



north lake tahoe
Chamber | CVB | Resort Association

Marketing Committee September 25th 2012

September 2012 Departmental Reports

Conference Department Report for September 2012

In September the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff attended the Meetings Focus Live event at the Resort at Squaw Creek. Meetings Focus Magazine brought in 22 meeting planners for one on one appointments with participating hotels.

Staff attended and assisted with Autumn Food & Wine Event at North Star. Assistance included cleaning kitchen equipment, setting up kitchen demonstrations and introducing presenters at seminars. In addition, Staff participated in the grape stomp held at Uncorked in Tahoe City.

Staff met with IVCBVB staff regarding Hyland Group familiarization trip

Staff coordinated a familiarization trip for Hyland Group. The Hyland Group is the representation firm staff hired to promote/sell North Lake Tahoe meetings in the key strategic markets of Chicago & Washington DC.

Staff hosted a site visit for Andrea Caputo from HelmsBriscoe. Andrea is currently considering the Ritz-Carlton for a SkinMedica program.

Staff hosted Meetings Focus Live post-fam trip. Staff hosted 10 meeting planners for 2 full days of hotel tours, activities and meals with the goal of generating future business. The planners stayed at the Ritz-Carlton and also toured a number of other hotels.

Staff hosted a site visit for the California Peace Officers Association. They have subsequently booked their August 2013 Board meeting at PlumpJack.

Staff hosted a site visit for Triple Crown Sports (TCS). TCS has selected North Lake Tahoe for their July 2013 USA Nationals Fast-Pitch Event. During this site visit the client looked fields and lodging in Truckee, Kings Beach, Tahoe City and Incline Village areas. Triple Crown Sports will be requesting contract this month for the program. The program will generate 480 room nights and is expected to bring over 600 people.

Staff hosted a site visited for Fancy Shindigs a corporate event planning and training services company. They are looking at North Lake Tahoe for a May, June or July 2013 training classes for event planners. The program will generate over 80 room nights and over \$10,500 in room revenue.

Staff attended the NLTRA monthly marketing meeting.

Staff attended Coop marketing meeting.

Staff hosted bi-monthly Conference Sales Sub-Committee meeting.

Staff attended staff retreat at Granlibakken

Staff participated in hosting the North Lake Tahoe Autumn Food and Wine Festival.

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



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September Leisure Report
Marketing Committee Meeting
9-25-12

TRAVEL TRADE

- Followed up on all B2B wholesale sessions held in Australia and New Zealand
- Worked with Sno N' Ski – Australia to be the ski wholesale sponsor of the Warren Miller Tour in Australia and New Zealand if a California Snow sponsorship comes to fruition. Ski Lake Tahoe cut their international marketing spend significantly this fiscal year and staff is looking to retain some North Lake Tahoe presence in the tour and needs the help of Visit CA.
- Finalized sales calls, call center trainings and travel trade and media events for next month's UK sales and media mission

FAMs

- Hosted the North American Product Manager for Nomade Aventure – one of France's top leisure adventure travel wholesalers
- Hosted Ali Wood, the publisher for Listed Magazine. Ali was out touring Northern California writing stories commissioned by Listed and Perfect Weddings Magazines.
- Hosted Visit CA's annual UK SuperFAM. Attendees consisted of 10 high performing wholesale call center agents and travel agents and one of the account managers from Visit CA UK. The agents earned their spots on the trip by selling the most British Airways flights into California during a set contest period.
Companies in attendance included:
 - Bon Voyage Travel and Tours
 - Travel Counselors (2 agents in attendance)
 - STA Travel
 - The Internet Traveller
 - Tailormade Travel
 - Ian Allen Travel
 - Vacations to America
 - British Airways
 - Trailfinders

