



north lake tahoe

North Lake Tahoe Performance Report

October 2012 through March 2013



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INTRODUCTION

We at the North Lake Tahoe Resort Association (NLTRA) are happy to present our Six Month Performance Report – October 2012 to March 2013. 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 2nd and 3rd Quarters of fiscal year 2012/13.

As this six month period began, we had just come off a record summer season in visitation and TOT collections (Q1 2012/13). Late summer and early fall weather in the Tahoe basin were spectacular, creating a great opportunity for specific segments of our market to travel to North Lake Tahoe. As summer came to an end, and the weather stayed nice, the hiking, biking, water and beach trails became less crowded. Coupled with attractive lodging pricing and a plethora of outdoor activity, the fall season in North Lake Tahoe was positioned well for increase consumer overnight visitation.

The second quarter of FY 2012/13 brought very nice late summer and early fall weather to the Tahoe Basin which was followed by strong and consistent snow storms in late October and early November. Most ski resorts in the region were either in full or partial operations by the Thanksgiving holiday. Snow continued to pile up throughout December, creating a solid base and expanded terrain for the resort operators to utilize. A strong Christmas to New Year holiday period was experienced and according to the Placer County TOT report for Q2 2012/13 collections ended up 16% ahead of the prior year period and approximately 1.5% below the record second quarter period of FY 2010/11.

Excellent conditions created by early season snowfall was somewhat impacted with a virtual drought of storms in the January to early March period. However, resort infrastructure and investments in snowmaking and grooming equipment kept the on-slope conditions in great shape. Great on-mountain conditions coupled with easy road access and limited weather impacts, the resorts experienced a strong winter season and one comparable to the best third quarter on record.

According to the Mountain Travel Research Project (MTRiP), the winter 2012/13 ended with a 9.2% increase in occupancy as compared to the prior period winter and an increase of 8.7% in average daily rates and a 18.7% in revenue per available room. Although healthy comparisons to the prior year, it is important to note last winter was a below average winter with very little snowfall prior to January and an overall seasonal snowfall totals registering as one of the lowest in recent history. However, when comparing the FY 2012/13 winter to the FY 2010/11 winter (which was one of the highest snowfall total on record) occupancy rates in FY 2012/13 were relatively flat to FY 2010/11, average daily rates were up 2.4% and revenue per available room was up 4%.

The NLTRA'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.

MARKETING AND ADVERTISING

This period (Q2-Q3) was the first period that the new consumer marketing agency, School of Thought, was contracted to provide advertising and marketing services for the North Lake Tahoe region. Much of their first few months on the account were spent analyzing our past efforts and success. This discovery period gave the new agency a solid base for future recommendations on creative executions, media placements and improvements in reporting structures.

During the previous year, occupancy declined and a majority of it was attributed to the depleting awareness in the Bay Area. So our focus this year was to strengthen our awareness and boost reservations with Bay Area consumers. We accomplished this by creating an integrated media approach that reached consumers at multiple touch points. We built awareness by saturating the Bay Area with Out-Of-Home and bringing back Television for the first time in 5+ years. In addition, we reached passionate outdoor travelers through print, social and vertical related websites. Finally, we capitalized on our efforts by utilizing digital, mobile and search to reach our consumer at the point of sale (conversion phase).

Beyond traditional tactics, we developed unique ways to reach our audience and spark conversation. We used powerwashers to reverse graffiti on dirty surfaces with our messaging, leaving a clean lasting placement. We opted to utilize the entire bus back for placements, versus the given space and created captivating extensions on our billboards. In addition, we developed the first North Lake Tahoe influencer program, in which we invited 6 well known bloggers to North Lake Tahoe for a weekend and had them share their experience with their dedicated followers. In addition to new tactics, we found ways to create efficiencies by utilizing our TV spot in our mobile and digital ads. With all of our efforts we reached over 90 million impressions.

This year our media budget was decreased by 12%, yet we were able to reach 5x the impressions as the previous year. We did so by taking advantage of key package opportunities. For example, with our television buy we were able to match each primetime spot purchased for only \$1, so we received primetime spots at a 2:1 rate. Through negotiations we managed to save \$613,982 from the original media costs. Plus North Lake Tahoe received an abundance of bonus, with an additional 2,000 bonus TV spots, an extra 20 million OOH impressions and 4 million digital impressions.

Our advertising was very well received this year. We generated a .16% click thru rate and a \$1.48 cost per click with our digital efforts (not including search). With the 35,000 clicks we drove, 9,500 consumers reached key areas of our website with over 4,000 landing on the lodging or Cool Deals pages. In addition to the high engagement we received, our campaign was referenced in various trade publications and numerous social media outlets.

Several cooperative marketing programs were also conducted during this time including participation in the North Lake Tahoe Wedding and Honeymoon promotion, the Regional Marketing Committee, Mountain Travel Research Project, Sierra Ski Marketing Council and California Snow

Overall our efforts drove an 8.2% increase in room occupancy in comparison to the same 6 month time period the previous year. Plus we were able to do this with a 6.5% increase in room rates. This led to a 15.1% increase in RevPar during this time period. For future booking, we're already up 27% in bookings for the next 6 months and our goals are perpetually growing as we move forward.

ADVERTISING SAMPLES

TELEVISION

Asset	Detail	Run Dates	# Delivered
Paid Spot Schedule	-:30 second paid pot schedule in Contra Costa, Marin, Mid Pen, San Fran, San Jose; South Pen Zones -15% term discount given off zone rates Additional 15% agency discount provided	1/7-2/24/13	952x
2:1 \$1 Spot Bank	-2:1 \$ spot bank; 15 second bookend spots. in Contra Costa, Marin, Mid Pen, San Fran, San Jose; South Pen Zones	1/7-2/24/13	3,222x
Bonus Spot Bank	-:30 second bonus spot schedule in Contra Costa, Marin, Mid Pen, San Fran, San Jose; South Pen Zones	2/4-2/24/13	1,683x
Xfinity Digital Campaign	Digital Campaign 300x250 728x90	1/7-2/24/13	979,928 impressions/571 click thru's

Analysis:

After a 5-year hiatus, North Lake Tahoe has made a return to television. We've managed to secure primetime spots on high impact networks. By making a return to television, we're able to fulfill a multi-screen marketing approach and increase awareness through television's broad reach.



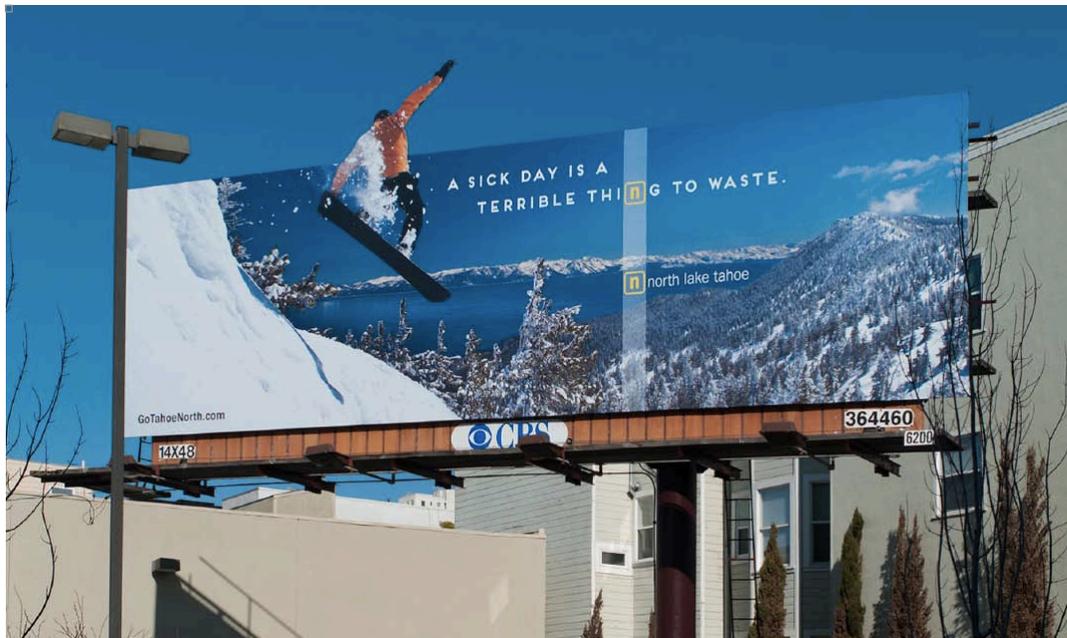
OOH

Timing: 12/31/12 – 3/10/13 (each placement varies in timing)

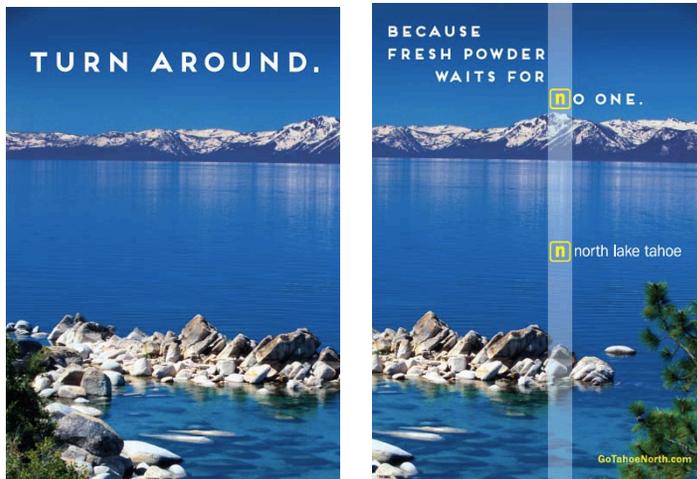
Total Impressions: 64,994,264 (upon campaign completion)

Placements:

- 13 billboards (including - 1 bay Bridge, 1 Oakland Coliseum & 1 Broadway tunnel)
- 10 mini billboards (10'x 22' billboards)
- 12 bus shelters
- 2 Ferry building placements
- 25 Full Bus Backs
- 180 BART interior cards
- 280 bus interior cards
- 200 powerwashings



Spectacular



Bus Shelters



Powerwashing



Bus Backs

DIGITAL

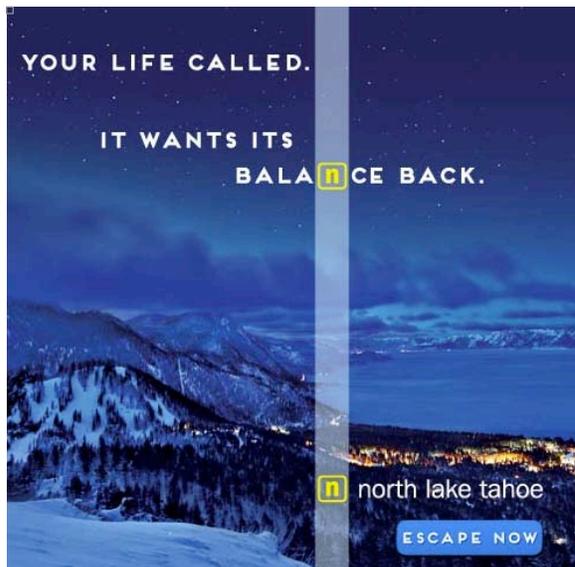
Timing: 1/22 - 3/10

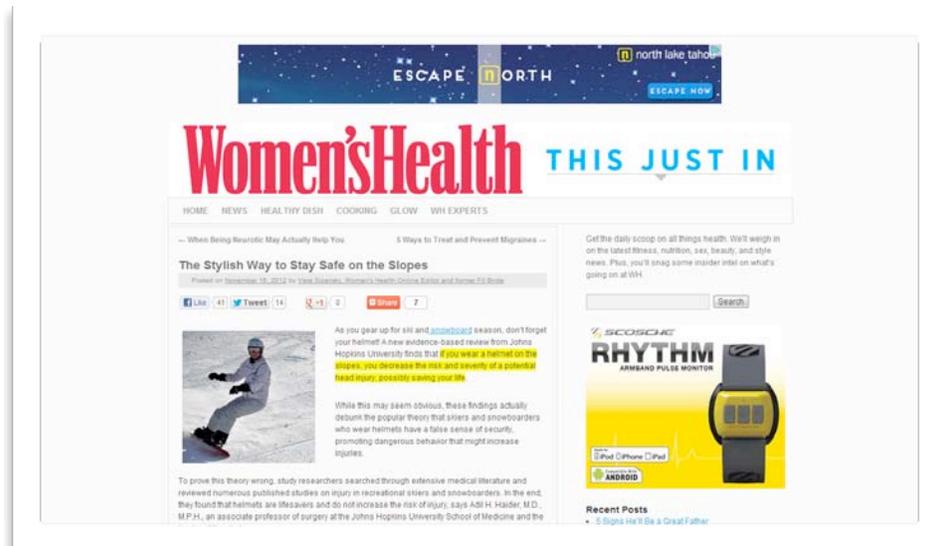
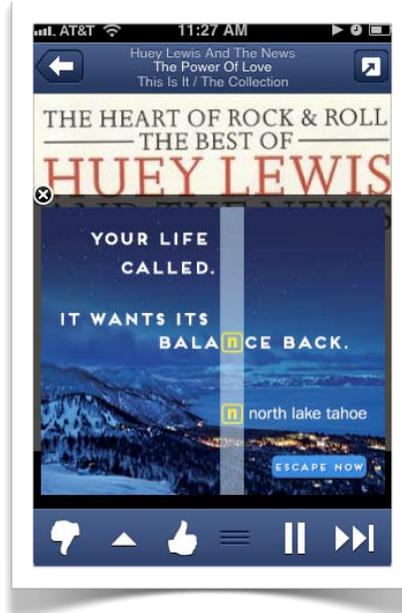
Campaign Partners:

