



**north lake tahoe**  
Chamber | CVB | Resort Association

# Marketing Committee November 27, 2012

## November 2012 Departmental Reports



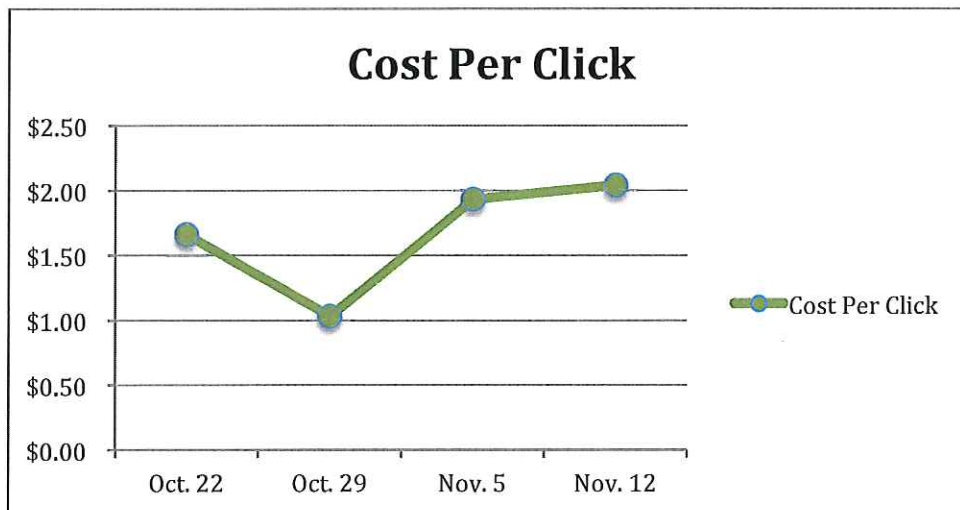
## North Lake Tahoe Marketing Report (October 24<sup>th</sup>, 2012 – November 20<sup>th</sup>, 2012)

### Search Report: Weddings & Conferences

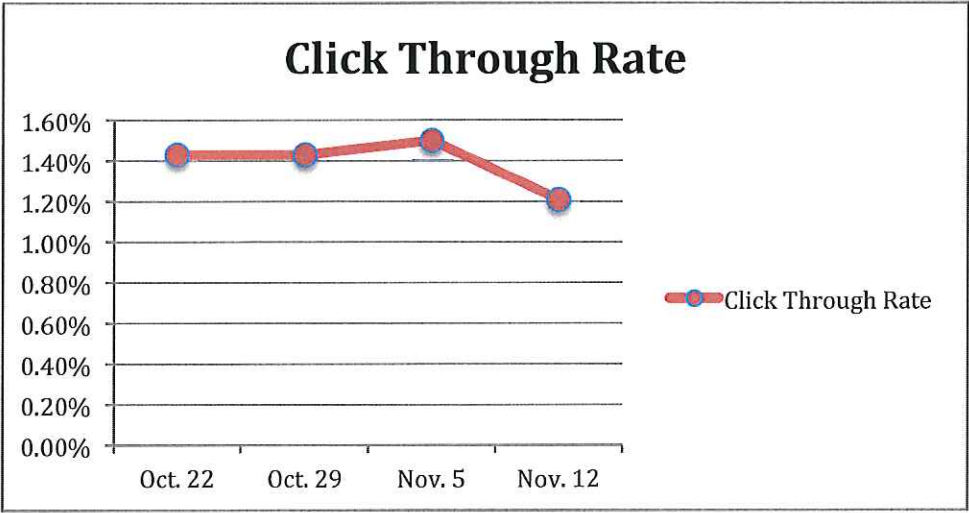
#### Analysis:

This month we experienced slight dips with our conference campaign search results. This was due to our re-evaluation of keywords & phrases. Previously NLT included words that resonated and reached general consumers, not just meeting planners. Although this helped NLT increase success over the past year, we felt that the audience wasn't the most qualified audience. As we shift to a quality versus quantity approach, we're adjusting and optimizing our bids to mirror the benchmark success of our industry category.

