



north lake tahoe

September 2013

Marketing Coop Departmental Reports



North Lake Tahoe Marketing Report (August 18th, 2013 – September 15th, 2013)

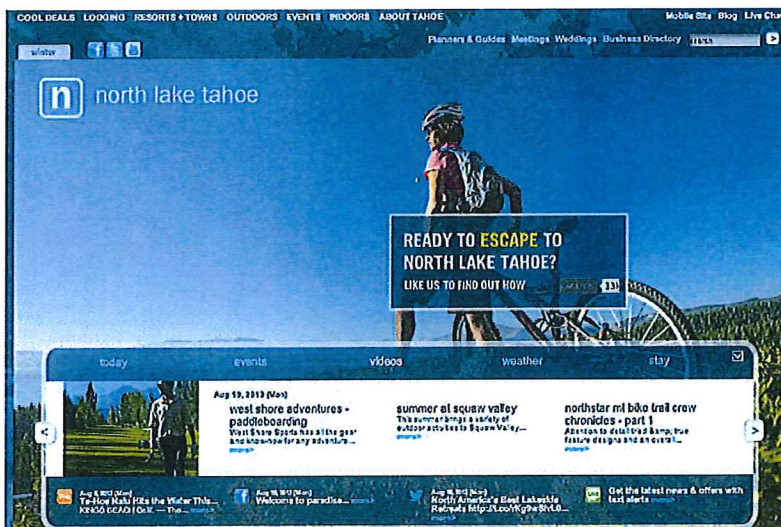
SEO Report: 8/18/13 – 9/15/13

Analysis:

Over the last month, we've seen our overall site traffic slightly reduce as our summer campaign comes to an end. Although we've experienced a slight dip in traffic, we've received an increase in new visitors.

Stats:

- Unique Visitors – 54,936
- % of New Visitors – 76%
- Avg. Visit Duration – 2:27
- Avg. Page Views Per Visit – 3.33
- Total Outbound Traffic – 11,838
- Cool Deals Outbound Traffic – 2,814
- Top DMAs – 1. SF Bay Area 2. San Jose 3. Sacramento



Digital Report: 2013 Summer Campaign (8/18-9/15)

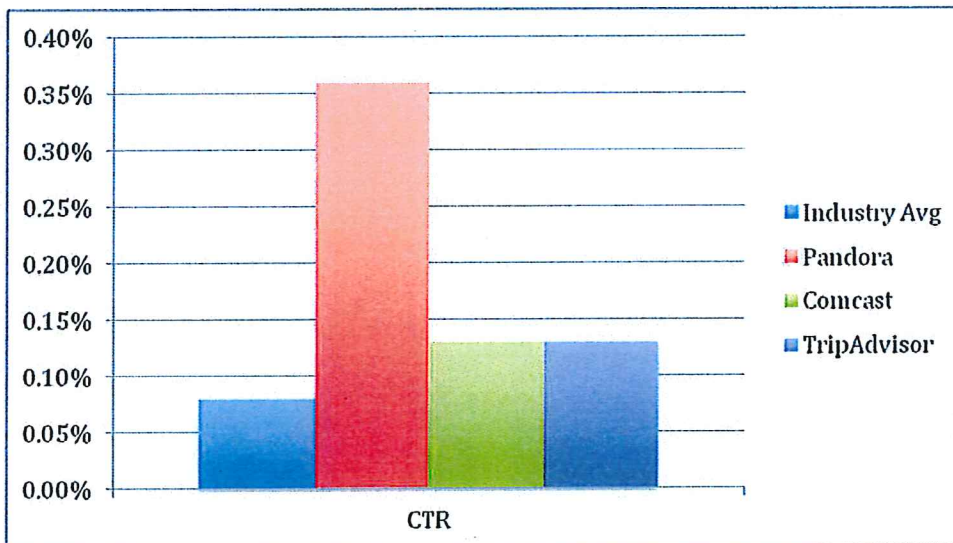
Analysis:

Our online Summer campaign has now ended. During the campaign we received over 1.7 million bonus impressions and drove 21,800 consumers to GTN. Our campaign ended with a CTR 4x the industry average and over 880 consumers ended up on the lodging page.

