



Marketing Committee
October 25, 2011

October 2011
Departmental Reports

Advertising Departmental Report
October 2011

Print/Outdoor Media

Leisure

- NA

Conference

- CSAE Annual Directory, ½ page island, circ. 1,500
- NCCMPI Directory, ½ page island, circ. 1,200

Wedding

- Exquisite Weddings ½ page bi-annual (San Diego)

Internet Media

Leisure

- Visiting Lake Tahoe Coop
- TripAdvisor DMO Campaign
- Adroll re-targeting campaign
- Google & Yahoo/Bing

Conference

- Paid Search

Wedding

- SanDiegoWeddings.com annual listing 2/1/11-1/31/12
- TheKnot (profile on Vegas/Reno/Tahoe weddings section, annual) 2/1/11-1/31/12
- Weddingwire.com profile 2/1/11-1/31/12
- Myweddings.com profile 2/1/11-1/31/12
- Weddinglocation.com profile 2/1/11-1/31/12
- Paid search Google

Radio

- N/A

Direct Response

The October consumer email blast was sent 10/04/11 to 34,170 email addresses. We received an open rate of 12.02% (3,834) with a click thru rate of 1.03% (330). This month, we added a short article at the top of the blast inviting recipients to Like us on Facebook. This led to 33 click thrus to the NLT Facebook page from the eBlast, as opposed to 3 the previous month via the bottom icon only.



Website

Upcoming GoTahoeNorth.com projects include:

- Content management strategy
- Event Calendar enhancements – recurring events, event submission modifications, stand alone calendar site.
- VTour – Mike met with Greg Murtha
- SMS Winter Campaign
- Email database survey
- SoLoMo (Social, Local, Mobile) efforts
- NLTRA.org updates

October 2011 Insertions

CSAE Annual Directory, 1/2 page island, circ. 1,500 and NCCMPI Directory, 1/2 page island, circ. 1,200

n

north lake tahoe

n is for north

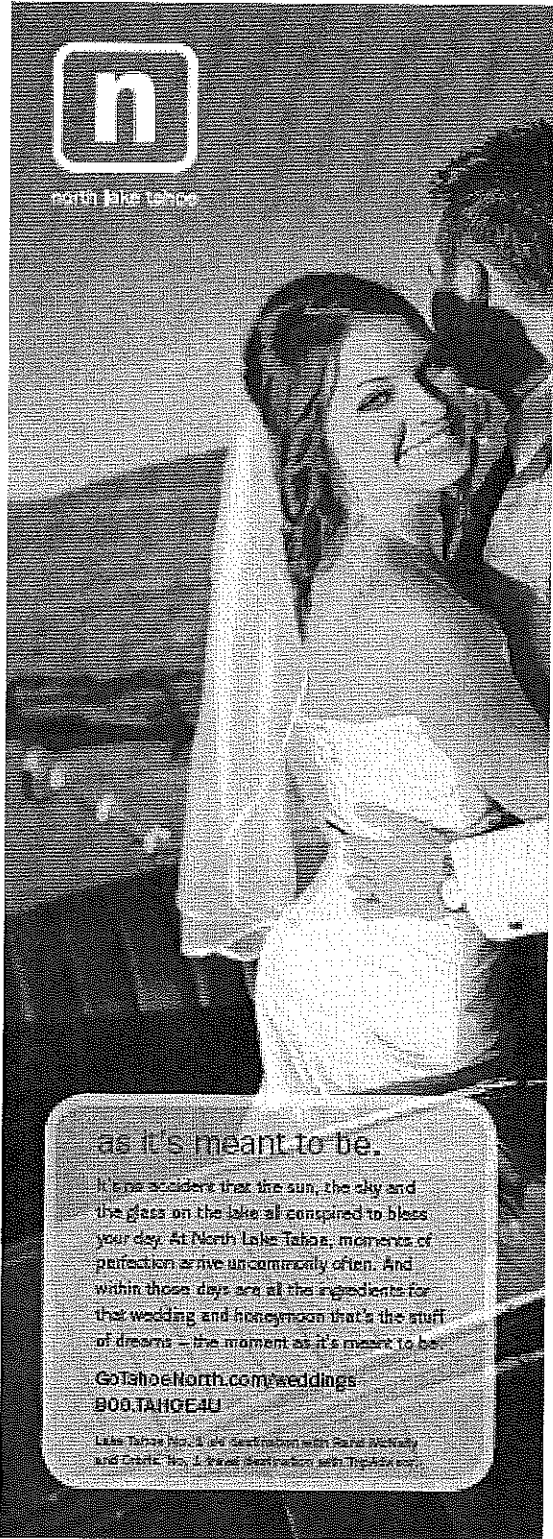
Beyond the beauty of North Lake Tahoe are the brains: the venues, personnel and infrastructure that make getting down to business as pleasant as escaping it. It's a rare balance of mother nature and human nature that makes for one very productive gathering that won't soon be forgotten.

- Over 7,000 hotel rooms/condos and 200,000 sq. ft. of meeting space
- 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 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

Exquisite Weddings 1/2 page bi-annual (San Diego)



n
north lake tahoe

as it's meant to be.

It's no accident that the sun, the sky and the glass on the lake all conspired to bless your day. At North Lake Tahoe, moments of perfection arrive uncommonly often. And within those days are all the ingredients for the wedding and honeymoon that's the stuff of dreams — the moment as it's meant to be.

GoTahoeNorth.com/weddings
800.TAHOE4U

Lake Tahoe Nov. 1-4 destination with David McNally and Grant. Nov. 5-8 destination with The Knot.

