



# north lake tahoe

Chamber | CVB | Resort Association

*PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762*

## **IN-MARKET TOURISM DEVELOPMENT COMMITTEE MEETING MINUTES**

### **Tahoe City PUD**

**Tuesday, November 27, 2018– 3:30**

#### PRELIMINARY MINUTES

**COMMITTEE MEMBERS IN ATTENDANCE:** Joy Doyle, Kimberley Kilburn, Jody Poe, Steve Lamb, Christine Horvath, Brett Williams, Becky Moore, Terra Calegari, Judith Kline, Liz Bowling, Nicole Reitter (called-in), Caroline Ross (called-in), Jaime Olson (called-in)

**RESORT ASSOCIATION STAFF:** Cindy Gustafson, Daphne Lange, Greg Howey, Liz Bowling, Amber Burke, Sarah Winters, Anna Atwood

**OTHERS IN ATTENDANCE:** Erin Casey, Allegra Demerjian, Alexis Kahn, Gerald Viray

#### **I. MEETING OF THE IN-MARKET TOURISM DEVELOPMENT COMMITTEE**

##### **1.0 CALL TO ORDER – ESTABLISH QUORUM**

The In-Market Tourism Development Committee meeting was called to order at 3:30 pm and a quorum was established.

Roll call and introduction was done.

##### **2.0 PUBLIC FORUM**

- No public forum.
- Brett reviewed the intent with the new committee structure. We do advertising both out-of-market and in-market and we need to make sure the campaigns are cohesive and meet the objective of both constituents sets.
- Cindy stated that the BACC has been looking at strategic discussions and leadership moving forward to determine what their focus should be on. This is an important step, developing continuity and hopefully streamlining some processes and creating less redundancy.
- Brett reviewed that out-of-markets efforts are focused on: Winter and Summer we are trying to go after guest away from the Bay Area, and the markets we have focused efforts on are: San Diego, Los Angeles and New York.
- Daphne shared we have shifted from a ski message to more of a year-round message.

##### **3.0 AGENDA AMENDMENTS AND APPROVAL**

###### **M/S/C (Moore/Calegari) (12/0) to accept the agenda as presented.**

- Joy questioned if there was an end time to this meeting? Cindy stated we can add time estimates to our agenda for our next meeting. Brett stated these meetings should not run more than 1 hr.

#### 4.0 APPROVAL OF MEETING MINUTES FROM SEPTEMBER 13, 2018.

This will be tabled until the next BACC meeting.

#### 5.0 REVIEW OF PROTOCOLS AND VOTING

Cindy reviewed some of the protocols and voting procedures. A quorum of both committees is needed for voting and BACC is made up of 6 business organizations: Incline Village, West Shore, NTBA, TCDA, NLTRA Chamber and Squaw Valley. Although, the business organizations have 2 representatives, there is just one vote from each organization.

#### 6.0 REVIEW OF CURRENT BACC/IN-MARKET CAMPAIGNS

Amber and Allegra reviewed the BACC Campaigns from the past couple of years to give Committee members a historical perspective of the campaigns.

##### Peak Your Adventure:

Amber went through Campaign Highlights and Evolution with the committee members and Allegra shared Learnings and Insights: 1) Campaign is more powerful when focusing on inspirational and aspirational content around experiences 2) Not specific business/purchase highlights 3) Creative content is much more effective than tactical coupons or maps 4) Influencers have assisted in building up authentic stories around experiences.

Looking Ahead: 1) Create cohesion and participation among mountain resorts 2) Leverage unique experiences, like Via Ferrata, Autumn Food & Wine, mountaintop dinners, wildflower hikes, etc. 3) Consider renaming or dropping campaign name – Peak Your Adventure may not resonate or be clear for consumers 4) Leverage abundance of assets created and develop video.

##### Comments:

- Kimberley asked if we have played in the space of leveraging this campaign in summer to drive winter visitation and in addition for summer driving summer? Amber shared we have not, as most of this campaign was in -market so trying to talk to the visitors while they were here.
- Brett shared the campaign name creates confusion and asked if there is any value? Amber stated this is the same struggle they had with High Notes and the reason they changed the name to just music.
- Joy stated that beside the campaigns the BACC committee has focused on representing the smaller mom and pops motels in regard to seasonality.

##### Summerlong Music:

Amber went through Campaign Highlights and Evolution with the committee members and Allegra shared the Learnings and Insights: 1) Engagement level on the canvas ads, posts, Facebook lives, etc. are VERY high comparatively, indicating that this content resonates with audiences 2) This campaign has the broadest library of rich visual content, which could why it performs so well.

Looking Ahead: 1) Create cohesion across entire “series” and better integrate with music event producers 2) Redefine NLT’s “Music” offering and determine competitive advantage with SLT’s series, then build messages to articulate this 3) Look at campaign holistically, align in market and out of market.

##### Comments:

- Joy asked if Tourism Development Committee could share the out-of-market piece? Brett touched on why it did not gain much traction. Alexis with Augustine shared a small portion of the budget is allocated to radio in Sacramento. Amber also stated that it’s promoted at Pops in the Park in Sacramento.
- Daphne stated that the Summerlong Music is not a driver like South Shore Music Series and their “big name” acts. Free music may be driving some people but the message is more “Escaping the Heat” and free music is an added bonus.
- Some of the committee members shared there was a disconnect between the event to event promotion.
- Christine stated it’s the front-line staff and BACC job to give the customer the best experience possible. We need to think beyond the music and there is already a dynamic website and that is where you go for “Things to Do”.
- The awareness piece is huge and important to drive the visitors to where they need to go.
- Cindy stated that a huge part of our TOT is generated via vacation rentals, VRBO and AirBnB’s they are not always checking in through a front desk or utilizing a concierge’s service, so how do we educate our visitor’s, and how do we get this information on a mobile device?

