



north lake tahoe

Chamber | CVB | Resort Association

P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

AGENDA AND MEETING NOTICE MARKETING COMMITTEE Tuesday October 28, 2014 2pm TAHOE CITY PUBLIC UTILITY DISTRICT – TAHOE CITY

NLTRA Mission

“to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

NLTRA Tourism Division Mission

“to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and International level.”

Meeting Ground Rules

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

Marketing Committee Members

NLTRA Board:

Brendan Madigan,
Primary
Valli Murmane Alt.

Committee

Members:

John Monson (Chair)
Larry Colton
Becky Moore
Paul Raymore
Marguerite Sprague
Cara Whitley
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

6 Committee
Members with 1
Board Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – September 24th 2014 (3 min)
- E. NLTRA Director of Tourism Transition Plan – Sandy Evans Hall/Andy Chapman (15 min)
- F. NLT Marketing Committee Appointment Board Recommendation – Andy Chapman (30 min)
- G. Review of Committee Appointment Process – Andy Chapman (20 min)
- H. Review and Approval on the Special Event Grant applications – Judy Laverty (10 min)
- I. Presentation on BACC Touch the Lake Campaign – The Abbi Agency (20 min)
- J. Update on Nordic Council Efforts – Jeremy Jacobsen (20 min)
- K. Departmental Reports
 - o Advertising
 - o Conference Sales

- Leisure Sales
- Special Projects
- Website Content
- Social Marketing

L. Committee Member Comments (*5 minutes*)

M. Standing Reports (posted on www.nltra.org)

- September MTRiP Report
- September Web/GeoTracking Report
- September Lodging Referral Report
- August Reno Tahoe International Airport Report
- September Conference Sales Report

Posted and Emailed



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MARKETING COMMITTEE MEETING MINUTES

Tuesday, September 23, 2014 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Larry Colton, Brett Williams, Paul Raymore, John Monson, Becky Moore, Brendan Madigan and Marguerite Sprague

RESORT ASSOCIATION STAFF: Andy Chapman, Judy Laverty, Jeremy Jacobson, Greg Howey, Sandy Evans Hall, Jason Neary and Anna Atwood

OTHERS IN ATTENDANCE: Stacia Hanley, Ryan Gelow, Tom Geary, Shelly Fallon and Liz Bowling

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2:03 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 Andy did a quick update on the Ironman Lake Tahoe cancellation. He shared the athletes were given three options:

- Move your registration to another 2014 Ironman race that still has availability (\$100 transfer fee for full and \$50 for half)
- Move your registration to next year's Ironman Lake Tahoe (same transfer fee as above)
- Register for another 2015 Ironman race at a 50% reduced registration cost.

Andy also commended the properties that let the athletes check out early without a penalty and also thanked Squaw for giving the athletes a ski ticket. Andy reported that NLT Chamber/CVB/Resort Assoc. will randomly draw 10 names for the full and 10 for the half Ironman to cover transfer fees.

3.0 AGENDA AMENDMENTS AND APPROVAL

3.1 M/S/C (Sprague/Williams) (7/0) to approve the agenda as presented.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM JULY 29, 2014

4.1 M/S/C (Williams/Madigan) (7/0) to approve the Marketing Committee minutes from July 29, 2014.

5.0 INTRODUCTION OF NEW COMMITTEE MEMBERS – ANDY CHAPMAN

5.1 Andy welcomed the new committee members; Larry Colton with the Resort at Squaw Creek and Paul Raymore with JMA.

6.0 REVIEW OF SUMMER MEDIA RESULTS – SCHOOL OF THOUGHT

- 6.1 Tom Geary introduced the members of his team, Stacia Hanley and Ryan Gelow. Ryan shared the summer media results:

The Display Banner Campaign (6/13 – 10/1) Highlights & Learnings:

- Endemic placements on the TripAdvisor – Lake Tahoe page drove highest combined CTR (Click-thru-rate) at 0.20%.
- The TripAdvisor – Retargeting Lake Tahoe Destination placement drove the most overall clicks (66% @1,255), which has been most optimized and the main contributor of the over delivery.
- The 728 x 90 banner continues to drive a higher total CTR than the 300 x 250 primarily due to its more premium placement.

Online Video Campaign (6/13 – 8/17) Highlights & Learnings:

- Docks were most popular in terms of both view rate and CTR, surpassing both Industry Averages.
- To date, these videos earned an additional 7.5K views.
- Of that, Paddle Boarding has received the most views (26.4K).

Email Campaign (6/26 – 8/13) Highlights & Learnings:

- North Lake Tahoe advertorials doubled the CTR benchmark of Weekend Sherpa.
- “Bringing Summer Back”, while having a lower CTR, drove the most clicks.
- Added value included website editorial, and radio mentions.

Social Campaign – Facebook (7/7 – 9/1) Highlights & Learnings:

- Human Powered Sports was the most successful in driving the most cost efficient Likes, due to its personal and social connections.

SEM (6/30 – 9/30) Highlights & Learnings: Ad Groups: Human Powered Sports, Cool Deals and High Notes.

- Phase 3 (8/28 – 9/11) has been the most relevant and cost efficient segment of the Summer Search Campaign. (This phase is still in progress, and they will follow up later for results & findings)
- Phase 1 dates: 6/30 – 7/29 and Phase 2 dates had some overlap: 7/23 – 8/25

Ryan also reported on the GoTahoeNorth.com performance between 6/30 – 9/11. He stated the website had 317,692 visits with a 242,508 unique visitors (76% new). The Cool Deals Page had 6,330 visits. The top traffic sources out of California were: San Francisco (16.2%), Truckee (5.6%), Sacramento (5%) and Los Angeles (4.5%) Ryan recapped the TV spots. The Bay Area programming included: Giants and As Live In Game and Run of Local Comcast. The budget was \$69,300 and it had a 58.9% reach with a 5 x frequency. The San Diego programming included: Run of local Interconnect, Dish & Direct TV. The budget was \$50,005 and it had a 40.2% reach with a 3.7 x frequency.

Some of the comments from the committee members:

- For the San Diego market – move the dates up to May – early June as that is when they have the marine layer and people think of getting out of town. The motivation to leave later in the summer is less when the marine layer is not there.
- Look at Weekend Sherpa for a longer commitment for winter

7.0 DISCUSSION ON WINTER CONSUMER MEDIA PLAN – SCHOOL OF THOUGHT

- 7.1 Ryan shared the different ideas for the winter media plan.

Objectives:

- Increase overnight stays (“heads in beds”)
- Cultivate preference for North Lake Tahoe over Tahoe South and competitive destinations

- Campaign-specific: Drive site traffic, Increase ad engagement, Increase Social Media following and Increase YouTube video views.