Hello,

Here is the October SEO reporting.

- Organic Search Engine referrals make up approximately 45.35% of total visits in September.

- Organic Search Engine referral traffic increased 12.68% in September 2011 compared to September 2010 while total Website traffic has dropped year over year.

- Recent increases in search visibility include:

- 2 New Google #1 Positions
 - Lake Tahoe activities in summer
 - Lake Tahoe summer activities

- 1 New Google 1st Page Position
 - Lake Tahoe entertainment

- We are considering the development of new content related to high frequency search phrases.

- There were 40 submissions to Social Media Web sites made in September. The attached spreadsheet provides additional details.

- Full details are in the attached word doc.

Let me know if you have questions.

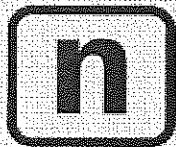
Thanks,

Mike

mike williams
smith + jones, inc.
775 831 6262 x207
530 448 1986 cell
sjmarketing.com

Search Engine Marketing Report

for



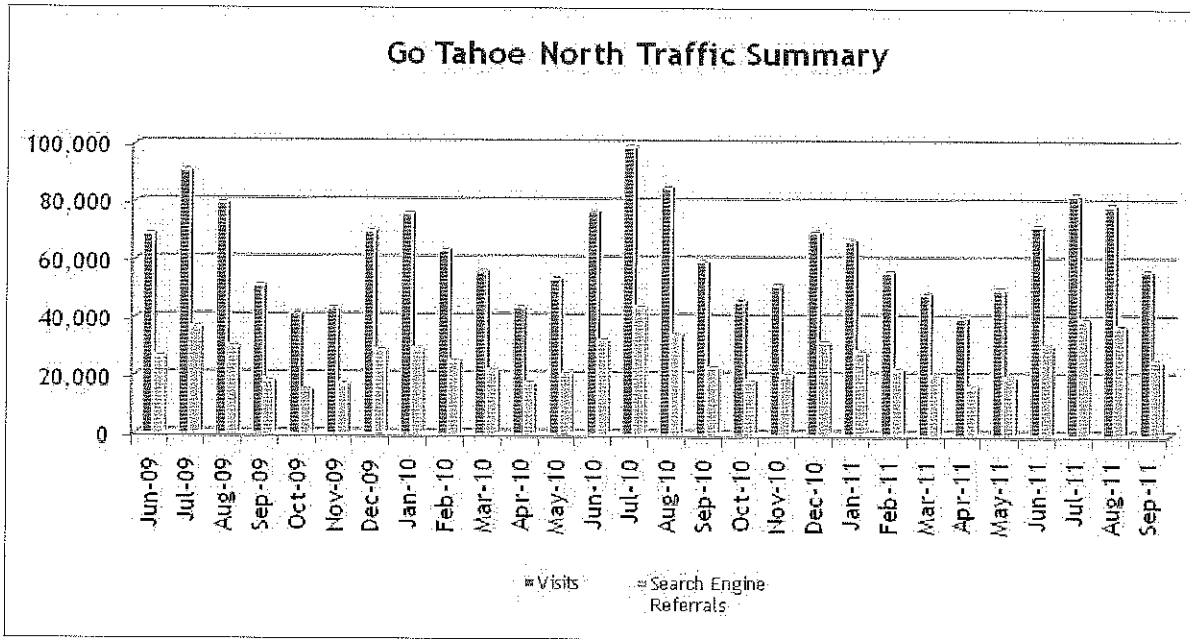
north lake tahoe

October 5, 2011

Presented by
smith & jones

Program Progress

- Organic Search Engine referrals make up 45.35% of total visits in September.
- Organic Search Engine referral traffic increased 12.68% in September 2011 compared to September 2010 while total Website traffic has dropped year over year.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Sep-11	56,768	25,747	45.35%
Aug-11	79,334	37,415	47.16%
Jul-11	82,931	40,092	48.34%
Jun-11	71,995	30,718	42.67%
May-11	50,259	19,768	39.33%
Apr-11	40,331	16,440	40.76%
Mar-11	48,501	20,338	41.93%
Feb-11	56,185	22,438	39.94%
Jan-11	67,018	28,772	42.93%
Dec-10	69,823	31,939	45.74%
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%
Sep-10	59,575	22,849	38.35%
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%

Position Progress Summary

October 5, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	24
Total 1st Page Positions	55
Total 2nd Page Positions	12
Google #1 Positions	14
Google 1st Page Positions	30
Google 2nd Page Positions	9

Compared with

September 2, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	22
Total 1st Page Positions	54
Total 2nd Page Positions	13
Google #1 Positions	12
Google 1st Page Positions	29
Google 2nd Page Positions	8

Compared with

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	3
Total 1st Page Positions	18
Total 2nd Page Positions	12
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

Recent Increases in Search Visibilities:

- 2 New Google #1 Positions
 - Lake Tahoe activities in summer
 - Lake Tahoe summer activities
- 1 New Google 1st Page Position
 - Take Tahoe entertainment

