



north lake tahoe

Chamber | CVB | Resort Association

Supplementary Reports from Black Diamond and Gate 7

EXECUTIVE SUMMARY

September saw the Bank of England hint that the interest rate (which has been at an historic low of 0.25% for over a year now) would rise before the end of the year. This resulted in the Pound strengthening against the Dollar touching \$1.35 to £1 – a rate not seen since June 2016.

The above good news thankfully overshadowed the remaining uncertainty surrounding the UK's exit from the European Union, the falling stock exchange and the rather misleading data published by the New York Times stating visitation to the USA by Brits had fallen 15%.

The National Travel and Tourism Office (NTTO) put these figures into context by clarifying they were for Q1 of 2017 only (typically the lowest season for UK to US travel), and that figures for April were actually up 14%. Coupled with the fact that the data was not destination specific meant that these falls could largely be attributed to the much heavier impact on destinations reliant on the family market, such as Florida.



UK Brexit talks have continued throughout September despite the EU's reluctances around a number of issues, including what the UK pays to the EU when it leaves, the rights for EU citizens in the UK and UK citizens in the EU, and also the Northern Ireland border.

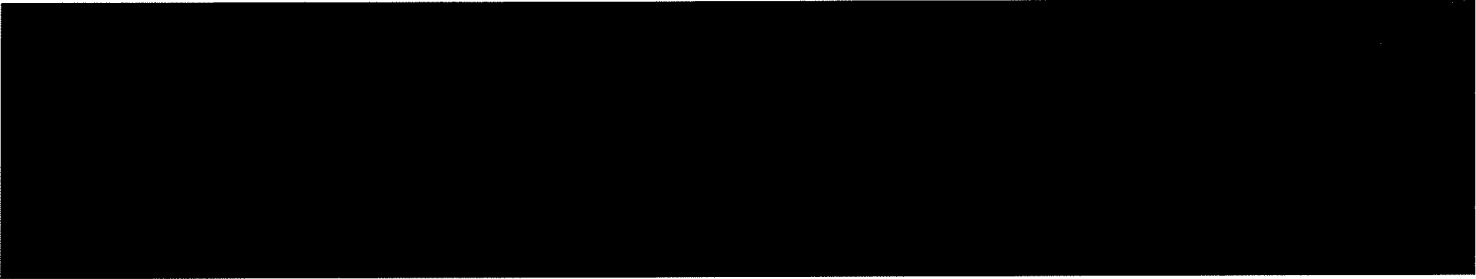
News across Europe focused on Catalonia's upcoming independence referendum from Spain. The Catalan regional government has insisted that the poll goes ahead, while Spain's constitutional court has suspended the legislation underpinning the referendum while it rules on its legality.



Elsewhere in Europe, Angela Merkel won her fourth term in office. However, her victory was clouded by the hard-Right AfD party winning its first seats in parliament - the first time an overtly nationalist party has entered the German parliament since the Second World War.

Earlier in the month, adverse weather caused devastation across the Caribbean, the US and Mexico. Category five Hurricane Irma killed at least 72 people in Florida and 112 in the Caribbean. Fast on its heels, Jose and Maria also caused destruction in its wake, including US territory Puerto Rico. Mid-month, an earthquake struck central Mexico killing at least 337 people. It is estimated that damage could surpass \$2 billion.

UK airlines have featured negatively in both travel and mainstream news this month. Thomas Cook Airlines rescheduled more than 40 flights due to strike action by its pilots, while Ryanair stole headlines with news that they had cancelled 2,100 of its 103,000 flights.



Shortly after, the airline caused uproar when it announced the cancellation of 18,000 flights from November. In total, 34 winter routes have been suspended and the Civil Aviation Authority has launched enforcement action against Ryanair for 'persistently misleading passengers with inaccurate information'.

Also in travel news this month, VisitEngland launched a 'Join the World - Discover the UK' campaign to target 16-24 year-olds, while Bell Pottinger, a UK public relations company, collapsed after being accused of running a campaign to stir up racial tension in South Africa.

Black Diamond's long standing commercial partnership and close relations with British Airways helped facilitate an all-important review of BA's online and offline booking platforms to develop the California gateway and beyond product search and functionality. Full details are highlighted with the trade meeting section.

TRADE ACTIVITY

TRAININGS

Bailey Robinson

The trade team travelled to the Bailey Robinson head office to train the sales team. Bailey Robinson is looking to develop its California programme and will meet with Black Diamond at WTM. Although North Lake Tahoe is not attending WTM this year, the team will ensure the destination is included within this discussion.

Agents trained : 2

Ocean Holidays

Black Diamond Trade Account Manager, Brendan Croft, travelled to the Ocean Holidays' head office in Romford to train their staff on California, including North Lake Tahoe.

Agents trained : 31

Skiworld

The Black Diamond Travel Trade team travelled to the Skiworld office in Hammersmith to train its current and new team members on North Lake Tahoe's winter season. The training encompassed skiing in Squaw Alpine and Northstar, with a product update on both California and Nevada also being delivered.

Agents trained : 6

Abercrombie & Kent

The Black Diamond Travel Trade team travelled to A&K's main office in Cheltenham and trained the tour operator's new starters on North Lake Tahoe, including a member of their Chairman's club who looks after some of their most important and high spending clients. Charlotte Wells (Product Manager) was also present during the training and feedback from the team was extremely positive. Brendan focused on the Ritz Carlton at Northstar.

Agents trained : 6

Vacations to America

The Black Diamond Travel Trade team travelled to the Vacations to America office in Harpenden to train its sales staff on North Lake Tahoe. Richard Wimms (Director) and Nan Wimms (MD) were also present during the training.

Agents trained : 4

MEETINGS

America's First Coast Travel

The team met with Chairman & CEO, Frank Levene and Board Advisor, Colin Brodie from specialist operator, America First Coast Travel. The operator, who until now has specialised in luxury travel to America's east coast, is recapitalising and investing in programme expansion to reflect its burgeoning, discerning client base. The key focus of the meeting was to influence preference for expansion into California, while focusing on North Lake Tahoe's proximity to key California gateways. The outcome was to successfully drive innovative thinking behind their expansion plans to ensure inclusion of North Lake Tahoe product and inventory.

Next steps will involve working closely with the operator to assist with introductions to receptive operators and suppliers, with a view to reflecting the destination within dedicated itineraries, pre-planned and flexible fly drives and tours. A full programme of B2C promotional activity and co-op marketing programmes are planned to coincide with a 2018 launch, dates TBC.

British Airways and British Airways Holidays

The trade team is in conversations with British Airways Holidays to understand how we can develop their multi-destination booking engine for California and have more exposure for the destinations beyond the gateways, including North Lake Tahoe.

Black Diamond met with Chris Rankin, Head of Agency & Consumer Sales and Mark James, Key Partnership Manager to discuss North Lake Tahoe's positioning within BA's in-house distribution channels and specifically its dynamic packaging search and multiple itinerary system limitations. The team subsequently extended the discussion with BA Holidays' Senior Product and Marketing team to lead a thorough review of their programme offerings with a view to better quantifying beyond gateway destinations and how they are featured across the BA Holidays platform search functionality.

In reflection of the work North Lake Tahoe has done to complete the Sure2Care doc requirements with Hotel Beds to be active for sale across the BA.com platform, the team is keen to seek co-op marketing opportunities. The intention would be to amplify the messaging while driving innovative itinerary development and ultimately widen destination awareness, appeal and visibility.

Next actions include a planned 'show and tell' with BA Holidays' Product and Marketing personnel, which is scheduled for 25 October.

The Black Diamond trade team will undertake a full review of the site and the complex functionality that has grown California visitation in 2017, with a view to influencing product innovation and development of North Lake Tahoe inventory & itineraries. A full competitor analysis, review and comparison will also be undertaken as part of the project.

California UK & Ireland Mission

July saw Visit California undertake its sales mission which happens every 2 years. Sarah from North Lake Tahoe was in attendance along side with Brendan. The sales mission included 17 product manager meetings in London and 7 product manager meetings in Manchester that ran an IPW style speed date format.

Along side the product meetings, there was also a travel agent roadshow in both London and Manchester to meet, train and network with front line staff. Ireland was also on the itinerary and we travelled to Dublin for a networking brunch in which 50 people from product and marketing managers, to front line sales staff were in attendance.

DNATA

The team met with Director Commercial Strategy and Services, Matt Bell and team to discuss brand and destination positioning opportunities for North Lake Tahoe across their extensive B2B and B2C brand portfolio.

Originating from Dubai in the Middle East, Dnata has established itself as an industry innovator and leading global travel Management Company, offering a comprehensive range of corporate, leisure, partnership and trade services. Extensive investment and expansion in the UK has been led by significant acquisition of established trade brands. Comprising a mix of both consumer and business to business brands, the travel trade remains an important market for Dnata's travel business.

Their B2B and B2C brand portfolio covers multiple markets and target demographics scaling luxury holidays. Made up of Gold Medal UK, PURE LUXURY, Travel 2, Simply Luxury, Travel Republic and TravelBag, the Dnata portfolio represents an astonishing range of opportunities to position and

grow North Lake Tahoe's presence within their programmes and market across their distribution channels.

Next actions include an extensive review of North Lake Tahoe across the Dnata brand portfolio with a view to identifying multiple promotional and co-op marketing opportunities.

DSD

Black Diamond met with Annabel Cove, Head of Trade Sales & Marketing at DoSomethingDifferent.com & ThemeParkBeds.com to discuss developing their programmes to reflect more innovative dynamic California experiences, attractions and activities.

B2B specialists, DSD are one of the UK's largest providers of tours and experiences to the tour operator community and work extensively with most key players. California is currently a major development focus and DSD hope to influence a wider regional product split to include desert national parks, coastal and wine country to drive offerings back to the wider operator community.

Following a previous meeting with DSD Business Development Manager, Keeley Webb, Black Diamond will work with North Lake Tahoe to extend the lead to local tour companies with a view to working with DSD and the UK market. Dialogue remains fluid.

If Only

Brendan met with Nigel Fell who has taken on a consulting job to help If Only develop their business. Recently it was announced that the senior management team from Travel 2, one of the biggest b2b operators in the UK had left to start a full scale development of the If Only brand.

If Only are a luxury b2b operator specialising in the far east, India and Asia. With the new set up they are going to be launching a full USA program in November which will see them chase after the mid luxury range (4 star and above) from a b2b point.

They have identified this is a major growth spot in the market with a needed gap for someone to do on a b2b base. They have ambitious plans of growth over the next 12 months and will be keeping us updated as it moves forward with the launch.