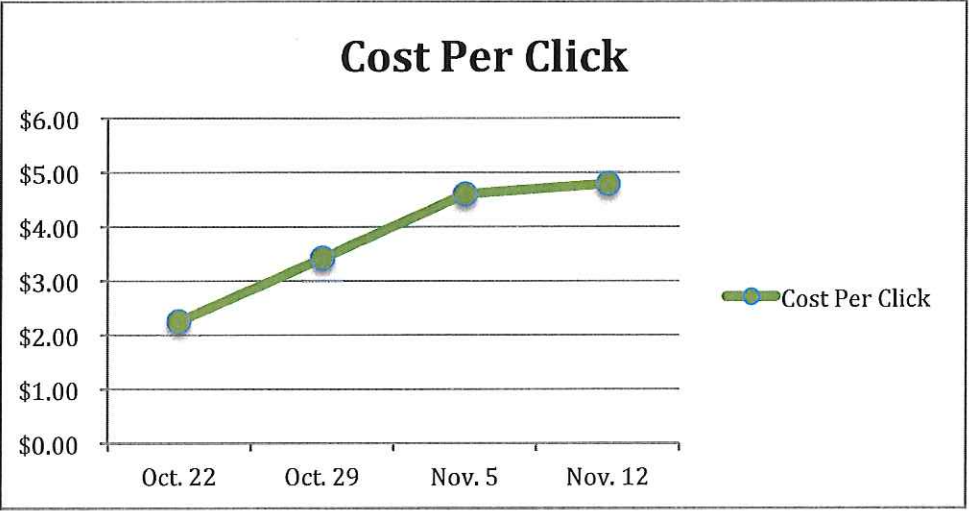
#### Wedding Average CPC



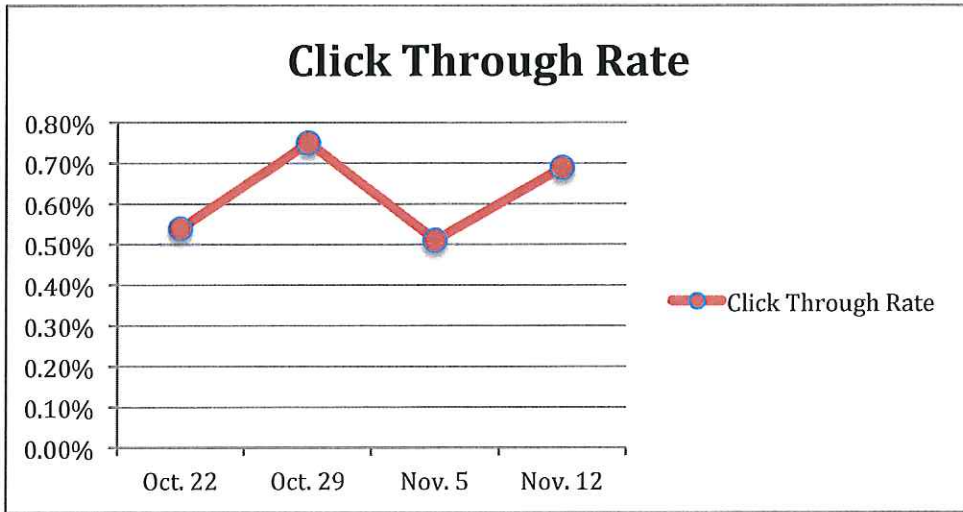
#### Wedding CTR



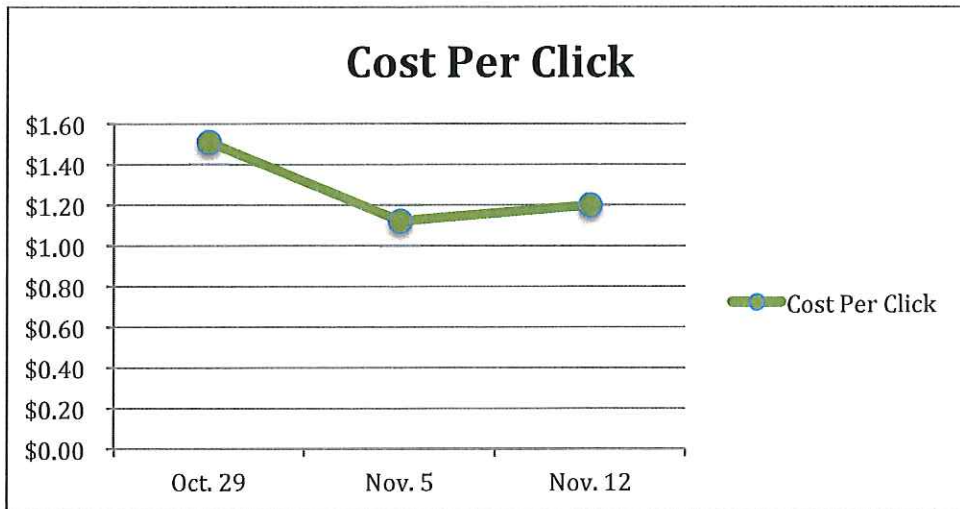
### Conference Average CPC



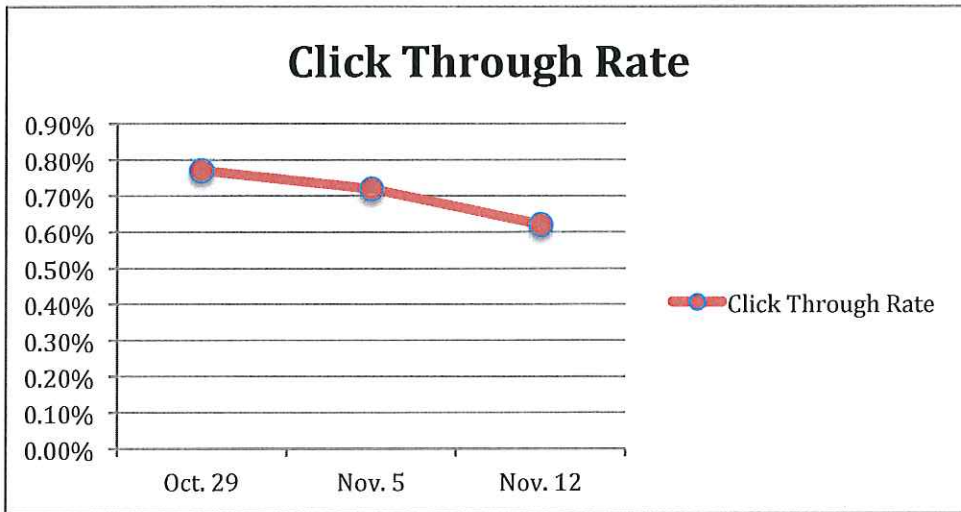
### Conference CTR



### Winter Average CPC



### Winter CTR

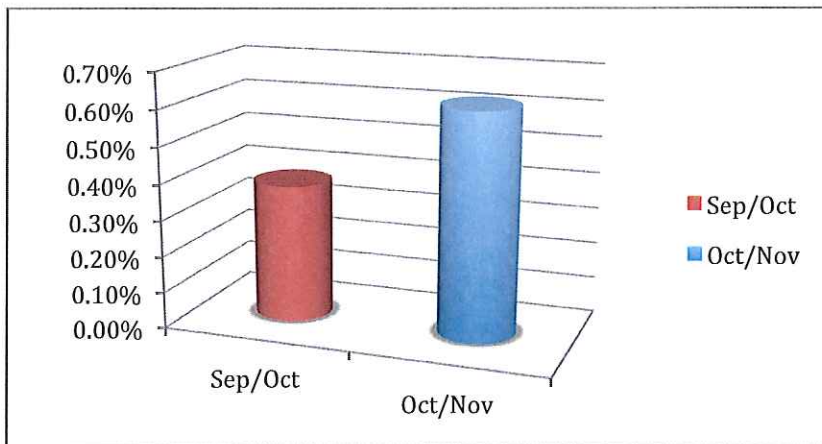


### Monthly Comparison

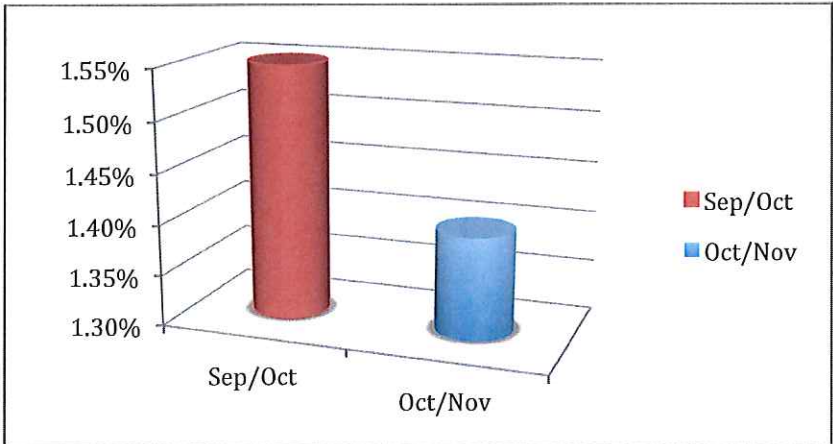
