



# October Marketing Departmental Reports



## North Lake Tahoe Marketing Report (September 16<sup>th</sup>, 2013 – October 13<sup>th</sup>, 2013)

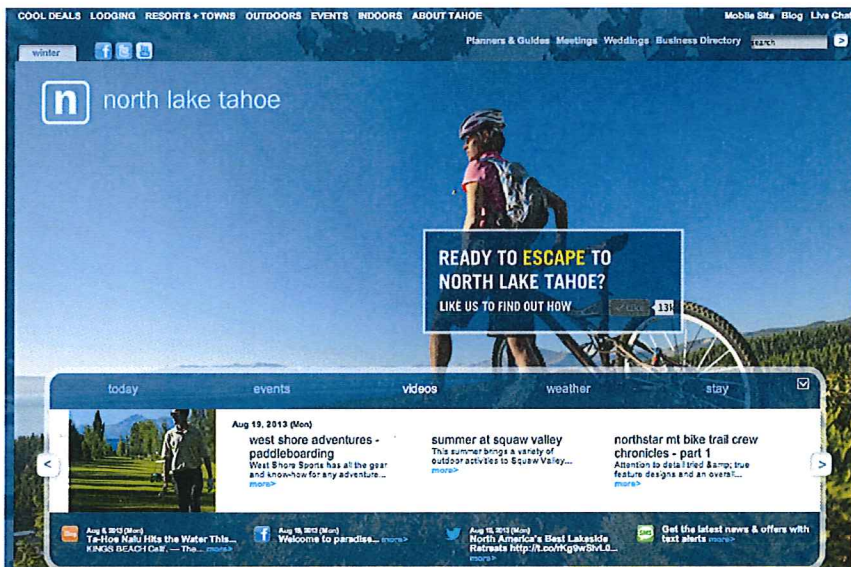
### SEO Report: 9/16/13 – 10/13/13

#### Analysis:

Since the last report, our unique visitors have slightly dropped however the visitors are more unique, with all engagement rates and time spent on the site up. As the Winter season approaches, we anticipate an increase in traffic to GoTahoeNorth.com.

#### Stats:

- Unique Visitors – 36,326
- % of New Visitors – 77%
- Avg. Visit Duration – 2:37
- Avg. Page Views Per Visit – 3.47
- Total Outbound Traffic – 6,261
- Cool Deals Outbound Traffic – 2,021
- Top DMAs – 1. SF Bay Area 2. San Jose 3. Sacramento

