



November 2016

Marketing Departmental  
Reports

## November 2016 Conference Report

Staff attended UC Davis 20<sup>th</sup> Annual Event Planners Exchange Caterer and Vendor Showcase. This year was a record number of UC Davis Event Planners attending. Over 300 people.

Staff conducted a planning visit with No Barriers USA for November 4-6, 2016. This program will take place in Squaw Valley in June 2017 between the Resort at Squaw Creek and Village at Squaw Valley. It is expected to generate approximately 800 room nights and \$150,000 in room revenue and bring 1000 people.

Staff conducted a conference for the No Barriers Challenge Race. This is an add-on event with the No Barriers Summit. It is one day 3-4 person team adventure race event. It is expected to bring another 500+ people to the No Barriers Summit in June 2017.

Staff attended Luxury Meetings Summit in Dallas, Houston, San Antonio and Austin. During these events Staff met with 25-30 planners.

Staff conducted a conference call with the organizers of the Double B Half Marathon Event. This an event that will bring 2500 participants plus family and friends to North Lake Tahoe for an annual event. Potential weekend dates are late August to September 2017.

Staff conducted a site visit with Earthjustice for their Annual ASM 2018 Program on November 20-23, 2016. This program visited Granlibakken Tahoe, the Village at Squaw Valley and Resort at Squaw Creek. This program has the potential to generate approximately 555 room nights and \$110,000 in room revenue. 160 rooms on peak and 300 people.

Staff attended Luxury Meetings Summit in Seattle and Portland. During these events Staff met with 25-30 planners.

Staff conducted a site visit with Pacific Coast Region of the Wound, Ostomy & Continence Nurses Society 2018 Winter Conference. This program visited the Ritz Carlton Lake Tahoe, Granlibakken Tahoe, the Hard Rock Hotel & Casino and the Harrahs & Harveys Lake Tahoe. This program has the potential to generate 420 room nights and \$800,000 in room revenue. 140 rooms on peak and 140 people.

Staff met with Ridge Tahoe sales team to discuss hotel renovations.

Staff hosted CalSae Seasonal Spectacular planning meeting.

Staff participate in bi monthly status call with Augustine Ideas and Abbi Agency



Leisure Departmental Report  
October Marketing Committee Meeting  
11.29.16

#### TRAVEL TRADE INFORMATION:

- Conducted Hotel Beds Site Tours & Meetings: November 6-8<sup>th</sup>
  - Set up meetings with 9 North Lake Tahoe properties
- Bart attended the Travel Nevada Gives Mission in LA: November 16-18<sup>th</sup>
  - 56 receptive tour operators attended
  - Will send leads as they come in
- Mexico Sales Mission: November 2-4, 2016
  - Leads will go out within the month
  - Trained 100+ tour operators/agents/media representatives
  - Hosted (2) trainings for Travel Impressions, hosted training with Almundo Viajes, hosted training for CTS –Leisure Life
  - Hosted a reception with 60 other key tour operators and media representatives.
  - From that reception, we are currently working on a media project with Latitude Blog.
- Visit California China Co-Op Updates:
  - Have conducted the following trainings Guangzhou Session, Chengdu Session, & Beijing
  - Shanghai is the next training and it is on Dec 9, 2016
- Upcoming Sales Mission
  - UK: November 28<sup>th</sup> – December 3<sup>rd</sup>
  - Visiting the following travel trade organizations: America as you like it, Skiworld, Scott Dunn, Imagine Travel, Original Travel, Turquoise Holidays, Bon Voyage, Virgin Holidays and Hayes & Jarvis, Ski Safari
  - Visiting with the following media: Telegraph, Guardian, Mpora & Coach

#### UPCOMING TRAVEL TRADE FAMS

- Hosted Brand USA Mexico FAM.
  - Huge success – group toured four lodging properties and participated in three different activities.
  - Leads to go out shortly
- FAMS in the pipeline:
  - North Lake Tahoe Winter Domestic Ski FAM – January 24-27<sup>th</sup>

- Travel Nevada Winter FAM – March 12<sup>th</sup> -15<sup>th</sup> with 20 agents from multiple countries
- UK winter FAM in conjunction with Norwegian Airlines – Dates TBD
- Australia winter FAM in conjunction with American Airlines – Dates TBD

MISC:

- Nordic collaborative marketing, both print & digital is underway
- Communication for the upcoming Visit California China Global Ready Summit on December 6<sup>th</sup> has been pushed out.
- Working on an El Salvador webinar with the GMS office.
- Working on new North Lake Tahoe itineraries
- Working on a new tour operator dropbox link so they can access all of our NLT assets.
- Pushed out new Augustine winter leisure video to all international offices along with Ale Trail Videos.
- Working closely with Abbie Agency on all upcoming International Media FAMs. In the pipeline we have the potential to host the following:
  - Latitude Blog - Winter
  - Travel Nevada & Visit California UK Press Mission – April
  - 3 potential press visits from Australia – working with Gate 7
  - Working direct with Squaw Valley and Guy Wilkinson on freelance pieces for Red Bull & different Australia publications
  - Winter Wonder Grass press has been pushed out to international offices





