



Marketing Committee Agenda and Meeting Notice

Tuesday, March 24th 2:00 pm
Tahoe City Public Utility District – Tahoe City
Fairway Community Center

NLTRA Mission

To promote tourism and business through efforts that enhances the economic, environmental, recreational and cultural climate of the area.

Tourism 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.

Marketing Committee

NLTRA Board

Brett Williams

Brendan Madigan, Alt.

Committee Members

John Monson, Chair

Sugar Bowl

Larry Colton

Resort at Squaw Creek

Becky Moore

Squaw Valley Lodge

Paul Raymore

Marguerite Sprague

North Tahoe Arts

Cara Whitley

Squaw Valley/Alpine Meadows

Giles Priestland

The Ritz Carlton- Lake Tahoe

Rachael Woods

Northstar California

Gregg Gibboney

Notched

Placer County Rep

Cadence Matijevich

NLTRA Staff

JT Thompson

Quorum

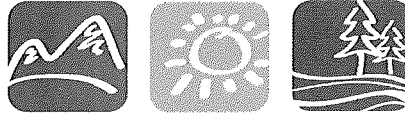
6 Members with 1 Board Member

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 – Nov. 2014 & Jan. 2015 (3 min)
- E. Recap of Winter Media – Liz Bowling (10 min)
- F. Visit CA Outlook Forum Review – JT Thompson (5 min)
- G. Update of GoTahoeNorth.com Consumer Website Redesign – JT Thompson (5 min)
- H. Abbi & School of Thought Marketing Summit Review – JT Thompson (5 min)
- I. Spring Media & Social Messaging Strategy – JT Thompson (15 min)
- J. Preplanning FY 15/16 Marketing Discussion – JT Thompson & Committee (30 min)
- K. Events Update – Judy Laverty (15 min)
- L. Departmental Reports
 - Advertising
 - Conference Sales
 - Leisure Sales
 - Special Projects
 - Website Content
 - PR/Social Communication
- M. Committee Member Comments (5 minutes)
- N. Standing Reports (posted on www.nltra.org)
 - February MTRiP Report
 - February Web/GeoTracking Report
 - February Lodging Referral Report
 - Conference Activity Report

This meeting is wheelchair accessible

Posted and Emailed (3/19/15)



north lake tahoe

Chamber | CVB | Resort Association

PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

Tuesday, November 18, 2014 – 2.30 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Brett Williams, Giles Priestland, Marguerite Sprague, Paul Raymore, Larry Colton, Becky Moore and Valli Murnane (called-in)

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

OTHERS IN ATTENDANCE: None

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

1.1 The Marketing Committee meeting was called to order at 2.37 pm and a quorum was established.

2.0 PUBLIC FORUM

2.1 No public comment.

3.0 INTRODUCTION AND WELCOME OF NEW MEMBERS RACHEL WOODS AND GILES PRIESTLAND

3.1 Giles introduced himself to the Marketing Committee. Rachel was not present at the meeting today.

4.0 AGENDA AMENDMENTS AND APPROVAL

4.1 A revised agenda was e-mail to the committee member adding item H. and I. a day prior to the meeting. The revised agenda and supporting documents were also uploaded to the website.

4.2 **M/S/C (Moore/Raymore) (6/0) to approve the agenda with the new amendments.**

5.0 APPROVAL OF MARKETING MEETING MINUTES FROM OCTOBER 28, 2014

5.1 **M/S/C (Raymore/Moore) (6/0) to approve the Marketing Committee minutes from October 28, 2014.**

6.0 OVERVIEW OF WINTER CONSUMER MARKETING CREATIVE – ANDY CHAPMAN

6.1 Andy shared the winter consumer marketing creative on behalf of School of Thought. He reported that some of the concepts are still a work in progress but the big picture is to make more of an impression, particularly in Southern California. The collective wisdom is that we produce fewer campaign elements in each market. While we want to keep the same "voice", we want to see if we can weave in more life moments, fewer steep and deep action shots. Andy reported that the somehow provocative lines will help get us noticed and this plays off the same tongue and cheek tone we set in the Bay Area. Here are some examples on the Out of Home: (some are drive focused and some are air focused)

- It's a six hour drive. So about like the evening commute
- Make time on your calendar. To get a life
- More beautiful than anyone in Santa Monica
- Are we there yet? Are we there yet? Wow.
- Admit it. You're secretly sick of sunny and 72
- Your bucket list needs some love

Andy went through the Digital Campaign and shared SOT will try to weave in things other than skiing/riding to leverage emotional components that make trips endearing. If possible, make use of rich interactivity on front end to attract and push Cool Deals at back to improve conversion. He shared that they are still working on the social element with the Abbi Agency.

7.0 REVIEW OF GOTAHOENORTH.COM CONSUMER WEBSITE REDESIGN

7.1 Andy gave an update on the new website redesign. We are launching the new website around Dec 15th. If the website is not ready by then we will wait until after the holidays. He showed the current website and the architecture of the new site. Some of the new features for the new site include:

- Scrolling technology
- Featured Events on every page (we will identify the events)
- Featured Activity/Events and Lodging will be random
- Social feed/conversation at the bottom of the website
- Properties and event producers will have the ability to change their information on the website. (Upload new images, videos, change descriptions, upload holiday menu, event dates etc.)
- Amenity icons (properties pick their top 5)
- Filtering the lodging search is more advanced
- Nearby Events & Activities
- Live Road Conditions Map in winter

Some of the feedback from the committee regarding the lodging:

- Have descriptive icons that are representative of the different lodging categories be present prior to filtering/search
- Filter the ski in/out vacation rentals that populates. (if one vacation rental company had one house, all their houses would populate under ski in/out
- Have some reference to transportation under amenities
- Make it easier to build reoccurring events
- Will the properties be able to login to see some of their analytics

8.0 REQUEST FOR MRG FUNDS TO BE USED FOR MARKETING CONDOR FLIGHT FROM LONDON IN WINTER 2015/16 FROM MARKETING COOP OF UP TO \$36,195 – ANDY CHAPMAN/SANDY EVANS HALL

8.1 Sandy stated the organization is entering into a MRG (Minimum Revenue Guarantee) along with other partners to support the London Ski Charter. The organization is taking a 2.5 % risk, or a maximum exposure of \$36,195 USD. Sandy stated the risk is spread between multiple partners and would not come out of this year's budget but next year's budget.

Andy reported that the organization does help fund RASC (Regional Air Service Committee) and we want to make sure our funds are used for building the demand (marketing the flight) and not paying for the service. There was some discussion on how the MRG climate looks like and why we are not looking at cities like New York and JFK. Sandy shared that our need to start MRG is not as big as some of the Colorado Resorts. We have a fairly large size metropolitan area with large hotel properties, big events and a big draw for business travelers. We can work with airlines better with providing marketing support.

One committee member questioned if Thomas Cook had done any before in North America. Andy replied it has not been done in North America. Thomas Cook does do charters to Europe and a lot to warm weather destinations.

8.2 M/S/C (Moore/Raymore) (7/0) to approve from Marketing Coop of up to \$36,195 for the 2012/15 flight from London.

9.0 REQUEST FOR SPONSORSHIP OF WOMEN'S AMGEN BICYCLE RACE IN MAY 2015 OF \$40,000 TO BE FUNDED BY MARKETING COOP, POSSIBLY REQUIRING \$28,000 (70%) FROM 2014/15 MARKETING RESERVES – ANDY CHAPMAN/SANDY EVANS HALL

9.1 Sandy shared that the Amgen Tour of California Women's race is coming to South Lake Tahoe in early May of 2015. South Lake Tahoe has been awarded the Host City and will host 2 days of racing. Andy stated LTVA have asked us to participate and our commitment is looking to be about 70% of \$25,000. This money has not been budgeted for and would come out of Marketing Reserves. Andy shared only twice in the last 10 years have we dipped into our Marketing Reserve. This money would secure a lake lap but there is no television contract with this.

Sandy reported that the corrected amount would be estimated to \$17,500 and not \$28,000. She gave some information to the committee members on our Marketing Reserve and repayment policy. The important thing to remember is that this is money that needs to be paid back. She shared \$42,000 was dipped into last year \$21,000 was paid back this year. There has been discussion among the NLT Chamber/CVB/Resort Association Executive Committee to recommend lowering the threshold from 15% to 12% in our Marketing Reserve account.

Andy did share that this year is Amgen's 10th Anniversary and it's events like this that launched us into some of the other successful events we are doing now and it's a small commitment on the overall cost.

9.2 Committee member discussion and feedback:

- Reluctant based on the awareness of this and the already tight budget
- The women's race has the potential to bring back the men's race
- What if we experience another bad winter and have to spend another \$40,000 in snow rebuttal campaign? The \$17,500 would be better spent as an additional to the snow rebuttal campaign or in the LA market.
- There is no guarantee on the media coverage
- Amgen is two days and the \$17,500 could be spread over an entire season
- An event like this does bring prestige to the area
- First Amgen made a big impact and the amount of riders and summer business have gone up quite a bit

9.3 M/S/C (Raymore/Priestland) (3/3) motion tied for approval of \$17,500 from Marketing Reserves for Amgen sponsorship. (Williams/Sprague/Priestland-opposed)

Action to Sandy: Sandy will take this to the Board of Directors as a tie and share the concerns with the committee.

10.0 REVIEW OF SUMMER INTERCEPT RESEARCH RESULTS – SANDY EVANS HALL

10.1 Sandy reported on the Visitor Research Summary that was conducted on behalf of the North Lake Tahoe Resort Association. The NLTRA utilized a hybrid approach to data collection, with short interviewer intercept surveys administered in selected places around North Lake Tahoe; respondents to the short intercept survey were then sent an e-mail link to a follow-up online survey to be completed at a later time. Additionally, a kiosk survey was placed in the NLT Visitors Center this summer for visitors to fill out. The total sample size collected was a total of 530 completed responses. Some of the high lights include:

- The majority of summer/early fall visitors are spending the night in North Lake Tahoe (78%)
- Trip length varied from one to more than 6 nights in the NLT Area. The average was 4.1 nights, with a median of 4 nights
- The average spending for the summer period was \$1093 per party, with a medium spending amount of \$600

- The overall satisfaction with several different attributes of North Lake Tahoe on a one to five scale, with one being extremely dissatisfied and five representing extremely satisfied. Overall attributes like overall town cleanliness (4.5 average) and overall value of stay (4.4 average)

The complete research document can be downloaded: <http://nltra.org/documents/> under Research section or e-mailed to you by contacting anna@GoTahoeNorth.com.

11.0 UPDATE ON TOURISM DIRECTOR TRANSITION PLAN – SANDY EVANS HALL

- 11.1 Sandy gave an update on finding Andy's replacement and shared the selection committee has picked out 5 applicants. The selection committee includes: two members from the Marketing Committee, one member from the Marketing Coop Committee and one Board of Directors member. The selection committee will start the interviews next week. She hopes to narrow it down to hopefully 1 or 2 candidates. If necessary there may be a second round of interviews.

12.0 DEPARTMENTAL REPORTS

- 12.1 **Advertising** – This report is located in the departmental section of the Marketing packet.
- 12.2 **Conference Sales** – Jason shared his report located in the departmental section of the Marketing packet.
- 12.3 **Leisure Sales** – Jeremy shared his report located in the departmental section of the Marketing packet.
- 12.4 **Special Projects** – Judy shared her report located in the departmental section of the Marketing packet.
- 12.5 **Web** – This report is located in the departmental section of the Marketing packet.
- 12.6 **Social** – This report is located in the departmental section of the Marketing packet.

13.0 COMMITTEE MEMBER COMMENTS

- 11.1 No committee member comments.

14.0 STANDING REPORTS

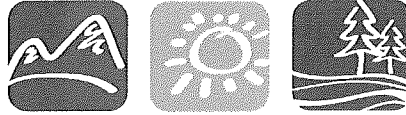
- 14.1 The following reports were posted on www.nltra.org:

- NOVEMBER MTRIP REPORT
- NOVEMBER RENO TAHOE AIRPORT REPORT
- NOVEMBER WEB/GEO TRACKING REPORT
- NOVEMBER LODGING REFERRAL REPORT
- CONFERENCE ACTIVITY REPORT

15.0 ADJOURNMENT

- 15.1 The Marketing Committee meeting adjourned at 5.10 pm.

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



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PO Box 5459 - Tahoe City, CA 96145 Ph – (530) 581-8700 Fx – (530) 581-8762

MARKETING COMMITTEE MEETING MINUTES

Tuesday, January 27, 2014 – 2 pm

Tahoe City Public Utility District

PRELIMINARY MINUTES

COMMITTEE MEMBERS IN ATTENDANCE: Gregg Gibboney, Brett Williams, Cadence Matijevich, John Monson, Paul Raymore, Marguerite Sprague

RESORT ASSOCIATION STAFF: JT Thomson, Greg Howey, Jeremy Jacobson, Anna Atwood, Judy Laverty, Sandy Evans Hall

OTHERS IN ATTENDANCE: Shelley Fallon, Ryan Gelow, Stacia Hanley, Joe Newfield, Rachel Newell, Liz Bowling, Kristin Guinn, Glenn Cademartori

I. MEETING OF THE MARKETING COMMITTEE

1.0 CALL TO ORDER – ESTABLISH QUORUM

- 1.1 The Marketing Committee meeting was called to order at 2:10 pm and a quorum was not established.

2.0 PUBLIC FORUM

- 2.1 No public forum.

AGENDA AMENDMENTS AND APPROVAL

- 3.1 The agenda was accepted through acclamation.

4.0 APPROVAL OF MARKETING MEETING MINUTES FROM NOVEMBER 18, 2014

- 4.1 This will be tabled until next month's meeting.

5.0 UPDATE ON WINTER MEDIA RESULTS – SCHOOL OF THOUGHT

- 5.1 Ryan with School of Thought gave an update on winter media results. The highlights include:

- Each digital vehicle performed above CTR (Click through Rate) benchmarks and the display partners performed above brand safety and view-ability benchmarks. NorCal Display, Facebook and email slightly outperformed their SoCal counterparts in CTR, while in-pic ads and pre-roll went the opposite direction.
- The CTR versus VTR (View through Rate) comparison for each vehicle was the most interesting factor of this campaign, providing some additional insight into the user activity within each site/network. TripAdvisor is the prime example of the higher VTR than CTR, showing that the user appreciating a longer planning cycle.
- There were 7 OOH (Out of Home) billboards displayed by January 15, 2015 with 8 left to go live. Coincidentally, this among our digital emphasis in SoCal has bumped LA to pass Truckee as the #2 most trafficked city to the GoTahoeNorth.com (GTN) website.

Digital Display Banners (Overall Performance: 12/1/14 - 1/15/15):

- On The Snow was the most successful display partner for driving people to GTN.com with the highest CTR and VTR.
- RocketFuel performed as the work horse and most cost-efficient drove the most amount of clicks to GTN.com
- TripAdvisor proved its value by driving the highest number of view throughs (1,798) as its VTR suggests, consistently beating its CTR.

Digital Display In-Picture Banners (Overall Performance 12/1/14 – 1/15/15):

- The RunWay unit (animated), while limited in inventory, proved to be the more efficient of the two units across California.
- While SoCal saw the slightly higher CTR, NorCal saw the slightly higher VTR.
- This high impact unit resulted in driving performance efficiencies (CTR & CPC) between the levels of the display ads on RocketFuel and the other two endemic sites.

Mobile Display Banners (Overall Performance: 12/1/14 – 1/15/15):

- The mobile campaign is currently beating CTR benchmark overall
- The expandable banner was expected to perform at a higher rate and will be re-evaluated

Email Campaign:

- Weekend Sherpa: 12/4 & 12/11 (2 emails left to report). While showing to be slightly less receptive with our winter campaign than summer. Weekend Sherpa's San Francisco audience is still exceeding the benchmark and LA's audience is both smaller and tougher to sell.

GoTahoeNorth.com (Performance: 12/1/14 – 1/15/15):

- Total Visits: 133,420
- Unique Visitors: 111,231 (81% new)
- Page Views: 358,611
- Avg. Pages/Session: 2.69
- Session Duration: 1:53
- Cool Deals Page Visits: 5,801
- Traffic Sources: 66.3% California with 23.2% from San Francisco and 5.6% from LA.

Comments from Committee Members:

- A Committee Member questioned if TripAdvisors in SoCal was a good fit. Ryan shared TripAdvisors in SoCal performed a little below benchmark. It's a harder market to be in overall when it comes to direct branding but it's still an important site to be on as people use it as a planning tool.
- The logo on the billboards is hard to read, not the size but maybe it should be bolder. Joseph shared it's not the logo that catches people's attention on the billboards. It's the message and the headline but they will review it.
- 80% view on video is great.
- A Committee Member questioned Ryan if he feels he has a direct line of communication with JT and Andy to change things up if they are not performing. Ryan shared he does communicate with JT and Andy but it's also important to give the campaign enough time to run.
- A Committee Member questioned if most of the click throughs are landing on the homepage. Ryan shared most of them land on the Cools Deals page but it depends on the message.

6.0 REVIEW OF GOTAHOENORTH.COM CONSUMER WEBSITE REDESIGN – SCHOOL OF THOUGHT

- 6.1 Joe with School of Thought reported that one of the biggest benefits with the new Wordpress site is that staff can maintain and update the site on their own. The vision for the site is to drive tourism and he included the single statement: "Find Yourself in North Lake Tahoe. Unpretentious. Unplugged and Unforgettable" that will be on the site. The three categories that will be features on top includes: 1) Where to Stay 2) Things To Do 3) Deals. The menu will have many more choices

and the site will also include a newsfeed from Twitter, Instagram and Facebook. Joe also went through the filtering process and the amenity list and if you have more than 5 amenities you can chose which ones to be shown. He shared the overall template for the system is pretty flexible. He touched on the mobile site and the navigation.

Comments by the Committee Members:

- Have descriptive icons that are representative of the different lodging categories be present prior to filtering/search. This would add on another layer prior to filtering but it's very important that we get it right and are having these discussions now.
- Too many layers are not good as we are trying to minimize that.
- Filtering is so common and widespread most people are used to it and its less click throughs.
- Dollar sign was brought up. Some of the properties offer such a large price range and that is the reason the Lodging Committee collectively decided to go away from it. Joe shared another data field can be added. It does raise some questions:
 1. Who updates it and how often?
 2. What are the different price points for the dollar signs?
- Joe reported the site is 2/3 built and we are probably looking at end of March. It was recommended that we don't launch before spring. A strategy for timing has not been discussed yet.
- Since properties and/or event producers can be back-end content editors, it's important to consider training/timing to be built into the strategy.
- Liz with the Abbi Agency brought up some questions:
 1. Where does the blog live?
 2. Where do you sign up for the newsletter?
 3. Where can you access the different press-releases?
 4. How will journalist be able to access the photo library?Judy and Shelley stated a Drop Box has been talked about for press-releases and photos. Joe shared there is a place for all of these things but they will review the photo library.

7.0 PR/MARKETING SUMMIT REVIEW – JT THOMPSON

- 7.1 JT reported that a PR/Marketing Summit was held last week and he is working with the Abbi Agency and Sandy on a plan of action of how we can relay this information to key stakeholders as well as help educate front line staff. He stated it's important that we make sure the right message is being sent out and that it's positive.

Brett commented that this experience is almost better for families. The conditions are great, the roads are open and we need to still push this message out.

John asked that the NLTRA filters what they put out. (Don't blast out that the Tahoe City Golf Course is open)

8.0 RNO AIR SERVICE UPDATE – JT THOMPSON

- 8.1 The Reno Air Service Committee is now a non-profit Corporation. This was done so that contracts could be kept confidential. The contract for Jet Blue will probably be signed next week.

9.0 USA CYCLING UPDATE – JUDY LAVERTY

- 9.1 Judy shared we have a 2 year contract with USA Cycling Amateur & Para-cycling Road National Championships. This year the event dates are June 24-28 and the region is expecting about a 1000 athletes and it's a 5 day event. Staff spent two days with the USAC race director going over different aspects of the race routes, permitting, seeking alternate routes and working on a presentation to the Truckee Town Council. The Town Council voted unanimously to approve a two year sponsorship agreement with us to underwrite the costs of staging the criterium in downtown Truckee. The sponsorship is for \$15,000 per year. We also received approval from the Serene Lakes Homeowners Association to stage the short course in that neighborhood, and received approval from the ownership of the Cisco Grove Campground to utilize a portion of their land and

parking lots to stage the time trials. There will be no venue or use fees from either entity. The traffic control plan has been finalized and permits are being submitted to Caltrans, Placer and Nevada Counties. Judy went through the event schedule with the Committee Members.

10.0 DEPARTMENTAL REPORTS

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- 10.5 Web** – Shelley report is located in the departmental section of the Marketing packet.
- 10.6 Social** – Liz report is located in the departmental section of the Marketing packet.

11.0 COMMITTEE MEMBER COMMENTS

- 11.1 John asked that Marketing Committee be kept in the loop of the RFP process for the new Visitors Guide.

12.0 STANDING REPORTS

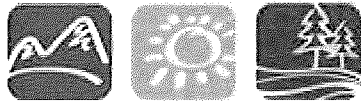
12.1 The following reports were posted on www.nltra.org:

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

13.0 ADJOURNMENT

- 13.1 The Marketing Committee meeting adjourned at 4.10 pm.

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



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March 2015

Marketing Departmental
Reports

North Lake Tahoe Winter Media Wrap Up

03/18/15



Agenda.

1. Campaign overview
2. Digital performance by vehicle
 - a. Banners
 - b. Video
 - c. Mobile
 - d. Social
 - e. Email
 - f. Inventory quality report
3. Out-of-home performance
4. Print recap
5. Search metrics + website data
6. Next steps



Executive Summary.

The campaign met or exceeded planning goals, serving over 28 million impressions.

In-image ads were a new format this year, and were especially successful. They were the top performing display units for CTR, and performance increased steadily throughout the campaign.

Weekend Sherpa emails, carrying our ads as well as NLT-related edit, continued to drive NLT's share of mind for against outdoor enthusiasts across California, and drove almost 700 clicks to the site.

Video continued to be a powerful format, with over 836k views completed during the campaign.

Out-of-home received significant over-delivery (+20% or ~\$11.2k), and is still running overages.

More emotive lifestyle creative, such as sitting by a campfire and ice skating, seemed to resonate most with audiences. There may be a future opportunity to test 1st person vs. 3rd person perspective.



L-3

14/15 Winter Flowchart.



MEDIA	NOV		DEC		JAN		FEB		MAR		APR		MAY		JUN		NET MEDIA
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
Northern California (98% Digital / 2% Print)																	
Trip-Advisor																	\$8,800
RocketFuel - Display																	\$7,600
RocketFuel - Video																	\$2,800
GunCum																	\$8,000
On The Snow - Display																	\$4,800
On The Snow - Mobile																	\$2,000
Weekend Sherpa																	\$15,340
Facebook																	\$8,000
Search																	\$8,000
Print - Diablo Magazine																	\$1,000
																	\$66,940
Southern California (58% Digital / 42% OOH)																	
Trip-Advisor																	\$19,200
RocketFuel - Display																	\$11,400
RocketFuel - Video																	\$4,200
GunCum																	\$12,000
On The Snow - Display																	\$7,200
On The Snow - Mobile																	\$9,000
Weekend Sherpa																	\$4,660
Facebook																	\$12,000
Search																	\$12,000
CBS Outdoor - OOH																	\$58,500
																	\$38,560
																	\$504,590
Southern California Editorial																	
GRAND TOTAL																	

L-4

Digital.

L5

Digital Summary.



Campaign to date: 12/1-2/28	Impressions Served	Delivery Index	Clicks	CTR	CPC	eCPM	Completed Views	VCR	CPCV	Homepage VTR	Cool Deals VTR
On The Snow - Display	466,737	98	1,696	0.0036	7.08	25.71	-	-	-	0.003	0.00057
RocketFuel - Display	6,962,736	100	11,179	0.0016	1.7	2.73	-	-	-	0.0004	0.00001
TripAdvisor - Display	1,503,336	105	1545	0.001	14.24	14.63	-	-	-	0.0016	0.00051
Cum Gum - In-Pic Display	2,059,062	102	7,877	0.0038	2.54	9.71	-	-	-	0.0016	0.00004
On The Snow - Mobile	530,425	100	877	0.0017	5.7	9.43	-	-	-	0	0
SF Gate - Mobile	488,008	98	668	0.0014	0	0	-	-	-	0	0.00003
RocketFuel - Facebook	5,971,265	114	2,323	0.0004	4.2	1.63	-	-	-	0.0002	0.00002
RocketFuel - Video	1,030,799	104	4,538	0.0044	1.54	6.79	836,985	0.81	0.008	0.0029	0.00002
Weekend Sherpa*	29,426	n/a	687	0.0233	29.11	679.67	-	-	-	-	-
Search	224,325	109	5,249	0.0234	1.77	41.5	-	-	-	-	-
Total	19,266,119	105	36,639	0.0019	3.15	6.01	836,985	0.81	0.008	0.0007	0.00007

* Weekend Sherpa does not guarantee impressions, only guarantees number of emails sent.

L-6

Standard Display.

Campaign to date: 12/1-2/28	Impressions Served	Impressions Delivered	Clicks	CTR	CPC	eCPM	Homepage VTR	Cool Deals VTR
On The Snow NorCal	187,828	0.99	759	0.004	6.32	25.56	0.0034	0.0011
On The Snow SoCal	278,909	0.97	937	0.0034	7.68	25.81	0.0027	0.00022
ON THE SNOW	466,737	0.98	1,696	0.0036	7.08	25.71	0.003	0.00057
RocketFuel NorCal	2,788,264	1	4,484	0.0016	1.69	2.73	0.0004	0.00001
RocketFuel SoCal	4,174,472	1	6,695	0.0016	1.7	2.73	0.0003	0
ROCKETFUEL	6,962,736	1	11,179	0.0016	1.7	2.73	0.0004	0.00001
TripAdvisor NorCal	596,240	1.06	762	0.0013	11.55	14.76	0.0026	0.0009
TripAdvisor SoCal	907,096	1.05	783	0.0009	16.86	14.55	0.001	0.00025
TRIPADVISOR	1,503,336	1.05	1,545	0.001	14.24	14.63	0.0016	0.00051
NorCal	3,572,332	1.02	6,005	0.0017	3.53	5.93	0.0009	0.00022
SoCal	5,360,477	1.01	8,415	0.0016	3.78	5.93	0.0006	0.00006
Total	8,932,809	1.02	14,420	0.0016	3.68	5.93	0.0007	0.00012

CTR benchmark:
0.11%



Highlights & Learnings:

- On The Snow was the most successful partner for CTR & VTR.
- TripAdvisor's high VTR indicates a strong strategy for driving site traffic, even without a direct click through to the site.
- NorCal placements drove higher CTR and VTR than SoCal, significantly in some cases.
- RocketFuel drove the bulk of impressions at 78% of total, reflecting the network's ability to provide lower CPMs while reaching relevant audiences across the internet, at greater scale.

