



November 2014

Marketing Departmental
Reports

November Departmental Report:
NLT 2014 Advertising Campaign



SEO: gotahoenorth.com

Visits: 53,414

Unique Visitors: 47,338, 84% new

Page Views: 120,364

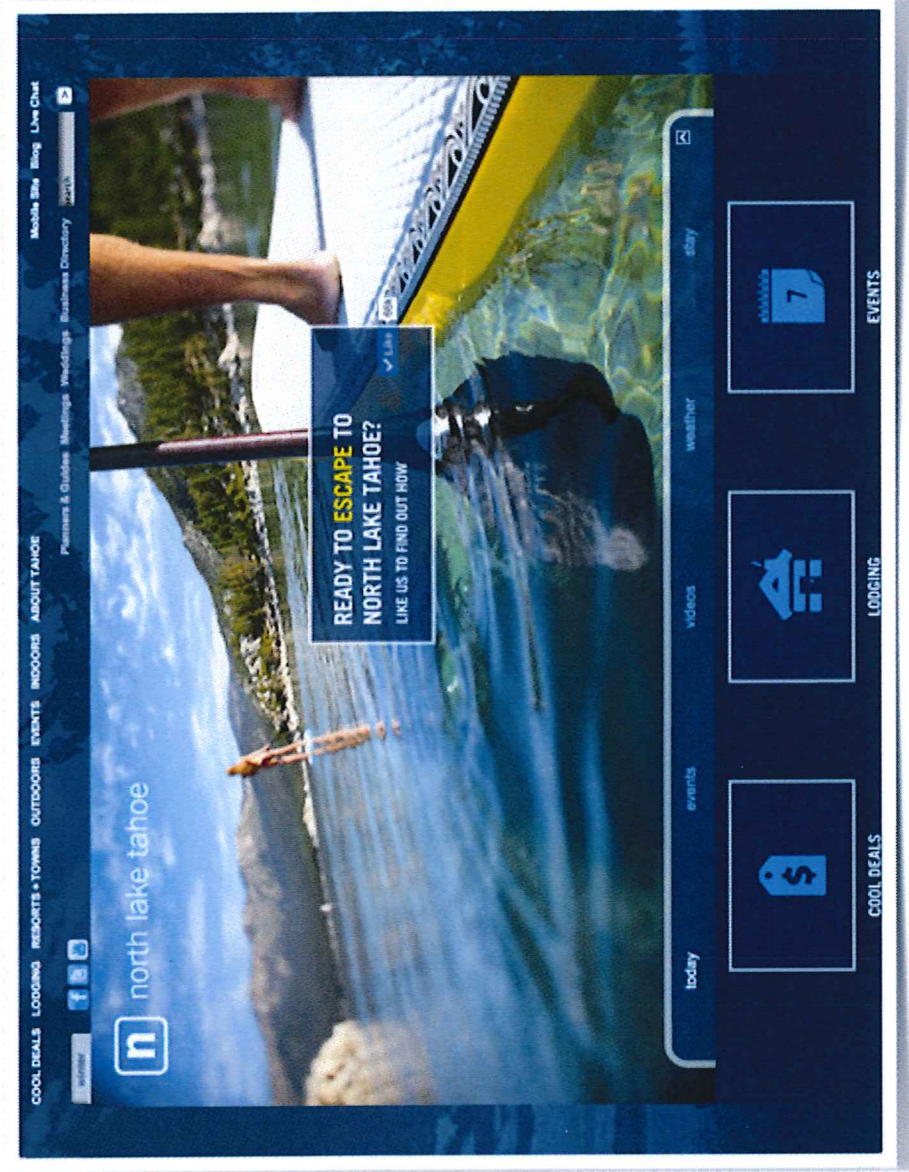
Avg. Pages/session: 2.25

Session Duration: 1:26

Cool Deals Page Views: 1,301

Most Visited Category Page:

/events (5,342 Page Views)



Results reflect 10/20/14 - 11/10/14

Conference Department Report for November 2014

In November, 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 hosted a site visit for the Pacific Coast Region of the Wound, Ostomy & Continence Nurses Society. PCRWOCN is considering North Lake Tahoe for their April 2016 Annual Conference and will be making a final decision by the end of 2014. The event would bring 150 room nights and approximately \$25,000 in room revenue to the area.