#### Analysis:

As previously mentioned, we're experiencing a slight dip in results with our Conference campaign this month, which you'll see reflected in the below month to month comparison. The wedding campaign, once again reduced the average cost per click, while maintaining a steady click through rate month over month.

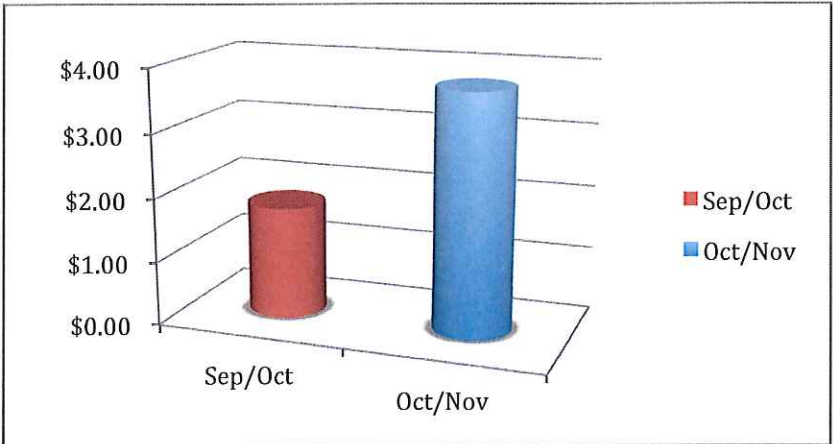
#### Conference CTR: Sep-Oct Vs. Oct-Nov



