



# north lake tahoe

## **North Lake Tahoe Performance Report**

April 2012 through September 2012

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## introduction

We at the North Lake Tahoe Chamber/CVB/Resort Association are happy to present our Six Month Performance Report – April to September 2012. This report documents our Tourism efforts and results from the past period as well as showcases a variety of samples of our consumer communications from our various departments. The North Lake Tahoe Resort Association Tourism Department is comprised of Marketing and Promotions, Consumer Website, Social Media, Public Relations, Special Projects and Events, Leisure Sales and Conference Sales. This six month report covers the 4th Quarter of fiscal year 2011/12, representing the end of the past fiscal year, and the 1st Quarter of fiscal year 2012/13, representing the start of the new fiscal year.

With the start of this spring/summer period, the relatively mild winter season experienced last year began to fade in the rearview mirror. Summer type weather hit the Tahoe basin early in June allowing resort operators to begin their summer promotional period earlier than prior year. The North Lake Tahoe region benefited from an improving economic outlook, fantastic weather, close proximity to 11 million consumers within a three to four hour drive and a marketing and sales effort targeted to our traveling consumer.

Placer County data indicates the 4th quarter of fiscal year 2011/12 (April – June 2012) increased 14% over the same period during the prior year. This increase represents a record collection quarter for the 4th quarter of fiscal year 2011/12. North Lake Tahoe Chamber/CVB/Resort Association utilizes the research data from Mountain Travel Research Project (MTRiP). The data from this period indicates strong occupancy, average daily rates and revenue per available room during the summer period. In fact, numbers are relatively flat to the prior summer period which resulted in record TOT collections for the 1st quarter of the 2011/12 fiscal year (July – September) at \$3,680,000.

The organization's tourism effort continue to be guided by the overall goals and objective of the Resort Associations strategic plans as directed by the Association's Board of Directors with input by the various community volunteer committees. We also recognize the efforts of our partnership with the Incline Village Crystal Bay Visitor Bureau, who we partner with in the North Lake Tahoe Marketing Cooperative to promote and market the entire North Lake Tahoe region as a single vacation destination to the traveling consumer. Through this report, we look back at the past six months at all of our tourism initiatives and projects, but also we use this report as a measurement to set the bar higher for next period to come. We look forward to working with all our partners and serving our community in the years to come.



**north lake tahoe**  
Chamber | CVB | Resort Association

## marketing & advertising

This six month period had consumer advertising placed in various regional and destination publications. The 4th Quarter represents the early summer media insertion targeted primarily at our destination/fly markets and tend to run in the May and June time periods. Additional insertions were also placed in the 1st Quarter of fiscal year 2012/13 to further promote the region to more close in drive markets such as the San Francisco Bay Area, Northern California and Northern Nevada. Various advertisement were placed in targeted publications including Via Discover Insert, Diablo Magazine, Adventure Sports Journal, Sunset Magazine, Westways Discover Inserts, LA Magazine, Southwest Spirit, Sunset Summer Trips and Sunset Fall Trips special sections. Year round travel planner publications also continued to be distributed through the State of California travel guide as well as the State of Nevada travel guide. Our outdoor board campaign on the Bay Bridge in San Francisco continued throughout this period and included 3 locations in the Bay Area. Bay Area radio was placed in August to promote the strike zone period of late August through early September. Various internet and web campaigns were also conducted. Monthly email blasts to over 35,000 opt in names in our electronic database.

Wedding and honeymoon marketing efforts continued throughout this reporting period with a focus on print insertions, search engine optimization, paid search and improvements to the wedding website pages on [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com) consumer website.

Similar to prior summer periods, the North Lake Tahoe Chamber/CVB/Resort Association dedicated resources to promote the various musical and entertainment events scheduled throughout the summer. High Notes, Tahoe's Summer Long Music Series included print insertion in the Reno News and Review, Sacramento News and Review, and SF Weekly magazine. Radio schedules were secured in Reno, Sacramento and the Bay Area to extend the reach and to increase consumer awareness of the program. Internet promotion was also placed with Pandora, SF Weekly and Zvents as well as key ad word buys.

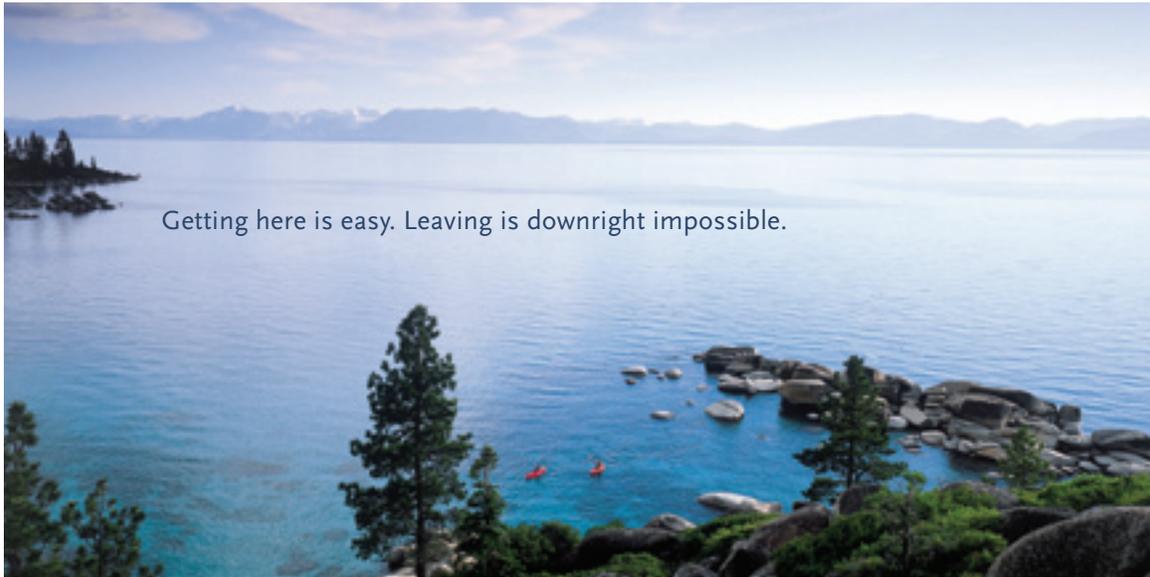
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## Advertising Samples

**Print:** *Southwest Spirit*

Southwest Spirit is a monthly publication and the only in-flight entertainment available on Southwest flights, reaching an audience of 3,013,000. 63% of readers are age 25-54 with a median HH of \$102,890.

Issue: July, NV Section  
Circulation: 461,042 in-flight copies  
Size: Half Page  
Rate: \$11,250 – 60% off rate card  
CPM: \$24.40  
Deadlines: Space 5/15 & materials 5/21



Getting here is easy. Leaving is downright impossible.

On the road trip to happiness is a place that rewards those who think broader, if even just a little bit broader: North Lake Tahoe. Here at the elbow of Nevada-California is a lake with an uncommon abundance of goodness. You'll find trails that test lungs, waters that lure the wide eyed, views that inspire silence and an omnipresent peace that fuels the soul. Whether flying or driving, it's easy to get to. Leaving? Well, that's another matter.

**GoTahoeNorth.com | 800.Tahoe4U**

Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

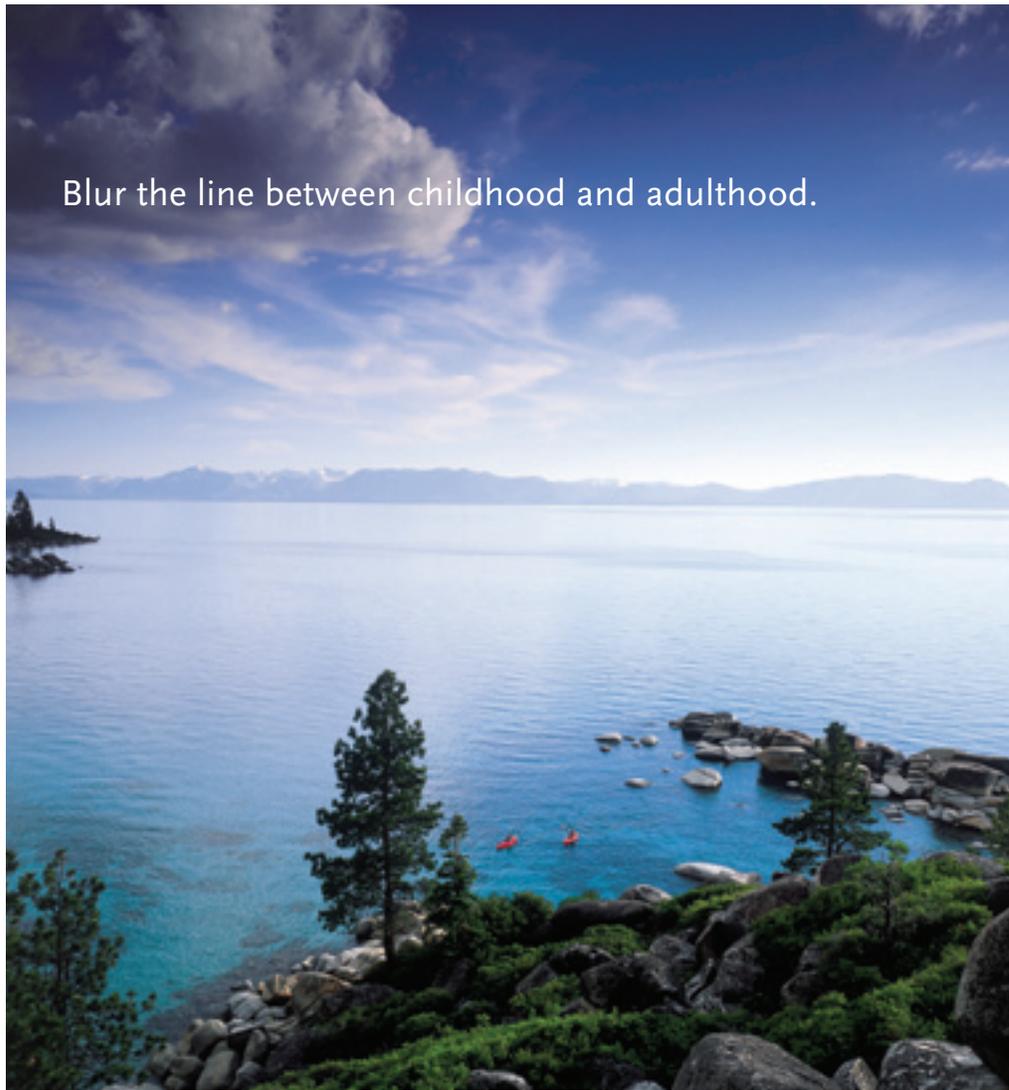
 north lake tahoe

## Advertising Samples

**Print:** *Sunset Summer Travel*

Sunset is Western America's largest-circulation regional magazine (more than 1 million subscribers), with monthly issues devoted to four subject areas: travel and recreation, garden and outdoor living, food and entertaining, home design, remodeling, and projects.

Issue: May  
Circulation: 160,000 newsstands only in the West  
Size: Full page  
Rate: \$7,500 – 62% off rate card  
CPM: \$46.88  
Deadlines: Space 3/19 & materials 3/23



Blur the line between childhood and adulthood.

Amazing how a few mountains can bolster your resistance to aging. How a day on a golden beach under Tahoe's pure skies elicits wide eyes and a summerful of events can revive long-lost expressions of glee. North Lake Tahoe is that quick getaway where new memories are made, old sensations are refreshed and great lodging deals double as icing. Visit Cool Deals today.

GoTahoeNorth.com | 800.Tahoe4U  
Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

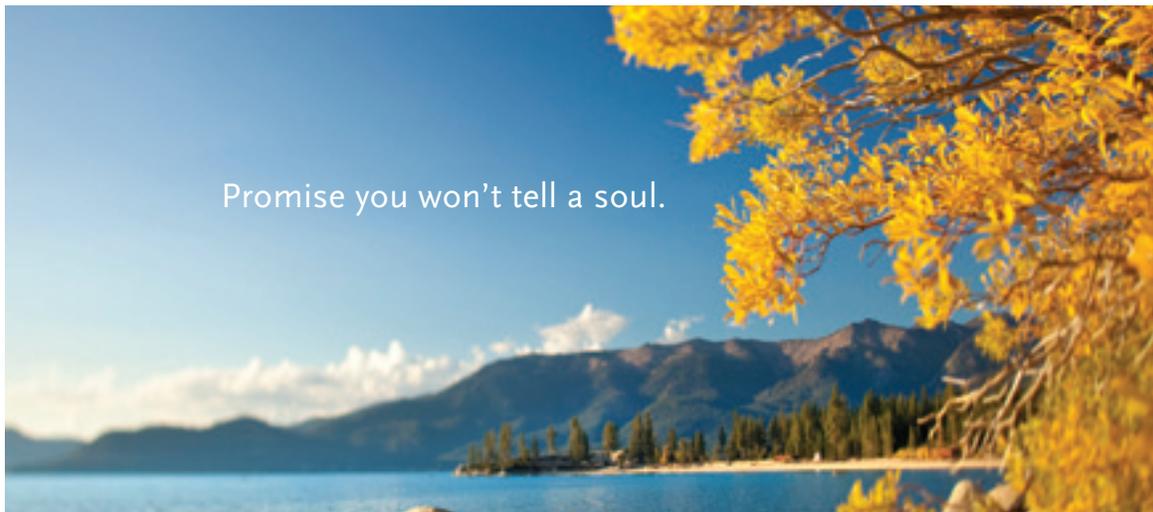
 north lake tahoe

## Advertising Samples

### **Print:** *Sunset Fall Trips*

Sunset is Western America's largest-circulation regional magazine (more than 1 million subscribers), with monthly issues devoted to four subject areas: travel and recreation, garden and outdoor living, food and entertaining, home design, remodeling, and projects.

Issue: August  
Circulation: 160,000 newsstands only in the West  
Size: Half Page  
Rate: \$0 – added value  
Value: \$10,625 value  
Deadlines: Materials 6/11



Promise you won't tell a soul.

Up here, we keep a little secret of ours very close to the vest. It's called autumn. It's when the sky's a sharper shade of blue and the sun's still bold, yet the beaches, courses and roads are all a little quieter and the lodging deals are getting even warmer. That's what, for some reason, is defined as our secret season. But hey, what good is a secret if you aren't in on it? Visit Cool Deals today.