Site Optimization

- smith + jones implemented recommendations for improving organic search visibility of the mobile GoTahoeNorth Website.
- We are considering adding additional content related to high frequency search phrases
 - smith + jones researched highly searched phrases that GoTahoeNorth should consider adding content focused on to the Website. Monthly search frequencies are listed with each key phrase.
 - 9900 Lake Tahoe restaurants
 - 6600 Things to Do in Lake Tahoe
 - 5400 Lake Tahoe shows
 - 720 Lake Tahoe beach weddings
 - 880 Lake Tahoe tourism
 - We are considering creating static content for the following pages. 100 - 200 words near the top of the page, before the individual listings.
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/bed-and-breakfasts>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/vacation-rentals>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/hotels>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/inns>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts>
 - <http://www.gotahoenorth.com/outdoors/golf/golf-courses>
 - <http://www.gotahoenorth.com/outdoors/golf/golf-course-map>
 - <http://www.gotahoenorth.com/outdoors/biking/guided-bike-tours>
 - <http://www.gotahoenorth.com/outdoors/biking/bike-shops>
 - <http://www.gotahoenorth.com/outdoors/biking/road-bike-routes>
 - <http://www.gotahoenorth.com/outdoors/biking/mountain-bike-trails>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-rentals>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/marinas>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/charters>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-access-dining>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/lake-cruises>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/parasailing>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/river-rafting-and-kayaking>
 - <http://www.gotahoenorth.com/outdoors/hiking/hiking-trails>

- <http://www.gotahoenorth.com/outdoors/hiking/mountaineering-options>
 - <http://www.gotahoenorth.com/outdoors/camping/campgrounds>
 - <http://www.gotahoenorth.com/outdoors/other-activities/horseback-riding>
 - <http://www.gotahoenorth.com/outdoors/other-activities/public-tennis-courts>
 - <http://www.gotahoenorth.com/outdoors/other-activities/public-swimming-pools>
 - <http://www.gotahoenorth.com/outdoors/other-activities/art-classes>
 - <http://www.gotahoenorth.com/outdoors/other-activities/ropes-courses,-climbing-walls-and-trapeze>
 - <http://www.gotahoenorth.com/outdoors/other-activities/outdoor-concerts-and-movies>
 - <http://www.gotahoenorth.com/outdoors/other-activities/playgrounds>
 - <http://www.gotahoenorth.com/outdoors/fishing/fishing-guides-and-charters>
 - <http://www.gotahoenorth.com/outdoors/fishing/bait-and-tackle-shops>
- smith + jones discussed the addition of page specific static content on the following wedding pages. Related terms are highly searched. For example, both “Lake Tahoe wedding chapels” and “Lake Tahoe wedding locations” enjoy 1600 searches per month.
 - http://www.gotahoenorth.com/weddings/wedding-services/beauty-services_spas
 - http://www.gotahoenorth.com/weddings/wedding-services/chapels_churches-and-ministers
 - <http://www.gotahoenorth.com/weddings/wedding-services/catering-and-chef-services>
 - <http://www.gotahoenorth.com/weddings/wedding-services/related-vendors-and-services>
 - <http://www.gotahoenorth.com/weddings/wedding-services/music-and-entertainment>
 - <http://www.gotahoenorth.com/weddings/wedding-services/photography-and-videography>
 - <http://www.gotahoenorth.com/weddings/wedding-services/wedding-consultants-and-services>
 - <http://www.gotahoenorth.com/weddings/wedding-and-reception-sites>

- Content on <http://www.gotahoenorth.com/weddings/wedding-services> should be expanded to include content surrounding the various Lake Tahoe wedding services available listed in the sub categories. Currently, unless a visitor looks over to the left navigation, they may not see the additional wedding topics GoTahoeNorth offers information on.
- smith + jones posted the following forum posts linking to GoTahoeNorth in September:
 - http://answers.yahoo.com/question/index;_ylt=Arv099yi2rxDTTrXiYDLW0V3sy6lX;_ylv=3?qid=20110910133952AAcTEGU
 - <http://answers.yahoo.com/question/index?qid=20110912130437AAHPpWK>
 - <http://answers.yahoo.com/question/index?qid=20110917163407AA3l6zM>
- 39 submissions were made to Social Media Web sites in the month of September. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

Keyword	Oct-11		Sep-11		Aug-11		Jul-11		Jun-11		May-11	
	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo
Incline Village	1	5	1	4	1	3	1	5	1	5	1	4
incline village lake tahoe	1	2	1	2	1	1	1	2	1	1	1	3
incline village tahoe	1	2	1	2	1	1	1	2	1	2	1	2
Incline Village vacation	5		5		5		5		5		13	
kings beach	1	1	1	1	1	1	1	1	1	1	1	1
kings beach lake tahoe	1	1	1	1	1	1	1	1	1	1	1	1
kings beach tahoe	1	1	1	1	1	1	1	1	1	1	1	1
Lake Tahoe Deals	2	2	3	2	3	2	3	2	2	2	3	1
Lake Tahoe	17		17		13		17		12		12	
Lake Tahoe activities	5	8	6	9	5	7	4	7	4	11	7	11
lake tahoe activities in summer	1		3		1	14	1	17		18	13	19
Lake Tahoe Chamber of Commerce	8		7		7		8		9		8	
Lake Tahoe entertainment	9	8	11	8	12	7	14	11	16	9	13	12
lake tahoe events	2	6	2	4	4	6	4	5	3	5	3	4
Lake Tahoe fishing	4	17	4	17	4	14	5	15	6	15	6	20
Lake Tahoe golf courses	9	17	9	19	8		7		9		9	11
Lake Tahoe hotels	15		14		16		17		18		14	
Lake Tahoe lodging	9	5	7	6	7	3	7	4	7	2	5	2
Lake Tahoe resorts	4	2	4	2	4	1	3	1	3	1	3	1
Lake Tahoe ski	17	9	16	9				15				18
Lake Tahoe ski resorts	20	11		8				10		16		16
Lake Tahoe skiing	17		15		18		19	16	19	19	18	18
Lake Tahoe summer	1		1		1		1	13	1	14		10
lake tahoe summer activities	1		2	15	1		1	16	1	18	20	16
Lake Tahoe vacation rentals	20				20							
Lake Tahoe vacations	7	5	6	5	6	8	6	2	6	6	4	16
Lake Tahoe weddings	14		13		10		12		10		11	
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	1
north lake tahoe camping	4	5	2	5	4	5	10	5	11	8	11	13
north lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1
north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1	1	1
north lake tahoe rentals	3	6	4	13	5	5	6	5	6	7	8	4
north lake tahoe restaurants	2	1	2	1	2	1	3	1	4	2	4	2
north shore lake tahoe	2	1	2	1	2	1	2	1	2	2	2	2
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1
Northstar												