Strategy:

- Create impact (Traditional media drives market-wide awareness)
- Be consistent. Always on. (Digital, Search and Social as cost-efficient touch points, for targeted audiences, hand-raisers and social-networkers)
- Focus on low-hanging fruit (A. Southern California – a key growth opportunity – home to the largest population of snow-sport enthusiasts in the U.S, B. Northern California – defend turf from competing Tahoe South and C. Additional destination markets)

Planning Parameters:

- Timing: December – May
- Budget: \$215k with potentially additional carry-over money.

Ryan presented 3 different options for winter:

Options 1A + 1B: "Cover California"

Split budgets evenly between Northern and Southern California. Two ways to do this:

- A. Maximize efficiency, increase reach
- 80% Digital (including mobile/social/search)
 - 20% OOH
 - Most cost efficient option for maximum reach and scale of multi-market target
- B. Increase overall market impact
- 50% Digital (including mobile/social/search)
 - 50% TV/OOH/Print
 - TV, Print and/or OOH supply market-wide impact
 - Digital re-enforces messaging to audiences presumed to be guaranteed

Option 2: "Prioritize SoCal"

Utilizing a blended Option 1A & 1B for consistency, we also looked at a larger budget for the larger market to deliver similar reach levels.

Southern California = 75% of budget. Heavy up in our key destination market

Northern California = 25% of budget. Defend drive – market base.

Option 3: "Gain National Reach"

Run a comprehensively scheduled list of endemic travel & leisure and outdoor titles, at bare-market direct response rates for a media plan with great reach + impact. Search and social efforts would continue throughout (\$25k)

- 7.2 School of Thought is recommended plan 1A – "Cover California". Efficiency should be the theme of this winter's campaign because of the reduced budget and Tahoe's continued snow-shortages, which is why School of Thought is recommending this option. While the other plans options were all strong in different areas, elements of them can always be revisited pending incremental pushes and/or a surprisingly strong El Nino season. Ryan also shared it's important to maintain presence in a market that is in Tahoe's backyard.

Committee member comments and feedback:

- A committee member questioned if there are any changes to air lift to Reno. Andy shared there is a new lift from Guadalajara, Mexico to Reno 2 days a week that will be announced shortly and there were a couple of lifts dropped out of Bay Area with Southwest.
- Where is Ski Lake Tahoe focusing their efforts? Andy shared it's mostly focused on Los Angeles.
- A committee member stated that he would vote for option 2 – Prioritize So Cal. We get longer stays out of Southern California and they plan more in advance. If we keep going with option 1A or 1B, Mother Nature may dictate our outcome again.
- One member shared he feels his voice is weakening in the Bay and the need to defend what we got and maximize what we are doing down there.
- One member shared Option 1 A provides a lot of flexibility which is nice considering the last 3 winters. Use the carry-over money for the Southern California market.

- One committee member shared their property focus 80% of their media efforts in the Bay and he would like to support Option 2 for Southern California.
- It was recommended that a more ethnic diversity is used in the creative.

School of Thought recommended that for next steps that we get back to them by Friday on what plan we would like to focus efforts on. They will need to reach out to their vendors around October 10 in order to have a plan ready to go by the end of the month with the media plan starting 12/1.

8.0 PRESENTATION ON HPSI PR/SOCIAL EFFORT – THE ABBI AGENCY

- 8.1 Liz reviewed the September campaign results. The primary goal and objectives was the Human Powered Sports Campaign and to continue destination outreach targeted towards fall and winter events and activities. Some of the talking points & messaging for September were: Fall in North Lake Tahoe, TahoeART Month, Autumn Food & Wine, Tahoe Fall Classic and Ironman. Liz shared she did 4 press releases and 4 Blogs for the GoTahoeNorth website.

Liz reported on the Human Powered Sports Campaign and that they did receive a grant from NCOT (Nevada Commission on Tourism). She shared the eBook: A Guide to Human Powered Sports was one of the first items they put out. The eBook received over 1200 Likes, 76 shares, close to a 1000 views and over 20,000 questions. She also shared they created four “how-to” videos (Paddle Boarding, Mountain Biking, Aerial Fabric and Kayaking). Each week they highlighted a different sport. Another fun tool the Abbi Agency did was the quiz “Which Summer Activity Are You?” This received 2.300 shares and 30 comments.

9.0 PRESENTATION ON 2014 NORTH LAKE TAHOE MASTER PLAN PROCESS – SANDY EVANS HALL

- 9.1 Along with staff, members of our Board of Directors and Design Workshop we are looking at a review and update to our master plan. The first master plan was done in 1995 with a consultant firm that was brought in from out of town. That was when the merger of the Chamber and the Tahoe North Visitors & Convention Bureau happened. That plan lived until 2004. In 2004 a large group formed and a plan was developed and this was called “The Tourism Development and Community Investment Master Plan”.

Sandy shared the current Board of Directors about 3 years ago wanted to go back to the original scope of work which was Tourism Development. Sandy shared it's time to do a review of the two plans and come back with an updated plan for 2014. This document will have a 10 year timeline and she also touched on the 5 different focus areas being: 1) Marketing & Sales 2) Visitors Services/Information 3) Transportation 4) Visitors facilities 5) Capacity. Sandy went through several of the recommendation for Marketing and they include:

- Maintain current international marketing while growing emerging markets of China, Brazil and Mexico
- Develop niche markets like Eco or Geo Tourism, Cultural and Historic, and Culinary Tourism
- Enhance the tourism product at the North Lake Tahoe shore through environmental redevelopment of lodging
- Level the playing field with North Lake Tahoe's competitive set marketing resources
- Maintain core drive market in the Northern California/Bay Area
- Increase destination visitor market
- Target appropriate guest profile and strategic strike zone periods
- Increase group, conference and wedding related business
- Grow visitation to the lakeshore communities in the winter
- Grow visitation to the mountain resort communities in the summer
- Add participation from Truckee in the North Lake Tahoe Marketing Cooperative

Sandy shared this will go out to all the committees for review and input as well as public outreach and workshops.

10.0 DEPARTMENTAL REPORTS

- 10.1 **Advertising** – This report is located in the departmental section of the Marketing packet.
- 10.2 **Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet.
- 10.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.
- 10.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.
- 10.5 **Web** – This report is located in the departmental section of the Marketing packet.
- 10.6 **Social** – This report is located in the departmental section of the Marketing packet.

11.0 COMMITTEE MEMBER COMMENTS

- 11.1 No committee member comments.