**GoTahoeNorth.com | 800.Tahoe4U**

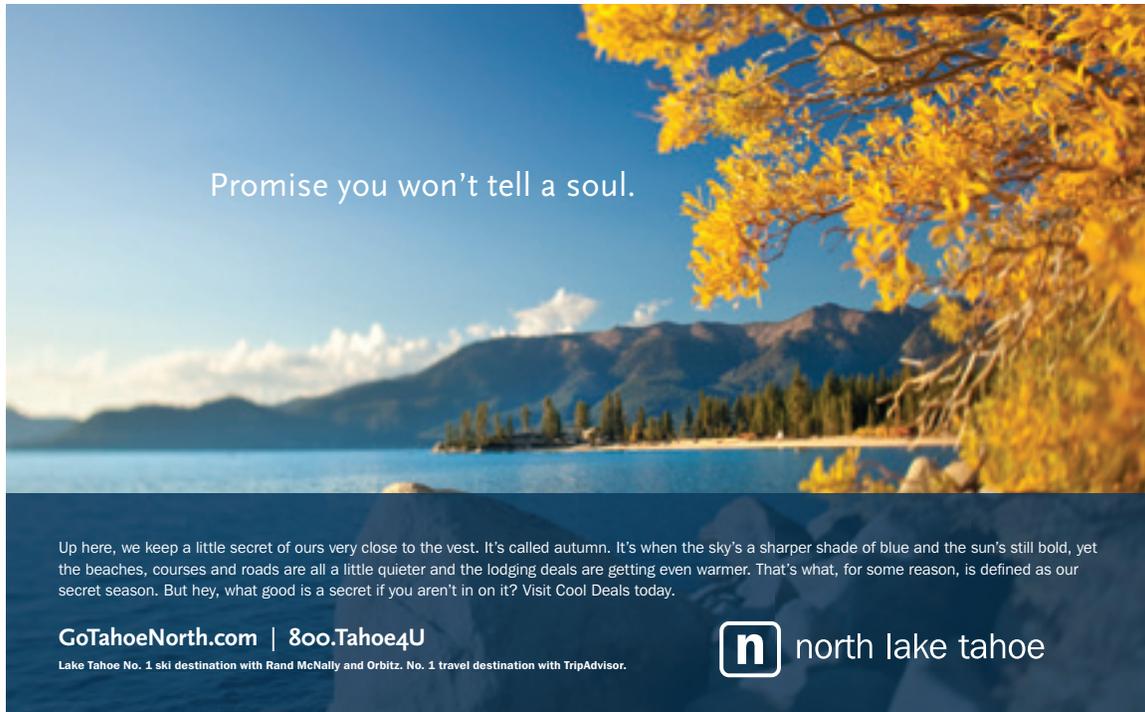
Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

**n** north lake tahoe

## Advertising Samples

**Print:** *Sunset Insider Guide: SoCal*

Issue: June and September  
Circulation: 145,818 -- Greater Los Angeles Area  
Size: Half Page  
Rate: \$7,181 – 28% off rate card  
CPM: \$49.25  
Deadlines: Space 3/26 & materials 3/26 for June and 6/25 & 6/25 for September



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Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

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## Advertising Samples

### Print: *Diablo Magazine*

Distribution includes targeted delivery of more than 35,000 magazines to the area's most affluent households—from the Berkeley and Oakland Hills to Lamorinda, Walnut Creek, Danville, Blackhawk, and the Tri-Valley.

Issue: July – North Lake Tahoe  
Circulation: 43,500 – East Bay  
Size: Full page  
Rate: \$4,869 – 45% off rate card  
CPM: \$111.93  
Deadlines: Space 5/5 & materials 5/15  
Digital: Diablo has a digital issue where NLT will receive a link. They also have an ipad issue and the ads will link out to the site as well.

#### February Stats for Digital Use

Digital Issue Online: 11,353 users  
Digital Issue Mobile: 12,277 (ipads – 9,440, iphone – 2,837)  
Ipad Application: 2,528 downloads



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[GoTahoeNorth.com](http://GoTahoeNorth.com) | [800.Tahoe4U](tel:800Tahoe4U)

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Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

## Advertising Samples

### **Print:** *Adventure Sports Journal*

No other California magazine reaches such a broad cross section of outdoor enthusiasts. Ninety-four percent of our readers engage in five or more outdoor pursuits. By advertising your business in ASJ, you will reach people who already participate in your target activity as well as a receptive audience of potential new customers.

ASJ is distributed at more than 400 carefully chosen locations, including all northern California and Nevada REI stores, plus independent outdoor shops, bike shops, surf shops, ski shops, outfitters, climbing gyms, health clubs, juice bars, coffee shops, microbreweries, resorts and lodges.

Issue:	June/July (Water issue) & August/September (Climbing/Green issue)
Circulation:	42,000 -- 950+ distribution sites throughout CA (85% NorCal and 15% SoCal)
Size:	2/3 page
Rate:	\$1,819 – 22% off rate card
CPM:	\$45.38
Deadlines:	Space 5/4 & materials 5/11 for June/July and 7/6 & 7/13 for August/September



Find yourself breathless  
in more ways than one.

Two climbs, one traverse and a timely descent reward you with a sheen of glistening brow beads proudly earned on leg-burning trails while below, kayakers and paddleboards ply North Tahoe's gin clear waters. It's heaven for your inner adrenaline junkie. All in a place easily reached by plane or car. For values on lodging ranging from cabins and inns to resorts and vacation homes, visit Cool Deals.

GoTahoeNorth.com | 800.Tahoe4U

For information on Adventure Sports Week Tahoe, June 15-24; Quiksilver TA-HOE MALU Paddle Festival, August 11-12; and more visit [gotahoenorth.com/events](http://gotahoenorth.com/events).

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## Advertising Samples

**Print:** *LA Magazine*

LA Magazine reaches the greater Los Angeles area with a 420,000+ total readership. They have an 89% subscription rate and are distributed to all major supermarkets, retailers, bookstores, newsstands, airports, and 40+ luxury hotels all around Los Angeles.

Issue:	May – Travel/Weekend Escapes
Circulation:	140,000 paid subscribers
Size:	Half Page
Rate:	\$9,746 – 38% off rate card
CPM:	\$69.61
Deadlines:	Space 3/16 & materials 3/26
Digital:	NLT's ad will appear in LA Magazine's digital issue. If the NLT URL appears in the ad, it'll link through to the site. LA Magazine has 8,216 digital subscribers.



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Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

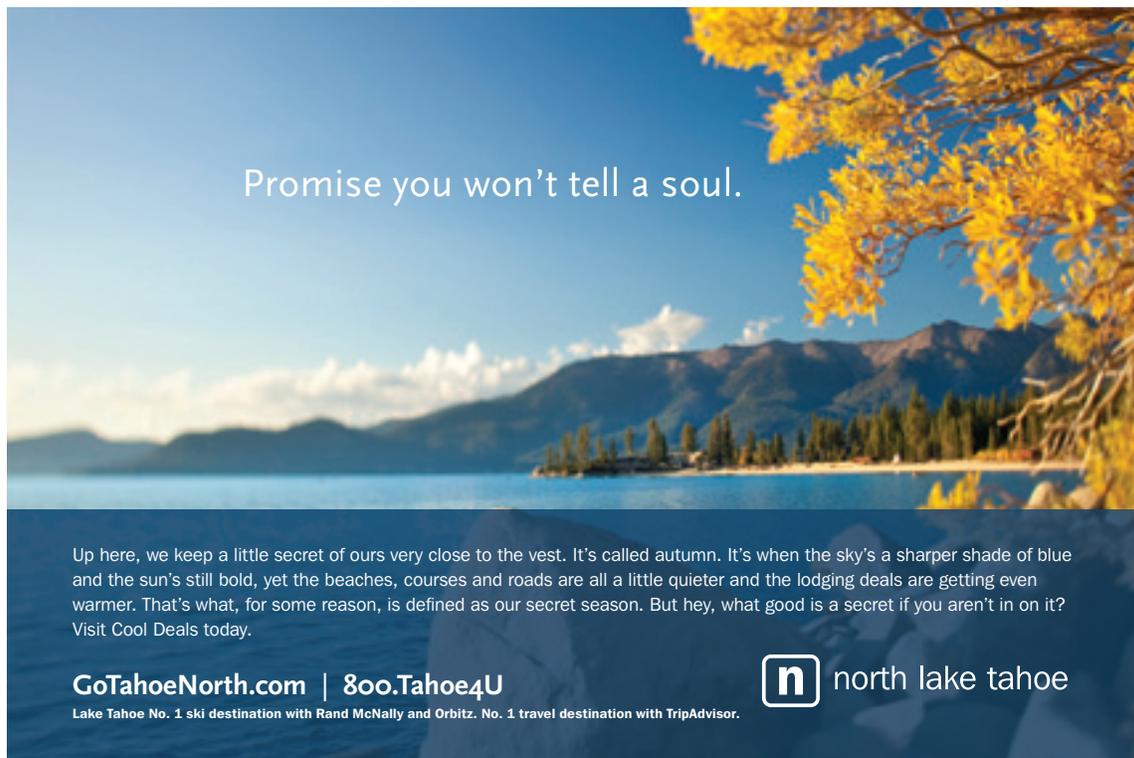
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## Advertising Samples

**Print:** *Via Discover Fall*

VIA is the magazine for 2.7 million AAA member households in Northern California, Nevada, Utah, Oregon, and southern Idaho. Published bimonthly, each issue promotes the enjoyment of travel in the West, with departments including Weekender, On the Road, and Events. Additionally, VIA regularly includes advice on traffic safety, automotive use, and how members may get the most from their AAA membership.

Issue:	September/October
Circulation:	500,000 affluent AAA homes in Greater Bay Area & Sacramento
Size:	Half page + half page advertorial
Rate:	\$8,755 – 20% off rate card
CPM:	\$17.51 CPM
Deadlines:	Space 6/15 & materials 6/19



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## Advertising Samples

### Outdoor: Bay Area Outdoor

Flight Dates:	June 25th-September 16th (12 weeks)
Summary:	3 LED Digital Locations will run all three months LED Digital Board Ad rotates 1 out of 8 times every 8 seconds.
Monthly Impressions:	1,322,856
Total Cost:	\$50,000
CPM:	\$1.26
Value:	\$90,000



## Advertising Samples

**Outdoor:** Bay Area Outdoor

### Location #1

Bay Bridge West Facing Right Read.

Size: 20' x 60'

Monthly Impressions: 582,386

**SAN FRANCISCO/BERKELEY - Bay Bridge #BB1002-B**



**Bay Bridge & Toll Plaza / Facing W - 20'x60'**  
**EOI (Eyes On Impressions/wk): 1,164,773 / DEC: 231.11**

Some digital display reads to all traffic coming from SF via the Bay Bridge. Strategically placed before I-88 splits off into I-880 and I-580 means everyone coming off the bridge (regardless of their destination) will see this billboard.

**NOTES:**  
 Production Material: Digital Image  
 This location is illustrated.  
 Latitude: 37.82117 Longitude: -122.32170  
**PLEASE NOTE: 8-second spots**

**CBS OUTDOOR** 1895 Eastshore Way • Berkeley • CA • 94710 • (510) 521-3350 • WWW.CBSOUTDOOR.COM



### Location #2

I-80 1500 north of University, Berkeley

Size: 14' x 48'

Monthly Impressions: 456,022

**SAN FRANCISCO/BERKELEY - Berkeley LED #BRK1001-A**



**I-80 1500 ft N/O University (Berkeley) E/S / Facing S - 14'x48'**  
**EOI (Eyes On Impressions/wk): 912,044 / DEC: 224.64**

Located at the confluence of freeways (I-880 and I-80), this digital display reads to stop and go traffic throughout the day. This location is good for reaching not just daily commuters, but also weekend traffic leaving the Bay Area for destinations such as Napa and Lake Tahoe. Points of interest in the immediate area are UC Berkeley and Bay Street Mall.

**NOTES:**  
 Production Material: Digital Image  
 This location is illustrated.  
 Latitude: 37.87184 Longitude: -122.30870  
**PLEASE NOTE: 8-second spots**

**CBS OUTDOOR** 1895 Eastshore Way • Berkeley • CA • 94710 • (510) 521-3350 • WWW.CBSOUTDOOR.COM



## Advertising Samples

**Outdoor:** Bay Area Outdoor

### Location #3

Hwy 101 South of University, Palo Alto

Size: 16' x 29'

Monthly Impressions: 284,448

**SAN FRANCISCO/BERKELEY - Peninsula #PA1001-A**



**NOTES:**  
Production Material: Digital/Single  
This location is illuminated.  
Latitude: 37.49672 Longitude: -122.16292  
PLEASE NOTE: No alcohol or political advertising.

**US 101 EL S/O University (Palo Alto) / Facing SE - 16'x 29'**  
**EOI (#eyes on impressions/wk): 568,897 / DEC: 156.29**

The display is located Highway between San Francisco and San Jose on Hwy 101 at University Avenue in East Palo Alto. Situated between the Dumbarton Bridge and Stanford University, this electronic billboard targets San Francisco-Peninsula commuter traffic and high-tech, Silicon valley executives.

**CBS OUTDOOR** 1665 Eastshore Pkwy. • Berkeley • CA • 94718 • (415) 527-3358 • WWW.CBSOUTDOOR.COM



## Advertising Samples

### Internet:

#### AD ROLL RETARGETING

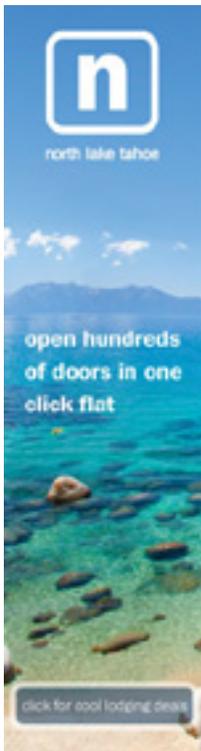
Ad Roll is an ad network that allows advertisers to design targeted campaigns by running on widely used sites with behavioral, content and geo-targeting as well as niche sites whose audiences fit the target audience. Ad Roll is a transparent network providing reporting per site. They can do audience segmentation, retargeting specific ads and landing pages to individual visitor's interests and can facilitate sequential advertising and search-based retargeting.

Current users tagged: 150,445

Will tag specific pages and will serve corresponding banners or cross messaging banners to those users.

#### Retargeting Campaign

Time Period: 5/1-9/30  
Creative: 300x250, 728x90, 160x600  
Minimum Impressions: 2.0 million  
Max CPM: \$3.13  
Monthly Cost: \$1,000  
Total Cost: \$5,000



## Internet:

### MOTRICITY NETWORK (MOBILE)

Motricity provides the most effective mobile ad network available today. With unrivalled reach across all corners of the mobile market, they will help your ads make an impression and make sure they drive the post-click behaviors your clients expect. You choose the audience and we'll put you in their hands and on their minds.

- Comprehensive Premium Ad Network: extensive mobile ad network spanning all channels including web and app display, video, search, and messaging
- Top-tier Publishers: CNN, USA Today, Zynga Games, TMZ, Oxygen, Huffington Post, Cosmopolitan, Pandora, NBC, Disney, ESPN, and more
- Rich Media Ad Creation: immersive HTML5 ads bring brands to life and interact with consumers, available in video preroll, interstitial, display, and expandable formats

#### SF Mobile Campaign

Flight Dates: August - September

Targets: 25-54, Outdoor Enthusiasts who hike, paddleboard, kayak, mountain bike or golf.

Sample sites/applications: Travel Channel, Outside, The Weather Channel, Yahoo Travel

#### Campaign Components:

SF Phone Banners (300x50, 216x36, 168x28) – 1,071,429 impressions

SF Tablet – 156,250 impressions LA & SD iPad Banners (68x1024, 1024x768,

Total Impressions: 1,227,664

CPM: \$10.18

Total Cost: \$12,500

Note: Minimum spend is \$6,250 per month.