Thomas Cook

The team met with Stuart Adamson, Group Director, Media & Partnerships at Thomas Cook Group to discuss the Thomas Cook/Brand USA and California Everywhere partnership. This meeting was linked to the ongoing challenges in driving consumers beyond gateway destinations, including North Lake Tahoe as we look to drive incremental sales across Thomas Cook's online and offline platforms.

Targeting the tour operator's dynamic packaging search and multiple itinerary system limitations, discussions have instigated a thorough review of the programme offerings to better promote beyond gateway destinations and how they are featured online and offline across Thomas Cook platforms and search functionality.

Next actions include a full review meeting with Thomas Cook Product and Marketing teams, which is scheduled for mid-October, to evaluate the current North Lake Tahoe product and tour inventory. Ultimately the deep-dive will identify and facilitate specific co-op marketing opportunities to amplify North Lake Tahoe messaging, widening destination awareness, appeal and visibility.

Travel Counsellors

The trade team met with Nicola Hollihead from Travel Counsellors. Nicola is planning to expand their USA product with a big focus on California. Nicola proposed a Travel Counsellors California incentive Fam to be promoted from December to the end of January. The Fam would take 20 TC's to California on two different itineraries and end with a finale for all participants. Brendan is continuing conversations and will push North Lake Tahoe as one of the destinations included in the Fam.

Travco

The team met with Christine Hollister from Travco who is looking at expanding California product. Travco has a solid product offering in LA and San Francisco and is now looking to extend to San Diego and next year further develop the rest of the state. Christine is in touch with the trade team for additional support when needed.

Travel Bulletin Awards

On the evening of 4 September the trade team hosted key product managers on a table at the Travel Bulletin Awards. During the evening the team had the opportunity to network and update trade contacts on developments in North Lake Tahoe. The product managers on Black Diamond's table included Will Boocock from Original Travel, Dominique Kostias and Adam Vanstone from Flight Centre and Anne Wyle and David McLaren from USAirtours.

Vacations to America

The trade team met with Richard Wimms from Vacations to America. Richard is looking to expand and update Vacations to America's California product in their brochure and online. A number of itineraries and hotels were suggested for inclusion with a focus on North Lake Tahoe product. Richard is developing a marketing campaign and will send a proposal to Black Diamond pre-WTM.

Quarterly Report
California Cooperative
Trade Report
Q1 2017

Market: Australia and New Zealand
Created By: Penny Brand


Mammoth



north lake tahoe



Q1 OVERVIEW

Q1 Activity Overview

This report is a summary of trade activity for Q1 in the Australian market.

Our focus over the last quarter has been trainings in New Zealand and also training with Flight Centre on the Ultimate Northern California Road Trip. This has been in conjunction with Air New Zealand for their flights via Auckland out of Perth. Plans are also in process for Helloworld Frontliners Conference at the end of November.

Agents Trained	99
FAMS Supported	1
Number of Agents in Destination	12 – F2T Fam
Meetings Held	15
Campaign Activity	Snowcapped – Ski California Early Birds EDM Mammoth - Season's Pass Incentive North Lake Tahoe – Blue Powder Tours

Leads And Feedback

Company	Details
Chelsea Healey Luxury Escapes	360/ VR content request
Suzanne McDermott Infinity Holidays Perth	Request of collateral from Infinity BDM for a retail training blitz – 60 consultants were trained.

Trainings

Company	Details
Snowcapped Travel	Training with Snowcapped Travel - 2 Consultants
Infinity Holidays Reservation Team Perth	Training with Infinity Holidays Reservations - 12 Consultants
Flight Centre Applecross	Air New Zealand Northern Calif Road Trip Training - 7 Consultants
Flight Centre Garden City	Air New Zealand Northern Calif Road Trip Training - 5 Consultants
Escape Garden City	Air New Zealand Northern Calif Road Trip Training - 2 Consultants

Trainings

Company	Details
Flight Centre Freemantle	Air New Zealand Northern Calif Road Trip Training - 8 Consultants
Flight Centre Cottelsoe	Air New Zealand Northern Calif Road Trip Training - 4 Consultants
Flight Centre Kardinya	Air New Zealand Northern Calif Road Trip Training - 3 Consultants
Flight Centre Clairmont	Air New Zealand Northern Calif Road Trip Training - 4 Consultants
Escape Clairmont	Air New Zealand Northern Calif Road Trip Training - 3 Consultants



GATE 7

Trainings

Company	Details
Flight Centre Floreat	Air New Zealand Northern Calif Road Trip Training - 6 Consultants
Flight Centre West Perth	Air New Zealand Northern Calif Road Trip Training - 4 Consultants
Flight Centre St George Terrace	Air New Zealand Northern Calif Road Trip Training - 3 Consultants
Flight Centre Hay Street	Air New Zealand Northern Calif Road Trip Training - 4 Consultants
Infinity Holidays Reservations Team Auckland	Training with Infinity Holidays Reservations - 11 Consultants



GATE 7

Trainings

Company	Details
Travel and Co	Training with Travel and Co Reservations - 4 Consultants
Go Holidays (Helloworld)	Round Robin training with Go Holidays - 18 Consultants
Ski Travel Specialist	Training with Ski Travel Specialist - 3 Consultants

Meetings and Events

Company	Details
Monique Roos US Commercial Services	Meeting with Monique Roos from the US commercial Services with update
Jason Bell-Davies Travel Counsellors	Information on North Lake Tahoe and Mammoth product to package for EDM
Andrew Best Hawaiian Airlines	Discussions with Andrew regarding HA into Northern California
Flight Centre NSW Ball	Industry function
NTIA Awards	Industry function

Meetings and Events

Company	Details
Meagan Maynard Excite Holidays Australia	Discussion with Meagan on possible Northern California campaign
Sarah Headifen Hot Ski	Meeting with Sarah to discuss NLT and MM rates and products
Jo Glass & Heidi Drummond Travel and Co	Meeting and training with Jo and Heidi on increasing product and getting the contact they need for both MM and NLT
Shonna Bracey and Madi Everett Amped Travel	Meeting and training with Shonna and Madi on increasing product for both MM and NLT

Meetings and Events

Company	Details
Sheralyn Black GO Holidays	Meeting with Sheralyn from Go Holidays on how to increase bookings for NLT and MM/MLT. She was very pleased we were getting involved in the NZ market
Louise Sutton and Kristy Goodhew Infinity Holidays	Meeting with Infinity Product Manager & coordinator - The Americas
Susan Conradi – Excite Holidays New Zealand	Meeting with the NZ BDM
Corey Marshal Travel Nevada	Meeting with Corey Marshal from Travel Nevada to coordinate plans for any NLT activity

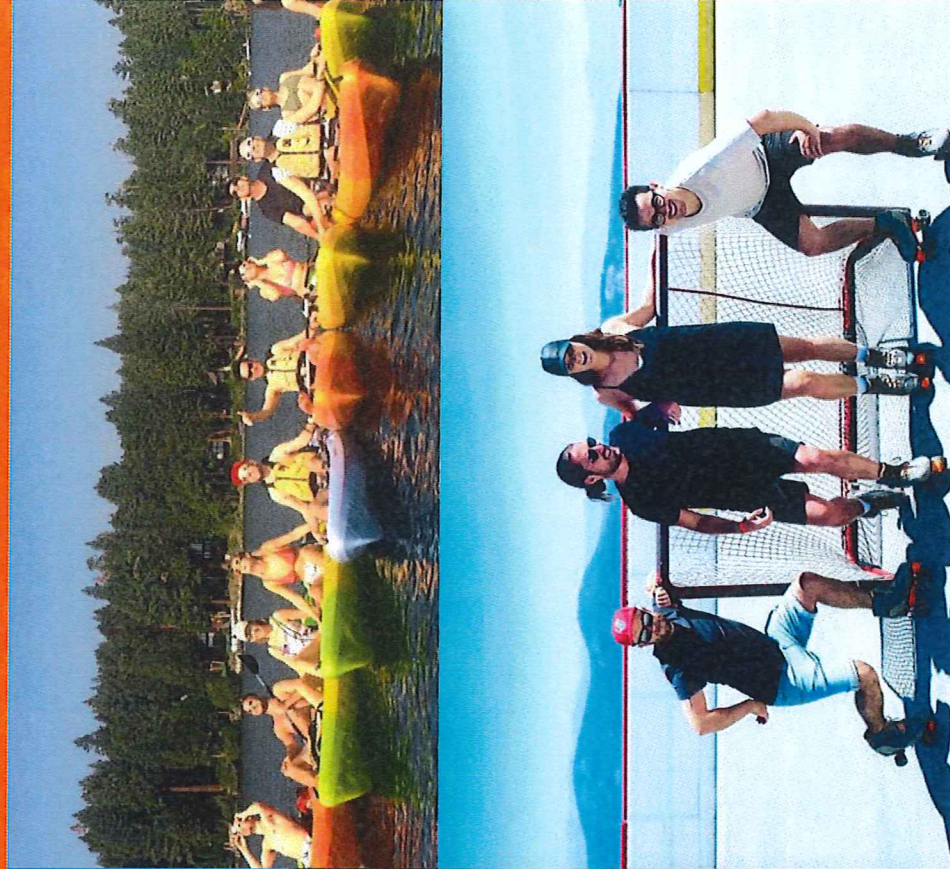
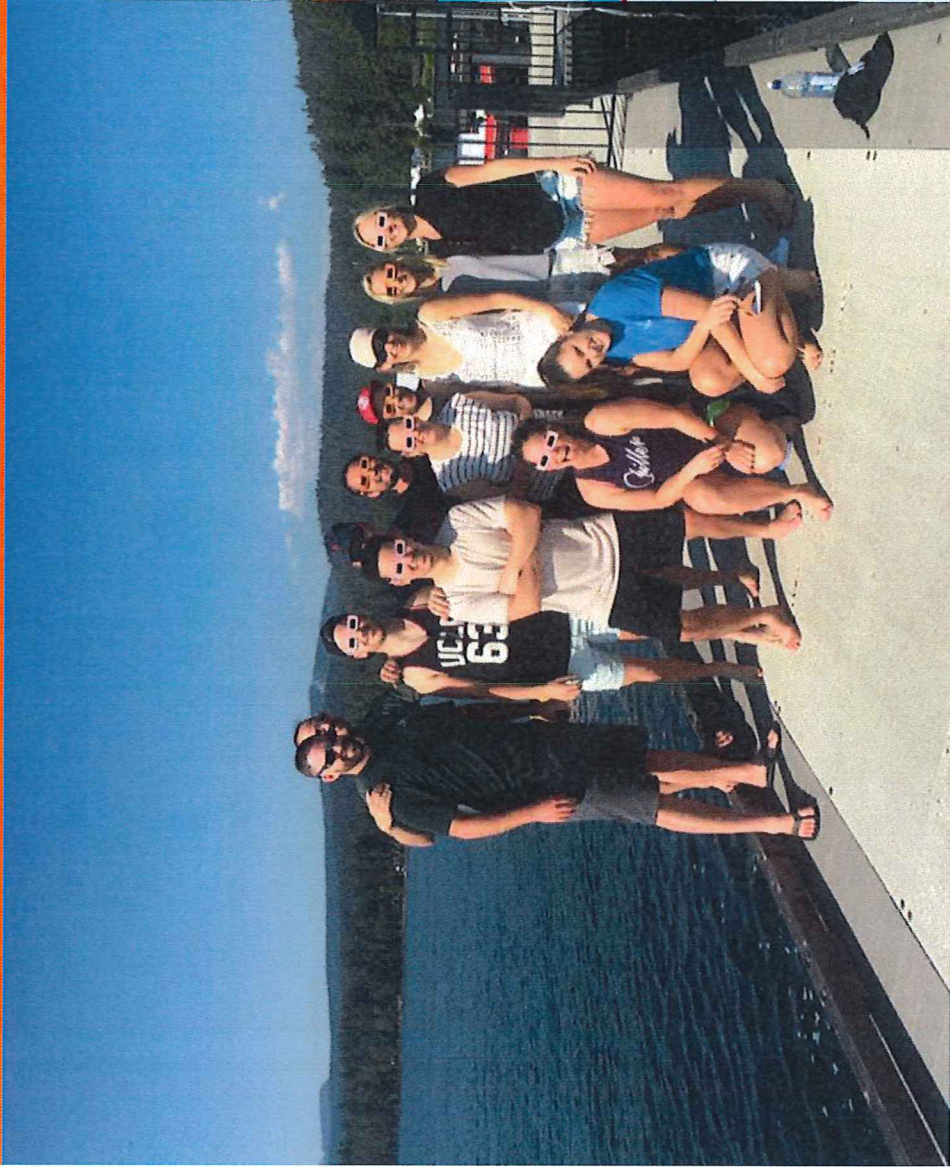
Meetings and Events