12.0 STANDING REPORTS

- 12.1 The following reports were posted on www.nltra.org:

- SEPTEMBER MTRiP REPORT
- SEPTEMBER RENO TAHOE AIRPORT REPORT
- SEPTEMBER WEB/GEO TRACKING REPORT
- SEPTEMBER LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

13.0 ADJOURNMENT

- 13.1 The Marketing Committee meeting adjourned at 4.08 pm.

Submitted By:
Anna Atwood, Marketing Executive Assistant
North Lake Tahoe Chamber/CVB/Resort Association



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October 28th, 2014

To: NLTRA Marketing Committee

From: Andy Chapman, Chief Marketing Officer
Sandy Evans Hall, Chief Executive Officer

Re: Marketing Committee Appointments Terms

Marketing Committee Lay Member Appointments

Below is the criteria used in the Marketing Committee appointment process.

- “Lay” members are selected based on marketing experience (highest priority), type of business affiliation, and geographic representation.
- “Lay” members are appointed at the January Board meeting with the first meeting of the committee in late January.
- Interested parties for Pool A appointment must submit a letter of interest and resume no later than December 2nd, 2014.
- The NLTRA Board will review applicants and appoint the new committee members at its December meeting.

POOL A (Term Ends December 2014)

1. Marguerite Sprague, Consultant, North Lake Tahoe Historical Society
2. Paul Raymore, Director of Marketing, Homewood Resort/West Shore Cafe
3. Brett Williams, Owner/Operator, Agate Bay Realty

POOL B (Term Ends 2015)

1. Becky Moore, Director of Sales, Squaw Valley Lodge
2. Larry Colton, Director of Sales and Marketing, Resort at Squaw Creek
3. John Monson, Director Sales and Marketing, Sugar Bowl/Royal Gorge

POOL C (Term Ends December 2016)

1. OPEN SEAT – NLTRA Board to Appoint November 2014
2. OPEN SEAT – NLTRA Board to Appoint November 2014
3. Cara Whitley, Chief Marketing Officer, Squaw Valley/Alpine Meadows



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Touch The Lake Winter 2014

Digital Engagement



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#PeakYourAdventure

1 Media Placement

725 Photo Entries

657 Hashtag Uses

556,000 Facebook Impressions

688,000 Campaign Impressions



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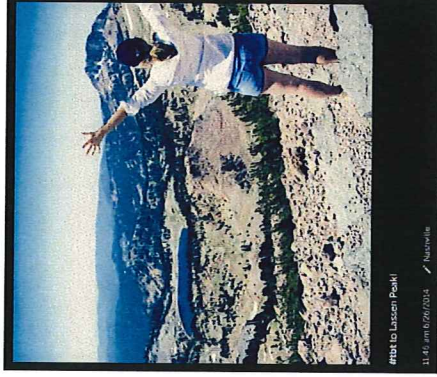
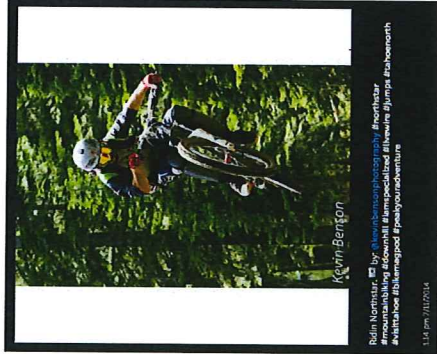


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Peak Your Adventure Contest #1: June - July



Total photo submissions: 223 (214 through Instagram, 6 through Twitter)

Hashtag use by contest's conclusion: 307

1-2



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Peak Your Adventure Contest #2: August

Total photo submissions: 165 (132 through Instagram, 20 through Twitter)

Hashtag use by contest's conclusion: 598

scavenger hunt

#PEAKYOURADVENTURE

Join us for the #PeakYourAdventure Scavenger Hunt! Use the hashtag #PeakYourAdventure on Instagram or Twitter or head to [facebook.com/laketahoenorth](https://www.facebook.com/laketahoenorth) to submit your photo to be entered to win.

- Week 1: food & drinks
- Week 2: scenic shots
- Week 3: hiking & plants
- Week 4: yoga & biking

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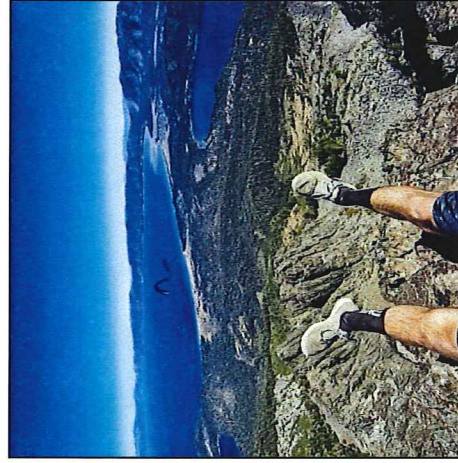
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H-4



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Peak Your Adventure Contest #3 - September