**Internet:**

TRAVELSPIKE NETWORK

Flight: May 1 – July 31  
Geo-target: LA DMA  
Targets: Travel & Outdoor enthusiasts – who mountain bike, kayak, paddleboard, hike or golf.  
Sample Sites: Yahoo! Travel, NYTimes: Travel, WeatherUnderground.com, 10best.com, flightstats.com  
Impressions: 2,000,000  
CPM: \$7.50  
Cost: \$15,000

E-TARGET MEDIA

Purchased email list to promote events

Stand Alone Email Blast

Targets: SF DMA, HHI \$100k+, Outdoor & Travel Enthusiasts  
Dates: July & September  
Database: 100,000 per blast  
Creative: HTML  
CPM: \$25  
Cost: \$2,500 per blast  
Total Cost: \$5,000

GOOGLE/YAHOO/BING/MSN

Time Period: 4/1-9/30  
Creative: Text ads  
Placement: Top or right side of page  
Estimated CPC: \$1.50  
Total Cost: \$22,530

LA Search

Time Period: 5/20-6/30  
Creative: Text ads  
Placement: Top or right side of page  
Estimated CPC: \$2.00  
Total Cost: \$2,129

Sample Keyword List

California family vacation, California mountain vacation, California mountain vacation package, California vacation, California vacation packages, California lake vacation, family weekend getaways, weekend getaway, weekend getaway deals, weekend getaway packages, weekend getaways, weekend vacation deals, Nevada mountain vacation, Nevada mountain vacation package, mountain bike vacation, mountain bike trip, biking vacation, biking trip, summer vacation, summer vacation package, summer getaway, summer family vacation, golf vacation, golf package, outdoor vacation, outdoor adventure travel, outdoor vacation package, travel to the mountains, mountain getaway, lake destinations

# Advertising Samples

Direct:



**n north lake tahoe**

adventure sports week tahoe | june 15-24

**tahoe's premier outdoor lifestyle festival!**

Experience 10 days of competitive adventure sports, clinics, live music, fire and outdoor activities for all ages.

Escape the daily grind June 15 through 24 is one of the world's top outdoor playgrounds. Adventure Sports Week Tahoe was created for those who appreciate clean air, clear water, scenic single track, and an elevated heart rate.

Challenge yourself during the day in one of many competitive events, including trail running, mountain biking, triathlon, stand up paddle boarding, and swimming. Then relax in the evening while enjoying North Lake Tahoe's communities and mountain villages. Catch a live concert by the lake, or bring the whole family out for a movie on the beach.

**Friday, June 15**

- Morning Reception, Lakes on the Lake
- Mountain Biking, Triathlon, Mountain Bikes & More



**n north lake tahoe**

may enews

In THE ISSUE: cool deals | events | local

Great Lodging values and spring-inspired events and activities are just some of the things waiting for you at North Lake Tahoe this May.

**cool deals**

- Spring spa package for \$170 per night at Tahona Meadows Bed and Breakfast
- Memorial Day \$189 bed & breakfast package at Pines at Squaw Creek
- One night free with a minimum 3-night stay at Incline Vacation Rentals
- Spa Delivery from \$180 per person at the 190 Carlton Lake Tahoe
- Three bedrooms cabins starting at only \$120 per day at the Pinnacle Lodge
- Three night free at Ingot Lake Tahoe Resort, Spa and Casino

[View Cool Deals >](#)



**n north lake tahoe**

june enews

In THE ISSUE: cool deals | events

**So you're coming to North Lake Tahoe... now what?**

You want to start planning your trip. You want to know what's going on, what there is to do, where to go and even what's the Wanderlust at Squaw Valley all about. Where do you go for paddleboard? What about finding that perfect beach? How about deals... and who doesn't love a deal? Well we've got you covered. Like us on Facebook or follow us on Twitter and you'll be in-the-know. Winning you could have a little more of our Tahoe culture? Check out our blog for a more in-depth look at all things North Lake Tahoe.

**cool deals**

- Stay & Play package 5th night free plus complimentary rentals at Inlet Snow Cuts & Inn
- Romantic getaway with massage starting at \$120 per night at The Village at Squaw Valley
- 25% off when you stay three nights or more at Northstar California
- Free Spa at Paradise at Tahoe Spa and get 20% off



**n north lake tahoe**

unique events, amazing deals.

Need to escape the summer heat? North Lake Tahoe offers plenty of cool things to do and places to stay for a refreshing alpine getaway.

**EVENTS**

- Now through August  
High Notes, North Lake Tahoe's Summering Music Series: Free weekly music series, music festivals, and headliners at venues throughout the region.
- July 26-29  
Wanderlust Festival at Squaw Valley: A unique festival bringing together the world's leading yoga teachers, top musical acts, top chefs and winemakers and more in a beautiful and natural setting.
- August 11-12  
2012 Quiksilver Tri-HOE NALU Paddle Festival Presented by REVOC: All ages and skill levels, with a \$10,000 purse, plus free beginner instructions and a live concert on the beach.

[More Events >](#)

**cool deals**

- Unlimited golf & newly renovated rooms at Ingot Lake Tahoe
- 20% off on all stays booked on the week of The Wanderlust at Tahoe Tahoe

## **Radio:**

Radio will promote summer events with an on-air schedule, live/recorded interviews and promo/sponsorship mentions.

Flight Dates: 7/30 – 8/19

Possible stations include KCBS, KFOG, KIOI, KITS, KLLC, KNBR, KOIT & KSAN

### **Leisure, San Francisco**

Weeks of: 7/30, 8/6 and 8/13

Stations: KFOG, KIOI, KITS, KLLC and KOIT

Total Paid Spots: 250x

Total Free Spots: 355x

Total Spots: 605x

### **High Notes, San Francisco**

Weeks of: 6/11, 6/18, 6/25, 7/2, 7/9, 7/16, 7/23, 7/30, 8/6 and 8/13

Stations: KFOG

Total Paid Spots: 100x

Total Free Spots: 25x

Total Spots: 125x

### **High Notes, Sacramento**

Weeks of: 6/11, 6/18, 6/25, 7/2, 7/9, 7/16, 7/23, 7/30, 8/6 and 8/13

Stations: KSEG

Total Paid Spots: 105x

Total Spots: 105x

### **High Notes, Reno**

Weeks of: 6/11, 6/18, 6/25, 7/2, 7/9, 7/16, 7/23, 7/30, 8/6 and 8/13

Stations: KTHX

Total Paid Spots: 60x

Total Free Spots: 50x

Total Spots: 110x

## Advertising Samples

### Wedding Print: SF Magazine, California Brides

Published by the Modern Luxury Media, in conjunction with SF Magazine, SF Brides has a circulation of 50,000 (20% Paid; 20% Newsstand; 20% Targeted mail delivery; 50% Luxury bridal retailers and service providers; 10% Distribution at area bridal events)

Fall/Winter 2012 - full page



As it's meant to be.

It's not only fine, but somehow fitting, that the breath of a breeze in the pines found its way to your cheek and delicately rearranged the curl in your hair. And that a blue jay chirped in between "I" and "do." And that the sun and the sky and the glass on the lake all conspired to bless your day.

At North Lake Tahoe, moments of perfection arrive in the most unexpected means. There's the mountains, the lake, the beaches, meadows and slopes and intimate four-season settings that are bookends to the wedding and honeymoon that's the stuff of dreams – the moment as it's meant to be.

GoTahoeNorth.com/weddings | 800.TAHOE4U  
Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

 north lake tahoe

### Wedding Internet:

Included: Paid search Google

## public relations

### **Summary of Key Performance Results**

A key component during this 6-month period was our publicity efforts for the North Lake Tahoe Water Shuttle. This public relations campaign consisted of drafting media materials that highlighted the official launch of the water shuttle, sending those materials to targeted journalists and following up to ensure editorial placement, interview opportunities and use of digital images – all in a 30-day period. The campaign generated more than 40 stories in print, TV, radio and online media outlets, reaching 3.2 million consumers. The Associated Press, a national news agency, also picked up the story.

Another integral part of our public relations efforts was the announcement of IRONMAN Lake Tahoe, which was made on June 15, 2012. The story was picked up around the country, particularly in niche media outlets, such as Triathlete, and the event sold out in less than 24 hours. We anticipate a wealth of press generated when the event takes place in North Lake Tahoe September 22, 2013.

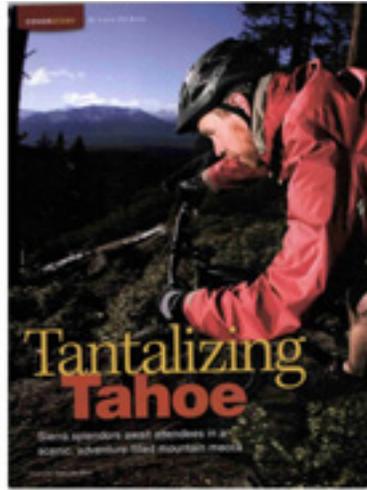
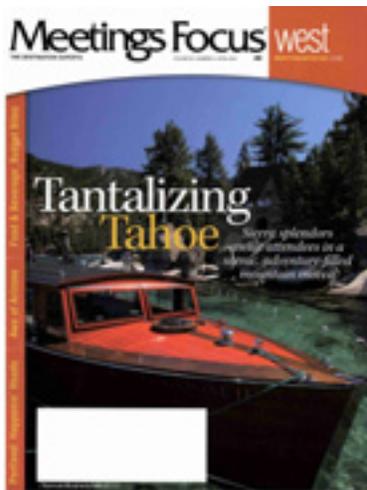
Also important during fall 2012 was the promotion of the 27th Annual Lake Tahoe Autumn Food and Wine Festival. During the course of the event, staff hosted 14 journalists for the purpose of story development, encouraging media to blog onsite in addition to their pre and post-editorial content.

Additional pr efforts during this timeframe comprised of attending the Pow Wow Media Marketplace (April 2012 in Los Angeles), an international trade show with its approximately 440 international attending media. Staff met with more than 65 members of the media delegation (during a 4-hour period), educating them about the North Lake Tahoe product, conducting interviews, and providing media materials and digital images.

In total, 62 news releases were issued to the media April to September 2012 and staff fielded 161 requests from journalists all over the world, including potential story angles, interviews and digital images. This number does not include pitches made by the pr team. Editorial generated was worth \$1.9 million, using a one-to-one advertising equivalency.

Public Relations Samples

Pick Up Article: Meetings Focus - West



# Public Relations Samples

Website: *Triathlete*

**triathlete**

News Gear and Tech Training Nutrition Race Coverage London 2012 Video INSIDE triathlete.com competitor

Subscribe Magazine Newsletter Twitter Facebook RSS Feed Race Calendar Search triathlete.com

**WTC Announces Ironman Lake Tahoe**  
By triathlete.com Published 3 days ago  
Comments Tweet Share

**BUYER'S GUIDE**  
GEAR UP NOW

**Power Your Adventure**

**Next Read** Popular Now  
+ Lower Antismoking Pacts: Doping Charges From USAUSA

The World Triathlon Corporation (WTC) has announced the addition of Ironman Lake Tahoe to its event series. The event will take place Sunday, Sept. 22, 2013.

See the complete press release below:

Today, World Triathlon Corporation (WTC) announces the addition of Lake Tahoe, Calif., as the newest location to host one of its world-famous events. Ironman Lake Tahoe, set in one of the world's premier vacation destinations, will offer athletes a beautiful, challenging experience in a picturesque region. The inaugural event is scheduled for Sunday, Sept. 22, 2013, and will be the first full-distance Ironman event in California since 2001.

"Lake Tahoe's natural beauty and experience in hosting world-class endurance events have made it one

Website: *Triathlete*

**INSIDE VACATION**  
Your Vacation Daily

HOME • DESTINATIONS • ON LOCATION • TRAVEL TACTICS • VACATION TALK

**USA: Home Lake Tahoe**

**Destination: Unwind, Tahoe Style**  
*In Lake Tahoe, all that skiing, snowboarding, hiking and hiking calls for an equal dose of relaxation. Fortunately, the area's world-class spas deliver.*

By TIM LARSEN (PHOTOGRAPH BY ANNOU FREEMAN)

**relax**

There are spa locations, and then there are vacations that almost demand a spa. Consider Lake Tahoe, whose stunning scenery is matched by world-class options for outdoor recreation, as well as top-tide chefs, spas and nightclubs.

Tahoe-area spas offer the antidote to all this indulgence. You'll find treatments to help un-cring muscles, flush out soil-imposed impurities and rejuvenate your skin and your spirit. So go ahead. Relax hard. These spas will leave you feeling as pure as the big lake itself.

**Wellness Spa**  
**Hyatt Regency Lake Tahoe Resort**  
The clear waters of Lake Tahoe lap right up to the edge of the Hyatt Regency Lake Tahoe. And the resort makes it easy to get out on the water, as it provides kayak and stand-up paddleboard rentals, water-skiing lessons, powerboat charters and cruises aboard the Sierra Cloud, a 95-foot catamaran.

**WTC: Subscribing Members** **Book your next vacation**

**See how RCR TV can help you plan your next vacation.**

**Not an RCR Member? Find out how to become one.**

**Search Other Destinations to Suit Your Interests**  
play eat shop relax explore

**See Also**  
**On Location: South-Ever Cheesecake Near Lake Tahoe**  
July 11, 2012  
[Learn More](#)

**More Destinations**  
**Popular**  
San Diego, CA Park City, UT Vancouver, B.C.  
Washington, D.C. Cancun, Mexico

## Public Relations Samples

Website: USA Today Travel



### Summary of Upcoming Initiatives Based on Performance Data

Based on the success of the North Lake Tahoe Water Shuttle, journalists are eager to cover new, interesting transportation options in North Lake Tahoe. We plan to pursue the same media outlets and target markets once we have the green light for the free skier shuttle. We'll make our pitch timely by tying it to the new snowfall/ski resort openings. Our initial "First Snow Hits North Lake Tahoe" (drafted and sent to media October 22, 2012) secured good editorial and created great buzz with journalists based regionally, nationally and internationally.

In keeping with North Lake Tahoe's marketing initiatives, we're also creating a focused public relations campaign that highlights our cross-country product; including inviting qualified media to experience cross-country skiing in North Lake Tahoe firsthand. For the downhill resorts, we will continue to push the millions of dollars in renovations, fantastic snowmaking equipment the complements what Mother Nature delivers, as well as the highest concentration of ski resorts in the U.S. – more terrain, more lifts, more skiing that anywhere else in the country. We'll also use third-party events, such as Learn to Ski/Board Weekend, SnowFest and the Olympic Heritage Festival, as news hooks to create more press for winter in North Lake Tahoe.

## social media

Over the last six months, the focus has been on engagement and fan interaction. Based on evaluation of fan involvement with North Lake Tahoe socials, engagement is the highest with photos showcasing the region. Evaluation of the following helps in determining what posts garner the most interaction: “Reach” (the number of unique people who have seen the post); “Engaged Users” (the number of unique people who have clicked the post); “Talking About This” (the number of unique people who have created a story from the page post created when someone likes, comments on or shares the post); and “Virality” (the percentage of people who created a story out of your Page post out of the total number of unique people who have seen it).

Summer posts focusing on the “you’ve got to be here to feel it,” a August promotional contest held in conjunction with Tahoe Mountain Sports, development and integration of a wedding Pinterest page and posts designed to encourage winter ski are the primary areas of focus.

On Facebook, fans have increased by 38% over the past period and continue to grow steadily. Especially impactful were two winter ski posts reaching more thousands of likes and the promotional contest. Fan engagement continues to remain above industry standards maintaining a 5-15% engagement rate. Custom apps include “Email Sign Up,” “Cool Deals” with a RSS feed from the website, Human Powered Sports, NLT Wedding Pinterest, Iron Man (one word lower case m) Lake Tahoe details, a Vacation Planner flip book, RSS of the Twitter stream, video feed from the YouTube channel and customized promotion apps based on contests or specials.

