



north lake tahoe

Chamber | CVB | Resort Association

Marketing Committee October 31st 2012

October 2012 Departmental Reports



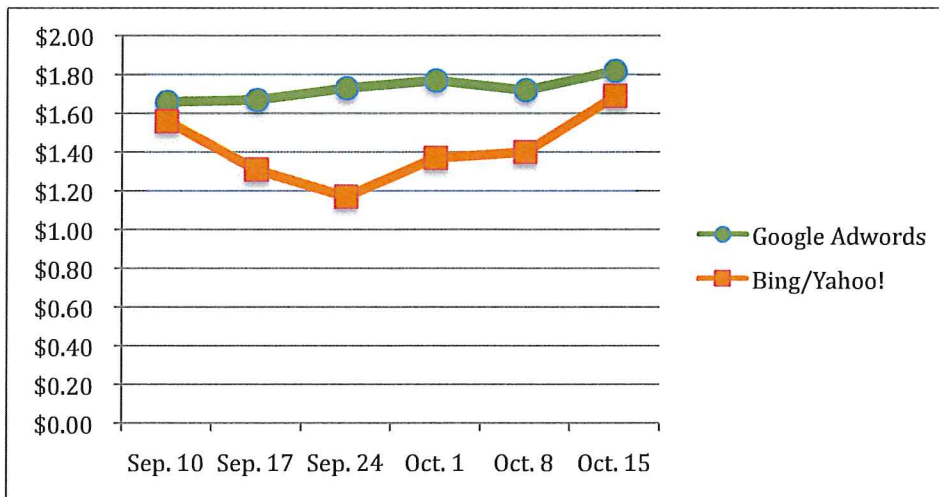
North Lake Tahoe Marketing Report (September 11, 2012 – October 23, 2012)

Search Report: Weddings & Conferences

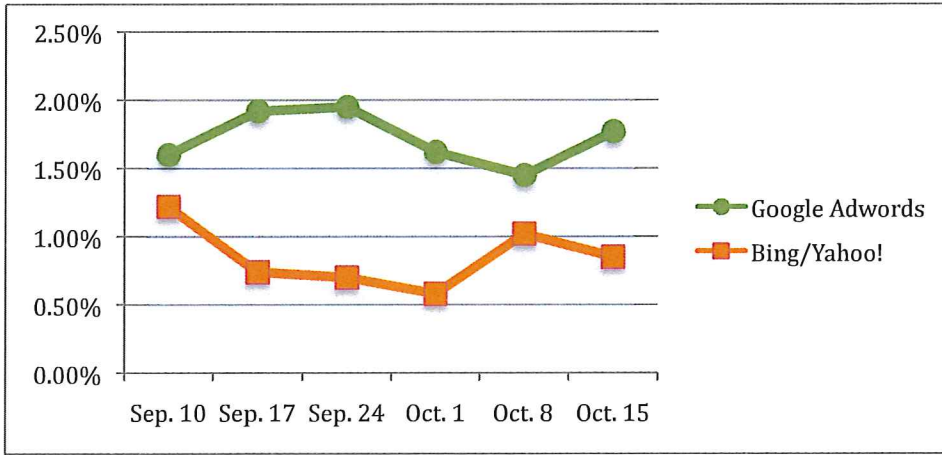
Analysis:

Our campaigns continue to yield better results. We beat last month's results by nearly 50%. Most notably, we saw a large reduction in our Conference campaign CPC. One interesting trend we're noticing is that Google outperforms Bing/Yahoo with our Wedding campaign, but Bing/Yahoo is yielding much stronger results than Google with our Conference campaign. If this trend continues next month, we'll look to adjust our budget allocation based on success.

