



Marketing Committee
October 28, 2010

October 2010
Departmental Reports

Print Media for October & November

- Leisure ads: LA Magazine, Orange Coast Magazine, Southwest Spirit, National Geographic Traveler, CA Visitor Guide (annual), CTTC Golf Planners (annual), AAA Tourbook (annual)

Internet Media for October & November

- Leisure internet media running: Tripadvisor DMO Campaign, Google & Yahoo, Visiting Lake Tahoe Coop

Outdoor

- New creative posts on new board on 11/1

GoTahoeNorth.com Website:

- Completed projects include:
 - Lodging Detail Page rewrite including implementation of image gallery and video player
 - Removed 2nd column image from Lodging Detail page
 - Improvements to Event Calendar including Share Function on Event Detail and Tell Your Story pages
 - Dining Cool Deals moved back to Dining Section. Dining Cool Deals icon will link from Cool Deals page to Dining Cool Deals.
 - SEO page titles updated
 - AMGEN microsite created
 - Link n-logo on homepage to GoTahoeNorth.com homepage
 - Manager page for News to allow client to post press releases
 - Create links page that is manager enabled
 - Improved video loading
 - AMGEN bug and graphic added to GoTahoeNorth.com homepage
 - Cyclist image sized down to make AMGEN bug more readable
 - Zikas photography removed from wedding section of site
 - GoTahoeNorth.com revamp
 - Quicklink icons
 - Create video submission form

Upcoming GoTahoeNorth.com website

- AMGEN updates
 - Purchase possible domains
 - Add Cool Deals packages page to mini site
 - Create email Sign Up button site wide. Button to mimic email button on GoTahoeNorth.com revamp.
 - Create social page where social content will aggregate
- GoTahoeNorth.com revamp
 - Updates to initial comps including new icons for Sun & Snow, more prominent treatment for lodging, consideration of featured lodging or cool deal for Quicklink bar, more prominent top navigation, more prominent application for planning your stay site-wide, changing "Connect" to "Social", mobile compatibility, comp for lodging homepage
- Google maps
- Add Donner Summit to resorts + towns. Body copy completed, need to finalize header image, color palette and personality traits.
- Consider mobile site and mobile applications.
- Capture imagery for expanded organization galleries

November/December Insertions

LA Magazine November – Hit the Slopes

Circulation: 140,022 (ABC Audit, paid)

Demographics:

- 43% Male
- 57% Female
- 64.51% age 25-54
- 6.93% ski/board
- 35.67% children in household
- 24.72% upscale hotel past year
- 7.4% visited Tahoe in the past year
- 64.42% HHI \$75K+

it is for north

It's easy to get in deep here, deep into insane amounts of sun and snow, a dozen resorts whose runs range from mild to wild, and an apres-snow scene beyond black diamond. The only place where you won't get in deep is with prices. For great values, visit [Gout Deals](#) online today. Then leap into a winter easily discovered via plane or car.

[GoTahoeNorth.com](#) | 800.Tahoe4U

Take Tahoe to a winter destination with 0% down for the 3rd year straight and No. 2 with [Tahoe4U](#)!

466_8423 LA Magazine November
Smith + Jones, Inc. 09/16/10 gG
CMYK, 1/2 Page Horizontal Bleed, 8.25 x 5.5"
PDFX-1a

Southwest Spirit November – Reno/Tahoe Feature

Circulation: 3 million +

Demographics:

- Median age: 46.7
- Median HHI: \$102,890
- Men/Women: 51%/49%
- Age 25-54: 63%
- 32.21% individual income \$75K+
- 6.89% ski/board in past year
- 2.11% ski vacation in past year
- 19.91% visited CA in past year

n

North Lake Tahoe

n is for north

It arrives on sunny slopes, ice rinks and wooded trails traveled by sleigh and ski. And yet it also magically appears in pubs, cafes, backwood cabins, front street stores, and nightclubs that bump while charlits sleep. It is that technicolor-coated season we call winter, easily arrived at by plane or car. Visit Cool Deals online today.

FEATURED PARTNERS

Granibakken Lodge 877.552.6804 Granibakken.com	Resort at Squaw Creek 800.400.6972 SquawCreekSkiing.com	Crystal Bay Casino 775.832.6333 CrystalBayCasino.com	North Lake Tahoe Express 866.216.1222 NorthLakeTahoeExpress.com
74-acre resort with interchangeable 7 resort Ski & Stay Package from \$114/person. Minutes from Lake Tahoe.	North Lake Tahoe's most complete AAA 4-diamond resort with ski-in/ski-out access to Squaw Valley USA.	Crystal Bay Casino, the North Shore's entertainment epicenter with concerts, casino, fine dining and luxury lodging.	North Tahoe/Truckee airport shuttles sail from Reno daily! Stop by our airport counter. Great Rates!

GoTahoeNorth.com | 800.Tahoe4U

Look Above the 7th Floor. Discover what's new in the 2nd year straight and No. 2 with Top 400!

Outside Magazine December – Ski Resort Roundup

Circulation: 686,710 (ABC Audit, paid)

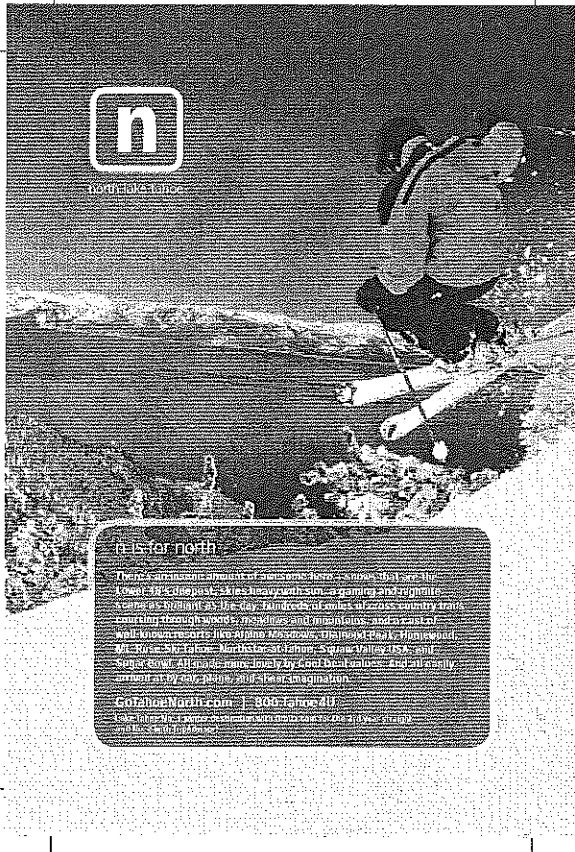
- 91% subscription
- 9% single copy sales

Distribution:

- 12% CA
- .9% NV
- 2.5% MA
- 5.5% NY
- 6% TX

Demographics:

- 66.52% Male
- 33.48% Female
- 75.79% age 25-54
- 21.89% individual income \$75K+
- 15.03% ski/board in past year
- 3.78% ski vacation in past year
- 12.56% visited CA in past year



Orange Coast Magazine December – Hit the Slopes

Circulation: 52,525 (ABC Audit, paid)

Demographics:

- 37% Male
- 63% Female
- 57.29% age 25-54
- 2.93% ski/board
- 40.57% children in household
- 31.06% upscale hotel in past year
- 8.72% visited Tahoe in past year
- 59.19% HHI \$75K+
- 92% traveled domestically in past year
- 87% plan on taking a trip/vacation in next 12 months

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northlake tahoe

n is for north

It's easy to get in deep here, deep into insane amounts of sun and snow, a dozen resorts whose runs range from mild to wild, and an apres scene beyond black diamond. The only place where you won't get in deep is with prices. For great values, visit Cool Deals online today. Then leap into a winter easily discovered via plane, car or rail.