Twitter for @TahoeNorth has increased followers by 14% over the prior period. Klout scoring (an assessment of influence, reach and amplification on Twitter) has increased to 53 overall with @TahoeNorth ranked as a Specialist for California, Travel and Tourism, skiing and Lake Tahoe.

Development and integration of a wedding focused Pinterest account includes positioning North Lake Tahoe as Tahoe’s premier location for weddings. An advertising and media integration will take place as well. Continued efforts will be made to promote North Lake Tahoe and integrating it with other social channels as well as the website.

Blogging remains consistent with a minimum of 2-3 posts per month, increasing as needed by content. Blogs complement public relations efforts through repackaged content and messaging. While blog analytics are managed through the website team, social sharing analytics are available with the addition of “Tweet” and “Like/Share” buttons integrated with Twitter and Facebook. Each post generally receives 5-15 Tweets and up to 30 or more Likes/Shares. “Pin it” will be added.

Flickr and YouTube continue to support social networking efforts and serve as a starting point for image and video sharing. Foursquare, branded Tahoe North, serves as a basis for “insider tips” for travelers visiting Tahoe.

## Social Media Samples

### Facebook: High Ranking Page Posts

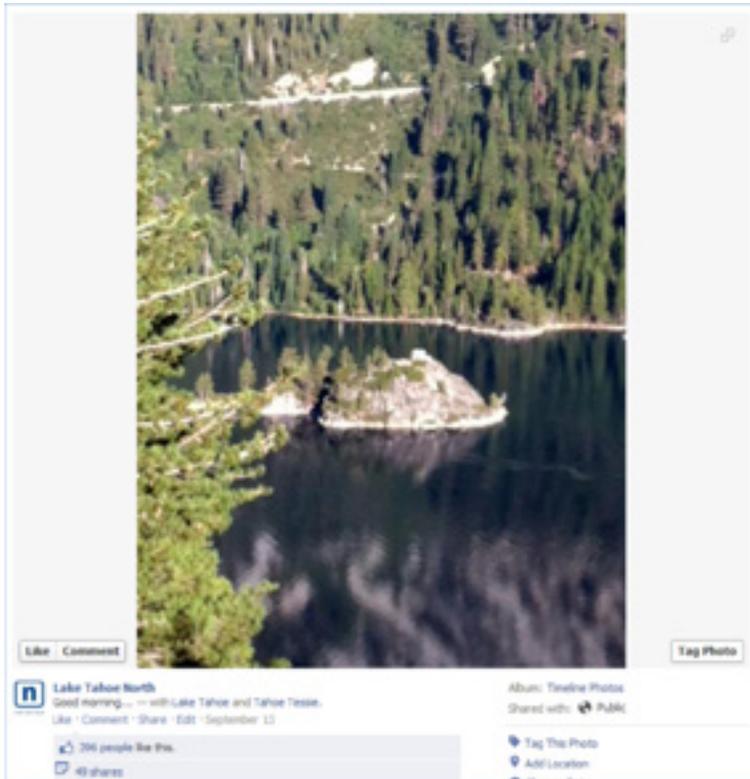
Summary Overview (September 2012): Post rankings 15% or greater “Virality” (the percentage of people who created a story out of your Page post out of the total number of unique people who have seen it)

Date	Post Content	Reactions	Comments	Shares	Virality %
9/24/12	Enjoy the scenery.	1,995	371	231	11.58%
9/23/12	Team Tough Mudder...Tahoe style. Day 2...	1,399	153	53	3.79%
9/22/12	Mudder Tough	1,556	195	78	5.01%
9/22/12	These Mudders are tough!	1,320	95	15	1.14%
9/20/12	Are you tough enough? Tough Mudder 20...	1,508	63	32	2.12%
9/19/12	September is two for one on the North La...	2,561	202	101	3.94%
9/18/12	Cool Deal! Tahoe Cruz is offering 1/2 off L...	2,763	275	153	5.54%
9/17/12	Weekly Forecast: Good Times.	2,643	191	98	3.71%
9/14/12	Tonight is Tahoe Adventure Company's s...	2,673	1,021	907	33.93%
9/13/12	Anyone down for some fly-fishing? Check ...	2,546	184	64	2.51%
9/13/12	Good morning...	4,209	801	612	14.54%
9/12/12	Another gorgeous week in North Lake Ta...	2,787	238	127	4.56%
9/11/12	Time for a morning hike.	2,892	283	154	5.33%
9/10/12	World Triathlon Corporation (WTC), owne...	1,943	156	47	2.42%
9/10/12	One of the many fantastic events at Autu...	1,975	164	43	2.18%
9/8/12	Chef Jason Gronlund of Hard Rock Cafe c...	2,017	162	52	2.58%
9/6/12	We'll see you at the Snowdial...	1,738	136	11	0.63%
9/5/12	Have you been to the historic Thunderbir...	2,985	359	187	6.26%
9/4/12	Autumn Food and Wine festival is here! ...	1,667	56	18	1.06%

## Social Media Samples

### Facebook:

396 “likes,” 49 shares (708% of “likes” shared the photo), 36 comments



272 “likes,” 123 shares (45% of “likes” shared the photo), 19 comments



## Social Media Samples

### Facebook:

223 “likes,” 67 shares (232% of “likes” shared the photo), 14 comments



101 “likes,” 61 shares (65% of “likes” shared the photo), 11 comments



## Social Media Samples

**Promotional Contest:** Conducted a promotional contest with Tahoe Mountain Sports.



Cover Photo



Social Icon



Entry Page



Thank You

## Summer Promo

Campaign Reach <sup>?</sup>	Frequency <sup>?</sup>	Social Reach <sup>?</sup>	Actions <sup>?</sup>	Clicks <sup>?</sup>	CTR <sup>?</sup>	Spent <sup>?</sup>
<b>800,273</b>	<b>1.8</b>	<b>39,255</b>	<b>2,387</b>	<b>1,394</b>	<b>0.096%</b>	<b>\$800.</b>

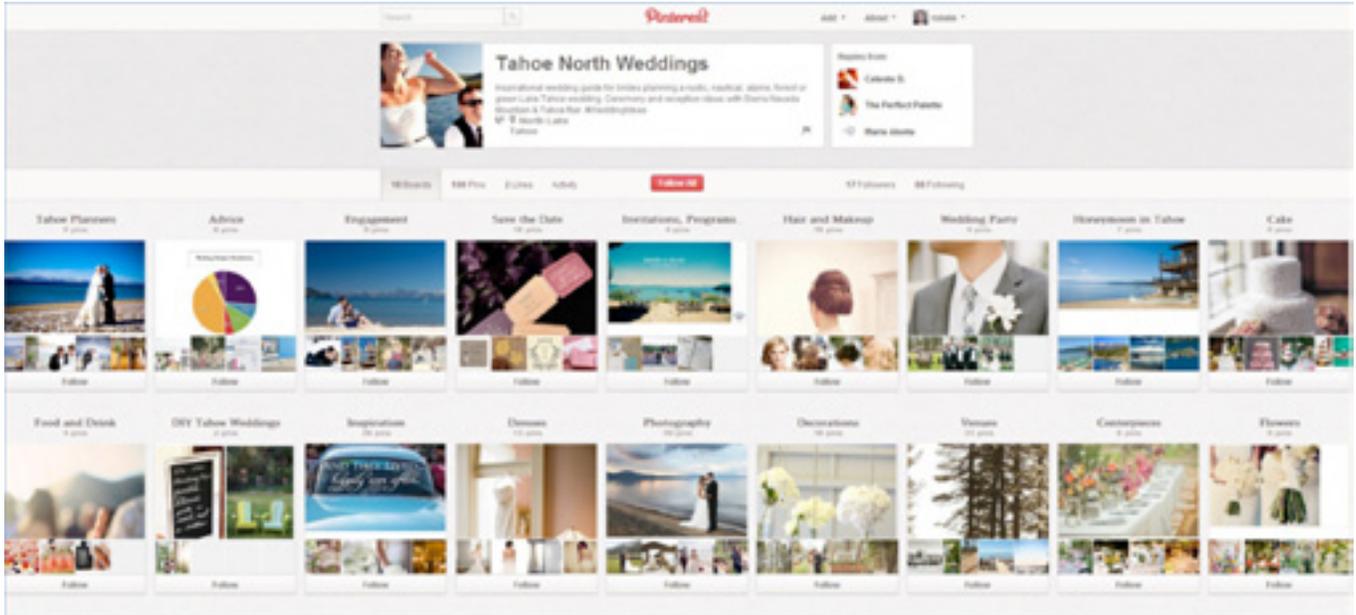
## Campaign Statistics

- 1,484 new fans since the beginning of the giveaway
- 2,387 total actions from the advertising portion

## Social Media Samples

**Pinterest:** Establish and maintain a wedding presence to promote the wedding brand, drive interest and collaborate with advertising messaging

North Lake Tahoe Weddings: 18 boards, 198 pins, 17 followers, 88 following



## special projects & events

Staff continues to work with inbound and community special event producers to help promote, position, market, produce and implement events. Additionally, staff actively seeks out sports teams and sporting event sales leads to bring these groups to North Lake Tahoe.

### **GoTahoeNorth.Com Master Calendar of Events**

Staff oversees and works with the web content manager on the GoTahoeNorth.com website to ensure the special event calendar is the most complete and up to date calendar in our region and is considered the MASTER calendar of events for our region. This program assists the visitor in choosing our destination over another, and is used as a benefit for lodging, retail, restaurants and other businesses in staffing, inventory, availability, lodging rate yield management, etc.

### **Community Grant Program**

Staff assists in the review and recommendation of community grant applications for inbound and community special events. After receiving funding, staff interviews and assists the producers in event strategy, marketing, permitting, budgeting, media plans, sponsorship, operations, and possible collaboration with other events. With this additional information the events have a larger presence, garnering more press, attendance and increasing the likelihood of generating or increasing overnight stays.

The spring/fall meetings with the event planners included: Squaw Valley Institute, Adventure Sports Week, Lake Tahoe Flow Arts Festival, California State Parks Living History Day, Squaw Valley Mountain Run, Royal Gorge Round-Up Equestrian Event, Tahoe Youth Ballet, Lake Tahoe Triathlon/Duathlon, Pro-Am Disc Golf Tournament, TCDA, NTBA, Gene Upshaw Memorial Golf Tournament, Tahoe Sierra Century Bike Ride, California Tahoe Maritime Museum, Fat Tire Festival, and the ProGRT Mountain Bike Race.

### **Marketing Special Event Sponsorships**

The NLTRA marketing department funds a number of events through sponsorships. This includes cash and in-kind contributions. The following events were funded and supported:

1. **Wanderlust:** A \$10,000 cash contribution plus \$10,000 of in-kind support which included a dedicated PR campaign, social media blogging and ticket contest; email blasts to membership, and our attendance at two Wanderlust vendor fairs at Colorado and Whistler to promote the Tahoe Wanderlust and Tahoe as a destination. Attendance figures to follow.
2. **Adventure Sports Week:** \$10,000 cash plus in kind support including a PR campaign, cross promotion, social media campaign, dedicated email blasts to membership.
3. **Ironman Triathlon:** Successfully executed a three year contract with a 2 year option to renew. Have established room blocks at Placer County lodging properties, are working with race directors on logistics and operations. Projected room nights each year are in excess of 10,000+ with a projected economic impact of \$8-10 million dollars annually.
4. **Ta-hoe Nalu SUP Race:** A sponsorship of \$2,500 cash plus \$2,500 of in-kind support resulted in 4,000 spectators and 375+ athletes over the three day period. In-kind support included a dedicated PR campaign, a social medial campaign which included a prize of a Tahoe SUP paddleboard, staff support at the actual races (volunteered) and marketing strategy sessions.

5. **Lake Tahoe 100:** A \$10,000 cash sponsorship plus in-kind included a dedicated PR campaign, social media push, dedicated email blasts to membership. This mountain bike challenge is a qualifier for the Leadville 100 Mountain Bike Challenge in Leadville, Colorado, recognized as one of the top mountain bike challenges in the country.
  
6. **Autumn Food & Wine Festival:** At the direction of the NLTRA Board of Directors, NLTRA staff has assumed a consulting role for this event and is no longer involved in event production. The NLTRA has licensed Northstar to assume all financial responsibility, and handle all logistics and operations of the event. The NLTRA retains ownership of the event. The NLTRA contributed \$10,000 in cash for the Presenting Sponsors status and \$15,000 of in-kind services to the event. In-kind services included program and seminar development by the Special Event Programs Manager, sponsorship sales, a dedicated web page on GoTahoeNorth, a dedicated PR and social campaign, as well as operations support as the event transitions to the staff at Northstar. Staff also expanded the event to 8 days to regionalize the event in the North Shore. The event started on September 1 at Squaw Valley and ended at Northstar on September 9th. The calendar of events included all community food and beverage related events and festivals that fell within the Sept. 1-9 time span.

## Sports Marketing

The Special Event Programs manager has assumed the role of sports marketing for possible inbound sports groups and teams to North Lake Tahoe. Staff works very closely with the conference sales department on lead generation, follow up, rfp's and room blocks.

The initial actions taken to break into this new market is as follows:

1. Staff attended the National Association of Sports Commission Conference in Hartford, Conn. This appointment style show is where staff requested appointments with sports rights holders. Staff in conjunction with the RSCVA Sports Marketing Department met with a total of 22 appointments. So far, one site visit has already taken place with the opportunity for additional sites as rfp's are reviewed.
  
2. Staff, in cooperation with the RSCVA jointly hosted a Reno-Tahoe Booth at the Teams 12 Sport Conference in Detroit. The staff met with 37+ sports rights holders who requested appointments with our destination (Reno/Tahoe.) Staff and the conference sales department is following up on all sales leads. Two site visits have currently resulted from the show efforts.

## NASC ad (Nat Assc of Sports Commissions):



A site to behold.

One of the most amazing sights in nature is also one of the most spectacular sites for events. Get all the details at [GoTahoeNorth.com](http://GoTahoeNorth.com), or contact:

Judy Laverty  
 Special Event Programs Manager  
[judy@puretahoenorth.com](mailto:judy@puretahoenorth.com)  
 530.581.8702



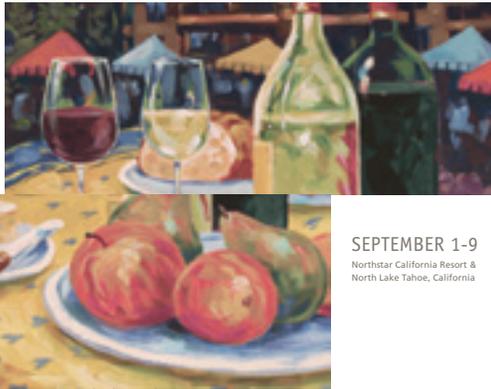
north lake tahoe

Lake Tahoe No. 1 ski destination with Rand McNally and Orbitz. No. 1 travel destination with TripAdvisor.

# Advertising Samples

## Autumn Food & Wine:

LAKE TAHOE **27TH ANNUAL** autumn food and wine FESTIVAL



SEPTEMBER 1-9  
Northstar California Resort &  
North Lake Tahoe, California

a week-long celebration of the senses

Every now and then, life conspires for a moment of near perfection. Around here, we define that as blue skies, fine wine, the amazing creations of renowned chefs and the first traces of autumn. This year's event kicks off on Labor Day weekend and continues all week throughout North Lake Tahoe.