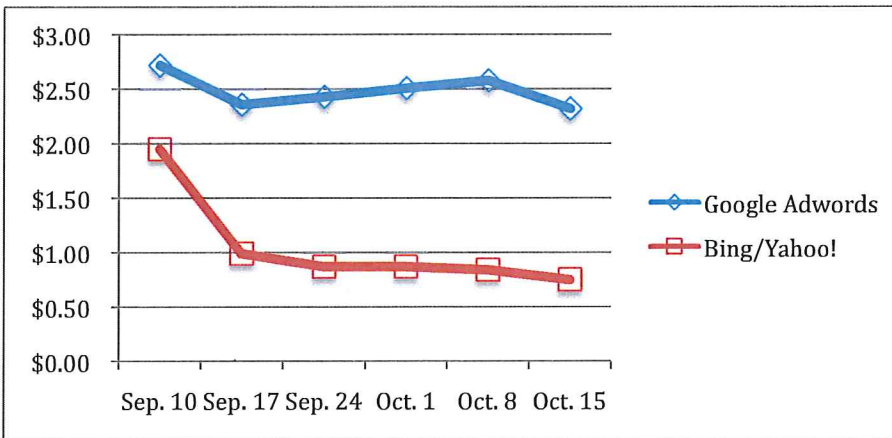
Wedding Average CPC



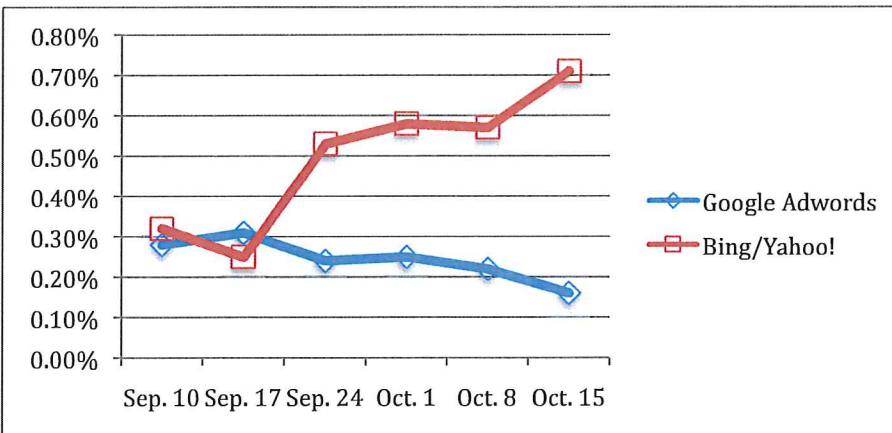
Wedding CTR



Conference Average CPC



Conference CTR

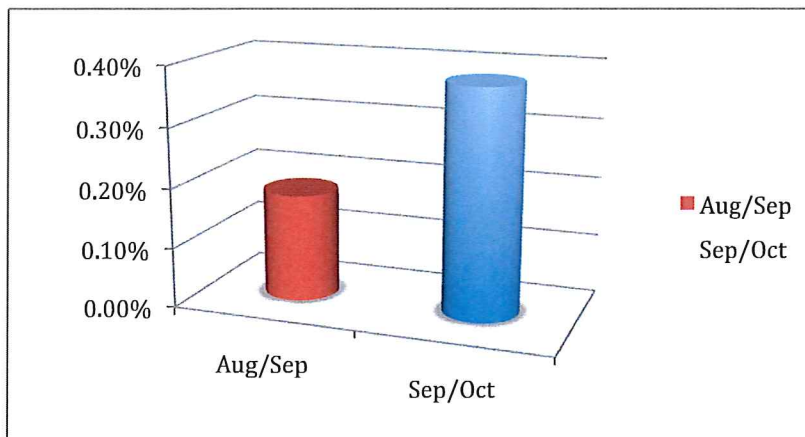


Monthly Comparison

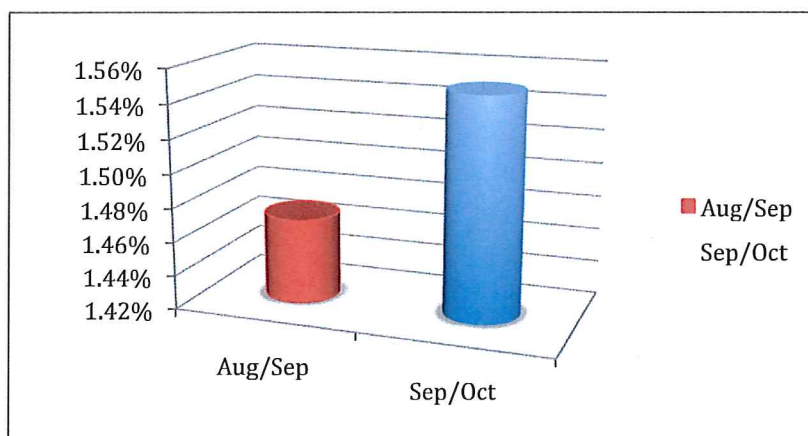
Analysis:

From last month's report to this month's, we've drastically reduced our CPC and increased our CTR. Our initial optimizations have increased our ad score relevancy and streamlined our hardest working keywords. Our goal is to not only become perpetually more successful, but also to identify months throughout the year where we can become more efficient with our budget.