Total photo submissions: 138

Total hashtag use by contest's conclusion: 657



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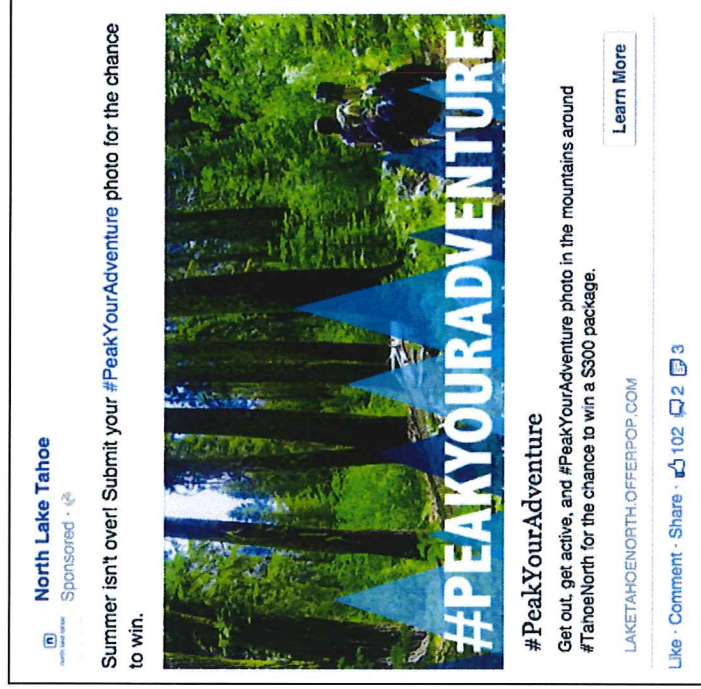
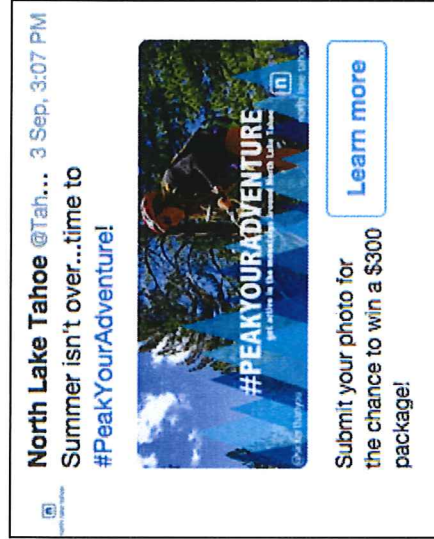
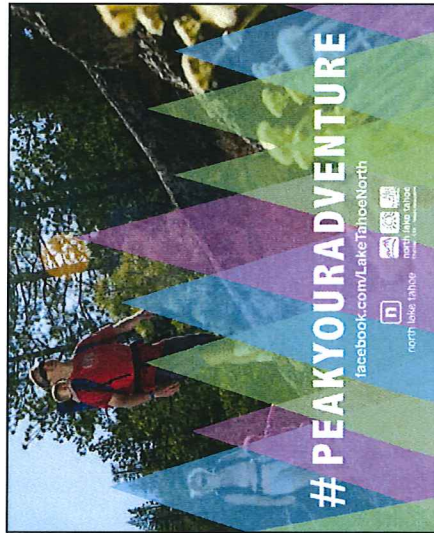


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Peak Your Adventure Promotion Methods



I-6



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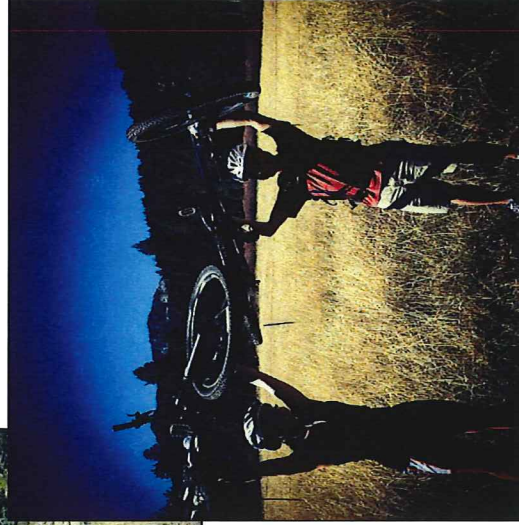
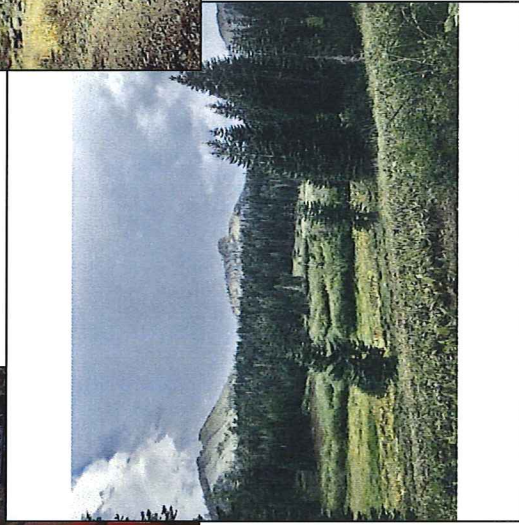
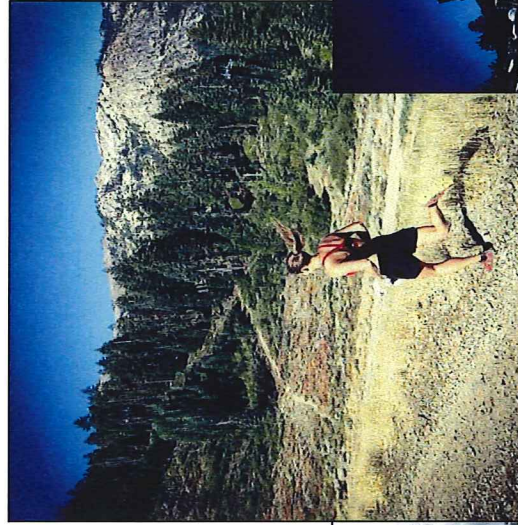
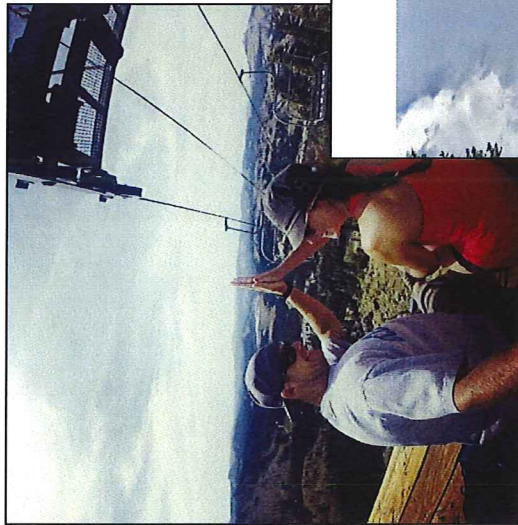


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Entry Examples



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Conversation Created


 **Jill Quilent Ferrarini** Just talking about taking a drive up to see fall in the Sierra. Always so beautiful.
Unlike · Reply · 🍀 1 · 30 September at 13:01


 **Tharon Thornton** Love that picture it's beautiful love the trees
Unlike · Reply · 🍀 1 · 29 September at 15:03

 **Michael Wyatt** I used to live there.....Incline Village. They have great skiing and snowmobiling in the winter. Also, hiking, rock climbing and cycling in the summer months!!
Like · Reply · 20 August at 11:37 · Edited

 **Kelly Rivinius Machado** Over 40 years of great memories
Like · Reply · 29 August at 13:07

 **Jamie McBride-Kelley** Beautiful! Looking like my next summer adventure will be here!!! Stacey lol I know after all the mishaps I will discuss this with you in 6 months. Lol
Like · Reply · 🍀 1 · 20 August at 09:00

