

- Mobile Apps: Develop a customized mobile app (iPhone, iPad, iTouch, Blackberry and Android) designed to position North Lake Tahoe as the Tahoe resource for information, deals, reports, resources, etc. The customized platform would be designed to propel North Lake Tahoe into the national spotlight and become a destination role model
  - Estimated Costs:       \$3,200 iPhone  
                                  \$3,000 Blackberry  
                                  \$3,500 Andriod
- Facebook Advertising: Integrated targeted Facebook advertising to coincide with key programs; RKPR to manage the Facebook advertising for monitoring, quick change and efficient program adoption
  - Cost: \$1000-\$1500 annually for advertising
- Social Stunts: Consider holding two to three social stunts each year to garner social media credibility, become a viral experience, garner new fans/followers and potentially secure news coverage. For example:
  - Host a TweetUp in San Francisco or LA and invite surprise guests (Olympian skiers) to “pop-in” and award prizes.
    - Estimated cost: \$3,000
  - On-site give aways at select events in an effort to garner social buzz; show up at a ski resort and award prizes working with that resort’s social team as well for added promotion
    - Estimated cost: \$1,500 and soft dollars/comps

## **Public Relations**

Public Relations play an integral role in promoting North Lake Tahoe as a premier year-round travel destination. It also plays a role in keeping the local community informed about the organization's programs, opportunities for input and involvement, as well as NLTRA/NLTMC accomplishments.

### **Public Relations Goals**

The specific primary functions of public relations are:

1. Generate international, national, regional and local media coverage of North Lake Tahoe, using all facets and markets of the media (e.g. travel and tourism, outdoor recreation, family, ski, culinary, the meetings industry, heritage and arts, along with the cultural tourism and the spa/luxury markets)
2. Establish North Lake Tahoe as a premier year-round destination, with an emphasis on shoulder and non-peak seasons and times, with [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) as the prime source for travel planning
3. Establish North Lake Tahoe as a dependable source of information for all media outlets and their first call for facts, story leads, interviews, digital images, as well as b-roll and digital footage

### **Public Relations Objectives**

1. Research, develop and execute public relations campaigns for identified niche markets and assisting organizations that spearhead niche market efforts

#### **Action Steps**

- Create and implement specific public relations campaigns geared to promote High Notes – North Lake Tahoe's Summerlong Music Series
- Continue supporting the annual winter efforts of the Olympic Heritage Festival through public relations opportunities, and hitting home's Lake Tahoe's Olympic ties and history
- Continue using Learn to Ski as a significant news hook for generating media coverage about early winter ski opportunities/conditions
- Build upon the Lake Tahoe Autumn Food and Wine Festival's 25<sup>th</sup> Anniversary's programs and events to help brand North Lake Tahoe as the best culinary mountain destination in the country, while securing media coverage in targeted media outlets
- Tie-in with existing culinary events, such as the inaugural Lake Tahoe Restaurant Week and the Tahoe City Wine Walk, to further validate North Lake Tahoe's culinary status and positioning
- Maximize public relations opportunities at Pow Wow 2011, held in San Francisco, to reach targeted international media outlets
- Tie-in with North Lake Tahoe advertising campaigns (and new flights to Reno/Tahoe) in LA and San Diego with public relations efforts/editorial desk-side appointments to leverage advertising dollars with editorial media coverage
- Identify public relations opportunities via Community Marketing Grant Program recipients, such as the 2010 Quicksilver Tahoe Stand-Up Paddle Board Race Series, and create stand-alone media materials that capitalize on North Lake Tahoe's outdoor, pure brand

- Research public relations opportunities with the California Travel and Tourism Commission and the Nevada Commission on Tourism that fit North Lake Tahoe's positioning, such as California Wine Month (September) and maximize our editorial coverage to national and international markets.
- Research interesting and new Snowfest story angles that generate media coverage and pique journalists' interest, and continue to build awareness of North Lake Tahoe as an unsurpassed winter product
- Use Public Relations Dashboard Measurements to gauge the success of each action, such as the advertising equivalency of generated editorial coverage (using a 1-to-1 ratio)

## 2. Develop and execute other public relations program enhancements

### **Action Steps**

- Work with RKPR to expand on North Lake Tahoe's social media efforts, while increasing the number of journalists following our public relations posts on Facebook and Twitter
- Continue to enhance the summer and winter press kits to ensure it is the most comprehensive resource on North Lake Tahoe for media use
- Switch from press kit CDs to flash drives so information is fluid and can be updated as programs change, as well as individualized to each journalist's interest
- Work with Shelley Fallon to actively post media materials that enhance the Media Center on [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) and make it more useful to members of the media on assignment and/or those researching information about North Lake Tahoe
- Continue working with Smith/Jones to leverage placed advertising for both consumer and meeting markets with editorial coverage, as well as drafting advertorial copy for targeted media outlets
- Enhance digital images, along with b-roll and digital footage, with unique shots that complement North Lake Tahoe's branding
- Work with key event and festival producers, along with ski resort colleagues, to obtain recent and engaging images that complement North Lake Tahoe's existing portfolio and can be distributed with our one-off news releases
- Continue hosting qualified media on assignment to cover North Lake Tahoe, so they may experience the area firsthand resulting in better, more extensive stories
- Update our list of North Lake Tahoe local experts who can be made available to the media for interviews and/or source information for media stories about North Lake Tahoe
- Continue researching and attending trade shows and events where there are new opportunities for North Lake Tahoe in our target markets, while identifying cooperative event efforts that reduce costs, such as the successful region wide Golf the High Sierra Media Fam
- Continue working with Eric Brandt to create new video new releases and other electronic media efforts, releasing in a timely manner for maximum

- media coverage, that give a consistent and accurate depiction of North Lake Tahoe
- Use Public Relations Dashboard Measurements to gauge the success of each action, such as number of media missions attended during the fiscal year compared to year prior

## **Key Measurements**

### **Media/Public Relations**

#### **Total Public Relations Spend**

#### **Media Trade Shows**

- Number of trade shows attended
- Number of appointments
- Number of qualified media in attendance

#### **Media Missions**

- Number of media missions
- Number of coop partners
- Number of media contacts

#### **Media Familiarization Tours (FAMs)**

- Number of FAMs
- Number of qualified media participating
- Number of publications represented

#### **Press Releases**

- Number of press releases issued
- Number of press releases downloaded from website

#### **Number of Media Inquiries**

#### **Number of Media Interviews**

#### **Placements**

- Total number of placements
- Regional vs. National
- Domestic vs. International
- Percent of LA
- Percent of Northern CA

#### **Number of Impressions**

#### **Advertising Equivalency**

#### **% of Positive Media Placement**

#### **% of Media Coverage Reaching Target Audience**

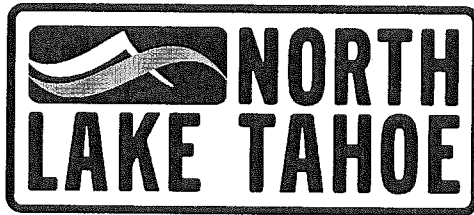
#### **% of Media Coverage Including Website Address**



North Lake Tahoe Resort Association  
Tourism Division

Board Level  
Marketing Dashboard Indicators

1. Web Visits to [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)
2. Web Visits by Geographic Markets
3. Exits from Website to Partner Sites
4. Number of Unique Visitors to Consumer Website
5. Public Relations Equivalency
6. Total Number of Website Clicks to Lodging Properties



North Lake Tahoe Resort Association  
Tourism Division

Marketing Performance  
Reporting Document

**Marketing Performance Reporting Document**

## **Introduction**

The purpose of this document is to guide the North Lake Tahoe Resort Association (NLTRA) through the process necessary to implement actionable and credible performance reporting. Throughout the implementation process, two questions are asked on a regular basis: "Are we measuring the right things? Are we measuring things right?"