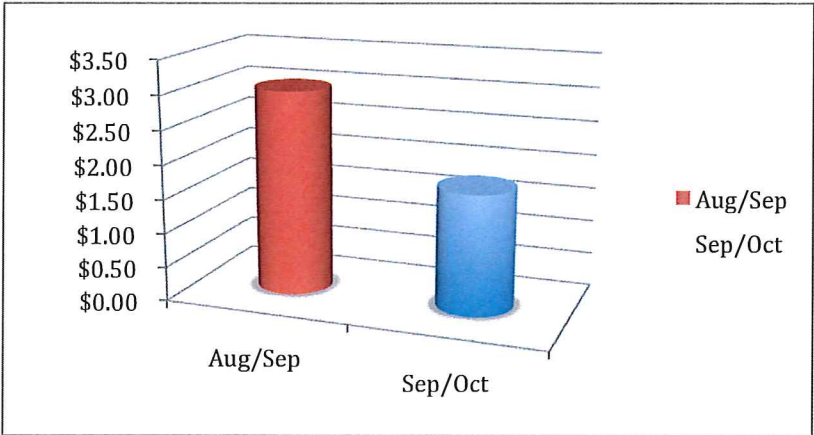
Conference CTR: Aug-Sep vs. Sep-Oct



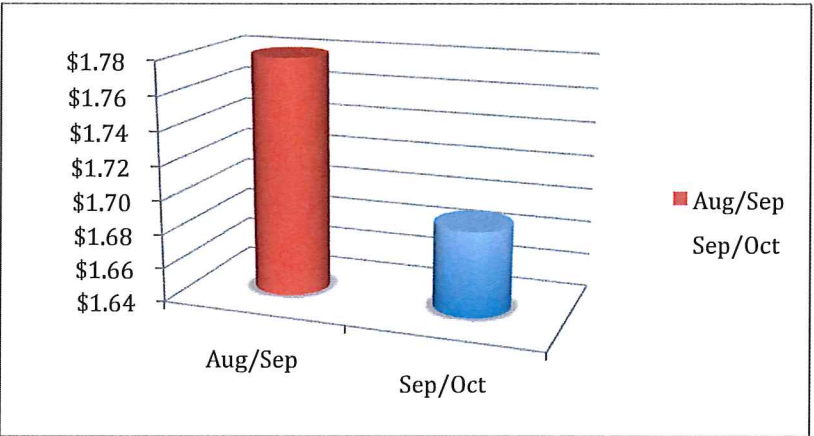
Wedding CTR: Aug-Sep vs. Sep-Oct



Conference CPC: Aug-Sep vs. Sep-Oct



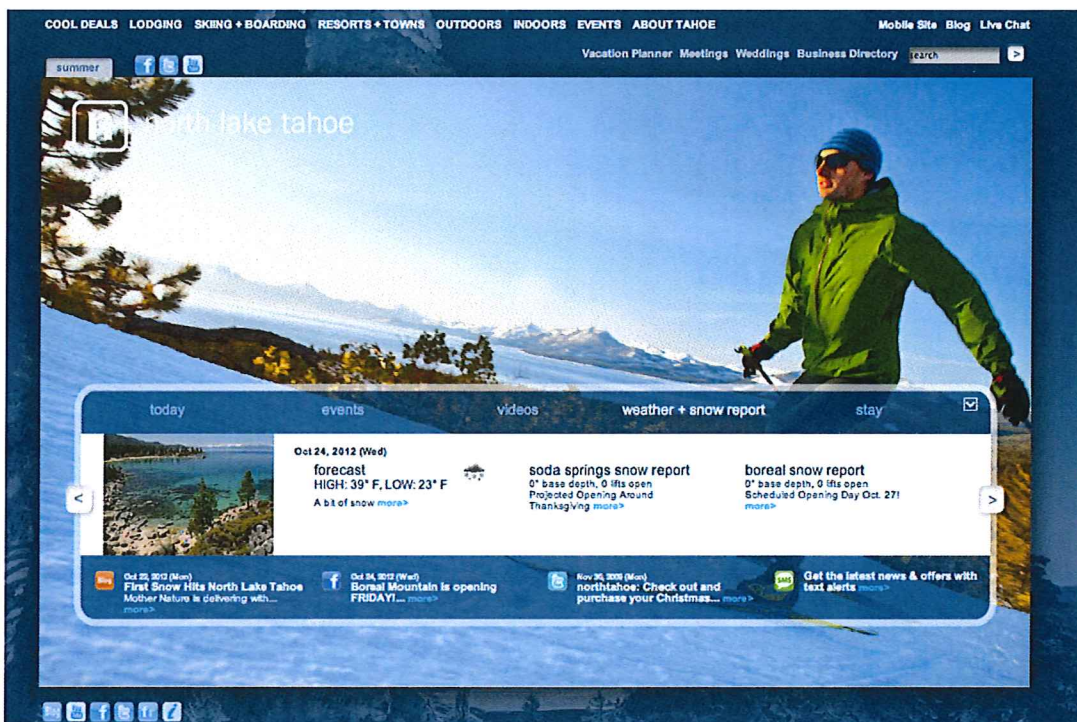
Wedding CPC: Aug-Sep vs. Sep-Oct



Website Analytics Report: <http://www.gotahoenorth.com/>

Analysis:

Although site traffic has decreased with the summer campaign coming to an end, we're still receiving a strong amount of traffic at 175k hits per day. Most importantly, we're retaining their interest, keeping them on the site for over 5 minutes, with an average page view of 3.5 per visit. An important statistic to watch over the next few months is whether Tuesdays continue to be the day we peak the most interest with our consumer, and if it does, we may want to look at pushing weekend stays on Tuesdays.