 **Stephanie Padilla** Breathtaking view!
Like · Reply · 20 August at 13:02

 **Lana Zhuchenko** I love Lake Tahoe!
Like · Reply · 20 August at 11:05



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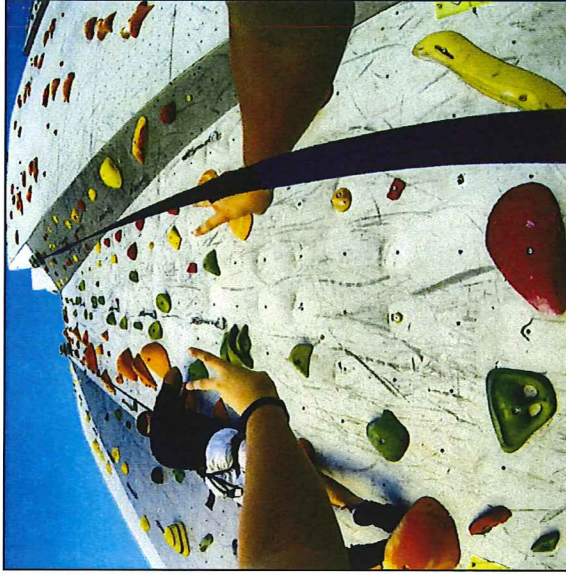
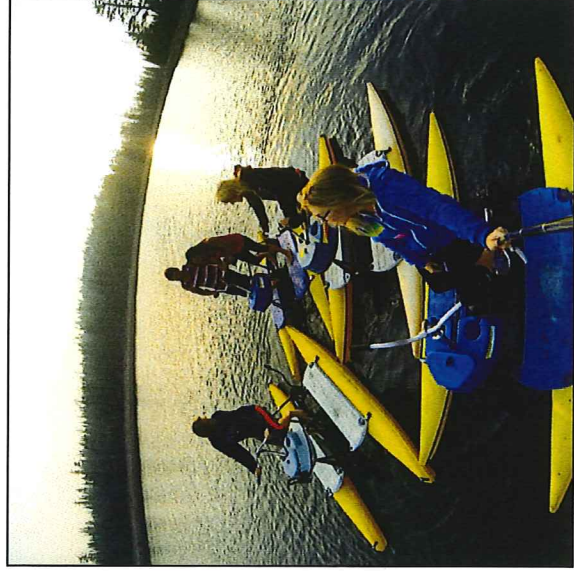
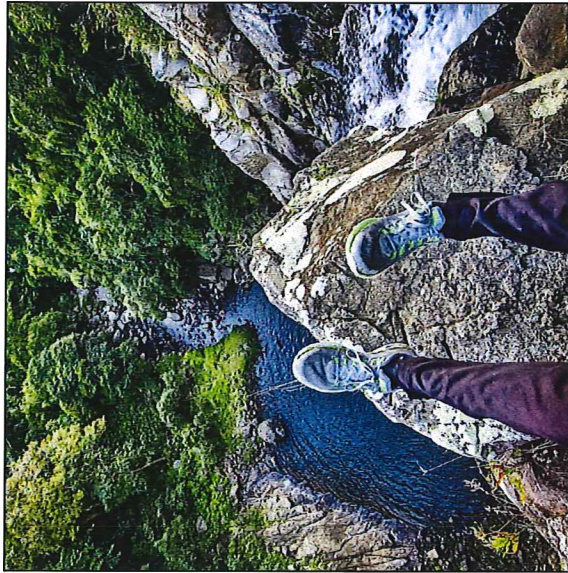
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Issues



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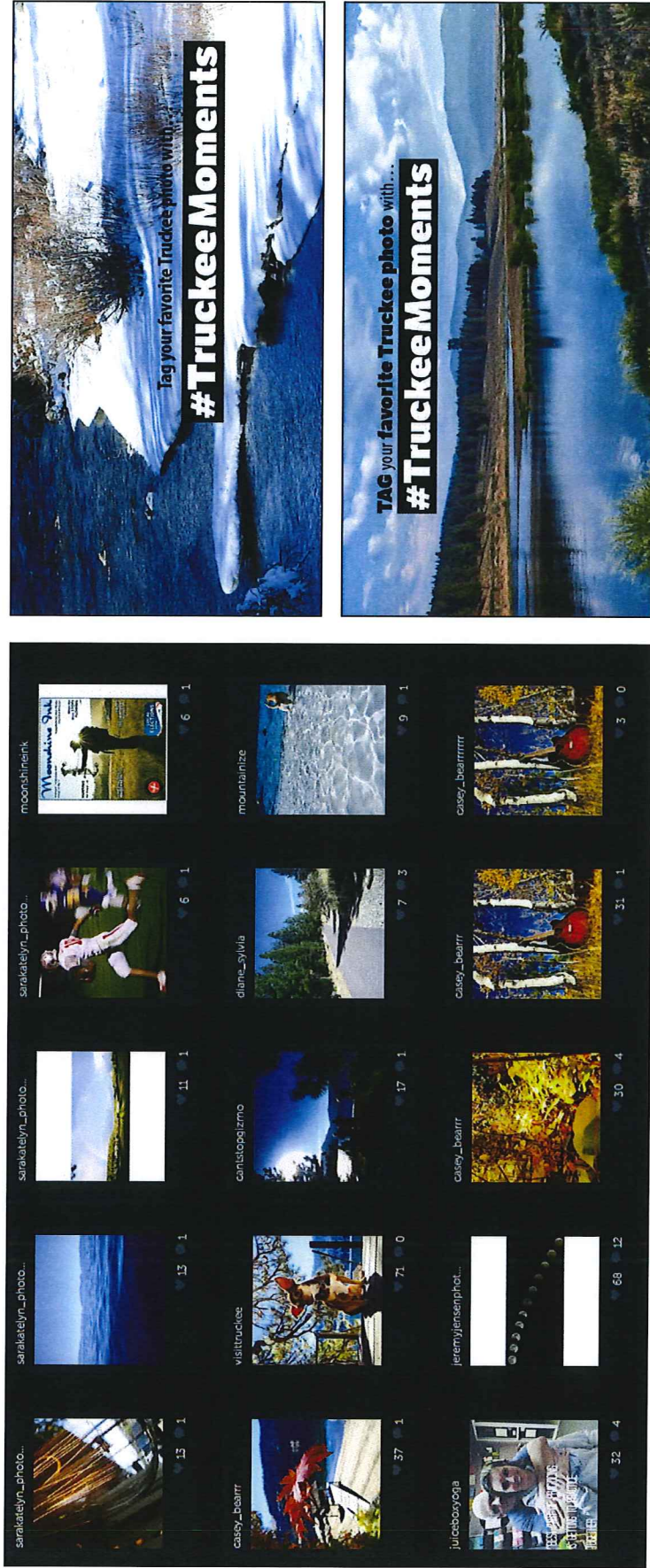