GoTahoeNorth.com | 800.Tahoe4U

Lake Tahoe No. 1 winter destination with 6 straight years for the 2nd year straight and No. 2 with 10th straight.

466_8424 Orange Coast Magazine December
Smith + Jones, Inc. 10/24/10 gG
CMYK, 1/2 Page Horizontal Bleed, 8.25 x 5.229", 8 x 5.104" Trim
PDFX-1a

Marin Magazine December – Skiing the West

Circulation: 36,244 (BPA Audit, 99% Free, 1% newsstand/subscription)

Distribution: Direct mailed to households throughout Marin County. 600 copies distributed in-room at Marin's finest hotels

Demographics:

- 40% Male
- 60% Female
- 40.27% age 25-54
- 23.45% ski/board
- 19.91% children in household
- 46.9% upscale hotel in past year
- 62.83% visited Tahoe in past year
- 83.63% HHI \$75K+
- 51% plan to visit Lake Tahoe in next 12 months
- 37% own second homes in Lake Tahoe area

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north lake tahoe

n is for north

It's easy to get in deep here, deep into unheard volumes of sun and snow, a dozen resorts whose runs range from mild to wild, cross country trails of all flavors, and a gaming and apres scene that is beyond black diamond. All within an easy drive. And all made more pleasant by knowing there's one place where you won't get in deep: the prices. For great values, visit Cool Deals today.

GoTahoeNorth.com | 800.Tahoe4U

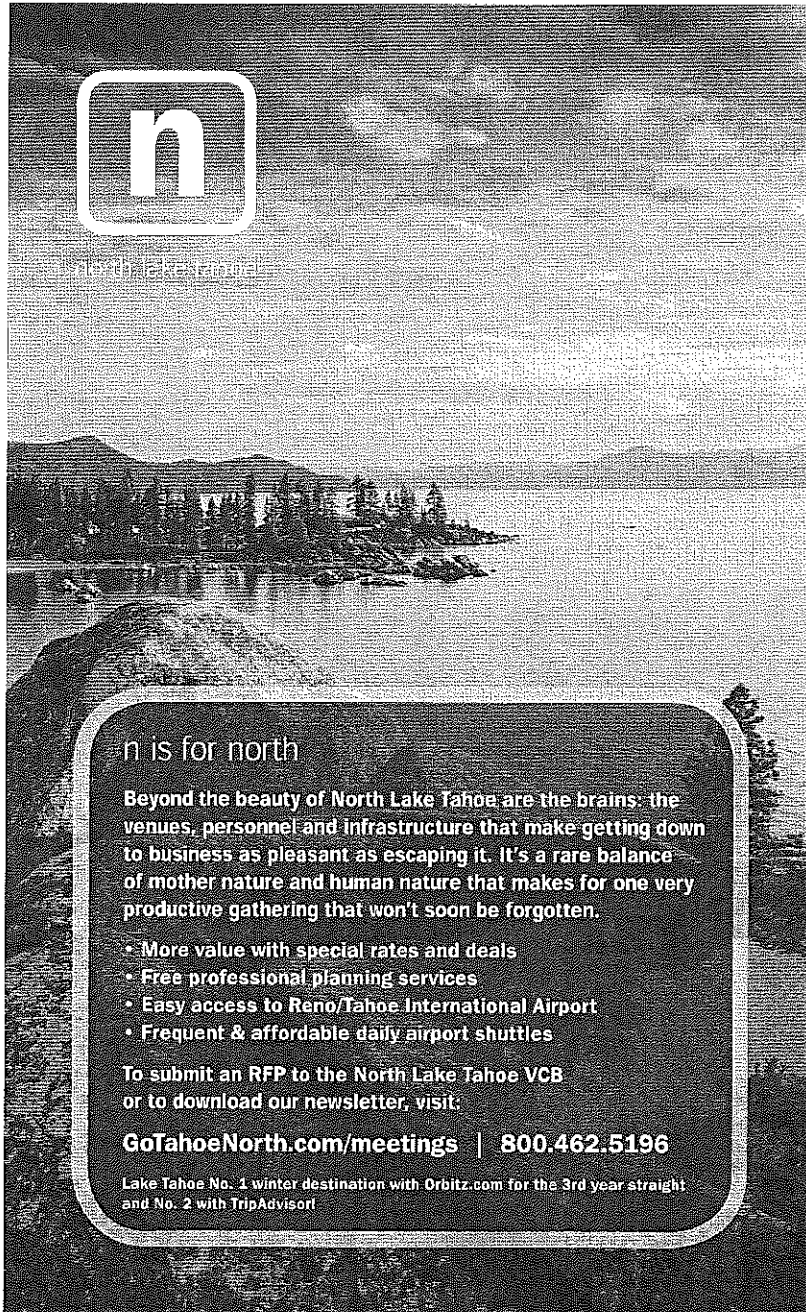
Lake Tahoe isn't your destination, it's your destination. Visit us for the 3rd year straight and No. 2 award.

Successful Meetings November – CA Supplement

Circulation: 72,000 national (24,200 – based in west or plan meetings in west)

Demographics:

- 78% circulation to corporate offices
- 42% Corporate executives
- 14% Association circulation
- 4.8% Association executives
- 2.5% Commercial travel agents
- 14.1% Meetings/convention planners



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north lake tahoe

n is for north

Beyond the beauty of North Lake Tahoe are the brains: the venues, personnel and infrastructure that make getting down to business as pleasant as escaping it. It's a rare balance of mother nature and human nature that makes for one very productive gathering that won't soon be forgotten.

- More value with special rates and deals
- Free professional planning services
- Easy access to Reno/Tahoe International Airport
- Frequent & affordable daily airport shuttles

To submit an RFP to the North Lake Tahoe VCB or to download our newsletter, visit:

GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 winter destination with Orbitz.com for the 3rd year straight and No. 2 with TripAdvisor!