Northstar at Tahoe												
ski Tahoe	14	7	12	7	13	7	13	6	13	8	12	6
ski vacations												
Squaw Valley	16		16	11	19	15	16	13	14		16	
Tahoe City	3	2	3	2	3	2	3	1	2	2	3	2
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1
Truckee California										18	18	

Search Positions By Engine												
#1 Positions	14	10	12	10	14	13	14	12	13	10	11	10
1st Page Positions	30	25	29	25	30	24	29	24	28	23	24	21
2nd Page Positions	9	3	8	5	7	3	7	8	7	8	12	11

Total Search Positions						
#1 Positions	24	22	27	26	23	21
1st Page Positions	55	54	54	53	51	45
2nd Page Positions	12	13	10	15	15	23

1st Page Positions are those organic search engine results that are located in positions 1-10, 2nd Page Positions are those located in positions 11-20

Buzz on the Web

With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. smith + jones gathered a handful of mentions of GoTahoeNorth and listed them below. Please note, these are not all directly related to Social Marketing efforts smith + jones has done. They are a sample of various mentions of GoTahoeNorth across the Web.

<http://unofficialnetworks.com/spend-10000-gold-pass-gold-tahoe-card-70-4-lift-tickets-2-nights-grand-sierra-magazine-subscriptions-free-ski-tuning-43087/>

THE GOLD TAHOE CARD | YOU GET 4 LIFT TICKETS, 2 NIGHTS AT THE GRAND SIERRA & LOTS MORE! | JUST \$70 | NO CHOCOLATE.. : /

<http://yubanet.com/regional/10-Best-Dog-Friendly-Properties-in-North-Lake-Tahoe.php#.Toy-58l-vtE>

10 Best Dog-Friendly Properties in North Lake Tahoe

<http://twitter.com/#!/TahoeMtnSports/status/121316926965293056>

Us 2! RT @TahoeNorth We're glad the weather will turn back around this weekend 4 the Tahoe Mtn. Sports Disc Golf Tourney <http://j.mp/pccV0f>

<http://twitter.com/#!/Jeters/status/119902973743730688>

@TahoeNorth People are off mountain biking for now. Will go tomorrow. Also, I didn't know North Lake Tahoe was on twitter. <- truckee

http://twitter.com/#!/Lolly_W/status/119448171423334400

Excited to see - Thanks! // RT @TahoeNorth: Enjoy! We think checking out #Tahoe from the water is the best way to experience it.

http://twitter.com/#!/Laker_EczemaDad/status/119153143434055680

"@TahoeNorth: There's a hint of fall in the air today, but it's still a beautiful sunny day in Tahoe!..." Home Sweet Home...miss u!

Conference Department Report October 2011

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 IMEX trade show in Las Vegas. IMEX is one of the largest meeting and incentive shows in the world and brought in hosted buyers from across the United States and Europe.

Staff hosted a site visit for the American Public Gas Association. APGA has selected the Resort at Squaw Creek for this conference and signed their contract during their visit. The group is expected to bring in nearly 1100 room nights and \$225,000 in room revenue. With incremental spending this group will bring in well over \$450,000 to the area during July 2013.

Staff hosted a site visit for Trinity Conferences International. Trinity coordinates over 100 events in Europe annually and roughly 10 in the United States. This was their first visit to Tahoe and will be aggressively selling it to their customers going forward.

Staff hosted a site visit for Premera Blue Cross. Premera is considering the Village at Squaw Valley, Resort at Squaw Creek, Ritz-Carlton and Hyatt. The group is expected to bring in roughly 300 room nights and \$60,000 in room revenue in July 2012.

Staff attended a planning meeting for the December 2012 Holiday Showcase trade show. Staff shares a coop both with a myriad of Lake Tahoe and Reno hotels at this Chicago based show. Attendees are primarily association and corporate meeting planners in the Chicago area.

Staff attended the NLTRA monthly marketing meeting.

Staff attended the Board of Supervisors meeting at Sunnyside.