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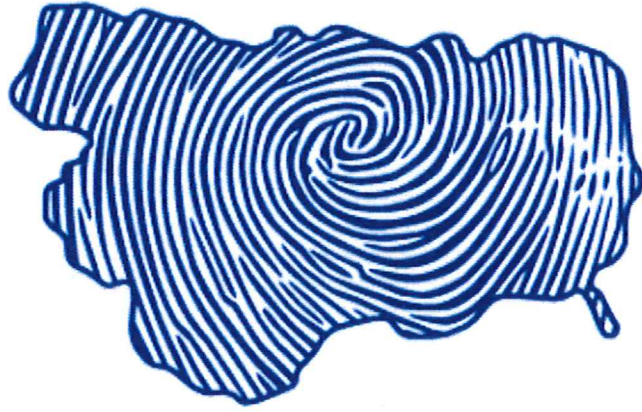
#TruckeeMoments





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Solution



#TOUCHLAKETAHOE

F 11



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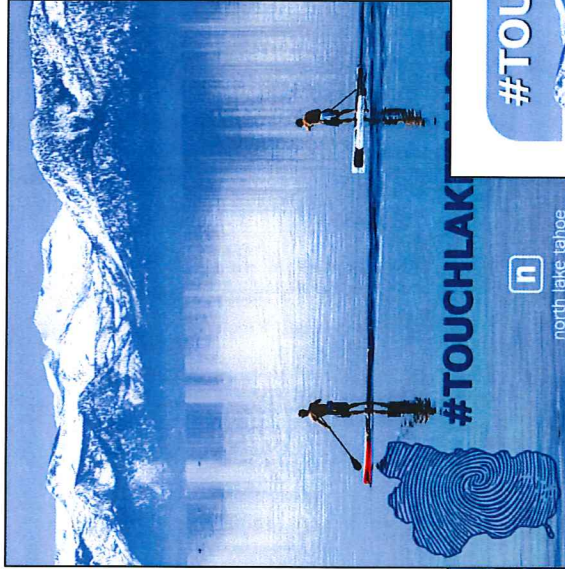
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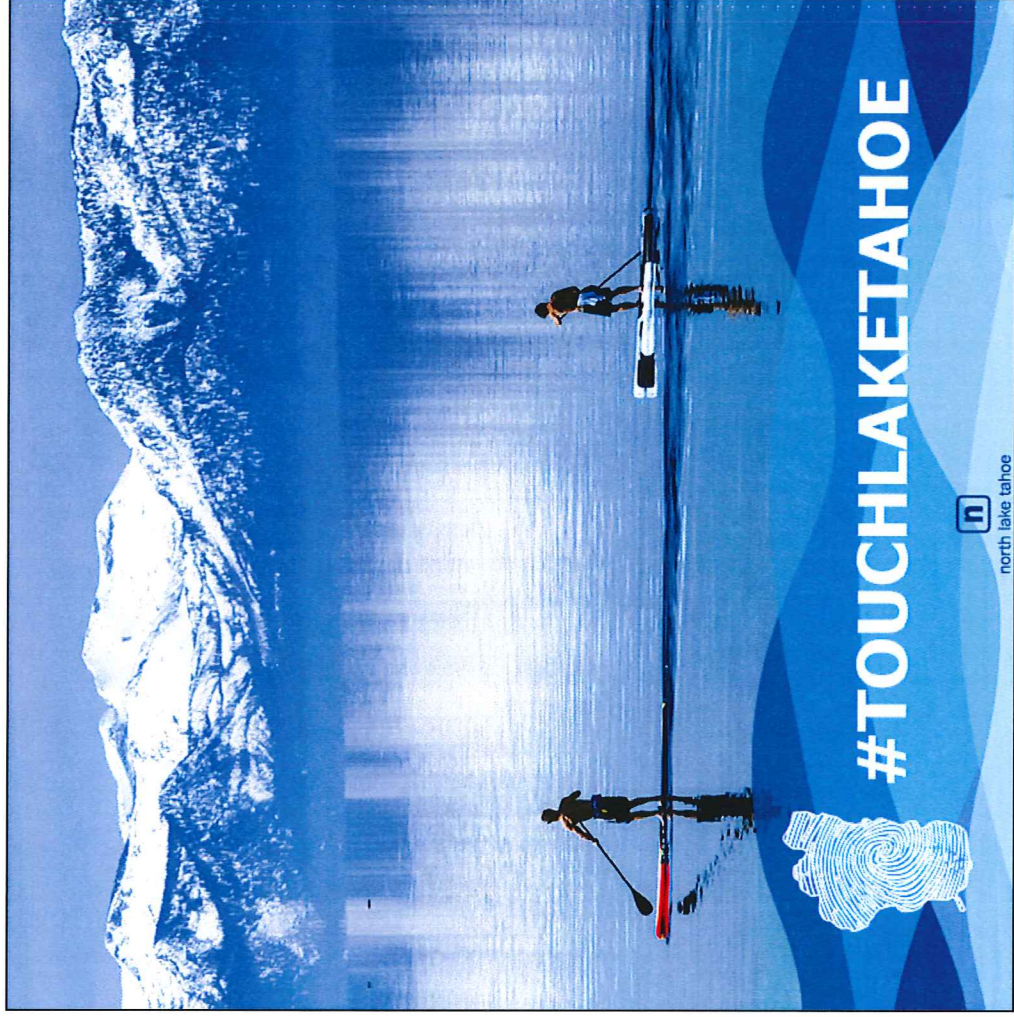
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Final Design Concept

- Consistent with
Peak Your Adventure
- Fingerprint Tahoe
- Prominent hashtag
- Logo included