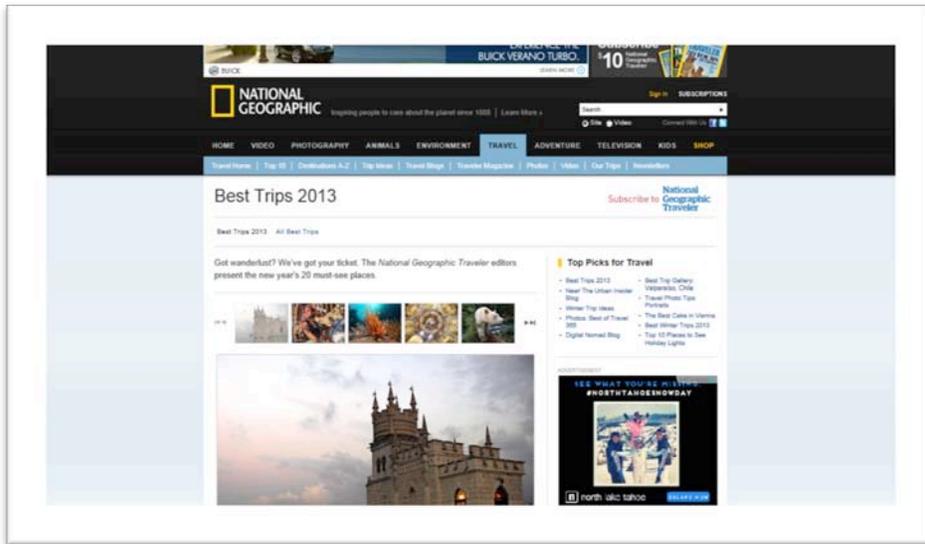
- Collective Media - 728x90/300x250
- Specific Media - 728x90/300x250
- RadiumOne - Video/ 728x90/300x250
- Trip Advisor - 728x90/300x250
- Pandora - :15 sec audio/banners
- OnTheSnow - 728x90/300x250
- Instagram - 300x250

Total Digital Impressions Served: 21,103,880

Campaign CTR: 0.16%

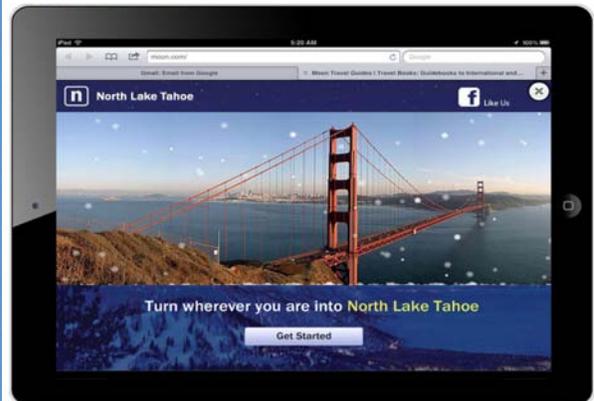






MOBILE

Partners: Voltari & Appsnack
 Timing: 2/18 – 3/10
 Total Impressions: 1,699,620
 Engagement Rate: 0.96%



SOCIAL INFLUENCER "ESCAPE" WEEKEND CAMPAIGN

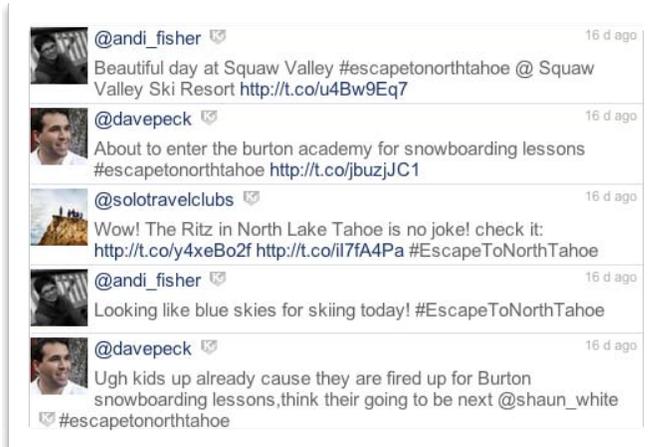
Timing: 1/11/13-1/13/13

Total Related Posts: 199

Total Impressions: 5,703,851

Total Unique Impressions: 350,112

Total influencer re-tweets: 60



PRINT

Diablo Magazine

Insertion: Full Page Full Color

Editorial: Diablo Wellness, North Lake Tahoe Feature (January)

Circulation: 42,162

Rate: \$3,895

[special advertising section]

MAKE FOR THE MOUNTAINS

**CLOSER THAN YOU THINK,
NORTH LAKE TAHOE BECKONS THE SUBZERO CROWD**

Winter has arrived in the Sierra Nevada, blanketing its lofty peaks and ranges with that delightful frozen concoction known as snow. It's the stuff dreams are made of, an ethereal gift from the skies that drives snow-sports enthusiasts mad with joy, as they plummet down the slopes on skis, snowboards, toboggans, and sleds from now through early spring.

And the only place to truly revel in this frozen fluff is North Lake Tahoe, where tens of millions of dollars in improvements continue to shape the region into an alluring, world-class winter destination.

ALL PHOTOS PROVIDED BY NORTH LAKE TAHOE

WHEN YOUR KID ASKS
ABOUT THE STARS,
DO BETTER THAN A  APP.

Nearby lies a place where kids actually forget about television for an hour or two. Where couples remember their first dates, easily. Where you always say, the cell phone was out of range. Even when it's not. This is the beauty of Tahoe.

GoTahoeNorth.com

 north lake tahoe



Special advertising section

Unleash in a variety of ski and snowboarding resorts, cross-country ski areas, tubing hills, snowmobile trails, and exciting winter activities. North Lake Tahoe visitors to spend their days followed by supremely relaxing evenings that define the North Lake Tahoe experience. The dining, partying, shopping, and an uncountable number of activities.

Your best guide to everything North Lake is GoTahoeNorth.com, which will find the latest news and information, upcoming events, links to ski area websites, lodging, vacation rentals, dining locations, and local retail shops going on throughout the winter season—and beyond.

NEW, HASSLE-FREE SHUTTLES

This year marks the debut of a dedicated North Lake Tahoe ski shuttle (GoTahoeNorth.com), which from December 22 to March 31, on weekdays and during holiday weekends, offers free, free-of-charge transportation between the region's major ski resorts (Squaw Valley Alpine Meadows, Northstar California, Homewood, Champion Peak, Sugar Bowl, Donner Ski Ranch, Sierra, Soda Springs, and Heavenly), offering guests and visitors to leave their vehicles back at their homes or condos. The shuttle will have eight buses in its fleet, each with a minimum of 30 seats and will be carrying ski equipment. Alpine Meadows and Squaw Valley can now frequent free shuttles between

the mountains, and their ski pass is good in both for complete schedule and contact information on public transit service between Truckee and the Donner Summit resorts of Sugar Bowl, Donner Ski Ranch, Soda Springs, and Sierra, and other their visit fun-shuttles for Homewood, Northstar, and Champion Peak ski areas. See the trip planning pages of individual ski area websites.

A REVITALIZED ROYAL GORGE

North Lake Tahoe is one of the world's best destinations for the burgeoning world of cross-country skiing, and there's big news in that vein with the expansion and revitalization of Donner Summit's Royal Gorge, adjacent to Sugar Bowl Ski Resort. With over 200 kilometers of trails and approximately 6,000 acres of terrain, Royal Gorge is the largest cross-country ski resort in the nation. Royal Gorge cross-country skiing starts from the beginner-friendly, scenic expanse of Lake Norman Meadows to the challenging trails at the foot of Mariposa Devil's Peak. The Summit Station lodge is the center of the cross-country resort, and a warning that all the equipment trail system. A bundled season pass provides dual access to Royal Gorge and Sugar Bowl.

Visit GoTahoeNorth.com for exciting Nordic skiing and snowboarding opportunities at Tahoe Donner (102 kilometers of trails), Tahoe Cross Country (89 kilometers,

Northstar California (95 kilometers), and the Resort at Squaw Creek (18 kilometers).

TAHOE'S BIG MOUNTAIN TAG TEAM: SQUAW VALLEY-ALPINE MEADOWS

This season marks the second year of a \$70 million improvement plan at **Squaw Valley** (squamvalley.com) and sister resort **Alpine Meadows** (alpinemeadows.com). The on-mountain improvements include a completely reimagined terrain park and a new high-speed six-passenger chairlift—the Big Blue Express—which replaces the high Camp chairlift. The chair will extend all the way from High Camp to the top of the Shirley Lake region, providing easy access to the Shirley Lake, Soda Lake, and Conner Chair chairlifts.

Squaw's comprehensive resort-wide and family terrain parks include mini features for learning how to make first turns, a kids' cross-country, a family cross-country, and a family ski-in/ski-out area. New level terrain parks at Squaw feature a massive expansion of the Cold Coast terrain park, as well as the return of the signature mountain terrain park this spring. At Alpine, you can tackle Tahoe's only mile-long terrain park.

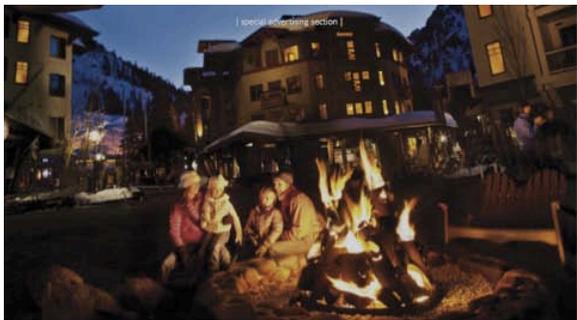
Squaw Valley and Alpine Meadows boast unrivaled beginner, intermediate, and expert terrain across 6,000 skiable acres, with 43 lifts, 270-plus



Squaw Valley, with its scenic beauty and world-class skiing, is the perfect destination for your winter vacation. Enjoy the best of both worlds with a stay at the new **Village at Squaw Valley**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$129** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**

Alpine Meadows offers a world-class skiing experience with its scenic beauty and world-class skiing. Enjoy the best of both worlds with a stay at the new **Alpine Meadows**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$129** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**

Enjoy the best of both worlds with a stay at the new **Squaw Valley Lodge**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$149** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**



Special advertising section

Enjoy the best of both worlds with a stay at the new **Squaw Valley**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$129** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**

A DONNER SUMMIT CLASSIC SUGAR BOWL SKI RESORT

At the heart of North Lake Tahoe, the Donner Summit Classic Sugar Bowl Ski Resort offers a world-class skiing experience with its scenic beauty and world-class skiing. Enjoy the best of both worlds with a stay at the new **Donner Summit Classic Sugar Bowl Ski Resort**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$129** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**

Enjoy the best of both worlds with a stay at the new **Squaw Valley**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$129** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**

COMFY, ROMANTIC LODGING ON THE LAKE

Enjoy the best of both worlds with a stay at the new **Squaw Valley**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$129** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**

FEATURED PARTNERS

RESORTS:
Squaw Valley
7900 Squaw Valley Rd.
Dorson, CA 96146
(800) 403-0206
squamvalley.com

Sugar Bowl Resort
425 Sugar Bowl Road
Nevada, CA 95974
(530) 426-9000
sugarbowl.com

RESOURCES:
North Lake Tahoe Visitors & Convention Bureau
1000 Village Crystal Bay
Walker, CA 96148
(800) 854-6348
GoTahoeNorth.com

LODGINGS:
Pinecroft Lakeshore Resort
1834 North Lake Blvd.
Tahoe Vista, CA 96148
(800) 372-5278
MlTahoe.com

Visit GoTahoeNorth.com for more on North Lake Tahoe and special offers from these partners

Enjoy the best of both worlds with a stay at the new **Squaw Valley**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$129** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**

TAHOE BOUND?

Enjoy the best of both worlds with a stay at the new **Squaw Valley**. 4.5-7.5 package - 4 nights/3 days of ski lift access, 2 nights/1 day of ski lift access, and 1 night/1 day of ski lift access. **\$129** per night. Includes breakfast, parking, and ski lift access. **877-387-2140**

SUGAR BOWL RESORT

It's Your Turn.
Enjoy More Snow, More Elbow Room & Easy Access.
Join the CORE and save \$10 on your lift ticket.
Learn more at: SugarBowlResort.com

MOURELATOS LAKEHORE RESORT

Say on the Lake for a perfect escape!
32 Lake View Studio Suites
Less than 30 minutes from every North Lake ski resort
Ski & Stay packages
MlTahoe.com 800.2.RELAX.U
RELAX. ENJOY. CHERISH.

Southwest Spirit

Insertion: 2/3 Page Full Color

Editorial: Reno/Tahoe Insert

Circulation: 3,334,000 (total readers)

Rate: \$11,250

- #1 in Reno with 1,092,778 annual passengers and 57.4% market share
- #1 carrier in the Western U.S.
- 47% of subscribers have a HHI of \$100,000+



Conde Nast Traveler

Insertion: Half Page/Full Color

Editorial: Family Travel Issue (Feb/Mar)

Circulation: 352,000

Rate: \$7,415



WHEN YOUR KID ASKS
ABOUT THE STARS,
DO BETTER THAN A  APP.

Nearby lies a place where kids actually forget about television for an hour or two. Where couples remember their first dates, easily. Where you always say, the cell phone was out of range. Even when it's not. This is the beauty of Tahoe.

