

**NLTRA Mission**

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

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**Committee Members:**      **Chair: Brett Williams**, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine  
**Amber Kennedy**, Tahoe Getaways | **Becky Moore**, Squaw Valley Lodge | **Judith Kline**, Tahoe Luxury Properties  
**Kimberley Kilburn**, Vail Resorts | **Melissa Panico**, MAP Events | **Nicole Reitter**, Tahoe Mountain Resort Lodging  
**Terra Calegari**, Resort at Squaw Creek | **Tyler Gaffaney**, Tahoe Biltmore | **Wendy Hummer**, EXL Media  
NLTRA Board Member: **Brett Williams** and/or **Lynn Gibson**, Keoki Gallery  
Advisory Board Member: **Erin Casey**, Placer County

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**AGENDA**

TO CALL IN: (605) 475-4842    Access code: 120318

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from March 26, 2019** **Page 1**
5. **Action Items:**
  1. Elect Tourism Development Committee Chair for 2019 Term – Amber Burke **Page 3**
  2. Emerging Market Base Study through SMARI – Amber Burke **Page 4**
6. International Sales Update – Sarah Winters **Page 5**
7. Update on Summer/Fall PR Summit – Sarah Winters/Amber Burke
8. Discussion of Event Booth Space Trade for Wanderlust – Amber Burke **Page 7**
9. Departmental Verbal Reports
  - Conference Sales – J. Neary
  - Leisure Sales – S. Winters
  - Website Content – S. Fallon
  - Public Relations – The Abbi Agency
  - Advertising – Augustine Agency

**10. Standing Reports**

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

**11. Committee Member Comments**

**12. Adjournment**

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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# north lake tahoe

Chamber | CVB | Resort Association

## TOURISM DEVELOPMENT MEETING – Minutes Draft

Tuesday, March 26, 2019 at 2.30pm  
**North Tahoe Event Center**  
8318 North Lake Blvd., Kings Beach, CA 96143

### PRELIMINARY MINUTES

**Committee members in attendance: Brett Williams, Amber Kennedy, Judith Kline, Nicole Reitter, Amber Kennedy, Tyler Gaffaney, Wendy Hummer**

- 1.0 **CALL TO ORDER – ESTABLISH QUORUM** - Quorum was established at 2.40pm
- 2.0 **PUBLIC FORUM** –
- 3.0 **AGENDA AMENDMENTS AND APPROVAL** – M/S/C (Wendy Hummer/Amber Kennedy) (7/0) to accept the agenda as presented.
- 4.0 **APPROVAL OF TOURISM DEVELOPMENT MEETING MINUTES FROM FEB 26, 2019** – M/S/C (Wendy Hummer/Nicole Reitter) (7/0) to approve the meeting minutes.
- 5.0 **ACTION ITEMS:**
  - 5.1 **APPROVAL OF \$7,500 ADDITIONAL SPONSORSHIP FOR BROKEN ARROW SKY RACE** – M/S/C (Judith Kline/Amber Kennedy) (6/0/1 – Nicole Reitter abstained) to approve the additional funds for Broken Arrow Skyrace.
  - 5.2 **ELECTION OF CHAIR** - Judith Kline was nominated to be Committee Chair. No action taken as she needed time to think about the commitment.  
  
Direction to staff (Amber): Add this as a motion item to the agenda next month.
- 6.0 **UPDATE ON SPRING TREASURES AND USA TODAY COOP AD** – Amber shared the different Spring Treasure video that has launched and the two upcoming; Dual Days and Hot-tub/Vacation Rental. The USA Coop Ad had three partners: Tahoe Luxury Properties, Tahoe Mountain Lodging and Jake’s on the Lake. Amber stated she saw tracking with this type of coop partnership, and it may be something that will be considered going forward.  
  
Direction to Amber: Share the publication with the partners who bought in.
- 7.0 **VISA VUE DATA REVIEW** – Sarah reviewed the Visa Vue Data with the committee members. VisaVue is a product developed by Visa that tabulated the number of cardholders and card spend from countries of origin abroad and top metropolitan areas in the US. Top Domestic Markets by spend are San Francisco, Sacramento and Reno. Top International countries by spend are Canada, UK and Australia.
- 8.0 **REPORTING METRICS DISCUSSION** – Amber stated that the reporting metrics is still a topic that requires further discussion. What are some of the metrics important to you and your executive team? If you have any interest in being further involved in this, please contact Amber. Wendy volunteered to help with insights on this topic.
- 9.0 **DEPARTMENTAL REPORTS** – All Departmental Reports can be found at: [www.nltra.org](http://www.nltra.org)
- 10.0 **STANDING REPORTS**– All Standing Reports can be found at: [www.nltra.org](http://www.nltra.org)
- 11.0 **COMMITTEE MEMBER COMMENTS** – Brett stated he would like further discussion on mountain communities (Squaw Valley and Northstar) need for marketing efforts specifically for the summer? If it’s not

really needed for summer, or not a priority these efforts could be pushed to other quarters that are more strategic in filling.

Direction to Amber: Add this as an agenda item to next month's meeting for more discussion.

**12.0 ADJOURNMENT** – Meeting adjourned at 4.15pm.

Submitted by Anna Atwood



## MEMORANDUM

Date: March 22, 2019  
TO: NLTRA Tourism Development Committee  
FROM: Amber Burke, Marketing & Events Manager  
RE: Election of Tourism Development Chair for April 2019 – January 2020

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**Action Requested:**

Elect a new Tourism Development Committee Chair for the 2019 term, which will encompass meetings taking place April 2019 through January 2020.

**Background:**

The Tourism Development committee is currently accepting volunteers and nominations for the Committee Chair position for 2019. The term will last from April 2019 through January 2020. The responsibilities of the Chair are to run monthly meetings and to keep the meetings on schedule. Christine Horvath has volunteered to continue as the Committee Vice Chair for the 2019 term.