Company	Details
John Schultz Snow Capped Tours	Meeting with John on how we grow market to MM/MLT and NLT. Participation in Snow Capped EDM
Elliana Glover and Josephine Hynes Skimax	Meeting with marketing manager and new reservations manager

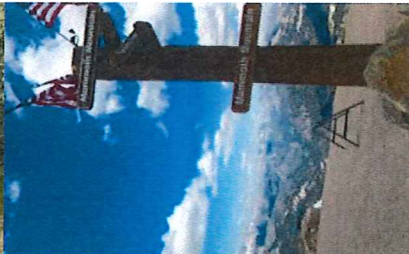
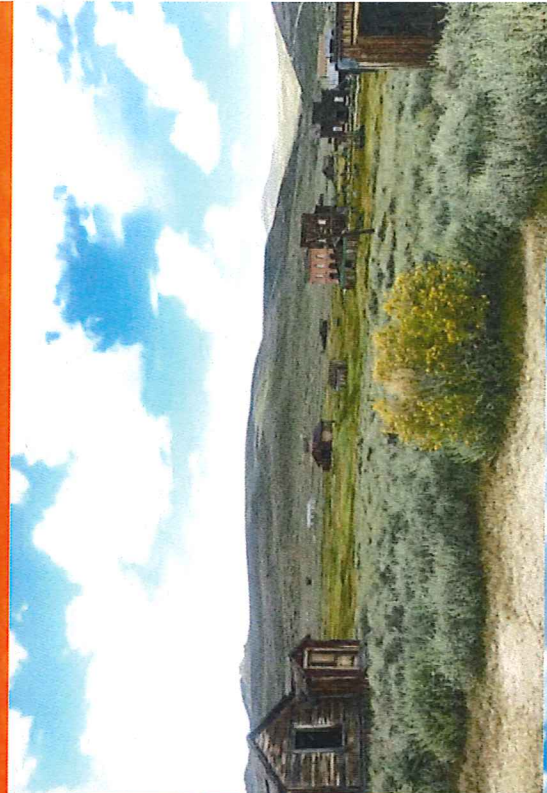
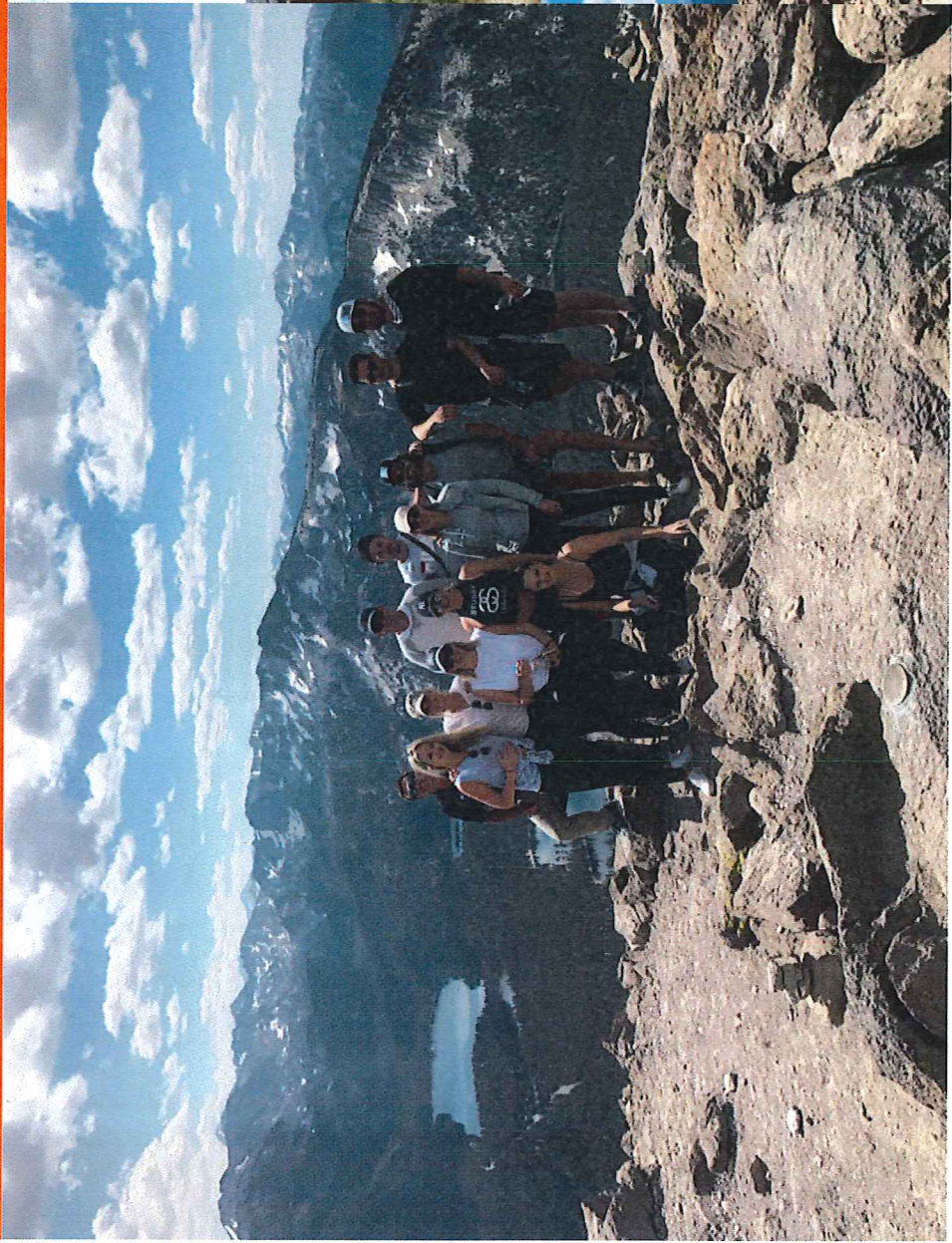