Stats: 8/18/13-9/15/13

- Booked impressions - 4,926,571
- Served impressions - 1,789,299
- Clicks - 5,752
- CTR - .32% (FT reported industry average - .08%)
- Lodging Page Hits - 164
- Cool Deal Page Hits - 626
- Events Page Hits - 1,080

Campaign CTR vs. Travel/Leisure Industry Average



2013 Summer Campaign: Screen Shots



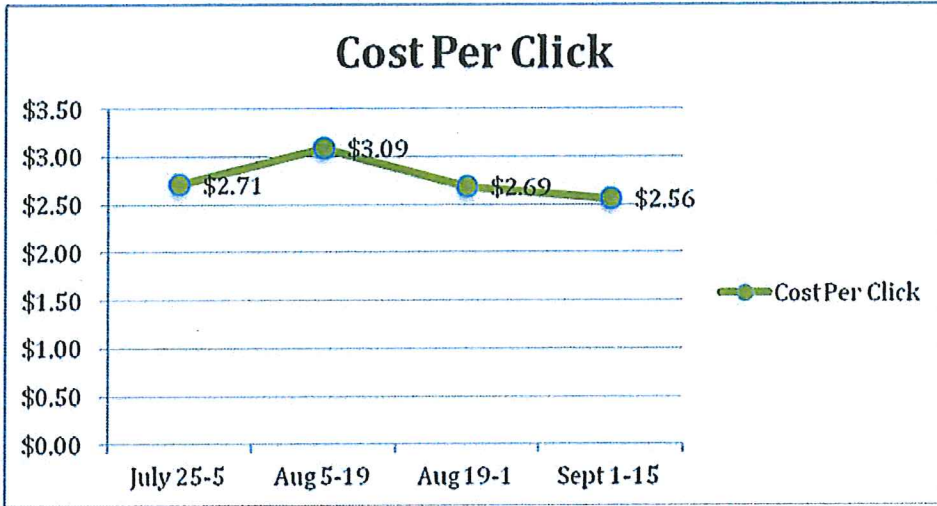


Search Report: Conferences & Summer (8/18-9/15)

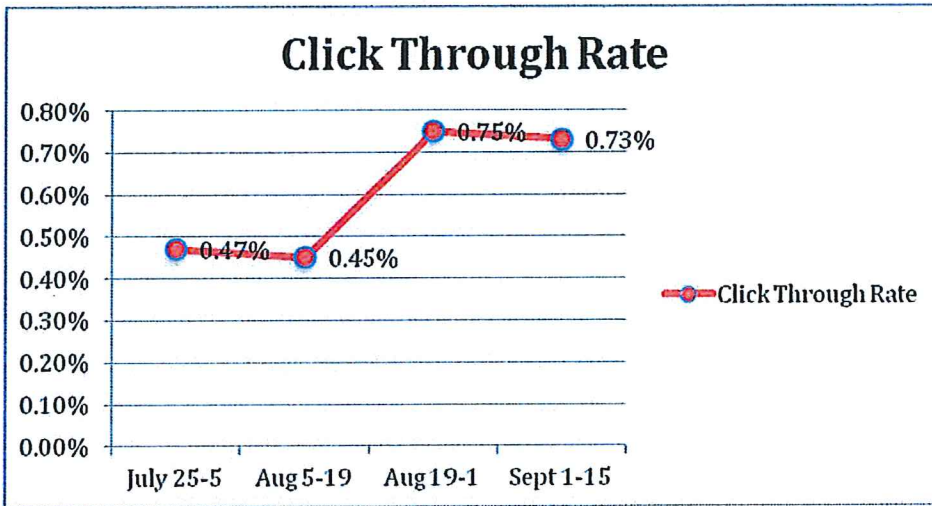
Analysis:

Since introducing new adwords last month, we've seen a great improvement with our Conferences campaign, increasing our CTR and reducing the CPC within this last month. The Conferences CTR has jumped by .28%, reducing our overall CPC. Although the Summer Campaign's CPC has slightly increased, we're still seeing a healthy and consistent CTR of 1.32%.

