



north lake tahoe

Chamber | CVB | Resort Association

October 2014

Marketing Departmental
Reports

October Departmental Report: Advertising
NLT 2014 Summer Campaign



SEM:

Ad Groups: Human Powered Sports, Cool Deals, High Notes

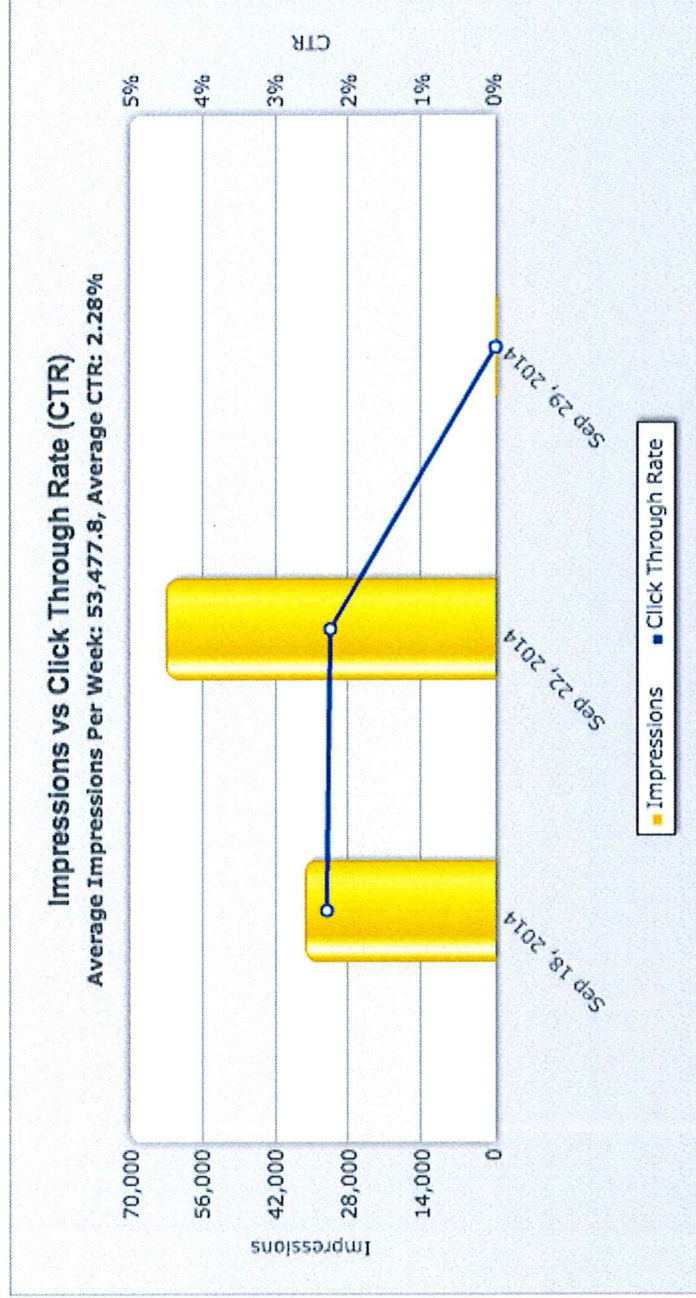
Southern California

Impressions: 99,317

Clicks: 2,536

CTR: 2.55%

Cost per click: \$0.53



Results reflect 9/17/14 - 9/30/14

SEM:

Top Keywords

1. Lake Tahoe Concerts
2. Lake Tahoe things to do
3. 10 day weather
4. Lake Tahoe events
5. weather conditions Lake Tahoe
6. North Lake Tahoe events
7. North Lake Tahoe restaurants
8. Weather Lake Tahoe
9. South Lake Tahoe events
10. north lake tahoe activities
11. Tahoe City events
12. Truckee events
13. weather conditions tahoe
14. weather forecast tahoe
15. weather forecast Lake Tahoe

