



# North Lake Tahoe Market Report

## January 2014

# CAMPAIGN ANALYSIS

Our 2013-2014 North Lake Tahoe Winter campaign officially launched on December 16th, 2013. Beyond a northern California focused campaign, the county has approved an incremental budget to execute a Southern California campaign. In Addition to this, there has been incremental funding provided to curb the current negative snow perception.

Between our three active campaigns, we will deliver over 90 million impressions. To-date, we have already increased our current social media following by 70%, reached 15 million impressions, and exceeded industry bench mark results in digital and search. Our TV buy has delivered double the booked spots, yielding 120% bonus. We have increased our brand presence across key TV programming and high profile OOH placements.

Our northern California campaign consists of television, digital online, paid social, out of home, print and search. While our southern California includes digital online, OOH, health club sponsorships, Mammoth events and search.

The lack of snow has played a factor in our marketing results, however we have managed to deliver strong results across the board, exceeding industry averages. Although our website traffic and time spent on [GoTahoeNorth.com](http://GoTahoeNorth.com) is down, we've managed to increase the number of new visitors to [GoTahoeNorth.com](http://GoTahoeNorth.com). We have been able to do this while exposing the North Lake Tahoe brand to more consumers then ever before.

**NORTHERN CALIFORNIA MEDIA**

# NORTHERN CALIFORNIA ANALYSIS

Within northern CA, our digital campaign is generating a .37% CTR (3x industry average), delivering almost 13k clicks. Of those clicks, 2,320 reached the cool deals page and eventually reached lodging destinations. In conjunction, our search campaign drove an additional 405 clicks at a \$1.27 CPC and a 2.27% CTR (2x industry average). Results for our search campaign represent the last 7 days, as our previous search campaign extended to January 11th.

In 2014 we elected to renew our TV buy. Our current TV buy allows us the opportunity to match any prime time spots with another prime time spot for \$1. To-date, we have delivered 900 spots (60% bonus), with spots running in the Golden Globes, Warriors Games, 49ers Playoffs, Conan O'Brian and Top Chef.

Out of Home continues to be our main mass reach vehicle, delivering over 25 million impressions throughout the course of the campaign. North Lake Tahoe has 28 billboards located in key commuter routes, plus an additional 2 ferry building shelters.

New to our marketing efforts this year is paid social. With paid social, our "like" ads are targeted to non North Lake Tahoe followers that have shown an interest in relevant content. Within in our first two weeks we have nearly doubled the total number of North lake Tahoe followers, between northern and southern CA, with almost 7k directly from northern California. We are currently generating followers at \$1 or less.



# Television

Northern California

Dates: 12/16/13 - 1/19/14

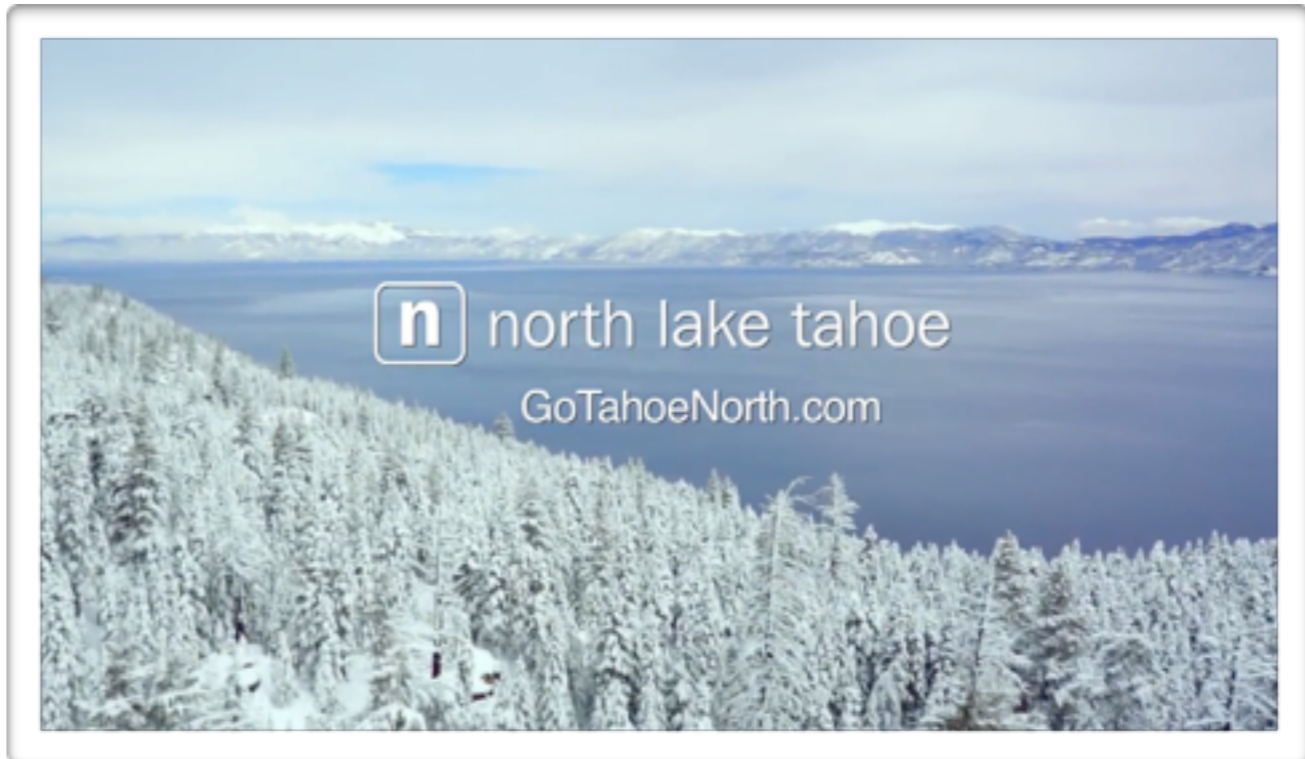
Details: 15 & 30 second spots

Spots ran: 369

Bonus spots ran: **531**

Program Highlights:

- 2014 Golden Globes
- Conan O'Brien
- Golden State Warriors (In Game)
- 49er post game
- Sportscenter



# Digital Report



## Northern California

Dates: 12/16/13 - 1/19/14

Impressions: 3,492,275

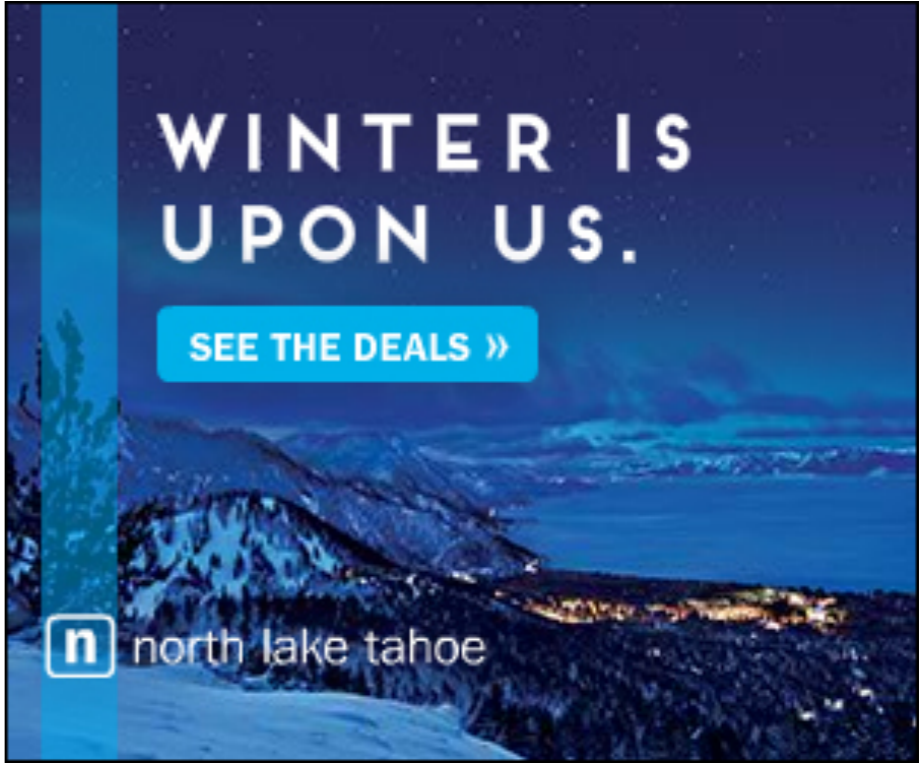
Clicks: 12,951

CTR: 0.37%

Lodging - 85 hits


Events - 555 hits

Cool Deals - 2,320 hits





# Digital - Trip Advisor




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Tahoe City Tourism
Home | Tahoe City | Hotels | Flights | Vacation Rentals | Restaurants | Things to Do | Best of 2013 | Trending Now | More | Write a Review


Home > United States > California (CA) > Lake Tahoe (California) > Tahoe City Tourism

## Tahoe City Vacations



Sunnyside Restaurant and Lodge (ZenMommy, Jul 2008)

[See all photos](#)







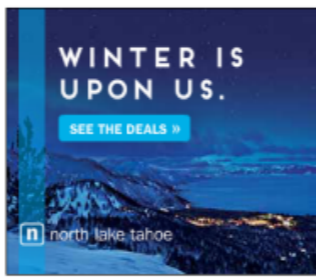


Map of Tahoe City





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### Top-rated hotels in Tahoe City

<p><b>Hotels</b></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> <b>Granlibakken Resort</b> 4.5/5 (209 Reviews)</p> <p> <b>Aviva Inn</b> 4.5/5 (104 Reviews)</p> <p> <b>Americas Best Value Inn-Tahoe City/Lake Tahoe</b> 4.5/5 (72 Reviews)</p> </div> <div style="width: 45%;"> <p><b>B&amp;Bs</b></p> <p> <b>Cottage Inn</b> 4.5/5 (89 Reviews)</p> <p> <b>Chaney House</b> 4.5/5 (27 Reviews)</p> <p> <b>Mayfield House Bed and Breakfast</b> 4.5/5 (4 Reviews)</p> </div> </div> <p style="font-size: x-small;">Browse 899 reviews of 12 hotels</p>	 <p style="text-align: center; font-weight: bold; font-size: small;">WINTER IS UPON US.</p> <p style="text-align: center; font-size: x-small;"><a href="#">SEE THE DEALS</a></p>
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### Vacation rentals from \$136/night

 <b>1 Bdrm, sleeps 4</b> from \$150/night	 <b>2 Bdrms, sleeps 6</b> from \$250/night	 <b>3 Bdrms, sleeps 10</b> from \$200/night	 <b>4 Bdrms, sleeps 8</b> from \$200/night
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Browse all 189 rentals from \$136/night


### Flights to Tahoe City

All fares Boston (BOS) to Reno (RNO) found by travelers in past 72 hours<sup>11</sup>

Today's lowest fares	Jan <b>\$421</b>	Feb <b>\$378</b>	Mar <b>\$384</b>	<a href="#">Search Flights</a>
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### Top-rated restaurants and attractions


<p><b>Restaurants</b></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> <b>Fire Sign Cafe</b> 4.5/5 (116 Reviews)</p> <p> <b>Tahoe House Bakery &amp; Gourmet</b> 4.5/5 (85 Reviews)</p> <p> <b>Christy Hill Restaurant</b> 4.5/5 (80 Reviews)</p> </div> <div style="width: 45%;"> <p><b>Attractions</b></p> <p> <b>Tahoe City Treetop Adventure Park</b> 4.5/5 (48 Reviews)</p> <p> <b>Eagle Falls Trail</b> 4.5/5 (82 Reviews)</p> <p> <b>Inspiration Point Vista</b> 4.5/5 (46 Reviews)</p> </div> </div> <p style="font-size: x-small;">Browse all 53 restaurants</p>	<p><b>Tahoe City weather essentials</b></p> <table border="1" style="width: 100%; font-size: x-small; border-collapse: collapse;"> <thead> <tr> <th>Month</th> <th>High</th> <th>Low</th> <th>Precip</th> </tr> </thead> <tbody> <tr><td>Jan</td><td>37°F</td><td>14°F</td><td>1 in</td></tr> <tr><td>Feb</td><td>37°F</td><td>14°F</td><td>1 in</td></tr> <tr><td>Mar</td><td>44°F</td><td>18°F</td><td>1 in</td></tr> <tr><td>Apr</td><td>48°F</td><td>22°F</td><td>0 in</td></tr> <tr><td>May</td><td>59°F</td><td>29°F</td><td>0 in</td></tr> <tr><td>Jun</td><td>69°F</td><td>34°F</td><td>0 in</td></tr> </tbody> </table> <p style="font-size: x-small;">More weather for Tahoe City</p> <p style="font-size: x-small;">Powered by  C°   F°</p> <p style="font-size: x-small;"><a href="#">Tahoe City. Save up to 50% off Hotels Everyday</a> Expedia.com Photos, Reviews and the Guaranteed Lowest Prices</p> <p style="font-size: x-small;"><a href="#">Tahoe City. Save up to 50% on hotels</a> Hotwire.com Hotwire: Get a 4-star hotel for a 2-star price.</p> <p style="font-size: x-small;"><a href="#">Tahoe City. Book now for big savings!</a> Hotels.com Outstanding choice of hotels all over the world at fantastic prices.</p> <p style="font-size: x-small;"><a href="#">Tahoe City. Save money. Book now!</a> Booking.com Excellent choice. Low rates</p> <p style="font-size: x-small;">Sponsored links *</p> <p style="font-size: x-small;"><a href="#">Sunnyside - Stay in Tahoe</a> www.sunnysidetahoe.com/ Lake Tahoe's Beautiful West Shore Property. Reserve a Room or Table!</p> <p style="font-size: x-small;"><a href="#">Tahoe City, CA Hotels</a> www.expedia.com/Tahoe-City_CA_Hotels More Choices. Best Prices. Trusted. Save on Hotels in Tahoe City, CA.</p> <p style="font-size: x-small;"><a href="#">10 Hotels in Tahoe City CA</a> www.booking.com/Tahoe-City-Hotels Half-Price Hotels! Book your Hotel in Tahoe City CA</p>	Month	High	Low	Precip	Jan	37°F	14°F	1 in	Feb	37°F	14°F	1 in	Mar	44°F	18°F	1 in	Apr	48°F	22°F	0 in	May	59°F	29°F	0 in	Jun	69°F	34°F	0 in
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Lake Tahoe (California) Tourism
Home | Lake Tahoe... | Hotels | Flights | Vacation Rentals | Restaurants | Things to Do | Best of 2013 | Trending Now | More | Write a Review



WINTER IS UPON US.

