

Leisure Report
Marketing Committee Meeting
November 25, 2008

TRAVEL TRADE

- Assisting UK tour op Ski Safari create Northstar product and web pages
- Building North Lake Tahoe ski section on Alaska Airlines Vacations web site to feature STN ticket with their Reno lodging. Hope to add NLT lodging next.
- Contracted STN ticket and NLTE transfer service with Travel Impressions, an operator out of New York (They also have Amex and Delta Vacations under umbrella)

FAMs

- Began putting together Meier's Weltreisen fam itinerary working with CA Tourism Office in Germany (MSI)
- In the process of scheduling Australian sales agent ski fam
- Also working with CA Tourism Office in Australia to set up product manager fam with attendees from most of our top ski wholesalers.
- Organizing product manager fam with CA Tourism Office in the UK for (Black Diamond)
- Working with Bronwen Gora, one of Australia's top ski writers from the Sunday Telegraph on setting up a January visit to NLT.
- Set up another day of site tours for Amy Jansen, Mountain Reservations' Lake Tahoe "expert," who is based in South Lake Tahoe.

MISC

- Finalized organization and shipments for the last SSMC ski shows.
- Attended San Diego Snow Jam on behalf of SSMC
- Met with Torrey Pines Ski Club in San Diego
- Met with former Far West Ski Association President, Mike Sanford in San Diego