GoTahoeNorth.com  north lake tahoe

PUBLIC RELATIONS

Thirty-four news releases and 24 Recreation Updates were distributed to our targeted media outlets during this period, including distribution to national and regional print, broadcast and online entities.

The PR team fielded 153 media inquiries from journalists, domestically and internationally, regarding North Lake Tahoe story ideas, requests for interviews and digital images. We also hosted 14 journalists on press trips to experience the destination firsthand. They included writers and photographers with Snowboarder Magazine, Ski Magazine, The Washington Times, About.com, The Better Show and the Huffington Post.

As part of our public relations plan, we leveraged a number of winter events, such as SnowFest, Carve Tahoe and Learn to Ski, to generate significant editorial for North Lake Tahoe. This was key, especially since most of the events occurred during atypical winter weather – little snowfall. It gave journalists an opportunity to write about something positive.

We also generated considerable ink with our “Tahoe to Bid on X Games Winter Event” news release. The Associated Press picked up this story, including a quote by Chief Marketing Officer Andy Chapman, and broadcast, print and online media outlets from all over the world published the story.

Another newsworthy item that was promoted through our public relations efforts was North Lake Tahoe’s first-ever free ski shuttle. This story was also covered by the Associated Press and published in major media outlets across the country.

Over the last six months, we’ve generated noteworthy media coverage in a number of our targeted media outlets, including articles placed in Successful Meetings Magazine, Meetings & Convention Magazine, Marin Independent Journal, San Jose Mercury News, Oakland Tribune, San Mateo County Times, Sacramento Bee, Reno Gazette-Journal, Los Angeles Times, and the Chicago Tribune.

PUBLIC RELATIONS SAMPLES

Note: please be advised that any links to the pages may have changed since we created the snapshot.

Article: *The Press Democrat*

□

Snow for the holiday at Sierra resorts

ASSOCIATED PRESS

Ski resort operators are rejoicing after a string of storms brought an early winter to the Sierra Nevada just in time for the Thanksgiving holiday period.

While they still need more snow to kick into full operation, tourism officials are thankful that an abundant early snowfall allowed some resorts to open early after a subpar snowpack last winter.

"It's going to be a white Thanksgiving," said Andy Chapman of the North Lake Tahoe Chamber/CVB/Resort Association.

Among Lake Tahoe-area resorts already open for the season are Boreal, Heavenly, Kirkwood, Northstar and Squaw Val-

ley. Mammoth Mountain, just east of Yosemite National Park, also has kicked off the new season.

Kirkwood reported 24 to 30 inches of snow over a 48-hour period ending Sunday following another storm that dropped heavy snow last week. Over a 24-hour period, Squaw Valley and Boreal each received up to 15 inches of snow and Heavenly 6 to 8 inches of snow.

"The early-season conditions are really good and are looking even better going into this holiday week," Kirkwood general manager Casey Blann said.

Elsewhere, Mt. Rose plans to open on Wednesday, Sierra-at-Tahoe on Thursday, and Alpine Meadows and Tahoe Donner on Dec. 7.

On Sunday, one of 12 lifts was in operation at Kirkwood, while three of 29 lifts were in operation at Heavenly.

To the south, seven of 28 lifts were in operation at Mammoth Mountain.

SFGate 56° F San Francisco, CA (change)
Overcast Today 52/66 Thu. 52/64
Wednesday May 08, 2013 11:19 AM PT
Web Search by YAHOO! Businesses Sign In | Register

Home News Sports Business Entertainment Food Living **Travel** Blogs Shopping Index WEEKLY AD
Cars Jobs Real Estate

Weekend Getaways | SF Guide | Neighborhoods | Wine Country | Monterey-Carmel | Reno-Tahoe | Hawaii | Mexico

At Tahoe, off-slope adventures abound

Janet Fullwood
Updated 1:22 pm, Friday, February 1, 2013

0 Tweets 9 Likes 0 Shares

Comments (0)
Larger | Smaller
Printable Version
Email This
Font

This time of year it's difficult to think of Tahoe with anything by a one-track (or two-ski-track) mind.

But the dominant culture of snow sports can be misleading in a place with more than its share of diversions that have nothing to do with boards, bindings or lift tickets that require a third mortgage. Yes, there are other refuges for nonskiers than to toss dice in a casino or sit around in a condo watching Squallywood ski porn.

Off-slope offerings at Northern California's favorite winter playground cater to all ages and persuasions, and in a heavy snow year like this one, the only limitation is your level of motivation. Think fireplaces, cozy restaurants and both outdoor and indoor adventures.

Using Truckee as a base, you'll be within 30 minutes of myriad places to play on Tahoe's North Shore.

Why now? It's a winter wonderland up there. Consider: 173 inches of snow fell at Northstar California's 8,300-foot summit in December, compared with nary a flake the December before. The scenery looks so different than in summer, you'd think you're on another planet.

The backstory: Tahoe's signature ski town, Truckee is a walkable blend of Old West funkiness, New West sophistication and an energy level stuck on high.

Checking in: Cedar House Sport Hotel is a rewarding choice both for its unusual Eurodecor and its avant-garde restaurant, Stella. Breakfast and afternoon hors d'oeuvres are complimentary, and the in-house tour company can arrange private snowshoe outings and other adventures that include transportation and equipment.

River Street Inn, walking distance from the Truckee train station and just a block from the main drag, is a convivial, alpine-style bed-and-breakfast well situated for those who want to eat out or party late without having to drive.

Spend your day: Explore Truckee, from the boutiques and galleries on Commercial Row to the pioneer history exhibits at Donner Memorial State Park (bring snowshoes for a gorgeous tromp through the woods).

If speed's your thing, redirect that \$170 you might have spent on lift ticket and rental gear to a two-person snowmobile tour that will have you vrooming to a panoramic viewpoint overlooking the lake. Also high-end is a dog-sled tour or horse-drawn sleigh ride at the Resort at Squaw Creek.

On the budget end, it costs just \$5 to swoon over classic wooden boats from the 1920s on display at the Tahoe Maritime Museum at Homewood.

Photo Galleries

Displaying 1-3 of 40

- S.F. International Film Festival 2013
- Most influential athletes of 2013
- Converse tennies comes to SF

EXCLUSIVE MAUI GETAWAY

Up to 50% off when you stay 5 nights
The Residences at Kapalua Bay



From Around the Web

- Former Celebs Who Now Work Normal Jobs (Perez Hilton)
- Lingerie: Then and Now (LT Insider)
- How to spin a tale with the best wordsmiths in the world (Ireland.com)

[?]

Most Read | Most Commented

- Singer arrested in Calif. murder-for-hire plot
- McDonald's reaching out to Ohio man
- In Ohio neighborhood, suspect was familiar figure
- Niners' new stadium will carry Levi's tag
- Pope to nuns: Don't be old maids
- Kate Middleton paid how much for a baby stroller?
- Giants lose to Phillies, 6-2

Today's Deal

\$99 - Gayot Top 10 Spa Hotel: Massage or Facial w/Pedicure



SALE ENDS IN 4d:12h:50m
PRICE
buy now!

sfgatedailydeals.com



The Washington Times
COMMUNITIES
Social journalism from independent voices



Youth soccer player may be charged with homicide by assault

TWT HOME
OPINION
SPORTS
CULTURE
BOOKS
BLOGS
COMMUNITIES
PHOTO GALLERIES
Google Custom Search

ENTERTAIN US
FAMILY
GLOBAL
LIFE
SPORTS VIEW
POLITICS
RELIGION
FOOD & TRAVEL
HEALTH & SCIENCE
BUSINESS

COMMUNITIES HOME
SPORTS VIEW
SPORTFOLIO
ABOUT US
WRITE FOR US
CONTACT US
FEEDS
TERMS

Winter Get-away: Lake Tahoe skiing at Squaw Valley, Alpine Meadows

Comment | Tweet | Share | Print | 3 | EMAIL | More | Like | 0



GET TWO
SAFE Driving Bonus!
CHECKS A YEAR

QUOTE NOW Allstate

Photo: Steve Jurvetson, via flickr

Monday, February 4, 2013 - Sportfolio by Jill K. Robinson

Jill K. Robinson



Ask me a question.

HALF MOON BAY, Calif., February 4, 2013 — Breathtaking views of Lake Mo...

Tahoe, sweet Sierra skiing and easy proximity to the San Francisco Bay Area are only some of the reasons to pack your bags and head off to Tahoe's North Shore this winter, while the snow is still good. If it's been a while since your last trip to the slopes at Squaw Valley and Alpine Meadows, it's time to consider a return visit.

Because both resorts have merged operations, there's only one mountain pass to worry about. Shuttles connect Squaw and Alpine, so you don't have to think about driving yourself. Between Squaw's 3,600 skiable acres spread across six peaks and Alpine's 2,400 acres for skiing, there are plenty of options for skiers of all levels of experience. At the moment, I'm still an intermediate skier, and after two days, I felt I had plenty of trails to play on.



Head out with sled dogs for an alternate to an afternoon of skiing. (Photo: Steve Jurvetson, via flickr)

Home to the 1960 Winter Olympics, Squaw Valley's miles of groomed trails, wide-open bowls, big beginner areas, world-renowned steeps, and manicured terrain parks and pipes offer a wealth of ways to fill your day. Improve your skills with a lesson or just hit the slopes yourself and have fun. Don't skip a look at the events calendar for everything from competitions to ski adventures to après specials.

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IN CASE YOU MISSED IT



Star Trek fans see double in Audi's new Spock vs. Spock video

<http://communities.washingtontimes.com/neighborhood/sportfolio/2013/feb/4/winter-get-away-lake-tahoe-skiing-squaw-valley-alp/>

Article: Transworld Snowboarding

TRANSWORLD SNOWboarding

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WHAT'S BETTER THAN AWESOME? CAMP WOODWARD NOW 2x THE FUN WITH SNOW!!!

DON'T MISS THE BEST SUMMER YET!

LAKE TAHOE TO BID FOR X GAMES WINTER EVENT

By Ben Gavelda
Mon, Jan 21 2013 1:44 pm | 0 Comments

Like 46 Tweet 5 Pin it +1 0 SHARE: f t s

SQUAW VALLEY Alpine Meadows Media Alert

Lake Tahoe to Bid for X Games Winter Event

[Lake Tahoe, Calif./Nev.] January 18, 2013 - The X Games could take place at the "Best Lake in America" (USA Today), Lake Tahoe in 2015-17. ESPN, which owns the X Games franchise, announced qualified entities representing cities today and Lake Tahoe was listed among the eligible destinations. Finalists will be determined by April 2013 and host cities will be announced by the end of 2013. (www.visitinglaketahoe.com)

The X Games bid is being sponsored by the Lake Tahoe Sports Organizing Committee, a new entity created to bring marquee events to the area and generate overnight stays while promoting Lake Tahoe to a global audience. Committee partners include the Lake Tahoe Visitors Authority, North Lake Tahoe Chamber/Convention & Visitors Bureau/Resort Association, Heavenly Mountain Resort and Squaw Valley amongst others.

According to ESPN, past X Games winter events have yielded substantial results for host cities. Aspen estimates that the X Games generates up to \$10 million in identifiable benefits. The event, historically held in January or February, has attracted 20,000 to 25,000 spectators per day. The broadcast distribution alone for the X Games Aspen 2012 reached 232 million homes in 192 countries and territories. Exposure included 3.6 million (and growing) Facebook fans. Social media mavens have also boosted the grassroots popularity of the event by capturing and sharing breathtaking photos, high-energy videos and real-time updates on athletes that demonstrate the appeal of the game.

"Hosting an event of this caliber would provide significant economic impact for the destination," said Carol Chaplin, Executive Director of the Lake Tahoe Visitors Authority. "The demographics of the X Games align perfectly with attractions and appeal of Lake Tahoe and its combination of outdoor recreation, spectacular natural beauty and 24-hour lifestyle."

"The X Games is a unique opportunity to showcase winter sports in Lake Tahoe to a targeted domestic and international audience," said Andy Chapman, Chief Marketing Officer of the North Lake Tahoe Chamber/Convention & Visitors Bureau/Resort Association. "It's a fantastic chance to tell the world about our phenomenal snow conditions, prestigious training grounds and the many and varied resorts that make up Lake Tahoe."

The inaugural event was in 1995 and includes extreme sports (hence the name) ranging from Snowboarder-X (Boarder Cross), Slopestyle, Superpipe, Big Air/Best Trick, Snocross and Freestyle Snowmobiling.

Competitions would be conducted at Heavenly Mountain Resort and Squaw Valley.

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For the love of the planet, Marley created REWIND™, a signature, earth-friendly fabric created from discarded hemp, organic cotton and reclaimed water bottles.

<http://snowboarding.transworld.net/1000194451/news/lake-tahoe-to-bid-for-x-games-winter-event/>

SOCIAL MEDIA

Over the last six months, a variety of new additions have been implemented across various social platforms. For North Lake Tahoe, each new enhancement has been evaluated and tailored to enhance the tourism bureaus social reach. Key activities include: addition of Pinterest wedding-only profile; addition of Instagram profile; continued posting based on organizational marketing messages.

On Facebook, fans have increased nearly 86.4% (5,664 total “likes”) over the past period and continue to grow steadily. In addition, fan engagement is above industry standards maintaining a 5-15% engagement rate. Custom apps include Pinterest profile highlight, Instagram feed, “Email Sign Up,” “Cool Deals” with a RSS feed from the website, 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. It was noticed that when multiple contests are running, overall engagement dropped. Moving forward, a calendar of promotions and activities will be coordinated in an effort to maximize exposure and relevancy.