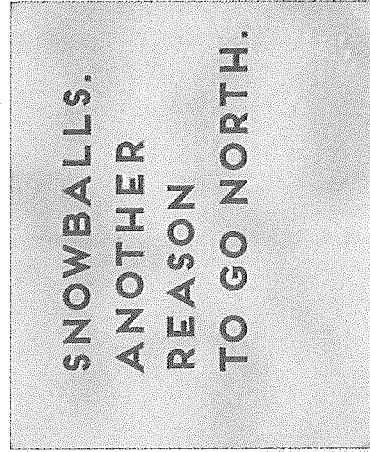
Display Creative.



0.16% CTR



0.15% CTR



0.11% CTR



Highlights & Learnings:

- All creative out-performed industry benchmarks.
- More intimate nature of the fireside creative indicates that the more emotional, lifestyle-oriented message drove highest click-through (+45% over snowball creative).
- Recommend testing similar types of imagery, but asset updates are needed for future efforts to truly prove out effectiveness of these more emotional ads.

7-00

In-Picture Display.

Campaign to date: 12/1-2/28	Impressions Served	Impressions Delivered	Clicks	CTR	CPC	eCPM	Homepage VTR	Cool Deals VTR
Runway NorCal	144,411	1.07	768	0.0053	2.08	11.08	0.003	0.00002
Runway SoCal	202,672	1	1,121	0.0055	2.14	11.84	0.0027	0.00011
Runway	347,083	1.02	1,889	0.0054	2.12	11.52	0.0028	0.00007
Studio NorCal	677,170	1.01	2,393	0.0035	2.67	9.45	0.0015	0.00005
Studio SoCal	1,034,809	1.02	3,595	0.0035	2.67	9.28	0.0012	0.00002
Studio	1,711,979	1.02	5,988	0.0035	2.67	9.35	0.0013	0.00003
Subtotal NorCal	821,581	1.02	3,161	0.0038	2.53	9.74	0.0018	0.00005
Subtotal SoCal	1,237,481	1.02	4,716	0.0038	2.54	9.7	0.0015	0.00003
GRAND TOTAL	2,059,062	1.02	7,877	0.0038	2.54	9.71	0.0016	0.00004

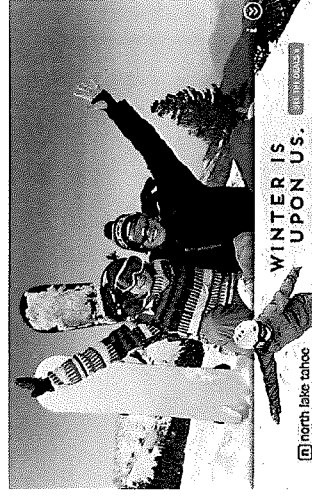
CTR benchmark:
0.32%



Highlights & Learnings:

- In-picture ads were the best performing of this campaign.
- Placements significantly improved performance over the mid-campaign report, from a 0.31% CTR to a 0.38% CTR.
- This format is an effective strategy for supplementing existing or creating new assets, and providing consistent contextual alignment for NLT's message.

Time For A Snowboarding Trip



Creative in-situ

79

Video Pre-Roll.

Campaign to date: 12/1-2/28	Impressions Served	Delivery Index	Clicks	CTR	CPC	eCPM	Completed Views	VCR	CPCV	Homepage VTR	Cool Deals VTR
NorCal	438,570	100	1,934	0.0044	1.45	6.38	357,593	0.82	\$0.008	0.0031	0
SoCal	592,229	106	2,604	0.0044	1.61	7.09	479,392	0.81	\$0.009	0.0028	0.00002
TOTAL	1,030,799	104	4,538	0.0044	1.54	6.79	836,985	0.81	\$0.008	0.0029	0.00002

CTR benchmark:
0-42%

VCR benchmark:
67%-87%

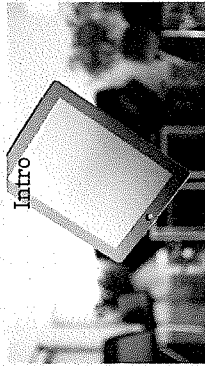


Highlights & Learnings:

- Video continues to prove highly effective in achieving CTR, VCR, CPCV and VTR at levels that compliment and enhance display efforts.
- CTR and VCR performance is healthfully within or above industry-established benchmarks
- Video is an especially effective video for communicating the sight, sound and motion of NLT and should be utilized moving forward, as budgets allow (high CPMs and cost of production prevent it from becoming a workhorse for NLT).

LT10

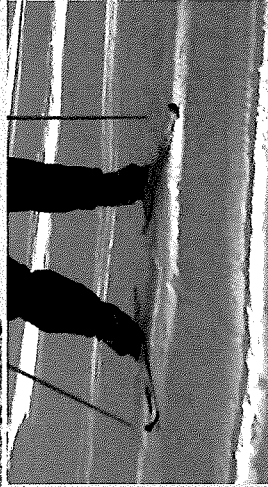
Video Creative.



0.46% CTR



0.43% CTR



0.43% CTR

Highlights & Learnings:

- Videos drove similar performance across creative executions throughout the campaign.
- Each achieved a 81% VCR - on the high end of benchmarks between 67%-87%.
- "Snow Shoeing" with the fireworks clip was the differentiator - driving audiences to click through slightly more than the others. Emotional depth of night-and-day creative may have proved more engaging similar to the standard display fireside scene.



57

Mobile Display.

Campaign to date: 12/1-2/28	Impressions Served	Impressions Delivered	Clicks	CTR	CPC	eCPM	Homepage VTR	Cool Deals VTR
On The Snow	530,425	1	877	0.0017	5.7	9.43	0.00002	0
SF Gate - added value	488,008	0.98	668	0.0014	0	0	0	0.00003
TOTAL	1,018,433	0.99	1,545	0.0015	3.24	4.91	0.00001	0.00001

CTR benchmark:
0.13%



Highlights & Learnings:

- Mobile CTR beat industry benchmarks by 15%, but paid placements performed best.
- SF Gate mobile campaign was provided by the vendor, at no additional cost, as a test.
- On The Snow's campaign started out slow, with an under-performing expandable mobile unit; after optimizations were made out of that placement, performance increased 21%.



Creative, 300x50

L/12

Social Display.

Campaign to date: 12/1-2/28	Impressions Served	Delivery Index	Clicks	CTR	CPC	eCPM	Homepage VTR	Cool Deals VTR
Newsfeed NorCal	321,612	108	373	0.0012	4.96	5.75	0.0009	0.00013
Newsfeed SoCal	511,580	115	306	0.0006	9.63	5.76	0.0004	0.00005
NewsFEED	833,192	112	679	0.0008	7.07	5.76	0.0006	0.00008
RHS NorCal	2,083,013	117	796	0.0004	2.52	0.96	0.0003	0.00001
RHS SoCal	3,055,060	114	848	0.0003	3.47	0.96	0.0002	0.00001
RHS	5,138,073	116	1,644	0.0003	3.01	0.96	0.0002	0.00001
NorCal	2,404,625	113	1,169	0.0005	3.3	1.61	0.0003	0.00003
SoCal	3,566,640	115	1,154	0.0003	5.11	1.65	0.0002	0.00001
TOTAL	5,971,265	114	2,323	0.0004	4.2	1.63	0.0002	0.00002

CTR benchmark:
0.08%



Highlights & Learnings:

- Social performance was well below digital display and half of the industry benchmark overall; weather conditions may be a factor.
- Despite potential weather-related influences across the industry, certain creative executions took hold (see right).
- Strategic and/or creative refinement, and an increased effort to integrate with Abbi's PR social activity, is recommended.



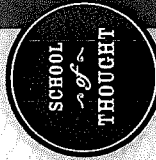
Top-performing creative, 0.15% CTR

L-13

Email Display + Editorial.

Advertisorial Edit/Date	Total Sent	Google Current Subs	RSS Subs	Emails Sent	Emails Delivered	Emails Opened	Email Open Rate	North Lake Tahoe email Clicks	North Lake Tahoe CTR%	CPC
"Head North for Adventure" SF - 12.4	108,064	62,129	2,495	43,440	43,399	12,126	0.28	311	0.026	24.66
"You Do Look Good in Blue" SF - 1.22	111,217	65,088	2,495	43,694	43,568	13,174	0.3	296	0.023	25.91
SF Total	219,281	127,217	2,497	87,074	86,967	25,300	0.29	607	0.024	25.27
"Head North for Adventure" LA - 12.11	73,306	62,641	2,495	8,170	8,160	2,068	0.25	43	0.021	54.19
"Blue Looks Good on You" LA - 1.15	76,626	65,871	2,495	8,260	8,245	2,958	0.25	37	0.018	62.97
LA Total	149,932	128,512	4,990	16,430	16,405	4,126	0.25	80	0.0194	58.25
TOTAL	369,213	255,729	7,487	103,504	103,372	29,426	0.28	687	0.0233	29.11

CTR benchmark:
1.5%-2%



Highlights & Learnings:

- Emails carried standard display ads alongside custom edit written for NLT.
- Strong open and click rates demonstrate high audience affinity among Weekend Sherpa's core audience of active outdoor enthusiasts.
- A continued partnership is recommended as long as subscription and open rates remain strong/growing; custom edit component will also be critical for continued success and heightened share-of-mind in this core audience's considered set.

LA

Quality Report - Inventory.

Campaign to date: 12/1-2/28	Benchmark*	Mid Campaign	Campaign Final	Awesome?
Viewability	36.7%/42.6%	0.657	0.681	Yes
Brand Safety - AdSafe Passed Impressions	82.4%/82.5%	0.917	0.91	Yes
True Advertising Quality Score	540/548	746	719	Yes

*Aggregated Benchmarks are based on all tracked campaigns by quarter.

Highlights & Learnings:

- Viewability and brand safety are increasingly hot topics in digital advertising; many partners, especially networks, have been accused of poor quality placements and inventory.
- SOT enlisted one of the premiere vendors in the category, Integral Ad Sciences, to track NLT's digital activity, at no additional cost to NLT (partners provided as added value).
- Results showed very high quality inventory - effective viewability rates across all partners and brand-safe placements throughout the campaign.
- SOT continues to keep a close eye on the subjects of viewability and brand safety, and adapt all of their client's campaigns to track activity accordingly.



7-15

Out-of-home.

L-16

Overview.

Los Angeles Bulletins and a Tall Wall - mentioned on dailybillboardblog.com!

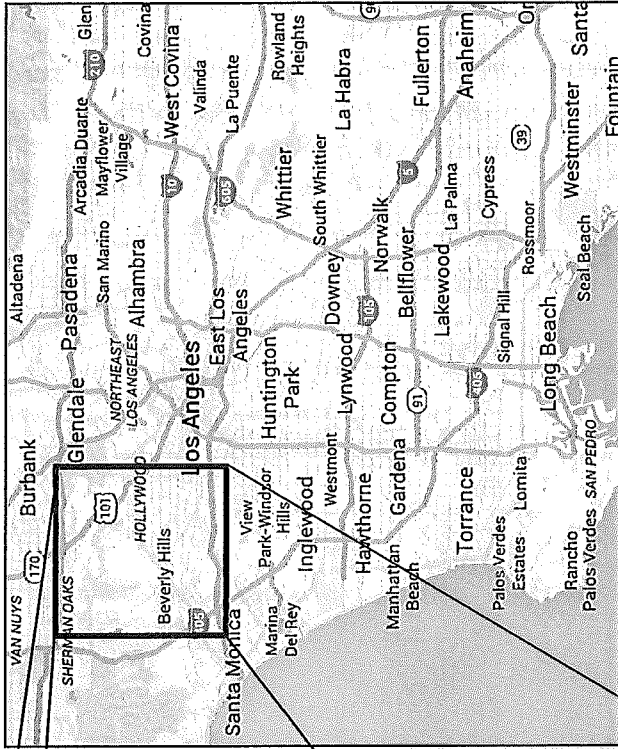
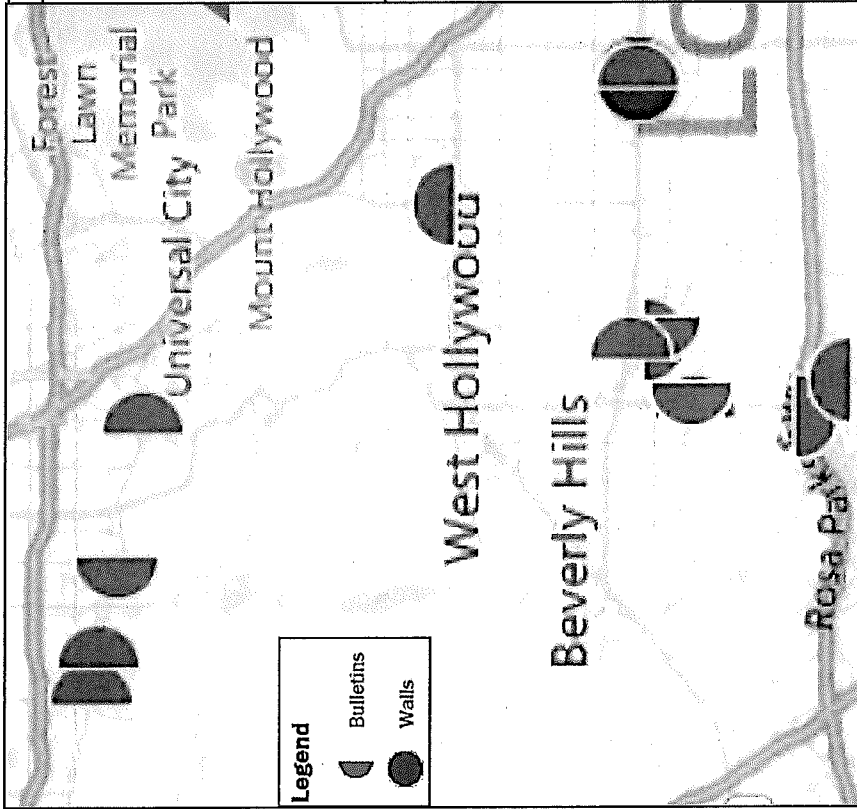
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La Cienega S/O Venice W/S F/N																																																																																																																																																																																																																																																													\$4,077	694
Ventura Blvd & Fulton NE/S F/W																																																																																																																																																																																																																																																													\$4,077	367
Wilshire & McCarthy Vista SE/S F/W																																																																																																																																																																																																																																																													\$4,077	766
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Fairfax & Olympic% SE/S F/N																																																																																																																																																																																																																																																													\$4,077	836
Olympic & San Vicente% SW/S F/E																																																																																																																																																																																																																																																													\$4,077	887
Pico & La Cienega SE/S F/E																																																																																																																																																																																																																																																													\$4,077	445
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*<http://www.dailybillboardblog.com/2015/02/lake-tahoe-north-skiing-tourism.html>

55

NLT Boards on the Map.



- As of 3/17, the campaign has delivered 92 days of total override, over \$11k in added value.
- 2 boards are still live as of 3/17:
 - Wilshire Tower (Malibu)
 - La Cienega & Fairfax (Sunny & 72)

5/18

Wilshire Tower Tall Wall - Flight 1.

	Scheduled	Actual	Override
Start Date	12/29/14	1/5/15	N/A
End Date	1/11/15	1/13/15	N/A
TOTAL DAYS	14	9	-5*

*Boards are scheduled to go live the week of start date, and installation came 8 days late due to the holiday live time; SOT is working on further compensation for this flight, as it is currently only provided via added value on other boards

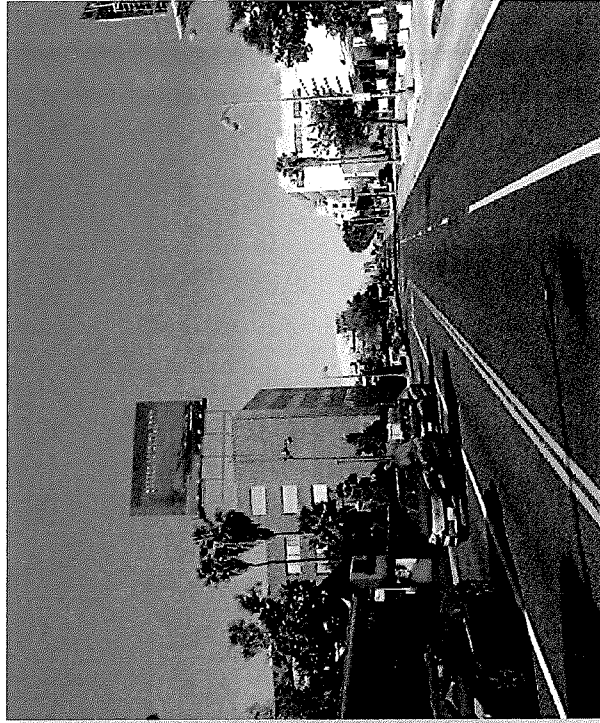
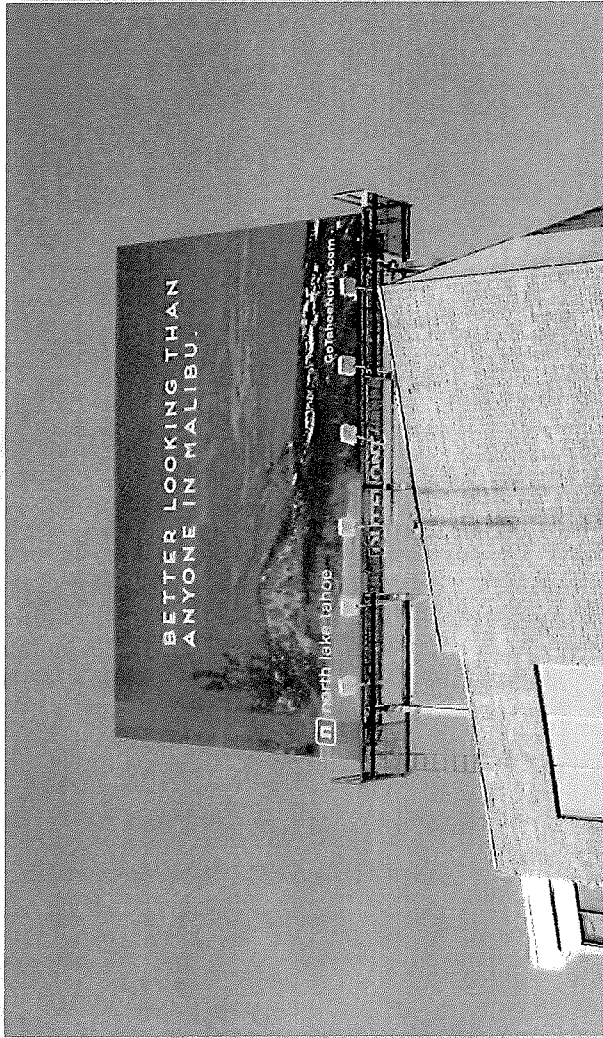


L-19

Wilshire Tower Tail Wall - Flight 2.

	Scheduled	Actual	Override
Start Date	2/16/15	2/18/15	N/A
End Date	3/15/15	3/17/15	N/A
TOTAL DAYS	28	28	0*

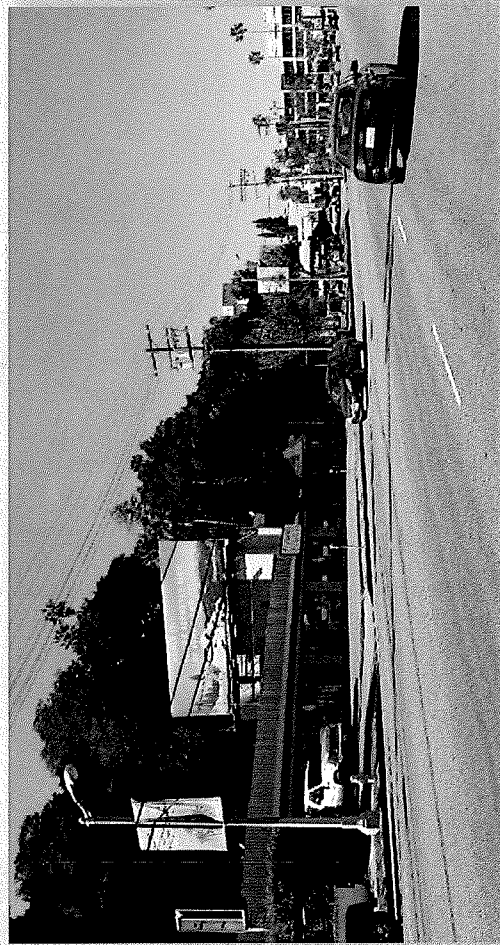
*As of 3/17, this board is still live, but slated to be covered.



L-20

Ventura Blvd. & Laurel Terrace Bulletin.

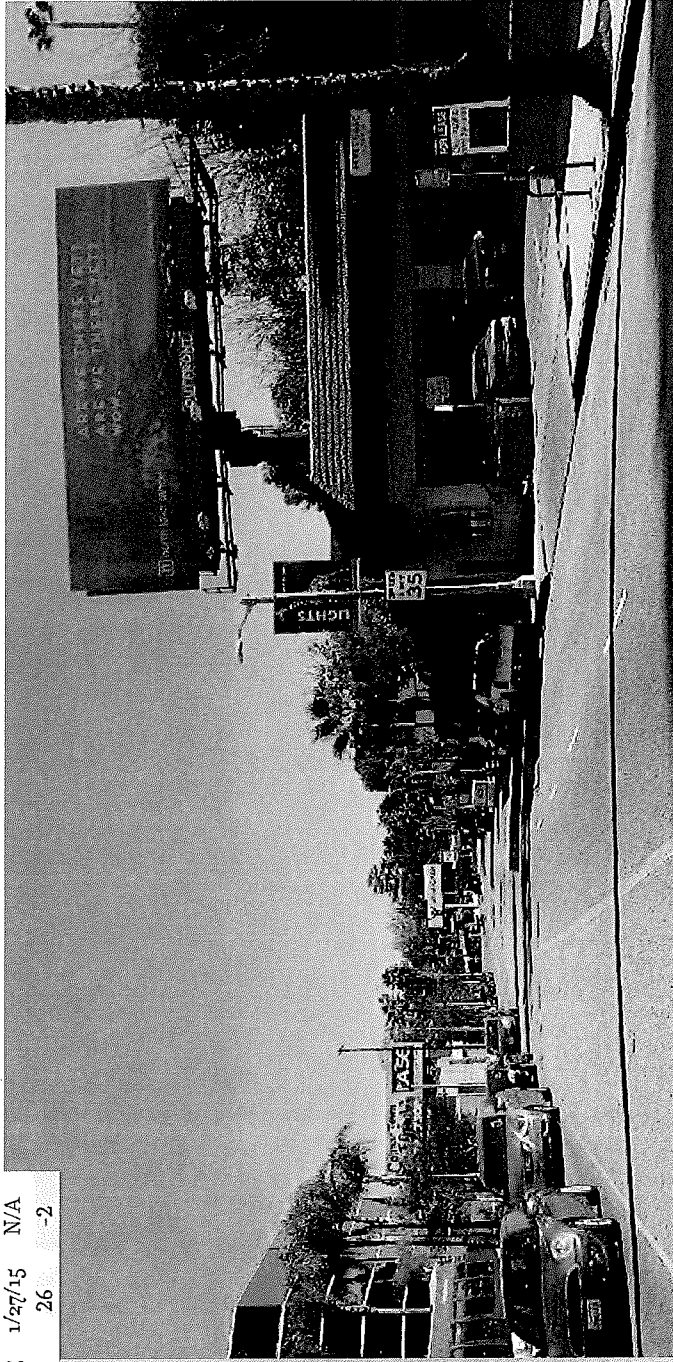
	Scheduled	Actual	Override
Start Date	12/29/14	1/2/15	N/A
End Date	1/25/15	2/3/15	N/A
TOTAL DAYS	28	33	5



L-21

Ventura Blvd. & Tujunga Bulletin.

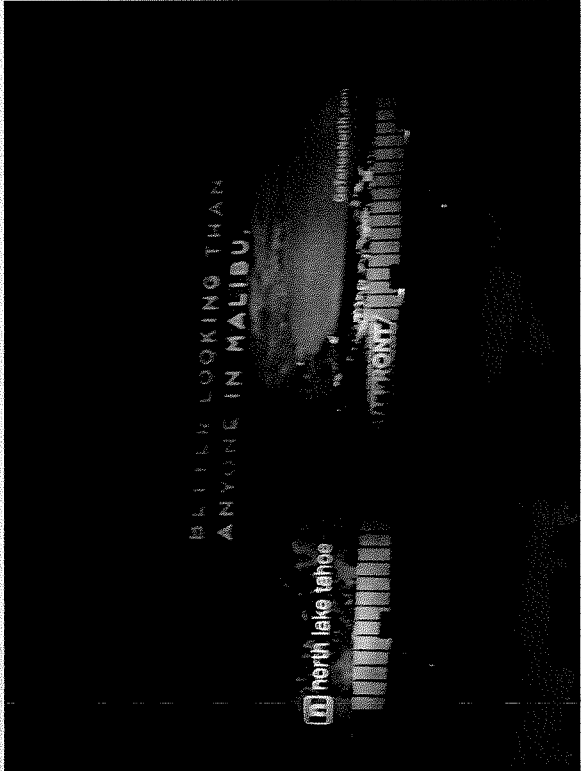
	Scheduled	Actual	Override
Start Date	12/29/14	1/2/15	N/A
End Date	1/25/15	1/27/15	N/A
TOTAL DAYS	28	26	-2



L-22

Pico & La Cienega Bulletin.

	Scheduled	Actual	Override
Start Date	12/29/14	12/31/14	N/A
End Date	1/25/15	1/30/15	N/A
TOTAL DAYS	28	31	3



Broken light pictured was fixed within 24 hours.