The basis of this document has been derived from the International Association of Convention and Visitor Bureaus (IACVB) *Recommended Standard CVB Performance Document* (February 2005), a culmination of intensive, industry-wide efforts providing a systematic, business minded approach to internal performance assessments.

## **Definition of Terms**

Activity: A physical action taken by the NLTRA Tourism Division that ultimately supports its mission.

Performance Measure: A measure that helps to define and quantify the results of an NLTRA activity. Implementation of this system of measures will yield actionable tools that NLTRA staff can use for short- and long-term program and expenditure improvements.

Productivity Metric: A metric that illustrates the relationship between the NLTRA performance measure and its resources.

It is important to clearly delineate the difference between a *Performance Indicator* and a *Performance Measure* as these two terms are often used interchangeably. A *Performance Indicator* is a number that illustrates the performance of the travel and tourism industry or one of its industry sectors: hotel occupancy, airport arrivals, attraction attendance, and restaurant (tourism?) employment. A *Performance Measure* is a number that measures the results of NLTRA activities.

The IACVB recommends that Productivity Metrics be designed with the intent to establish a benchmark year and recalculate these metrics regularly (e.g., quarter end, year-end). By examining these metrics over time, the NLTRA will be able to monitor its progress toward achieving the desired resource efficiencies.

## **Marketing & Communications Performance Reporting**

### **Fundamental Mission of the Marketing & Communications Function**

“To increase visitor volume, visitor spending and economic impact for the destination by developing awareness and preference.”

### **Marketing & Communications Definitions**

The following are standard definitions for key marketing activities and measures:

**Advertising** (source: American Association of Advertising Agencies)

Frequency: Average number of times households or persons viewed a given program, station or advertisement during a specific time period. This number is derived by dividing the Gross Rating Points (GRP) by the Reach.

Gross Rating Points (GRP): A unit of measurement of audience size. It is used to measure the exposure to one or more programs or commercials, without regard to multiple exposures of the same advertising to individuals. One GRP = 1% of TV households.

Reach: Unduplicated number of individuals or households exposed to an advertising medium at least once during the average week for a reported time period.

Gross Impressions: Sum of audience, in terms of people or households viewing, where there is exposure to the same commercial or program on multiple occasions. Two gross impressions could mean the same person was in the audience on two occasions or that two different people had been exposed only once.

**Public Relations** (source: Institute for Public Relations)

Advertising Equivalency: A means of converting editorial space in the media into advertising costs, by measuring the amount of editorial coverage and then calculating what it would have cost to buy that space, if it had been advertising.

Circulation: The number of those who might have had the opportunity to be exposed to a story that appeared in the media. Sometimes referred to as “opportunity to see”. An “impression” usually refers to the total audited circulation of a publication or the audience reach of a broadcast.

**Internet/Web Site** (sources: Interactive Advertising Bureau; Jupitermedia)

Ad Click: Number of times users click on an ad banner.

Ad Views (Impressions): Number of times an ad banner is seen by visitors.

Banner: An ad on a web page that is usually “hot linked” to the advertiser’s web site.

Click Through: Percentage of ad views that result in an ad click.



Jump Page: A jump page, also known as a splash page, is a special web page set up for visitors who click on a link in an advertisement. Jump pages can be used to promote special offers or to measure a response to an advertisement.

Hot Link: An electronic connection between two web sites.

Page Views: Number of times a user requests a web page that may contain a particular ad.

Unique Visit: Number of different individuals who visit a web site within a specific time period.

## **Performance Measurements**

### Advertising/Promotions

- Total Reach
- Total Frequency
- Gross Impressions
- Total value of Media Placed
  - Paid Media
  - Coop Media
  - In Kind/Barter Media
  - Unpaid Media
- Number of Coop Partners
- Number of new entries in consumer database

### Inquiries/Conversion

- Number of brochures requested (online and phone)
- Number of consumer calls
- Number of consumers registering on web site to receive information
- Number of opt-in email addresses

### Online Activity

- Number of Pay Per Click keywords purchased
- Time spent on consumer website
- Number of web pages of content developed
- Number of user sessions
- Number of unique users
- Number of repeat visits
- Search engine referrals
- Search engine results
- Email open rate
- Email click-through rate

### Media/Public Relations

- Media Trade shows

- Number of Trade shows attended
- Number of appointments
- Number of qualified media in attendance
- Media Missions
  - Number of media missions
  - Number of coop partners
  - Number of media contacts
- Media Familiarization Tours (FAMs)
  - Number of FAMs
  - Number of qualified media participating
  - Number of publications represented
- Press Releases
  - Number of press releases issued
  - Number of press releases downloaded from web site
- Number of Media Inquiries
- Number of Media Interviews
- Placements
  - Total number of placements
  - Regional vs. National
  - Domestic vs. International
- Number of impressions
- Advertising equivalency

#### Bookings

- Lake Tahoe Central Reservations/Online
  - Number of room nights booked
  - Revenue per room night
  - Average length of stay
  - Agent conversion rate
  - Packages purchased via phone and online
- Online Ticket Sales
  - Tickets sold online
  - Ticket revenue
  - Ticket commission

#### Event Marketing

- Number of events supported
- Number of events produced

## **VCB Convention Sales Performance Reporting**

### **Fundamental Mission of the Convention Sales Function**

“To generate visitors (delegates), visitor (delegate) spending and economic impact for the destination by booking events at the destination’s lodging and convention facilities.”

**APEX Convention Industry Definitions** (Source: APEX or Accepted Practice Exchange, is a Convention Industry Council initiative whose mission is to *bring together all stakeholders in the development and implementation of industry-wide accepted practices which create and enhance efficiencies throughout the meeting, convention and exhibition industry.*)

The following are standard definitions for key marketing activities and measures:

### **VCB Convention Sales Industry Definitions**

The following are standard definitions for key marketing activities and measures:

**Convention:** An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. There is a secondary exhibit component.

**Meetings:** An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend organized events. There is no exhibit component to this event.

**Trade Show/Exhibition:** An event where the primary activity of the attendees is to visit exhibits on the show floor. These events focus primarily on business to business relationships.

**Site Inspections:** Personal, carefully investigation of a property, facility, or area.

**Citywide (or Area-wide) Event:** An event that requires the use of a convention center or event complex and multiple lodging properties in the host city (or area).

**Attendees:** A combination of delegates, exhibitors, media, speakers, and guests/companions who attend an event.

**Delegates:** Individuals who attend an event to primarily visit the exhibits or attend meetings and /or conference sessions. This excludes exhibitors, media, speakers, and companions.

**Exhibitors:** Those who attend an event to staff an exhibit.

**Peak:** Referring to the night during an event when most rooms are occupied by those in attendance.

**Additional Convention Industry Definitions** (Source: Travel Industry Association of America)

Direct Spending: All expenditures associated with an event that flow into the host destination's local economy. Direct spending includes attendee spending, exhibitor spending and event organizer spending.