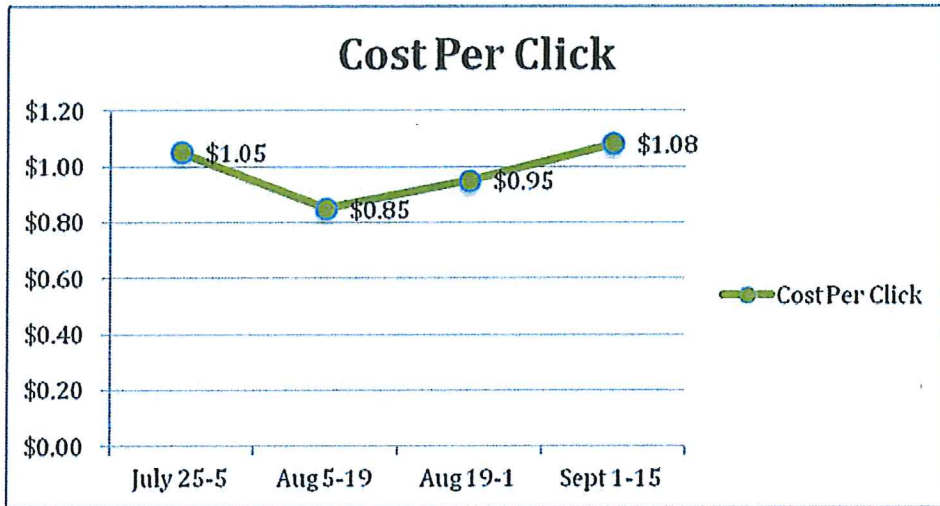
Conference Average CPC



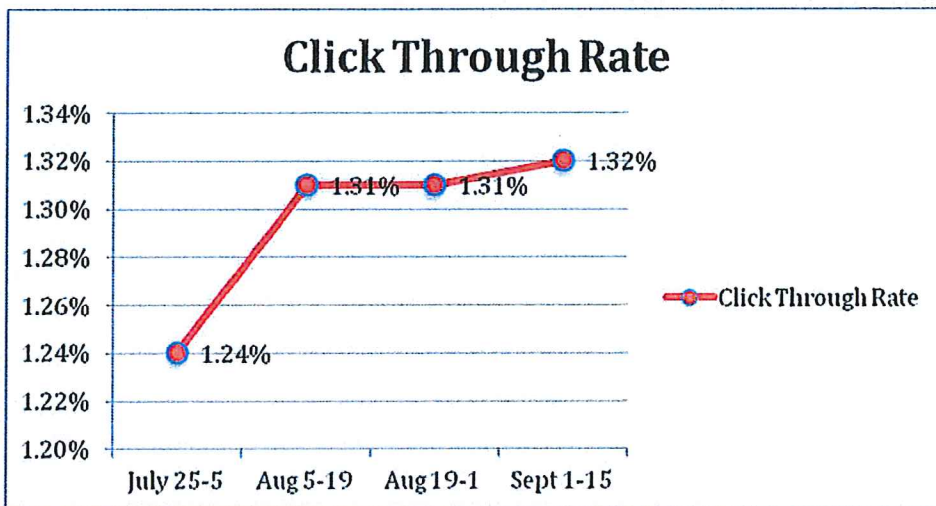
Conference CTR



Summer CPC



Summer CTR



OOH Report: 2013 Summer Campaign

Details:

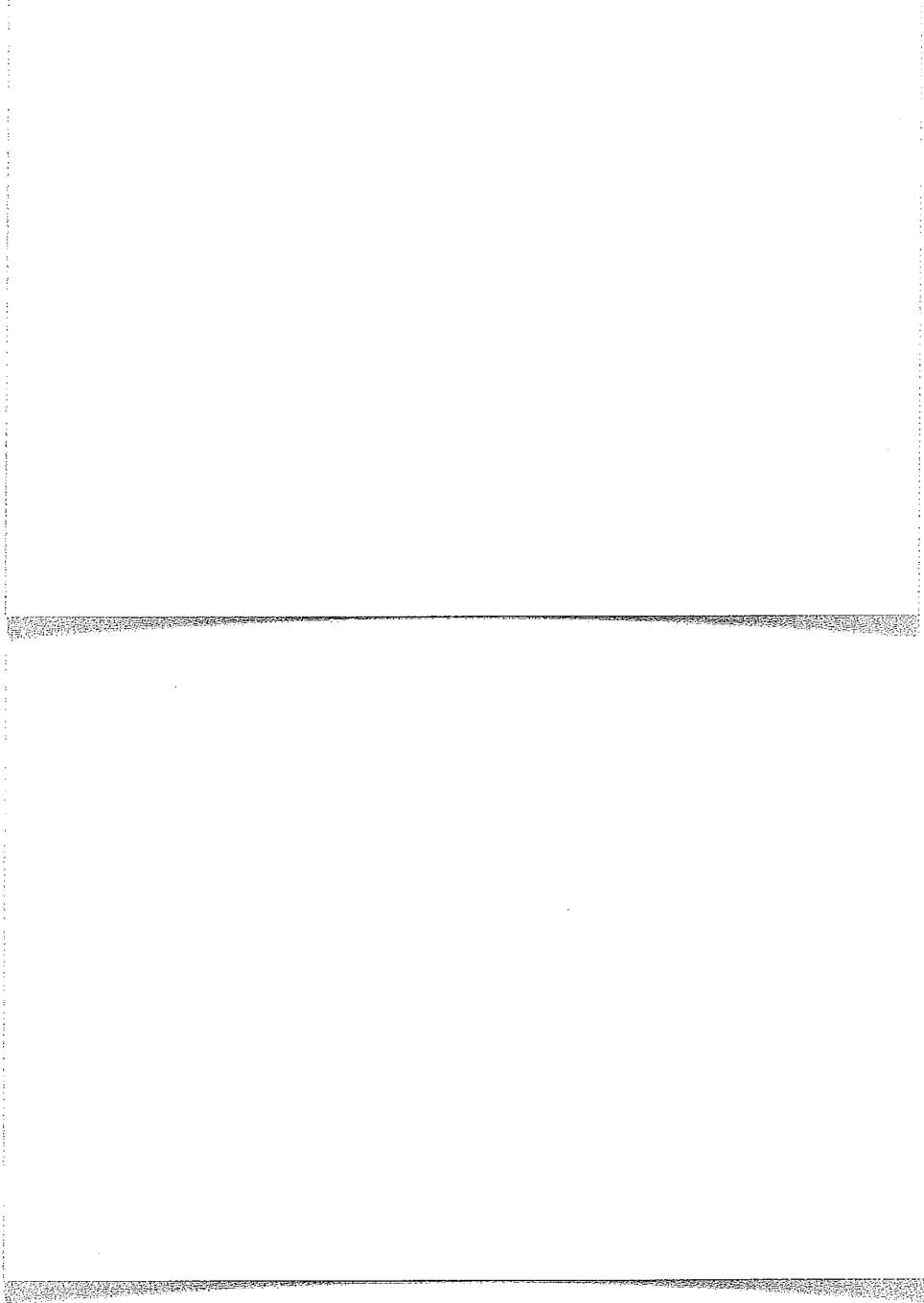
Timing: 6/17/13 – 9/8/13 (each placement varies in timing)

Total Impressions: 20,388,470 (upon campaign completion)

Placements:

- 15 billboards

- 10 mini billboards (10'x 22' billboards)
- 2 Ferry building placements







Conference Department Report September 2013

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 assisted with Autumn Food & Wine at Northstar

Staff had a conference call with the publisher and editor of Smart Meetings Magazine regarding the possibility of partnering on a customer event some time in the summer or fall of 2014

Staff met with RSCVA staff to discuss cooperative marketing efforts.