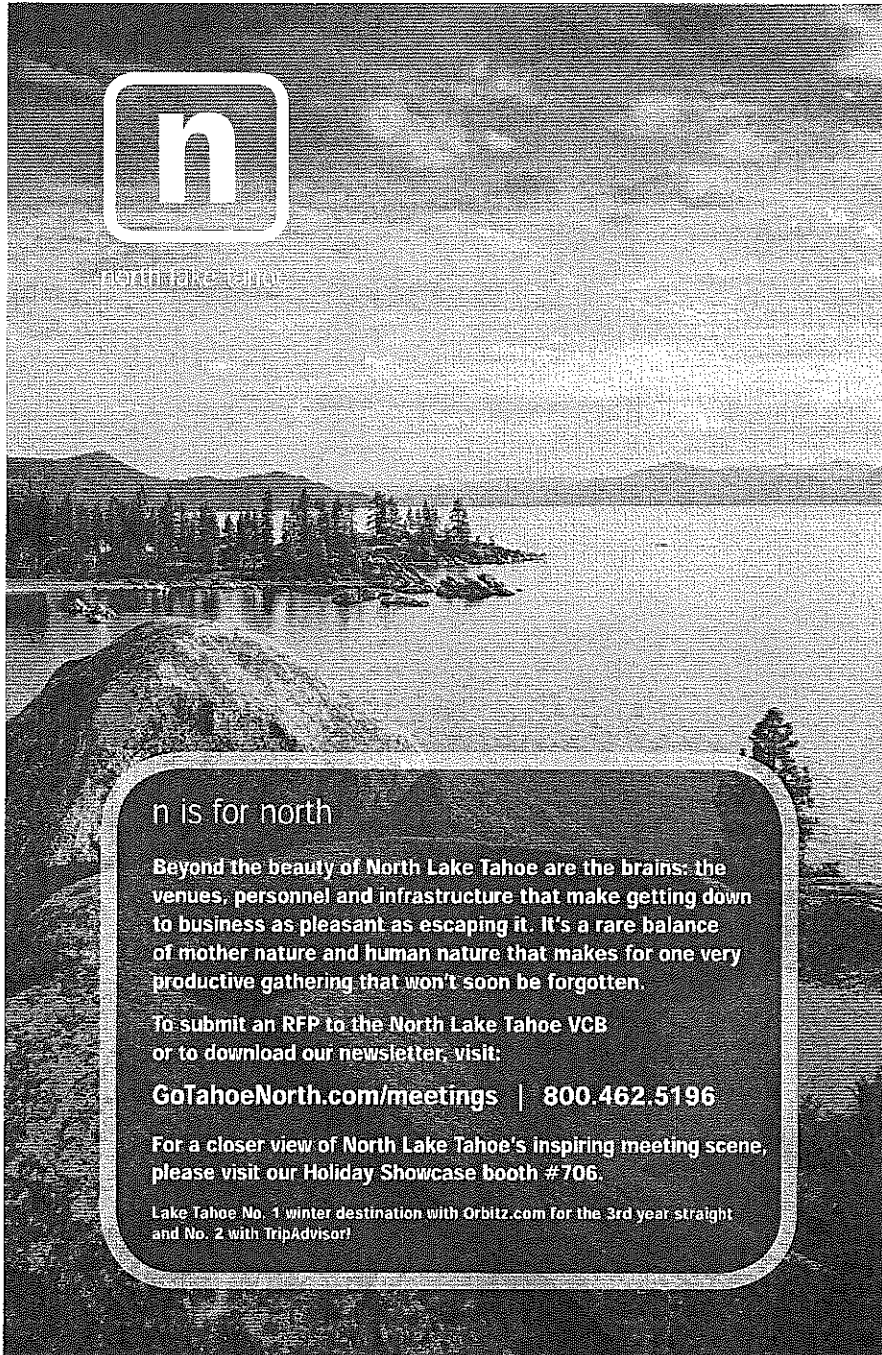
Forum Magazine/Chicago SAE December – Show Guide

Circulation: 4,100 regular issue (distributed to 3,700 members)

- Bonus distribution: 4,000 in Nov/Dec additional (distributed to members and to Chicago area association professionals)

Demographics:

- 80% Pacific (AK, CA, HI, OR, WA)
- 79% Mountain (AZ, Co, ID, MT, NV, NM, UT, WY)

The image features a scenic background of North Lake Tahoe, showing a calm lake reflecting the sky, with forested mountains in the distance and a rocky shoreline in the foreground. In the upper left, there is a logo consisting of a white lowercase 'n' inside a rounded square. Below the logo, the text 'north lake tahoe' is written in a lowercase, sans-serif font. A dark, rounded rectangular box is overlaid on the bottom half of the image, containing promotional text.

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To submit an RFP to the North Lake Tahoe VCB or to download our newsletter, visit:

GoTahoeNorth.com/meetings | 800.462.5196

For a closer view of North Lake Tahoe's inspiring meeting scene, please visit our Holiday Showcase booth #706.

Lake Tahoe No. 1 winter destination with Orbitz.com for the 3rd year straight and No. 2 with TripAdvisor!

Meetings West December – Nevada issue

Circulation: 35,064 (BPA, 100% qualified, non-paid), 13% increase



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To submit an RFP to the North Lake Tahoe VCB or to download our newsletter, visit:

GoTahoeNorth.com/meetings | 800.462.5196

Lake Tahoe No. 1 winter destination with Orbitz.com for the 37th year straight and No. 2 with TripAdvisor



Hyatt Regency Lake Tahoe Resort, Spa & Casino

Lakefront luxury with 50,000 sq. ft. of function space, boardroom, 20,000 sq. ft. casino. 10% off plus \$10 match play on meetings booked/hosted by 6/30/11.

800.510.4891 | LakeTahoe.Hyatt.com

Conference Department Report Marketing Committee Meeting October 2010

In October 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 the RSCVA Directors of Sales Meeting. This meeting is a monthly meeting that brings together the Directors of Sales of all of the Reno hotels along with the Directors of Sales from the NLTRA and LTVA. These meetings are an excellent opportunity to network with the Reno hotels and Reno bureau as well as stay current on regional activities taking place in the meetings industry.

Staff met with John Leinen the new VP of Sales & Marketing with the RSCVA to discuss our cooperative marketing plan and to discuss ways to further leverage our partnership in the future.

Staff met with Heather Allison the new Director of Sales & Marketing at the Ritz-Carlton Lake Tahoe.

Staff hosted the quarterly NLTRA Director's of Sales & Marketing meeting. This is a meeting of all of the DOS and DOSM from conference partner properties. At this meeting we discussed booking pace, future travel schedules, potential hiring of new sales staff, etc.

Staff attended the monthly NLTRA Marketing Committee meeting.

Staff attended the ITME show in Chicago. The "Motivation Show" is the countries premiere event for incentives, recognition awards and motivational meetings and events. This years event was attended by 6000 buyers from all segments of the meetings industry. Staff also hosted a small client dinner during the show.

