



# November 2013 Marketing Departmental Reports



## North Lake Tahoe Marketing Report (October 14<sup>th</sup>, 2013 – November 10<sup>th</sup>, 2013)

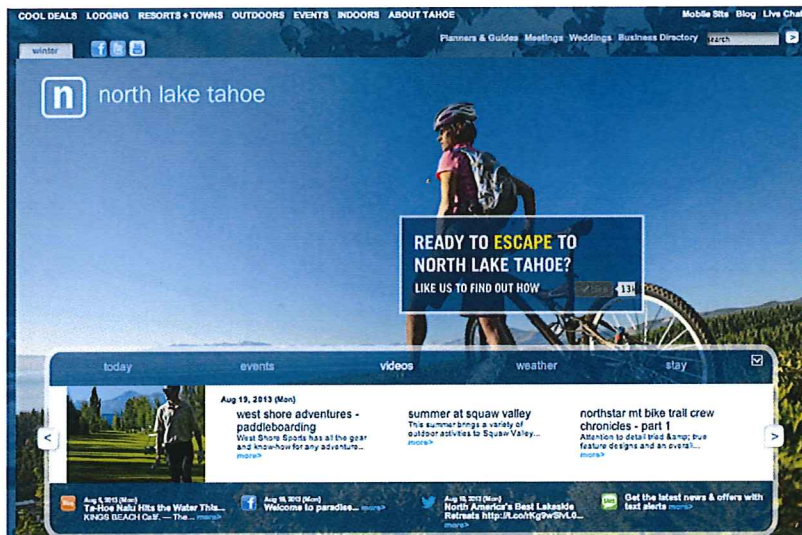
SEO Report: 10/14/13 – 11/10/13

### Analysis:

Within this past month we have increased the number of new visitors to GoTahoeNorh.com by 1.5%. Beyond increasing the number of new visitors, our visitors have increasing their time spent on the site, as well as number of pages visited.

### Stats:

- Unique Visitors – 30,715
- % of New Visitors – 78.5%
- Avg. Visit Duration – 2:42
- Avg. Page Views Per Visit – 3.54
- Total Outbound Traffic – 6,503
- Cool Deals Outbound Traffic – 2,003
- Top DMAs – 1. SF Bay Area 2. Sacramento 3. Los Angeles