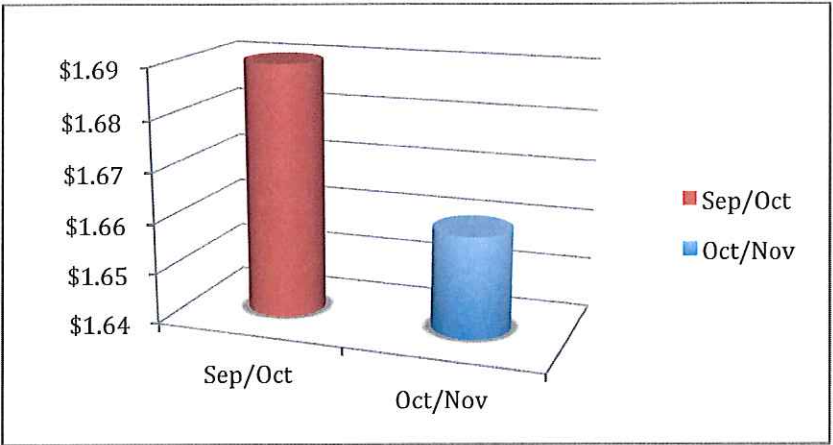
#### Wedding CTR: Sep-Oct Vs. Oct-Nov



**Conference CPC: Sep-Oct Vs. Oct-Nov**



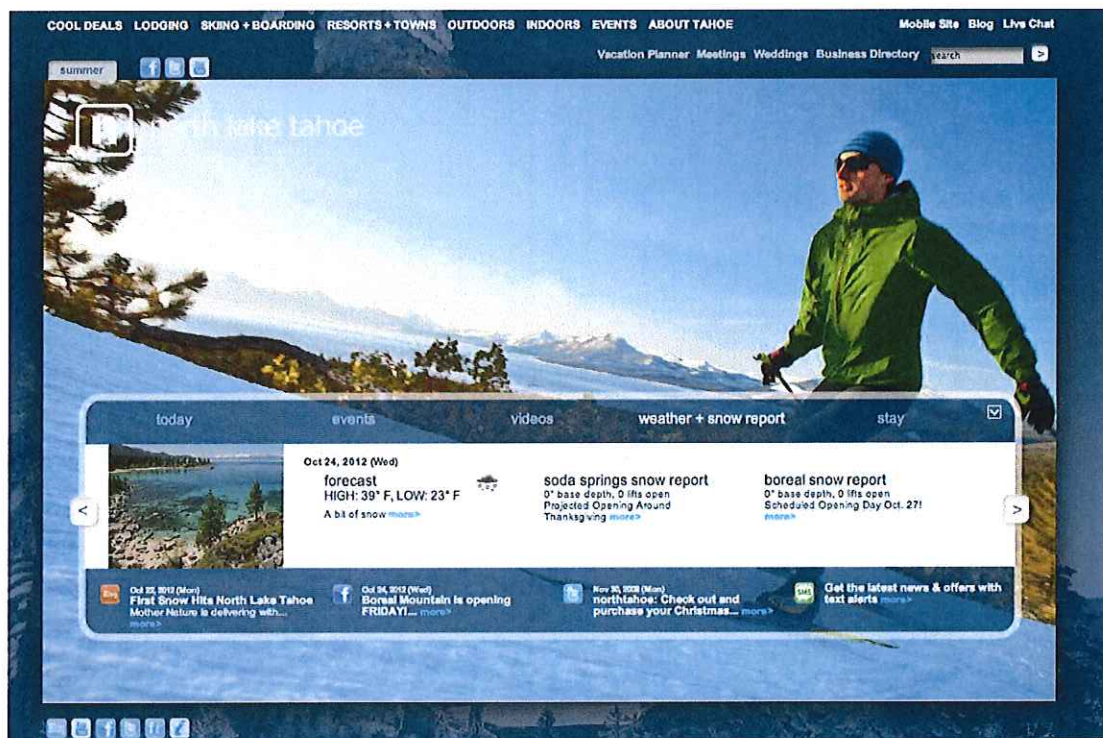
**Wedding CPC: Sep-Oct Vs. Oct-Nov**



Website Analytics Report: <http://www.gotahoenorth.com/>

## Analysis:

Site traffic remained consistent with the previous month's traffic results. As we roll into our winter campaign and our marketing efforts begin to launch, we expect to see site traffic spike. Upon seeing traffic increase over the winter months, we'll begin to track behavioral interaction with our audience, to develop deeper insights on our audience's content preferences, which we'll apply to our SEO strategy.



## Stats

**Total Visits: 48,246 (-.73%)**

**New Visitors: 38,811 (-1.5%)**

**Total Page Views: 185,714 (+2.76%)**

**Page Views Per Visit: 3.85 (+3.52%)**

**Avg Time Spent: 2:56 (+6.89%)**

**Most Active Days: 1. Tuesday 2. Monday**

## Print Insertions: Conferences

### **Successful Meetings Magazine**

**Insertion: 1/2 Page Full Color + Full page advertorial**

**Editorial: California Meetings**

**Circulation: 50,015**

**Rate: \$4,000**

- 72.9% of SM subscribers are involved in corporate meeting planning
- 37% of SM subscribers are responsible for incentive travels
- SM requires that every planner subscriber plan a minimum of 3 meetings per year BPA audited, average 13.2
- SM reaches 95% of all Fortune 500 companies –C level with multiple copies



## North Lake Tahoe Convention & Visitors Bureau

North Lake Tahoe offers the ultimate mountain experience.

With North America's largest alpine lake as the centerpiece and massive granite peaks as the backdrop, the scenery is unparalleled. From intimate boardroom spaces to timber-lined meeting rooms to upscale ballrooms that fit hundreds, the North Lake Tahoe area offers more than 30 meeting sites in California and Nevada, 200,000 square feet of meeting space, and 7,000 rooms.

"Some of our meeting attendees' best brainstorming comes while they're experiencing our destination firsthand," says Jason Neary, director of conference sales at the North Lake Tahoe Convention & Visitors Bureau.

"Attendees here breathe in clean mountain air while avoiding sand traps on the 90 golf courses in the region. Many take to the lake on standup paddleboards to tour our pure waters. In winter,

guests recharge with skiing and riding our snowy mountains—the largest concentration of ski resorts in the U.S.," he says.

A good night's rest is critical for a day of strategizing. Attendees choose from The Ritz-Carlton Lake Tahoe, the region's only five-star property; the four-star Resort at Squaw Creek; the lavish and lakeside Hyatt Regency Lake Tahoe; bed and breakfast inns; and many more hotels and budget-friendly motels.

An easily accessible destination, North Lake Tahoe is 45 minutes from the Reno-Tahoe International Airport (with daily airport shuttle service to and from North Lake Tahoe), two hours from the Sacramento International Airport and three hours from the San Francisco Bay Area.

### ALWAYS SOMETHING HAPPENING

Perfect your downward dog at the Wanderlust Yoga Retreat and Music Festival (July) in Squaw Valley. Bring your picnic basket to Sand Harbor State Park for the Lake Tahoe Shakespeare Festival (July and August). View classic wooden boats at the famed Lake Tahoe Concours d'Elegance (August) in Carnelian Bay. Sample food and wine from Lake Tahoe's top restaurants at the Lake Tahoe Autumn Food and Wine Festival (September).

### CONTACT

Jason Neary  
Director of Conference Sales  
North Lake Tahoe Convention & Visitors Bureau  
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Jason@GoTahoeNorth.com  
www.GoTahoeNorth.com

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HOST YOUR MEETING  
IN A WINDOWLESS  
PILLBOX.

For better meetings, go North.

is one of the world's most beautiful lakes the place for your next conference? Only if you want to make a lasting impression. Examine the beautiful views of Lake Tahoe resorts. With jet services just 45 minutes away, this is the perfect place for virtually any size organization. Subscribe to our newsletter, and find out just how North Lake Tahoe can do wonders for your next meeting.

[gotahoenorth.com/meetings](http://gotahoenorth.com/meetings)