Staff attended the Chamber luncheon at the North Tahoe Event Center.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of October staff made over 250 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat



north lake tahoe

October Leisure Report
Marketing Committee Meeting
10-25-11

TRAVEL TRADE

- Assisted with the Northstar web page build for SkiWorld out of the UK
- Conducted a Ski Tahoe North conference call to firm up changes associated with recent resort acquisitions and pricing concerning the wholesale ticket

FAMs

- Toured Jamie Lokan around North Lake Tahoe. She is RSCVA's new Leisure Sales Manager
- Began planning stages to host one of the UK's top freelance ski/outdoor adventure journalists in January 2012
- Sent out a "save the date" to the top ski wholesalers world wide for the North Lake Tahoe MTS pre-FAM
- Putting together itineraries travel trade and group MTS pre-FAMs in North Lake Tahoe

CONSUMER & MISC

- Working with North Lake Tahoe's XC ski resort partners on expanding GoTahoeNorth.com to add an individual page for each as well as a collective, region-wide trail map which will be found on the XC ski homepage soon
- Organized and conducted a Ski Lake Tahoe/SSMC meeting getting the ski reps prepped for the domestic show tour focusing on "what's new" in Lake Tahoe for 2011-12
- Attended SMG's annual Marketing and Technology Tourism Conference
- Attended the What's New in Tahoe City meeting, mainly focusing on community input relating to the possible acquisition of the TC Golf Course
- Organized and conducted the Mountain Travel Symposium planning meeting #4 with the partners
- Completed last organizational details associated with Ski Lake Tahoe's/SSMC's October ski shows in Minneapolis and Seattle
 - Southwest Vacations marketing co-op
 - Shipping for the ski resorts, CVBs and Ski Lake Tahoe Ski and Boarders' Guides
 - logo item giveaways
 - enter-to-win forms for email generation

I-15A

- Attended the Minneapolis Ski and Snowboard show on behalf of Ski Lake Tahoe (SSMC) supporting the new daily, non-stop Delta service into Reno
- Attended the Sierra Avalanche Center Board of Directors Meeting
- Attended the annual Chamber Membership Luncheon
- Began organizing and leveraging funds with the CTTC for the Australian consumer ski show tour and the Warren Miller Film tour sponsored by Ski Lake Tahoe. These events are to take place in late May through early June and will be tied in with a sales and media mission.

Special Event Departmental Report
October 2011
Submitted by Judy Laverty

1. Staff met with Smith & Jones and Shelley Fallon to discuss programming changes for the event submission page on the website to make it more time efficient and user and web manager friendly.
2. Staff attended a Mountain Travel Symposium (April 2012) planning meeting at Squaw Valley. Staff is planning and directing the opening reception and closing party events for the over 600 attendees.
3. Staff met with Squaw Valley USA, California State Parks Service and Daron Rahlves on their grant marketing and strategy for their upcoming events.
4. Staff met with Ernie Brassard on the development of the Tahoe SUP Experience video shoot that we will be co-sponsoring. The video will help establish the Tahoe SUP brand, showcase Tahoe water clarity and beauty, the recreational, non-competitive aspect of SUP which will be used as a marketing tool to family demographic. The NLTRA will have unlimited usage of the finished video for marketing purposes.
5. Staff met with Squaw Valley to determine how we may collaborate with them on visitor information to attendees of the Tough Mudder event.
6. Staff developed a 2012 marquee events calendar for inclusion with the Reno Tahoe Event Guide published by the RSCVA.
7. Staff met with the CEO and Tourism Director to discuss written goals and objectives for the coming year.
7. Staff attended the marketing committee and regular staff meetings.



professional creative services

October 2011 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- working on new Cross Country ski section
- working on Autumn Food and Wine static page for yearly reference
- keeping up with the calendar of events
- keeping up with posting event videos
- contacting event producers by phone and email
- posting featured events on home-page link weekly
- continue to work on Dining Section updates - social and new imagery
- 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
- finding better photos for businesses and switching out when available (all sections)
- posting press releases as they come in
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- keeping up with Trip Advisor event posts/images, etc.

Shelley Fallon

Shelley A. Fallon · PO Box 1468 · Kings Beach, CA 96143 · fallon@tahoeguide.com · (530) 546-9393 · fax (888) 308-9108

fallonmultimedia.com

NORTH LAKE TAHOE MARKETING COOPERATIVE: SOCIAL MARKETING REPORT
October 17, 2011
PREPARED BY RKPR INC.

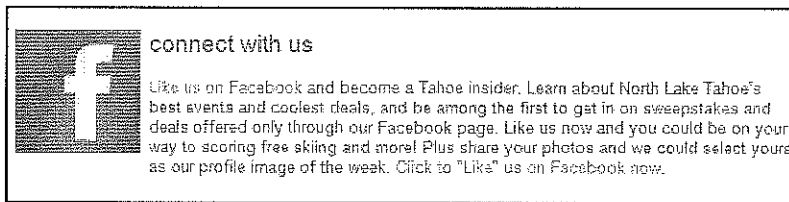
FACEBOOK

Snapshot

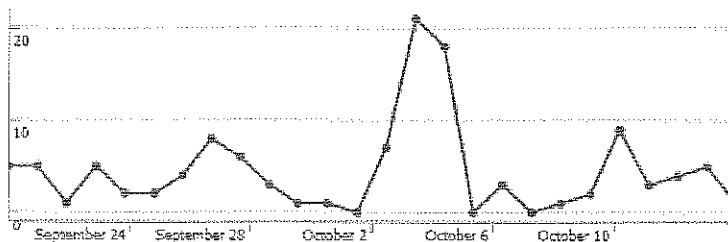
	SEPTEMBER 19, 2011	OCTOBER 17, 2011	% INCREASE
Facebook "Likes"	4,337	4,426	2%
Facebook Active Users	3,199	3,490	9%
Post Views/Feedback	195,477 / 437	179,767 / 544	-8% / 24%

Recent Activity

- Provided copy inviting e-newsletter subscribers to "like" North Lake Tahoe on Facebook; distributed to database Oct. 4