Staff attended the ASAE NextGen meeting that was hosted by the RSCVA. The event brought in association professionals under the age of 30 to discuss association issues. The majority of the attendees are also involved in the meetings industry as either decision makers or influencers.

Staff volunteered for the IRONMAN Lake Tahoe event.

Staff attended the Hyatt Regency Lake Tahoe's customer golf outing.

Staff hosted a site visit for the World Senior Golf Federation World Championship. The WSGF is considering North Lake Tahoe for their 2015 & 2016 events. The group would bring approximately 1000 room nights to the area each year. There is a possibility that it will become a 3-5 year event.

Staff hosted a site visit for Tango by the River for their program in May 2014. This company is putting on a Tango Festival in North Lake Tahoe. In addition to lodging at Resort at Squaw Creek and Village at Squaw Valley, Staff showcased the Tahoe Gal and Garwood's for their offsite events. This program will bring 150 people and generate over 200 room nights for each program.

Staff had a conference call to discuss the site inspection details with Simply Splendid Events for their June 2013 Incentive program staying at the Ritz Carlton. The group is visiting on September 28th. This incentive program is for 100 people and will generate 150 room nights.

Staff hosted a planning and site visit for the Forever Living taking place at Harrah's and Harvey's Lake Tahoe in September 2014. During this visit our client and Staff met with destination management companies Destination Lake Tahoe and DSC to showcase group transportation and group activities along offsite beach venues for a beach barbecue and reception. This program will bring 1400 people and generate 3500 room nights for.

Staff hosted a site visit for Simply Splendid Events. During the visit staff showcased offsite recreation and dining venues for groups and individuals.

Staff had a conference with Berkeley Labs to assist with offsite group dining facilities and group activities for October 2013 Conference at Granlibakken. This incentive program is for 150 people and will generate 500+ room nights.

Staff conducted two half-days of business walks to educate businesses in the Kings Beach area on Ironman Event and road closures.

Staff assisted in the North Tahoe Visitors Center by providing guests to our area with information on activities, restaurants and lodging.

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 business.

September Leisure Report
Marketing Committee Meeting
9-24-13

TRAVEL TRADE

- Met with Expedia.com's Market Manager and new additions to their sales team for Tahoe and Reno.
- Met the new Director of Sales at the Hyatt Regency
- Attended a Booking.com partner appreciation event
- Held a conference call with our trade account manager with Visit CA – UK planning fall trainings with the ski wholesalers and a sponsored call center breakfast with Virgin Holidays

FAMs

- Hosted the North American Product Manager and three sales agents from Comptoir des Voyages, a major wholesaler in France
- Hosted the new CA and NV market managers for Booking.com
- Planning the itinerary for a German fam consisting of 13 travel agents to take place in mid October
- Arranged lodging for Overdrive TV - India

CONSUMER & MISC

- Staffed the Autumn Food and Wine Festival
- Met with the Abbi Agency to plan international PR strategy for winter
- Conducted a North Lake Tahoe cross country ski resort meeting, planning for the upcoming season
- Attended the Sierra Avalanche Center board of directors meeting
- Continuing to take the lead on LA Ski Dazzle planning for the Sierra Ski Marketing Council
- Conducted retailer and restaurant outreach with Ironman event and road closure information in preparation for the race
- Staffed Ironman info booth
- Staffed Ironman Expo



professional creative services

September, 2013 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- researching and submitting as well as posting/updating/changing events
- maintained Autumn Food and Wine schedules and information on AFW pages
- keeping a master "Marquee Calendar" and updating this calendar with major events
- 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 information
- corresponding with local businesses, answering questions via email/phone
- checking site daily for any issues, links, errors, etc.
- designing email blasts for various events (relating to cool deals / informative event info)

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North Lake Tahoe Public Relations Recap August 2013

Summary

During the month of August, The Abbi Agency emphasized personal connections with many journalists. This included hosting 12 person press trip in North Lake Tahoe throughout the weekend of August 9. Other individual outreach included coordinating press passes for the Autumn Food and Wine Festival and Labor Day weekend festivities. A representative of The Abbi Agency attended the IRONMAN Community Meeting to field media questions and strategize with Ironman's PR team.