Q1 HIGHLIGHTS

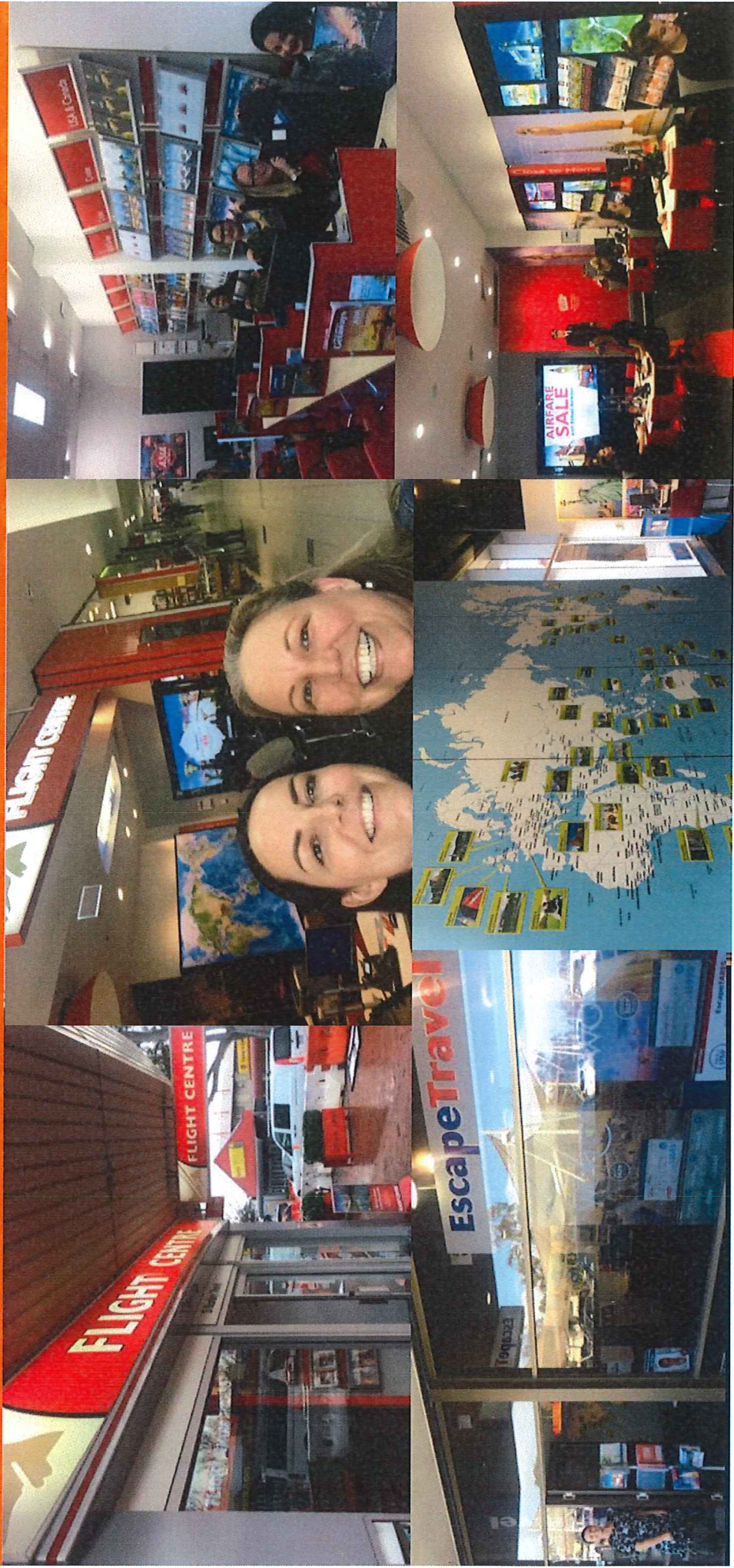
F2T Fam – North Lake Tahoe



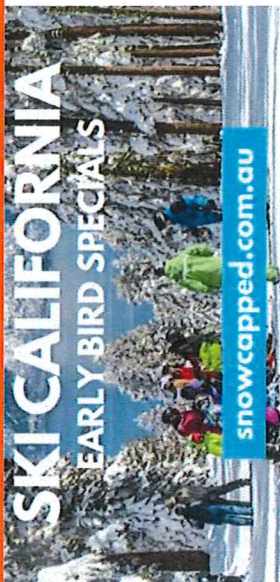
F2T Fam – Mammoth Lakes



Air New Zealand Flight Centre Perth Trainings



Snowcapped Tours SKI CALIFORNIA 2017 Earlybird Deals



^{My} Mammoth

Mammoth Mountain Inn

Mammoth Airport Transfers - 7 Nights Mammoth Mountain Inn Accommodation
- Unlimited Skiing CALI4NIA Pass.

For 2 Adults Twin Share - From: ~~\$2,370~~ (Standard Room)

Includes: Return Transfers Mammoth Lakes Airport, 7 Nights Accommodation At Mammoth Mountain Inn,
CALI4NIA Lift Pass - (Unlimited Skiing/Riding At Mammoth, Bear Mountain, June Mountain & Snow
Summit).

Bonus: Includes Mammoth Airport Transfers & 1 Nights Free Accommodation

* Specials based on travel 07 Jan 2018 - 15 Feb 2018. Prices for other dates are available on request. Conditions
apply. Note: Low Season Airfares Start 19 Jan.



Village Lodge - Mammoth

Mammoth Airport Transfers - 7 Nights Village Lodge Accommodation -
Unlimited Skiing CALI4NIA Pass.

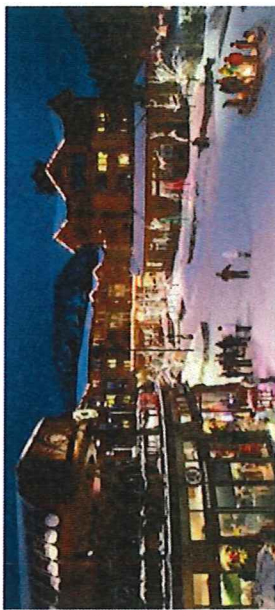
For 2 Adults Twin Share - From: ~~\$3,940~~ (1 Bedroom)

For 2 Adults & 2 Children (Under 12) - From: ~~\$6,100~~ (2 Bedroom)

Includes: Return Transfers Mammoth Lakes Airport, 7 Nights Accommodation At Mammoth Village Lodge,
CALI4NIA Lift Pass - (Unlimited Skiing/Riding At Mammoth, Bear Mountain, June Mountain & Snow
Summit).

Bonus: Includes Mammoth Airport Transfers & 1 Nights Free Accommodation

* Specials based on travel 07 Jan 2018 - 15 Feb 2018. Prices for other dates are available on request. Conditions
apply. Note: Low Season Airfares Start 19 Jan.



SKI CALIFORNIA

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The Global Ski Specialists



Snowcapped Tours SKI CALIFORNIA 2017 Earlybird Deals

Juniper Springs Resort - Mammoth

Mammoth Airport Transfers - 7 Nights Juniper Springs Accommodation - Unlimited Skiing CALIFORNIA Pass.

For 2 Adults & 2 Children (Under 12) - From: \$4,855 (2 Bedroom)

Includes: Return Transfers Mammoth Lakes Airport, 7 Nights Accommodation At Juniper Springs Resort, CALIFORNIA Lift Pass - (Unlimited Skiing/Riding At Mammoth, Bear Mountain, June Mountain & Snow Summit).

Bonus: Includes Mammoth Airport Transfers & 1 Nights Free Accommodation

* Specials based on travel 07 Jan 2018 - 15 Feb 2018. Prices for other dates are available on request. Conditions apply. Note: Low Season Airfares Start 19 Jan.



GATE 7

NORTHSTAR

Big Horn Lodge - Northstar

Big Horn Lodge 7 Nights Accommodation - 7-Day Epic Ski Pass Skiing & Boarding.

For 2 Adults & 2 Children (Under 12) - From: \$7,449 (Two Bedroom Suite)

Includes: Return United Flights (dept.Syd), return transfers from Aspen Airport to Snowmass. 14 nights accommodation at The Crestwood in a 2 bedroom apartment Room and a 30 day lift ticket for 2 adults & 2 children (SKI30 lift pass).

Bonus: Includes 1 Nights Free Accommodation

* Book by 01 Sept 2017. Specials based on travel 16 Jan 2018 - 15 Feb 2018. Prices for other dates are available on request. Conditions apply. Note: Low Season Airfares Start 19 Jan.



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SQUAW VALLEY

Squaw Valley Lodge

Squaw Valley Lodge - 7 Nights Accommodation - Unlimited Skiing At Squaw Valley & Alpine Meadows With The Tahoe Super Pass.

For 2 Adults - From: \$2,589 (Deluxe Studio Suite)
For 2 Adults & 2 Children (Under 12) - From: \$4,878 (Two Bedroom Suite)

Includes: 7 Nights Accommodation At Squaw Valley Lodge, Unlimited Skiing Tahoe Super Pass (Squaw Valley & Alpine Meadows).

Bonus: Includes 30% Off Accommodation & 1 Nights Free Accommodation

* Book by 01 September 2017. Specials based on travel 16 Jan 2018 - 15 Feb 2018. Prices for other dates are available on request. Conditions apply. Note: Low Season Airfares Start 19 Jan.