TahoeFoodandWine.com | 888.229.2193

 north lake tahoe



Produced by the North Lake Tahoe Wine & Food Association. A Foundation for the Community Fund of North Lake Tahoe. Organized by the 2012-13 Tahoe Wine & Food Community Foundation.

LAKE TAHOE **27TH ANNUAL** autumn food and wine FESTIVAL



SEPTEMBER 1-9  
Northstar California Resort &  
North Lake Tahoe, California

a week-long celebration of the senses

scott yorkey Jason Gronlund Sean Conry Douglas Dale Elsa Corrigan Mark Estee Lara Ritchie Jon Rowley Marko Karakasevic Laura Werlin JP French



LAKE TAHOE **27TH ANNUAL** autumn food and wine FESTIVAL

**Schedule of Events**

**Saturday, September 1**

- Labor Day Weekend Barbecue and Music - West Shore Cafe, Inverwood

**Sunday, September 2**

- Alpen Wine Fest - The Village at Squaw Valley

**Monday, September 3**

- Uncorked Wine Bar - The Village at Squaw Valley

**Thursday, September 6**

- Farmer's Market - Commons Beach, Tahoe City
- Chef Douglas Dale's Farmer's Market Workshop - Tahoe City
- A Taste of California at the Uncorked Wine Bar - Cobblestone Mall, Tahoe City
- Mc Neman Winemaker Dinner - Soule Domain Restaurant, Kings Beach

**Friday, September 7**

- Grape Stomp - Tahoe City
- PlumpJack Cafe Dinner with Cultiva Winery Dinner - Squaw Valley

**Saturday, September 8**

**Events at Northstar California Resort**

- Chef Douglas Dale - Outdoor Grilling
- Gourmet Marketplace - Village Center
- Wine and Brew Walk
- Lodi's Finding the love in Lodi - presented by the Wines of Lodi
- Executive Chef Jason Gronlund - Cookin' Between a Rock and a Hard Place
- Winemaker Luncheon - Petra Restaurant & Pride Mountain Vineyards
- Belgian Brines and Cheese Pairing
- Paso Robles Vietnam Showcase
- Chef Lara Ritchie - Hands on Cooking, Taco Time
- Cooking With Chef Scott Yorkey
- Chef Mark Estee - The Art of Butchering
- 2012 Pacific Oyster Wine Pairing Winners:
  - Jon Rowley, Rowley & Associates, Seattle, WA
  - Taylor Shellfish Farms, Pacific Northwest and Canada
  - Chocoholics Anonymous - Chocolate Bar Restaurant

**Sunday, September 9**

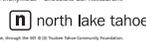
**Events at Northstar California Resort**

- Gourmet Marketplace Vendor Fair
- Culinary Competition and Grand Tasting
- The Sierra's epic food and wine event, featuring dishes perfectly paired with a single varietal and vintage of wine/beer/spirit. The event includes samples, live music, and silent auction.
- EVENING Thunderbird Lodge Winemaker Dinner - Featuring Martin Estate Winery and cuisine by Chef Rick Koppen of Hyatt Regency Lake Tahoe, TheThunderbird Lodge

**SAVE THE DATES AND YOUR APPETITE**

Event tickets and lodging packages available online. Visit [GoTahoeNorth.com/fall](http://GoTahoeNorth.com/fall) or call 800.Tahoe4U.

**TahoeFoodandWine.com 888.229.2193**

North Lake Tahoe Wine & Food Association. A Foundation for the Community Fund of North Lake Tahoe. Organized by the 2012-13 Tahoe Wine & Food Community Foundation.

North Lake Tahoe Resort Association. P.O. Box 5450 Tahoe City, CA 96145

Presorted Standard U.S. Postage PAID Permit No. 200 Reno, NV

## Advertising Samples

### High Notes:

Free and ticketed music events in all resorts and towns on the Northshore and Truckee. Included Lake Tahoe Music Festival, free concerts on the beaches, in the resort villages and amphiteaters, Shakespeare at Sand Harbor, live music in all the casinos, clubs and restaurants.



**high notes**  
north lake tahoe summerlong music

Woven into the summer skies that stretch from beaches to pines to lofty meadows is a medley of tunes ranging from reggae and rock to classic and pop. A summerlong lineup of free concerts and big ticket names appearing al fresco as well as in legendary showrooms and intimate pubs. And all accompanied by that class act known as Lake Tahoe.

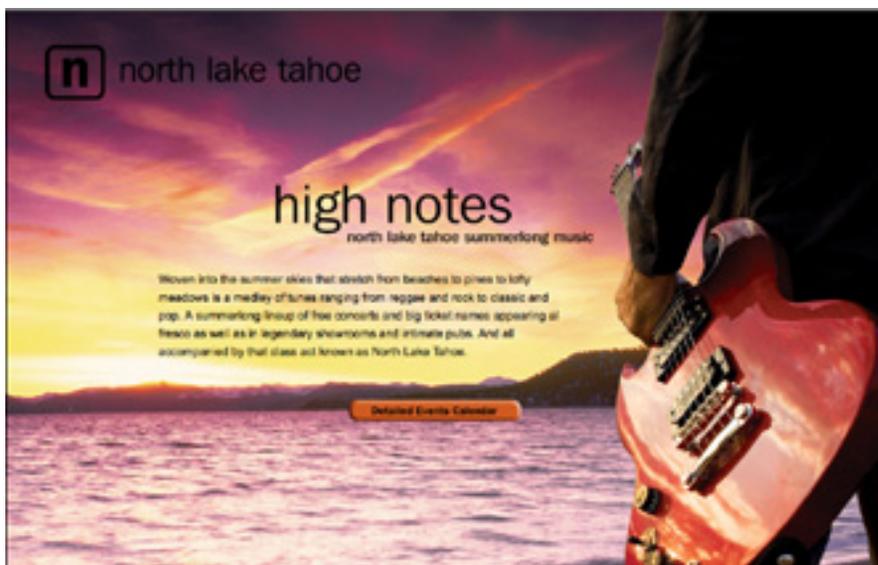
free weekly music series	Tuesdays	70s / 80s Music and Retro Skate Nights at Northstar Resort • Through August 28
	Tuesdays	Bluesday at Squaw Valley • Through August 28
	Wednesdays	Summer Music Series at Truckee River Regional Park Amphitheater • Through August 22
	Thursdays	Truckee Thursdays with Live Music, Arts, Food and Activities, Downtown Truckee • Through August 23
	Fridays	Live Music at the West Shore Cafe • Through August 31 Kings Beach Music on the Beach • Through August 31
	Saturdays	Live Music at the West Shore Cafe • Through September 1
	Sundays	Concerts at Commons Beach, Tahoe City • Through September 2

music festivals	Star Sessions: Northstar Concert Series • Through August 17
	Renegade Productions: River Ranch Concert Series, Tahoe City • Through August 17
	KT Concert Series at Squaw Valley • Through September 7
	Lake Tahoe SummerFest at Sierra Nevada College • Through August 19
	Brews, Jazz & Funk at Squaw Valley • August 11
	Lake Tahoe Flow Arts Festival, Kings Beach • September 4 - 6

headliners august	10 One Track Mind, Kings Beach Music on the Beach (free)
	11 Lake Tahoe SummerFest - Orchestra Concert - All About Beethoven
	17 Zepparella - Renegade Productions - River Ranch Concert Series
	19 Hot Buttered Rum, Concerts at Commons Beach, Tahoe City (free)
	20 TOCCATA Presents 32nd Requiem for John Lennon - from Bach to Rock! Sand Harbor
	31 Tyler Matthew Smith, Kings Beach, Music on the Beach (free)
september	8 Big Band Jazz at Sugarpine Point State Park (free)

Get the details on these events and more at  
TahoeHighNotes.com | 800.Tahoe4U

 north lake tahoe



 north lake tahoe

**high notes**  
north lake tahoe summerlong music

Woven into the summer skies that stretch from beaches to pines to lofty meadows is a medley of tunes ranging from reggae and rock to classic and pop. A summerlong lineup of free concerts and big ticket names appearing al fresco as well as in legendary showrooms and intimate pubs. And all accompanied by that class act known as North Lake Tahoe.

[Detailed Events Calendar](#)

## conference sales

The Conference Sales department saw extremely strong results in the 6 month period covering Q4 of FY 11/12 and Q1 of FY 12/13. The addition of a new National Sales Manager, continued focus on key strategic markets and redirection of some print media funds into more direct sales efforts were the primary factors in the success. In Q4 & Q1 we saw an increase in all of our key performance indicators over the same period prior year.

Leads: up 5%

Number of Groups Booked: up 59%

Room Nights for Groups Booked: up 91%

Room Revenue for Groups Booked: up 51%

Groups Arrived: up 57%

Room Nights Arrived: up 47%

Revenue for Groups Arrived: up 76%

Staff hosted fourteen site visits this period including: The California Association for Alcohol/Drug Educators Conference, the National Association of Van Valkenburg Families, Amerit Family of Brands, Marvin F. Poer & Company, TESSCO Technologies, Book Mark Events & Promotions, Chinese American Medical Association of California, GREYSHACK Films, National Retail Hobby Stores Association, Honeywell Automation & Control Solutions, HelmsBriscoe/SkinMedica, California Peace Officers Association, Triple Crown Sports, Fancy Shindigs. These visits represent over 3100 potential room nights and \$600,000 in room revenue alone. The total economic impact over the group would be well in excess of \$1,500,000.

Staff attended a number of key industry events during this 6 month period including: the Northstar Media/ Successful Meetings Destination California event in Monterey, CA. The event is a one on one, appointment based show that provided staff with 22 appointments with interested meeting planners and generated multiple new leads. The Meeting Industry Ladies Open in Reno. MILO is one of the premier golf events in the meetings industry and brought nearly 40 meeting planners to the Reno-Tahoe region. Staff coordinated and sponsored a golf tournament for meeting planners and suppliers, "The Untournament", the day prior to the MILO event began. Staff had the opportunity to network and develop new business leads throughout the 3 day event. Staff, along with Resort at Squaw Creek and the RSCVA hosted a 21 person client dinner at CAMPO in Reno prior to the MILO event. The dinner was attended by meeting planners who were specifically chosen based on their ability to bring future meetings to the region. Staff conducted a sales mission to Sacramento and met with multiple clients and hosted a lunch. Staff attended the grand opening of "The Parlor" at Moody's Bistro in Truckee. The Parlor is a private dining room that will be a great new option for groups that book.

Staff also co-hosted a Meetings Focus Live event with the Resort at Squaw Creek. For the event, Meetings Focus Magazine brought in 22 meeting planners for one on one appointments with participating hotels. In conjunction with this event staff also hosted familiarization trip for 10 key clients. This event included 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.

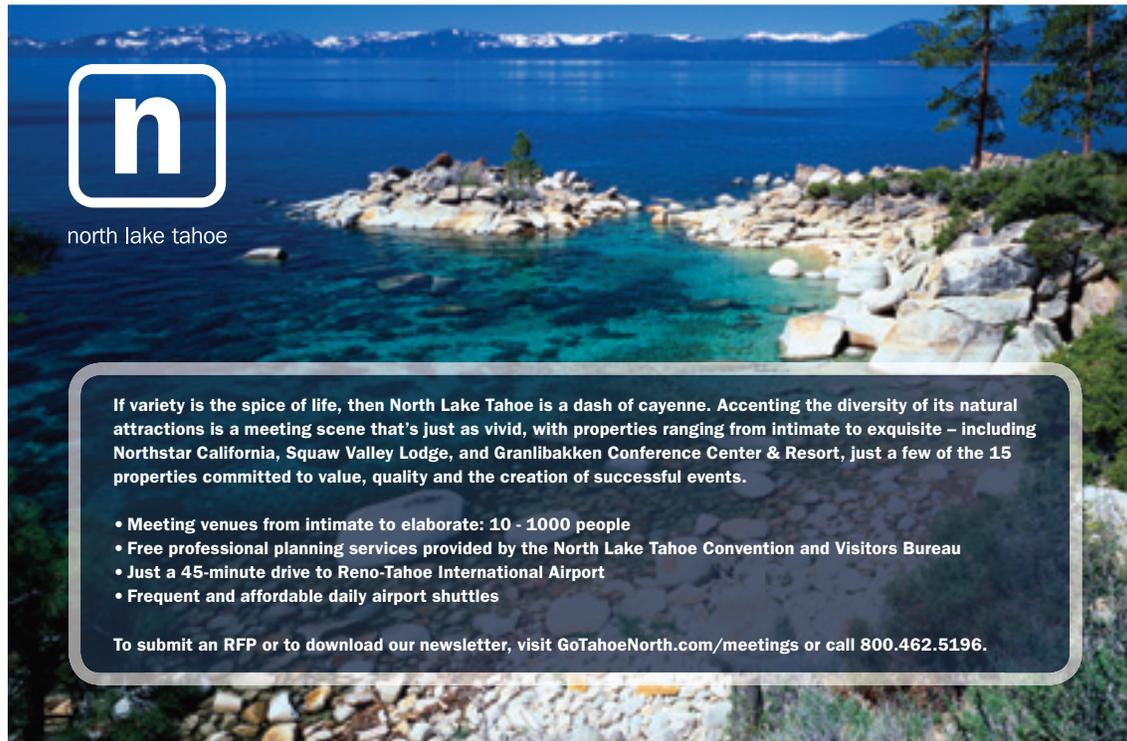
Staff, on a daily basis, prospects for new clients via phone and email communication. In Q4 & Q1 staff made over 1500 contacts with prospective clients. Staff also stays in constant contact with existing client base in hopes of generating repeat business.

## Advertising Samples

**Print:** *Cal SAE Newsletter*

Provides weekly news and information to professionals in the association and not-for-profit management profession, as well as professionals from organizations that support the association community training.

**May/June 2012** - 1/2 page island - Circulation: 1,500



**n**  
north lake tahoe

If variety is the spice of life, then North Lake Tahoe is a dash of cayenne. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with properties ranging from intimate to exquisite – including Northstar California, Squaw Valley Lodge, and Granlibakken Conference Center & Resort, just a few of the 15 properties committed to value, quality and the creation of successful events.

- Meeting venues from intimate to elaborate: 10 - 1000 people
- Free professional planning services provided by the North Lake Tahoe Convention and Visitors Bureau
- Just a 45-minute drive to Reno-Tahoe International Airport
- Frequent and affordable daily airport shuttles

To submit an RFP or to download our newsletter, visit [GoTahoeNorth.com/meetings](http://GoTahoeNorth.com/meetings) or call 800.462.5196.

## Advertising Samples



**n**  
north lake tahoe

If variety is the spice of life, then North Lake Tahoe is a dash of cayenne. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with properties ranging from intimate to exquisite – including Resort at Squaw Creek, Granlibakken Conference Center & Resort and Mourelatos Lakeshore Resort, just a few of the 15 properties committed to value, quality and the creation of successful events.

- Meeting venues from intimate to elaborate: 10 - 1000 people
- Free professional planning services provided by the North Lake Tahoe Convention and Visitors Bureau
- Just a 45-minute drive to Reno-Tahoe International Airport
- Frequent and affordable daily airport shuttles

To submit an RFP or to download our newsletter, visit [GoTahoeNorth.com/meetings](http://GoTahoeNorth.com/meetings) or call 800.462.5196.

### **Print:** *Successful Meetings*

Successful Meetings is delivered in-print and digitally each month to more than 72,000 nationally (24,200 – based in west or plan meetings in the west): 78% to corporate offices; 42% Corporate executives; 14% Association Circulation; 4.8% Association executives; 2.5% Commercial travel agents; 14.1% Meetings/Convention planners.