Furthermore, communication and media relations for fall events like Autumn Food and Wine and IRONMAN became a priority.

In addition, The Abbi Agency began preparing for long lead winter adventure pitching as well as devoted significant energies to researching fall "shoulder" season media opportunities.

The Abbi Agency launched a dynamic and successful social media strategy the month of August. Followers were actively and consistently engaged through all forms of social media.

Overall, TAA continued consistent communication with multiple stakeholders, including North Lake Tahoe businesses, marketing partners, and more. These communications have contributed significantly to the media success gained to date. These communications also led The Abbi Agency to write an expansive press release that includes the details about What is New at the Lake this winter.

Media Placements

A comprehensive online clip book of your secured placements is available on ISSUU.com. Click this link: www.issuu.com/north_laketahoe

The Abbi Agency secured a total of 8 placements in August.

For all news pertaining to North Lake Tahoe (including organic, mentions, and secured) please see the Vocus tracking report that accompanies this recap.

Placement Highlights:

KTVN: <http://www.ktvn.com/story/23084589/paddleboards-meet-yoga-at-weekend-lake-tahoe-festival>

Social Reach of this placement (as tracked by ClippPR)

Facebook: 96 likes

Twitter: 3 shares

LinkedIn: 1 share

Vogue: <http://www.vogue.com/culture/article/travel-north-americas-best-lakeside-retreats-from-great-lakes-to-golden-ponds/#1>

Social Reach of this placement (as tracked by ClippPR)

Twitter: 57 shares

LinkedIn: 4 shares

Google Plus: 232 likes

Urban Daddy:

[http://www.urbandaddy.com/sfo/leisure/26274/Treetop Adventure Park at Granliba kken California s First Aerial Treetop Park San Francisco SFO Destination/search](http://www.urbandaddy.com/sfo/leisure/26274/Treetop_Adventure_Park_at_Granliba_cken_California_s_First_Aerial_Treetop_Park_San_Francisco_SFO_Destination/search)

Golf and Lifestyle Magazine:

<http://online.flipbuilder.com/xnvk/pash/>

Triathlete.com:

http://triathlon.competitor.com/2013/08/photos/course-recon-ironman-lake-tahoe_81962

Reno Gazette-Journal (print and online--Autumn Food and Wine):

<http://www.rgj.com/article/20130828/LIV01/308280003/Lake-Tahoe-Autumn-Food-Wine-Festival-returns-its-most-diverse-selection-events-ever>

Sunset Magazine (August 2013 Print Issue) www.issuu.com/north_laketahoe

Pending Placements

- VIA online blog
- The Association News
- Women's Running Magazine
- Reno Tahoe-Tonight

Pitch Report/Hot Leads

A full pitch report will be provided with Q3 recap the first week of October. Some highlights we are working currently include:

- **Long Lead Winter stories:**
 - Ski Magazine
 - Via
 - Ski Curbed
 - Justluxe.com

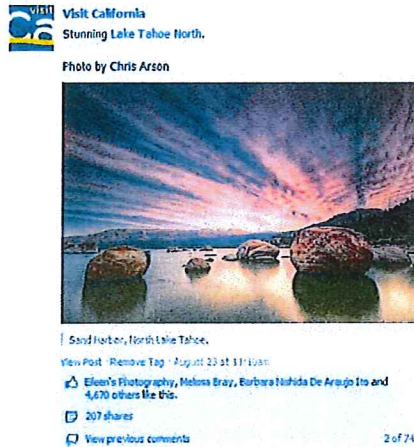
- **Short Lead Fall stories:**
 - SF Examiner
 - Vail Daily
 - Sacramento Bee
 - Los Altos Town Crier
 - Record Searchlight
 - Via Online blog

Social Media Summary

Sprout Social Report

As of August 31th North Lake Tahoe has 13,650 total likes and 1,800 people talking about this on Facebook. In the last month North Lake Tahoe has gained 296 new fans on Facebook and 257 new followers on Twitter.