Results reflect 9/17/14 - 9/30/14

SEO: gotahoenorth.com

Visits: 75,052

Unique Visitors: 63,564, 85% new

Page Views: 253,057

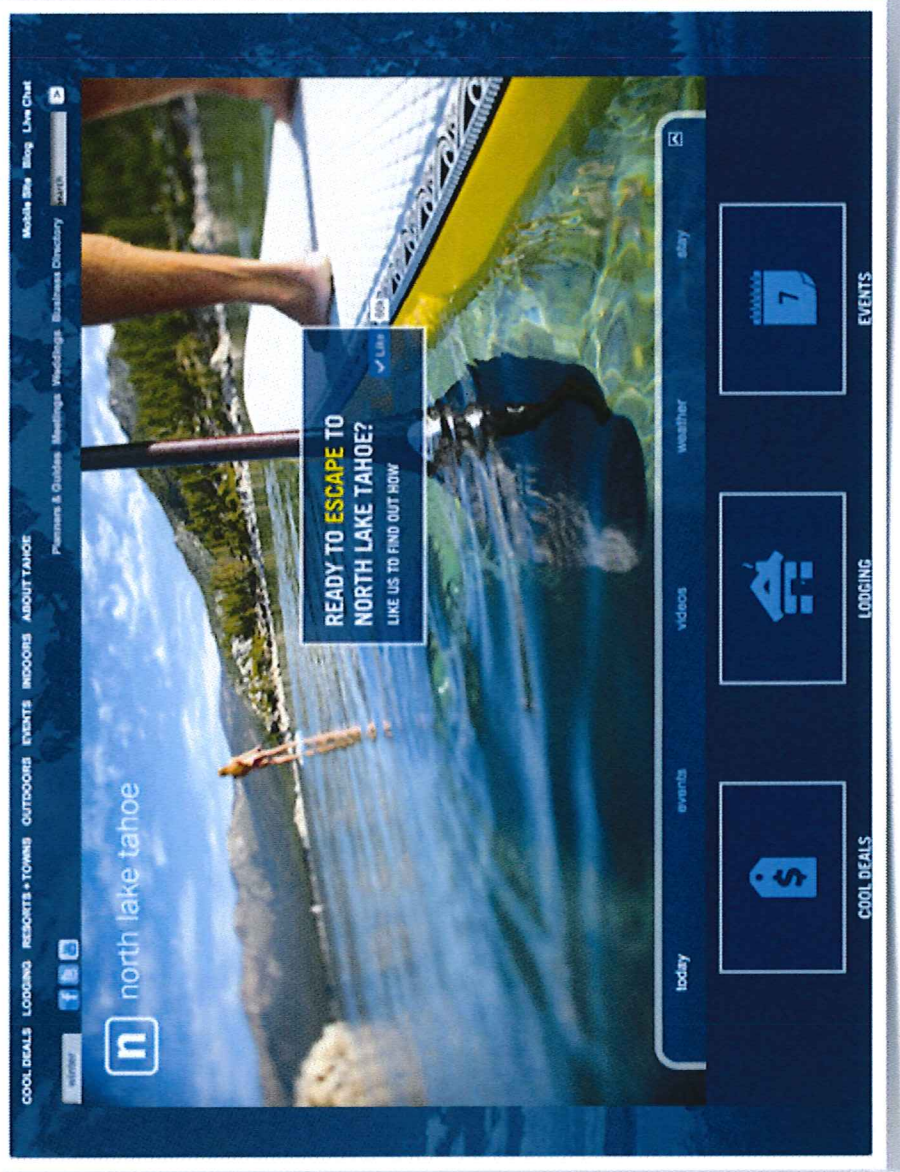
Avg. Pages/session: 2.51

Session Duration: 1:46

Cool Deals Page Visits: 1,981

Most Visited Category Page:

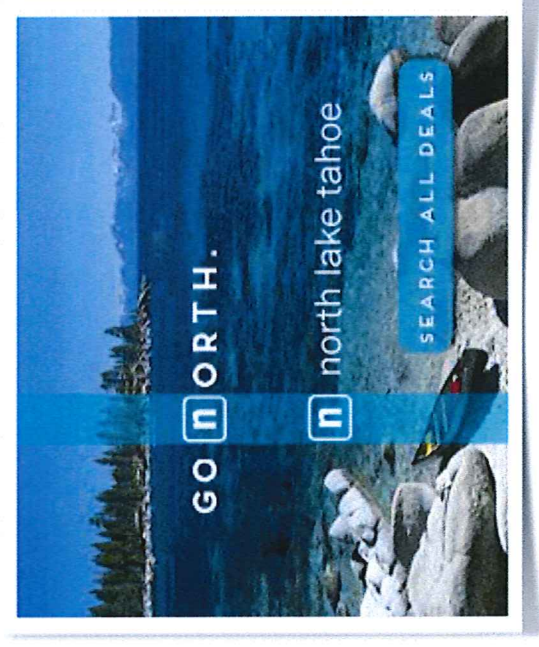
/events (9,954 Page Views)



Results reflect 9/17/14 - 10/19/14

Digital Units:

**Note: While this campaign was planned through 10/1, it reached the planned goal of served impressions within the last reporting period. This campaign continued to serve a noticeable amount of impressions until 9/3.*



Results reflect 9/17/14 - 10/19/14

Conference Department Report for October 2014

In October, 2014 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 conducted a site visit with Sustainable Forestry Initiative for their program their SFI Annual Conference in October 2015. This program will bring 250 people and generate over 500 room nights for August 2015 program.