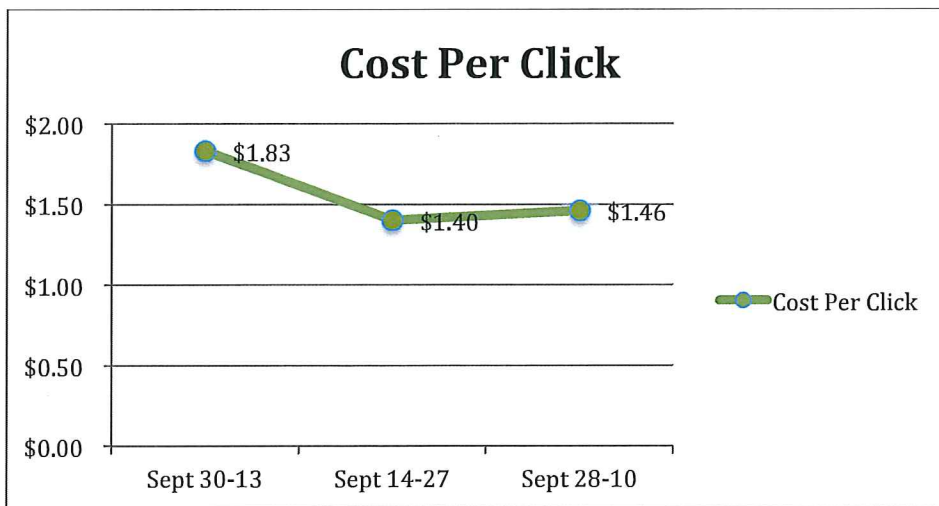


## Search Report: Conferences & Summer (10/14-11/10)

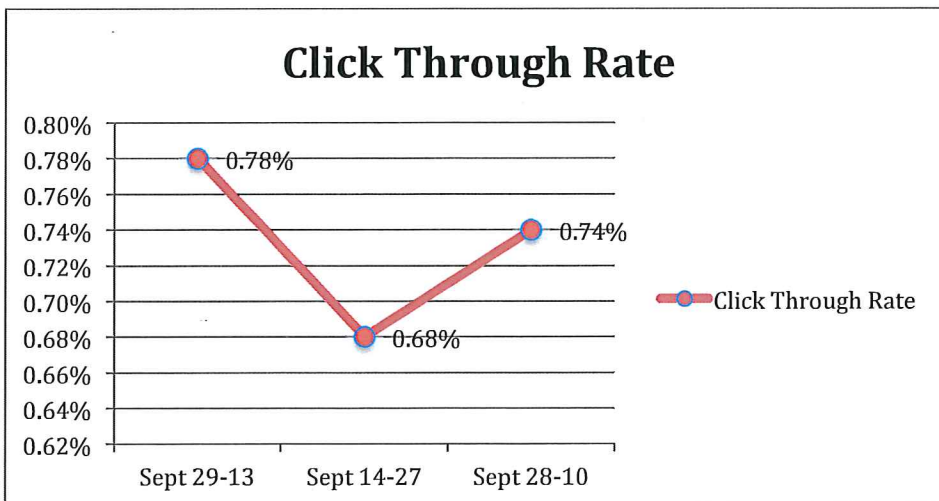
### Analysis:

Our Conference's search campaign average CPC is the lowest it has been in the past 12 weeks, while generating a CTR average of 0.73%. Since our last report, we've removed all summer related keywords, utilizing only brand related keywords, as we transition into winter. This optimization refined our CPC results, reducing it to a campaign low of \$1.23, at a CTR of 1.64%.