There were a total of 10,511 incoming messages on Facebook and Twitter. North Lake Tahoe's Facebook demographic is 68% female, while the Twitter demographic is 60% male. Twitter had a total of 182 link clicks, 136 mentions and 180 ReTweets. Facebook activity was the highest on Fridays and Saturdays. In the last month Fridays got a total of 42.9k total impressions. Overall, North Lake Tahoe got a total of 1,066,647 page impressions by 8,932 unique users on Facebook and Twitter. We had a photo shared on Visit California that received 4,670 "likes" and 207 shares, below is a screen shot of that.





Twitter Contests

This month we focused on gaining North Lake Tahoe's Twitter following. We gave away two tickets to the Wine & Brew Fest and two tickets to the Grand Tasting at Autumn Wine and food. Through these promotions we gained roughly 150 new followers. Below is a graphic we designed for the giveaway. The two winners were Pamela Lee Hunt and Zachary Bear DeVine.







GROUP REPORT from August 1, 2013 - August 29, 2013

 @TahoeNorth

 Lake Tahoe North

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	10,511	
Sent Messages	113	
New Twitter Followers	257	
New Facebook Fans	296	

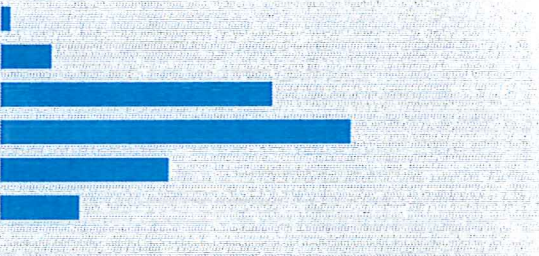
10,688 INTERACTIONS 
BY 8,932 UNIQUE USERS 
1,066,647 IMPRESSIONS 