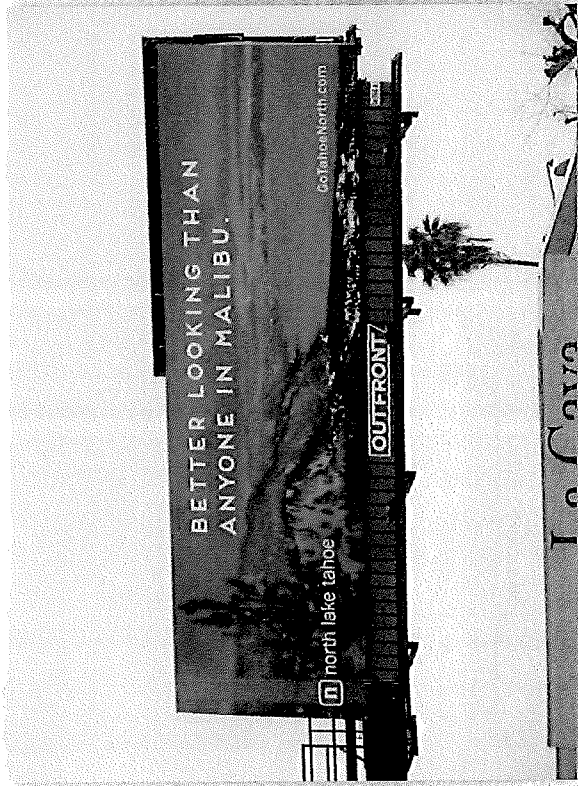


L-23



Ventura Blvd. & Woodman Bulletin.

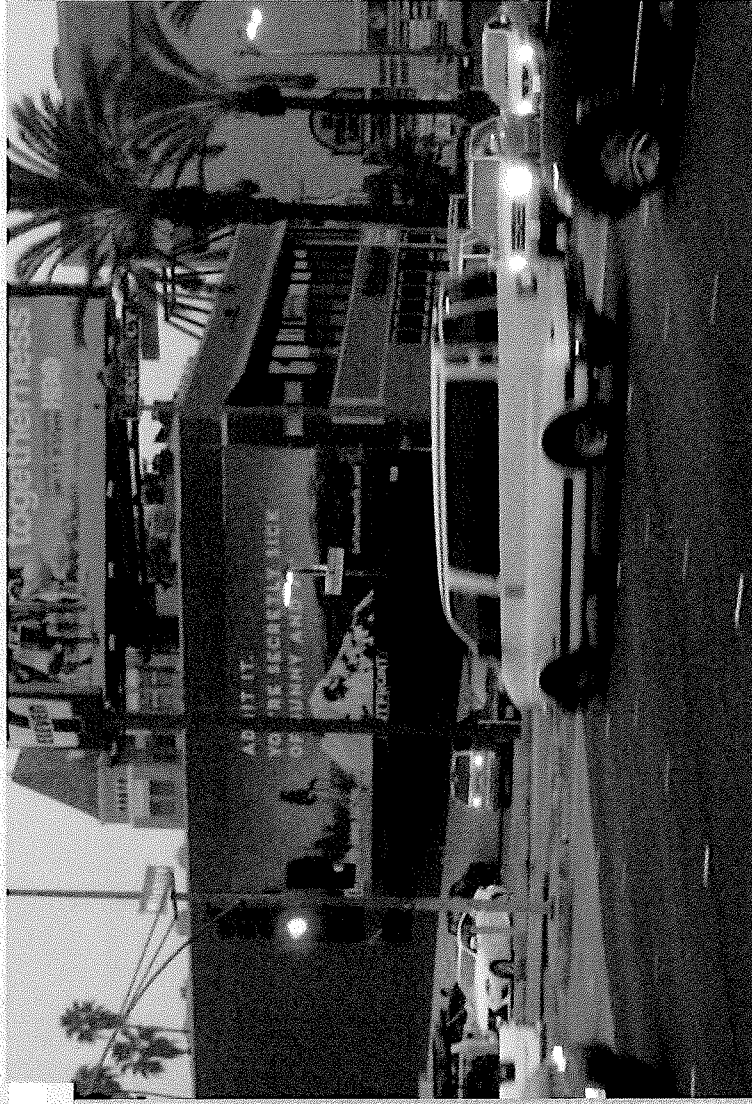
	Scheduled	Actual	Override
Start Date	1/5/15	1/9/15	N/A
End Date	2/1/15	3/4/15	N/A
TOTAL DAYS	28	55	27



L-24

Wilshire & Wilton Bulletin.

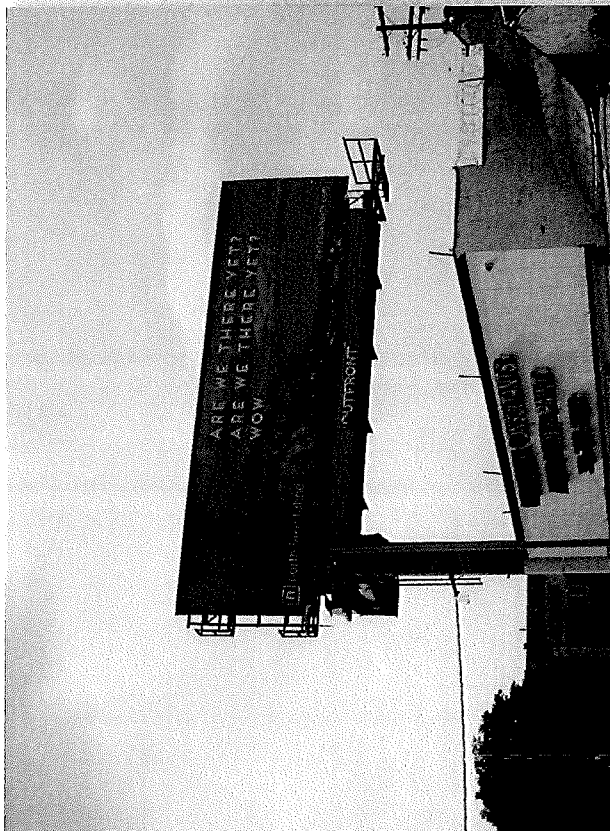
	Scheduled	Actual	Override
Start Date	1/12/15	1/12/15	N/A
End Date	2/8/15	3/9/15	N/A
TOTAL DAYS	28	57	29



L-25

La Cienega & Venice Bulletin.

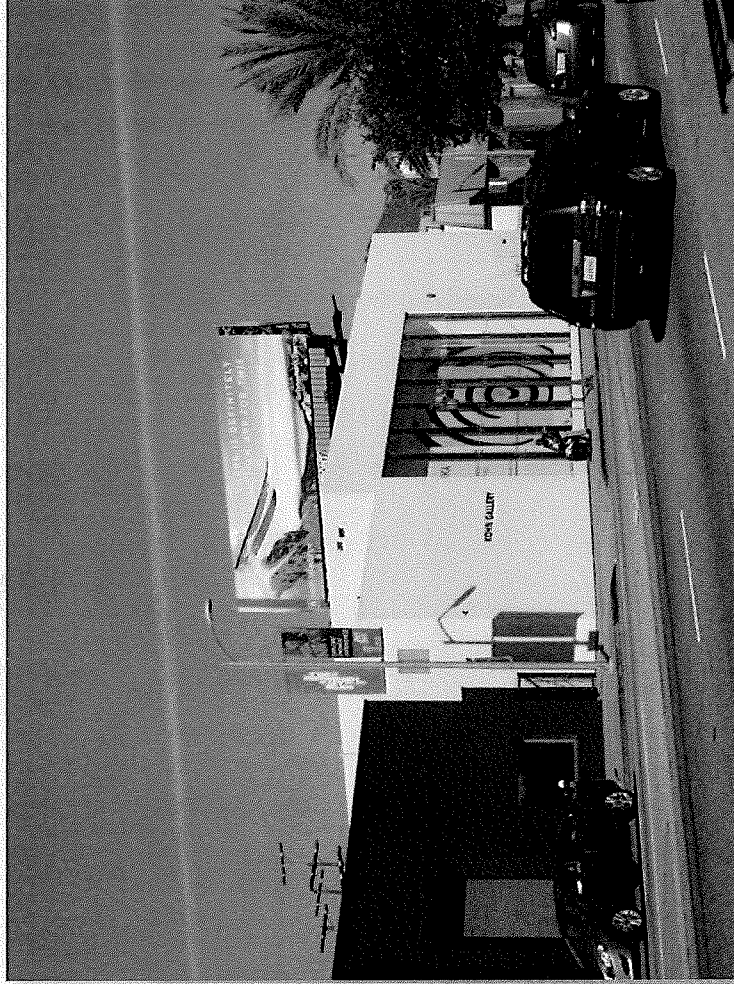
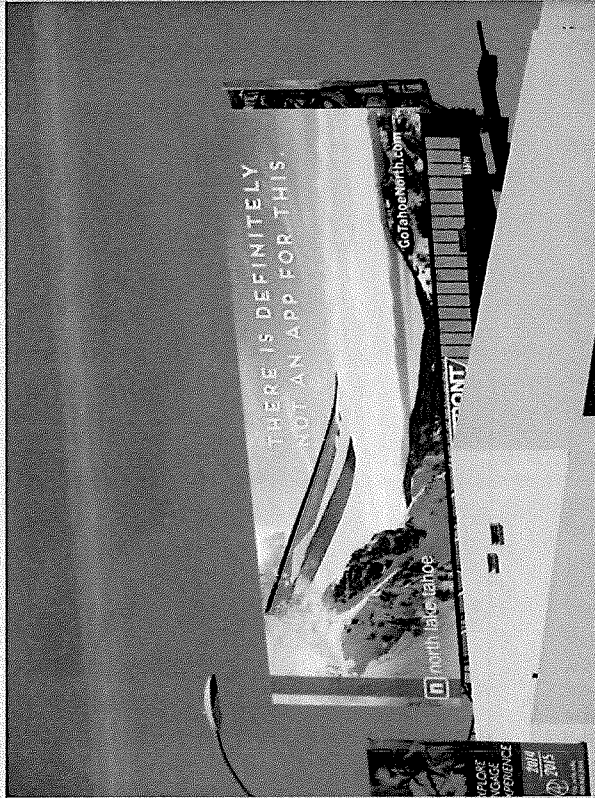
	Scheduled	Actual	Override
Start Date	1/12/15	1/12/15	N/A
End Date	2/8/15	2/9/15	N/A
TOTAL DAYS	28	29	1



L-26

Highland & Santa Monica Bulletin.

	Scheduled	Actual	Override
Start Date	1/19/15	1/19/15	N/A
End Date	2/15/15	2/17/15	N/A
TOTAL DAYS	28	30	2



L-27

Ventura Blvd. & Fulton Bulletin.

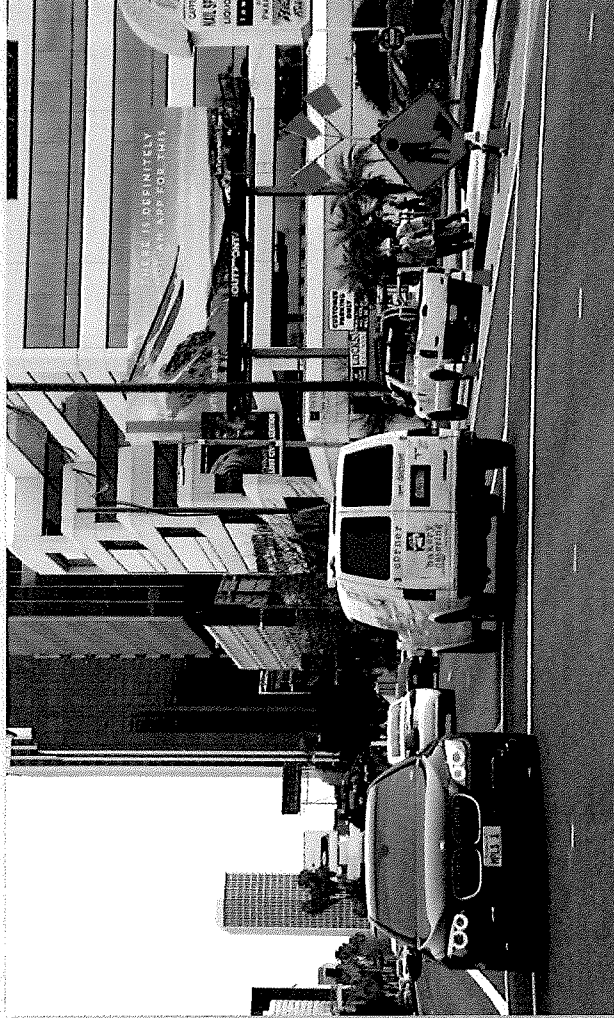
	Scheduled	Actual	Override
Start Date	1/19/15	1/21/15	N/A
End Date	2/15/15	2/17/15	N/A
TOTAL DAYS	28	28	0



L-28

Wilshire & McCarthy Vista Bulletin.

	Scheduled	Actual	Override
Start Date	1/26/15	1/26/15	N/A
End Date	2/22/15	2/23/15	N/A
TOTAL DAYS	28	29	1



L-29

La Cienega & Fairfax Bulletin.

	Scheduled	Actual	Override
Start Date	1/26/15	1/26/15	N/A
End Date	2/22/15	3/17/15	N/A
TOTAL DAYS	28	51	23*

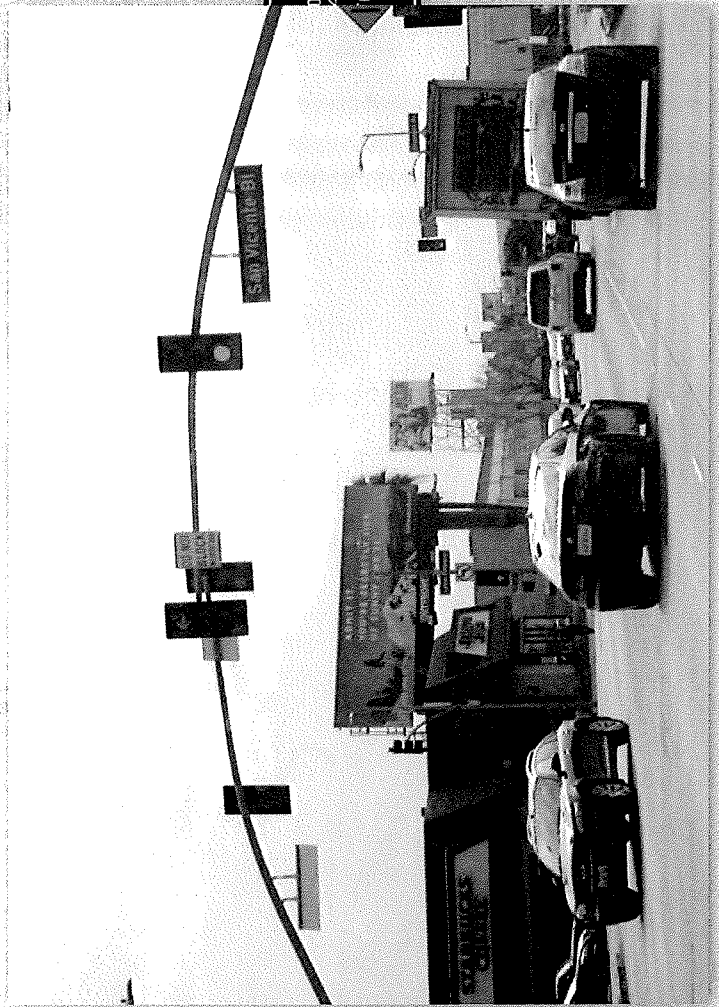
* As of 3/17, this board is still live.



L-30

Fairfax & Olympic Bulletin.

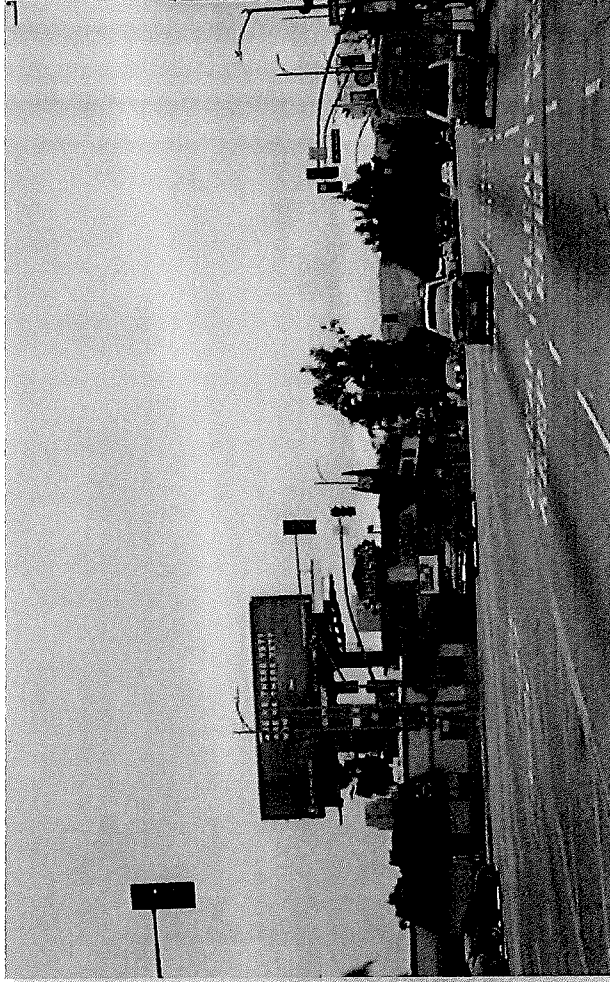
	Scheduled	Actual	Override
Start Date	1/26/15	1/26/15	N/A
End Date	2/22/15	2/23/15	N/A
TOTAL DAYS	28	29	1



L-31

Olympic & San Vicente Bulletin.

	Scheduled	Actual	Override
Start Date	1/26/15	1/28/15	N/A
End Date	2/22/15	2/23/15	N/A
TOTAL DAYS	28	27	-1



L-32

Pico & La Cienega Bulletin.

	Scheduled	Actual	Override
Start Date	1/26/15	1/26/15	N/A
End Date	2/22/15	3/2/15	N/A
TOTAL DAYS	28	36	8



L-33

Print Media.

L-34

Mt. Diablo Magazine.

January Issue co-op page


Shared with 4 resorts: Diamond Peak,
Tahoe Donner, Kirkwood, and
Squaw/Alpine Meadows


Creative: Banners at header/footer,
“Winter is Upon Us”

123K Impressions

Cost: \$1,000

L-35


WINTER IS UPON US.  north lake tahoe



DIAMOND PEAK RESORT Diamond Peak is North Lake Tahoe's hidden gem with 4000' of vertical, 1800' feet of vertical and the most breathtaking views of Lake Tahoe. We're available for rentals of all ages—old, the and under ski free and adult lift tickets \$34 (801 holiday).

mind
SKI RENTALS


diamondpeak.com
827-1177



TAHOE DONNER Our ski area is big, open, and beautiful with beautiful views and warm slopes. Our world-class cross-country and fatbike trails for skiing and snowshoeing at all abilities with sweeping vistas, plus a new state-of-the-art lodge in 2015. Our Specialty area offers the best deal around for tubing and sledging!

TAHOE DONNER

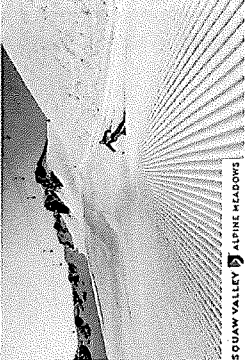
www.tahoe-donner.com
(530) 567-6400



KIRKWOOD Experience unparalleled slopes, amazing views, and fantastic lift rides at Kirkwood. We're the only resort in the area with a dedicated snowmaking system. Joining Children's Ski & Snowboard School take care of the little ones while you take part of our new snowcat adventure tours or lake-side cocktails.

KIRKWOOD

kirkwood.com
525-2992



SQUAW VALLEY | ALPINE MEADOWS Squaw Valley | Alpine Meadows is Lake Tahoe's premier resort with over 1000 acres of world-class skiing and snowboarding. We offer a variety of activities throughout the resort. Stay overnight in The Village at Squaw Valley for the ultimate in convenience.

SQUAW VALLEY | ALPINE MEADOWS

www.squawvalley.com



Search + Site.

L-310

SEM - Google AdWords.

Campaign to date:	Impressions Served	Clicks	CTR	CPC	eCPM
12/1-2/28	202,661	3,681	0.0182	1.86	33.78
Generic					
NLT Brand	21,664	1,568	0.0724	1.57	113.63
TOTAL	224,325	5,249	0.0234	1.77	41.5

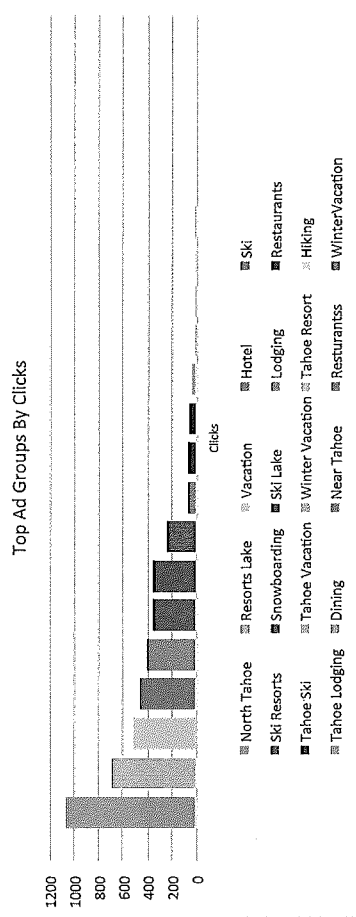
north lake tahoe vacations

Web Maps News Images Shopping More Search tools

About 2,330,000 results (0.30 seconds)

North Lake Tahoe Vacation - gotahoenorth.com

www.gotahoenorth.com
Escape To Stunning North Lake Tahoe And Plan Your Dream Vacation Today.
Special Deals - Skiing & Snowboarding - Beautiful Lodging
North Lake Tahoe Lodging - Specials And Packages



Top Keywords:

- north lake tahoe hotels
- snowboarding
- north lake tahoe
- snow ski
- ski resorts
- nevada vacation
- north shore tahoe
- vacation
- north lake tahoe rentals
- north lake tahoe ski resorts

Highlights & Learnings:

- Search is a critical component to vacation research, and the campaign successfully aligns with keyword and audiences during the decision making process.
- Keyword and category performance indicates that lodging- and activities- related content may serve well as a tertiary message(after brand- and campaign- led messaging).

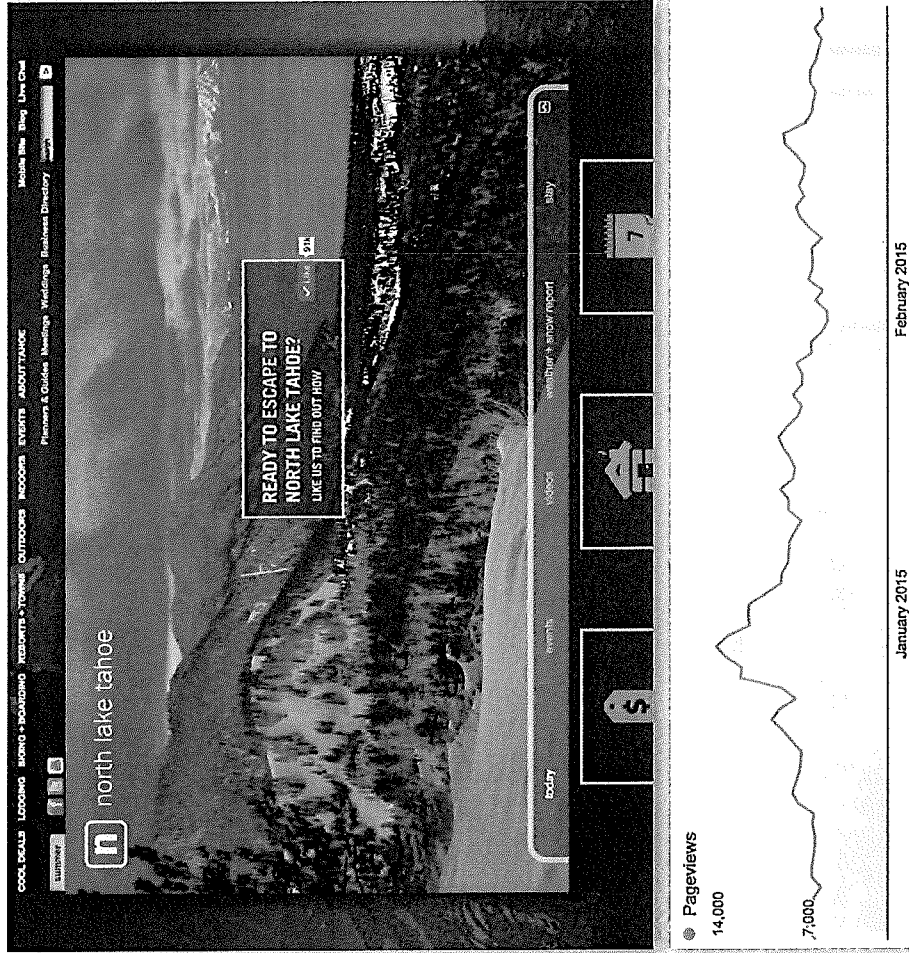
L-37

Site Performance.

Total Visits: 235,816
 New Visitors: 190,337
 (80.7% new)
 Page Views: 632,863
 Avg. Pages/Session: 2.68
 Session Duration: 1:52
 Cool Deals Page Views: 9,836

Traffic sources*

136.9K California (63.5%)
 33.4K San Francisco (24.4%)
 7.6K Los Angeles (5.6%)
 5.8K San Jose (4.3%)
 5.6K Truckee (4.1%)
 5.0K Sacramento (3.7%)
 3.4K South Lake Tahoe (2.5%)
 3.0K San Diego (2.2%)
 2.0K Oakland (1.4%)



L-38



Next Steps.

L-39

Next Steps.

- Out-of-home final report (once all boards are down)
- Ongoing search and social campaign updates through June 30, 2015:
 - Performance reports
 - Creative updates
 - Optimizations



740

Appendix.

Methodology.

- Impressions Served - # of NLT ads that have run to date
- Ordered Impressions - # of NLT ads that were planned to run to date
- Delivery Index - Impressions Served divided by Ordered Impressions times by 100
- Clicks - # of Clicks on NLT ads to date
- CTR (Click Through Rate) - Clicks divided by Impressions Served
- CPC (Cost Per Click) - Cost divided by Clicks
- eCPM (Effective Cost Per Thousand Impressions) - Cost divided by Impressions Served times by 1,000
- Homepage VTR - # of post impression Served and/or Clicks responses that went and/or returned to the NLT Homepage after initial ad encounter divided by Impressions Served
- Cool Deals VTR - % of post impression and/or click responses that went and/or returned to the NLT Cool Deals page after initial ad encounter divided by Impressions Served
- Completed Views - # of NLT video ads that ran to 100% completion to date
- VCR (Video Completion Rate) - Completed Views divided by Impressions Served
- CPCV (Cost Per Completed View) - Cost divided by Completed Views



L-42

Thank You.