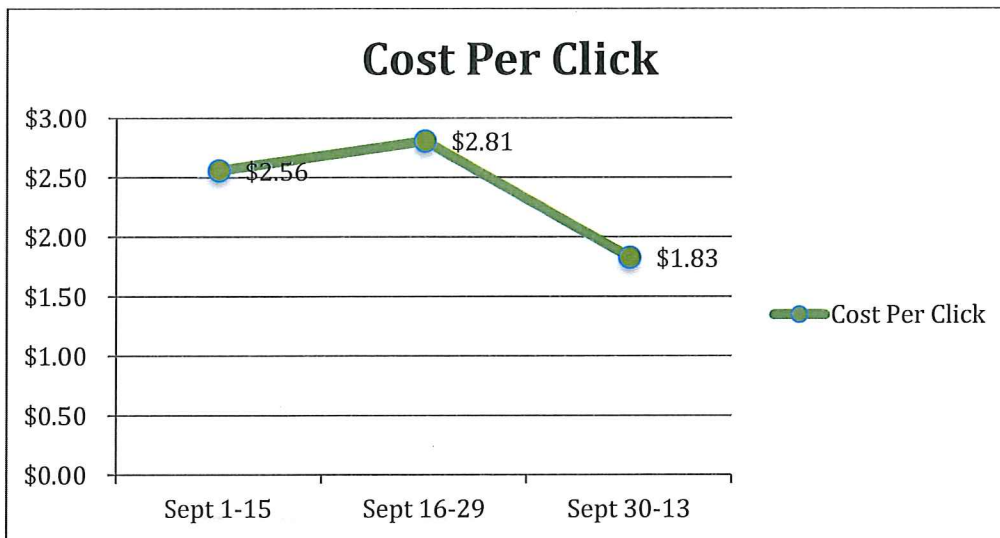


## Search Report: Conferences & Summer (9/16-10/13)

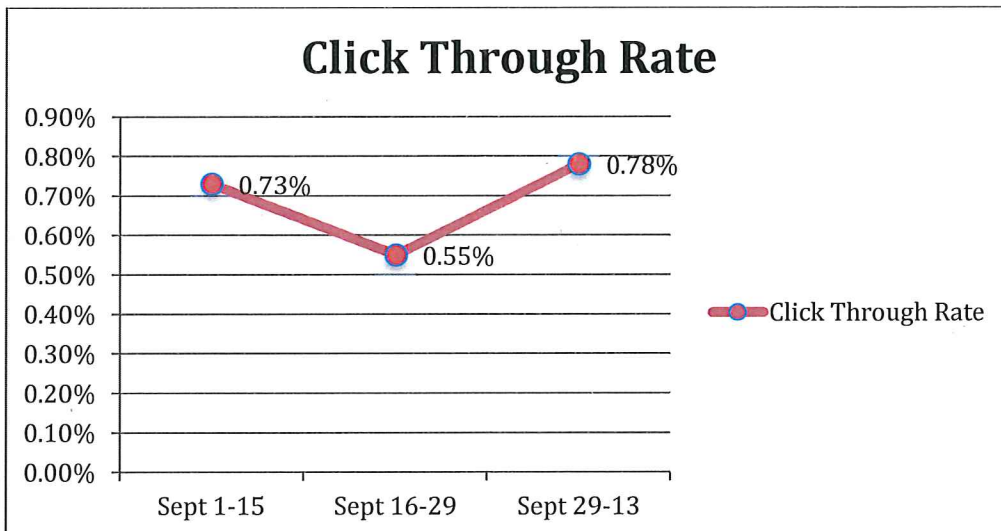
### Analysis:

Our Conference CPC is the lowest it has been in the past 6 weeks, and the CTR is at one of the highest, yielding a 0.78%. Although the Summer CPC is up in comparison to the last report, the CTR is performing extremely well at a 1.32%. With Summer coming to an end, results will improve upon the launch of our upcoming Winter campaign.