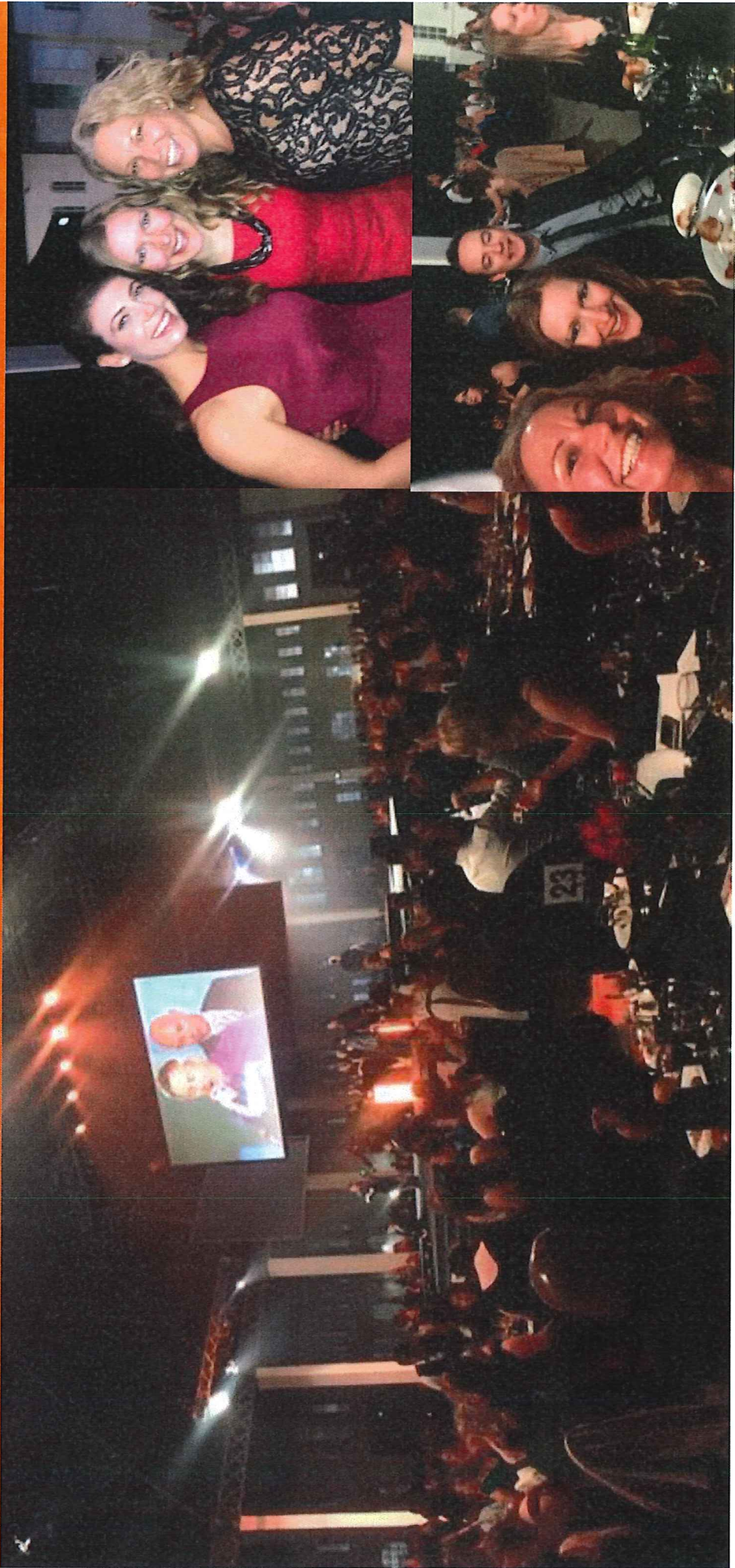


north lake tahoe

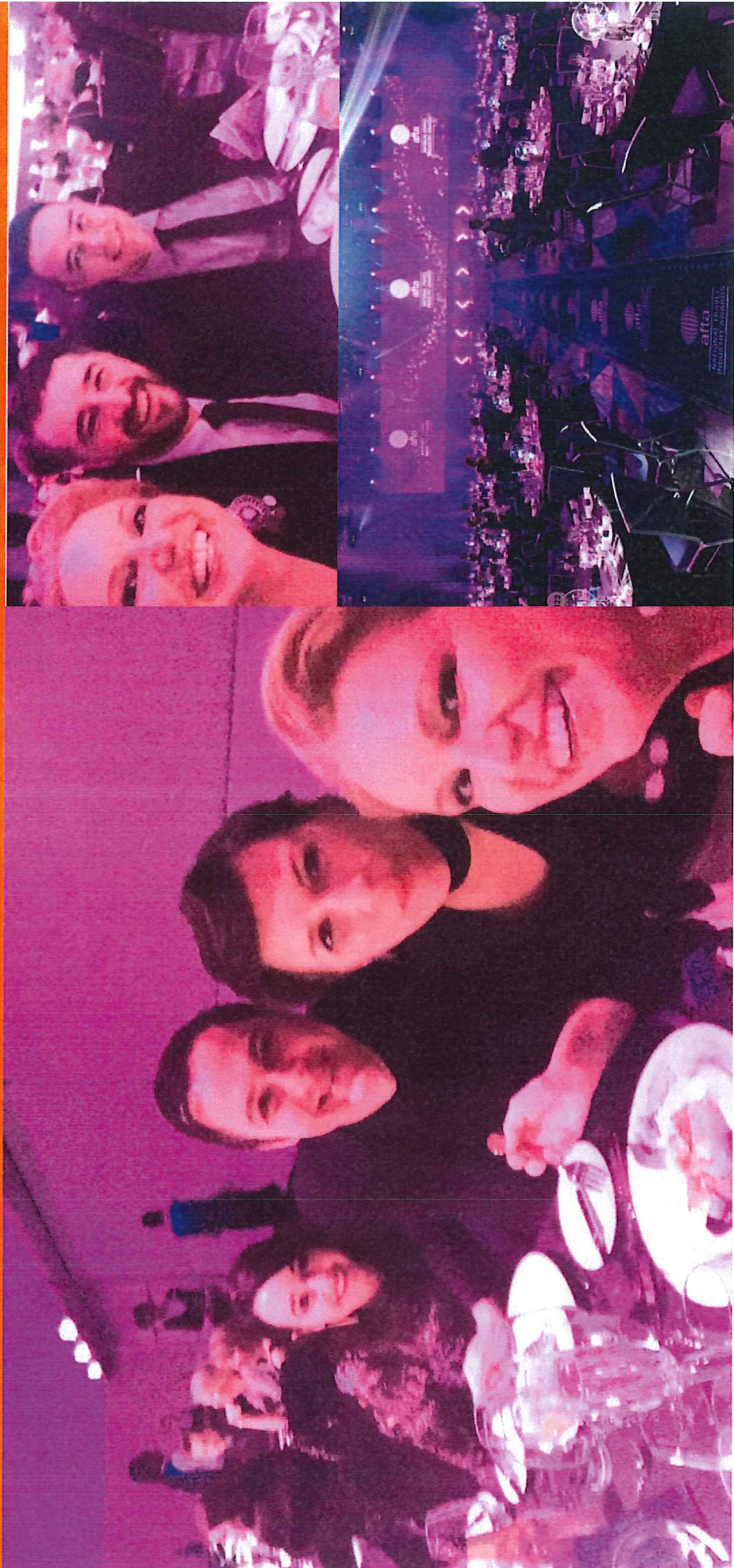
New Zealand Sales Calls



Flight Centre NSW Ball



National Travel Industry Awards



Travel Counsellors – Be Inspired Magazine



LAKE TAHOE

Formed approximately two million years ago, Lake Tahoe is the crown jewel of the Sierra. Located at 1897m above sea level on the border of California and Nevada, Lake Tahoe is the largest alpine lake in North America; deep and wide, bluer than blue and surrounded by the majestic Sierra Nevada Mountains. It is considered one of the most beautiful places in the world.

This natural treasure offers the ultimate high-country experience with superb outdoor recreation and magnificent scenery throughout the year. The beautiful Emerald Bay is one of the most photographed locations in the world. With massive granite peaks as the backdrop, the scenery is unparalleled. With an abundance of natural beauty

Lake Tahoe is the ultimate 'American lake experience', home to amazing outdoor activities, unique to each season, a diverse nightlife and accommodation to suit all adventurers.

With an average of 300 days of sunshine each and every year, it is always a good time to visit Lake Tahoe. With beaches, ski resorts, hundreds of kilometres of biking trails, several communities, and a growing number of nationally recognized events, Lake Tahoe is truly America's year round playground.

WINTER IN NORTH LAKE TAHOE

California boasts the longest ski season in the USA, with the first resorts in North Lake Tahoe opening at the end of October. The remaining resorts open in November and December, with the season lasting well into May and June.

Straddling the California-Nevada border, the bucket list destination of North Lake Tahoe lays claim to some of the country's top alpine resorts, including Squaw Valley, Northstar California and Alpine, the sister mountain to Squaw. Squaw Valley Alpine Meadows resort was recently voted by USA Today and 10Best as the Best Ski Resort in North America for the second year running. With access to more than 6,000 skiable acres, 42 lifts and 270 trails featuring over 65 per cent beginner and intermediate terrain and 14 easy-to-navigate mountain zones, all on one lift ticket, Squaw Valley Alpine Meadows is a destination for everyone. For the modern family that prefers substance

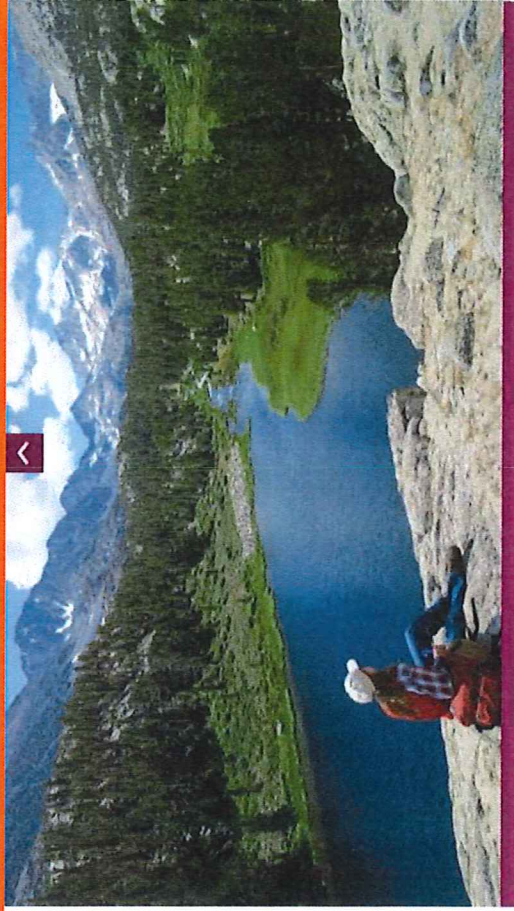
with a unique, laid-back style, Northstar California Resort combines California cool with high-end luxury, on-mountain exhilaration and a sophisticated alpine village atmosphere.

Of course, skiing and snowboarding are a key part of the California snow experience, however there are tonnes of other activities offered at North Lake Tahoe including ice-skating, snowshoeing, tubing and sledding.



For those seeking more power than gravity can provide, Coldstream Adventures out of Truckee and Lake Tahoe Snowmobile Tours on Brockway Summit offer snowmobile rentals and tours. SnoVentures at the base of Squaw Valley has mini snowmobile rides for kids in addition to snow tubing, and the Resort at Squaw Creek has dog-sledding and horse-drawn sleigh rides.

Travel Counsellors – Be Inspired Magazine



MAMMOTH LAKES

A 'hidden gem' in California, Mammoth Lakes is majestic in scale and awesome in its natural beauty. Located in the heart of the breathtaking Sierra Nevada Mountains, scenic Mammoth Lakes is only a short distance away from the hustle and bustle of Los Angeles and Southern California.

The year-round adventureland of Mammoth Lakes is one of those rare places that you have to see to still not totally believe. The name speaks to the size of the mountains, the expanse of the valleys, the incredible number of crystal clear mountain lakes and the endless opportunities for adventure just outside your door. But what makes this place really unique are the surreal storybook scenes that drop jaws, spark the imagination and make every moment feel like a brush with the truly incredible.

Adventure is available year-round in Mammoth Lakes. In fact, there is a lot of debate about which season is best. During winter you can ski and snowboard Mammoth Mountain or take off into the wilderness on your cross country skis. When spring hits, you can ski and also celebrate the fishing opener in the same day. The summer melts away the snow, opening roads to Devils Postpile National Monument, 101-foot Rainbow Falls and the gateway to Yosemite National Park.

SUMMER IN MAMMOTH LAKES
If you love to put the great in great outdoors, then you'll find plenty of epic adventures and beautiful scenery during the summer months in Mammoth Lakes. You can enjoy everything from heart-pounding mountain bike rides to fly fishing on peaceful lakes and streams, or a wilderness camping trip to a pleasant afternoon hike. Visit Bodie, a mining ghost town providing fun for the whole family or hike the epic Mammoth Mountain, which is also the highest ski resort in California.

The area is also really interesting geologically; it is situated at the edge of one of the earth's largest volcanic calderas—second in North America only to Yellowstone—the landscape abounds with spectacular world-class geological features: granite domes, craters, fissures, lava tubes, symmetrical columns of basalt, saline lakes, outcroppings of white quartz and pure black obsidian, warm creeks and natural hot springs pools. Many sites are only accessible during the warmer months as they are 'snowed in' from late November to mid June, making summer the perfect time to explore.

HOW TO GET THERE

Nothing beats the freedom of the open highway and a road trip to Mammoth Lakes from Southern California takes travellers from the cactus-studded

landscape of the Mojave Desert into the broad Owens Valley. Flanked by some of North America's most impressive mountains and lined with ancient glacial lake beds, it's easy to see why U.S. Highway 395 is considered a Scenic Byway as it passes through this geologically diverse wonderland. Once out of the city, the traffic density dwindles and you're able to revel in the region's impressive natural beauty.

In the 1930s when Mammoth Lakes was just beginning to gain notoriety as a tourist destination, the drive from L.A. could take up to 3 days. Today the drive takes only 5 to 6 hours, depending on travel conditions. Alternatively, for speed and convenience, nothing beats flying into the Mammoth Lakes/Yosemite Airport which is a short hour long flight from Los Angeles.



Flight Centre – Airfare Sale EDM

FLIGHT CENTRE  **131 600**

Airfare Sale on now!