L-43



Conference Department Report for March 2015

In March, 2015 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 annual North Lake Tahoe Resort Association employee retreat at Granlibakken.

Staff participated in a planning conference call for the CalSAE Elevate Conference being held at the Resort at Squaw Creek in April.

Staff participated in a conference call with the Convention Industry Council and the RSCVA. CIC is interested in having the CVB host a post-convention FAM for roughly 20 of their members who will be attending their annual conference in Reno. All attendees are buyers and have attained the CMP designation.

Staff hosted a conference call for the CalSAE Elevate Party with the Partners Committee. The committee is responsible for hosting a 200 person party for VIP attendees.

Staff attended the monthly NLTRA Marketing Meeting

Staff attended the IVCVB Annual Board Retreat and provided an update on the conference sales program.

Staff hosted a site visit for the American Association of Feline Practitioners. AAFP is considering the Hyatt Lake Tahoe for their February 2016 meeting.

Staff hosted a planning visit for the Associated Contractors Distributors International. Their annual is booked at the Ritz-Carlton.

Staff met with Durst Strategic Events & Inductive Automation for the ICC Annual Conference. This group is considering Lake Tahoe for their annual program in September 2016. The meeting will bring 600+ people to Lake Tahoe bring generate over 1235 room nights \$250,000 in room revenue.

Staff met with local destination management company DSC to discuss future business and new ideas for team building and offsite venues.

Staff met with Triple Crown Sports. Their TCS USA Nationals for July 2015 is picking up well for North Lake Tahoe. At this time they have picked up close to 600 room nights amongst three properties. We will continue to work on additional properties as this program fills their blocks.

L2-1

Staff assisted and attended the North Lake Tahoe Visitors Center's Squaw Valley Rescue Dog fundraiser to network with local business owners and community members.

Staff attended the North Lake Tahoe Chamber's Creative Cocktail Networking Event to network with local businesses and to learn more about Alibi Ale Works as venue for special events.

Staff set up sales appointments for San Francisco Sales Trip March 23-27, 2015 to coincide with the PYM Live San Francisco March 26, 2015.

Staff attended the Plan Your Meeting Live event in San Francisco. During this event staff had one-on-one appointments with over 20 meeting planners from the Bay Area that represent both corporate and association organizations. Around this event Staff conducted sales calls in the Bay Area to corporate clients.

Staff worked with Helms Briscoe to set up a site visit for their client Coupons.com. Coupons.com is considering Lake Tahoe for July Sales Meeting. This meeting would generate 105 room nights. Coupons.com is also considering Lake Tahoe for a large winter meeting in 2016 for 160 people. Details for this program have not been disclosed.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of March, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.

L2-2



Leisure Report
February Marketing Committee Meeting
3-2-15 (CANCELLED)

TRAVEL TRADE

- Met with our market manager from Living Social Escapes
- Selected tour operator, wholesaler and receptive appointments for Mountain Travel Symposium taking place April 12-18 in Whistler, BC
- Assisting with trade invitations and the program for this year's Ski Lake Tahoe MTS luncheon held annually to thank all of our top travel providers
- Met with the Gate7 , our Visit CA Australia/New Zealand office
- Met with Black Diamond, our UK/Ireland office
- Working with the owner of four Hello World travel agencies in Melbourne, Australia and the owner of the country's largest Specialized dealer on a West Coast mountain biking tour with multiple nights to be spent in North Lake Tahoe

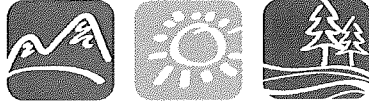
FAMs

- Hosted a Volaris Airlines travel trade and media FAM attended by Operadora 365, Viajes Panorama, Geotravel, Prego Viajes, Volaris Airlines, Tour Magazine, Mural Newspaper and Visit CA Mexico
- Assisted RSCVA with some last preparations for their annual ski fam to take place in March
- Coordinating an Air New Zealand travel agent fam visit to take place in early May

CONSUMER & MISC

- Attended Visit CA's annual Outlook Forum. Day 1 consisting of market updates from the international offices and Day 2 highlighting Visit CA's marketing plan
- Attended a High Sierra Visitors Council meeting at the Outlook Forum
- Working on GoTahoeNorth.com web site development

L3-1



north lake tahoe

Chamber | CVB | Resort Association

Leisure Report
March Marketing Committee Meeting
3-24-15

TRAVEL TRADE

- Introduced JT Thompson to travel trade attending MTS and assisted in filling the open time slots for the Trade Exchange taking place mid April in Whistler
- Worked with the Visit CA international offices on top travel trade choices for IPW appointment scheduling
- Selected receptive tour operator and international wholesale appointments from top and emerging markets for US Travel Association's International Pow Wow taking place late May through early June in Orlando
- Met with the market managers from Luxury Retreats who are looking to build as much high end home rental product in Lake Tahoe as possible
- Met with Turn Key properties, a new vacation rental marketing and booking company
- Met with the market manager from GetARoom.com

FAMs

- Attended RSCVA's annual travel trade ski fam attended by OTAs, domestic and international ski and year-round wholesalers, ski clubs, transportation providers and NCOT reps.
- Hosted an Australian travel agent incentive fam attended by 12 agents who earned their seats on the fam by selling ski vacations with SKIMAX, North Lake Tahoe's top producing ski wholesaler
- Hosted the Western US' market manager for Orbitz Australia
- Hosted Laura Csortan, an Australian media icon/celebrity and freelancer writing for a well-followed blog titled Gypset Travel and also being commissioned by Maxim Magazine
- Arranging a Helloworld (Australia's 2nd largest travel agency brand) staff visit
- Putting together the itinerary for an Air New Zealand travel agent incentive fam taking place in early May. Agents must have sold \$1.5 million in flights into CA this fiscal year to qualify

CONSUMER & MISC

- Promoted the Junior National XC Championships
- Presented to the IVCBVB board of directors at their annual retreat

L3-2



Special Event Department Report
March 2015
Submitted by Judy Laverty

USA Cycling

On a daily basis, staff works with the USA Cycling Race and Operations director on all aspects of the race including: Permitting for five counties, EMT, EMS, Caltrans, Police, CHP, Fire, etc. Attended an all agency meeting on permitting and agency needs. Assisted in adjusting race routes to satisfy different agency requirements. Staff will also reach out to various companies to participate in the Vendor Fair component of the race.

Professional Disc Golf Association World Championships

Staff is working with the PDGA and Jason Neary on the feasibility of submitting a proposal for the 2016 worlds. A low end room rate, \$5 per room rebate plus a 10% commission to PDGA may or may not pencil out. We will continue to work on the numbers and will give a status update at the April meeting. Staff met with David Polivy of Tahoe Mountain Sports who will be the organizer for the Championships if we can bring it to our region.

WinterWondergrassTahoe Bluegrass and Craft Beer Festival March 20-22, 2015

Staff worked closely with Bonfire Entertainment staff on the procurement of the ABC license, marketing and pr. Ticket sales are very strong and a near-sellout is expected. After reviewing the traffic on their Facebook page, there are a significant number of attendees coming from Colorado, Oregon, Washington, California and other states. Squaw Valley occupancy was projected at 96% as of March 19th. Roomnights specifically for this event are projected to be significant.

Autumn Food & Wine

Staff had a very successful meeting with the event staff at Northstar and Markstein Beverage for sponsorship and product donation to the festival. Discussion also included mapping out a tentative outline of event programming, additional sponsorships and logistics. More interactive activities will be incorporated into the festival this year including performance art, live artist demonstrations, etc.

California State Parks

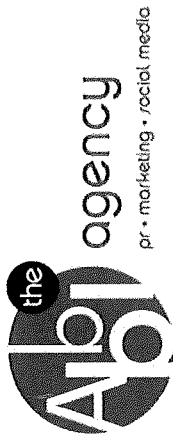
Staff had a very constructive meeting with the permits coordinator for State Parks in our Sector. Policy has been set for usage of Kings Beach, Donner Lake, Burton Creek and other State Park operated venues. When the policy is totally confirmed and in print, staff will distribute to the committee and all event planners that are planning to use any

L4-1

of the above venues. It will also be added to our Special Event Resource Guide updates.

Meetings: Staff attended the NLTRA staff retreat, participates in the Town of Truckee Special Event Policy Workshops, Abbi Agency, Auction Committee for Chamber Awards Dinner, Tahoe Flow Arts Grant Meeting, Truckee Town Council Meeting, and the Chamber Awards Dinner.

L4-2



North Lake Tahoe: PR + Social Media

Content Marketing Design Public Relations Social Media

76-1

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The Adventurer / Risk Taker

- Reads and understands weather patterns, appreciates newsworthy outlets
- Active on social media and fan pages – they follow their favorite athletes
- Likes to understand new trends and gear
- Brand driven (gear, clothing)
- Has a ski lease in Tahoe, multiple passes
- Makes fun of “bro’s”

The Parents (kids 4-18)

- Seeking a destination that offers a well rounded experience for their family – something for everyone to enjoy
- Not completely driven by price but value is important to them

The Direct Flight Traveler

- Wants to get away – doesn’t want to spend a lot of time getting there
 - Messaging: Why we’re better / Why we’re different / Stay one more day
- Looks for package deals: Flight + Lodging + Lift Tickets
- Direct Competitor: Colorado



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The Mountain Professional

- Single or married, no kids, professional (full time, Monday – Friday)
- Smart, driven, loves to play, loves weekends
- Social – large group of friends
- Travels in groups
- Tahoe = Party > Ski > Gamble > Music > Ski > Party

The Meeting Planner

- Wants new and different – enjoys wow-ing, wants to know “what’s new”
- Experiential is important to them
- Seeks a variety of activities to please diverse groups
- Likes incentives; Tahoe Celebrity Angle

The Bride

- Planning a destination wedding – large scale to eloping
- Wants travel to be affordable for friends + family
- Not familiar with local vendors or resources
- Seasonal: winter, summer or fall (doesn’t want to risk rain in spring)
- Seeks an incredible backdrop for photos to remember
- Avid blog and magazine reader



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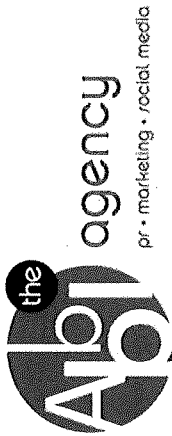
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Key Themes: January – June

Goals

1. Capitalize on winter + spring (shoulder season) with engaging, shareable content that drives fans, followers and readers to North Lake Tahoe. Provide new itinerary ideas to promote longer stays.
1. Grow subscribers for NLT Newsletter; increase distribution frequency.
2. Create and boost timely and visual video content on Facebook to increase engagement

Story Angles

- Beyond the Slopes
- Shoulder Season
- Festivals / Human Powered Events
- Snow / Weather
- Range of snow focused activities:
 - Backcountry; Terrain Parks
 - Snow Kiting; Biking; Skating
 - Skiing; Riding
 - Snow Shoeing; Sledding
 - Nordic; Cross Country
- Cool Deals; Value
- LGBT Travel
- Après (dining; entertainment)

Social Media

- Weather Driven
 - Tahoe Snow Tracker
 - Snow Conditions Videos
- Deal Driven
- Call-to-Action Content
- Contests: #TakeASnowDay; WinterWonderGrass
- Content Campaign: Tahoe Trifecta
- Advertising Campaign: New York City
- Re-launch of Après eBook
- Events
 - Ticket Giveaways
 - Information; Image; Video



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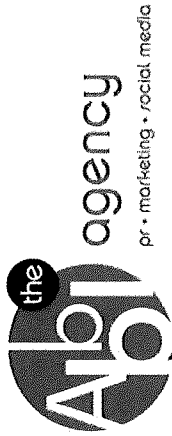


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A



Media Relations & Content Development

Content Development

- Newsletter
- Blog Posts
- Branded graphics for social
- Press Releases
- Partner Talking Points & Initiative Updates: pre-winter; pre-summer

Campaigns

- Spring: Tahoe Trifecta; Spending Your Tax Return
- Summer: The Ale Trail (grant driven)
- Winter: HPS – First Time Tahoe (grant driven)

FAMs

- Focused on individual visits; tailored to a direct flight market. TAA will identify a seasonal focus for each.

Targeted Outreach

- Thrillist
- Travel + Leisure
- Conde Nast Traveler
- San Diego Magazine
- Oregonian
- Martha Stewart Weddings
- Meetings Publications

Budgetary Considerations

- New Photography (seasonal)
- Airfare for direct flight media
- International Media Relations
 - UK
 - Guadalajara
- Boosted Social Content on Facebook



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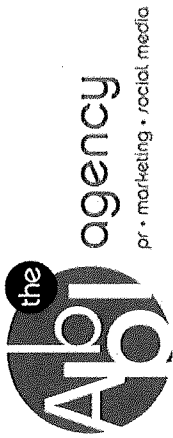
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Highlights

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Public Relations: January Results

THINGS WE LOVE

Tahoe City, Calif.

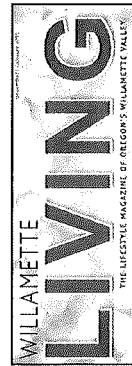
Like Tahoe's lively North Shore burg already wins kudos for the deep forests and snowy slopes nearby, now it has morphed into a hub for adventure and art as well. Area code is 530. visitlahoe.org




via

via's Original Bar B Que offers eight to 10 160 dishes and desserts daily.

- 1 Text snow bikes, snowshoes, and skis at the largest demo of winter mountain sports gear in the West, the **Alpen glow Mountain Festival**, Feb. 21 to Mar. 1 this year. Join international guides in the backcountry as they impart the nuances of Sierra terrain, or hike to a catered dinner. 530-697-7777, alpenglow.com.
- 2 The recently renovated **Tahoe Art Haus & Cinema** serves up indie movies, action sports films, and major releases along with snacks from the popcorn spice bar. The venue also features guest lectures, sponsors pub crawls, and hosts performances organized by the newly formed Lake Tahoe Dance Collective. 534-2431, tahoearthaus.com.
- 3 At the new **Tahoe City Winter Sports Park**, glide beneath the stars at ski-to-bonfire dinners hosted by such local restaurants as Zia Lina, or bring the family out to slide, cycle, and run at the Pole, Pedal, and Pound triathlon on Jan. 2. 530-5168, wintersportspark.com.
- 4 Recently opened **Original Bar B Que** pairs extra thick, smoky St. Louis-style ribs with jalapeño-and-onion corn bread grilled briefly in butter. Other proteins worth trying: Southern-fried catfish and smoked tofu. 530-4227, mesquitebarbque.com/foodandbeverage.
- 5 Amid the small remnant of hole-in-the-wall coffeehouses and snack shops in Tahoe City comes a dining place called **Sugar Pine Eatery**. Pastry queen Allison Sayles bakes organic treats using ingredients from local farmers' market vendors. Her salted caramel brownies, lavender tea cookies, and gluten-free chocolate chip cookies are to die for. 530-5253, sugarpineeatery.com. — LAUREN KILPATRICK



Total Placements: 16

Total Publicity Value: \$61,374

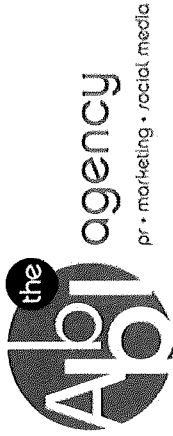
Total Impressions: 45,396,205

Placement Highlights:

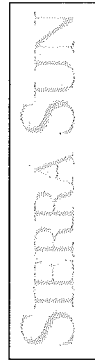
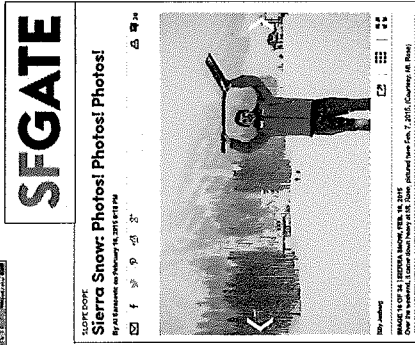
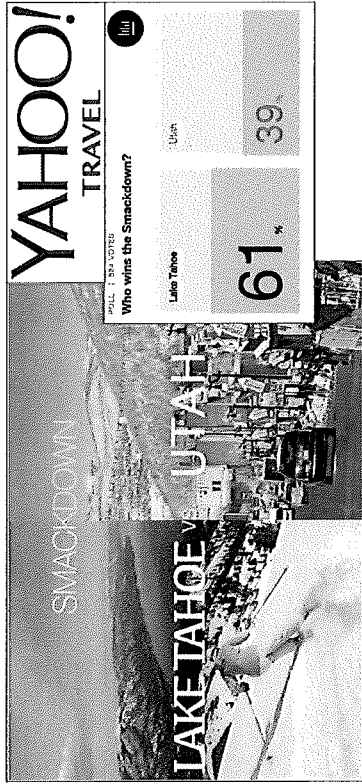
- VIA Magazine (print publicity value: \$15,320)
- Canada.com (publicity value: \$637)
- Conde Nast Traveler.com (publicity value: \$1,630)
- Yahoo! Travel (publicity value: \$497)
- Willamette Living (publicity value: \$720)

Pending Placements:

- Lexington Herald-Leader, Destination piece
- San Francisco Chronicle, Skiing Tahoe
- Hemispheres Magazine, winter ski season
- Where Traveler, Tahoe travel
- USA Today, beachside summer resorts



Public Relations: February Results



Total Placements: 18

Total Publicity Value: \$132,857.12

Total Impressions: 125,654,498

Placement Highlights:

- Yahoo! Travel (publicity value: \$28,000)
- SF Gate (publicity value: \$74,000)
- Thrillist (publicity value: \$8,165)
- Lexington Herald (publicity value: \$5,538)
- OnTheSnow.com (publicity value: \$348)


Pending Placements:

- San Francisco Chronicle, Skiing Tahoe
- Where Traveler, Tahoe travel
- USA Today, beachside summer resorts




Public Relations: March Results

Los Angeles Times
It's a powder party at ski resorts from Mammoth to North Lake Tahoe



Ski resorts from Mammoth Mountain to North Lake Tahoe reported powder conditions after snowfalls last weekend. Shown here, a skier at Sugar Bowl. (Lush Alpha / Sugar Bowl)
BY MARYFORGIONE

TheActiveTimes



North Lake Tahoe
About a 45-minute drive from the Reno Tahoe International Airport, this destination makes for a versatile vacation in the spring months of March and April. Here, it wouldn't be unusual to begin your day skiing on the slopes and then transitioning to an afternoon kayak session on the lake. Of course, the

trekaroo
kids. trips. tips.

SFGATE

7x7

THRILLIST

Total Placements: 17
Total Publicity Value: \$99,152
Total Impressions: 63,107,772

Placement Highlights:

- Los Angeles Times (publicity value: \$26,208)
- Thrillist (publicity value: \$1,420)
- 7x7 (publicity value: \$5,23)
- Trekaroo (publicity value: \$6,300)
- The Active Times (publicity value: \$7,809)

Pending Placements:

- Where Traveler, Tahoe travel
- USA Today, beachside summer resorts
- PowderHounds
- SF Chronicle; SNOW Magazine
- South Bay Magazine

GOALS

- Engage with a New York audience and educate them about summer travel to North Lake Tahoe via the new direct flight on JetBlue
- Drive new fans and followers to the GoTahoeNorth website

FACEBOOK (2 ads)

- Combined Impressions: 18,810
- Total Website Clicks: 205
- Cost per click: \$0.37 - \$0.46

TWITTER (4 ads)

- Impressions: 27,603
- Total Website Clicks: 103
- Advertising Creative: 4
- Cost per click: \$0.41

North Lake Tahoe Sponsored · Like Page

Dreaming of temperatures higher than 4°? Book your flight and visit us this summer.

North Lake Tahoe.

North Lake Tahoe Sponsored · Like Page

Trade the traffic for open waters this summer in North Lake Tahoe.

Fly to North Lake Tahoe
Jet Blue has made it possible - plan your trip now!

WWW.GOTAHOE-NORTH.COM

Post Highlight

North Lake Tahoe
13 January at 11:43 • Edited •

Dreaming of summer? Plan a trip to the north shore of beautiful Lake Tahoe for only \$89 each way. JetBlue Airways is now offering non-stop service to the Reno - Tahoe International Airport starting May 28. Check www.gotahoenorth.com for activities and deals...see you soon!



JetBlue to link Reno, New York City with daily flights
Nonstop flights, starting May 28, a 'game changer' for Reno-Tahoe region...
RGI.COM


27,168 people reached


Like • Comment • Share • 334 15 58


See Results


Facebook Post, Jan. 13

- Likes: 451
- Shares: 69
- Comments: 69
- Reach: 27,168
- Spend: \$50 (targeted to New York City audience)

 **Bill Rooney** Mike we need to go back !!
Like · Reply · 14 January at 19:45

 **Jeanette Yeaman** Jaclyn Stewart
Like · Reply · 14 January at 13:37

 **Jaclyn Ream** Dennis Sick come visit us!
Like · Reply · 13 January at 19:37

 **Adam Zeciri** Joe Palacios, Benjamin Tecumseth Hawwk... Tahoe 2015?
Like · Reply · 13 January at 17:00

Post Highlight

North Lake Tahoe added 3 new photos.
 6 February at 15:14 • Edited •

#TahoeSnowTracker: LET IT SNOW in #TahoeNorth! Storm is starting up and expected to run through the weekend!

12,220 people reached
 Like • Comment • Share • 734 21 40

Boost Post

Facebook post, Feb. 6

- Likes: 791
- Shares: 49
- Comments: 36
- Reach: 12,220

Suzanne Quinn Beautiful photos. Makes me want to put on my long johns.
 Like · Reply · 2 · 6 February at 19:38

Monica Ruiz Hanks Look how beautiful!!
 Like · Reply · 2 · 6 February at 15:38

Jerry Alexander Espero Nice
 Like · Reply · 1 · 6 February at 18:07

Veronica Rosales-Gonzalez Daisy Rosales
 Like · Reply · 6 February at 21:26


Daisy Rosales Wish we were there
 Like · 1 · 6 February at 21:37

Tanya Huffman-Rodriguez Wish i was there 😊
 Like · Reply · 1 · 6 February at 16:31

Casey Madden Thomson Oh this makes me so happy! We are coming next week and thought we wouldn't get to see any snow!
 Like · Reply · 1 · 6 February at 15:33

North Lake Tahoe
7 March at 06:57

Snow and Sunsets: two of our favorite things in #TahoeNorth. #TakeASnowDay and get out here to enjoy it!
(Photo: Beau Rogers via Flickr)




29,504 people reached

Unlike • Comment • Share • 2,188 41 191


Boost Post

Facebook post, Mar. 7


- Likes: 2,668
- Shares: 191
- Comments: 93
- Reach: 29,504

 Luis Brena One day me and my beautiful wife will post a picture and that will be our back group. ...her wish has been is to visit Lake Tahoe ...hopefully next year....mi amor...


Like · Reply · 7 March at 10:59

 Sam Joyce Haskett Love this. So beautiful


Like · Reply · 8 March at 15:23

 Ed Torres I need to go back!


Like · Reply · 1 · 7 March at 08:16

 Mitzi Rubright Yes just made me want to talk Don into going next weekend


Like · Reply · 7 March at 08:03

 Donna Reeder Beautiful! Thanks for sharing!

Like · Reply · 7 March at 07:18

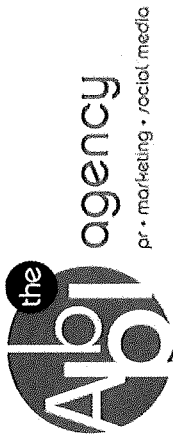
 Linda Sabic Magical

Like · Reply · 7 March at 09:37

 Randy Ballinger Good one.