Twitter for @TahoeNorth has increased followers by 36.4% over the prior period. Retweets and mentions continue to increase, making @TahoeNorth a leader in the market.

With Pinterest being the number one social platform for wedding planning, a North Lake Tahoe weddings profile was established. The focus is to “pin” and “re-pin” images that depict Tahoe weddings or “Tahoe inspired” photos utilizing corresponding hashtags. Hosting a wedding contest by integrating Pinterest and Facebook with additional marketing support from Twitter is being developed.

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 2-5 Tweets and up to 30 or more Likes/Shares. “Pin it” will be added.

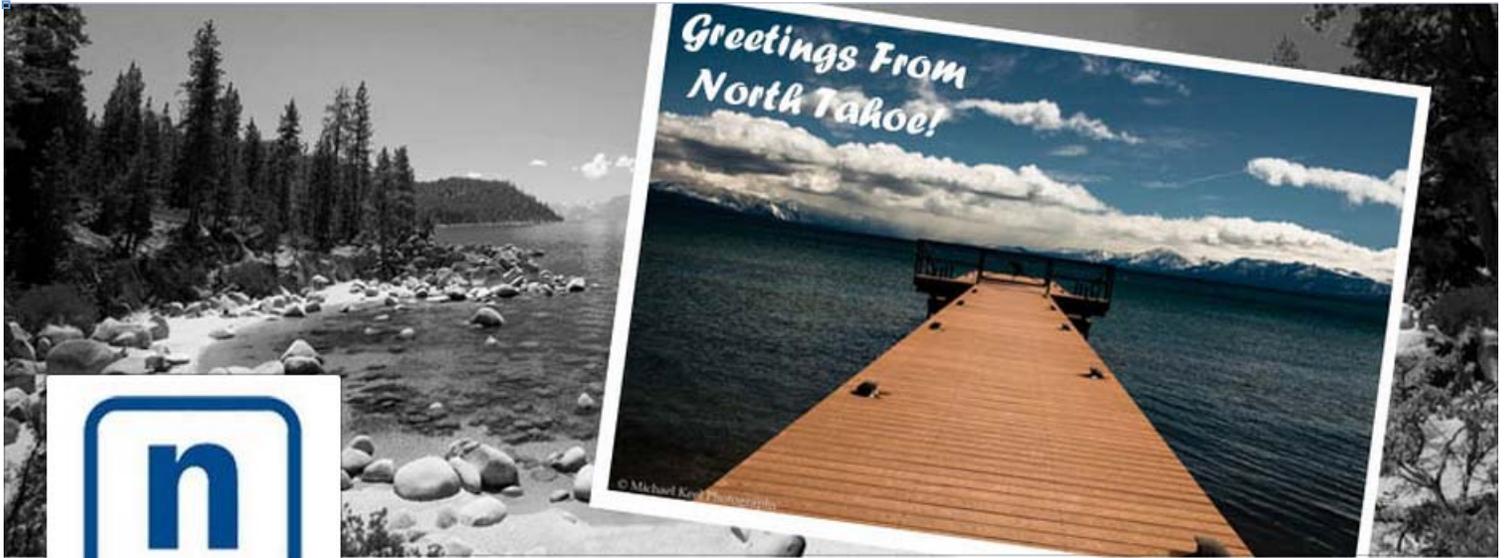
Flickr and YouTube continue to support social networking efforts and serve as a starting point for image and video sharing. Foursquare, branded Tahoe North, serves as a basis for “insider tips” for travelers visiting Tahoe.

In the coming months, the focus will be on:

- Increasing North Lake Tahoe’s social engagement with community partners and businesses by featuring them within blog posts written by them or us, pending the topic.
- Enhanced engagement with visitors in market and continuing after visitors have left to keep North Tahoe top of mind.
- Engaging audiences with the experience through photos and videos
- Additional programs including custom contesting, partner support and others will be integrated through Facebook, Twitter, YouTube and Pinterest, to furthering the Tahoe brand.
- Coordinate with School of Thought on promotions and programs to increase reach

SOCIAL MEDIA SAMPLES

Facebook



Lake Tahoe North
12,525 likes · 4,704 talking about this

✓ Liked [Settings]

Travel/Leisure
Travelers to North Lake Tahoe find a winter and summer holiday alternative

Photos Instagram Cool Deals Likes

12,525 [Dropdown]

Lake Tahoe North
October 22

First big snow of the season!



Like · Comment · Share 631

4,405 people like this.

View previous comments 2 of 361

Lilya Malay Thats beautiful!!! Ugh i miss the snow!!! :)))
October 25 at 1:11pm · Like

Steve A. Harry im dreaming of a white christmas... bring it on..... snow in south carolina i want a blizzard we r overdo.....
October 26 at 11:56am · Like

Write a comment...

31,730 people saw this post Promote

Facebook Ads

Ad Preview [Edit]

Lake Tahoe North shared Squaw Valley's photo.
Fresh snow overnight and bluebird skies today. Come play!



113 5

View on Site · Create a Sim

Sponsored Story Preview [Edit]

Wanda Thomas likes Lake Tahoe North's link.

Plenty of good turns to be had today. The sun is out and it's beautiful.



113 5 14

Lift Ticket Giveaways and Promotions



"LIKE" OUR PAGE TO WIN GEAR AND PRIZES FROM:

RAHIVES BANZAI TOUR 2013

- Wend Wax
- Giro
- CEP
- Atomic
- Virus
- Slytech
- Contour
- Sierra Nevada
- Bank of the West
- Sugar Bowl
- Start Haus

photo: Squaw Valley USA

What drives your personal **IRONMAN** quest/race/triathlon?

IRONMAN LAKE TAHOE CALIFORNIA

... you could win an entry to the **SOLD OUT IRONMAN LAKE TAHOE 2013**

1. submit a photo showing "what drives your personal IRONMAN"
2. 10 finalists will submit a short video
3. 3 winners and 1 Tahoe local will get one entry to **IRONMAN LAKE TAHOE 2013**

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- Twitter.com/TahoeNorth
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- YouTube.com/user/GoTahoeNorth

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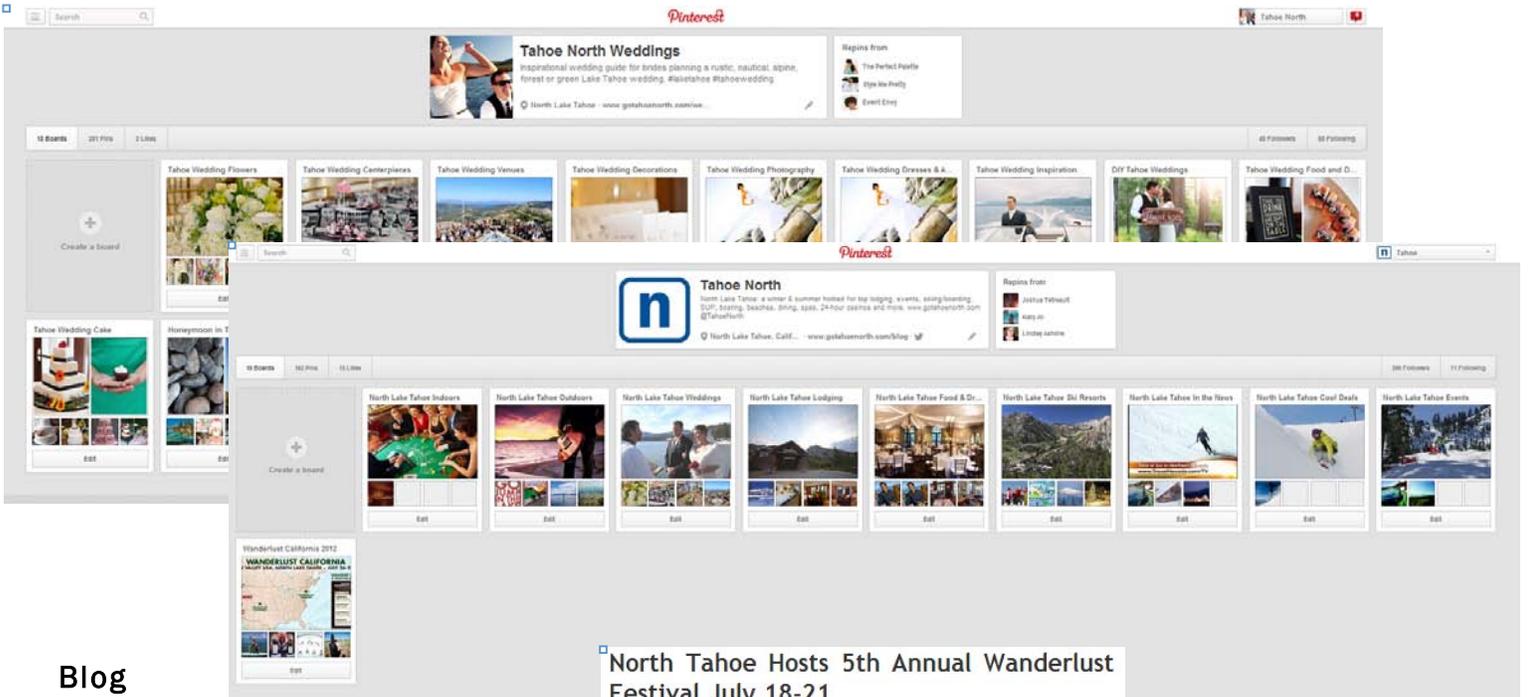
North Lake Tahoe, California · <http://www.gotahoenorth.com/blog>

4,252 TWEETS 2,718 FOLLOWING 4,923 FOLLOWERS

Following

- TQ** @TahoeQuarterly
We are Tahoe's magazine. Be sure to follow us and like us on Facebook at <http://tinyurl.com/43y2pem> for updates on happenings here and great deals.
- VailResorts** @VailResorts
We're Vail, Beaver Creek, Breckenridge, Keystone, Heavenly, Northstar & Kirkwood. 7 mountain resorts & more. Ski, snowboard, bike, hike, eat & play with us
- FALLEN LEAF LAKE** @fallenleaflake

Pinterest



Blog

North Tahoe Hosts 5th Annual Wanderlust Festival July 18-21

February 5th, 2013

Tweet 5 +1 0 Like 46

North Lake Tahoe announced today that the Wanderlust Festival, the



icturesque setting of Squaw Valley Thursday, July 21.

ival is a dynamic event that brings thousands of people to North Lake Tahoe each year. We look forward to hosting you in this spectacular outdoor setting and showcasing all that the area has to offer.

live music, attendees will also enjoy organic live music, attendees will also enjoy organic inspirational speaker program, meditation and yoga as well as paddle boarding, hiking, biking, and snowshoeing.

and speaking at this year's North Lake Tahoe event. The rock stars of the discipline and include

Tahoe City Wine Walk Set for June 22

March 28th, 2013

Tweet 5 +1 0 Like 14

Wine aficionados take note.

The 8th Annual Tahoe City Wine Walk returns to historic North Lake Tahoe Saturday, June 22. The event last year hosted more than 800 attendees and 30 restaurants and catering companies.



Guest Blogger Steve Talks Skiing at North Lake Tahoe

February 4th, 2013

Tweet 6 +1 0 Like 14

Steve with PhotoFly Travel Club recently visited us in North Lake Tahoe and shared his take on the adventure with us. Check out the post below or the original post here.

PhotoFly Travel Club



"I'm not a huge skier. In fact, I never understood why so many people wait eagerly for the frigid winter to spend thousands of dollars only to drive 5 hours back and forth every weekend. On top of that, they have to deal with the

whole process of skiing or snowboarding (it's really getting rentals or stuffing the equipment in and out of the car) is not as easy as you think), walking a ton in heavy boots, getting muscle cramps and inevitable minor injuries. Also say I'm from New England which has some good skiing, but nothing like the type of snow and quality trails out here. I was invited by the North Lake Tahoe Tourism Board to spend a weekend exploring the area and skiing at their top resorts. Well, I have to say they proved me wrong. North Lake Tahoe is awesome and now I totally get why people go through all the effort and money to ski or snowboard here possible each winter.

The weekend started off typical for Tahoe enthusiasts, leaving early on Friday and driving 5.5 hours in traffic for a long drive home. But once we arrived we were graciously welcomed at the Ritz-Carlton with food and drinks to go over the adventure. This place is brand new and it does the Ritz brand justice with an



tahoenorth =

North Lake Tahoe Voted "Best Lake in America" by USA. Today, North Lake Tahoe is the winter and summer hub for top skiing/boarding, snow play, lodging & dining. <http://www.goluthoerorth.com>

21 photos 79 followers 63 following

This summer's alfresco event will once again focus on varietals from the region and will also feature gourmet food and wine at participating restaurants and catering companies.



largest alpine lake in the country while shopping at Tahoe City.

Instagram



tahoenorth =

North Lake Tahoe Voted "Best Lake in America" by USA. Today, North Lake Tahoe is the winter and summer hub for top skiing/boarding, snow play, lodging & dining. <http://www.goluthoerorth.com>

21 photos 79 followers 63 following

SPECIAL PROJECTS AND EVENTS

Staff continues to work with inbound and community special event producers to help promote, position, market, produce and implement events. Staff also heads up the sports marketing effort to bring in sporting events that are significant tourism drivers which also aligns with our “Human Powered Sports” initiatives.