Staff met with Resort at Squaw Creek sales staff to discuss the bid process for the 2017, 2018 & 2019 Mountain Travel Symposium. Mountain Travel Symposium (MTS) is the single largest and longest-running annual gathering of mountain travel professionals in the world. Representatives from over twenty countries establish relationships, build their business, and create a stronger mountain business community. North Lake Tahoe previously hosted MTS in 2006 & 2012. The event represents tens of millions of dollars of potential future business for the destination.

Staff had a conference with TubeMogul about their October 2014 TubeMogul University Program. This program was just completed in Napa for the 3rd year in a row and the company is now considering North Lake Tahoe for October 2015. This program has 350 attendees and produces over 1000 room nights.

Staff hosted a conference call with Squaw Valley properties to confirm their commitment to hosting MTS in 2017, 2018 or 2019.

Staff attended the Monthly NLTRA Marketing Meeting.

Staff attended the M&C Interact in Portland, OR. M&C Interact is the premier face-to-face event for the meetings industry. With many different meeting properties/destinations in attendance, planners will have a variety of options for their pre-scheduled appointments to meet directly with properties and destinations to discover the location for their next program. Staff had 18 one on one appointments with well qualified customers during the show and was able to participate in a program of networking events as well. Appointments included Quality Bike Parts, Rural Community Assistance Corp, FLIR Systems, Rocky Mountain Mineral Law Foundation, and Annual License Plate Collectors Association. From this event Staff will be following up to source 3 programs for 1000 total room nights.

Staff set up sales appointments for San Diego/Orange County Sales Trip November 18-21, 2014 to coincide with the Smart Event San Diego on November 20, 2014. 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 attended Smart Event San Diego on November 20, 2014. Staff had 15 appointments with qualified meeting planners.

Staff set up sales appointments for Dallas/Fort Worth Trip December 1-4, 2014 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 Southern California MPI membership in Orange County and San Diego for meetings, retreats and incentives.

Staff attended Passport to Dining in Kings Beach to stay up-to-date on local dining opportunities and to network with local businesses.

Staff is working with Spartan Race to bring their 2015 World Championship to North Lake Tahoe instead of simply the "Tahoe Beast" that we originally agreed to. The World Championship would bring 10,000 athletes to the area in the first week of October and would include a 1 hour television special on NBC Global.

Staff has been working closely with the Porsche Club of American to bring their September 2016 event to North Lake Tahoe. We should have a final decision by the end of this month. The group will bring approximately 1500 room nights to the destination representing roughly \$260,000 in room revenue alone.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of November 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



November 18, 2014 Marketing Committee Meeting

Leisure Sales Departmental Report

Travel Trade

- Announced 2015/16 new, twice-weekly winter seasonal flight from London Gatwick to Reno to Visit CA – UK and all UK travel trade just in time for World Travel Market appointments in London being held by Black Diamond (Visit CA – UK)
- Sent out updated North Lake Tahoe transportation quick sheets featuring NLTE, TART, Night Rider and North Lake Tahoe Free Skier Shuttle schedules to travel trade network
- Attended an RFP planning meeting for a North Lake Tahoe bid for 2017, 18 and 19 with the Resort at Squaw Creek hosting the conference and pre and post travel trade, MICE and Ski club/council FAMs to explore all of North Lake Tahoe.
- Met with Expedia's market managers
- Conducted an online training for Mountain Reservations call center agents
- Working with Visit CA and select ski travel trade on promoting the new Volaris twice-weekly, non-stop flight out of Guadalajara into Reno
- Blasted out new snow and what's new updates to the ski trade and Visit CA international offices

FAMs

- Organized itinerary details for early December's Virgin Holidays UK call center agent ski fam
- Putting details together for a Hawaiian Airlines and SKIMAX sponsored and led Australian travel agent ski fam to take place in March
- Following up with UK and Australian press on 14-15 media visit possibilities