Economic Impact: Events generate secondary spending (indirect and induced) on the host destination's local economy over and above the original direct spending. These secondary impacts, when combined with the original direct spending, results in the economic impact of an event.

Indirect Spending: Spending by the host destination's travel industry businesses on goods and services from local suppliers on behalf of the specified event.

Induced Spending: Employees in the host destination's travel industry and its suppliers spend their wages in the local economy.

Economic Multiplier: Calculated as the total economic impact divided by the direct spending.

Leads: When an event inquiry by a corporation/association/organization/independent meeting planner that includes a request for a minimum of 10 sleeping rooms per night (peak rooms) over a specific set/range of dates is forwarded by the VCB sales staff to participating lodging and associate participants.

Bid: Proposal submitted by the VCB and/or hotel(s) to a planner that includes defined dates and room blocks.

Tentative: Status assigned to a group/event after the bid has been submitted to the meeting planner and the destination is waiting for a decision.

Booking:

- a. Hotel Booking: A future event contracted in writing by the event organization with the hotel. The VCB should receive a copy of the contract or a written communication from the authorized agent of the hotel that a contract has been signed.
- b. Associate Member Bookings: A future event contracted in writing by the event organization with VCB Associate Member participants.

Lost Opportunity: A potential event in the lead or tentative stage that was subsequently lost by the destination. This does not include venue changes within the destination. The VCB should track the number of estimated room nights, attendance and attendee spending and the reason associated with the lost opportunity.

Canceled Business: An event that was booked for the destination that subsequently did not take place, either because the event itself as cancelled or left the destination before taking place. The VCB should track the estimated number of room nights, attendee and attendee spending and the reason associated with the cancellation.

## **Activity Measures**

1. Number of bids
2. Tradeshows attended/exhibited
  - a. Number of tradeshows
  - b. Number of coop partners participating
  - c. Coop dollars generated
3. Sales missions
  - a. Number of sales missions
  - b. Number of coop partners participating
  - c. Coop dollars generated
4. Familiarization (FAM) tours
  - a. Number of FAM tours
  - b. Number of participates (event organizers only)
  - c. Number of accounts
  - d. Number of coop partners participating
  - e. Coop dollars generated
5. Number of sales calls
6. Number of client inspections
7. Client events
  - a. Number of client events
  - b. Number of participants (event organizers only)
  - c. Number of accounts
  - d. Number of coop partners participating
  - e. Coop dollars generated
8. Number of accounts with activity

## **Performance Measures**

1. Leads
  - a) Number of hotel leads
  - b) Lead room nights (estimate)
2. Booked Business
  - a) Number of bookings
  - b) Booked room nights (estimate)
  - c) Booked attendance
  - d) Booked attendee spending (estimate)
3. Lost Business

- a) Number of lost opportunities
  - b) Lost room nights
  - c) Lost attendance
4. Arrived Business
- a) Number of bookings
  - b) Number of room nights
  - c) Number of booked attendees
  - d) Booked attendee spending
5. Personnel productivity metrics
- a) Number of leads per sales person
  - b) Number of bookings per sales person
  - c) Number of room nights per sales person

## **CVB Leisure Sales Performance Reporting**

### **Fundamental mission of the Leisure Sales Function**

“To increase leisure visitor volumes, visitor spending, off-peak visitation and economic growth for the destination through the promotion and distribution of the region’s brand and products to the travel trade.”

### **CVB travel industry definitions**

Source: National Tour Association and the Travel Industry Association of America

The following are standard definitions for key marketing activities and measures:

Packaged Travel: A package in combination of two or more types of tour components put together into a product which is produced, assembled, promoted and sold by a third party for an all-inclusive price.

Tour Series/Tour Program: Multiple departures to the same destination throughout the year.

Group Tour: A travel package for an assembly of travelers who share a common itinerary, travel date and transportation schedule. Group tours are usually prearranged, prepaid and include two or more of the following: transportation, lodging, dining and activities.

Independent Travel: A custom-designed, prepaid travel package with many individualized arrangements. “ITs” (more commonly known now as FITs – Foreign Independent Travelers), often have no formal itinerary and are the most common form of leisure travel.

Travel Trade: Any individual or company that creates and/or markets tour and travel packages whether they are FIT, group, tour or a combination of all three.

Tour Catalogue/Brochure: A publication produced by wholesalers listing their tour/package offerings.

Familiarization (FAM) Tour: A free or reduced rate trip offered to travel professionals and media to educate them on the destination. FAMs should be considered a sales and marketing effort and are used to “familiarize” the visitors with the region in order to make a sales agent more comfortable selling the destination, a writer able to compose a story and a product manager able to see potential new product to add within their mix.

Itinerary: A recommended schedule of visitor-oriented activities, usually including the destination’s cultural institutions and attractions, dining establishments, entertainment, special events, retail and recreational activities often highlighting unique, one-of-a-kind offerings.

Visitor Spending: (Number of visitors) x (average amount spent daily per person) x (length of stay)

Direct Spending: All expenditures associated with an event that flow into the host destination's economy. Direct spending includes attendee, exhibitor and event organizer spending.

Economic Impact: Events generate secondary spending (indirect and induced) on the host destination's local economy over and above the original, direct spending. These secondary impacts combined with original direct spending produce the overall economic impact of the event.

Indirect Spending: Spending by the host destination's travel industry businesses on goods and services from local suppliers on behalf of the specified event.

Induced Spending: Employees and suppliers of the host destination's travel industry spending their wages within the local economy.

Economic Multiplier: The total of the economic impact divided by the direct spend.

Hotel Lead: A group tour or FIT program inquiry from the travel trade that includes a request for hotel rooms over a specific set/range of dates or a travel trade product manager inquiring about a hotel that they would like to begin contracting with is forwarded onto partner lodging properties by CVB staff.

Booking from a Hotel Lead: A booking confirmed in writing from the authorized agent or by documenting the tour/program's presence in the travel trade's distribution channels such as brochure, web site or special sales and marketing programs. The booking must be the result of a CVB-generated lead.

### **Activity Measures**

1. Tradeshows attended/exhibited
  - a. Number of tradeshows
  - b. Number of coop partners participating
  - c. Coop dollars generated
2. Number of accounts with activity
3. Familiarization (FAM) tours
  - a. Number of FAM tours
  - b. Number of participants (travel trade only)
  - c. Number of accounts
  - d. Number of coop partners participating
  - e. Coop dollars generated
4. Sales missions (with industry partners)
  - a. Number of sales missions



- b. Number of coop partners participating
  - c. Coop dollars generated
- 5. Number of sales calls
- 6. Client events
  - a. Number of client events
  - b. Number of participation (travel trade only)
  - c. Number of accounts
  - d. Number of coop partners participating
  - e. Coop dollars generated
- 7. Number of client site inspections
- 8. Number of developed suggested itineraries
- 9. Number of packages developed
- 10. Advertising equivalency for presence in the travel trade's distribution channels such as brochure, website or special sales/marketing programs.