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

 **60%** MALE FOLLOWERS  **40%** FEMALE FOLLOWERS

18-20
21-24
25-34
35-44
45-54
55-64
65+

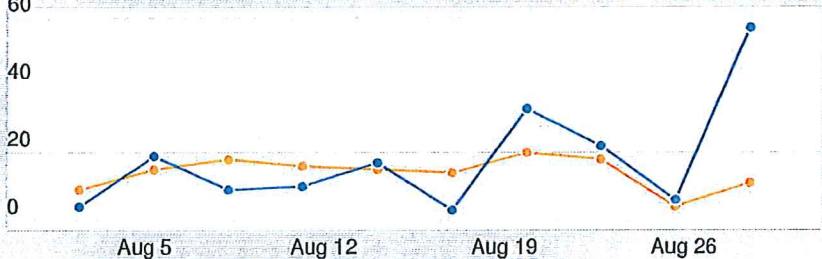


TWITTER STATS

 **257**
New Twitter Followers in this time period

 **182** Link Clicks  **139** Mentions  **180** Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

 **52** Plain Text

 **15** Links to Pages

 **7** Photo Links

FACEBOOK STATS across all Facebook pages

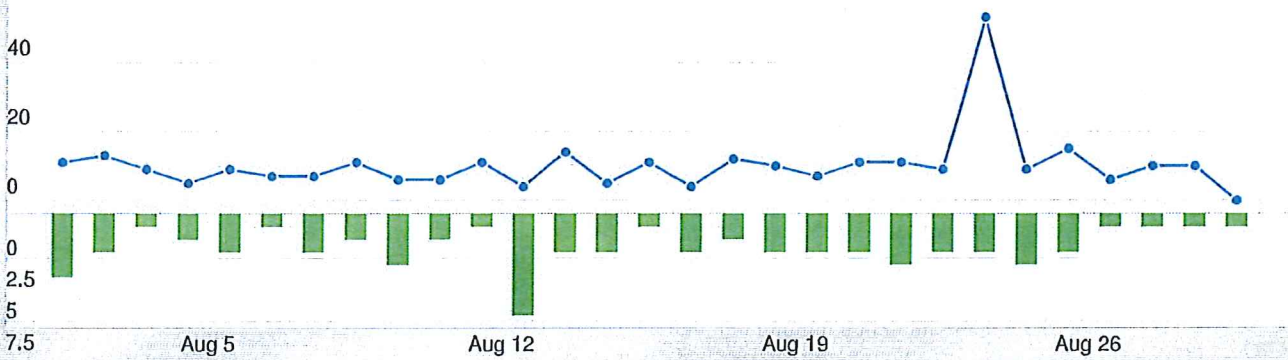


My Facebook Pages

13.65k Total Likes, and 1.8k people talking about this

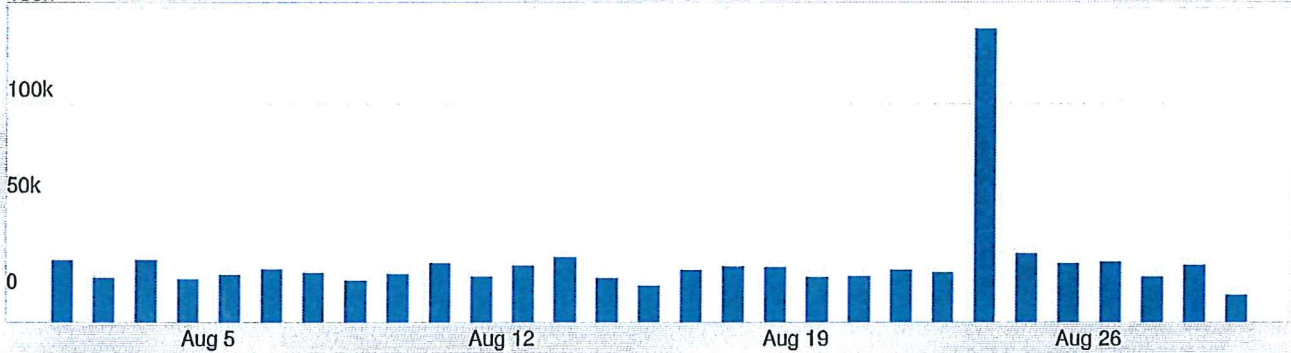
FAN GROWTH

New Fans 296 Unliked your Page 48

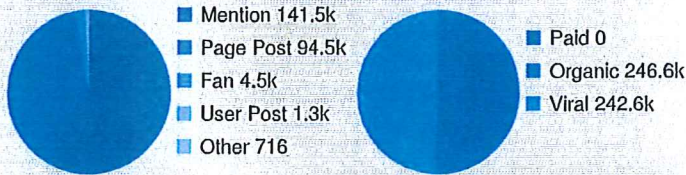


PAGE IMPRESSIONS

Impressions 490,357 by 241,346 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	12.3k	49.3k
Mon	13.2k	52.7k
Tue	13.2k	52.8k
Wed	12.3k	49.3k
Thu	8.5k	42.7k
Fri	42.9k	171.8k
Sat	17.9k	71.8k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	659	613
18-24	5.1k	7.4k
25-34	19.0k	40.2k
35-44	22.5k	44.7k
45-54	17.1k	40.0k
55+	10.4k	23.0k

TOP COUNTRIES

Country	Impressions
United States	209.4k
Canada	3.7k
United Kingdom	2.6k
Brazil	1.6k
Germany	1.5k

TOP CITIES

City	Impressions
Reno, NV	7.4k
San Francisco, CA	4.7k
Sacramento, CA	4.3k
Los Angeles, CA	3.6k
Las Vegas, NV	3.1k