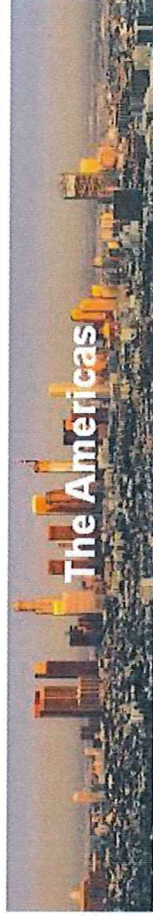


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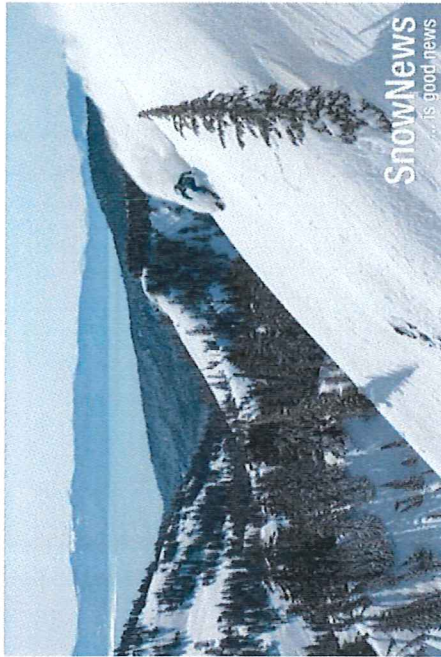
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- Ski North Lake Tahoe
- Squaw Valley | Alpine Meadows
- Northstar California Resort
- Special Airfares to USA
- Hyatt Regency, Lake Tahoe



Ski North Lake Tahoe

Lake Tahoe is the crown jewel of the Sierra Nevada mountain range, located between California and Nevada.

North Lake Tahoe is a 45-minute drive from the Reno Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. There are 12 communities spread across the North Shore of Lake Tahoe, including Squaw Valley | Alpine Meadows, Northstar California Resort, Tahoe City, and Incline Village.

From stunning panoramas of Lake Tahoe, to deep drops off iconic mountain cliffs and an event calendar lined with music, film and human powered activities, North Lake Tahoe offers incredible diversity for each guest to experience. Boasting the most concentrated number of ski resorts in North America, whether you are learning with your family or seeking an adrenaline-fuelled adventure, there is something here for everyone. Stay right at the base of the slopes at ski in / ski out villages of Squaw Valley and Northstar California Resort or on the shores of Lake Tahoe. After experiencing the snowiest winter on record for 2016-17, North Lake Tahoe is delighted to welcome a follow-up 2017-18 season.

[REQUEST A QUOTE](#)

Squaw Valley | Alpine Meadows



Voted Best Ski Resort in North America two years in a row by USA Today and 10Best Readers' Choice, **Squaw Valley | Alpine Meadows** is one of the most picturesque valleys in the Sierra Nevada, legendary both for its beauty and skiing. Renowned for hosting the 1960 Winter Olympics and countless professional skiers, experience terrain which pushes your limits. Don't let the adrenaline junkie reputation fool you, beginner and intermediate terrain is accessed off the top of the mountain as well, so the whole crew can ride the gondola up together and enjoy the restaurants and lake views from the top!

Squaw Valley | Alpine Meadows is two mountains with one lift ticket. Alpine Meadows is a short 10-minute drive or shuttle away. Together, the resorts offer 6,000 acres of terrain, featuring over 65% beginner and intermediate terrain, slopeside lodging, non-stop activities and events, and over 50 bars, restaurants and boutiques.

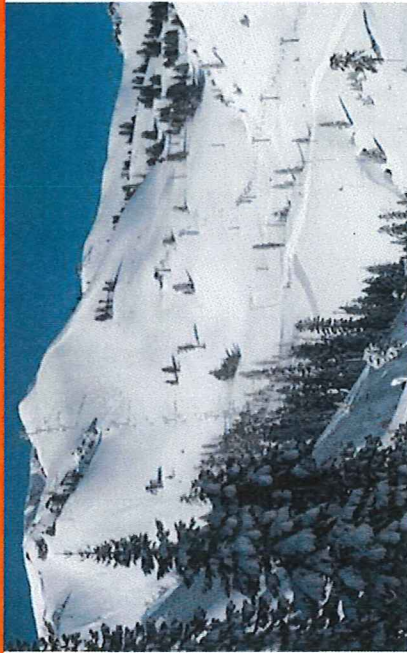
Accommodation Specials

Squaw Valley Lodge
Stay 7 Pay 6!

Village at Squaw
4 Pay 3 or 8 Pay 6!

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Travelplan Ski



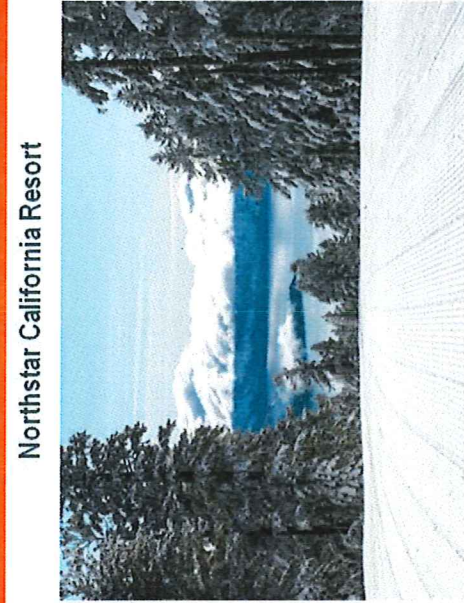
Squaw Valley Lodge from \$1,432 per person 4 share

Enjoy true ski-in/ski-out condominium suites, combining all the comforts of home with the finest of hotel services and amenities. All apartments have fully-equipped kitchens or kitchenettes, microwaves, refrigerators, gourmet coffee, and daily servicing.

Includes:

- 7 nights accommodation in a 2 bedroom apartment
- Tahoe Super Pass
- Local taxes

[REQUEST A QUOTE](#)



Northstar California Resort

For the modern family that prefers substance with a unique, laid-back style, **Northstar California Resort** combines California cool with high-end luxury, on-mountain exhilaration with a sophisticated alpine village atmosphere. Halfway between one of North America's coolest mountain towns and one of the world's most beautiful alpine lakes, Northstar is a destination on the rise, having poured nearly a billion dollars into creating Lake Tahoe's premier luxury snowsports experience.

Cruise splendid groomed runs covered by the most extensive snow making system in North America or perfectly spaced tree skiing or Cross Country skiing. With over 3,170 acres of terrain, 100 runs, it features everything from first-timer and beginner terrain to intermediate runs and world-class terrain parks to challenge every level of skier/ride. Upscale shops, refined dining and Lake Tahoe's only five-star slope-side lodging is married to impeccable skiing. Be sure to head to the top of the slopes at 2:00pm daily for a champagne toast. At the end of your day, kick your boots off at a campfire cabana around the ice-rink with a hot drink.

Accommodation Special

The Ritz Carlton, Lake Tahoe
30% off

[REQUEST A QUOTE](#)



Fly United to USA Resorts!

Economy Return

Adults from \$1,466pp inc taxes

Business Return

Adults from \$5,750pp inc taxes

Ex Sydney to Tahoe. Subject to availability and conditions apply. Other conditions including payment deadlines, blackout dates and weekend surcharges may apply.

Limited availability

[REQUEST A QUOTE](#)



Hyatt Regency, Lake Tahoe from \$1,835 pp share 2

A luxurious lakeside retreat set in the High Sierras, the AAA Four Diamond **Hyatt Regency Lake Tahoe Resort, Spa and Casino** offers alpine style décor and luxury amenities. Located a few minutes drive from Incline Village, Incline Village is only 5 minutes from the local mountain, Diamond Peak. 15 minutes to Mt. Rose, and 30 minutes to Northstar California Resort. The Hyatt Regency offers complimentary shuttles to Diamond Peak and Northstar California Resort daily in the winter months.

Includes: 7 nights accommodation in a Deluxe King Room, 7 day Epic Pass & local taxes.

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THE INSIDER SCOOP ON SPRING SKIING AT SQUAW VALLEY!



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The Inside Scoop on Spring Skiing at Squaw Valley!

In April this year, Squaw Valley, the Spring Skiing Capital, officially surpassed 700°! The sun was shining and conditions couldn't be better! We asked Director of Ski Patrol, Curtis Crooks, to give the lowdown on his favourite way to ski Squaw in the Spring. Here's what he recommends:

MORNING: 9AM-12PM

Warm up in Snow King Zone

The key to spring skiing is following the sun. If you arrive at 9am, take Red Dog up and ski down Lake View (take a lift at the top of the chair) which will bring you over to the Resort at Squaw Creek side. This long groomed cruiser starts with a killer view of Lake Tahoe and winds down to the Resort at Squaw Creek. After you've warmed up the legs, you'll have some decisions to make on where to go next: KT-22 or Headwall Zone?



East Facing Slopes in KT-22 Zone

Anything East Facing on KT-22 is a go early morning on Spring days. Curtis recommends going for East Face Gully, which delivers a consistent pitch and soft snow - even in the morning!

Sun Bowl in Headwall Zone

Sun Bowl is the premiere Spring skiing run in the Headwall Zone - just look at the name! This south facing slope is gentle and funnels you right into a traverse track that will pop you out at the top of The Bullet. Sun Bowl has some of the best corn snow around - that granular, mushy stuff you always hear about! Yeah, Sun Bowl's got it. The Bullet is a windy, fun, groomed trail that leads you right to Mountain Run and the bottom of Headwall, so you can head back up and do it all over again!



Sun Bowl is made open and filled with soft slushy snow



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Tower 16

If Curtis has to choose, Tower 16 is THE Spring run in all of Squaw Valley. This run is great in the winter months, too due to its consistent pace and steepness. But in the spring time you'll find plenty of rocks on this southern facing run. It's a bit of work to get here, but boy is it worth it. Once you're on the upper mountain head over to Big Blue Express. At the top take the wide open groomer to the left of Big Blue and point your beards to the bottom of Bailey's Beach and Belmont. Pass the bottom terminals and you'll see a gated entry point for Tower 16. After the flats there is a bit of an incline to the right - this is the path you want to take. You'll end up right underneath the Funnel, this is when you know you've made it. Take in the views first and then drop out.



Breathtaking views from the top of Tower 16

LUNCH BREAK: 12-1PM

On Mountain Lunch at Gold Coast Sundeck

Nothing says California skiing like lunch on a massive sundeck. At Gold Coast Complex, located mid-mountain, the resort has bars serving up craft beers or Bloody Mary's, and a variety of food options including Gazpacho like pepperoni pizza and juicy cheeseburgers. Snag a seat on the deck and watch skiers come down from Sierra and Gold Coast while you fuel up for your afternoon turns.

