick Dodds – AFW details, 4/25
- H. Freelancer Peg Rose – possible press trip, 4/25
- I. The Weekly – Katherine Hill, Amgen images, 4/25
- J. Marin Magazine – Mimi Towle, restaurant updates, 4/25
- K. Sierra Sun – Amy Edgett, Disabled Access Seminar, 4/26
- L. Marin Magazine – Mimi Towle, Wanderlust, SUP images, 4/27
- M. Horizon Air Magazine – Maddie Jacks, fact checking, 4/29
- N. CA Tourism – Jeanne Sullivan, Boulder Bay update, 4/29
- O. KGO-Radio (SF) – John Hamilton, Amgen interview, 5/2
- P. Diablo Magazine – Tahoe City dining and shopping, 5/2
- Q. KJAY-FM (Sacramento) – Kim Ruccione, possible press trip, 5/2
- R. Sierra Sun – Amy Edgett, Amgen Champion, 5/2
- S. Reno Gazette-Journal – summer travel and gas prices, 5/3
- T. KFBK Radio (Sacramento) – Rob McAllister, comp room, 5/3
- U. Ski Lake Tahoe – Eric Doyne, archery and clay shooting, 5/4
- V. Recommend.com – Adria Valdes, green travel leads, 5/4
- W. Phoenix Magazine – Carey Sweet, requested images, 5/5
- X. Sierra Sun – Vicki Kahn, Amgen media credentials, 5/7
- Y. Sacramento Bee – Al Pierleoni, where to watch Amgen, 5/7
- Z. Los Altos Town Crier – Eren Goknar, possible press trip, 5/10
- AA. TakingtheKids.com – where to watch Amgen, 5/10
- BB. YubaNet.com – Opening Day at the Lake images, 5/11
- CC. KCRA-TV (Sacramento) – Tom O’Hare, satellite truck, 5/11
- DD. Fox 40 News (Sacramento) – Kathy Paez, satellite truck, 5/11
- EE. Nevada Magazine – Matt Brown, Opening Day images, 5/11
- FF. Sac State Hornet – Alex Grotewohl, Tahoe story ideas, 5/11
- GG. The Weekly – Katherine Hill, Opening Day images, 5/12
- HH. About.com – Mike Doyle, Amgen lodging specials, 5/12
- II. News 10-TV (Sacramento) Tom Wagner, satellite truck, 5/12

JJ. Reno Gazette-Journal – Lauren Gustus, Amgen details, 5/12  
KK. News Review – Kelley Lang, Opening Day images, 5/14  
LL. Sacramento Bee – Ed Fletcher, Amgen details, 5/14  
MM. Sacramento Bee – John Schumacher, comp lodging, 5/14  
NN. Tahoe Daily Tribune – Opening Day images, 5/14  
OO. Sunny Harbor Publishing – Thomas Routzong, press trip, 5/17  
PP. The REI Blog – Terry Wood, National Trails Day, 5/17  
QQ. CityConcierge.com – Jefferson Lanz, summer events, 5/17  
RR. LA Times- Benoit Lebourgeois, ski resort open July 4, 5/18  
SS. Meeting Focus – Zachary Choteau, what’s new, dining, 5/18  
TT. Today’s Diet & Nutrition - Deborah Huso, hiking trails, 5/19