

Tourism Development Report

February 2019

Departmental Reports Posted - <https://www.nltra.org/about/meetings-minutes-agendas/tourism-development/>

**PR Highlights**

* 22 Media Placements, $582k Value
  + Publication Highlights: Forbes, Haute Living, Organic Authority, Roseville Today, Houston Chronicle, San Antonio Express News
* Hosted:
  + Domestic
    - Kim Westerman, Luxury Family Travel emphasis
  + International
    - A Lady in London, UK Blogger: Feb 22-Feb 24th
    - Reggae Ellis, Mountainwatch Australia
      * Examples of work: [Squaw Article](http://www.mountainwatch.com/Snow-news/squaw-valley-alpine-meadows-february-update-three-big-storms-five-metres-of-snow-and-the-skiing-is-as-good-as-it-gets/), [Homewood Report](https://www.youtube.com/watch?v=4dEjSHwPnWo), [Mt Rose Report](https://www.youtube.com/watch?v=q1biEOhVllg&feature=youtu.be)
* [Coverage Book](https://coveragebook.com/coverage_books/87ce240c/)

**Content Review**

* Treasures of Tahoe Campaigns Released- (Video/Printable Guide/Blog)
  + [Tahoe Lakeside Sunsets](https://www.facebook.com/LakeTahoeNorth/videos/599594447157236/?v=599594447157236)
  + [Bluegrass in the Mountains](https://business.facebook.com/LakeTahoeNorth/videos/304766693570527/?v=304766693570527)
* Winter Transportation Press Release Distributed

**Social Media Update**

* Monthly Impressions: 6.7M, Monthly Engagements: 75.5k
* Social Media Growth:
  + Facebook: 293 Fans, Instagram: 1,397 Followers, Twitter: 253 Followers
* WinterWonderGrass Giveaway
  + Impressions: 41.5k, Engagement: 1.2k

**Paid Media Update**

* 8.65M Impressions, 18.7k Website Visits, 664 Book Now Conversions
* Over 18k users visited GTN.com in February, up 24% YOY.
* Paid ads drove 10% of total site visits.
* Paid search ads continued to be one of the most efficient channels, with $11/conversion and 325 book now conversions.
* Cost per conversion was $10/ad which is 90% less than February 2018.

**Asset Collection**

* Snowfest! – February 28th – March 10th
  + Locations: Tahoe City, Pioneer Cocktail Club, Gar Woods
  + Shot List: Fireworks, Parade, Pioneer Cocktail Club Block Party, Polar Bear Plunge
* Winter/Spring Photo/Video Shoot - April 11th & 12th
  + Businesses Included: Resort at Squaw Creek, Granite Place at Boulder Bay Resort, Hyatt Regency Lake Tahoe, Agate Bay Vacation Rentals, Tahoe Cross Country Ski Area, Gar Woods
  + Shot List: Establishing shots of all businesses, scenic, outdoor lunch, après, dining, ice skating, snowshoeing, fire pits, s’mores, meeting space, vacation rental experience, hot tub, cross-country ski
* Spring Ski Photo/Video Shoot – April 17th or 18th
  + Location: Homewood
  + Shot List: Spring skiing, après, scenic

**Events**

* WinterWonderGrass – March 29th – 31st
  + Friday & Saturday sold out. Overall event at 98%+ capacity.
  + WWG late night shuttle services was a success.
* NASTAR – April 4th – 7th
  + Wind/weather limited on-site activation to Friday only. NLT will have presence in the Village for a weekend at a later date.

**Leisure Sales Efforts**

* MTS 2020 will be moving forward the first week of April 2020. Link to view the MTS Video: <https://drive.google.com/open?id=1BKHvg2GZW4QULqx2bIKk5j-senzBIHxI>
* Attended the Visit California Outlook Forum & Go West Summit
* International Office Update
  + Canada October Update:
    - Sales calls made to: WestJet, Flight Centre, Air Canada Vacations, Truffle Pig, Kensington Tours, GAdventures, SportVac Vacations, Groupe Voyages Quebec, Luxury Retreats and Voyages Bernard Gendron
  + UK/Ireland Update:
    - Total Agents trained: 9 at Flight Centre
    - 3Meetings Conducted: Icelolly.com, Travel Counsellors, Virgin Holidays.
    - Attended Aer Lingus Taste of America Roadshow; a total of 303 agents trained in Belfast, Dublin, Cork, and Limerick
  + Australia October Update:
    - Hosted: (2) agents from Sno’n’Ski Feb 23-26th at Base Camp
    - 5– Meetings Conducted with American Airlines, Sno’n’Ski, Qantas Holidays, Flight Centre and Infinity Holidays
* Visa Vue Annual Summary, International Data- 11% y/y growth
* Visa Vue Annual Summary, Domestic Data – 4.5% y/y growth

**Conference Sales Efforts**

* Staff attended Luxury Meetings Summits in Dallas, Houston, San Antonio and Austin; February 4-8. Met with 10-15 planners at each event. Staff is entering and updating Meeting Planner accounts in IDSS with sales meeting notes and doing following up.
* Staff conducted a planning visit for WD-40. The meeting planner was in North Lake Tahoe February 11-15, 2019. Staff set up offsite venues to be visited along with meetings with our three DMC’s: PRA, RMC and Destination Tahoe Meetings & Events.
* Staff assisted with the Google Search site visit. Google Search will be bringing over 2000 people to Squaw Valley and Northstar in August 2019.