CONSUMER & MISC

- Assisted with the set up, staffing of events and breakdown of the Autumn Food and Wine Festival
- Attended the Sierra Avalanche Center Board of Directors meeting
- Continued to organize and plan fall consumer ski shows for the North Lake Tahoe Marketing Committee as well as for the Sierra Ski Marketing Council (Ski Lake Tahoe – Domestic)

**Special Event Programs
Departmental Report September 2012
Submitted by: Judy Laverty-Capach**

AUTUMN FOOD AND WINE SEPTEMBER

Staff along with the Northstar events staff executed a successful Autumn Food & Wine Festival at Northstar. The seminars and educational events were met with great success, the wine/brew walk sold approximately 700 tickets, and there were a record number of vendors for the Marketplace who all enjoyed excellent sales. The Sunday Grand Tasting was well attended. Twenty four restaurants and 82 wines were offered. All financial and attendance details to come as soon as Northstar finishes the audit.

IRONMAN LAKE TAHOE

As the NLTRA begins the in-depth planning with WTC officials, community, police, fire, EMS meetings were held. The feedback from all groups is very positive and supportive of the event. Todd Jackson has been appointed as local race director and Sean Sweeney has been appointed volunteer director. Updated on the planning process will be reported monthly.

SPORTS MARKETING

Staff met on a regular basis with Shelli Fine, Sports Marketing Director, RSCVA, to organize the appointment schedule for Teams '12 show in Detroit, September 30-October 4. So far, we have scheduled 37 appointments with a variety of Sports Rightsholders.

MEETINGS:

Staff attended the Marketing Committee meeting, the Staff Retreat and numerous meetings with the Northstar team for Autumn Food & Wine.



professional creative services

September 2012 Points for Web Content ~ Marketing Committee Meeting. GoTahoeNorth.com

- daily updates of Autumn Food and Wine pages throughout the month
- researching and submitting as well as posting/updating/changing events for NLTRA
- keeping a master "Marquee Calendar" and updating this calendar with major events
- working on updating winter events ... in touch with ski areas/event producers weekly
- updating content regarding headliners on "High Notes" for remainder of September
- keeping up with posting event videos
- contacting event producers by phone and email
- create or edit pages as needed for various subjects such as sports, events, transportation, etc.
- posting featured events on home-page link/slider
- finding and changing out stale or invalid content
- making requested copy changes to organization pages with various area businesses
- making requested image changes to organization pages with various area businesses
- creating new pages for businesses ... uploading new content
- finding better photos and switching out when available (all sections)
- posting press releases and press kit
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.