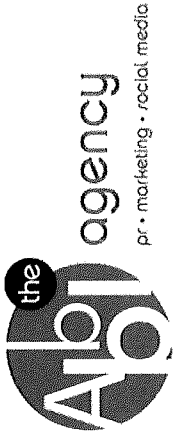
Like · Reply · 7 March at 16:51

13



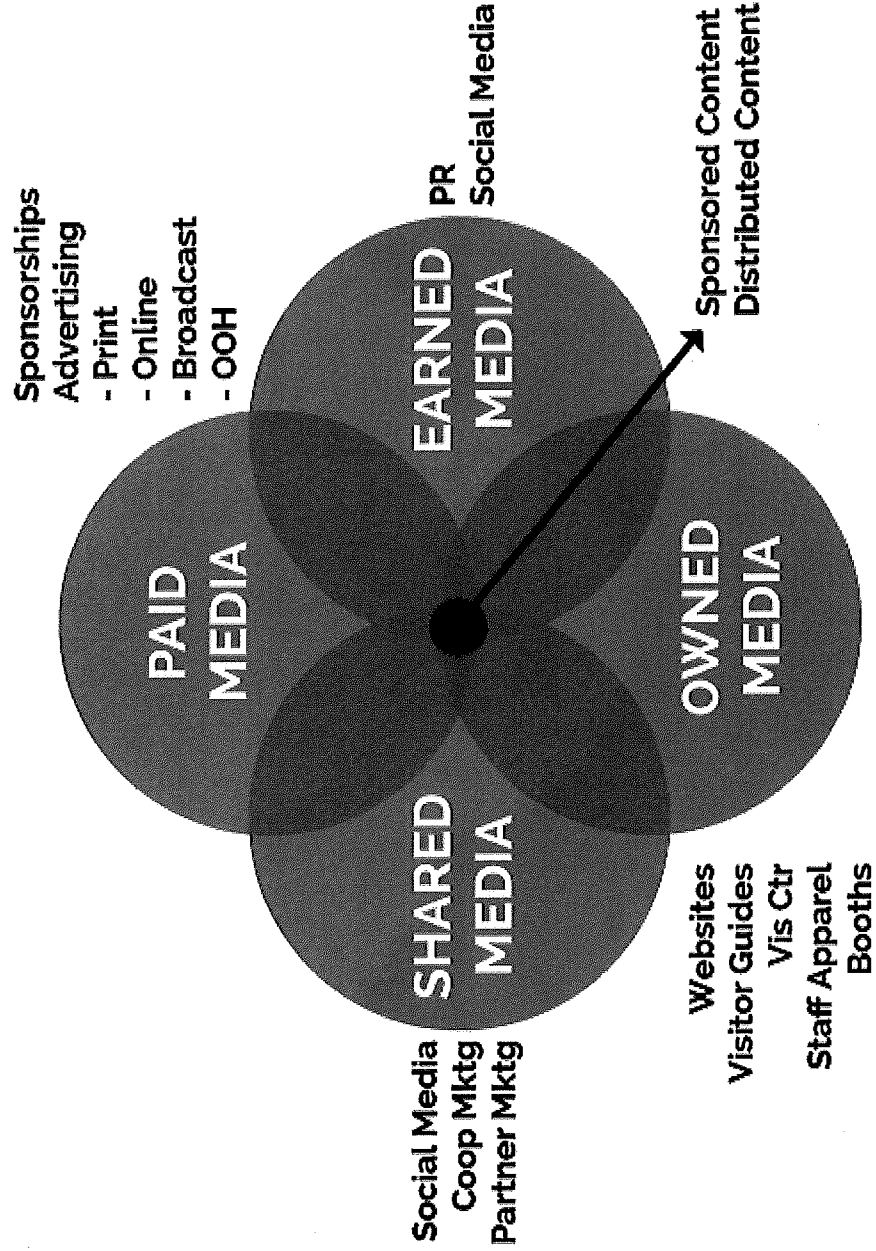
Brand Journalism

 775.323.2977  @theabbiagency  theabbiagency.com  275 Hill St. Ste. 250 Reno, NV 89501



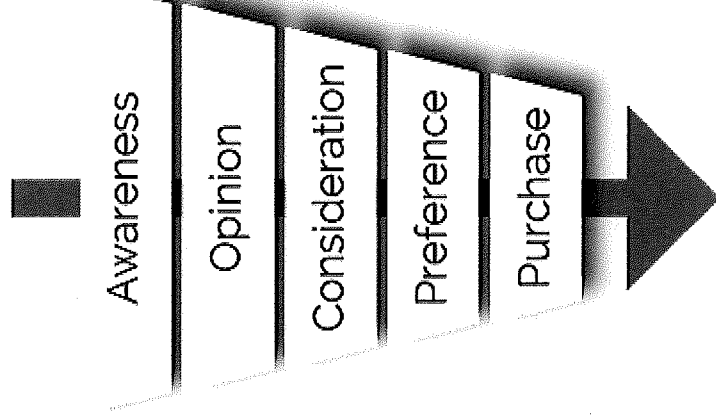
What We Know

→ EVOLVING MEDIA MODEL



EVOLUTION OF MARKETING FUNNEL

OLD WAY



NEW WAY



How To Après Campaign Overview

OBJECTIVES

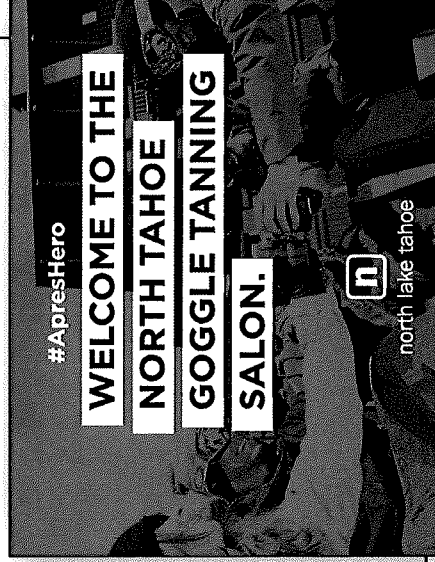
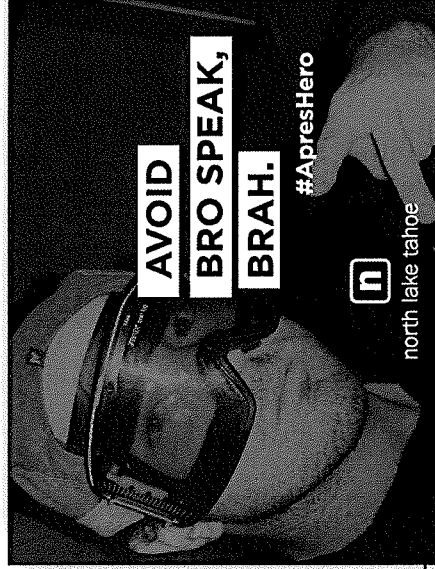
- Create a tongue-and-cheek guide to Après skiing/riding in North Lake Tahoe
- Boost engagement by promoting downloads and shares via two prize packages on Facebook

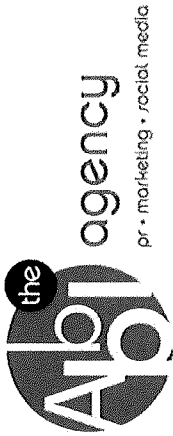
GOAL

Continue to establish North Lake Tahoe as a prime winter destination. Boost engagement across digital channels by leveraging an existing audience through owned channels. This includes: website and social media pages.

TOOLS

- eBook
- Social Sharing Images
- #ApresHero





Campaign Results

Facebook

- 19 Facebook Posts:
- Total Likes: 2,184
- Total Shares: 93
- Total Comments: 61
- Total Impressions: 55,184

eBook

- Total Views: 327
- Total Likes: 1,671
- Total Shares: 620
- Total Impressions: 42,940

Instagram

- 4 Posts:
- Total Likes: 88
- Total Impressions: 7,460

Content

- 1 Press Release

Graphics for Social Media (9)

- Total Likes: 394
- Total Comments: 22
- Total Shares: 38
- Total Impressions: 17,734

Public Relations

- 13 Placements (highlights):
- NBC Bay Area
- Skift
- Santa Cruz Sentential



775.323.2977



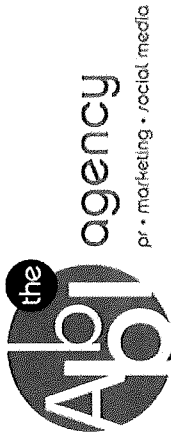
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275 Hill St. Ste. 250 Reno, NV 89501



Human Powered Sports Campaign Overview

OBJECTIVES

- Grow awareness of human powered activities in North Lake Tahoe
- Educate fans, followers and readers on sporting accessibility through how-to tactics
- Increase engagement on social channels
- Drive shoulder season tourism and diversify the vacationers experience

GOAL

Position North Lake Tahoe as THE premiere recreational and sporting destination 365-days-a-year, but especially in fall, by leveraging an existing audience through owned channels. This includes: website, blog, newsletter and social media pages.

TOOLS

- eBook
- Infograph
- Social Sharing Images
- How-To Videos
- Quiz



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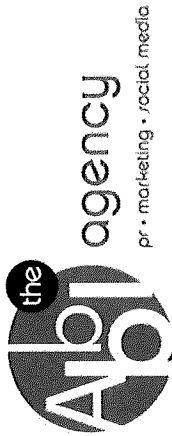
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Campaign Results

TOTAL IMPRESSIONS: 5 MILLION

Facebook
24 Facebook Posts:

- On average each post resulted in 1,200 likes and 26 comments
- Total Likes: 29,952
- Total Shares: 2,256
- Total Comments: 624

Quiz

- 2,300 Shares

Infograph

- Total Likes: 530
- Total Comments: 6
- Total Shares: 40
- Total Impressions: 6,206

eBook

- Total Views: 893
- Total Likes: 1,263
- Total Shares: 76
- Total Impressions: 21,237

YouTube
4 Videos:

- Total Views: 56,513
- Total Impressions: 85,772

Graphics for Social Media (8)

- Total Likes: 424
- Total Comments: 30
- Total Shares: 19
- Total Impressions: 6,906

Public Relations
16 Placements:

- Markets: Local; Regional; Bay Area; National
- Reach: 308,377
- Total Advertising Value: \$40,003.42

Content

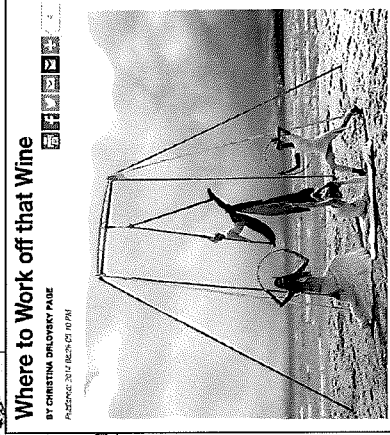
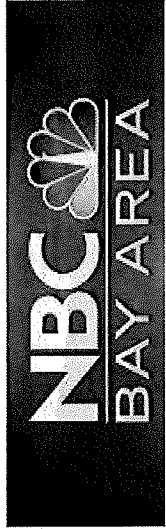
- 1 Press Release
- 7 Blog Posts (total views: 1,567)
- 3 Newsletters (distribution: 95,691)

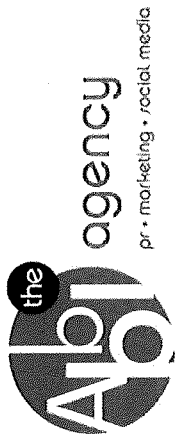
Instagram
21 Posts:

- Total Likes: 2,199
- Total Impressions: 52,713

Campaign Placements: 16

- PlayBuzz (Homepage): 7/15
- Skift: 8/15
- Visual.ly: 8/20
- NBC Bay Area: 8/21
- Visulaistan: 8/21
- NNBW: 8/25
- Sherman's Travel: 8/26
- Curbed Ski: 8/27
- Diablo Magazine: 9/1
- Tahoe Bonanza / Sierra Sun: 9/3
- KOLO: 9/3
- Endless Vacation: Fall 2014 Issue
- San Diego Magazine: September Issue
- Times Community Newspapers – Fall (syndicated)
- Yahoo! Travel: 10/15
- San Francisco Chronicle: 10/26





Social Media Growth + Engagement:

Facebook Data

- Fans Gained (August – October): 22,548

Location Demographic:

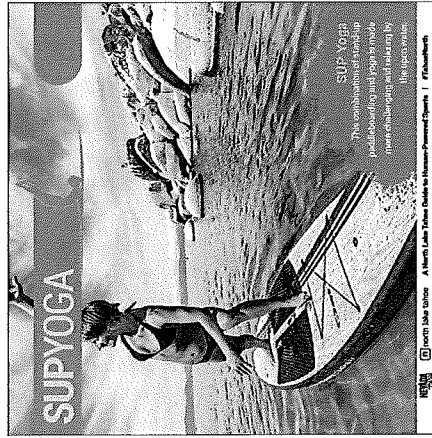
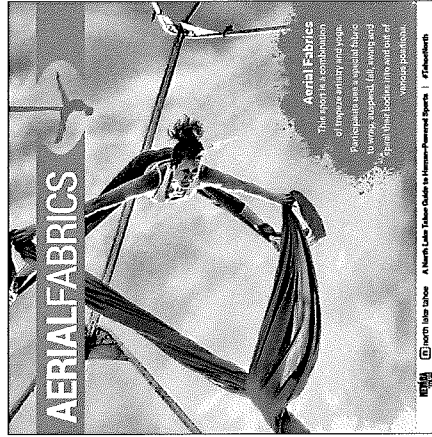
- 321.2k Impressions: Los Angeles, CA
- 82.8k Impressions: San Diego, CA
- 151.4k Impressions: Sacramento, CA
- 51.9k Impressions: Reno, NV

Twitter Data

- Followers Gained (August – October): 1019
- Mentions: 381
- Link Clicks: 1,789
- Re-Tweets: 464

Instagram Data

- Followers Gained (August – October): 792
- Total Photos: 971



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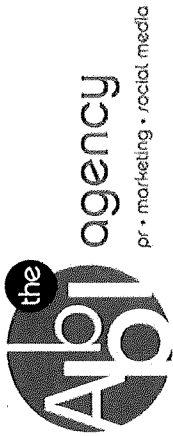
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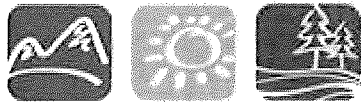
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Thank You

LG-23

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north lake tahoe

Chamber | CVB | Resort Association

March 2015

Marketing Standing
Reports



DAILY OCCUPANCY REPORT

Destination: North Lake Tahoe

Period: Bookings as of February 28, 2015

Contents & Overview

Contents: Graphs

- a. Rolling 6-month view
- b. Static winter view
- c. Static summer view
- d. 45-day advance view

Participating Properties:

PROPERTIES REPRESENTED:

DHR - NLT Resort at Squaw Creek
Hyatt Regency Lake Tahoe Resort
Northstar at Tahoe
Plumpjack Squaw Valley Lodge

About the Daily Occupancy Report:

DESCRIPTION: The Daily Occupancy Report tracks occupancy on a daily level of granularity. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.

The Daily Outlook Report is generated on a monthly or twice-monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.

As is the case in all DestiMetrics data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

Note: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above. Information provided here is CONFIDENTIAL INFORMATION and is the exclusive property of DestiMetrics LLC. It is expressly not for reproduction. Sample reports are being provided to interested persons, specifically for purposes of their evaluation of a potential subscription. All samples are hypothetical and do not reflect actual results. Copyright 2015.

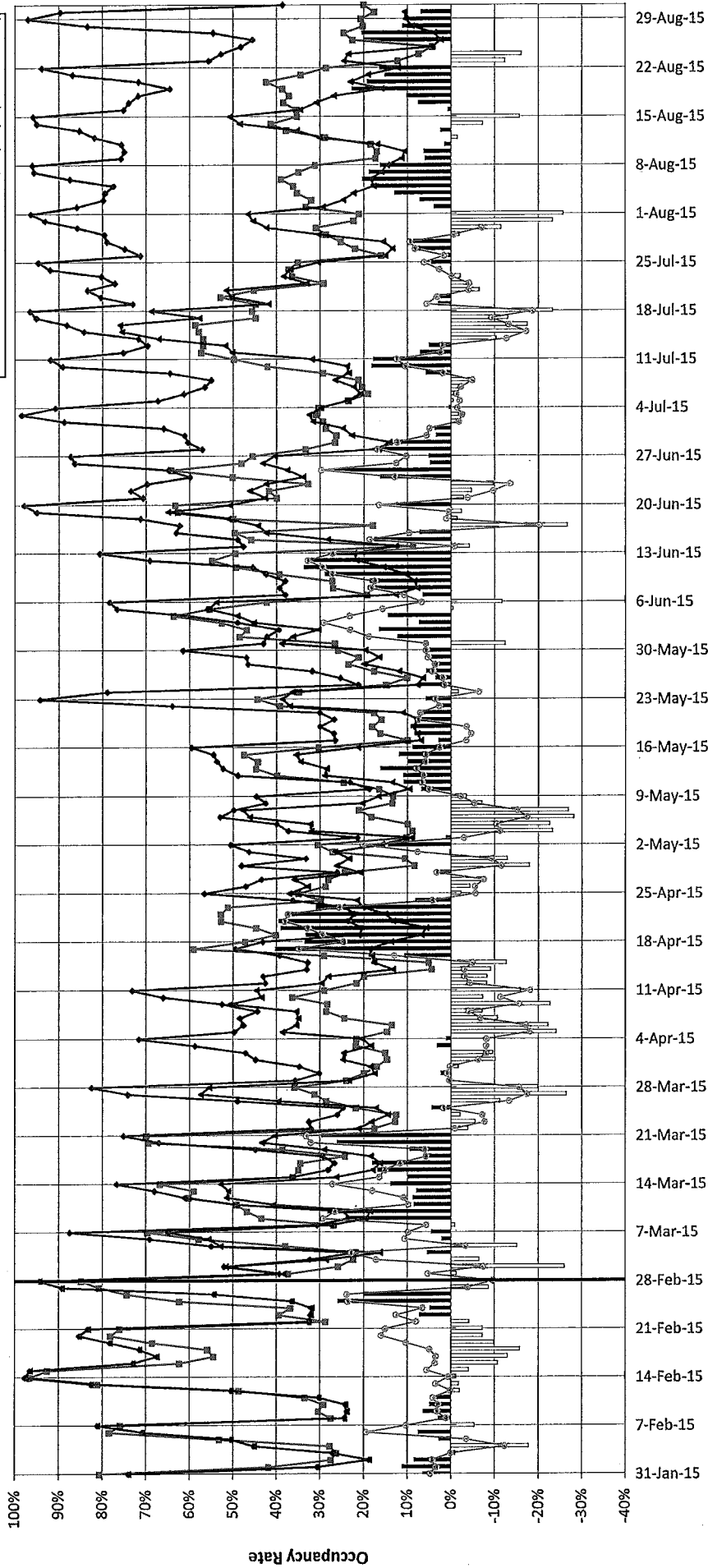
NLT-1

North Lake Tahoe Daily Occupancy Report as of February 28, 2015

ROLLING 6-MONTH VIEW

Report Date: 2/28/15

- █ 2015 YTD vs. 2014 YTD as of 2/28 (3-4 properties included)
- 2015 YTD as of 2/28/15 (4 properties included)
- 2014 YTD as of 2/28/14 (3 properties included)
- 2014 - historic actuals (4 properties included)
- 2015 YTD vs. 2014 YTD as of 1/31 (4-5 properties included)



NOTE: This is not a forecast of bookings. Data presented in this report represents occupancy on the books as of the report date.

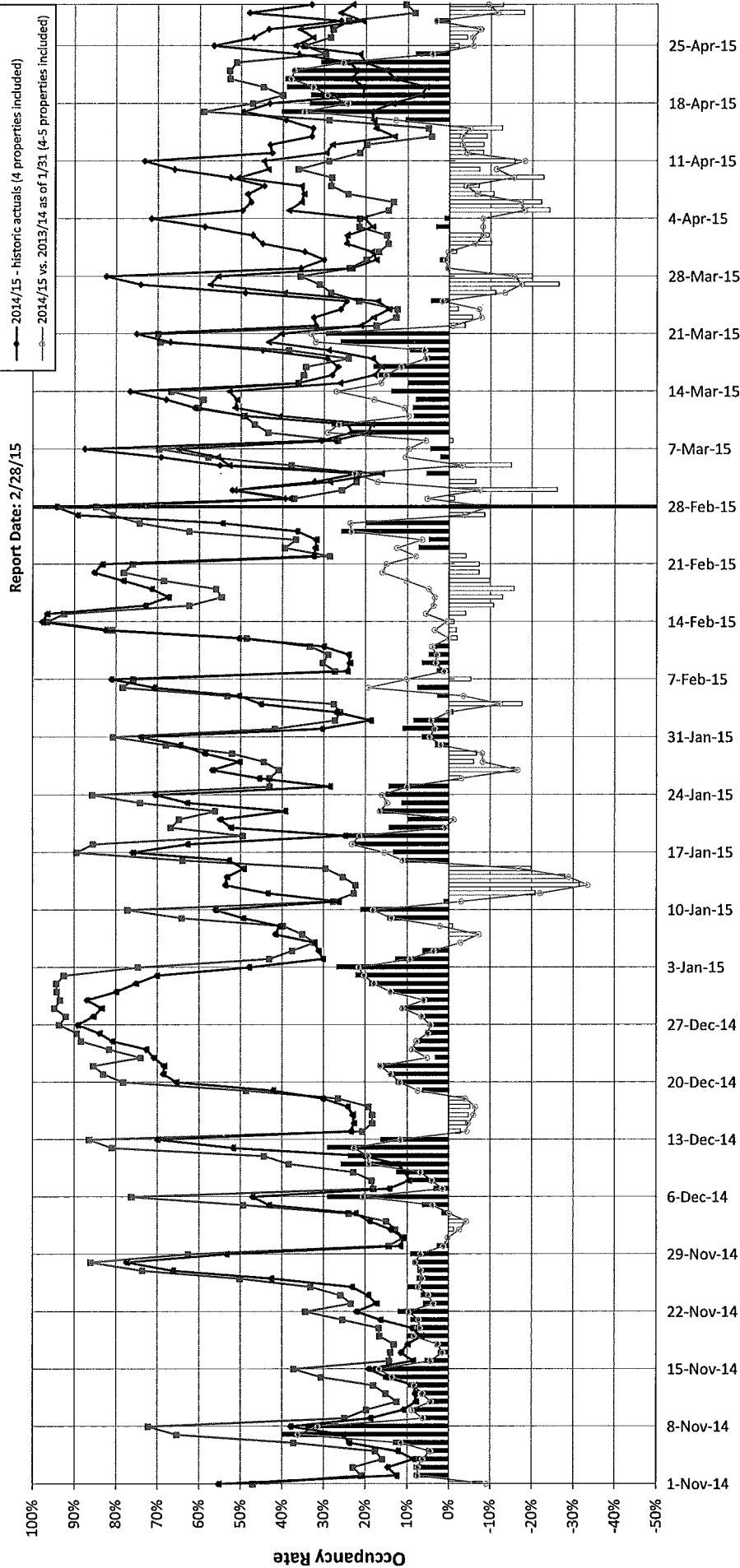
Date
(Gridlines Aligned with Saturdays)

Source: DestiMetrics. Copyright 2015.

N-2

North Lake Tahoe Occupancy Report as of February 28, 2015

STATIC WINTER VIEW



NOTE: This is not a forecast of bookings. Data presented in this report represents occupancy on the books as of the report date.

Date
(Gridlines Aligned with Saturdays)

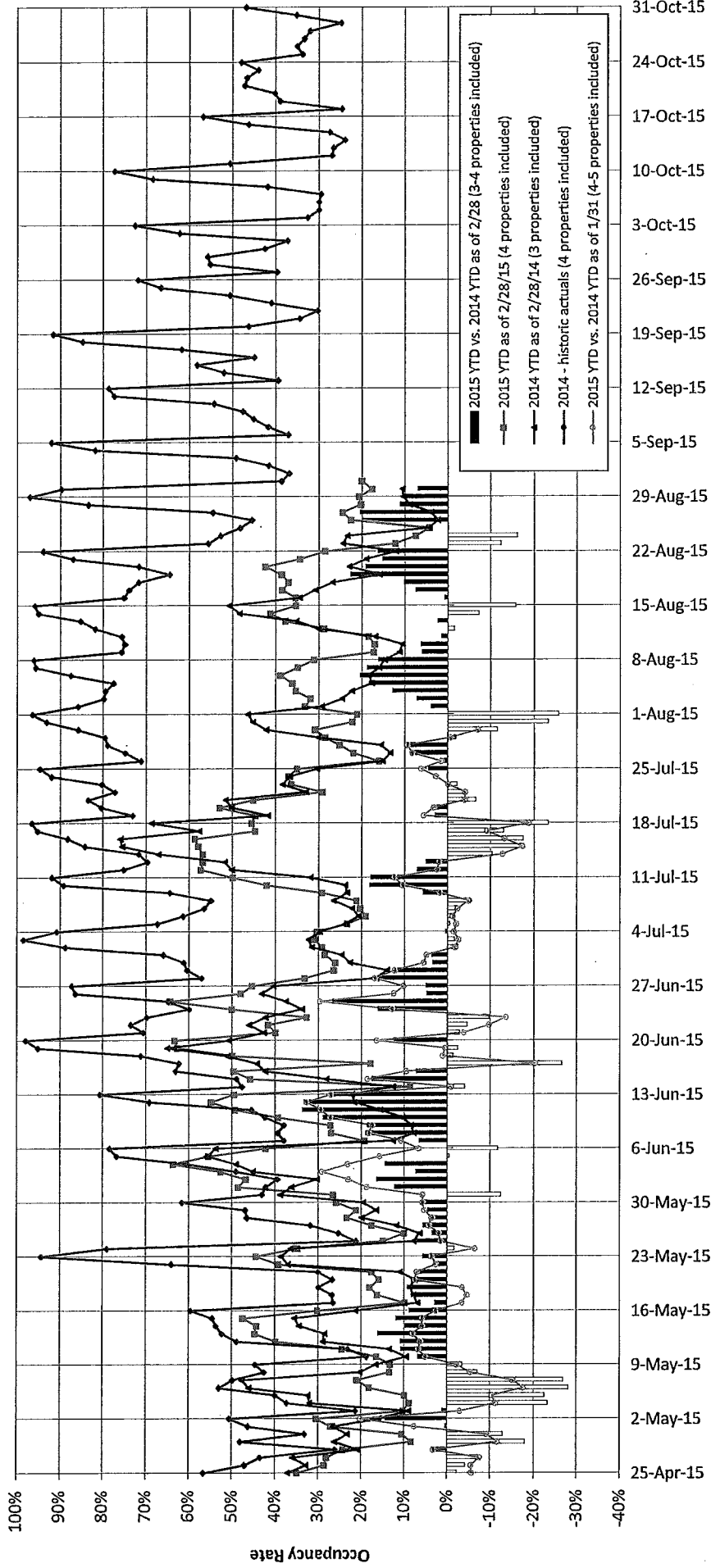
Source: DestiMetrics. Copyright 2015.

N-3

North Lake Tahoe Daily Occupancy Report as of February 28, 2015

STATIC SUMMER VIEW

Report Date: 2/28/15



NOTE: This is not a forecast of bookings. Data presented in this report represents occupancy on the books as of the report date.

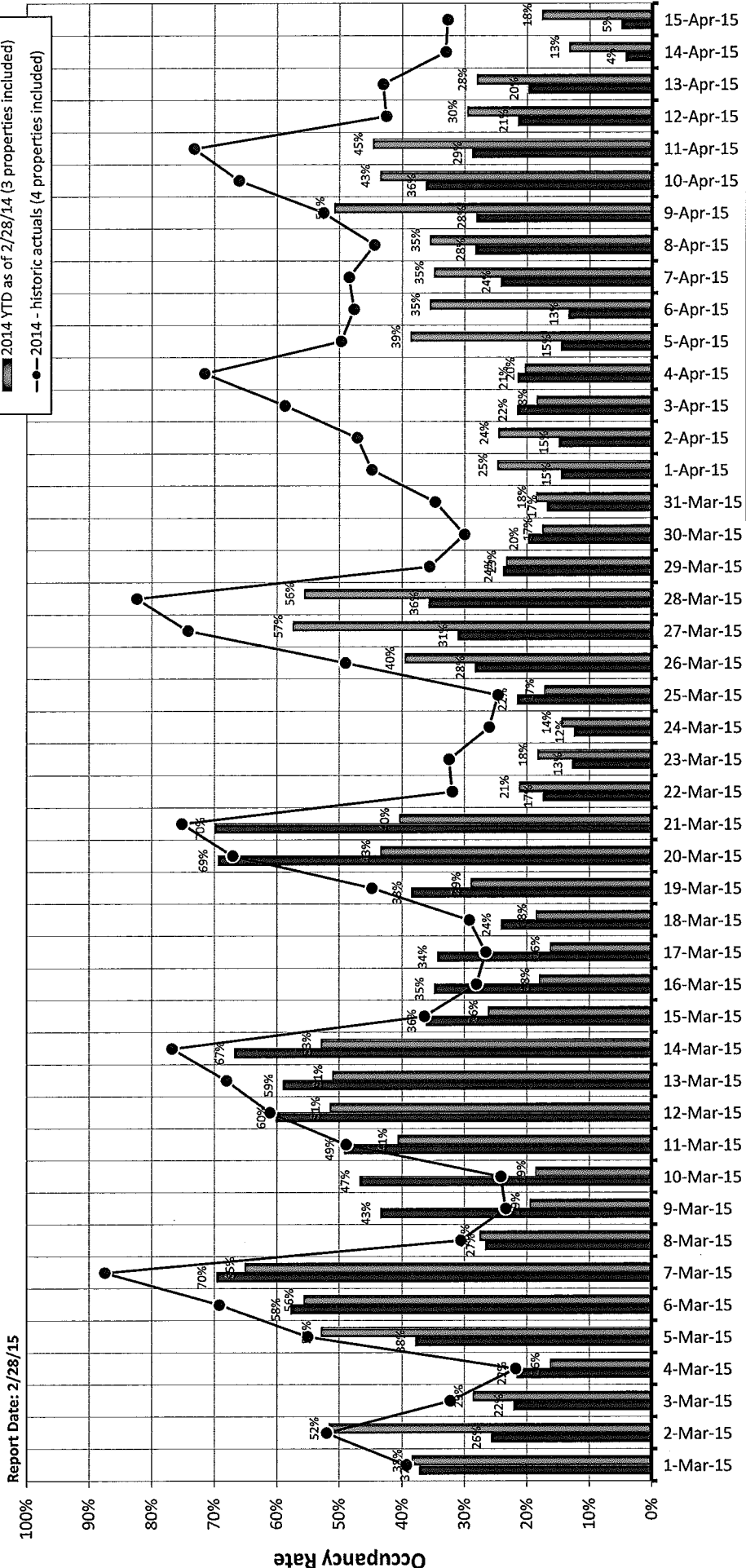
Date
(Gridlines Aligned with Saturdays)

Source: DestiMetrics. Copyright 2015.