GOTAHOENORTH.COM MASTER CALENDAR OF EVENTS AND WEBSITE MANAGEMENT

Staff oversees the web content manager on GoTahoeNorth.com website. Our specific goal is to have the most complete MASTER calendar of events region-wide and to continually update and refresh web content. This is the primary tool and the call to action to the visitor in choosing our destination. A critical aspect of the website is the “Cool Deals” page which features special packages for lodging, retail, restaurants and activity suppliers. The master event calendar and Cool Deals URL’s have some of the highest click through rates on the entire site.

COMMUNITY SPECIAL EVENT GRANT FUNDING PROGRAM

Staff assists in the review and recommendation of community grant applications for inbound and community special events. Applications are reviewed by the Special Events Task Force, and recommended funding levels and events are presented to the Board of Directors for approval. After receiving funding, staff interviews and assists the producers in event strategy, marketing, public relations, permitting, budgeting, media plans, sponsorship, operations, and suggesting possible collaboration with other events. With this additional information the events have a specific marketing strategy, PR and media plan resulting in a larger presence, garners more press, increased attendance and increases the likelihood of generating or increasing overnight stays.

The grant recipients for events occurring in the current period include: California State Parks Snow Heritage Celebration, Rahlves Banzai Ski Race Series, the First Annual Nordic Festival, Tahoe Maritime Museum Annual Programming, Squaw Valley Institute Luminary Speaker Series, and the Jack London Memorial Sled Dog Races (which, unfortunately, was cancelled due to lack of snow.)

NLTRA SPONSORED EVENTS

Following are the events that were sponsored and promoted through the marketing events budget.

Learn To Ski and Board/Learn More on the North Shore

The 12th Annual Learn to Ski and Board event was developed in partnership with our ski resorts to introduce skiing and boarding to first-time skiers and snowboarders. The package is offered the second week of December and includes a group lesson, gear rental, and beginner lift pass for \$25.00. As in 2011, the weather conditions in 2012 suppressed visitation due to lack of snow and limited resort openings. A total of 690 tracked skiers participated at Alpine Meadows, Squaw Valley, Boreal and Sugar Bowl. Staff heads up this campaign by coordinating all details of the event, placing media buys, and contracting for PR and social media campaigns.

Staff is scheduling a spring meeting with all resort partners to develop new strategies for this program including the possibility of moving the date to after New Years when conditions are normally excellent.

SnowFest! Winter Carnival

The NLTRA was again Presenting Sponsor of SnowFest for the 2013 event. Staff continues to work with SnowFest to shape the event so it meets the criteria for sponsorship funding from the NLTRA and support from the Ski resorts. There is continuing concern regarding the ability of SnowFest to generate overnight stays and whether it is a “local” event or if it drives tourism. A Task force meeting was conducted with SnowFest in March with key resort partners and NLTRA executive and event staff to develop strategies to encourage SnowFest to reposition the date in a “strike Zone” in order for the NLTRA and the resorts to continue support. Alternatively, SnowFest can continue as a community/local event with reduced funding from the NLTRA. The NLTRA will continue to offer in-kind promotional support and PR if SnowFest is not in a position to change their dates. A White Paper will be co-developed by NLTRA event staff and SnowFest as well as individual meetings with all resort partners to gauge the level of future participation of the partners. Staff re-emphasized the importance of generating and tracking overnight stays if the NLTRA is to continue cash sponsorship of the event.

CARVE Lake Tahoe International Snow Sculpture Competition

In its inaugural year, CARVE generated professional snow sculpting teams from Japan, Germany, Finland, Canada, and two US teams. Germany was forced to cancel due to difficulties in obtaining visas. The event generated national and regional press, regional television and excellent visitation. The event producer contracted for three outdoor boards on the I-80 East corridor, and conducted a thorough PR and social campaign as did the NLTRA. In an informal survey conducted on site, 80% of the attendees surveyed came specifically for the event. A number of guests generated overnight stays at Northstar although tracking numbers are not available. The event producer, Northstar and NLTRA all agreed this is a viable tourism driver and will continue support in 2014 to expand the scope and impact of the event.

US Alpine Championships, Squaw Valley



US Alpine National Championships – Squaw Valley

Following an incredibly successful Nature Valley U.S. Alpine Championships that brought over 10,500 fans and skiers to Squaw Valley this spring, the annual event is returning to the 1960 Olympic Mountain to close the 2014 Olympic Winter Games season. The March 19-23, 2014 championships will feature Julia Mancuso (Squaw Valley, CA), Ted Ligety (Park City, UT), Lindsey Vonn (Vail, CO), Bode Miller (Franconia, NH) and Mikaela Shiffrin (Eagle-Vail, CO) and serve as a celebration of the 2014 U.S. Ski Team in addition to hundreds of aspiring Olympians from U.S. Ski and Snowboard Association club programs across the country.

SPORTS MARKETING

Ironman Lake Tahoe Contract

The NLTRA has a signed contract with World Triathlon Corporation to host the Ironman Lake Tahoe Triathlon for five years starting September, 2013 through 2017. This Triathlon generates 3,000 athletes, plus families, event staff, spectators and volunteers. The expectation is to generate over 10,000+ participants and visitors. Room blocks have been contracted with our lodging properties. An added bonus is participants are booking earlier stays throughout the preceding months to participate in training camps. A large number of athletes are expected to arrive a week prior to the race to acclimate and train. There is a strong possibility that WTC will also invite NLTRA to bid on a 70.3 Ironman Triathlon in addition to the full triathlon.

TEAMS 12 Sports Symposium

Staff traveled to Detroit for the TEAMS '12 Symposium. Thirty seven confirmed one-on-one appointments/meetings and 3 unscheduled appointments were held. Rights holders specifically interested in hosting events in Tahoe are: Orienteering USA, Tough Mudder, USA Triathlon, Tribal Run, International Weightlifting, Beach Volleyball, National Horseshoe Pitchers Assoc., GWN Dragon Boat Races, USA Volleyball, and USA Cycling, The Patriot Games, Savage Race, American Cornhole Organization, US Disc Golf Association, Dept. of Veteran's Affairs, American Transplant Games, World Bocce, American Windsurfing Tour, AAU, SAM BAT Tournaments, Table Soccer Federation, Karate and Taekwondo, and American Power Boat Association.

In the following six months staff researched groups that were viable to our area, were not weather related, our ability to provide the needed venues, their ability to generate room nights, bid fees, and fit into our strike zones. Site visits were generated with GWN Dragon Boat Races, US Orienteering, and Professional Disc Golf Association.

GWN Dragon Boat Races

Producer was impressed with the Kings Beach State Recreation Area beach for the race. The overriding concern was wind. The championship races will be held at the Sparks Marina and they have secured room blocks with JA Nugget Hotel Casino. NLTRA is still in negotiations with producer to bring a Masters (smaller) competition to NLT after the race in Reno.

US Orienteering Contract June 2013

Staff along with Conference Sales conducted a site visit with the Bay Area Orienteering Club and has signed room blocks for the event. Expected room nights are in the 350-400 range. The orienteering sites will be held at Squaw Valley, Northstar, Spooner and other sites. Room nights could increase due to the proximity of the Bay Area and Tahoe as a desirable destination.

Professional Disc Golf Amateur Championships 2015



Disc Golf Championships

Staff has had a number of meetings with the Executive Director of PDGA, the last one on April 22, 2013. The ED has pre-approved all the disc golf courses selected. A bid has been submitted and is under consideration by their board of directors. Additionally, staff met with the senior members of the local proposed Local Organizing Committee, who are totally dedicated to staging a very professional, successful event. The members are all experienced tournament directors, a number of them have worked with the ED on previous Championships and are held in high regard by the PDGA. This event is expected to generate 1,800+ room nights.

USA Cycling 2015-2017

Staff has had numerous calls and meetings with the Executive Director of USA Cycling as well as a one-on-one meeting in April 2013. The ED is very encouraging and has stated that Tahoe is on his short list of destinations to hold Masters and Collegiate races. NLTRA has been strongly encouraged to submit bids for the above events, which were just released. Bids will be completed by Mid May.

Staff continues researching the viability of the other rights holder events. Staff is also reaching out to all rights holders for future board meetings, regional meetings and conferences and works closely with the Conference Sales department on this potential business.

CONFERENCE SALES

After seeing lead generation and booked revenue drop in this period last year the conference sales department decided to take action and hired a new, full time sales manager, redirected a portion of media expenditures from national markets to direct sales efforts and focused directly on areas with strong air service into Reno-Tahoe International Airport. Staff also put more emphasis on supporting the organizations human powered sports initiative and aggressively started pursuing large sporting events that had the potential to be held in North Lake Tahoe.

These efforts began to bear fruit in Q2 & Q3 with lead generation increasing significantly from 59 leads in the same period last year to 93. Booked room nights also dramatically increased from 4,200 to 16,280. Booked revenue also showed tremendous improvement going from \$432,000 to over \$2,800,000. While IRONMAN played a significant role in the room night and revenue increases the significant jump in lead generation is a good indicator that these positive trends will continue moving forward.

Staff hosted a number of site visits during Q2 & Q3 including UCSF Office of Continuing Education, PSA Event Partners, USA Fencing, Independent Armored Car Association, Karlitz & Company, Travelocity, Flood Plain Management Association, The Hyland Group, Triple Crown Sports, Newmont Mining, Andavo Meetings & Incentives, Hamilton Company, Ski for Light, Independent School Management and The Members Group.

Staff attended a number of industry events during this period including MPINCCC, MICE Colorado, Southern California MPI, MTS MICE Exchange, Hyland Group Gold Cup, CalSAE, Holiday Showcase, Smart Mart Dallas, SmartMart SF, HelmsBriscoe Partners Fair and ConferenceDirect APC.

Staff, on a daily basis, prospects for new clients via phone and email communication. In Q2 & Q3 staff made over 1500 contacts with prospective clients. Staff also stays in constant contact with existing client base in hopes of generating repeat business.

CONFERENCE SAMPLES

PRINT

Successful Meetings Magazine

Insertion: 1/2 Page Full Color + Full page advertorial

Editorial: DMAI Edition (November, December, April Insertions)

Circulation: 100,045

Rate: \$4,000

Meetings & Conventions Magazine

Insertion: 1/2 Page Full Color

Editorial: CA Meetings + Advertorial (December, January, April Insertions)

Circulation: 150,090

Rate: \$1,500



North Lake Tahoe Convention & Visitors Bureau

North Lake Tahoe offers the ultimate mountain experience.

With North America's largest alpine lake as the centerpiece and massive granite peaks as the backdrop, the scenery is unparalleled. From intimate boardroom spaces to timber-lined meeting rooms to upscale ballrooms that fit hundreds, the North Lake Tahoe area offers more than 30 meeting sites in California and Nevada, 200,000 square feet of meeting space, and 7,000 rooms.

"Some of our meeting attendees' best brainstorming comes while they're experiencing our destination firsthand," says Jason Neary, director of conference sales at the North Lake Tahoe Convention & Visitors Bureau.

"Attendees here breathe in clean mountain air while avoiding sand traps on the 50 golf courses in the region. Many take to the lake on standup paddleboards to tour our pure waters. In winter,

guests recharge with skiing and riding our snowy mountains—the largest concentration of ski resorts in the U.S.," he says.

A good night's rest is critical for a day of strategizing. Attendees choose from The Ritz-Carlton Lake Tahoe, the region's only five-star property; the four-star Resort at Squaw Creek; the lavish and lakeside Hyatt Regency Lake Tahoe; bed and breakfast inns; and many more hotels and budget-friendly motels.

An easily accessible destination, North Lake Tahoe is 45 minutes from the Reno-Tahoe International Airport (with daily airport shuttle service to and from North Lake Tahoe), two hours from the Sacramento International Airport and three hours from the San Francisco Bay Area.

ALWAYS SOMETHING HAPPENING

Perfect your downward dog at the Wanderlust Yoga Retreat and Music Festival (July) in Squaw Valley. Bring your picnic basket to Sand Harbor State Park for the Lake Tahoe Shakespeare Festival (July and August). View classic wooden boats at the famed Lake Tahoe Concours d'Elegance (August) in Carnelian Bay. Sample food and wine from Lake Tahoe's top restaurants at the Lake Tahoe Autumn Food and Wine Festival (September).