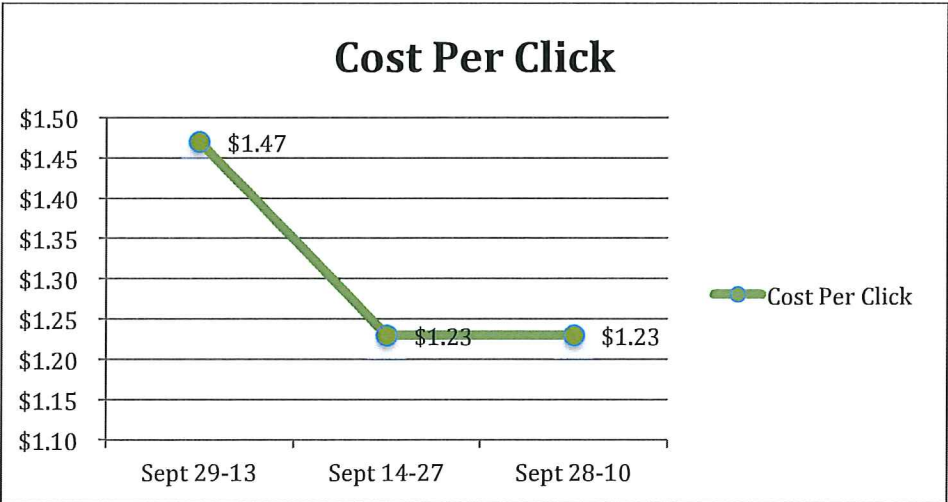
### Conference Average CPC



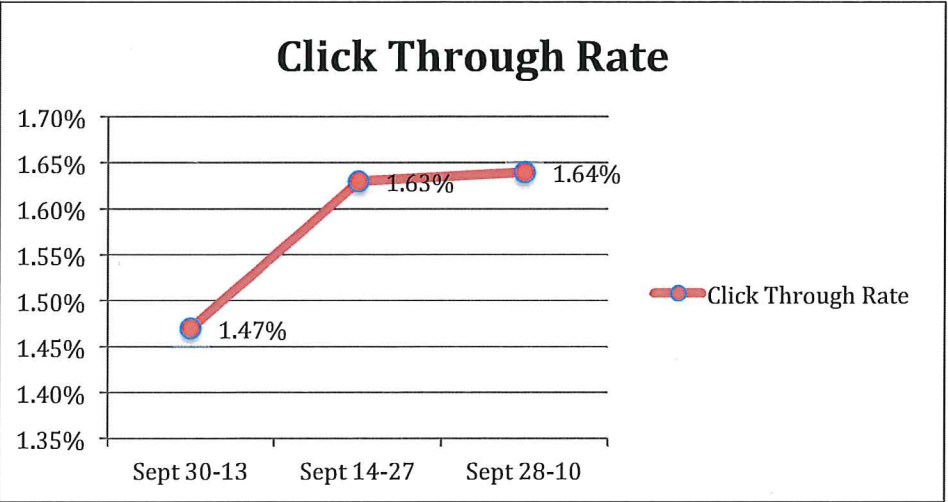
### Conference CTR



**Summer CPC**



**Summer CTR**



## **Conference Department Report**

### **November 2013**

In November 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 completed follow up on sales appointments from the October Los Angeles Sales Trip and the Smart Event Los Angeles. Appointments included USFN (U.S. Foreclosure Network), Anthem Blue Cross, Inova Meetings & Incentives, Core Digital and Meeting Wise. Staff is working on getting an RFP from Anthem Blue Cross for February-March 2014. From Smart Event, Los Angeles Staff has sourced a lead for 250 room nights for April 2014.

Staff hosted a planning meeting for the CalSAE Seasonal Spectacular trade show. The CVB, along with 8 hotel partners will cooperatively represent Tahoe at the show in December in Sacramento.

Staff attended the monthly NLTRA marketing meeting.

Staff met with HD96 Publishing staff to discuss the meetings section of the North Lake Tahoe Vacation Planner.

Staff met with the Abbi Agency to discuss the strategic plans for the meetings industry

Staff met with Freeman Decorating in Reno to discuss future opportunities.

Staff attended Lodging Partner Open House at Mourelatos Lakeshore Resort. Presentations were given on the North Lake Tahoe Winter Shuttle, North Lake Tahoe Winter Marketing Plan, Winter Events and the Wedding & Reunion Markets. In addition, Staff completed a site visit of guestrooms and facilities and networked with lodging members during the reception.

Staff conducted site visit and meeting with the Placer County Visitors Bureau. The Placer County Visitors Bureau is considering North Lake Tahoe for their January 2014 Board Retreat. The Board Retreat will bring 15 people and generate 30 room nights.

Staff planned a site visit for the Kasarda Wedding. This wedding event is considering Lake Tahoe for January 2015 that could bring 150 people to Lake Tahoe ski slopes and generate 165 room nights.

Staff set up sales appointments for Dallas/Fort Worth Trip December 3-6, 2013 to coincide with the Smart Event Dallas on December 5, 2013. In addition, Staff reviewed and requested appointments with Meeting Planners attending Smart Event, Dallas. Staff will have 12-15 appointments with qualified meeting planners.

Staff prospected the Northern California MPI membership in the San Jose and San Francisco Areas for meetings, retreats and incentives.

Staff conducted a site visit for the Kasarda Wedding. This program will bring 150 people to Lake Tahoe and generate over 165 room nights for January 2015.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.



## north lake tahoe

Chamber | CVB | Resort Association

November Leisure Report  
Marketing Committee Meeting  
11-19-13

### TRAVEL TRADE

- Met with our Booking.com market manager who has been in market quite regularly in hope of becoming the top OTA for inventory in Lake Tahoe
- Began planning for the 2014 Mountain Travel Symposium Ski Lake Tahoe ski wholesaler luncheon to take place in April in Breckenridge, CO
- Participated in GetARoom.com's call center agent ski training
- Working with Expedia on putting together an early season stay and ski promotion

### FAMs

- Put together the final itinerary for IgluSki.com out of the UK who will be sending over 4 call center agents in early/mid December
- Began putting together the itinerary for an international receptive tour operator fam to visit North Lake Tahoe this winter due to NLTRA's involvement with Visit CA and the High Sierra Visitors Council
- Working with Visit CA to put together an international travel trade ski fam visit for 2014
- Landed Cosmopolitan Magazine – Australia for a 2014 winter media visit
- Working with Visit CA – Australia on a ski wholesaler fam for 2014
- Working with Expedia on a blogger visit for winter