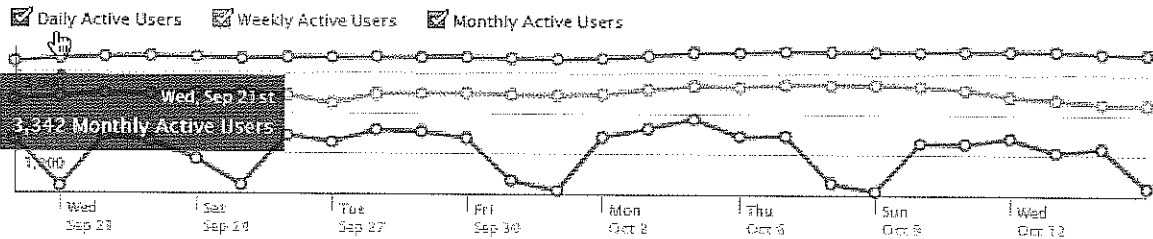


- Since distribution a total of 67 new likes to the page (data not available to determine if all new likes were the result of the e-blast) however "likes" spiked Oct. 4-5 with 39 new likes, as shown in the graph below



- Used page app for "Viral Wave" to allow people to share the "Root for Snow!" message for two days prior to the early snow in October; no stats available for sharing on this app
- Preparing a series of winter sweepstakes targeting winter sports, scheduled to start in early November and continue for four months
- Updated "Explore North Lake Tahoe" photo showcase to include images of human-powered winter activities and playing off of verbiage used in NLT ski/board ads
- Continuing to update profile image weekly to feature a fan photo from a wall posting, shifting images to fall and early snow photos; included Lake Tahoe Restaurant Week image Oct. 2 - 9
- Top posts over the past week include:
 - "Not your normal Oct. 7 view of Squaw" with image of new snow (1.1% feedback, 3,600 impressions, 32 likes and 12 shares)
 - "Can you believe there's enough snow for this" with video of backcountry skiing at Tahoe (.47% feedback, 3,009 impressions, 12 likes, 2 shares and 2 comments)

Active Users



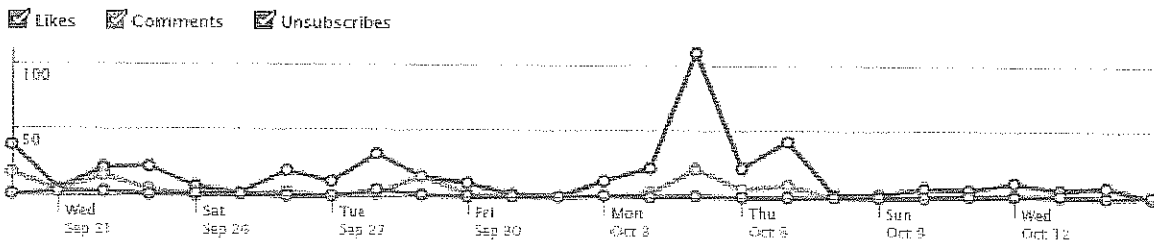
Statistics

- User data remains consistent with 59% female and 37% male; **the largest user group is 24-34 (27%) followed by 35-44 (24.4%) and 45-54 (18.5%);** primary likes are from **California**, followed by Reno, Seattle, Las Vegas, Dallas, Phoenix, New York, Chicago and Denver
- **The top external referrer (external domains to NLT Facebook page) is GoTahoeNorth.com (43)** with additional external referrers including Google, Twitter, and e-mail servers
- Feedback is picking back up again with the glimpse of snow and winter on the horizon
- Continued increase in the number of Tahoe-area “pages” and fans posting to the page with area news, questions, etc. which reflects the feeling of community within page users

Media Consumption, Facebook’s “Media Consumption” graph was not functioning at the time of this report, however consumption continues to spike with photos and videos. Recent photo views have included:

- Photo of fresh snow on Squaw’s KT, 32 likes, 12 shares and 6 comments
- Photo of new snow at Mt. Rose, 35 likes, 1 share and 5 comments
- Photo of snowy roadway at Tahoe, 43 likes, 15 shares and 10 comments

Daily Story Feedback, has hit a bit of a lull between season, however posts for snow and images of snow generated spikes in the number of likes (Oct. 4-6)



Analysis

- The growth of Likes continues to build at a steady pace throughout the month, experiencing bumps during sweepstakes promotions and direct “asks” via e-newsletter
- Photos and videos continue to be a driver for likes and comments users tend to respond better to first-person/in-the-moment photos that give them the feeling of what’s really happening at Tahoe rather than posed/commercial shots
- Fan photo posts to the wall have decreased as summer travel winds down; reminders to share photos as well as changing fall colors are helping bump up fan photos
- Fan questions include those asking for recommendations or suggestions, allowing the page to become a sort of “Help Desk” for users
- Posts related to what actually happening and what “we’re” enjoying generate more interaction and updates about deals, events, etc.