CONTACT

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North Lake Tahoe Convention & Visitors Bureau
(800) 462-5196 ext. 106; (530) 591-8703
Jason@GoTahoeNorth.com
www.GoTahoeNorth.com

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n north lake tahoe

NOVEMBER 2012 ■ SUCCESSFUL MEETINGS

127

Forum of Chicago Magazine

Insertion: 1/2 Page Full Color

Editorial: Holiday Showcase & Meeting Planning (December, March Insertions)

Circulation: 4,100/8,200

Rate: \$2,684/\$2,018

CSAE

Insertion: Half Page/ Full Color

Editorial: October, January Insertions

Circulation: 1,500/4,500

Rate: \$1,450

NCCMPI

Insertion: Half Page/ Full Color

Editorial: October – Annual Directory

Circulation: 1,200

Rate: \$1,803

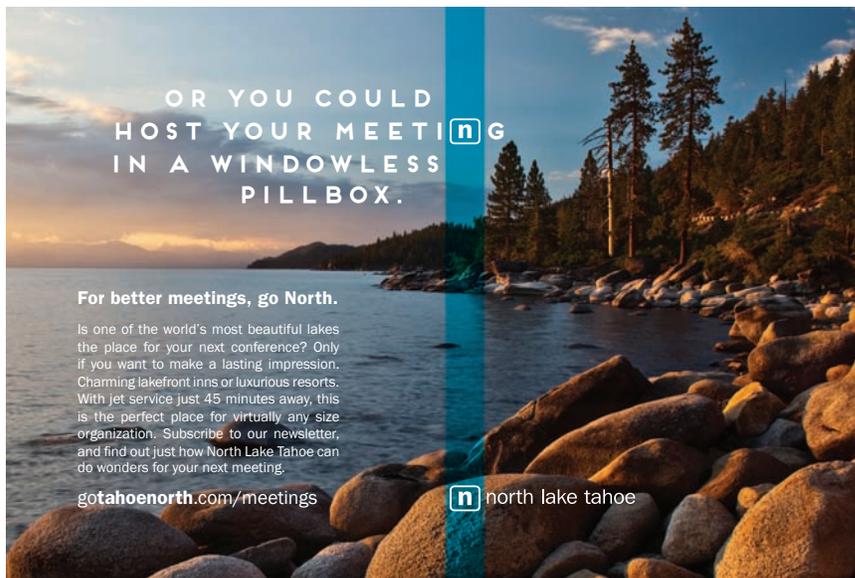
Corporate Meetings + Incentives Magazine

Insertion: Half Page/ Full Color

Editorial: October Insertion

Circulation: 36,283

Rate: \$4,338



EMAIL BLASTS

E Target Media

Drop Dates: 12/19/12, 1/23/12, 3/7/13
List Info: American Meeting & Event Planners
Reach: 61,626
Rate: \$750

Prevue Newsletter

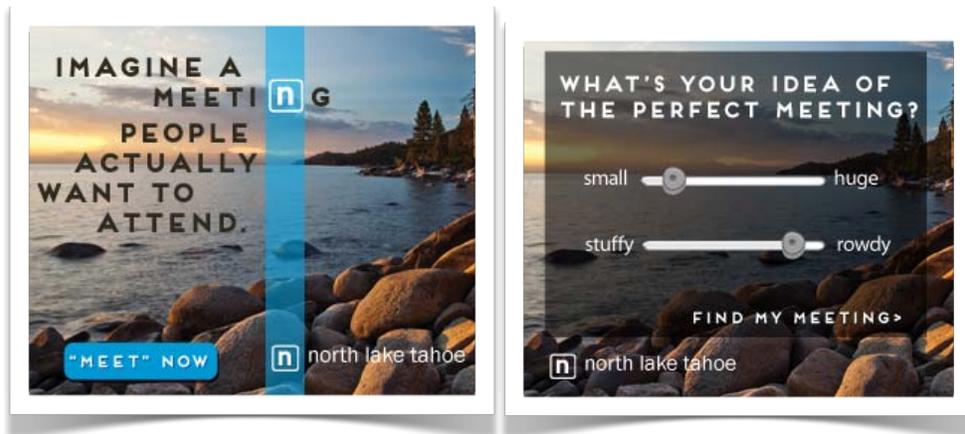
Drop Dates: 12/18/12, 1/23/12, 2/20/13
List Info: Meeting & Event Planners
Reach: 120,000
Rate: \$4,000

DIGITAL

Timing: 11/15 - 2/10
Campaign Partners:

- Successful Meetings - 728x90/300x250
- Meetings & Conventions - 728x90/300x250
- RadiumOne - 728x90/300x250

Total Digital Impressions Served: 308,560
Campaign CTR: 0.09%



LEISURE SALES

The Leisure Sales Department of the North Lake Tahoe Resort Association concentrated on five main areas during the Second and Third Quarters of the FY 2012-13 consisting of Contracting, New Product Development, Travel, Familiarization Tours, and Planning.

CONTRACTING

North Lake Tahoe Express:

By Q2, most of the North Lake Tahoe Express contracting has already come to fruition. Additional airport transfer service contracts were made in October following fall travels in Q1 and Q2 to Australia, New Zealand and the UK. Wholesale bookings have been on the rise each year with the North Lake Tahoe Express as a direct result of increased contracts with tour operators in addition to more North Lake Tahoe brand knowledge.

North Lake Tahoe Express Wholesale Bookings Overview:

Year	2010-11	2011-12	10/11-11/12	2012-13	11/12-12/13
Revenues	\$6,440	\$15,028	133%	\$17,448	16%

Ski Tahoe North:

October/November has become the contracting season for the Ski Tahoe North interchangeable lift ticket. The goal is always to have the STN contracted months earlier in order to make sure it loaded into ski wholesale systems in time for early bookings and also to make sure that it isn't omitted from brochures and web sites with those builds usually taking place during late spring through summer and early fall.

The Ski Tahoe North ticket has had challenges over the years which have become even more prevalent due to ever growing ticket window pricing discrepancies between the large and medium/smaller-sized resorts. Vail Resorts doesn't release their wholesale ticket pricing until September or October every year which has been the main delay in the contracting of the Ski Tahoe North ticket. Staff did not want to drop Northstar from the ticket and waited until pricing was approved by Vail Resorts in Q2. The final issue with the STN ticket resulting in a downward trend in sales is the fact that Vail Resorts and KSL are both pushing their season passes via wholesale channels to accommodate long-haul domestic and international destination visitors.

Ski Tahoe North sales were up over 2011-12, but when comparing the 2012-13 Season to the better season of 2010-11, sales will be coming in significantly down once the books close on the product in Q4. On a positive note, the ticket wasn't carried by many tour operators in 2011-12 due to the associated complexity and potential customer service issues associated with a required upcharge at the ticket windows of the more expensive ski resorts. Staff worked with the resorts on much better program consisting of more value-add at the lesser-priced resorts for 2012-13 which resulted in most tour operators and OTA contracting the product once again.

Strategy meetings will be held with each of the seven participating resorts in Q4 to determine the direction we will head and how we can still effectively market the message of North Lake Tahoe being home to the most concentrated region of ski resorts in North America.

NEW PRODUCT DEVELOPMENT

DOMESTIC:

GetARoom.com added the following properties after staff organized sales calls/site tours:

Mourelatos Lakeshore Resort, Granlibakken, Tahoma Meadows B&B, Donner Lake Village Resort and the Larkspur Truckee Tahoe Inn.

GetARoom.com reported a 29% increase in North Lake Tahoe bookings from Q2-the first two months of Q3. March numbers had not been released at the time of this report.

Tours de Sport

Added the Squaw Valley Lodge and were up year on year with them as well as with all additional Squaw Valley properties as well as with Squaw/Alpine lift ticket sales.

Rocky Mountain Getaways

Began working with Tahoe Luxury Properties for vacation rentals after staff introduced them to one another.

GTA – receptive tour operator

Made direct contracts with the Ritz Carlton, Resort at Squaw Creek and the Village at Squaw after a North Lake Tahoe FAM visit with staff.

Zozi.com

Created lodging package specials with Tahoe Meadows B&B as a result of staff's meeting with Zozi in San Francisco.

Living Social Events

Added weekend ski bus trips from San Francisco up to Homewood after staff proposed some resort options and made introductions.

GetSkiTickets.com

Added the Squaw Valley/Alpine Meadows Tahoe Super Pass to their product offerings.

UNITED KINGDOM:

Trailfinders

Added the Hyatt Regency which booked over 130 room nights (as reported in February, 2013) but will do very well for summer which is more of the Trailfinders' brand focus for North American travel.

Ski Safari

Added the Hyatt Regency as a direct result of the MTS prefam in North Lake Tahoe. They love the property but as it isn't located on-mountain, they didn't expect it to sell much at all. 22 room nights were produced which is a decent start.

AUSTRALIA:

SkiMax

Added the Hyatt Regency as a direct result of the MTS prefam in North Lake Tahoe

BRAZIL:

Snowtime Snowboard and Ski Travel

Added Tahoe Mountain Resorts Lodging, The Ritz Carlton and The Hyatt Regency. They will be adding Squaw Valley hotel product in Q4, post meetings held with staff and partner hoteliers at Mountain Travel Symposium.

TRAVEL

Sales and Media Missions:

UK Sales and Media Mission - October 5-14, 2012
London, Brighton and Edinburgh, UK

Sales calls and call center trainings with the following tour operators:

- TUI
- Ski Solutions
- IfYouSki.com
- SkiWorld
- American Ski Classics
- Ski Safari
- SkiBound
- STG
- Virgin Holidays
- Ski Independence

Media day in London with the following publications:

- The Daily Telegraph
- The Independent
- The Herald
- Runner's World
- Men's Fitness
- Snow Magazine
- Cooler Magazine
- Women's Health
- Fall Line Magazine
- Ski and Board Magazine

Media day examples:

Ultratravel Magazine (The Daily Telegraph)
17th November 2012
Circulation: 560,474
AVE \$73,190

□

On the road to Lake Tahoe

In California, **Charles Starmer-Smith**

revels in untracked powder and unrivalled views on the edge of the desert

*"Nothing behind me, everything ahead of me,
as is ever so on the road."*



Only my wing mirrors defied Jack Kerouac's words, continuing to reflect the San Francisco skyline as we trundled across the eight-mile-long Oakland Bay Bridge. Five lines of traffic poured east; five flowed west. To my left, the burnt-red struts of the Golden Gate Bridge, now in its 75th year, still felt synonymous with Cali-fun, -freedom and -fornication. But for me, and for my three fellow travellers, it was the snow-capped peaks of the Sierra Nevada that beckoned, not the surf and party lifestyle of metropolitan San Francisco.

Oh! Jack would have said that all a traveller needs is a wheel in his hand and four on the road, but we didn't feel like we had "lit out" just yet. Only when the waters of the Pacific had become a distant memory did it seem like our journey proper had begun. Whether or not your definition of the road trip was inspired by American

literary greats such as Kerouac, Steinbeck and Twain, this is a country made for holidays where the journey is as important as the destination. Here, anyone with a car can go anywhere; a driver's licence, not a passport, is a person's identity; towns and cities are planned with parking, rather than pedestrians, in mind; and truckers, not train drivers, are the heartbeat of the nation.

As a result, the roads are improbably long and straight and the cars are gargantuan fuel-guzzlers, designed for long hours at the wheel and totally at odds with these environmentally-conscious times. My black Chevrolet SUV was the size of a London bedsit, greedily eating up fuel and the 200 miles of tarmac that lay between us and the Lake Tahoe Basin, marked on the map as Highway 50.

We pulled into Sacramento for a potted history, at the California State Railroad Museum, of how locomotion had shaped life out west in the wake of the 1848 Gold Rush.

United States A tree skiing pilgrimage to Lake Tahoe is touch and go – until the weather gods intervene

TRAVEL

EDD McCracken

Of the many colourful characters of America's Wild West, the rainmaker is one few would aspire to emulate. These shysters would travel from dusty town to dusty town promising to coax rain to bless the parched soil. Our reception on the shores of California's Lake Tahoe gave an unexpected insight into this slice of arcane Americana. Set in the Sierra Nevada, when we visited in February it was suffering from a snow-free winter. "Thank goodness you came," said Owen, our ski guide. The first proper snow of the season was falling around him. "You must have brought it with you."

Owen was not the only one relieved. We made the pilgrimage to Tahoe on the promise of tree skiing as its runs are dotted with pines and Douglas firs. However, our four-hour drive from San Francisco was snow free. Even once we started ascending through the Sierras, past old silver-mining towns, what snow we saw was patchy.

The town of Truckee marked our arrival. In 1911 the first ski lift in the US opened here. In the tongue of the local Washo Indian tribe Truckee means "lucky". Its unseasonably brown countryside made us feel anything but. And then, as soon as we arrived at our first destination, things started to change.

Northstar neighbours Truckee on the northern shore of Lake Tahoe, several miles from the water. Within hours of checking in at the Constellation Residences at Northstar, a stunning set of condominiums attached to the Ritz-Carlton hotel, it started to snow. And snow. And snow.

The forest turned monochrome. Branches drooped under the weight of the downfall. The air became still and hushed. "This is awesome," whooped Owen as he skied through three feet of velvety powder snow. As it parted effortlessly around his shins, it made a sound like the pouring of grain.

Led by Owen, the most minor detour into the thick pines lining each run was rewarded.

Hidden drop-offs, logs and boulders that 24 hours earlier would have shattered a collarbone now conspired to become an adventure playground to duck, dodge and jump off.

The whole place radiates luxury, the village being full of designer outlets and its 95 ski runs wide and generous. The Ritz-Carlton also has one of the finest restaurants in the area, Manzinita, specialising in Californian produce cooked with French elegance.

Vail Resorts owns and runs a trio of resorts around the lake, including Northstar. All operate on the same ticket system, named with a lovable lack of understatement, Epic Pass, which allows access to their siblings. Which is why, after two days playing in the pillowy powder in the north, we headed south along Lake Tahoe's 22-mile eastern shore to sample Vail Resort's other offerings.

Under deep blue skies, it was our first proper glimpse of the second largest alpine lake in the world. For those used to skiing in the Alps, such an expanse of unfrozen open water surrounded by several feet of snow is

rather discombobulating. But Lake Tahoe is special. Everyone who has stumbled across it, from snowboarders to ancient tribes, via Vegas crooners and Mark Twain, has been bewitched. It sits cupped by the granite peaks at 1800m and this microclimate blesses the area with a consistent snowfall, apart from this season. Here too we were greeted as saviours, bringers of snowfalls.

South Lake Tahoe is the area's largest town and home to Heavenly, California's largest resort with 4800 acres and nearly 100 runs. We checked into Embassy Suites, a hotel close to the ski lifts, complete with two massive atriums, and home to one of the natural wonders of the region: happy hour. It fits perfectly with the town's good-time atmosphere. Thanks to half of it lying in Nevada, casinos rise on the lake shore, like the monoliths from Kubrick's 2001.

