



Marketing Committee
Departmental Reports
November 25, 2008

Advertising October Report

Print Media

- North Lake Tahoe is receiving a free 1/3 page of advertorial and was upgraded to a 2/3 page ad in the Newsweek 11/24 issue at no additional fee.
- Ads running in November & December include:
 - Sunset Magazine (Reno/Tahoe Advertorial Section)
 - San Francisco Magazine (Ski Getaways Section)
 - Newsweek LA Metro Buy (US Ski Team Feature):
11/24,
Outside Magazine (Ski & Snowboard Hot List)
 - Women's Adventure Magazine (Ski Resort Guide),
 - Ski Press,
 - Nevada Travel Planner

Internet Media

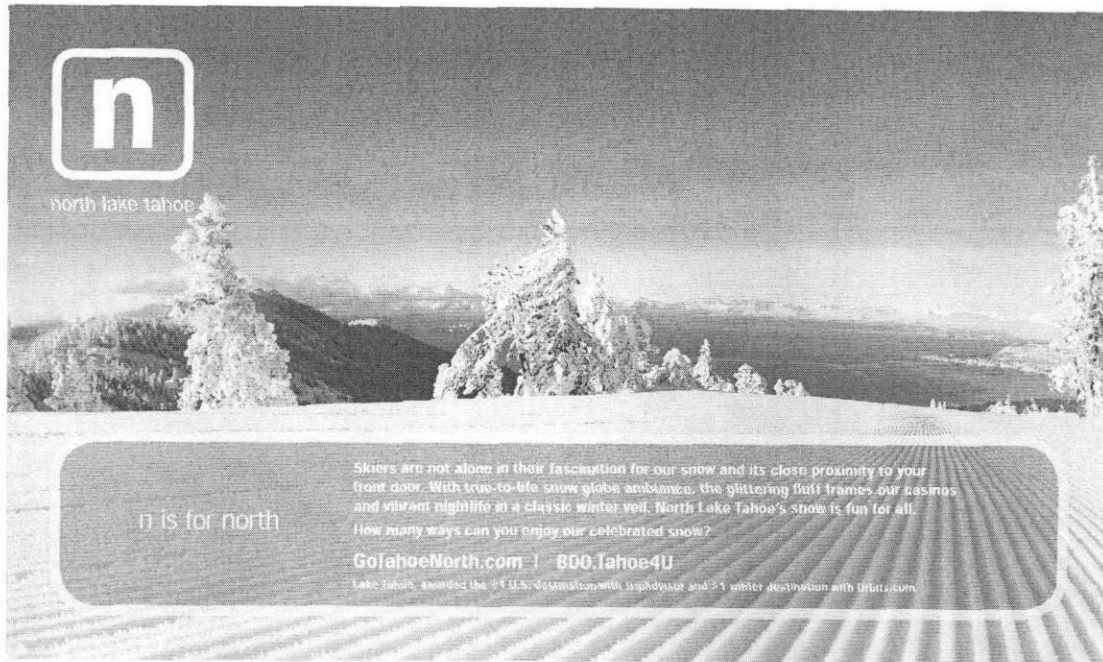
- In October North Lake Tahoe received 379,143 impressions & 11,289 clicks from the paid internet advertising campaign.
- TripAdvisor.com campaign will start on 12/1 and run through 2/28. The message will be changed monthly.
- Banner ad will run on LATimes.com for the month of December.
- Annual listing will begin running on Gordon'sGuide.com on 12/1.

Outdoor

- The Bay Bridge Outdoor Board posted on 11/3 with winter creative. This board will be up from November - March.