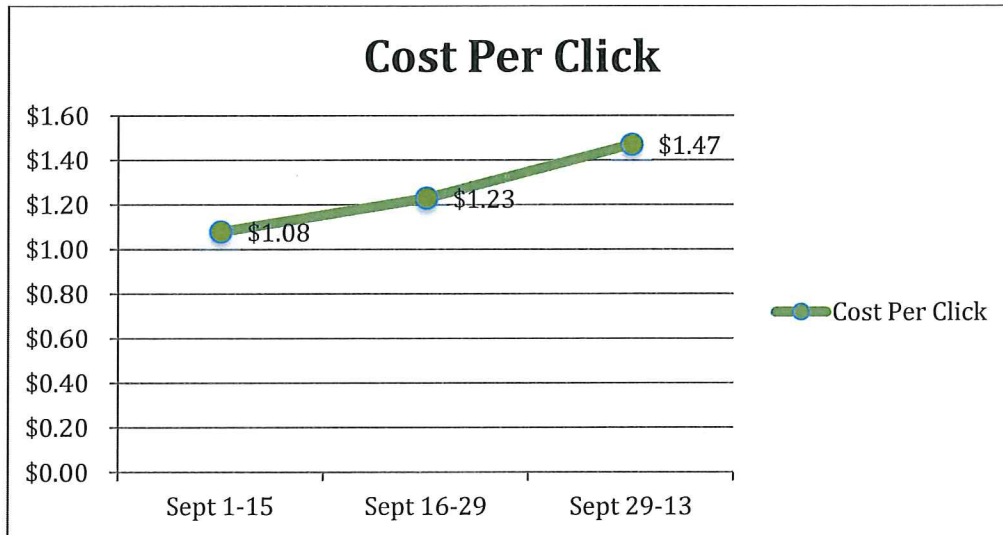
### Conference Average CPC



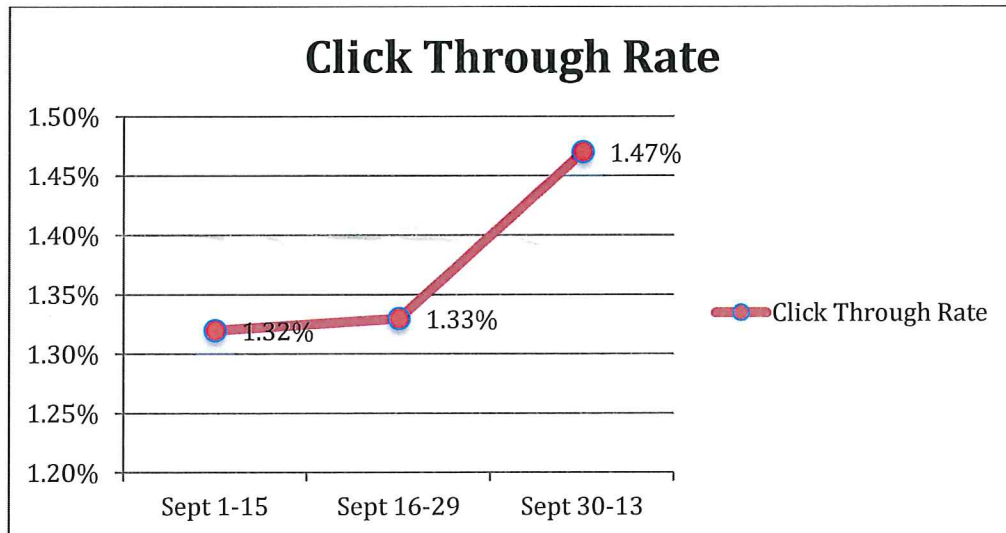
### Conference CTR



## Summer CPC



## Summer CTR



## **Conference Department Report October 2013**

Staff hosted a site visit for United Technologies Corporation. UTC is considering North Lake Tahoe for a January 2014 meeting that will generate 850 total room nights.

Staff hosted a site visit for USA Cycling. USA Cycling is considering North Lake Tahoe for their 2015 & 2016 Amateur Road Racing National Championship. The event will bring over 1000 cyclists and their families to the area each year.

Staff conducted site visit with Simply Splendid Events and WhataBurger. During this site Staff showcased offsite recreation and dining venues for groups and individuals. This June 2014 incentive program will be at the Ritz Carlton Lake Tahoe and will bring 100 people and generate 150 room nights.

Staff conducted a site visit with Triple Crown Sports (TCS) Baseball Division. Triple Crown Sports has annual 4th of July Fireworks Baseball Tournament that takes place in Truckee, Tahoe Vista, Incline Village and Reno. Over 70 teams from all over the U.S. come to this annual event. Drew Reiners has recently taken over this event within TCS and is exciting about taking a new approach to market this event and increase the number of team. During the site we visited the baseball fields and potential lodging in Truckee, North Star and Incline Village.

Staff planned a site visit with Tom Whitman Presents. This event and production company is considering North Lake Tahoe for one of their Elevation Events in February 2014 that could bring 200-400 people to North Lake Tahoe ski slopes and generate 300-500 room nights. Currently they have two events Elevation Mammoth (12 year history) and Elevation Utah (3 year history). Elevation is the largest LGBT ski/snowboarding event brand in the country.

Staff set up sales appointments for a Los Angeles Sales Trip to coincide with the Smart Event Los Angeles. Appointments included USFN (U.S. Foreclosure Network), Anthem Blue Cross, Inova Meetings & Incentives, Baxter Healthcare, Core Digital and Meeting Wise. In addition, Staff reviewed and requested appointments with Meeting Planners attending Smart Event, Los Angeles. Staff will have 12-15 appointments with qualified meeting planners.