N-4

North Lake Tahoe Daily Occupancy Report as of February 28, 2015 "RETAIL REPORT": 45-DAY ADVANCE VIEW

2015 YTD as of 2/28/15 (4 properties included)
 2014 YTD as of 2/28/14 (3 properties included)
 2014 - historic actuals (4 properties included)



NOTE: This is not a forecast of bookings. Data presented in this report represents occupancy on the books as of the report date.

Day

Source: DestiMetrics. Copyright 2015.

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Executive Summary

Overview Based on data from 18 reporting DestiMetrics Destinations

	High	Low	Average	North Lake Tahoe
a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy	78 %	28 %	64%	50%
Historic Actual Occupancy for Last Month				
% Change in Historic Actual Occupancy for Last Month	38 %	-5 %	6%	-2%

b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR

Historic Actual Average Daily Rate for Last Month	\$549	\$151	\$372	\$266
% Change in Historic Actual Average Daily Rate for Last Month	58 %	-7 %	7%	-3%

c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy

Occupancy On-The-Books for Next Month	73 %	25 %	52%	31%
% Change in Occupancy On-The-Books for Next Month	22 %	-14 %	1%	-6%

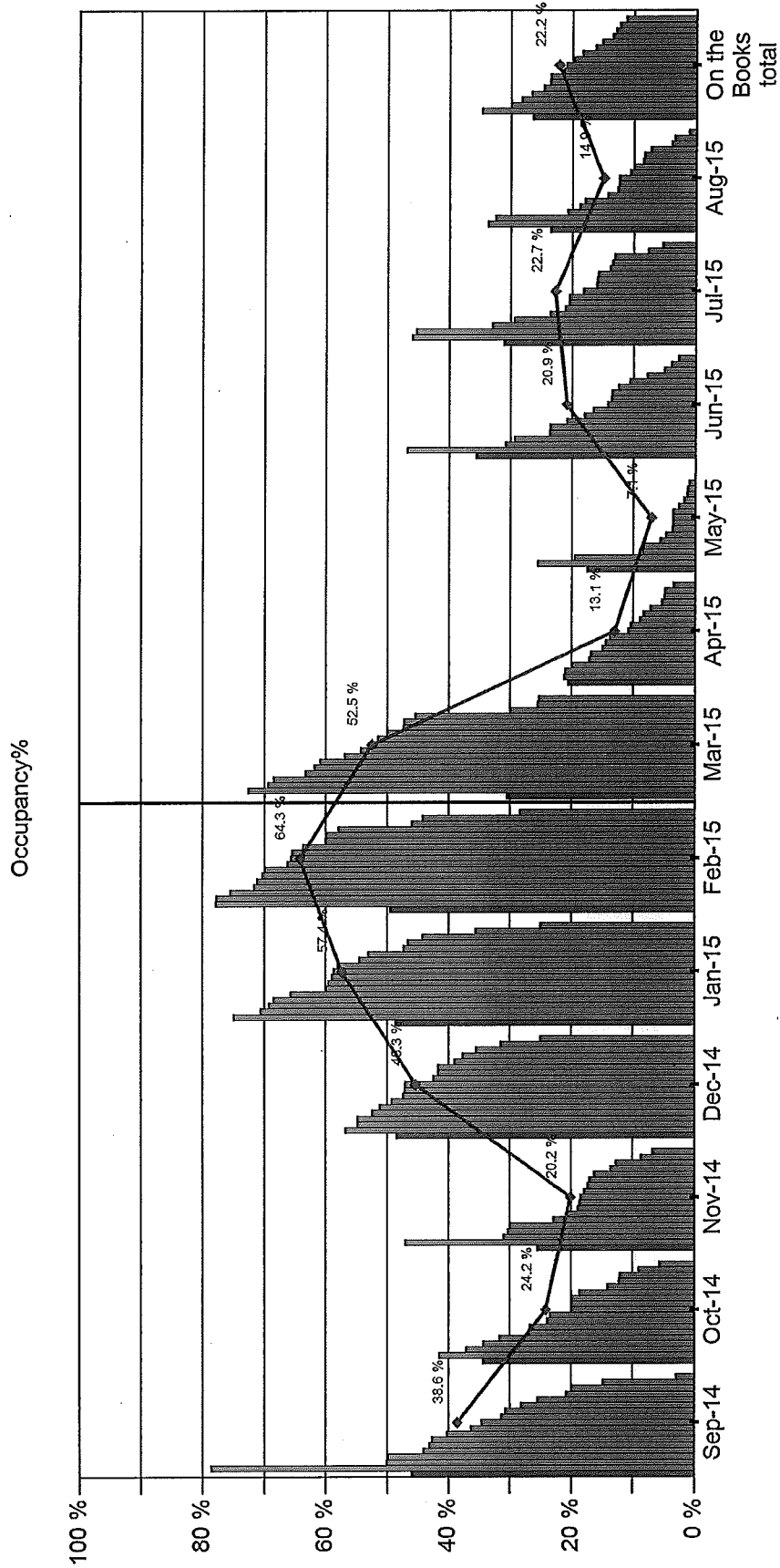
d. Next Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR

Average Daily Rate On-The-Books for Next Month	\$581	\$146	\$376	\$235
% Change in Average Daily Rate On-The-Books for Next Month	13 %	-7 %	4%	-3%

DESCRIPTION: The Multi-Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other DestiMetrics reporting destinations. In all cases, the Base Destination is represented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar. All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set. Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting DestiMetrics at the address below

2-6

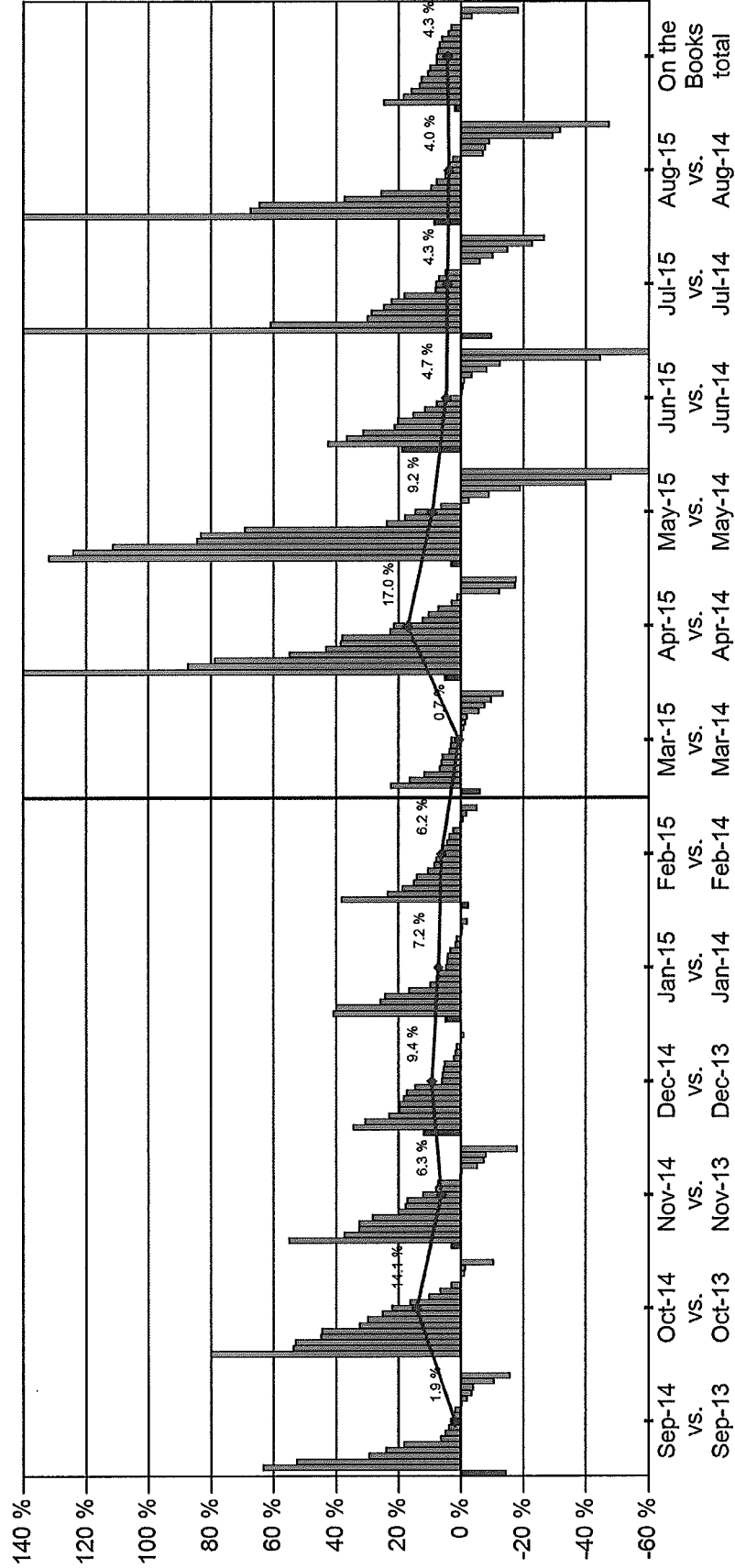
North Lake Tahoe Other Individual Destinations



N-7

North Lake Tahoe | Other Individual Destinations | Average

Year-over-Year Change in Occupancy%

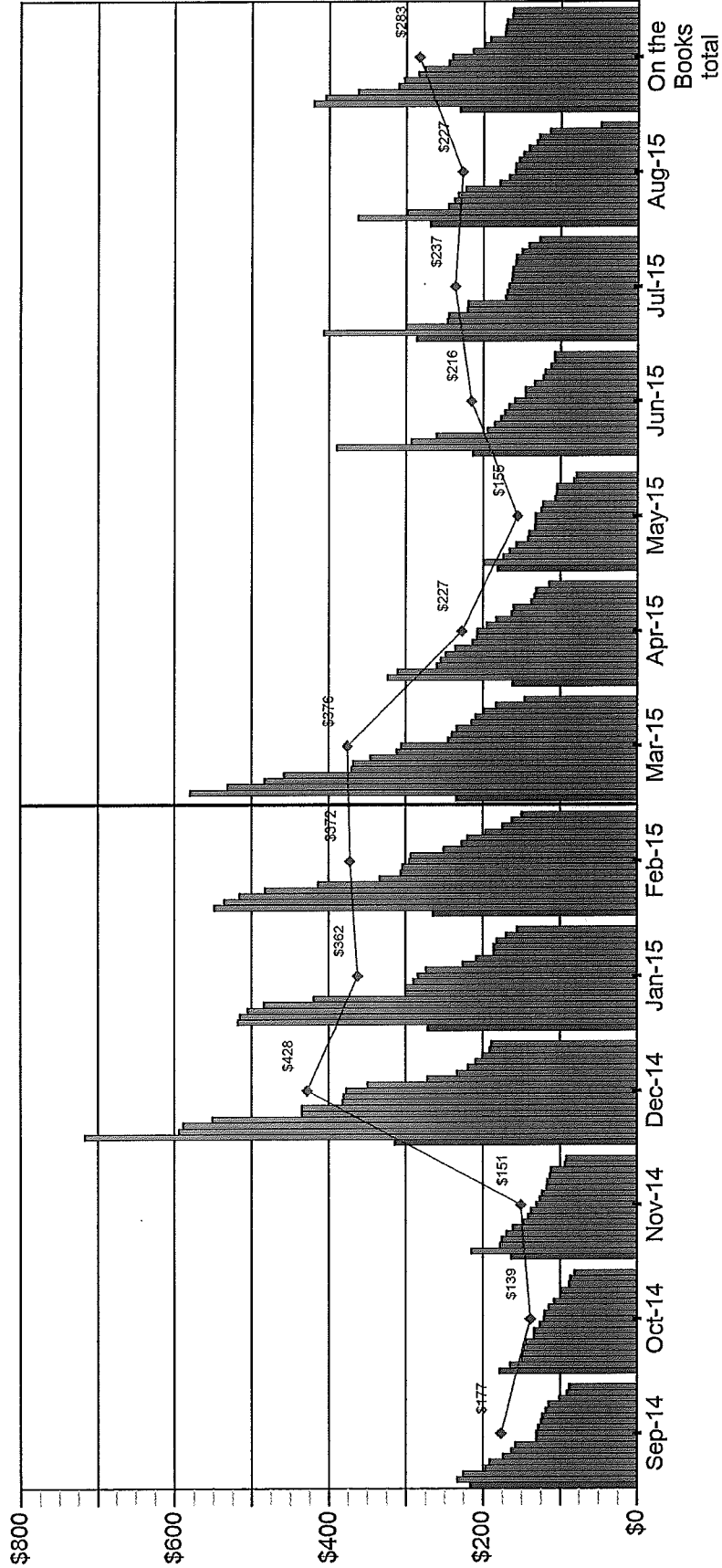


Historic ← | On The Books →

2-8

North Lake Tahoe	Other Individual Destinations	Average
------------------	-------------------------------	---------

Average Daily Rate

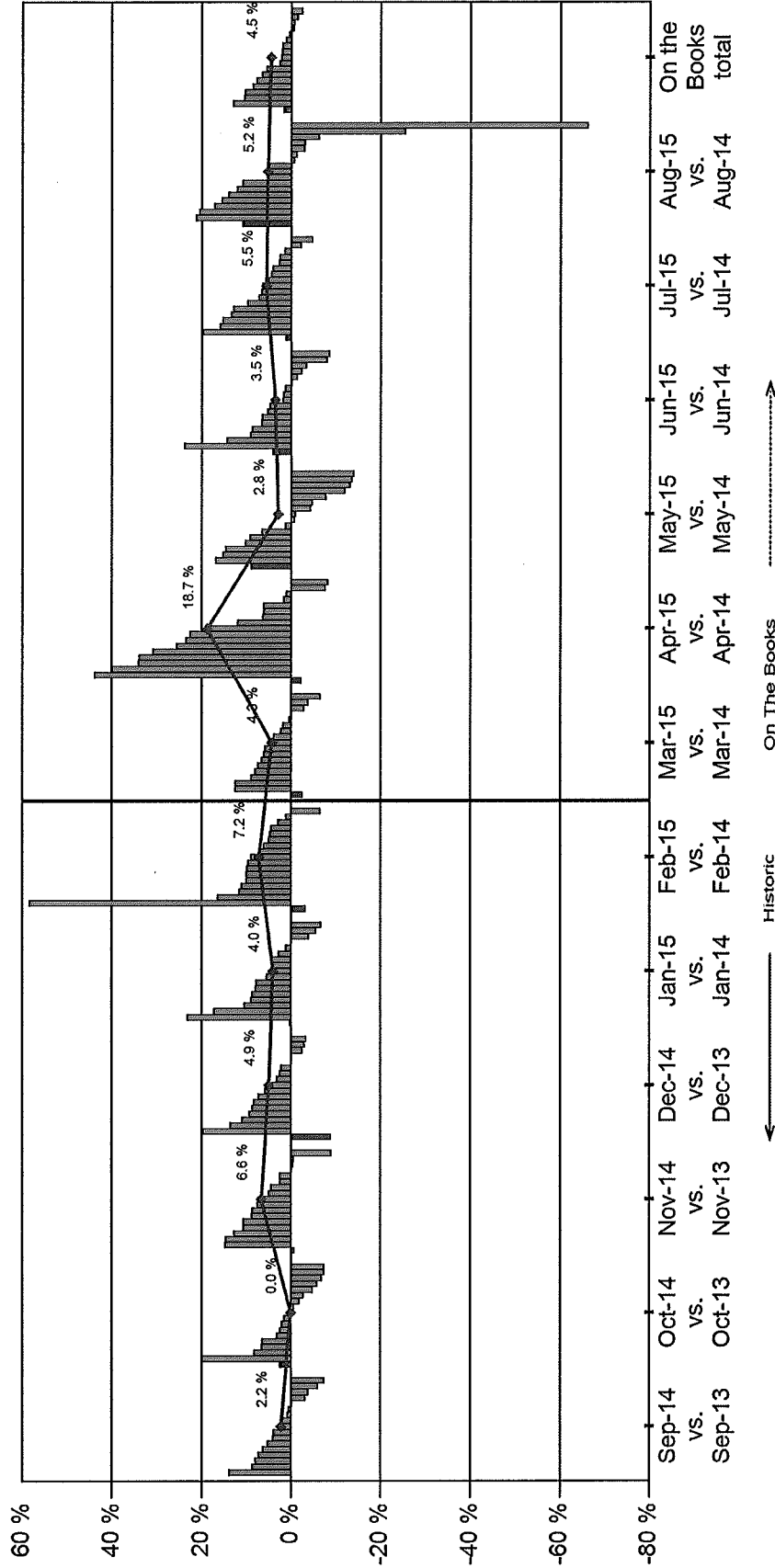


Historic On The Books

N-9

North Lake Tahoe Other Individual Destinations Average

Year-over-Year Change in Average Daily Rate%



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North Lake Tahoe Lodging Occupancy
Destination Comparative Report as of 2/28/2015
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RESORTS INCLUDED IN COMPARISONS:

• Aspen
• Avon
• Beaver Creek
• Breckenridge
• Central Summit County CO
• Copper Mountain
• Gunnison / Crested Butte
• Jackson Hole
• Keystone
• Mammoth Lakes
• Mt Bachelor
• Park City Area Chamber
• Snowmass
• Steamboat Springs
• Telluride
• Vail
• Winter Park Resort

N-15



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of February 28, 2015

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,707 Units ("DestiMetrics Census"*)

a. Last Month Performance: Current YTD vs. Previous YTD		2014/15	2013/14	Year over Year % Diff
North Lake Tahoe Paid Occupancy Rate for last month (February) changed by (-2.4%)	Paid Occupancy Rate (February)	49.6%	50.8%	-2.4%
North Lake Tahoe Average Daily Rate for last month (February) changed by (-3.3%)	ADR (February)	\$266	\$275	-3.3%
North Lake Tahoe RevPAR for last month (February) changed by (-5.7%)	RevPAR (February)	\$132	\$140	-5.7%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Paid Occupancy Rate for next month (March) changed by (-6.2%)	Paid Occupancy Rate (March)	30.6%	32.6%	-6.2%
North Lake Tahoe Average Daily Rate for next month (March) changed by (-2.6%)	ADR (March)	\$235	\$241	-2.6%
North Lake Tahoe RevPAR for next month (March) changed by (-8.6%)	RevPAR (March)	\$72	\$79	-8.6%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Paid Occupancy Rate for the prior 6 months changed by (-1.2%)	Paid Occupancy Rate	42.1%	42.6%	-1.2%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-2.2%)	ADR	\$245	\$251	-2.2%
North Lake Tahoe RevPAR for the prior 6 months changed by (-3.4%)	RevPAR	\$103	\$107	-3.4%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Paid Occupancy Rate for the upcoming 6 months changed by (2.3%)	Paid Occupancy Rate	26.6%	26.0%	2.3%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (1.8%)	ADR	\$231	\$227	1.8%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (4.1%)	RevPAR	\$61	\$59	4.1%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Feb. 28, 2015 vs. Previous Year				
Rooms Booked during last month (February, 2015) compared to Rooms Booked during the same period last year (February, 2014) for arrival February to July has changed by (-42.7%)	Booking Pace (February)	4.2%	7.4%	-42.7%

* **DestiMetrics Census:** Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

DESCRIPTION: The Reservation Activity Outlook Report tracks Paid Occupancy Rate, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD Paid Occupancy Rate, ii) last YTD Paid Occupancy Rate, iii) last season's ending Paid Occupancy Rate.

The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.

Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst DestiMetrics's other participants.

As is the case in all DestiMetrics data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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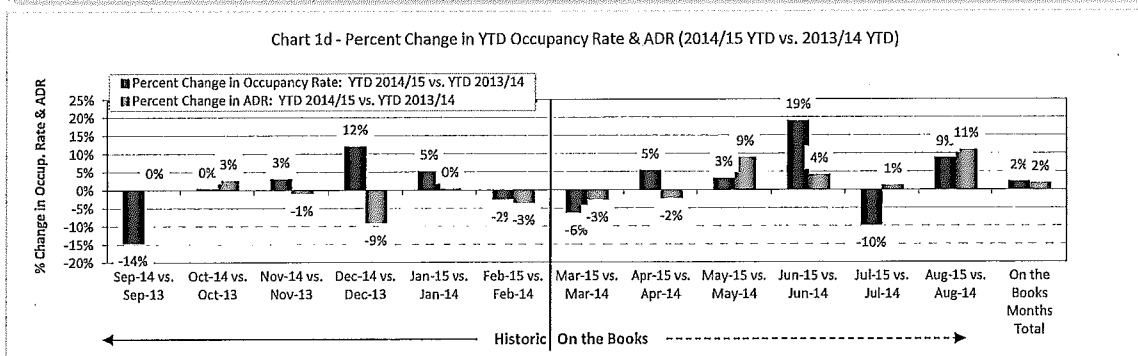
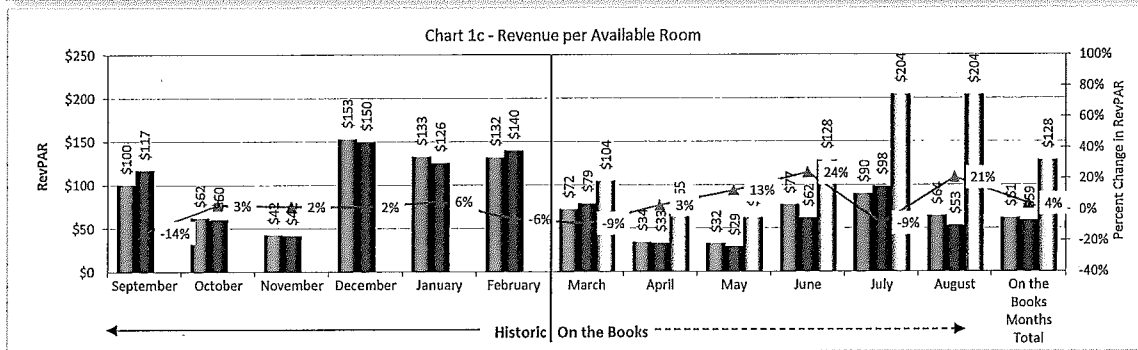
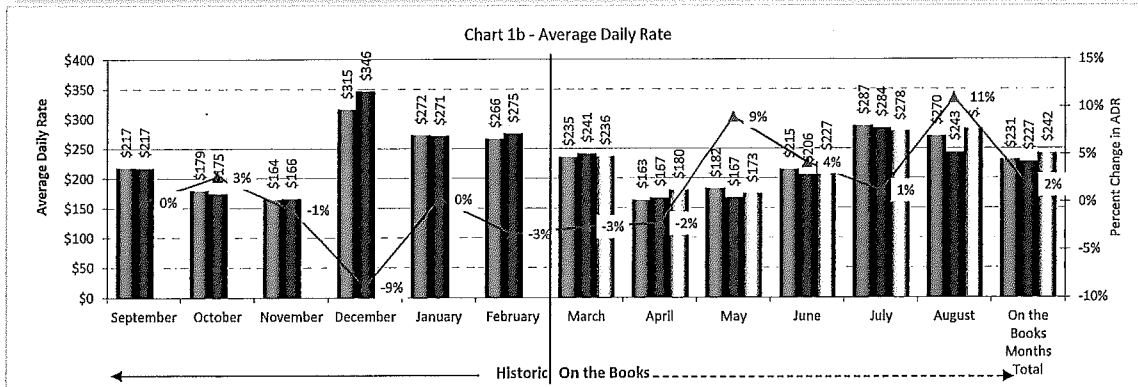
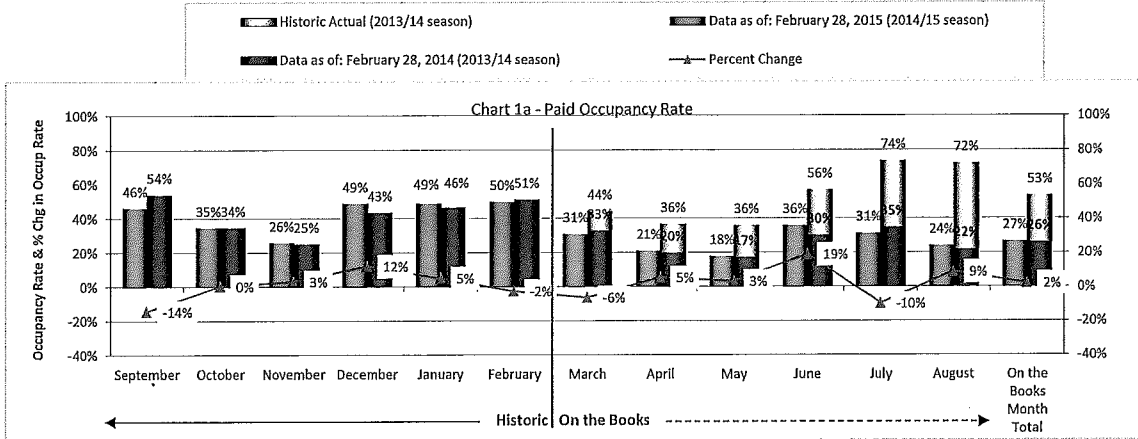
RESERVATIONS ACTIVITY REPORT SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2014/15 YTD (as of February 28, 2015) vs. 2013/14 YTD (as of February 28, 2014) vs. 2013/14 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