*professional creative services*

November, 2016 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

*Shelley Fallon*

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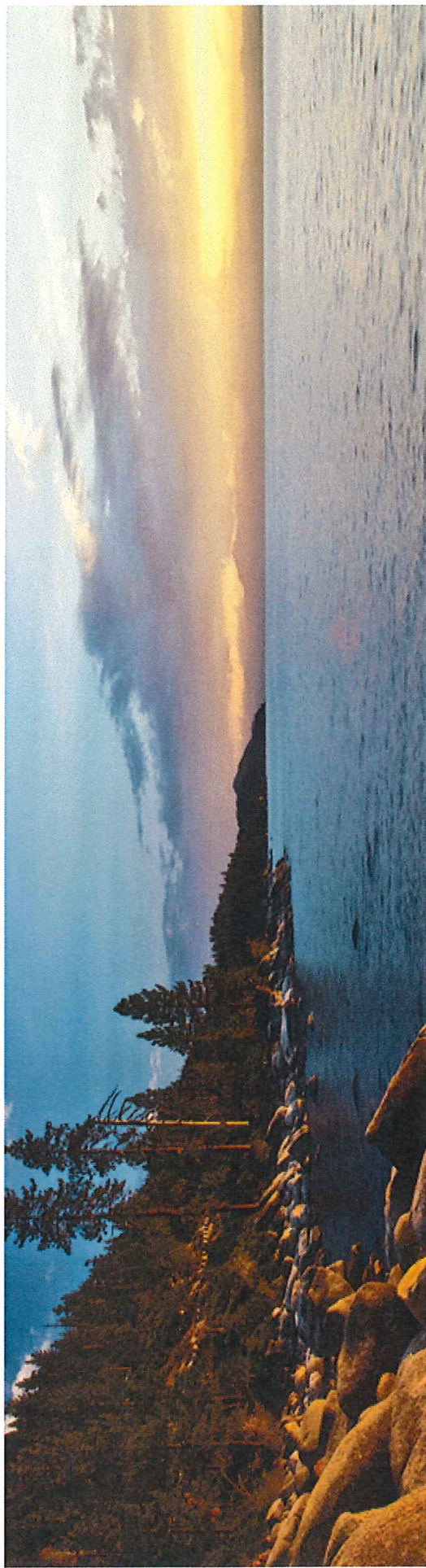
fallonmultimedia.com



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# North Lake Tahoe October 2016 Recap

Public Relations   Content Marketing   Social Media





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# 2016/17 Marketing Plan

## Objectives:

1. Increase destination awareness and visitation to North Lake Tahoe during shoulder seasons and promote longer stays (mid-week) throughout the year
2. Highlight the culture and diverse offerings of North Lake Tahoe, along with local stories, across multiple touch points
3. Ensure connectivity to:
  - NLT Events
  - Social Platforms
  - Content: Blogs, Press Releases, Newsletters, Campaigns
  - New Direct Flight Markets (working in conjunction with RASC initiatives)

## Performance Measurement & Growth Goals:

1. Generate and update content for the media center on GoTahoeNorth.com
2. Increase interaction with content: number of press releases downloaded from GoTahoeNorth.com, blog views/shares, newsletter opens/click throughs
3. Increase advertising equivalency of public relations efforts
4. Increase references to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe
5. Increase number of social media followers
6. Increase number of YouTube views
7. Increase number of newsletter subscribers





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# Key Themes

**Strategy:** Increase awareness and drive + fly destination visits for North Lake Tahoe. Emphasis on mid-week, shoulder season stays. The Abbi Agency will create and implement story-driven strategies across earned, rented, and owned audiences.

**Message:** North Lake Tahoe is a world-class, year-round/four-season destination for travelers (categories include: international, families, outdoor enthusiasts, millennials + older/45+ audience, and professionals).