[SEE THE DEALS](#)

Home > United States > California (CA) > Lake Tahoe (California) Tourism

## Lake Tahoe (California) Vacations





Photo provided by: South Lake Tahoe Visitors Bureau

[See all photos](#)

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South Lake Tahoe Visitors Bureau: Deals

- Can't Miss Activities
- Family Fun on Lake Tahoe's South Shore
- Hot Deals for Lake Tahoe
- Special Events
- What to do in Lake Tahoe

### Top-rated hotels in Lake Tahoe (California)







#1 in Lake Tahoe (California)

All Hotels (130)	Best Value
Family	Romantic
Top resorts	B&Bs (31)

Browse 15,395 reviews of 161 hotels

### Vacation rentals from \$134/night

 <b>1 Bdrm, sleeps 4</b> from \$150/night	 <b>2 Bdrms, sleeps 6</b> from \$130/night	 <b>3 Bdrms, sleeps 6</b> from \$75/night	 <b>4 Bdrms, sleeps 10</b> from \$270/night
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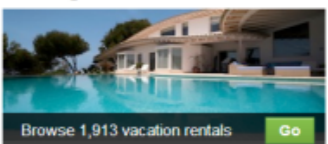

Browse all 1,913 rentals from \$134/night

### Flights to Lake Tahoe (California)

All fares Boston (BOS) to Reno (RNO) found by travelers in past 72 hours<sup>11</sup>

Today's lowest fares	Jan <b>\$421</b>	Feb <b>\$378</b>	Mar <b>\$384</b>	<a href="#">Search Flights</a>
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### Top-rated restaurants and attractions

<p><b>Restaurants</b></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p> <b>Rustic Lounge at Cedar Glen Lodge</b> 4.5/5 (91 Reviews)</p> <p> <b>Evan's American Gourmet Cafe</b> 4.5/5 (190 Reviews)</p> <p> <b>Planeta Ristorante</b> 4.5/5 (96 Reviews)</p> </div> <div style="width: 45%;"> <p><b>Attractions</b></p> <p> <b>Tahoe City Treetop Adventure Park</b> 4.5/5 (48 Reviews)</p> <p> <b>Emerald Bay State Park</b> 4.5/5 (92 Reviews)</p> <p> <b>Mt. Tallac Trail</b> 4.5/5 (29 Reviews)</p> </div> </div>	 <p style="font-size: x-small;">Map of Lake Tahoe (California)</p> <p style="font-size: x-small; margin-top: 10px;">1 friends have been to Lake Tahoe (California) &amp; nearby towns</p> <h3 style="margin-top: 10px;">Lake Tahoe (California) from \$134/night</h3>  <p style="font-size: x-small; margin-top: 5px;">Browse 1,913 vacation rentals <a href="#">Go</a></p> <div style="text-align: center; margin-top: 10px;">  <p style="font-size: 2em; font-weight: bold; margin: 0;">10 wonderfully unique beaches</p> <p style="background-color: #0070c0; color: white; padding: 5px; display: inline-block; border-radius: 5px;">SEE THE LIST</p> </div> <p style="font-size: x-small; margin-top: 10px;">Lake Tahoe (California) weather essentials</p>
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# Digital - Expedia

**Expedia** Account Scratchpad Itineraries Support

Home Vacation Packages Hotels Cars Flights Cruises Things to Do Deals Groupon Getaways Rewards Mobile

**THINGS TO DO**  
7,000+ attractions and events  
Tours Shows Theme Parks Shows

What city?  
Arrival date?  
mm/dd/yyyy  
**BEST PRICE GUARANTEE** SEARCH

**WINTER IS UPON US.**  
SEE THE DEALS

**TRAVEL TOOLS**  
How do I find my booked itinerary?  
How do I access and print my itinerary?  
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Filter hotels by

Star Rating  
 5 Stars (0)  
 4 Stars (4)  
 3 Stars (100)  
 2 Stars (90)  
 1 Stars (3)

Price  
 Less than \$75 (38)  
 \$75 to \$124 (69)  
 \$125 to \$199 (19)  
 \$200 to \$299 (3)  
 Greater than \$300 (0)

Accommodation Type  
 All  
 Hotel  
 Bed & Breakfast  
 Apartment  
 Condo  
 All-Inclusive Resort

Hotel Preferences  
 High-speed Internet (133)  
 Air conditioning (193)  
 Swimming pool (233)  
 Babysitting service (7)

Optional Dinner or Tapas  
 Chichen Itza Lightseeing Excursion \$80  
 Universal Orlando® Theme Parks \$127  
 San Diego 3-to-1 Pass \$144  
 Disneyworld Resort Tickets \$174  
 Tequila Multi-Day LR Tickets \$200

**Courtyard by Marriott Myrtle Beach Barefoot Landing** ★★★  
4.3 out of 5 (225 reviews)  
Distance from Myrtle Beach: 12.56 mi  
Save up to 10% with Adv. Purchase Rates  
Close to Barefoot Landing's shops, restaurants, nightlife and championship golf. Advance purchase rates are non-refundable.  
✓ Free Cancellation  
\$119 avg/night  
Sponsored Listing

**The Suites of Market Common** ★★★★★  
Myrtle Beach  
4.4 out of 5 (168 reviews)  
Distance from Myrtle Beach: 1.38 mi  
1-866-264-5744 • Expedia Rate ✓ Free Cancellation  
5 people booked this hotel in the last 48 hours  
Only 4 rooms left at this price  
\$430 ~~\$430~~ \$85 avg/night

**Compass Cove Resort** ★★★  
Myrtle Beach  
4.2 out of 5 (2234 reviews)  
Distance from Myrtle Beach: 1.35 mi  
1-866-267-9053 • Expedia Rate ✓ Free Cancellation  
Most Popular 37 people booked this hotel in the last 48 hours  
Only 3 rooms left at this price  
\$80 avg/night

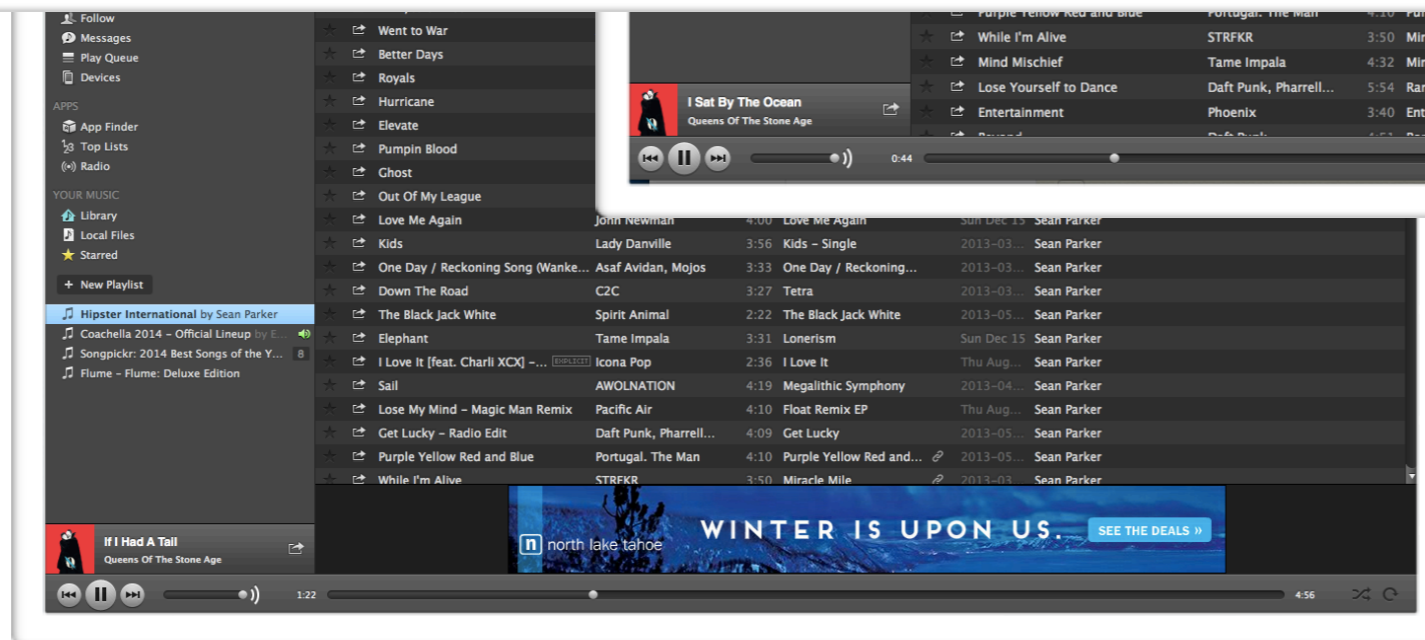
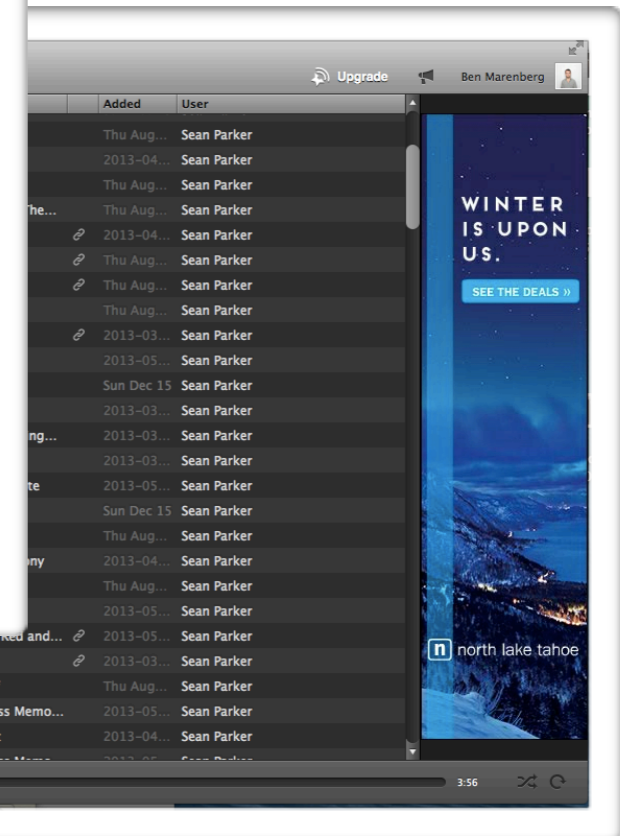
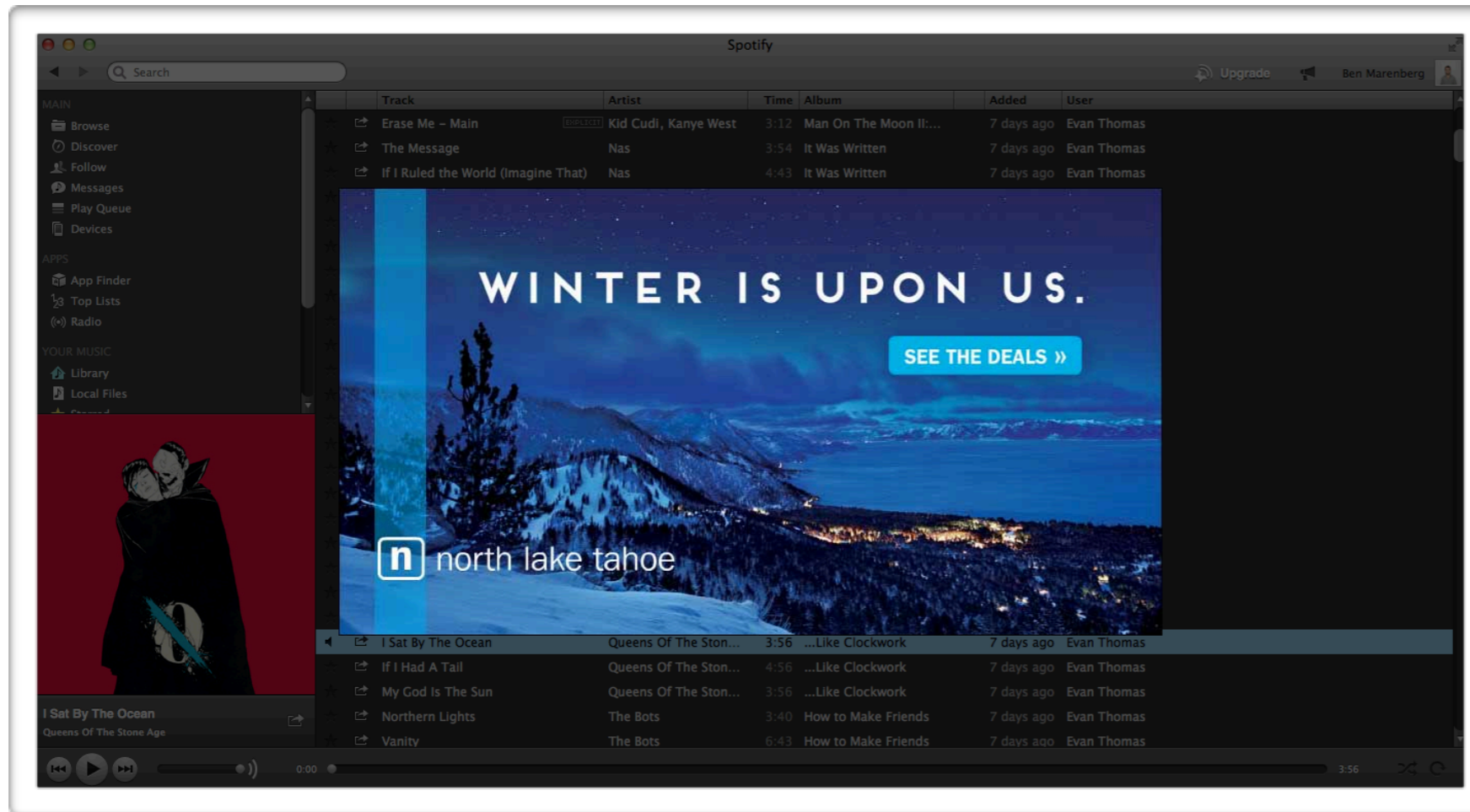
**Sandcastle Oceanfront Resort South Beach** ★★★  
Myrtle Beach  
3.8 out of 5 (824 reviews)  
Distance from Myrtle Beach: 1.33 mi  
1-866-272-4856 • Expedia Rate  
9 people booked this hotel in the last 48 hours  
Only 3 rooms left at this price  
\$65 avg/night