**Performance Measures**

- 1. Leisure Trade Shows
  - a. Number of trade shows attended
  - b. Number of Coop shows
- 2. Number of Sales Missions
  - a. Domestic
  - b. International
- 3. Leisure Familiarization Tours (FAMs)
- 4. Number of Site Inspections
- 5. Number of Wholesale Brochure Placements
  - a. Domestic
  - b. International

NLT 10-11 COOP MKTG MEDIA PLAN

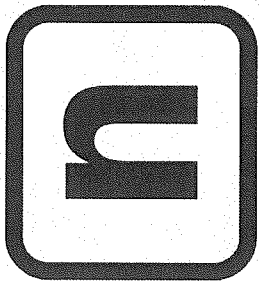
ATTACHMENT A

July 2010-June 2011	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	Total
Meats Mix													
<b>PRINT</b>													
Via Magazine Discover Insert (1/2 pg ad & 1/2 pg advertorial)													
7x7 Magazine (Full page)			Via Magazine										\$10,844
Diablo (Full page)		Diablo Magazine				7x7 Magazine	Diablo Magazine	7x7 Magazine					\$16,875
Bay Area													\$9,738
Bay Area			Adventure Sports Journal (2/5 page)			Marin Magazine							\$3,400
Western States													\$3,080
Los Angeles													\$2,744
LA Times Sunday Magazine (1/2 pg w/ 1/2 pg advertorial) July-Tahoe section													\$17,463
Los Angeles													\$7,675
Los Angeles													\$4,158
Western States													\$23,578
National													\$6,625
Western States													\$9,529
Drive													NC
Destination													NC
Spring Print Drive													\$15,000
Spring Print Destination													\$30,000
													\$167,303
<b>NLT SKI COOP</b>													\$60,000
Print, radio, internet, etc.													\$60,000
													\$66,305
<b>RADIO</b>													\$74,000
Bay Area Radio: 140 spots, 2 weeks, 3-4 stations													\$74,000
<b>OUTDOOR</b>													
Bay Bridge													
Bay Area													
<b>INTERNET</b>													\$1,500
SF Station: Email													\$750
Farways and Greens Email													\$960
Any.com opt buy													\$3,000
Facebook (Northern CA)													\$2,000
Facebook (LA)													\$13,400
Winter/Spring internet													\$21,650
Winter/Spring internet													\$48,000
<b>NEWSLETTER DIRECT MAIL/EMAIL</b>													\$33,396
<b>ONSICING CAMPAIGNS</b>													\$30,000
<b>ANNUALS (AAA Facebook, CA Visitors Guide)</b>													\$22,912
<b>NLT PAID SEARCH (Google, Yahoo)</b>													\$41,076
<b>TRIP ADVISOR (DMO Sponsorship)</b>													\$15,000
<b>VISTING LANE TAHOE (VCS Search Engine Coop)</b>													\$77,500
<b>EMAIL DATABASE</b>													\$651,482
<b>WEDDING &amp; HOMEWON ASSOCIATION</b>													
<b>GRAND TOTAL</b>													



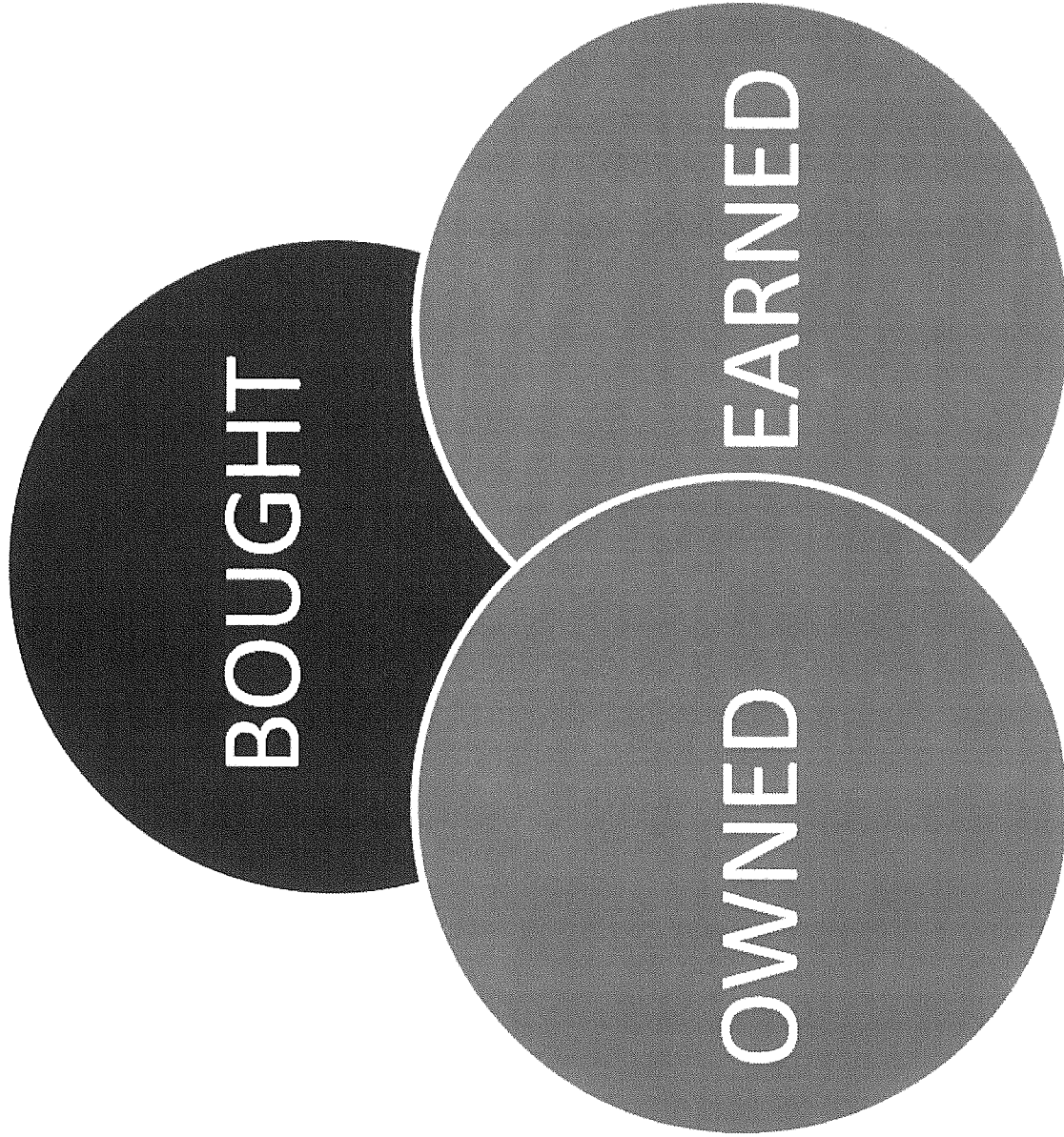
NLI 10-11 COOP CONFERENCE MEDIA PLAN

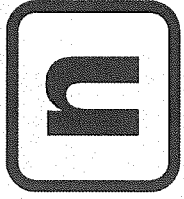
Activity	Geography	JULY							AUGUST							SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER							JANUARY							FEBRUARY							MARCH							APRIL							MAY							JUNE							Total
		28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	4	11	18	25	2	9	16	23	30	6	13	20	27																																
July 2010-June 2011 Media Mix	Geography																																																																																					
REGIONAL CO-OP Reno Tahoe Meetings Co-op	National																																																																																					
TOP OF MIND REGIONAL PRINT Meetings West FF 4C (total \$5,424)	Planners planning meetings in the West																																																																																					
Meetings West Living Annual Guide (Total \$225)	Planners planning meetings in the West																																																																																					
Smart Meetings, Full-page 4C (total \$6,326)	Planners planning meetings in the West																																																																																					
Northern CA Meetings, FF 4C (total \$3,125)	Planners planning meetings in Northern CA																																																																																					
CSEA Newsletter, Full-page 4C (total \$2,250)	California																																																																																					
CSEA Annual Directory, Full-page 4C (total \$2,250)	Northern CA																																																																																					
NCCMFP Directory, Full-page 4C (total \$2,275)	Northern CA																																																																																					
Successful Meetings National Circ. 1/2 page 4C	National																																																																																					
Association News, 1/2 page 4C	National																																																																																					
TARGET MARKET ADVERTISING Chicago - Forum of ChgoPlanners, 1/2 P 4C	Chicago																																																																																					
DC - Polaris Memo, 1/2 P 4C	Washington, DC																																																																																					
CONTENTINGDATABASE BUILDING Successful Meetings Email Blast (added value, dose = 5,000)																																																																																						
Smart Meetings Email Blast (dose = 35,000)																																																																																						