north lake tahoe

NOVEMBER 2012 ■ SUCCESSFUL MEETINGS

127

Print Insertions: Winter

### Southwest Spirit

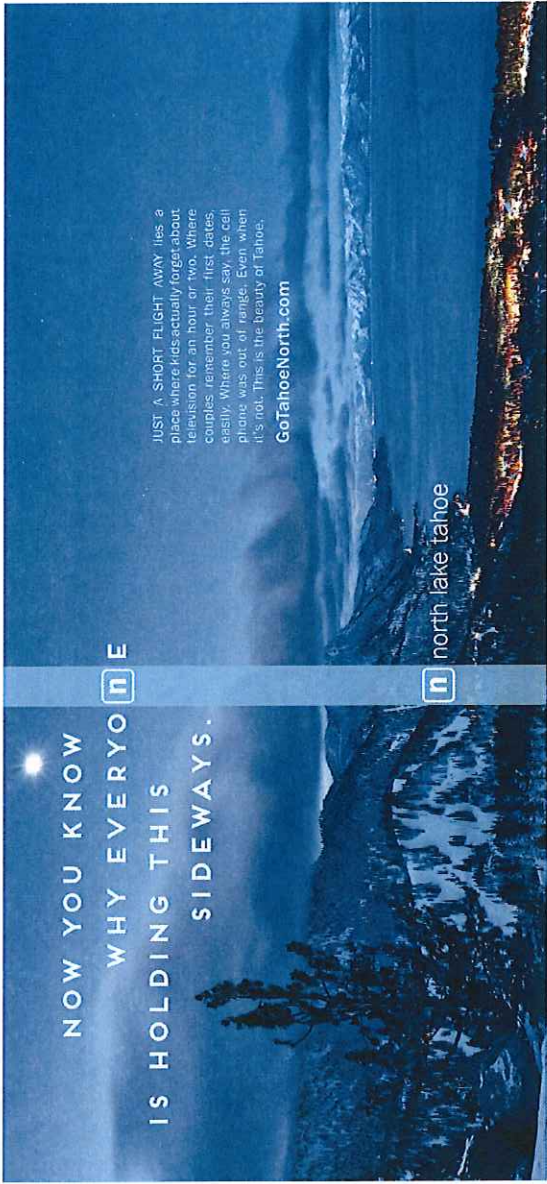
Insertion: 2/3 Page Full Color

Editorial: Reno/Tahoe Insert

Circulation: 3,334,000 (total readers)

Rate: \$11,250

- #1 in Reno with 1,092,778 annual passengers and 57.4% market share
- #1 carrier in the Western U.S.
- 47% of subscribers have a HHI of \$100,000+



NOW YOU KNOW  
WHY EVERYONE  
IS HOLDING THIS  
SIDEWAYS.



JUST A SHORT FLIGHT AWAY lies a place where kids actually forget about television for an hour or two. Where couples remember their first dates easily. Where you always say the cell phone was out of range. Even when it's not. This is the beauty of Tahoe. [GoTahoeNorth.com](http://GoTahoeNorth.com)

north lake tahoe

## Conference Department Report November 2012

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 attended had a site visit with new conference member Timber Cover Lodge and Marina. This property is getting ready to go through a name change and renovation of public areas and meeting space. This lakefront property has good potential for programs up to 200 rooms and features tented areas for outside functions.

Staff hosted a lunch and familiarization site with Resort at Squaw Creek's new sales manager Melanie Adams. Staff had lunch and site tour of Garwoods to showcase offsite group dining venues and then continued on to Tahoe City to showcase dine around restaurants and Commons Beach as a group lakefront location.

Staff met with local Travelocity client regarding their October 2013 programs that is considering North Lake Tahoe

Staff met with RSCVA Sales Team to discuss their partnership in generating leads for the Lake Tahoe Area.

Staff met with Shelli Fine with the RSCVA to discuss strategy for attracting large sporting events to the region

Staff on a daily basis has been focusing on prospecting business from the Bay Area along with corporate companies that do ski meetings and California Ski Clubs.

Staff has been prospecting and making appointments with Dallas, Texas Area corporations. Staff will be in Dallas December 10-14, 2012 making sales calls and attending Smart Meetings.

Staff attended the monthly NLTRA marketing meeting.

Staff attended the Harrah's/Harvey's client event at the Harrah's Steakhouse in Reno.

Staff was interviewed for an article in Smart Meeting Magazine.

Staff hosted a site visit for the Floodplain Management Association. They are considering North Lake Tahoe for their September 2014 Annual Conference. The conference will generate approximately 820 room nights and \$160,000 in room revenue alone.

Staff hosted a planning meeting for the Seasonal Spectacular trade show that takes place in early December. Representatives from all of the hotels that are participating in the North Lake Tahoe booth attended.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of November staff made over 400 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  
11-27-12

#### TRAVEL TRADE

- Met with Liftopia in San Francisco
- Met with Snowbomb in San Francisco
- Met with Zozi.com in San Francisco
- Met with Ski.com agents in San Diego
- Met with Travelocity Market Manager
- Conducted Flight Center agent ski training in Los Angeles

#### FAMs

- Began coordinating an Australian media visit from Australian Geographic Outdoor for January
- Assisting with a Chinese ski club fam visit for December
- Assisting with GetaRoom.com's market manager visit in December
- Began working with Visit CA on a global ski press trip for late Jan/early Feb

#### CONSUMER & MISC

- Attended Snowbomb's San Francisco Ski and Snowboard Festival
- Attended the San Diego SnowJam
- Attended LA Ski Dazzle on behalf of Ski Lake Tahoe
- Met with Sports Basement in San Francisco
- Met with Sports Authority in San Francisco
- Met with the Bay Area Snowsports Council in San Francisco
- Met with Los Angeles Magazine/Orange Coast Magazine in Los Angeles
- Presented the 2013 Warren Miller film tour sponsorship proposal in Australia/NZ to the Ski Lake Tahoe Board of Directors

**Special Event Programs**  
**Departmental Report November 2012**  
**Submitted by: Judy Laverty**

**SPORTS MARKETING**

Staff is in the process of writing three RFP's for the following sports events:

- Professional Disc Golf Association Amateur Championships, 2015
- Professional Disc Golf Association Professional Championships 2016
- US Orienteering Championships 2013

Staff will be arranging site visits with the executive directors of both organizations.

Staff along with the Conference Sales Director met with the RSCVA to discuss the leads generated at the Teams 12 Conference.

**GRANT RECIPIENT INTERVIEWS**

Staff is working closely with David Polivy, Tahoe Mountain Sports, who has hosted and produced disc golf tournaments locally for the past seven years. Staff is working with David on the 2013 tournament marketing strategy as well as his LOC on the RFP for the 2015-2016 Championships.