## Key Themes:

- Outdoor Recreation and Activities
  - Encourage visitors to seek out mountainside adventures in summer months, lakeside activities in winter months, and experience full offerings from North Tahoe Resorts
- Events (inclusive of groups/meetings/weddings)
- Family
- Health & Wellness
- Hotels and corresponding packages
  - Shoulder season
  - Mid-week
- Food, Culture & Dining



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# Media Relations: October Results

**Total Placements: 10**

**Total Reach: 40,001,200**

**Total Publicity Value: \$370,011**

**Placement Highlights:**

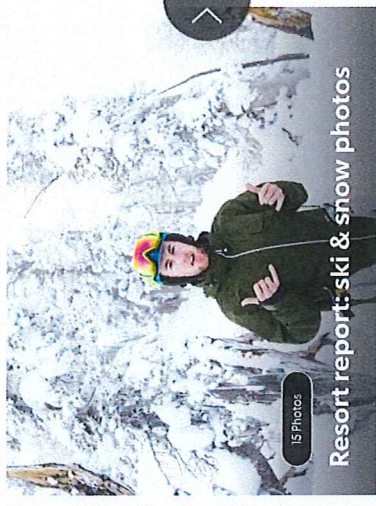
- Trip Advisor; How to Maximize a 48 Hour Weekend Getaway in Tahoe; (publicity value: \$2,247)
- OC Register; Cheapo Travel: 10 earlybird California ski deals; (publicity value: \$2,580)
- Reno.com; Resort report; Opening day roundup; (publicity value: \$550)
- Successful Meetings; Lake Tahoe and Reno’s Alluring Meeting Offerings; (publicity value: \$3,338)

**Coverage Book Link:**

- <https://coveragebook.com/b/ba77d7d1>

**Resort report: opening day roundup**

Staff, Reno.com 10:57 a.m. PDT October 11, 2016



**How to Maximize a 48 Hour Weekend Getaway in Tahoe**

Posted by TripAdvisor | Comments | Share |



Lake Tahoe is vast—it's larger than any other lake in the United States after the five Great Lakes, and its crystalline waters cover ground in both California and Nevada. But planning a trip there doesn't have to be complicated: TripAdvisor is your one-stop source for finding and booking a wide variety of activities and accommodations in the area. Here's how we suggest spending a weekend in and around North Lake Tahoe.



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# Public Relations

## Chicago Desksides: Nov. 1 - 3

- Attendees: Liz Bowling
- Pitch: Year-round destination; Flight Access; What's New
- Meetings: Chicago Tribune, Travel Insider, Freelance, Chicago Sun Times
- Pending Placements:
  - Chicago Sun Times: Ski Round Up
  - BlogHer; Houseful Of Nicholes: Couples pre/post spring break getaway
- Learnings:
  - High interest in public transit systems to/from airport; getting around the North Shore
  - Vail Resorts acquisition of Wilmot Ski Area (1.5 hours from Chicago)
  - Interest in multi-CA/NV stops (Napa > Yosemite > Tahoe)
  - Current winter / ski destinations: Utah; Colorado

## L.A. Desksides: Dec. 5

- Attendees: Liz Bowling, Julia Mancuso, Anika Neave
- Pitch: Winter in North Lake Tahoe; What's New; World Cup; North Tahoe Produces Professional Athletes
- Meetings: TV Centric – L.A. Morning Shows

## Tahoe Film Fest: Dec. 1- 3

- PR Deliverables: Press Release distributed to regional, Bay Area, and southern California media; journalist invitations
- Social Deliverables: Social posting; ticket giveaway; Facebook Live

## WinterWonderGrass: March 30 - April 2

- Monthly calls with Cinch; WWG Team
- Researching Sponsorship Opportunities @ Steamboat
- Developed Social Strategy / Ticket Giveaways



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# Public Relations

## Press Trips

COMPLETED:

Journalist Name: Blake Snow  
Outlet: Paste Magazine  
Angle: Road Tripping  
Trip Date: October 17  
Run Date: November 4

IN PROGRESS:

Journalist Name: Janet Fullwood  
Outlet: Freelance  
Angle: Meetings & Conventions  
Trip Date: November / December  
Run Date: TBD

Journalist Name: Mark McKnight  
Outlet: Roots Rated  
Angle: Spring Skiing  
Trip Date / Run Date: Early 2017

## Meetings & Conventions

October Deliverables:

- Outlined quotes for approval
- Created a pitch log to show journalist correspondence
- Formalized meeting strategy; outlined pitch topics for the remainder of 2016; looked ahead to 2017 (editorial calendars are released in Jan.)

Placement (as noted on slide 4):

- Successful Meetings (print and digital); Lake Tahoe and Reno's Alluring Meeting Offerings (publicity value: \$3,338)

Pending Placements:

- Meetings & Conventions Magazine, November
- California Meetings + Events, November/December

Opportunities:

- Meetings Today: submitted content for story inclusion (successes in 2016; major talking points / themes of 2017)
- Convene: New Offerings (missed opportunity – not applicable)





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# Public Relations

## International

### Content:

- Created a client pitch log to show journalist correspondence
- Email correspondence with Australian and UK agencies to determine press trip dates / journalists for the upcoming winter season
- Pitch: best new ski chalets for AOL Travel Roundup (provided to Black Diamond)
- Pitch: Fresh Snow in North Lake Tahoe (provided to Black Diamond)
- Pitch: Lodging properties with winter packages, luxury, cozy fireplaces (provided to Black Diamond)