north lake tahoe

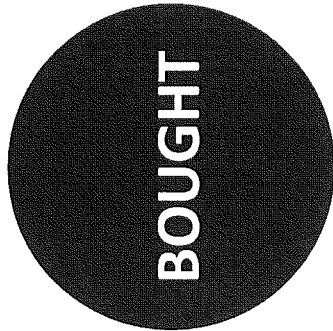
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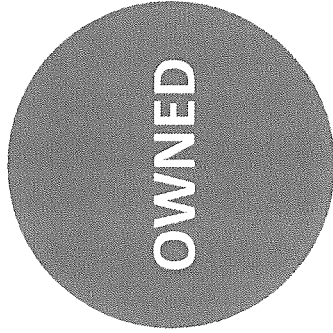


north lake tahoe

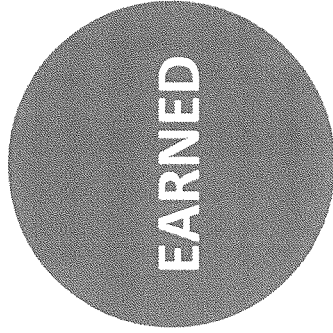
## Consumer Advertising



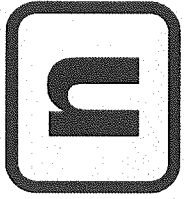
- Print as core brand driver with ability to highlight events, niche campaigns and deals
- Radio to push four identified target periods and involve partners via promotions
- Outdoor to maintain awareness of NLT brand
- Online to extend the brand to travel planners & efficiently reach the destination market



- Brand to provide unique point of differentiation
- Website is the extension of the brand, source of information on NLT and portal to our community
- Database through which we maintain a relationship with NLT loyalists
- Travel planner is one of our fulfillment mechanisms and a resource for bringing NLT information to potential visitors



- Obtain additional free media value to achieve more impact with the budget
- Build upon consumer generated content via the website
- Continue to increase web click thru to lodging partners
- Cultivate a larger and more qualified database

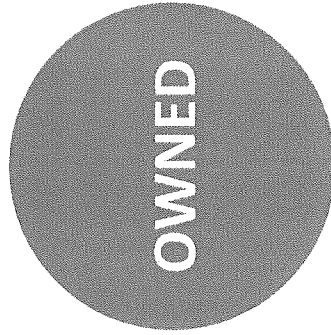


north lake tahoe

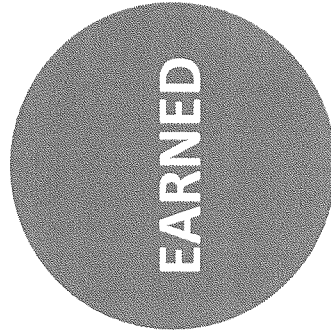
## Conference Sales



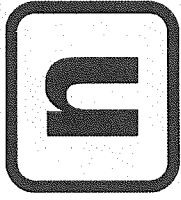
- Trade Shows
- Sales missions
- FAM visits
- Reno Lake Tahoe Marketing Coop
- Customer Lists
- Successful Meetings & M&C Customer Events
- Reunion Golf Tournament



- GoTahoeNorth.com'
- Conference Planning Guide
- Conference Sales DVD
- Sales collateral
- Media kits
- North Lake Tahoe brand
- Photos
- Customer Database



- Site Visits
- Editorial Coverage
- Contracted groups
- Brand Awareness
- Customer Loyalty/Repeat Bookings



north lake tahoe

## Leisure Sales

**BOUGHT**

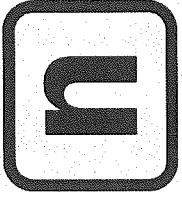
- Trade Shows
- Travel Trade marketing co-ops
- Sales and media missions
- FAM visits
- GSA representation
- High Sierra Visitor's Council
- Ski Lake Tahoe International
- Sierra Ski Marketing Council (SSMC)
- Travel Industry America (TIA)

**OWNED**

- GoTahoeNorth.com
- Sales collateral
- Sales kits
- Media kits
- North Lake Tahoe brand
- Social media – on North Lake Tahoe, travel trade, ski club and media social sites
- Video
- Photos
- Regional maps
- Travel itineraries
- Story ideas

**EARNED**

- Increased visitation from destination leisure travelers
- Ski Tahoe North interchangeable lift ticket contracts
- North Lake Tahoe Express contracts
- Partner lodging property contracts with travel trade
- Brochured North Lake Tahoe product with travel trade
- Online North Lake Tahoe product with travel trade
- Press coverage
- Increased destination visitor traffic to GoTahoeNorth.com
- Brand recognition
- Educated sales agents confident and passionate about selling North Lake Tahoe



north lake tahoe

## Special Events

**BOUGHT**

- Autumn Food & Wine Festival
- Adventure Racing Sponsorship
- Seasonal Event Production and partnerships
- Community Marketing Grants
- New Event Development
- Event acquisition and sponsorships

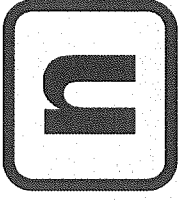
**OWNED**

- TahoeFoodandWine.com
- Tahoe Big Blue Adventure Race
- Fabulous Fall Festival
- Learn to Ski
- SUP Race Series
- High Notes Summerlong Music Series
- Special Event Resource Guide
- Event production, consulting & marketing expertise
- GoTahoeNorth.com web content, event calendars, splash pages.