Stats

Total visits: 79,600

New visitors: 60,400

Total page views: 278,000

Page views per visit: 3.49

Average time spent: 5:06

Most active days: 1. Tuesday 2. Monday

Print Insertions: Conferences

Association News

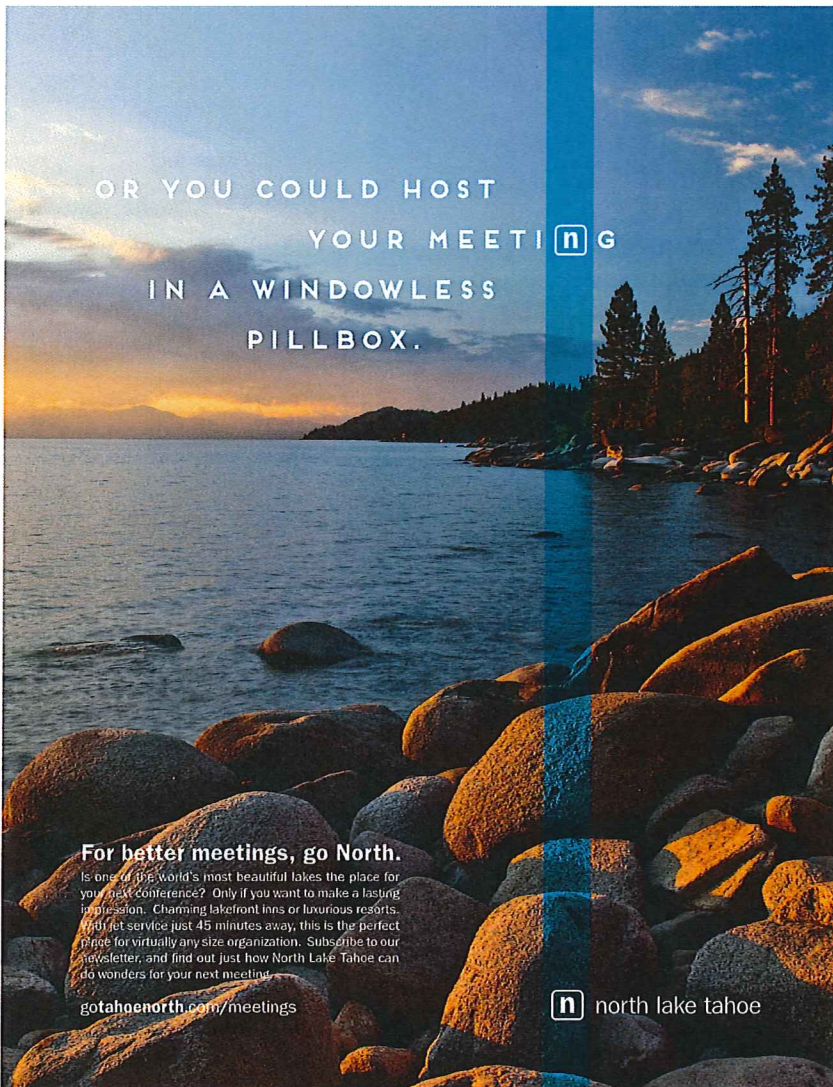
Insertion: Full Page + Full Color

Editorial: CA Mountain Meetings & CVB Spotlight

Circulation: 40,000

Rate: \$3,953


- 78% of total circulation are CEOs and senior management
- Readers of Association News book over \$15.6 billion on meetings and conventions



OR YOU COULD HOST
YOUR MEETING
IN A WINDOWLESS
PILLBOX.

For better meetings, go North.
Is one of the world's most beautiful lakes the place for your next conference? Only if you want to make a lasting impression. Charming lakeside inns or luxurious resorts. With jet service just 45 minutes away, this is the perfect place for virtually any size organization. Subscribe to our newsletter, and find out just how North Lake Tahoe can do wonders for your next meeting.

gotahnorth.com/meetings

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California Meetings and Incentives Magazine

Insertion: 1/2 Page + Full Color & 1/2 Page Advertorial

Editorial: Convention Spotlight Editorial

Circulation: 36,283


Rate: \$4,338

- 81% of subscribers are senior-level corporate executives with planning authority
- The average subscriber has an annual meeting budget of \$2.3 million and plans nearly 20 meetings per year

SPECIAL SECTION CVBS & CONVENTION CENTERS

NORTH LAKE TAHOE CONVENTION & VISITORS BUREAU

100 North Lake Boulevard • PO Box 5459
Tahoe City, CA 96145
530.581.8703 • 800.462.5196, ext. 106
Fax: 530.581.1686



FIND

- **Closest airport to center:** Reno/Tahoe International (RNO), 26 to 45 miles

STAY

- **Total number of meeting hotels and guest rooms:** Meeting facilities: 30; Lodging: over 7,000 rooms in a wide range of accommodations

MEET

- **Major convention centers:** The Ritz-Carlton, Lake Tahoe; Resort at Squaw Creek; Hyatt Regency Lake Tahoe; The Village at Squaw Valley; Northstar California
- **Number of meeting rooms/total area:** Over 200,000 sq. ft.
- **Capacity of largest, theater-style:** 1,600

ENJOY

- **Major attractions:** 46 spectacular golf courses

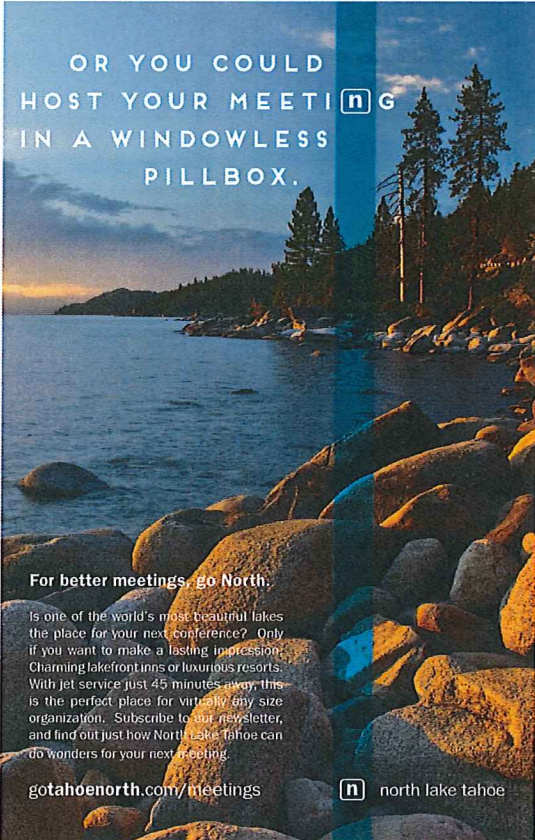
WHEN

- December & January (excluding Christmas and New Years)
- April, early May
- November

NEW

- Major renovation at the Hyatt Regency

WWW.GOTAHONORTH.COM/MEETINGS



OR YOU COULD HOST YOUR MEETING IN A WINDOWLESS PILLBOX.