**Myrtle Beach, SC, United States (MYR) Hotels up to 40% off** up to 40% off standard hotel rates

**LET'S MAKE MONDAY THE NEW SUNDAY.**

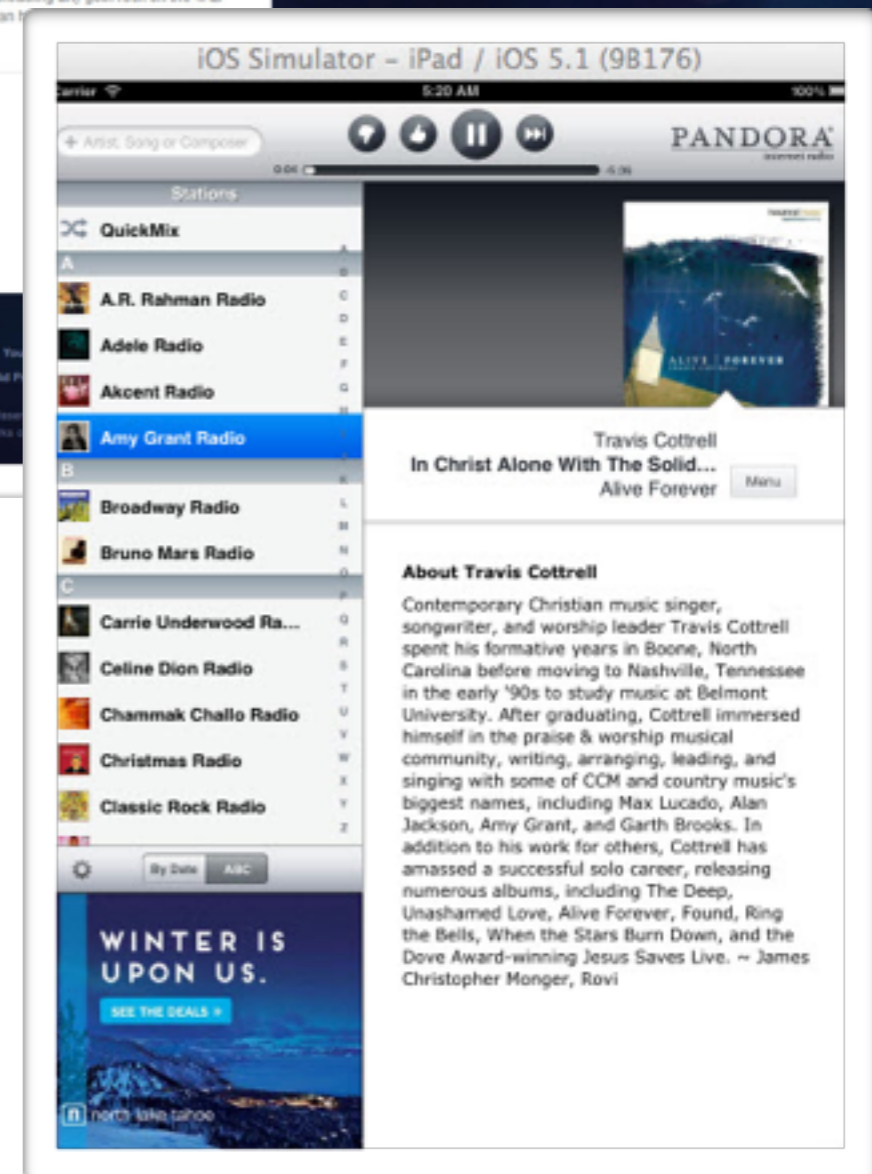
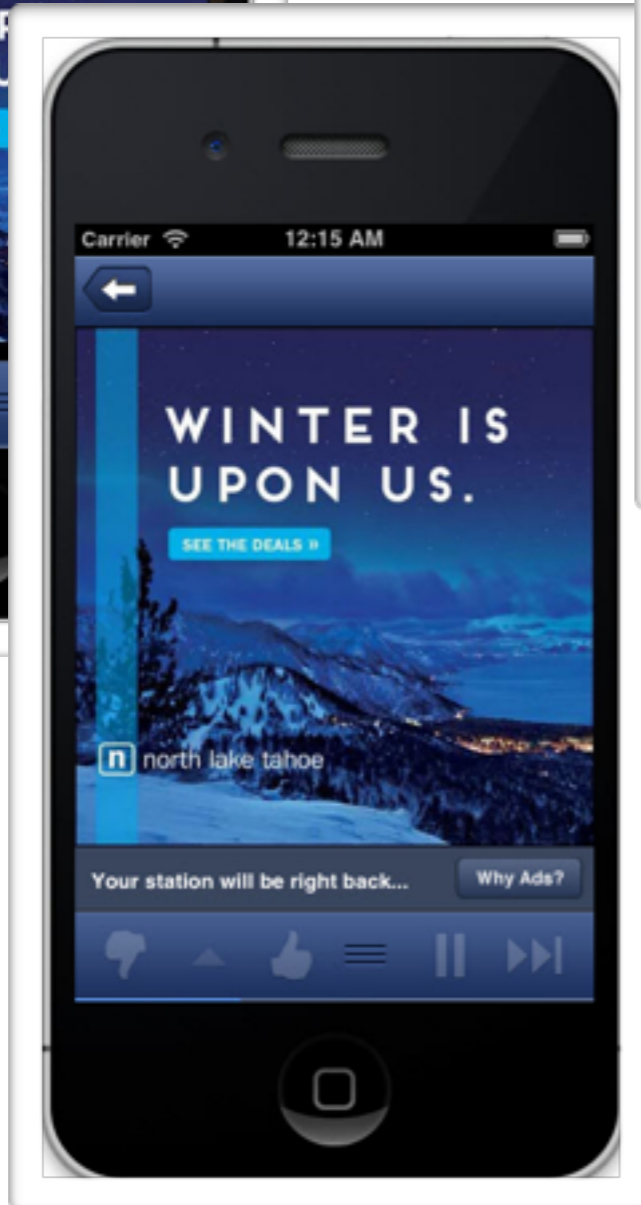
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\$79 Myrtle Beach Package  
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www.getawaydeals.com/MyrtleBeach  
Cheap Hotels - 75% Off  
Find Cheap Hotels in Myrtle Beach. Compare Rates at up to 75% Off!  
www.traveltoos.com/MyrtleBeach

# Digital - Spotify





# Digital - Pandora



# Digital - Open Snow

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Wednesday January 22nd 2014 9:36am MST

By Snow Forecaster Bryan Allegretto

**Summary:**  
Still no significant storms in sight despite the forecast models still showing a change in the pattern at the end of the month.

**Details:**  
Dry conditions will continue for the next week. A system will push into the West Coast to our North next Tuesday Wednesday keeping us out of any precip. The next system will push into the coast by the end of next week. The forecast models are still waffling on whether or not the precip will make it this far South.

**Long-Range:**

California | OpenSnow

62° Dallas, TX - CNN

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Home > Forecast > Reports > California

## CALIFORNIA

### The Tahoe Daily Snow

By Snow Forecaster Bryan Allegretto Thursday January 16th at 10:06am MST

Summary: The ridge continues to be stuck along the West Coast through the next week keeping us dry. It begins to move towards Alaska week 2 allowing a chance for a system or two before the end of the month. Details: In the short term all we can do is continue to sit and wait for the pattern to change. Here is the NWS map they put out yesterday showing why it is so dry. They didn't have much explanation beyond the warm water in the Northeast.

Read Full Daily Snow >

WINTER IS UPON US. SEE THE DEALS >

1-5 Day Forecast 6-10 Day Forecast Forecast Trends Webcams Snow Report Snowfall History

If you see this, we are forecasting a powder day!

Location	Thu 1/16	Thu Night	Fri 1/17	Fri Night	Sat 1/18	Sat Night	Sun 1/19	Sun Night	Mon 1/20	Mon Night

**NORTHSTAR CALIFORNIA**



# Social - Unified Social

## Northern California

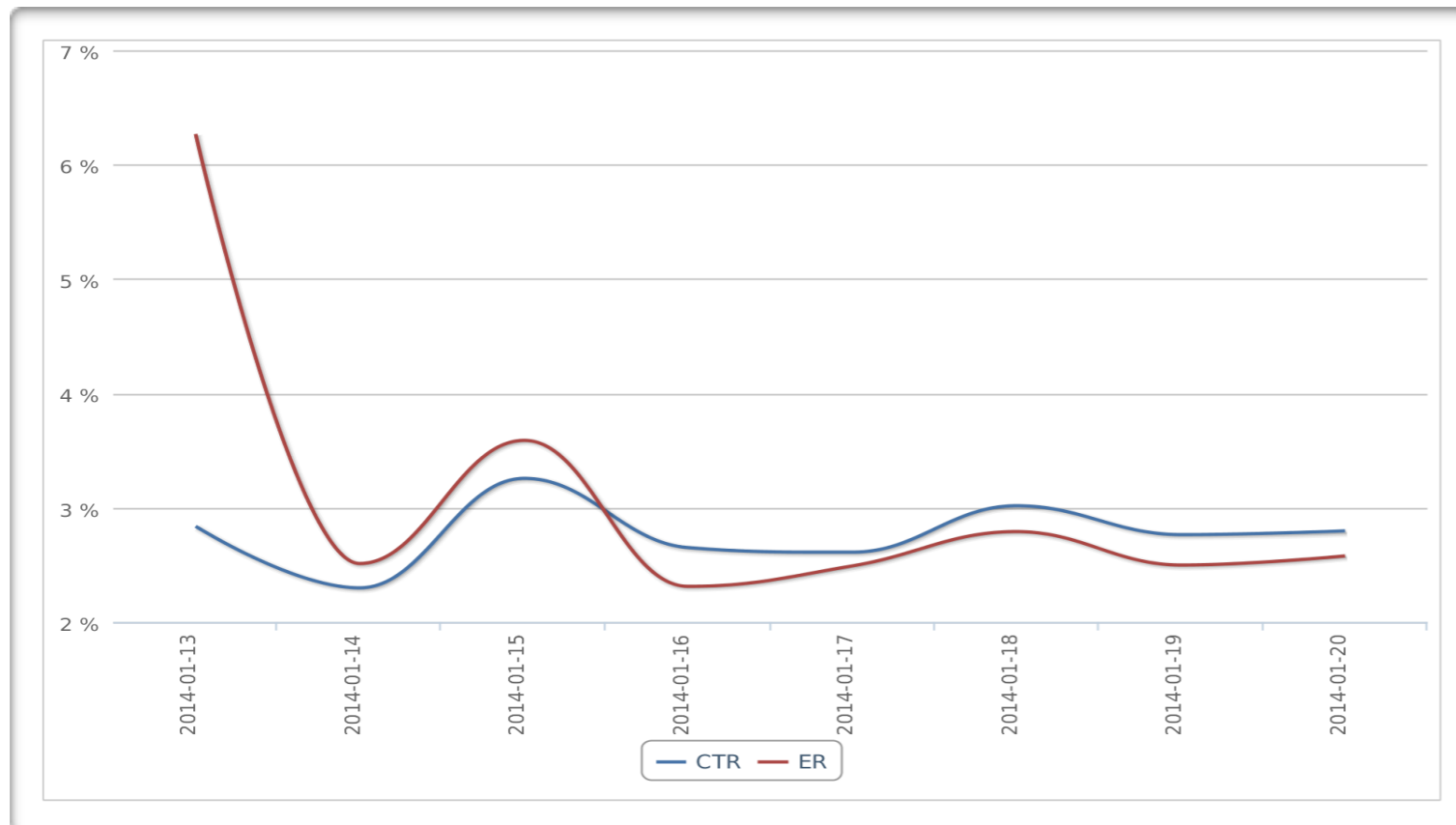
Dates: 1/13/14-1/20/14

Impressions: 294,360

Clicks: 8,086

Engagements: 8,506

Page Likes: 6,556



**n** Lake Tahoe North  
Check-in at any of North Tahoe's watering holes and enter to win! #crawltahoe

Lake Tahoe North  
Travel/Leisure  
15,265 likes

Sponsored

**n** Lake Tahoe North  
Escape to North Lake Tahoe. "LIKE" for more beautiful photos!

Lake Tahoe North  
Travel/Leisure  
17,064 likes

Sponsored

**n** Lake Tahoe North  
Check-in at any of North Tahoe's watering holes and enter to win! #crawltahoe

#crawltahoe

Lake Tahoe North  
Travel/Leisure  
15,265 likes

Sponsored



# SEM Report

Northern California

Dates: 1/12/13 - 1/19/14

Impressions: 17,842

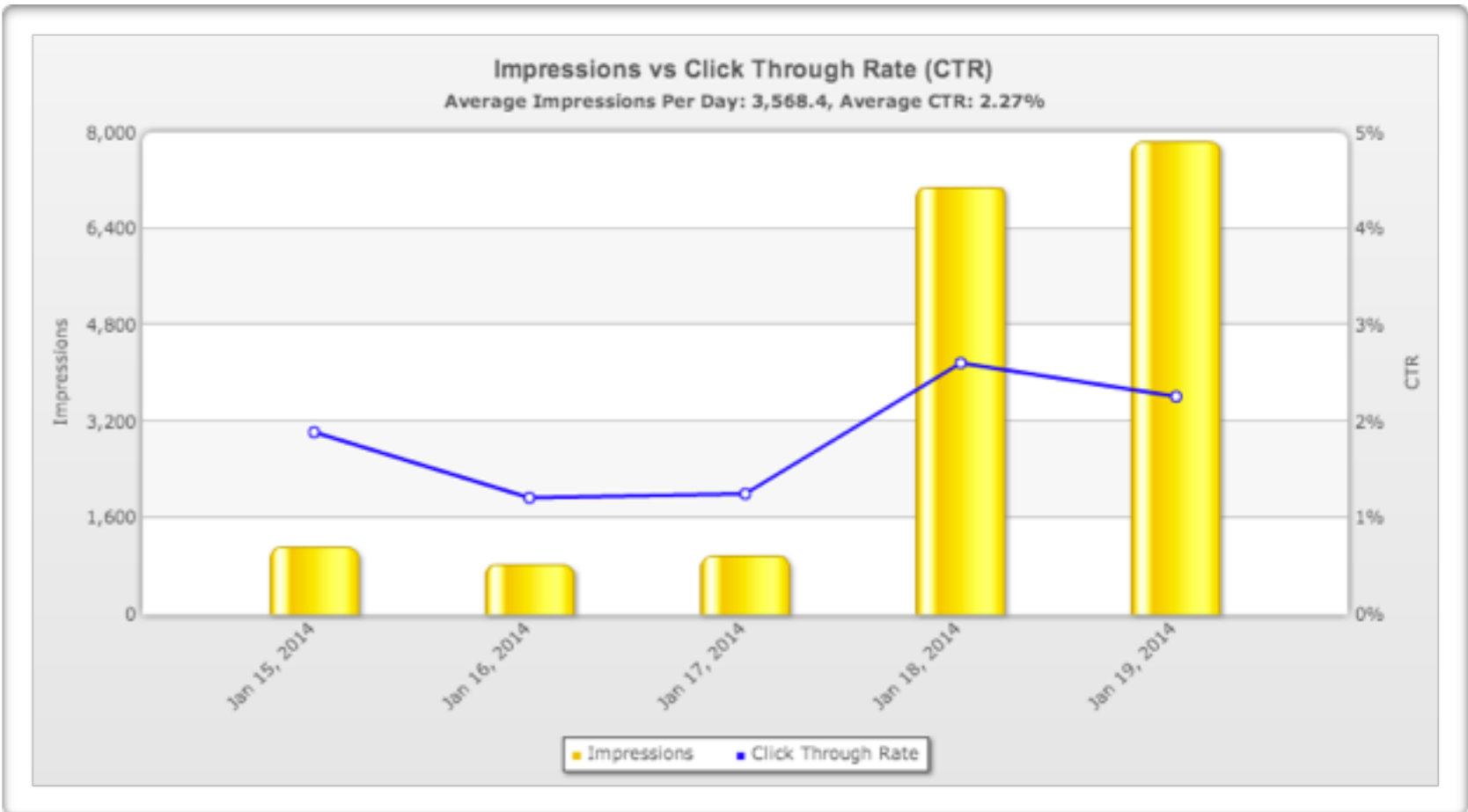
Clicks: 405

CTR: 2.27%

Spend: \$513.49

CPC: \$1.27

Cool Deals: 19 web events



*\*previous Summer budget was extended through 1/11/14. New 2014 Winter budget started 1/12/14*

# Out of Home

Gotahoenorth.com

Total Placements : 30

Placement Type: billboards, posters & ferry building placements

Impressions: 25,176,848

Placement highlights:

- 1. Bayshore Triangle Takeover
- 2. Market & Leguna
- 3. Van Ness & Jackson
- 4. Harrison Bay Bridge Freeway entrance