Shelley Fallon

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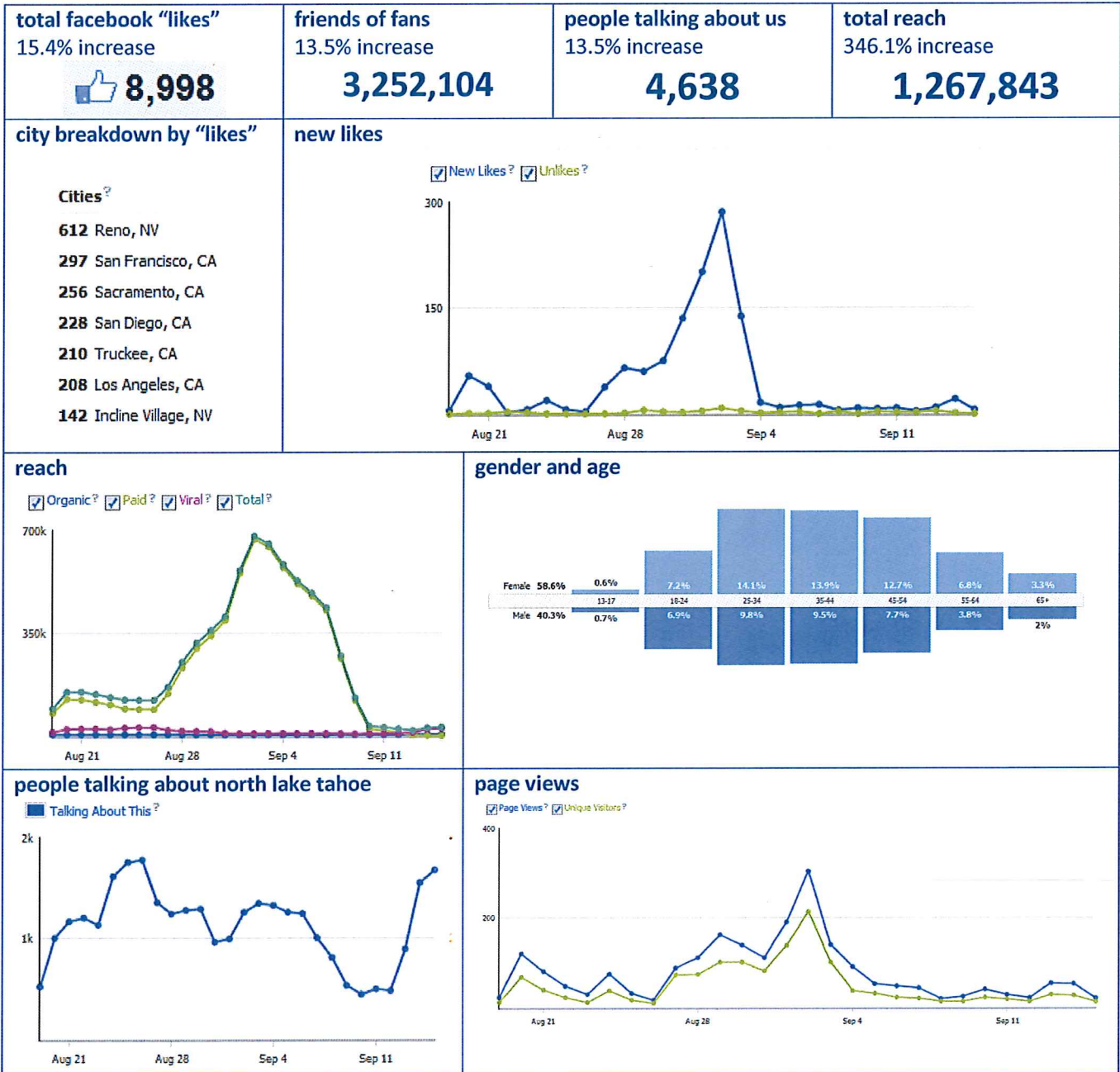


north lake tahoe

social marketing report

august 13, 2012 – September 10, 2012

facebook



Prepared by **RKPR** Inc.

gotahoenorth.com facebook analytics		site engagement 73.1% increase 71	distribution on facebook 223.0% increase 33,503	referral traffic to site 31.3% increase 273 clicks			
facebook advertising partnered with summer giveaway campaign	Campaign Reach [?] 800,273	Frequency [?] 1.8	Social Reach [?] 39,255	Actions [?] 2,387	Clicks [?] 1,394	CTR [?] 0.096%	Spent [?] \$800
Campaign statistics	1,484 new fans since the beginning of the giveaway 2,387 total actions from the advertising portion						

twitter

followers 2.6% Increase 3,836	total tweets 4,027	re-tweets this month 219
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n blog

4 posts	<ul style="list-style-type: none"> Sunny and Clear Skies in North Lake Tahoe for... (1 Tweet) Looking for a North Lake Tahoe Boating Cool Dead? This Week in North Lake Tahoe (3 tweets, 2 likes) Join Us at Wine on the Water, August 19 (3 tweets, 1 like)
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foursquare

likes 5.2% Increase 464	tips 30	check-ins Incline Village Crystal Bay Visitors & Convention Bureau 6	check-ins North Lake Tahoe Visitors Center CLAIMED
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flickr

all-time photo views 3.5% Increase 27,136	photos/videos 253/3	contacts 62
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Pinterest

boards 10	followers 15.9% increase 102	following 71	pins 162	repins 5.6% increase 150	likes 0% increase 63
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Prepared by **RK|PR** Inc.