### Gate 7 / Australia:

- Potential FAM Dates: Feb/March, 2017
- Potential Publications: Elle Magazine; News Corp Escape

### Black Diamond / UK:

- Potential FAM Dates: Feb/March, 2017
- Potential Publications / Journalists: Telegraph; The Mail; Irish Freelancer





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# Campaigns

## North Lake Tahoe Ale Trail – Fall / Spring Edition

Interactive Map: updated with four new videos; rotated restaurants / bars

Video: added four new videos to the YouTube Channel and Website

Facebook Quiz:

- \$500 for promotion
- Total number of posts: 5
- 223 views
- 78.4% completion rate
- Embedded on North Lake Tahoe blog
  - 113 shares on Facebook
  - 14 shares on Twitter
  - 10 shares via email

Promotion:

- North Lake Tahoe Newsletter
- North Lake Tahoe Blog
- Social Media (fall budget: \$1,500; spring budget: \$1,500)
- GoTahoeNorth Website (Tab: Things To Do)





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# Campaigns

Storytelling	Winter Assets
<p>By leveraging unique stories from individuals that embody the North Tahoe lifestyle, The Abbi Agency will create captivating content that tells the story of a Tahoe local's life.</p> <p>Campaign Elements:</p> <ul style="list-style-type: none"> <li>• Microsite to house campaign content &amp; tools</li> <li>• Videos</li> <li>• Cinemagraphs</li> <li>• Written Content</li> <li>• Photography</li> <li>• Map</li> <li>• Social Posting</li> <li>• Social Advertising</li> <li>• Partner Outreach</li> </ul> <p>Talent:</p> <ul style="list-style-type: none"> <li>• Chef Douglas Dale</li> <li>• Winter Athlete</li> <li>• Music / Entertainment</li> <li>• Summer Athlete</li> </ul>	<p>Human Powered Sports Videos:</p> <ul style="list-style-type: none"> <li>• Cross Country</li> <li>• Back Country</li> <li>• Snow Biking</li> <li>• Family Snow Play</li> </ul> <p>Press Releases:</p> <ul style="list-style-type: none"> <li>• What's New</li> <li>• Season Pass Rates &amp; Resort Opening Dates</li> <li>• Nordic Offerings; Backcountry (to come)</li> </ul> <p>Images:</p> <ul style="list-style-type: none"> <li>• Scenic</li> <li>• Backcountry / Nordic</li> <li>• Touch the Lake</li> <li>• Resort</li> <li>• Events</li> </ul> <p>MISC:</p> <ul style="list-style-type: none"> <li>• Après eBook</li> </ul>



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# Content

## Blog

The blog is promoted on North Lake Tahoe social channels and shared in the newsletter.

Title: Snow Flurries, Pass Sales, and Resort Opening Dates in North Tahoe

Date: October 5

Facebook Shares: 23

Twitter Shares: 7

Title: Quiz: What's your Ale Trail Adventure Style?

Date: October 21

Facebook Shares: 160

Twitter Shares: 0

Title: 5 Things to Do in Lake Tahoe this Halloween Weekend

Date: October 25

Facebook Shares: 0

Twitter Shares: 3

## Newsletter

The Abbi Agency redesigned the North Lake Tahoe newsletter to emphasize visual content. For winter months, a snow tracker is noted at the top to reflect the current base.

Subject: Fresh Snow, Resort Passes and Flash Deals in North Tahoe

Date: October 10

Open Rate: 13%

Clicks: 7.7%

Subject: The Dogs and Beer Edition

Date: October 21

Open Rate: 12%

Clicks: 6.9%

Subject: Tahoe Tricks & Treats – The Halloween Edition

Date: October 26

Open Rate: 12%

Clicks: 5%

## Press Releases / Notable Pitches

Press Release: What's New – Winter 2016/17

Pitch: SF Chronicle - Cost Saving Tips

Press Release: Season Pass; Resort Opening Date Round-Up

Pitch: Bay Area Parent - Family Friendly Ski Apps in NLT

Press Release: North Tahoe's Nordic Offerings

Pitch: Chicago Desk-side Outreach

Press Release: NLT/RA Donates \$5K to #KylaStrong

Pitch: Convine - Historic Meeting Locations



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# Social Media: October Results

**Facebook Data**

- Total Number of Page Likes: 99,045
- Gained in October: 191
- Demographic: 38.7% male, 61.3% female
- Impressions by City:
  - Sacramento: 23.9k
  - Bay Area: 6.3k
  - Southern California: 6.7k
  - New York: 8.3k
  - Hawaii: 12k
- Likes by City:
  - Sacramento: 3.5k
  - Bay Area: 5.3k
  - Southern California: 13.3k
  - New York: 4k