Other

- Learn to Ski promotions and media started the week of 11/14. Includes free promotions and 122 free mentions with the following stations (valued at \$8,350):
 - San Francisco – KFOG, KITS, KNBR
 - Sacramento – KQJK, KWOD



San Francisco Magazine

½ page, November Insertion, Ski Getaways Section

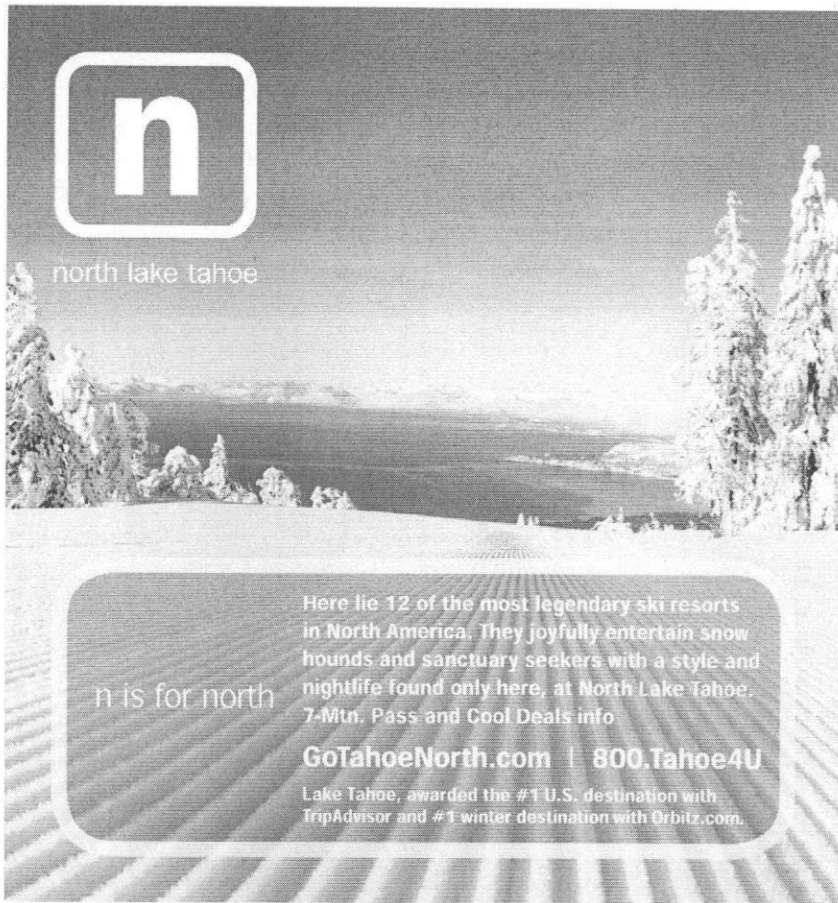
115,000 circulation

Demographics:

- 67% Female
- 44 Median Age
- \$220,700 Average HHI
- 23% Own a second home
- 20% ski
- Readers take an average of 9 trips/year

Distribution:

- Subscribers
- Newsstands
- Luxury hotels
- Premier charity events



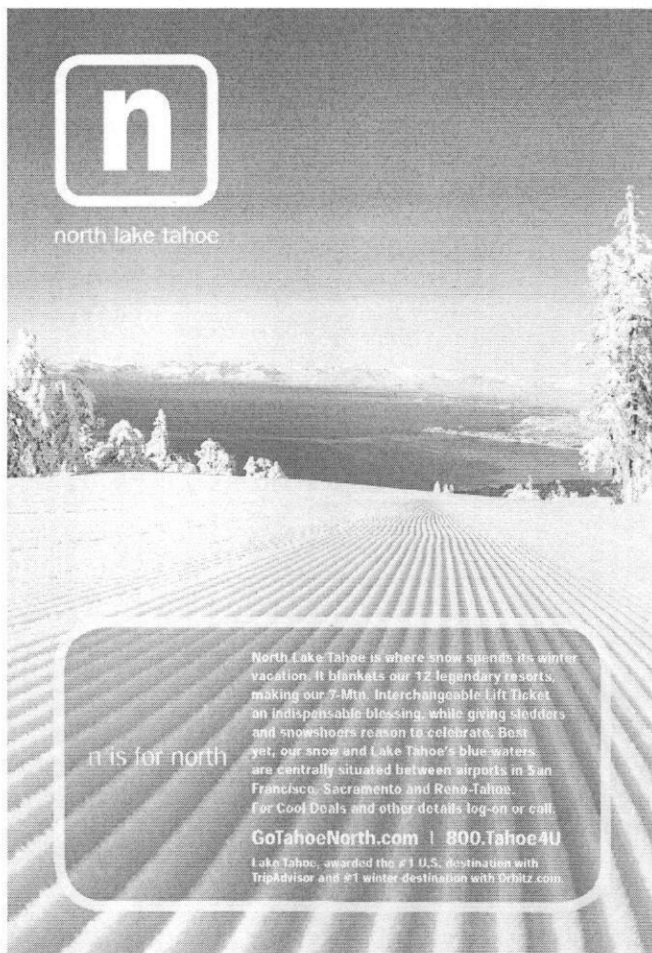
Sunset Magazine
1/3 page, November Insertion, Reno/Tahoe