**April 2012** - 1/2 page - CA Editorial section - Circulation: 55,200

### **Print:** *Meetings West*

100% of Meetings Focus West magazine subscribers tell us they plan/hold meetings, conventions &/ or conferences in the Western U.S., Western Canada &/or Mexico. We've made and continue to make a considerable investment in our circulation to be able to authenticate this claim with BPA.

**April 2012** - 1/2 page island - Circulation: 35,064

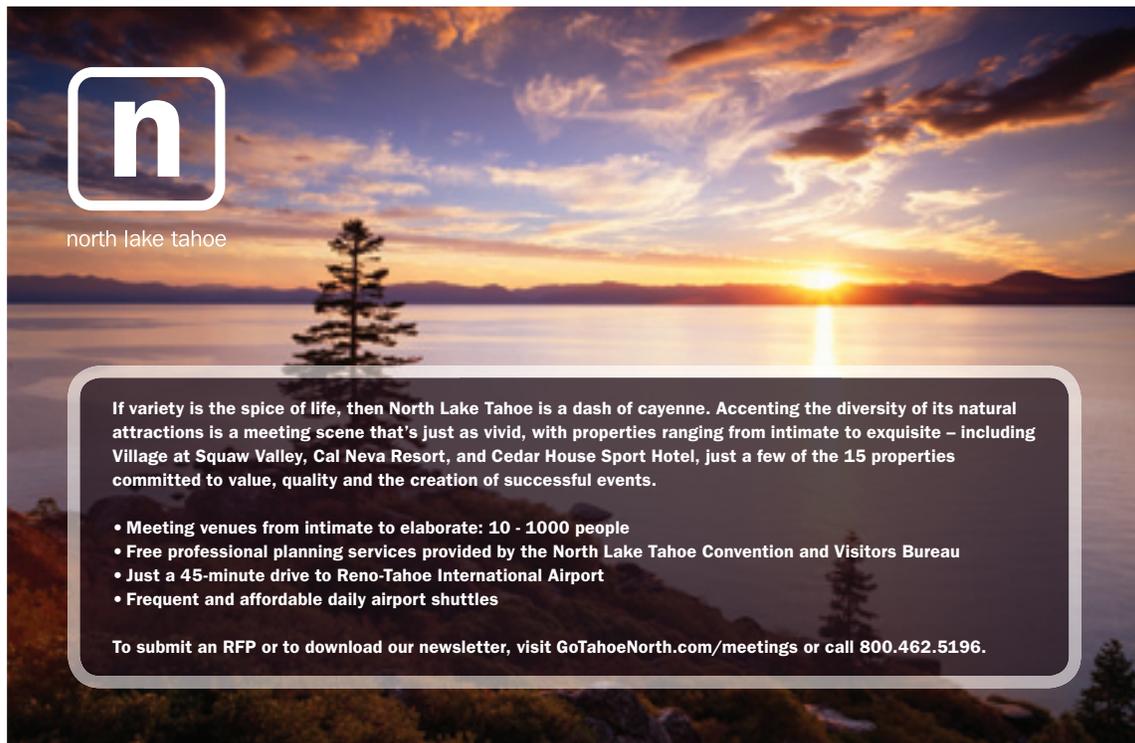
## Advertising Samples

**Print:** NCCMPI

MPI Northern California Chapter is the second largest MPI chapter in the world. MPI research shows that the average planner member has an annual budget of approximately

\$1.5 million. MPINCC planners are responsible for operating more than 4,000 meetings in the United States and over 1,000 meetings internationally. California ranks first in the country in the number of events and meetings held annually.

**May/June 2012** - 1/2 page - Circulation: 1200



**n**  
north lake tahoe

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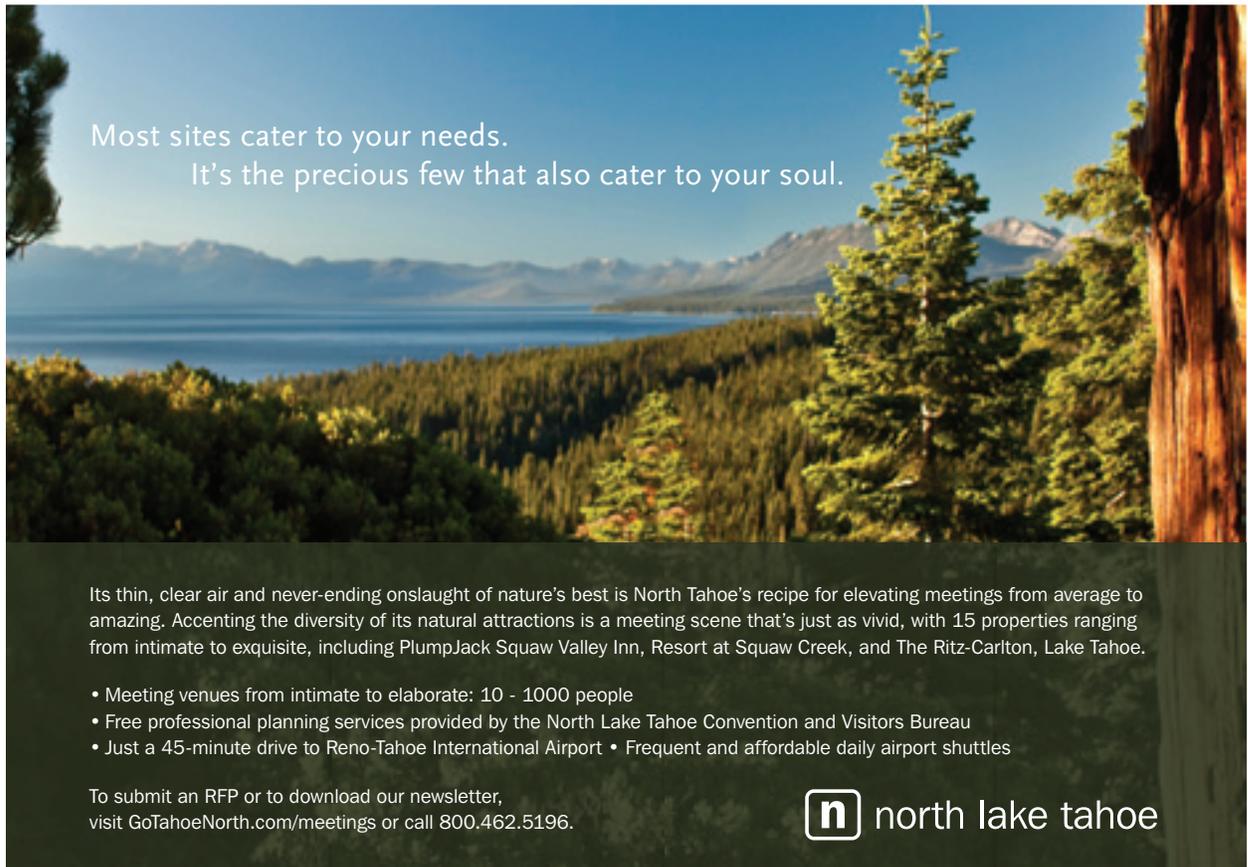
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## Advertising Samples

**Print:** *California Meetings*

California Meetings has a distribution total to over 8,000+ locations and a readership of 15,500+.

**Summer 2012** - 1/2 page - Circulation: 10,000



Most sites cater to your needs.  
It's the precious few that also cater to your soul.

Its thin, clear air and never-ending onslaught of nature's best is North Tahoe's recipe for elevating meetings from average to amazing. Accenting the diversity of its natural attractions is a meeting scene that's just as vivid, with 15 properties ranging from intimate to exquisite, including PlumpJack Squaw Valley Inn, Resort at Squaw Creek, and The Ritz-Carlton, Lake Tahoe.

- Meeting venues from intimate to elaborate: 10 - 1000 people
- Free professional planning services provided by the North Lake Tahoe Convention and Visitors Bureau
- Just a 45-minute drive to Reno-Tahoe International Airport • Frequent and affordable daily airport shuttles

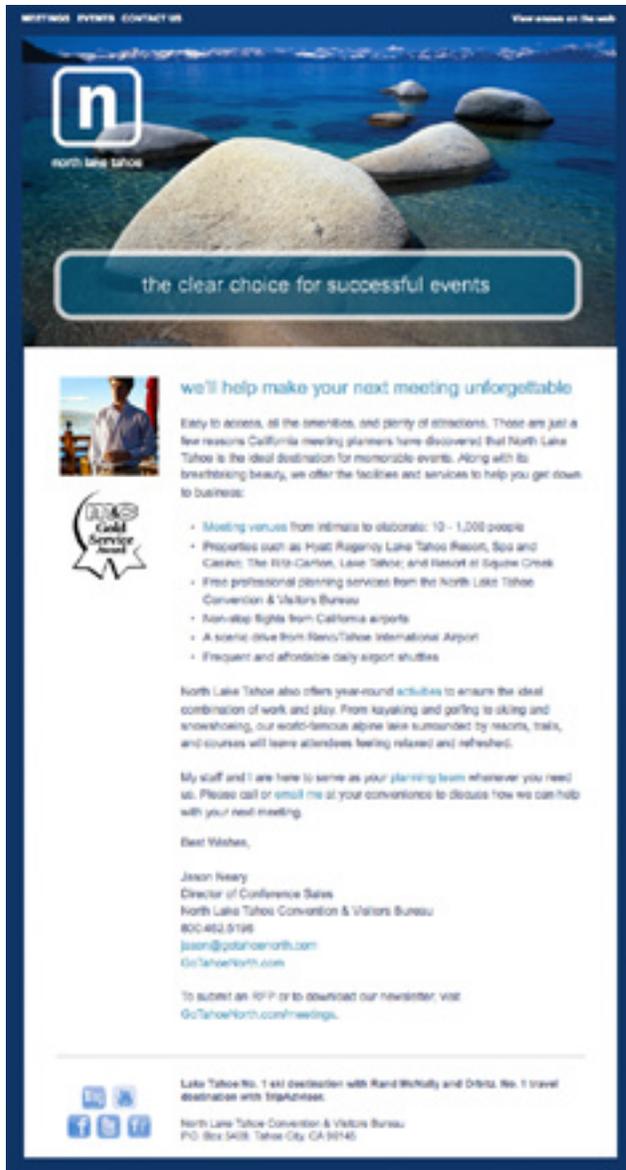
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 north lake tahoe

## Advertising Samples

**Direct:** EPro Direct - California & Illinois Email

**May 2012** - Stand Alone eBlast - Database: CA - 9,500 / IL - 5,000



MEETINGS EVENTS CONVENTIONS View areas on the web

  
north lake tahoe

the clear choice for successful events

 we'll help make your next meeting unforgettable

Easily access, all the amenities, and plenty of attractions. There are just a few reasons California meeting planners have discovered that North Lake Tahoe is the ideal destination for memorable events. Along with its breathtaking beauty, we offer the facilities and services to help you get down to business:

- Meeting venues from intimate to elaborate: 10 - 1,000 people
- Properties such as Hyatt Regency Lake Tahoe Resort, Spa and Casino; The Ritz-Carlton, Lake Tahoe; and Resort at Squaw Creek
- Free professional planning services from the North Lake Tahoe Convention & Visitors Bureau
- Non-stop flights from California airports
- A scenic drive from Reno/Tahoe International Airport
- Frequent and affordable daily airport shuttles

North Lake Tahoe also offers year-round activities to ensure the ideal combination of work and play. From kayaking and golfing to skiing and snowshoeing, our world-famous alpine lake surrounded by resorts, trails, and courses will leave attendees feeling relaxed and refreshed.

My staff and I are here to serve as your **planning team** whenever you need us. Please call or email me at your convenience to discuss how we can help with your next meeting.

Best Wishes,

Jason Reedy  
Director of Conference Sales  
North Lake Tahoe Convention & Visitors Bureau  
800.462.5195  
jason@go TahoeNorth.com  
GoTahoeNorth.com

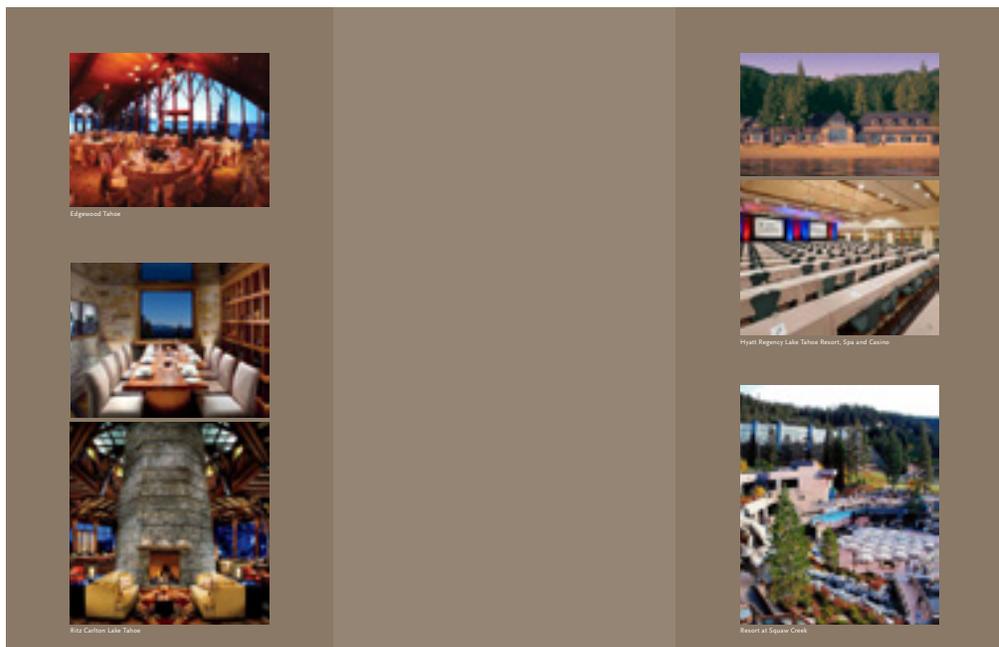
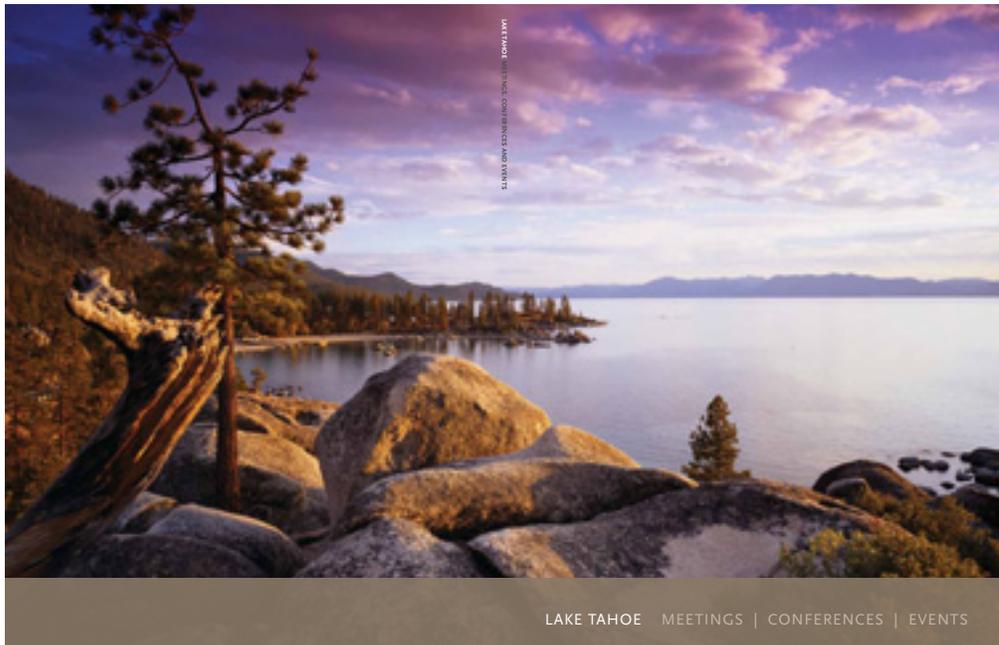
To submit an RFP or to download our newsletter visit  
[GoTahoeNorth.com/meetings](http://GoTahoeNorth.com/meetings).