Staff hosted a site inspection for the American Bar Association Law Practice Management Section. This program is expected to bring approximately 600 room nights and in excess of \$125,000 in room revenue alone. With incremental spending, this group will bring in well over \$350,000 to the area during October 2012. We expect a final decision in November

Staff also hosted a site inspection for NASA Godard Space Flight Center. This program is expected to bring approximately 1100 room nights and in excess of \$110,000 in room revenue alone. With incremental spending, this group will bring in well over \$250,000 to the area during May 2011

Staff, along with Smith & Jones, has been working vigilantly collecting information for the new conference planning guide and website upgrade which are currently in production.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 800 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat

October Leisure Report
Marketing Committee Meeting
October 28, 2010

TRAVEL TRADE

- Conducted an online training for 16 Vacation Roost sales agents – a very productive, no-cost way to reach agents working from home
- Organized and led annual Colorado sales mission with the Hyatt Regency, Northstar, Tahoe Mountain Resorts Lodging, The Ritz Carlton Highlands, The Resort at Squaw Creek, The Village at Squaw/Squaw Valley Ski Corp. and the Squaw Valley Lodge who participated and assisted in training over 60 ski specialists from:
 - Ski.com
 - Vacation Roost
 - Rocky Mountain Getaways
 - Snow Ventures
 - Orbitz
 - SkiGroup.net
- Met with Travelocity
- Finalized UK sales call/agent training itinerary in addition to appointments taking place at CA Tourism's VIP travel trade press event and World Travel Market
- Set up Liberty/GoGo Travel – Flight Centre agent training in Los Angeles taking place to coincide with staff attending LA Ski Dazzle in December

FAMs

- Hosted new Vacation Roost market manager and site toured 15 North Lake Tahoe lodging properties, also connecting him with all of our property management companies. New lodging contracts have been finalized as a direct result off this visit (3 day FAM overlapped Sept. and Oct.)
- Hosted CA Tourism's UK-Irish SuperFAM consisting of 14 top-selling call center and travel agents from the following 14 companies:
 - Tailor Made Travel
 - Holiday Experts
 - Thomas Cook
 - BA Holidays
 - Travel Counselors
 - Virgin Holidays
 - California Vacations
 - Kuoni
 - Funway Holidays
 - STA
 - Bon Voyage
 - SkiBound
 - Selling Long Haul
 - N.A.T.S.

- Attended CA Tourism's UK-Irish SuperFAM final night in Huntington Beach where staff networked with all 56 agents attending the state-wide FAM

MISC

- Organizer for SSMC domestic ski shows – tour kicked off in Seattle in October
- Attended North Lake Tahoe Chamber luncheon
- Attended CTTC Sustainable Tourism Conference
- Attended small lodging breakfast at the Shore House
- Organized ski press event in London for November 4th and sent out invites with the help of CA Tourism UK (Black Diamond)