Destination: North Lake Tahoe

N: Reproduction or Fu



N-18



RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

2014/15 YTD (as of February 28, 2015) vs. 2013/14 YTD (as of February 28, 2014) vs. 2013/14 Historical

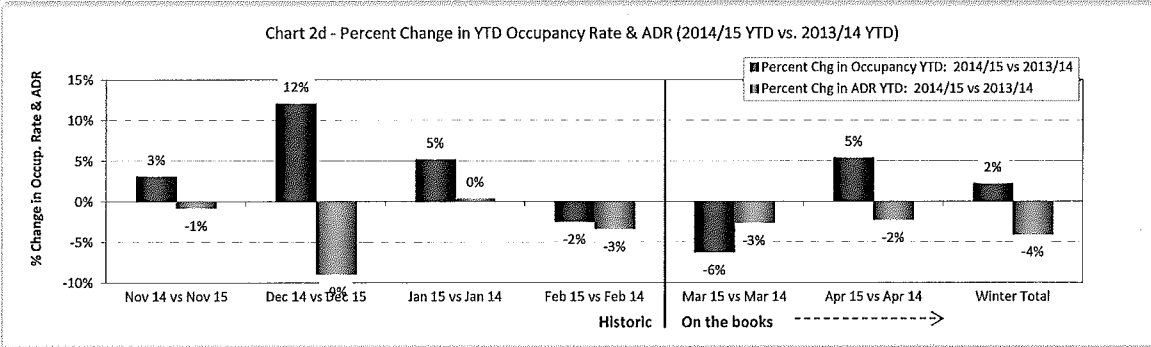
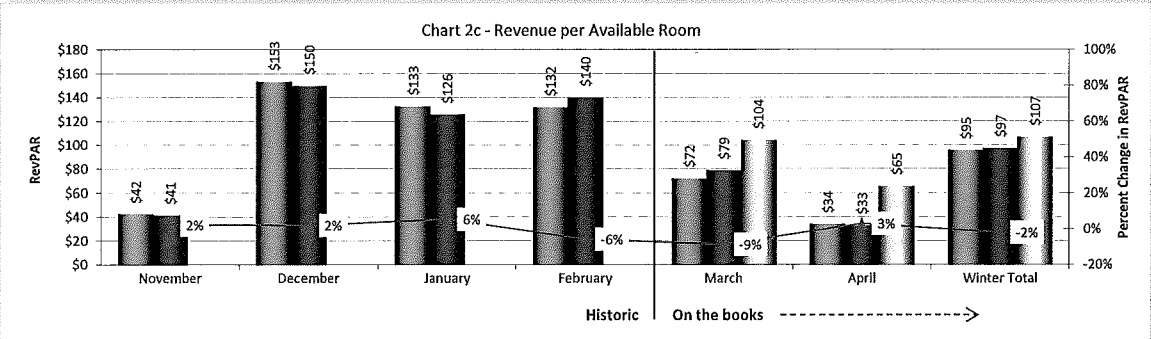
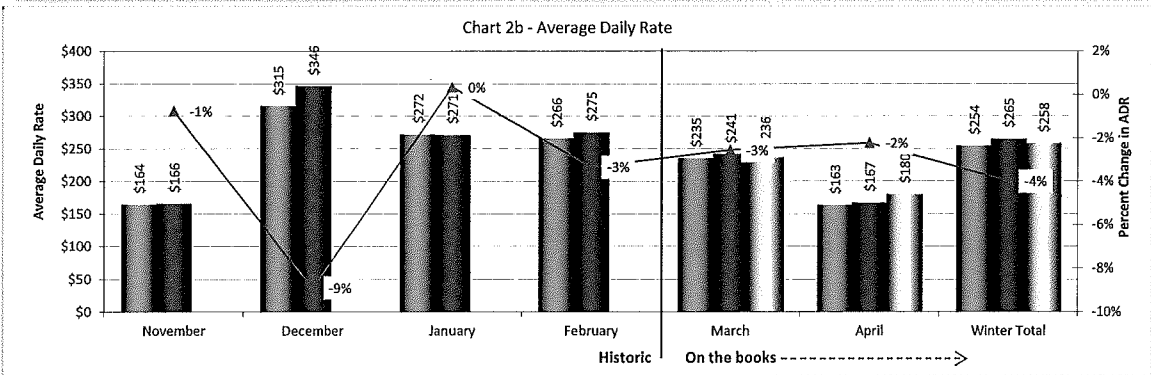
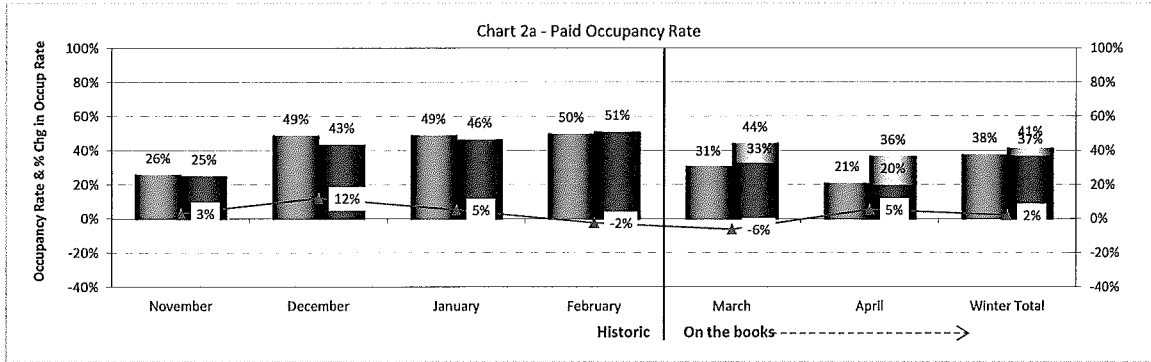
NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

N: Reproduction or Fu

Destination: North Lake Tahoe

Historic Actual (2013/14 season)
 Data as of February 28, 2015 (2014/15 season)

Data as of February 28, 2014 (2013/14 season)
 Percent Change



N-19



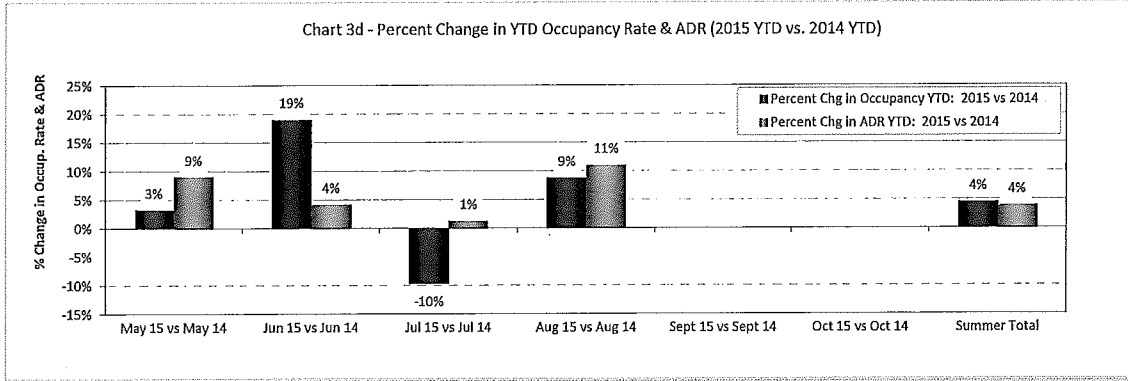
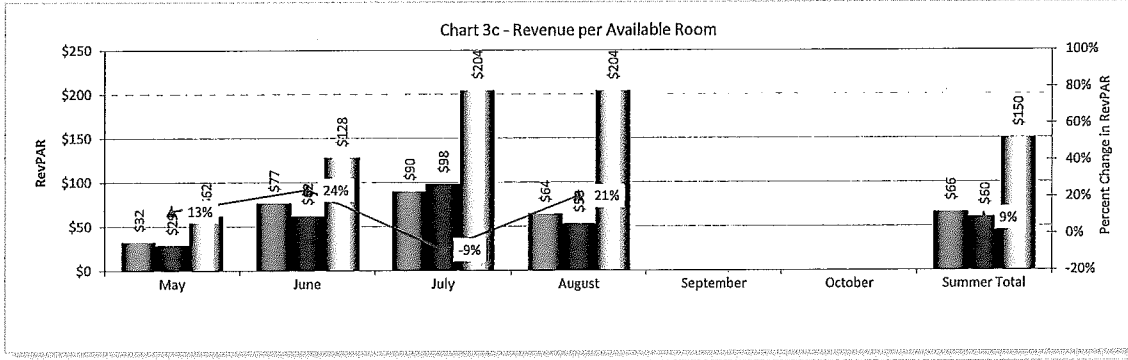
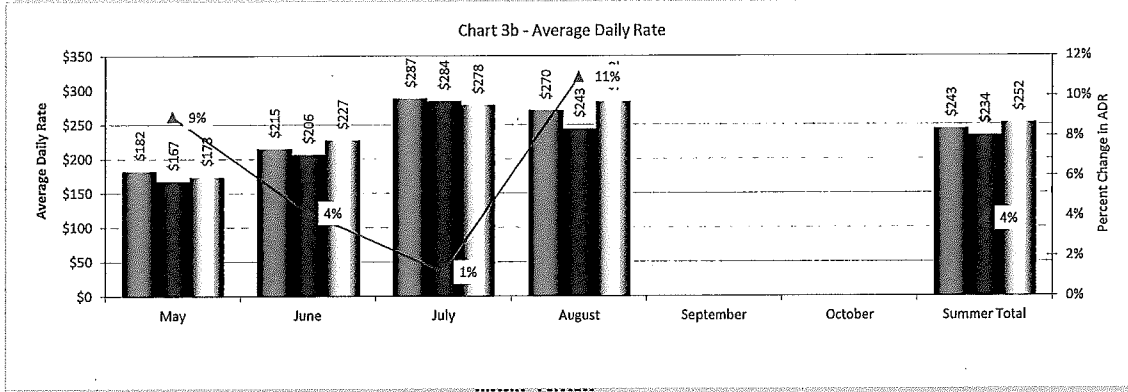
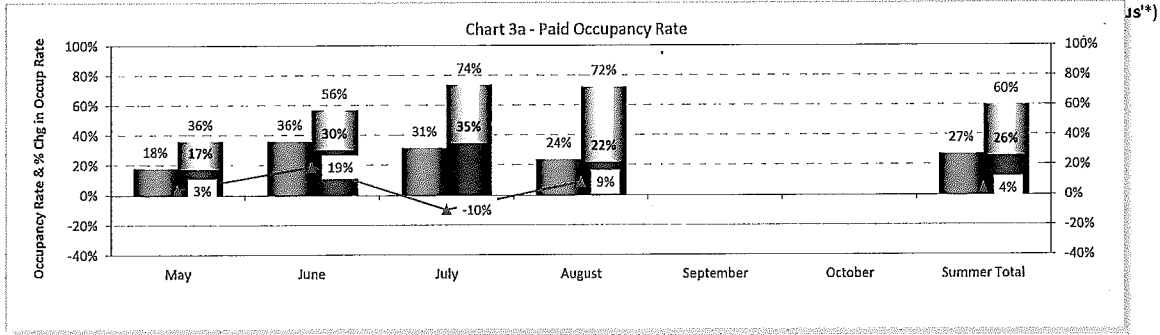
RESERVATIONS ACTIVITY REPORT SECTION 3 - SUMMER SEASON SUMMARY GRAPHS

2015 YTD (as of February 28, 2015) vs. 2014 YTD (as of February 28, 2014) vs. 2014 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

N: Reproduction or Fu

Destination: North Lake Tahoe



N-20



**RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS**

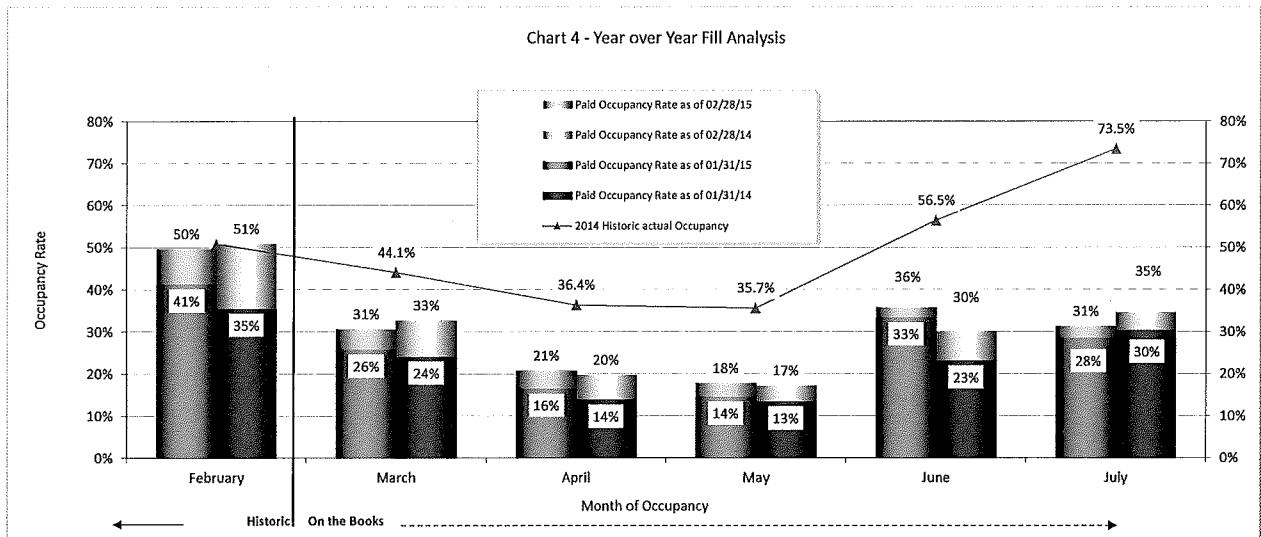
s. 2014 Paid Occupanc

Destination: North Lake Tahoe

NOTE: This is not a forecast of bookings. Data represent Paid Occupancy Rate on the books as of the date noted above

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Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,707 Units ('DestiMetrics Census'*)



Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy	PAID OCCUPANCY RATE AS OF FEB 28			PAID OCCUPANCY RATE JAN 31			INCREMENTAL OCCUP. BOOKED (I.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (I.e. CHANGE IN FILL)		2014 Historic actual Occupancy
	Occupancy Rate as of 02/28/15	Paid Occupancy Rate as of 02/28/14	Absolute Change	Occupancy Rate as of 01/31/15	Paid Occupancy Rate as of 01/31/14	Absolute Change	Incremental Occupancy booked during Feb. 2015	Incremental Occupancy booked during Feb. 2014	Absolute Change In Incremental Fill	Percent Change in Incremental Fill**	
	February	49.6%	50.8%	-1.2%	41.3%	35.5%	5.8%	8.3%	15.3%	-7.1%	
March	30.6%	32.6%	-2.0%	25.7%	24.0%	1.7%	4.8%	8.6%	-3.7%	-43.3%	44.1%
April	20.7%	19.6%	1.1%	16.4%	13.8%	2.6%	4.3%	5.8%	-1.5%	-26.5%	36.4%
May	17.7%	17.1%	0.6%	14.5%	13.3%	1.2%	3.2%	3.8%	-0.6%	-15.8%	35.7%
June	35.7%	30.0%	5.7%	33.3%	23.0%	10.3%	2.4%	7.0%	-4.6%	-66.0%	56.5%
July	31.2%	34.5%	-3.3%	28.5%	30.3%	-1.9%	2.7%	4.2%	-1.5%	-35.2%	73.5%
Total	30.6%	30.6%	0.1%	26.4%	23.2%	3.2%	4.2%	7.4%	-3.1%	-42.7%	49.6%

**Based on providing complete pacing data within a given month of Paid Occupancy Rate only. Results may differ from those presented elsewhere in report if property set differs."

**Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for Paid Occupancy Rate in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended

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RESERVATIONS ACTIVITY REPORT
SECTION 5a - SUPPORTING DATA TABLES
 Bookings as of February 28, 2015

NOTE: This is not a forecast of bookings. Data represents Paid Occupancy Rate on the books as of the date noted above

: Reproduction of F

Destination: North Lake Tahoe

PAID OCCUPANCY RATE	PAID OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14			Historic Actual Occup. Rate (2013/14 season)	# of Properties in Sample
	Occup. Rate as of: February 28, 2015 (2014/15 season)	Occup. Rate as of: February 28, 2014 (2013/14 season)	Percent Change in YTD Occ. Rate		
Mo Data based on a sample of up to 11 properties					
September	46.0%	53.8%	-14.5%		11
October	34.5%	34.4%	0.4%		11
November	25.7%	24.9%	3.1%		11
December	48.5%	43.3%	12.1%		11
January	48.7%	46.3%	5.2%		11
February	49.6%	50.8%	-2.4%		10
March	30.6%	32.6%	-6.2%	44.1%	10
April	20.7%	19.6%	5.4%	36.4%	10
May	17.7%	17.1%	3.3%	35.7%	10
June	35.7%	30.0%	19.0%	56.5%	10
July	31.2%	34.5%	-9.7%	73.5%	10
August	23.7%	21.8%	8.8%	72.1%	10
Grand total	34.6%	34.6%	0.2%	47.8%	11
Historic Months Total	42.1%	42.6%	-1.2%	42.6%	11
On the Books Month Total	26.6%	26.0%	2.3%	53.2%	10

AVERAGE DAILY RATE	ADR: YTD 2014/15 VS. YTD 2013/14			Historic Actual ADR (2013/14 season)	# of Properties in Sample
	ADR as of: February 28, 2015 (2014/15 season)	ADR as of: February 28, 2014 (2013/14 season)	Percent Change in YTD ADR		
Month of Paid Occupancy Rate (2014/15 & 2013/14)					
September	\$217	\$217	0.1%		11
October	\$179	\$175	2.7%		11
November	\$164	\$166	-0.8%		11
December	\$315	\$346	-8.9%		11
January	\$272	\$271	0.3%		11
February	\$266	\$275	-3.3%		10
March	\$235	\$241	-2.6%	\$236	10
April	\$163	\$167	-2.2%	\$180	10
May	\$182	\$167	9.0%	\$173	10
June	\$215	\$206	4.2%	\$227	10
July	\$287	\$284	1.2%	\$278	10
August	\$270	\$243	11.0%	\$282	10
Grand total	\$240	\$242	-0.8%	\$246	11
Historic Months Total	\$245	\$251	-2.2%	\$251	11
On the Books Months Total	\$231	\$227	1.8%	\$242	10

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2014/15 VS. YTD 2013/14			Historic Actual RevPAR (2013/14 season)	# of Properties in Sample
	RevPAR as of: February 28, 2015 (2014/15 season)	RevPAR as of: February 28, 2014 (2013/14 season)	Percent Change in YTD RevPAR		
Month of Paid Occupancy Rate (2014/15 & 2013/14)					
September	\$100	\$117	-14.4%		11
October	\$62	\$60	3.0%		11
November	\$42	\$41	2.3%		11
December	\$153	\$150	2.1%		11
January	\$133	\$126	5.5%		11
February	\$132	\$140	-5.7%		10
March	\$72	\$79	-8.6%	\$104	10
April	\$34	\$33	3.0%	\$65	10
May	\$32	\$29	12.5%	\$62	10
June	\$77	\$62	24.0%	\$128	10
July	\$90	\$98	-8.6%	\$204	10
August	\$64	\$53	20.7%	\$204	10
Grand total	\$83	\$84	-0.6%	\$117	11
Historic Months Total	\$103	\$107	-3.4%	\$107	11
On the Books Months Total	\$61	\$59	4.1%	\$128	10

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RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING WINTER DATA TABLES
Winter Bookings as of February 28, 2015

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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PAID OCCUPANCY RATE	<u>PAID OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual Occup. Rate (2013/14 season)
	Occup. Rate as of: February 28, 2015 (2014/15 season)	Occup. Rate as of: February 28, 2014 (2013/14 season)	Percent Change in YTD Occ. Rate	
Month of Paid Occupancy Rate (2014/15 & 2013/14)				
November	25.7%	24.9%	3.1%	
December	48.5%	43.3%	12.1%	
January Historic	48.7%	46.3%	5.2%	
February On the Books	49.6%	50.8%	-2.4%	
March	30.6%	32.6%	-6.2%	44.1%
April	20.7%	19.6%	5.4%	36.4%
Winter Total	37.5%	36.7%	2.2%	41.3%

AVERAGE DAILY RATE	<u>ADR: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual ADR (2013/14 season)
	ADR as of: February 28, 2015 (2014/15 season)	ADR as of: February 28, 2014 (2013/14 season)	Percent Change in YTD ADR	
Month of Paid Occupancy Rate				
November	\$164	\$166	-0.8%	
December	\$315	\$346	-8.9%	
January Historic	\$272	\$271	0.3%	
February On the Books	\$266	\$275	-3.3%	
March	\$235	\$241	-2.6%	\$236
April	\$163	\$167	-2.2%	\$180
Winter Total	\$254	\$265	-4.0%	\$258

* DestiMetrics Census:
Total number of rooms reported by participating

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual RevPAR (2013/14 season)
	RevPAR as of: February 28, 2015 (2014/15 season)	RevPAR as of: February 28, 2014 (2013/14 season)	Percent Change in YTD RevPAR	
Month of Paid Occupancy Rate (2014/15 & 2013/14)				
November	\$42	\$41	2.3%	
December	\$153	\$150	2.1%	
January Historic	\$133	\$126	5.5%	
February On the Books	\$132	\$140	-5.7%	
March	\$72	\$79	-8.6%	\$104
April	\$34	\$33	3.0%	\$65
Winter Total	\$95	\$97	-1.9%	\$107

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RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of February 28, 2015

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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PAID OCCUPANCY RATE	<u>PAID OCCUPANCY RATE: YTD 2015 VS. YTD 2014</u>			Historic Actual Occup. Rate (2014 Season)
	Occup. Rate as of: February 28, 2015 (2015 Season)	Occup. Rate as of: February 28, 2014 (2014 Season)	Percent Change in YTD Occ. Rate	
Month of Paid Occupancy Rate (2015 & 2014)				
May	17.7%	17.1%	3.3%	35.7%
June	35.7%	30.0%	19.0%	56.5%
July	31.2%	34.5%	-9.7%	73.5%
August	23.7%	21.8%	8.8%	72.1%
September				
October				
Summer Total	27.0%	25.8%	4.5%	59.6%

AVERAGE DAILY RATE	<u>ADR: YTD 2015 VS. YTD 2014</u>			Historic Actual ADR (2014 Season)
	ADR as of: February 28, 2015 (2015 Season)	ADR as of: February 28, 2014 (2014 Season)	Percent Change YTD ADR	
Month of Paid Occupancy Rate				
May	\$182	\$167	9.0%	\$173
June	\$215	\$206	4.2%	\$227
July	\$287	\$284	1.2%	\$278
August	\$270	\$243	11.0%	\$282
September				
October				
Summer Total	\$243	\$234	3.9%	\$252

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2015 VS. YTD 2014</u>			Historic Actual RevPAR (2014 Season)
	RevPAR as of: February 28, 2015 (2015 Season)	RevPAR as of: February 28, 2014 (2014 Season)	Percent Change in YTD RevPAR	
Month of Paid Occupancy Rate (2015 & 2014)				
May	\$32	\$29	12.5%	\$62
June	\$77	\$62	24.0%	\$128
July	\$90	\$98	-8.6%	\$204
August	\$64	\$53	20.7%	\$204
September				
October				
Summer Total	\$66	\$60	8.5%	\$150

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GTN.COM CLICK THROUGH / COUNT LISTING

PROPERTY	CLICKS
Hyatt Regency Lake Tahoe Resort, Spa and Cas	383
Cedar Glen Lodge	258
Resort at Squaw Creek Cool Deals	253
Squaw Valley Lodge Cool Deals	232
The Village at Squaw Valley Cool Deals	175
VACAY North Tahoe	170
West Shore Cafe & Inn Cool Deals	170
Tahoe Getaways Vacation Rentals	169
PlumpJack Squaw Valley Inn Cool Deals	160
Tahoe Moon Properties	158
The Ritz-Carlton, Lake Tahoe	157
Sunnyside Restaurant & Lodge	156
Northstar Resort	149
Tahoe Getaways Vacation Rentals Cool Deals	128
Diamond Peak Ski Area Cool Deals	119
Cottage Inn at Lake Tahoe	111
Granlibakken Tahoe	110
Mourelatos Lakeshore Resort	109
Tahoma Meadows Bed & Breakfast Cottages	108
Vacasa	107
River Ranch Lodge and Restaurant Cool Deals	106
Tahoe Biltmore Lodge & Casino	105
Resort at Squaw Creek	102
Brockway Springs Resort	101
The Village at Squaw Valley	101
Waters of Tahoe Properties	101
Brockway Springs Resort Cool Deals	97
Shore House at Lake Tahoe	97
Squaw Valley Resort Cool Deals	97
North Tahoe Cruises/Tahoe Gal	95
Tahoe Signature Properties	94
Tahoma Meadows Bed & Breakfast Cottages C	90
Hauserman Rental Group	89
Aviva Inn	86
Hellman-Ehrman Mansion	82
Agate Bay Realty Vacation Rentals	81
Stay In Lake Tahoe	81
Tahoe Luxury Properties	81
Tahoe Luxury Properties Cool Deals	81
Chambers Landing Bar and Grill	80
Parkside Inn at Incline	80
Tahoe Adventure Company, LLC. Cool Deals	76
Squaw Valley Lodge	74
Incline Vacation Rentals	72