Thirty minutes south lies Kirkwood. Compared to the family-friendly Northstar

The Independent on Sunday
25th November
Circulation: 119,822
AVE: \$27,464

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Travel > Skiing

Lake Tahoe: A quest to ski seven resorts in seven days

With only a week to explore the terrain, Matt Carroll heads for the hills

MATT CARROLL | SUNDAY 25 NOVEMBER 2012

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 [VIEW GALLERY](#)

"If you feel the urge to vomit, try to aim it in the bag," said my guide, Brad, giving the seatbelts one last tug. "It can get a little bumpy up there." Of all the intrepid après-ski activities I've tried over the years – bobsleigh, dog-sledding, and yodelling to name a few – this was certainly the most unusual.

I'd been belted into the cockpit of a vintage glider, and was about to take to the skies over Lake Tahoe on the California-Nevada border. Never mind the prospect of turbulence, my stomach was doing backflips before we'd even left the ground. There was, however, a logic to scaring myself silly. I'd

Related articles

[Snow Report: The new season delivers fresh areas to explore](#)

[Learn to ski: Any colour, so long as it's green](#)

[Hellboarding in Italy: Dropped from blades of glory to powder heaven](#)
[Jackson Hole reveals its softer side](#)

[Andalucia: head south for a holiday in the snow – with sunshine on the side](#)

<http://www.independent.co.uk/travel/skiing/lake-tahoe-a-quest-to-ski-seven-resorts-in-seven-days-8348113.html>

Travel trade “pub quiz” event nights in Brighton and London:

Brighton had 34 call center agents and product managers in attendance

London had 45 call center agents and product managers present



Travel Trade “pub quiz” night presentation by staff in Brighton, England

Consumer:

Snowbomb Ski and Snowboard Festival – November 3-4, 2012

San Francisco

NLTRA launched and distributed the new North Lake Tahoe Cross Country Ski Resort Map in addition to the North Lake Tahoe Vacation Planner and Map while collecting over 500 emails prompted by a North Lake Tahoe lodging and ski package including a day of cat skiing.

San Diego Snow Jam – November 9-11, 2012

Del Mar, CA

Although the North Lake Tahoe Co-op didn’t come to fruition in 2012 due to budget cuts, NLTRA remained in market in order to support the twice daily, non-stop Southwest flights into Reno.

Attendance: 31,827



Note: A new North Lake Tahoe tradeshow booth is currently being produced

Sierra Ski Marketing Council Fall Ski Shows

The NLTRA, LTVA and RSCVA teamed together for another year organizing the domestic Ski Lake Tahoe consumer ski show tour. Staff coordinated the show tour which was scaled back to only include San Diego and Los Angeles due to partner budget cuts. The Southern California strategy aligned with SSMC, Ski Lake Tahoe, NLTRA, LTVA, RSCVA and the individual ski resorts' independent marketing spends.

The SSMC shows gave North Lake Tahoe an even bigger presence in San Diego with a booth located along side. North Lake Tahoe was also present at LA Ski Dazzle, the biggest consumer ski show in North America with almost 90,000 people in attendance over the course of four days. Staff worked the show on behalf of SSMC/Ski Lake Tahoe and tied in call center trainings at two Flight Center locations.

FAMs

TRAVEL TRADE FAMs:

Capital Ski Club, Washington D.C.

Jerome Wallace, the Trips Chair, attended MTS 2012 in North Lake Tahoe and worked with staff on a return visit to see more lodging and ski areas in order to plan a group trip for 2014. Greg Howey is working with Jerome on a direct booking.

Visit CA – UK, Brand USA – UK

Met with the Director of the Visit CA UK office, who also manages the new Brand USA account in the UK, in order to showcase new improvements in North Lake Tahoe and discuss future strategy in the UK with Visit CA and Brand USA

Chinese Ski Club Fam

This trip was led by Caitn Travel and brought to our attention by Visit CA – China. It consisted of 9 ski club leaders.

Vail Resorts International Grand Fam

Northstar invited staff to network and help tour the international tour operators from Mexico, Brazil, China and Germany

TUI/Crystal – UK

Hosted TUI's product manager to discuss more summer and shoulder season offerings for fly-drive vacations

Harvey's World Travel – Australia

Hosted 9 Harvey's World Travel/Harvey's Choice Holidays owners representing 15 different retail locations in New South Wales and Victoria.

Travel Daily
First with the news
Wednesday 13th Mar 2013

Wholesaler relocates
SELECT Vacations has relocated to bigger and better premises, now operating from Suite 40a, 19-23 Norton Street, Leichhardt in Sydney - call (02) 9569 6935.

Myanmar hotels keen
MAJOR global hotel groups are showing interest in the developing market of Myanmar, with Hilton and Accor both announcing the signing of property management agreements in the nation.
Due to open sometime next year, Hilton will develop a 300-room property in Yangon, which will include three restaurants, a business centre, sky bar and swimming pool.
Accor has also confirmed it will expand its presence in the country to 18 hotels, adding two new Novotel branded properties in Yangon and Mandalay, in addition to an MGallery in Naypyidaw, with the first opening this year.

SkyTeam RTW special
AIRLINE alliance SkyTeam has released an airfare special on round-the-world air tickets bought before 31 Mar.
Routeings of up to 26,000 miles are eligible for the promotion, which sees a 10% discount off the lowest economy class seats already available, with tickets required to be purchased a minimum of seven days in advance.
Collectively, SkyTeam member airlines offer 1,000 destinations in 187 countries via more than 15,000 daily flights worldwide.

WIN A 2-NIGHT BREAK AT PALMER COOLUM RESORT
This week, Travel Daily is giving one lucky reader the chance to win a 2-night break at Palmer Coolum Resort on the Sunshine Coast. The prize includes 2 nights accommodation in a Deluxe Junior Suite and flights from any Australian capital city. With our new 'Summer Getaways' packages, bringing your loved ones together for some quality time has never been easier. For your chance to win this great prize, email your answer to the question below by COB on Friday to: pcrcmp@traveldaily.com.au

In 50 words or less, tell us which of our Summer Getaway packages you would book and why?

Finally, a fam with love!



IN A rare travel industry family moment, the men outweighed women on this Harvey's Choice Holidays/Visit California trip. The educational gave 10 HWT owners the chance to explore San Francisco, North Lake Tahoe, South Lake Tahoe and Mammoth Lakes earlier this month. The weather gods were kind with over three-feet of fresh snow falling on the High Sierras. Pictured at Squaw Valley from left are: Russell Wilkie, HWT Mountain Gate; Rob Kirk, HWT Chatswood; Tristan Freedman, Visit California; Barry Huxley, HWT Sunbury; David Long and Debra Long, HWT Weston; Grant Jackson, HWT Toronto; Mark van Huisstede, HWT Mattland; Justin Smythe, Harvey's Choice Hols; Sam Strada, HWT Lakehaven; Adam Pearson, HWT Glendale; and Jeremy Jacobson, North Lake Tahoe Resort Association.

Marina
HAS ARRIVED IN AUSTRALIA
FOR HER INAUGURAL VISIT


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Ski World and Ski Tracer – UK

Hosted the online marketing manager for Ski World and the manager for Ski Tracer which is Ski World's in-house travel agency selling Ski World as well as other ski wholesale inventory

Visit CA – Australia/NZ Ski Wholesale Fam

Hosted 8 call center agents and travel agents from Australia and New Zealand. The visit consisted of agents from Travel Plan, Mogul Ski World, Flight Center and Executive travel as well as the marketing manager for United Airlines – Australia and the account manager for Visit CA – Australia/NZ.

Coverage in the Travel Daily, Australia's largest trade publication with a readership of over 35,000 in the travel industry

UNITED/GATE 7 FAMILY TRIP

United Airlines and destination marketing agency, Gate 7, are hosting a family in California this week for Australian and New Zealand travel specialists from Flight Centre, Mogul Ski World, Travelplan Ski and Executive Travel. The group spent their first night in the newly opened Viceroy property in San Francisco, Hotel Zetta, and watched Australian basketball player Andrew Bogut take on his old team, the Milwaukee Bucks.

After a pleasant drive from San Francisco to North Lake Tahoe, the group checked into the Village at Squaw and spent two days exploring Squaw Valley, home to the 1960 Winter Olympic Games and Northstar, which boasts a 22-foot Superpipe designed by two-time Olympian Shaun White.

Blessed with bluebird snow conditions and led by Jeremy Jacobson from North Lake Tahoe Visitors Bureau, the group covered the best tracks that these two amazing resorts have to offer. Later that night and in true American spirit, four of the group tackled the infamous Gnar Burger at Rocker restaurant, weighing in at a healthy four pounds!

A trip to North Lake Tahoe would not be complete without a visit to the Hyatt Regency at Incline Village, which offers beautiful views of the sapphire blue lake and an on-site casino, which the famil group took full advantage of (without too many big losses!).

Next on the agenda was South Lake Tahoe, where the party tried to keep up with Mike Frye from Lake Tahoe Visitors Authority for an enthralling mountain tour of Heavenly, where you can start a run from California and end it in Nevada. After three days of intense skiing and boarding, it was an early night for the group, who stayed at The Forest Suites.

The final stop will be Mammoth Mountain, one of North America's largest ski resorts at the top of the Sierra Nevada, guaranteeing excellent snow conditions and breathtaking views.

Sunset at the lake (left to right) – Tristan Freedman from Gate 7, Susan Redding from Hyatt Regency Lake Tahoe, Sophie Wakefield from Gate 7.





Soaking up the sporting atmosphere at an NBA game, San Francisco – (left to right) – Michelle Gray from Travelplan Ski, Kirill Litovchenko from United, Katie Hinds from Mogul Ski World, Tim Watts from Flight Centre, Samantha Locke from Flight Centre, Sophie Wakefield from Gate 7.



Braving the enormous Gnar Burger at Rocker, Squaw Valley (left to right) – Jake Christoferson from Squaw Valley, Sophie Wakefield from Gate 7, Tristan Freedman from Gate 7, Kirill Litovchenko from United.



Enjoying the lake at the Hyatt Regency Lake Tahoe Resort – (left to right) – Sophie Wakefield from Gate 7, Nigel Wearing from Travelplan Ski, Tim Watts from Flight Centre, Samantha Locke from Flight Centre, Jeremy Jacobson from North Lake Tahoe Visitors Bureau, Kirill Litovchenko from United, Susie Cassels-Brown from Executive Travel, Michelle Gray from Travelplan Ski, Katie Hings from Mogul Ski World.

RSCVA SKI FAM

Attended the annual RSCVA ski FAM that included the Hyatt Regency, CalNeva, Mt. Rose and Lake Tahoe Snowmobiles within the itinerary. Attendance included the top OTAs, domestic ski wholesalers, international ski wholesalers from Germany, Brazil and China and HotelBeds, a top receptive tour operator.

Testimonials received in October, 2012 after the annual Visit CA UK SuperFam:

- *Heidi Turfrey (TailorMade Travel)– ‘Having experienced new areas of California which I have not been to before, has changed my view on where to send clients. There is so much more to offer , I will be including Lake Tahoe in future*

itineraries. This is a year round destination with so many activities to offer and beautiful scenery to take in.'

- [Caroline Bailey \(Travel Counsellors\)](#) – 'Having seen how wonderful Lake Tahoe & Yosemite are for myself I will now definitely encourage people who may be thinking of starting/finishing their trip in San Francisco to start/finish along the Tahoe lakeside as a wonderful contrast to the cities and theme parks.'

- [Emma Savage \(Travel Counsellors\)](#) – 'I absolutely loved Lake Tahoe – it's somewhere I hadn't known a lot about before visiting but is somewhere which has left a massive impression on me. In particular, I have a soft spot for North Lake Tahoe because it is a really beautiful, unspoilt destination and perfect for skiers and hikers and...well everyone who likes the great outdoors and a laid back vibe really! The backdrop of the mountains, the fresh air – heaven! I thought the accommodation on offer was of a very high standard and provided all the comforts of home you could need. The restaurants at the various resorts too offered such a range of food and drink that really you don't need to go anywhere outside the village.'

MEDIA FAMs:

The Best of the West Ski and Snowboard Tour – Domestic
Hosted blogger/photographers Matt Gibson and Bryon Dorr on their quest for the best ski resorts in the west.

About.com articles produced as a result of the visit:

<http://snowboarding.about.com/od/california/p/Squaw-Valley-Ski-Area-Profile.htm>

<http://snowboarding.about.com/od/california/fr/Squaw-Valley-2013-Review.htm>

<http://snowboarding.about.com/od/california/fr/Sugar-Bowl-Snowboard-Resort-Review-2012.htm>

<http://snowboarding.about.com/od/california/p/Sugar-Bowl-Snowboard-Resort-Profile.htm>

Matt-Gibson.org Blogs produced:

<http://www.matt-gibson.org/is-squaw-valley-the-best-ski-resor-in-the-usa>

<http://www.matt-gibson.org/squaw-valley-micro-guide>

<http://www.matt-gibson.org/squaw-valley-powder-porn-photos>

<http://www.matt-gibson.org/sugar-bowl-best-ski-resort-usa>

<http://www.matt-gibson.org/sugar-bowl-ski-snowboard-photo>

<http://www.matt-gibson.org/sugar-bowl-ski-snowboard-guide>

Sugar Bowl Media Fam

Joined in for a day on-mountain as part of the Sugar Bowl media fam where I helped tour around freelancer, Paul Tolme.

Phil Osborne Media Visit

Hosted Phil Osborne, the owner of top Australian action sports publications, web sites (listed below) as well as the Snow Travel Expo consumer ski shows in Melbourne and Sydney.