LAZER 10

2010
OCT

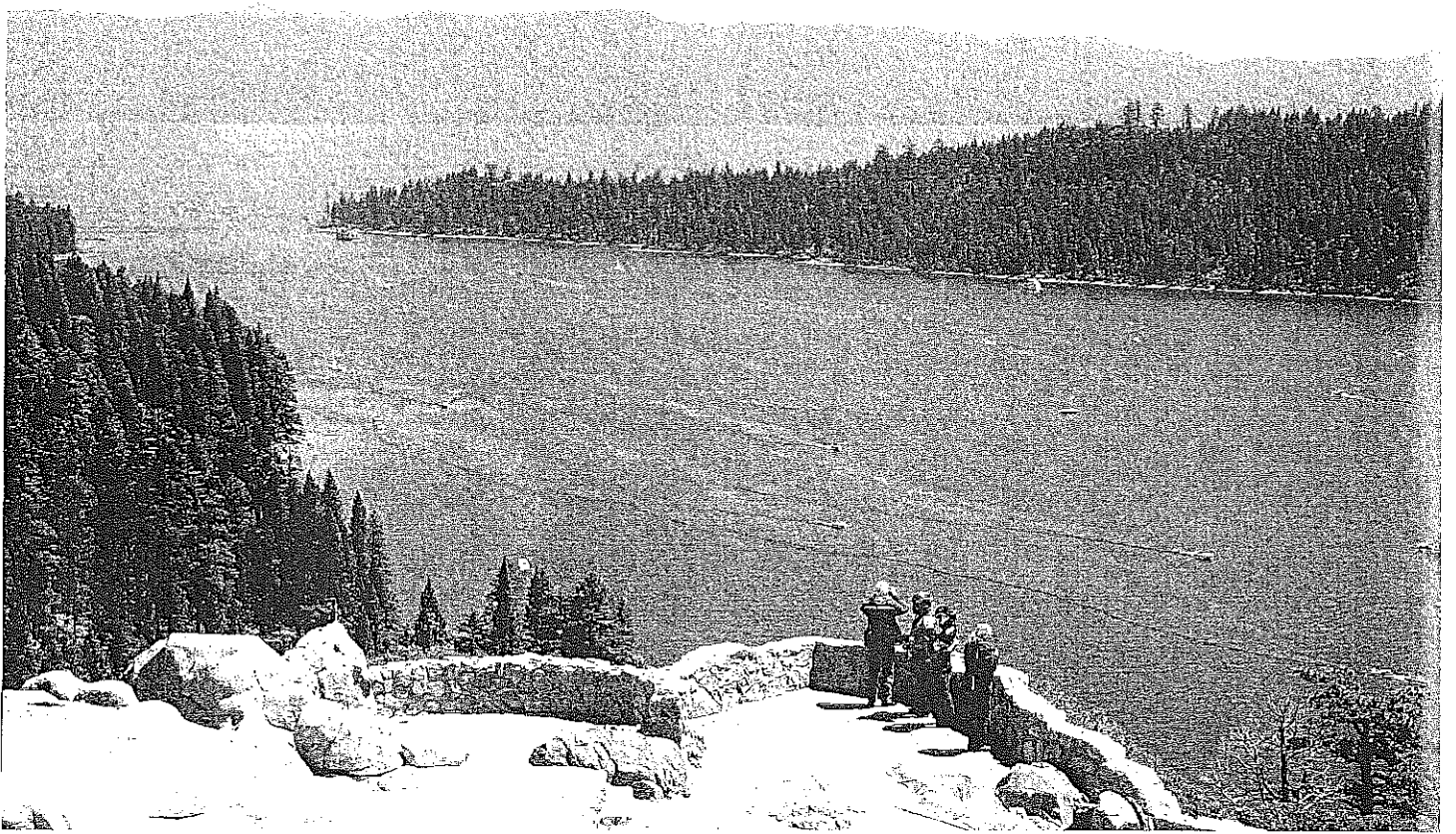
For Doctors

開業医のためのストレスフリーマガジン「ラゼール」

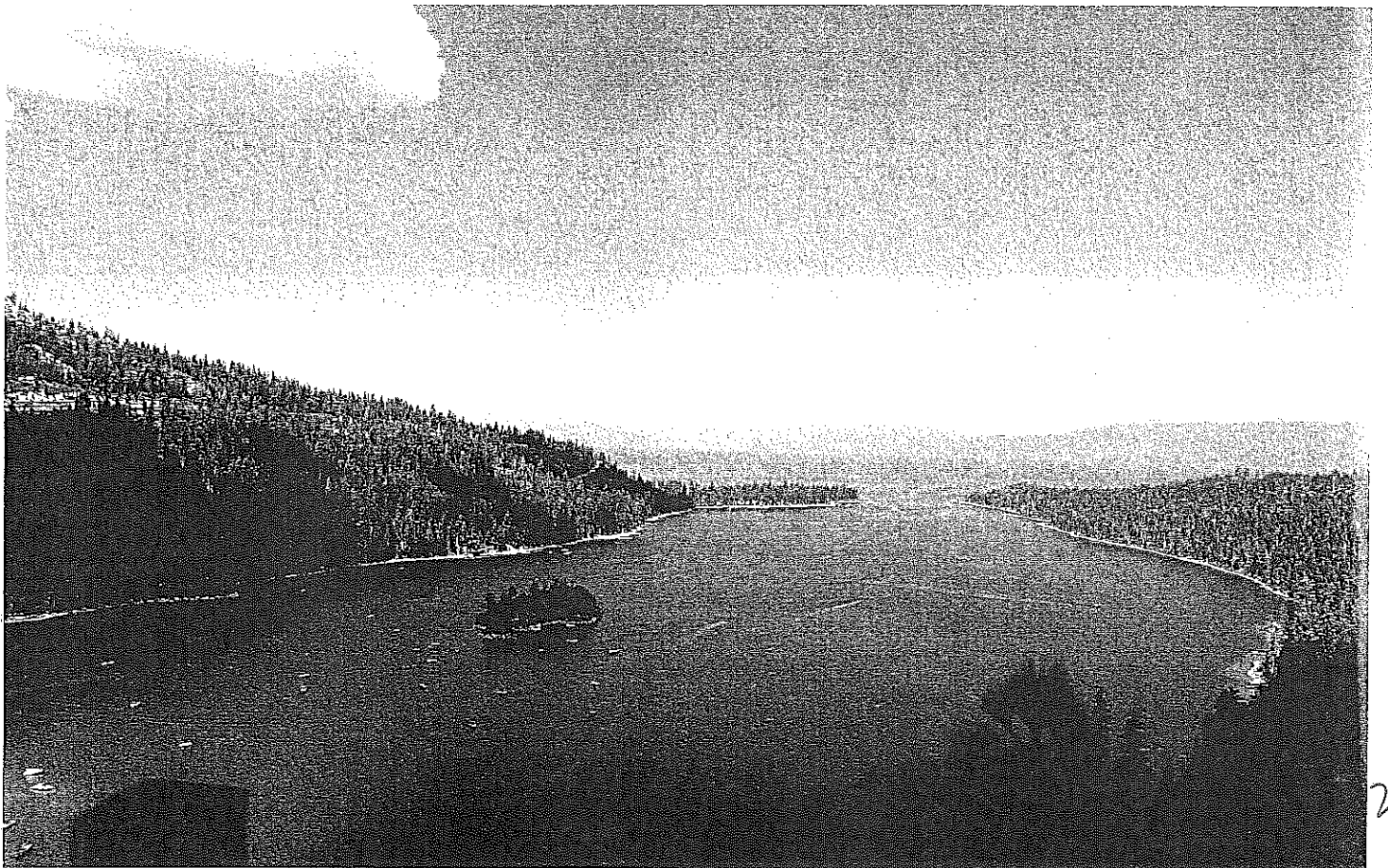
特集

ワインと
美食の楽園へ

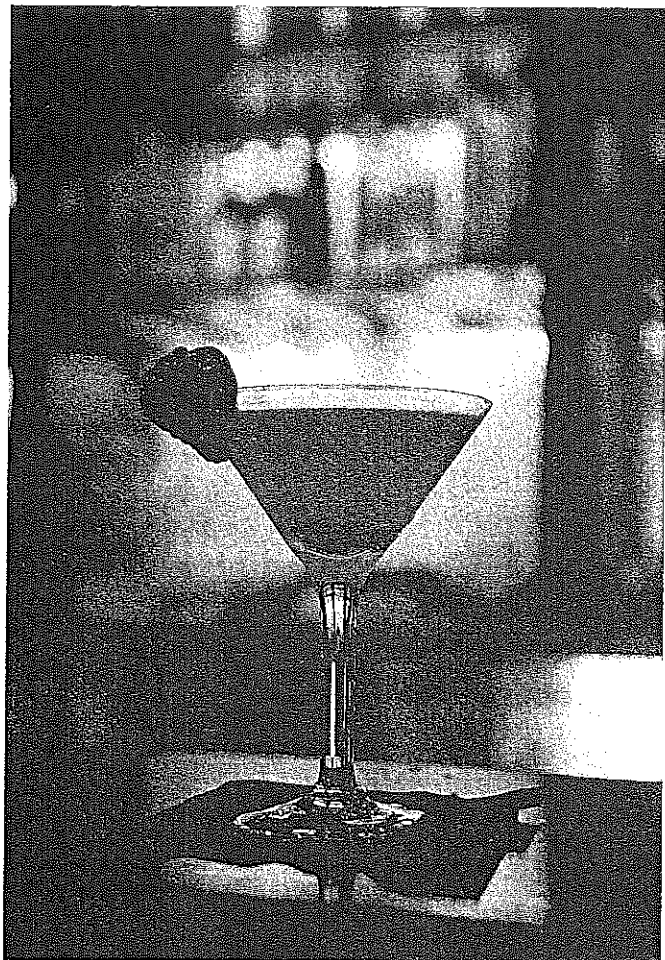
2-14



Lake Tahoe California



2-15



Lake Tahoe California



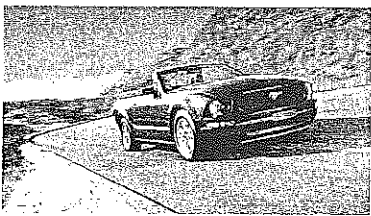
高原のリゾートロッジで、
のんびりと。
自然を満喫する。

(上右: 下右) エリア内にはおしゃれなショップが並び、周辺のロッジとはひとっ飛びな雰囲気
(下中央) ロッジの中は広いリビングとキッチン、3つのベッドルームがあり、19世紀の気取
「Lake Mountain Resorts Lodging」 <http://www.lakemountainlodging.com/> (上左: 下左)
このエリアで人気のレストラン「Baxter's」。季節のカクテルがおすすめ <http://baxtershistr.com/>



好きな時に、好きな場所へ。
カリフォルニアを満喫するドライブの旅

広大なカリフォルニアを思いのままに巡るには、レンタカーでのドライブがおすすめです。ハーツレンタカーなら、日本語音声カーナビがあり、安心してドライブを楽しめる。エコミークラスから、キャデラックなどの高級SUV、メルセデスベンツEクラスなどのプレステージカーまで、ラインナップも充実している。



ハーツレンタカー予約センター

☎0120-48-9882

9:00~18:00 (土日祝休み)

<http://japan.hertz.com/>

Hertz.