### CONSUMER & MISC

- Promoted free ticket giveaways into the Snowbomb ski shows
- Finished Ski Lake Tahoe ski show logo orders and shipping for LA Ski Dazzle
- Working on a North Lake Tahoe winter video for a pre-holiday, December release date
- Met with the Executive Director of the Placer County Visitor Bureau for an update on "What's New for 2013-14" at the North Lake Tahoe ski resorts and lodging properties lying in the county

### **GRANT FUNDING**

Conducted an audit of fiscal 2012-2013 grants/reimbursements/final event reports in preparation for the Grant Application presentations, November 15<sup>th</sup>. Fielded many phone calls and emails from prospective applicants. Worked with Anna on scheduling of presentations. Developed a 3 year spread sheet to show funding history of prospective applicants. A press release has been featured in the Sierra Sun two times, and the grant information has been published in Biz Bytes four times.

### **SPORTS MARKETING**

#### **National Association of Sports Commissions**

Continued to respond to leads from NASC for upcoming RFP's for inbound sporting events. Approximately 20 of are under analysis for viability regarding room rate, time of year, venues, etc.

#### **US Sports Congress, Reno**

Continued preparations for our participation in the USSC held in Reno, December 8-11, 2013. This is an appointment style format to present Tahoe as a destination to a very select group of rightsholders. The NLTRA is a sponsor of this event, will co-host a luncheon and ski day at Northstar with the participants which is included in the sponsorship. Judy and Andy will attend this show.

#### **USA Cycling**

Continued communications with USAC executives and finalizing course details, and have talks scheduled with Town of Truckee and the Truckee Airport for permissions for access. Decision to be announced December 1, 2013.

#### **Lake Placid Lacrosse**

Developed a potential grant applicant into a sales lead for a Youth Lacrosse tournament with an estimated 50 teams, generating a potential 500 rooms at peak for three days. Event date is June 16-18, 2014 and the Executive Director of Lacrosse has the Riverview Park lacrosse fields under contract. Room block bids will go to Placer County properties.

### **SPECIAL EVENTS**

Conducted a meeting with Kellie Cutler, ED, North Tahoe Arts regarding the re-birth of the North Tahoe Plein Air Painting Event and the possibility of incorporating the event into Autumn Food and Wine which has happened in the past and met with success.

#### **Elevations Gay Lesbian Ski Event**

Met with the ED of Elevations for this winter ski/social event for March 2013 and a potential contract for multiple years. Lead was generated through Group Sales and I will be working closely with them on the event needs and pr/social/media support and sponsorship.

#### **Web**

Continued to work with Shelley on a daily basis on updates, events, etc. Focus is on the winter change over and developing a more indepth landing page Cross Country skiing

#### **Meetings**

Marketing Committee, Board of Directors, Lodging Committee and BACC meetings.



### **GRANT FUNDING**

Conducted an audit of fiscal 2012-2013 grants/reimbursements/final event reports in preparation for the Grant Application presentations, November 15<sup>th</sup>. Fielded many phone calls and emails from prospective applicants. Worked with Anna on scheduling of presentations. Developed a 3 year spread sheet to show funding history of prospective applicants. A press release has been featured in the Sierra Sun two times, and the grant information has been published in Biz Bytes four times.

### **SPORTS MARKETING**

#### **National Association of Sports Commissions**

Continued to respond to leads from NASC for upcoming RFP's for inbound sporting events. Approximately 20 of are under analysis for viability regarding room rate, time of year, venues, etc.

#### **US Sports Congress, Reno**

Continued preparations for our participation in the USSC held in Reno, December 8-11, 2013. This is an appointment style format to present Tahoe as a destination to a very select group of rightsholders. The NLTRA is a sponsor of this event, will co-host a luncheon and ski day at Northstar with the participants which is included in the sponsorship. Judy and Andy will attend this show.

#### **USA Cycling**

Continued communications with USAC executives and finalizing course details, and have talks scheduled with Town of Truckee and the Truckee Airport for permissions for access. Decision to be announced December 1, 2013.