**Instagram Data**

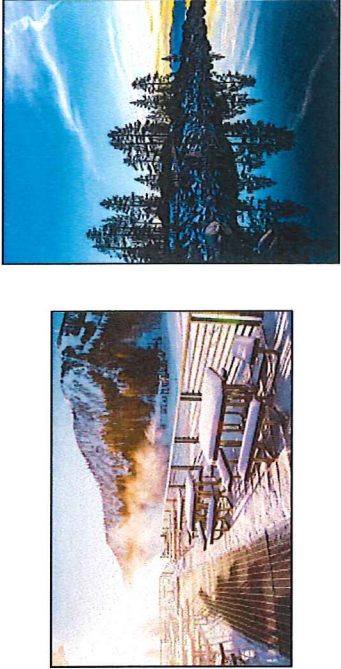
- Total Number of Followers: 40,604
- Gained in October: 1,236
- Total Photos: 1,798

**Pinterest Data**

- Total Number of Followers: 551
- Total Number of Pins: 855

**User-Generated Content**

- Total photos with tag #TahoeNorth: 19,453
- Photos with tag #TahoeNorth in October: 800



**Twitter Data**

- Total Number of Followers: 16,161
- Gained in October: 171
- Link Clicks: 328
- Re-Tweets: 102, Mentions: 66
- Demographic: 59% male, 41% female



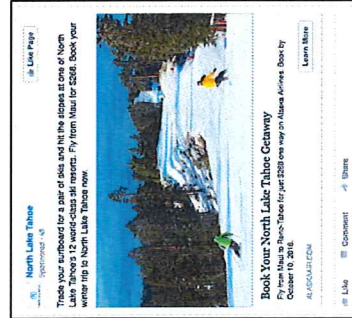
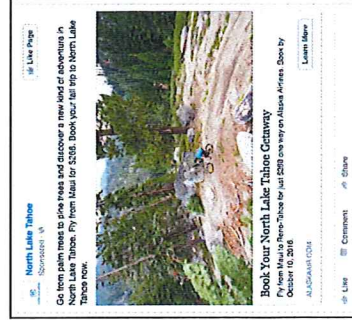


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# Social Media Ads

## Alaska Airlines Flight Sale

- Goal: Promote travel deals to users in direct flight markets
- Budget: \$200
- Audience: Maui, Hawaii
- Timing: August October 6 - 10
- Creative: Scenic photos highlighting fall and winter activities
- Performance
  - Reach: 28,240
  - Link Clicks: 611



## Ale Trail Videos (in progress)

- Goal: Promote activities and watering holes along the new Ale Trail map
- Budget: \$1,000
- Audience: I-80 Corridor (Sacramento, Auburn, Roseville, Folsom, Placerville)
- Timing: October 27 – November 11
- Creative: Campaign videos featuring Tahoe Brew Tours and Shirley Canyon hike
- Performance
  - Reach: 68,503
  - Views: 43,755

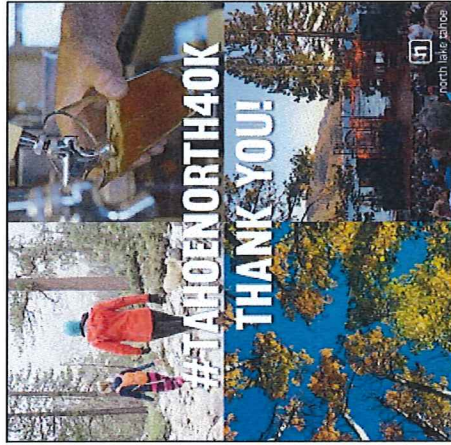




# north lake tahoe Social Engagement Tools

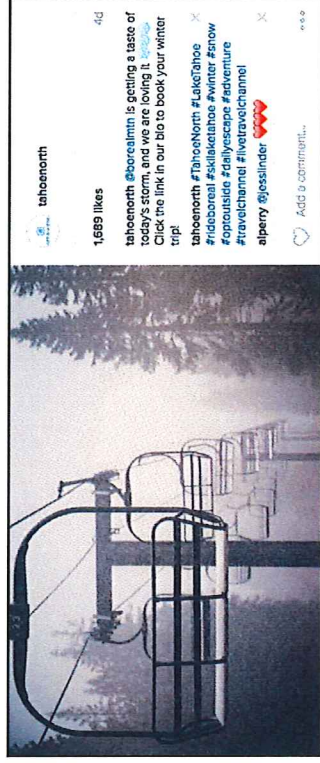
## @TahoeNorth 40k fans announcement

- Goal: Celebrate hitting 40,000 Instagram followers
- Timing: October 18
- Final Performance:
  - Total Likes: 703
  - Comments: 5