Misc

- Attended the Strategic Marketing Group's 10th annual Technology Conference on Tourism
- In production on Version 2 of the North Lake Tahoe Nordic Map working with Sandbox Studios and the appointed Nordic Map Subcommittee
- Laying out pricing and design for the North Lake Tahoe Nordic 12-pack trail pass booklet which is to be sold for the first time this winter/spring via GoTahoeNorth.com as well as via interested local Nordic retailers and lodging properties
- Worked in tandem with LTVA and RSCVA on putting together the final details for SSMC/Ski Lake Tahoe representation at LA Ski Dazzle

Judy Laverty
Special Event Department Report
November 2014

MOUNTAIN TRAVEL SYMPOSIUM BID

Staff, along with Director of Conference Sales and Leisure Sales Director will be submitting a bid for the 2019 Mountain Travel Symposium. MTS was held in Squaw Valley in 2012 and rotates between known ski destinations.

SPECIAL EVENT GRANTS PROCESS

Staff presented the Task Force recommendations to the Board of Directors who approved them. Staff sent contracts to all grant recipients and is scheduling marketing appointments with all applicants whether they were funded or not. Those that were not funded are offered the consultation as part of our in kind support of special events in the community.

USA CYCLING

Staff is working closely with USAC on course routes and logistics. Gave a presentation to the Truckee Downtown Merchants and Truckee Chamber meeting regarding an overview of the race and to see what their reaction is to us scheduling the criterium on Sunday in Truckee. A straw vote was unanimously in favor with one undecided. Ultimately the Town of Truckee will make the decision as they will be funding the expense for CHP, et.

WINTERWONDERGRASS TAHOE

The Wondergrass site went live on October 28th and tickets went on sale November 4th, with excellent early sales. Bonfire Entertainment (producer) Squaw Valley and the NLTRA are all cross promoting the event through all social and pr channels.

WEBSITE DEVELOPMENT

Participating in development of the wireframe/architecture of the new website along with the CMO, web content manager, and SOT. The new website should launch somewhere around mid December (or earlier.)

NORTH LAKE TAHOE JOB FAIR

Staff volunteered to work the job fair at the North Tahoe Event Center. Event was well attended and there were over 40 employers at the fair.



professional creative services

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

- meeting and collaborating on the new site layout and content transfer reviews
- inputting updated business information into the new data base / organization pages
- researching and submitting as well as posting/updating/changing events
- 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 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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North Lake Tahoe November Recap

Public Relations Content Marketing Design Social Media

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Key Themes: October - December

- Position As: The Premier Recreational, Wedding and Meeting Destination
- Key Messages:
 - Holiday Happenings
 - Beyond the slopes
 - Touch the Lake + Shop Local
 - What's New
 - Deals & Packages
- 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
- Content Marketing
 - Blog
 - Newsletter
- Long lead pitching for winter (national)
- Crisis Communication: partner outreach + education for winter



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November Campaign Plan

Primary Goals & Objectives

- Media outreach for winter FAM trips and destination pitching
- Partner Education + Crisis Communication Seminar
- Distribute winter press kit
- Holiday Destination: Happenings around the lake
- Ski Season Preview

Talking Points & Messaging

- Holidays: Tree Lightings + Santa Sightings
- Holiday Shopping: local merchant highlights; shop local
- Experiential Gift Giving
- New Snow Strategy: photo centric; targeted distribution
- Events (November): "Less" movie premiere at Homewood
- Events (upcoming): Lake Tahoe Back Country Demo Event; National Learn to Ski & Board Month, Olympic Heritage Celebration, Sugar Bowl Backcountry Ball/75th Celebration

Content Marketing

- Monthly Newsletter
- RMC Newsletter
 - Season passes
- Blogs for GoTahoeNorth
- Various Press Releases
 - Holiday celebrations at the resorts
 - Tahoe skiing for beginners/Learn to Ski and Ride month