Staff met with Hokkien Lang-Rees of Disabled Sports to discuss marketing/promotional strategy for the Ability Celebration. After an in-depth conversation, staff will work with him on the 2014 event to establish a headquarters hotel in Placer County (currently the Hyatt is host hotel) and expand the event to increase overnight stays. The actual ski events are held at Alpine and Squaw.

Staff met with Daron Rahlves and Switchback PR to discuss marketing, pr and promotional strategies for the Rahlves Banzai Tour, a four-race series held February-March at Kirkwood, Squaw Valley, Alpine Meadows and Sugar Bowl.

Staff met with the Jack London Sled Dog Race producer to discuss marketing and promotional strategies for the race which will be held at Royal Gorge.

Staff is currently assembling the ROI on the 2011-2012 grant funded events and developing the event portfolio for presentation to the committee after the first of the year.

**SPECIAL EVENTS**

Staff is actively working on the 2013 Autumn Food & Wine program and sponsorships.

Staff facilitated the Learn to Ski Program participation, radio and media promos for the event scheduled December 8-9.

**MEETINGS**

Staff attended the marketing and lodging committee meetings, AFW debrief meeting with Northstar, Business Association & Chamber Collaborative meeting, and attended the Chamber Business Expo at Squaw Valley.



*professional creative services*

November 2012 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- going through winter pages and editing content
- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping a master “Marquee Calendar” and updating this calendar with major events
- working on updating winter events ... in touch with ski areas/event producers weekly
- 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.

*Shelley Fallon*



north lake tahoe

social marketing report

october 8, 2012 – november 12, 2012

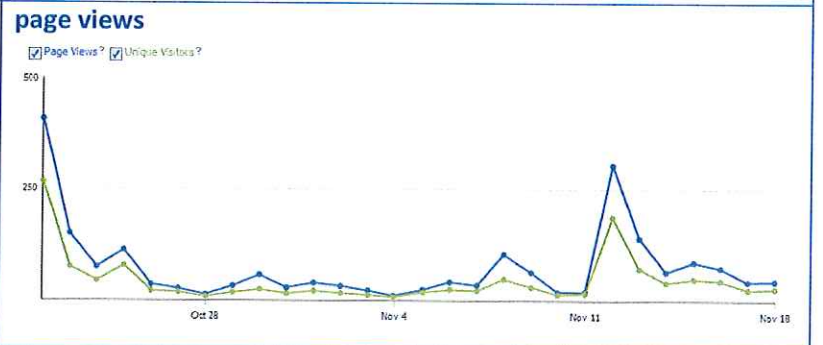
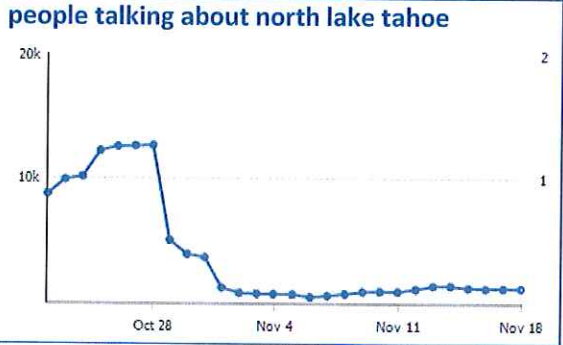
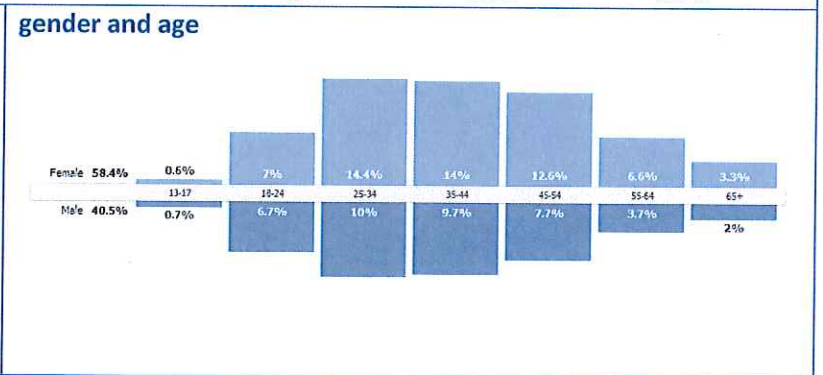
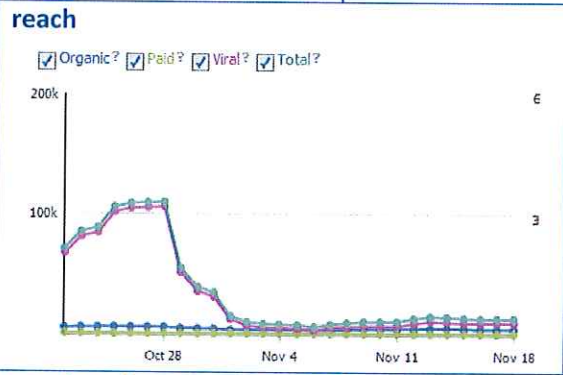
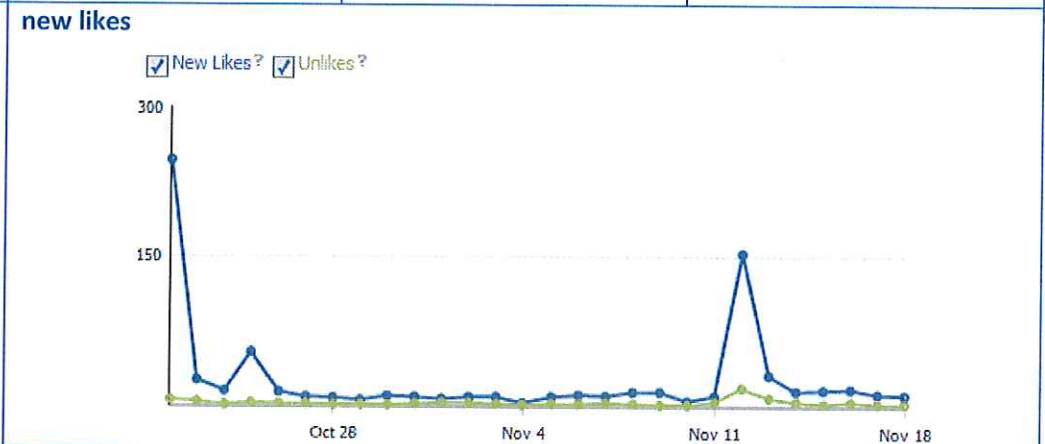
**facebook**