## Instagram Snow Announcements

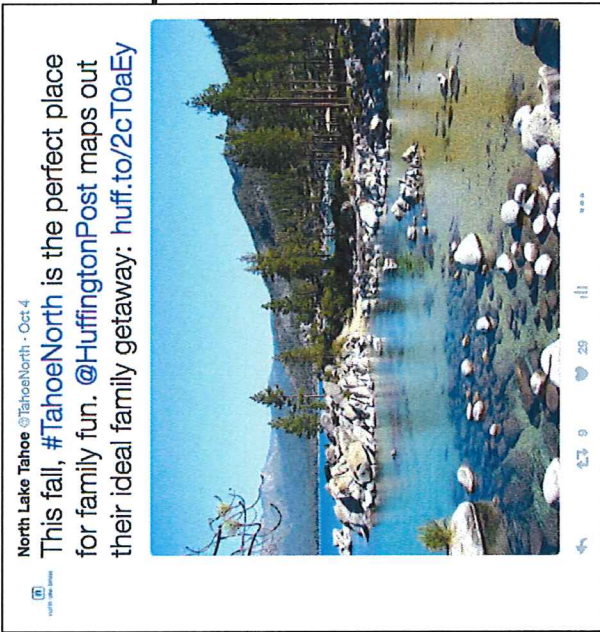
- Goal: Inform followers of snowfall and encourage people to book their winter trips to North Lake Tahoe
- Timing: October 30
- Final Performance:
  - Number of posts: 3
  - Total Likes: 6,178
  - Total Comments: 53