Recommendations

- Continue to secure more first-person photos and encourage user photos to increase interaction
- Continue posting updates about weekend events and activities to drive fans to those activities as they plan their travel
- Continue with regular contests partnered with small ad campaigns to drive Likes

TWITTER

TWITTER	SEPT. 19, 2011	OCT. 17, 2011	% INCREASE
Followers	2,878	2,939	2%
Listed	179	182	+3

Statistics/ Activities

- Currently following 2,747 users; regularly building list to follow current followers, seek out similar users
- Engaging in more conversations and, similar to Facebook, providing "Help Desk" style support to followers
- Have put Twitter Chats on hold to build buzz and conversation first; instead working on straight trivia giveaways throughout the day to award SF Ski Fest passes;
- Working to build Twitter following via check-ins at the SF Ski Fest; NLT team to award t-shirts, jackets and other goodies provided by SnowBomb to those who check-in via Foursquare or Tweet @TahoeNorth at the event
- More travelers are visiting Tahoe and using smartphones with cameras to post photos, we are re-tweeting and commenting on these photos
- Now using Klout to rank Twitter status; Klout uses 35 variables to score a Twitter user on a scale of 100 ranking overall influence, true reach, amplification and network
 - Currently rated as a "Specialist" and noted as focused and consistent with influence about California, Travel & Tourism, skiing, Lake Tahoe, hiking, food, festivals, and video
 - Have been added to 3 user lists within Klout (Skilaketahoe, ski-snowboard and snowshoeing destinations)
 - Working on giving partners +K ratings on Klout to earn +K ratings in return

STAT	SEPT. 19, 2011	OCTOBER 17, 2011	CHANGE
Overall	45.5	44.25	-1.25
True Reach	1034	1055	+ 21
Amplification	30	26	-4
Network	51	53	+2

Analysis

- Followers continue engaging via Twitter prior to getting to Tahoe, then sharing images and conversation about their trip once they've arrived
- Increase of followers has slowed and interaction has slowed during the slower travel season, however increased chats and prize opportunities should grow the following over the next several months
- Mix of conversation and sharing content has made @TahoeNorth a reference for numerous lists and a source to retweet
- Content continues to be positive and showcase what's happening in the region

Recommendations

- Continue to tweet regularly throughout the day and experiment with added tweets at different times of day (evening) and on weekends to gauge interest
- Solicit local businesses to submit their Twitter handles to NLT to build additional quick-reference lists for users
- Continue to explore opportunities for promotions to build and engage followers

BLOG

Statistics

- 2 posts have been added within the past month including:
 - “The Leaves, They Are A’ Changin” fall colors post; (2 tweets)
 - “Tahoe Ski & Board Resorts Beef Up Winter Offerings, Experience” (9 tweets)
- Worked with S+J to incorporate Twitter, Google + and Facebook sharing plug-ins into blog
- Analytics currently set up through website

Analysis

- Blog content provides a good source of content and reference for social posts and serves as a foundation for news and updated information on the website

Recommendations

- Continue posting 2-3 blogs or more as needed per month on average focusing on topics that assist travelers in planning their trip to Tahoe and reinforcing the North Lake Tahoe brand
- Host guest bloggers, either selected from a contest or internally from staff, to blog about their Tahoe experiences, special tips, etc.
- Seek out Tahoe stories to share via the blog that will inspire and excite readers while also sharing the North Lake Tahoe brand and attitude

FOURSQUARE

- With the brand page we continue to add new followers at a good pace, up 7% to 273
- Working to build Foursquare following via check-ins at the SF Ski Fest; NLT team to award t-shirts, jackets and other goodies provided by SnowBomb to those who check-in via Foursquare or Tweet @TahoeNorth at the event
- Have 30 tips posted on locations throughout north Tahoe as well as two To-Do Lists for followers covering NLT Ski/Board Resorts locals pick runs and locals picks of area beaches, both lists secured from existing content on GoTahoeNorth.com
 - Tips are provided by NLT team members and can be provided anytime to team@rkpr.com to post

Recommendations

- Continue posting tips, especially new tips as fall and winter approach to highlight winter activity locations

FLICKR

- 15,722 all-time photo views, a 1% increase
- 196 photos and 3 videos in 12 sets; organized sets into 3 collections for Special Events, Winter and Summer
- Maintain 50 contacts and have membership in six groups

Analysis and Recommendations

- Site serves as a foundation for images for use in social updates and general views
- Continue adding images, both commercial and first-person, to share via social networks and tell the story of North Lake Tahoe

YOUTUBE

Snapshot

YOUTUBE	SEPT. 19, 2011	OCTOBER 17, 2011	% INCREASE
Total Video Views	24,835	25,218	2%
Subscribers	54	54	No change

- Continuing to enhance current videos by adding links and notations within videos directing to GoTahoeNorth.com and adding titles to first-person video
- Top videos include: (% of total views over past month, % of video viewed)
 - North Lake Tahoe – 7 World-Class Ski Resorts (51.1%, 60%, earned 2 comments within the past month)
 - North Lake Tahoe N is for North (14.2%, 0%)
 - Sounds of Sand Harbor (7.2%, 25%)
 - North Lake Tahoe – Getting Here (3.8%, 75%)
 - New Snow in Tahoe, November 2010 (3.8%, 25%)
 - Having this show up in the top 5 viewed videos indicates that within the last month people have been looking for Tahoe videos on new snow for the Oct. 5-6 snowfall

Analysis and Recommendations

- Recommend capturing video, even if it's from a cell phone cam, of major events such as snowstorms, first snowfall, etc., to engage users who are searching for that content already
- Recommend developing series of videos that address the needs of visitors as determined by keyword searches in Google; videos can include "Where is Lake Tahoe", ski vacation overview, hotels overview, ski resorts overview, vacation rentals overview, weddings overview, etc. based on the most-searched keyword terms related to Lake Tahoe
- Only a small percentage of videos are discovered through external websites, such as GoTahoeNorth.com or NLT's social networks; there is opportunity to increase video views by incorporating video feeds into social networks and blogs regularly
- Encourage users to post video responses to first person videos to increase NLT video ranking in YouTube search

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**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory
October 17, 2011**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Domestic Press Trips – coordinated press trips for Sunset Magazine writer Lisa Trottier and photographer Jason Todd. Working with Jeremy Jacobson to coordinate November press/film trip for UK show, Heaven on Earth, via CA Tourism’s lead.
- C. Drafting advertorial for San Diego Magazine, LA Magazine and editorial for Regional Marketing Committee’s monthly e-blast.