AFTERNOON: 1-3PM

Back to the Headwall Zone

Now that things are softening up, it's time to make it back to the Headwall Zone to hit the north facing slopes! One favorite in the afternoon is North Bowl. "It doesn't get much better than North Bowl when it smooths out and the bumps clear," says Curtis. At the top of Headwall, go left on the cat track and stay left to reach the top of North Bowl. Find your entry and drop in to silky smooth corn snow!

Pro Tip: Head back down to Headwall and ski the slope in between North Bowl and The Face called "Hogback". This slope should be equally as fun as North Bowl, but gives you a bit more variety and longer pitch.



Back to the KT-22 Zone

It's time to make it back over to KT-22 or "The Motherlode" to score some west-facing terrain that is soft. West Face is arguably the most famous slope off KT-22, due to its long vertical drop. Make your way to Chute 75 for a classic Squaw Valley run that is sure to be filled with soft slushy bumps. The Saddle, also on KT's west face, is a fun, windy groomer that brings you down to the bottom of Headwall chair; if you're itching to make it back to Headwall. Otherwise, proceed on and take a few more KT laps to end your day.

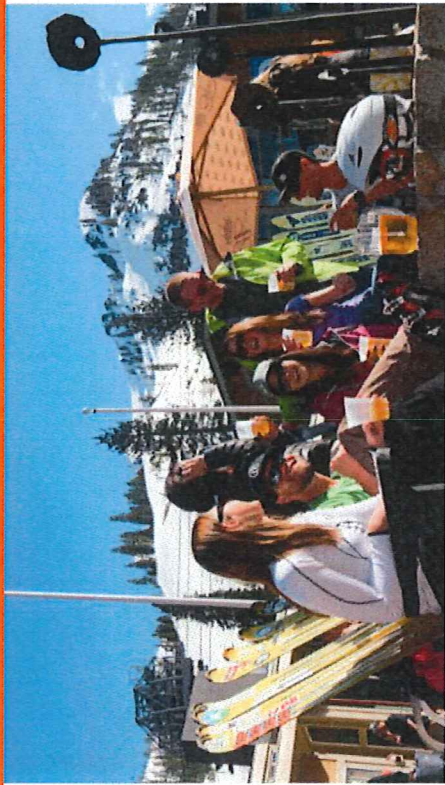


APRES: 3-4:30PM

Le Chamois

A local's favorite, the "Chammy" has been a go-to après spot for years. Sunny spring days are perfect for sitting outside in the Adirondack chairs constructed from skis while taking in the views of the iconic Tram Face.

Blue Powder Tours



Pro Tip: Grab a buddy pass, which gives you 20 pints of Budweiser or Bud Light for \$80. This will save you a \$1 a beer and who doesn't love saving a few bucks?

KT Base Bar

This is your spot to soak up the sun under legendary KT-22. Staggering views, fresh air, and signature cocktails always have a good crowd on hand here. Be sure to try out the Irish Nachos or Tri Tip Sandwich and don't miss live outdoor music on Saturdays in April!



Cheers to a great spring day at Squaw Valley!

Contact Blue Powder Travel to experience the best in Spring skiing for yourself at Squaw Valley Alpine Meadows resort!



MARKET INTEL

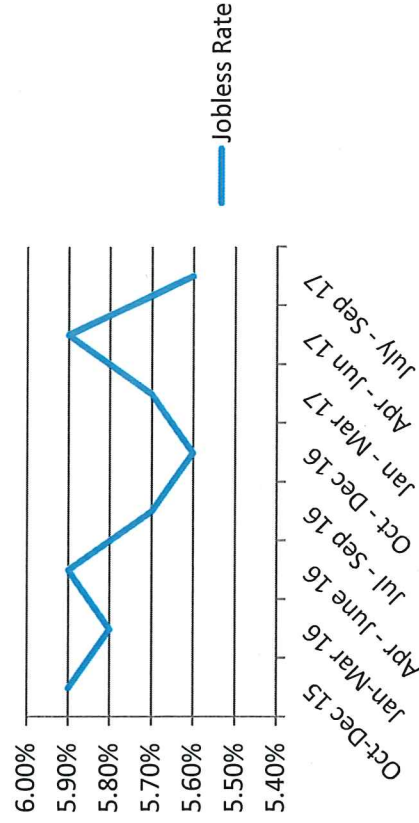


Quarterly Economic Update Australia

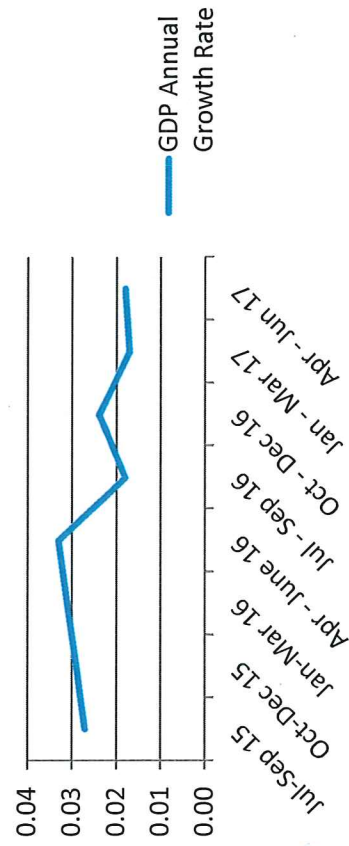
Economic Conditions Update

	Current	Previous	Previous Financial Average for Past 2 Years
GDP Annual Growth Rate (QonQ)	1.80%	1.70%	3.20%
Interest Rate	1.50%	1.50%	1.75%
Inflation Rate	1.90%	2.10%	1.00%
Jobless Rate	5.50%	5.90%	5.70%
			5.76%

Jobless Rate



GDP Annual Growth Rate

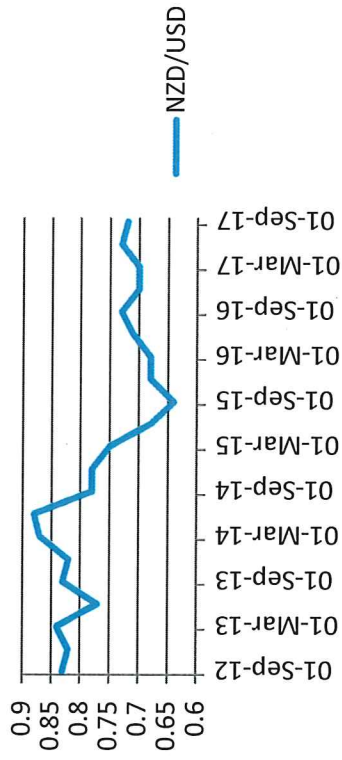


Quarterly Economic Update New Zealand

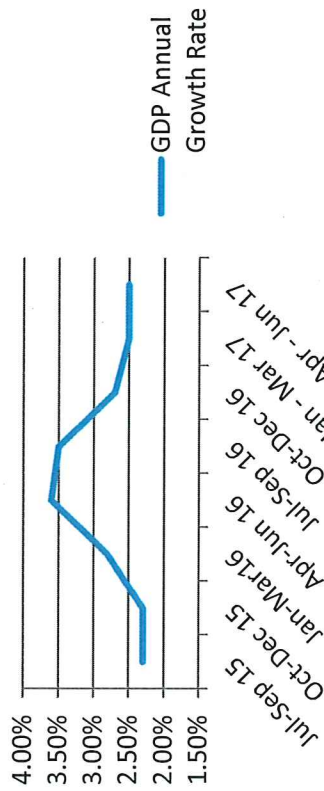
Economic Conditions Update

	Current	Previous	Previous Financial Year	Average for Past 2 Years
GDP Annual Growth Rate (QonQ)	2.50%	2.50%	3.60%	2.78%
Interest Rate	1.75%	1.75%	2.00%	2.00%
Inflation Rate	2.20%	1.70%	0.40%	0.84%
Jobless Rate	4.80%	4.90%	5.10%	5.26%

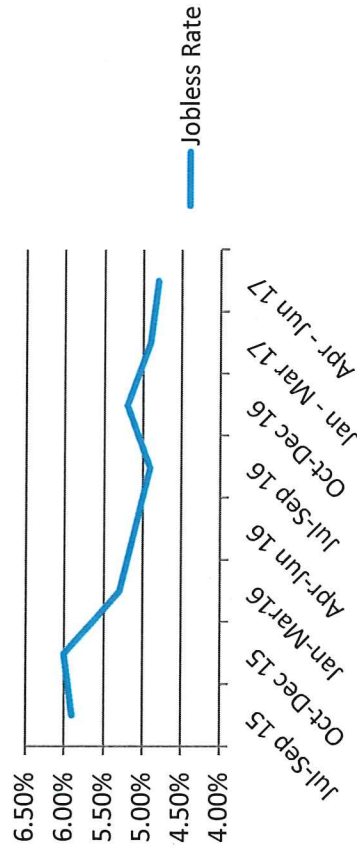
NZD/USD



GDP Annual Growth Rate



Jobless Rate



Quarterly Arrivals Update Australia and New Zealand

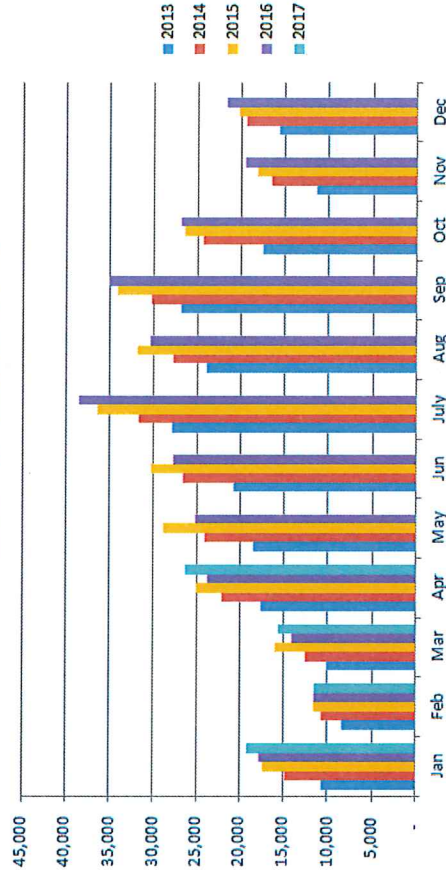
As of October 2017, latest stats updated to April 2017 on OTTI
YTD: Down 6.2%