<b>total facebook "likes"</b> 7.34% increase <b>9,789</b>	<b>friends of fans</b> 7.43% increase <b>3,565,295</b>	<b>people talking about us</b> 330.21% increase <b>18,327</b>	<b>total reach</b> 129.71% increase <b>205,558</b>
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**city breakdown by "likes"**

Cities ?

- 668 Reno, NV
- 323 San Francisco, CA
- 275 Sacramento, CA
- 246 San Diego, CA
- 218 Truckee, CA
- 211 Los Angeles, CA
- 145 Incline Village, NV





gotahoenorth.com facebook analytics	<b>site engagement</b> 66.67% increase <b>55</b>	<b>distribution on facebook</b> 253.96% increase <b>13,284</b>	<b>referral traffic to site</b> 212.79% increase <b>269 clicks</b>
<b>Additional Activities</b>	<ul style="list-style-type: none"> <li>• Transitioned all apps and creative to winter</li> <li>• Created and posted IRONMAN Lake Tahoe giveaway elements</li> <li>• Integrated custom app for Learn to Ski weekend</li> <li>• "First big snow" post went viral</li> </ul>		

**Lake Tahoe North**  
October 22

First big snow of the season!



Like · Comment · Share 631

4,405 people like this.

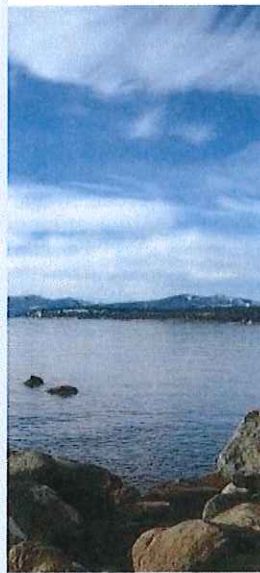
View previous comments 2 of 361

**Lilya Malay** Thats beautiful!!! Ugh i miss the snow!!! :)))  
October 25 at 1:11pm · Like

**Steve A. Harry** im dreaming of a white christmas... bring it on..... snow in south carolina i want a blizzard we r overdo.....  
October 26 at 11:56am · Like

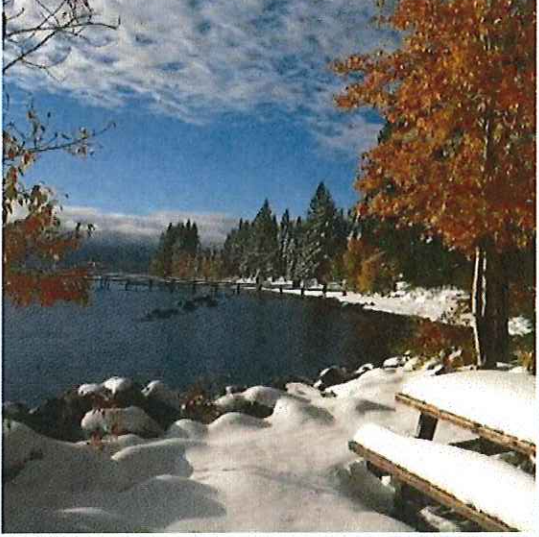
Write a comment...

31,730 people saw this post Promote



**Lake Tahoe North**  
October 25

Good morning from North Lake Tahoe



Like · Comment · Share 259

1,494 people like this.

View previous comments 2 of 144

**MasterREStravel** Amazing view.... but everyone is coming 😊  
November 1 at 4:39pm · Like

**Ronald Smith** My goodness! Almost as beautiful as the Okanagan Valley!  
November 6 at 8:30am · Like

Write a comment...

10,169 people saw this post Promote

315 people like this.

View all 12 comments

**Santa Todd Hongslo** Hey Tim....are you going to stop by the Santa set this year at Tanforan....I am hearing rumors that it is going to be a brand new set for me this year, I start on set this coming Saturday the 17th of Nov.  
November 13 at 9:38pm · Like

**Paul Bunbury** Love Lake Tahoe all year long but Winter is my favorite.  
November 14 at 7:57am · Like

Write a comment...

2,952 people saw this post Promote

## twitter

<b>followers</b> 4.18% Increase <b>4,087</b>	<b>total tweets</b> <b>4,080</b>	<b>re-tweets this month</b> <b>295</b>
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## **n** blog

<b>6 posts</b>	<ul style="list-style-type: none"> <li>• Learn to Ski or Board for \$30 in North Tahoe Dec. 8-9 (8 Tweets, 1 Like)</li> <li>• North Tahoe Ski Resorts Open for Thanksgiving Holiday (3 Tweets, 45 Likes)</li> <li>• Ski Season is Here – Resort Opening Dates (6 Tweets, 70 Likes)</li> <li>• Purchase Plate, Ski Free in Tahoe (1 Tweet)</li> <li>• First Snow Hits North Lake Tahoe (10 Tweets, 11 Likes)</li> <li>• NLT Winter Ski Resorts Raise the Bar (3 Tweets)</li> </ul>
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## foursquare

<b>likes</b> 2.52% Increase <b>487</b>	<b>tips</b> <b>30</b>	<b>check-ins</b> Incline Village Crystal Bay Visitors & Convention Bureau <b>1</b>	<b>check-ins</b> North Lake Tahoe Visitors Center <b>5</b>
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## flickr