total video view 1.1% increase 29,687	subscribers 1.8% increase 57
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- **FACEBOOK:** Continue posting photos and video that show real-time NLT
- **FACEBOOK:** Continue contests partnered with small ad campaigns to drive "Likes"
- **TWITTER:** Continue to engage with local resorts and merchants to create positive conversations on conditions
- **BLOG:** Start a "Tahoe Wedding Venues" blog series to coincide with wedding season and garner pins on Pinterest
- **BLOG:** Integrate "Pin It" Icon for Pinterest users
- **BLOG:** Explore hosting guest bloggers, either selected from a contest, internally from staff or local merchants to blog about their Tahoe experiences, special tips, etc.
- **FOURSQUARE:** Continue to request tips, especially for upcoming winter activities; Update new tips when provided
- **PINTEREST:** Continue pinning images from North Lake Tahoe website as well as pins from resorts, restaurants, venues and other North Lake Tahoe venues
- **PINTEREST:** integrate wedding Pinterest account to reporting
- **YOUTUBE:** Recommend capturing video, even if it's from a cell phone cam, of major events, opening day at the lake, getting ready for summer, etc., to engage users who are searching for that content already



**North Lake Tahoe Chamber/CVB/Resort Association Public Relations Report
Marketing Committee
September 20, 2012**

I. Current Projects

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting future events, programs and activities in North Lake Tahoe.
- B. Fall Bike Media Fam – repositioning fam to individual press trips in fall per the request of targeted biking/cycling media outlets.

II. News Releases – 4 news releases in the works

- A. What's New this Winter in North Lake Tahoe – drafting
- B. Hiking North Lake Tahoe – drafting
- C. Chamber “Simply Speaking” class (October 4) - drafting
- D. Annual Membership Luncheon (October 18) - drafting

III. News Releases – 15 news releases distributed since our July 19 report

- A. Lake Tahoe Flow Arts Festival is September 4-6 in Kings Beach
- B. Lake Tahoe Ranked “Best Lake in America” by USA Today
- C. The Potlatch to Host Chamber Mixer/Trunk Show August 3

- D. North Lake Tahoe Water Shuttle Launches August 3
- E. Chamber Expands Membership Services, New Online Directory
- F. North Lake Tahoe Water Shuttle Begins Operations (VNR)
- G. Lake Tahoe Food & Wine Fest Expands, Set for September 1-9
- H. Center Sees Record Visitors, Opportunities for Businesses
- I. Discover Lake Tahoe on Two Wheels
- J. North Lake Tahoe Bonanza to Host Chamber Mixer September 13
- K. IRONMAN Lake Tahoe Volunteer Meeting is September 17
- L. Chamber to Host "Working the Room" Course September 18
- M. Resort at Squaw Creek to Host Holiday Mixer September 18
- N. Lake Tahoe Autumn Food & Wine Festival Winners
- O. Changing Fall Foliage, Festive Events Mark Fall Season in Tahoe

IV. Media Leads – 53 media requests we’ve responded to since our July 19 report (does not include those journalists we’ve actively pitched)