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gotahoenorth.com/meetings north lake tahoe

JASON NEARY
DIRECTOR OF SALES
jason@GoTahoeNorth.com

Q What is the best-kept secret about your destination?

A North Lake Tahoe was recently awarded "America's Best Lake" by readers of *USA Today* and the No. 1 travel destination by TripAdvisor. The region is simply breathtaking all year round.

California Meetings and Events

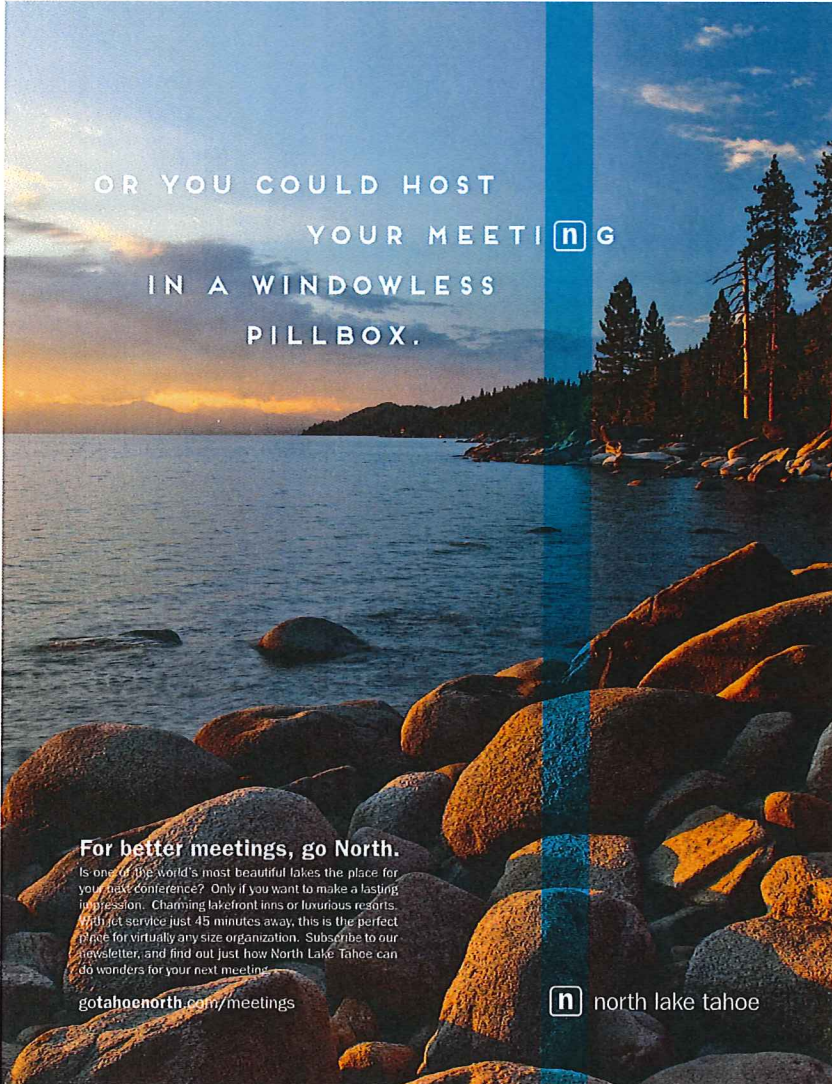
Insertion: Full Page + Full Color

Editorial: Destination Lake Tahoe

Circulation: 15,000

Rate: \$2,500


- Exclusive to California, reaching 16k CA meeting planners
- CAM+E's database is managed and filtered by Cvent for verification



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IN A WINDOWLESS
PILLBOX.

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gotahoonorth.com/meetings

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Conference Department Report for October 2012

Staff conducted sales calls and assisted in hosting a reception and lunch in San Francisco and San Jose. Approximately 35 meeting planners attended a San Francisco reception at the Press Club and 10 meeting planners from technology companies attended a luncheon at the Left Bank in San Jose. Staff conducted sales calls at Government agencies, Healthcare Companies, Financial Companies and Third Party Planners in the Bay Area.

Staff conducted sales calls in Washington, DC. Over 3 days staff met with the planners from 10 different DC based associations. We generated 1 lead for 900 room nights and expect to receive another this week that represents 700 room nights.

Staff attended the Hyland Group customer event at the International Gold Cup Steeplechase race in The Plains, VA. The Hyland Group is our rep firm in Chicago and DC and they coordinated the event. Over 150, primarily association, meeting planners attended. It was a fantastic opportunity to network in a casual setting with a number of potential future Tahoe clients.

Staff hosted a site visit for the University of California San Francisco Office of Continuing Medical Education. UCSF office of CME is considering North Lake Tahoe for the 20th International Brain Tumor Research and Therapy Conference in July 2014. This program is expected to generate over 600 room nights and over \$135,000 in room revenue.

Staff hosted a site visit for PSA Event Partners and the USA Fencing Veterans World Cup. This program is considering North Lake Tahoe for an annual program in 2014, 2015 and 2016. The three year deal would generate over 2610 room nights and over \$545,490 in room revenue.

Staff hosted a site visit for the Independent Armored Car Association. They are considering North Lake Tahoe for their April 2014 Annual Meeting. IACA is also considering Reno for this event. The program represents roughly 4120 room nights and \$60,000 of room revenue.