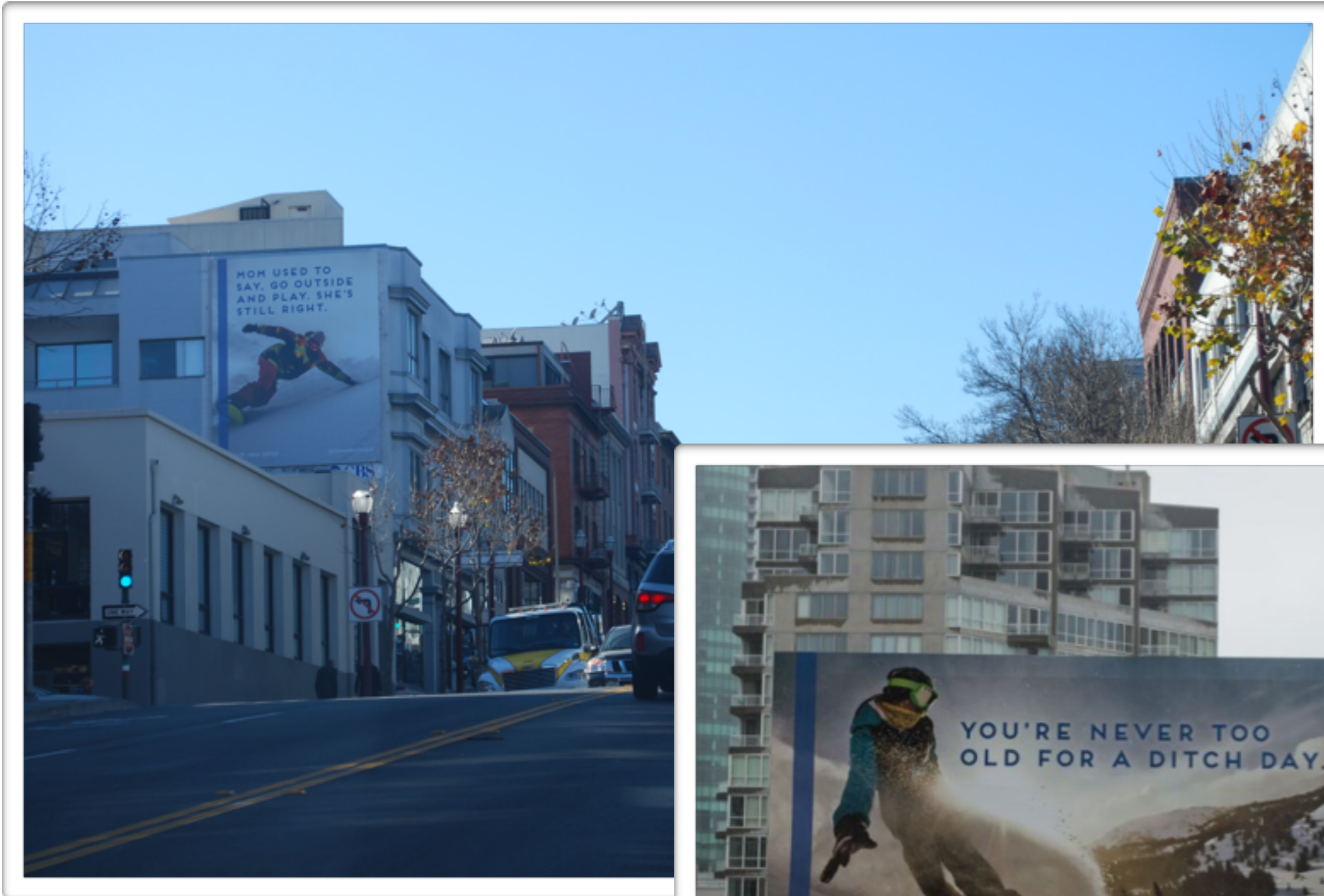


# CBS Outdoor



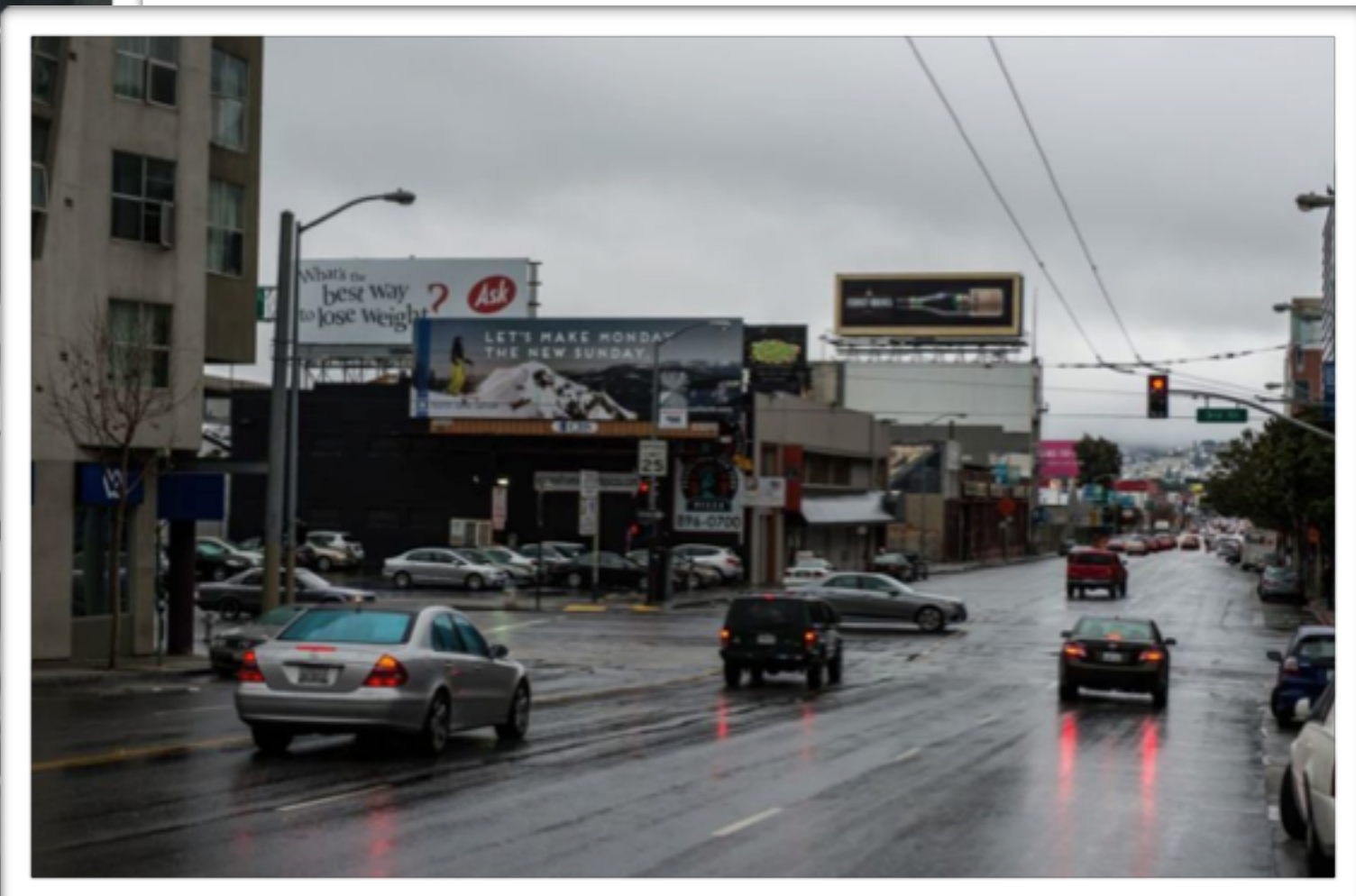


# CBS Outdoor





# CBS Outdoor





# CBS Outdoor



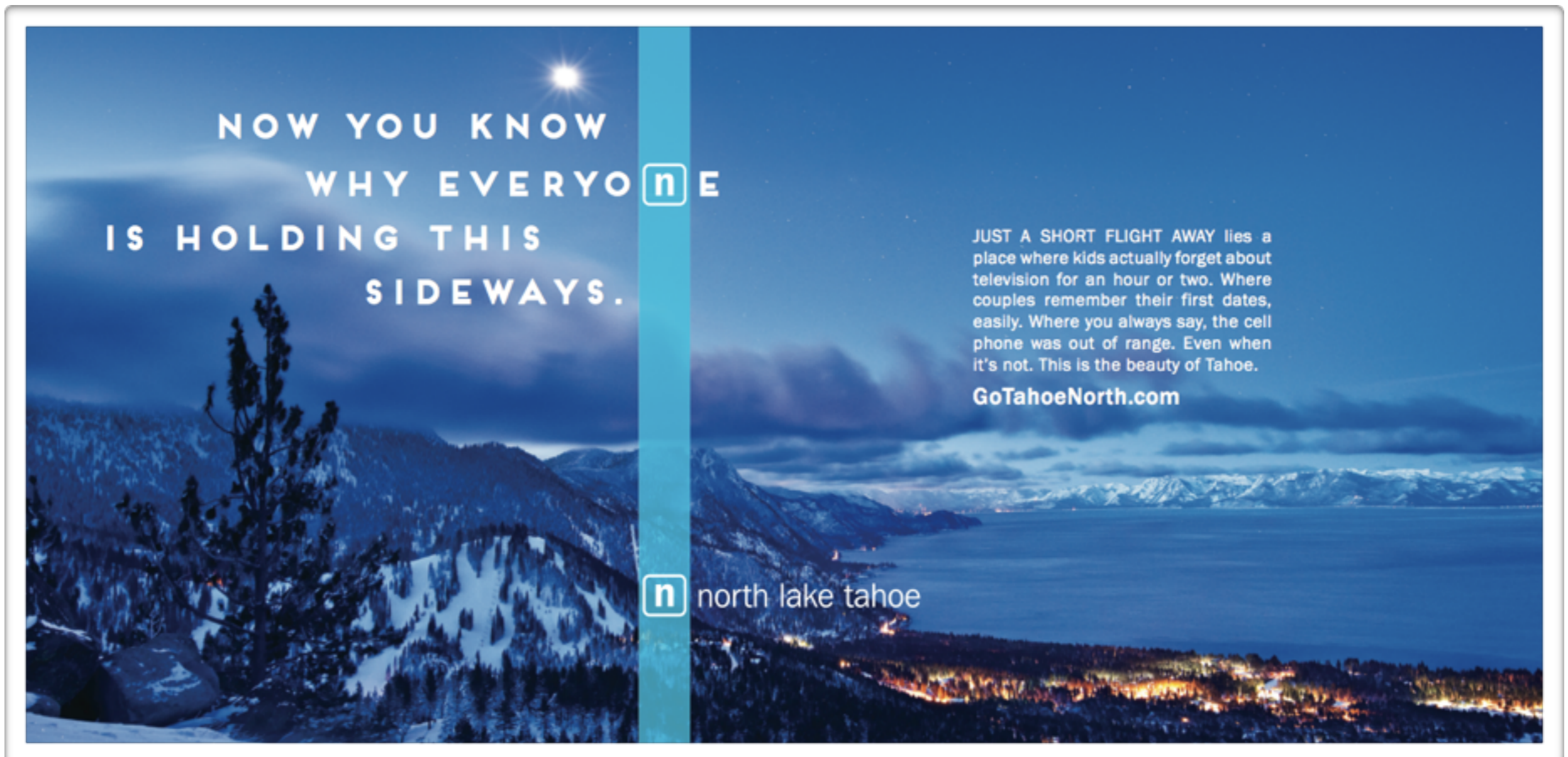


# Southwest Spirit

Issue: November (Reno/Tahoe editorial)

Circulation: 3,334,000

Timing: November 2013



# SEO Report

Gotahoenorth.com

Total visits: 74,967 (-18%)  
Page views: 257,595 (-31%)  
Pages per visit: 2.96 (-16%)  
Visit duration: 02:10 (-27%)  
% of new visitors: 82.21% (+5.88%)

Total outbound traffic (lodging, restaurants & activities): 14,858

Cool deals outbound traffic: 3,752





**SOUTHERN CALIFORNIA MEDIA**

# SOUTHERN CALIFORNIA ANALYSIS

North Lake Tahoe revisited the southern California market with an additional budget provided by the county. Given the vast size of southern CA and the price of media, we selected media that focuses on our core vertical (winter activities).

A majority of our campaign is allocated towards snow, music, interest and local (ex: LATimes) websites. Currently, we are generating a .21% CTR (2x industry average), delivering over 15k clicks. Our digital efforts are supported by a search campaign focused on the southern California market. Our search efforts in southern California have received 168 clicks over the past 7 days, with a CTR of 1.11% and a CPC of \$1.31. Once again, these results represent the past 7 days.

Beyond our digital efforts, we have launched multiple out of home executions. We have two billboards located on key routes to Mammoth (HWY 395 & HWY 14), health club sponsorship in over 19 southern California sports clubs, delivering over 45k spots. Finally, we will be hosting a Photobomb event at Mammoth on February 8th. The event will engage over 1,000 Mammoth attendees driving social engagement to win prizes.

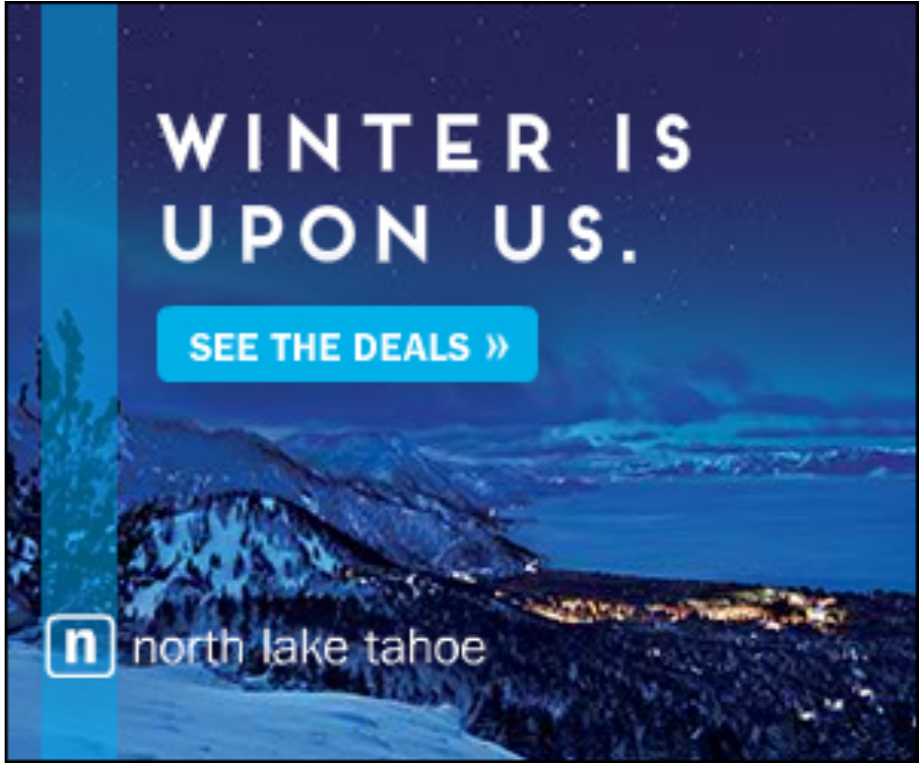
In addition to northern California, we launched paid social in southern California. To-date we have driven 6,500 new followers located in Southern California that have shown interest in Winter activities.

Our southern California campaign is on the right track to revitalizing North Lake Tahoe's presence in southern California.

# Digital Report

## Southern California

Dates: 12/16/13-1/19/14  
Impressions: 7,433,139  
Clicks: 15,256  
CTR: 0.21%  
Lodging: 79 hits  
Events: 201 hits  
Cool Deals: 3,935 hits



# Digital - LA Times

Los Angeles Times | SOCAL

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SOCAL CALIFORNIA MEXICO HAWAII LAS VEGAS EUROPE ASIA AUSTRALIA TRAVEL & DEAL BLOG TRAVEL PLUS

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**MOM USED TO SAY, GO OUTSIDE AND PLAY.**

**Weekend Escape: A night on the water at Rainbow Harbor in Long Beach**  
By Chris Erdine  
Live like a king, or a captain, with an overnight stay aboard a private yacht. Dockside Boat & Bed rents luxe vessels for a night – or two or three – at Rainbow Harbor in Long Beach. Roomier than most hotel rooms, the boats include galleys, living rooms and

**Travel Blog**  
Las Vegas: At the Cosmopolitan, Liberace's costumes still wow  
Gear: Wheelchair wheels are detachable and foldable

Los Angeles Times | SOCAL

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**TOP ARTS & CULTURE NEWS**

**Review: Ann Veronica Janssens' visual puzzles challenge and engage**  
By Sharon Mizora  
So simple as to seem artless, Ann Veronica Janssens' works at 1304PE are surprisingly engaging. Known for installations that play with

**MOM USED TO SAY, GO OUTSIDE AND PLAY.**

**CULTURE MONSTER | All Arts, All the Time**

**Review: Lynn Aldrich retrospective channels inventive spirit** 7:33 a.m.

**Peter O'Toole: 6 notable stage**

**Black List 2013: Kubrick, spaceships and 'shovel lists' dominate** 2 minutes ago

**'Once Upon a Time's' Robbie Kay chats**

Photo Galleries

Postcards From the West Union Station and environs

Los Angeles Times | ARTS

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AWARDS: THE ENVELOPE MOVIES TV MUSIC CELEBRITY ARTS INDUSTRY CRITICS PICKS ENTERTAINMENT PLUS

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The longer you stay, the more you save. Receive up to 35% off and a \$200 resort credit. LEARN MORE

**TOP ARTS & CULTURE NEWS**

**Christoph Waltz debuts his 'Der Rosenkavalier' in Belgium**  
By David Ng  
For opera fans in Southern California, Christoph Waltz has become a semi-regular presence in the audience of Los Angeles Opera productions at the...