Staff had a conference call with WonderGrassTahoe and continued to work on lodging options for their March 20-23, 2015. This event is expecting to bring 3000 people to the North Lake Tahoe area in March.

Staff and Squaw Valleys' sales staff had a conference call with the executive team from Spartan Race. Spartan Race initially was considering North Lake Tahoe/ Squaw Valley to host one of their series of "Beast" races. However, after conducting a site visit they would now like to bring the Spartan Race World Championship to North Lake Tahoe on the weekend of October 3. The details are being negotiated currently and it's looking very likely that it will happen. The Spartan Race, which will bring between 8,000-10,000 athletes to the area, will be broadcast during an hour long show on NBC (national broadcast). The event will generate hundreds of thousands of dollars in room revenue with an overall economic impact well in excess of \$1,000,000.

Staff had a conference call with Tough Mudder and continued to work on lodging options for their June 12-14, 2015. This June event is expected to bring 10,000 people and generate over 500 room nights.

Staff had a conference call with Tahoe Tech Bus. This program is working with tech companies in the Bay Area to bring multi groups throughout the ski season to Lake Tahoe. This program is expecting to bring 500 people and generate over 500 room nights for the 2014-2015 winter season. The group will be conducting site inspections this Fall

Staff had multiple conference calls with Reinventing Events about their Zendesk 2015 program. This program is looking at bringing 1500 people to North Lake Tahoe and generating over 3000 room nights for May 2015. This will be a program that will be using multiple North Lake Tahoe properties.

Staff attended North Lake Tahoe Chamber Events to network with the businesses.

Staff attended the Reno Tahoe Meetings Co-op meeting. The RTMC is a cooperative marketing effort between North Lake Tahoe, RSCVA and a number of Reno hotels. The coop markets the Reno-Tahoe area to the national meetings market.

Staff attended, and assisted with, the reception for the CalTravel Fall Board Meeting at Tahoe Maritime Museum. Sixty board members from the California Travel Association were in attendance.

Staff finalized travel plans for M&C Interact in Portland, Oregon, November 9-12, 2014. Staff reviewed meeting planner profiles for this event and made requests. Staff is expected to have 18-25 one-on-one appointments during this event.

Staff attended the Lake Tahoe TV and Lake Tahoe Golf Course VIP event. This was an excellent networking opportunity with a number of local hoteliers, vendors and customers.

Staff continues to prospect North California corporations for short-term group business.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of October staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.



October Leisure Report
Marketing Committee Meeting
10-28-14

TRAVEL TRADE

- Conducted a conference call with our travel trade manager in Australia now that he is back from paternity to go over fall call center trainings in Sydney, Melbourne and Auckland, a 2015 winter ski fam with flights being sponsored by Hawaiian Airlines, “what’s new for 2014-15 ski season” and the new United Airlines Melbourne – SFO non-stop flight
- Met with our Market Manager from GetARoom.com

FAMs

- Hosted Top Sante Magazine, a top women’s health, fitness and beauty publication out of the UK
- Followed up with the UK SuperFAM agents
- Beginning to outline the lodging, site tours and ski resort details for the Virgin Holidays UK call center agent FAM in early December
- In the process of lining up Board World out of Australia to visit and shoot video content in early February 2015
- Confirmed the Gate 7(Visit CA Australia/NZ) agent ski fam for March 2015

CONSUMER & MISC

- Conducted a North Lake Tahoe Nordic Summit attended by the greater North Lake Tahoe Nordic Community
- Met with Sandbox Studios to go over the revision of the Nordic Map
- Circulated North Lake Tahoe Nordic Summit minutes to the community, formed a Nordic Map Subcommittee and formulated a plan with the group for a North Lake Tahoe Nordic Trail Pass 12 Pack for the 2014-15 Season
- Attended the annual High Sierra Visitors Council planning meeting
- Met with Mammoth Mountain and Mammoth Lakes Tourism on international California Snow efforts
- Attended a Ski Lake Tahoe International strategy meeting in order to request dollars to be spent in Mexico to help promote the new Volaris non-stop flight out of Guadalajara into Reno
- Assisting with Cal Travel’s visit to North Lake Tahoe
- Working with the Sierra Ski Marketing Council partners on preparations for LA Ski Dazzle including booth space, furniture, video, an open air photo booth, social engagement and a /LASkiDazzle landing page

Judy Laverty
Special Event Department Report
October 2014

IRONMAN DINE AROUND

Completed all invoicing for the dine around program. Over 1,550 vouchers were utilized by the athletes. The restaurants were all extremely pleased and all voiced interest in participating again next year.