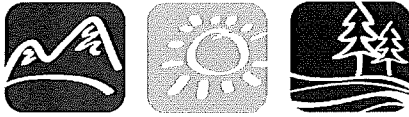
Staff hosted a site visit for Karlitz & Company. They are considering Tahoe for a January 2013 Chase Credit Card "Inside Access" event. These are events created and marketed specifically to chase credit card holders. The group represents 200 room nights and roughly \$40,000 in room revenue.

Staff met with School of Thought regarding possible updates to the meetings section of the gotahoenorth.com website as well as creative for banner ads.

Staff attended the Tahoe City Transit Center Ribbon Cutting

Staff attended Passport to Dining at the North Tahoe Events Center. This was great opportunity to experience and meet our restaurants along with nearby wineries and spirit companies

Staff attended the monthly Reno-Tahoe SKAL chapter meeting. SKAL is an international association of travel and tourism professionals and provides an opportunity to network and share ideas with local hospitality industry partners.



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Chamber | CVB | Resort Association

October Leisure Report
Marketing Committee Meeting
10-30-12

TRAVEL TRADE

- Conducted a UK sales mission with sales calls and call center trainings at the following wholesale offices:
 - TUI
 - Ski Solutions
 - IfYouSki.com
 - SkiWorld
 - American Ski Classics
 - Ski Safari
 - SkiBound
 - STG
 - Virgin Holidays
 - Ski Independence
- Hosted two travel trade ski industry quiz nights with 34 call center agents in Brighton, UK and 45 agents in London, UK.
- Scheduled sales calls and call center training to surround the November consumer ski shows in San Francisco, San Diego and Los Angeles
- Regular social media interactions on ski wholesaler sites promoting first Tahoe snows of the year and partner early bird lodging specials
- Followed up on UK sales calls on potential marketing co-ops with state assistance, web site updates, London consumer ski show opportunities and school group product additions

FAMs

- Set dates for two travel trade Australian ski fams to take place in March
- Began working on a UK ski wholesale itinerary also to land in March
- Held calls with the Visit CA UK's and Visit CA Australia/NZ's PR Managers strategizing press visits for winter and spring

CONSUMER & MISC

- Finalized details for North Lake Tahoe and Ski Lake Tahoe consumer ski shows in San Francisco, San Diego and Los Angeles

- Conducted a media day in London and met with editors from 8 sports and lifestyle publications
- Held multiple conference calls with Warren Miller Australia/NZ film tour owner, Visit CA, Mammoth, Ski Lake Tahoe and South Lake Tahoe in hope of creating a CA Snow sponsorship for the 2013 film tour. A decision will be made prior to Dec. 1st for this great branding opportunity.

Special Event Programs
Departmental Report October 2012
Submitted by: Judy Lavery-Capach

SPORTS MARKETING

Staff traveled to Detroit for the TEAMS '12 Conference & Expo. Thirty seven confirmed appointments/meetings and 3 unscheduled appointments were held. Rightsholders specifically interested in hosting events in Tahoe are: Orienteering USA, Tough Mudder, USA Triathlon, Tribal Run, International Weightlifting, Beach Volleyball, National Horseshoe Pitchers Assoc., GWN Dragon Boat, USA Volleyball, The Patriot Games, Savage Race, American Cornhole Organization, US Disc Golf Association, Dept. of Veteran's Affairs, American Transplant Association, World Bocce, American Windsurfing Tour, AAU, SAM BAT Tournaments, Table Soccer Federation, Karate and Taekwondo, and American Power Boat Association.

Staff is following up with each rightsholder and requesting RFP's for each event. On winning RFP's staff will work closely with Conference Sales to establish room blocks with partner properties.

COMMUNITY SPECIAL EVENT GRANT PRESENTATIONS

Staff facilitated the announcement and distribution of applications for the current grant funding cycle. A Special Events Task Force Committee was assembled and all the applications were reviewed and applicants interviewed on Wednesday, October 24th. A total of \$50,000 was available for grants. A total of 26 applications were received requesting a total of \$85,337 in funding. The grant awardees will be presented to the Board of Directors for approval at the November 7th meeting.

EVENT MEETINGS

Staff met with:

- Rene Kojane of Squaw Valley Institute to discuss her request for marketing department sponsorship of two additional SVI special events.
- Staff had a conference call meeting with the CARVE Snow Carving Contest event to discuss marketing strategies for the event which is being held at Northstar February 8-12, 2013.
- David Polivy of Tahoe Mountain Sports to discuss hosting a site visit/fam for the Executive Director of the Professional Disc Golf Association. Staff and David will submit an RFP for the 2015 World Amateur PDGA Championships and an additional RFP for the 2016 World Professional PDGA. Staff will work with the Conference Department to bring the ED to Tahoe for a Come See Stay Free site visit.
- Staff has a November 1 conference call scheduled with Orienteering USA who has chosen Tahoe for their upcoming event. Date TBA. Staff will work again with Conference Department to arrange a Come See Stay Free site visit.
- Staff met with Snowfest to discuss the future of NLTRA sponsorship and marketing strategies.

Staff attended the Community Event Grant Meeting, the Marketing Committee meeting, the Transit Center Grand Opening, the Transportation Summit, and the Chamber Membership Luncheon.



professional creative services

October 2012 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- going through winter pages and editing content - site change-over to winter
- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping a master "Marquee Calendar" and updating this calendar with major events
- working on updating winter events ... in touch with ski areas/event producers weekly
- 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.