**EARNED**

- National and regional recognition by food writers and editors
- Recognition as adventure race destination
- Tahoe as summer music destination
- Community awareness, promotion and involvement
- Drive overnight stays during strike zones
- Increase local economic impact thru events
- Brand Tahoe as event destination
- Positioned Tahoe as largest flat water paddling venue
- Contract major sporting event producers



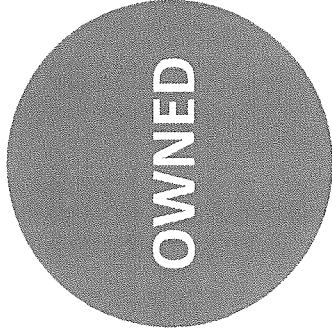


north lake tahoe

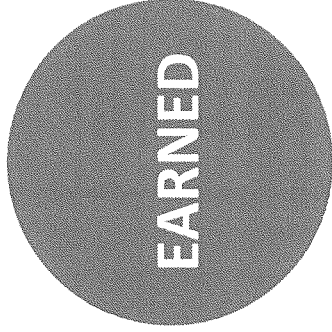
## Public Relations



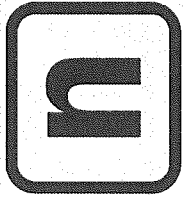
- Media Trade Shows
- Media Missions
- Golf the High Sierra
- Pow Wow Media Show
- Editorial/Desk Side Appts.
- Media Fams/Blitz



- Media/Press Kits
- News Releases
- Video News Releases
- B-Roll
- Images for Editorial Use
- Media Center On GTN
- Local Experts (interviews)
- Press Clipping Service
- Media Invites
- PR Plans – overall and for niche campaigns



- Media Inquiries
- Interviews with Media
- Media Placements/Editorial
- Number of Impressions
- Advertising Equivalency
- Media Press Trips
- Leveraged Advertorial
- Media Database
- Media Fans (FB)
- Media Followers (Twitter)

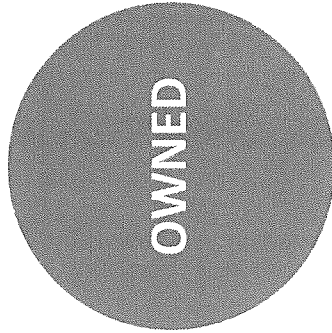


north lake tahoe

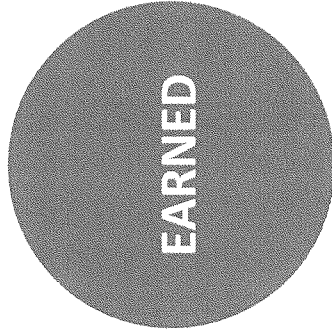
## Website



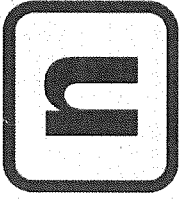
- Content Manager FEE



- WEB SITE
- Message/Content:
- Imagery
- High Notes
- Events
- AFW
- Contests/Tell Your Story
- Press Releases
- Data Base



- AREA AWARENESS
- Response/Bookings
- Interchangeable Tix Sales
- AFW Ticket Sales

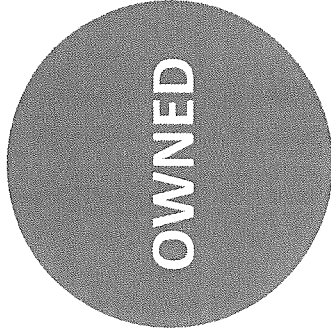


north lake tahoe

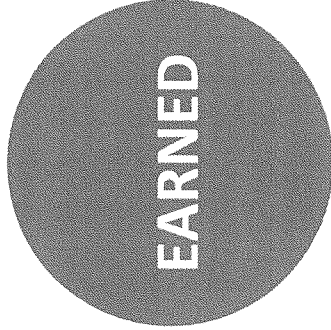
## Social Marketing/Media



- Social Networks (Facebook, Twitter, YouTube, Flickr)
- Blog
- Photos / Videos
- Contesting (e-mail capture)
- Polls (e-mail capture)
- Experts
- Mobile Applications
- Mobile Innovations
- Social Stunts



- Borderless information dissemination
- Expertise
- Content (original, from partners and gathered through advertising, web, e-news, editorials, PR)
- Social link inclusion in marketing
- Education
- Outreach
- Immediacy



- Credibility
- Commentary / Comments
- Authenticity
- Transparency
- Coverage
- Relationships
- Fan endorsements
- Fans / Followers



North Lake Tahoe Resort Association  
September 28, 2010

BACKGROUND

As part of the NLTRA FY 2010/11 budget negotiations between Placer County and NLTRA staff, carryover funding in the amount of \$199,755 was identified from the prior year. This carryover amount was included the FY 2010/11 budget packet submitted to the County and approved on September 14<sup>th</sup>. As part of the process for the release of carryover funds, staff presented a recommendation to the NLTRA marketing committee at its November 24<sup>th</sup> meeting.

SITUATION

As part of the process for the release of these carryover funds, staff will present a recommendation to the NLTRA marketing committee at its September 28<sup>th</sup> meeting.

RECOMMENDATION

Staff recommends the following expenditures to be allocated.

Amgen Tour of California*	\$60,000
Small Lodging Campaign	\$30,000
North Lake Tahoe Marketing Cooperative	\$100,000
Misc. Promotional Opportunities	\$10,000

\* In the original FY 2010/11 Budget, the budget proposed a \$50,000 loan from Infrastructure for support of the ATOC. These funds were proposed to be paid back to Infrastructure from any prior year Fund Balance Carryover. As these funds have now been included in our FY 2010/11 contract, the loan from Infrastructure will not occur.



North Lake Tahoe Resort Association  
September 28, 2010

BACKGROUND

As the committee is aware, the NLTRA is involved in a cooperative marketing program with the IVCBVB. Staff presented a draft FY 2010/11 Coop budget to the committee at its June meeting. At that point the NLTRA budget had not received final approval. Staff has revised the FY 2010/11 Coop budget to include the recently BOS approved fund balance carryover.

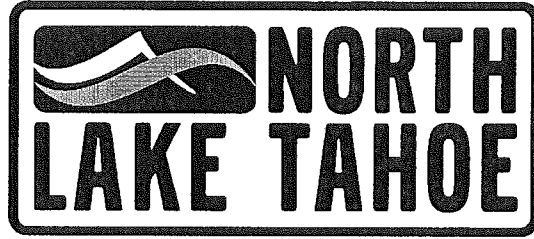
SITUATION

Staff will review the draft North Lake Tahoe Marketing Cooperative budget with the committee and solicit input for further consideration.