Staff conducted a site visit with the Hartl Family Reunion. This program has been at the Hyatt Regency Lake Tahoe in the past and they are considering the Hyatt and the Landing Resort & Spa. This program will bring 30 people to Lake Tahoe and generate over 70 room nights for June or July 2014.

Staff conducted a site visit with Tom Whitman Presents. This event and production company is considering North Lake Tahoe for one of their Elevation Events in February 2014 that could bring 200-400 people to North Lake Tahoe ski slopes and generate 300-500 room nights. During this site, the client visited Squaw Valley and North Star and Incline Village.

Staff attended NLTRA Marketing Meeting

Staff met with School of Thought to finalize 2013/2014 media plan

Staff met with HD96 to discuss Reno Tahoe Meeting Cooperative

Staff attended Annual Chamber Membership Luncheon

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September 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.



## north lake tahoe

Chamber | CVB | Resort Association

October Leisure Report  
Marketing Committee Meeting  
10-29-13

### TRAVEL TRADE

- Met with Vail Resorts to go over their upcoming UK sales, media and consumer ski show mission to close with attending World Travel Market in London.
- Confirmed and scheduled a North Lake Tahoe ski marketing co-op with Ski.com
- Met with our California Market Manager from Booking.com and introduced her to addition North Lake Tahoe lodging partners resulting in new contracts

### FAMs

- Hosted Overdrive TV - India
- Hosted ScoutSki.com – new company soon to launch aiming at domestic and international markets for Tahoe with the ability to package dynamically
- Hosted a German travel agent fam put together by a company called Willy Scharnow along with Visit CA – Germany consisting of 12 travel agents, a Willy Scharnow rep, our Travel Trade Account Manager and our PR Manager from Visit CA - Germany
- Networked with the UK SuperFAM “mountain group” agents who stayed one night in South Lake Tahoe
- Attended the UK SuperFAM Grand Finale series of events in San Diego consisting of a trade show format event and networking opportunities with the 55-60 top-selling agents present
- Hosted Trailfinders UK sales agents

### CONSUMER & MISC

- Worked with Snowbomb.com and the Abbi Agency to promote the Ski and Board Festivals socially with free ticket giveaways
- Organized booth display, show specials, logo items and social promotion for Sierra Ski Marketing Council’s fall consumer show – LA Ski Dazzle
- Attended the annual High Sierra Visitors Council planning meeting to go over the annual budget including travel trade and media fams, trade shows, the Visit CA – France contract and additional opportunities

**Judy Laverty**  
**October 2013**

### **AUTUMN FOOD AND WINE**

Met with the Northstar team for a debrief on this years event and started strategizing for next year. It was agreed that staff (Judy) will continue to be the primary contact for the wineries and will continue to do program development. After all initial plans are confirmed, Northstar will take over for all follow up, paper work, etc.

Staff made sales calls in Napa Valley to start lining up seminars and wineries for the 2014 program.

### **SNOWFEST**

NLTRA Board of Directors approved the "White Paper" developed by staff and Snowfest staff on ongoing programming and marketing strategies for Snowfest. The board expressed support for SnowFest as a viable community event and encouraged staff to work with them on strengthening their program to develop events at ski resorts midweek and events on the lakeshore on weekends. NLTRA will continue to support SnowFest with in-kind, pr, social, and marketing programs as well as a \$5,000 cash contribution for 2014.

### **USA CYCLING BID**

Staff, along with Andy and Jason, conducted an extensive site visit for a 2015-2016 bid for the USA Cycling Amateur Road Championships. Site tours were conducted with various resorts, with Truckee officials, and race routes were visited. Decision will be announced December 1. North Lake Tahoe and South Carolina are the finalists for this bid. The race will bring in approximately 1,000 athletes and an estimated 3,500 room nights each year of the contract. Staff made this contact at the National Association of Sports Commission Symposium (NASC) last April.

### **MONTHLY DATABASE EBLAST**

Worked with SOT agency on copy and concepts for the October database eblast.

