



north lake tahoe

NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, November 28, 2018 9 a.m. – 11:00 a.m.

Call in information:

Call in number: 605-475-4842

Access code: 120318

The June meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday November 28 at 9:00a.m. The meeting will be held in the **Incline Village Crystal Bay Visitors Center**, located at 969 Tahoe Blvd., Incline Village.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

- | | |
|--|-----------|
| A. Call to Order | Chair |
| B. Public Comment (Pursuant to NRS 241.020) | Chair |
| C. Roll Call/Introductions | Chair |
| D. Approval of Agenda (For Possible Action) | Chair |
| E. Approval of October 24, 2018 Coop Meeting Minutes (For Possible Action) | Chair |
| F. Winter Creative Preview | Augustine |
| G. Tahoe Treasures Campaign | Daphne |
| H. Marketing Coop Financial Update | Bonnie |

J. New Business

K. Old Business

Chair

L. Adjournment

Chair

- Departmental Reports and Standing Reports for October posted online.
- [Click Here for Link to Smari presentation](#)

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

Incline Village Post Office

Crystal Bay Post Office

Incline Village Crystal Bay Visitors Center

North Lake Tahoe Resort Association

IVGID

Incline Justice Court

Meeting Location



north lake tahoe

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday, October 24, 2018

The North Lake Tahoe Marketing Cooperative Committee Meeting was held at the Tahoe City PUD, located at 221 Fairway Drive

1.0 CALL TO ORDER

The meeting was called to order at 8:40 am and a quorum was established.

2.0 PUBLIC COMMENTS

No public comments.

3.0 ROLL CALL

Committee member: Andy Chapman, Cindy Gustafson, Brett Williams, Bill Wood, Heather Bacon, Daphne Lange, Christine Horvath, Anna Atwood

Other in attendance: Alexis Kahn, Allegra Demerjian, Sarah Winters, Jason Neary, Amber Burke,

4.0 APPROVAL OF AGENDA

M/S/C (Williams/Wood) (6/0) to accept the agenda with the following amendments: 1) moving action items G and H before F. 2) Correction of meeting minutes dates from August 23 to August 22, 2018.

5.0 APPROVAL OF AUGUST 22, 2018 MARKETING COOPERATIVE MEETING MINUTES

M/S/C (Chapman/Gustafson) (5/0-1 Williams abstained) to accept the August 22, 2018 Marketing Cooperative meeting minutes.

6.0 WINTER TOURISM DEVELOPMENT EFFORTS PREVIEW – ABBI AGENCY/AUGUSTINE/STAFF

Leisure Sales:

- Busy FAM schedule ahead. Virgin Holidays in November. NLT Winter FAM in January. UK Winter FAM in March. Australia FAM & Canada FAM, dates TBD. RSCVA Winter FAM in March.
- Travel Nevada Global Tourism Summit in November. Las Vegas Sales Calls with Bonotel & Allied T Pro in December. Expedia Conference in December are some of the events on the travel schedule.
- Two new partner events: Las Vegas Sales Calls in December and Mountain Travel Symposium hosted in Whistler in March of 2019. The Canada office, DCI will be putting together a partner networking event in Vancouver as well as partner sales calls.
- Some of the Marketing Programs the organization is involved with includes: Domestic Expedia Direct to Consumer Fall/Winter Program. German CANUSA campaign launched in October and running through January. Chinese Tourism Development Program ending in December.

Comments:

- Brett questioned if any of the wholesalers has any interest in vacation rentals? Sarah shared they are very interested in vacation rentals and there are a lot of requests. Sarah also shared that Becky Moore is doing wholesale with Tahoe Vacation Rentals, so she may be a person that has some insights into this already.

Conference Sales:

- Jason shared the upcoming travel schedule: HPN Annual Conference, All Things Meeting, NorCAL DMO and Connect Georgia in November. Connect Southwest, Seasonal Spectacular and Holiday Showcase in December. Connect Chicago in February and Luxury Meetings, Connect Mountain Incentive and Connect Financial in March.
- FAM with Connect Southwest December 1-4, 2018. About 10-15 people.
- Industry Opportunities include: CalSAE Elevate 2022, Ski Tops (Domestic Tour Operator) 2021 and Connect California/Mountain Incentive 2020 or 2021.
- Jason shared there is also a few creative projects in the works such as: Conference Planning Guide reprint, Table Top tradeshow pull ups, Destination Infographic and a new meetings microsite on GoTahoeNorth.com.

Comments:

- Andy questioned if Jason is planning on doing joint sales calls in the Bay Area? Jason shared some of this is done through events, but it is definitely on the radar.

Events:

- Daphne shared there are 3 sponsored events taking this winter and they include: 1) 2018 Tahoe Film Fest (December 6-9, 2018) \$15,000 sponsorship, 2) 2019 WinterWonderGrass Squaw (March 29-31, 2019) \$15,000 sponsorship (pending BOD approval in Nov.) and 3) 2019 Mountain Travel Symposium (March 31 – April 6, 2019) in Whistler with a \$5,000 sponsorship.
- 18/19 Partnership Funding Cycle, application is due on November 2. Amber is looking for volunteers to sit on the selection panel and the presentations will take place on November 20th.