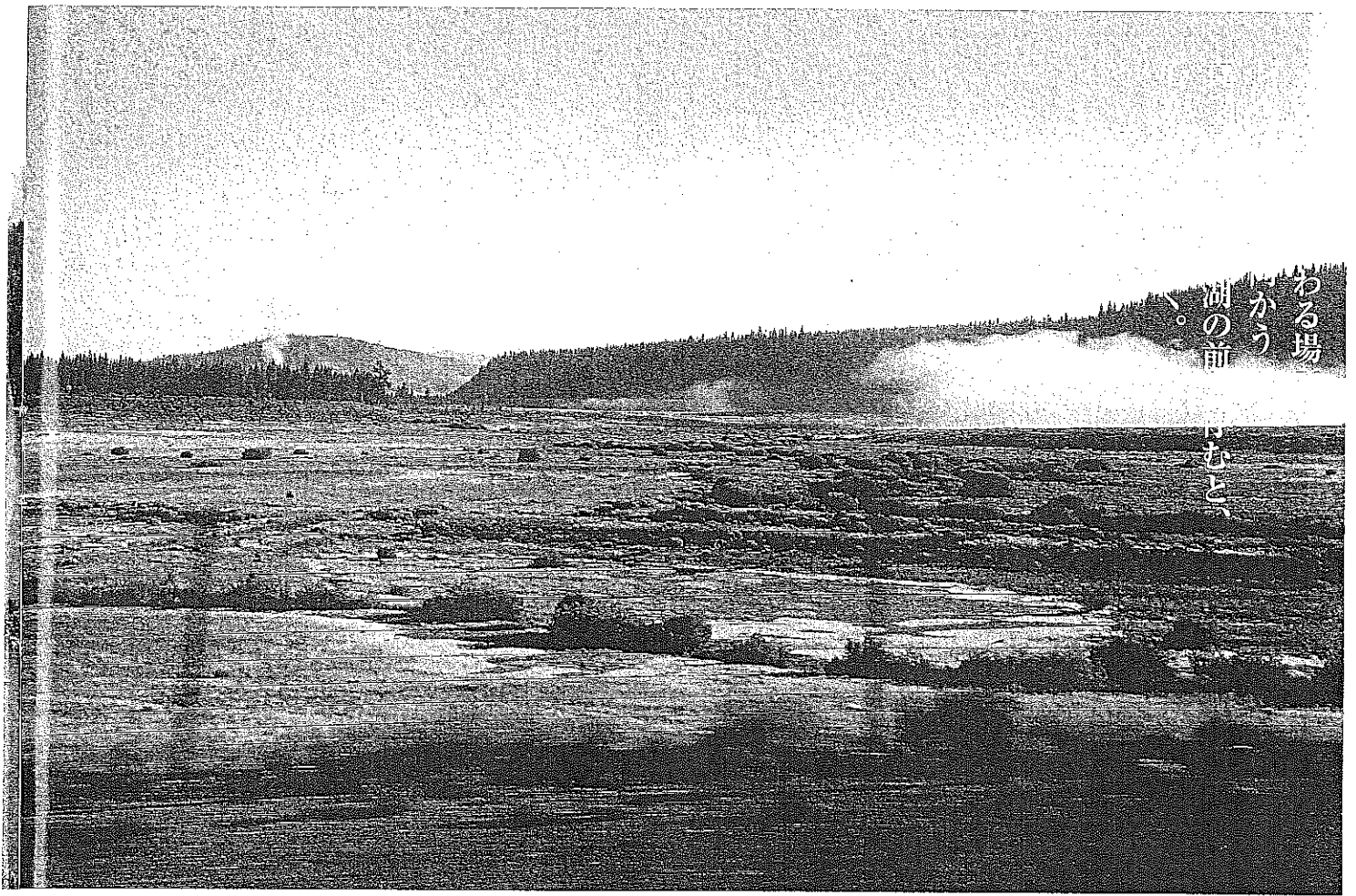
今夜は、ロッジの目の前にあるレストラン「バクスターズ」でディナー。ジャズが流れる雰囲気の良い店だ。私はイチゴのカクテルと料理をオーダーした。カリフォルニアは、新鮮でオーガニックな食材の宝庫。どこで何を食べても外れがない。「できることなら、ずっとここにいたい」。そう思いながら、私は最後のデザートをお口に運んだ。

泊は、「タホ・マウンテン・リゾート・ロッジ」。レイク・タホ北部の山間にある、「ノーススター」というリゾートタウン内のロッジだ。周辺には雰囲気の良いショップやレストランが並び、サイクリングやジョギングを楽しむ家族連れ姿が見える。ロッジの中には、大きなキッチンとリビングがある。近くの店で食材を調達して、しばらくここに滞在するのもよさそうだ。窓を開けると、目の前には針葉樹の森が広がっている。夜7時を過ぎていたが、外はまだ明るい。

宿

泊は、「タホ・マウンテン・リゾート・ロッジ」。レイク・タホ北部の山間にある、「ノース

2-16



わる場
かろう
湖の前

ひと、

羽立

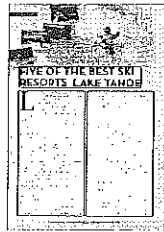
日、ソノマから東へ3時間ほど車を走らせ、カリフォルニアの州境近くに位置するレイク・タホへと向かった。「穴場がある」と現地の友人が薦めてくれた場所だ。ここは、アメリカ開拓時代から、『魂が生まれ変わる場所』と呼ばれ、夏は避暑地、冬はスキーリゾートとして、アメリカ中から人が訪れるという。

湖畔をドライブしていると、車窓から真っ青な湖が目飛び込んできた。まるで群青色の絵の具を溶かしたかのような青。平均水深が約300mと深く、世界でも屈指の透明度を誇るため、このような幻想的な色になるのだという。周辺で一番の絶景スポットと言われるエメラルドベイでは、この青が一段と鮮やかで美しい。

私は車を停めて、ビーチの方へ歩いていった。水辺で日焼けをする人、ダイビングやジェットスキーを楽しむ人などの姿が見える。湖の周りではサイクリングを楽しむ人が多い。それぞれ、思い思いのヴァカンスを楽しんでいるようだ。水に触れてみると、想像以上にひんやりしていた。日射しが心地よく、のんびりと湖を眺めているだけでも、心がすつと落ち着く。1日がゆっくりと過ぎていった。

レイク・タホの湖畔には、美しい自然の景観が広がっている。水辺には多くの観光客が訪れ、様々なレクリエーションを楽しんでいる。湖の透明度は非常に高く、周囲の山々も美しく見える。この場所は、自然愛好者にとって理想的な避暑地である。





FIVE OF THE BEST SKI RESORTS LAKE TAHOE

Lake Tahoe is well known as a year-round resort, but it's in winter that the ski resorts on the edge of the lake come to life. At an average elevation of over 6,000ft, there's never a shortage of prime snow conditions. Besides the skiing, there are other distractions such as nighttime headline acts in the casinos, amazing restaurants, champagne lake cruises and superb lake fishing.

With direct flights to San Francisco from Auckland on Air New Zealand, now is the ideal time to book your next ski vacation in the USA.