USA CYCLING

Staff (Judy) is the lead contact and head of the LOC (Local Organizing Committee) for the race. Conducted initial meeting with the race director, Chad Sperry, and all agencies including Police, Fire, CHP, CalTrans, EMS, Truckee Airport, Town of Truckee and others. Drove the course routes, and made some adjustments. Will follow up and work closely with the race director.

SPECIAL EVENT GRANT PROCESS

Facilitated the grant interview process. There were 22 applications submitted for a total of \$117,000 against the \$50,000 in available funding. The Task Force made their recommendations which is on today's agenda and included in this month's committee packet for review and recommendations prior to sending to the board for approval.

WINTERWONDERGRASS TAHOE

Met with the event organizers/producers and are in close contact with them as well as Squaw on marketing, promotion, web launch dates, pr announcement dates and ticketing. Working closely with Squaw, Abbi Agency and Bonfire (producer) marketing department to maximize advertising, messaging, extending the pr and social reach with minimal crossover in our channels.

WEBSITE DEVELOPMENT

Participating in development of the wireframe/architecture of the new website along with the CMO, web content manager, and SOT.

NEW MUSIC SERIES DEVELOPMENT

Working with Matt Reardon, Executive Director of SV Institute on the development of a new music series to be presented at the Tahoe Art Haus. More details to come when the program outline unfolds.

CALIFORNIA TRAVEL ASSOCIATION EVENT

Produced the opening reception at the Tahoe Maritime Museum for approximately 65 guests. Also worked with Sunnyside on the dinner and entertainment for the guests.



professional creative services

October, 2014 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- meeting and collaborating on the new site layout and content transfer reviews
- researching and submitting as well as posting/updating/changing events
- keeping a master "Marquee Calendar" and updating this calendar with major events
- focusing on updating Summer 2014 events and "High Notes" web page
- updating other area calendar resources
- 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 images 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.
- designing email blasts for various events (relating to cool deals / informative event info)

Shelley Fallon

Shelley A. Fallon · sfallon@gotahoenorth.com · (530) 412-1259 · fax (888) 308-9108

fallonmultimedia.com



North Lake Tahoe October Recap

Public Relations Content Marketing Design Social Media



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Key Themes: October - December

- Position As: The Premier Recreational, Wedding and Meeting Destination
- Key Messages:
 - Holiday Happenings
 - Beyond the slopes
 - Touch the Lake + Shop Local
 - What’s New
 - Deals & Packages
- Destination Outreach (direct flight markets): Oregon, Arizona, San Diego
- Continue targeted press release distribution, driving readers back to [GoTahoeNorth](#)
- Local, regional and national promotion for upcoming events
- Content Marketing
 - Blog
 - Newsletter
- Long lead pitching for winter (national)
- Crisis Communication: partner outreach + education for winter



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October Campaign Plan

Primary Goals & Objectives

- Promote North Lake Tahoe's shoulder season
- Highlight fall human powered sports
- Holiday Destination: Happenings around the lake

Talking Points & Messaging

- Ski Season Preview; Season Pass Discounts
- Short Lead: fall in North Lake Tahoe; Leaf Peeping
- What's New: Winter 2014/15
- Long Lead: winter activities around the lake
- Events (October): Epicurean Weekend @ Ritz
- Events (Upcoming): SnowFest!, Holiday lightings and celebrations, Sugar Bowl Backcountry Ball/75th Anniversary Celebration

Media Blitz: Visit California

Oct. 8 – Boulder, CO

Social Media

- Launch first snow contest (October 10)
- Launch Touch the Lake (November 1)

Content Marketing

- Monthly Newsletter
- RMC Newsletter
- Placer County Visitors Guide
- Blogs for GoTahoeNorth
 - Three-Part Series: Things to do here this fall
 - Two-Part Series: What's New
- Press Releases
 - What's New this season
 - Five reasons to visit Tahoe this fall
 - Non-ski activities
- Compile winter press kit