Chill Factor Ski Magazine, Transfer Snowboard Magazine, TransMoto Magazine, Surfing World Magazine, CoastalWatch.com and MountainWatch.com.

See some results of the visit showcased under "Sponsorship" section of the report.

Resort at Squaw Creek Annual Media Fam

Networked with top domestic freelancers during Resort at Squaw Creek's quality, annual winter gathering.

Times Travel Magazine – UK

Staff assisted with itinerary details of the visit with the help of Visit CA – UK, The Ritz Carlton and Vail Resorts.

Visit CA International Media Ski Fam

Staff has been pitching a Visit CA- supported international media ski fam for a few years now. In late January/early February, 2013, it came to fruition. Top publications from Australia, Brazil and the UK attended.

Men's Health Magazine – Australia

Fairfax Media – Australia

Correio Braziliense – Brazil

O Estado de Sao Paulo – Brazil

Cosmopolitan Magazine – UK

Press Association – UK

Daily Mirror – UK

Correio Braziliense

The coverage is valued at \$98,384 and reached an audience of 165,000.

Correio Braziliense is the newspaper of Brasilia, the federal capital of Brazil.

PLANNING

Warren Miller Film Tour

Australia/New Zealand, May-June, 2013

57 sell out shows in 17 cities

www.warrenmiller.com.au

After hearing that Ski Lake Tahoe had cut the sponsorship of the Warren Miller Film Tour in Australia and New Zealand due to a refocused campaign in Southern California, staff began looking for a solution, not wanting to miss out on this large branding opportunity. The answer came after speaking with Mammoth Mountain and hearing of their interest. This potential partnership sparked talks with the Ski Lake Tahoe Board of Directors, LTVA and Visit CA. In the end, all entities were in after Visit CA came to the table covering 50% of the sponsorship fees due to the Lake Tahoe/Mammoth partnership and key the ski wholesale involvement with Sno N Ski.

The annual Warren Miller film that is released in the Northern Hemisphere in Fall of 2012, goes on tour in Australia and New Zealand during their fall the following year. It marks the kick off to winter in the Southern Hemisphere. Warren Miller's "Flow State" features Lake Tahoe in the film which makes for the third consecutive year with footage of our destination. It was not the time to step away from this sponsorship opportunity and staff is very please that it came to fruition with "California Snow."

North Lake Tahoe will be highlighted on the Warren Miller website, social channels, direct mailings, in the Ski Lake Tahoe planner that is to be inserted into each attendee bag and at each show with Sno N Ski's vacation packages showcasing early bird booking specials to the region. There will also be a 30 second commercial shot shown before each screening of "Flow State." Sno N Ski are also putting together a TV, radio and print campaign that is being supported by North Lake Tahoe who will be featured.

Warren Miller Banner Ad:



Snow Travel Expo

Sydney, Australia – May 26, 2013

Projected Sydney attendance: 7,000+ qualified skiers and snowboarders

Average Household income: \$131,000

Melbourne, Australia – May 19, 2013

Projected Melbourne attendance: 5,000+ qualified skiers and snowboarders

Average household income: \$120,000

85% will take an international ski or snowboard trip annually

www.snowtravelexpo.com.au

Working closely with Visit CA and United Airlines, staff assisted highlighting North Lake Tahoe ski resort and lodging partners to become part of the premier vacation giveaway at the Sydney Snow Travel Expo for the second year running.

The air and land package is being promoted on their web site and, in order for show attendees to register for their free lift ticket to the sponsor Australian ski resort, they must register for the California Grand Prize at the show. Visit CA and United will have access to all emails collected for further solicitation highlighting Lake Tahoe ski vacation information.

Snow Travel Expo Sydney and Melbourne coverage:

www.snowtravelexpo.com.au

<https://vimeo.com/64367547> - North Lake Tahoe being the only ski destination highlighted in the Snow Travel Expo TVC

Snow Travel Expo promotion on MountainWatch.com

<http://www.mountainwatch.com/snow-news/20120711/Travel-Expo-To-Inspire-Snow-Lovers>

PERFORMANCE MEASUREMENTS

Performance Measurement Document

Leisure Advertising

Advertising/Promotions/Media

Leisure Coop Budget Amount

Direct Paid Media Dollars	
Added Value Media	
Coop Programs Investment (NLT Coop)	

Gross Media Impressions

October - March 2013

October - March 12

\$	334,740	\$	391,892
\$	613,982	\$	291,505
\$	5,010	\$	50,000
	93,961,228		55,098,706

Response/Inquires

Total paid clicks

Average cost per click	
Average click thru rate	

	59,561		54,121
	\$1.68		\$1.80
	0.63%		0.51%

Total Leads

Number of brochure / planner requests	
Total email database	
Ad recall/awareness	
Cost per aware visitor	

	4292		5,689
	38,224		35,893
	45%		39%
	\$0.022		\$0.030

Database email open rate

Database email click thru rate

	10.10%		12.41%
	1.00%		9.87%

GTN Online Activity

Total Unique Visitors	
Cost per Visitor	
Percent of Direct/Bookmarked Visitors	
Time Spent on Consumer Website	
Number of Repeat Visitors	
Percent of Repeat Visitors	
Mobile Visits	
Number of Cool Deals Posted	
Cool Deals Pageviews	
Number of Lodging Referrals	
Lodging Referrals % of Total Referrals	
Number of Events Posted	
Search Engine Referrals	
Organic Search Engine Results	
Avg. Amount of #1 Positions	
Avg. Amount of 1st Page Positions	
Avg. Amount of 2nd Page Positions	
Meeting Section Page Views	
RFP Submissions	
Wedding Section Page Views	

	316,227		308,765
	\$1.06		\$1.27
	23.48%		27.65%
	5:20		5:16 min
	88,615		71,155
	21.52%		19.80%
	355,503		69506
	306		436
	34,214		57,625
	70,892		81,940
	82.82%		83.34%
	1762		983
	192,862		157,767
	31		22
	29		53
	33		14
	4,075	TBD	
	11	TBD	
	14,220	TBD	

GTN Geographic Breakdown

Top five cities and percent of total visitors	
San Francisco (SF-OAK-SJ)	
Sacramento (SAC-STKN-MOD)	
Los Angeles	
Reno	
New York	
Chicago	
Dallas	
Total California visits	
Percent of total visitors	
Northern CA visitors	
Northern CA percent of total visitors	
Southern CA visitors	
Southern CA percent of total visitors	
Outside CA visitors	
Percent of total visitors	

October - March 2013

October - March 12

	24.15%		19.20%
	12.17%		9.20%
	7.96%		7.50%
	7.69%		5.70%
	3.60%		4.00%
	7.37%		NA
	2.64%		NA
	183,951		143,941
	44.60%		40.00%
	136,076		105,985
	33.06%		29.50%
	37,103		34,630
	9.01%		9.60%
	227,646		215,182
	55.40%		60.00%

Social Networking

Facebook - Overall

	October - March 2013	October - March 12
Number of Total Fans (at end of period)	12,224	6,560
% Increase Fans During Time Period	86.4%	50.0%
Average Monthly Active Users	NA*	2,281,206
Average Monthly People Talking About Us	6,441	
Total Reach During Time Period	1,220,692	
% Increase in Post Views During Time Period	NA*	TBD
% Increase In Fan Feedback During Time Period	NA*	TBD
Enewsletter Opt-ins Via Facebook Tab	2	TBD

*Facebook does not offer this analytic

Facebook Sweepstakes

Number of Sweepstakes / Giveaways	3	2
Total Sweepstakes Entries	302	195
Number of New Fans Credited to Sweepstakes	224	358
Paid Facebook Media for Sweepstakes	\$1,095.72	\$1,924.65
Average cost per click	\$0.32	\$0.73
Average click thru rate	0.328	0.096
Total Impressions	959,708	3,017,189

Facebook Fan Geographic Breakdown

Lake Tahoe / Reno / Sparks / Truckee	13.3%	17.5%
Central California / Bay Area	7.3%	8.7%
Seattle	<1%	<1%
Southern California	4.2%	5.4%
Las Vegas	1.1%	1.4%
Dallas	<1%	<1%

Twitter

Total Followers (at end of period)	4,706	3,450
% Increase Followers During Time Period	36.4%	20.0%
Listed (Follower Lists)	211	210

Klout - Twitter Influence Measurement

Average Overall Score (out of 100)	50	40-43
Network (out of 100)	NA*	16
Amplification (out of 100)	NA*	9
True Reach	NA*	331

*Klout no longer offers this analytic

Flickr

Total Photos/Items	253 photos, 3 videos	253 photos, 3 videos
Total Views (at end of period)	35,974	21,661
Contacts	62	62

YouTube

Video Upload Views (during period)	1,374	2,618
Overall Video Views (creation through end of period)	31,457	27,478
Subscribers/Friends	67	58

Foursquare

Number of Tips Posted	30	30
Number of Followers (at end of period)	604	277
% Increase Followers During Time Period	118.05%	8.20%
Number of Venue Check Ins	47	45

GTN Blog

Number of Stories Posted	22	24
Number of Social Shares	479	216
Incoming Referrals via Facebook	1,905	786
Twitter	124	108
TripAdvisor	637	0
Internal Referrals via GTN Homepage	2806	1341
Blog Page Views	15,606	11,748

Media/Public Relations

Total Public Relations Spend

	October - March 2013	October - March 12
\$	32,621	\$ 36,496

Media Trade Shows

Number of trade shows attended	0	0
Number of appointments	0	0
Number of qualified media in attendance	0	0

Media Missions

Number of media missions	0	0
Number of coop partners	0	0
Number of media contacts	0	0

Media Familiarization Tours (FAMs)

Number of FAMs	5	8
Number of qualified media participating	14	13
Number of publications represented	10	30

Press Releases

Number of press releases issued	34	52
Number of press releases downloaded from website	TBD	TBD

Number of Media Inquiries

	NA	229
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Number of Media Interviews

	NA	78
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Placements

Total number of placements	NA	302
Regional vs. National	NA	62/38
Domestic vs. International	NA	98/2
Percent of LA	NA	3
Percent of Northern CA	NA	59

Number of Impressions

	NA	101 million
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Advertising Equivalency

	NA	2.7 million
--	----	-------------

% of Positive Media Placement

	NA	88%
--	----	-----

% of Media Coverage Reaching Target Audience

	NA	60%
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% of Media Coverage Including Website Address

	NA	32%
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* Final 6 month numbers will be included in the next report.

Events

Event Marketing

	October - March 2013	October - March 12
Total Number of events supported	10	32
Total Attendance by Event Supported	24,300	TBD

Events Supported

CARVE Tahoe Int'l. Snow Sculpting Competition	X	
SnowFest!	X	X
US Alpine Championships	X	
Learn to Ski & Board Weekend	X	X
Village Oktoberfest		X
Tahoe City Annual Harvest Festival		X
Kings Beach Passport to Dining		X
SnowBomb Sick & Twisted Freestyle Tour		X
Elegant Affair Food & Wine Pairing		X
Holiday Jazz Festival at the Hyatt		X
Telluride Mountain Film Festival		X
Take the Lake Spring Ski & Snowboard Comp.		X
Squaw Valley Luminary Speaker Series	X	X
LunaFest Girls on the Run - Sierra		X
Great Ski Race	X	X
CA State Parks Snow Heritage Celebration	X	
Rahives Banzai Race Series (3)	X	
Tahoe Maritime Museum Annual Programming	X	X
First Annual Nordic Festival	X	
Jack London Memorial Sled Dog Races	X	
Ability Celebration - Disabled Sports USA Farwest		X

Conference/Group Sales**Conference Coop Budget Amount**

Direct Paid Media Dollars
 Added Value Media Dollars
 Coop Programs Investment (NLT Coop)
 Partner Leveraged Dollars

October - March 2013

October - March 12

\$	70,000	\$	42,207
\$	46,057	\$	36,055
\$	-		
\$	-	\$	5,750

Leads

Number of leads
 Lead room nights

	93		59
	20,832		24,026

Booked Business

Number of bookings
 Booked room nights
 Booked attendance
 Booked Room Revenue

	41		18
	16,280		4,273
	7,536		3,079
	\$2,803,611		\$432,072

Lost Business

Number of lost opportunities
 Lost room nights
 Lost attendance

October - March 2013

October - March 12

	26		22
	6,203		4,531
	3,453		2,155

Arrived Business

Number of bookings
 Number of booked room nights
 Number of booked attendees
 Booked attendees spending

	20		18
	6,575		5,509
	2,586		2,393
	\$768,574		\$1,013,457

Personnel productivity metrics

Number of leads-sales person A
 Number of leads -sales person B
 Number of bookings-sales person A
 Number of bookings-sales person B
 Number of booked room nights-sales person A
 Number of booked room nights-sales person B

	53		43
	40		16
	20		13
	21		5
	12,306		3,723
	3,974		550

Travel Trade/Sales**Total Travel Trade Spend**

October - March 2013

October - March 12

\$	46,000	\$	40,000
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Leisure Trade Shows

Number of trade shows attended
 Number of Coop shows

	3		3
	2		2

Number of Sales Missions (call center trainings)

Domestic
 International

	6		9
	10		0

Leisure Familiarization Tours (FAMs)

Number of Site Inspections

	16		15
	80		75

Wholesale Product Placements

Domestic Brochure Placement
 International Brochure Placement
 Number of NLTRA Pages with Domestic Suppliers
 Number of NLTRA Pages with International Suppliers
 Number of Properties Featured on Domestic Websites
 Number of Properties Featured on International Websites

	25		31
	62		60
	50		62
	94		92
	43		38
	15		15