Alpine Meadows

An exciting skiing and snowboarding mountain resort, Alpine Meadows has some of the most extreme terrain and best snow conditions in the region. The resort is located near Squaw Valley in Northern Lake Tahoe on the California side. There are eleven chairlifts and two surface lifts covering 2,400 acres of terrain. Alpine has a vertical drop of 5,500ft with a top elevation of 2,633m. Although Alpine's entire mountain could be considered one giant terrain park, the resort presents three separate alpine snowboard Terrain Parks, which are meticulously groomed and sculpted nightly. A wide variety of rails, fun-boxes, and snow features can be found in each park. Most popular with beginners and kids is the kids' Tregel Terrain Park. Intermediates have fun reaching for the next level in Kangaroo Ridge Park, and advanced skiers and riders make a beeline to Shreddies Terrain Park. All terrain parks are easily accessed via Robinson's high-speed Quad, Dipol Poma and Hot Wheels Triple Chair.
 T: +1 530 583 4232, W: skialpine.com

Diamond Peak

At Diamond Peak Ski Resort in Incline Village on the Nevada side, you'll fall in love with an incredible mountain and incredible views of Lake Tahoe. It offers a great learning environment for beginners, as well as Solitude Canyon and other challenging terrains for experts. Families love it for the Child Ski

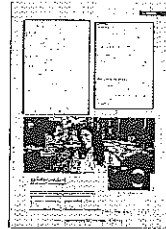
Center and their great deals, such as the Interchangeable Parent's Pass. The resort has an elevation of between 2,042 and 2,600m, and a vertical drop of 560m, the fourth longest at Lake Tahoe. The longest run is 3km with snowmaking on 75% of developed terrain. There are 655 acres of skiable territory serviced by six lifts offering 30 runs with a mix of open glades and tree skiing.
 T: +1 775 632 1177, W: diamondpeak.com

Heavenly Valley

Situated in South Lake Tahoe on what is known as the state line, Heavenly straddles both California and Nevada depending on what ski runs you are gliding down. There's a difference between a mountain resort and a ski area. Ski areas are more primitive and have warming huts, resorts have lodges; ski areas serve snacks and sandwiches, mountain resorts serve gourmet food. Heavenly is a mountain resort - it has the amenities and facilities to enable you to live the mountain lifestyle while having all modern amenities to boot. The resort has varied terrain that includes rolling glades, terrain parks and challenging technical steeps. As a beginner you can enjoy easy groomed runs and easy-to-load lifts and gondolas. Experts can explore the back country terrain and tree runs on the Nevada side and the adventurous can hang out at the terrain parks and perfect their backside rodeo 9s. The resort has an elevation of 3,060m, with 30 lifts, 94 runs cover some 5,800 acres. The 1,056m vertical is unmatched on the West Coast, and it enjoys an average annual snowfall of 1.1m.
 T: +1 775 586 7000, W: skicheavenly.com

Northstar at Tahoe

This is a premier year-round resort situated near the north shore of Lake Tahoe in California, approximately 520km from San Francisco. Offering skiing and snowboarding during the winter, the 3,000-acre resort features 694 vertical metres of downhill terrain accessed by 19 lifts (including eight express lifts), a snowmaking system, a cross-country center, the new Village at Northstar, on-site lodging. Summer activities including an 18-hole golf course and a lift served



mountain bike park. Ski in and ski out is a term you'll love in America - forget lugging your boots and skis to the parking lot and driving back to your hotel - accommodation is available at the foot of the ski runs. More so than other Tahoe ski areas, Northstar is known for its tree skiing and fall lines, which also make for more sheltered runs during storm conditions, with deep powder. On the other hand, it doesn't have the steep slopes like Squaw Valley or Alpine Meadows. It tends to attract a large crowd of family skiers.
 T: +1 530 562 1010, W: northstar.tahoe.com

Squaw Valley

Since its opening in 1949, Squaw Valley has positioned itself among an "A-list" of North American big mountain ski areas. The Ski Resort in Olympic Valley, on the California side of Lake Tahoe, is one of the largest ski areas in the United States, and was the site of the 1960 Winter Olympics. It's the second-largest ski area at Lake Tahoe after Heavenly, with advanced chairlifts that include high speed quads and high speed six packs. The resort nowadays attracts over 600,000 skiers a year. Perched atop the Sierra Nevada, with a base of 1,900m and spread across six peaks and 4,000 acres, the resort tops out at 2,760m above sea level at Granite Chief. The area receives bountiful maritime snowfall, often getting 12m or more in a winter, leading to snowpack depth of 3.1m over steep, granite-laden terrain. The resort operates year-round, offering various activities in both winter and summer, including an ice skating rink, a swimming lake and spa.
 T: +1 530 583 6955, W: squaw.com

FACT BOX:

Tahoe Trivia Lake Tahoe is located 1,896m above sea level on 193 square miles. The lake is 58.5km long and 19km wide. If Lake Tahoe was tipped over, its contents would cover California in nearly 40cm of water. Tahoe could provide every person in the United States with 109 litres of water per day for 5 years. The sun shines an average of 274 days each year. Mountain elevations can receive an average of 7.4m of snow annually.

Accommodation: The beauty of skiing any of the resorts around Lake Tahoe is you're spoilt for choice on a range of accommodation options and packages, from budget motels and hotels to luxury retreats, family condominiums, 5-a-bedroom mountain homes or high-rolling casino suites. Families will love all the activities to choose from over and above skiing.

3 Ways to Save on Lift Tickets:

1. Buy online, especially in advance of your arrival. You'll save money as well as sometimes getting added perks.
2. Consider buying a multi-day ski pass if you plan on skiing more than 2 days - this will reduce the daily rate.
3. Purchase lift tickets as part of a Lift & Lodging vacation package before you leave home.

Getting there: Air New Zealand flies to San Francisco. W: airnewzealand.com

Special Event Departmental Report
October, 2010
Submitted by Judy Laverty

1. Confirmed the Amgen Tour of California was awarded to Lake Tahoe for the overall stage one start (So Lake Tahoe), stage one finish (Northstar) and stage two start (Squaw Valley.) Met with Todd Jackson, Seventh Wave Productions to discuss contract with him as the Technical Director of the Race
2. With tourism director, wrote, produced, cast, filmed and submitted a :40 video to AEG Sports for the official announcement that Tahoe was awarded a host city designation. This entire project was completed in a 12 hour period.
3. Participated in Local Organizing Committee meetings.
4. Staff started the Placer County permitting process for the Amgen.
5. Met with Ruth Schnabel of SnowFest! to build a sponsorship proposal for NLTRA support of the Festival to be submitted to the Marketing Committee and Board for approval.
6. Met with Ernie Brassard of Ta-hoe Nalu SUP races to discuss development ideas for the paddle festival in 2011. Met with Phil Segal of Lake Tahoe Paddleboard Association to discuss the same.
7. Attended the Board of Directors Meeting and annual Chamber Membership Luncheon.
8. Attended the CTTC Sustainable Tourism Conference at the Ritz-Carlton. Staff met with author Joanne Neft "*Placer County Real Food*" to discuss future collaboration with PlacerGrown to have more of a presence at the Autumn Food & Wine Festival. Attended an experiential tour focusing on the Slow Food Movement led by Chef Mark Estee.
9. Attended Board of Supervisors Meeting at Granlibakken.
10. Met with Special Events Director from Northstar to start negotiations for the production and direction of the 2011 Autumn Food & Wine Festival.
11. Attended Amgen LOC meetings in South Shore and Northstar.
12. Sent out an RFP to all qualified venues for a host location for the 2011 Primal Challenge 5K & 10K Mudventure Run. This event is the newest and edgiest athletic happening from World Endurance Holdings, Inc, producers of the global Ironman© events franchise. Copies of the venue proposal may be obtained by contacting staff.
13. Attended the Marketing Committee meeting.



professional creative services

October 2010 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- keeping up with the calendar of events
- maintaining Fabulous Fall events on its separate calendar
- posting featured events on home-page link
- keeping up with posting event videos
- making requested copy changes to organization pages
- making requested image changes to organization pages
- starting to switch out images
- going over content and creating bullet points/headers for better readability within categories
- finding better photos for properties / businesses and switching out
- posting video to individual organization pages for enhancement
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone on the site
- checking site 7 days a week for any issues, links, errors, etc.
- in contact with Mike Williams regarding the revamp of site – navigation/content
- experimented with time frame on adding several new photos and info to lodging pages revamp

Note: It has come to my attention that casinos would like to have their tournaments/gaming events listed. Do we do this within the normal calendar, or do we call this out on a separate linked page (like high notes, fab fall) to “Casino Gaming Events?”