Deskside Visits

- San Diego: 11/24
- Sacramento: TBD



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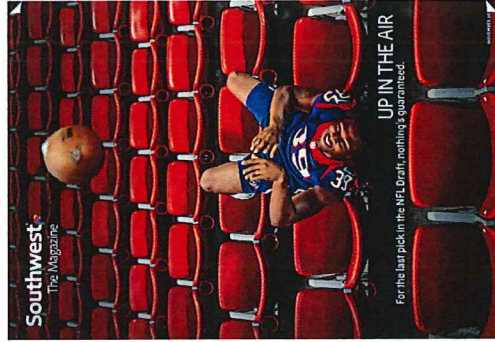


Public Relations: November Results



Hopes high in the Sierra after a respectable weekend snowfall

What's new at Lake Tahoe ski resorts



Total Number of October Placements: 10

Placement Highlights:

- Awareness Magazine
- San Francisco Chronicle / SF Gate: Snow in North Lake Tahoe; What's New at Lake Tahoe Ski Resorts
- Ski Curbed: Ski Town Hotels
- Southwest Magazine
- Reno Gazette Journal: CVB Changes

Pending Placements:

- Hemispheres Magazine (Winter Issue – What's New in Skiing)



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Public Relations

FAM Trip Coordination	Content Development
<p>Outlet: Bay Area News Group Angle: What's new in Winter Who: Frosene Phillips Trip Date: 10/22 Run Date: 11/14</p> <p>Outlet: WHERE Traveler Angle: Destination Travel Who: Rachel Ward Trip Date: 11/7-11/9 Run Date: TBD</p> <p>Outlet: PowderHounds Angle: Ski in Tahoe – Northstar/Resort at Squaw Creek Who: Greg Doyle Trip Date: February 2015 Run Date: Winter/Spring 2015</p>	<p>Newsletter:</p> <ul style="list-style-type: none"> • RMC • North Lake Tahoe – November Issue <p>Blog:</p> <ul style="list-style-type: none"> • What's New in North Lake Tahoe (2 posts) • Beyond the Slopes • Thanksgiving Happenings • Developing content for Ski Lake Tahoe blog <p>Press Releases:</p> <ul style="list-style-type: none"> • Distribution of CVB Changes Release • Committee Appointment



Social Media: November Results

Facebook Data

- Total Number of Likes: 90,172
- Gained in November: 428
- Gender Demographic : 62% female; 38% male

Location Demographic:

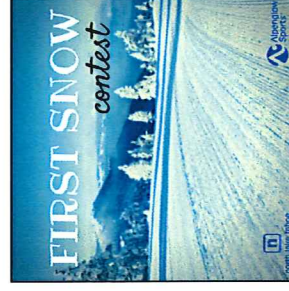
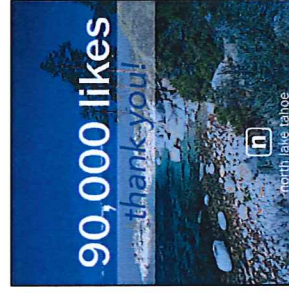
- 18.3k Impressions: Sacramento, CA
- 10.4k Impressions: Reno, NV
- 18.8k Impressions: Los Angeles, CA
- Highest Activity: Monday and Tuesday

Twitter Data

- Total Number of Followers: 9,476
- Gained in November: 381
- Mentions: 138
- Link Clicks: 949
- Re-Tweets: 211
- Demographic: 59% male; 41% female

Design:

Various branded graphics for social sharing: 6



Instagram Data

- Total Number of Followers: 2,717
- Gained in November: 207
- Total Photos: 388



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Social Media Highlights

North Lake Tahoe
Posted by Allegra Demerjian · 27 October

SNOW from this weekend at Northstar California Resort and Squaw Valley - #WinterisComing! (4 photos)

47,760 people reached
Like · Comment · Share

Jeremy Jacobson, Mackenzie Hoy, Stephanie Myers and 1,878 others like this.