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First Accommodations, Inc.	71
Hyatt Regency Lake Tahoe Resort, Spa and Cas	70
Sierra Vacation Rentals/Sales	70
PlumpJack Squaw Valley Inn	68
River Ranch Lodge and Restaurant	67
Tahoe Mountain Resorts Lodging	65
Stanford Alpine Chalet	64
Chaney House	63
West Shore Cafe & Inn	62
Franciscan Lakeside Lodge	59
Constellation Residences at Northstar	58
Northstar Condominiums	56
The Border House	55
Shooting Star Bed & Breakfast	54
Tahoe Donner Cool Deals	54
Tahoe Mountain Club	54
Tahoe Rentals by Wells and Bennett Realtors	53
Olympic Village Inn	52
The Lodge at Sugar Bowl	52
Tahoe Vistana Inn	51
Goldfish Properties	49
Meeks Bay Resort & Marina	49
Ferrari's Crown Resort	47
Diamond Peak Ski Area	46
Incline at Tahoe Realty	46
Rockwood Lodge	46
Tahoe Marina Lodge	46
Vacation Station, Inc.	46
Red Wolf Lakeside Lodge	44
Holiday House	43
LakeFrontHouse.com	42
Americas Best Value Inn Tahoe City	41
Gar Woods Grill & Pier	41
Granlibakken Tahoe Cool Deals	40
Rustic Cottages	38
Lake Tahoe Accommodations.	37
Lake Tahoe Deluxe Vacation Rentals	37
Tahoe Wedding Links	37
Stevenson's Holliday Inn	35
Tahoe Truckee Factory Stores	35
Tahoe Vista Lodge and Cabins	35
Mt. Rose-Ski Tahoe Ski Resort	34
Sierra Vacation Rentals/Sales Cool Deals	34
Thunderbird Lake Tahoe	34
VACAY North Tahoe Cool Deals	34
Gatekeeper's Museum~William B. Layton State	33
Northstar California	33

Thunderbird Lodge	33
North Tahoe Rental Company	32
Northstar Mountain Home Vacation Rentals	32
Tahoe City Inn	32
Cobblestone Center Shopping Mall	31
Lake Tahoe Accommodations	30
Mourelatos Lakeshore Resort Cool Deals	30
North Tahoe Event Center	30
Northstar-at-Tahoe (tm) Resort Scenic Gondola	30
Tahoe Bleu Wave Cruises	30
Tahoe Woodside Vacation Rentals	29
West Lake Properties at Tahoe	29
Kingswood Village Vacation Rentals	28
Tahoe Exclusive Vacation Rentals	28
Tamarack Lodge	28
Jake's On The Lake	26
Lake Tahoe Cruises ~ Zephyr Cove Resort	26
Christy Lodge	25
Northstar-at-Tahoe Resort Weddings	25
Lodge at Tahoe Donner	24
Cal Neva Resort Casino Hotel	23
Chateau at Incline Village	23
Mother Natures Inn	23
Rainbow Lodge	23
Vacation Tahoe by O'Neal Brokers	23
Club Tahoe Resort	22
Tahoe Biltmore Lodge & Casino Cool Deals	22
Tahoe Vacation Rentals	22
Tahoma Lodge	22
Alpine Meadows Ski Resort	21
Chalet de Huttlinger	21
Reno Tahoe Helicopters	21
Tahoe Tree Top Adventure Park	21
Red Wolf Lodge at Squaw Valley	20
Squaw Valley Resort	20
Sugar Bowl Ski Resort	20
Zephyr Cove Snowmobiles	20
Firelite Lodge	19
Tahoe Exclusive Properties - Carr Long Real Est	19
Big Water Grille	18
7-Pines Motel	17
Jason's Beachside Grille	17
The Lodge at Obexers	17
Dockside 700 Bar & Grill	16
Fondue Blue Restaurant and Bar	16
Northstar-at-Tahoe (tm) Resort Skiing & Snowk	16
RedAwning.com Vacation Rentals	16

Tahoe Sands Resort	16
Castle Peak Vacation Rentals	15
PepperTree Inn	14
SellMyTimeShareNow.com	14
Boreal	13
Donner Ski Ranch	13
Fox Den Cottages	13
Lake Tahoe Snowmobile Tours	13
Winters Creek Lodge at Mt. Rose Ski Resort	13
Bowl Incline	12
Chinquapin / Packard Realty	12
Homewood Mountain Resort	12
Mikuni Sushi	12
Porters Ski & Sports, Truckee	12
Queen of the Snows Catholic Church	12
Soule Domain Restaurant	12
Squaw Valley High Camp Bath & Tennis Club	12
Wild Goose Restaurant	12
A Chapel at Lake Tahoe	11
Alibi Ale Works	11
Bilty's Brew & Q	11
Caliente	11
Sierra Cloud Catamaran	11
St. Francis of Assisi Catholic Church	11
Tamarack Lodge Cool Deals	11
Brockway Bakery	10
Destination Services Corporation	10
Hampton Inn & Suites Tahoe Truckee	10
SWA Watersports	10
Tahoe Edgelake Beach Club	10
Tahoe North Shore Lodge	10
Tahoe Tavern Properties	10
Waterman's Landing	10
A Beautiful Tahoe Wedding	9
Boatworks Mall	9
Crystal Bay Steak & Lobster House	9
Hey Chef! Private Chef's Service	9
Ice Lakes Lodge at Royal Gorge XC Ski Resort	9
Lake Tahoe Shakespeare Festival	9
Lakeview Restaurant at Cal-Neva Resort	9
Le Bistro Restaurant	9
Lone Eagle Grill at the Hyatt Regency Incline Vi	9
Old Brockway Golf Course	9
Sierra Fin Addicts Guide Service	9
Squaw Valley Chapel/United Church of Christ	9
Squaw Valley Weddings	9
Tahoe Sailing Charters	9

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Alpenglow Sports	8
Bar Bar Bar	8
Bite Restaurant & Bar	8
Bridgetender Tavern & Grill	8
Fredrick's Fusion Bistro	8
Granlibakken Resort Ski Area	8
Northstar-at-Tahoe (tm) Resort Ice Skating Rink	8
Pullen Realty Group	8
Tahoe Donner	8
The Living Room at The Ritz-Carlton Lake Tahoe	8
Trilogy Spa	8
Action Water Sports of Incline Village	7
Center for Spiritual Living	7
Chateau, The	7
Eagle Ridge Snowmobile Outfitters	7
EventMasters	7
High Camp Dining	7
Lanza's Italian Restaurant	7
Martis Valley Associates Property Rentals	7
Mofos Pizza	7
North Tahoe Community Church	7
North Tahoe Watersports	7
Northstar-at-Tahoe (tm) Resort Snow Play	7
Six Peaks Grille at the Resort at Squaw Creek	7
Ski Butlers	7
Ta-Hoe Nalu, LLC	7
Tahoe Sailing Adventures	7
A Party House	6
Blue Sky Events & Destination Management LLC	6
CB's Pizza	6
Graham's at Squaw Valley	6
Grand Tahoe Charters	6
Hacienda de la Sierra	6
Moodys Bistro & Lounge	6
Mountain High Weddings	6
North Shore Parasail and Tahoe Aquatic Center	6
Northstar-at-Tahoe (tm) Resort Cross Country,	6
River Grill	6
Sand Harbor Water Sports	6
Sierra Mountain Properties	6
Sierra Super Shuttle	6
Sports Tahoe	6
Tahoe Adventure Company, LLC.	6
Tahoe City's Winter Sports Park	6
Tahoe Rim Trail Association	6
Tomaato's	6
Tributary Whitewater Tours	6

Tunnel Creek Cafe	6
Austin's Family Restaurant	5
Crosby's Grill, Pub and Casino	5
D'lish Cakes, Catering and other Tasty Stuff	5
Fat Cat Bar & Grill	5
Ferrari's Crown Resort Cool Deals	5
Hacienda Del Lago	5
Incline Vacation Rentals Cool Deals	5
Lakeside Restaurants Inc.	5
Rosie's Cafe	5
Squaw Valley Adventure Center	5
Starbuck's	5
Susie Scoops Ice Cream	5
The Ritz-Carlton Spa, Lake Tahoe	5
Truckee River Raft Company	5
T's Mesquite Rotisserie	5
Village Ski Loft	5
Wolfdale's Cuisine Unique	5
A Ceremony of Love	4
Azzarra's	4
Captain Chris' Fishing Charters	4
Chuck's Charter Fishing	4
Fire Sign Cafe	4
Incline Village Mountain Course	4
Incline Village Recreation Center	4
Indu's Asian Noodles & Curries	4
Manzanita at The Ritz-Carlton Lake Tahoe	4
Massage on the Lake Day Spa	4
Moe's Original BBQ	4
Mountain Marriages	4
North Tahoe Marina	4
Resort at Squaw Creek Golf Course	4
Royal Gorge LLC Ski Resort	4
Rubicon Pizza Company	4
Sandy's Pub at the Resort at Squaw Creek	4
Syd's Bagelry & Espresso	4
Tahoe Dave's Ski & Board Shop, Squaw Valley	4
Tahoe Donner Cross Country	4
Tahoe Trips & Trails	4
Truckee Ice Rink	4
adrift Tahoe	3
Ann Poole Weddings	3
Cabin Fever	3
Corpus Christi Parish	3
Crystal Bay Club & Casino	3
Cutthroat's Saloon at the Hyatt Regency Incline	3
High Sierra Water Ski School	3

Hotel Truckee ~ Tahoe	3
Incline Village Championship Golf Course	3
Lake Tahoe Water Trail	3
Martis Valley Grille at Northstar-at-Tahoe (tm)	3
Olympic Bike Shop	3
Photography With Love	3
PlumpJack Cafe & Bar	3
Rustic Cottage Inn	3
Schulze, Lola - Tahoe Luxury Properties	3
Sierra Boat Company	3
Sierra Sherpa	3
Tahoe Biltmore Lodge & Casino Restaurants	3
Tahoe Biltmore Lodge Wedding Chapel	3
Tahoe City Marina	3
Tahoe Dave's Ski & Sports Shop, Kings Beach	3
Tahoe Dave's Ski and Board Shop, Truckee	3
The Cedar House Sport Hotel	3
Vertical Fitness	3
Village Toys	3
Woodwind II Sailing Cruises	3
ASC Training Center	2
Bistro Elise	2
Ceremonial Cinema	2
Chris Werner Photography	2
Christy Hill Lakeside Bistro	2
Ciprian Photography	2
Clearwater Facial Studio & Wax Bar	2
Coyote Moon Bar & Grille	2
Earthly Delights	2
Emerald Bay State Park and Vikingsholm Mansi	2
focusphotoTahoe	2
Gear & Grind Cafe	2
Hemmings & Jarrett	2
High Sierra Marine	2
Lakeside Beach Bar and Grill at the Hyatt Reger	2
Mumbo's Mountain Outfitters	2
Olympic Ice Pavilion	2
Olympic Plaza Food & Beverage	2
Reno Tahoe Limousine	2
Sierra Cafe at the Hyatt Regency	2
Strotz Photography	2
Tahoe City Golf Course	2
Tahoe City Kayak	2
Tahoe Mountain Sports	2
Tahoe Real Estate Group	2
The Pfeifer House, Inc.	2
Truckee River Rafting	2

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Village Church	2
Yoshimi Restaurant	2
A Day In Your Life Photography	1
Absolutely Flawless	1
Bank of America	1
Coldstream Adventures	1
Coyote Moon Golf Course	1
Crest Cafe & Catering	1
Cyclepaths Mountain Bike Adventures	1
Gallery Keoki, Images of Tahoe	1
James Harold Galleries	1
Jeff Lamppert Photography	1
La Petite Salon	1
Lighthouse Spa	1
Mountain Grinds Coffee at the Hyatt Regency I	1
North Tahoe Art Center Gift Shop	1
North Tahoe Arts	1
North Tahoe Limousine	1
Northstar-at-Tahoe (tm) Mountain Biking (Seas	1
Northstar-at-Tahoe (tm) Resort Golf Course (Se	1
Photography By Monique	1
PlumpJack Sport	1
Porters Ski & Sports, Tahoe City	1
Radiant Blue Events	1
Resort at Squaw Creek Spa	1
Seasons	1
Squaw Valley Chapel	1
Starbuck's Coffee at Northstar	1
Stillwater Pool Bar and Grille at the Hyatt Rege	1
Studio 89 Salon	1
Sugar Pine Point State Park & Ehrman Mansion	1
Sweet Potatoes Deli at the Resort at Squaw Cre	1
Tahoe Blooms Floral Designs	1
Tahoe Comedy North	1
Tahoe Cross Country Ski Area	1
Tahoe Dave's Ski and Board Shop	1
Tahoe House Bakery & Gourmet	1
Tahoe North Visitor's & Convention Bureau	1
The Ritz-Carlton, Lake Tahoe Cool Deals	1
The Store...Copies & More	1
Tom Delaney Bands	1
Tuck Wilson Entertainment	1
US Bank	1
West Shore Sports	1
Zia Lina Ristorante	1

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GTN.COM CLICK THROUGH / ALPHA LISTING

PROPERTY	CLICKS
7-Pines Motel	17
A Beautiful Tahoe Wedding	9
A Ceremony of Love	4
A Chapel at Lake Tahoe	11
A Day In Your Life Photography	1
A Party House	6
Absolutely Flawless	1
Action Water Sports of Incline Village	7
adrift Tahoe	3
Agate Bay Realty Vacation Rentals	81
Alibi Ale Works	11
Alpenglow Sports	8
Alpine Meadows Ski Resort	21
Americas Best Value Inn Tahoe City	41
Ann Poole Weddings	3
ASC Training Center	2
Austin's Family Restaurant	5
Aviva Inn	86
Azzarra's	4
Bank of America	1
Bar Bar Bar	8
Big Water Grille	18
Bilty's Brew & Q	11
Bistro Elise	2
Bite Restaurant & Bar	8
Blue Sky Events & Destinationl Manag	6
Boatworks Mall	9
Boreal	13
Bowl Incline	12
Bridgetender Tavern & Grill	8
Brockway Bakery	10
Brockway Springs Resort	101
Brockway Springs Resort Cool Deals	97
Cabin Fever	3
Cal Neva Resort Casino Hotel	23
Caliente	11
Captain Chris' Fishing Charters	4
Castle Peak Vacation Rentals	15
CB's Pizza	6
Cedar Glen Lodge	258
Center for Spiritual Living	7
Ceremonial Cinema	2
Chalet de Huttlinger	21
Chambers Landing Bar and Grill	80

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Chaney House	63
Chateau at Incline Village	23
Chateau, The	7
Chinquapin / Packard Realty	12
Chris Werner Photography	2
Christy Hill Lakeside Bistro	2
Christy Lodge	25
Chuck's Charter Fishing	4
Ciprian Photography	2
Clearwater Facial Studio & Wax Bar	2
Club Tahoe Resort	22
Cobblestone Center Shopping Mall	31
Coldstream Adventures	1
Constellation Residences at Northstar	58
Corpus Christi Parish	3
Cottage Inn at Lake Tahoe	111
Coyote Moon Bar & Grille	2
Coyote Moon Golf Course	1
Crest Cafe & Catering	1
Crosby's Grill, Pub and Casino	5
Crystal Bay Club & Casino	3
Crystal Bay Steak & Lobster House	9
Cutthroat's Saloon at the Hyatt Regen	3
Cyclepaths Mountain Bike Adventures	1
Destination Services Corporation	10
Diamond Peak Ski Area	46
Diamond Peak Ski Area Cool Deals	119
D'lish Cakes, Catering and other Tasty	5
Dockside 700 Bar & Grill	16
Donner Ski Ranch	13
Eagle Ridge Snowmobile Outfitters	7
Earthly Delights	2
Emerald Bay State Park and Vikingsho	2
EventMasters	7
Fat Cat Bar & Grill	5
Ferrari's Crown Resort	47
Ferrari's Crown Resort Cool Deals	5
Fire Sign Cafe	4
Firelite Lodge	19
First Accommodations, Inc.	71
focusphotoTahoe	2
Fondue Blue Restaurant and Bar	16
Fox Den Cottages	13
Franciscan Lakeside Lodge	59
Fredrick's Fusion Bistro	8
Gallery Keoki, Images of Tahoe	1
Gar Woods Grill & Pier	41

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Gatekeeper's Museum~William B. Lay	33
Gear & Grind Cafe	2
Goldfish Properties	49
Graham's at Squaw Valley	6
Grand Tahoe Charters	6
Granlibakken Resort Ski Area	8
Granlibakken Tahoe	110
Granlibakken Tahoe Cool Deals	40
Hacienda de la Sierra	6
Hacienda Del Lago	5
Hampton Inn & Suites Tahoe Truckee	10
Hauserman Rental Group	89
Hellman-Ehrman Mansion	82
Hemmings & Jarrett	2
Hey Chef! Private Chef's Service	9
High Camp Dining	7
High Sierra Marine	2
High Sierra Water Ski School	3
Holiday House	43
Homewood Mountain Resort	12
Hotel Truckee ~ Tahoe	3
Hyatt Regency Lake Tahoe Resort, Spa	383
Hyatt Regency Lake Tahoe Resort, Spa	70
Ice Lakes Lodge at Royal Gorge XC Ski	9
Incline at Tahoe Realty	46
Incline Vacation Rentals	72
Incline Vacation Rentals Cool Deals	5
Incline Village Championship Golf Cou	3
Incline Village Mountain Course	4
Incline Village Recreation Center	4
Indu's Asian Noodles & Curries	4
Jake's On The Lake	26
James Harold Galleries	1
Jason's Beachside Grille	17
Jeff Lamppert Photography	1
Kingswood Village Vacation Rentals	28
La Petite Salon	1
Lake Tahoe Accommodations	30
Lake Tahoe Accommodations.	37
Lake Tahoe Cruises ~ Zephyr Cove Res	26
Lake Tahoe Deluxe Vacation Rentals	37
Lake Tahoe Shakespeare Festival	9
Lake Tahoe Snowmobile Tours	13
Lake Tahoe Water Trail	3
LakeFrontHouse.com	42
Lakeside Beach Bar and Grill at the Hy	2
Lakeside Restaurants Inc.	5

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Lakeview Restaurant at Cal-Neva Resc	9
Lanza's Italian Restaurant	7
Le Bistro Restaurant	9
Lighthouse Spa	1
Lodge at Tahoe Donner	24
Lone Eagle Grill at the Hyatt Regency I	9
Manzanita at The Ritz-Carlton Lake Ta	4
Martis Valley Associates Property Ren	7
Martis Valley Grille at Northstar-at-Ta	3
Massage on the Lake Day Spa	4
Meeks Bay Resort & Marina	49
Mikuni Sushi	12
Moe's Original BBQ	4
Mofos Pizza	7
Moodys Bistro & Lounge	6
Mother Natures Inn	23
Mountain Grinds Coffee at the Hyatt f	1
Mountain High Weddings	6
Mountain Marriages	4
Mourelatos Lakeshore Resort	109
Mourelatos Lakeshore Resort Cool De	30
Mt. Rose-Ski Tahoe Ski Resort	34
Mumbo's Mountain Outfitters	2
North Shore Parasail and Tahoe Aquat	6
North Tahoe Art Center Gift Shop	1
North Tahoe Arts	1
North Tahoe Community Church	7
North Tahoe Cruises/Tahoe Gal	95
North Tahoe Event Center	30
North Tahoe Limousine	1
North Tahoe Marina	4
North Tahoe Rental Company	32
North Tahoe Watersports	7
Northstar California	33
Northstar Condominiums	56
Northstar Mountain Home Vacation R	32
Northstar Resort	149
Northstar-at-Tahoe (tm) Mountain Bil	1
Northstar-at-Tahoe (tm) Resort Cross	6
Northstar-at-Tahoe (tm) Resort Golf C	1
Northstar-at-Tahoe (tm) Resort Ice Sk	8
Northstar-at-Tahoe (tm) Resort Scenic	30
Northstar-at-Tahoe (tm) Resort Skiing	16
Northstar-at-Tahoe (tm) Resort Snow	7
Northstar-at-Tahoe Resort Weddings	25
Old Brockway Golf Course	9
Olympic Bike Shop	3

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Olympic Ice Pavilion	2
Olympic Plaza Food & Beverage	2
Olympic Village Inn	52
Parkside Inn at Incline	80
PepperTree Inn	14
Photography By Monique	1
Photography With Love	3
PlumpJack Cafe & Bar	3
PlumpJack Sport	1
PlumpJack Squaw Valley Inn	68
PlumpJack Squaw Valley Inn Cool Dea	160
Porters Ski & Sports, Tahoe City	1
Porters Ski & Sports, Truckee	12
Pullen Realty Group	8
Queen of the Snows Catholic Church	12
Radiant Blue Events	1
Rainbow Lodge	23
Red Wolf Lakeside Lodge	44
Red Wolf Lodge at Squaw Valley	20
RedAwning.com Vacation Rentals	16
Reno Tahoe Helicopters	21
Reno Tahoe Limousine	2
Resort at Squaw Creek	102
Resort at Squaw Creek Cool Deals	253
Resort at Squaw Creek Golf Course	4
Resort at Squaw Creek Spa	1
River Grill	6
River Ranch Lodge and Restaurant	67
River Ranch Lodge and Restaurant Co	106
Rockwood Lodge	46
Rosie's Cafe	5
Royal Gorge LLC Ski Resort	4
Rubicon Pizza Company	4
Rustic Cottage Inn	3
Rustic Cottages	38
Sand Harbor Water Sports	6
Sandy's Pub at the Resort at Squaw Cr	4
Schulze, Lola - Tahoe Luxury Propertie	3
Seasons	1
SellMyTimeShareNow.com	14
Shooting Star Bed & Breakfast	54
Shore House at Lake Tahoe	97
Sierra Boat Company	3
Sierra Cafe at the Hyatt Regency	2
Sierra Cloud Catamaran	11
Sierra Fin Addicts Guide Service	9
Sierra Mountain Properties	6

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Sierra Sherpa	3
Sierra Super Shuttle	6
Sierra Vacation Rentals/Sales	70
Sierra Vacation Rentals/Sales Cool De	34
Six Peaks Grille at the Resort at Squaw	7
Ski Butlers	7
Soule Domain Restaurant	12
Sports Tahoe	6
Squaw Valley Adventure Center	5
Squaw Valley Chapel	1
Squaw Valley Chapel/United Church o	9
Squaw Valley High Camp Bath & Tenn	12
Squaw Valley Lodge	74
Squaw Valley Lodge Cool Deals	232
Squaw Valley Resort	20
Squaw Valley Resort Cool Deals	97
Squaw Valley Weddings	9
St. Francis of Assisi Catholic Church	11
Stanford Alpine Chalet	64
Starbuck's	5
Starbuck's Coffee at Northstar	1
Stay In Lake Tahoe	81
Stevenson's Holliday Inn	35
Stillwater Pool Bar and Grille at the Hy	1
Strotz Photography	2
Studio 89 Salon	1
Sugar Bowl Ski Resort	20
Sugar Pine Point State Park & Ehrman	1
Sunnyside Restaurant & Lodge	156
Susie Scoops Ice Cream	5
SWA Watersports	10
Sweet Potatoes Deli at the Resort at S	1
Syd's Bagelry & Espresso	4
Tahoe Adventure Company, LLC.	6
Tahoe Adventure Company, LLC. Cool	76
Tahoe Biltmore Lodge & Casino	105
Tahoe Biltmore Lodge & Casino Cool I	22
Tahoe Biltmore Lodge & Casino Resta	3
Tahoe Biltmore Lodge Wedding Chape	3
Tahoe Bleu Wave Cruises	30
Tahoe Blooms Floral Designs	1
Tahoe City Golf Course	2
Tahoe City Inn	32
Tahoe City Kayak	2
Tahoe City Marina	3
Tahoe City's Winter Sports Park	6
Tahoe Comedy North	1

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Tahoe Cross Country Ski Area	1
Tahoe Dave's Ski & Board Shop, Squaw	4
Tahoe Dave's Ski & Sports Shop, Kings	3
Tahoe Dave's Ski and Board Shop	1
Tahoe Dave's Ski and Board Shop, Tru	3
Tahoe Donner	8
Tahoe Donner Cool Deals	54
Tahoe Donner Cross Country	4
Tahoe Edgelake Beach Club	10
Tahoe Exclusive Properties - Carr Long	19
Tahoe Exclusive Vacation Rentals	28
Tahoe Getaways Vacation Rentals	169
Tahoe Getaways Vacation Rentals Coc	128
Tahoe House Bakery & Gourmet	1
Tahoe Luxury Properties	81
Tahoe Luxury Properties Cool Deals	81
Tahoe Marina Lodge	46
Tahoe Moon Properties	158
Tahoe Mountain Club	54
Tahoe Mountain Resorts Lodging	65
Tahoe Mountain Sports	2
Ta-Hoe Nalu, LLC	7
Tahoe North Shore Lodge	10
Tahoe North Visitor's & Convention B	1
Tahoe Real Estate Group	2
Tahoe Rentals by Wells and Bennett R	53
Tahoe Rim Trail Association	6
Tahoe Sailing Adventures	7
Tahoe Sailing Charters	9
Tahoe Sands Resort	16
Tahoe Signature Properties	94
Tahoe Tavern Properties	10
Tahoe Tree Top Adventure Park	21
Tahoe Trips & Trails	4
Tahoe Truckee Factory Stores	35
Tahoe Vacation Rentals	22
Tahoe Vista Lodge and Cabins	35
Tahoe Vistana Inn	51
Tahoe Wedding Links	37
Tahoe Woodside Vacation Rentals	29
Tahoma Lodge	22
Tahoma Meadows Bed & Breakfast Cc	108
Tahoma Meadows Bed & Breakfast Cc	90
Tamarack Lodge	28
Tamarack Lodge Cool Deals	11
The Border House	55
The Cedar House Sport Hotel	3

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The Living Room at The Ritz-Carlton Lake Tahoe	8
The Lodge at Obexers	17
The Lodge at Sugar Bowl	52
The Pfeifer House, Inc.	2
The Ritz-Carlton Spa, Lake Tahoe	5
The Ritz-Carlton, Lake Tahoe	157
The Ritz-Carlton, Lake Tahoe Cool Deals	1
The Store...Copies & More	1
The Village at Squaw Valley	101
The Village at Squaw Valley Cool Deals	175
Thunderbird Lake Tahoe	34
Thunderbird Lodge	33
Tom Delaney Bands	1
Tomaato's	6
Tributary Whitewater Tours	6
Trilogy Spa	8
Truckee Ice Rink	4
Truckee River Raft Company	5
Truckee River Rafting	2
T's Mesquite Rotisserie	5
Tuck Wilson Entertainment	1
Tunnel Creek Cafe	6
US Bank	1
Vacasa	107
Vacation Station, Inc.	46
Vacation Tahoe by O'Neal Brokers	23
VACAY North Tahoe	170
VACAY North Tahoe Cool Deals	34
Vertical Fitness	3
Village Church	2
Village Ski Loft	5
Village Toys	3
Waterman's Landing	10
Waters of Tahoe Properties	101
West Lake Properties at Tahoe	29
West Shore Cafe & Inn	62
West Shore Cafe & Inn Cool Deals	170
West Shore Sports	1
Wild Goose Restaurant	12
Winters Creek Lodge at Mt. Rose Ski Field	13
Wolfdale's Cuisine Unique	5
Woodwind II Sailing Cruises	3
Yoshimi Restaurant	2
Zephyr Cove Snowmobiles	20
Zia Lina Ristorante	

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