Circulation: 335,000

Demographics:

- 72% women
- Median HHI \$81,527
- 43% age 30-54
- 72% married
- 46% HHI \$110,000+
- 29% visited Lake Tahoe in past year

Distribution: Northern CA



Outside Magazine

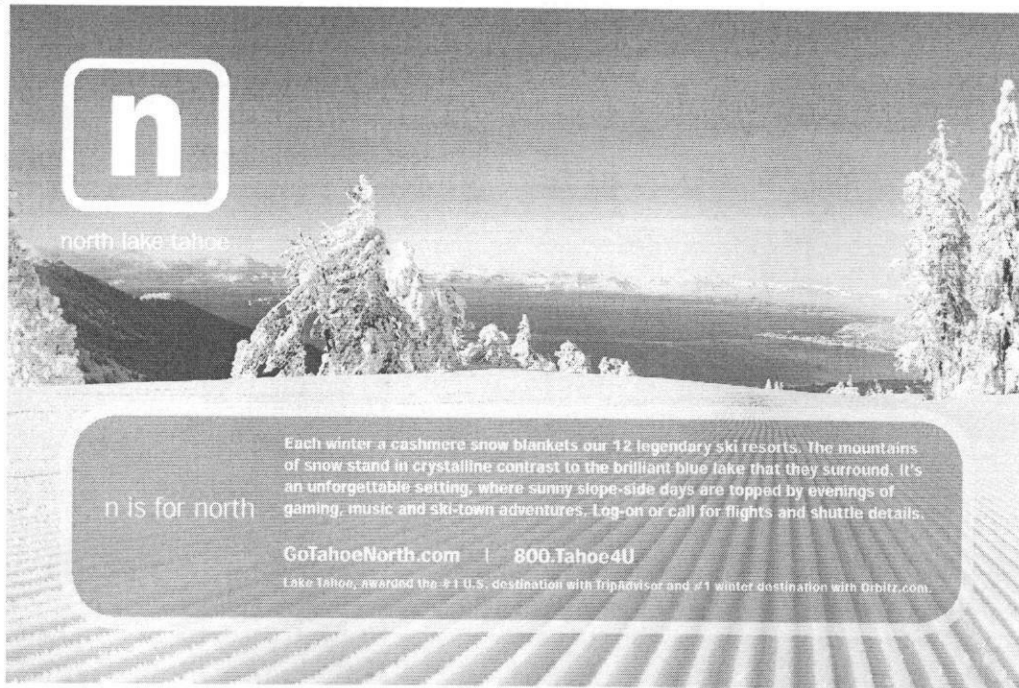
½ page island, November Insertion, Ski & Snowboard Hot List

Circulation: 225,000 (33% of national circulation)

Demographics:

- 65% male
- 58% ages 30-54
- Average age 41
- 55% married
- 33% HHI \$100,000+
- Average HHI \$142,369
- 15% visited CA in past 12 months
- 56% ski/snowboard
- 15% snowshoe
- 10% backcountry ski
- 25% do general sightseeing trip

Distribution: 13 western states and western Canada – subscribers & newsstand



466_6917 Womens Adventure Magazine
Smith + Jones, Inc. 09/19/08 gG
CMYK, 7.125 x 4.75 Half-page Horizontal, PDFX-1a

Womens Adventure Magazine
½ page, November Insertion, Ski Resort Guide

Circulation: 78,000 (80% paid, 33% CA)