Australian Arrivals into the USA





As of October 2017, latest stats updated to April 2017 on OTTI
YTD: Up 8.4%




New Zealand Arrivals into the USA



Quarterly Economic Update Australia

Airline	Flight Details (Updated September 2017)
	<ul style="list-style-type: none"> • Daily services (A380) from Melbourne to LAX (with additional 4 x weekly 787-9 services from December) • Daily services (A380) from Sydney to LAX (& on to JFK on a 747) • Daily services (747) from Brisbane to LAX • Daily services (A380) from Sydney to DFW • 6 x weekly services (747) from Sydney to SFO • 5 x weekly services (A330) from Sydney to HNL
	<ul style="list-style-type: none"> • Daily services (787-9) from Sydney to LAX and SFO • Daily services (787-9) from Melbourne to LAX • United's Auckland-SFO (787) service has switched to a seasonal service and will resume in November 2017 • Starting January 2018, daily services from Sydney to LAH (787-9)
	<ul style="list-style-type: none"> • Daily services (777-300) from Sydney to LAX • 6 x weekly services (777-300) from Brisbane to LAX • 5 x weekly services (777-300) from Melbourne to LAX
	<ul style="list-style-type: none"> • Daily services (777-200) from Sydney to LAX
	<ul style="list-style-type: none"> • Daily services (777-300) from Sydney to LAX (switching to a 787-9 in November) • AA's Auckland-LAX (787) service has switched to a seasonal service and will resume in October 2017
	<ul style="list-style-type: none"> • Double daily services (777) from Auckland to LAX • Daily services (777) from Auckland to SFO • 5 x weekly services (777-200) from Auckland to LAH • 4 x weekly services (777 & 787) from Auckland to HNL • Can connect directly to/from 8 Australian cities
	<ul style="list-style-type: none"> • Daily services (A330) from Sydney to HNL • 3 x weekly services (A330) from Brisbane to HNL • 3 x weekly services (A330) from Auckland to HNL (will be 5 times weekly from March 2018) • Onward connections to 11 mainland destinations (A330/767)

Quarterly Economic Update Australia

Airline	Flight Details (Updated September 2017)
	<ul style="list-style-type: none"> • 2 x weekly services (787-8) from Sydney to HNL • Weekly service (787-8) from Melbourne to HNL
	<ul style="list-style-type: none"> • Daily services from Sydney, Melbourne, Brisbane, Adelaide & Auckland to LAX & SFO via Nadi (A330) • Peak US Summer (June-August) and US Winter (December-January) seasonal 2 x weekly services (A330) from Nadi to SFO
	<ul style="list-style-type: none"> • 4 x weekly services from Auckland to LAX via Papeete (A340)

Travel Trade

Record sales drive Flight Centre profit prediction

Travel Daily – July 5

Flight Centre Travel Group (FLT) is forecasting an underlying profit before tax of \$325-330 million in the year to 30 Jun, having achieved record full year sales and strong second-half growth.

In a profit guidance issued this morning, FLT says it expects its total transaction value (TTV) to be more than \$20 billion, well ahead of the \$19.3 billion result achieved in the previous financial year.

Managing director Graham Turner said the company's second half profit had been boosted by strong results in North America where the USA business was on track for a record profit. It was also underpinned by strong results in Europe where the UK operations would deliver another record profit in local currency.

Turner said results in New Zealand and Australia had improved during the second half, with New Zealand to contribute a record full year profit and the Australian business starting to benefit from strong sales volumes.

He said average international airfare prices in Australia had been 7% down in the first half due to widespread discounting, but were now closer to levels seen during the same period last year leading to stronger revenue late in the year.



Travel Trade

Cali spending up

Travel Daily – August 15th

AUSTRALIANS visiting California in 2016 spent US\$971 million according to data released by Visit California. Total visitor spend was US\$126.3 billion for 2016, with Mexicans being the largest spending market at US\$3.2 billion, followed by China at US\$3.0 billion. Australia was the sixth largest spend market last year, with France, Germany and India just trailing behind. Visit California spent US\$4.1m in the Australian market in 2016.



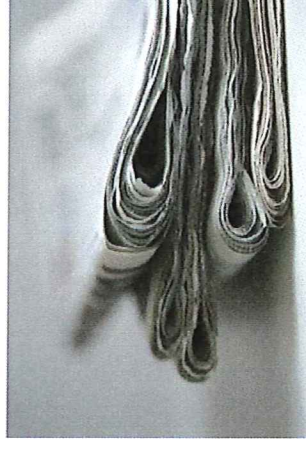
Travel Trade

USA tips visitor rebound

COMMITTEE members of the Visit USA Organisation (VUSA) will be hoping the Australian Dollar maintains its current five-week high, trading at \$0.80 this morning, tempting an increase in Aussie travel across the Pacific. The weaker value of the Aussie dollar against the US 'greenback' last year was yesterday flagged as a possible reason for a "blip" in visitor numbers to the USA.

Speaking at Visit USA's mid-year review yesterday in Sydney, US Commercial Service's Monique Roos confirmed there were 2% less Australians travelling to the US in 2016 compared to 2015, but Australia still maintained its Top 10 market source place. "Nevertheless, Australia had experienced consecutive growth for 12 years, so that is phenomenal," Roos said. "In 2015 we had double digit growth, so we had been going up, up, up, but unfortunately in 2016 we experienced a bit of a blip. But all signs are good and hopefully we will rebound," an optimistic Roos commented. She emphasised that Australia wasn't the only inbound market to have experienced a fall in visitation, with 13 of America's top 20 markets falling in 2016, some in the double digits.

Roos said that the results were late coming out due to hold ups with getting the data from border protection in the United States. As revealed by TD last month, the visitor decline trend from the Oceania region in Jan 2017 was down nearly 6% compared to the corresponding period, while the Australian number fell 8%, at the same time rising to be the USA's ninth largest market (TD 03 Aug). The Jan results coincided with the first month that President Trump took office.



Travel Trade

Webjet Business Grows 6x Aussie Market Rate

The company posted a earnings before interest and tax of %51 million, up more than 40 per cent on 2016 results.

"FY 2017 was a milestone year for Webjet Limited, with strong organics growth in bookings, revenues and profit," Sharp said.

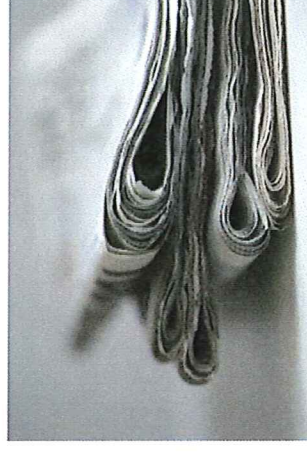
"Our customers' activity tells the story succinctly: three-year CAGR in organic travel bookings is 26 per cent across the business and 36 per cent after acquisitions. Webjet's OTA Business Delivered an impressive performance with domestic and international flight bookings growing more than six times the market rate in Australia."

Sharp zoned in on the company acquisitions, in particular the major B2B business, JacTravel, which now sits the WebBeds division as the second strongest B2B hotels business in the world.

"Online Republic, now fully integrated, delivered robust bookings growth and has provided car hire to the Webjet OTA since January 2017," he said.

"The sale of Zuji in Singapore and Hong Kong in December 2016 generated a capital profit of \$28 million, allowing us to focus on higher growth B2B opportunities in the Asian market.

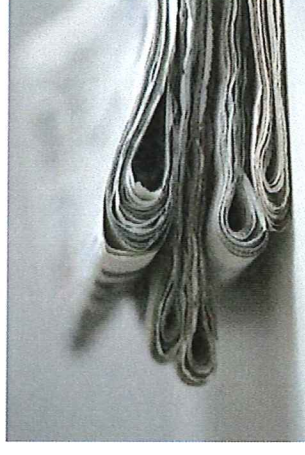
"The foundations have been laid for continuing growth," Sharp concluded.



Airlines

QF BNE Dreamliner base Travel Daily – August 30th

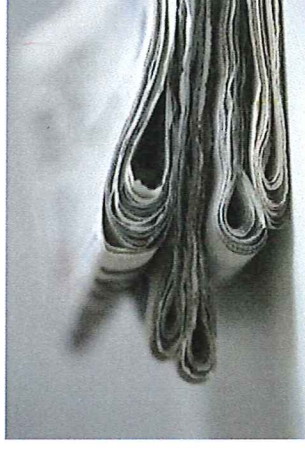
THE second wave of new Qantas Boeing 787-9 Dreamliner aircraft, to be delivered from mid-2018, will be based in Brisbane, opening up new potential int'l routes. Qantas yesterday confirmed the Brisbane strategy will create 470 new jobs and help drive overseas tourism into Queensland "for the long term", ceo Alan Joyce said. "The 787 offers a step-change for customers in terms of comfort and efficiency and we are pleased Queenslanders will be able to experience them direct from Brisbane," Joyce said. He flagged a variety of possible new options for the 787-9, saying it would be capable of operating non-stop from BNE to cities such as Seattle, Chicago, San Francisco, Vancouver and hubs in Asia. "We've said that initially our Dreamliners will replace the routes that our older 747 fly but there are also new destinations we are looking at given the capability of the aircraft. "A range of exciting options is on the table that will help drive tourism to the state and we look forward to making that decision in coming months," Joyce added. Brisbane Airport described QF's Dreamliner base as a "major win for the city and state". "For Queensland travellers it will mean having access to more non-stop ultra long-haul routes... positioning Brisbane as the new gateway for access to North America," BNE's Julie Alroe said. QF's first batch of Dreamliner aircraft will be delivered by Boeing in late Oct & based in Melbourne, serving Los Angeles (from 15 Dec) and London, via Perth (from Mar).



Airlines

AA Moves to Seasonal AKL Services Travel Daily – August 17th

American Airlines has this morning confirmed with Travel Today that it is moving to a seasonal service between Auckland and Los Angeles. The carrier is set to re-start its flights between the city pair from 07 Oct (ex AKL) and will continue to offer daily 787-9 services on the route through until 25 Mar. It will then suspend its Auckland operations, with plans to resume another seasonal service from Oct 2018-Mar 2019. AA's Auckland-based staff is not impacted by the move, and affected passengers are being offered refunds or re-accommodated on to other flights.





Q2 Focus

Up Coming Priorities

Activity	Notes
Thanksgiving Lunch	<ul style="list-style-type: none">• 50-70 Travel Industry Execs• 22nd November
Helloworld Frontliners Conference	<ul style="list-style-type: none">• 23-26th November• Northern California Road Trip• Training with 500 Frontliners staff



**Reno
Tahoe**

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A WORLD WITHIN.
A STATE APART.

north lake tahoe

Comida - Presentación, Sales Mission 2017

Martes 24 de Octubre

Piso 51 Torre Mayor, Ciudad de México

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