FY 2010/11 NORTH LAKE TAHOE MARKETING COOP BUDGET  
 Revised 9/20/10

Line Item/Description	Preliminary FY 2010/11 Budget	Final Projected FY 2009/10 Budget	Variance to FY 2010/11	% of Total	Variance to Prior Year
<b>Public Relations</b>					
Leisure Sales	\$ 65,000	\$ 60,000	\$ 5,000	4.4%	8.3%
North Tahoe Conference Sales Media	\$ 95,000	\$ 85,000	\$ 10,000	6.4%	11.8%
Website Content Manager/Social Media	\$ 220,000	\$ 194,000	\$ 26,000	14.9%	13.4%
	\$ 48,300	\$ 27,300	\$ 21,000	3.3%	76.9%
<b>SUB-TOTAL</b>	<b>\$ 428,300</b>	<b>\$ 366,300</b>	<b>\$ 62,000</b>	<b>29.0%</b>	
<b>Coop/Misc. Committed Programs</b>					
Sierra Ski Marketing Council	\$ 80,000	\$ 80,000	\$ -	5.4%	0.0%
Regional Marketing Committee	\$ 50,000	\$ 50,000	\$ -	3.4%	0.0%
North Tahoe Wedding Association	\$ 77,500	\$ 77,500	\$ -	5.3%	0.0%
Photography	\$ 10,000	\$ 12,000	\$ (2,000)	0.7%	-16.7%
MTRIP Research Project	\$ 12,000	\$ 10,000	\$ 2,000	0.8%	20.0%
California Snow Campaign	\$ 10,000	\$ -	\$ 10,000	0.7%	-100.0%
Sustainable Tourism Conference Sponsorship	\$ 8,000	\$ 8,000	\$ -	0.5%	0.0%
Fulfillment	\$ 247,500	\$ 239,750	\$ 7,750	16.8%	3.2%
<b>SUB-TOTAL</b>	<b>\$ 800,000</b>	<b>\$ 775,000</b>	<b>\$ 25,000</b>	<b>16.8%</b>	
<b>Consumer Marketing</b>					
Drive Market	\$ 125,322	\$ 202,607	\$ (77,285)	8.5%	-38.1%
Destination Market	\$ 195,544	\$ 180,661	\$ 14,883	13.3%	8.2%
Outdoor	\$ 74,000	\$ 74,000	\$ -	5.0%	0.0%
Internet (Drive and Destination)	\$ 115,488	\$ 117,652	\$ (2,164)	7.8%	-1.8%
Direct Response	\$ 62,049	\$ 70,956	\$ (8,907)	4.2%	-12.6%
Website Programs (non advertising)	\$ 106,333	\$ 74,918	\$ 31,415	7.2%	41.9%
Production/Client Services/Promo Planning	\$ 115,248	\$ 113,052	\$ 2,196	7.8%	1.9%
	\$ 793,984	\$ 833,846	\$ (39,862)	53.8%	-4.8%
<b>SUB-TOTAL</b>	<b>\$ 793,984</b>	<b>\$ 833,846</b>	<b>\$ (39,862)</b>	<b>53.8%</b>	
<b>Misc. Supplies/Contingency</b>	\$ 5,928	\$ -	\$ 5,928	0.4%	
<b>TOTAL</b>	<b>\$ 1,475,712</b>	<b>\$ 1,439,896</b>	<b>\$ 29,888</b>	<b>100.0%</b>	<b>2.1%</b>
<b>NLTRA Marketing Budget</b>	\$ 905,712	\$ 831,896	\$ 73,816	8.9%	
<b>NLTRA Carryover to Marketing Coop</b>	\$ 100,000	\$ 138,000	\$ (38,000)	0.0%	
<b>IVCBVB Projected Marketing Budget</b>	\$ 470,000	\$ 470,000	\$ -	2.5%	
<b>TOTAL</b>	<b>\$ 1,475,712</b>	<b>\$ 1,439,896</b>	<b>\$ 35,816</b>	<b>100.0%</b>	<b>2.5%</b>
	\$ -	\$ -	\$ -		



North Lake Tahoe Resort Association  
September 28, 2010

BACKGROUND

Staff and agencies have developed the FY 2010/11 winter media plan for this upcoming season. At a prior meeting, the committee approved the overall yearly planning outline. However, staff will review the winter specific plan with the committee for input and discussion.

ACTION REQUESTED

Staff and agencies will present the proposed winter media plan for possible action by the committee.

**NLT 10-11 COOP WINTER MEDIA PLAN**

9/23/2010

October 2010-March 2011	October	November	December	January	February	March	Total
<b>DRIVE MARKET PRINT</b>							
7x7 Magazine (Full page)			\$5,625		\$5,625		\$11,250
Diablo (Full page)				\$4,869			\$4,869
Marin Magazine (2/3 page)			\$3,400				\$3,400
<b>Drive Market Print Subtotal</b>	\$0	\$0	\$9,025	\$4,869	\$5,625	\$0	\$19,519
<b>DESTINATION PRINT</b>							
<b>Southern California</b>							
LA Magazine (1/2 pg w/ 1/2 pg advertorial)		\$8,033					\$8,033
LA Times Sunday Magazine (1/2 page 4C)			\$7,875				\$7,875
Orange Coast Magazine (1/2 page w 1/2 pg advertorial)		\$4,158					\$4,158
<b>Regional</b>							
Outside Magazine (1/2 page island)			\$11,938				\$11,938
National Geographic Traveler (1/2 page)		\$6,625					\$6,625
Southwest Spirit (Full Page Spread Coop)		\$12,125					\$12,125
Ski Magazine (1/2 pg, 4C)		X		X			
Skiing Magazine (1/2 pg, 4C)			X				
<b>Destination Print Total</b>	\$0	\$30,941	\$19,813	\$0	\$0	\$0	\$50,754
<b>ANNUAL PRINT</b>							
AAA Tourbook (3/8 pg, 4C)					\$8,021		\$8,021
CA Visitors Guide Coop Ad, Full pg, 4C, 4 partners				\$25,375			\$25,375
<b>Total Annual</b>	\$0	\$0	\$0	\$25,375	\$8,021	\$0	\$33,396
<b>NORTH LAKE TAHOE SKI COOP</b>							
San Diego Effort, print, radio, internet, etc.			\$30,000	\$30,000			\$60,000
<b>Total Ski Coop</b>	\$0	\$0	\$30,000	\$30,000	\$0	\$0	\$60,000
<b>BAY AREA RADIO</b>							
Bay Area Radio: 140 grps, 4 weeks, 3-4 stations					\$13,000	\$26,000	\$39,000
<b>Total Radio</b>	\$0	\$0	\$0	\$0	\$13,000	\$26,000	\$39,000



**NLT 10-11 COOP WINTER MEDIA PLAN**

October 2010-March 2011	October	November	December	January	February	March	Total
<b>BAY AREA OUTDOOR</b>							
Two Locations: I-80 west of the bay bridge + 1 bonus location		\$9,250	\$9,250	\$9,250	\$9,250	\$9,250	\$46,250
<b>Total Outdoor</b>	\$0	\$9,250	\$9,250	\$9,250	\$9,250	\$9,250	\$46,250
<b>INTERNET (DRIVE &amp; DESTINATION)</b>							
VCB Co-op Search Engine Prog*	\$3,423	\$3,423	\$3,423	\$3,423	\$3,423	\$3,423	\$20,538
SF Station: Email				\$500		\$500	\$1,000
Tripadvisor (300 x 250 banner buy)	\$1,901	\$1,901	\$1,901	\$1,901	\$1,901	\$1,901	\$11,406
Google	\$1,300	\$1,500	\$2,000	\$3,000	\$4,000	\$1,300	\$13,100
Yahoo	\$600	\$1,000	\$1,800	\$1,500	\$500	\$300	\$5,700
Winter Internet (tbd)			\$2,000	\$2,000	\$2,000	\$2,000	\$8,000
<b>Internet Subtotal</b>	\$7,224	\$7,824	\$11,124	\$12,324	\$11,824	\$9,424	\$59,744
<b>TOTAL MEDIA</b>	\$7,224	\$48,015	\$79,212	\$81,818	\$47,720	\$44,674	\$308,663
<b>DIRECT RESPONSE</b>							
Direct Mail Newsletter (54M Western States)				\$22,500			\$22,500
Email Blasts - Existing Database		\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$7,500
<b>Direct Response Subtotal</b>	\$0	\$1,500	\$1,500	\$24,000	\$1,500	\$1,500	\$30,000
<b>ADDTL WEBSITE PROGRAMS</b>							
Monthly Maintenance	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$18,000
Web Hosting	\$625	\$625	\$625	\$625	\$625	\$625	\$3,750
Web Enhancements	\$38,000						\$38,000
Search Engine Optimization	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$9,000
WebTrends Quarterly Tracking/Reporting	\$1,858			\$1,858			\$3,716
<b>Addtl Website Subtotal</b>	\$44,983	\$5,125	\$5,125	\$6,983	\$5,125	\$5,125	\$72,466
<b>PRODUCTION</b>							
Winter Radio Production - Ski Coop/Snow Trigger/Pres Day				\$3,000	\$3,000		\$6,000
Billboard Production			\$3,300				\$3,300
Visitinglaketahoe.com Production			\$1,000				\$1,000
Design/Resizes/Special Services	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$15,000
Internet Banners/Buttons/Email Copy/ Production	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$9,000
Website Live Chat Monthly Service							
<b>Production Subtotal</b>	\$4,000	\$4,000	\$8,300	\$7,000	\$7,000	\$4,000	\$34,300