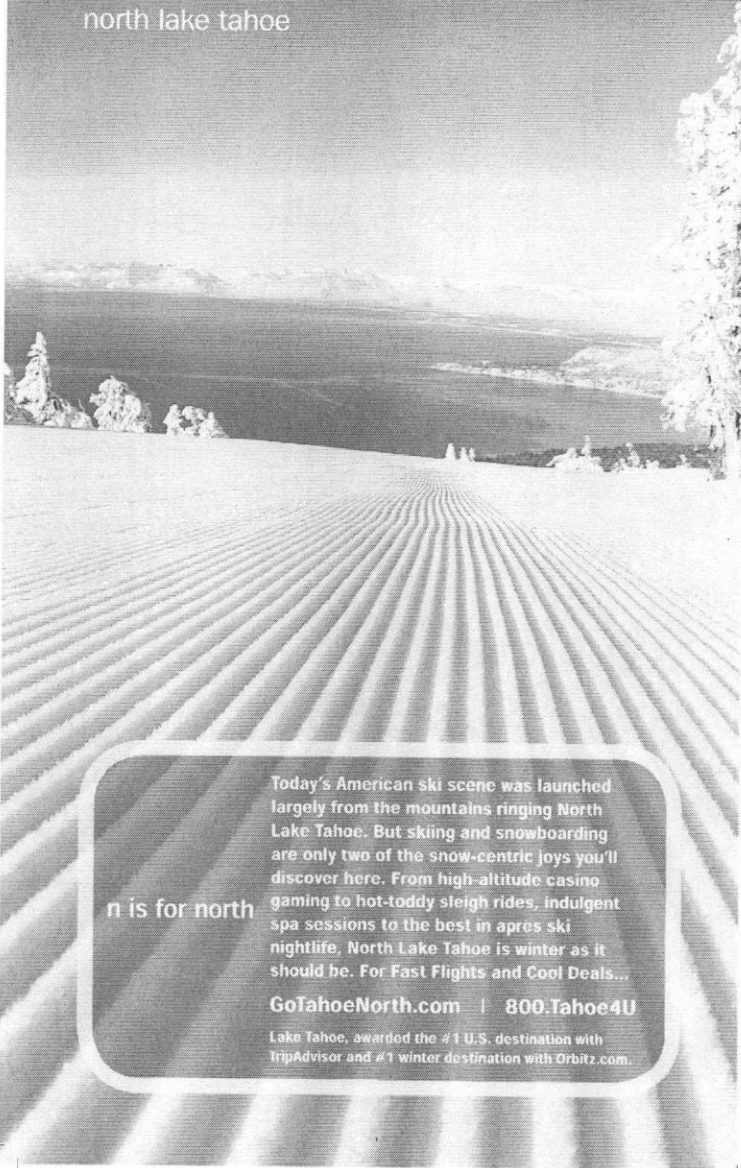
Demographics:

- Travel to ski/board: 62%
- Average number of recreation trips: 4
- Ski: 73%
- Snowboard: 54%
- Telemark: 45%
- Alpine: 73%
- Average age: 34
- Average HHI: \$76K
- Married: 65%
- Kids: 45%
- Professional/Exec.: 74%

Distribution: National circulation



north lake tahoe



n is for north

Today's American ski scene was launched largely from the mountains ringing North Lake Tahoe. But skiing and snowboarding are only two of the snow-centric joys you'll discover here. From high-altitude casino gaming to hot-toddy sleigh rides, indulgent spa sessions to the best in apres ski nightlife, North Lake Tahoe is winter as it should be. For Fast Flights and Cool Deals...

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe, awarded the #1 U.S. destination with TripAdvisor and #1 winter destination with Orbitz.com.

Newsweek
Full page, November Insertion

Circulation: 169,00, 95%
subscribers

Demographics:

- 53% male
- 47% female
- 18% ages 35-44
- 27% ages 45-54
- 24% ages 55+
- 46.5 media age
- 41% HHI \$100,000+
- \$67,037 median HHI
- \$246,683 Median Home Value
- 26% winter/snow sport enthusiasts

Distribution: LA Metro

466_6939 Newsweek
Smith + Jones, Inc. 10/24/08 gG
CMYK, 4.65 x 9.125" Bleed, PDFX-1a



north lake tahoe

\$500 in hand, in time for the new year



Start 2009 off in fine style when you enter to win the North Lake Tahoe VCB's \$500 Visa card. Our drawing closes December 31, 2008, so be sure to sign up today.