### **GRANT FUNDING**

Staff initiated the call for grant funding applications for the fiscal 2013-2014 fiscal. An email blast went out to membership as well as all former applicants who meet the criteria for funding. A press release was generated and sent to local media. Deadline for applications is November 3, interviews on November 15<sup>th</sup>, and recommendations to the board on December 4<sup>th</sup>.

### **EVENT CALENDARS**

Working on marquee calendar for 2014 Reno Tahoe Visitor Guide (Nina Brown).

Attended membership luncheon, board of directors meeting and the Sierra Sun Chamber Mixer.





*professional creative services*

October, 2013 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events
- working on switching images/information for winter pages
- keeping a master “Marquee Calendar” and updating this calendar with major events
- 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 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.
- designing email blasts for various events (relating to cool deals / informative event info)

*Shelley Fallon*

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## North Lake Tahoe Public Relations Recap September 2013

### Public Relations Summary

During the month of September, The Abbi Agency focused significant efforts on signature events such as Autumn Food and Wine and the inaugural IRONMAN Lake Tahoe. Efforts included pitching and coordinating media to providing on-site event support during the events.

Additionally, we devoted significant efforts to long lead fall and winter pitching, including Leaf-Peeping and Lakeside Lodging.

The Agency worked closely with the IRONMAN PR team to execute an expansive Public Relations campaign focusing on the IRONMAN triathlon as it relates to the people of Lake Tahoe, the substantial economic impact, and human-powered sports

Regarding social media, The Abbi Agency tweeted and posted on-site during events, and cross-promoted with various partners.

Finally, a member of The Abbi Agency team attended the Visit California Media Marketplace, pitching North Lake Tahoe story angles to several journalists.

### Media Placements

A comprehensive online clip book of your placements is available on ISSUU:

[www.issuu.com/north\\_laketahoe](http://www.issuu.com/north_laketahoe)

For all news pertaining to North Lake Tahoe (including organic, mentions, and secured) please see the Vocus tracking report included in this recap

### Placement highlights:

KCRA, <http://www.kcra.com/news/local-news/news-sierra/lake-tahoe-ironman-triathlon-draws-thousands-to-norcal/-/12970852/22012038/-/11peuo7z/-/index.html?absolute=true>

SF Ski Examiner, [http://www.examiner.com/article/lodging-discounts-available-at-north-lake-tahoe-locations-this-fall?CID=examiner\\_alerts\\_article](http://www.examiner.com/article/lodging-discounts-available-at-north-lake-tahoe-locations-this-fall?CID=examiner_alerts_article)

San Francisco Chronicle, <http://www.sfchronicle.com/travel/article/At-high-altitude-Tahoe-it-s-always-peak-season-4830036.php>

## Pending Placements

- The Association News
- Triathlete (online)
- Women's Running Magazine
- Reno Tahoe-Tonight
- Private Clubs Magazine
- Image Magazine
- Vail Daily
- Tahoe Quarterly
- New York Magazine
- Facilities Online
- Marin Magazine
- FOX Small Business on the road

## Pitch Report/Hot Leads

A full pitch report accompanies this report.

- **Long Lead Fall/Winter stories:**
  - New York Magazine: Strategist, Winter Travel
  - Travel & Leisure: Winter openings and happenings
  - Sunset Magazine: Ask a Local
  - Bay Area News Group Round Up
  - Southwest Spirit Magazine

## Campaign Progress

### **Autumn Food and Wine**

In the weeks leading up to the signature festival, The Agency coordinated numerous interviews and media placements, including the Reno Gazette-Journal, 7X7, and What's Cookin' National Radio Show. We leveraged our relationship with client Mark Estee of Campo to cross promote the festival and garner extra attention.

The Abbi Agency Account Director Amanda Horn attended Autumn Food and Wine both Saturday and Sunday, working media check-in, coordinating with stakeholders, and taking/posting pictures to social media.