FAM Coordination

- Myscha Therault (Thrifty Traveler; Canada.com)
- Sasha Paulsen (Napa News)
- Kristine Dworkin (Trekaroo)
- Greg Doyle (Powder Hounds)
- Rachel Ward (WHERE Traveler)



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Public Relations: Boulder Media Event

Total Journalist Visits: 13

Publication: Backpacker

Finding: Interested in backpacking characters, unknown trails, different angle on popular trails like the Tahoe Rim Trail

Publication: Ski / Skiing Magazine

Finding: Interested in new snow photos, Homewood's new snowcat program, Sugar Bowl's 75th Anniversary, backcountry skiing in North Tahoe, industry news

Publication: Running Times/Runhaven.com

Finding: Interested in trail articles, new races etc.

Publication: Velo/Velo News

Finding: Interested in mountain biking

Publication: AAA Encompass

Finding: Interested in North Tahoe as a fly market destination; Northern California road trip

Publication: Wine Country International

Finding: Interested in AF&W; dining articles about North Lake Tahoe

Publication: BBC Travel

Finding: Interested in very light adventure; wine/dining/shopping

Publication: Active Times, American Way

Finding: Possible skiing and travel stories

Freelance Photographer

Finding: Interested in the Epic Pass in Tahoe; hut trip or backcountry skiing with ASI from Sugar Bowl

Freelancer: Alpinist, Backcountry, Climbing

Finding: Interested in climbing articles and climbing character profiles

Freelancer: Sunset, Elevation

Finding: Interested in Skiing and backcountry skiing; general travel

Freelancer: Travel Channel, Viator, Lonely Planet

Finding: Films, writes and edits television travel pieces featuring adventure racing or endurance events

Director of Content: ActiveJunky

Finding: Interested in visual, infographic-like illustration that shows the range of winter activities in Tahoe for every snow condition (to run along with article)



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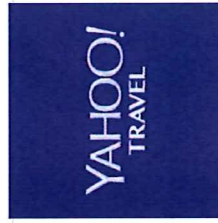


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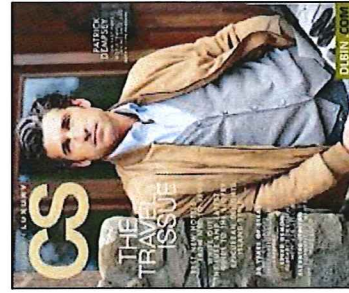
Public Relations: October Results

The Ultimate Mountain Biking in Tahoe: A Casino, Crazy Inclines, and Big Brown Bears

Bill Fink
October 15, 2014



Cycling around Lake Tahoe isn't easy, but you have views like this to inspire you. (All photos: Bill Fink)



Total Number of October Placements: 8

Regional vs. National: 1/7

Impressions: 322,602

Placement Highlights:

- Yahoo! Travel (Biking Lake Tahoe): Ad Value = \$2,100
- Association News (Meetings): Ad Value = \$6,450
- Modern Luxury (Ski Season Preview – The Travel Issue): Ad Value = \$4,135
- Canada.com (Environment): Ad Value = \$1,500
- Destination Weddings Magazine: Ad Value = \$7,337

Pending Placements:

- Hemispheres Magazine (Winter Issue – What's New in Skiing)
- San Francisco Chronicle (fall in North Lake Tahoe)



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Public Relations: FAM Trip Coordination

Outlet: Freelancer

Angle: Hidden Gems of Nevada; Thrifty Traveler; Science

Who: Myscha L. Theriault

Trip Date: 9/29-10/2

Run Date: Multiple (first was placed on 10/14)

Outlet: Trekaroo

Angle: Family/dog friendly travel

Who: Kristine Dworkin

Trip Date: 10/17-10/19

Run Date: TBD

Outlet: WHERE Traveler

Angle: Destination Travel

Who: Rachel Ward

Trip Date: 11/7-11/9

Run Date: TBD

Outlet: PowderHounds

Angle: Ski in Tahoe – Northstar/Resort at Squaw Creek

Who: Greg Doyle

Trip Date: February 2015

Run Date: Winter/Spring 2015

Outlet: Bay Area News Group

Angle: What's new in Winter

Who: Frosene Phillips

Trip Date: 10/22

Run Date: 11/14



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Social Media: October Results