II. News Releases – 5 news releases in the works

- A. What’s New in North Lake Tahoe this Winter – drafted, need approval
- B. Mountain Travel Symposium – drafted, need approval
- C. Cross Country Skiing in North Lake Tahoe – drafted, need approval
- D. North Lake Tahoe’s Best Winter Events – drafting
- E. SnowFest/North Lake Tahoe Presenting Sponsor - drafting

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

- A. 10 Best Dog-Friendly Properties in North Lake Tahoe
- B. Chamber to Host QuickBooks Seminar October 11 & 18
- C. Chamber to Host Selling Your Business Workshop October 12
- D. Chamber to Host How to Start a Business Workshop October 13
- E. Aspens Showing Signs of Fall in North Lake Tahoe
- F. Chamber to Host Annual Membership Luncheon October 27
- G. Learn to Ski/Board for \$30 in North Lake Tahoe December 10-11
- H. Chamber to Host Business Identity Theft Workshop October 26
- I. Fish Hatchery to Host Haunted Chamber Mixer October 20

IV. Media Leads – 48 media requests we’ve responded to since our Sept. 20 report (does not include those journalists we’ve actively pitched)

- A. KJAY-AM (Sacramento) – Carmel Mooney, Tahoe events, 9/20
- B. BringFido.com – Erin Gregory, dog-friendly properties, 9/20
- C. Via Magazine – fact checker, story for January/February, 9/22
- D. Australian freelancer Dave Cauldwell – images, 9/22
- E. Freelancer Jules Older – Tahoe winter story angles, 9/22
- F. Heaven on Earth (UK) – Maddy Morgan, press trip/filming, 9/26
- G. Freelancer Lina Broydo – Tahoe dog images, 9/28
- H. TahoeRenoOnline.com – Kelly Davis, Tahoe dog images, 9/28
- I. YubaNetNews.com – Pascale, Tahoe dog images, 9/28
- J. Sacramento Magazine – Kimberly Pryor, lodging renovations, 9/28
- K. Northern CA: An Explorer’s Guide – Michele Bigley, press trip, 9/28
- L. National Geographic Traveler (Mexico) – what’s new this winter, 9/28
- M. First Tracks – Lori Balog, what’s new this winter, 9/28
- N. Travel & Leisure Magazine – Jamie Gross, Squaw/Alpine merger, 9/28
- O. Southwest Spirit Magazine – Traci Pelter, Tahoe images, 9/28
- P. Freelancer Lina Broydo – dog sledding images, 9/29
- Q. HI Luxury Magazine – Lianne Thompson, images/story ideas, 9/29
- R. Freelancer Cheryl-Anne Millsap – possible press trip, 9/29
- S. YourCaliforniaShow.com – Sara Hron, Tahoe dog images, 9/30
- T. CA Tourism – Jennifer Sweeney, food foraging angles, 10/3
- U. Tampa Tribune – Dino Vournas, what’s new this winter, 10/4
- V. SF Examiner – Kathleen Jay, what’s new this winter/images, 10/6
- W. Sunset Magazine – Lisa Trottier, story angles, press trip, 10/6
- X. CA Tourism – Rachel Veu, Tahoe wedding story angles, 10/6

Y. BlackDiamond – Anna Francis, recent snowfall, 10/7
 Z. CA Tourism – Rachel Veu, Travel to Wellness Magazine lead, 10/7
 AA. CA Tourism – Rachel Veu, music in CA lead, 10/7
 BB. CA Tourism – Rachel Veu, health and wellness lead, 10/7
 CC. YubaNet.com – fall foliage images, 10/7
 DD. NBCBayArea.com – Alysia Painter, fall foliage images, 10/7
 EE. Sierra Sun/NLT Bonanza – Kevin MacMillian, fall images, 10/10
 FF. LA Times – Chris Erskine, fall foliage images, 10/10
 GG. HI Luxury Magazine – Lianne Thompson, images, 10/10
 HH. Hi Luxury Magazine – Bekah Wright, fact checker, 10/10
 II. Freelancer Katherine Tulich – possible press trip, 10/10
 JJ. CA Tourism – Jennifer Sweeney, Small Market Meetings, 10/10
 KK. Successful Meetings Magazine – Alex Palmer, what’s new, 10/11
 LL. Smart Meetings Magazine – Sandi Cain, what’s new, 10/11
 MM. RV Journal Magazine – Paul Napolitano, winter events, 10/11
 NN. NCOT- Chris Moran, fall foliage images, 10/11
 OO. Marin Magazine – Susan Safipour, Squaw Valley contact, 10/11
 PP. Benicia Magazine – fall foliage images, 10/12
 QQ. CA Tourism – Rachel Veu, business Xmas lights, 10/12
 RR. Casino Travel News – Linda Anderson, Learn to Ski images, 10/13
 SS. KGO-Radio (SF) – John Hamilton, Learn to Ski images, 10/13
 TT. Sunset Magazine – Jason Todd (photographer), press trip, 10/13
 UU. Skier News – Dave Leonardi, what’s new this winter, 10/17
 VV. TheTravelMagazine.com – Sharon Livingston, images, 10/17