#### **Lake Placid Lacrosse**

Developed a potential grant applicant into a sales lead for a Youth Lacrosse tournament with an estimated 50 teams, generating a potential 500 rooms at peak for three days. Event date is June 16-18, 2014 and the Executive Director of Lacrosse has the Riverview Park lacrosse fields under contract. Room block bids will go to Placer County properties.

### **SPECIAL EVENTS**

Conducted a meeting with Kellie Cutler, ED, North Tahoe Arts regarding the re-birth of the North Tahoe Plein Air Painting Event and the possibility of incorporating the event into Autumn Food and Wine which has happened in the past and met with success.

#### **Elevations Gay Lesbian Ski Event**

Met with the ED of Elevations for this winter ski/social event for March 2013 and a potential contract for multiple years. Lead was generated through Group Sales and I will be working closely with them on the event needs and pr/social/media support and sponsorship.

#### **Web**

Continued to work with Shelley on a daily basis on updates, events, etc. Focus is on the winter change over and developing a more indepth landing page Cross Country skiing

#### **Meetings**

Marketing Committee, Board of Directors, Lodging Committee and BACC meetings.



*professional creative services*

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

- researching and submitting as well as posting/updating/changing events
- working on switching images/information for winter pages
- keeping a master "Marquee Calendar" and updating this calendar with major events
- 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 photos and switching out when available (all sections)
- posting press releases and press kit information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- designing email blasts for various events (relating to cool deals / informative event info)

*Shelley Fallon*

Shelley A. Fallon · sfallon@puretahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com

## North Lake Tahoe Public Relations Recap October 2013

### Summary

Throughout the month of October, The Abbi Agency team continued researching, writing, and pitching winter-specific initiatives.

Media Relations efforts focused on content development and distribution for three press releases. The first release pertained to exploring the premise behind IRONMAN® Children's Mural Project and North Lake Tahoe's fundraising element of the project. Relevant information was shared on the North Lake Tahoe blog as well as North Lake Tahoe social media channels.

The second release was to inform the North Lake Tahoe community about the grant funding available for events in Eastern Placer County. This resulted in a Sierra Sun placement.

The last release for the month of October focused exclusively on *Powder Magazine's* "Ski Town Showdown" social media contest. *Powder* pitted resorts from across the United States and Canada against each other on their Facebook page for 24 hours. The resort with the most likes advanced to the second round. Sugar Bowl Resort and Squaw Valley / Alpine Meadows represented North Lake Tahoe in the contest.

The PR team worked with HGTV throughout the month of October to plan a side-segment for their 2014 Dream Home Special, featuring North Lake Tahoe (the home is in Truckee). The team pitched North Tahoe's entertainment features past and present, showcasing how it has evolved over the years. The show producer loved our idea, which resulted in planning the entire shoot itinerary and incorporating key partners. Filming took place on October 17<sup>th</sup>; an Abbi Agency team member led the crew, host, and producer to Thunderbird Lodge, UC Davis Research Center (inclusive of an interview with Heather Segale), Crystal Bay Club and Tahoe Flow Arts Studio. The Dream Home 2014 Special airs nationally on January 1, 2014 (after the Rose Parade) and is among HGTV's highest ranking shows.

The Abbi Agency team also increased communication with the client and partners. In doing so, an Abbi Agency team member attended the monthly marketing meeting with key stakeholders. We also asked partners for information regarding upcoming winter events, specials and more. Finally, the team dedicated time to Q4 planning and the six-month report compilation.