**WINTER IS UPON US.** SEE THE DEALS

**Solve jigsaw puzzles >>>**

**CULTURE MONSTER | All Arts, All the Time**

**Review: Lynn Aldrich retrospective channels inventive spirit** 7:33 a.m.

**Black List 2013: Kubrick, spaceships and 'shovel lists' dominate** 2 minutes ago



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SUBSCRIBE NEW! BIG MUSCLE TRAINING MANUAL 10-MINUTE WORKOUTS WORKOUT CENTER DELTAFIT CELEBRITY FITNESS

SNOWBOARDING TIPS

## Best in Snow

6 slope tricks to take you from bunny hill to black diamond

BY LIESA GOINS, DECEMBER 14, 2004

Introducing a new choice to love.

Freshman s...  
end of the fi...  
But it doesn't...  
Jake Burton...  
made to resp...  
learn to quit

Sadly, there...  
No matter h...  
degree of bl...  
But you can...  
distinguish...  
their snowb...  
Mountain. P

1. Lose a Leg...  
Since snowb...  
this snowbo...  
level surface...  
Snowboards

VALENTINE'S DAY CARDS NOW 30% OFF

EASY-TO-MAKE AND MORE MEANINGFUL #OKAYTOCRY

cardstore.com MAKE A CARD NOW!

subscribe give a gift digital edition promotions newsletters games coupons blogs wd on the go join free sign in with facebook sign in

Woman'sDay

Click for savings VALUE EVERY DAY

Site Recipes

try: At-Home Jobs Winter Skin Care Pet Health

FOOD + RECIPES • HEALTH + FITNESS • LIFESTYLE • SEX + RELATIONSHIPS • HOME • STYLE + BEAUTY • GIVEAWAYS

## 10 Soaring Ski Resorts

Hit the slopes at one of these action-packed snow havens

By Olivia Putnal

Share +1 Like 1 Pin it Tweet 0

It's the season for skiing, and since it's one of America's favorite winter pastimes, you might be looking for a new white vacation spot this year. With so many ski resorts these days, it's hard to know where and which one to choose. From 8,600 acres of terrain to mountains as tall as 13,000 feet, WomansDay.com has found 10 of the best ski lodges where you can rock the slopes this season, no matter what your level. Check out these top resorts from around the world, and don't forget to bundle up!

### Deer Valley—Park City, Utah



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WINTER IS UPON US. SEE THE DEALS »

north lake tahoe

- don't miss these:
- 5 Makeup Tricks to Look Younger
  - The Healthiest Fruits & Vegetables
  - 10 Best Ways to Surprise a Friend
  - The Dirtiest Spots in Your Kitchen
  - Fitness Trade-Ups That Boost Results

English (US), °F Login


FEB 2

Friday	Saturday
3	4
Actual Temp 57° Lo 16° Hist. Avg. 40° Lo 14°	Actual Temp 43° Lo 16° Hist. Avg. 40° Lo 14°
10	11
Actual Temp 52° Lo 21° Hist. Avg. 41° Lo 14°	Actual Temp 43° Lo 23° Hist. Avg. 41° Lo 14°
17	18
Actual Temp 55° Lo 14° Hist. Avg. 41° Lo 14°	Actual Temp 55° Lo 14° Hist. Avg. 42° Lo 14°
24	25
26	27
Actual Temp 57° Lo 16° Hist. Avg. 42° Lo 14°	Actual Temp 55° Lo 12° Hist. Avg. 42° Lo 14°
28	29
Actual Temp 55° Lo 12° Hist. Avg. 42° Lo 14°	Actual Temp 55° Lo 9° Hist. Avg. 42° Lo 14°
30	31
Mostly sunny 41° Lo 16° Hist. Avg. 42° Lo 14°	Mostly sunny 44° Lo 13° Hist. Avg. 42° Lo 14°
Feb 1	
Mostly sunny 47° Lo 12° Hist. Avg. 42° Lo 14°	

WINTER IS UPON US. SEE THE DEALS »

north lake tahoe

# Digital - Trip Advisor



Hi, Irina | Sharing On | Your TripAdvisor | Sign out | USD |


Search for a city, hotel, etc. [Search]

Home | Whistler | Hotels | Flights | Vacation Rentals | Restaurants | Things to Do | Best of 2013 | Trending Now | More | Write a Review

Home > Canada > British Columbia > Whistler Tourism

## Whistler Vacations

Travelers' Choice® 2013 Winner Destinations



Links provided by: Official Whistler Tourism Office

**Official Whistler Tourism Office**

- Visit our website
- Send us an email
- Twitter
- Facebook

**Official Whistler Tourism Office: Deals**

- Last Minute Deals
- Room Only Specials
- Summer Packages
- Winter Packages

Photo provided by Official Whistler Tourism Office

### Top-rated hotels in Whistler

Browse 15,463 reviews of 73 hotels

- All Hotels (52)
- Best Value
- Family
- Top resorts
- Business
- B&Bs (21)

#1 in Whistler

### Vacation rentals from \$118/night

Browse all 1,029 rentals from \$118/night

- 1 Bdrm, sleeps 4 from \$225/night
- 2 Bdrms, sleeps 8 from \$138/night
- 3 Bdrms, sleeps 9 from \$184/night
- 4 Bdrms, sleeps 8 from \$345/night

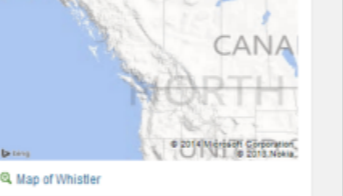
### Flights to Whistler

All fares Boston (BOS) to Vancouver (YVR) found by travelers in past 72 hours

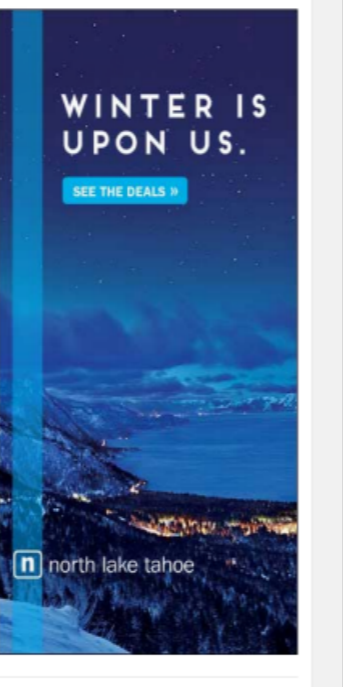
Today's lowest fares	Jan	Feb	Mar	[Search Flights]
	\$427	\$383	\$389	

### Top-rated restaurants and attractions


Restaurants	Attractions
<b>Rim Rock Cafe &amp; Oyster Bar</b> 438 Reviews	<b>Peak 2 Peak Gondola</b> 1,748 Reviews
<b>Rocky Mountain Chocolate Factory</b> 60 Reviews	<b>Whistler Bungee</b> 101 Reviews
<b>Purebread</b>	<b>Whistler Blackcomb</b>



Map of Whistler



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Hi, Irina | Sharing On | Your TripAdvisor | Sign out | USD |

Search for a city, hotel, etc. [Search]

Home | Vail | Hotels | Flights | Vacation Rentals | Restaurants | Things to Do | Best of 2013 | Trending Now | More | Write a Review

Home > United States > Colorado (CO) > Vail > Things to Do in Vail

## Things to do in Vail


Attractions (28) | Activities (28) | Nightlife (4) | Shopping (8)

- All (28)
- Sports (12)
- Outdoors (10)
- Amusement (2)
- Performances (2)
- Cultural (1)
- Museums (1)

### Attractions travelers recommend

28 of 28 shown

Sorted by Ranking



WINTER IS UPON US. SEE THE DEALS

#### Gerald Ford Amphitheater

Ranked #1 of 28 attractions in Vail  
74 reviews

"Beautiful outdoor venue" 11/25/2013  
"The last night of the Philadelphia Orc..." 10/25/2013

Category: Theaters

Map | Visitor photos (2)

#### Vail Mountain

Ranked #2 of 28 attractions in Vail  
448 reviews

"Excellent place to ski" 01/09/2014  
"THE best thing to do in vail mountain" 01/08/2014

Category: Ski/Snowboard Areas; Mountains; Biking Trails; Resort Communities

Owner description: Offering more than 5,289 acres of downhill and cross-country trails, Vail is considered one of the best all-around ski... more >

Map | Visitor photos (138)

#### Betty Ford Alpine Gardens

Ranked #3 of 28 attractions in Vail  
159 reviews

"Walk to Alpine Gardens after lunch in..." 11/25/2013  
"A beautiful tranquil place!" 10/19/2013

Category: Gardens

This beautiful alpine botanical garden, located at the foot of Vail Mountain, is open to the public.

Map | Visitor photos (45)

#### Vail Recreation Path

Ranked #4 of 28 attractions in Vail  
62 reviews

"Great for walkers" 10/31/2013  
"Beautiful Fall Aspens" 10/27/2013

Category: Biking Trails

This seven-mile, paved path meanders through alpine fields, aspen groves and Vail's picturesque villages.

Map | Visitor photos (8)

#### Blue Sky Basin

Ranked #5 of 28 attractions in Vail  
63 reviews

"Drool" 01/11/2014


### Hotels travelers are raving about...

- Sonnenalp**  
376 Reviews
- The Lodge at Vail, A RockResort**  
377 Reviews
- Thvold Lodge**  
200 Reviews

All hotels in Vail (33)

### Search by location

Search by address or point of interest



Larger map

1 friends have been to Vail & nearby towns

**Vail. Save money. Book now!**  
Booking.com Excellent choice, Low rates

**Vail. Save up to 50% off Hotels Everyday**  
Expedia.com Photos, Reviews and the Guaranteed Lowest Prices

**Vail. Save up to 50% on hotels.**  
Hotwire.com Hotels: Get a 4-star hotel for a 2-star price.

**Vail. Book now for big savings!**  
Hotels.com Outstanding choice of hotels all over the world at fantastic prices.

Sponsored links



# Digital - Expedia

The screenshot shows the Expedia homepage with a navigation bar at the top containing links for Home, Vacation Packages, Hotels, Cars, Flights, Cruises, Things to Do, Deals, Groupon Getaways, Rewards, and Mobile. Below the navigation bar, there are several promotional banners and sections:

- THINGS TO DO:** A section highlighting 7,000+ attractions and events, with icons for Tours, Shows, Theme Parks, and Shuttle. It includes a search form for "What city?" and "Arrival date?" with a "BEST PRICE GUARANTEE" badge and a "SEARCH" button.
- Disney World Resort:** A banner for "FALL INTO THE FUN and GET 2 DAYS FREE with a Magic Your Way™ Ticket".
- XPLOR:** A banner for "A unique underground world IN CANCUN & RIVIERA MAYA".
- FEATURED OFFERS:** A row of four offers for Las Vegas, including "Vegas Show Tickets and Tours" for \$20, "Visit Vegas! Show Tickets and Tours" for \$35, "Experience Magic!" for \$35, and "Florida's Dumbo Flairch" for \$25.
- TOP ACTIVITIES:** A section for Orlando, Las Vegas, New York, Rome, Paris, London, and Los Angeles. It lists activities like "SeaWorld Orlando Single-Day Ticket" for \$83, "SeaWorld Orlando and Aquatica Combo Ticket" for \$101, "Universal Orlando Theme Parks" for \$127, "SeaWorld Orlando, Busch Gardens Tampa, and Aquatica Combo Ticket" for \$152, and "Walt Disney World Magic Your Way® Theme Parks" for \$322.
- TRAVEL TOOLS:** A section with links for "How do I find my booked itinerary?", "How do I access and print my itinerary?", "There is a mistake on my booking. What should I do?", and "More Information and Customer Support".
- WHY TRAVEL WITH EXPEDIA?:** A section listing benefits like "Expedia Rewards Program", "Best Price Guarantee", "Flight + Hotel Savings", "No Booking Fees on Single-Carrier Flights", and "No Expedia Change/Cancel Fees".
- find your spontaneity:** A banner for "Last-minute travel deals. Here today, gone tomorrow." with a "SEE DEALS" button.
- EXPEDIA LOCAL EXPERT:** A section with "CONCIERGE" and "MEMORABLE" icons, and a "SEE DEALS" button.
- TOP PICKS:** A table listing activities and their prices:
 

Activity Name	From
Talisco de Carmen Flamenco Show with Optional Dinner or Tapas	\$54
Chichén Itzá Sightseeing Excursion	\$85
Universal Orlando Theme Parks	\$127
San Diego 3-to-1 Pass	\$144
Disneyland Resort Tickets	\$174
Tekuete Multi-Day LR Tickets	\$203

The screenshot shows the Expedia search results page for hotels near Myrtle Beach, SC, United States (MYR) on Mar 19 - Mar 26 for 1 adult. The page features a "Hotwire" banner, a search bar, and a list of hotel results with filters and sorting options.