Here's what you can bank on from North Lake Tahoe:

- Professional, one-stop planning resources - at no charge to you
- The well-served Reno/Tahoe International Airport, and dedicated shuttle
- 7,000 hotel rooms & condos and 200,000 sq. ft. of meeting space
- Diverse team-building and group activities programs, winter, summer and anytime in between.

So be sure to sign up now, and you'll be instantly registered for the \$500 Visa drawing.

To request additional information from the North Lake Tahoe Visitor's & Convention Bureau submit the form below or use one of the following links:

[Request Additional Information/Sales Kit](#)

[Submit a Request for Proposal](#)

If you don't see checkboxes or are using Outlook 2007, [click here](#) for the web version

Name:

Title:

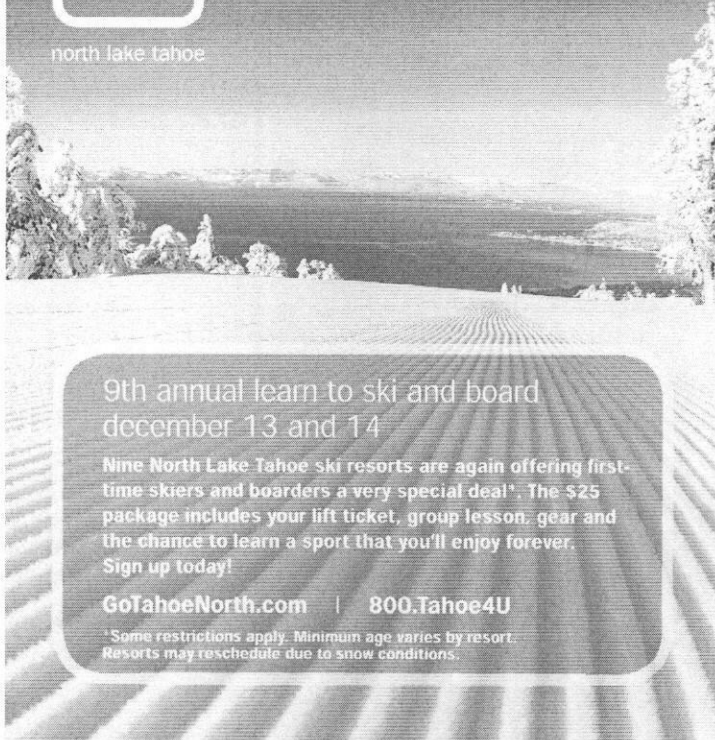
Conference Contest Email Blast

CalSAE: 11/12, EPro Direct: CA & NV markets – 11/18, IL markets – 11/12, IL Corporate & DC markets: 12/2

CalSAE (California Society of Association Executive): 1,200 database
EPro-Direct: CA database 9,300, NV database 415, IL database 5,263,
Washington DC database 2,756



north lake tahoe



9th annual learn to ski and board
december 13 and 14

Nine North Lake Tahoe ski resorts are again offering first-time skiers and boarders a very special deal*. The \$25 package includes your lift ticket, group lesson, gear and the chance to learn a sport that you'll enjoy forever. Sign up today!

GoTahoeNorth.com | 800.Tahoe4U

*Some restrictions apply. Minimum age varies by resort. Resorts may reschedule due to snow conditions.