### Shopping:

Amber reviewed the Holiday Shopping Contest. This program ran for seven years, from 2010 through 2017. It tracked over \$1.7 million dollars in spending at retail locations throughout North Lake Tahoe and Truckee. The contest started the day after Thanksgiving and ran through Christmas. The committee decided to eliminate the contest for 2018. They saw participation decline and it was a pretty big burden for the retail locations.

Allegra reviewed Insights and Looking Ahead.

Learnings and Insights: 1) "Shop Local" is not a visitor-facing message, "Shop Tahoe" is 2) Challenging to create authentic and compelling consumer messages without highlighting individual vendors 3) Moving toward highlighting district shopping events and promotions vs. creating our own.

Looking Ahead: 1) Consider how to incorporate shopping messages into all initiatives 2) Must identify what the true goal of this campaign is, and articulate competitive advantage of shopping in North Lake Tahoe.

- No comments on the shopping campaign

### Touch Lake Tahoe

Touch Lake Tahoe is essentially the reverse of Peak Your Adventure with the goal of encouraging in-market North Lake Tahoe visitors to visit lakeside communities during their winter visit. This campaign runs from October – April.

Allegra reviewed Insights and Looking Ahead.

Learnings and Insights: 1) Audience has a hard time understanding campaign purpose and seasonality 2) Need to be prepared to promote in any weather conditions – "lakeside winter wonderland" is not applicable year over year 3) Lakeside experiences should be a driving message in all winter promotions – "get the full North Lake Tahoe experience."

Looking Ahead: 1) Create cohesion and participation among lakeside businesses – turn into truly collaborative experiences 2) Create cohesion and packages combining mountain with lakeside experiences 3) Make campaign creative more cohesive with overall North Lake Tahoe winter.

Amber stated all campaigns were halted but if the committee would like to move forward with Touch Lake Tahoe Campaign for 2018/19, she would need to know as soon as possible. Proposed Plan would include: refresh digital content, Web Page, Canvas Ad, Activate 2 Influencers and Social Engagement Promos and ads. The total cost is \$11,000.

## **7.0 STRATEGIC DISCUSSION ON FUTURE OF IN-MARKET ADVERTISING FUNDS**

Allegra shared that over the campaign lifespans, targeting has expanded from strictly in-market to a mix, due to integration into North Lake Tahoe channels. She shared some of this is due to the language in the contracts and not having too much cross-over.

### In-Market Targeting:

- All canvas ad and paid social media efforts
- Visitors Guide, Tahoe.com and other paid advertising
- Collateral: rack cards, etc.

### Mixed Targeting:

- Organic social media posting and engagement
- User Generated Content (UGC)
- Influencer activations
- Website content and pages
- Newsletter Features

Allegra reviewed some current traveler Habits (Google Micro-moments)

### I want to Do – Booker

- 94% of leisure travelers switch between devices as they plan or book a trip.
- 40% of U.S. travel site visits come from mobile (as of 2016 – has grown since).
- 31% of leisure travelers have booked travel on a smartphone.
- 46% of travelers with smartphones say they make their decision on mobile, but then book on another device.

Opportunity: Leverage lodging partners' system for campaign messaging.

I want to Explore and Share – Ambassador

- 85% of leisure travelers decide on activities only after having arrived at the destination.
- Nearly 9 out of 10 travelers expect their travel provider to share relevant information while they are on their trip.
- 67% of travelers feel more loyal toward a travel company that shares information during their trip that improves their travel experience.

Opportunity: Close the loop on visitor pre and during trip with retargeting.

Allegra recommended for specially the Touch the Lake and Peak Your Adventure Campaigns that it be considered doing the Tourist Distribution Campaigns vs. the In-Market Marketing Efforts.

**Comments and Directions on Touch the Lake Campaign:**

- Can you do a portion of the campaign to keep the continuity? Amber shared we could pull out the influencer, utilize the lakeside offerings in the winter, highlight a couple of itineraries and integrate that into our existing channels to sustain it until we figure out the next step. We could the remove the name of the campaign.
- Christine recommended a hybrid situation is potentially the best option. An app is expensive and takes a long time to make. Play around with things in this campaign to point you in the right direction. Is it a page you are promoting?
- Liz question if the assets for Touch the Lake Campaign are as good as the Summerlong Music campaign assets? Amber shared they are not as good but there were recently some more photos acquired.
- Allegra shared we could do a few Lakeside specific experiences with the Tahoe Treasures campaign.
- Amber stated that BACC can come up with a smaller version of the plan and e-mail it out. She also stated that it seems like the consensus is that we get rid of the campaign names as they are confusing for the consumer.
- Brett recommended that we meet with this same group in January again.

**Actions to Amber: Send out a new calendar invite with the January dates.**

**8.0 ACTION ITEMS:**

**A. Review and approval of special event partnership funding recommendations**

Amber shared last week they had a panel of 6 people that listened to a day-long of presentations. This year they had 21 applicants that applied for partnership funding. These are events that take place in the 2019 calendar year and there were a lot of discussion on some of these events. Amber stated there are notes on the attachment explaining some of the decision-making process.

**M/S/C (Doyle/Bowling) (12/0) to approve the Special Event Partnership Funding Recommendation**

**9.0 COMMITTEE MEMBER REPORT/UPDATE**

None

**10.0 ADJOURNMENT**

**Meeting adjourned at 5pm.**

Submitted By:

Anna Atwood  
Marketing Executive Assistant  
North Lake Tahoe Chamber/CVB/Resort Association