Facebook Data

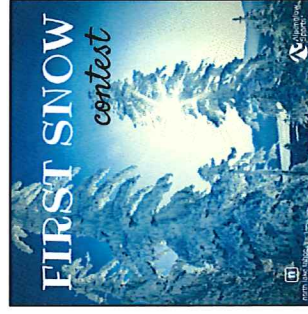
- Total Number of Likes: 89,947
 - Gained in October: 548
 - Gender Demographic : 64% female; 36% male
- Location Demographic:
- 48.8k Impressions: Sacramento, CA
 - 18.8k Impressions: Reno, NV
 - 18.1k Impressions: Los Angeles, CA
 - Highest Activity: Monday and Wednesday

Twitter Data

- Total Number of Followers: 9,267
- Gained in October: 369
- Mentions: 121
- Link Clicks: 855
- Re-Tweets: 191
- Demographic: 59% male; 41% female

Design:

Various branded graphics for social sharing: 11



Instagram Data

- Total Number of Followers: 2,510
- Gained in October: 287
- Total Photos: 365



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Social Media Content Calendar

Day of Week	Content
Monday	Scenic Picture
	Upcoming Event
Tuesday	Touch The Lake
	Featured Resort
Wednesday	Scenic Picture
	Where Are We Wednesday
Thursday	Touch The Lake /Shop Local
	UGC from Instagram/Follow Us call-to-action
Friday	Scenic Picture & Quote (via graphic)
	Flash Deals/Deal of the Week
Saturday	Small Business Saturday
	Weekend Activity idea
Sunday	Upcoming Event/Blog Post
	Touch The Lake

Holidays
October
31 Halloween
November
11 Veterans Day
17 Take a Hike Day
20 Beautiful Day
27 Thanksgiving
December
16 Hanukkah
24 Christmas Eve
25 Christmas
26 Kwanzaa
31 New Year's Eve



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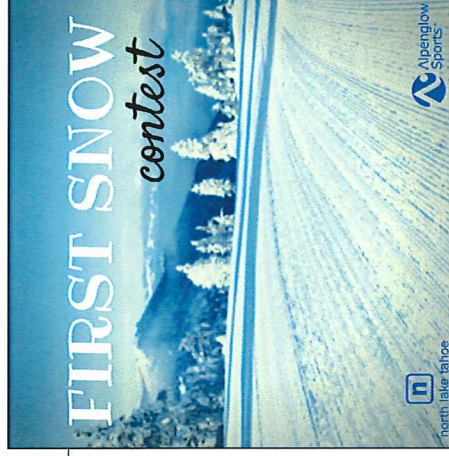
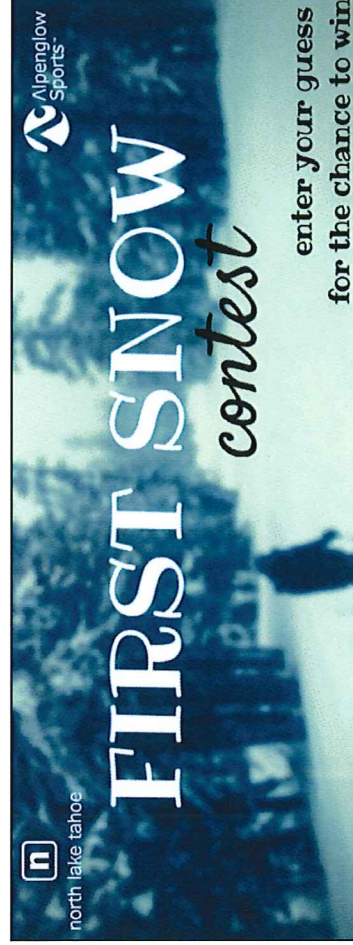
First Snow Social Media Contest

Description: The Abbi Agency developed and launched a “First Snow Contest” via the North Lake Tahoe Facebook page. The contest asks users to submit their information and guess what date they think the first major snow will fall in North Lake Tahoe. “Major snow” is defined as greater than 6 inches, and will be measured from the North Lake Tahoe Visitors’ Center in Tahoe City.

The winner who guesses the correct date will win a \$50 gift card to Alpenglw Sports. In exchange for their prize donation, the contest is being cross-promoted on their channels.

Goal: Collect email addresses to increase the newsletter database (current = 34,009).

Duration: October 15 until the day of the first major snowfall.