50_7847 NLTRA Learn to Ski Ad - SF Weekly RESIZE
Smith + Jones, Inc. 11/18/08 gG
CMYK, 3.875 x 4.938", PDFX-1a

San Francisco Weekly
¼ page, 11/26/08 (Holiday Gift & Winter Getaway Guide) and 12/3/08
Circulation: 100,000



north lake tahoe

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50_7847 NLTRA Learn to Ski Ad - Gold Country Media
Smith + Jones, Inc. 10/24/08 gG
CMYK, 3.729 x 5", PDFX-1a

Gold Country Media
3.729" x 5", 12/3/08, North Tahoe pages
Circulation:

- Auburn Journal: 12,845
- The Placer Herald: 15,000
- Loomis News: 6,500
- Lincoln News Messenger: 7,450
- Granite Bay Press-Tribune: 6,800
- Roseville Press-Tribune: 19,643
- El Dorado Hills Telegraph: 8,650

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north lake tahoe

two days for a sport that lasts a lifetime.

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50_7847 NLTRA Learn to Ski Ad - Sacramento Bee Ski Sierra Insert
Smith + Jones, Inc. 10/22/08 gG
CMYK, 8.639 x 5, PDFX-1a

Sacramento Bee
1/2 page, 11/22/08, Ski Sierra Insert
Circulation: 323,282



north lake tahoe

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december 13 and 14

Nine North Lake Tahoe ski resorts are offering first-time skiers and boarders a very special deal*. The \$25 package includes your lift ticket, group lesson, gear and the chance to learn a sport that you'll enjoy forever.

GoTahoeNorth.com | 800.Tahoe4U

*Some restrictions apply. Minimum age varies by resort.
Resorts may reschedule due to snow conditions.

50_7847 NLTRA Learn to Ski Ad - Marin Independent
Smith + Jones, Inc. 10/24/08 gG
Grayscale, 3.5833 x 5", PDFX-1a

Marin Independent
3.5833" x 5", 11/23/08
Circulation: 36,452

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north lake tahoe

9th annual
learn to ski and board
december 13 and 14

two days for a sport that lasts a lifetime.

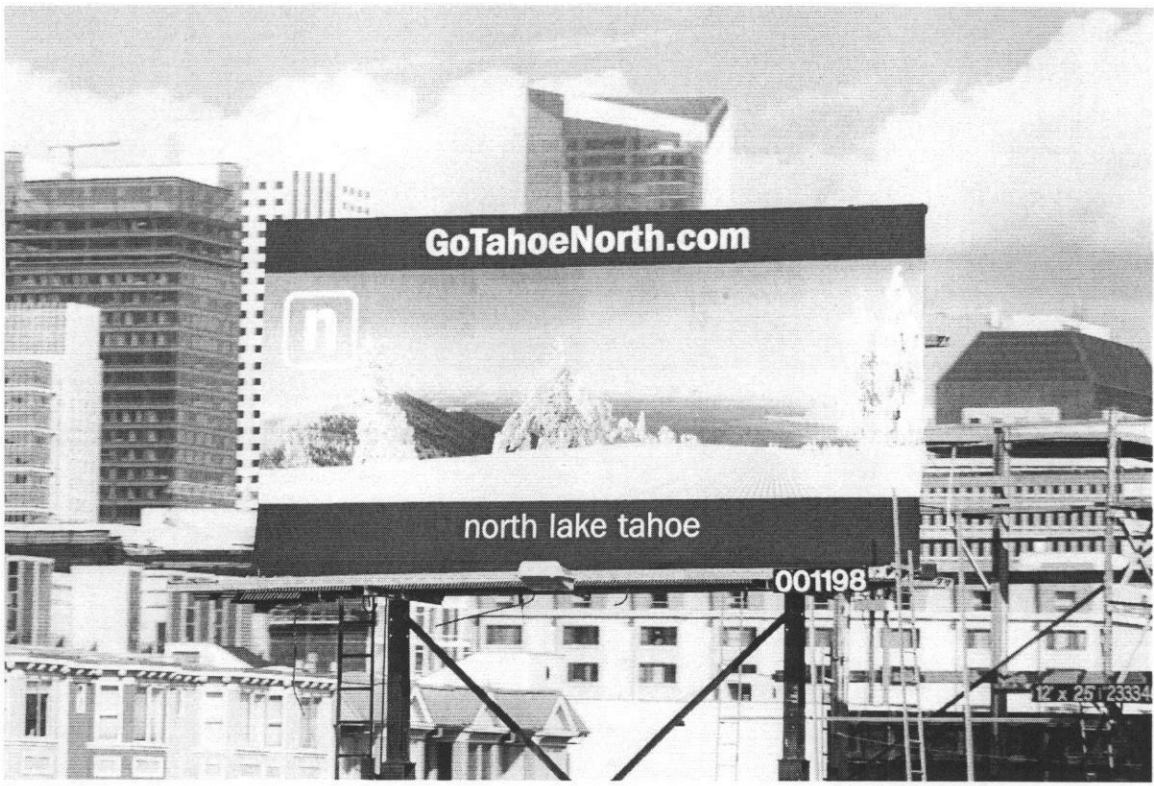
Nine North Lake Tahoe ski resorts are again offering first-time skiers and boarders a very special deal*. The \$25 package includes your lift ticket, group lesson, gear and the chance to learn a sport that you'll enjoy forever. Sign up today!