### **Ironman**

The Abbi Agency worked closely with the IRONMAN PR team to execute an expansive Public Relations campaign focusing on the IRONMAN triathlon as it relates to the people of Lake Tahoe, the substantial economic impact, and human-powered sports. In addition

to writing press releases and facilitating multiple interviews before the event, two Abbi Agency representatives attended IRONMAN to facilitate media, coordinate with IRONMAN staff, and take/post pictures for social media.

The Abbi Agency worked extensively on disseminating IRONMAN messages to local, regional and national media outlets. Goals included bringing awareness to the inaugural event, telling the story of the large economic impact, and driving the human-powered initiative.

Preparations for the event began in August where a representative of The Abbi Agency attended the IRONMAN Community Meeting to field media questions and strategize with Ironman's PR team.

Pitch angles before the event included the event, economic impact, traffic impact, the local athletes and the philanthropic angle (IRONMAN Foundation).

Throughout the month of August and September The Abbi Agency developed, revised and updated multiple press releases and media alerts. These press materials included a media alert about the IRONMAN community meeting, traffic advisory and an IRONMAN general release.

Account Director Amanda Horn attended IRONMAN competition in its entirety, being on site Saturday to work media check-in and coordinate with IRONMAN PR team, and attending all day Sunday, facilitating media and posting pictures on social media. An additional Abbi Agency representative also attended Sunday afternoon/evening and Monday morning to continue social media efforts. To improve the experience of media on the day of the competition, The Agency coordinated interviews, paddleboard rentals and helicopter rides and also provided information and directions as needed.

All communications, releases and pitches branded North Lake Tahoe and IRONMAN as an historic partnership which will improve the community.

### **Fall Travel**

The Abbi Agency coordinated several media visits during late August and throughout September in preparation for fall stories. Journalists came from a variety of publications across the Bay Area including Off Metro, Ski Examiner, and Haaritz, and Triathlete/Women's Running Magazine. Efforts included securing hotel rooms and dining options from various partners.

## Other Communications

**Amy Nostrand Hiring Release:** prepared and distributed to national meetings publications. Several placements have either been secured or are currently pending.

**What's New Winter Roundup:** worked with partners to prepare a comprehensive overview of all new lodging, dining, on and off mountain improvements this winter season

**RMC Newsletter:** The Abbi Agency prepares monthly write-ups for the RMC newsletter highlighting upcoming events.

**Marketing Committee:** Account Director Amanda Horn attended the monthly NLT Marketing Coop Meeting in August.

## Social Media Summary

### Sprout Social Report

As of September 29<sup>th</sup> North Lake Tahoe had 14,130 total likes and 2,160 people talking about this on Facebook. In the month of September North Lake Tahoe gained 536 new fans on Facebook and 277 new followers on Twitter.

There were a total of 16,243 incoming messages on Facebook and Twitter. North Lake Tahoe's Facebook demographic is 64% female, 36% male. Twitter demographic is 60% male, 40% female. Twitter had a total of 244 link clicks, 181 mentions and 203 retweets. Facebook activity was the highest on and Fridays and Sundays. In September Fridays got a total of 122.0k total impressions. Overall, North Lake Tahoe got a total of 595,506 page impressions by 241,174 unique users on Facebook and Twitter.

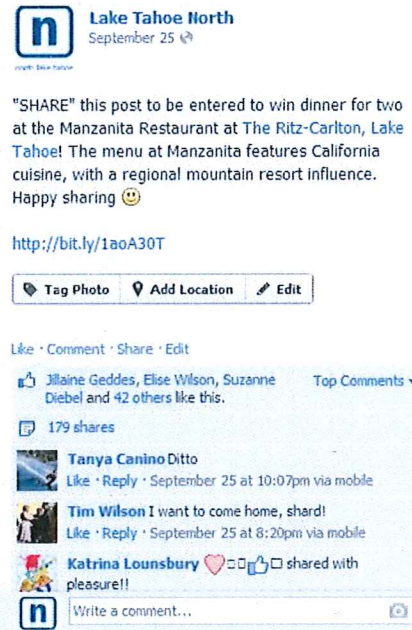
### Twitter Contests

This month, continuing with our quarterly trend, we focused on gaining North Lake Tahoe's Twitter following. We gave away two tickets to the Wine & Brew Fest and two tickets to the Grand Tasting at Autumn Food and Wine. Through these promotions we gained roughly **150** new followers. Below is a graphic we designed for the giveaway. The two winners were Pamela Lee Hunt and Zachary Bear DeVine.