- A. Mountain Magazine – Olivia Dwyer, Tahoe Rim Trail details, 7/23
- B. Lincoln News-Messenger – Patty McAltin, family story angles, 7/23
- C. Ski Magazine (Resort Guide) – Susan Reifer, what’s new this winter, 7/23
- D. The Weekly – Katherine Hill, AFW images, 7/23
- E. Budget Travel Magazine – Jamie Stringfellow, Tahoe story ideas, 7/23
- F. News 10 (Sacramento) – Lilly Wyatt, lodging recommendations, 7/24
- G. Comstock’s Magazine e- Robert Salaski, IRONMAN interview, 7/24
- H. Sacramento Bee – Al Pierleoni, AFW story angles, 7/25
- I. ABC News – Lean Katz, Tahoe Olympic story angles, 7/26
- J. Successful Meetings Magazine – Andrea Doyle, angles/images, 7/26
- K. News 4 (Reno) – North Lake Tahoe Water Shuttle, 7/27
- L. USA Today – Laura Bly, coordinating press trip, 7/30
- M. Sierra Sun – Amy Edgett, Wanderlust pr contacts, 8/1
- N. Sierra Food & Wine Magazine – Jeff Pelling, story angles, 8/2
- O. OffMetro.com (SF) – Katy Kelly, NLT Water Shuttle details, 8/2
- P. Modern Luxury Magazine - Misty Milloto, story angles, 8/2
- Q. Reno.com – Megg Mueller, AFW images, 8/2
- R. Visit California – Jeanne Sullivan, details for CA Wine Month, 8/2

- S. KTVN TV (Reno) – Paul Nelson, NLT Water Shuttle details, 8/2
- T. Sacramento Bee – Tony Bizjak, NLT Water Shuttle details, 8/3
- U. North Tahoe Business Association – Maria Kiss, events to GTN, 8/13
- V. Occupation Double (Canada) – Valerie Dalpe, filing request, 8/14
- W. KSEG Radio (Sacramento) – Kat Maudru, AFW interview, 8/14
- X. Style Magazine (LA) – Karen Koch, story ideas/images, 8/15
- Y. Sierra Sun – Amy Edgett, AFW images, 8/16
- Z. Meetings Focus West Magazine – Carolyn Blackburn, story angles, 8/16
- AA. Visit CA – Rachel Veu, IRONMAN details, 8/16
- BB. PinotReport.com – Gregory Walter, AFW story angles, 8/16
- CC. Freelancer Patti Broughton, possible travel segment, 8/16
- DD. AFAR Magazine – Serena Renner, lodging recommendations, 8/20
- EE. Modern Luxury Magazine – Misty Miloto, ski story angles, 8/21
- FF. Televisa Publishing – Isabel Pena, story angles/images, 8/22
- GG. Meetings Focus Magazine – Tony Bartlett, story angles, 8/22
- HH. TahoeKidsGuide.com – Elizabeth Sedway, story angles, 8/23
- II. The Weekly – Barbara Keck, AFW story angles, 8/27
- JJ. Powder Magazine – Mike Rogge, what's new this winter, 8/28
- KK. NCOT – Bethany Drysdale, images, 8/28
- LL. Tahoe Quarterly Magazine – Sue Rock, AFW story angles, 8/28
- MM. Auburn Journal – Gloria Young, Labor Day events, 8/28
- NN. CA Meetings & Events Magazine – Traci Zellmann, images, 8/30
- OO. Chicago Life – Evelyn Kanter, story angles, 8/30
- PP. Eat, Drink, Explore – Ranch White, AFW story angles, 9/4
- QQ. USA Today (Go Escape Magazine) Chris Gray – story angles, 9/4
- RR. Restaurant Management Magazine – Kristine Hansen, foie gras, 9/4
- SS. InStyle Magazine (foothills) – Barbara Steinberg, story angles, 9/5
- TT. NorCalVibe.com – Che Perez, tourism statistics, 9/6
- UU. Fuji Saneki Communications – Andrew Morita, images, 9/9
- VV. Successful Meetings Magazine – Leo Jakobson, story angles, 9/11
- WW. Sacramento Bee – Al Pierleoni, fall related events, 9/17
- XX. NBCBayArea.com – Alysia Painter, fall images, 9/19
- YY. Chicago Tribune – Bob Ecker, what's new winter story ideas, 9/19
- ZZ. Horizon Magazine e- Ken Van Vechten, story angles, 9/19
- AAA. Spirit Magazine – Melanie Jarrett, winter story angles, 9/20