<b>all-time photo views</b> 3.55% Increase <b>28,875</b>	<b>photos/videos</b> <b>253/3</b>	<b>contacts</b> <b>62</b>
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## Pinterest

<b>boards</b> <b>10</b>	<b>followers</b> 7.89% increase <b>123</b>	<b>following</b> <b>71</b>	<b>pins</b> <b>162</b>	<b>repins</b> 2.09% increase <b>195</b>	<b>likes</b> 4.6% increase <b>68</b>
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## Pinterest weddings

<b>boards</b> <b>18</b>	<b>followers</b> 20% increase <b>18</b>	<b>following</b> <b>88</b>	<b>pins</b> <b>198</b>	<b>repins</b> 114% increase <b>60</b>	<b>likes</b> 171% increase <b>19</b>
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<b>total video view</b> 1.26 % increase <b>30,312</b>	<b>subscribers</b> 3.4% increase <b>60</b>
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- **FACEBOOK:** Continue posting photos and video that show real-time NLT
- **FACEBOOK:** Continue contests partnered with small ad campaigns to drive “Likes”
- **TWITTER:** Continue to engage with local resorts and merchants to create positive conversations on conditions
- **BLOG:** Integrate “Pin It” Icon for Pinterest users
- **BLOG:** Explore hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- **FOURSQUARE:** Continue to request tips, especially for upcoming winter activities; Update new tips when provided
- **PINTEREST:** Continue pinning images from North Lake Tahoe website as well as pins from resorts, restaurants, venues and other North Lake Tahoe venues
- **PINTEREST:** Continue pinning wedding images from local merchants
- **YOUTUBE:** Recommend capturing video, even if it’s from a cell phone cam, of major events, resort footage, snowmaking, etc., to engage users who are searching for that content already



**North Lake Tahoe Chamber/CVB/Resort Association Public Relations Report  
Marketing Committee  
November 20, 2012**

**I. Current Projects**

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips –working with RKPR to coordinate a January 2013 press trip for popular travel blogger Matt Gibson of About.com, Huffington Post and Travel + Escape.

**II. News Releases – 6 news releases in the works**

- A. Best Non-Ski Activities – drafting
- B. Best Après-Ski Bars/New Restaurants – drafting
- C. New Snow & Ski Resort Openings (as appropriate) – drafting
- D. Winter Ski Shuttle – drafting
- E. North Lake Tahoe Weddings (once established on Pinterest)
- F. Northstar Business Mixer (November 29) - drafting

**III. News Releases – 4 news releases distributed since our October 24 report**

- A. Win A Spot to Sold Out IRONMAN Lake Tahoe 2013
- B. North Lake Tahoe Ski Resorts Opening for Thanksgiving Holidays

C. Membership Advisory Committee Takes New Direction

D. Learn to Ski or Board For \$30 in North Lake Tahoe December 8-9

**IV. Media Leads – 36 media requests we’ve responded to since our October 24 report (does not include those journalists we’ve actively pitched)**

- A. Wall Street Journal – Sanette Tanaka, U.S. ski cities, 10/25
- B. Lehigh Valley Style (PA) – Daisy Willis, requested images, 10/25
- C. Expedia.com – Sandra Wilkinson, requested pr contacts, 10/25
- D. Skier News – Dave Leonardi, what’s new this winter, 10/25
- E. The Abbi Agency – Krystal Tingle, Fox News On the Road, 10/25
- F. Ultratravel Middle East – Olive Obina, requested images, 10/30
- G. Sacramento Bee – Al Pierleoni, High Camp Thanksgiving, 10/31
- H. Freelancer Ken Van Vechten - Northstar California pr contact, 10/31
- I. Freelancer Bill Fink - story ideas/best lakeside dining venues, 10/31
- J. Wall Street Journal – Alana Celli, requested images, 11/1
- K. Meetings West Magazine – Carolyn Blackburn, story ideas, 11/1
- L. Bay Area News Group – Bob Goligoski, Learn to Ski details, 11/1
- M. Nevada Magazine – Matt Brown, 2013 story ideas, 11/1
- N. LATF Magazine (LA) – Pamela Price, winter story ideas, 11/2
- O. Visit California – green story ideas for ResponsibleTravel.com, 11/2
- P. Wall Street Journal – Sanette Tanaka, “fun” facts about Tahoe, 11/5
- Q. NBCBayArea.com – Alysia Gray Painter, Thanksgiving image, 11/5
- R. Meetings West Magazine – Carolyn Blackburn, “happenings” copy, 11/6
- S. The Weekly – Katherine Hill, Learn to Ski details, 11/6
- T. RSCVA – Nina Maestas, 2013 calendar of events ideas, 11/6
- U. Travel & Leisure Magazine – Thomas Martinez, hotel openings, 11/7
- V. Meetings & Conventions Magazine – Michael Lowe, what’s new, 11/7
- W. Healthy Travel Magazine – Nina Hahn, story angles, 11/7
- X. Tahoe Quarterly Magazine – Sue Rock, AFW 2012 winners, 11/7
- Y. Action Magazine – Tim Parsons, story ideas, 11/12
- Z. Diablo Magazine – Ben Davidson, advertorial copy/fact checking, 11/12
- AA. Freelancer Matt Gibson - travel blogger press trip, 11/12
- BB. Visit California – details for Running Times pitch, 11/12
- CC. Northern NV Business Weekly – Rob Sato, requested image, 11/14
- DD. MSN Travel Blog – Crai Bower, Andy Wirth interview, 11/14
- EE. Away.com – Meghan White, coordinating HD b-roll, 11/14
- FF. Gadabouting.com (UK) – Dominic Eden, requested images, 11/15
- GG. KAHl Radio (Auburn) – ski resorts open interview, 11/15
- HH. Compete Magazine (AZ) – Tyler Skarda, story ideas, 11/19
- II. 7x7 Magazine – Dan Giesin, Christmas story ideas, 11/19
- JJ. NBCBayArea.com – Alysia Gray Painter, winter images, 11/20