**Manzanita Facebook Giveaway**

Fans were asked to “SHARE” the photo to be entered to win dinner for two at Manzanita Restaurant at the Ritz-Carlton. We used a photo of the Manzanita restaurant with a banner labeled, “Share to win.” The contest started with **13,983** fans and **2,097** ‘talking about this.’ Before starting the contest our weekly reach was at **27,979**. In **15** minutes we had **26** shares. We ended the contest with **14,111** fans and **2,065** ‘talking about this.’ The contest ended with **179** shares, **129** new fans, **45** likes and **13** comments. With a random number generator we picked a winner, Julie Maurer.



**GROUP REPORT** from September 1, 2013 - September 30, 2013

 @TahoeNorth

 Lake Tahoe North

**GROUP STATS** across all Twitter and Facebook accounts

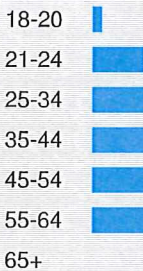
Incoming Messages	16,243	
Sent Messages	228	
New Twitter Followers	277	
New Facebook Fans	536	

**16,443** INTERACTIONS   
 BY **12,946** UNIQUE USERS   
**1,787,397** IMPRESSIONS 


**TWITTER STATS** across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **60%** MALE FOLLOWERS  **40%** FEMALE FOLLOWERS



TWITTER STATS

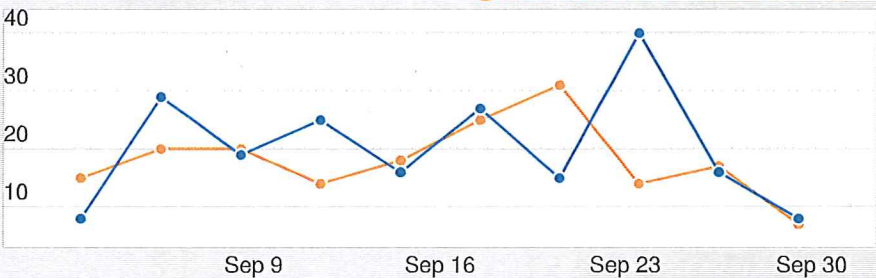
 **277**  
New Twitter Followers in this time period