**Search Results Summary:**

- Hotwire:** 4-star hotels, 2-star prices™. Save up to 50% with LOW Hotwire Hot-Rates. [SHOW ME](#)
- 252 hotels near Myrtle Beach, SC, United States (MYR) on Mar 19 - Mar 26 for 1 adult**
- Sort By:** Distance, Price, Guest Rating, Hotel Name, Star Rating, Most popular
- Hotel avg:** \$78
- 3 star avg:** \$91

**Hotel List:**

Hotel Name	Star Rating	Price	Availability
<b>Courtyard by Marriott Myrtle Beach Barefoot Landing</b> ★★★★★	4.3 out of 5 (225 reviews)	\$119/night	Sponsored Listing
<b>The Suites of Market Common</b> ★★★★★	4.4 out of 5 (165 reviews)	\$85/night	Only 4 rooms left at this price
<b>Compass Cove Resort</b> ★★★★★	4.2 out of 5 (2234 reviews)	\$80/night	Only 3 rooms left at this price
<b>Sandcastle Oceanfront Resort South Beach</b> ★★★★★	3.8 out of 5 (824 reviews)	\$65/night	Only 3 rooms left at this price

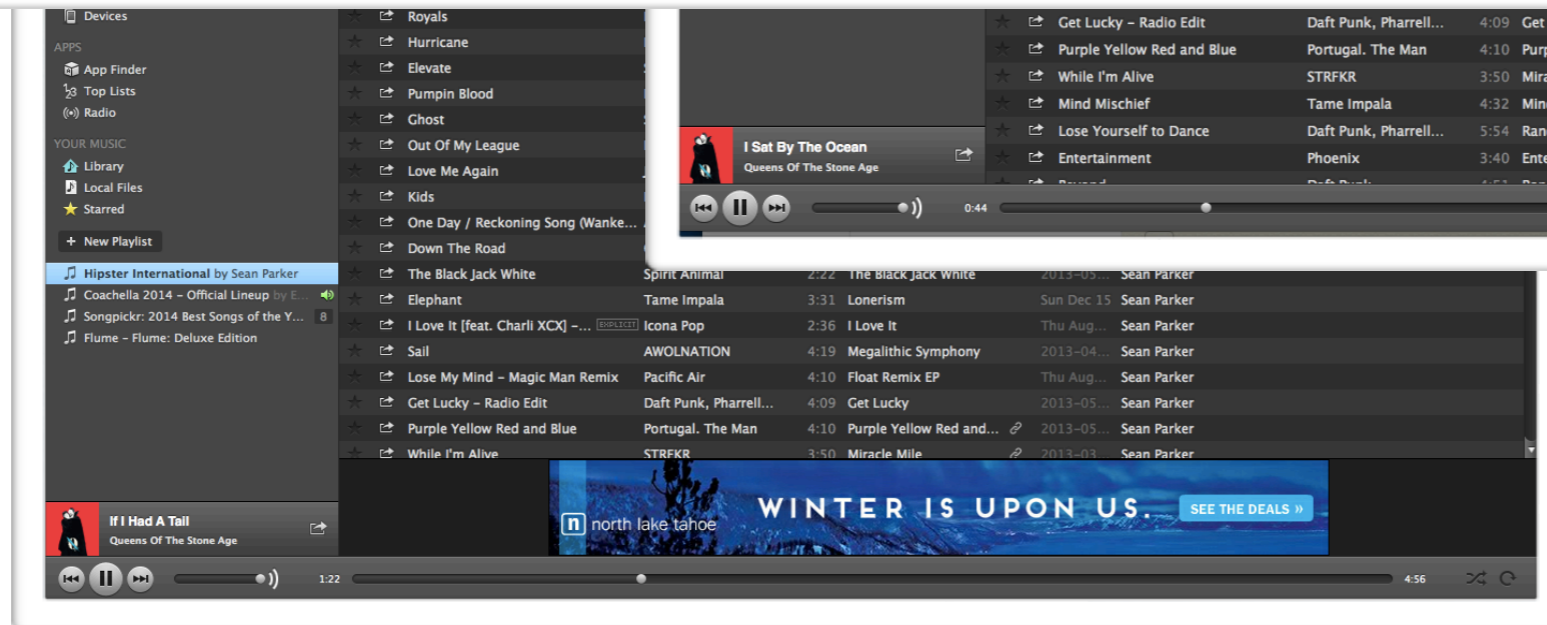
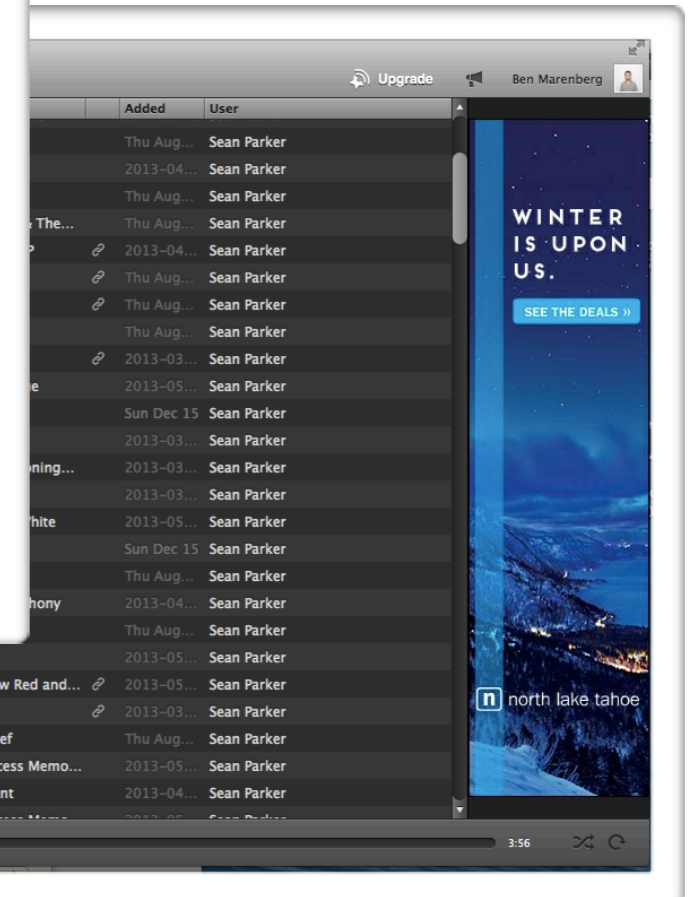
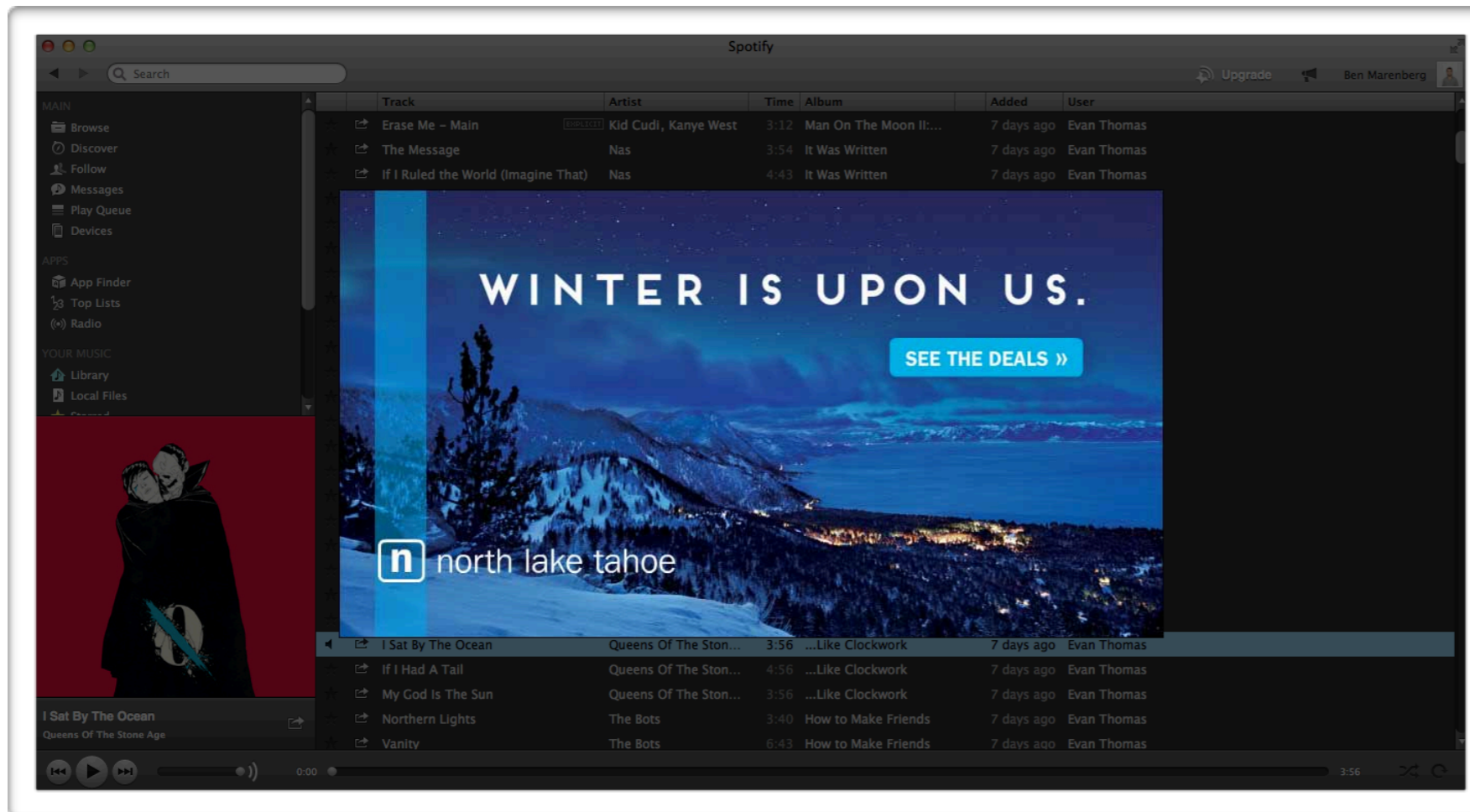
**Filters:**

- Star Rating:** 5 Stars (5), 4 Stars (4), 3 Stars (106), 2 Stars (90), 1 Stars (5)
- Price:** Less than \$75 (50), \$75 to \$124 (50), \$125 to \$199 (19), \$200 to \$299 (7), Greater than \$300 (5)
- Accommodation Type:** All, Hotel, Bed & Breakfast, Apartment, Condo, All-Inclusive Resort
- Hotel Preferences:** High-speed Internet (153), Air conditioning (193), Swimming pool (233), Babysitting service (7)

**SPONSORED LISTINGS:**

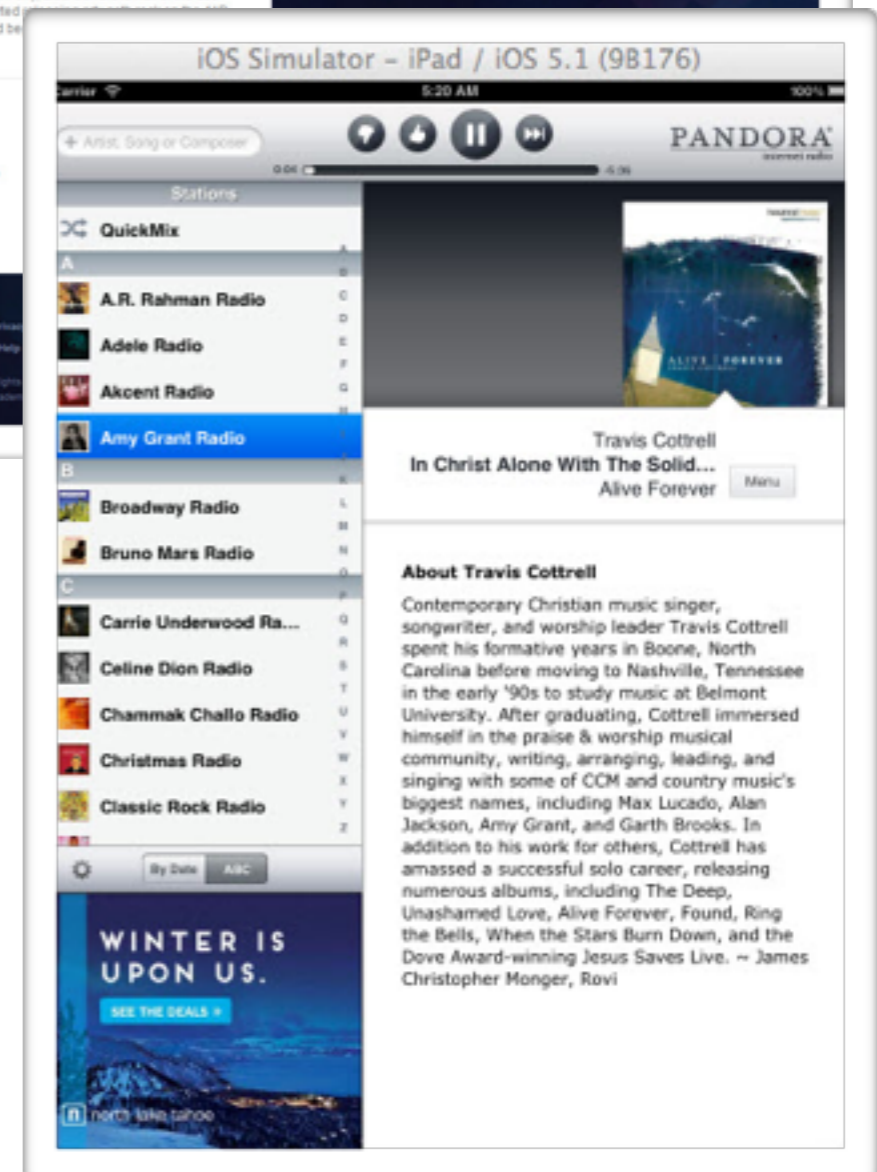
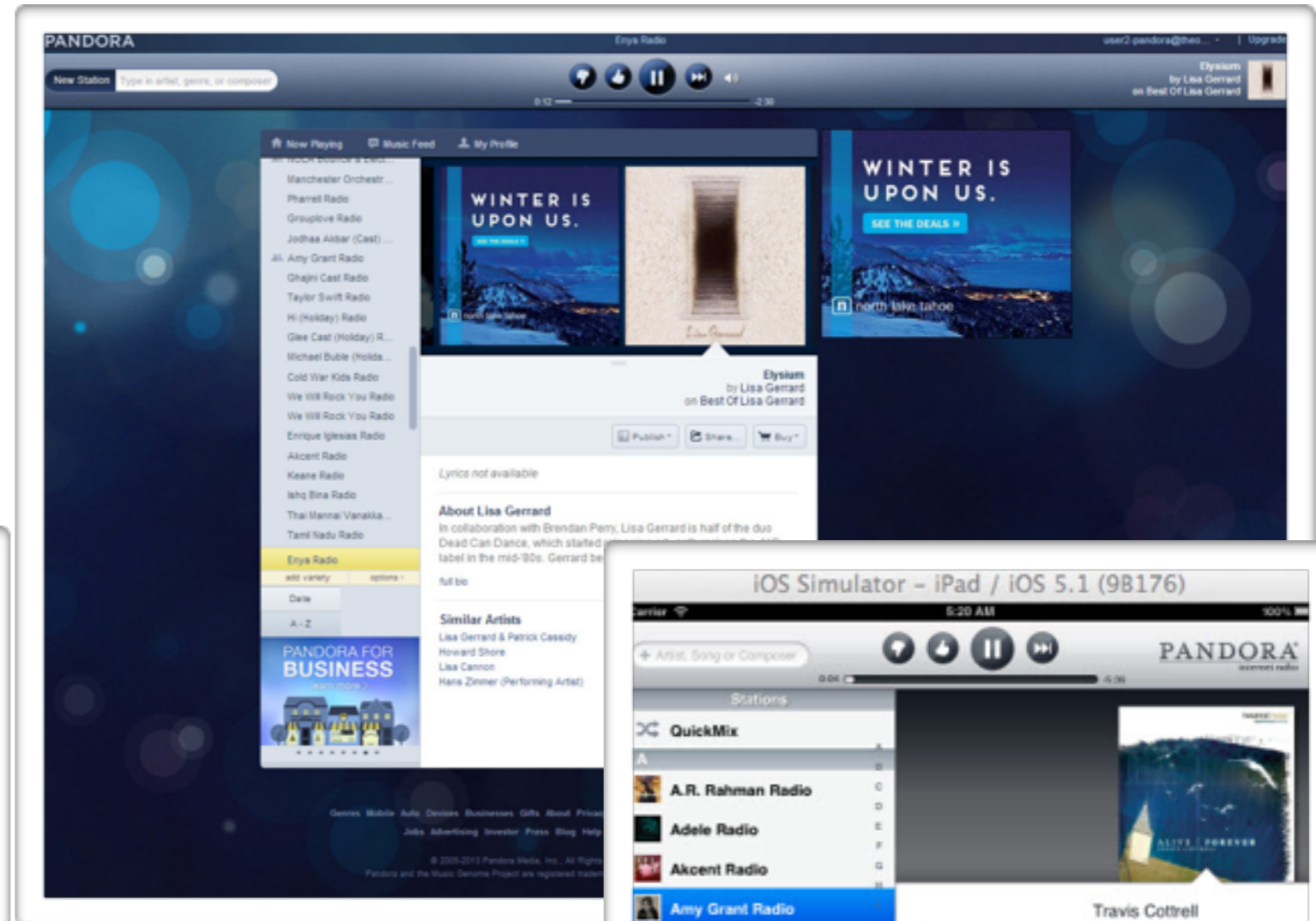
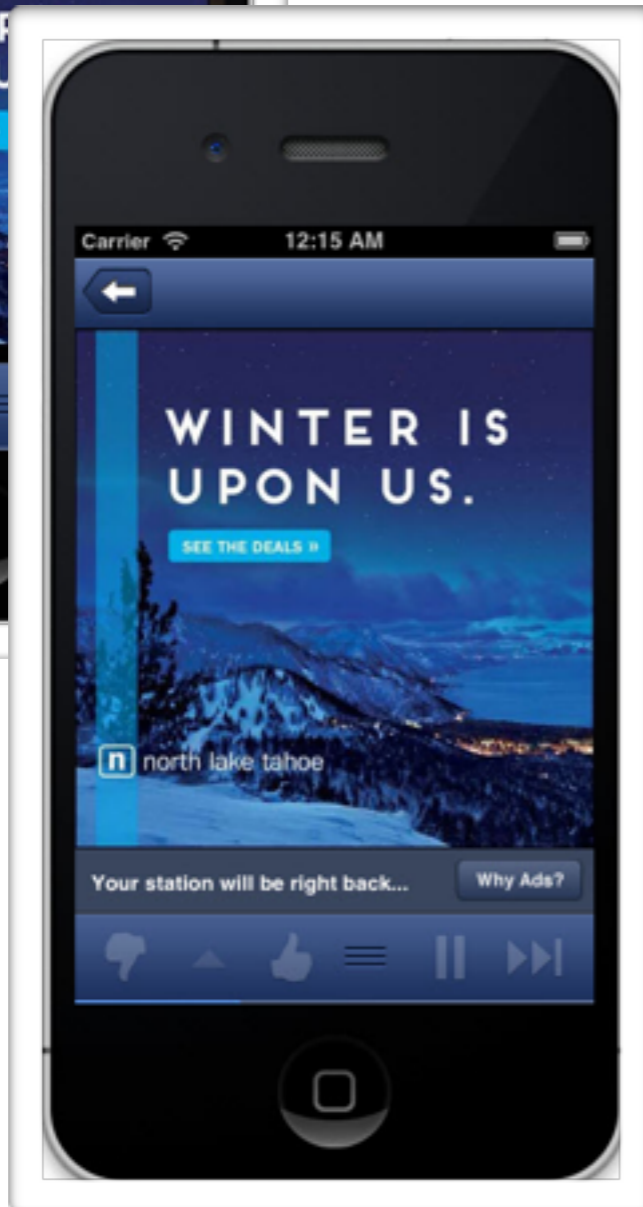
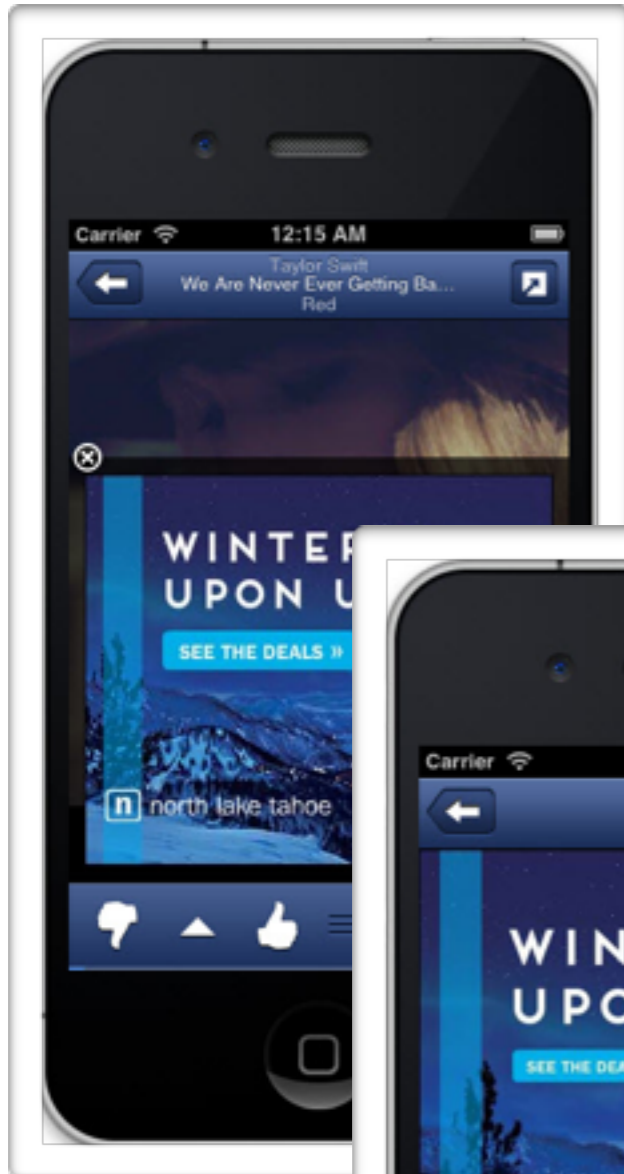
- Hotels in Myrtle Beach:** Save up to 40% This Winter. Lowest Rates Guaranteed! [www.vacationmyrtlebeach.com](#)
- \$79 Myrtle Beach Package:** 4 Days in a Myrtle Beach Oceanfront Hotel from \$79 - Not Per Night! [www.getawaydeals.com/MyrtleBeach](#)
- Cheap Hotels - 75% Off:** Find Cheap Hotels in Myrtle Beach. Compare Rates and up to 75% Off! [www.travelso.com/MyrtleBeach](#)