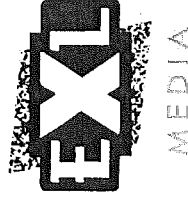
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NLT 10-11 COOP WINTER MEDIA PLAN

9/23/2010

October 2010-March 2011	October	November	December	January	February	March	Total
<b>MISCELLANEOUS</b>							
Client Service	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$12,600
Non-Media Promo Planning Fee			\$4,500				\$4,500
Special Projects	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$6,000
<i>Miscellaneous Subtotal</i>	<b>\$3,100</b>	<b>\$3,100</b>	<b>\$7,600</b>	<b>\$3,100</b>	<b>\$3,100</b>	<b>\$3,100</b>	<b>\$23,100</b>
<b>TOTAL</b>	<b>\$59,307</b>	<b>\$61,740</b>	<b>\$101,737</b>	<b>\$122,901</b>	<b>\$64,445</b>	<b>\$58,399</b>	<b>\$468,529</b>

**smith + jones** inc





North Lake Tahoe Resort Association  
September 28, 2010

### BACKGROUND

As the committee is aware, staff has been working with representatives from the small lodging industry to develop a more consistent marketing effort for the small lodges within North Lake Tahoe. Additionally and with direction from the board, staff is also prepared to present a small lodging sub-committee to the NLTRA Board of Directors at its next meeting.

Staff proposes the following seats make up the Small Lodging Sub-Committee:

- Large Lodging Board Member
- Small Lodging Board Member
- Small Lodging Representative – Lakeshore
- Small Lodging Representative – Non-Lakeshore
- Vacation Home Rental Representative
- Vacation Home Rental Representative
- Bed & Breakfast Representative
- Staff Participant – Tourism Director
- Staff Participant – Conference Sales Director

The various duties of this committee may include:

1. Consolidation of lodging community needs
2. Development of specific action plans targeted at the various lodging segments
3. Focus initial efforts on a small lodging action plan
4. Review of marketing efforts and related input to the NLTRA Marketing Committee and Board of Directors.

SITUATION

Staff will present its Small Lodging plan to the committee for review, discussion and direction.



north lake tahoe

## Small Lodging Promotional Plan September 2010

### I. Print Total Cost: \$10,864

San Francisco Chronicle  
Sunday Travel Section  
Inns & Resorts  
Featured Listing (10 lines with photo)  
Cost: \$200 per insertion  
3 Insertions per month: 15 total (November thru March)  
Total cost: \$3,000

The image shows a sample of a 'INNS & RESORTS' advertisement layout. The layout is divided into several columns and sections. The main title 'INNS & RESORTS' is prominently displayed at the top. Below the title, there are several columns of text and images. The text includes various resort names and descriptions, such as 'SACRAMENTO BEE', 'SUNDAY LIVING HERE SECTION', and 'TRAVEL GUIDE'. The images show scenic views of lakes and mountains. A black arrow points to the right side of the advertisement.

Sacramento Bee  
Sunday Living Here Section  
Travel Guide  
Listing (10 lines)  
Cost: \$72 per insertion  
2 Insertions per month: 12 total (November thru March)  
Total cost: \$864

VIA Magazine  
1" travel directory Ad 4C  
Issues: Jan/Feb, March/April  
Estimated Cost: \$2,800

Sunset Magazine  
No California Circulation: 300,000  
1" travel directory 4C  
Issues: December, January, February, March  
Estimated Cost: \$4,200

## **II. Internet**

**Total Cost: \$10,000**

### Paid Search

Sites: Yahoo/MSN, Google

Search Terms:

Lake Tahoe Motel	North Lake Tahoe Motel	Tahoe Motel
Lake Tahoe Inn	North Lake Tahoe Inn	Tahoe Inn
Lake Tahoe Bed N Breakfast	North Lake Tahoe Bed N Breakfast	Tahoe Bed N Breakfast
Lake Tahoe B&B	North Lake Tahoe B&B	Tahoe B&B
Lake Tahoe Boutique Hotel	North Lake Tahoe Boutique Hotel	Tahoe Boutique Hotel
Lake Tahoe Lodge	North Lake Tahoe lodge	Tahoe Lodge

Estimated Cost: \$10,000

### Other possible sites:

Californiaweekend.com (140 x 373 banner on the homepage)

Iloveinns.com

Moteltrip.com

VisitCalifornia.com: High Sierra Section: 180x150 banner.

Estimated budget for 2 of these sites: TBD (not included in total budget)

## **III. Rack Card**

**Total Cost: \$4,500**

Rack Card: 4"x9", two-sided, four-color, 30k

Rack card to be distributed via international offices, trade shows and consumer shows were appropriate

## **IV. Website Splash Page**

**Total Cost: \$1,500 - \$2,000**

Splash page within GoTahoeNorth.com. Page will include a direct link to property's home page and/or reservations page. Splash page will include a listing of any related Cool Deal packages. Page will also display any available photos and video from property.

Main lodging home page on site will also include a small lodging icon for link to splash page.

## **V. Production**

**Total Cost: \$2,700 - \$5,000**

Print and Internet Ads: \$2,700 - \$5,000

Production is estimated and will be finalized based on final media plan. Production is based on changing out ad creative each month. Production totals will also be determined by whether the same creative is picked up each month.

## **VI. Public Relations**

- Draft small lodging news release that focuses on what differentiates small lodging from other types of properties, i.e. owner owned and operated, and highlight the number of such offerings in North Lake Tahoe
- Research a round-up of small lodging fall deals, and draft news release that ties deals back to GTN and the Cool Deals Page
- Pitch unique small lodging stories to appropriate publications, i.e. Tahoe Meadows has won a handful of dog-friendly awards, making it a good fit for Fido-based publications

## **VII. Leisure Sales**

- FIT Educational Workshop  
Staff will invite all small lodging properties to an interactive workshop where we will discuss measures to be taken in order to work more effectively and gain the benefit of additional exposure with the OTAs and wholesalers. Workshop will take place fall 2010. Exact date TBA.
- International Media Familiarization Visits
- Lean on small lodging partners more for international media familiarization visits. Partners must realize that many of these visits take place over peak season. Donating room nights during such periods must be looked upon as marketing investments that will assist in increasing destination business over time.
- Distribute small lodging brochure (yet to be produced) to the international California Tourism offices for distribution at appropriate events direct to the consumer.
- Seek out additional niche tour operators domestically and internationally in order to generate additional lodging contracts.
- Look into the possibility of planting seed money to match funds contributed by small lodging partners to create co-op marketing campaign(s) with certain OTA(s) or wholesaler(s) who best represent the group with the most product available.