 **244**  
Link Clicks


 **181**  
Mentions


 **203**  
Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

 **115** Plain Text

 **12** Links to Pages

 **21** Photo Links

# FACEBOOK STATS across all Facebook pages

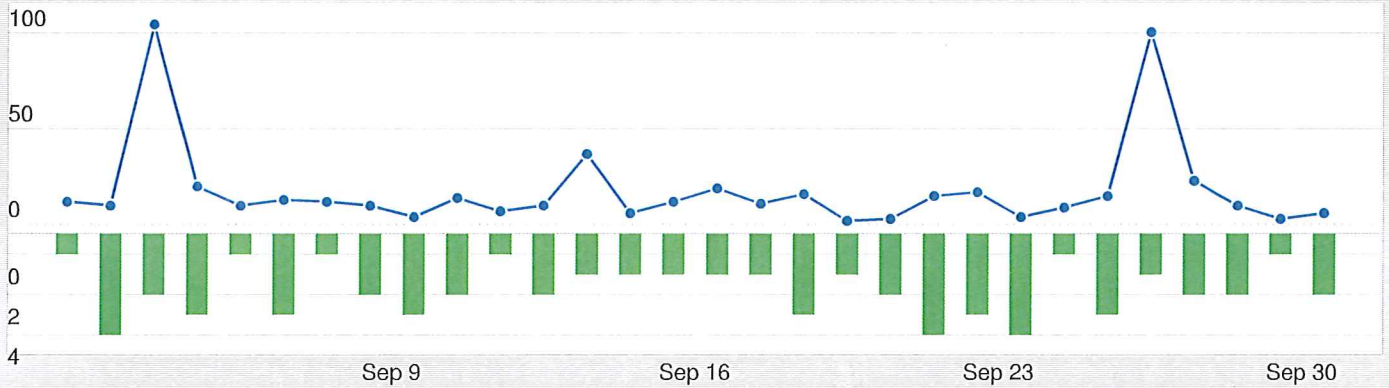


## My Facebook Pages

14.3k Total Likes, and 1.13k people talking about this

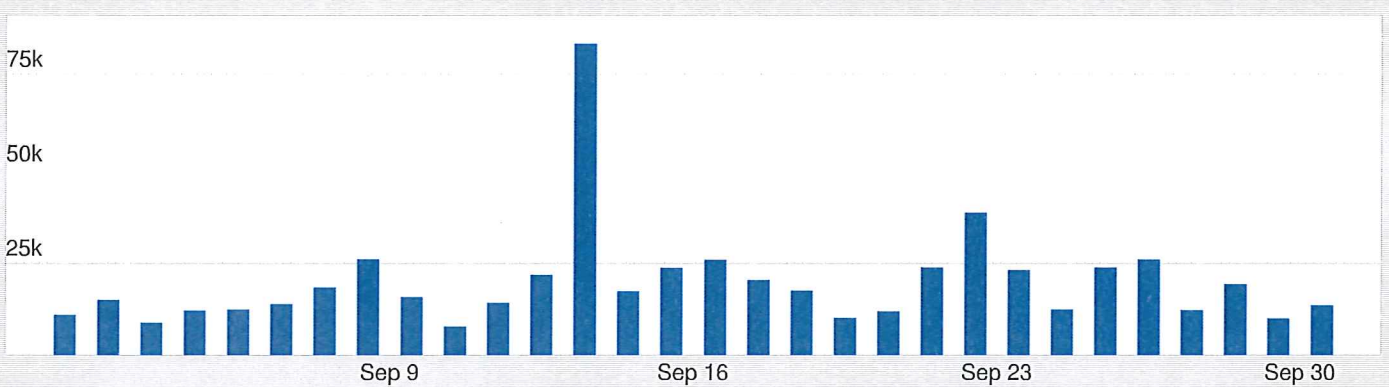
### FAN GROWTH

New Fans **536** Unliked your Page **53**

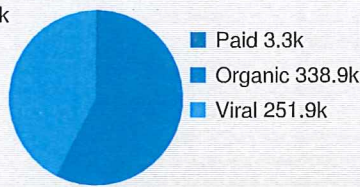
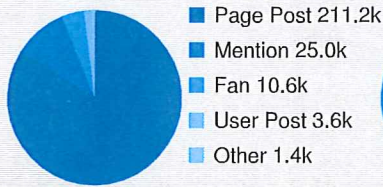


### PAGE IMPRESSIONS

Impressions **595,506** by 241,174 users



### IMPRESSIONS



### BY DAY OF WEEK

Day	Avg	Total
Sun	21.9k	109.7k
Mon	18.8k	94.1k
Tue	12.7k	50.7k
Wed	17.1k	68.5k
Thu	17.8k	71.0k
Fri	30.5k	122.0k
Sat	19.9k	79.4k

### IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

#### AGE & GENDER

Age Group	Male	Female
13-17	857	805
18-24	7.1k	9.8k
25-34	20.4k	35.2k
35-44	24.0k	40.1k
45-54	18.7k	37.7k
55+	13.9k	28.4k

#### TOP COUNTRIES

Country	Impressions
United States	215.2k
Canada	2.7k
United Kingdom	2.4k
Mexico	2.0k
Brazil	1.8k

#### TOP CITIES

City	Impressions
Reno, NV	11.9k
Sacramento, CA	5.5k
San Francisco, CA	5.1k
Truckee, CA	4.3k
Los Angeles, CA	3.5k