 Lake Tahoe No. 1 ski destination with Rand McNally and Orvis. No. 1 travel destination with TripAdvisor.

North Lake Tahoe Convention & Visitors Bureau  
P.O. Box 3409, Tahoe City, CA 96146

# Advertising Samples

**Direct:** Conference Folder



## leisure sales

### **Q4, 2011-12 Fiscal Year**

The 4th Quarter of 2011-12 was quite significant for Leisure Sales and North Lake Tahoe in general as NLTRA and partners hosted Mountain Travel Symposium, 2012. MTS is the largest annual travel trade gathering in the ski travel industry and is attended by all major ski resorts, hotels and CVBs in North America, the top domestic and international ski wholesalers and all of the major domestic ski clubs. This incredible showcasing opportunity included travel companies from the US, Canada, Mexico, UK, Germany, Switzerland, The Czech Republic, Spain, Brazil, Argentina, New Zealand and Australia. Over 1,000 attendees in total were a part of the week long symposium.

The major planning for MTS 2012 began one year out and led right up to the event which took place April 15-21. Prior to the kickoff of MTS, North Lake Tahoe hosted a three night, three day VIP travel trade preFAM visit (familiarization visit) to the region in order to showcase as much of the area as possible to top sellers. The fam consisted of 50 attendees comprising of a mix of domestic and international product managers, directors and call center agents. As the main program for MTS predominantly took place in Squaw Valley, this preFAM enabled staff to educate top North Lake Tahoe sellers further on additional partners in the region including the Hyatt Regency, Mt. Rose and Northstar.

In addition to the travel trade VIP preFAM, a group preFAM also took place and consisted of 60 domestic ski club and ski council decision makers. They were able to familiarize themselves with Tahoe City (their stay was split between Granlibakken and The Pepper Tree Inn), Sugar Bowl and Alpine Meadows before they were shuttled over to their respective properties in Squaw Valley to meet up with an additional 65 ski club and ski council trip chairs for the main program of the Group Exchange at Mountain Travel Symposium.

MTS 2012 was a huge success for the North Lake Tahoe partners in the form of showcasing the region as well as for revenue brought into the area during a slower time period in mid to late April. North Lake Tahoe will be eligible and looking to host the symposium again in 2017 or 2018.

US Travel Association's International POW WOW took place immediately after Mountain Travel Symposium in Los Angeles. From April 21-25, staff conducted B2B (business to business) meetings and attended networking events with travel companies from top as well as emerging international markets. Leisure Sales also funded a Media Marketplace table where Pettit Gilwee met with domestic and international press.

Post Mountain Travel Symposium and POW WOW, staff was consumed with generating leads for hotel and resort partners and following up with the travel trade assisting with web site additions including photos, maps, itineraries and partner introductions in hope of further expanding North Lake Tahoe product offerings.

In addition to lead generation and web site and brochure enhancements, staff contracted the North Lake Tahoe Express airport transfer service with all interested domestic and international wholesalers. The other contracted product offered by the North Lake Tahoe Resort Association is the Ski Tahoe North interchangeable lift ticket. Final pricing discussions began to taking place in late April/early May in order to set the program for the 2012-13 season and enable contracting to take place.

May, 2012, marked the first time North Lake Tahoe attended the Australian consumer ski shows. Normally, POW WOW takes place in May but it was held a month earlier than usual which allowed for staff to take advantage of this consumer show tour opportunity Down Under. NLTRA has been buying into the Visit CA travel trade and PR program in Australia/NZ since 2007. The short and long term plan set was to conduct sales and media missions in market and also host travel trade fams and media visits to North Lake Tahoe in order to expand hotel product, educate and train call center agents and travel agents on how to sell North Lake Tahoe effectively as well as host media to generate a buzz and consumer confidence around the destination with articles generated. Having done this successfully for four years, it was time to reach the consumer directly. Staff was very pleased

with show attendance in Sydney and Melbourne. Attendees consisted of qualified skiers and long haul travelers excited to obtain information and learn about the region and ready to book their vacations. State dollars were also leveraged as North Lake Tahoe split booths during the tour with Mammoth Lakes under the CA Snow banner which generated state support and funding to offset costs and make the tour possible for NLTRA.

In addition to the consumer and travel agent ski show circuit, staff layered in call center trainings and sales calls with all of the top ski wholesale companies in Melbourne and Sydney. Media lunches, meetings and events also took place which will result in Winter 2012-13 visits and future coverage. The trip closed with staff hosting media and travel trade to one of the Sydney Warren Miller film premieres in which Ski Lake Tahoe was the ski resort sponsor.

The Fourth Quarter concluded with follow up and lead generation from the Australian sales, media and consumer ski show mission. Companies new to selling North Lake Tahoe were assisted with web site builds and ski and lifestyle publications and freelance press were thanked for their time and pitched again with story ideas for future visitation. Planning also took place on 2012-13 strategy and how to maximize and leverage the dollars available in the Leisure Sales budget to the maximum amount possible.

### **Q1, 2012-13 Fiscal Year**

Staff continued to support RSCVA's Biggest Little City travel trade golf tournament three day event in July. It makes for a great opportunity to network with product managers from the top domestic wholesale companies, OTAs and international receptives, airline reps and coach companies. Of the attendees this year, highlights included Mark Travel, GTA, Bonotel, Travelocity, Orbitz, Expedia, Alpine Adventures, Tourico, AlliedTPRO, Booking.com, Hotwire.com and Priceline.com.

Post BLC, staff hosted Mark Travel and GTA on fam visits touring North Lake Tahoe lodging product. Mark Travel signs domestic and international contracts with the hoteliers selling under Southwest Airlines Vacations and United/Continental Vacations under the Mark Travel Umbrella. GTA is one of the largest international receptive wholesalers; therefore, it was very valuable in getting Ivar Hottentot up to North Lake Tahoe for his first in-depth product fam in many years. New properties are now being offered by GTA as a direct result.

July closed with staff attending SkiTOPS (Ski Tour Operator Professionals) University which was held in Reno July 29-August 2 this year. SkiTOPS was cut out of the budget in 2009; therefore, this was the first time back for North Lake Tahoe in a few years. SkiTOPS consists of domestic ski tour operators. The "university" component is a valuable training tool. Top-performing call center agents are rewarded with a trip out to the conference to experience a new destination and learn selling points during their university sessions. Staff conducted trainings with call centers from the following companies: Alpine Adventures, Great Events and Escapes, High Point Travel, Mountain Reservations, Rocky Mountain Getaways, Ski.com, SkiGroup.net, Sports America Tours, Snow Tours and Tours de Sport. Meetings were also held with the product managers from the operators above along with Expedia, Lifthopia, The Lodging Company and Travelocity.

Immediately following SkiTOPS, North Lake Tahoe partners worked together in hosting a call center agent post fam visit. 25 agents toured 7 properties and were also able to experience some of the following recreational pursuits – golfing, downhill mountain biking, hiking, boating, scenic gondola and aerial tram rides and High Camp. Since many of the companies also sell summer mountain vacations, this doubled in educating them on what's new for Winter 2012-13 while they were also able to experience summer activities.

The NLTRA is a member of the High Sierra Visitors Council, a membership and state funded organization that markets leisure travel throughout the entire Sierra Nevada Mountain Range; one of the 12 regions of California. HSVC is a great way to leverage dollars and enables NLTRA to have a bigger global presence at events such as ITB in Berlin, WTM in London, The Visit CA European Road Show as well as media events in Los Angeles, San Francisco and New York. For the first time, funds and strategy enabled the HSVC to buy into travel trade and PR representation with Visit CA, France.

Being very involved in Visit CA, staff already had relationships with the Director of Visit CA France and helped put together her fam itinerary throughout the High Sierra in early-mid August. The annual HSVC planning meeting was held in conjunction with Murielle Nouchy's visit and enabled her to present and update the members of the HSVC in person.

North Lake Tahoe has already benefited from the new contract with Visit CA France having seen visits from a press trip covering the new XL Airways from Paris into SFO, a product manager fam from Nomade Aventure, one of France's leading adventure tour operators and was also one of the key sponsors of Top Resa, a well attended travel agent event held annually in Paris.

The High Sierra also attended the Visit CA Road Show in Australia and New Zealand in late August. Staff was chosen to attend the road show on behalf of HSVC due to his established relationships with wholesalers, travel agents and media in-market. The Visit CA Road Show consisted of stops in Melbourne, Sydney and Auckland and each had travel trade and media components. Travel agent nights were held in all of the cities where each CA region presented on stage while 200-300+ travel agents ate dinner, were entertained and awarded with prizes. B2B sessions (business to business face to face meetings) were conducted in Sydney with 17 companies and in Auckland with 10 of the top wholesalers selling CA. Media lunches were held in Melbourne and Auckland and a celebrity chef media dinner took place in Sydney with assorted editors, staff writers and freelancers. Staff added in ski-specific sales trainings in each city on behalf of North Lake Tahoe revisiting wholesalers in Melbourne and Sydney and saw Auckland operators for the first time. Staff also coordinated a meeting with the owner of the Warren Miller film tour in Australia/NZ, Mammoth Mountain and Visit CA in hope of securing a CA Snow film tour sponsorship in 2013 since Ski Lake Tahoe is not longer funding the tour.

Upon return to North Lake Tahoe in early September, staff hosted the annual Visit CA UK SuperFAM. Visit CA incentivizes wholesale agents and travel agents with a fam opportunity for those who sell the most British Airways flights into California during a set period of time. 5 separate groups of 10 agents tour the state each for 6 days/nights and then meet up in a different CA city for a final collection of events. North Lake Tahoe hosted the first portion of the "Mountains" itinerary and showcased the region to: Bon Voyage Travel and Tours, The Internet Traveller, Tailormade Travel, Ian Allen Travel, Vacations to America, British Airways and Trailfinders. This year's grand finale event was held in Los Angeles where staff participated in a trade show style evening interacting face to face with the other 40 agents who were not part of the "Mountains" itinerary. The Grand Finale also consisted of other networking events, meals and activities. North Lake Tahoe and partners, Visit CA and the individual agents did a great job capturing the entire experience via social media channels.

September closed with final planning and arrangements for a North Lake Tahoe UK sales and media mission in early October. Staff worked with Black Diamond (Visit CA UK) on putting together sales calls, call center trainings a media day and travel trade evening events in London, Brighton, Crawley and Edinburgh.

# Samples of Generated Media

## The Telegraph Magazine - July 2012



### Taste for adventure

The cooks Sam and Sam Clark of the London restaurant Moo kept a diary of a road trip that they, together with their three young children, took through America's National Parks, sampling local food along the way.

**August 10-11** The high gear eventually brought them to the edge of the Grand Canyon. The canyon was a sight to behold, a vast, deep chasm with a river winding through it. The canyon was a sight to behold, a vast, deep chasm with a river winding through it. The canyon was a sight to behold, a vast, deep chasm with a river winding through it.

**August 12-13** The canyon was a sight to behold, a vast, deep chasm with a river winding through it. The canyon was a sight to behold, a vast, deep chasm with a river winding through it. The canyon was a sight to behold, a vast, deep chasm with a river winding through it.



**December 10th Day 101** The family took a break from their road trip to visit the Grand Canyon. The canyon was a sight to behold, a vast, deep chasm with a river winding through it. The canyon was a sight to behold, a vast, deep chasm with a river winding through it. The canyon was a sight to behold, a vast, deep chasm with a river winding through it.

**December 11th Day 102** The family took a break from their road trip to visit the Grand Canyon. The canyon was a sight to behold, a vast, deep chasm with a river winding through it. The canyon was a sight to behold, a vast, deep chasm with a river winding through it. The canyon was a sight to behold, a vast, deep chasm with a river winding through it.



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## Samples of Generated Media

Telegraph - Sunday - July



Sunday Times - Travel - May 2012





# Samples of Generated Media

July: Out and about with kids - Winter 2012



# Samples of Generated Media

## Holiday Ideas

carry on
holiday ideas

### holiday checklist:

where? **CALIFORNIA'S SKI FIELDS** ✓

how long? **2 WEEKS** ✓

how much? **UNDER \$7500** ✓



**text: Bronwyn Gora**

**FROM VARIETY AND SCENERY PACKED INTO A MANAGEABLE SPACE IT IS HARD TO GO STRAY THE SKI FIELDS SURROUNDING CALIFORNIA'S GLEISTERS LAKE TAHOE. A dozen resorts are dotted in the mountains surrounding the blue jewel, while the economy Mammoth Mountain, a little further south, is an easy three-hour drive away through stunning scenery.**

**OUR TIPS FOR A TWO-WEEK TRIP**

**HYATT AT INLINE VILLAGE - TWO NIGHTS** Hop on a plane to Reno, an hour's flight from LAX, pick up the hire car and head for these luxury digs by the lake. The closest ski fields are Mt. Rose and Diamond Peak, perfect places to warm up for the ski madness of a lifetime. [White Mt](#)

**\$150 per bed (incl. tax)**

**get in the know!** Recent 150 million three-star water expansion from Lake Tahoe each day - enough to supply the LA with water for 5 years.

Every 20 minutes, shuttle buses run to the neighbouring resort of Alpine Meadows, which is also under the same ownership. An immensely satisfying - if unapologetic - ski area, it is favoured by locals and particularly by good skiers who like slopes. There are also fun back bowls and lovely, easy bumps.

**SOUTH LAKE TAHOE - FOUR NIGHTS** The fun capital of California skiing bursts with casinos, world-class entertainment and more first-rate skiing than you can pack a ski pole at. Some of the America's most famous casinos - such as Harrah's, Harveys and the Montecasinos - rise up beside the lake. After a night of margaritas and blackjack, throw your skiis over your shoulder and wander across the road to the lift. Yes, the gondola comes right down into town, a little like a ski lift rising straight out of George St. With minutes the gondola whisks skiers to a mountainous peak, with eye-popping views of the lake. Heavenly spans the stables of Nevada too. There is an excellent new on-mountain day lodge called Tamarack, and miles of easy terrain. Sponsor a couple of days here from make a day trip to Kirkwood for a completely different experience. A more low-key resort, it offers tougher terrain. Spend the final day in the area exploring the popular Sierra At Tahoe. 12 miles to the west of South Lake Tahoe. Here you will find runs cut between the thick forest, terrific terrain parks and large half pipes.

**MAMMOTH LAKES - THREE NIGHTS** Mammoth Lakes is the biggest town visited on this trip and offers a ski field similar in size to Heavenly, but completely different in shape. Seriously steep couloirs and bump run crown several peaks but there is also plenty of easy cruising to be had on wide, expansive slopes. Prepare for weekend lift queues as this is also Los Angeles' favourite resort. The season runs from November to June, one of the longest in the US. (The 1994 season was so huge it ran from October to August).