GoTahoeNorth.com | 800.Tahoe4U

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50_7847 NLTRA Learn to Ski Ad - Wave Magazine
Smith + Jones, Inc. 10/22/08 gG
CMYK, 7.3 x 4.68, PDFX-1a

The Wave Magazine
7.3" x 4.68", 11/12/08, Bay Area Ski/Board Show & Show Supplement
Circulation: 90,000



Conference Department Report for October 2008

In October, the conference sales department staff attended a number of key meetings and industry events and hosted a number of site inspections. The following is a brief recap of the months activities

Staff met with the new Ritz-Carlton Sales staff and did a hard hat tour of their facilities. The hotel is on schedule to open in the Fall of 2009 and the conference sales department has been providing them with leads for new business since June 2008

Staff hosted site visits for the Western Association of Fastener Distributers and US & Canadian Academy of Pathology. The combined room revenue for these two programs is roughly \$350,000. The USCAP has decided to bring their meeting to North Lake Tahoe.

Staff attended the Reno-Tahoe Meetings Coop Marketing meeting. The Reno-Tahoe Meetings Marketing Coop is a partnership between North Lake Tahoe, RSCVA and a number of hotels that combines marketing dollars to promote meetings in the region. The leveraged buy represents approximately \$500,000.

Staff conducted interviews for writers from SmartMeetings and MeetingsWest who were writing articles on North Lake Tahoe for these meetings industry publications.

Staff participated in two separate conference calls focused on the planning and coordination of the CalSAE Passport to Education Conference taking place at the Resort at Squaw Creek in April 2009.

Staff attended the Prospector's Cup Golf Tournament. The tournament was a great networking opportunity that brought together sales & marketing executives in the Lake Tahoe and Reno hospitality industry.

Special Project Report
November, 2008

Submitted by Judy Laverty, Special Projects Manager

1. Attended and presented Learn to Ski at the Chamber Winter Recreation Luncheon.
2. Completely revamped and launched the Historic Sites and Tours section of the GoTahoeNorth website.
3. Daily maintenance of both websites and coordination of content with the Visit California sites.
4. Daily updates to calendar of events and content including seasonal change over.
5. Researching and documenting annual Grant Funding approvals beginning with Fiscal 97/98.
6. Coordinating a specific calendar of events and for distribution to North Shore businesses for the entire month of February to alert them of peak visitation dates for AST Winter Dew Tour (Northstar), the Free Ride World Tour Tram Face (Squaw) followed by SnowFest!
7. Development and coordination of a welcome program for the AST Winter Dew Tour for North Shore businesses. Tentative components include pole banners in Tahoe City and Kings Beach, welcome collateral for all front desks, retailers and restaurants.
8. Ongoing development of Autumn Food and Wine 2009 program.



PETTIT GILWEE
public relations

**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
November 18, 2008**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities on the North Shore.
- B. Media Ski Invite – producing ski invite for top-tier journalists, inviting them to experience the North Lake Tahoe winter product firsthand via a coordinated press trip.
- C. Domestic Press Trip – coordinating press trip for Guy Fieri of the Food Network (scheduled to arrive and depart in late December). This month, we've hosted Editor Bruce Kelley of San Francisco Magazine, CTTC Japan Office's Reiko Mizutani and Mayumi Mori and freelancer Lena Katz (writes for Robb Report, MSNBC and Orbitz.com).