Augustine:

- Consumer Journey – Winter: Target when North Lake Tahoe can be more influential during destination decision timing. Allocate budgets according to timing in journey. Time appropriate media channels and messaging. Target appropriate platforms during journey.
- Target audiences and media: Target Persona 1) Workaholics, age 25-49, higher education, dual income, no kids 2) Experiential Families, age 35-54, higher education, seeking new experiences with the whole family 3) Outdoor Enthusiasts, age 18-34, focus on health, risk takers looking for new adventure.
- Media Mix: Year-round media spend will continue this winter, including SEM, retargeting display and video, and social media retargeting. The Winter campaign will also include a mix of: native advertising, programmatic display, video, rich media and social media conquering.

Comments:

- When is Walt bringing back the LA Outdoor from the stand of exploring location opportunity? Alexis will follow up with Walt.
- Andy weighed in on personas and stated that a lot of folk are forgetting about the boomers in the rush to the millennials. The boomers are spending more money and there need to be some thought from a media channel perspective. Do we expand to maybe a 4th persona?
- Brett shared we need to focus on boomers more in the fall and spring as they have flexible schedule. Andy also stated we need to focus on boomers in the non-traditional winter activity. Brett shared it is more authentic to focus on this during light snow winters.
- Allegra shared we have to look at the geography with the millennial segment as well.
- Christine shared some research information she recently had access to. Shopping is on the radar for people visiting from LA and Mexico. She also shared that the perception was pretty poor on the sunshine for this area.

Geographic Target Market Discussion:

- Daphne shared the discussion from the Tourism Development committee yesterday and that the group narrowed it down to Dallas and San Diego. She shared there is a new flight from Reno into Carlsbad starting soon. San Diego is a smaller market than Austin so our saturation there would be bigger. Dallas is a much bigger market, we would have to find specific geography to narrow down the focus there.
- Brett shared San Diego supersedes Dallas. It makes sense with our flights and with IKON & Epic pass holders. He also shared that the beach culture is very similar to our mountain culture.
- Daphne shared the Visit California is having their snow committee meeting next week where they will be discussing target markets outside of California.
- Christine emphasized the need to look at where are the skiers from and pass holders from? She stated Seattle, WA is easy access to here and the weather isn't always that great there. Vancouver, Canada is

also easy access and they are very interested in the Vail/IKON pass. She stated we may see a shift this year.

- Markets to focus efforts on within California: Western LA including Orange County and San Diego. Brett questioned if Augustine could track the 3 different areas separately. Alexis will check with Walt.
- Christine recommended that after Visit CA and their Snow Committee call next week that their media plan is shared with the Augustine Agency.
- Markets outside of California to focus on: 1) New York, 2) Pacific Northwest 3) Dallas 4) Atlanta and Denver (if Denver has the non-stop Delta flight) 5) DC
- Daphne also stated that there is an ability to touch markets such as Dallas, Denver and the Pacific Northwest in different ways, such as influencers.
- Daphne stated we are replacing Austin, TX with San Diego and there are some funds involved in that we are currently spending. The message for San Diego would go through June.
- Alexis will get in touch with Walt and get a plan going.

Abbi Agency:

- Allegra shared the fall highlights: Significant earned media impact (Travel + Leisure, VIA, Brides, TravelPulse, USA Today), Hosted Secret Season Journalist, Launched Treasures of Tahoe Campaign, Executed Fall Influencer (this hasn't happened yet, Nov 1-4) FAM and wrapped up Room with a view Social Campaign.
- Winter Themes: Shopping, High Altitude Holidays, Family and Multi-Generational, Learn to Ski and Ride, Romance in Tahoe, Winter Wellness + Health, Luxury Experiences
- Winter Goal: Increase conversation, travel, ease of access and visibility of North Lake Tahoe during Winter 2018-19; while emphasizing luxury elements, leisure activities and midweek travel.
- Winter Tactics: Post Winter Press Release on PRWeb – for increased visibility in target markets. Develop an Ambassador Program with lodging, resort and coop partners, who can send real-time photos and videos when it snows and host media last minute in crisis situations. Develop a crisis communication plan to prepare for all situations regarding weather, traffic, etc. Increase media relations outreach to direct fly markets (i.e. Austin, Portland, Seattle, Denver, NYC, So-Cal)
- Social + Content – Winter Preview. Winter goal is to provide real-time look into conditions and experiences in North Lake Tahoe; highlight all resorts partners effectively; create a robust view of winter activities to promote North Lake Tahoe no matter the conditions.

Comments:

- Brett suggested using McAvoy Layne for some of the historical content.
- Brett recommended using the correct terms direct or non-stop especially when talking about flights.