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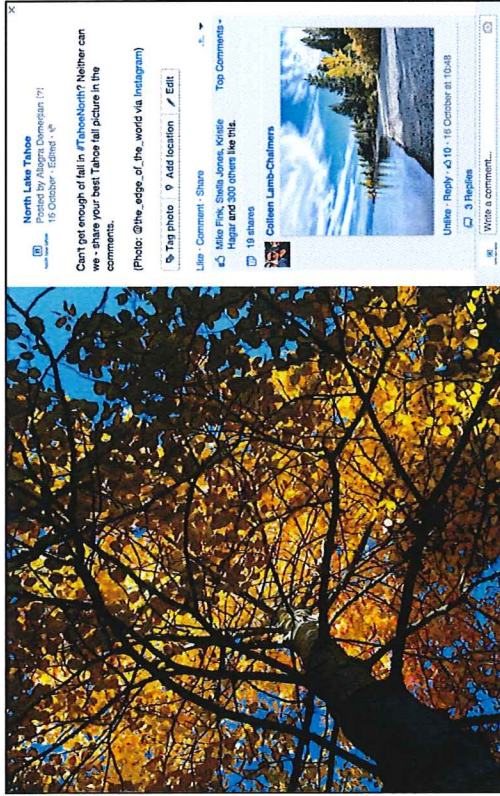


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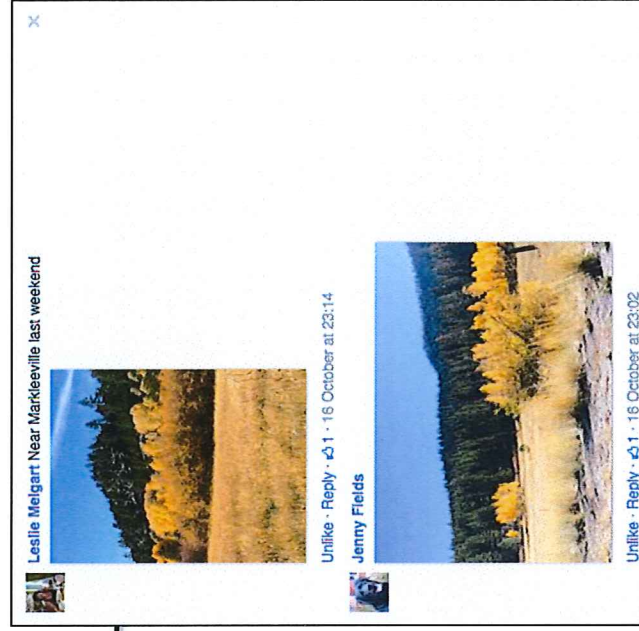


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Social Media Highlights

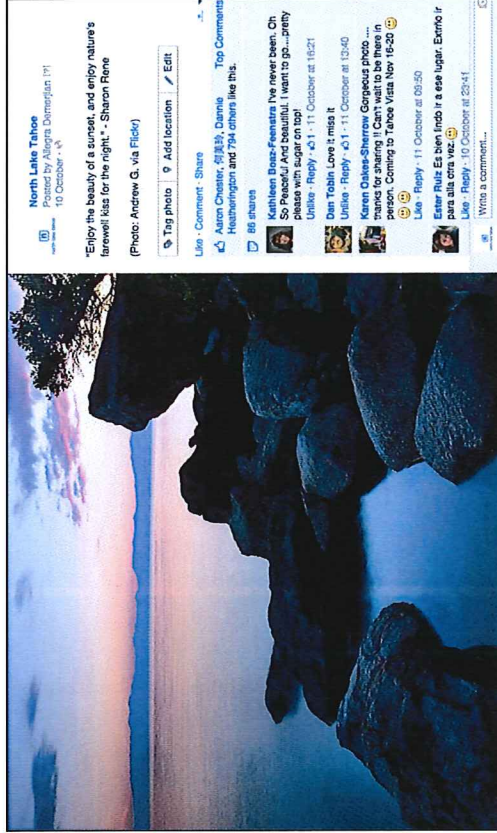


- Likes: 327
- Shares: 19
- Comments with images: 38
- Impressions: 3,174



Social Media Highlights

- Likes: 940
- Shares: 87
- Comments: 25
- Impressions: 8,704



Kathleen Boaz-Feenstra I've never been. Oh So Peaceful And beautiful. I want to go....pretty please with sugar on top!
Unlike · Reply · 11 October at 16:21

Dan Tobin Love it miss it
Unlike · Reply · 11 October at 13:40

Karen Oakes-Sherrow Gorgeous photo thanks for sharing !! Can't wait to be there in person. Coming to Tahoe Vista Nov 16-20
Like · Reply · 11 October at 09:50