Shelley Fallon

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

fallonmultimedia.com

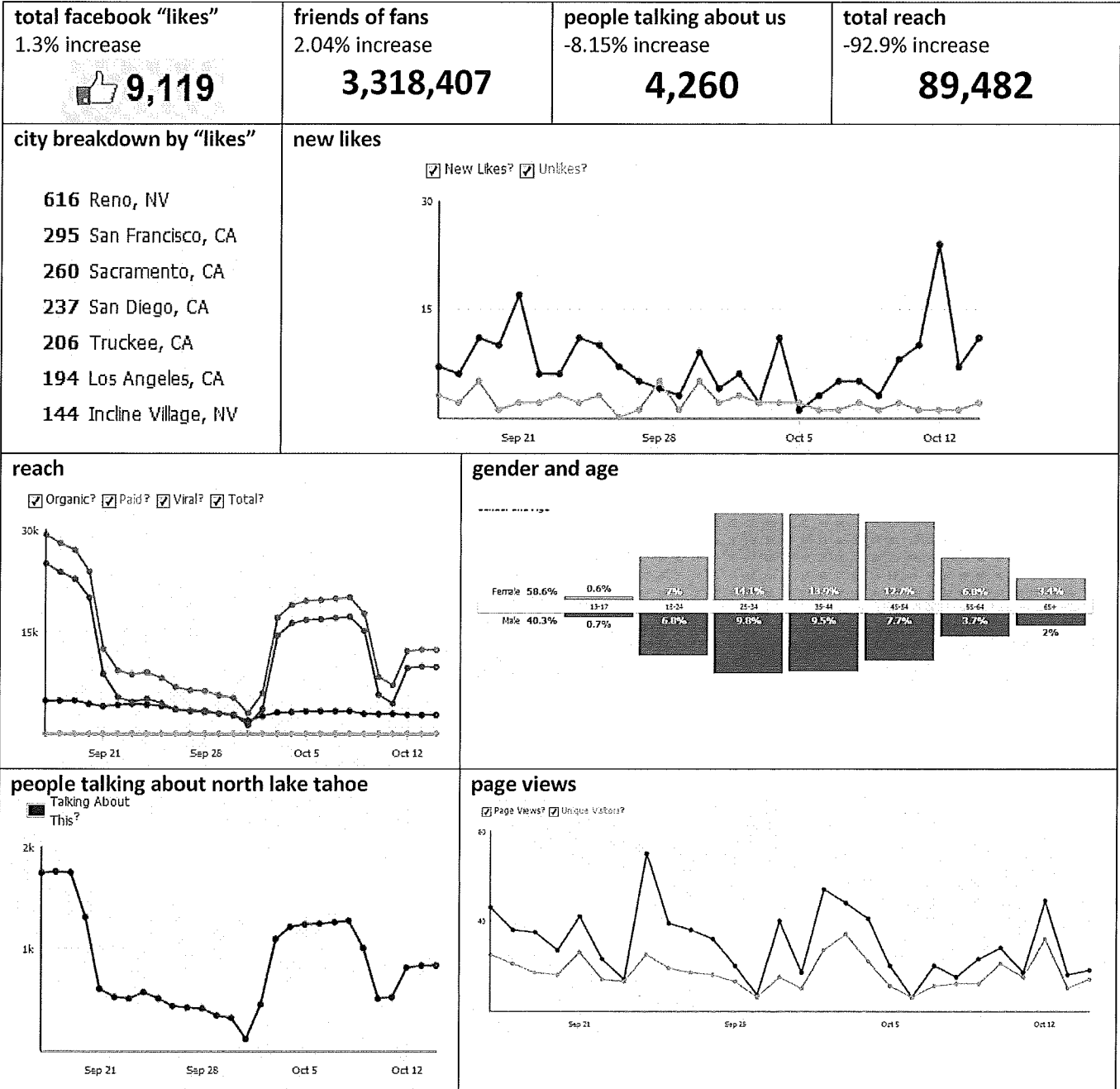


north lake tahoe

social marketing report

september 10, 2012 – october 8, 2012

facebook



gotahoenorth.com facebook analytics	site engagement -53.5% increase 33	distribution on facebook -88.8% increase 3,753	referral traffic to site -68.5% increase 86 clicks
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twitter

followers 2.5% Increase 3,923	total tweets 4,046	re-tweets this month 238
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n blog

3 posts	<ul style="list-style-type: none"> • Pumpkins and Pink Parties in North Lake Tahoe (2 Tweets) • NLT Winter Ski Resorts Raise the Bar (1 Tweet, 4 Likes) • Fall Events This Week in North Lake Tahoe (2 Tweet, 1 Like)
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foursquare

likes 2.4% Increase 475	tips 30	check-ins Incline Village Crystal Bay Visitors & Convention Bureau 4	check-ins North Lake Tahoe Visitors Center 12
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flickr

all-time photo views 3.5% Increase 27,884	photos/videos 253/3	contacts 62
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Pinterest

boards 10	followers 11.7% increase 114	following 71	pins 162	repins 27.3% increase 191	likes 3.1% increase 65
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Pinterest weddings