Also, I would like to discuss handling dining the way we do lodging (the new format), but it would entail a extra work on our side as most restaurants don’t have access to much imagery or even web sites, but it would bring the site to a higher level. I believe dining needs a better/bigger presence. SF

**NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
 OCTOBER 22, 2010
 PREPARED BY RKPR INC.**

Snapshot

SOCIAL SITE	SEPT. 2010	OCT. 2010	% INCREASE
Facebook "Likes"	2761	2923	6%
Facebook Active Users	522	562	8%
Twitter Followers	1690	1805	7%

Facebook

- Created photo album of fall photos and solicited photography submissions from staff for inclusion; photo views have spiked after recent additions
- Photos continue to increase with Fan submissions for the photo contest, now focusing on fall colors images
 - More than two dozen fall images posted to the wall
- In addition to fall-themed posts, have begun posting about ski season openings, packages and deals to build hype for the 2010/11 season and encourage early booking
- 61% Women, 37% Men and 2% DND
- California residents continue to be the largest audience with 810 fans, 28% of total fans. Additional markets include Reno (14%), Seattle (2%), Phoenix (1%), Dallas, Chicago and St. Louis, plus a small percentage of international fans.
- Since posting the custom welcome page we've had 75 page views to that tab in one month
- No current promotions running; awaiting additional prizes after fall busy season
 - Recommend: single day or multi-resort lift tickets, free equipment rental at ski resorts, tickets for Crystal Bay Club shows, dining gift certificates, room nights, etc.

Twitter

- 1805 followers
- NLT on 126 lists developed by followers, up from 119 last month
 - Lists topics include "backcountry ski," "destinations," "California trip," "ski travel," "mountains," "snowboarding," "winter activities," "ski," and our favorite, "places we love"
- Recent Twitter activity indicates that NLT has become a resource for many followers and they've begun asking us questions knowing that we'll always answer them in a timely manner
- Ranks in the 98.71 percentile for retweets (*Up one percentile, Retweet rank is a representative of the number of times a user has been retweeted by others recently*)
- Ranked #1 in North Lake Tahoe area by Twitaholic

Blog

- Two posts to date in October covering Amgen Tour and Tahoe's water clarity for Blog Action Day
- Blog schedule created with weekly posts to promote current events and deals and drive traffic to internal web pages; upcoming posts include:
 - What's New for 2010/11 Ski Season
 - Holiday Travel to Tahoe

- Learn to Ski and Board
- Analytics currently set up through website

Flickr

- Contacts and galleries are steady, and 3693 total views
- Building galleries for fall colors and 2010/11 ski season
- Joined multiple groups for photo sharing across network

YouTube

- Increased to 36 subscribers (from 30) and 3,096 channel views (from 2,828)
- Amgen Tour video received nearly 200 views in one week
- Created protocol for securing video from Tahoe TV to upload to YouTube for consistent content updates
- Enhancing playlists, page layout and friends/subscribers

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**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
October 20, 2010**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Drafting Winter Media Materials – drafting and sending to targeted media outlets, as well as producing flash drives with pertinent information.
- C. Amgen Tour of California – released news release, coinciding with Amgen corporate public relations efforts, October 7. Story, with Lake Tahoe headline, ran in dozen of media outlets, including USA Today, the Associated Press, Capital Public Radio (NPR) and KGO-TV (SF).
- D. Drafting advertorial copy for Orange Coast Magazine.

II. News Releases – 6 news releases in the works

- A. Internet Marketing Classes (November 2, 9 and 16) – drafting
- B. Lodging Subcommittee Opportunities – drafting
- C. Winter Recreation Luncheon (November 10) – drafting
- D. Local Organizing Committee (Amgen) – drafting
- E. Pullen Realty Chamber Mixer (November 3) – drafting

F. Gatekeeper's Museum Chamber Mixer (November 11) - drafting

III. News Releases – 9 news releases distributed since our September 20 report

A. Historic Fish Hatchery to Host Chamber Mixer October 1

B. Chamber to Host Membership Luncheon October 13

C. Amgen Tour of California to Start at Lake Tahoe (and VNR sent)

D. Three Seats Open on NLTRA Board of Directors

E. Sierra Sun Haunted House Chamber Mixer is October 28

F. Tricks for Trainers Presentation is November 5

G. What's New this Winter in North Lake Tahoe

H. What's New in Dining in North Lake Tahoe

IV. Media Leads – 28 media requests we've responded to since our September 20 report (does not include those journalists we've actively pitched)

A. Ehow.com – Zachary Choteau, reviewing AFW article, 9/20

B. Corporate & Incentive Travel – Marshall Rubin, what's new, 9/20

C. Tuolumne County – Nancy Sikes, High Sierra materials, 9/23

D. Snowbrasil.com – Yan Grossman, requested images, 9/23

E. Washington Post – Andrea Sachs, fall tourism statistics, 9/23

F. Diablo Magazine – Susan Safipour, what's new this winter, 9/24

G. GMC Magazine – Steve Krause, requested images, 9/28

H. Successful Meetings – Emily Carrus, what's new/images, 9/29

I. Moonshine Ink – Julie Brow, Halloween events, 9/29

J. Ski Lake Tahoe – Daniel Pistoressi, what's new this winter, 9/29

K. Sacramento Magazine – Kim Prior, what's new this winter, 9/29

L. Interval International Magazine – Bill Sypher, story ideas, 10/14

M. Freelancer Al Auger – possible winter BATW press trip, 10/4

N. Gate 7 – Kristy Meudell, Tahoe heli-ski operation, 10/6

O. Crave Magazine – Stone Siegal, AFW details and images, 10/6

P. Capital Public Radio – Steve Milne, Amgen interview, 10/7

Q. KGET-TV (Bakersfield) – Amgen map, 10/7

R. LakeTahoeNews.net – Jeremy Evans, Amgen press conference, 10/7

S. Family Circle Magazine – Susan Hennessey, requested images, 10/11

- T. RKPR – Ronele Klingensmith, fall foliage images for GMA pitch, 10/12
- U. LA Times – Benoit Lebourgeois, Amgen participants/route, 10/12
- V. KTHO-AM – Norma Santiago, CTTC Sustainable Summit, 10/14
- W. SF Chronicle – Bill Fink, what’s new this winter, 10/14
- X. Skier News – Dave Leonardi, what’s new this winter, 10/14
- Y. CTTC – Brittani Wood, Amgen for Canada pitch, 10/14
- Z. Star Ledger (NJ) – Eugene Paik, Incline Village details, 10/18
- AA. Freelancer Bob Goligoski - what’s new this winter, 10/18
- BB. Meetings West – Carolyn Blackburn, what’s new, 10/18