II. News Releases – 8 news releases in the works

- A. New Website Interactive Features – drafting
- B. New North Lake Tahoe Visitors Guide – drafting
- C. Drive Market/Snow Specific – drafting
- D. Incline Village Teachers Luncheon (December 4) – drafting
- E. Tahoe Maritime Museum Chamber Mixer (November 20) – drafted

- F. North Lake Tahoe Revels in New Snow – drafting, when appropriate
- G. Bank of America Holiday Chamber Mixer (December 4) – drafting
- H. Christmas Tree Village Holiday Chamber Mixer (December 5) - drafting

III. News Releases – 7 news releases distributed since our October 20 report

- A. Tahoe is #1 Ski Destination Booked on Orbitz for 2008/09
- B. Tahoe Gets Snow at Higher Elevations, More on the Way
- C. Tahoe Biltmore/Boulder Bay to Host Chamber Mixer November 6
- D. Storm Leaves a Foot of Snow at North Lake Tahoe (VNR release)
- E. NLTRA Awards Event Grants to Local Organizations
- F. NLTRA Accepting Applications for Open Committee Seats
- G. Get On the Slopes for Less in North Lake Tahoe

IV. Media Leads – 31 media requests we’ve responded to since our October 20 report (does not include those journalists we’ve actively pitched)

- A. Women’s Health Magazine – CTTC lead, 10/21
- B. GolfingAround.com - Randy Tantlinger, generic Tahoe b-roll, 10/22
- C. Meetings West Magazine – Carolyn Blackburn, interview/images, 10/22
- D. Freelancer Lena Katz – press trip, 10/27
- E. Marriage Travel – Jack, visitors statistics, 10/27
- F. CTTC UK/Ireland Offices – Bethany Schuh, Tahoe story ideas, 10/27
- G. CBS 13-TV (Sacramento) – visitors statistics, 10/27
- H. Maxim Magazine – Tahoe Biltmore images, 10/27
- I. Dallas Morning News/FD Luxe - Elaine Glusac, Tahoe ski story, 10/29
- J. Food Network – Guy Fieri, press trip, 10/29
- K. Sliding on the Cheap – Kevin Tinto, Tahoe images, 10/29
- L. Odyssey Magazine – Craig Burquest, Tahoe story ideas, 10/29
- M. ABC Radio Mexico City – Jose Sosa, possible press trip, 11/2
- N. CTTC - Brooke Byrd, Tahoe fascinating facts for website, 11/2
- O. San Francisco Magazine – Bruce Kelley, press trip, 11/2
- P. TheSpiritedWoman.com – Nancy Mills, Tahoe story ideas, 11/2
- Q. CTTC – Amanda Moreland, ski deals, 11/2
- R. ForbesTraveler.com – Laura Kath, outdoor ice rinks, 11/2
- S. Freelancer Elaine Glusac - Tahoe souvenir story ideas, 11/2

- T. Freelancer Janet Fullwood – non-ski activities, 11/2
- U. Southernbride.com – Lynn Walkers, images, 11/3
- V. Reno Gazette-Journal – Maggie O’Neill, Squaw Valley Institute, 11/4
- W. 660AM (Radio) – Randy Tantlinger, possible interview, 11/4
- X. Sacramento & Company (News 10) – ski and lodging deals, 11/4
- Y. Forbes’ Mountain Time Magazine – Phil Armour, ski resort ideas, 11/6
- Z. CA Assn. of RV Parks/Campgrounds – Verna Wiseman, ski deals, 11/10
- AA. Ski Lake Tahoe – Eric Doyne, ski deals, 11/13
- BB. San Jose Mercury News – Linda Zavoral, ski deals, 11/13
- CC. Meetings West Magazine – Kelly Crumrin, cultural venues, 11/13
- DD. Dallas Morning News – Walt Roessing, lift ticket prices, 11/14
- EE. LA Times – Benoit Lebourgeois, shipping for skis, 11/18