**Mammoth Resort Casino & Spa - Lake Tahoe** Rooms are quiet but affordable, with rates from \$100 a night. (Total \$400)

**Mammoth Lakes Live** It is and book a condo in The Mammoth Village Lodge from where the ski field is reached via the adjacent gondola. A one-bedroom condo that sleeps two adults costs around \$300 a night. (Total \$900)

**LIFT TICKETS** The Ski Lake Tahoe Interchangeable Lift Pass is valid at seven resorts: Heavenly, Squaw Valley, Sierra-at-Tahoe, Kirkwood, Mt. Rose, Alpine Meadows and Northstar. Travelling 1,200 754 754 is selling a six of nine day pass for \$464. A day pass at Diamond Peak costs \$55

The Epic Pass is one of the best bargains in international skiing. It costs \$559 (\$539 child) for unlimited skiing at not only Heavenly, Kirkwood and Northstar, but also in Colorado at Vail, Breckenridge, Keystone and Arapahoe Basin. Buy the even cheaper Epic Local Pass from Traveler for \$485, which is only valid on the peak holiday dates of 25-31 December, 19 January and 16-17 February.

**TOTAL \$5,971**

\* All prices are per person based on double occupancy. Prices are approximate and based on the exchange rate at the time of writing.

**get in the know!** Recent 150 million three-star water expansion from Lake Tahoe each day - enough to supply the LA with water for 5 years.

**get in the know!** At the water in Lake Tahoe was poured into a bin the size of California, it would be 30 cm deep.



### DESTINATION HIGHLIGHTS

Catch the Tahoe Queen (billed as 'the World's Only Waterborne Ski Shuttle' on its website) from the wharf near the Hyatt Resort for a morning cruise across Lake Tahoe (which never freezes). Alight and then be whisked off for a day of skiing in Northstar. On the return journey enjoy the apres-ski party while watching the sunset over the lake. [www.zaphirens.com/psj/tahoe-queen-ski-shuttle.aspx](http://www.zaphirens.com/psj/tahoe-queen-ski-shuttle.aspx)

### VITAL STATS

Lake Tahoe is home of the most concentrated region of ski resorts in North America. What's more, one third of Lake Tahoe falls in the state of Nevada, home of 24-hour gaming and non-stop entertainment. The Lake Tahoe casinos always have big name musicians, comedians and shows on their agendas.

### WHEN TO GO

Any time from late November to May. Snow is generally heaviest in January (when prices drop and lift lines disappear) after the Christmas/New Year period and February. March is summer and warmer, though crowds return thanks to US university holidays. Most resorts close mid-April but Alpine Meadows, Squaw Valley and Kirkwood can run till mid-May thanks to their higher elevations.

### Trip Tip

Slip-slop-slap - just like the beach. Lake Tahoe's resorts have a high number of sunny days.

### FURTHER READING

Love your skiing with a touch of history? Grab a copy of the book Squawwood from Amazon on the website below. This book is the go-to guide for big mountain skiers and riders visiting Squaw Valley. [www.squawwood.com](http://www.squawwood.com). For everything Lake Tahoe go to [www.laketahoe.com](http://www.laketahoe.com) and [www.laketahoeinfo.com](http://www.laketahoeinfo.com)

# performance measurements

## Leisure Advertising

April - Sept. 2012

April - Sept. 2011

### Advertising/Promotions/Media

#### Leisure Coop Budget Amount

Direct Paid Media Dollars	\$246,989	\$271,573
Added Value Media	\$210,663	\$186,352
<b>Gross Media Impressions</b>	<b>28,887,671</b>	<b>30,735,344</b>

### Response/Inquires

<b>Total paid clicks</b>	52,705	19,352
Average cost per click	\$1.48	\$2.27
Average click thru rate	0.47%	0.44%

#### Total Leads

Number of brochure / planner requests	2,464	2,810
Total email database	36,840	34,330
Total direct mail database	111,928	
Ad recall/awareness	N/A	N/A
Cost per aware visitor	N/A	N/A

<b>Database email open rate</b>	<b>9.41%</b>	<b>10.70%</b>
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<b>Database email click thru rate</b>	<b>7.61%</b>	<b>7.10%</b>
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### GTN Online Activity

Total Visits	502,699	377,805
Total Unique Visitors	422,428	318,737
Cost per Visitor	\$0.58	\$0.85
Percent of Direct/Bookmarked Visitors	13.86%	27.38%
Time Spent on Consumer Website	5:27 min	6:03 min
Number of Repeat Visitors	48,604	70,409
Percent of Repeat Visitors	11.51%	22.09%
Number of Cool Deals Posted	423	317
Cool Deals Pageviews	54,173	57,682
Number of Lodging Referrals	100,665	112,116
Lodging Referrals % of Total Click Thrus	83.3%	83.8%
Click to Call	511	121
Number of Events Posted	1,137	1,079
Search Engine Referrals	257,346	174,281
Organic Search Engine Results		
Avg. Amount of #1 Positions	25	24
Avg. Amount of 1st Page Positions	55	50
Avg. Amount of 2nd Page Positions	9	15

### GTN Geographic Breakdown

Top five DMAs and percent of total visitors	(DMA Numbers)	(DMA Numbers)
San Francisco-Oakland-San Jose: CA	21.62%	19.40%
Sacramento-Stockton-Modesto: CA	13.28%	12.92%
Los Angeles: CA	8.29%	8.26%
Reno: CA-NV	8.27%	6.85%
Philadelphia: DE-NJ-PA	6.24%	1.76%
New York:CT-NJ-NY-PA	4.16%	3.40%
Dallas-Ft. Worth:TX	3.18%	2.15%
Seattle-Tacoma:WA	2.45%	2.87%
Total California visits	223,851	169,797
Percent of total visits	44.53%	45.00%
Northern CA visits	171,360	126,843
Northern CA percent of total visits	40.57%	33.00%
Southern CA visits	52,491	39,010
Southern CA percent of total visits	12.43%	9.90%
Outside CA visits	278,848	207,764
Percent of total visits	55.47%	55.00%

## Social Networking

April - Sept. 2012

April - Sept. 2011

### Facebook - Overall

Number of Total Fans (at end of period)	9,078	4,371
% Increase Fans During Time Period	38%	22%
Friends of Fans	3,201,130	N/A
People Talking About Us	4,260	N/A
Total Reach	85,374	N/A
Enewsletter Opt-ins Via Facebook Tab	79	3

Please note, January 2012 Facebook changed the categories in which analytics are pulled.

For this reason, some numbers from are not available.

### Facebook Sweepstakes

Number of Sweepstakes / Giveaways	1	2
Total Sweepstakes Entries	396	140
Number of New Fans Credited to Sweepstakes	1,484	359
Paid Facebook Media for Sweepstakes	\$800.00	\$341.11
Average cost per click	\$0.57	\$0.81
Average click thru rate	.096	0.053
Total Impressions	800,273	820,528

### Facebook Fan Geographic Breakdown

Lake Tahoe / Reno / Sparks / Truckee	15%	14.3%
Central California / Bay Area	9%	17.2%
Pacific Northwest	<1%	5.1%
Southern California	9%	3.7%
Las Vegas	2%	1.8%
Dallas	<1%	1.4%

### Twitter

Total Followers (at end of period)	3,923	2,878
% Increase Followers During Time Period	14%	16.1%
Listed (Follower Lists)	248	179

### Klout - Twitter Influence Measurement

Average Overall Score (out of 100)	53	45.5
Network (out of 100)	N/A	51
Amplification (out of 100)	N/A	30
True Reach	N/A	1,034

### Flickr

Total Photos/Items	256 photos, 3 videos	197
Total Views (at end of period)	27,976	15,507
Contacts	62	50

### YouTube

Video Upload Views (during period)	2,129	2,629
Overall Video Views (creation through end of period)	30,157	24,860
Subscribers/Friends	59	10

### Foursquare

Number of Tips Posted	30	30
Number of Followers (at end of period)	476	256
% Increase Followers During Time Period	72%	103.2%
Number of Venue Check Ins	84	14

### GTN Blog

Number of Stories Posted	31	28
Number of Social Shares - Total	380	597
Number of Social Shares - Facebook	232	
Number of Social Shares - Twitter	148	45
Incoming Referrals via Facebook	1,184	2,145
TripAdvisor	1,677	587
Internal Referrals via GTN Homepage	215	203
Blog Page Views	14,640	13,085

## Social Networking

April - Sept. 2012

April - Sept. 2011

### Media/Public Relations

<b>Total Public Relations Spend</b>	\$35,371	\$37,538
<b>Media Trade Shows</b>		
Number of trade shows attended	1	1
Number of appointments	65	57
Number of qualified media in attendance	443	125
<b>Media Missions</b>		
Number of media missions	0	0
Number of coop partners	0	0
Number of media contacts	0	0
<b>Media Familiarization Tours (FAMs)</b>		
Number of FAMs	9	12
Number of qualified media participating	51	39
Number of publications represented	132	117
<b>Press Releases</b>		
Number of press releases issued	62	69
Number of press releases downloaded from website	N/A	1729
<b>Number of Media Inquiries</b>	161	234
<b>Number of Media Interviews</b>	57	78
<b>Placements</b>		
Total number of placements	299	404
Regional vs. National	84/16	78/22
Domestic vs. International	97/3	96/4
Percent of LA	3%	3%
Percent of Northern CA	86%	46%
<b>Number of Impressions</b>	38 million	55 million
<b>Advertising Equivalency</b>	\$1.9 million	\$2.6 million
<i>2011 we had \$650,000 generated from Amgen</i>		
<b>% of Positive Media Placement</b>	92%	89%
<b>% of Media Coverage Reaching Target Audience</b>	76%	68%
<b>% of Media Coverage Including Website Address</b>	49%	48%

## Special Projects & Events

April - Sept. 2012

April - Sept. 2011

### Event Marketing

Total Number of events supported	33	30
Total Attendance by Event Supported	265,500	230,000

### Events Supported

Living History Day	X	X
LTPA Donner Lake Paddleboard Race	X	X
Thunderbird Run Paddleboard Race	X	X
Peaks & Paws		X
Opening Day on the Lake	X	X
Lake Tahoe Paddlefest		X
Jam to the Dam Paddleboard Race	X	X
Ta-hoe Nalu Stand up Paddle Festival	X	X
Tahoe Fall Classic Stand Up Paddleboard Race	X	X
Fire in the Sky Soccer Tournament	X	X
Tahoe Expo Sustainable Tahoe		X
Tahoe Sierra Century	X	X
Squaw Valley Institute	X	X
Lake Tahoe Autumn Food & Wine Festival	X	X
Tahoe Big Blue Adventure Race		X
Tahoe XC Ski Dazzle Show Sacramento		X
Tahoe Open Water Swim & Triathlon	X	X
Tahoe Maritime Museum Rack Cards	X	X
Wanderlust Yoga & Music Festival	X	X
Tahoe Sierra Century Ride	X	X
Adventure Sports Week	X	X

## Special Projects & Events

April - Sept. 2012

April - Sept. 2011

### Events Supported

Lake Tahoe Trail 100 Leadville Qualifier -----	X-----	X
Tahoe Trail Running Series-----	X-----	X
Lunafest Film Festival -----		X
Snowbomb Sick & Twisted (April)-----		X
Run to Squaw-----	X-----	X
Xterra Tahoe City -----		X
4th of July Fireworks, TCDA NTBA -----	X-----	X
Burton Creek Run -----	X-----	X
Amgen Tour of California -----		X
Lake Tahoe Triathlon/Duathlon -----	X-----	
Tahoe Youth Ballet -----	X-----	
Gene Upshaw Golf Classic -----	X-----	
Fat Tire Festival -----	X-----	
Royal Gorge Round Up Equestrian Event-----	X-----	
ProGRT Mountain Bike Race -----	X-----	
Sideways Slalom -----	X-----	
Ca. State Parks Snow Heritage Festival -----	X-----	
Rahives Banzai Ski Tour-----	X-----	
Flow Arts Festival-----	X-----	
Tough Mudder -----	X-----	

### High Notes Summerlong Music Marketing Campaign ----- X----- X

Free and ticketed music events in all resorts and towns on the Northshore and Truckee.  
 Included Lake Tahoe Music Festival, free concerts on the beaches, in the resort villages and amphiteaters,  
 Shakespeare at Sand Harbor, live music in all the casinos, clubs and restaurants.

### Fall Marketing Campaigns

Tahoe Big Blue Adventure Race -----		X
Lake Tahoe Autumn Food & Wine Festival -----	X-----	X
Kings Beach Arts & Crafts Fairs-----		X
Lake Tahoe Marathon Week-----		X
Village at Squaw Valley Oktoberfest-----		X
Art Bark Festival -----		X
Native American Basket Weavers Market -----		X
Foam Fest -----		X
Holiday Craft Faire Tahoe City -----		X
Passport to Dining -----		X
Kings Beach-Tahoe City Farmers Markets-----	X-----	X

## Conference/Group Sales

April - Sept. 2012

April - Sept. 2011

### Conference Coop Budget Amount

Direct Paid Media Dollars	20,495	\$15,725
Added Value Media Dollars	7,825	\$9,876
Partner Leveraged Dollars	5,750	\$8,462

### Leads

Number of leads	72	69
Lead room nights	17,671	26,888
Web page visits	10,103	4415

### Booked Business

Number of bookings	35	22
Booked room nights	16,926	8,877
Booked attendance	8,443	3,575
Booked Room Revenue	\$2,923,397	\$1,936,799

### Lost Business

Number of lost opportunities	19	27
Lost room nights	6,006	5,399
Lost attendance	3,571	1,776

### Arrived Business

Number of bookings	30	19
Number of booked room nights	6,362	4,330
Number of booked attendees	2,950	1,776
Booked attendees spending	\$1,114,084	\$631,599

### Personnel Productivity Metrics

Number of leads-sales person A	33	69
Number of bookings-sales person A	22	22
Number of booked room nights - sales person A	15,644	8,877
Number of leads-sales person B	39	
Number of bookings-sales person B	13	
Number of booked room nights - sales person B	1,282	

## Travel Trade/Sales

April - Sept. 2012

April - Sept. 2011

<b>Total Travel Trade Spend</b>	\$51,000	\$48,000
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### Leisure Trade Shows

Number of trade shows attended	10	3
<i>Along with shows listed below, staff attended the Visit CA Australian/NZ Raod Show on behalf of the High Sierra Visitors Council</i>		
Number of Coop shows	9	3
<i>Attended SkiTops University for the first time in three or four years and attended Australian consumer and travel agent ski shows for the first time</i>		

### Number of Sales Missions (call center trainings)

Domestic	12	5
<i>Trained top call center agents at SkiTops University from 10 ski wholesalers and conducted 2 online trainings</i>		
International	17	22

### Leisure Familiarization Tours (FAMs)

	12	13
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### Number of Site Inspections

	60	57
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### Wholesale Product Placements

Domestic Brochure Placement	30	35
<i>Moving away from brochure production to online-only models where North Lake Tahoe presence is increasing</i>		
International Brochure Placement	79	80
<i>Ski Safari no longer prints a brochure</i>		
Number of NLTRA Pages with Domestic Suppliers	65	73
Number of NLTRA Pages with Internatinal Suppliers	99	100
Number of Properties Featured on Domestic Websites	40	32
<i>Including OTAs as we always have</i>		
Number of Properties Featured on International Websites	15	13