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Transition



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November north lake tahoe



#TouchLakeTahoe Challenge

Launch: 11/1

Tag: #TouchLakeTahoe

Submit pictures "close enough to touch" Lake Tahoe

Submissions collected and monitored via Facebook Tab

Runs throughout other campaigns



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#ShopTahoe Photo Contest

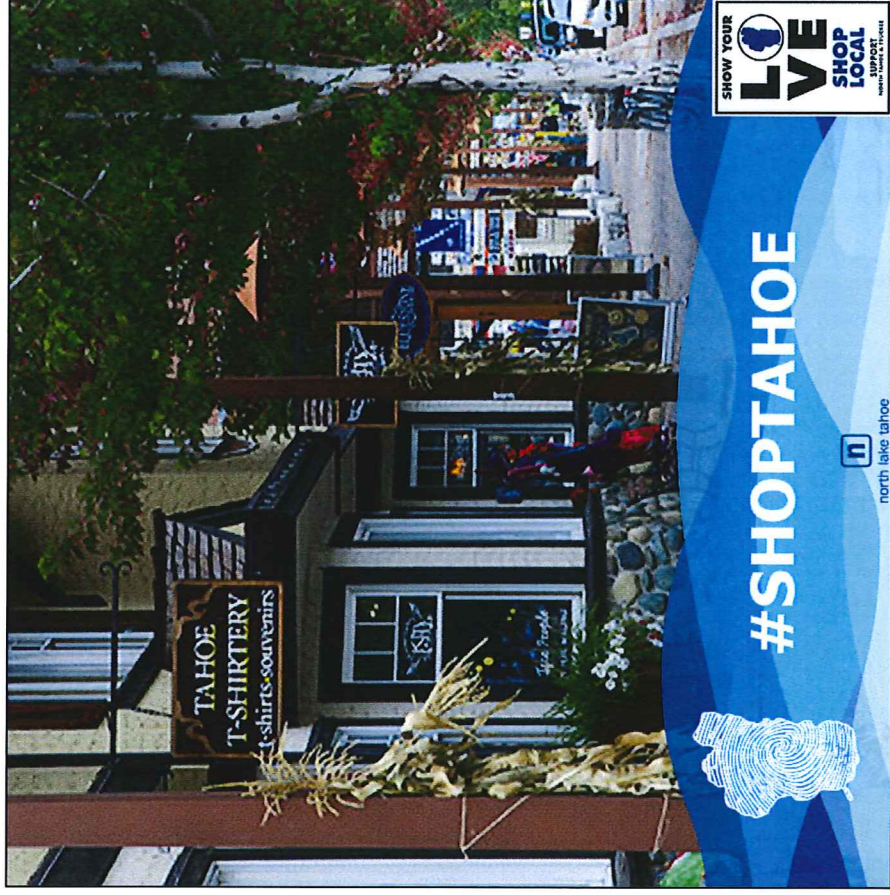
Launch: 12/1 – 12/25

Tag: #ShopTahoe

Tie into Shop Local campaign

Submit pictures of shopping in specified locations

Submissions collected and monitored via Facebook Tab



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December

Twitter Scavenger Hunt

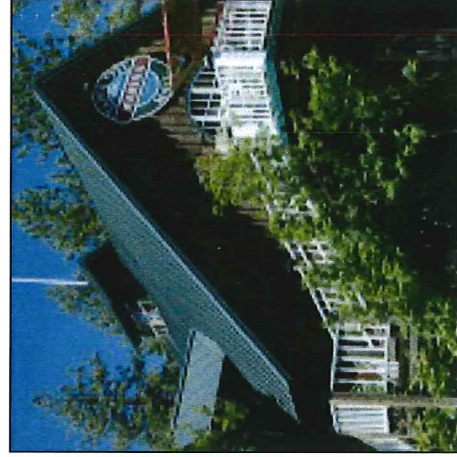
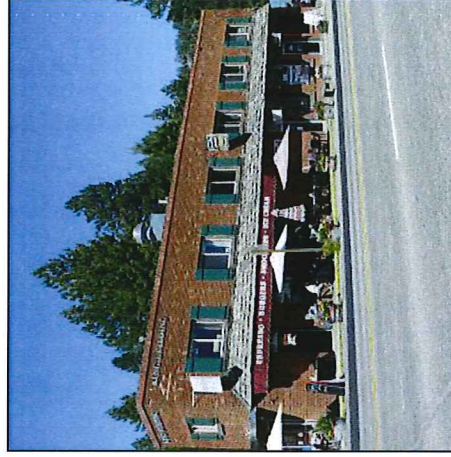
Run: 12/20, 10am – 2pm

Tag: #ShopTahoe

Tie into Shop Local campaign

Gift cards for various #ShopTahoe locations hidden, clues tweeted from @TahoeNorth