# Digital - Spotify







# Digital - Pandora



# Digital - Open Snow



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Thursday January 23rd 2014 7:17am MST




By Snow Forecaster Evan Thayer

### Summary:


A very weak system passed to our east last night, bringing a few clouds and breezes to the area, however it wasn't enough to mix out valley inversions. Therefore, valley haze with dry and mild conditions in the mountains will persist through the weekend. Pattern change starts to take shape next week.

### Details:

Strengthening high pressure this weekend will keep inversions strong. Mountains will stay dry and mild through at least Tuesday.



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### Details:

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### Long range:

Pattern change still looking good. Models had a tough time trying to decipher exactly how this

**SPORTS  
AUTHORITY.**

**THE MOUNTAINS  
ARE CALLING**

Tune Up, Shop New Gear  
or Grab Rentals

[FIND A STORE >](#)



# SEM Report

Southern California

Dates: 1/12/13 - 1/19/14

Impressions: 15,122

Clicks: 168

CTR: 1.11%

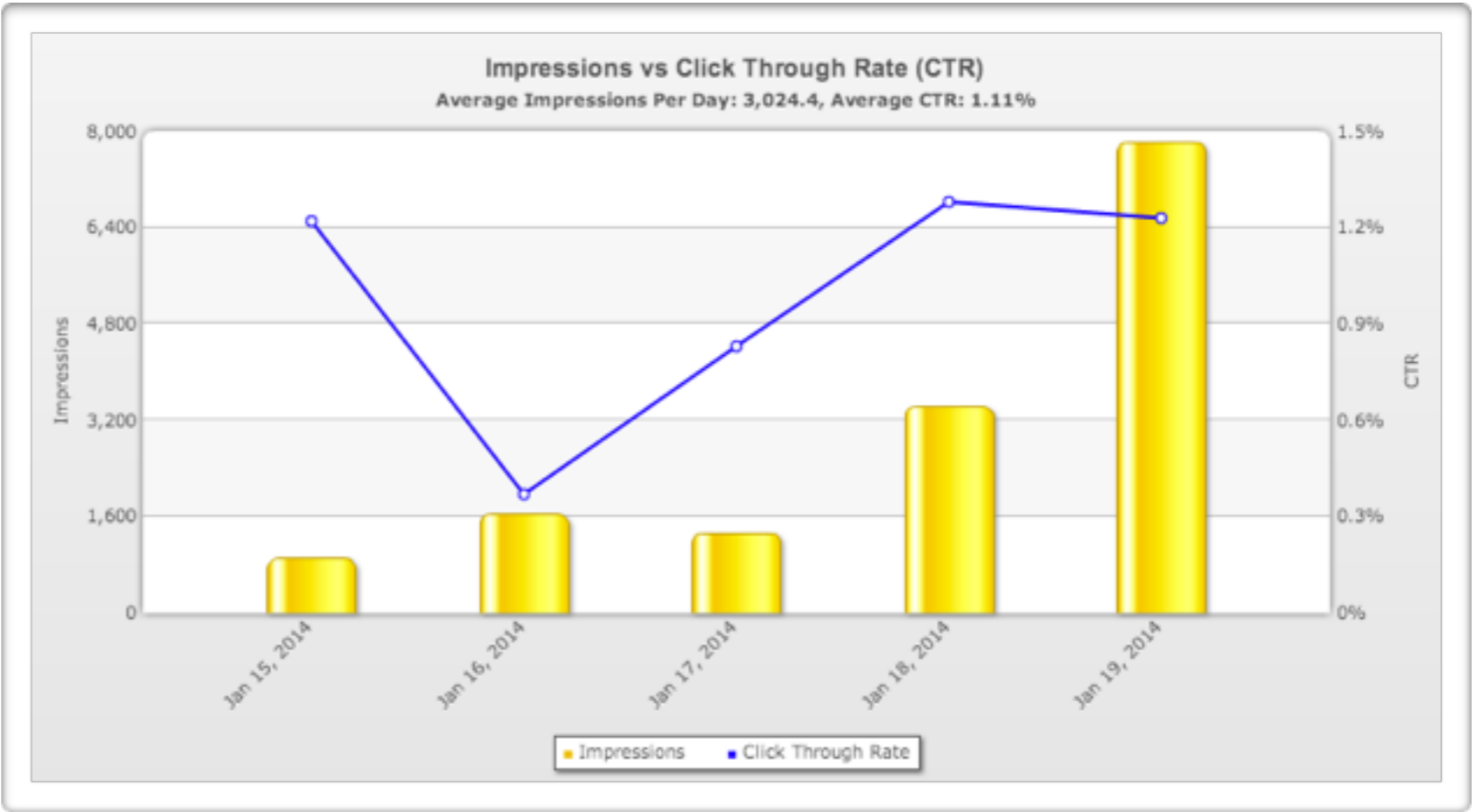
Spend: \$220.68

CPC: \$1.31

Cool Deals: 8 web events

Lodging Cool Deals: 1 web event

Skiing Cool Deals: 1 web event





# Social - Unified Social

## Southern California

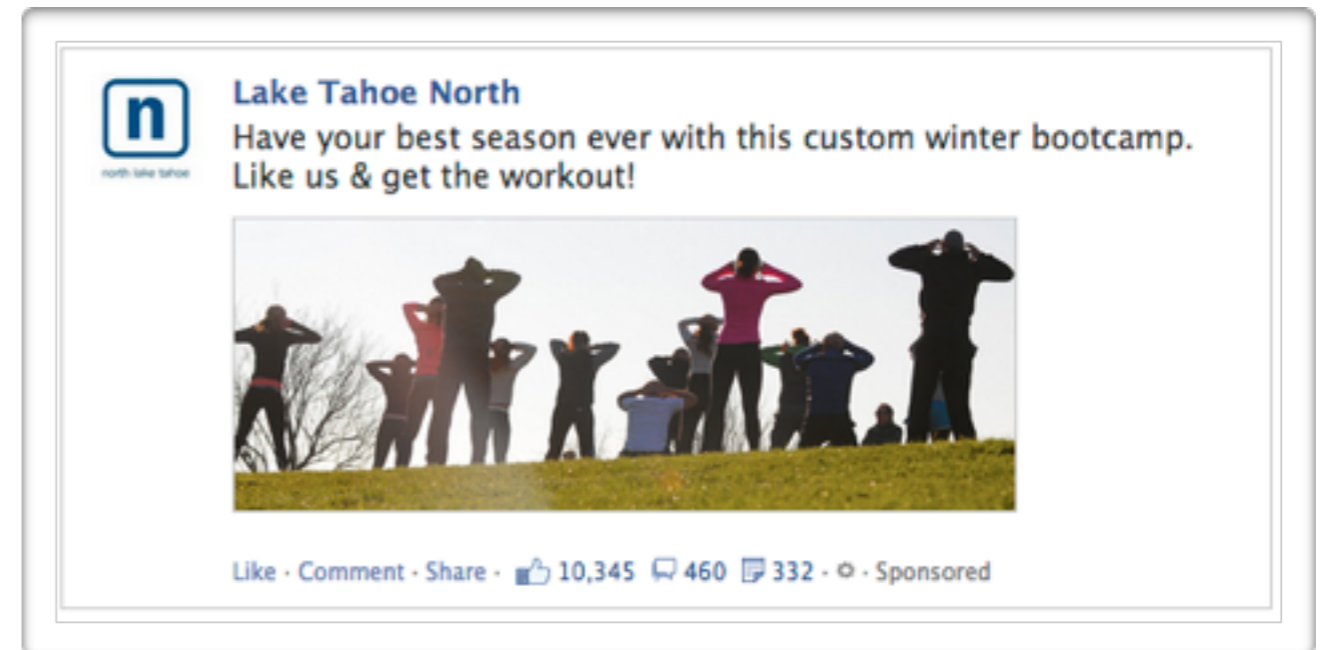
1/13/14-1/20/14

Impressions: 291,462


Clicks: 8,325

Engagements: 9,660

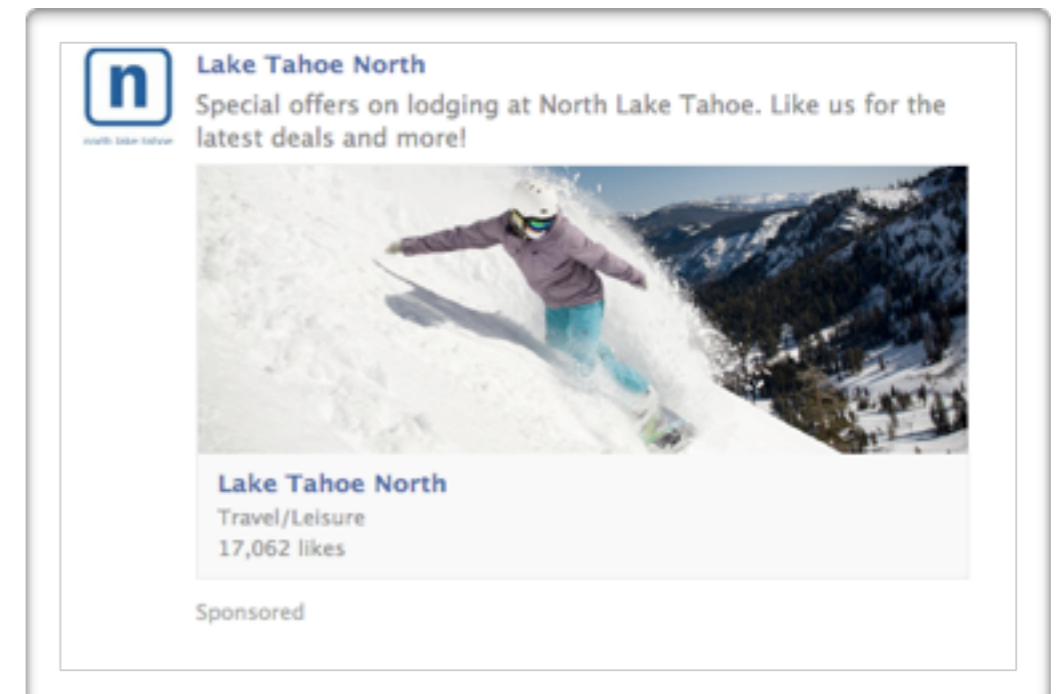
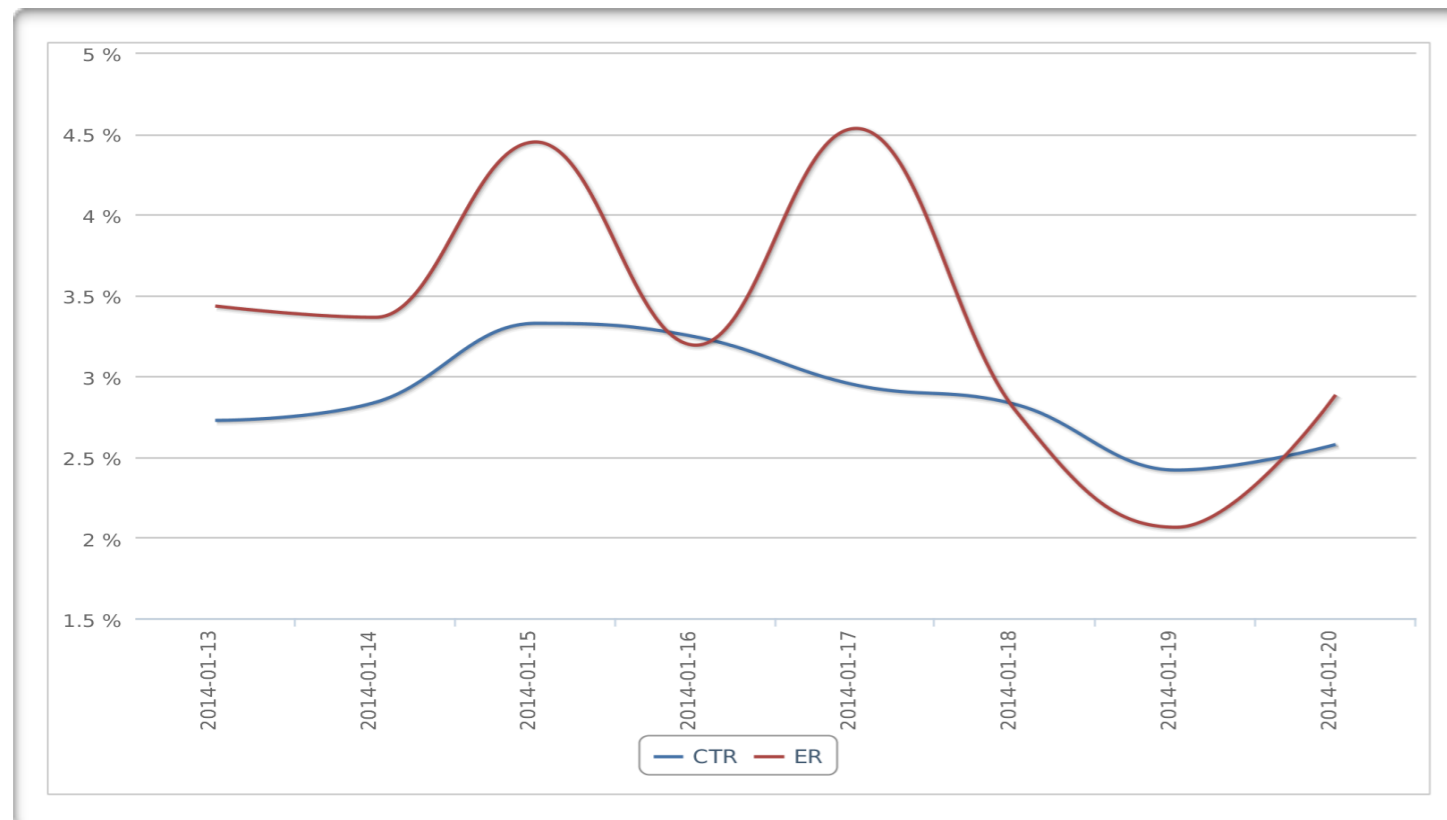
Page Likes: 6,832




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Have your best season ever with this custom winter bootcamp. Like us & get the workout!



Like · Comment · Share · 10,345 460 332 · Sponsored



**n** Lake Tahoe North  
Special offers on lodging at North Lake Tahoe. Like us for the latest deals and more!



**Lake Tahoe North**  
Travel/Leisure  
17,062 likes

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# Out of Home

Gotahoenorth.com

Total Placements : 21

Placement Type: billboards & digital health club placements