boards 18	followers % increase 15	following 88	pins 184	repins % increase 28	likes 0% increase 7
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total video view .8% increase 29,935	subscribers 1.7% increase 58
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- **FACEBOOK:** Continue posting photos and video that show real-time NLT
- **FACEBOOK:** Continue contests partnered with small ad campaigns to drive “Likes”
- **FACEBOOK:** Transition creative to winter campaign
- **TWITTER:** Continue to engage with local resorts and merchants to create positive conversations on conditions
- **BLOG:** Integrate “Pin It” Icon for Pinterest users
- **BLOG:** Explore hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- **FOURSQUARE:** Continue to request tips, especially for upcoming winter activities; Update new tips when provided
- **PINTEREST:** Continue pinning images from North Lake Tahoe website as well as pins from resorts, restaurants, venues and other North Lake Tahoe venues
- **PINTEREST:** Continue pinning wedding images from local merchants
- **YOUTUBE:** Recommend capturing video, even if it’s from a cell phone cam, of major events, opening day at the resorts, getting ready for winter, snowmaking, etc., to engage users who are searching for that content already



**North Lake Tahoe Chamber/CVB/Resort Association Public Relations Report
Marketing Committee
October 24, 2012**

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.

II. News Releases – 9 news releases in the works

- A. IRONMAN Lake Tahoe Giveaway - drafting
- B. Learn to Ski/Board Weekend (December 8-9) – drafting
- C. Chamber New Direction – drafting
- D. Best Non-Ski Activities – drafting
- E. Best Après-Ski Bars/New Restaurants – drafting
- F. New Snow & Ski Resort Openings (as appropriate) – drafting
- G. Winter Ski Shuttle – drafting
- H. North Lake Tahoe Weddings (once established on Pinterest)
- I. Northstar Business Mixer (November 29)

III. News Releases – 10 news releases distributed since our Sept. 20 report

- A. Special Events Grant Applications Due October 19
- B. Chamber to Host “Simply Speaking” Course October 4
- C. North Lake Tahoe Selects School of Thought as Agency of Record
- D. North Lake Tahoe Membership Luncheon is October 18
- E. What’s New this Winter in North Lake Tahoe
- F. Sierra Sun to Host Joint Chamber/Business Mixer October 25
- G. Develop A Plan for the Future at Transit Summit October 26
- H. Three Seats Open on Resort Association Board of Directors
- I. First Snow Hits North Lake Tahoe
- J. Registration Deadline for 2012 Winter Expo is November 2

IV. Media Leads – 35 media requests we’ve responded to since our September 20 report (does not include those journalists we’ve actively pitched)

- A. Gate 7 – Beth Greenup, IRONMAN Lake Tahoe update, 9/21
- B. Sacramento Magazine – Kimberly Pryor, requested images, 9/21
- C. Freelancer Janet Fullwood – requested fall images, 9/24
- D. Ensemble Vacations (Toronto) – Federica Maraboli, images, 9/24
- E. Spirit Magazine – Eric Thurstin, requested images, 9/27
- F. RSCVA – Ben McDonald, Alaska Airlines magazine press trip, 9/27
- G. Moonshine Ink – Karin Carrasco, requested images, 9/27
- H. Beer West Magazine – Amy Johnson, requested images/details, 9/27
- I. Sierra Sun – Amy Edgett, grant application details, 10/2
- J. KGO Radio (SF) – John Hamilton, Disc Golf Tournament interview, 10/2
- K. Diablo Magazine – Susan Safipour, Royal Gorge announcement, 10/2
- L. KFBK-Radio – Rob McAllister, long-range forecast, 10/2
- M. American Ring Travel – Nicole Almeida, requested images, 10/3
- N. Private Clubs Magazine – Cindy Hirschfeld, SV Institute contact, 10/3
- O. Money Magazine – Amy Chen, requested details for Tahoe article, 10/5
- P. The Hyland Group – Lauren Appleton, meetings industry newsletter, 10/5
- Q. ‘Round Magazine – Eric Jones, requested images, 10/8
- R. enRoute Magazine (Canada) – Line Abranhamian, fact checking, 10/8
- S. RV Journal – Paul Napolitano, SnowFest copy and images, 10/10
- T. LA Magazine- Matt Segal, SnowFest copy and images, 10/10

- U. Visit CA – Jeanne Sullivan, wine festival promotional, 10/11
- V. NBCBayArea.com – Alysia Gray Painter, dining information, 10/12
- W. WeGoPlaces.com – Jeff Smith, Lake Tahoe details/story angles, 10/12
- X. Action – Kelly Davis, requested images, 10/15
- Y. Travel & Leisure Magazine – Kayleigh Kulp, U.S. best ski towns, 10/16
- Z. Visit CA – Rachel Veu, requested ski/snowboard images, 10/17
- AA. StripedPot.com – Troy Petenbrink, requested images, 10/17
- BB. Money Magazine – Anne Lee, fact checking Tahoe article, 10/17
- CC. Freelancer Jill Becker, what's new this winter, 10/18
- DD. Healthy Travel Magazine – Nina Hahn, story ideas/images, 10/19
- EE. Vacation Gals – Kara Williams, what's new this winter, 10/19
- FF. iVillage – Ellen Pariapiano, Northstar CA what's new, 10/19
- GG. Visit CA – Rosemary McCormick, Tahoe shopping angles, 10/19
- HH. KCBS Radio (SF) – news desk, snow conditions, 10/22
- II. Bay Area News Group – Bob Goligoski, Learn to Ski, 10/24