7.0 18/19 MARKETING BUDGET UPDATE - DAPHNE

Daphne stated this is to discuss carry-over funding of \$169,432 (these numbers are still estimated) from last year. Some of the carry-over funds was already allocated such as Peter Greenberg and Rich Media Cost. Not all of the funds have to come out of the carry-over funding. Daphne stated the creative production in consumer marketing is budgeted at \$121,000 of which last year we only spent \$85,006 but this is likely to increase this year with photo shoots planned throughout the year. There is also opportunistic funds in the committed admin account which has not been identified yet, along with consumer marketing, \$40k budgeted in additional opportunities.

Daphne reviewed the different ideas and they include:

- IMAX Movie Participation
- Travel Nevada Canadian Mission (in May 2019)
- Expanded booth presence at IPW (International Pow Wow in Anaheim next year. NLTRA are waiting to see if any partner properties want to participate.)
- Hosted media and trade event in Vancouver. (This event would be after MTS and North Lake Tahoe would host a reception)
- Weather Trigger Winter Media – this is to amplify what we are already doing in market.
- Extending Expedia Fall Campaign in Fly Markets to Dec. 15. Sarah shared there were 6 partners that bought into this campaign and the reason for extension is to benefit the partners that bought in versus doing a second campaign that they would most likely not afford.
This would be to get the partners more exposure.

Andy stated that this year's high carry-over funds, is something we don't typically like to see and Bonnie, NLTRA Director of Finance did bring up the thought of entertaining a reserve fund type of concept. Andy recommended making the \$30,000 weather triggered media into a designated line item \$70,000 called New Market Opportunity.

Comments:

- Brett questioned if Sarah could expand the partnerships for the Expedia Fall Campaign? Sarah shared she would not be able to expand the partnership for the current campaign, but it is possible if we consider a second campaign.
- Brett stated based on previous results for the fall Expedia campaign, it may be worth casting a bigger net and could this cost be absorbed by our partners? Sarah stated that it was extremely difficult to get 6 partners onboard for this campaign, but she is open to possibly looking at changing the model going forward as this product matures.
- Sarah stated instead of extending the campaign we could also look at spending the money into the specific markets with Expedia, after we get the data back from Expedia.
- Brett questioned how the lift and success is going with the Volaris flight from Mexico into Reno? Sarah shared it still in the 80% occupancy, but Mexican traveler is winter specific. Brett suggested for Sarah and Bart to join the San Francisco VCB and she said she just got pricing for that last week. (Joint Leisure Sales and Conference Sales)
- Brett shared having some resources allocated towards this flight that is Reno's only non-stop international is important.
- Heather shared she would still like there to be flexibility for opportunities that may arise especially in the weather triggered media.

M/S/C (Chapman/Williams) (6/0) to recommend supporting the Travel Nevada Canadian Mission and setting aside the rest for new market development as appropriate with further discussion. More discussion on IMAX and \$20K on our next agenda item.

8.0 IMAX "OUT OF BOUNDS" MOVIE SUPPORT APPROVAL - DAPHNE

Out of Bounds is a global, cross-platform IMAX film project about mountain and their overall importance to world health, using snowboarding and skiing as the giant screen appeal. The film follows Olympic Gold Medalist Australian snowboarder Torah Bright as she leaves the competition to explore the wild backcountry and joins Jeremy Jones to learn how crucial it is to protect the mountains.

North Lake Tahoe was approached to participate in the film along with Squaw/Alpine and Visit California. The film will be distributed in 200+ IMAX venues worldwide. NLTRA would get 8 minutes of the film feature North Lake Tahoe and Squaw Alpine. Seamless messaging about Squaw Alpine's 100% renewable energy. Shots of North Lake Tahoe in film and credits, co-host launch event at locations TBD, Film footage available to NLTRA to use in content related initiatives. Recognition of sustainability efforts at premises at launch events. Daphne shared over 72 million total viewers in the United States over a 5-year window.

Comments:

- Is Tahoe included in the trailer? Andy shared they meet up in Tahoe and Tahoe is the only destination that is not backcountry. Daphne will clarify with Jeff.
- Cindy shared there are other launch events we can participate in domestic and possibly internationally as well.
- Christine shared a lot of time production crew schedule is pretty rigid, so looking ahead keep in mind that when the lake is snow loaded it looks pretty amazing but when we hadn't had snow for a while it doesn't look as good.

M/S/C (Williams/Bacon) (5/0/1 – Horvath abstained) to approve \$20,000 in this year's budget along \$20,000 in the 19/20 budget.

9.0 NEW BUSINESS

Cindy shared that she has been meeting with Andy and the conference team regarding our conference equity report and developing a plan to address that.

Cindy stated NLTRA is working on a TBID and the different opportunities to have different entities involved such as restaurant and activity providers.

Brett suggested to think about getting South Lake Tahoe to be part of this marketing cooperative.

Andy reviewed some of the State Route 28 closures next week, Tuesday and Wednesday.

10.0 OLD BUSINESS

No comments.

11.0 ADJOURNMENT

The meeting was adjourned at 11.05am.