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# Social Media Highlights

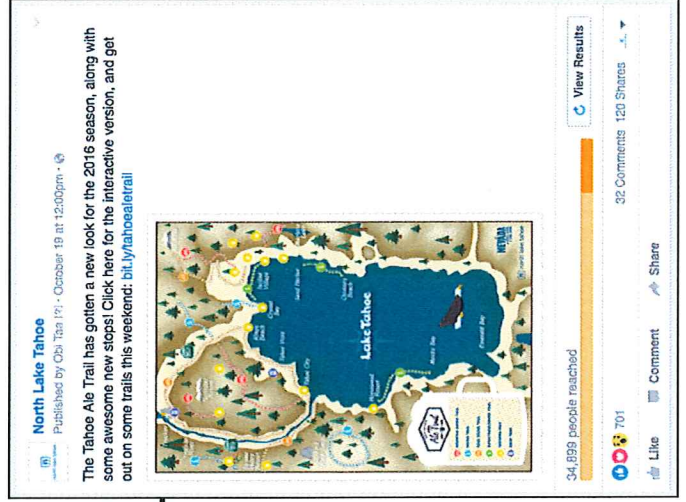


**Twitter Post, October 4**  
 Huffington Post Article

- Likes: 29
- Retweets: 9
- Link clicks: 31
- Reach: 5,864

**Facebook Post, October 19**  
 Ale Trail Map

- Reactions: 885
- Engagements: 1,093
- Comments: 86
- Reach: 43,920





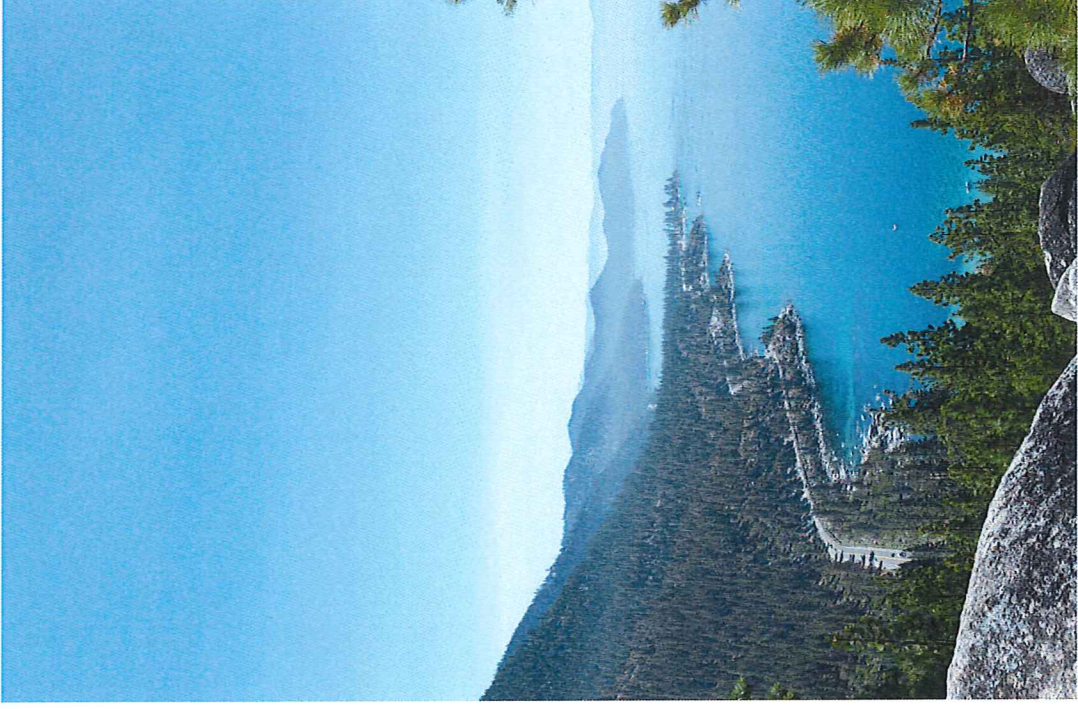






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# North Lake Tahoe October 2016 Marketing Report





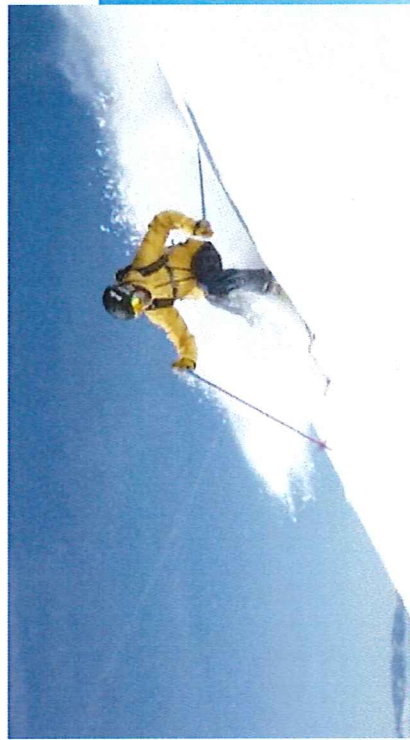
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# October 2016 Marketing Report

1. NBC Sports Network Spartan Spot
2. Facebook Ads
3. North Lake Tahoe Visitor Guide
4. Tahoe Film Fest Ad
5. Display Ads – Leisure and Meetings
6. Successful Meetings –CA Guide Ad
7. GoTahoeNorth.com Website Sliders
8. YouTube Leisure – Winter Ad
9. Website Updates
10. Current Activities



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[GoTahoeNorth.com](http://GoTahoeNorth.com)



Augustine produced a winter-focused Spartan spot, which aired on October 11<sup>th</sup>. Production included editing, developing new copy, and incorporating music and the voice-over.



Total Impressions: 40,000

Upcoming winter-focused spot: 12/25





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Augustine designed and developed leisure, winter-focused Facebook ads that are currently running in our fly-in markets of Austin, New York and Los Angeles.

# Winter-focused Facebook Ads – Leisure

Desktop

North Lake Tahoe shared a link. [Like Page](#)

Sponsored ·

Wonder  
Imagine  
Experience | it's human nature  
Venture  
Breathe  
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Winter Wonders Await  
Get ready to hit the slopes. Visit North Lake Tahoe to experience excitement and...  
WWW.GOTAHOEINORTH.COM [Book Now](#)

Like Comment Share

Mobile

North Lake Tahoe shared a link.

Sponsored ·

Wonder  
Imagine  
Experience | it's human nature  
Venture  
Breathe  
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Winter Wonders Await  
Get ready to hit the slopes. Visit...  
gotahoenorth.com [Learn More](#)

Like Comment Share



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# Facebook Ads – Meetings Focused

Mobile

North Lake Tahoe shared a link.

Sponsored ·

Meet Up for Success  
Bring inspiration and motivation to...  
gotahoenorth.com

Book Now

Like Comment Share

Desktop

North Lake Tahoe shared a link.

Sponsored ·

Meet Up for Success  
Bring inspiration and motivation to the table when you hold your meeting or event in beautiful North Lake Tahoe.

Book Now

Like Page

Augustine designed and developed meetings-focused Facebook ads that are currently running nationally – targeting meeting planners.





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Augustine developed a 1/2 page ad for the North Lake Tahoe Visitors Guide. The ad is focused on welcoming current visitors back to the destination at another time for their meetings and events.

# North Lake Tahoe Visitor Guide

Engage  
Gather  
Create  
Connect | it's human nature  
Bond  
Educate  
Unite

Home to stunning scenery and countless amenities, North Lake Tahoe is an inspiring backdrop to any gathering. Connect with those around you, and experience everything North Lake Tahoe has to offer. Call to book your next event: 800-462-5196.

GoTahoeNorth.com/meetings

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Augustine designed and developed a 2-page spread for the Lake Tahoe Film Festival program. The ad's focus was to highlight the culture, arts and music/health and food festivals that happen in North Lake Tahoe to get people back into the destination at another time of the year.