Users search and find these gifts, then tweet their findings



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January



#DineTahoe Contest

Submissions: 1/1 – 2/15

Voting: 2/15 – 2/28

Tag: #DineTahoe

**Submit pictures at specified
restaurants in Lake Tahoe**

**Submissions collected and
monitored via Facebook Tab**



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February

Date on the Lake

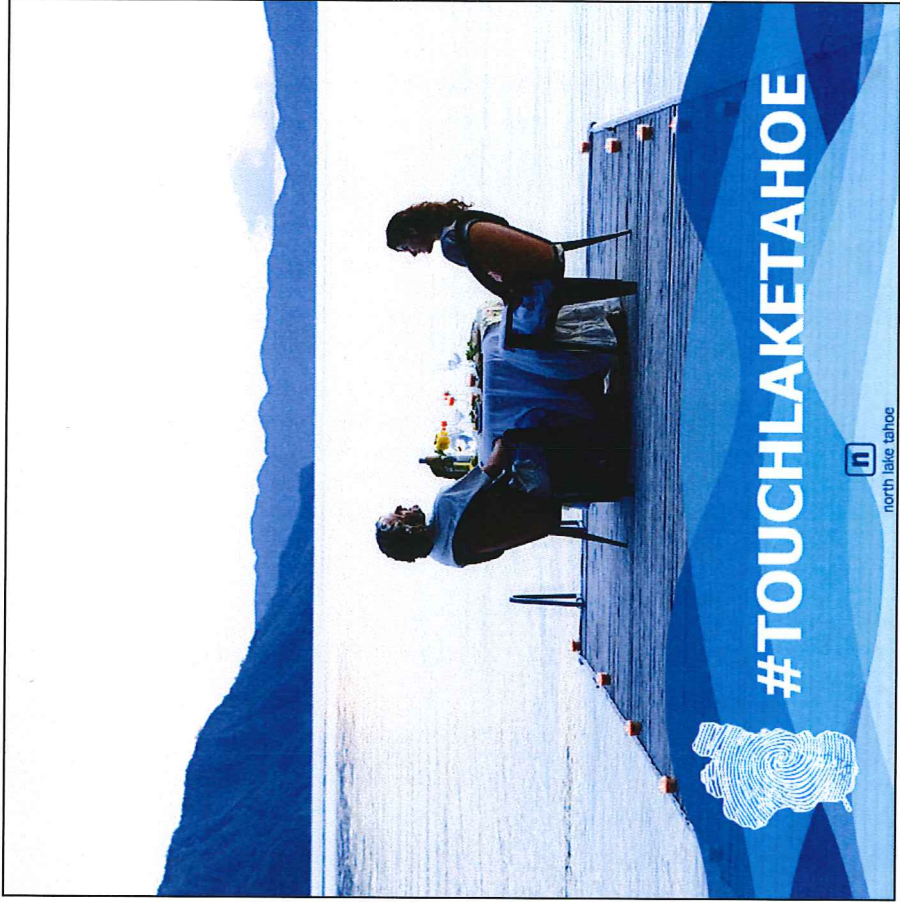
Launch: 2/1 – 2/28

Tag: #TouchLakeTahoe

Encourage users to visit specified location for Valentine's dates

Submit pictures at these locations, or close to the lake

Submissions collected and monitored via Facebook Tab



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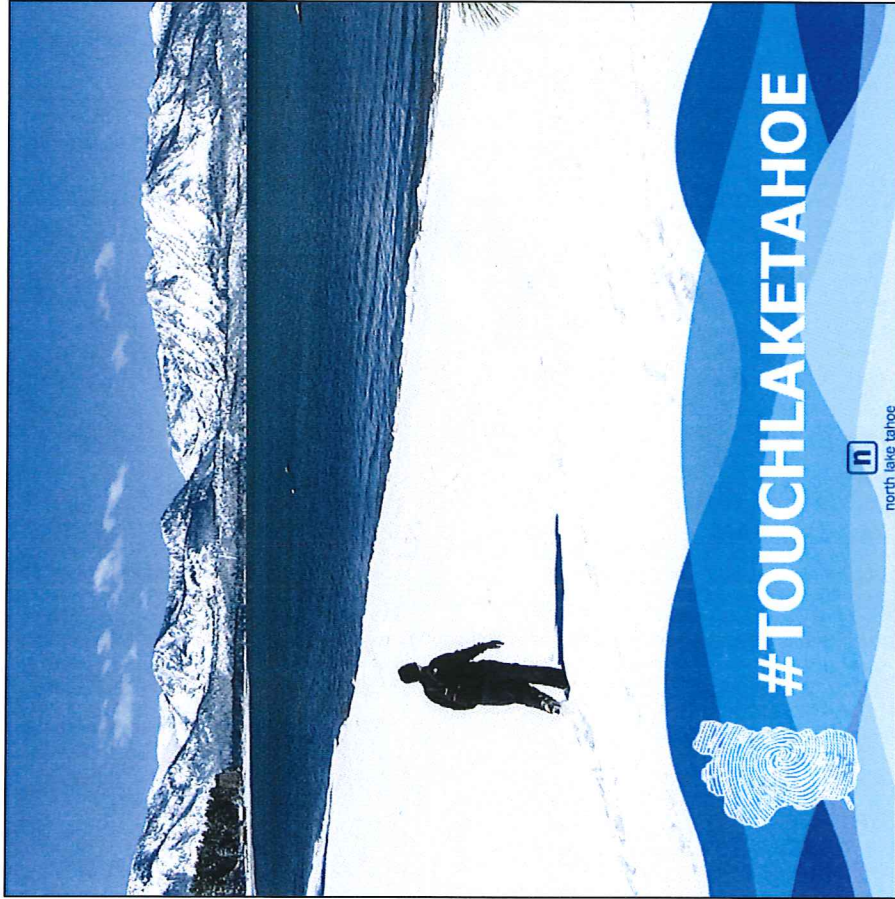


agency

March



north lake tahoe



Weekly Prompt Photo Challenge

Launch: 3/1 – 3/14

Tag: #TouchLakeTahoe

Prompt Ideas:

- Snowshoeing at the lake
- Yoga pose on the lake
- Dogs on snowy lake
- St. Patrick's Day wear on lake
- Lake Selfie

At #ShopLocal Location

Close enough to #TouchLakeTahoe



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north lake tahoe

April

First on the Lake Contest

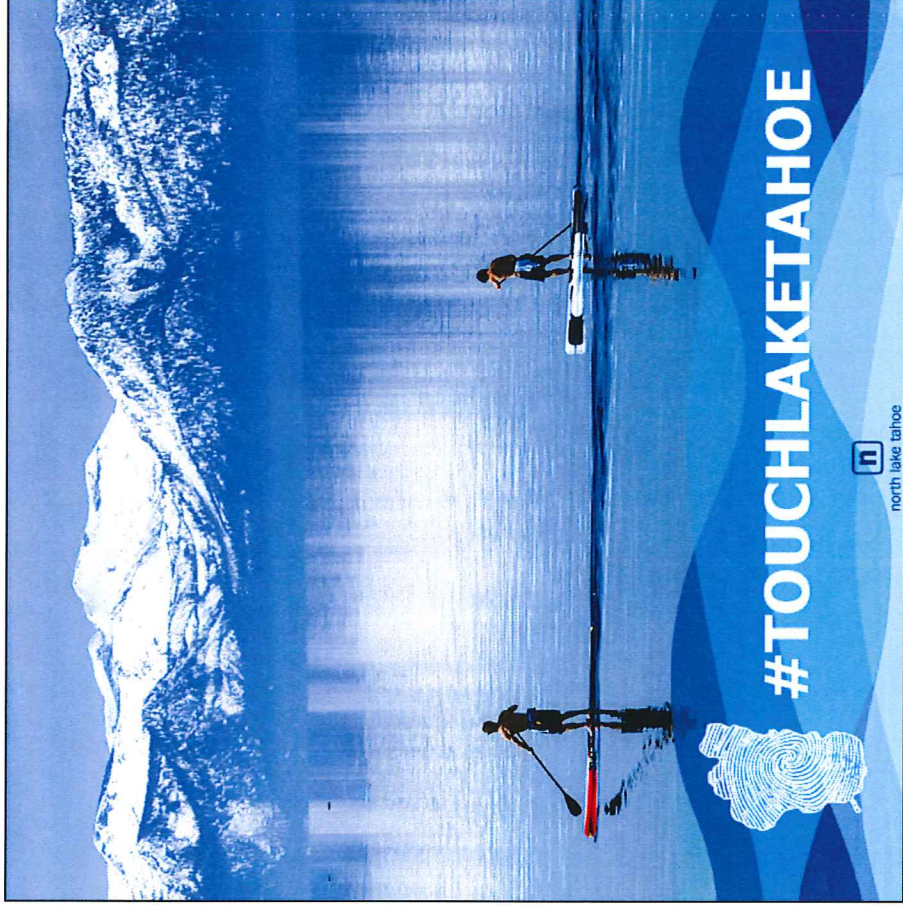
Launch: 4/1 – 4/30

Tag: #TouchLakeTahoe

Encourage users to be the first person out for summer sports

Submit pictures of activities including tanning, paddleboarding, kayaking, hiking

Submissions collected and monitored via Facebook Tab



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north lake tahoe

Thank You



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