Boost Post
→ 197 Shares
Top Comments ▾


Facebook post, Oct. 27

- Likes: 2,460
- Shares: 211
- Comments: 218
- Reach: 47,760

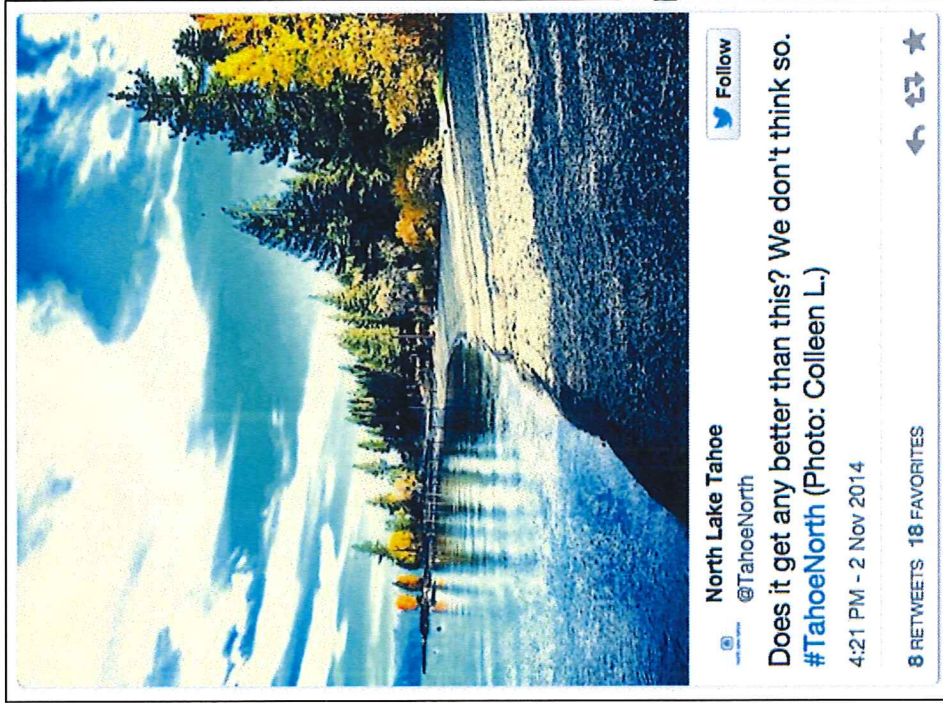
 **Nadalle Smith Corbett ready for a weekend getaway?**
Like · Reply · ↗ 1 · 28 October at 10:01

 **Anna Paras What?! Bernie Bernal, put on your gold snowboots. Let's go!**
Like · Reply · ↗ 1 · 27 October at 20:58

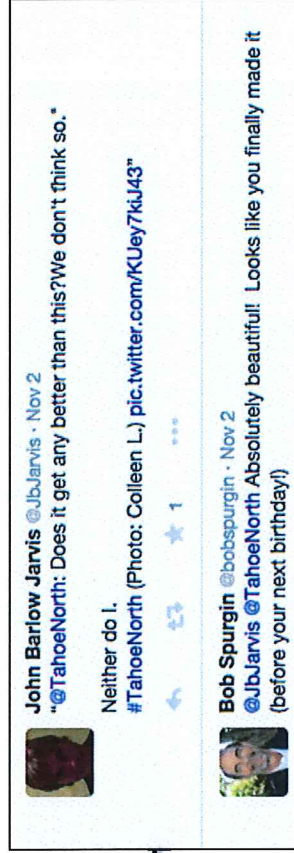
 **Sharon Ferguson Lewis Pam Jelonek Rattet this is hopeful!!!**
Like · Reply · ↗ 1 · 27 October at 20:24

 **Amanda Waldenville That'd be nice to go to.. I've been looking, yearning for some snow lately Mr. Jordan Brenthel 😊**
Like · Reply · ↗ 1 · 28 October at 00:16

Social Media Highlights



- Twitter post, Nov. 2**
- Impressions: 1,312
 - Media Clicks: 59
 - Detail Expands: 28
 - Favorites: 18
 - Retweets: 8
 - Link Clicks: 7
 - Profile Clicks: 5
 - Replies: 3





Thank You



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