# North Lake Tahoe Film Festival

Listen  
Move

Experience | it's human **n**ature  
Feel

Connect



In North Lake Tahoe, creativity is in our nature. Our vibrant culture and exciting arts scene celebrate the creative spirit throughout the year. Explore galleries and shops featuring inspirational works by local artisans. See great theatre at Sausal Harbor's Shakespeare Festival. Hear amazing live music at the High Notes Music Series, and feel the good vibes at the Wanderlust Festival. Taste culinary masterpieces at the Autumn Food and Wine Festival. Whatever the season, it's always a good time to experience the arts and soul of North Lake Tahoe. Plan your next trip today.

[GoTahoeNorth.com](http://GoTahoeNorth.com)

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# Leisure Display Ads – Winter Focus

**Celebrate**  
it's human **n**ature

[PLAN YOUR TRIP](#)

**n** north lake tahoe

**Bond**  
it's human **n**ature

[BOOK NOW](#)

**n** north lake tahoe

**Explore**  
it's human **n**ature

[PLAN YOUR TRIP](#)

**n** north lake tahoe

**Explore it's human **n**ature**

**n**  
north lake tahoe  
[PLAN YOUR TRIP](#)





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# Meetings Display Ads


Strategize

it's human ature

Inspire  
it's human ature

PLAN YOUR MEETING 

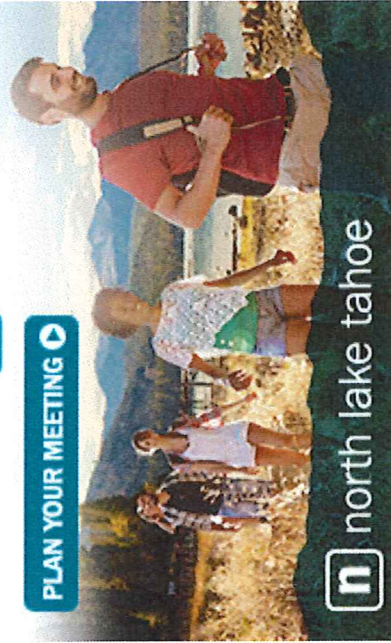



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Collaborate

it's human ature

PLAN YOUR MEETING 



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Strategize  
it's human ature



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PLAN YOUR MEETING 

PLAN YOUR MEETING 



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# SUCCESSFUL

M E E T I N G S START HERE


**Insertion:** ½ Page/  
Full Color + ½ Page  
Advertorial  
**Timing:** November  
**Circulation:** 50,000

## Successful Meetings – CA Guide

Gather  
Create  
Connect, it's human nature  
Bond  
Educate  
Unite

Home to stunning scenery and countless amenities, North Lake Tahoe is an inspiring backdrop to any gathering. Connect with those around you and experience everything North Lake Tahoe has to offer.

[goTahoeNorth.com](http://goTahoeNorth.com)

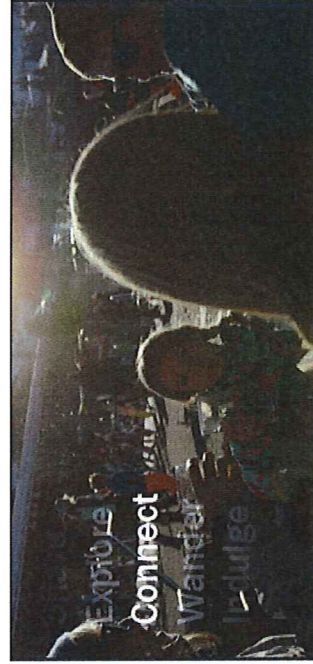
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# Winter Leisure Ad - YouTube

A :30 second YouTube ad began development in October. The ad is leisure and Winter focused within the human nature campaign.



Discover  
Comfort  
**Escape to North Lake Tahoe**  
Unwind  
Smile

North Lake Tahoe it's human **n**ature







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*Augustine*

# North Lake Tahoe Website

- Created and Tested New Booking Pixels
- Researched Meeting Group Opportunities
- Finalize Website Discovery and Presented Findings
- Created September Booking Referrals

 Home - Go Tahoe North

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WHERE TO STAY ▾

THINGS TO DO ▾

DEALS ▾

EVENTS ▾

MENU





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*Augustine*

## Current Activities

- Continuing to finalizing the fully designed and built-out North Lake Tahoe Strategic Marketing Plan
- Building a Human Nature Brand Guide
- Working on building out the Human Nature Winter website sliders
- Designing North Lake Tahoe Presentation Template
- Designing Native ads for meetings
- Instagram, Native, Display and Facebook ads are currently running
- Building YouTube ad for meetings