Impressions: 3,339,272

Placement highlights:

- 1. 19 high profile southern California health clubs
- 2. HWY 395





# Lamar

Mojave: Hwy 14 & Hwy 58 WL 1700 N/O Oak Creek Rd.

Pearsonville: Hwy 395 El 1965 S/O Neal Ranch Rd.

Impressions: 1,904,168



# Lamar

Mojave: Hwy 14 & Hwy 58 WL 1700 N/O Oak Creek Rd.

Pearsonville: Hwy 395 El 1965 S/O Neal Ranch Rd.

Impressions: 1,904,168





# Zoom Media - Gyms

LA Gyms:

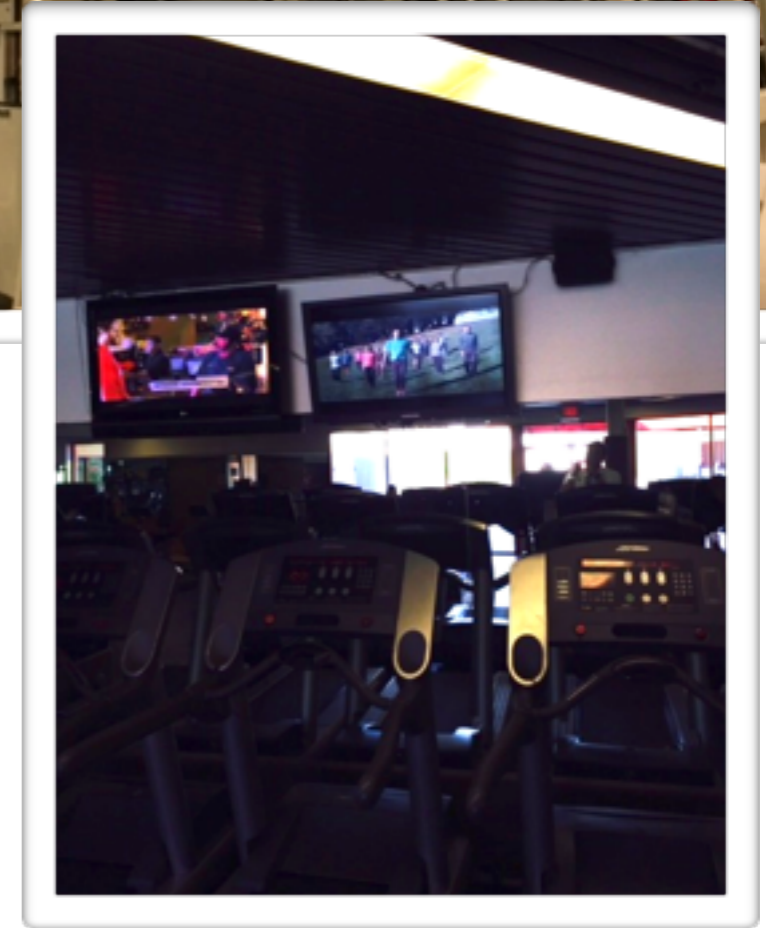
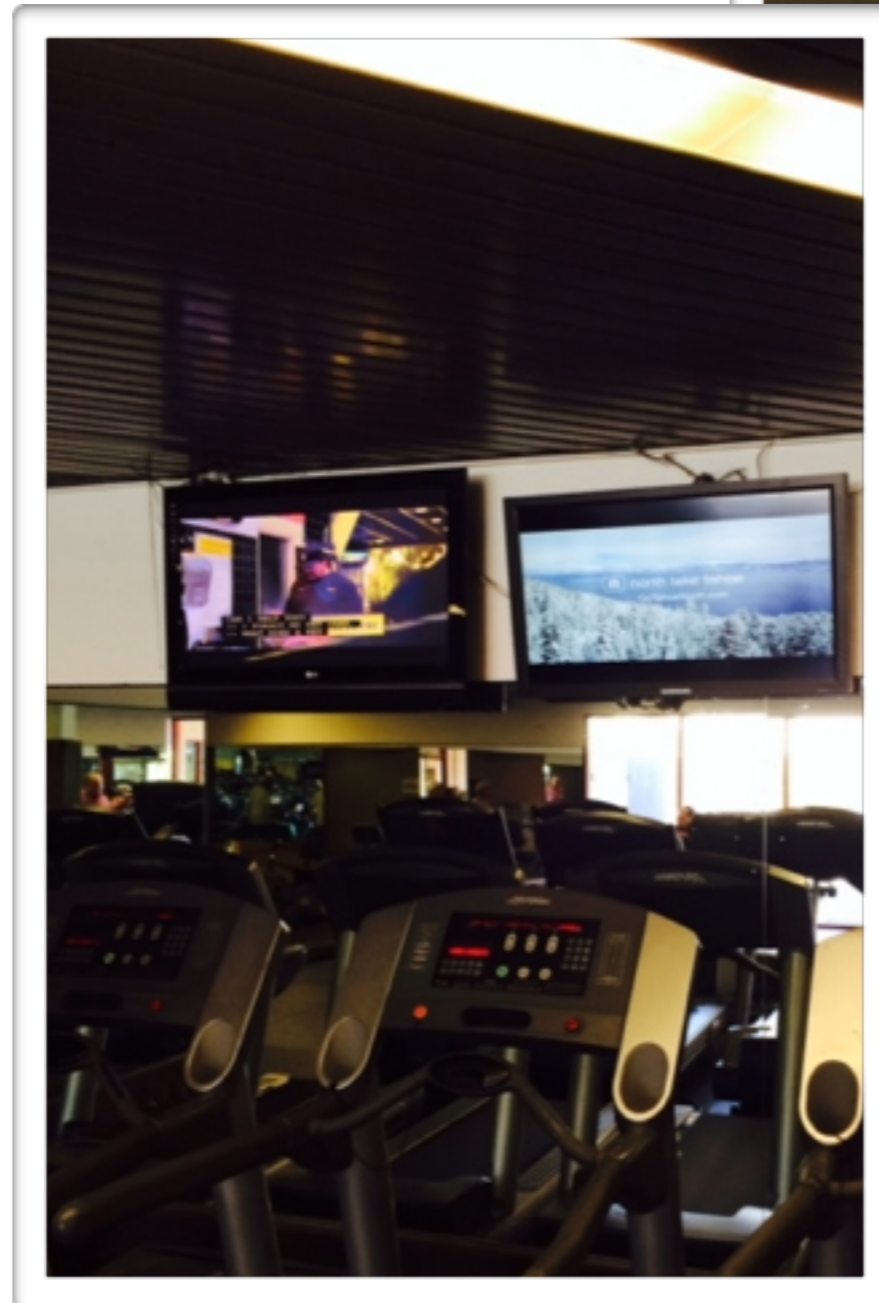
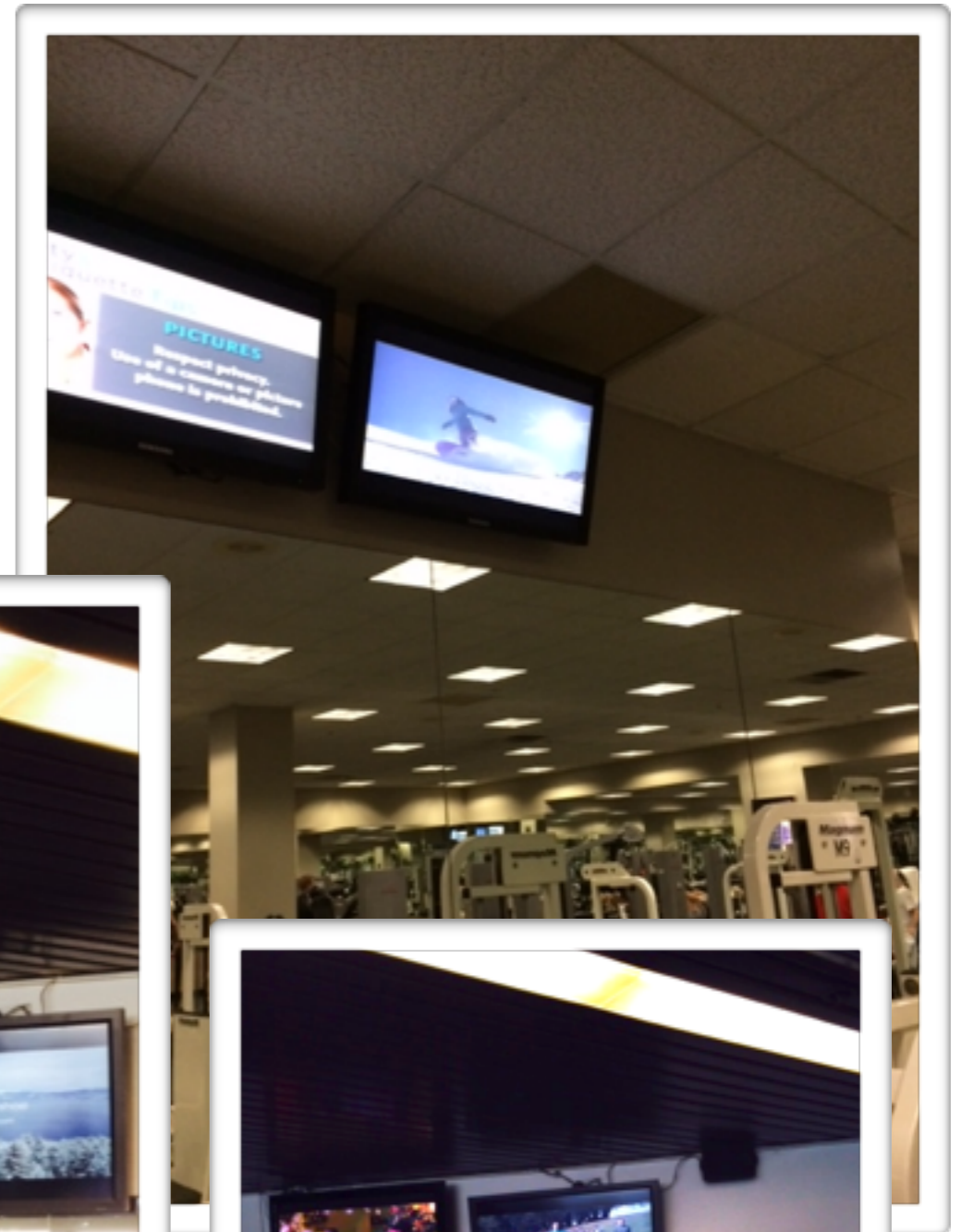
Participating venues: Golds Gym, LA Fitness, YMCA's, etc.

:15 commercials: with and without sound

Total Venues: 19

Total Spots: 45,360

Impressions: 1,435,104





# **SNOW REBUTTAL CAMPAIGN - BAY AREA**

# SNOW REBUTTAL ANALYSIS

In an effort to curb the negative snow perception in Tahoe, we have launched a rebuttal campaign to highlight conditions on a daily basis. The campaign is focused around digital billboards displaying daily shots of snow conditions and DJ radio reads delivering positive snow messaging. Our digital OOH buy consists of every digital billboard in the Bay Area (\$100k value), reaching over 20 million consumers. The radio portion of our buy is concentrated to a Monday-Thursday scheduled, focused around drive time hours. Between the two media efforts we will reach over 60% of all Bay Area consumers.



# CBS Outdoor

Bay Area - Berkeley, Bay Bridge, Benecia

Details: 11 Digital Billboards

Dates: 1/18/14-2/16/14

Impressions: 20,959,754





# CBS Outdoor





# CBS Radio San Francisco

Stations: KMVQ & KITS

Dates: 1/20/14-2/6/14

Details: 30 Spots

Spots: 339



## Radio Script

*Waiting for the storm? You're not alone.*

*The reality is, while the season so far has not been quite what we hoped, cold temperatures, a good base, and snowmaking have many resorts open from top to bottom.*

*In the time I'm speaking, our snowmaking could fill a swimming pool.*

*Fewer brake lights. Fewer crowds. No chains.*

*See? Everything has a silver lining.*

*North Lake Tahoe.*

*[GoTahoeNorth.com](http://GoTahoeNorth.com).*