**Fiscal Impact:**

None

**Attachments:**

None



## MEMORANDUM

Date: May 22, 2019  
TO: NLTRA Tourism Development Committee  
FROM: Amber Burke, Dr. of Marketing  
RE: Market Baseline Study through SMARI

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### **Action Requested:**

Recommendation to the NLTRA Board of Directors and the North Lake Tahoe Marketing Cooperative (NLTMCM) to approve up to a \$6,000 from the 18.19 budget to hire SMARI Insights to conduct baseline surveys in emerging flight markets.

### **Background:**

SMARI Insights, the company the NLTMCM is currently working with on advertising effectiveness research, can conduct baseline surveys in markets we are interested in potentially entering in the future. This would give the NLTMCM a baseline to compare efforts against following future marketing campaigns.

The Reno-Tahoe International Airport has announced the Houston direct flight will be a year-round daily flight beginning the fall of 2019 and is in talks with Jet Blue to pursue a direct flight from Boston to Reno beginning in the 2020.

For each market, the survey will take approximately 5-6 weeks to complete.

To preemptively prepare for these potential flights, staff is recommending allocating \$5,760 of the current 18.19 fiscal budget (NLTMCM) to conduct surveys in each of the two markets to establish a baseline recognition of the NLT region.

### **Fiscal Impact:**

\$5,760 to the 18.19 FY NLTMCM budget which is currently available.



## North Lake Tahoe International Efforts Update

### Canada:

- Office launched in August 2018
- Scope of work with Destination Counsellors International (DCI) included:
  - Canadian Consumer Report
  - North Lake Tahoe Product Analysis
  - Assistance with Vancouver NLT event
  - Identifying key tour operator targets for product development
- Supporting efforts:
  - Immersion Trip with the DCI Team
  - Detailed destination presentation creation
  - Sales Missions
    - Visit California – Montreal, Toronto, Calgary & Vancouver – October
    - NLT Sales Mission: Vancouver Travel Agent Event with 6 hotel partners and Air Canada training

### UK/Ireland

- Key Highlights
  - Hosted the UK SuperFAM
  - Hosted (2) multi-destination FAMs with Napa, Mammoth, South Lake Tahoe & Huntington Beach.
  - Total Agents trained: 344 through 5.1.19
  - Hosted a multi-platform marketing campaign with British Airways
  - Other marketing campaigns included: Gold Medal Travel Agent, Virgin Holidays Sales Incentive, American Sky Travel, Ski Solutions and launched North Lake Tahoe's new site on InTheSnow.Com

### Australia

- Key Highlights
  - Total Agents Trained: 478 through 5.1.19
  - Co-op marketing campaigns with: Sno'n'ski, Luxury Escapes Magazine,
  - Our Gate 7 in market rep attended all of the Australia & NZ ski shows on our behalf.
  - Added a contract based PR in market representative with resulted in hosting Marie Claire Magazine, Mountainwatch, and Body + Soul

Celebrate  
Relax  
Experience

it's human ature

**Additional Marketing Campaigns:**

- HotelBeds – shared with South Lake Tahoe & RSCVA – touching domestic, Canada, UK & China
- Best Day Travel Mexico & Price Travel Mexico – with Travel Nevada and RSCVA
- Chinese Tourism Development – multi-channel campaign
- CanUSA German – digital and sales incentive campaign
- Ski USA & Ski Brazil winter focused digital social media campaign
- Ski.com partner newsletter campaign
- Passion Media Travel Trade campaign, Canada

**Other Key Highlights:**

- Visit California's China Co-op – having an in-market representative attend (8) China trainings/events on our behalf
- Joined the California Star program – adding North Lake Tahoe product to the Visit California training platform.
- Hosted (13) International FAMs from China, Australia, UK, South Korea, and Germany

**VisaVue**

- Summary of International Spend & Visitation
- *See separate handout*

**Looking towards 2019/2020 year:**

- Strategic development for all tier 1 markets
  - Specifically looking into tour operator targets for France to support our High Sierra representation.
  - In addition, looking into selecting top operators for Germany and India.
- Contracting with all three of our international offices
- Attending international sales missions in all three of our markets – Canada, UK & Australia. In addition, we will conduct a sales mission in Mexico and potentially one other market.
- North Lake Tahoe and Squaw Valley are hosting Mountain Travel Symposium 2020

Awaken  
Celebrate  
Relax  
Experience

it's human  ature





## MEMORANDUM

Date: May 22, 2019  
TO: NLTRA Tourism Development Committee  
FROM: Amber Burke, Dr. of Marketing  
RE: Wanderlust Booth at Out of Market Events

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### **Action Requested:**

Discussion of trading the 10x10 Wanderlust Squaw Valley booth sponsorship benefit currently granted through the 2019 NLTRA event contract for booth space at select out of market Wanderlust events.

### **Background:**

In the current event sponsorship contract with Wanderlust, the NLTRA is granted a 10x10 booth space at the Wanderlust Squaw Valley event each year. Staff would like to discuss trading that space for space at other Wanderlust events taking place in target flight markets such as Brooklyn and Southern California.

The booth at the Squaw Valley event is valuable as a visitor touch point but staff feels the destination would greater benefit from having a presence in target markets at events the reach the demographic we are speaking to.

This is also something staff would like to propose in the upcoming 2020-2022 contract with Wanderlust which will be presented to the Tourism Development committee in the first few months of the 19.20 fiscal.

### **Fiscal Impact:**

The fiscal impact would be cost of travel and expenses due to staff attending an out of market event. These expenses would be proposed to be covered by the NLTMC as it would targetting out of market visitors in direct flight markets.