## Media Placements

A comprehensive online clip book of your secured placements is available on ISSUU.com. To view, visit this link: [www.issuu.com/north\\_laketahoe](http://www.issuu.com/north_laketahoe)

### Placement Highlights

Successful Meetings:

<http://www.successfulmeetings.com/Destinations/Meetings-West/Articles/Exploring-Reno-and-Lake-Tahoe/>

Rocklin and Roseville Today:

[http://www.rocklintoday.com/news/templates/community\\_news.asp?articleid=12100&zoneid=4](http://www.rocklintoday.com/news/templates/community_news.asp?articleid=12100&zoneid=4)

Facilities Online:

[http://facilitiesonline.com/hot\\_news/news/754/](http://facilitiesonline.com/hot_news/news/754/)

My News 4:

<http://www.mynews4.com/news/local/story/Childrens-art-expo-to-raise-money-for-art-programs/XU69DE4K2Eeu49HF95cBBQ.csp>

Ski Examiner:

[http://www.examiner.com/article/sugar-bowl-ski-resort-announces-partnership-with-famed-sun-valley-ski-resort?CID=examiner\\_alerts\\_article](http://www.examiner.com/article/sugar-bowl-ski-resort-announces-partnership-with-famed-sun-valley-ski-resort?CID=examiner_alerts_article)

Sierra Sun:

<http://www.tahoedailytribune.com/southshore/snews/8627453-113/events-north-tahoe-lake>

SF Gate Blog – Slope Dope:

<http://blog.sfgate.com/ski/2013/10/22/stars-over-northstar-students-over-squaw-californians-over-idaho-skiers-over-utah/#17089101=0>

SF Gate Blog - Slope Dope:

<http://blog.sfgate.com/ski/2013/10/31/magic-moment-when-first-snow-falls/#17424101=9>



### Pending Placements

- Women's Running Magazine
- Image Magazine
- Vail Daily
- Mountain Living Magazine
- Private Clubs Magazine
- New York Magazine
- Marin Magazine
- Diablo Magazine
- FOX Small Business on the road
- Southwest Spirit Magazine
- Connect Magazine

### Pitch Report/Hot Leads

- Long Lead Winter Stories:
  - Davis Enterprise, What's new in ski
  - Metro Newspaper (London), What's New at Mt. Rose
  - Travel + Leisure, Winter cabins/properties and activities
  - Hemispheres Magazine, Carve Tahoe
  - Alaska Airlines Magazine, Carve Tahoe
  - Slope Dope, What's new in Tahoe
  - Snowshoe Magazine, non-skiing winter activities
  - SLUG (Salt Lake Under Ground) Magazine, snow kiting/extreme sports
  - VIA, extreme sports
- Short Lead Fall/Winter Stories
  - Michelle Locke, Lake Tahoe Corporate Retreats
  - OffMetro, Travel
  - KTVN Channel 2, IRONMAN Children's Mural Project
  - Reno Tahoe Tonight, events
  - Los Angeles Times, Travel
  - San Francisco Chronicle, Travel