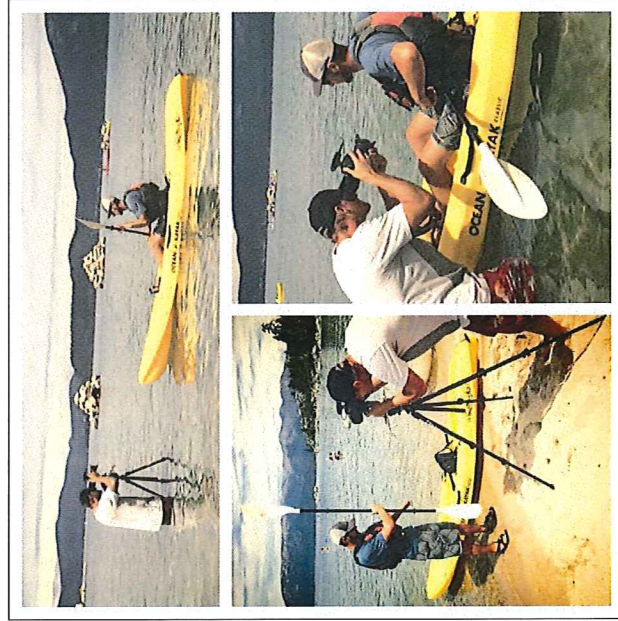
Nancy Palacios I miss Lake Tahoe
Like · Reply · 10 October at 23:02

Kathy LeLievre Really nice. The light play on the rocks is just wonderful. Good job.
Like · Reply · 10 October at 21:02

Lorraine Menchaca Civitate Cannot wait to go back!
Like · Reply · 10 October at 20:33



HPS Campaign Tool: How-To Videos



Kayak Video

Views: 12,617

Impressions: 21,466

Minutes Watched: 16,562



Mountain Bike Video

Views: 7,196

Impressions: 10,516

Minutes Watched: 8,702



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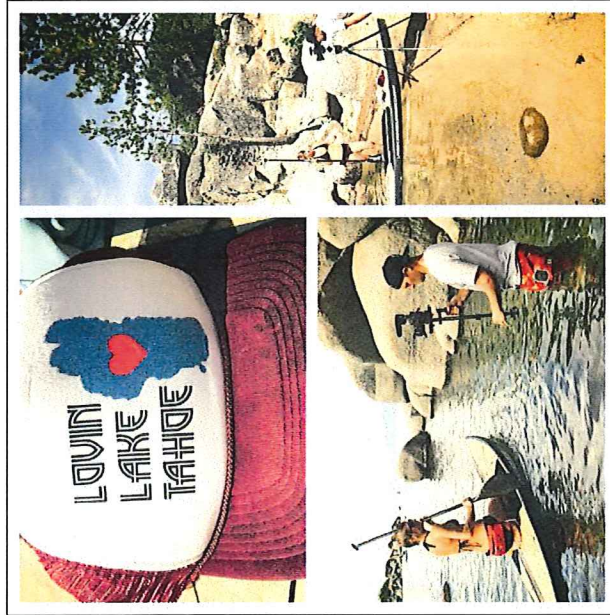
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HPS Campaign Tool: How-To Videos

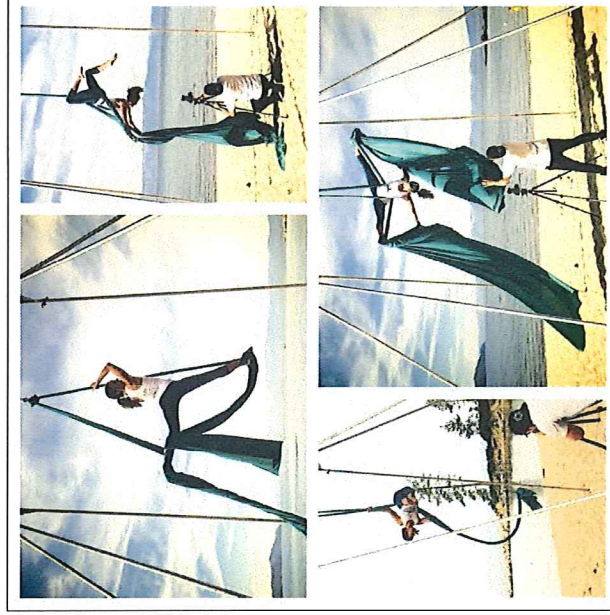


Paddle Board Video

Views: 16,415

Impressions: 28,324

Minutes Watched: 24,518



Aerial Fabrics Video

Views: 20,921

Impressions: 25,446

Minutes Watched: 30,555



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Thank You



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