## Social Media Summary

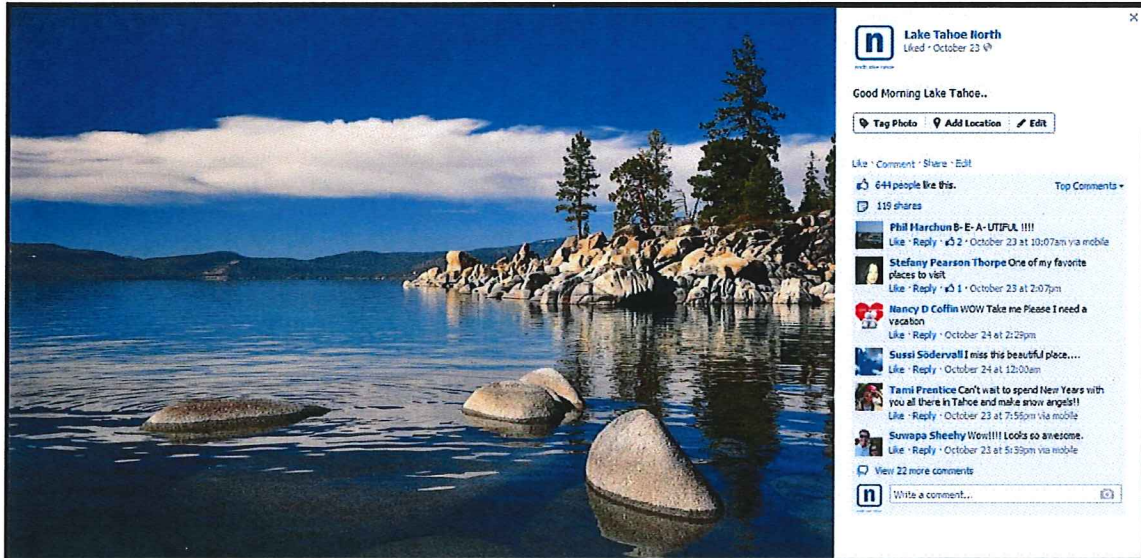
### Sprout Social Report

**Note: This report compiles the analytics for the month of October, attached is a full report.**

As of October 28<sup>th</sup> North Lake Tahoe has 14,330 total likes and 1,800 people talking on Facebook. In the last month, North Lake Tahoe gained 219 new fans on Facebook and 231 new followers on Twitter.

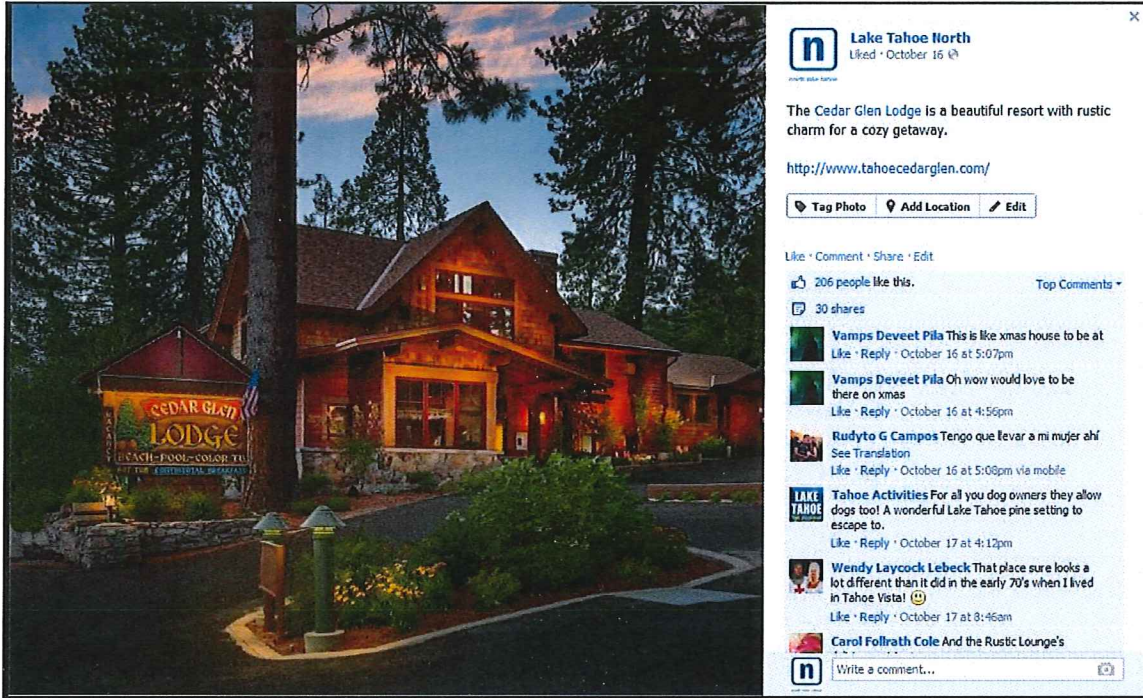
There were a total of 10,706 incoming messages on Facebook and Twitter. North Lake Tahoe's Facebook demographic is 64% female, while the Twitter demographic is 60% male. Twitter had a total of 118 link clicks, 124 mentions and 118 ReTweets. Facebook activity was the highest on Wednesdays and Thursdays; the last month garnered a total of 72K total impressions (over five Wednesdays). Overall, North Lake Tahoe received a total of 1,150,407 page impressions by 8,675 unique users on Facebook and Twitter. Below are screen shots of successful Facebook posts throughout the month of October.

#### Facebook post #1:





Facebook post #2:



Instagram Contest

The social media team hosted an Instagram giveaway with Granlibakken. The goal of the giveaway was to gain more Instagram followers. The contest started with **230** followers and ended with **355** followers. The winner was Lexie Jacobsen.